HOW TO LAUNCH A FAMILY PROGRAM IN THREE MONTHS

Mathys Meyer, Ph.D.
Dean of Student Success

Stephanie Stiltner, M.A.
Director of Family Connections

University of Pikeville
UPIKE

PRESENTERS

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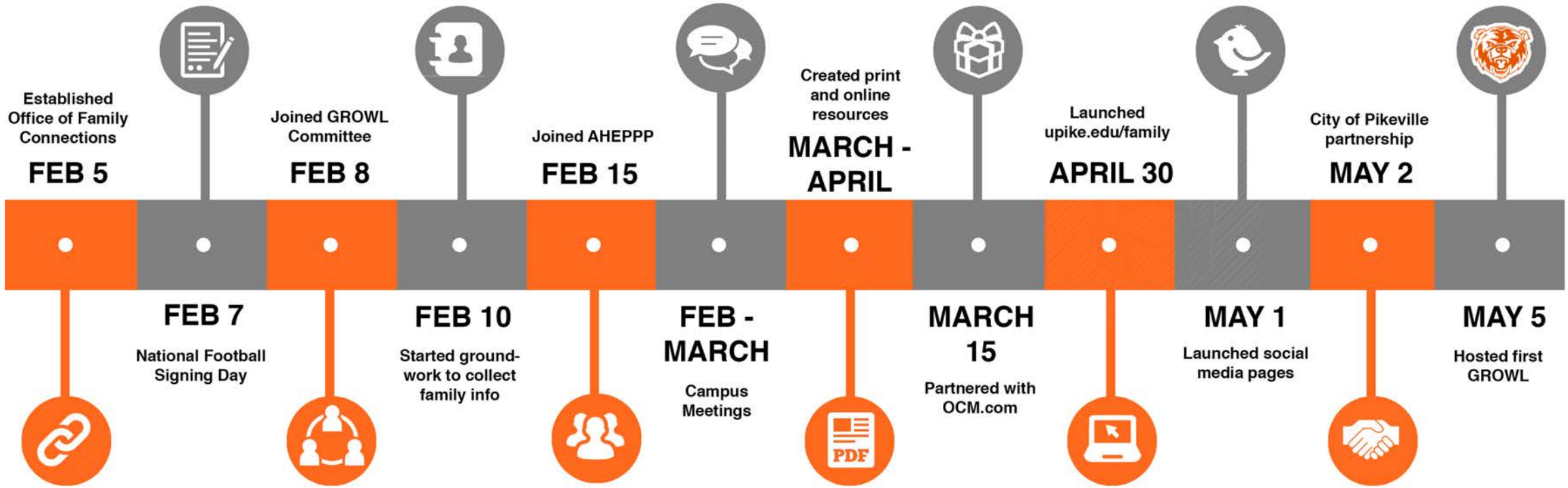
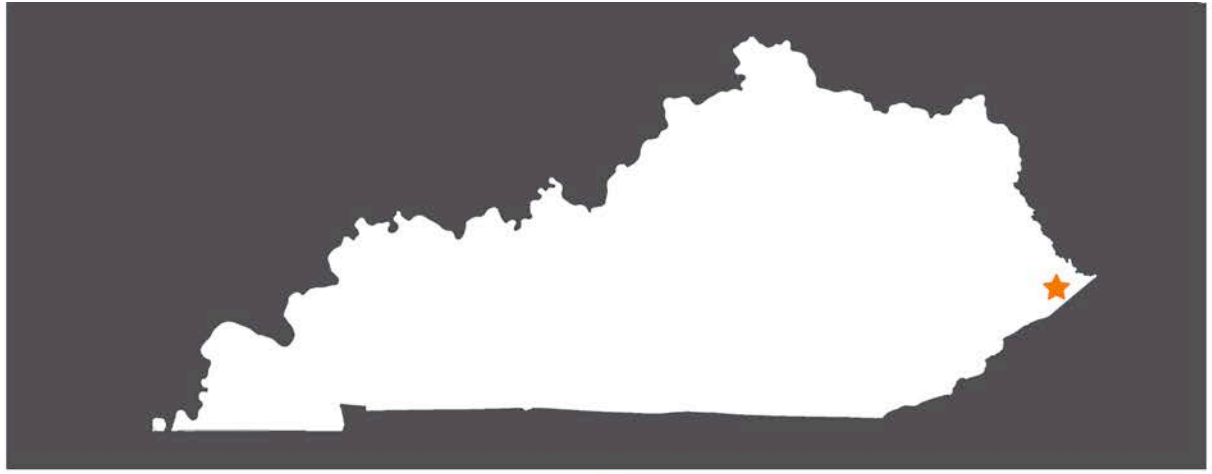
Director of Family Connections

SESSION OBJECTIVES

- Recognize the value of establishing a family program and communicating with families of students
- Recognize opportunities on campus for collaboration
- Identify opportunities on campus to engage families
- Identify off-campus resources to support family programming
- Recall ideas to engage families during summer orientation programs


Established Office of Family Connections
FEB 5
FEB 7
National Football Signing Day
Joined GROWL Committee
FEB 8
FEB 10
Started ground-work to collect family info
Joined AHEPPP
FEB 15
FEB - MARCH
Campus Meetings
Created print and online resources
MARCH - APRIL
PDF
MARCH 15
Partnered with OCM.com
Launched upike.edu/family
APRIL 30
MAY 1
Launched social media pages
City of Pikeville partnership
MAY 2
MAY 5
Hosted first GROWL

PRIVATE, LIBERAL ARTS



SCHOOL OF OPPORTUNITY

2018-2019 Freshman Class

289

Undergraduate Enrollment

1,082

Total University Enrollment

2,317

FIRST TO SECOND YEAR RETENTION RATE

60%

48%

ARE STUDENT-ATHLETES

99%

FIRST-YEAR STUDENTS RECEIVE FINANCIAL AID

College of Arts and Sciences - Coleman College of Business

Patton College of Education - Elliott School of Nursing

Kentucky College of Osteopathic Medicine

Kentucky College of Optometry

15:1

UNDERGRADUATE FACULTY-STUDENT RATIO

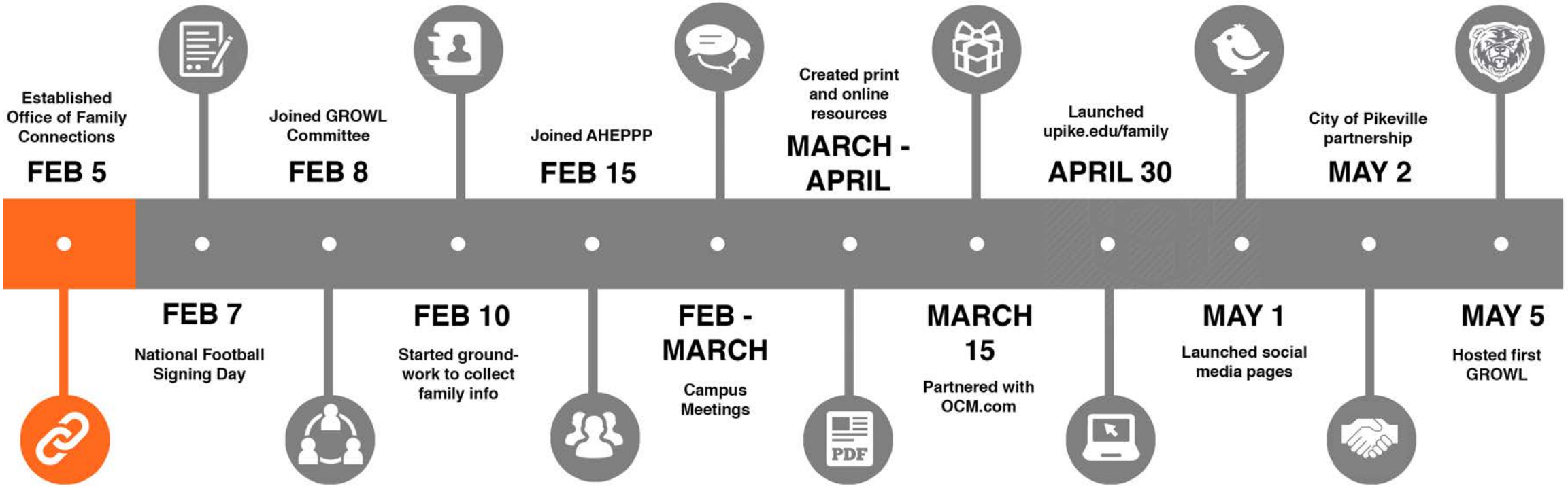
UNIVERSITY OF PIKEVILLE
UPIKE

DIVISION OF STUDENT SUCCESS

WHY FAMILY CONNECTIONS

- Families not only influence where their students go to college, but if they stay in college
- Provide proactive communication
- Develop an engaged and informed off-campus support systems for students
- Increase first-to-second year retention rates by engaging families

ESTABLISHED FAMILY CONNECTIONS

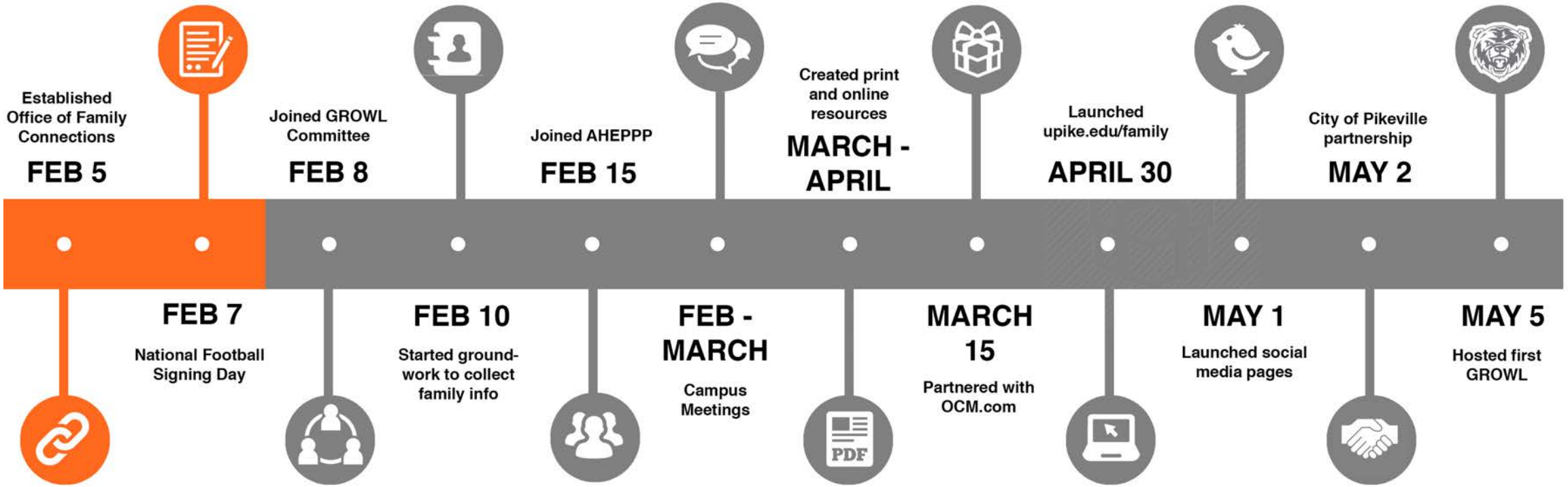


SERVICES

- Always have families in mind
- Contact – Information Source - Advocate
- Staffed by one full-time director

Mission: Parents and families of every University of Pikeville student are encouraged to share and support their student's UPIKE experience.

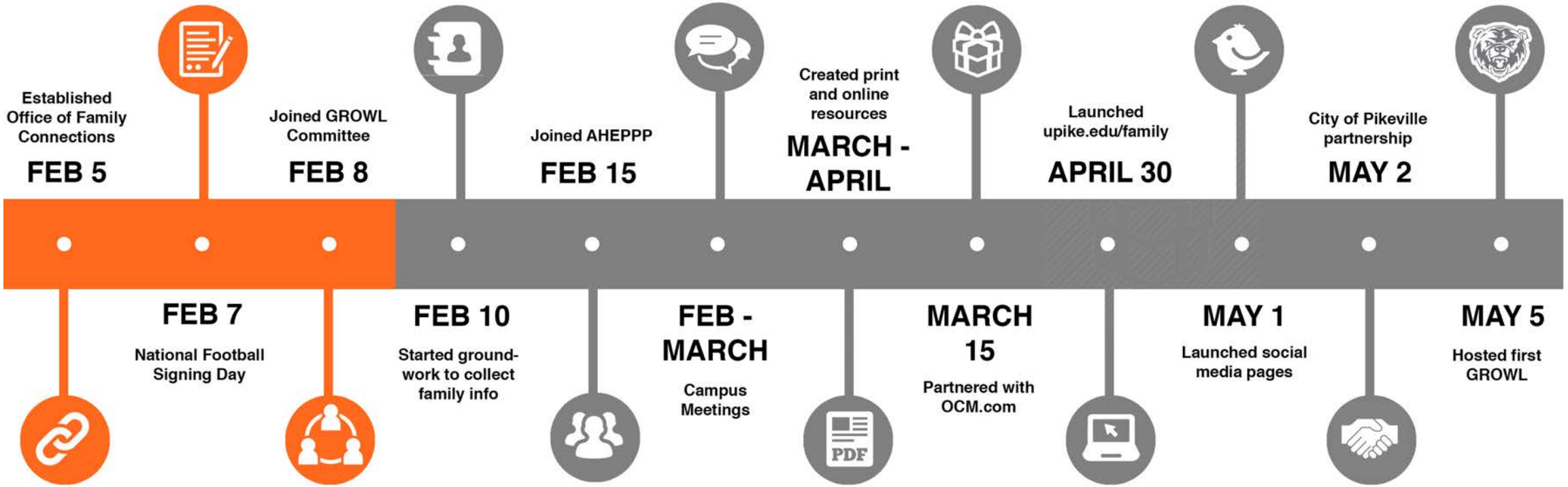
NATIONAL FOOTBALL SIGNING DAY



National Football Signing Day

- 52 students in signee class
- Contact information collected for 86 family members

JOINED GROWL COMMITTEE



GROWL 2018

Saturday, June 23

7 a.m. Check-in, student ID photos, families sign-up for Financial Aid appointments

8 a.m. Welcome and Introduction to First Year Experience
Chaplain Rob Musick

STUDENTS

8:30 a.m. — Upper campus
Scavenger Hunt

9:15 a.m. — Booth Auditorium
Student Affairs
Residence Life, Campus Safety, Student Activities, Career Services, and Student Government

10 a.m. — Armington Learning Center
Academic Advising/Technology
Student Success/Information Technology

11 a.m.
Lunch in City View Cafe

11:45 a.m. — Armington Learning Center
Explore Academics
Choose One: College of Arts & Sciences, Business, Education, and Nursing

12:15 p.m. — Armington Learning Center
Explore UPIKE
Choose Two: Honors, Study Away, Study Abroad, ACE, Band, ROTC, Spiritual Life, Service and Internships

FAMILIES

8:30 a.m. — All family sessions: HPEB, 7th floor
Family Connections
Stephanie Stiltner

8:45 a.m.
Taking Care of Business
Jen Bates and Brandi Gollihue

9:15 a.m.
Coffee Break and Card Station

9:30 a.m.
Academics at UPIKE
Faculty from various departments

10:15 a.m.
Successful Transitions
Student Affairs and Student Success

11 a.m.
Lunch in City View Cafe

11:45 a.m.
Ask the Experts

12:30 p.m.
Coffee Break and Card Station

12:45 p.m.
"Straight from the Bears' Mouth"
Hear from our students

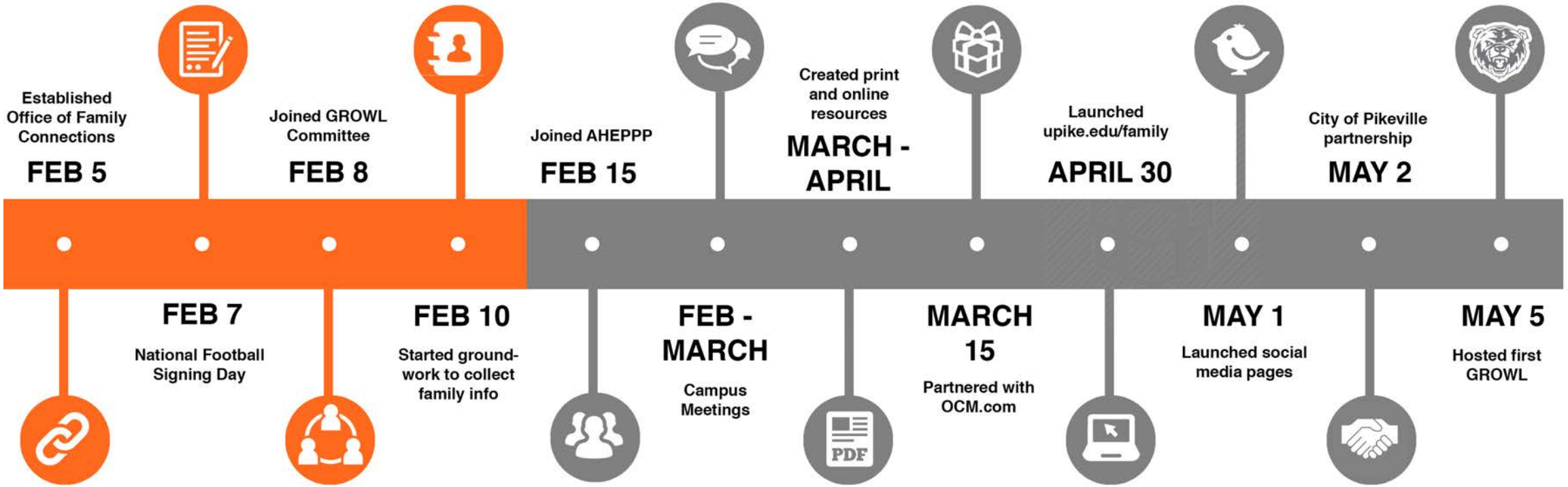
1:15 p.m. "What's Next?" — Closing sessions: HPEB, 7th floor

1:30 p.m. Final Thoughts
Coach Kelly Wells

1:45 p.m. UPIKE Bookstore (Street level of parking garage)

- Developed onboarding programming for GROWL (Family Orientation)
- Talked to participants of each session about targeting messaging to families

BUILDING FAMILY DATABASE



CONNECT WITH UPIKE

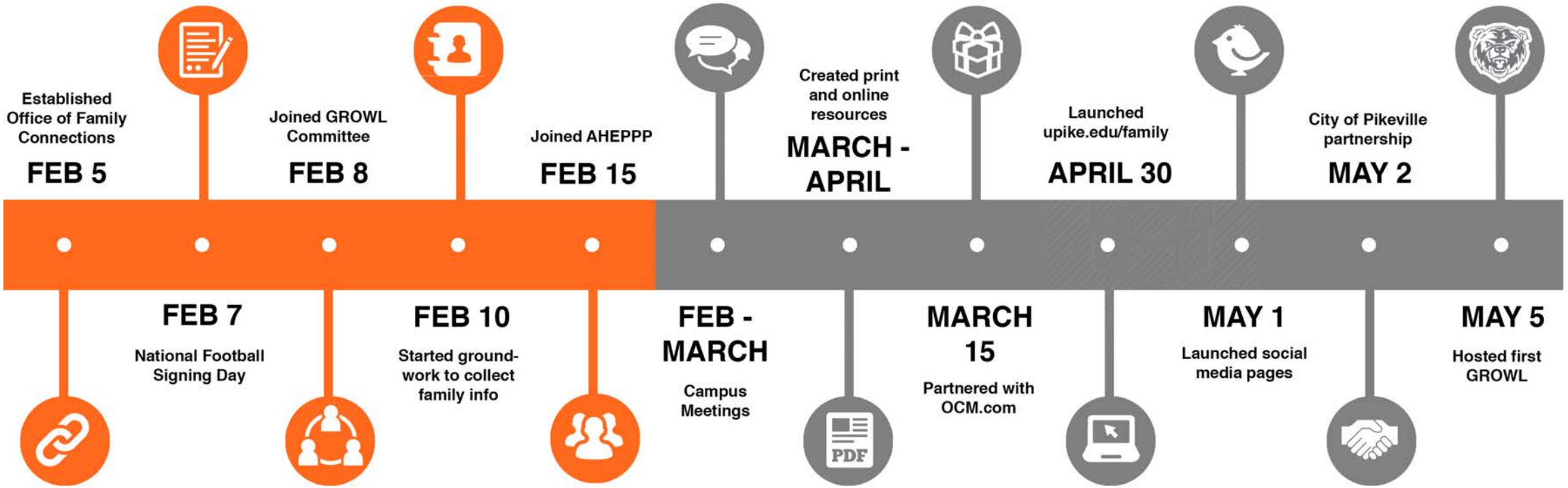
Families of First-Year Students

- Complete contact forms during GROWL
- Invite families to follow Family Connections on social media

Families of Current Students

- Partner with coaches to collect family contact info
- Cards from students to families that include info on how to connect with Family Connections
- Station set up at home athletic events, concerts and theatre performances to collect contact info

BECAME A MEMBER OF AHEPPP



2017 National Survey of College and University Parent/Family Programs

Marjorie Savage
Education Specialist, Dept. of Family Social Science
University of Minnesota

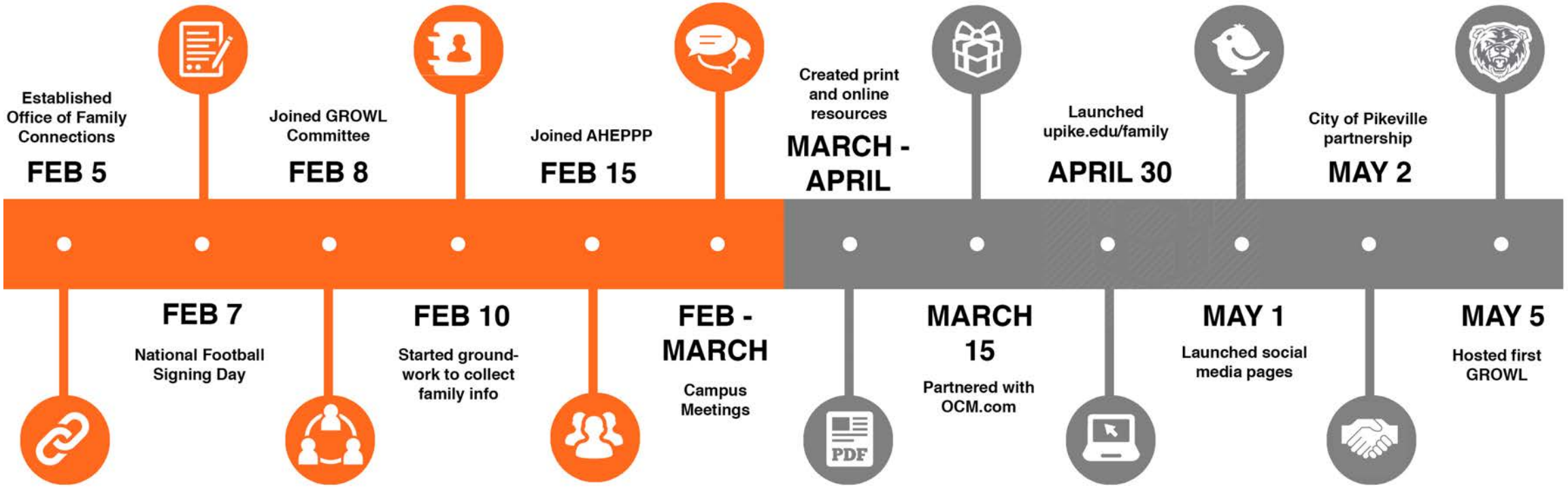
Chelsea Petree, Ph.D.
Parent & Family Programs Director
Rochester Institute of Technology

- Organizational structure
- Program demographics
- Staffing
- Services and programming
- Program budget
- Advice and general comments

ASSOCIATION OF HIGHER EDUCATION PARENT / FAMILY PROGRAM PROFESSIONALS
AHEPPP

The premier national association for higher education practitioners who work with the parents and family members of college students.

DEVELOPED CAMPUS PARTNERSHIPS



COLLABORATING ON CAMPUS

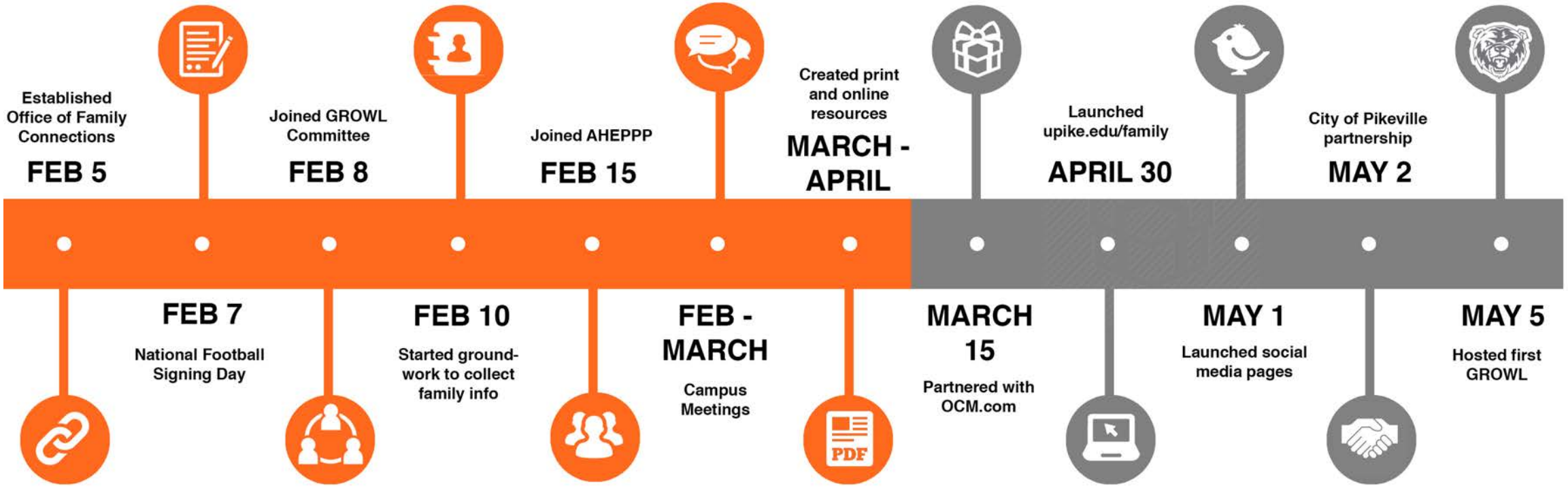
Beyond Admissions and Student Affairs

- Registrar
- Student Financial Services
- Institutional Research
- Bookstore
- Mail Room
- Academic Deans
- Academic Division Chairs
- Controller
- Alumni Office
- Athletics Director and Coaches
- Information Technology

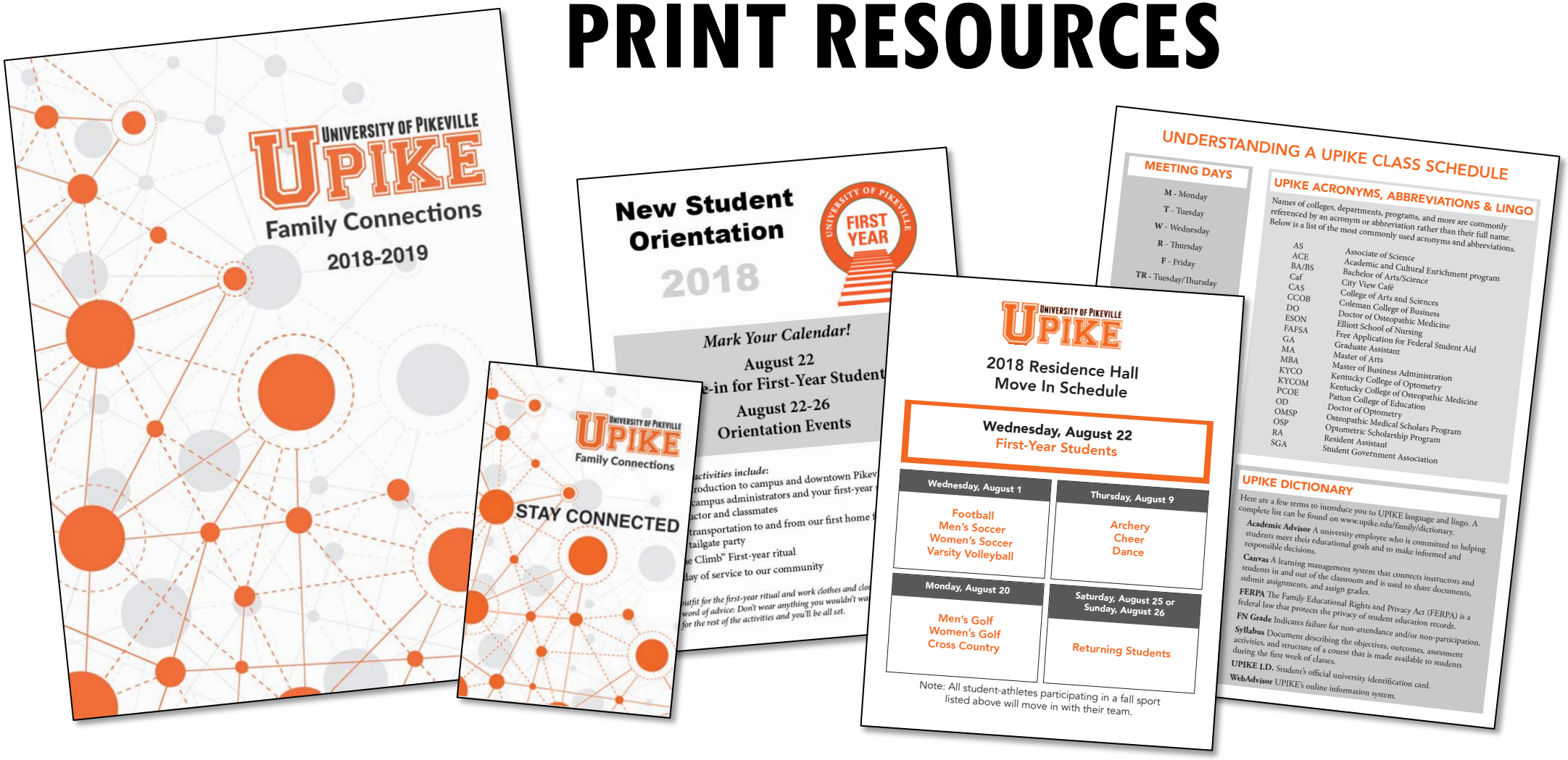
Including Family Connections on Key Teams on Campus

- Co-Chair GROWL Committee
- First-Year Experience Committee
- First-Year Seminar Instructor
- Homecoming/Family Weekend Planning Committee
- Social Media Task Force
- Clearance Committee (as needed)

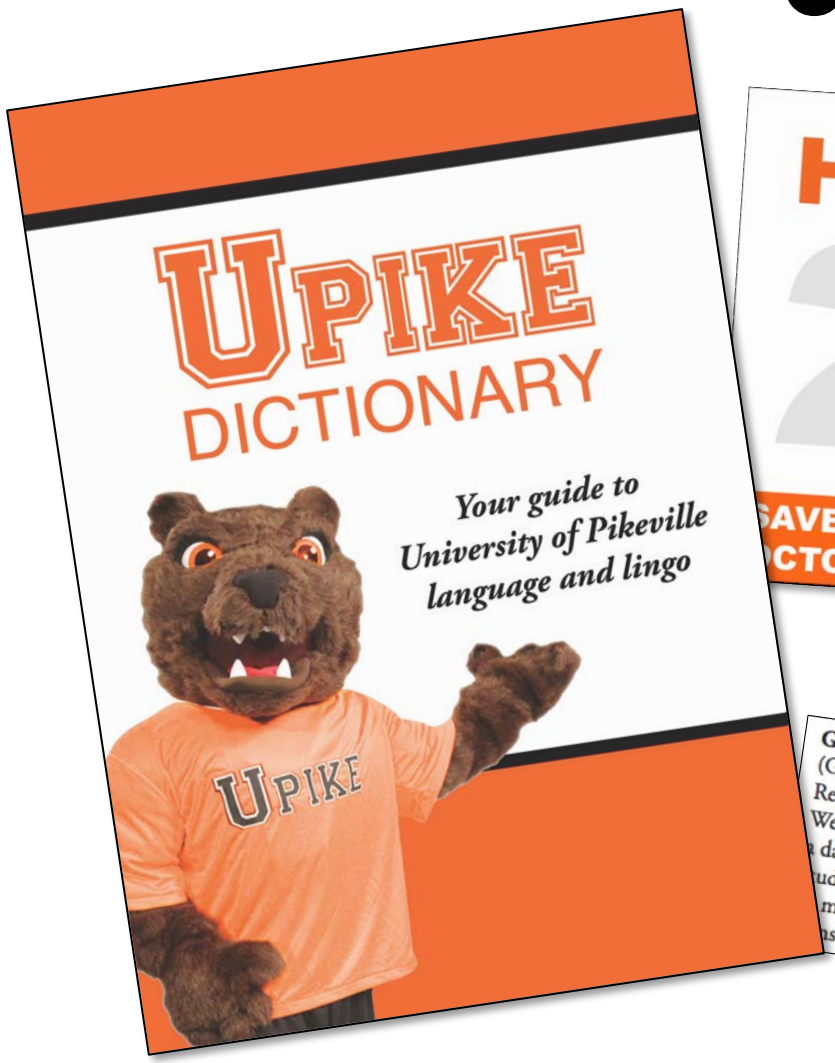
CREATED PRINT AND ONLINE RESOURCES

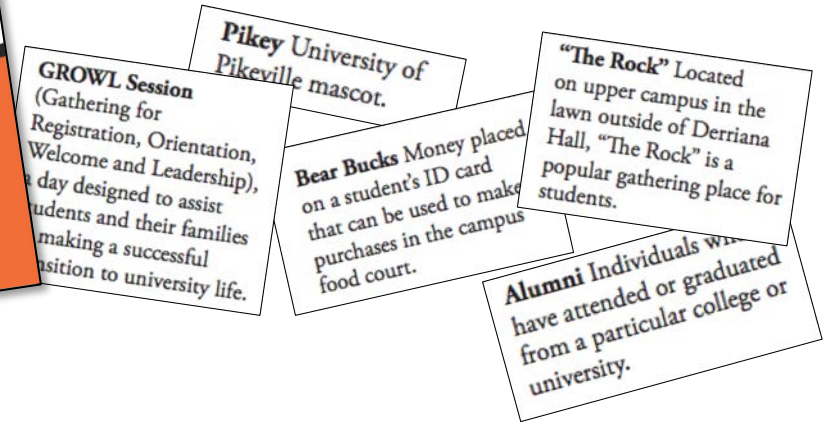


PRINT RESOURCES



ONLINE RESOURCES





CONTACTS

IN CASE OF EMERGENCY DIAL 911

UPIKE PUBLIC SAFETY
(606) 218-5940
(606) 477-0262

PIKEVILLE MEDICAL CENTER EMERGENCY
(606) 218-3500
911 BYPASS ROAD,
PIKEVILLE, KY

ACADEMIC ADVISING
(606) 218-5966

ACADEMIC ASSISTANCE
(606) 218-5328
AcademicAssistance@upike.edu

ACE PROGRAM
(606) 218-5701
ace@upike.edu

DISABILITY RESOURCE CENTER
(606) 218-5232
Fax: (606) 218-4210
katherinepetot@upike.edu

ALLARA LIBRARY
(606) 218-5617
Text: (606) 653-2484

UPIKE BOOKSTORE
(606) 218-5727

BUSINESS OFFICE
(606) 218-5200

Student Accounts
(606) 218-5203

CAREER AND PROFESSIONAL DEVELOPMENT
(606) 218-5223

DEAN OF STUDENTS
(606) 218-5224

DINING SERVICES
(606) 218-5037

FAMILY CONNECTIONS
(606) 218-5815
family@upike.edu

INFORMATION TECHNOLOGY HELP DESK
(606) 218-5300
https://helpdesk.upike.edu

NURSE
(606) 218-5048

TITLE IX
(606) 218-5344
bethanybowersock@upike.edu

SPIRITUAL LIFE
(606) 218-5762
robertmusick@upike.edu

FINANCIAL SERVICES
(606) 218-5247

FIRST-YEAR EXPERIENCE
(606) 218-5145

PARKING
(606) 218-5940

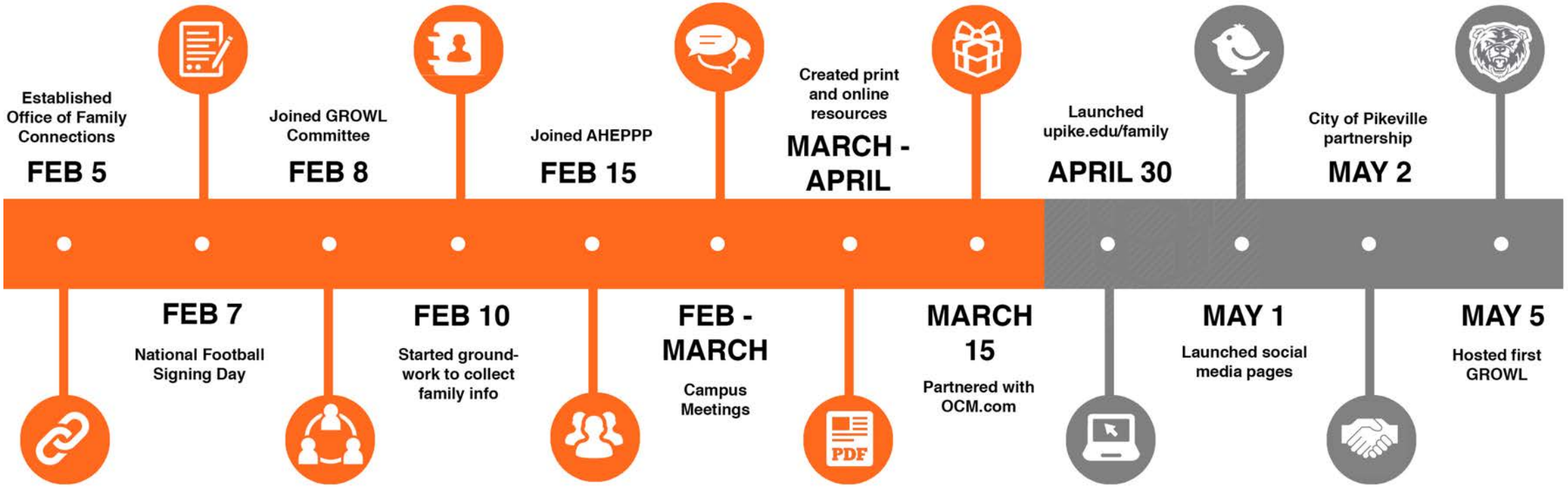
REGISTRAR'S OFFICE
(606) 218-5260
registrar@upike.edu

RESIDENCE LIFE
(606) 218-5224
housing@upike.edu

STUDENT CONDUCT
(606) 218-5945

VETERAN'S AFFAIRS
(606) 218-5257
(606) 218-5732

PARTNERED WITH OCM.com



Energy Kit

OCM
OUR CAMPUS MARKET
Serving Students & Parents Since 1981

UNIVERSITY OF PIKEVILLE
UPIKE

Search by School | Search Product | 0 items | $0.00 | CHECKOUT

BEDDING & BATH | DORM & APARTMENT | DORM DECOR | GIFTS & CARE PACKAGES | DIPLOMA FRAMES | TECH & SUPPLY | GREEK LIFE | SALE

GIFTS AND CARE PACKAGES

Final Exam Gifts

College Care Packages
Spring Final Exams
College Cravings
Personal Care Collections
Any Occasion
Birthday
Healthy
Gluten-Free
Special Diet
Feel Better

Baked Goods
Birthday Cakes
Cupcakes
Brownies
Cookies
Gourmet Pies
Cheesecakes

Gifts For College Students
Birthday Gifts
Gift Baskets
Popcorn Gifts
Sweet Treats

home > PKV > Gifts and Care Packages > College Care Packages

College Care Packages for Pikeville College Students

Items 1 - 16 of 71 | Show: 16 items per page 1 2 3 4 5 >

Sort by Featured Items Price All

Energy Kit

$20.00

★★★★½ (11)

Spirit Pack

$55.00

★★★★½ (37)

Brain Food

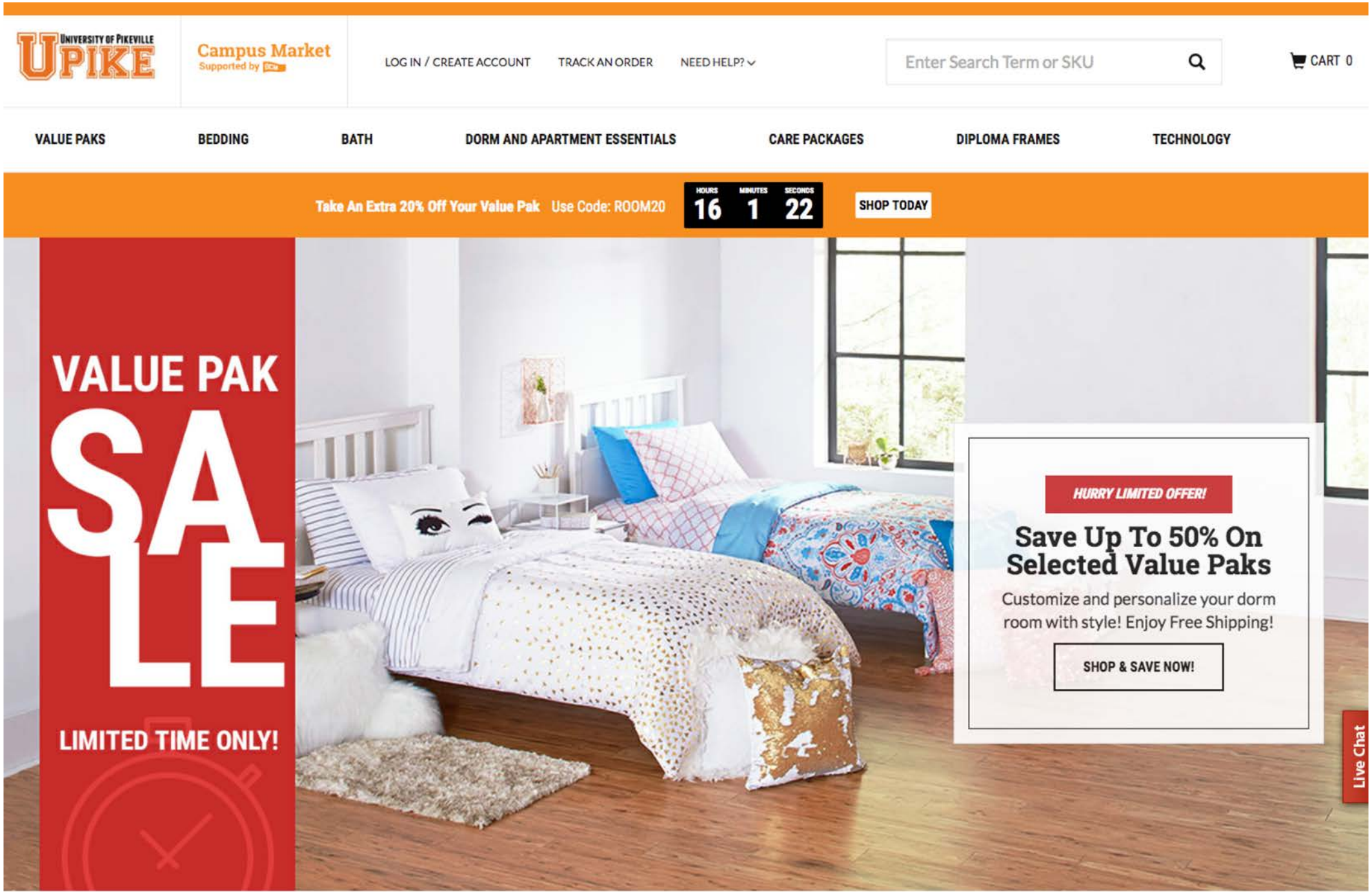
$45.00

★★★½☆ (7)

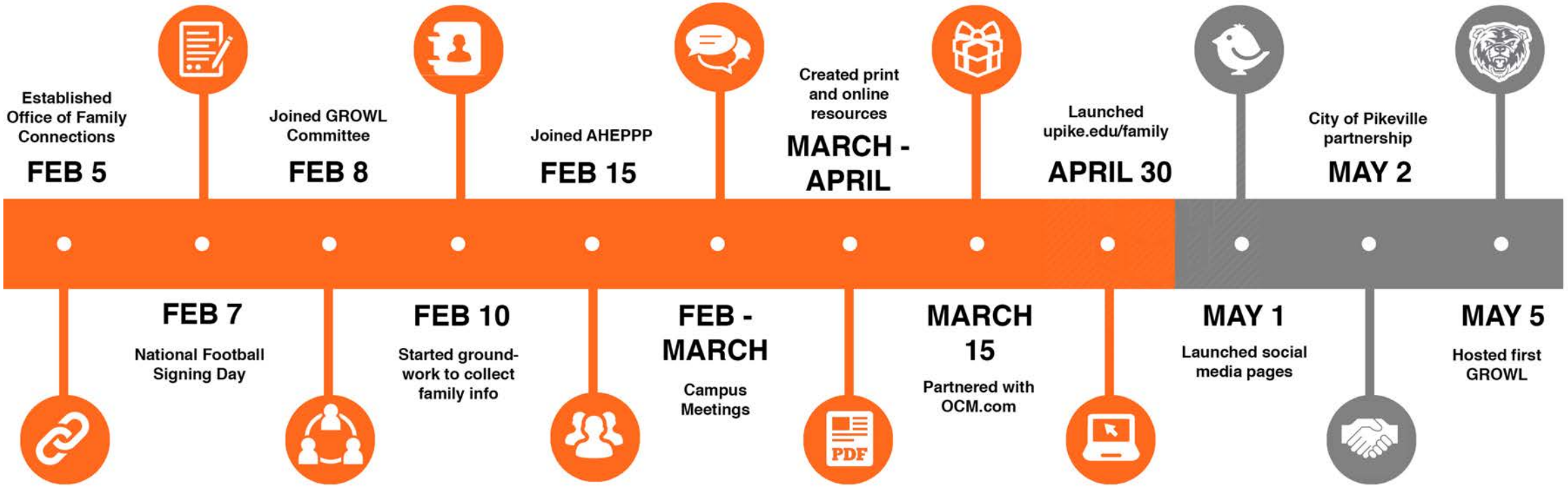
Exam Aid

$50.00

★★★★★ (2)


UNIVERSITY OF PIKEVILLE
UPIKE
Campus Market
Supported by
LOG IN / CREATE ACCOUNT
TRACK AN ORDER
NEED HELP?
Enter Search Term or SKU
CART 0
VALUE PAKS
BEDDING
BATH
DORM AND APARTMENT ESSENTIALS
CARE PACKAGES
DIPLOMA FRAMES
TECHNOLOGY
Take An Extra 20% Off Your Value Pak Use Code: ROOM20
HOURS 16
MINUTES 1
SECONDS 22
SHOP TODAY
VALUE PAK
SALE
LIMITED TIME ONLY!
HURRY LIMITED OFFER!
Save Up To 50% On Selected Value Paks
Customize and personalize your dorm room with style! Enjoy Free Shipping!
SHOP & SAVE NOW!
Live Chat

LAUNCHED UPIKE.EDU/FAMILY



Family Connections

Welcome | Family Orientation | First-Year Transition | Care Packages | Family Weekend | Connect with Us | Resources

Message from the Director of Family Connections

Families of every University of Pikeville student are encouraged to share and support their student's UPIKE experience.

Want to hear some good news? You don't have to navigate your student's first year of college by yourself! I'll be sharing information to guide you along the way. From sending care packages, to addressing homesickness, to learning the UPIKE lingo, I'll be your go-to person.

It's essential for you to be aware of the academic challenges of pursuing higher education and what it takes for students to be successful in college. We understand the transition to college impacts students and their families. UPIKE has established a family program to advise you of the processes in place on campus and provide you with invaluable resources you may lean on during your student's collegiate experience.

Family Connections

Resources for Families

Becoming a Lifelong Learner

- Academic Assistance Center
- ACE Program
- Disability Resource Center
- Center for Student Success
- Study Abroad
- Honors Program
- Career and Professional Development
- Registrar's Office
- FERPA
- Allara Library

Campus Resources

- Public Safety
- Bear Alert
- Parking and Vehicle Registration
- Inclement Weather Plan
- Health Services
- Mother's Room
- Counseling Services
- Veterans Services
- Student conduct and community standards
- Information & Technology Services
- Academic Calendar
- Campus Map
- Understanding class schedules

Finding Balance

- Athletics
- Involvement Outside the Classroom
- Residence Life
- Campus Activities
- Leadership Development
- Honor Societies
- Clubs and Organizations
- Student Government Association
- Greek Life
- Walmart Wednesday
- Serving Others
- Spiritual Life

Taking Care of Business

- Student Financial Services
- Workstudy
- Dining Services
- Meal plans
- UPIKE Bookstore
- ATMs
- Financial Planning

Staying in Touch

- Care Packages
- Mailing to Residence Hall Students
- Campus Visits
- Orange Card

Contacts

- UPIKE Contacts

- Things to Do in Pikeville while your student is at UPIKE

Family Connections

Stay Connected @ UPIKE

UPIKE Family Connections
Administration Building, 220B
(606) 218-5815
family@upike.edu

UPIKE Family Connections on social media
https://www.facebook.com/UPIKEfamilyconnections
https://twitter.com/UPIKEfamily

Learn the Lingo
UPIKE Dictionary

Share your contact information - Click Here

Stay Informed With UPIKE

UPIKE News
Visit http://www.upike.edu/News for the latest news and information about UPIKE.

UPIKE Magazine
The UPIKE Magazine is published biannually for alumni and friends of the university. Click HERE to view current and past issues.

UPIKE E-News
The official newsletter of the University of Pikeville Alumni Association is published monthly. Click HERE to subscribe and view archived newsletters.

Family Connections

Resources

- Home
- Dictionary
- Partnering
- High School vs College
- Checklist
- Traditions
- New Student
- Orientation
- **Connect with us**

Share your contact information

If you would like to receive information from UPIKE Family Connections, please complete the form below.

To update your contact information you have previously shared with us, email updates to family@upike.edu or call (606) 218-5815.

All information is for institutional use only and will not be made available to the public.

Legal Name of Student*:

Student preferred name/nickname:

Parent/Guardian Information:

Title*: Dr.

First Name*:

Middle Name:

Last name*:

Relationship to Student*: mother

Street Address:

City:

State/Province:

ZIP Code:

Home Phone: ( ) -

Cell Phone: ( ) -

Email Address:

Would you like to receive the monthly Family Connections e-newsletter?: Yes No

Check box if you attended Pikeville College/UPIKE?:

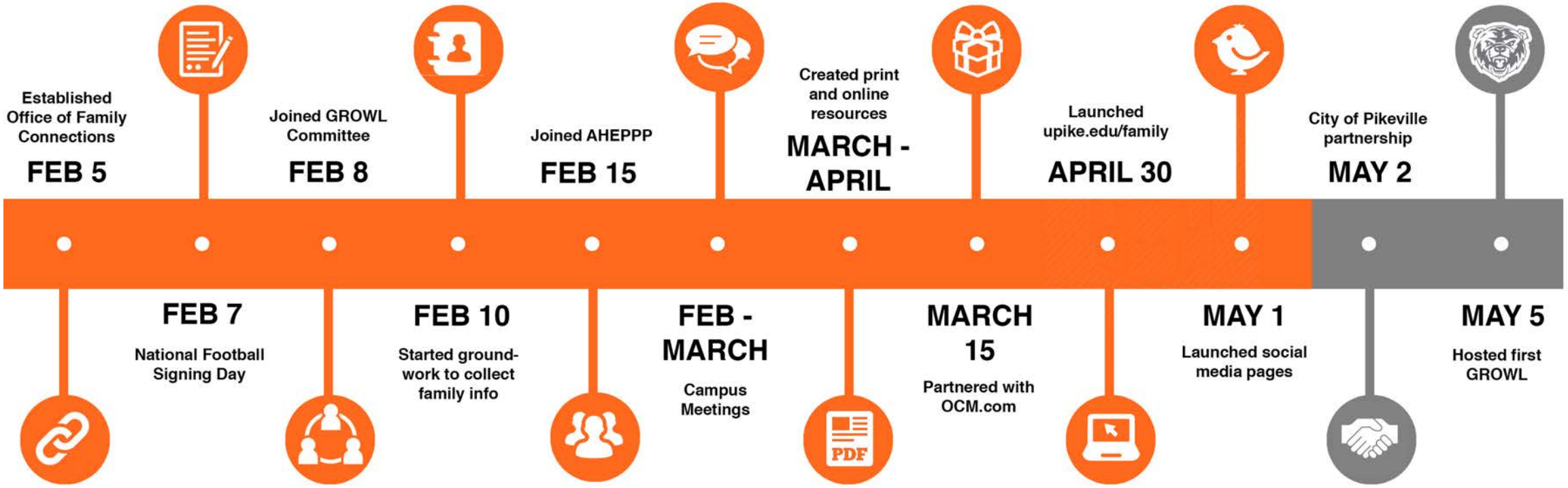
If Yes, class year?:

Would you like to receive the monthly UPIKE Alumni e-newsletter?: Yes No

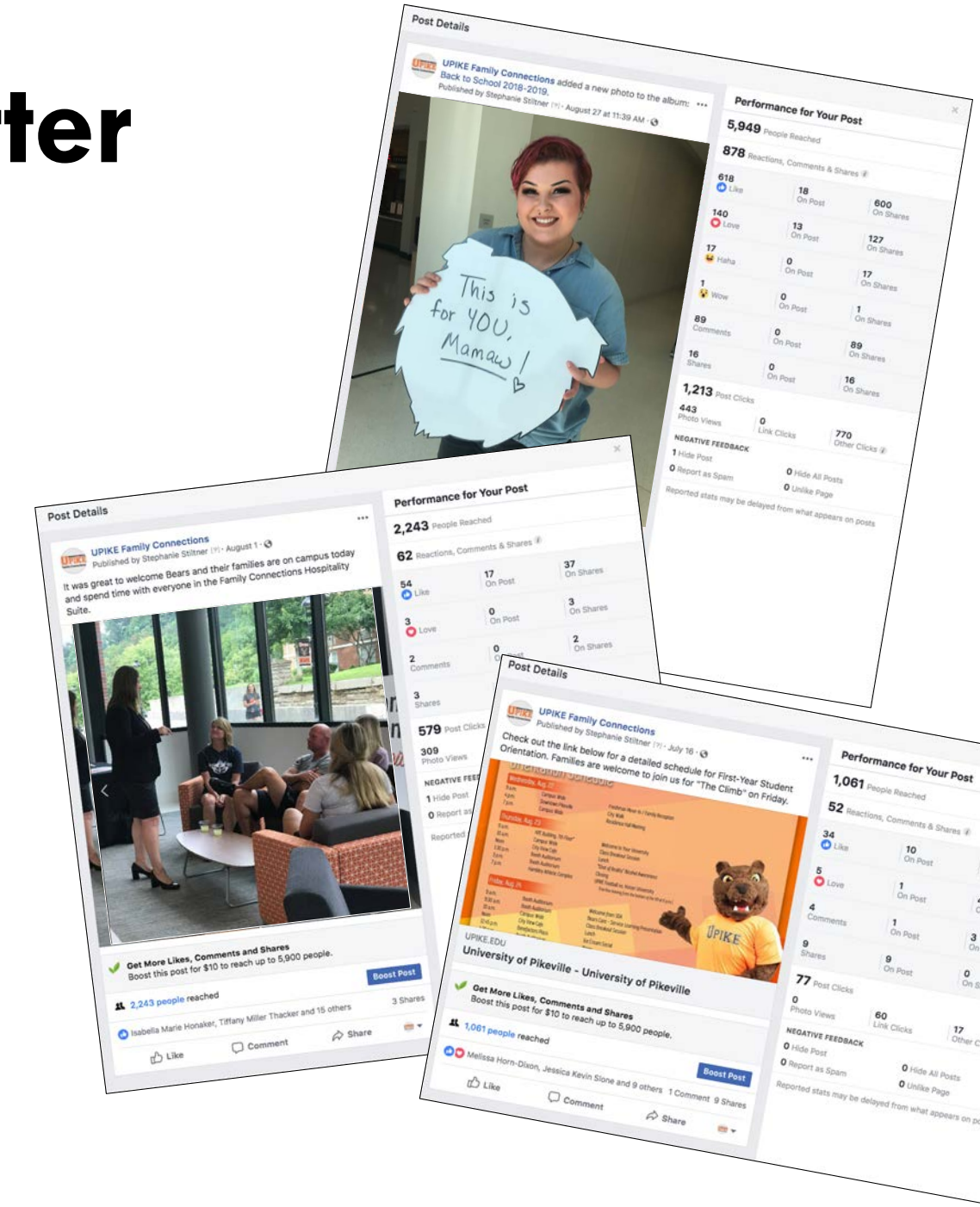
**Required:*

Submit

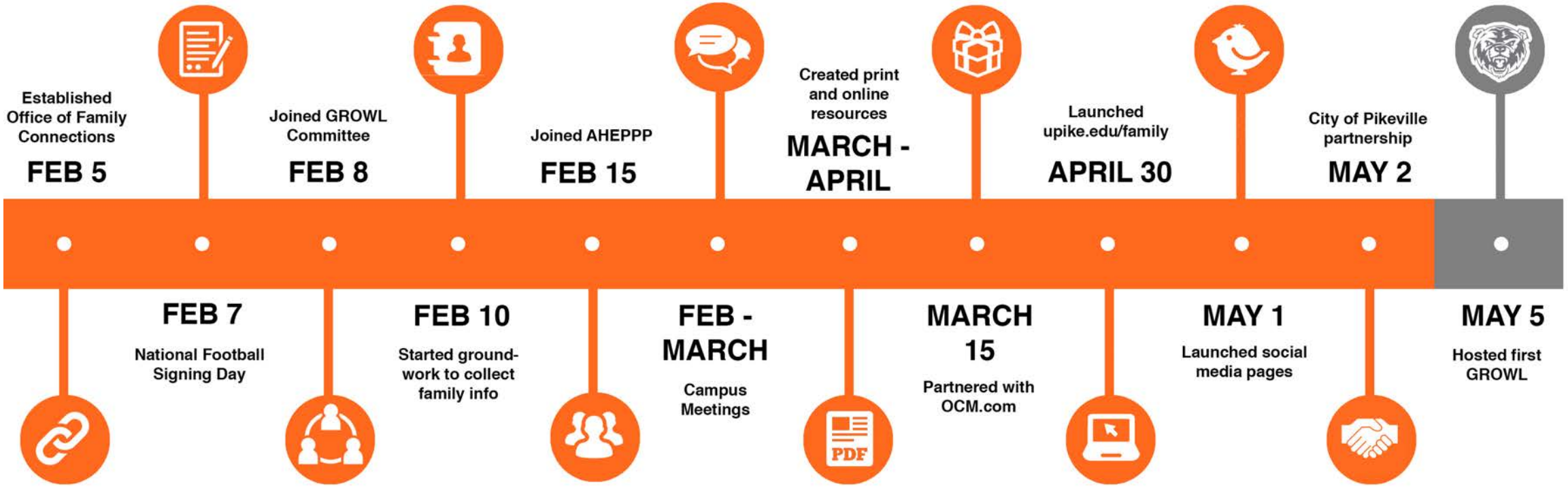
LAUNCHED SOCIAL MEDIA PAGES



Facebook and Twitter



COMMUNITY PARTNERS



Community Partnerships

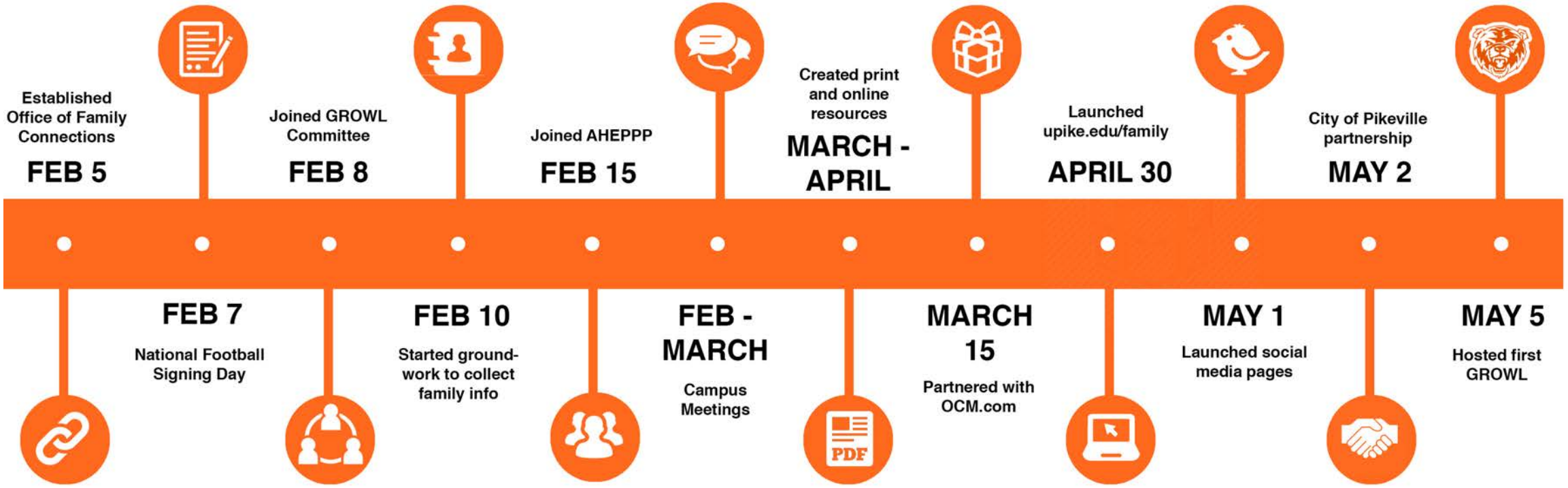
Pikeville/Pike County Tourism

- Hatfield/McCoy Tours

City of Pikeville

- Eco-Tourism Opportunities
  - Zip/Paddle/Saddle
  - Hiking
- Pikeville Main Street Program events
- Music on the Main Street Stage
- Drag Races and Cruise-Ins

HOSTED FIRST GROWL SESSION



Personal Resource

Stephanie Stiltner

Director of Family Connections

family@upike.edu

Text me! (606) 616-8407

Your name, student name, relationship

Card Program

Academics at UPIKE

"Valuable info on academics … what is offered to my student. Feel the professors want the best for my child."

- Family of First-year Student

"I have found I have actually enjoyed the experience and felt like I was engaged—and helpful."

- Longtime faculty member

Straight from the Bears Mouth

"Listening to the students talk about their experiences puts us more at ease about our son's transition to college life."

- Family of First-year Student

"This session was amazing because it allowed parents to ask questions and the students answered. It made people feel at ease."

- Family of First-year Student

Straight from the Bears Mouth

Questions included:

- My daughter doesn't know anyone here – What would you tell her about making friends?
- How long did it take for you to become comfortable with your new schedule and routines?
- How did your relationship change with family when you moved to campus?
- How do you balance being a student and an athlete?

Ask the Experts

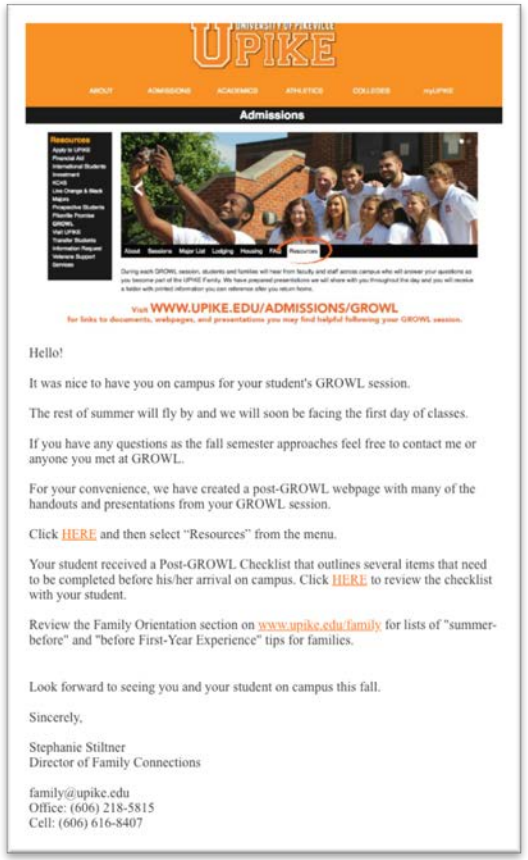
- ACE
- Disability Resource Center
- Campus Safety
- Housing
- Business Office
- Bookstore
- Band/Choir/Theatre
- Career Services
- Spiritual Life
- Student Success

Family Tassels … a new tradition

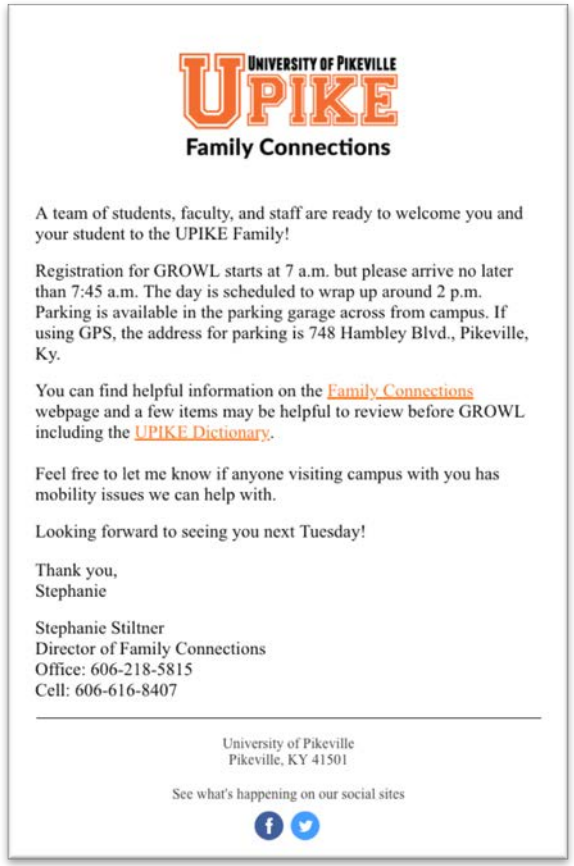
Take-Aways

- Partnerships are key
- Buy-in across campus
- Hospitality
- Families are encouraged to actively engaged in students' UPIKE Experience

E-mail communication

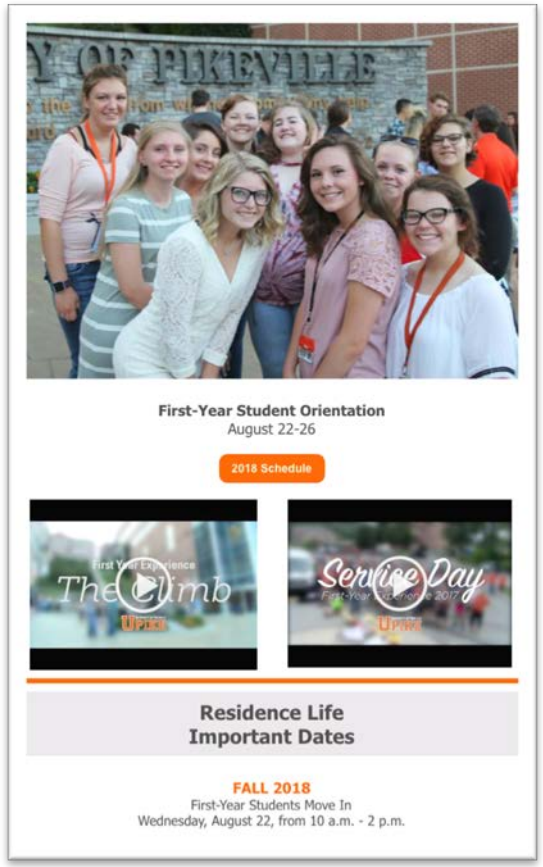


Pre-GROWL
61% open rate



Post-GROWL
71% open rate

Move-In
62% open rate



August E-newsletter
261 successful deliveries
56% open rate

Since the first GROWL …

Connecting to Families

456

Contact information for 456 family members has been collected. In addition to opening lines of communication with Family Connections, information is being used by Advancement to connect current students to alumni family members, which is imperative as we explore opportunities to recognize legacy families.

Social Media

Facebook: 125 "Page Likes"
Peak engagement: 5,700 people reached on the first day of classes

Twitter: 100 "Followers"

Email Communication

August 2018 Family Connections e-newsletter
Sent to 284 addresses (54% open rate)

Move-In information
Sent to 229 addresses (62% open rate)

GROWL (pre- and post-event)
Average open rate: 70%

Many families expressed that e-mail is their preferred method to receive information from the university.

Webpage

May-August 2018

1,716 page views for upike.edu/family

1,551 page views for upike.edu/growl

UNIVERSITY OF PIKEVILLE
UPIKE
Family Connections

First-Year Move-In

Hosted Hospitality Suites for families of incoming and returning students during four move-in days.

Text messages and phone calls

The director's cell phone number is shared with every family member. Many of the questions throughout the summer were in reference to information technology, housing, and bookstore services. Many families express text messages as their preferred method of asking questions.

Card Program

During GROWL, families wrote cards to their students. Nearly 200 cards were delivered during the first week of class and hundreds more will be delivered throughout the academic year.

Family Connections provided cards to students to send messages home. More than 70 cards were sent to families and included an invitation to share contact information with Family Connections.

Family Orientation

Approximately 350 family members of incoming students attended the family orientation program during GROWL.

"I learned how to share and support my ***student's UPIKE experience.*** *This was a major factor of the day … covered and recovered, spelled out, and even drawn out. Thanks!"*

- Mother of incoming student in reference to her experience during GROWL

What's Next?

- Homecoming/Family Weekend 2018
- Legacy Program
- Parent Advisory Council
- Facebook Groups
- Working with Institutional Research and Advancement to collect data on how family programming impacts retention

Questions?