Wearing TWO Hats: Maximizing a Parent & Family Programs AND Role

Sarah Brice, Arizona State University
Mark Sikes, College of William & Mary
Whitney White, University of Cincinnati
SESSION OVERVIEW

- Introductions
- Opportunities & Challenges
- Tips & Tricks
- Group Discussion & Idea Sharing
HELLO!

I am Whitney White!

Director of Parent & Family Programs and Director of Student Affairs Marketing & Communications
Public Urban

Residential

Multiple Campuses

34,800 Undergrads

11,000 Graduates
WHITNEY’S TWO HATS

PARENT & FAMILY PROGRAMS
- Develop and oversee year-round family support services and programming
- Supervise 1 full-time staff member
- Oversee family communications, including websites, newsletters, social media, and other correspondence
- Plan and oversee family engagement events
- Advise families on all aspects of navigating college and the student experience

MARKETING & COMMUNICATION
- Manage, develop, evaluate communications and marketing strategies for 25+ units in Student Affairs
- Guide content and design of print and web publications
- Manage and oversee division websites and social media accounts
- Develop and distribute weekly newsletter
HELLO!
I am Sarah Brice!

Director of New Student Programs
and
Director of Family Programs
Public Urban Campuses

- 61,555 Undergrads
- 12,370 Graduates

5 Locations

Multiple Campuses
SARAH’S TWO HATS

FAMILY PROGRAMS
- Develop and oversee family engagement events (Family Weekend, Spring Family Social, Coffee Chats)
- Oversee family communications including monthly newsletter, social media, and correspondence
- Oversee monthly family chat series
- Develop and oversee ASU Family website
- Supervise 3 professional staff members in Family Programs

NEW STUDENT PROGRAMS
- Develop Freshman Orientation for all ASU Campuses (100+ programs per year)
- Develop International Student Orientation
- Collection and Distribution of New Student Enrollment Deposit
- Supervise 9 professional staff members in New Student Programs
HELLO!
I am Mark Sikes, Ph.D.
Associate Dean of Students
and
Director of Parent & Family Programs
Chartered 1693

6,800 Undergrads

Public Ivy

2,000 Graduates

Residential 4-Year
MARK’S TWO HATS

ASSOCIATE DEAN OF STUDENTS

- Design and implement strategic vision
- Supervise Crisis Response Protocol for University
- Supervise Departments of Academic Enrichment, Tribe TutorZone, Care Support Services, Enrollment Support Services
- Director of Student Services for University of St Andrews Joint Degree Programme
- Manage University Faculty Committee related to Academic Status and Medical Review

PARENT & FAMILY PROGRAMS

- Develop and oversee year-round family support services and programming
- Participate in Parent Fundraising Opportunities
- Oversee family communications, including websites, newsletters, social media, and other correspondence
- Plan and oversee family engagement events
- Advise families on all aspects of navigating college and the student experience
Seeing multiple work identities as good for each other can help you be more productive and feel more motivated at work. Seeing your different identities as being in conflict with each other, however, could be putting a downer on your day.”
CHALLENGES
CHALLENGES

Managing Your Expectations
Be realistic about what you can accomplish within a reasonable timeline. Results may be slower than before.

Managing Others’ Expectations
Help supervisors and campus partners understand your workload, realistic deadlines, and don’t be afraid to say “no.”

Balancing Both Roles
Keeping track of project tasks and progress on both sides of your role can be tricky. Managing up and down.

Managing Competing Schedules
Project tasks and deadlines often overlap, which can create extremely busy days and weeks. When possible, try to stagger deadlines.

Reporting to 2+ Supervisors
Having more than one boss requires adaptability and flexibility. Get to know their unique styles.

Leaning Toward One Role
It’s natural to focus on the role we like the most and avoid some of the tasks we like least.
OPPORTUNITIES
OPPORTUNITIES

Professional Growth
Expanded roles with varied responsibilities give us greater opportunities to develop and grow our skills and leadership.

Varied Tasks Keep Work Engaging
With multiple roles, we have the chance to be involved in many unique projects. This keeps work interesting!

Increased Campus Relationships
With more than one role, you have the opportunity to meet more partners. Use these connections to support your other role.

Increased Networking Opportunities
Through your multiple roles, you have the chance to meet more individuals on campus, in the community, and via your parent/family networks.

New Perspectives
Multiple roles allows you to see problems from multiple angles and work to find more complex solutions.

External Partnerships
Cultivate a lifelong relationship among families that supports and encourages student success.
TIPS & TRICKS
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Think Positive
Seeing the positive aspects of two or more roles will help you embrace all the opportunities this situation presents.

Prioritize
It’s unavoidable that sometimes you won’t be able to do it all. You have to be able to prioritize (and help others see) the most important tasks.

Keep Organized
Figure out a system that works for you to track projects, progress, and tasks.

Get in the Zone
Chunking out work time to focus on one side of your role can really help efficiency. Swapping back and forth slows productivity.

Adjust Your Schedule
When possible, stagger large deadlines and projects so they are not hitting double peak work times.

Use Your Connections
Don’t be afraid to call on others to help or support your other role!
TIPS & TRICKS

Tackle the Frog
To prevent task avoidance, tackle your least favorite responsibilities first thing!

Manage Expectations
Work to help your supervisor understand what’s on your plate. They want you to produce good work!

Take Time to Recharge
Two roles bring more work and more frequent deadlines. Make time for self-care. Leave the office! Don’t take work home (everyday).

Ask for Help
Be honest when you don’t have the resources to complete a project. Do you need short-term or long-term help?

Don’t be Afraid to Say “No”
You can’t do it all. Productive people tend to get asked to take on more. It’s ok to say no, or not now.

Establish Strong Goals
Create and establish effective and meaningful goals for both areas. Articulate the importance of each responsibility.
DISCUSSION
Discussion

- Maintaining Balance
- Managing Conflict and Expectations
- Managing your Supervisor(s)
- Leveraging Campus/Community Partners
- Growing and Developing Professionally
THANKS!
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THANKS!

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