



Parent and Family Relations

Winter 2015 Newsletter

Greetings KC Members!

Our Knowledge Community strives to make current research and best practices in the functional area of parent and family relations available to you, our members. This quarterly newsletter is meant to be a short source of information for you. Please send your ideas for future exploration to either of the editors so that we can continue to use our KC as a way to share resources and connect with others.

We look forward to your feedback!

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Farewell



In the Spring of 2013 we began our journey as PFRKC Co-Chairs with the goals of providing opportunities for sharing information and resources within the KC. We're happy to report that we've made accomplishments in streamlining our staff positions, increased our social media presence, and have connected with our members in both passive and active outlets. We truly believe we're leaving the KC in an even better place than we picked it up from previous Co-Chairs Dr.'s Ken Gassiot and Sheri King.

We sincerely want to thank our leadership team. Specifically, Erica Garnett and Jane Tuttle our Newsletter Editors, for producing the high quality newsletter that you've read several additions of. Their work of collecting and displaying information is quite exemplary. We'd also like to thank Alexandra Price for her work as our Member Engagement Coordinator. Alex has brought us into the Twittersverse and continues to engage members through our social media outlets. We would also like to thank the NASPA Office and Active KC Members for all their support throughout our term. Finally, we'd like to congratulate our incoming Co-Chairs Vincent Bowhay and Melissa Masone for their work over the past year as they've served in their elect roles. We hope to stay involved, and wish Melissa and Vince the very best as they step into their roles as Co-Chairs. It has been our pleasure to serve you in this capacity.

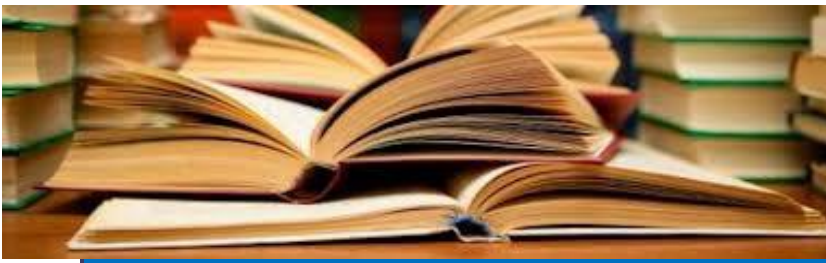
Sincerely,
Angela and Justin



Hello PFRKC Members! Vince and I are so excited to begin our term as your incoming Co-Chairs of this knowledge community for the next two years. Vince and I ran as Co-Chairs, because we have a true passion for the way we work with parents & families in our work as Student Affairs professionals. Part of our platform when we ran was a shared vision that a happy & healthy campus family is one that promotes a happy & healthy family back home. We look forward to carrying on the torch from all of the PFRKC Chairs before us, but especially want to thank Justin & Angela for their committed dedication and helpfulness as we began this transition process a year ago.

Vince and I are committed to continuing the work of this knowledge community and driving the KC forward. We're excited to work with our leadership, with our members, and most importantly with YOU to make these next two years a success. We hope to see you in New Orleans and look forward to hearing more from us soon this coming year!

Sincerely,
Melissa and Vince



The Reading Corner.

Professional reading can sometimes take a back seat as you go about your daily tasks. As assistance to your reading list, we have provided three suggestions to enhance your understanding of parents and family involvement in higher education.

Napper, L.E., Grimaldi, E.M., & LaBrie, J.W. Parents' and students' perceptions of college alcohol risk: The role parental risk perception in intentions to communicate about alcohol. Addictive Behaviors. 2014 42C: 114-118 DOI: 10.1016/j.addbeh.2014.10.035

Examining the discrepancies in parents' and students' perceptions of alcohol risk, Professor Napper and his colleagues were able to provide data with what most in student affairs consider to be true. The study measured seven alcohol-related consequences (Say or do embarrassing things, throwing up, regrettable sexual situations, passing out, alcohol poisoning, poor academic performance, problems with others). What is particularly interesting is that students and their parents viewed the risk in similar order of seriousness; however, parents viewed the consequences to be more severe than their students did.

Another finding was being able to predict a parents' intention to communicate with their student. This study contradicts one from 2008, in that "the results of the current study suggest that perceiving the risks of alcohol to be likely, rather than more severe, is a more important motivator of intentions to communicate for parents of college students" (p117). The last sentence of the article gives practitioners advice. "The current results also reveal a number of potential ways college personnel can motivate parents to talk to their college-age children about alcohol. Informing parents about the likelihood of drinking consequences and the fact that parents typically hold inaccurate beliefs about their own child's drinking may help promote greater likelihood estimates and less certainty of their child's drinking, thereby prompting greater alcohol-related communication" (p. 118).

Wang, T.R. "I'm the only person from where I'm from where I'm from to go to college": Understanding the memorable messages first-generation college students receive from parents. Journal of Family Communication.14 (3) 2014.
DOI:10.1080/15267431.2014.908195

Students do not always remember what their parents tell me, but sometimes they do. This study used content analysis to determine the five most memorable messages that first-generation students remember before going off to college. Those message themes are:" including (a) remembering family, (b) focusing on family, (c) counting on family, (d) not worrying about family, and (e) setting a good example" (p.270). That information can be of assistance to practitioners in at least two ways: 1. Knowing what is important to first-generation parents and messaging to that, and 2. Knowing what first generation students hear and it could impact how services are provided.

5 SURPRISING STATS ABOUT COLLEGE PARENT INVOLVEMENT



In our fall newsletter we highlighted the work of CampusESP, a new company focused on helping universities build parent engagement strategies.

Recently, the company was spotlighted in the Chronicle of Higher Education.

To read the full article, check out the following link:

http://chronicle.com/blogs/wiredcampus/3-game-changing-ideas-from-an-ed-tech-start-up-competition/54811?cid=at&utm_source=at&utm_medium=en

The full report is available by contacting info@CampusESP.com or via their web site www.CampusESP.com.

Dave Becker
Founder | CEO



REGIONAL CONFERENCES

Consider submitting a presentation to your Regional conference. It's another way to interest our colleagues in the importance of the parent relationship.

Your regional conference session could be your dry run for a 2016 NASPA Conference submission.

2015 NASPA Conference



Parent and Family Relations Sponsored Conference Programs

The 20145 NASPA Conference is March 21 – 25 in New Orleans, LA. Preconference sessions will be held on March 21st and 22nd. During the conference, there will be a number of programs that speak to the topic of parents and families in higher education. For your convenience we have highlighted a few below.

NASPA Communities Fair

Monday, March 23

7pm – 9pm

Great Hall B & C – Convention Center

Toward Inclusive Models of Engaging Diverse Parents and Families: Rejecting Characterizations of Hovering, Bulldozing, and Snowplowing

Monday, March 23rd

8:30am – 9:20am

RO3 Convention Center

Presenters: Cassandra Harper, Delma Ramos, Da'vid Aguayo, and Laura Page

Embracing familismo to promote higher education aspiration among Latino youth

Monday, March 23rd

11:15am – 12:05pm

Blaine Kern Ballroom (A) – Marriott

Presenters: Carlos Mendez, Kesha Williams, and Emily Jensen

Helping Parents Navigate the College Experience

Tuesday, March 24th

10am-10:50am

221 Convention Center

Presenter: David Baldwin

Parent and Family Relations KC Annual Business Meeting

Tuesday, March 24

9 AM – 10 AM

Marlborough B – Hilton

For more conference information please be sure to visit the following link: <http://conference2015.naspa.org/>

It's so hard to say
goodbye

Besides saying goodbye to Angela and Justin as the KC chairs, there are a number of leadership team members whose terms are coming to a close in March at the annual conference. Over the years the leadership team has graciously volunteered their time and skills to ensure that our KC provides resources to you, our members, and we are so grateful for all that they have contributed!



A special thank you to:

- ❖ Cassandra Bailey, Region IV-West Representative
- ❖ Erica Garnett, Newsletter Editor
- ❖ Rebekah Lawhorn, Region IV-East Representative
- ❖ Amy Swank, Region V Representative
- ❖ Dana Trimboli, Region II Representative
- ❖ Jane Tuttle, Newsletter Editor

As we look toward the future, and think about the positions that will be opening in our KC, we encourage you to join the PFRKC Leadership Team! Contact Vince (vebowhay@fhsu.edu) or Melissa (mmasone2@gmu.edu) for more information.