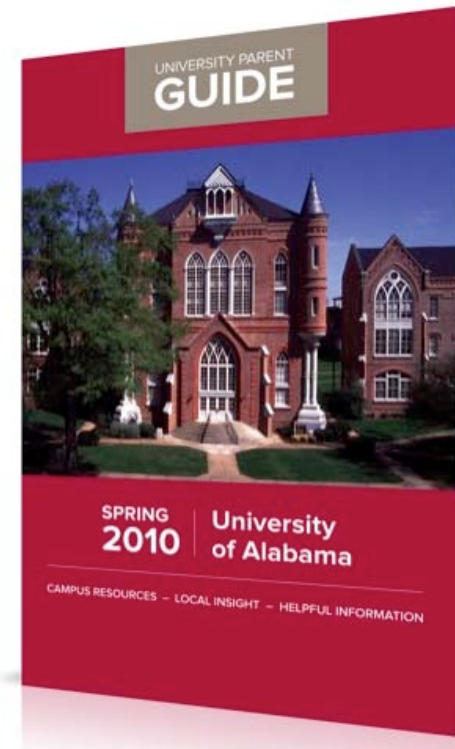


**Improving Parent/Family  
Engagement via Email Webinar  
July 21, 2011**

**UPM's unique set of online  
and offline tools helps  
universities communicate  
with parents.**



# Our goal through our products is to:

- ▶ **Help parents and families** navigate community & campus resources
- ▶ **Help universities** develop high-value relationships with parents and families of their students



# Parent & Family Engagement Series

## Parent Interviews

- How can we improve what we are offering to our partners?

# Parent & Family Engagement Series

## Feedback from Parent Interviews

- Parents want “bite-sized” information

# Parent & Family Engagement Series

## Feedback from Parent Interviews

- Parents want “bite-sized” information
- Parents don’t like having to search for information

# Parent & Family Engagement Series

## Feedback from Parent Interviews

- Parents want “bite-sized” information
- Parents don’t like having to search for information
- Parents like getting emails from you

# Parent & Family Engagement Series

## What's the solution?

- *A weekly email produced by UPM that provides parents with timely, bite-sized nuggets of important information.*

# Parent & Family Engagement Series

Many of our partners have expressed how **time-consuming** it is to:

- Generate content regularly
- Use programs like Constant Contact or Mail Chimp to organize graphics and layout
- Assess effectiveness of their email outreach

# Parent & Family Engagement Series

## **Weekly email to parents from you:**

- Chance to answer frequently asked questions

# Parent & Family Engagement Series

## **Weekly email to parents from you:**

- Chance to answer frequently asked questions
- Chance to survey parents

# Parent & Family Engagement Series

## **Weekly email to parents from you:**

- Chance to answer frequently asked questions
- Chance to survey parents
- Chance to say thank you and make parents/families feel like valuable members of your community

# Parent & Family Engagement Series

## **Weekly email to parents from you:**

- Chance to answer frequently asked questions
- Chance to survey parents
- Chance to say thank you and make parents/families feel like valuable members of your community
- Chance to update parents during an emergency



# University of Arkansas Parent and Family eNewsletter

powered by [UniversityParent.com](http://UniversityParent.com)

May 2011, Issue 5

## What to Expect at Parents Weekend



With Move-In Day well behind us and the semester underway, next up on parents' calendars is Parents Weekend. While most Parents Weekends fall in line with the school's football or sports schedule and can be anytime during the first semester, it's never too early to start planning. **[Follow these tips.](#)**

## Quick Links

[How often do you talk to your student?](#)

[Parent & Family Association](#)

[Academic Calendar](#)

## Support Your Student!

The University of Arkansas Parent Guide sponsors are here to help:

[Apartments](#)

[Campus Programs](#)

[Care Packages](#)

[Health Care](#)

[Hotels](#)

[Restaurants](#)

[Shopping](#)

[Transportation](#)



[Previous Newsletters](#) | [Additional Resources for Arkansas Parents](#)

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# Parent & Family Engagement Series

## Concerns:

- I don't have time for this.

## Sample Questions:

- *When is tuition due? How do parents pay tuition?*
- *What are a few ways parents can get involved?*
- *How can I see my student's grades?*

# Parent & Family Engagement Series

## Concerns:

- I don't have many parent email addresses.

# Parent & Family Engagement Series

## Concerns:

- Are the parent email addresses safe & secure?

# Parent & Family Engagement Series

## **Benefits:**

- We make sending out a regular email to parents possible for busy parent/family program professionals
- Emails are trackable, content is archived and searchable
- Mobile/smart phone friendly. We manage the technology so you don't have to.
- Easy to opt-in, and easy to unsubscribe

# Parent & Family Engagement Series

## Feedback from Parent Interviews

- Parents want “bite-sized” information
- Parents don’t like having to search for information
- Parents like getting emails from you

*Our email program is the easiest  
& most effective way for you to  
regularly connect with parents.*

To begin our email program,  
please contact:  
[sarah@universityparent.com](mailto:sarah@universityparent.com) or  
(720) 327-1628

