Supporting student success through Orientation, Advising and Registration programs.

Fostering parent and family engagement in a student’s life through Orientation and Outreach.
FAMILY OUTREACH

- The “Parent Connection” is a monthly newsletter that delivers information about student services, academic support, family engagement opportunities, and more.

- Currently, Parent Connection members must opt in to receive this information.

- Of the 13,609 parents on record at WWU, 19.22% currently subscribe.
**Program Outcome:** As a result of being in the Parent Connection, family members will develop a *feeling of connection to the WWU community* and be *more aware of the resources* available to their student.
Family members who do not attend orientation may be far less likely to hear about the Parent Connection, and subsequently may not receive critical support information.
### “Parent Connection”
- Monthly newsletter generated by NSSFO
- Parents/Family must “opt-in” to receive it.
- The burden of connection is put on Family members who must “opt-in” after experiencing an opportunity to hear about the newsletter.

### “Soundings”
- Quarterly newsletter generated by the University Communications department
- Sent to all Parents/Family (w/ an “opt-out” option)
- Family are automatically signed up, supporting ease of connection.

- Both publications deliver complementary information (important deadlines & dates, campus events, student resource info, profiles of services, people and initiatives).

- As reported in the 2015 National Survey of College and University Parent Programs, evidence has emerged that students can be more successful when they have the support of their parents/family.
Collaboration + Communication = The new “WWU Family Connection”

→ NSSFO & University Communications are collaborating to integrate publications and jointly produce one online, monthly newsletter.

→ “WWU Family Connection” will shift language from “Parent” to “Family” for a more inclusive feel and matching national trends.

→ Family members on record are automatically signed up to receive important communications, ensuring faster and more equitable access to resources and information.

→ Family members still have an “opt-out” option if they do not wish to receive information; new format begins Spring 2017.