

# Leveraging Technology to Engage Parents & Family Members

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# Overview

- I. Introductions, Learning Outcomes, and Goals
- II. Historical Beginnings of Parent & Family Programs
- III. Changing Trends in Parent & Family Programs
- IV. The Technology Revolution & Confusion in Parent & Family Programs
- V. Practical Strategies
- VI. Closing and Q&A



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# Learning Outcomes

As a result of attending this session, participants will:

- Articulate the 5 hallmark elements of a comprehensive parent & family engagement program.
- Describe 2 changing technology trends related to engaging parents & family members.
- Assess the technological readiness of their programs, staff members, and stakeholders to infuse a new technology strategy into their parent & family programs.



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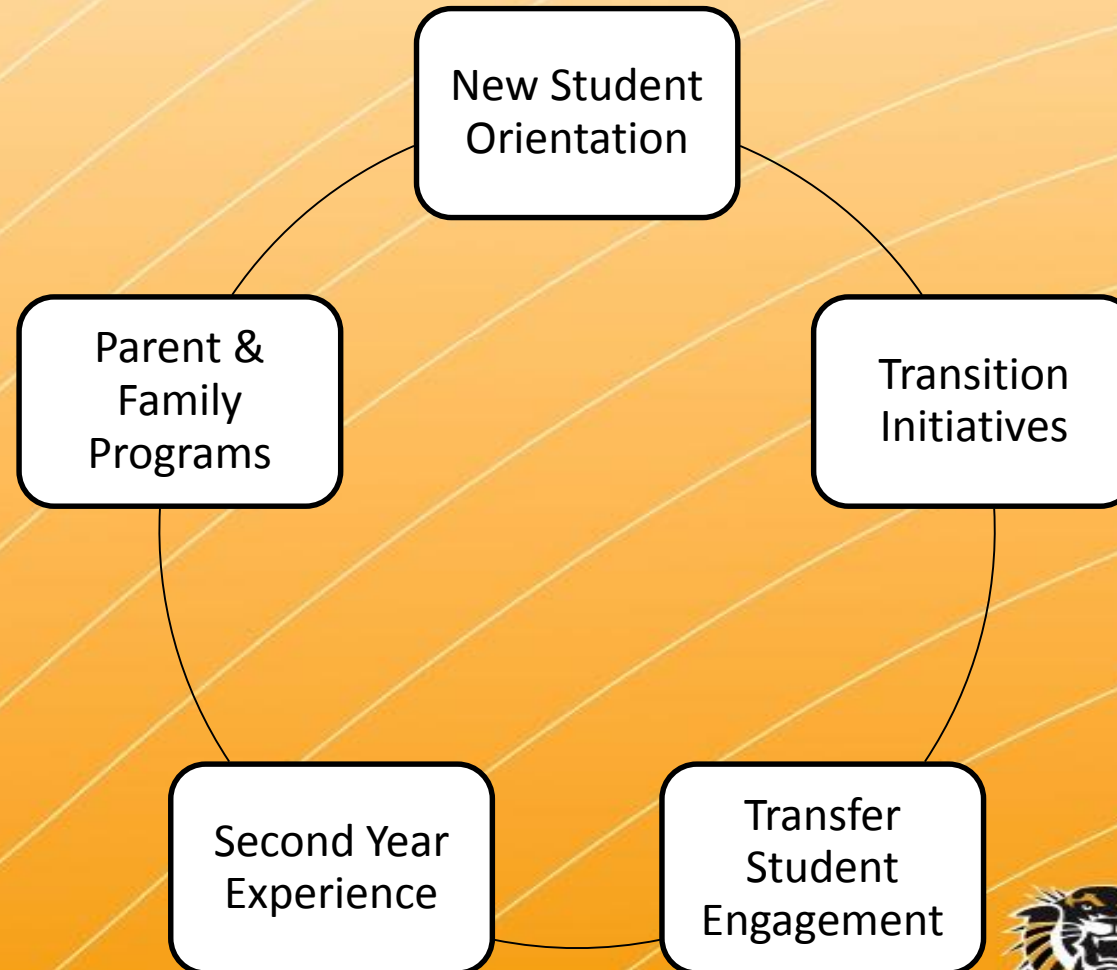
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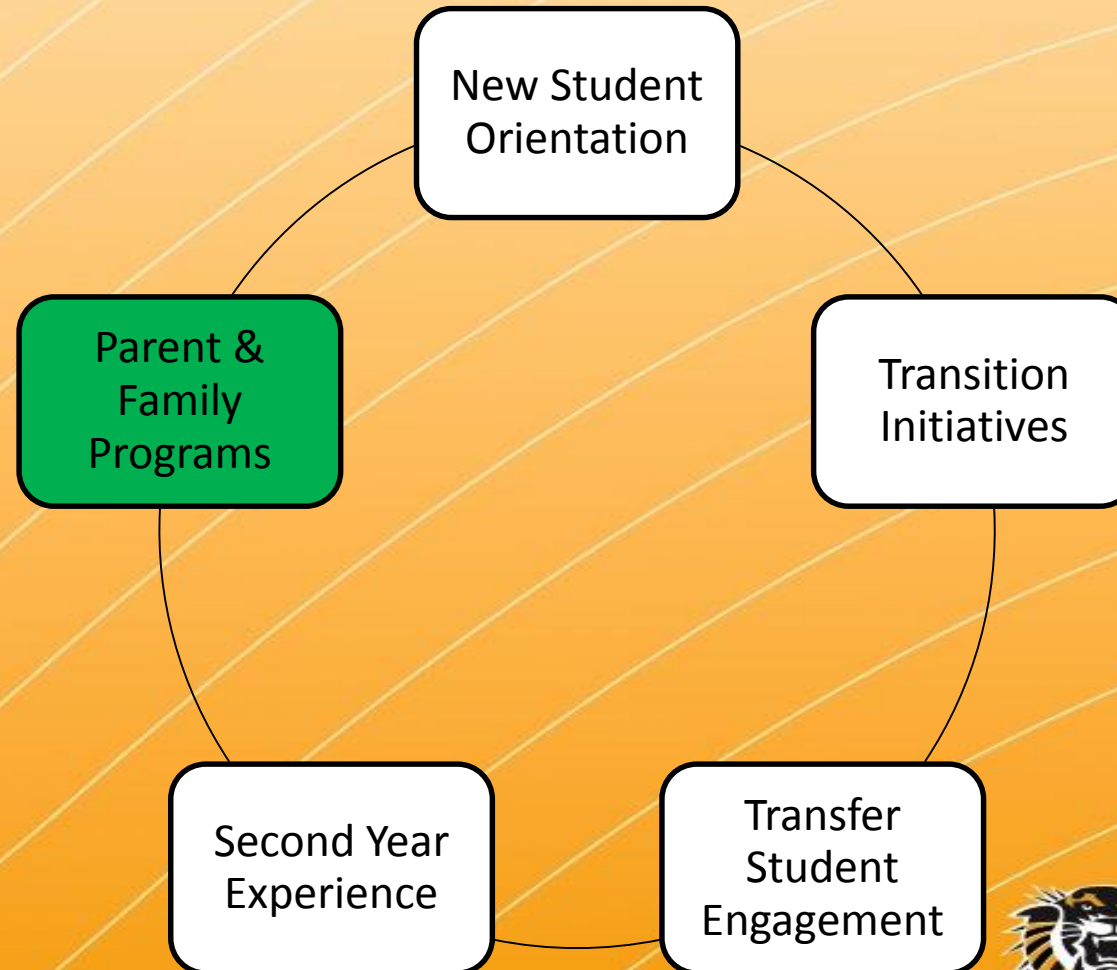
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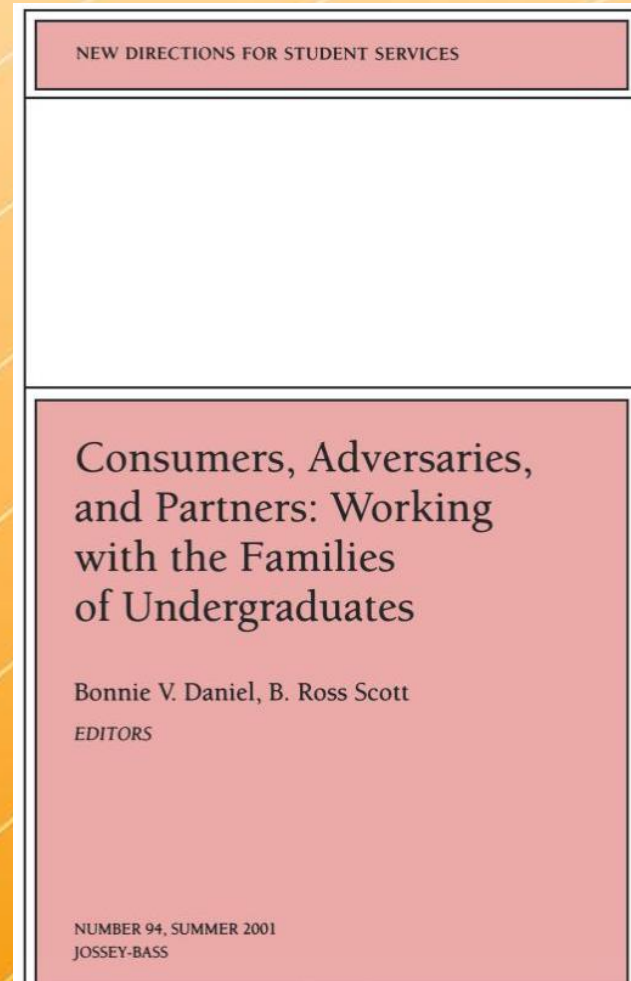
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# Historical Beginnings of Parent & Family Programs



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# Implications for Engaging Parents & Family Members

*(Carney-Hall, 2006)*

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



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# Using Purposeful Messages to Educate, Support, and Reassure Parents & Family Members

*(Price, 2006)*

- Understanding the Academic Environment & How it Works
  - Academic structure
  - Faculty relationship
  - Faculty autonomy
  - Academic expectations: College vs. High School
  - Advising



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# Using Purposeful Messages to Educate, Support, and Reassure Parents & Family Members

*(Price, 2006)*

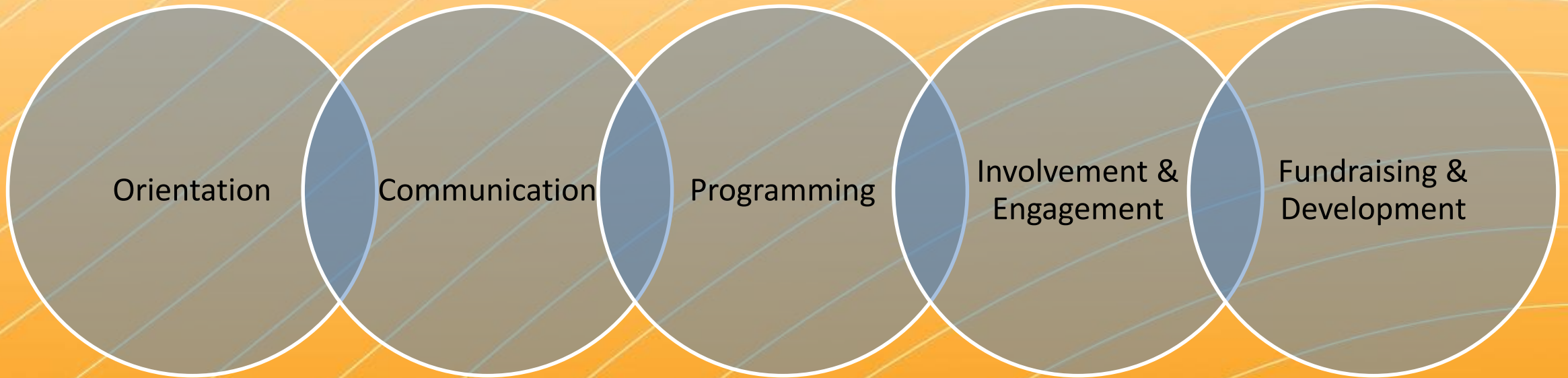
- Understanding the Co-Curricular Environment
  - Role of student development
  - Student involvement
  - Residence halls
  - Role of institutional culture
- Understanding & Accessing Campus Resources
  - For students
  - For parents & family members



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# 5 Hallmark Elements of Successful Practice in Parent & Family Programs



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# Changing 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



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# Changing Trends in Parent & Family Programs

**Table 11: Parent/Family Services: 2003-2015 (at institution; not specifically in parent office)**

Service Provided	2003	2005	2007	2009	2011	2013	2015
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%	98.2%
Parent website	8.5%	89.0%	95.8%	94.3%	95.2%	99.0%	100%
Print newsletter	54.9%	56.0%	54.3%	41.1%	35.6%	25.2%	23.6%
Email newsletter	--	65.0%	73.0%	78.2%	90.3%	95.6%	94.7%
Facebook	--	--	--	--	56.6%	74.3%	88.1%
Twitter	--	--	--	--	--	35.7%	42.4%
Parent handbook	12.2%	75.0%	78.6%	76.1%	76.0%	75.8%	77.8%
Parent/family association/ organization (non-advisory)	--	--	--	57.7%	62.1%	69.2%	57.7%
Parent advisory board or council	36.6%	60.0%	65.4%	52.5%	62.4%	66.1%	61.4%
Fundraising	43.9%	84.0%	85.2%	74.8%	82.5%	82.4%	82.9%



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# Changing Trends in Parent & Family Programs e-Newsletters

57.5% = Monthly

13.7% = 2-3 Times per Semester

12.4% = Every Other Week

6.5% = Semesterly

5.9% = 2-3 Times per Academic Year

2.7% = Daily/Weekly

1.3% = Annual



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# Changing Trends in Parent & Family Programs

## Self-Identified Least Successful P&F Services

3. Facebook social media engagement = 10.9%
2. Parent & family websites = 11.0%
1. Twitter social media engagement = 15.2%



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# Changing Trends in Student Affairs

## Technology (TECH)

The *Technology* competency area focuses on the use of digital tools, resources, and technologies for the advancement of student learning, development, and success as well as the improved performance of student affairs professionals. Included within this area are knowledge, skills, and dispositions that lead to the generation of digital literacy and digital citizenship within communities of students, student affairs professionals, faculty members, and colleges and universities.

### Foundational Outcomes

- Demonstrate adaptability in the face of fast-paced technological change.
- Remain current on student and educator adoption patterns of new technologies and familiarize oneself with the purpose and functionality of those technologies.
- Troubleshoot basic software, hardware, and connectivity problems and refer more complex problems to an appropriate information technology administrator.
- Draw upon research, trend data, and environmental scanning to assess the technological readiness and needs of students, colleagues, and other educational stakeholders when infusing technology into educational programs and interventions.
- Critically assess the accuracy and quality of information gathered via technology and accurately cite electronic sources of information respecting copyright law and fair use.
- Model and promote the legal, ethical, and transparent collection, use, and securing of electronic data.
- Ensure compliance with accessible technology laws and policies.
- Demonstrate awareness of one's digital identity and engage students in learning activities related to responsible digital communications and virtual community engagement as related to their digital reputation and identity.
- Model and promote equitable and inclusive practices by ensuring all participants in educational endeavors can access and utilize the necessary tools for success.
- Appropriately utilize social media and other digital communication and collaboration tools to market and promote advising, programming, and other learning-focused interventions and to engage students in these activities.
- Engage in personal and professional digital learning communities and personal learning networks at the local, national, and/or global level.
- Design, implement, and assess technologically-rich learning experiences for students and other stakeholders that model effective use of visual and interactive media.
- Ensure that one's educational work with and service to students is inclusive of students participating in online and hybrid format courses and programs.
- Incorporate commonly utilized technological tools and platforms including social media and other digital communication and collaboration tools into one's work.

## Professional Competency Areas for Student Affairs Educators



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# Practical Strategies

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Send feedback

About

Press

Copyright

Creators

Advertise

Developers

+YouTube

FHSUStudentAffairs

8 subscribers

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PLAY ALL

Why Study Abroad?

38 views • 4 months ago

Overcoming the Fear to Study Abroad

56 views • 4 months ago

Help Starts Here Living & Learning Community

3 views • 5 months ago

Zeneration One Living & Learning Community

2 views • 5 months ago

Transfer Network

1 view • 5 months ago

Tiger Traditions Living & Learning Community

10 views • 5 months ago

# Practical Strategies

## YouTube Webinar Series (2014-2015)

- Making Your Student's Residence Hall their Home-Away-from-Home (*Residential Life*)
- Top 10 Ways in Which Your Student is Currently Getting Involved (*Center for Student Involvement*)
- When Your Student's Bedroom Becomes a Sewing Room: Preparing for Your Student's First Extended Break at Home (*Kelly Center*)
- Helping Your Student Becoming Financially Literate (*Financial Assistance*)
- Being a Career Coach for Your Student (*Academic Advising & Career Services*)



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# Practical Strategies

## YouTube Webinar Series (2015-2016)

- Preparing for Residence Hall Move-In Day (*Residential Life*)
- Understanding Your Student's Experience Going through Fraternity/Sorority Recruitment (*Center for Student Involvement*)
- How to Communicate Effectively with Your Student When They No Longer Live Under Your Roof (*Communication Studies*)
- Sick & Away from Home: Supporting Your Ill Student (*Student Health & Office of the VPSA*)
- Your Student's Internship & Career Journey (*Career Services*)



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# Practical Strategies

## YouTube Webinar Series (2016-2017)

- So, My Student Joined a Fraternity/Sorority Chapter – Now What? (*Center for Student Involvement*)
- Parent-to-Parent: Experiences from Campus Faculty & Staff Who are Parents Themselves (*Kansas Academy of Mathematics & Science*)
- Supporting Student Resiliency (*Kelly Center*)
- Engaging in Difficult Conversations with Your Student (*Transition & Student Conduct*)
- Preparing for Your Student's Commencement & Life as an Alumnus (*Registrar & Office of the VPSA*)

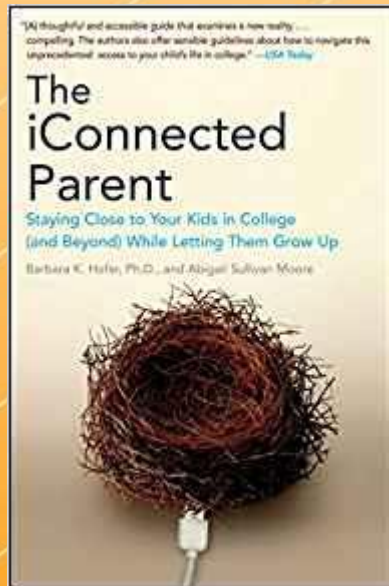


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# Practical Strategies

## ParentConnect Virtual Book Club



Google+

Communities

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4 members - Public

**FHSU ParentConnect**

MODERATE

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Discussion/Introductions

Ch 1: iConnected Parenting 101

Ch 2: The Electronic Tether

Ch 3: Can College Kids Grow Up on an Electronic Tether?

Ch 4: What Colleges and Universities Say

What do you want to share?

**Melany Freiria** Owner
 16w
   
 Discussion/Introductions
   
 If you ever think you're alone in this as a parent with a college student, you're not! Check out statistics for the past year to see what your peers are up to.
   
 2016 Survey of College Parents | College Parents of America

**Melany Freiria** Owner
 16w
   
 Ch 4: What Colleges and Universities Say
   
 Here's an interesting article from the administrative perspective with some thoughts in balancing parenting a college student while giving the student autonomy. The author includes her experience as a parent of a college student and how she understands involved parents of college students.
   

 Beyond the Jokes on 'Helicopter Parents' | Inside Higher Ed
   
 insidehighered.com
   
 +1

**Melany Freiria** Owner
 16w
   
 Ch 3: Can College Kids Grow Up on an Electro...
   
 Life happens all around us every day. While we can't always control what happens, we can choose to control how we react to that. Here's an interesting talk about becoming comfortable in and after difficult situations.
   

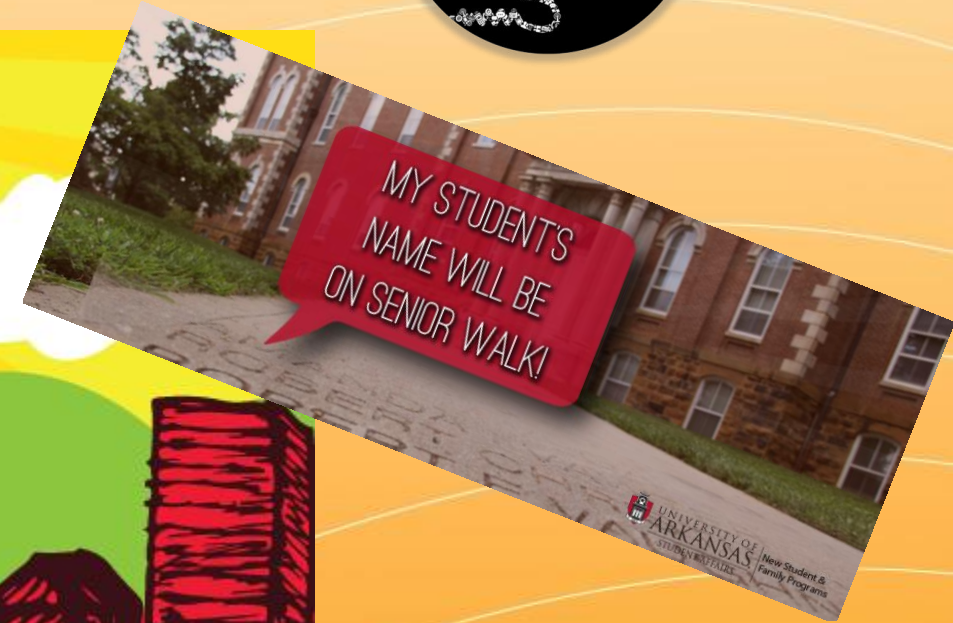
 Getting comfortable with the uncomfortable | Harlan Cohe...
   
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**Melany Freiria** Owner
 16w
   
 Resources
   
 What are you doing as parents to help your growing children take responsibility for their behavior and promote independence? What else might you consider? What tips from The iConnected Parent seem easiest to implement, and which ones seem more difficult?
   
 +1

**Melany Freiria** Owner
 16w
   
 Discussion/Introductions
   
 Check out this short article for some tips on helping your student and yourself in the transition to becoming a Tiger!
   
 Letting go: tips for parents of new college students | Parenting
   
**Melany Freiria** Owner
 16w
   
 Ch 5: Students' Concerns

Helping Your Child Transition to College | College Parents of America

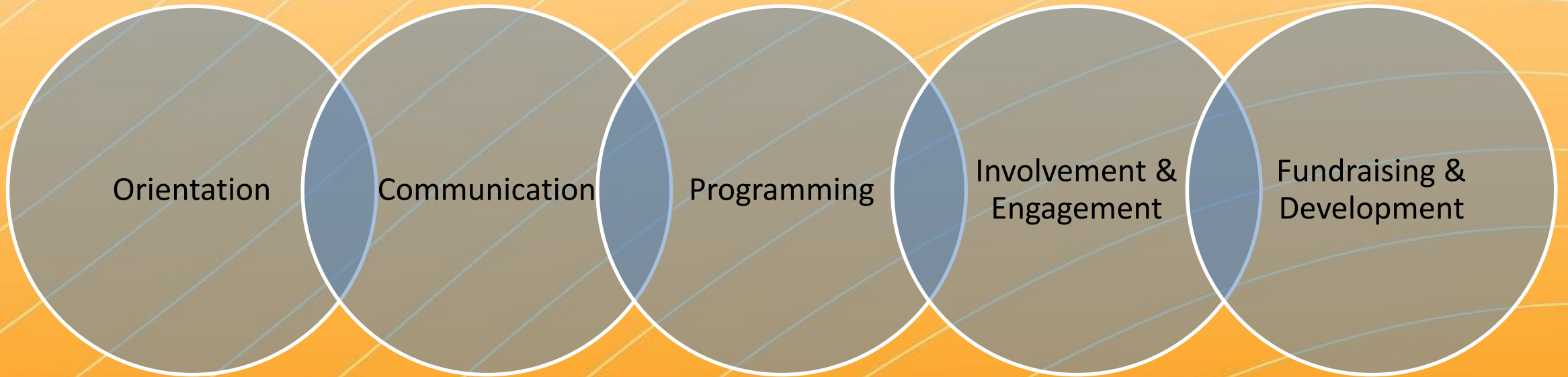
# Practical Strategies Social Media Engagement



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# Practical Strategies

## Small Group Engagement



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