

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

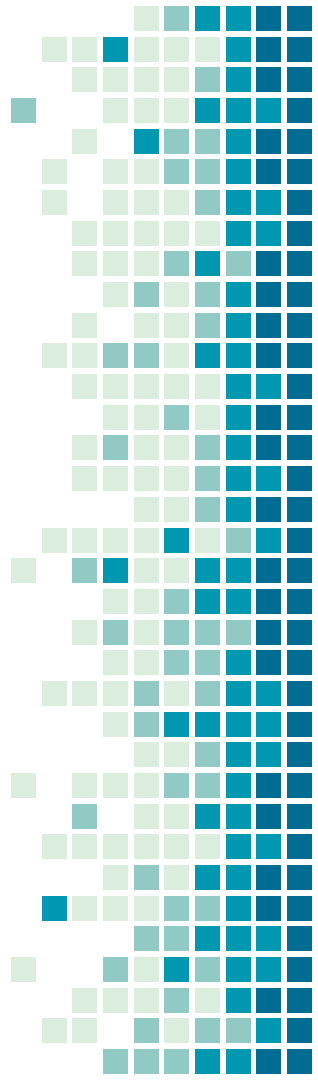
Sarah Brice, Arizona State University

Mark Sikes, College of William & Mary

Whitney White, University of Cincinnati

# SESSION OVERVIEW

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



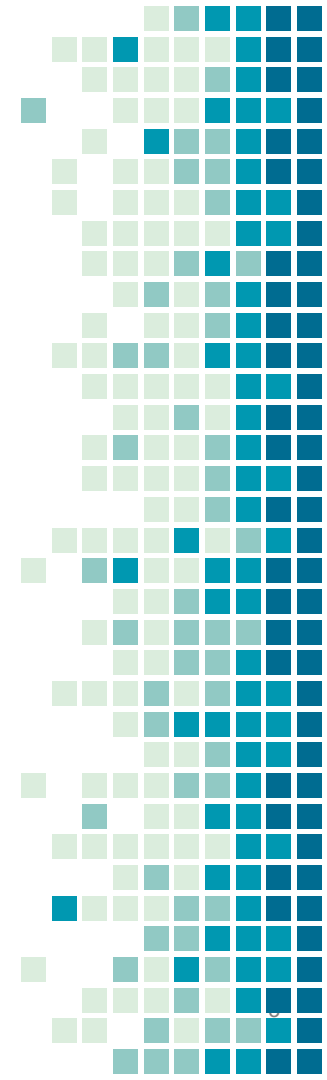


# HELLO!

**I am Whitney White!**

---

Director of Parent & Family Programs  
**and**  
Director of Student Affairs Marketing  
& Communications





**Public Urban**



**34,800 Undergrads**



**Residential**

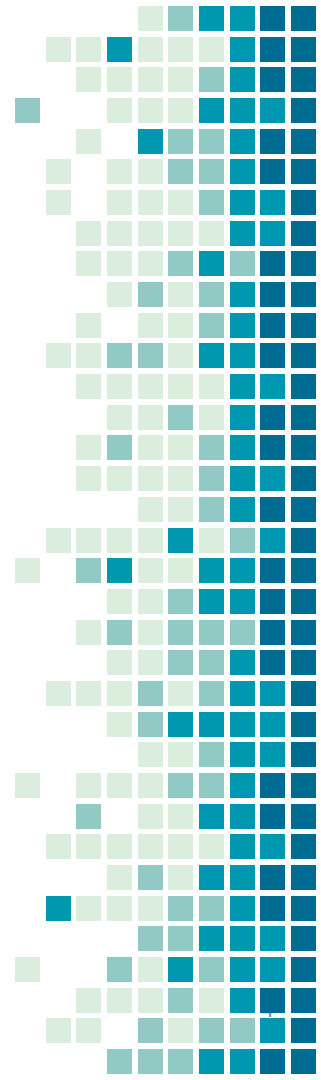


**11,000 Graduates**



**Multiple Campuses**

 **University of  
CINCINNATI**





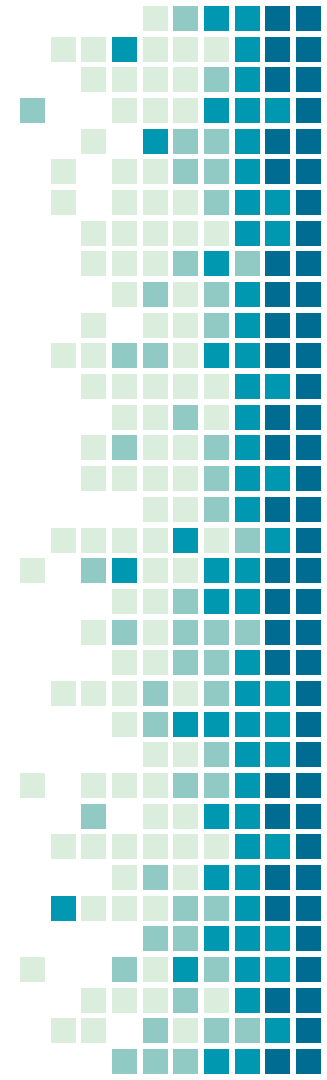
# WHITNEY'S TWO HATS

## 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**



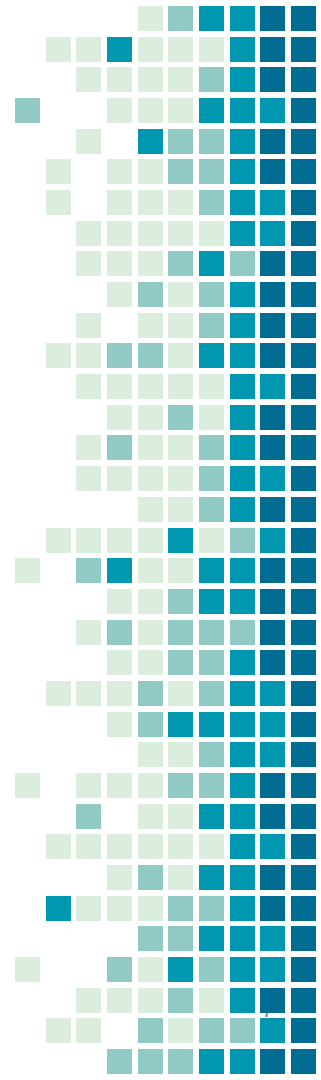
**5 Locations**



**12,370 Graduates**



**Multiple Campuses**



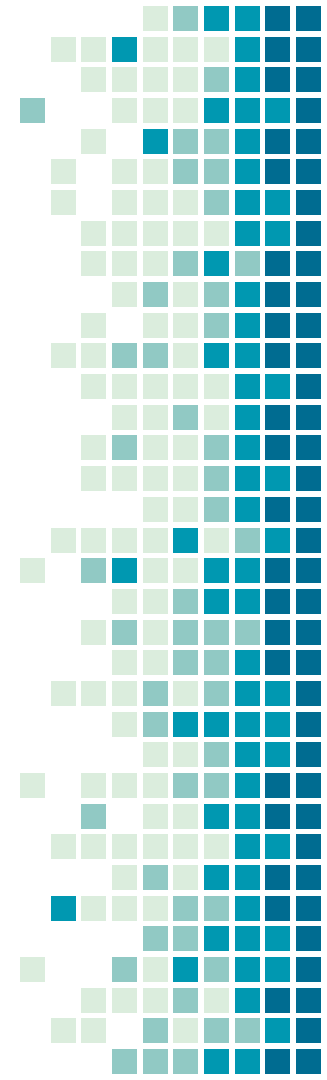
# SARAH'S TWO HATS

## 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





WILLIAM & MARY

CHARTERED 1693

# HELLO!

**I am Mark Sikes, Ph.D.**

---

Associate Dean of Students

**and**

Director of Parent & Family Programs



**WILLIAM & MARY**

CHARTERED 1693



**Chartered 1693**



**Public Ivy**



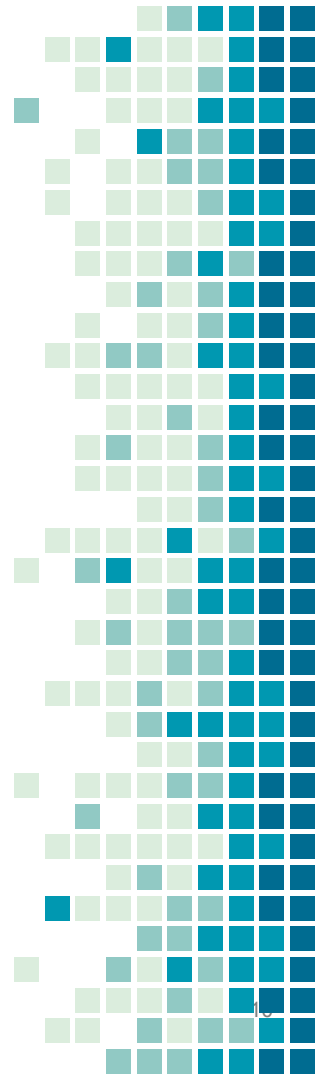
**Residential 4-Year**



**6,800 Undergrads**



**2,000 Graduates**





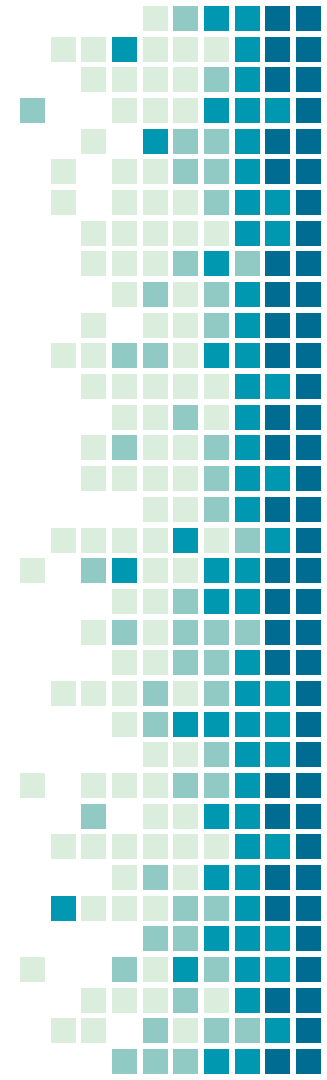
# MARK'S TWO HATS

## 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

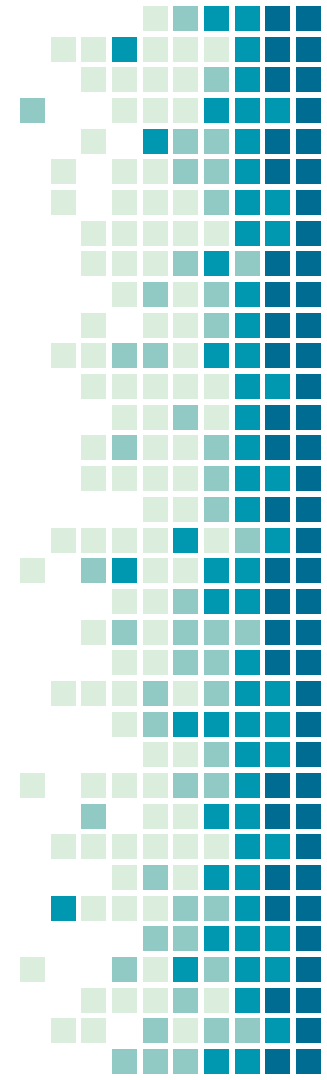
Project tasks and deadlines often overlap, which can create extremely busy days and weeks. When possible, try to stagger deadlines.

## 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.



# OPPORTUNIT IES

# OPPORTUNITIES

## Professional Growth

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

## Increased Campus Relationships

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

## Varied Tasks Keep Work Engaging

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

## Increased Networking Opportunities

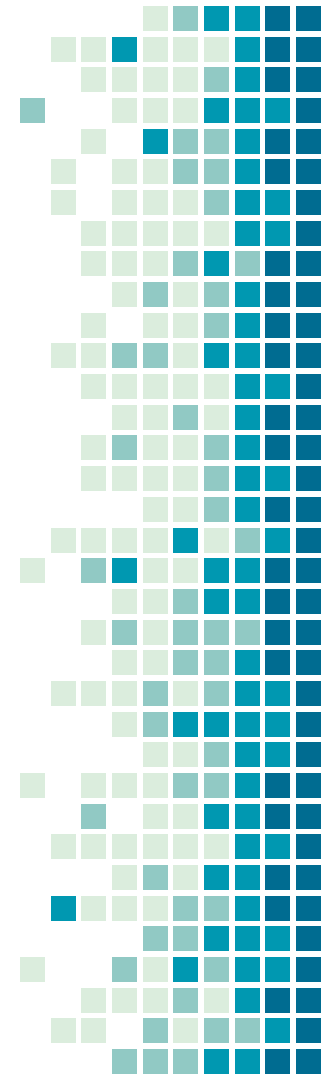
Through your multiple roles, you have the chance to meet more individuals on campus, in the community, and via your parent/family networks.

## 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

# TIPS & TRICKS

## Think Positive

Seeing the positive aspects of two or more roles will help you embrace all the opportunities this situation presents.

## Keep Organized

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

## 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.

## Adjust Your Schedule

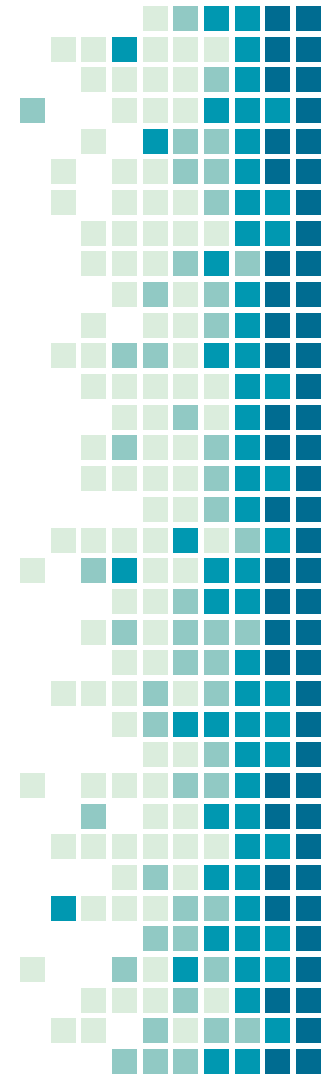
When possible, stagger large deadlines and projects so they are not hitting double peak work times.

## 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.

## 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**

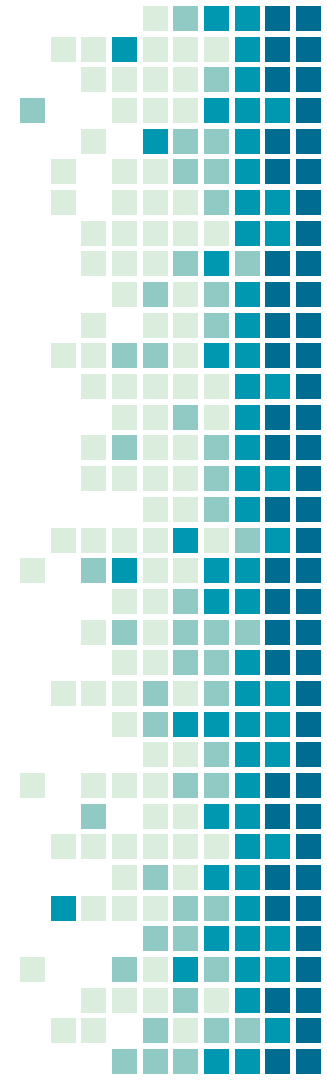
Be honest when you don't have the resources to complete a project. Do you need short-term or long-term help?

## **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**

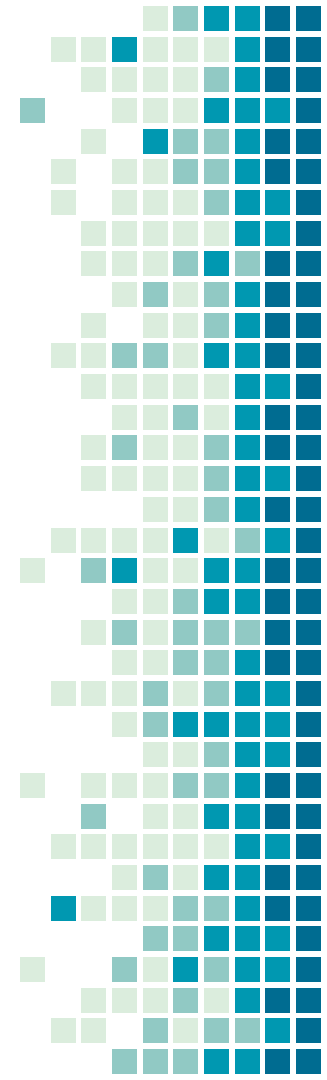
Create and establish effective and meaningful goals for both areas. Articulate the importance of each responsibility.



# DISCUSSION

# Discussion

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



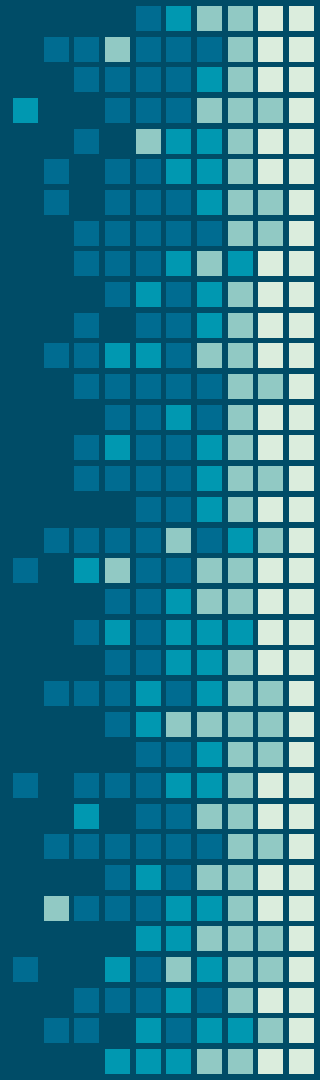
# THANKS!

**You can find us at:**

**Sarah Brice:** [sarah.brice@asu.edu](mailto:sarah.brice@asu.edu)

**Mark Sikes:** [mark@wm.edu](mailto:mark@wm.edu)

**Whitney White:** [whitney.white@uc.edu](mailto:whitney.white@uc.edu)



# THANKS!

YOU CAN FIND US AT:



SARAH BRICE



MARK SIKES



WHITNEY WHITE

