



A Soaring Send Off: How UNT Engages Students & Families Post Orientation

Carter Burks, Coordinator for Parent Programs, University of North Texas

Students, parents, and family members alike leave campus at the conclusion of summer orientation programs riding a wave of positivity and connectedness to the institution they will be attending in the fall. How do we keep them excited after that wave has subsided? The University of North Texas hosts Summer Send-Off Parties across the state of Texas, and the nation, allowing students and their families to connect with other incoming students from their area, and to reignite their passion for the university.

Affinity Groups: The Magic of Community Building

*Tawanna Brown, Assistant Director, The University of Alabama; Alison Beasley
Coordinator, The University of Alabama*

Identities are important - and not just for students! Join us as we talk through the process of building affinity groups from the ground up to engage families in your institutional community. We will highlight strategies & lessons learned and you'll walk away with steps for establishing affinity groups on your campus!

Be a Team Player: Partnering with athletics to engage families

Stephanie Stiltner, Director of Family Connections, University of Pikeville

Hear how the University of Pikeville turned an unexpected opportunity into their most engaging initiative. Family Connections joins Student Success and Athletics to host The UPIKE Family Road Show to support students and their families during out-of-town athletic events. Attendees will learn best practices in event management including planning, hosting, and follow through.

Collaborating Across Campus to Support Families

Brie Jutte Waterman, Program Coordinator, University of Colorado Boulder; Brie Jutte Waterman Program Coordinator, New Student & Family Programs University of Colorado Boulder

We need a team of committed colleagues across campus to collaborate to make the best experience for families. It takes an entire campus community to make magic for our families and this session will share best practices for breaking down silos and partnering with others on programs big and small!

Creating Space and Setting Boundaries with Parents/Families

Kayla Albano, Associate Director, Student Alumni Programs & Family Engagement, University of California - Los Angeles; Amy Swank, Director, Parent & Family Relations, Gonzaga University, President, Family Engagement in Higher Education (AHEPPP)

Especially in today's world, a big question looms over our work: how do we navigate the space where customer service and personal boundaries collide to create a false dichotomy? This session will provide guidance on finding the balance between quality service and healthy boundaries, strategies for prioritizing personal wellness, and the opportunity to discuss how to successfully manage high-need constituents.

Family Engagement in Student Mental Health

Kathryn Knaus, Assistant Director, New Student and Family Programs, Towson University; Katie Murray, Director of New Student and Family Programs, Towson University

Families increasingly want to be engaged in their student's well-being throughout college. How do we train them to react appropriately to their student's mental health needs? How do you shift campus culture from reactive to proactive? This presentation shares the context and steps that moved us towards a holistic well-being approach including families.

From Data to Understanding: Developing a Parent Identity Salience Score

Katie Seccombe, Associate Director of Parent Engagement, University of Portland; Evan Falkenthal, Prospect Data Researcher, University of Portland

The University of Portland set out to develop a scoring system for parents to better understand how important being a UP Parent is to an individual. Learn more about the preliminary design for their score, practical applications for a score, and opportunities for future research collaboration.

"Hello Old Friend. I'm New Here!": Building a Family Engagement Program from Two Perspectives

Emily Jarvis, Director of Parent and Family Programs, Georgia College & State University; Yolanda Gross, Director of Parent and Family Programs, Prairie View A&M University

Family engagement professionals come into this field in a variety of ways. In this session, we will compare program development from two perspectives: a veteran staff member and brand new staff member. Each faces unique challenges, but both can leverage campus partnerships and past experience to develop a vibrant, holistic family engagement office.

Honoring the Magic of the Intersections of Our Identities in the Workplace

Tasha Talton, Parent & Family Center Interim Director, University of Texas Arlington; Dawn Bruner, University of Rochester Parent & Family Relations – Director; Kesha Williams, Johns Hopkins University Parent & Family Programs - Director

Identity plays a significant role in our lives. There are many layers to an individual and how they honor the magic of intersectionalities within their identities. Our aim is to help parents and family professionals identify how the intersectionalities of their identity show up in their work, and discover which identity is most salient. Participants will also be encouraged to share their experiences and the benefits of self-authorship, and cultivate ways to create spaces where they are honoring the magic of their multi-layered identities.

Implementing a Sustainable Effort: Supporting First-Generation College Students Beyond the First Year

Valerie Oti, Assistant Director, North Carolina State University; Courtney N. Simpson, Senior Director, Collegiate Programs, TRIO Programs

First-generation college students are high priority and student success relies heavily on our ability to identify and provide the appropriate support systems. At NC State, we share this responsibility and have worked to engage campus partners to create a culture supportive of these students and families throughout the undergraduate journey.

Lessons from COVID-19: Findings from a National Survey of Parents

Marjorie Savage, Education Specialist, University of Minnesota; Chelsea Petree, Director, Parent & Family Programs, Rochester Institute of Technology; Deanie Kepler, Director, Parent & Family Programs, Southern Methodist University

We're all developing new best practices in parent/family programming following the COVID-19 crisis. This presentation examines ideas for responding to changes within our institutions and among our families, based on a national, two-wave survey from Spring and Fall 2020, studying parents' reaction to the upheaval in their students' education.

Let it Go: Transitioning Your Facebook Group to a Page

Lexie McCarthy, Director of Parent and Family Relations, West Chester University; Whitney White, Director of Parent and Family Programs, University of Cincinnati

While Facebook has tools to provide unparalleled support to parents and families of college students, the Group capability can leave parent and family professionals burnt out and overwhelmed. Hear stories from two professionals who have successfully refocused departmental communication plans, transitioned their Facebook Groups to Pages, and reclaimed their lives.

Leveraging Student Staff to Grow Your Program and Expand Their Experience

Kayla Albano, Associate Director, Student Alumni Programs & Family Engagement, University of California - Los Angeles; Alexandra Brown, Senior Director, Student Alumni Programs & Family Engagement at the University of California - Los Angeles

Hiring student interns to support day-to-day office operations allows our teams to maintain robust programming and provide valuable student growth opportunities. But what does this look like in action and where do we begin? UCLA shares their success with recruiting, training and managing students who not only become great program ambassadors, but also hone valuable skills for life beyond college.

Making the Magic Happen

Lauren Garrett, Assistant Director Parent & Family Programs, William & Mary; Heather Deere, Assistant Director of Parent & Family Programs, William & Mary

When you peek behind the curtain of major events like Orientation, Family Weekend, and more you catch a glimpse at the collaboration and innovation required to make the magic happen. This roundtable discussion will bring collaborative minds together to discuss ways to leverage the expertise of magic-makers on your campus.

Navigating Through Transitions

Alexandra Brown, Senior Director, Student Alumni Programs & Family Engagement, University of California - Los Angeles; Katie Ward, Director, Strategic Outreach & Engagement, Office of the President, University of California - Los Angeles

Transition can present both opportunity and challenge. For individuals leading a team, or those who look to do so in the future, having an intentional approach to support team cohesion and unification can make all the difference. Attendees in this session will take away tools and resources for supporting themselves and their team through change.

Parent & Family Programs within Housing and Residential Life. Hmmm?

Kenzalia Bryant-Scott, Assistant Director of Parent and Family Programs, SUNY, Purchase College

For families of residential students, obtaining fast information is a top priority. Having clear and direct contact with someone who knows the details of their student's residential experience is crucial. Come learn the benefits of merging parent and family programs and residential life together to better the family experience.

Responding with Care: Crisis Communications, Issues Management and COVID-19

Kerri Fowler, Director, Parents and Families Services, North Carolina State University; Mary Cole Pike, Issues Management Lead in University Communications, North Carolina State University

Together, NC State's Issues Management Lead and Parents and Families Services will share collaborative strategies, barriers, and learning outcomes for prioritizing parents and families in crisis communications.

Sparking Philanthropic Support Amongst Parents and Families

Alexandra Brown, Senior Director, Student Alumni Programs & Family Engagement, University of California - Los Angeles; Kayla Albano Associate Director, Student Alumni Programs & Family Engagement University of California - Los Angeles

Navigating the relationship between families and philanthropy in higher education requires thoughtful intention. While some understand the importance of philanthropic support to an institution, others feel they are contributing by paying the (often) steep tuition fees. This session will explore motivational factors for donors, and various methods for educating and engaging families philanthropically.

Supporting Diverse Families Through Program Translation

Libby Daggers, Coordinator, Texas A&M

When summer 2020 programming moved to a virtual format, we had to re-imagine how we would continue to support our Spanish-speaking families without our traditional translated New Student Conference experience. This session will cover the basics of creating a translated online orientation experience to support diverse families.

Taking the Guess Work Out of Social Media: Using Data to Craft a Social Media Plan

Torey Palmer, Administrator, Auburn University

Social Media can be overwhelming. Knowing when to post a touching personal story, versus timely tip to parents about a service referral can feel like throwing pasta against a wall and seeing what sticks. We will walk through how we analyzed contact data, determined new posting schedule, and discuss outcomes.

Taking Safety Seriously: Turning campus tragedy into progress

Tony Dobies, Senior Director of Marketing, West Virginia University

In 2014, a West Virginia University student died from alcohol-related hazing at a fraternity. Since then, WVU rehabilitated its Greek system, opened up about safety with students and parents, launched an anti-hazing campaign, and more. We'll show you how culture can change - and lives can be saved - with strategic marketing.

The Magic of Meeting Parents Where They Are At (and From)

Andrea Mitchen, Assistant Dean of Students, University of Houston; Joey Ratcliff, Director of Prospective and New Student Programs, University of Houston

Like students, parents are not always prepared to deal with the new environment of college/university life. In this session, we share how we meet parents where they are at and with respect to where they come from and their unique identities and circumstances. Participants will learn the challenges and accomplishments we have faced to help them be prepared through the enrollment, orientation, and transition process.

The Magic of Partnership with Parent & Family Programs and Development

Laci Weeden, Director, Parent & Family Programs, Georgia Institute of Technology; Emily Takieddine, Director of Development - Parent Giving and Student Life, Georgia Institute of Technology

Georgia Tech (GT) Parent & Family Programs is housed in the same suite with GT Parent Development. This allows both departments to support each other, communicate effectively and efficiently, and make magic happen for families and for each other as campus partners. Come learn more about this special relationship and its impact!

Thinking about or Working on your Doctorate!? How will it impact your career, life and everything in between?

Lindsey Bray, Parent & Family Services Sr. Coordinator, University of Memphis; Christine Self, Associate Director of Parent & Family Relations, Texas Tech University; Quincy

Spencer, Director of New Student & Family Programs, University of Arkansas; Elizabeth Manuel, Interim Director of First Year Experience, University of Central Florida

Thinking about or in the process of getting your doctorate? Join our panel of professionals in all stages to talk about the process of earning a doctorate and balancing a career, personal life, and graduate school all at the same time.

Using Facebook groups to inform your family communication plan

Heather Deere, Assistant Director of Parent & Family Programs, William & Mary; Mark Pontious, Director of Parent & Family Programs, Miami University

Facebook. The word itself brings dread to some of us. While family members' social media posts sometimes cause stress, the underlying content tells us something about their current questions and concerns. We work with families at two different institutions, but we both leverage Facebook groups to inform our communication plan.

We Endure: Navigating Student Death Through Policy and Community Engagement

Allison Dodson, Director of Parent & Family Services, Appalachian State University; Alan Rasmussen, Interim Dean of Students, Appalachian State University

Losing a student is the hardest experience a campus community can endure. Appalachian State University's Student Death Response Protocol was carefully developed by a multi-disciplinary team from evidence-based research. In this session, you will learn why having a policy is important, how to develop a consistent response plan, build supportive partnerships with local media in reporting on student death, and lessons learned from the past five years of implementation.

Welcome home/ Bienvenidos a su Casa: Connecting, Engaging & Supporting Hispanic Families

Liz Vigil, Family Outreach Specialist, New Mexico State University; Sergio Madrid Aranda, Family Outreach Graduate Assistant, New Mexico State University

Hispanic is a heterogeneous category comprising a myriad of culturally diverse individuals from Spanish-speaking countries. Learn how an HSI near the U.S./Mexico border is building options for engagement and meeting specialized needs across the spectrum of Hispanicism by embracing the cultural wealth each family brings and utilizing campus partnerships as assets.

Welcoming and Engaging the Parents and Families of First-Generation College Students Through Strategic Partnerships

Nicki Jenkins, Senior Program Specialist of the Parent and Family Association, University of Kentucky; Nancy Stephens, Associate Director of Student Transitions and Family

Programs, University of Kentucky; Dr. Martina Martin, Associate Director of Student Transitions and Family Programs, University of Kentucky

The presenter will share the trials and tribulations of creating and implementing successful parent and family programming with the first-generation college student in mind. Not understanding how things “work” in higher education places the families of first-generation students at a disadvantage. This session will highlight collaborative efforts between departments to enhance the sense of belonging and engagement of parents and families of first-generation college students.

"We're All In This Together": A Case Study of Parents' Interactions with Their Students' Universities

Lady Cox, Assistant Vice President for Student Engagement, Auburn University

Using interviews with university administrators and parents of current students, program assessments, review of publications, and analysis of online resources, this presentation provides an in-depth look at the complex relationship between parents and universities at a large university. Included is a proposed theoretical framework for college parent involvement.

Who, What, When, Where & How: Navigating the CAS Program Review Process and External Review

Kevin Soloman, Associate Dean for Campus Life, Arkansas Tech University; Lindsey Bray, Parent & Family Services Sr. Coordinator, University of Memphis

Conducting a CAS Program Review can provide valuable feedback for a program. Join us to learn about conducting an external review as part of the CAS Program Review from the perspective of the institution hosting the review and from the reviewer to learn more about the process and how it can help to improve your office.