

# Parents as Partners

Carolyn Chapman  
Senior Director of Parent  
and Family Relations

Ryan Lovell  
Director of Parent and  
Family Programs



---

---

---

---

---

---

---

---

# Evolution of Parent and Family Relations

- Is Parent Involvement at Ohio State new?
  - Long standing Parent Associations with paid memberships
  - Records show "mom's clubs" dating to the 1920s
- Parent Association
  - Began in the late 1990's
  - Enhanced communication, discounts, and programming at a cost.
- Alumni Association Involvement



---

---

---

---

---

---

---

---

# Parent and Family Relations

**Our Mission:** We are committed to engaging parents as key stakeholders in The Ohio State University through enhanced communications, involvement in programming, and through leadership and support of fundraising initiatives.

### Parent and Family Relations Emerges

- Collaborative Advancement office between Student Life and University Advancement
- Three full time staff members
- "Opt-out" model
- No additional fees for increased services

PARENTS ADVANCEMENT COUNCIL



---

---

---

---

---

---

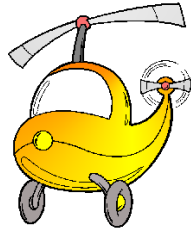
---

---

## Today's Parent: Is the "Helicopter" Fair

### Image of today's parents:

- Overly involved
- Intrusive
- Manipulative
- Smothering
- Helicopters
- Lawn mowers
- Stealth bombers
- Submarines




---

---

---

---

---

---

---

---

---

---

## Today's Parent: Is the "Helicopter" Fair

### Reality of today's parent

- Parents are asked to be involved from an early age
  - No Child Left Behind
- Technology makes communications easy
- Students initiate involvement
- Free Application for Federal Student Aid – Family Contribution
- The Cost of Education
  - For many families, outside of their home, their child's education will be the most expensive thing they own!!!




---

---

---

---

---

---

---

---

---

---

## How Involved are Parents?

### Visiting Campus:

- 29% planned to visit student monthly
- 48% at least once per quarter
- 4% weekly

### Communication:

- 32% communicate with their students daily
- 41% 3-5 times per week
- 22% once per week

### How they communicate:

- 98% by phone
- 84% by text message
- 75% by email
- 45% by care packages or letters
- 24% via Facebook, Twitter or other social media




---

---

---

---

---

---

---

---

---

---

## Parents are Tech Savvy

- 99% use a computer daily
- 95% use a cell phone daily
- 95% check email daily
- 87% send a text message at least once a month
- 72% surf the net daily
- 69% watch a YouTube clip at least once a month

Then again

- 74% NEVER listen to a podcast
- 52% NEVER use an iPod
- 49% NEVER use social media



---

---

---

---

---

---

---

---

## How we meet our parents' needs

- Institutions defining appropriate level of involvement
- Regular Communications
- Engaging programming
- Parent Fundraising and Philanthropy



---

---

---

---

---

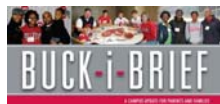
---

---

---

## How we meet our parents' needs

- Communications
  - Dedicated Phone line and email address
  - Buckeye Net News for Parents and Families
  - Buckeye Parent
  - Buck-i-Brief
    - Campus Safety Information
    - Other Campus Updates
- Balance Family Educational Rights and Privacy Act of 1974
  - Restriction with the release of information



---

---

---

---

---

---

---

---

## How we meet our parents' needs

- Programming
  - Parent and Family Weekend
  - Sibs and Kids Weekend
  - Grandparent dinner
  - Dr. Gee Summer Tour programming
- Regional Events
  - NYC Metro – OSU vs. Uconn Basketball Game
- Regional Send-off Events with Alumni Association



**OHIO STATE UNIVERSITY**  
Parent and Family Relations

---

---

---

---

---

---

---

---

## How we meet our parents' needs

- Philanthropy- Two dimensional strategy
  - Annual Giving Efforts
  - Major Giving Goals
- Parents Advancement Council-
  - Alumni
  - Programming
  - Volunteer Leadership
- Advancement Objectives and Role of Parents



**OHIO STATE UNIVERSITY**  
Parent and Family Relations

---

---

---

---

---

---

---

---

## What can clubs do?

- Do we want to involve current parents in club and society programming?
  - How does this look for non-alumni parents?
- How do we create/adapt current programming to better incorporate parents into the fabric of our clubs?
- Lets talk about what are you currently doing?



**OHIO STATE UNIVERSITY**  
Parent and Family Relations

---

---

---

---

---

---

---

---

## Brainstorm

- Inviting parents and families to programming
  - Game Watch events
  - Community Service projects
- Inviting parents to serve as speakers or on a panel for other current parents at send-off events or scholarship programs.
  - What was it like to send my student to Ohio State
- Are there current parents whose professions align with students/young alumni in the area who are looking for mentors or internships
  - May be more willing to provide those to an OSU student, especially one from the same county.



---

---

---

---

---

---

---

---

## Brainstorm (cont.)

- Are there current parents whose professions align with students/young alumni in the area who are looking for mentors or internships
  - May be more willing to provide those to an OSU student, especially one from the same county.
  - Subject matter experts – business, health and wellness, etc.



---

---

---

---

---

---

---

---

## Questions???

Parent and Family Relations  
The Ohio State University  
1739 N. High Street  
Columbus, OH 43210  
Phone: 614-292-9153  
Email: [parentandfamily@osu.edu](mailto:parentandfamily@osu.edu)  
Website: [www.parent.osu.edu](http://www.parent.osu.edu)



---

---

---

---

---

---

---

---