

**AHEPPP NATIONAL CONFERENCE  
Pre-Conference Workshop for  
Professionals New to Parent Programs**

**Monday, November 10, 2014  
10:00 a.m. – 2:30 p.m.**



**SCHEDULE (subject to change)**

9:30 a.m.      **Check-In & Continental Breakfast**

10:00 a.m.      **Welcome**

10:15 a.m.      **Speed Sharing**

*Presenters/table hosts will share information and strategies to help participants think about three of the most essential issues for parent program professionals. Participants will be grouped at tables, and will rotate tables after 20 minutes on each topic. Possible questions to explore are listed below.*

**Table 1: Constituents**

*How do you determine constituents, both internal and external? What is your campus culture? Who are your parents/families? Faculty and staff? Best practices for working with all constituents will be discussed.*

**Table 2: Communication**

*What info should be shared with parents/families? How often? And what are the best methods of distribution? What are best practices for using social media to communicate with parents?*

**Table 3: Collaboration**

*How can you creatively work with campus partners to meet the needs of students and parents, as well as stretch finances?*

11:15 a.m.      **Break**

11:30 a.m.      **Building Affinity through Programs/Events**

*This session will explore the many ways in which programs and events can be used to build affinity with parents and family members, including Family Weekend, orientation/welcome programs, Homecoming/Alumni events, Regional programs, and much more.*

12:30 p.m.      **Mentoring Lunch with Seasoned Professionals**

*Enjoy a delicious lunch with some of AHEPPP's founding members and leaders in the profession. Participants will be placed in small groups to maximize conversation and connections.*

1:30 p.m.      **Staying Student-Centered in Parent/Family Programs**

*Although parents and family members are the focus of our work, the students at our institutions should be central to our work. With so much attention from parents, it can be challenging to keep students at the heart of what we do. We'll discuss these challenges, share strategies, and identify best practices.*

2:15 p.m.      **Closing**