Webinar Objectives

- Review the literature on parent involvement and college success
- Understand the implications of developing parent programs and services
- Learn about strategies for providing information and developing support for parents, including methods of communication
- Discuss institutional strategies that encourage parental support, but from a healthy distance
- Discover new resources that have been developed to support parents and their students

What are your top challenges in working with parents?

“Careful parental management will be one of the most nerve-wracking challenges of the millennial college era.”

- Howe and Strauss, 2003, Millennials Go to College

Adolescence: A Shift in Life-Span Development Literature

- G. Stanley Hall (1904): tension between biological maturity and social dependence creating a period of “storm and stress.”
- Mid 20th Century research characterizes the tension:
  - peer social approval is important
  - sense of life direction in flux, yet growing sense of possibilities
  - alienation from parents at its height
  - time of vitality without cares of adulthood
  - new friendships and heightened idealism
- Period between childhood and adulthood culminating with social achievement of adult status

Social Achievement of Adult Status: Shifts In The Social Clock

- The cultural prescription of the right time to reach the steps toward achievement of adult status:
  - Leave home
  - Go to college or get a job
  - Achieve financial independence
  - Marry
  - Have children
  - Retire

Childhood-Adolescence → Young Adulthood → Middle-Late Adulthood
Childhood-Adolescence → Emerging Adulthood → Young Adulthood → Middle-Late Adulthood

- Myers, 2004
Emerging Adulthood

Result of:
• Delay in marrying and becoming parents
• Increased accessibility to higher education
• Shift to knowledge economy

“Parents are charged with facilitating a successful passage”
— Lowe and Dotterer, 2017

Characteristics:
• Identity exploration
• Self-focus
• Time of possibility
• Instability
• Feeling in-between

Today’s College Student

• Scheduled, structured, and shadowed since birth.
• Rewarded for participation, not achievement.
• Raised with car seats, safety helmets, playgroups, soccer leagues and cell phones.
• Technologically savvy – used to easy access and instant gratification.
• Have more emotional baggage – divorced parents, blended families, lack of coping mechanisms.
• Enjoy strong connection to parents and desire parental involvement.

Today’s Parents on College

“These students are the product of 18 years of dedication and sacrifice. To expect sudden relinquishment of their responsibility to an educational entity is naïve at best.”
— Kama Hudson, millennialgeneration.org/blog

Today’s College Parent

• Delayed having children until older and financially secure.
• Practice attachment style and permissive parenting.
• Their children are central to their sense of purpose.
• They are the “Helicopter” and “Black-Hawk” parents.
• Involved in every aspect of their child’s existence.

Today’s Parents’ Approach to College

• Consumer mentality, want a return on their investment.
• Expect that college administrators act on their behalf to manage and protect their children.
• Demand immediate administrative response.
• Propensity to threaten legal action.

Parent and Families Communication Timeline
Parent and Families Communication Plan

<table>
<thead>
<tr>
<th>Opportunity</th>
<th>Point of Contact</th>
<th>Delivery</th>
<th>Content</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pre-admissions</td>
<td>Community Outreach, Workshops</td>
<td>Online, mailings, college fairs</td>
<td>College and admission processes, financial aid, degree and special programs</td>
</tr>
<tr>
<td>Admissions</td>
<td>Admission Office, Counseling</td>
<td>Online, mailings, workshops</td>
<td>College and admission processes, financial aid, degree and special programs</td>
</tr>
<tr>
<td>Pre-matriculation and Freshman Year</td>
<td>Advising, Orientation, Learning Assistance, Housing, Financial Aid, Undergraduate Programs</td>
<td>Online, mailings, social media, special events</td>
<td>Important deadlines and forms, emergency information, news</td>
</tr>
<tr>
<td>Matriculation and First-year Housing, Financial Aid, Advising, Undergraduate Programs</td>
<td>Online, mailings, social media, special events</td>
<td>Important deadlines and forms, emergency information, news</td>
<td></td>
</tr>
<tr>
<td>Graduation and Post Graduation</td>
<td>Advising, Undergraduate Programs, Career Services, Alumni Services</td>
<td>Online, mailings, social media, special events</td>
<td>Finalizing graduation, career/graduate school information, alumni networking and giving</td>
</tr>
</tbody>
</table>

Pre-admissions Parent Communication

“Know Before You Go” Community outreach workshop for parents and students
Parent guide for managing the college selection process

Summer Orientation, Advising, and Registration

Session for Parents and Families

Helping Your New College Student Succeed Academically!
Supporting your student

Parent and Families Handbook

CollegeReadyParent™ HANDBOOK For Parents of University of Central Arkansas’ Family Network

Example Parent-Student Communication Timeline

Student Success Online Course
Student Success Online Course Modules

8 Modules

Parent Lingo Features

- Branding
- Ability to customize content
- Discussion boards
- Surveys
- Tracking & reporting
- Institutional access point for parents
Interviews with Students & Parents

Add your own resources

Adjustment Tasks for First-Years and Parents

- Making Friends
- Getting Good Grades
- Establishing Future Goals
- Managing Time
- Being on One’s Own Without Family and Friends
- Establishing an Identity
- Maintaining Physical Self


6 Areas of Adjustment

- Academic
- Social
- Emotional
- Intellectual
- Cultural
- Financial

- Addresses issues & challenges college students typically experience in first year
Examples:
Monthly Transition Issues

Continuing Engagement

Email Newsletter
Blog

National Resource Center Course

Course Objectives:
- Explore adolescent development theory from multiple perspectives
- Look at the evolution of the role of parents in higher education
- Examine the influence and impact of parent engagement on student success
- Develop philosophy for practices related to parent engagement
- Create strategies to partner with parents to augment student success outcomes

To learn more or to register:
www.sc.edu/fye/oc

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@higheredparent
HigherEdParent

Your Freshman Is Off to College
Available on Amazon

@offtocollege_
YourFreshmansOffToCollege

Institutional Facebook Page
Higher Education Twitter Account

Continuing Engagement

Families Weekend Events
Your Turn

How can you better integrate support for parents into your current program or department?

Q&A

Innovative Educators
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