

Utilizing Technology to Enhance Student Success & Belonging through Parent Engagement

Presented by: Dr. Jerrell Sherman
Associate Dean of Students
University of Houston – Main Campus

4-ORGINING
INTO THE FUTURE



AGENDA

- I. Overview of CampusESP Services & Features
- II. Data on Parent Engagement Research
- III. UH Main Campus (Cougar Family Connect Portal) Progress & Future Goals
- IV. CampusESP Best Practices & Professional Development Opportunities
- V. Q & A



I. CampusESP Services & Features

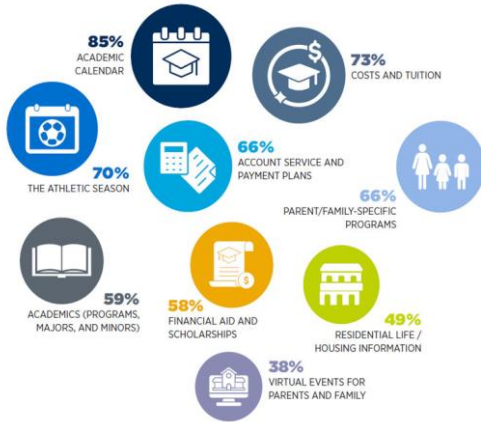


CampusESP Services

1. ASSESS

Understand and measure your parents' & family expectations/interests

WHAT TOPICS DO FAMILIES WANT TO LEARN MORE ABOUT?



2. ENGAGE

Connect with student supporters to drive results that matter



3. MANAGE

Organize news, events, alerts, and student updates in one platform



Multiple Layers of Support

Customer Success

Onboarding
Implementation
Technical Integration
Ongoing Support
Training



Account Management

Consulting
Advice
Yearly Portal Review
Expanding Solutions



**YOUR GOALS
ACCOMPLISHED**

CampusESP is trusted by over **300** colleges & **4 million** families



Customer #1 (2015)
Student retention
FERPA mgmt
Centralized parent comm.



Customer #28 (2018)
Parent orientation
Student success
Centralized parent comm.



Customer #31 (2019)
FERPA mgmt
Student success
Centralized parent comm.



Customer #118 (2021)
New student programs
Student success
Centralized parent comm.



4-ORGINING
INTO THE FUTURE





Inquiry



Applicant



Admit



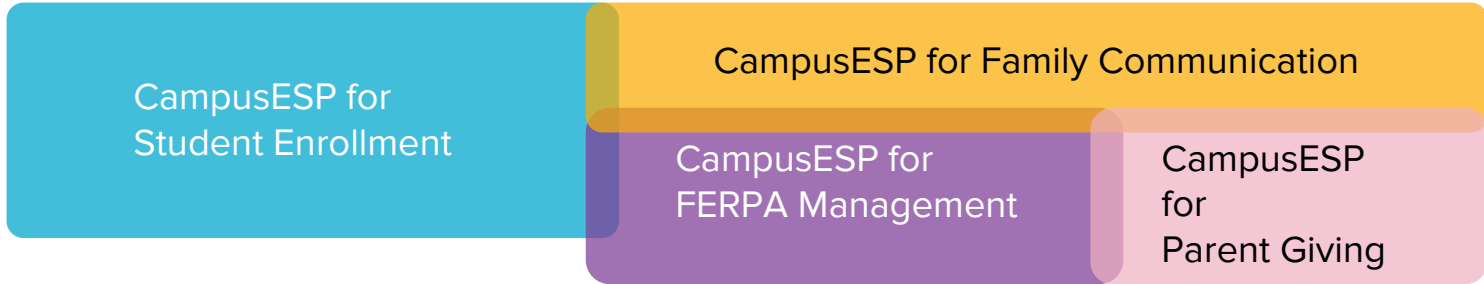
Enrolled

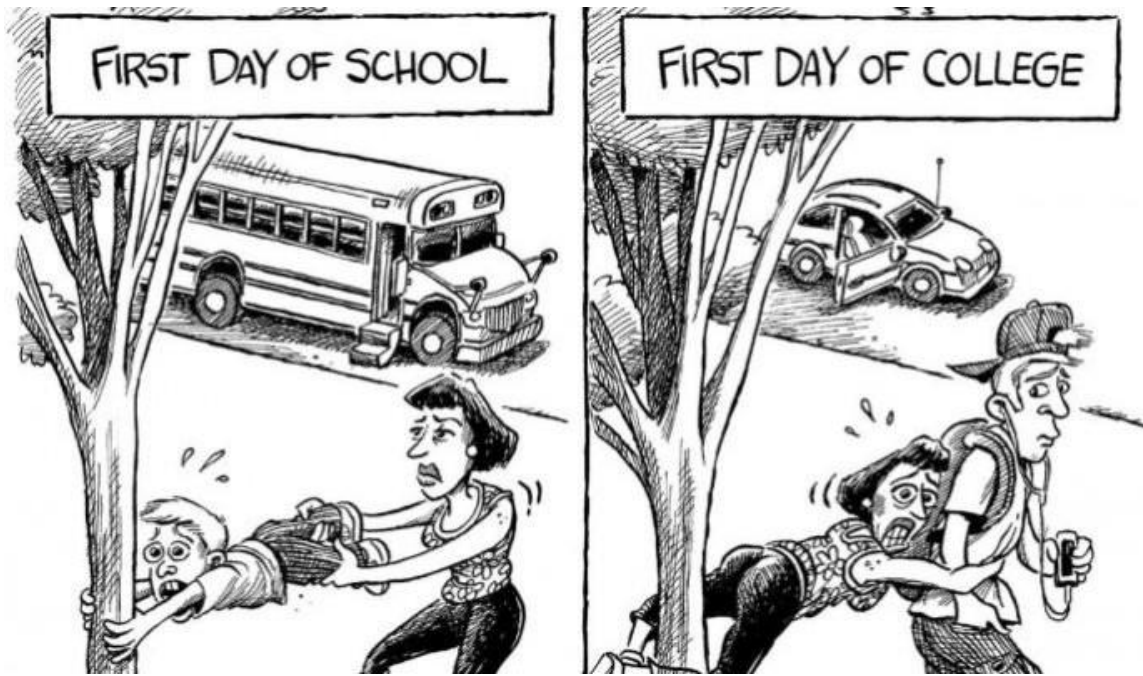


Student



Graduate





“Parents are rational and emotional, informed and misinformed, deeply interested and distressingly distant, seeking solutions to and being part of various problems.”

- Marc Cutright, 2008

CampusESP is your complete parent engagement strategy **to support student success**



Keep parents informed

Nudge student behavior

Alert parents when needed

Segment communication by population

Provide analytics on the ROI of parent engagement

4-ORGINING
INTO THE FUTURE

Modernize FERPA Management

Manual FERPA form

Parent calls and emails to school

FERPA as an IT function

Form No. OGC-87-2006-02

AUTHORIZATION TO RELEASE EDUCATIONAL RECORDS
Family Educational Rights and Privacy Act of 1974 as Amended (FERPA)

I, _____ (Print Name of Student) hereby voluntarily authorize officials in the University of Houston - [Click Here to Select the Office of the University Registrar](#) identified below to disclose personally identifiable information from my educational records. (Please check the box or boxes that apply)

Office of the University Registrar
 Scholarships and Financial Aid
 Student Financial Services
 Undergraduate Scholars @ UH (formerly USE)
 University Advancement
 Dean of Students Office
 Other (Please Specify) _____

Specifically, I authorize disclosure of the following information or category of information. (Please check the box or boxes that apply)

Grades/Transcripts
 Financial Aid
 Directory
 Housing
 Scholarship and/or Honors
 Pluses
 Academic Records
 All University Records
 Billing
 Other (Please Specify) _____

This information may be released to: _____ (Print Name of Individual(s) to Whom University May Disclose Information)

Family (See Additional Individuals in Remarks)
 Educational Institution
 Honor or Award
 Employer/Prospective Employer
 Public or Media of Scholarship
 Other (Please Specify) _____

Please provide a password to obtain information via the phone: _____ The password should not contain more than ten (10) letters. You must provide the password to the individuals or agencies listed above. The University will not release information to the caller if the caller does not have the password. A new form must be completed to change your password.

This is to attest that I am the student signing this form. I understand the information may be released orally or in the form of copies of written records, as requested by the requester. This authorization will remain in effect from the date it is executed until revoked by me, in writing, and delivered to Department(s) identified above.

Student Name (please print) _____ Registrar's I.D. Number _____
 Student Signature _____ Date _____

Please Retain a Copy for your Records
 Document may be Submitted to Registrar's Office
 FERPA Authorization Form
 OGC-87-2006-02 Revised 10.06.2014
 Page 1 of 1

Note: Modification of this Form requires approval of OGC

Electronic FERPA process

Self-Service access for parents

FERPA as a student success function

Award	Type	Expected Amount	Paid to Date
Garys Male Scholarship	Endowed Scholarship	\$425	\$425
Federal Direct Subsidized Loan	Loan	\$0	\$0
Federal Pell Grant	Grant	\$2,887	\$2,887
Feed First Unsubsidized Loan	Loan	\$0	\$0
C J Reed Davidson Scholarship	General Scholarship	\$900	\$900
Private Scholarships - General	Private Scholarship	\$5,000	\$5,000
Texas Grant Renewal	Grant	\$242	\$242



Student retention is higher w/ parent engagement

Exploratory study of 6,438 students across 9 universities showed:

+8%

On average, student retention was 8% higher for a student when their parent or guardian received regular updates on student progress, compared to students with a parent who did not receive similar updates

	AUBURN UNIVERSITY	Drexel UNIVERSITY	EMORY	KENNESAW STATE UNIVERSITY	UNIVERSITY OF MASSACHUSETTS LOWELL	UNIVERSITY OF MISSISSIPPI	TEXAS STATE UNIVERSITY	UNIVERSITY OF ALABAMA AT BIRMINGHAM	VALDOSTA STATE UNIVERSITY
Total # of parents in CampusESP receiving updates on student progress	12,878	3,656	875	3,184	557	906	7,101	2,274	1,238
Institutional retention rate for all 1st year students	92.8%	89.7%	94.9%	74.1%	66.0%	72.5%	77.0%	83.9%	56.0%
Retention rate for 1st year students with parent engagement	94.2%	91.7%	95.5%	77.6%	79.6%	83.5%	98.4%	86.6%	70.7%
Increase in retention with parent engagement	+1.4%	+2.0%	+0.6%	+3.5%	+13.6%	+11.04%	+21.4%	+2.7%	+14.7%

What's new at CampusESP?

Over the last year here are some of the new rollouts (and a sneak at what is to come):

- ★ SMS Module
- ★ Performance Dashboards
- ★ Announcement Enhancements
 - Drip Announcements
 - Advanced Designer
- ★ Single Sign On
- ★ Multi Factor Authentication
- ★ Dynamic Communities
- ★ User Targeting

Tyler's Dashboard

Options Edit

Quick Actions

- Create a Post: Add new content to your portal feed
- Create an Announcement: Schedule an email to communicate quickly with your users
- Create an Event: Create a customizable event
- Create an Advertisement

User Growth

Last Year

10k

7.5k

Posts Pending Approval

View all 4 pending posts

An Exceptional "Match" for Medical Students

Posted by khendrix@campusesp.com in University of Cincinnati News, College of Medicine

Publish on 03/23/2023 12:00 PM EDT (scheduled) (automatically approve on 03/24/2023 2:54 PM EDT)

Approve Reject

Brothers with Giving Hearts Support First-Generation Students

Posted by khendrix@campusesp.com in University of Cincinnati News, First-Generation Families

Publish on 03/22/2023 12:00 PM EDT (scheduled) (automatically approve on 03/24/2023 2:52 PM EDT)

Send To:

Include users that match all of the following criteria: Hide system filters

Members of any of these communities

Type to search communities

AND

Select criteria

Estimated recipients: 0



One-Stop Shop for Your Parents

UH Content

- (some examples)
- Academic calendar
 - Deadlines
 - Parent events
 - Parent orientation
 - Admission info



CampusESP Content

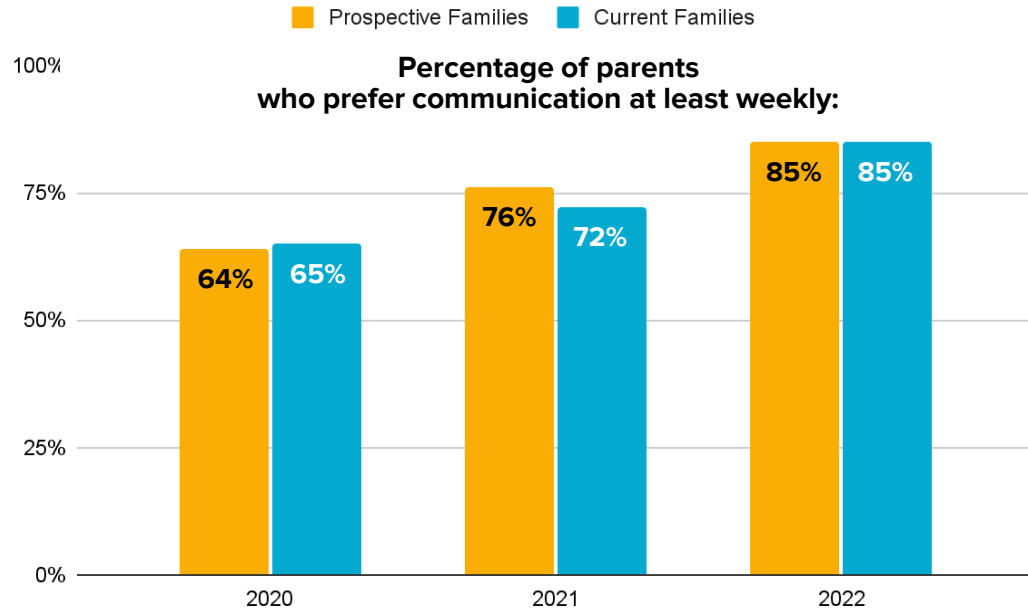
- (some examples)
- FAFSA information
 - Understanding debt
 - Helping your student
 - Student checklists
 - Mental health support

II. Data on Parent Engagement Research



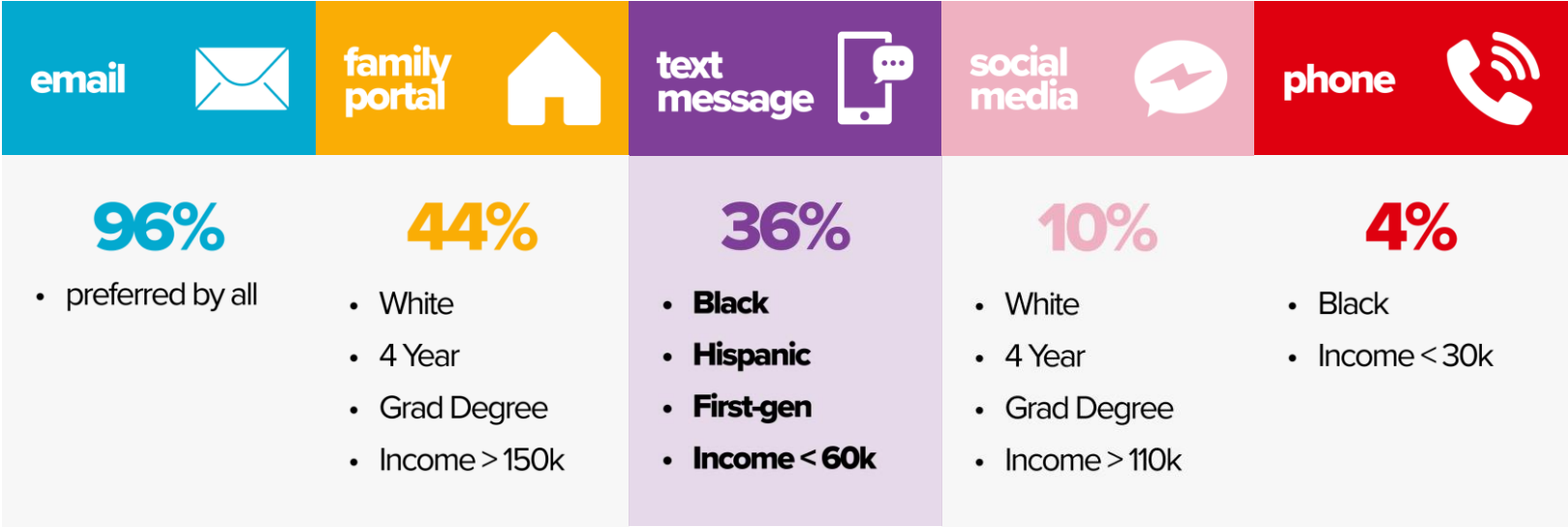
Applicant		74	275	71 %	42 %
Application submitted.		AVG. PROMOTER SCORE	MEMBERS	OPEN RATE	CLICKS-OPENS
	Leslie Day Joined 32 days ago Active 8 hours ago	82	10	80 %	50 %
	Sue Smith Joined 36 days ago Active 2 days ago	80	13	89 %	48 %
	David Eho Joined 45 days ago Active 5 days ago	76	31	70 %	43 %
	Cindy Marks Joined 30 days ago Active 4 days ago	74	19	74 %	50 %
See all...					
Admit		88	123	84 %	51 %
Candidate accepted.		AVG. PROMOTER SCORE	MEMBERS	OPEN RATE	CLICKS-OPENS
	Marc Jones Joined 45 days ago Active 4 hours ago	92	18	86 %	40 %
	Julie Mitchell Joined 55 days ago Active 3 days ago	90	21	84 %	42 %
	Karen Patters Joined 31 days ago	88	21	85 %	39 %

Today's parents expect regular communication



85%
of parents
expect
communication
at least weekly

The families who need the most support prefer email & SMS



4 out of 10

families communicate with their college students daily.

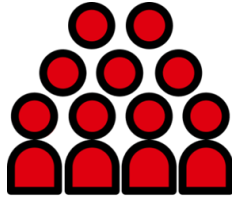
Parents expect more.



40% of families **want to be more involved** in their student's experience at the institution.



48% of families **attended Family Weekend** last year.



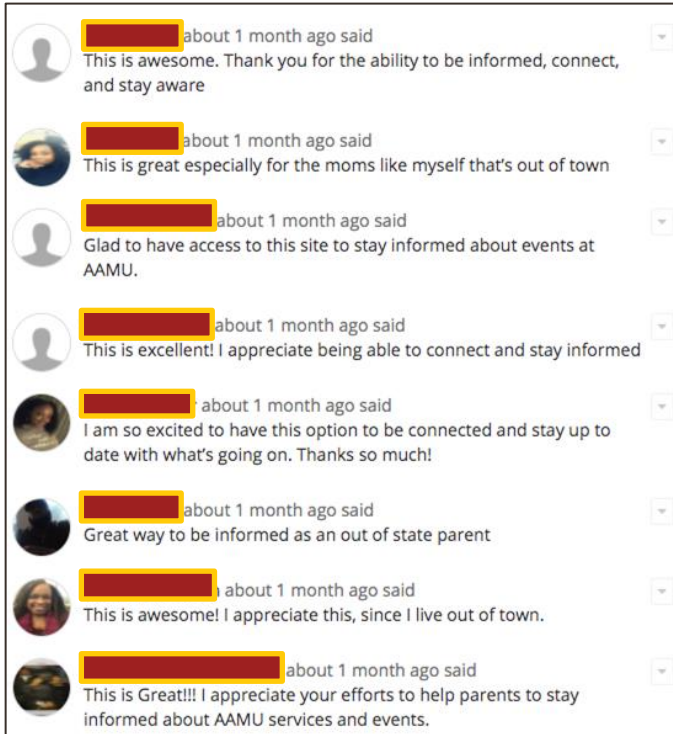
94% of families have **visited campus** since their student enrolled.

76%

of parents say CampusESP helps them better advise their student.

Student success is family success

Alabama A&M (HBCU) parents
after getting imported into the platform



A screenshot of a Facebook comment thread. The header shows a profile picture of a person with a redacted name and the text "about 1 month ago said". The comments are as follows:

- "This is awesome. Thank you for the ability to be informed, connect, and stay aware"
- "This is great especially for the moms like myself that's out of town"
- "Glad to have access to this site to stay informed about events at AAMU."
- "This is excellent! I appreciate being able to connect and stay informed"
- "I am so excited to have this option to be connected and stay up to date with what's going on. Thanks so much!"
- "Great way to be informed as an out of state parent"
- "This is awesome! I appreciate this, since I live out of town."
- "This is Great!!! I appreciate your efforts to help parents to stay informed about AAMU services and events."

Auburn parent in the
University Facebook page

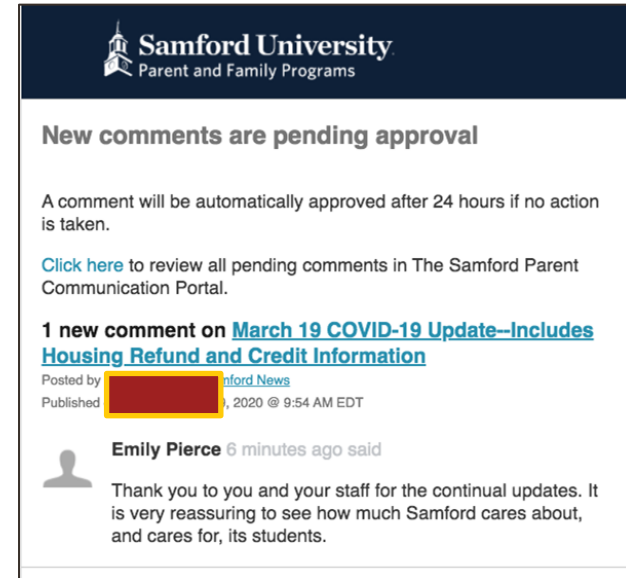


A screenshot of a Facebook post. The header features a banner for "Campus Tip" with the Auburn University logo and the text "PARENT & FAMILY PROGRAMS STUDENT AFFAIRS". Below the banner are the interaction buttons: "Like", "Comment", and "Share". The post has 13 likes and 4 shares. The comment section shows a "Most Relevant" comment from a parent with a redacted name:

"I just signed up for this and it is quite impressive. This is my 3rd college student and the other schools did not have anything like this. I was always scrambling to figure things out."

The comment was posted 3 hours ago and has "Like" and "Reply" options.

Samford parent on the
school's pandemic response



A screenshot of a Facebook post from Samford University Parent and Family Programs. The header includes the university logo and the text "Samford University Parent and Family Programs". The post title is "New comments are pending approval". The main text reads: "A comment will be automatically approved after 24 hours if no action is taken." Below this is a link: "Click here to review all pending comments in The Samford Parent Communication Portal." The post also features a link to a new comment: "1 new comment on [March 19 COVID-19 Update—Includes Housing Refund and Credit Information](#)". The comment was posted by a parent with a redacted name on 3/19/2020 at 9:54 AM EDT. The comment text is: "Thank you to you and your staff for the continual updates. It is very reassuring to see how much Samford cares about, and cares for, its students."



Use announcements to highlight time-sensitive information

 ST. CLOUD STATE UNIVERSITY

It's time to see your academic advisor!

GET READY!
stcloudstate.edu/advising

REGISTRATION BEGINS MARCH 27

FALL 2023



Registration for Fall 2023 begins **Monday, March 27**. Plan ahead and review all course offerings starting **Monday, Feb. 27**.

Encourage your student to stay on track for graduation and remind them to meet with their academic advisor before their registration window opens for:

- Advice on what courses to take
- An opportunity to review your student's goals

Here are some tools that will help your Husky prepare:

- [eServices](#)
- [Advisor Lookup](#)
- [Course Schedule](#)
- [Program Requirements](#)
- [Registration Guide](#)

Summer 2023 courses are also available for your students to [Make the Most of Summer!](#)

[Get ready for Fall 2023 registration!](#)

 DIVISION OF STUDENT AFFAIRS
OFFICE OF FAMILY ENGAGEMENT

TERP FAMILY STUDENT SCHOLARSHIP AWARDS

For undergraduate students facing extenuating financial circumstances

APPLY NOW FOR 2023-24!
go.umd.edu/terpss23

Application deadline: Friday, April 14 at 5 p.m.



SCHOLARSHIPS OF UP TO \$2,000 AVAILABLE FOR 2023-24! APPLICATION DEADLINE IS 5 PM ON FRIDAY, APRIL 14.

Applications are being accepted for the [Terp Family Student Scholarship Awards](#). The Terp Family Student Scholarship is a one-time award presented each year to undergraduate students in good standing who may be unable to continue their education at the University due to extenuating financial circumstances. A minimum of 20 scholarships will be awarded for the 2023-24 academic year.

Eligibility criteria & application are available at go.umd.edu/terpss23. Applications must be submitted by **5 p.m. on Friday, April 14, 2023**.

Interested in helping review applications? A call for family volunteers will go out in late April so be on the lookout to get involved!

Questions? Contact the Office of Family Engagement at terpfamily@umd.edu.

Learn more about the Terp Family Student Scholarship Awards!

 **OWL FAMILY HUB**
PROVIDED BY Parent and Family Programs

 **KENNESAW STATE UNIVERSITY**

Last day to WITHDRAW WITHOUT ACADEMIC PENALTY

Hooty-Hoo! Reminders for this week - academics, athletics and engagement!

[Today is the last day to Withdraw w/o Academic Penalty](#)

[A Message from KSU's President Schwaig](#)

[Annual Spring Arts Festival is almost HERE!](#)

[Professional Clothing for LESS - Attend the JCPenney Suit Up Event!](#)



- Current Families Communities
- Model University News >
- Parent and Family News >
- Student Success >
- Financial Aid and Scholarships >
- Prospective Parents and Families >

- I'd like to...
- ★ View Favorite Posts
- 🔍 Discover Communities
- + Add a new Post
- + Add a new Event



Planning to Pay for College

Posted 19 days ago.

BigFuture is a free and personalized set of comprehensive digital resources that help students take a productive next step after high school. Find more resources about planning for college on the [BigFuture Parent Resource](#) page.

Can your child afford to go to college... [read full article](#)

Search Posts...

Calendar

Calendar of Events

Support

Need help? Feel free to contact us by phone or email using the information below.

Phone: (123) 456-7890
Email: jack@campusesp.com

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III. UH Main Campus Progress & Goals



One year in: UH Results

- **6.3k** families reached
- Over **156k** emails sent (most were automated!)
- An average email open rate of **49%** and click rate of **9%**
- **12.5k** unique clicks on content
- Increased engagement for first year families and underrepresented populations:
 - Hispanic or Latinx families: 70%
 - Black or African American Families: 69%
 - First-gen families: 69%
 - First year families: 62%



f t in ✉

Share with Your Student: Getting Involved at UH

Posted about 1 year ago in Student Success, Campus Life, First Year Families, Second Year Families, Third Year Families, Fourth Year & Beyond Families. ☆

The Center for Student Involvement creates an inclusive and accessible environment that provides meaningful and diverse learning and involvement opportunities to impact student success. Students will gain a sense of self and strong leadership skills, while becoming responsible and engaged citizens in their community.

Get Involved







Through Get Involved, students can register their organizations, receive organization recommendations based on interests, and find campus-wide events and programs.

Platform stats at a glance

- **10.3k** families in the platform (*+4.1k from last year*)
 - **17%** of families signed up on their own
 - **80%** of families receive newsletters
- **251k** emails sent to families 🎉 (*2x more than last year*)
 - **60%** of these were the automatic newsletters
- **77%** overall open rate (*+21% from last year*) 🙌
- **\$71,925** in revenue from events with registration

Goal Theme 1:

Increase Family Engagement

- Consistent and better (automated, personalized) family communication 
- Increase family weekend registrations (make it the biggest one yet!) 
- Develop more inclusive language in communications (supporter and friend language) 
- Get families into more specific communities for a more personalized experience 
- Build family database 
- Enhance Spanish language support 



Leverage click data to inform content priorities

There have been **15.9k unique clicks** on **287** posts this year.

- Family Weekend
- Siblings Day
- Weeks of Welcome
- Advice for supporting your student



2022 UH Family Weekend Registration is LIVE!!!

Posted 9 months ago in University of Houston News, Parent & Family News, Student Success, UH Alumni, Campus Life, Families of Students Living on Campus, Families of Commuter Students, UH Athletics, Prospective Families, First Year Families, Second Year Families, Third Year Families, Fourth Year & Beyond Families, Coog Moms.

From <https://uh.edu/dos/parents/>
You're invited to join us for UH Family Weekend presented by the Dean of Students Office, September 23-25, 2022.

The purpose of UH Family Weekend is to bring the faculty, staff, students, and families together for a weekend of fellowship. We have a variety of activities planned for the weekend, that allow families to experience life on campus is something for everyone! Mark your calendars for a weekend of fun for your family and the UH family! Family is who you choose!

Register Here!!!



2022 UH Weeks of Welcome

Posted 8 months ago in University of Houston News, Parent & Family News, Student Success, Campus Life, Health, Wellbeing, & Safety, Families of Students Living on Campus, Families of Commuter Students, First Year Families, Second Year Families, Third Year Families, Fourth Year & Beyond Families.

From <https://www.uh.edu/wow/>
Save the Date: August 18 - September 3, 2022

Whether you're a new or returning Coog, the University of Houston wants to give you a warm welcome! During Weeks of Welcome, numerous departments put on lots of FREE events for students to have fun, learn about the university, and lots of freebies! This is the perfect time to make new friends & find your UH. For a full schedule of events, click here!

UH Week of Welcome aims to...



Event Registration Wins

Family Weekend 2022

- 406 registrants
- 1.3k tickets sold
- **90%** open rate on emails sent to registrants

\$69,125 in revenue

Sibs Weekend 2023

- 46 registrants - **35% increase**
- 80 tickets sold - **82% increase**
- **93%** open rate on emails sent to registrants

**\$2,800 in revenue -
433% increase!!!**

Goal Theme #2: Boost Student Retention

- Explore research opportunities to connect family engagement to student retention



Import student data to tie families to a student

- In order to measure YOY retention impact, **families must be tied to a student through a unique identifier.**
- You can do so importing student email and/or ID.
- You can include that data, as well as special population data such as first gen, alumni, etc. in future imports and update current user profiles.

Email Address	<input type="text" value="iliana0901@gmail.com"/>
First Name	<input type="text" value="iliana"/>
Last Name	<input type="text" value="rinon"/>
Phone Number	<input type="text" value="Phone Number"/>
Address 1	<input type="text" value="Street address, P.O. box, c/o"/>
Address 2	<input type="text" value="Apartment, suite, unit"/>
City	<input type="text" value="City"/>
State	<input type="text" value="State"/>
Postal Code	<input type="text" value="Postal Code #####"/>
Country	<input type="text" value="US"/>
Student First Name	<input type="text" value="Natalia"/>
Student Last Name	<input type="text" value="Crowson"/>
Relationship to Student	<input type="text" value=""/>
Student Email	<input type="text" value="Student Email"/>

What content did UH families care about the most?

The most popular content was about: the first-year transition, parking, family tips for supporting students, UH news/events, working during college, & move-in.



Cougar Move-In 2021

Posted 10 months ago in [Student Success](#), [Families of Students Living on Campus](#). ☆

LISTEN UP, COOGS!

Here's absolutely everything you need to know about Cougar Move-In this year! From directions, to what to expect, it's all here

Make sure to watch the full video so you don't miss anything.

We can't wait to see you on campus!

Cougar Move-In will take place from August 18-21, 2021. Make sure you've signed up for your Move-In time in the myHousing portal. For more information, visit <https://uh.edu/housing/cougar-move-in/>



6 Things You Should Never Do as the Parent of a College Student

Posted 9 months ago in [Student Success](#), [First Year Families](#). ☆

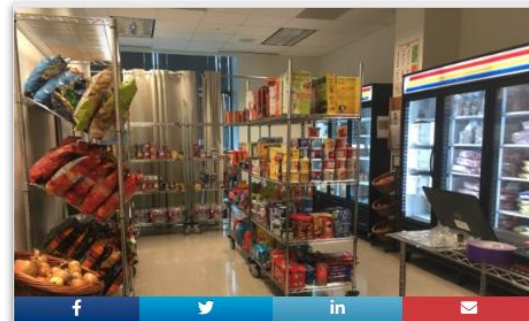
From <https://grownandflown.com/things-never-do-parent-college-kid/>

This post is from Grown and Flown.

by Lori Smith

As a parent, I know how hard it can be to let go and allow our children to manage the bumps and bruises of life. I wish I could protect my daughter from every difficulty and shield her from every hurt. However, as a higher education professional, I know that I can't, and shouldn't, parent with that as my priority.

In my work, I see the effects of hyper-involved parents who have been more concerned with preparing the path for their child than with preparing their child



Cougar Cupboard: Addressing Food Insecurity

Posted about 1 year ago in [Student Success](#), [Health, Wellbeing, & Safety](#). ☆

Food insecurity, or the inability to afford enough nutritious food to fuel a regularly healthy lifestyle, is a growing concern on college campuses nationwide. In an effort to address this significant barrier to student success, the University of Houston has opened the Cougar Cupboard in partnership with the Houston Food Bank's Food for Change market network. The cupboard is available to all enrolled undergraduate or graduate students who may need access to additional food.

The Cougar Cupboard is located on the first floor of the [Campus Recreation and Wellness Center](#), in UH Wellness, suite 1038 (4500 University Dr.), and is stocked full of fresh fruits and vegetables, frozen and refrigerated foods, and dry goods. Students can receive up to 30 lbs. of free groceries every week from Cougar Cupboard or one of the other 14 Food for Change markets in Houston. To utilize

IV. CampusESP Best Practices & Professional Development Opportunities



P.S. Check out our
Customer Learning Series!

WEBINAR



Andrea Williams
Account Manager
at CampusESP



Deanne DeCrescenzo
Assistant Dean, New Student
and Family Programs
at Temple University



Jennifer Plumlee
Assistant VP for Student
Success and Engagement
at Marian University

Summer Toolkit:

Connect with Families to Decrease Student Melt

April 12th, 1-2pm EST



**Streamline FERPA management to improve
retention and reduce workload** March 8 / 1pm EST



Dr. John Jones
VP of Student Affairs,
University of
Alabama Birmingham



**Martha Fraire-
Cuellar**
University Registrar,
Texas State University



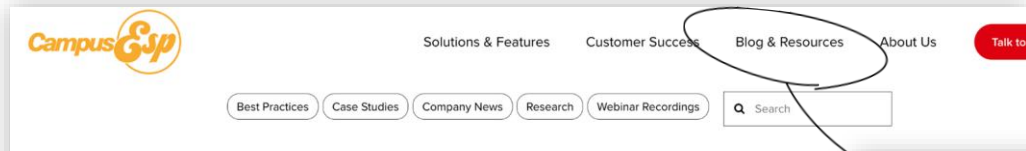
**Katy Lowe
Schneider**
Associate Provost for
Student Outcomes,
Hanover College



Tess Jenkins
Director of Account
Management,
CampusESP

**4-ORGING
INTO THE FUTURE**

Want to learn more and get better? Discover what others are doing.



campusesp.com/research

Research, Case Studies, and Webinars



Case Studies • 1/17/23

Tarleton State University believed in the power of family engagement early. Here's where they are now.

We're taking it back to customer #1 to look at how they've expanded their reach and created engaging content to reach goals over the years. Learn more



Best Practices • 12/19/22

The number of first-gen students is increasing. Here's how you can support them and their families

As more and more first-generation students apply for college, institutions need to find ways to inform and support this important population — and their



Webinar Recordings • 12/7/22

How to effectively engage parents through the student lifecycle

Learn how communicating with parents increases engagement, yield, including open rates as high as 80% from North Carolina A&T and how to share how they've developed



Research • 4/19/22

Student retention increases 8% with parent engagement

Our latest research report, conducted with the help of nine partner institutions, shows that, on average, student retention was 8% higher for a student when their parent or guardian received regular updates on student progress, compared to students with a parent who did not receive similar updates.

[Read More](#)



Case Studies • 9/19/22

Buena Vista University leverages parent data to predict student likelihood to enroll

Parents are important. But when BVU's director of admissions got his hands on the data, he was able to prove just how influential they can be with students being 3x more likely to enroll when they had a highly engaged parent.

[Read More](#)



Case Studies • 7/13/22

Transylvania University achieves 4.8% increase in yield with campaigns to prospective parents

Transylvania University wanted to connect more meaningfully with prospective families and harness the work they had done to set up their enrollment funnel in Slate. With the help of CampusESP they did just that — plus grew engagement, applications, and yield.

[Read More](#)

Want to learn more? CampusESP holds webinars!



THE CAMPUSESP
SUMMIT SERIES
2023

EPISODE 1:

**IMPROVE
STUDENT SUCCESS**

EPISODE 2:

**STRENGTHEN
ENROLLMENT EFFORTS**

EPISODE 3:

**ENHANCE THE
FAMILY EXPERIENCE**

THE COUGAR FAMILY CONNECTION

Portal Submission Guidelines

The Dean of Students Parent and Family Programs manages a communications portal to enhance the Cougar family experience for parents and family members. The Cougar Family Connect portal allows for users to select the frequency of newsletters (weekly, bi-weekly, and monthly) and have access to content at any time by logging into the portal. The goal of Cougar Family Connect is to ensure parents and family members receive the most relevant news items and special notices at just the right time in their student's journey.

Parent and family member emails are imported as their undergraduate student enrolls at the university. Users are then able to subscribe to specific interests (or communities) to personalize the content they will receive. Some topics of interest to our families are: academic support, housing information and deadlines, financial deadlines, career development, wellness and safety, campus involvement, and dining services.

To submit content for the portal, please send the following information at least 2 weeks prior to when you would like the content posted:

- Start date (and end date if necessary) for when the post should run
- Title and informational content
 - o Include URL to more information if necessary
 - o PDFs may also be attached to the post
- A related image, logo, or graphic photo (must be a JPEG or PNG image, 600px wide x 400px tall, preferred size)
 - o Graphics with information are helpful - dates, times, location, registration required, etc.
 - o Video may be used in place of a graphic (provide YouTube URL)
- Contact information for questions (website, email, phone, etc.)
- A notation of any communities you would like to target with your post. (See communities below. Please note that if you do not specify any communities, we will post into Parent & Family News and/or any communities that are applicable.)
- If there is an event/deadline (academic, payment, application, etc.) you would like added to the Calendar of Events, that can be added to the portal as well.



Current Communities

- UH News (*default, all users*)
- Parent & Family News (*default, all users*)
- Student Success
- Prospective Families
- First Year Family
- Second Year Family
- Third Year Family
- Fourth Year and Beyond Family
- International Family
- First-Generation Family
- Out of State Family
- State of Texas Family
- Hispanohablantes (Spanish-Speaking Families)
- UH Alumni
- Financial Aid & Scholarships
- Student Support (*default, all users*)
- Career Support
- Living on Campus
- Commuters
- Campus Life
- Health, Wellness & Safety
- UH Athletics
- And many more

New communities can be created if your unit would like to create content for specific populations. On the next page are two submission examples. Send submissions to Dr. Jerrell Sherman at jsherma5@central.uh.edu

Post Submission Example

Start date: March 3, 2022

End date: March 17, 2022

Title: Siblings Day Registration NOW Open

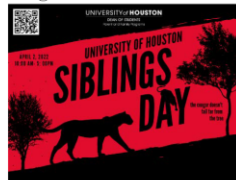
Post Content:

The Dean of Students Parent and Family Program will host a Siblings Evening Event on Saturday, April 2, 2022, from 10am-5pm. Registration is now open for this exciting event and we invite your student and their siblings to sign up. The event will be filled with information for high school-aged siblings and family relations (Rising 9th grade through rising 12th grade) of current UH students (must be in attendance with their sibling the full day). Guided discussions include what you can do now to get into college, campus life and traditions, the difference between high school and college, and how to navigate the college campus. Participants will have the opportunity to make new connections with their sibling, fellow Coogs and staff.

Parents must complete the registration for both the current UH student and sibling/family relation. If you are already receiving the Cougar Family Connect newsletter, you can register below. If you are not currently receiving the CFC newsletter, you can click below, create a new account and then register. If you have additional questions, or need help with registering, please call 832-842-6183.

\$15.00 includes Siblings Day t-shirt, lunch, snacks and game room fun. We look forward to seeing your students at Siblings Day 2022!

Image:



Communities: Parent & Family News, Student Success, Campus Life, Families of Students Living on Campus, Families of Commuter Students, First Year Families, Second Year Families

Calendar of Events Submission Examples

Start Date: June 20, 2022

End Date: September 9, 2022

Title: UH Family Weekend

Short description: Who's House, Coog's House..... come spend the weekend with your student, get to eat, attend events, and see some of the cool services we provide for our students. Family is who you choose.

Communities: UH News; Parent & Family News; Student Success

Start Date: August 22, 2022

End Date: N/A

Title: First Day of Fall Semester Classes

Short description: N/A

Communities: UH News, Parent & Family News, Student Success, Campus Life

A young woman with dark hair pulled back, wearing a bright pink short-sleeved shirt, is smiling warmly at the camera. She is holding a silver laptop under her left arm. The background is a solid, vibrant yellow. The word "Parents" is written in large, white, bold, sans-serif font across the center of the image, partially overlapping the woman and the laptop.

Parents



Houston... We have a parent engagement strategy



Product & Sales Specific Questions?

Elizabeth Harris,
UH Account Manager

elizabeth@campusesp.com

4-ORING
INTO THE FUTURE

V. Q&A

