



Elevate & Engage Summit Schedule of Events

12:00-12:10 P.M. ET	<p>President’s Welcome & Introductions</p> <p>Dr. Marshall Greenleaf, Director of Student & Family Support Services UMass Lowell Lexie Elliott, Assistant Director, First-Year Orientation & Family Engagement Carnegie Mellon University</p>
12:10-12:50 P.M. ET	<p style="text-align: center;">Utilizing AI Panel Discussion</p> <p style="text-align: center;"><i>Facilitator: Kendra Hossain- Morehead, Assistant Director of Parent and Family Programs and Off-Campus Student Support Iowa State University</i></p> <p>Technology isn’t replacing the heart of family engagement; it’s giving it a louder voice. This session explores the innovative tools and AI strategies that are revolutionizing how we communicate with and support families. Our panelists will share "boots-on-the-ground" examples of AI in action.. Join the conversation to see how you can use technology-driven strategies to elevate your engagement and make your connections more meaningful than ever.</p> <p style="text-align: center;">Jessica Combess, Director of Marketing and Communication, Division of Student Affairs University of Louisville Mikele St-Germain, Director of Parent and Family Engagement Brown University Brittany Naylor, Assistant Director, Transfer and Family Experiences Texas State University</p>
12:50-1:30 P.M. ET	<p style="text-align: center;">Strategies for Inclusive Communication</p> <p>Peyton Haley-Stubbs, Marketing & Communications Manager Oklahoma State University</p> <p>This session will focus on the laws pertaining to creating accessible digital content, as well as the skills you need to get started. Learn what accessibility is, why it's important, and how to implement accessibility practices in your work. This presentation will give attendees actionable tips they can start using right away to adhere to the new digital accessibility laws.</p> <hr/> <p style="text-align: center;">Digital Curriculum Decoded: Two Paths to Family Engagement</p> <p style="text-align: center;">Linda Krzykowski, Associate Vice Provost and Executive Director First Year Experience University at Albany Kellyn Johnson, Director for ASU Family Arizona State University</p> <p>What does it take to move from a simple newsletter to a full-scale digital curriculum? This session examines two distinct pathways for creating a robust digital curriculum. Linda Krzykowski from the University at Albany will share their experience implementing a paid service to launch "Great Danes 101," a specialized course designed to support diverse and first-generation families. In contrast, we will hear from Kellyn Johnson from Arizona State University that developed both synchronous and asynchronous family orientation experiences using existing campus tools. Whether you have a dedicated budget or are looking to bootstrap a solution with the tools you already have, you will leave with a clear understanding of the pros, cons, and "must-have" content for an impactful digital family experience.</p>
1:30-1:45 P.M. ET	<p>Syncing Your Success: Peer-to-Peer Tech Workflows</p> <p>Ready to level up your organization? Skip the generic advice and get straight to the strategies that work for offices just like yours. This session connects you with colleagues in similar positions and institutional settings to share the tech tools that keep family engagement</p>

	<p>moving. Whether you're looking for a better way to track data or a smoother project management flow, come share your wins and troubleshoot your organizational hurdles with the people who truly "get it."</p>
1:45-2:00 P.M. ET	Break
2:00-2:40 P.M. ET	<p style="text-align: center;">Top Trends in Family Engagement for 2026 Dave Becker, CEO & Co-founder CampusESP</p> <p>Deep dive into engagement data from 7.8M+ family members across 450 institutions to learn how expectations are shifting, and how colleges are responding. The question isn't whether families matter. It's whether your strategy is keeping up.</p>
2:40-3:20 P.M. ET	<p style="text-align: center;">Use Data to Drive your Family Engagement Strategy Kerri Meeks-Griffin, Senior Account Executive CampusESP</p> <p>Parent and family professionals are being asked to do more with limited time and resources. This session will focus on how to use engagement data in CampusESP to identify priority populations, create targeted communication, and build scalable strategies that support student success. Learn practical approaches for collecting meaningful data, partnering with campus offices, and implementing high-impact tactics such as drip campaigns, semester-start outreach, and effective calls to action. Leave with actionable ideas to work more efficiently and strengthen your family engagement efforts.</p>
	<p style="text-align: center;">From Feedback to Foresight: Leveraging Generative AI to Transform Family Engagement Assessment Dr. Madison Speck, Institutional Research and Student Affairs Assessment Specialist Carnegie Mellon University</p> <p>Family engagement professionals collect valuable data across programs and initiatives, including orientation feedback, transition surveys, event evaluations, communication metrics, and family focus groups. The challenge is not access to information, but the ability to efficiently analyze and present it in ways that inform strategy and demonstrate impact.</p> <p>This session explores how generative AI tools can enhance assessment practice by supporting more streamlined data collection processes, rapid synthesis of qualitative and quantitative feedback, and dynamic reporting tailored to multiple audiences. Participants will learn a practical workflow for organizing data sources, developing structured prompts, validating outputs, and generating clear summaries and presentations that support decision making.</p> <p>Grounded in applied examples from student affairs assessment, this session emphasizes responsible implementation, data integrity, and ethical use. Attendees will leave with a replicable framework for integrating AI into family engagement assessment practices to improve efficiency, insight generation, and stakeholder communication.</p>
3:20-3:55 P.M. ET	<p style="text-align: center;">Tech & Tell: Building a Smarter Family Engagement Toolkit</p> <p>What's in your digital toolbox? This session is a hands-on opportunity to go "under the hood" of successful family engagement programs. Roundtables will be organized by areas that matter most: communication, events, and development. This is your chance to see technology in action by swapping tips and discussing the pros and cons of the tools we use every day. Leave with a curated list of vetted technologies to elevate your office's impact.</p>
3:55-4:00 P.M. ET	Conclusion

Register by Friday, March 20 at www.aheppp.org/virtual-events. Cost is \$55 per person. These sessions will be recorded and shared for 60 days.