

AHEPPP Conference 2015 Schedule

Wednesday, November 4, 2015

9:15a.m. – 10:00a.m. Education Session I

Shaping Parent Boards to Inspire Meaningful Initiatives within Your Institutions

Room: Pacific Galerie

Paige Kegley
Associate Director of New Student and Family Programs
Clemson University

Penny Helms White
Director of Parent and Alumni Relations and Interim Director of New Student and Family Programs
Virginia Tech

Katie Hambrick
Coordinator of Parents Programs
University of South Carolina

Melissa Gentry
Director of Communication and Events for Student Life
University of South Carolina

Parent board take on different shapes and purposes at each institution, and it is important to learn more about the different ways parents can be engaged and can give back on a college campus. Whether it is fundraising, being actively involved in campus initiatives or a mixture of both, parents are key constituents in higher education. This presentation is appropriate for all parent and family professionals, particularly those who are interested in starting a parent board or who have a parent board and are looking for ways to rejuvenate what they currently are doing.

#FREDDYGRAY and Towson Family Network: Crisis Communication to Families

Room: Viennese I

Sylvester Gaskin
Assistant Director, New Student Programs
Towson University

This presentation highlights how the Towson Family Network, the Division of Student Affairs, and the University Communications and Media Relations office worked together to provide up to date information to families on incidents in Baltimore and on campus and to alleviate concerns about the safety of all Towson Tigers.

Incorporating Appreciative Advising into Parent Programs to Maximize Relationships

Room: Viennese II

Sharon Brownlow
Director, Parent and Family
Programs
Kennesaw State University

Kathryn Wilhite
Coordinator, Parent and
Family Programs
Kennesaw State University

Diana Barrett
NODA Intern for Kennesaw
State, Summer 2015
Ohio University

The Parent and Family Association at Kennesaw State University has found that an appreciative advising framework, often utilized for student-adviser interactions, is very supportive when interacting individually with parents as well as when structuring parents programs. The presenters will demonstrate the application of the appreciative advising framework utilizing examples from KSU's current parent and family orientation program.

10:15 a.m. – 11:00 a.m.

Educational Session II

The Benefits and Challenges of Dues-based Memberships: Perspectives from Three Universities

Room: Pacific Galerie

Celeste Waugh
Coordinator of Family Engagement
University of Tennessee-Knoxville

Nancy Stephens
Assistant Director for New Student & Family
Programs
University of Kentucky

Nicki Jenkins
Assistant Director for New Student & Family
Programs
University of Kentucky

Heather Levesque
Director of New Student & Family Programs
East Tennessee State University

Celeste Waugh
Coordinator of Family Engagement
University of Tennessee

One of the challenges in having a dues-based parents/family association is generating the initial buy-in from parents and family members of our college students. In this presentation, the presenters will discuss how three public institutions are recruiting and retaining members into their dues-based parents and family associations.

Innovative Sexual Assault Prevention Programming for Students and Parents

Room: Viennese I

Branka Kristic
Director, Parent and Family Programs
Hofstra University

Patti Lux-Weber
Assistant Director, Parent Relations and
Special Events, Campus and Visitor Relations
University of Wisconsin

In May 2015, AHEPPP conducted a survey of its members seeking to learn what programs and services exist or are planned in order to educate both students and their families about sexual assault prevention. Our aim is to present the results of the survey and establish the best practices in sexual assault prevention.

Can You Hear Me Now? Boosting First-Year Parent/Family Connection

Room: Viennese II

Lynanne Yndestad

Director of New Student and Family Programs

Virginia Commonwealth University

We will share how we implemented and have assessed the effectiveness of our parent communications including our Parent and Family Helpline and Parent and Family Blog and E-Newsletter, which has over 12,000 readers in just two years. We will walk you through the exciting Beyond Orientation 1-credit online course we created for families of first-year students and how it has impacted the involvement of over 200 participating parents this year.

11:00 a.m. – 11:15 a.m. Break

11:15 a.m. – 12:00 p.m. AHEPPP Exhibit
Room: Marble Garden Courtyard

12:00 p.m. – 1:30 p.m. Lunch and Keynote Speaker
Room: Viennese Ballroom

1:30 p.m. – 2:00 p.m. Break

2:00 p.m. – 2:45 p.m. Educational Session III

Parent Speak: Training Student Leaders to Support Parents and Families

Room: Pacific Galerie

Amy Swank

Director Parent Family Relations

Gonzaga University

Naseeb Bhangal

Loyola University Chicago

Graduate Student

Shelby Wells

Gonzaga University

Undergrad Student

The presentation will showcase the training created at Gonzaga University to demonstrate the process of preparing student leaders to support families during orientations, family weekends or any events in which parents and family members are on campus. We will demonstrate how to create an effective, customizable training model for student leaders at any institution through the use of Google forms, assessment tools, Strengths Quest, case studies, role play and storytelling.

Leveraging Data to Show How Family Involvement Impacts Retention

Room: Viennese I

Sarah Schupp
CEO UniversityParent

Kerri Fowler
Assistant Director, Parents & Families
Services
North Carolina State University

This session will share the national data from the Noel-Levitz Parent Satisfaction Inventory. The data reflects on parent priorities and satisfaction levels on the student experience, the types of communication efforts and parent programming institutions are implementing and a campus example of how working with parents from the prospective student stage through graduation can have a positive influence on student retention.

Collaborate, Connect and Celebrate! Using a Team Approach to Serve Families

Room: Viennese II

Jennifer T. Wood
Assistant Director Parent and Family Relations
Texas State University

Many parent and family programs have small staffs. With only one full-time and two part-time staff members, this presentation will share a Parent and Family Relations Team model used at a large public university. The team of 15-20 professional staff from various university departments executes events and serves parents year-round.

3:00 p.m. – 3:45 p.m. Educational Session IV

Parent Listservs: Connections or Chaos?

Room: Pacific Galerie

Mindy Miley
Assistant Vice President - Educational
Programs & Services
College of Charleston New Student Programs

Stephanie Auwaerter
Director of New Student Programs
College of Charleston

How do we involve parents in their student's college experience while simultaneously distancing them? At this session, we will share our insights about managing an active parent listserv. We will discuss the pros and cons of creating a listserv and highlight areas for your university to consider including campus partners, legal implications, personnel and marketing. This presentation will help attendees prepare for the challenges of this innovative use of technology.

Room: Viennese I

Emily Parker
Assistant Dean of Students
The University of Tennessee

Casey Renegar,
Graduate Assistant for Family Engagement
The University of Tennessee

College students today are facing more challenges than ever before with higher academic expectations, dwindling financial resources and exposure to a new social climate. The parents of these students are also learning to navigate a new environment while hopefully providing the appropriate support for their son or daughter. This session will examine first year parental concerns and how to use the parent data to share transparent information and impact student success.

Innovative Ways to Market Your Family Program

Room: Viennese II

Keri Duce
External Relations Manager
University of Wisconsin - Milwaukee

Kevin O'Connor
External Relations Coordinator

In building a comprehensive families program at the University of Wisconsin-Milwaukee, marketing the program and opportunities for families to connect with the University and each other has been vital. We've developed an approach that maximizes visibility on-campus while attempting to make sure every family of a current UWM student is aware of the Panther Families program. We'll share how we've done it in a multimedia presentation that will include videos, event photos, promotional materials, e-marketing, website redesign story, social media and branding.

4:00 p.m. – 4:45 p.m. **AHEPPP Strategic Plan and a Look at Strategic Planning for Parent Programs**
Room: Viennese I

5:00 p.m. - 5:45 p.m. **AHEPPP Talks (Leveraging Mobile Technology on Campus)**
Room: Viennese I

5:45 p.m. Reception (cash bar available)
Room: Marble Garden Courtyard

6:30 p.m. **Dinner on your own**

Thursday, November 5, 2015

7:30 a.m. – 8:30 a.m. **Breakfast on your own**

9:00 a.m. – 9:45 a.m. ***Educational Session V***

Text4Success: Strategies for Using Texting to Engage Students and Families
Room: Pacific Galerie

Brian Kathman
CEO
Signal Vine

Six billion text messages are sent every day in the United States, and 99% of texts are read! This session will explain how organizations can help students navigate the college process and succeed in college through engaging parents and families via text message.

Communication During Crisis: What Families Want to Know
Room: Viennese I

Arie Gee
Assistant Director
University of Florida

As much as professionals and family members wish our campuses could exist in a bubble that is immune to crisis, this just is not the reality. While we do not have control over how or when crisis occurs, we do have control over how we communicate with parents and family members. The presentation will include examples of different crisis situations that have taken place at universities over the past year and discuss the communication strategies used in each of these situations

Infusing Your Parent Program with Sincerity and Authenticity
Room: Viennese II

Tasha M. Talton
Assistant Director, Student Transitions
Programs
University of West Florida

Shari Glaser
Director, Parent and Family Programs
Western Michigan University

Building positive and authentic relationships with parents and families on your campus has a powerful impact on the student and family transition to college, overall student success, and retention. The strategies we share and discuss during this session will help make our parent/family programs stronger and more relevant to the families we serve.

10:00 a.m. – 10:45 a.m.

Educational Session VI: 10 for 10's

Innovative Connections, Programs & Events for First Year Families

10:00am – 10:20am

Room: Pacific Galerie

Dr. Glenn Gittings
Director Special Programs
University of Louisville

Jaime Patton
Assistant Dean of Students
Ohio University

Aleece Wagner
Parent Outreach Program Manager
Bucknell University

Starting and Sustaining a Successful Parent Association

10:00am – 10:20am

Room Atlantic Galerie

Chris Hall Lynch
Director, Parent and Family Programs
Florida Atlantic University

Darlene Geiger
Parent of an FAU graduate

Connecting With Families in Case of Student Death

10:00am – 10:20am

Room: Viennese I

Branka Kristic
Director, Parent and Family Programs
Hofstra University

Donna Krivoski
Director of Parent Relations
Lafayette College, Easton, PA

Working with Parents of Students with Disabilities in Higher Education

10:00am – 10:20am

Room: Viennese II

Marjorie Savage
Research & Outreach
University of Minnesota

Jodi Dworkin
Associate Professor - Family Social Science
University of Minnesota

Sean Roy Project Director
Transition & Workforce Partnerships
Pacer Center

Chelsea Petree
Director of Parent & Family Programs
Rochester Institute of Technology

A Bicycle Built for Two: Creating Connections with Your Families

10:25am – 10:45am

Room: Atlantic Galerie

Laci Weeden
Director, Parents Program
Georgia Institute of Technology

Nancy Nguyen
Transition & Success Coordinator
San Jose State University

Earning Credibility: Intersections of Public Relations and Student Affairs

10:25am – 10:45am

Room: Pacific Galerie

Julie Murphy
Assistant Dean for New Student and Family Programs
Marquette University Alumni Memorial Union

The Tipping Point: Responding to Parents (and Self) during a Campus Crisis

10:25am – 10:45am

Room: Viennese I

Brian L. Watkins
Director, Parent and Family Affairs
University of Maryland

Families and Facebook: Meeting Families Where They Are

10:25am – 10:45am

Room: Viennese II

Arie Gee
Assistant Director
University of Florida

11:00 a.m. – 11:45 a.m. Educational Session VII

Creating Opportunity for Parent Volunteer Engagement

Room: Pacific Galerie

Anthonia Edgren
Parent and Family Programs Coordinator
Cal Poly, San Luis Obispo

Tessa Stevens-Espinoza Director
Parent and Family Programs and
Commencement
Cal Poly, San Luis Obispo

Cal Poly's Parent Advisory Council consists of up to 24 members who stay actively engaged with the Cal Poly community throughout the entire academic year. Council members are ambassadors who provide insight and support to all families of Cal Poly students. In our presentation, we will be discussing the functionality of the Parent Advisory Council, opportunities Parent and Family

Programs gives them to engage with the Cal Poly community and additional ways we encourage parent and supporter volunteer engagement.

Measuring the Impact of Parent Engagement on Student Success

Room: Viennese I

Dave Becker
CEO and Founder
CampusESP

Parent involvement continues to increase year after year. However, most Parent Programs struggle to justify the need for increased funding. The purpose of this program is to emphasize the increasing influence of parents and demonstrate the connection between parent engagement and student success. The program will focus on the results of a national survey of over 6000 parents from a dozen institutions.

Creating Connections with Parents Through an Innovative First-Year Parent Seminar

Room: Viennese II

Niki W. Turley
Associate Dean of Students
Valdosta State University

Vicki Nelson
Senior Lecturer in Communications
Curry College

Stronger relationships with parents and families assist colleges with recruitment efforts and help to address student retention. This program seeks to provide participants with an innovative avenue to acclimate parents to university life and to engage them appropriately in their own and their student's transition to new roles.

12:00 p.m. – 1:45 p.m. Lunch on your own

2:00 p.m. – 2:45 p.m. Educational Session VIII

Creating Space: How to Change the Way Universities Engage Parents

Room: Pacific Galerie

Alexandra Price
Director, Parent & Family Programs
University of California, Los Angeles

UCLA has created a program and volunteer opportunities that have dispelled stereotypes of engaged parents, and created a culture of parent volunteerism at UCLA. This presentation provides attendee with methods and tools for implementation on any campus. This presentation also aims to provide various tools (technological, programmatic and assessment) that may be utilized at institutions of any size and provide options for individuals at any stage of engagement with families.

Lose the Rock and a Chisel: Teaching Parents New Communication Methods

Room: Viennese I

Tess Gibson

Coordinator of Parent and Family Programs

Auburn University

This presentation will share how a parent program office can use new technologies, including Guidebook and LinkedIn, to create connections with college parents.

Sibs and Kids: Shaping Tomorrow for Our Youngest Family Members

Room: Viennese II

Laci Weeden

Director, Parents Program

Georgia Institute of Technology

Ryan Lovell

Senior Director of Parent and Family

Relations

The Ohio State University

We all know it is important to create connections with our parents to help with student success. It is also important to create connections with the entire family. When students go off to college, family members left at home may not understand what college is or what their sibling is doing there. Sibling/relative/guest programming is also a way for younger students to get exposed to a day in the life of a college student and also get them excited to go to college themselves. We will discuss the importance of these programs.

3:00 p.m. – 4:00 p.m.

Open AHEPPP Business Meeting

Room: Viennese I

4:15 p.m. – 5:00 p.m.

Educational Session IX

Designing Assessment for Continuous Improvement - It's Easier Than You Think

Room: Viennese

Deanie Kepler, Ph.D.

Director, Parent & Family Programs

Southern Methodist University

Chelsea Petree, Ph.D.

Director, Parent and Family Program

Rochester Institute of Technology

Marjorie Savage, MBC

Research & Outreach, Department of Family

Social Science

College of Education and Human

Development

University of Minnesota Twin Cities

This presentation will illustrate how to design an assessment program that meets parents' needs and those of your institution. A parent/family program office, whether at a public or private institution (big, small or in between), may have many good ideas, but are they working?

Parent & Family Orientation Programming Update

Room: Viennese II

Caleb Cash

Coordinator-Campus Activities/Parent & Family Programs

University of Central Oklahoma

NODA, in partnership with AHEPPP, is committed to providing excellence in parent and family orientation programming. During this presentation, representatives from NODA will share trends, resources and best practices learned from the NODA Conference. Participants will hear from trend setting orientation programs and learn about how to effectively plan an orientation program that not only supports students, but family members as well; create relationships that will last throughout the collegiate experience; and how to determine effective outcomes for a Parent/Family Member Orientation. This session will be both interactive and roundtable discussion.

5:00 p.m. – 6:30 p.m.

Break, Prepare for Dinner

6:30 p.m. – 8:30 p.m.

Closing Dinner, Awards, and 2016 Conference Reveal

Room: Viennese Ballroom