

# Formalized Structures for Parents & Family Members

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# Overview

- Learning Outcomes
- Beginnings & Trends in Formalized Structures
- Structural Examples
- Brainstorming & Collaboration Time

# Learning Outcomes

As a result of attending this session, participants will:

- Describe 2 expectations of parents and family members identified by Carney-Hall (2006).
- Identify 2 trends regarding formalized structures for parents & family members from the National Survey of College & University Parent Programs (2015).
- Compare and contrast formalized structures for parents & family members.

# Beginnings of Parent & Family Programs

## Expectations of Parents & Family Members of Higher Education Institutions (Carney-Hall, 2006)

- Safety
- Academics
- College outcomes

# Beginnings of Parent & Family Programs

## Implications for Engaging Parents & Family Members (Carney-Hall, 2006)

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1. Parents & family members can be helpful.
2. Formal institutional philosophies should be clearly articulated.
3. Messages will vary according to institutional and student characteristics.
4. Programming should facilitate positive relationships.
5. Parents & family members should understand the institution's approach to problem solving.
6. Develop a clear point of entry for parents to contact the institution.
7. Balance student privacy rights with familiar influence and expectations.
8. Students need to understand the new relationship, too.

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# Beginnings of Parent & Family Programs

## 5 Thematic Areas of Successful Practice

- Orientation
- Communication & Technology
- Programming
- Involvement & Engagement
- Fundraising & Development

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# Trends in Parent & Family Programs

## **National Survey of College and University Parent Programs** *Survey Conducted Spring 2015*

**Marjorie Savage**  
**University of Minnesota**

**Chelsea Petree**  
**Rochester Institute of Technology**



	2003	2005	2007	2009	2011	2013	2015
Parent & Family Council (advisory board)	36.6%	60.0%	65.4%	52.5%	62.4%	66.1%	66.8%
Parent & Family Association (non-advisory board)				57.7%	62.1%	69.2%	61.9%
Parent & Family Weekend	74.4%	96.0%	94.9%	89.8%	91.4%	97.3%	94.7%
Parent & Family Orientation	61.0%	97.0%	95.2%	97.1%	96.2%	98.4%	98.3%

## Trends in Parent & Family Programs

**Table 10: Differences in Parent/Family Services; 2013-2015**

Service Provided	2013-2015 differences
Parent/family weekend	-2.6%
Parent/family orientation	-0.2%
Parent website	+1.0%
Print newsletter	-1.6%
Email newsletter	-0.9%
Facebook	+13.8%
Phone response to parent questions	-2.4%
Email response to parent questions	-0.7%
Parent handbook	+2.0%
Parent advisory board or council	-4.7%
Parent/family association/ organization (non-advisory)	-11.5%
Fundraising	+0.5%

National  
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UNIVERSITY OF  
ARKANSAS.

Division of Student Affairs  
Parent & Family Programs

**PARENT  
PARTNERSHIP  
ASSOCIATION**

*Regional  
Parents Clubs*  
PARENT PARTNERSHIP ASSOCIATION  
UNIVERSITY OF ARKANSAS





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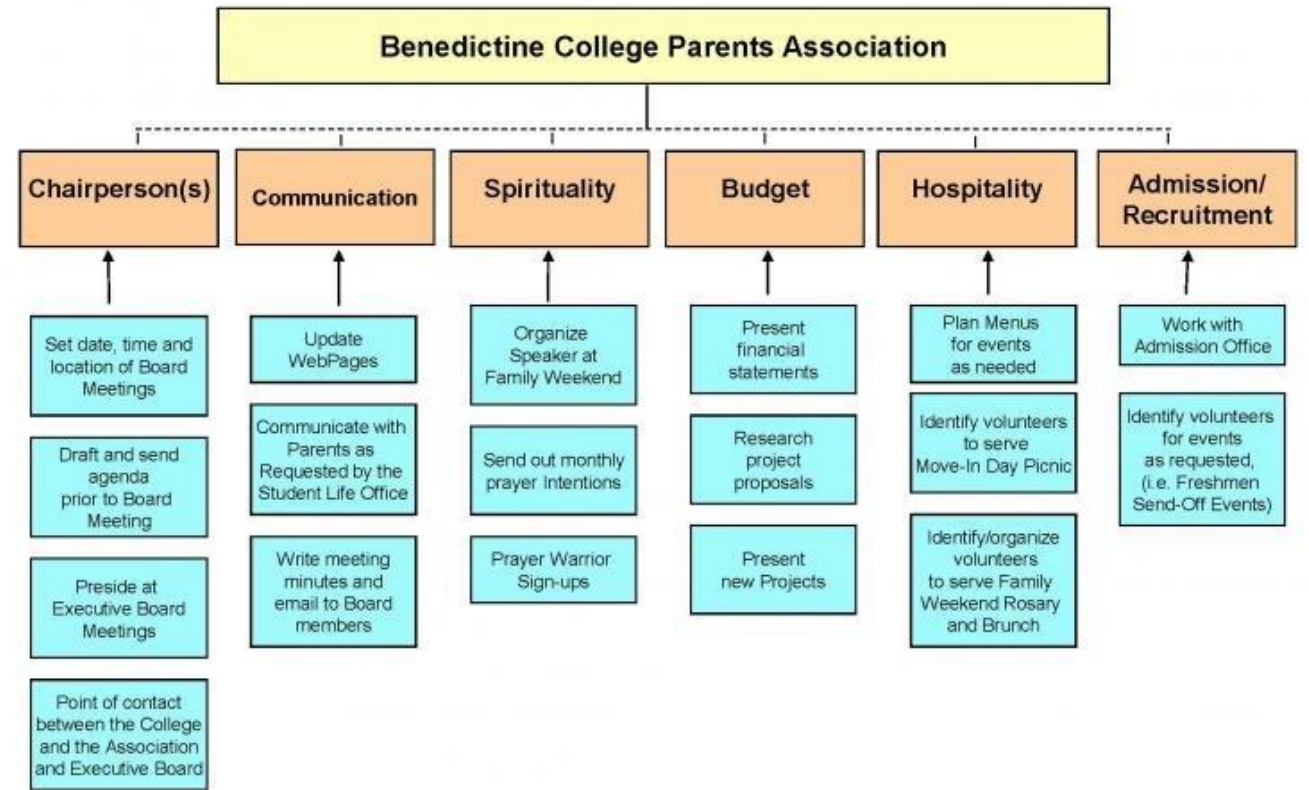
## Examples Closer to Home

- Prior to 2012 – tried the “membership” model → failure
- Family Association – non-dues paying, access to resources:
  - Family Calendar
  - ParentConnect Virtual Book Club
  - Tiger Maws & Paws e-Newsletter
  - Family Day
  - Year-Round Webinar Series
- 3200 members





## Examples Closer to Home



# Brainstorming & Challenges

- **Group 1: Currently has a Parent & Family Association (non-advisory board) or is wanting to begin one**
- **Group 2: Currently has a Parent & Family Council (advisory) or is wanting to begin one**
- **Group 3: Wanting to begin something but not for sure what model**
- **Conversation Starters:**
  - What works with your model?
  - What are the challenges/areas of growth?

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