



**FAMILY ENGAGEMENT**  
IN HIGHER EDUCATION  
**2022 NATIONAL CONFERENCE**  
ORLANDO, FL

## **Educational Programs 2022** *(Alphabetical)*

### **Advancing Your Idea: The Self Advocacy Approach to Establishing a Family Engagement Initiative**

Thinking about creating a family program on your campus? The presenters will share how we advanced from concept to proposal, and ultimately launch, from the perspectives of a reporting line through student affairs at a large, 4 year public institution and a reporting line through career services at a small, 4 year private institution. This presentation is geared toward attendees interested in starting a parent & family program at their institution.

Presenters:

Laurin Gierman, Michigan State University

Joni O'Hagan, St. John's University

Allyn Shaw, Michigan State University

### **As Long as You're Under Our Roof: Creating and Sustaining Successful Partnerships between Family Programs & Residence Life**

Family Program Offices often receive questions, comments, and concerns from parents and families of residential students. Learn more about how UMass Lowell Family Programs partnered with Residence Life to effectively foster staff collaboration to increase engagement, communication, and proactive problem solving with parents and families.

Presenters:

Marshall Greenleaf, UMass Lowell

Rich Doria, UMass Lowell

### **Assessment and Outcomes of an Outreach Program for Family Members of Limited Income Students**

This session will highlight dissertation research about an engagement effort with first-year, low-income family members and results from both the staff and family participants. Data shows

that one-one-one meetings between staff and family members had a positive impact on family member engagement, satisfaction, and knowledge of campus resources.

Presenters:

Julie Schultz, Carnegie Mellon

### **Assessment & Storytelling: Using Data to Tell Your Story and Plan for the Future**

Assessment is essential to improvement and innovation, and you don't need magic fairy dust to make it happen! Using UW-Madison's Parent and Family Program biennial survey as a case study and a little Disney magic, we will explore strategies for leveraging data to tell your story, planning for the future, and developing partnerships across your institution.

Presenters:

Jenee Schansberg, University of Wisconsin-Madison

### **Building Fundraising Foundations Through Family Engagement**

This presentation will bridge the gap of collaboration between fundraising and family engagement with take-home strategies to enhance your development and programming efforts at all levels of giving.

Presenters:

Heather Rappaport, University of Nevada, Las Vegas

Nicki Jenkins, University of Kentucky

### **Centering Equity, Belonging, and Inclusion in Parent and Family Programs**

This session, facilitated by members of AHEPPP's Equity, Belonging, and Inclusion Council will cover strategies and programming ideas that will help you and your institution to center the needs of BIPOC families, LGBTQIA+ families, and other marginalized communities reflected in your student population. We will discuss how our programs have developed as majority-centered, what the impact of that centering has on marginalized communities, and what some campuses are doing to change the paradigm. We'll also spend some time hearing from participants about their campus efforts to address the needs of under-represented communities.

Presenters:

Maureen Hurley, Emerson College

## **Creating Magic with Cross-Campus Partners**

At West Virginia University, engagement is what we do best. From in-person events to social media Q&As, we've learned how to approach engagement in ways that best keep parents engaged and informed. During this panel of WVU experts, we'll discuss how to build buy-in, bring together teams from different departments and create special experiences for our parents.

Presenters:

Rickie Huffman, West Virginia University

Lisa Hanselman, West Virginia University

Tony Dobies, West Virginia University

## **Discovering the ME in Mentor**

Ever considered being a Mentor? Spoiler alert! You probably already are. As an exemplary professional, chances are your leadership is making an impact, so why not make a difference with AHEPPP? Join us to explore the characteristics of a successful mentor, and mentee, and to learn more about AHEPPP's Mentor Program.

Presenters:

Kerri Fowler, NC State

## **Expanding our reach: supporting families through the senior year**

Many parent and family offices focus on the transition into college, but parenting doesn't end once students move in and begin classes. This panel will explore how family engagement professionals can provide support through the senior year, graduation, and the transition out of college.

Presenters:

Chelsea Petree, Rochester Institute of Technology

## **Incorporating The Art of Gathering into your Family Programming**

This session will share takeaways from the book *The Art of Gathering* by Priya Parker that will help participants create meaningful events. After discussing some of the considerations of gatherings, participants will do a meeting makeover for one of their family programs or a work meeting.

Presenters:

Brie Jutte, University of Colorado Boulder

## **Integrating student advocacy into parent and family offices across higher education institutions**

This presentation will highlight the positive impacts of student advocacy integration into parent and family offices by overviewing current University of Akron office organization (parent and family sits with student advocacy), supporting data, 2 case studies, and will offer options for cross campus partnerships and encourage the continuation of conversation.

Presenters:

Anna Ball, University of Akron

Alison Doehring, University of Akron

## **Managing Ever-Evolving Parent Expectations**

Along with the emergence of Generation Z students, the COVID-19 pandemic has changed the way families see higher education and their expectations on their student's experience. This presentation will address how professionals can manage parent expectations, proactively and reactively communicate, and set boundaries for themselves.

Presenters:

Chelsea Petree, Rochester Institute of Technology

Stephanie Stiltner, University of Pikeville

## **Meeting families where they are: supporting different modes of family communication**

From recruiting to retaining the right freshman class, administrators are thinking about the communication needs and preferences of modern families. CampusESP's all-in-one family engagement platform helps institutions meet families where they are with cohesive strategy and custom content that allows parents to support their student through each step of the journey.

Utilizing CampusESP, Duquesne and Emory have not only created campus-specific one-stop-shops for their families that streamline communications and create community, but have positively impacted departmental and institutional goals.

During this session, we will review the ins and outs of how these institutions leveraged family engagement to see results.

Presenters:

Jen Smith, Dequesne University

Bridget Riordan, Emory University

Tess Jenkins, Campus ESP

## **Parents and Career Education**

One of the top areas of concern for family members is internship/career planning and job search. COVID-19 has changed how corporations and nonprofits recruit and interview. The collaborations with our career centers, advising, and faculty aim to educate parents on how to guide their students as they design their career paths, starting with their first year. Parents can also become great leads for internships and jobs.

Presenters:

Branka Kristic, Hofstra University

Tasha Talton, University of Texas Arlington

## **Research Topic Roundtables**

Are you doing research, working on your dissertation or thesis or just thinking about it? Join us for a roundtable to discuss your research or ideas and to workshop topics with others.

Presenters:

Lindsey Bray, Cornell University

## **Setting Expectations: Moving from a Parent Management to a Parental Education Model**

Absent a consistent message about the college's expectations, parents of incoming students may be over-involved, serve as their child's protector, or take a consumerism approach. This session will guide colleges from a parent management to a parental education model, focusing on a commitment to parent engagement from enrollment through graduation.

Presenters:

Andrea Brenner, AMBrenner, LLC

## **"Sparkling" Philanthropic Support Amongst Parents and Families**

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 how to creatively engage families philanthropically through crowdfunding campaigns.

Presenters:

Alexandra Brown, University of California Los Angeles

Kayla Albano, University of California Los Angeles

### **Starting Over: A commitment to reconnect our second-year families**

With mental health and wellness a top priority, NC State leveraged campus partnerships and initiatives to reengage a disconnected and critical part of their community, second-year parents and families. Attend this program to better understand the data, programming and strategies that led these constituents to their community.

Presenters:

Kerri Fowler, NC State University

Valerie Oti, NC State University

### **Times They Are Changing, and Students Are Too: Balancing Tradition & Training for the Next Generation**

With a university culture steeped in tradition, adjusting student leader training to match the needs of the next generation and the expectation of the institution can be a tightrope walk. Hear from a team that represents two different divisions and hold training for their two orientation teams together, navigating leadership turnover, need for change, and the stronghold of tradition.

Presenters:

Liz Vigil, The University of Alabama

Tawanna Brown, The University of Alabama

Christina Scott, The University of Alabama

### **Understanding Differing Parents' Perceptions Regarding Their Involvement in Their Students' First Year of College**

Higher education administrators' expectations of parental involvement are based on legal implications, research regarding best practices, and student development theories. Parents, however, may hold varying perceptions of their involvement with their first-time-in-college (FTIC) students' first year of college. Learn more about the results of recent research regarding differences between parents' perceptions of their level of involvement based on parents' demographic characteristics.

Presenters:

Dr. Elizabeth Manuel, Lake-Sumter State College

Dr. Marjorie Ceballos, University of Central Florida

### **Using a Paid Membership Program to Support all Parents**

This presentation will demonstrate how a paid parent membership program, can start or expand overall parent and family relations programming on any campus, regardless of internal

fiscal support or institutional size. By sharing our story participants will learn a flexible model and the success it can produce for any program.

Presenters:

Lindsay Lauher, Sam Houston State University

Chelsea K. Smith, Sam Houston State University

### **Where Do I Go From Here? Exploring Career Planning as a Professional**

While serving parents and families is fulfilling work in many ways, it may not be our be-all and end-all. This session dovetails with the Supervising Series of the AHEPPP Blog, helping participants explore their career goals and providing recommendations for setting their trajectory, garnering skill sets and making connections to open the door for their next opportunity.

Presenters:

Alexandra Brown, University of California Los Angeles