

# Retain Webinar Series

## Early Alerts Part II: Parents, Alumni, and Community Involvement

April 20, 2010

# Parents, Alumni, and Community Involvement...

“Retention is everyone’s responsibility...”



# Agenda

- Introductions of presenters
- Parent involvement
- Alumni involvement
- Community involvement
- Conclusion



# Presenters

- Sara Fiorille
  - Senior Account Manager
- Kelly Lawson
  - Account Manager

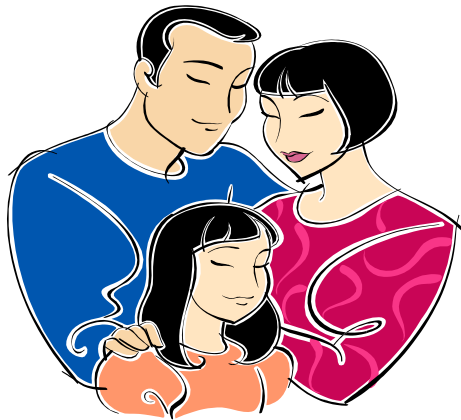


# Why Involve Parents?

Support Network	In-Person Contact	Followed Advice
Mother	62%	77%
Father	54%	71%
Guardian	55%	71%

Source: [2007 National Survey of Student Engagement: First-Year Students](#)

# Involving Parents



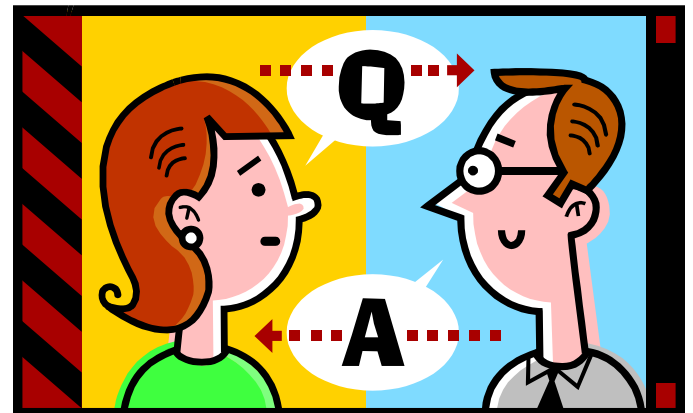
- Build the relationship on day one
  - Orientation
  - Obtain a signed FERPA form
- Establish parent communication plan
  - Invitations to parents day and other events
  - Information about campus resources, grade/attendance alerts
  - Parent surveys (especially during freshman and sophomore years)

# Parent Participation Ideas

- Parent weekends
- Social network
- SWAG
- Academic updates
- Parent identification cards
  - Advisor contact information

# Parent Surveys

- Survey to assess acclimation early in 1<sup>st</sup> term
- Regular surveys to gauge at risk factors
  - Identify your high drop periods and survey accordingly
  - Ask specific questions



# Involving Alumni

- Orientation
- Career exploration and assessment
- Part-time career fairs (career services)
- Alumni mentor programs and other outreach
- Alumni sponsored scholarship programs



# Involving the Community

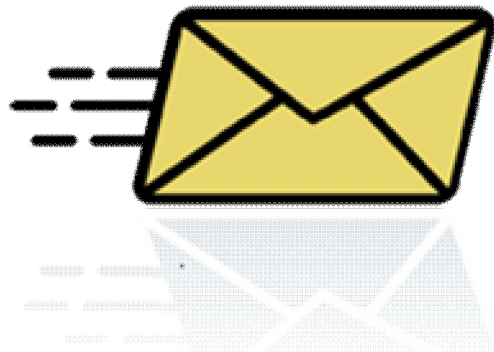
- Career exploration
- Mentoring
- Guest speaking opportunities
- Job and Internship/externship opportunities
- Community sponsored social events and service opportunities
- Scholarship/funding sources





# Promotion Ideas

- Retain
- Social networks
- VIP/Student portal pages
- Email, Phone, Text, Letters



# Retain Starter Pack

- The Retain Starter Pack contacts sample parent communications and survey content
- Free to all Retain clients
- Webinar 4/28 @ 3 pm EST
- To register, visit  
<https://hobsons.webex.com/hobsons/onstage/g.php?t=a&d=643836212>

# Questions?

