

Using Technology to Enhance Your Parent & Family Engagement Strategy

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Goals of this Presentation

- Understand modern parent and family involvement levels
- Identify problems that family engagement can solve
- Use technology as a solution
- Learn from a new adopter of technology
- See an update from 1 year out

Auburn University Parent & Family Programs



Baylor University Parents Network



CampusESP Family Engagement Platform

A one-stop shop for parents that focuses parent engagement...“nudge the nudgers”



Boost retention and graduation rates



Reduce administrative burden



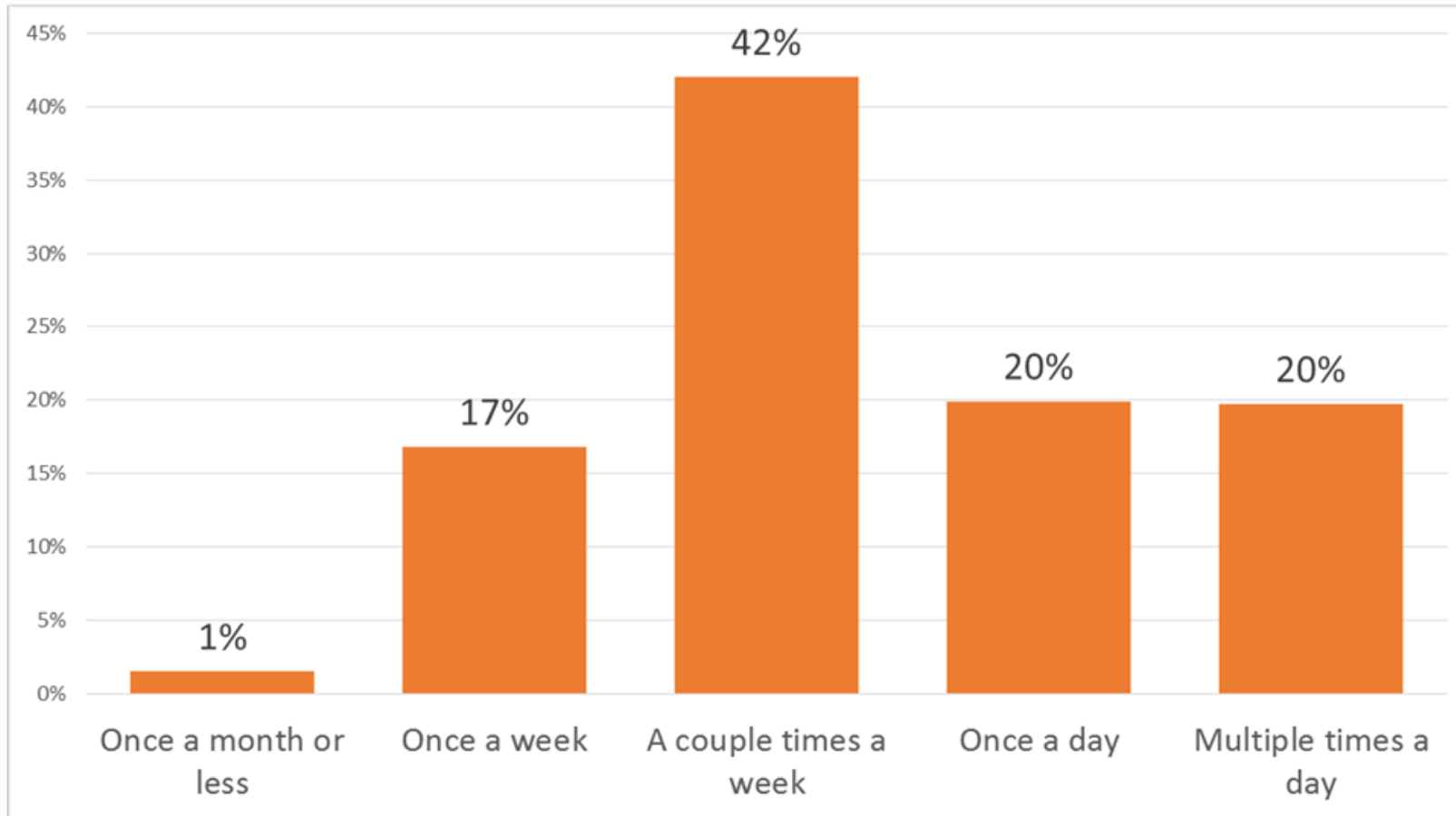
Keep parents informed and happy



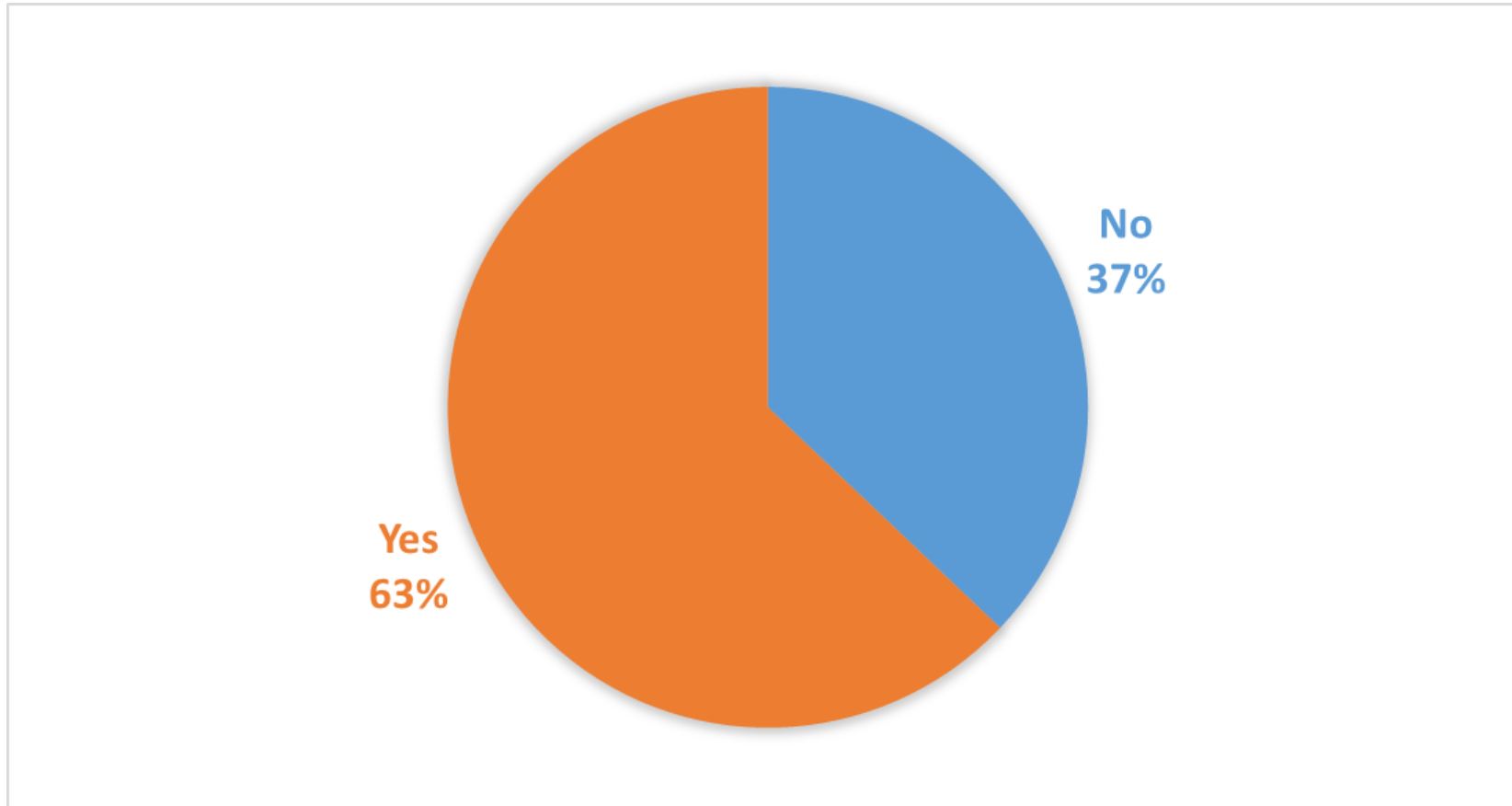
Modern parent and family involvement levels

Parent involvement levels are very high in higher ed

“How frequently do you communicate with your college student?”

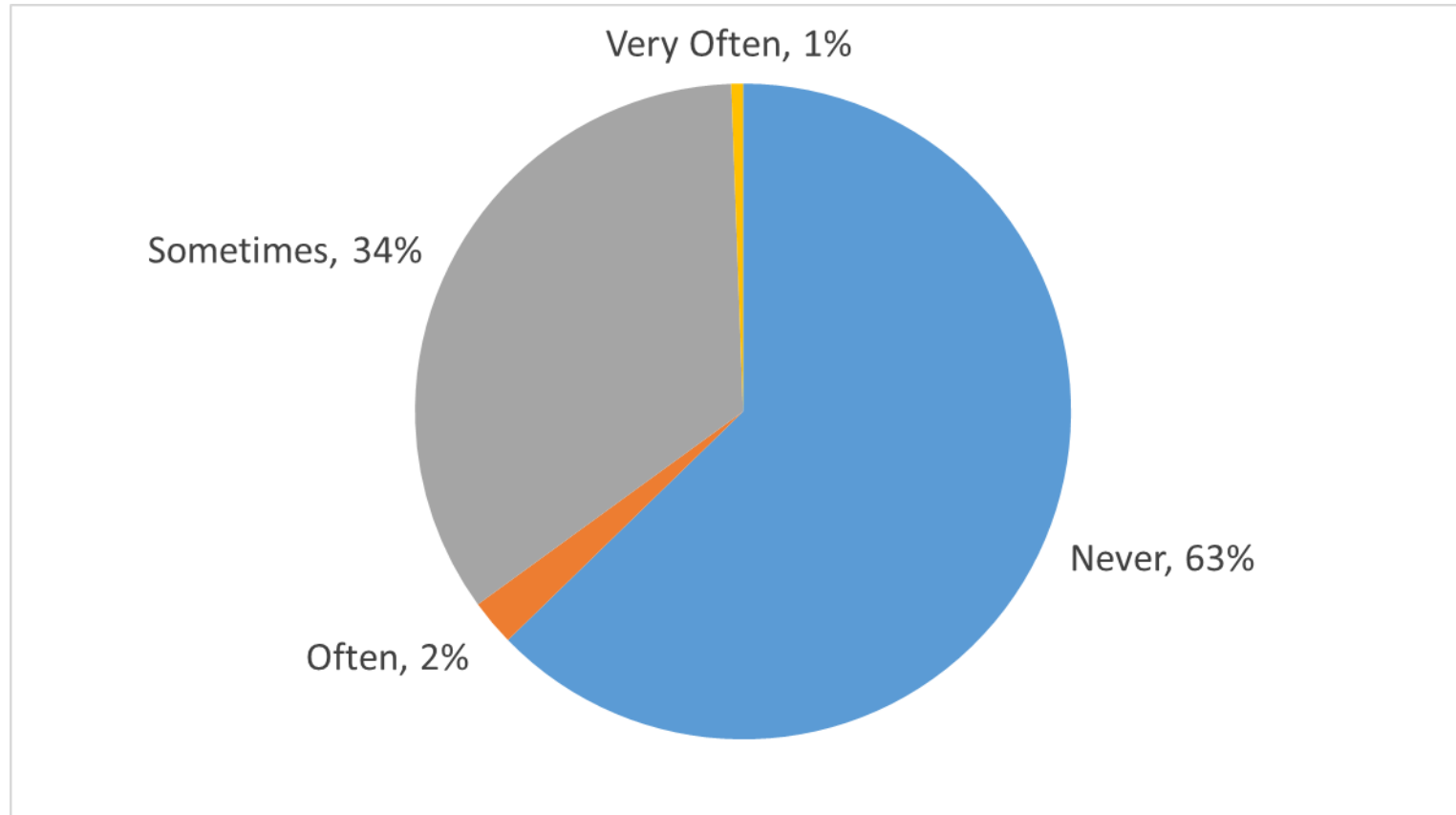


Does your student share their college ID and password with you?



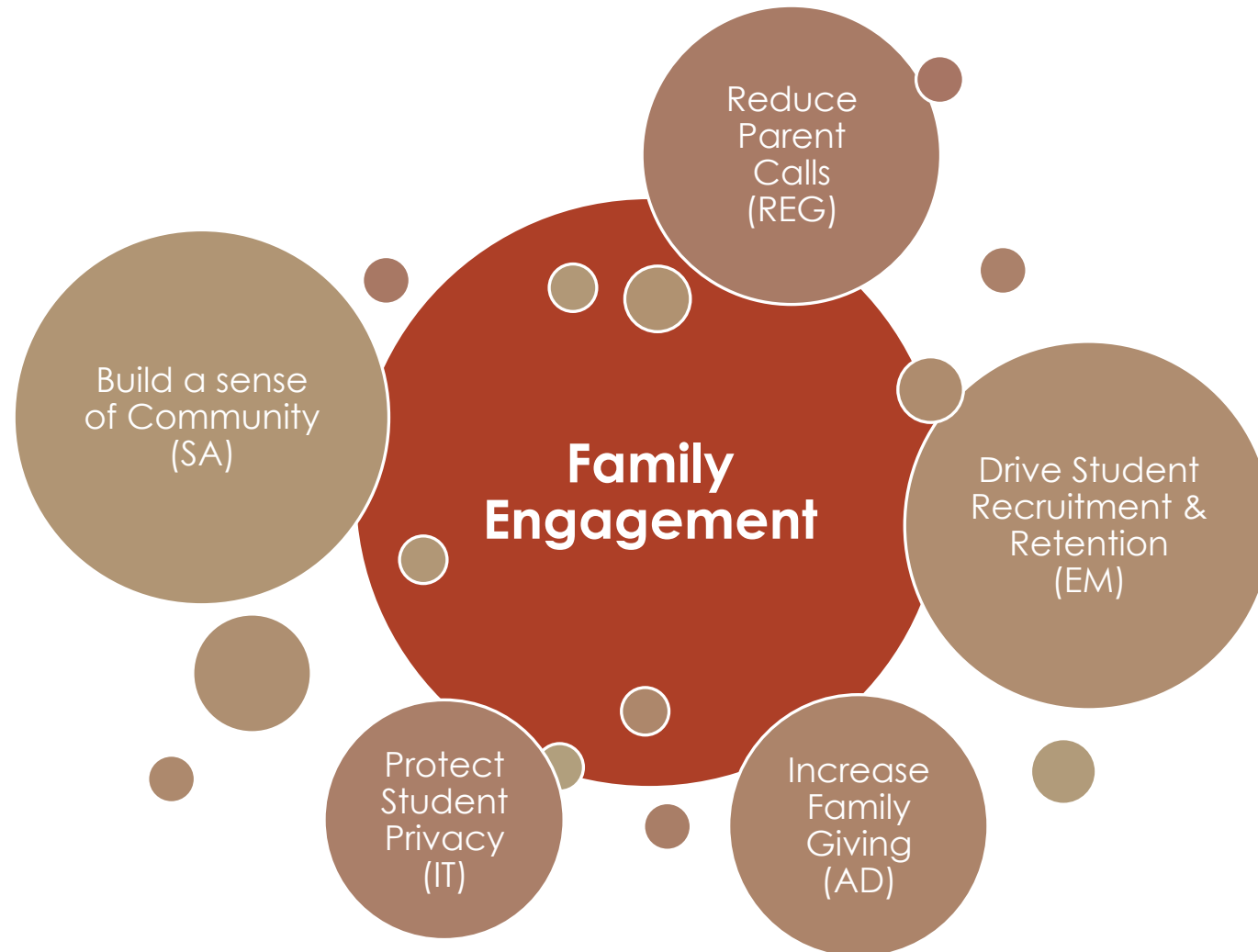
Parent involvement can also be tough to manage.

“How often do you contact college officials to solve problems your student may be having?”



Technology as a solution

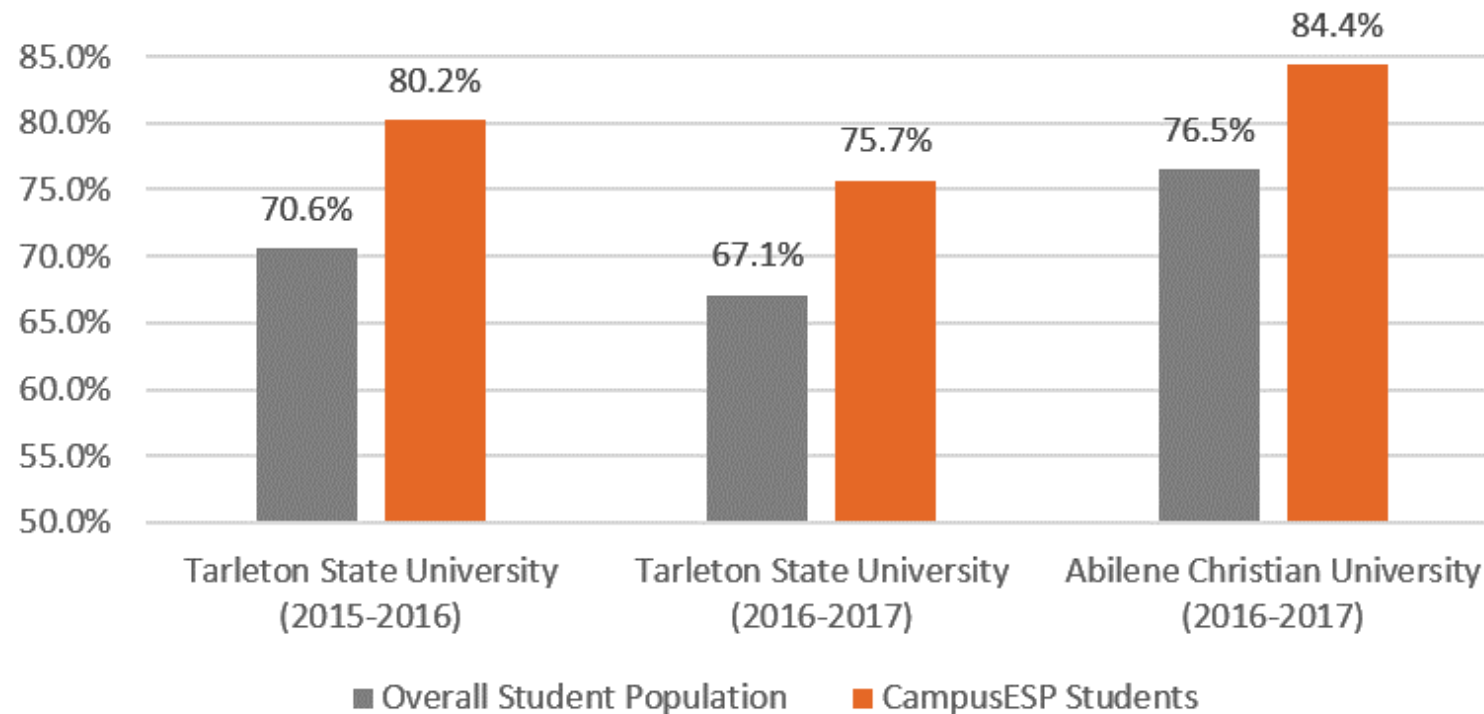
Connecting Parent Engagement to Campus GOALS



Parent engagement can have a positive impact

Keep parents appropriately engaged and alert them when their involvement is needed.

Retention Rates for Students of CampusESP Parents



15%

Research from ACU proves that parent engagement can increase student persistence up to 15%
Read the research [HERE](#)

Decrease calls by keeping parents informed (while decreasing your administrative burden!)

CampusESP ***automatically posts content into your portal***, so that families can see everything they want...without the need to call your school.

Your Content

School-specific posts, events and deadlines from your Website

EXAMPLE: New student orientation logistics

CampusESP Content

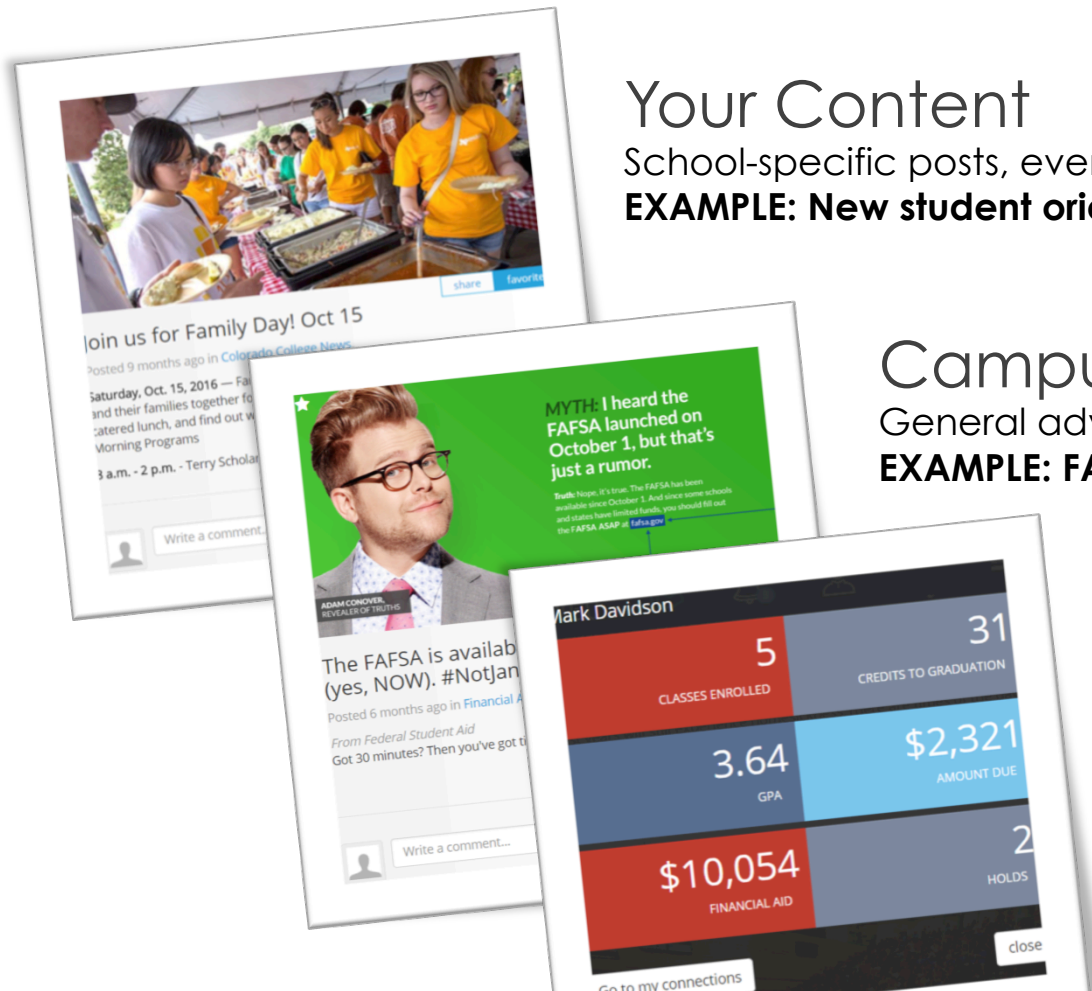
General advice and support articles from expert sources

EXAMPLE: FAFSA deadlines

Student Content

Student academic and financial information

EXAMPLE: Unmet financial aid requirements

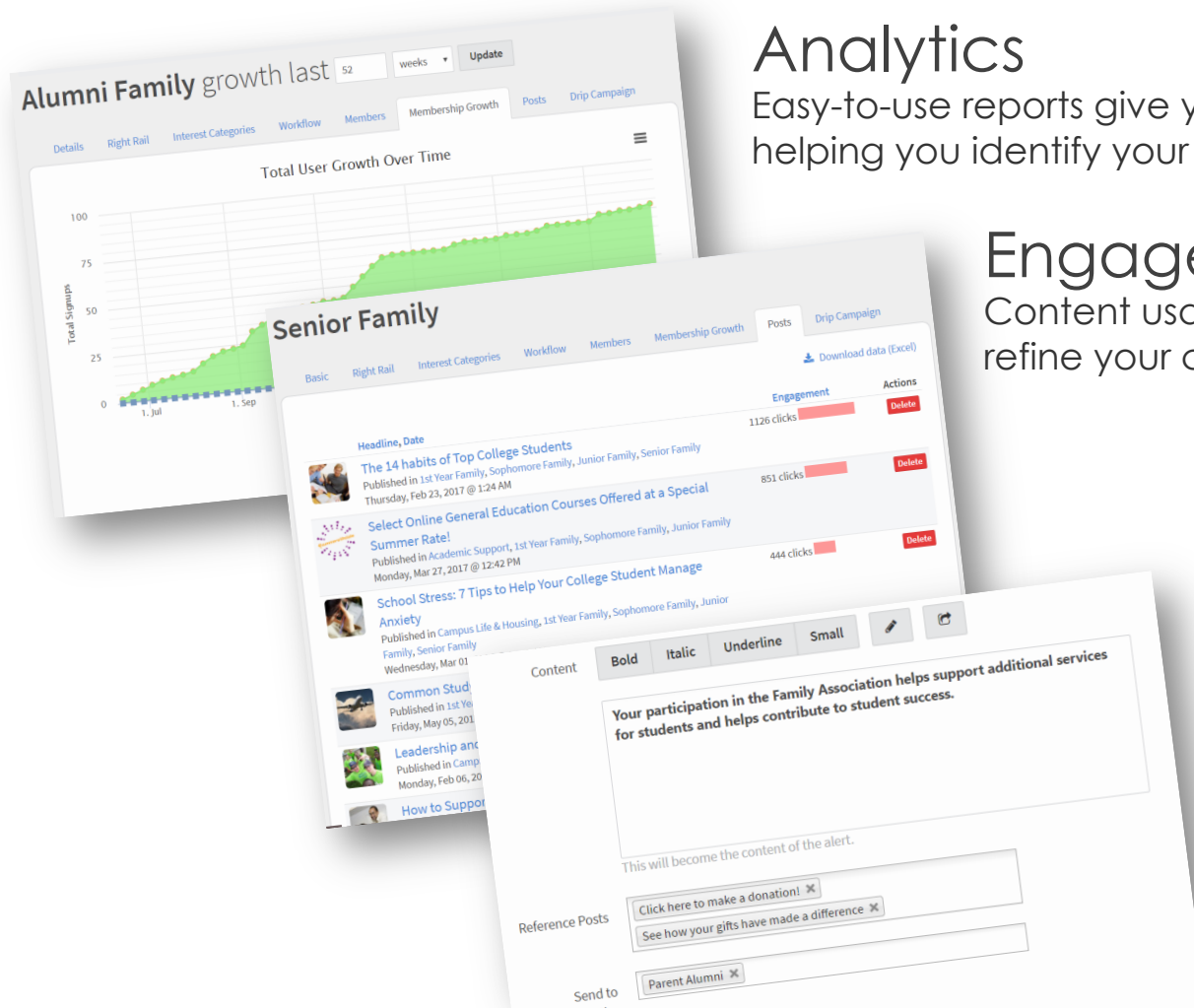


Increase parent engagement (& giving)

Understand who are your most engaged parents, what content is meaningful for them, and when is the best time for solicitation and outreach.

Analytics

Easy-to-use reports give you a complete view of your parent engagement efforts, helping you identify your most involved families and those most willing to give.



Engagement Tracking

Content usage meters show what parents actually click, so you can refine your content development strategy to build trust and value.

CampusESP Email Open Rates

53%
Overall Avg

64%
Parents of
First-Gen
Students

61%
1st Year
Parents

63%
Parents of
Prospective
Students

Targeted Outreach


Drip campaigns target specific populations (e.g. “high net worth families”) to automatically publish your content and solicitations based on pre-defined schedules.




Stories from a new CampusESP Campus

BAYLOR




The Hub

 **BAYLOR** | Parents Network Hub



My Communities

- [Baylor News](#) >
- [Parent & Family News](#) >
- [Student Success](#) >
- [First Year Family](#) >
- [Second Year Family](#) >
- [Third Year Family](#) >
- [Fourth Year Family](#) >
- [Baylor Alumni](#) >
- [International Family](#) >
- [Financial Aid & Scholarships](#) >
- [Career Services](#) >



give Light
THE CAMPAIGN FOR BAYLOR

f tw in ✉

Baylor Officially Launches \$1.1 Billion Give Light Philanthropic Campaign

Posted about 8 hours ago in [Baylor News](#). ☆

On the eve of the University's 109th anniversary Homecoming, Baylor University officially launched [Give Light](#), a \$1.1 billion comprehensive philanthropic campaign for the future of Baylor, during a celebration Nov. 1 on campus.

Give Light undergirds Baylor's... [read more](#)

Calendar

NOV 21	Thanksgiving Holidays Through Nov 25.
NOV 30	Last day for completion of correspondence courses to apply toward December graduation
NOV 30	Last day for removal of incomplete grades for the Summer 2018 Sessions
DEC 03	Last day of classes for the Fall 2018 Semester

Advice for launching a new product

Getting approval

- Anticipate objections for each campus partner
- Strong proponent

Strategy for launching

- Ahead of Admissions cycle
- One month

Full Integration??

- Survey
- Paradigm shift

Best Posts – answer parent questions

Announcements- we tell them what they need to know

Where are they
now? Update after
1 year

AUBURN

Update



**OFFICE OF PARENT AND
FAMILY PROGRAMS**

User Experience

79.1% of respondents either strongly agree or agree that the content (news, events, deadlines) in the Auburn University Family Portal is valuable.

78.51% of respondents their students financial and academic information is either extremely valuable or very valuable. *8% of respondents had not connected to their student.*

75.31% of respondents either agree or strongly agree that the Family Portal is easy to use.

User Experience

“I was able to hire a calculus tutor for my son when I saw his grade was slipping. It opens up communication with my son and I about his grades, classes and teachers.”

“It has helped me follow his progress with grades, the classes that he is registered for currently and in the future. Identify pitfalls (you only have one class on Friday - make sure you attend it!) Any alerts that he has had, I've been able to guide him to clearing them.”

“The info keeps me on top of any grade challenges so I can discuss/assist with my daughter before issues arise. I also use portal to save good articles on studying, campus safety, and interesting events and remind her of these events.”

Where we're headed

New initiatives

Targeting special populations (first gen families, newly admitted)

Engagement Numbers

AUBURN UNIVERSITY

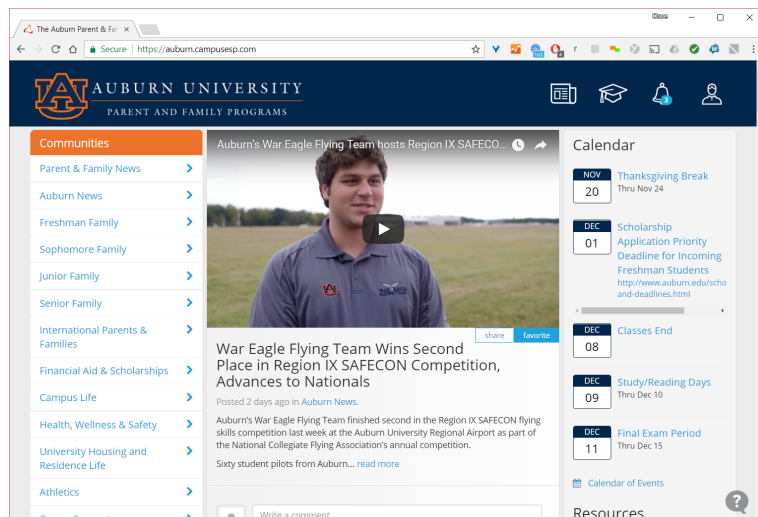
Launched Oct 9, 2017

19,903 parents, 3,868 students

73,895 views of student data

49% email open rate

Avg. Monthly Active Users = 34%



BAYLOR UNIVERSITY

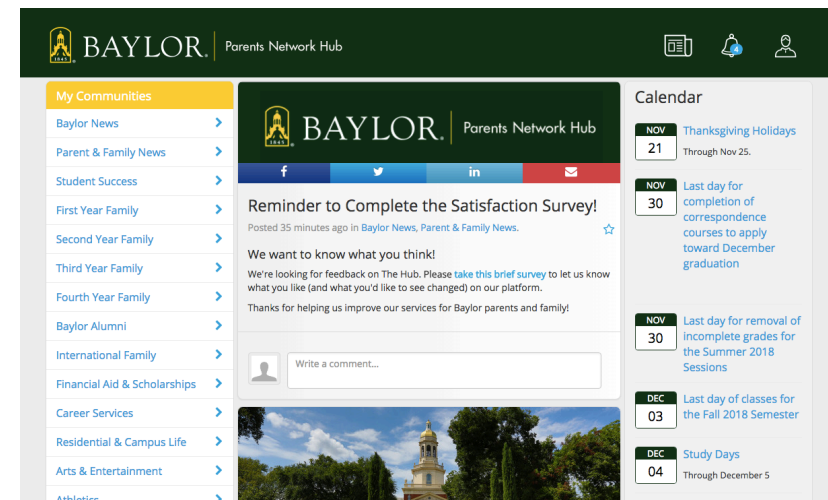
Launched June 4, 2018

14,710 parents

22,588 post clicks

42% email open rate

Avg. Monthly Active Users = 21% (3,134)



Questions & Answers

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