



2019 National Conference Educational Program Preview

A Step-by-Step Guide to Connecting with Families on Facebook Live

Nancy Stephens, Alex Cutadean and Nicki Jenkins, University of Kentucky

Learn how to create interactive experiences with families through Facebook Live! Hear from two offices that collaborated to produce a free series of professional-looking Facebook Live videos highlighting important information families need to know. Learn the step-by-step technical process and hear from campus partners and families about their experience.

A Tale of Integrity: Building Moral Engagement through Collaboration

Paula Smith and Cortney Brewer, Gonzaga University

Creating conditions for students to accept responsibility and develop moral agency matters. Student conduct professionals share accounts of leveraging partnerships with parent and family professionals to recognize and combat moral disengagement. The session outlines theories by Albert Bandura and includes strategies that encourage student and family reflection and regulation.

Addressing the Invisible Needs of Students: How Two Campuses Responded

Brian Watkins, University of Maryland and Shari Glaser, Western Michigan University

Food and housing insecurity, and the trauma surrounding these circumstances, create immense barriers for college students. Learn about the innovative programs at two public universities designed to address students' invisible needs and how they have leveraged community support to affect change, including from parents and families. The presenters also will identify strategies that can be implemented by other institutions to remove barriers and promote academic and personal success.

Advice for Growing Your Story

Nicki Jenkins, University of Kentucky; Eric Baldwin, Gonzaga University; Sharon Duffy, Emerson College; Julie Sina, University of California – Los Angeles; Jane Tuttle, The University of Kansas.

Why is it that some departments/programs seem to be fully funded and staffed while others seem to struggle for resources? How can parent and family professionals best advocate for resources and staff? Hear from an expert panel of administrators who will share insights into how to best position your department or program for growth and security.

Anxiety and Depression on College Campuses

Branka Kristic and Dr. John Guthman, Hofstra University

The college counseling centers across the U.S. are overwhelmed with the rising numbers of students who are diagnosed with anxiety and depression. Supporting, including and educating family members of those students presents a challenge. A collaboration between a counseling center and the offices of student advocacy and prevention awareness, student access services and parent and family programs will be presented through sharing stories of three students and their families.



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Connecting, Supporting and Developing a Sense of Belonging with New Parents

Allison Dodson, Appalachian State University and Laci Weeden, Georgia Tech University

When a student accepts their college admission, the whole family gets connected to that institution! This session will explore strategies for developing a sense of belonging among parents and families of incoming students. Attendees will learn to strategically develop components of their Parent Orientation program, as well as ongoing outreach and programming opportunities for building community among parents, families, and the institution.

Don't Let Campus Partnerships be your Big Bad Wolf

Sharon Brownlow, Chelsea Craig and Tiffany Hunt, Kennesaw State University

Working with departments like Dining, Housing, Parking, etc. can be intimidating, but can also be a win-win for your team. This presentation will highlight how Parent Family Programs partners with Campus Services at Kennesaw State University to provide a collaborative and beneficial program for families of our Proud Owls.

Educating Parents and Families About Emerging Adulthood Using Students' Self-Reported Data

Branka Kristic and Dr. Diane Herbert, Hofstra University

As new family members learn how to parent on the college level, they need to understand how their emerging adults develop. During orientation, we all talk about letting go and allowing students to take charge of their learning and personal growth. But do our parents know why and how? An innovative interactive workshop educates families about biological and psychological changes of young adults, shares results of their students' self-assessment survey, and gives parents concrete language and tips on how to communicate with their students.

Engaging Families in Student Involvement – A Case Study with Sororities and Fraternities

Ryan Lovell and Dr. Kim Monteaux De Freitas, The Ohio State University

Though family intervention has proven successful with students on drug and alcohol concerns; research is limited on how family engagement promotes extracurricular success. Ohio State is using a varied approach to connect with families of students in our social Greek organizations with the intention of promoting a healthy membership experience.

Engaging Families of International Students for Student Success

Mark Pontious, Miami University

Miami University recently implemented a plan to productively engage families of international students. Learn about the two-year process that led to this plan, including early beginnings, key partnerships, assessment, fiscal implications, and results from the first year. Attendees will have the opportunity to discuss strategies at their institutions.

Extraordinary Programming and Experiences for Parents and Families on Campus

Beth Ullum, The Ohio State University

Creating unique and extraordinary experiences for Parents and Families to interact and participate in while on campus during our programming weekends. By providing opportunities for interactive academic experiences through programs with our Academic partners and colleges. Working with student groups and organizations to highlight the diverse variety of interests, experiences and passions available to all students at our universities.



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Face the Parents, Book their Enthusiasm

Bryson Purcell and Dr. Kristin Austin, Bloomsburg University of Pennsylvania

Facebook is applauded for its user-generated content, networking capacity, and ability to drive consumer behavior. However, the Facebook "Groups" tool is an under-utilized, yet highly-functional resource for online learning as well. Given the popularity of Facebook among certain demographics, coupled with the little to no cost of operation, Facebook Groups offer an attractive mechanism for creating virtual classrooms. This presentation explores the high-impact dissertation findings on the creation and administration of a Facebook Group as an online classroom. Attendees will learn how to maximize the impact of a Facebook Group, as well as pitfalls to avoid.

Families as Partners: An Organizational Framework for Student Success

Tura Magley, University of South Florida - Tampa

This session highlights emerging best practices in student success with an organizational framework to provide the right intervention to a student/ family member at the right time. Learn to create or refine a progression of programs and services throughout the year, while leveraging families as student success partners.

Family Takes Many Forms: Sharing Stories of Students from Foster Care

Dani Carrillo, Cynthia Demetriou, Michelle McKelvey and Lindsay Briese, University of Arizona

Students who have experienced foster care or housing insecurity have unique familial needs. The University of Arizona's Fostering Success program is an innovative approach providing vital support. This session will focus on our story of creating community. Actionable takeaways will be provided for attendees to bring back to their institution.

Happy Little Accidents: Maximizing Campus Connections in Times of Transition

Megan Fisher, George Fox University

Sometimes it's hard to figure out who you should be connecting with and how that relationship can help you meet your goals. Maybe looking at opportunities from a different angle is just what you need! This session will give professionals of all levels an opportunity to hear about how a major university restructure turned into the opportunity to move Parent and Family Programs forward using networking and unconventional partnerships.

Let's Chat: Creating Impactful Communication Plans

Skylar Pritchard, University of South Carolina

In the midst of a busy semester, creating social media plans and developing newsletter content often falls to the bottom of the to-do list. This session will provide tips for creating a meaningful communication plan and strategy that will impact families and save staff time and energy in the process!

Leveraging Parent Programs in Enrollment Management: A partnership with Admissions

Kerri Fowler and Natalie McCook, North Carolina State University

NC State's Undergraduate Admissions and Parents & Families Services have partnered to develop strategies that educate and engage parents throughout the enrollment process. Together they have established a parent communications track to support special populations, (i.e. first-generation and underrepresented families) engage school counselors and educate parents to support student success.



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No Fear—Using AHEPPP Resources to Tell Your Story

Marjorie Savage, University of Minnesota; Chelsea Petree, Rochester Institute of Technology; Deanie Kepler, Southern Methodist University and Shari Glaser, Western Michigan University

Change can be challenging. Whether revising Family Weekend, drafting your department's budget, or developing a new website, your best ideas may meet with resistance unless you have data behind them. This presentation demonstrates easy-to-use AHEPPP resources that help you plan programming based on sound research and feedback from your families.

Orientation 101: Orientation Basics & the Involvement of Parents

Presenter TBD, NODA – Association for Orientation, Transition & Retention in Higher Education

Orientation programs are necessary and vital in the successful transition of students to the campus community. Through the development of skills, communication of values and expectations and delivery of resources, opportunities and traditions, they also set the stage for any effective retention plan. Just as institutional type varies, so do the strategies used to plan, organize, manage, implement and evaluate these critical programs. This session is sponsored by NODA-Association for Orientation, Transition and Retention in Higher Education and will provide an overview of and approaches to orientation programs and encompassing parents and families in the process.

Our Story: Creating an Inaugural Family Council

Elizabeth Harris, Temple University

Are you thinking about creating a Family Council on your campus? Or maybe you already have one, but want to restructure it? Learn how one institution established their non-dues paying, selective, 23-member family council in just 5 months, along with the goals and outcomes in place to ensure the group's success.

Parenting During the First Year: An Orientation Experience

Maureen Hurley and Sharon Duffy, Emerson University

What do you do when you get that first homesick phone call? How do you support your student who is having a serious roommate problem? This session will demonstrate a theatrical way to present to parents and families several typical first-year student experiences, and the resources that colleges and universities have to assist students going through them. The scenarios will include academic stress, roommate conflict, the first visit home, and more.

Partnering to Build a Student-centered Parent Philanthropy Program

Stephanie Howson, Saoirse Jones and Laurie Prince, Seattle University

How can advancement and student development professionals partner to create a parent major gift program that drives results? Hear examples from a major gift/family engagement collaboration model that works and learn strategies to build a student-centered parent philanthropy program, avoid a "pay for play" environment, and invite collaboration between your major gift and parent & family programs.



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Preparing the Next Generation of Parent & Family Programs Professionals

Libby Daggers and Heather Deere, Texas A&M University

Do you supervise a student affairs graduate student? If so, you play a significant role in preparing and launching the next generation of Parent & Family Programs professionals. This presentation will address generational shifts in current cohorts of graduate students which affect how you build relationships and encourage experiential learning as a supervisor to these students. Engage with both presenters and participants as we share best practices for creating meaningful graduate experiences at your institution.

Sharing your Department/Area's Story with the Help of a Third Party

Jennifer Wetli, Purdue University and Annette Kissinger, Collegiate Parent

Are you trying to communicate more effectively with your parent/family community, while constrained by budget, time, technology, and creative resources? Learn how Purdue University has partnered with a third party to offer award-winning printed publications to families at a cost and time savings to the University.

Sponsorships for Success: How to Leverage Sponsors to Support Your Office

Brian Watkins, University of Maryland

Offices and departments are not immune from the larger financial challenges faced by our institutions. Given these fiscal hurdles, it is important for offices to identify means of support. College parents and family members represent a valuable market and are an important constituency that many businesses would jump at the opportunity to reach. This session will help participants think about the value of their resources and how to translate that into sponsorship funds to support their offices. The University of Maryland will share their successful sponsorship model and help participants identify and develop some concrete strategies they can employ on their own campuses to increase financial support for their offices.

Steady at the Helm: Crisis Communication & Emergency Preparedness

Allison Dodson, Appalachian State University

When a crisis hits your campus, parent and family members are eager to collect as much information as possible. At Appalachian State, we have developed a turn-key protocol for communicating with our parent and family members in crisis. Through partnership with a community organization, we have spent the past few years developing our Parent & Family Reception Center (PFRC) to provide a safe, off-campus location for families to receive communications, information, educational resources, and support from Appalachian during and after a large-scale disaster.

Success Stories: How Student Leadership in Parent & Family Programs Helps Everyone

Laci Weeden and Tyler Barker, Georgia Tech University

The presenters will share a student leadership model that was developed within the framework of Parent & Family Programs offices at three different large public research institutions. Drawing from different theories of student engagement and development, this model sought to deepen student's understanding of how parent and family involvement is crucial in student success, and further; building student leadership development opportunities for students predominantly in STEM fields.



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Supporting Families of First-Generation Student: What Do They Need? What Do They Want?

Amy Baldwin and Penny Hatfield, University of Central Arkansas & Meaghan Miller Thul, University of Minnesota

As our campuses become more aware of supporting first-generation students, Parent & Family Program offices are implementing ways to extend that support to their families. This session will first provide participants with an overview of the needs of families of first-generation students and build an awareness of possible gaps and blind spots. Facilitators will also share strategies for outreach and support for these families, including communication strategies and event programming that they can implement at their institutions.

Using Assessment and Storytelling to Strengthen Campus Partnerships

Chelsea Petree and Sri Kartik, Rochester Institute of Technology

As many parent/family program offices struggle with small staffs and budgets, building campus partnerships is essential to the work we do. This presentation shares how data and real-life stories can be used to make meaningful connections across campus and strengthen campus collaboration and our work with families.

Using Everyday Data to Develop Your Story and Garner Support

Kayla Albano and Alexandra Brown, University of California – Los Angeles

Surveys are not the only way to collect data for our programs. In this session we will explore quantitative and qualitative data points easily available from day-to-day programming and platforms. From social media analytics to material inventories, attendees will explore resources to analyze existing data differently and tell their story year-round.

When Family Weekend Becomes Yours: Transitioning Gracefully and Making it Your Own

Jess Tallant, Oregon State University; Amy Swank, Gonzaga University; Katie Seccombe, University of Portland; Jim Fawcett, Gonzaga University and Annamarie Tellez, The University of Arizona

This presentation will feature a panel of professionals from different institutional types as well as professional roles to discuss lessons learned and strategies for inheriting family weekend programs from another division or department.

Will Students Drink? Ask Their Families First

Jenna Parisi and Amy Swank, Gonzaga University

Parents and families are important stakeholders in a campus plan to address student drinking and other substance use. This session will provide concrete examples of how we have built a partnership that produces tangible messaging and programming throughout the course of an academic year.