



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

## Conference Schedule

### Wednesday, Nov. 2

**7:45 a.m. - 5 p.m.**

**Conference Check-in**

*Palm Foyer*

**9:30 a.m. - 3:30 p.m.**

**AHEPPP Institute - Assessing and Advancing Our Practice  
Strategic Planning for the Future of Family Engagement**

*Palm 3*

Designed for the seasoned professional, attendees will learn how to strengthen their partnership with families by using data to inform decision-making and developing long-term goals and strategies for family engagement. Participants in this institute will have opportunities for focused discussion with those from similar institution types to discuss challenges and successes and will develop an actionable plan for implementation on their campuses.

**Noon - 5 p.m.**

**Hospitality Suite Open**

*Palm 1*

Looking for a place to relax, reconnect and be refreshed? The hospitality suite is the spot for you! With space to grab a snack, get a little work done, enjoy conversations with colleagues, give your brain a break with some passive activities, or gather for continued conversations after educational sessions, there's something for everyone.

**5:30 - 6:30 p.m.**

**Conference Kick-off Reception**

*Palm Patio*

Join us poolside as we kick off our first national conference since 2019! Enjoy appetizers and cocktails\* as you reconnect with

friends you haven't seen in a while and network with new colleagues.

*Note: Cash bar will be available on site.*

**6:30-8 p.m.**

**Welcome Dinner**

*Palm 2*

Celebrate a fresh start for AHEPPP with your professional family! AHEPPP Executive Director Lindsay McKinney and President Chelsea Petree will provide an update on the state of the association, we will recognize our fabulous AHEPPP leaders and volunteers, and our conference committee will share what to expect during our time in Orlando.

**Thursday, Nov. 3**

**7:45 a.m. - 5 p.m.**

**Conference Check-in/Information Desk**

*Palm Foyer*

**7:30 - 9 a.m.**

**Continental Breakfast**

*Palm 2*

**8:30 a.m. - 5 p.m.**

**Sponsor Exhibits**

*Palm Foyer*

**9 a.m. - 8 p.m.**

**Hospitality Suite Open**

*Palm 1*

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**9-9:50 a.m.**

**Educational Block I**

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

### *Palm 3*

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

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

#### *Palm 4*

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

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

#### *Palm 5*

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

10-10:50 a.m.

## Educational Block II

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

*Palm 3*

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

### **Parents and Career Education**

*Palm 4*

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

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

*Palm 5*

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:

Jennee Schansberg, University of Wisconsin-Madison

**11 a.m. - Noon**

**General Session I | Supporting Families Through Crisis**

*Palm 2*

Crises of all kinds affect our students and their families on a regular basis. This panel discussion will explore strategies, tools and tips to work with families in crisis to ensure empathetic support for everyone impacted. Attendees will also learn ways to identify and work with campus partners to provide additional resources and support through the process.

**Noon - 2 p.m.**

**Lunch on Your Own**

**2-2:50 p.m.**

**Educational Block III**

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

*Palm 3*

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

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

*Palm 4*

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:

Megan Glaser, Duquesne University

Jen Smith, Duquesne University

Bridget Riordan, Emory University

Tess Jenkins, CampusESP

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

*Palm 5*

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

**3-3:50 p.m.**

### **Educational Block IV**

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

*Palm 3*

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

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

#### *Palm 4*

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

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

##### *Palm 5*

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

**4-4:50 p.m.**

#### **Educational Block V**

##### **Discovering the ME in Mentor**

###### *Palm 3*

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

##### **A New Approach to Engaging Supporters through Onboarding Students**

###### *Palm 4*

Every Gen Z research study finds an increased student reliance on family members and student supporters. These same studies also show that these family members and student supporters want to

engage directly with your institution. Spend some time with VisualZen to learn how VZO can provide the clear, concise, step-by-step information and guidance student supporters need to help their Gen Z student succeed at your school.

Presenters TBA

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

*Palm 5*

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

**5:30-7:30 p.m.**

### **Bling Out Your Own Mickey Ears**

*Hospitality Suite, Palm 1*

Bring the whole family to the hospitality suite to decorate your own mouse ears in preparation for your adventures in the parks!

**6:30 - 9 p.m.**

### **Dinners at Disney Springs**

Sign up via WebEx Events (formerly Socio) for a small group dinner with colleagues in Disney Springs!

## **Friday, Nov. 4**

**8-11 a.m.**

### **Conference Information Desk**

*Palm Foyer*

### **Sponsor Exhibits**

*Palm Foyer*

**8 a.m. - 1 p.m.**

### **Hospitality Suite Open**

*Palm 1*

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get a little work done, enjoy conversations with colleagues, give your brain a break with some passive activities, or gather for continued conversations after educational sessions, there's something for everyone.

**8-8:50 a.m.**

## **Educational Block VI**

### **Research Topic Roundtables**

*Palm 3*

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

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

*Palm 4*

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

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

*Palm 5*

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

**9-9:50 a.m.**

## **Educational Block VII**

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

*Palm 3*

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

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

*Palm 4*

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

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

*Palm 5*

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

**10-10:50 a.m.**

**Educational Block VIII**

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

*Palm 3*

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

## **The Parent Pre-Game: Add Online Orientation to your Playbook**

*Palm 4*

One of the best ways to help students have a winning college start is to show families and supporters how to get in the game sooner. Online orientation for families fills in an essential information gap delivered in an interactive and video-rich experience they can access anytime. Families can take their time to learn what to expect and what their student needs to get on the field, which plays to run and when. Attend this session for an open discussion with the University of North Georgia. You'll learn how online orientation is changing the game for family engagement, take a tour the platform, examine outcomes, and get your questions answered.

Presenters:

Darcy M. Hayes, Ed.D., University of North Georgia

Rachel Williams, University of North Georgia

Sam Swingle, CEO Advantage Design Group

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

*Palm 5*

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

**11:15 a.m. - 12:15 p.m.**

**General Session II**

**Restore, Refresh, Reignite! Bringing Resilience, Consciousness, and Compassion to Our Work**

*Palm 2*

This keynote event featuring [Dr. Drea Letamendi](#) pulls in the science of mental toughness, emotional agility, and positive psychology to help deliver strategies that can build balanced work-life health. Dr. Letamendi will create space for attendees to learn self-regulating tools that will be helpful in centering their personhood, calming the body, redirecting focus to their work, and creating cadence for change amidst the demanding climate(s) of COVID recovery, racial trauma, the great resignation, and workplace burnout in higher education.

**12:15 - 1 p.m.**

**Closing Celebration Lunch**

*Palm 2*

Come together with your AHEPPP colleagues and extended family members for our celebration lunch where we will reflect on all we have learned and done during our time together, honor our outgoing and incoming leaders, and catch a glimpse of what's to come for the 2023 conference! Who knows...we may even have a surprise guest or two. ;)

**2-9 p.m.**

**AHEPPP Takes Epcot!**

Join your colleagues and extended AHEPPP family members for an afternoon at Epcot as we enjoy the 2022 International Food & Wine Festival! Access discounted Disney Meeting/Convention Theme Park tickets [here](#) for you and your family, a benefit available for you to use in the days before, during and after the conference itself (and not just for our Epcot adventure)!