

Parents as Partners in First-Year Student Success

**25th International Conference
on the First-Year Experience**

July 17, 2012

**Dr. Mark Allen Poisel
Pace University**



Parents' Approach to Students



Agenda

I. Introduction

II. Parental Involvement in Higher Education

III. Visioning a Role for Parents

IV. Parent Programming and Partnerships

V. Assessment Planning

Why Are We Here?

- To discuss parental involvement
- To create initiatives for parent success
- To learn how to develop programs that include parents as partners in student success

Establishing a Context

- Parental involvement in higher education has become increasingly prevalent on college campuses. Institutions of higher education can no longer alienate parents, but must seek ways to engage families in their student's college experience (Daniels, Evans, and Scott (2001).
- In an August 2011 on-line article for *University Affairs*, Christine Overall, a professor of philosophy at Queen's University, explains, "Today, parents have an intense and growing preoccupation with the postsecondary education of their children."
- "Parents want their children to be happy. They also want them to be successful. Young people want the same things. Conflict can arise when parents define success differently from their children, or when parents' push for tangible results takes priority over other considerations" (Campbell, Ungar, Dutton, 2008).

Visioning a Role for Parents

- Resource
- Supporter
- Communicator
- Programmer

Opportunities

- Parent involvement
- Parent partnerships
- Enhanced student success
- New initiatives
- Technology

Challenges

- Students' Desire
- Parents' Persistence
- Faculty Resistance
- Campus Culture
- FERPA (USA)

Parent Programming

- Parent Orientation
- Family Weekend
- Parent Websites
- Parent Relations Offices
- Parent Newsletters or Calendars

Partnerships with Parents

- Parent Advisory Boards
- Parent Associations
- Parent Handbooks
- Parent Ambassadors

Assessment Tools

- Surveys for new students' parents
- Surveys for graduating students' parents
- Parent focus groups
- Program/Event evaluations

Assessment Cycle

Student
Learning
Outcomes
SMART

Assess
changes

CHANGE

Procedures
Resources

Outcomes
Measures

Determine
evidence
needed

What is Next?

2+ Direct
Measures
MATURE

Collect data

Report Results
Who, what, when?



Creating an Initial Plan

- Find out who your parents are
- Define a vision for parental involvement in students' success
- Ensure resources are available on-line for parents
- Evaluate and create programs to support parents and their students
- Assess the programs through institutional outcomes to ensure success

Resources for Parent Initiatives

- CAS Standards
- Association of Higher Education Parent/Family Program Professionals
- US National Survey of College and University Parent Programs
- National Orientation Directors Association (NODA)

References

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Conclusions and Discussion

Mark Allen Poisel, Ed.D.

Associate Provost for

Student Success

Pace University

mpoisel@pace.edu

