



NASPA  
ANNUAL  
CONFERENCE

2018

100<sup>TH</sup>  
ANNIVERSARY  
MARCH 3-7  
PHILADELPHIA, PA



# Innovating Family Weekends While Ensuring Relevancy

Dr. Brett L. Bruner, Director of Transition & Student Conduct, Fort Hays  
State University

Re'Shanda Grace-Bridges, Director of New Student Programs, University  
of Dayton

Monday, March 5, 2018  
Convention Center, 124

#NASPA18





# Overview

Learning Outcomes

What? Identifying the Past & Present of Parent & Family Programming

So What? Understanding Innovation & Its Influence

Now What? Examining the Future of Innovative Family Days & Weekends

Closing



# Learning Outcomes

As a result of participating in this educational session, participants will:

Describe the history of parent & family programming, including family days/weekends as an event experience.

Identify 2 trends from the National Survey of College & University Parent Programs that might influence family day/weekend event experiences.

Define innovation in parent & family programming.



# FORT HAYS STATE UNIVERSITY

---

OFFICE OF TRANSITION  
AND STUDENT CONDUCT

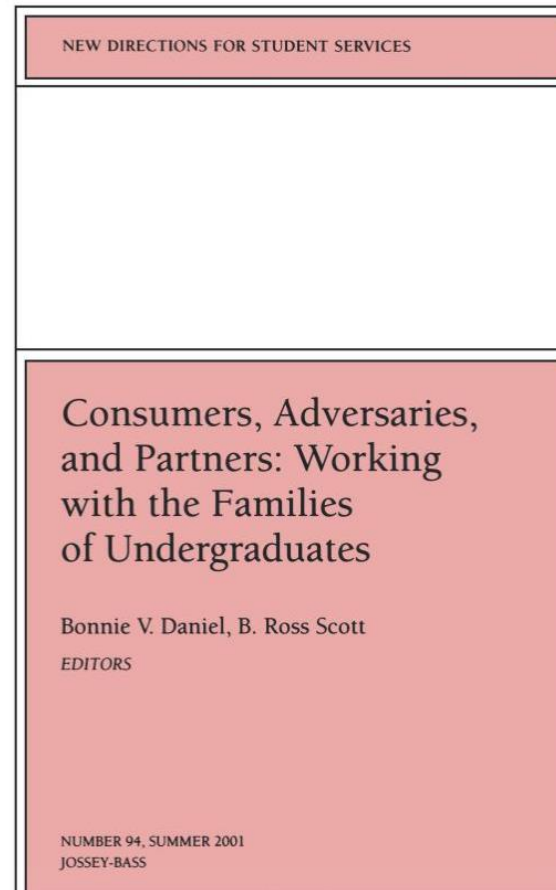
*Forward thinking. World ready.*







# Identifying the Past & Present of Parent & Family Programming





# Identifying the Past & Present of Parent & Family Programming

(Carney-Hall, 2006)

Parents & family members can be helpful.

Formal institutional philosophies should be clearly articulated.

Messages will vary according to institutional & student characteristics.

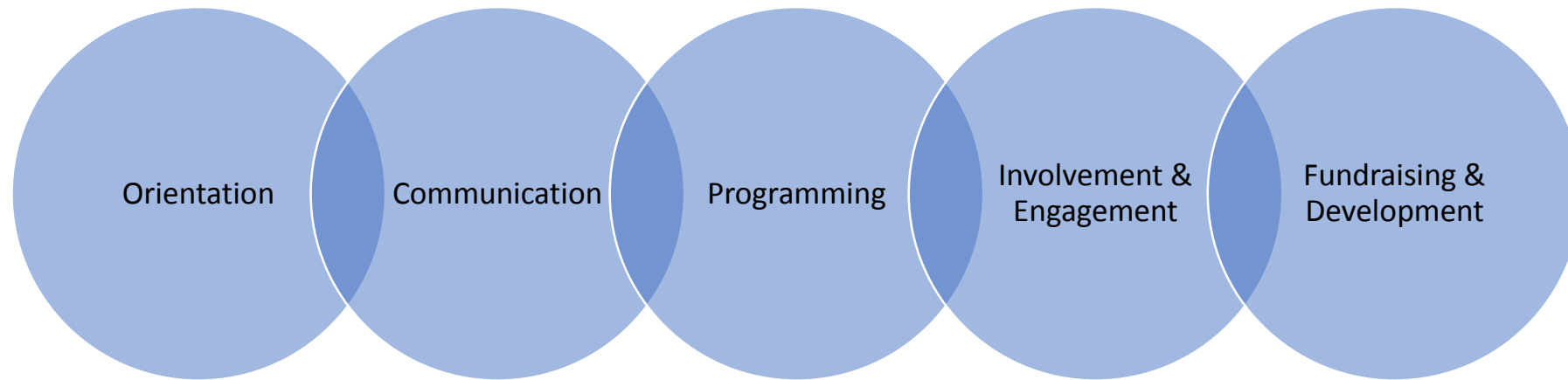
Programming should facilitate positive relationships.

Parents & family members should understand the institution's approach to problem-solving.

Develop a clear point of entry for parents to contact the institution.



# Identifying the Past & Present of Parent & Family Programming





# Identifying the Past & Present of Parent & Family Programming

**National Survey of  
College and University Parent Programs**  
*Survey Conducted Spring 2015*

**Marjorie Savage**  
**University of Minnesota**

**Chelsea Petree**  
**Rochester Institute of Technology**





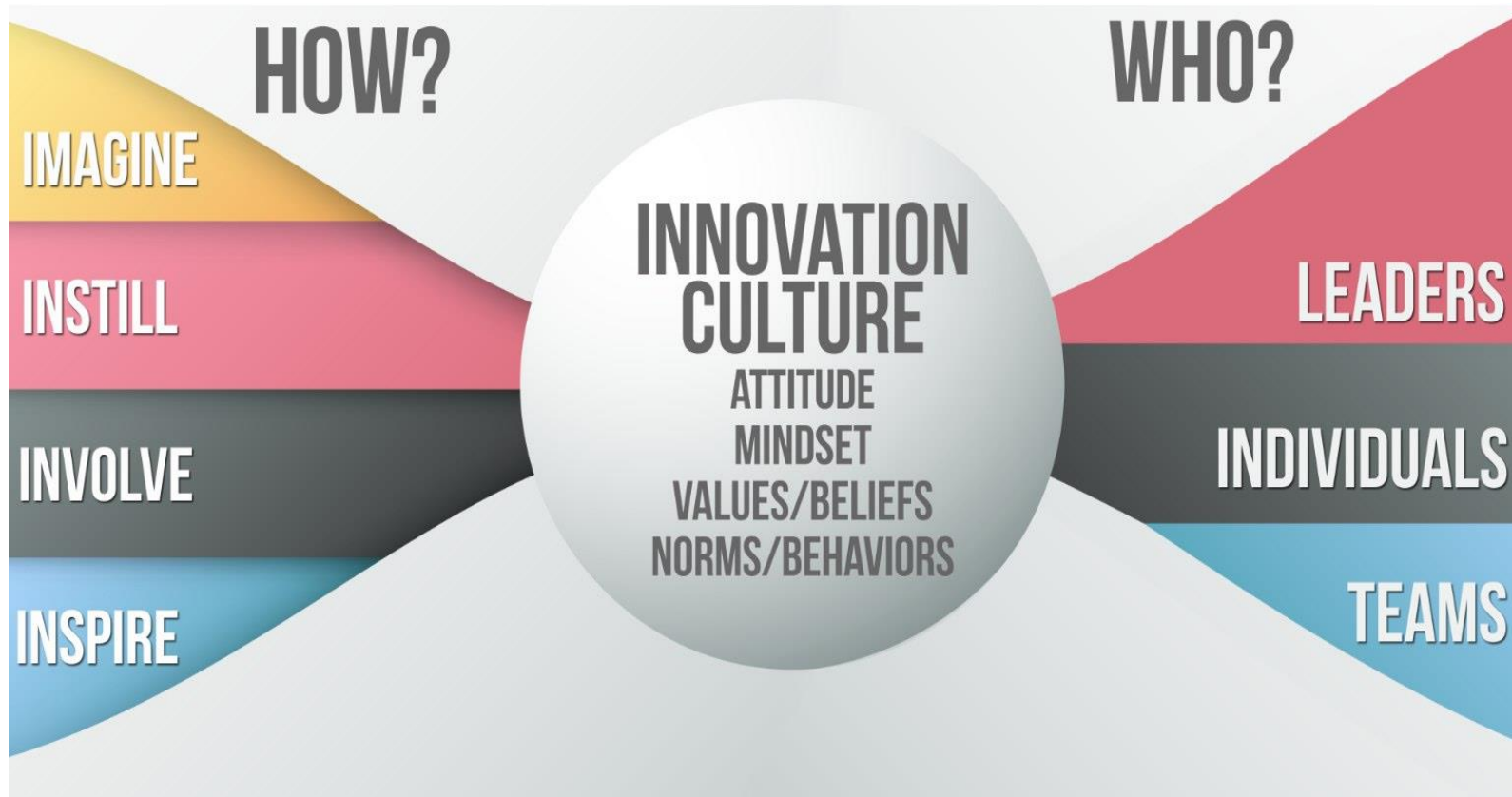
# Identifying the Past & Present of Parent & Family Programming

**Table 11: Parent/Family Services: 2003-2015 (at institution; not specifically in parent office)**

Service Provided	2003	2005	2007	2009	2011	2013	2015
Parent/family weekend	74.4%	96.0%	94.9%	89.8%	91.4%	97.3%	94.7%
Parent/family orientation	61.0%	97.0%	95.2%	97.1%	96.2%	98.4%	98.2%
Parent website	8.5%	89.0%	95.8%	94.3%	95.2%	99.0%	100%
Print newsletter	54.9%	56.0%	54.3%	41.1%	35.6%	25.2%	23.6%
Email newsletter	--	65.0%	73.0%	78.2%	90.3%	95.6%	94.7%
Facebook	--	--	--	--	56.6%	74.3%	88.1%
Twitter	--	--	--	--	--	35.7%	42.4%
Parent handbook	12.2%	75.0%	78.6%	76.1%	76.0%	75.8%	77.8%
Parent/family association/ organization (non-advisory)	--	--	--	57.7%	62.1%	69.2%	57.7%
Parent advisory board or council	36.6%	60.0%	65.4%	52.5%	62.4%	66.1%	61.4%
Fundraising	43.9%	84.0%	85.2%	74.8%	82.5%	82.4%	82.9%



# Understanding Innovation & Its Influence





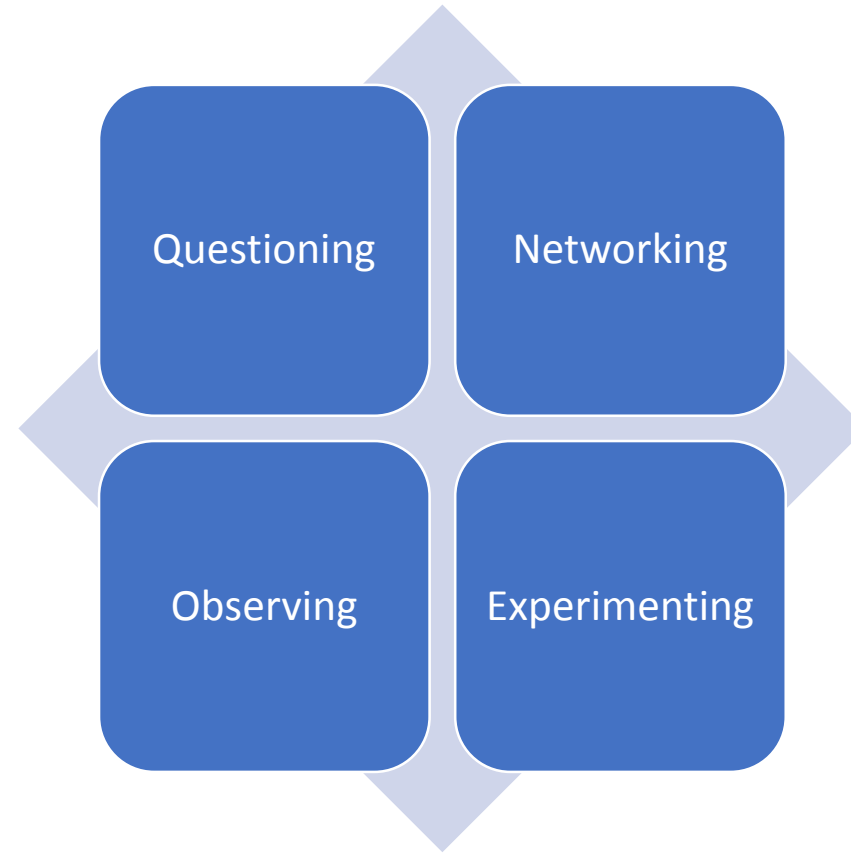
# Understanding Innovation & Its Influence







# Understanding Innovation & Its Influence





NASPA  
ANNUAL  
CONFERENCE

2018

100<sup>TH</sup>  
ANNIVERSARY  
MARCH 3-7  
PHILADELPHIA, PA



# Examining Innovation in Family Days & Weekends

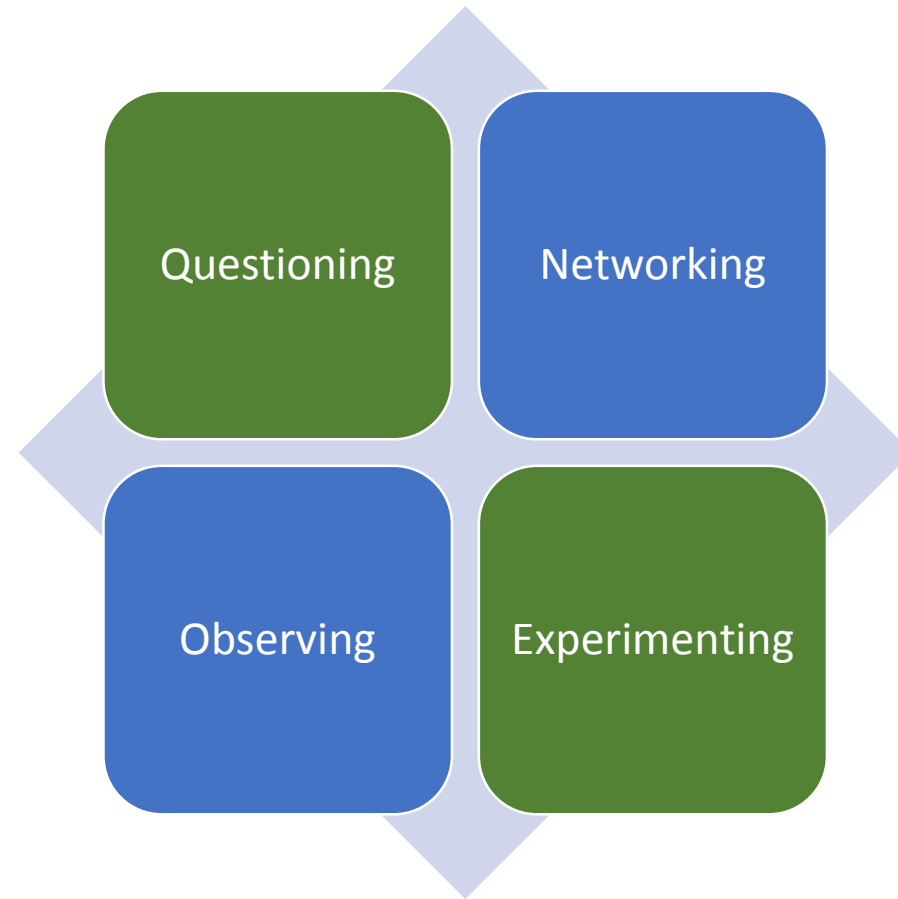


#NASPA18





# Examining Innovation in Family Days & Weekends







# Examining Innovation in Family Days & Weekends







# Examining Innovation in Family Days & Weekends

Family Fishing Derby (*Office of Campus Intramurals & Recreational Sports*)

Astounding Race (*Global Leadership Project & Office of International Student Services*)

Campus Food & Hunger Initiatives Service Projects (*Center for Civic Leadership*)

Maker Space (*Science & Mathematics Education Institute*)

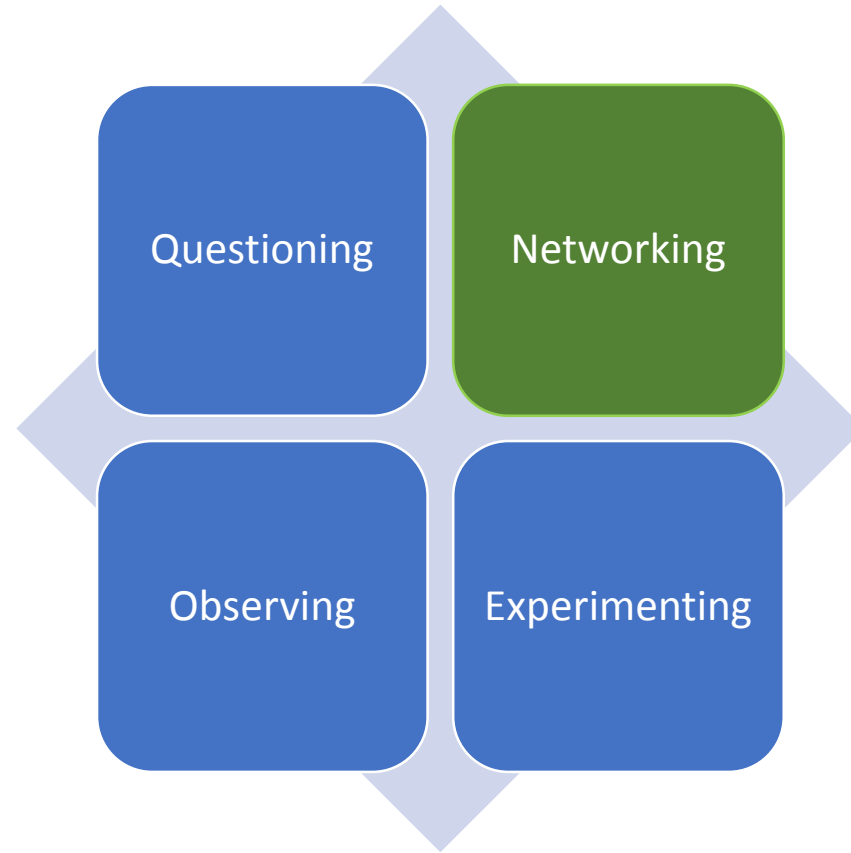
Pre-Game TailGREAT (*Office of Fraternity & Sorority Life*)

Behind-the-Scenes Pre-Game Traditions Tour (*Dept. of History*)





# Understanding Innovation & Its Influence





# Examining Innovation in Family Days & Weekends







# Examining Innovation in Family Days & Weekends

## Campus Partners

Advancement, Alumni Affairs, Athletics, & President's Office

State of University

Football Game & Pre-game Hospitality Tent

Black Alumni Reunion

Alpha Phi Alpha Fraternity, Inc. Anniversary

Campus Recreation & Intramurals

Future Flyers Night Out, Cornhole Tournament, Intramural Games, & Fitness Classes



# Examining Innovation in Family Days & Weekends

## Campus Partners

CSI, CAB, & #UDLATENIGHT

Go Greek Open House

Cosmic Bowling

Comedians & Movies

## Campus Ministry

Mass, University Chorale, Interdenominational Worship,  
Chapel Tours, Statues of Mary Tours





# Examining Innovation in Family Days & Weekends

## Campus Partners

Music Department & Artists in Residence

UD Jazz Ensemble & Pride of Dayton

DCDC Performances & Classes

Academic Departments & Career Services

Frericks 5K, Study Abroad, China Institute, Career Success,

Student Employment

Student Organizations (Service)

FTK (Family Fun Hunt) & Distance 4 Dreams (Pancakes)



# Examining Innovation in Family Days & Weekends

## Community Partners

Dayton Art Institute: Family Pass

Great Escape Rooms: Reserved multiple rooms in blocks (Friday & Saturday)

FUSIAN: Sushi 101 classes

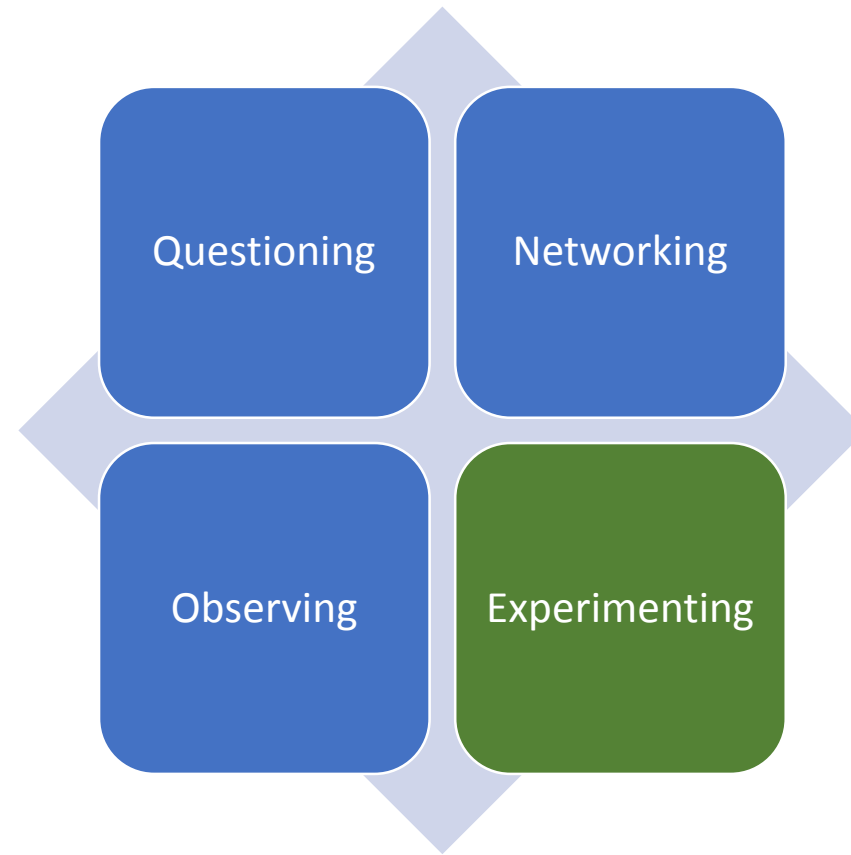
Pinot's Palette: Painting with Parents

Link Bike: Free passes & discounts

Brown Street Business Owners: Meal discounts & door prizes



# Understanding Innovation & Its Influence





# Examining Innovation in Family Days & Weekends

New Student Programs-Facilitated Events

- Pre-Game Hospitality Tent

- Casino Night

- Murder Mystery Dinner

- Trivial Test

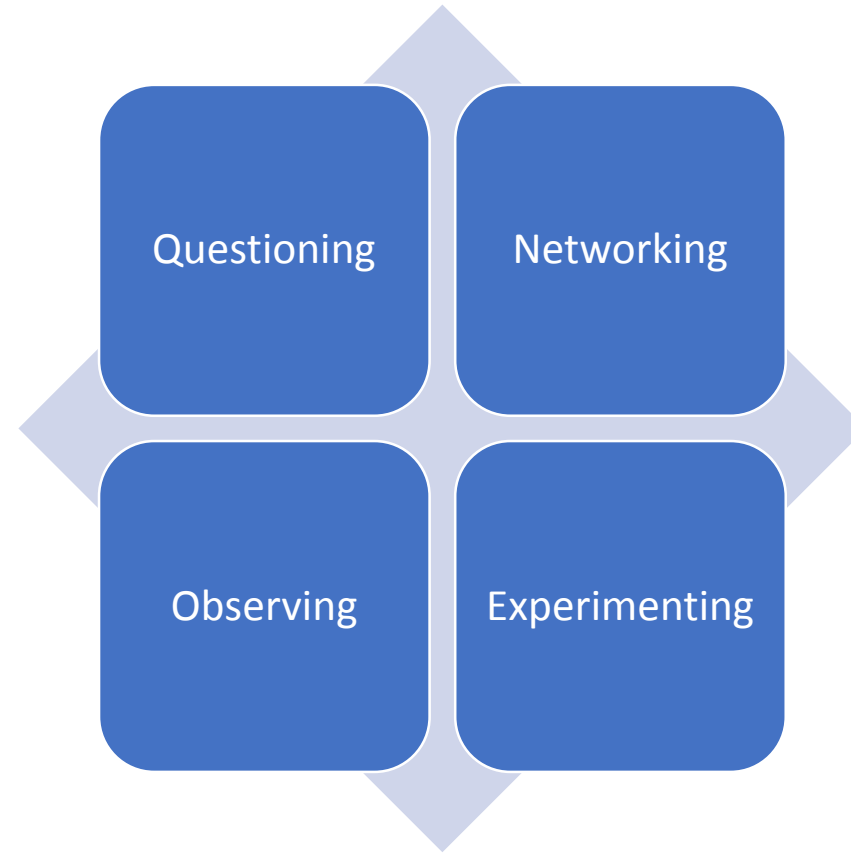
- Game Truck

- Info Center & Merchandise Pickup – proceeds of all items supports undergrad student travel to regional conferences





# Understanding Innovation & Its Influence





NASPA  
ANNUAL  
CONFERENCE

2018

100<sup>TH</sup>  
ANNIVERSARY  
MARCH 3-7  
PHILADELPHIA, PA



# Innovating Family Weekends While Ensuring Relevancy

Dr. Brett L. Bruner, Director of Transition & Student Conduct, Fort Hays  
State University

[blbruner@fhsu.edu](mailto:blbruner@fhsu.edu)

Re'Shanda Grace-Bridges, Director of New Student Programs, University  
of Dayton

[rgracebridges1@udayton.edu](mailto:rgracebridges1@udayton.edu)

#NASPA18



NASPA  
ANNUAL  
CONFERENCE



100<sup>TH</sup>  
ANNIVERSARY  
MARCH 3-7  
PHILADELPHIA, PA



Thank you for  
joining us today!

*Please remember to complete  
your online evaluation following  
the conference.*

See you in Los Angeles in 2019!

#NASPA18

