PARENTS AS PARTNERS: PARENT AND FAMILY ENGAGEMENT CONFERENCE

Organized by the Association of Higher Education Parent/Family Program Professionals (AHEPPPP) and Student Affairs Administrators in Higher Education (NASPA) Region II

Thursday, March 22, 2018

Hofstra University Club
David S. Mack Hall, North Campus
9-10 a.m.  
Registration and Breakfast

10-10:30 a.m.  
Welcome  
Holly Seirup, Dean of the School of Health Professions and Human Services;  
Professor of Counseling and Mental Health Professions, Hofstra University

Choose one:  
10:30-11:20 a.m.  
Session 1a (Upstairs)  
From the Dark Ages to the Digital Era: A (Brief) History of Parents in Higher Education  
Matthew Patashnick, Assistant Dean for Student & Family Support, Columbia University  
Looking back helps us to look forward. This presentation will explore the history of parents in higher education, exploring how major developments in society and on college campuses impact our work. The presentation will culminate in a discussion on engaging parents in the digital era and how technology and social media have been imprinted into our institutional ethos.

Session 1b (Downstairs)  
Engaging Limited-English-Proficient Parents During Orientation  
Jazmin Letamendi, Associate Director for Student Transition Programs,  
John Jay College of Criminal Justice, CUNY  
In this presentation, we will discuss how the Office of Student Transition Programs at John Jay College, in collaboration with the Department of Modern Languages, capitalizes on the strengths of existing campus resources to ensure that parents with limited English proficiency can become engaged in their students’ orientation programming. Lessons learned, suggestions for best practices, and highlights over the past two years of this partnership will be shared, along with suggestions on how campuses can increase engagement of non-English-speaking parents.

Choose one:  
11:30 a.m.-12:20 p.m.  
Session 2a (Upstairs)  
Engaging First-Generation Families: An Institutional Issue  
Dawn Bruner, Director of Parent and Family Relations, University of Rochester  
Join this session to participate in a discussion about engaging first-generation families. Learn more about increasing touchpoints with families by collaborating with institutional partners, enhancing communications, and educating students. This presentation and discussion will address the detrimental impacts of institutional issues and deficit-based thinking/language. Learn from actionable insights gained from parents of first-generation college students who participated in a study. There will be an opportunity for participants to share their institutions’ successes and challenges.

Session 2b (Downstairs)  
Communication Between Parents and Their Students Regarding Drugs and Alcohol  
Heather A. DePierro, Assistant Dean of Students and Director of Community Standards, Hofstra University  
This session will include a discussion about the coordinated approach of prevention education, environmental management, early intervention, and advocacy to support our students in the critical areas of substance use, misuse, and addiction. Family members may help us in our outreach and intervention by understanding our harm reduction efforts and by developing effective and open communication channels with their students.
12:20-1:15 p.m.  Lunch and Vendor Fair

1:15-2 p.m.  Keynote Address
Doing for Others (and Yourself): Be Present
W. Houston Dougharty, Vice President for Student Affairs, Hofstra University

2-3:30 p.m.  Session 3: Roundtable Discussions
Parent Fundraising Strategies and Opportunities (Upstairs)
Melinda Formica, Senior Director of Parent & Family Development, Quinnipiac University
Donal Rudolph, Director for Major Gifts and Parent Fundraising, Hofstra University

Engaging Families of Students With Disabilities (Upstairs)
Julie Yindra, Director of Student Access Services, Hofstra University

Career Services and Parents (Downstairs)
Michelle Kyriakides, Executive Director of the Career Center, Hofstra University
Lisanette Rosario, Director of Career Services, Hostos Community College; Co-President of the Career Services Association of CUNY
Miriam Loyd, Internship Program Coordinator, Magner Career Center, CUNY Brooklyn College

Study Abroad and Parents (Downstairs)
Maria Fixell, Assistant Dean for Study Abroad Programs, Hofstra University
Matthew Pucciarelli, Associate Provost of Global Programs, St. John’s University

3:30-4:20 p.m.  Session 4: International Students and Their Families
Cong Liu, PhD, Professor of Psychology, Hofstra University
Anne Mongillo, Director of International Student Affairs, Hofstra University

Two theoretical perspectives inform our discussion of international students’ adjustment and success. First, based on the person-environmental fit theory, we will explain the unrealistic expectations upon entry and how these unrealistic expectations affect international students’ stress. Second, based on conservation of resources theory and demands-resources theory, we will explain why international students are vulnerable to a variety of stressors. We will focus on social adjustment and explain common interpersonal stressors that international students commonly experience, such as ostracism or conflict, and subsequent loneliness and homesickness. We will give suggestions on how parents and families can provide both instrumental and emotional support to young adults and help them successfully transfer to the competitive U.S. learning environment.

4:30-5:30 p.m.  Closing and Networking Reception
Keynote Speaker

W. Houston Dougharty has been vice president for student affairs at Hofstra University since 2014. He holds degrees from the University of Puget Sound (Washington), Western Washington University, and the University of California-Santa Barbara (UCSB). Before coming to Hofstra in 2014, he was a college admissions director for a dozen years, associate dean of students at Iowa State University, associate dean and acting dean at his undergraduate alma mater, Puget Sound, dean of students at Lewis & Clark College (Oregon), and vice president of Grinnell College (Iowa). Houston is very active regionally and nationally in NASPA, from which he has also received the regional Senior Student Affairs Officer Award and been named as a Pillar of the Profession. He is cited in numerous publications (e.g., New York Times, Chronicle of Higher Education, Seattle Times, USA Today) and published in a number of books, including Linking Theory to Practice: Case Studies With College Students (2000, 2012), The Advocate College Guide (2006), Maybe I Should … Case Studies on Ethics for Student Affairs Professionals (2009), and Executive Transitions in Student Affairs (2014).

Presenters

Wanda Baldera is a graduate student at John Jay College pursuing a Master of Arts in criminal justice. She is a team leader in the Office of Student Transition Programs and oversees students in the Peer Ambassador Leadership Program.

Dawn Bruner, EdD, is director of parent and family relations at the University of Rochester. Her office of one is housed within the Office of the Dean of Students. University of Rochester is an inaugural member of AHEPPP; Dawn has previously served on the AHEPPP board of directors. Dawn earned her doctorate in executive leadership from St. John Fisher College. Her dissertation research focused on the involvement of parents of first-generation college students. Dawn has a special interest in serving underrepresented populations. She is passionate about educating students and families, while bringing organizations closer to fully addressing the needs of special populations and effectively engaging parents to support student success.

Melinda Formica, MA, CFRE, is the senior director of parent and family development at Quinnipiac University in Hamden, Connecticut. In addition to soliciting major gifts, she is responsible for managing the Parent Council, a group comprised of the top 100 parent donors to the University, and oversees the parent program, including annual fund and parent activities. Under Melinda's leadership, parent giving has reached an historic high at the University. She started at Quinnipiac as the development director for the School of Business, managing the giving program for a pool of more than 12,000 alumni, parent, and business constituents. From there, she transitioned to the role of executive director of the President's Council, which included rebranding the university-wide leadership giving society. Melinda has a Bachelor of Science in business management from UMASS Amherst and a Master of Arts in communications from the University of Hartford. Melinda is a Y12SR-certified yoga instructor, member of the National Association of Professional Women, and recently served as the vice president of the board of managers of the Cheshire YMCA. She and her husband Bob, parents of Victoria, Max, and Camryn, are current college parents.

Heather DePierro is assistant dean of students and director of community standards at Hofstra. She brings with her many years of professional experience, first as a deputy county attorney for the Family Court Bureau of the Office of the Nassau County Attorney, and then in higher education administration. Most recently, Heather served as the director of student services and advising at the Benjamin N. Cardozo School of Law. Heather received her Juris Doctorate from the Maurice A. Deane School of Law at Hofstra University and her Bachelor of Fine Arts from New York University, Tisch School of the Arts. Not only is Heather a Hofstra law school alum, she was also a previous staff member in Residence Life at Hofstra.

Maria Fixell, MA, assistant dean for study abroad programs, Hofstra College of Liberal Arts and Sciences, oversees academic programs in Belize, China, England, France, Galapagos Islands, Germany, Ireland, Italy, Japan, and locations as diverse as Africa and India. She advises and prepares students for nonproprietary short-term and semester programs, and administers the Amsterdam Scholarship Exchange Program through the Provost’s Office. Maria has created a study abroad ambassador program comprised of previous participants who join her at informational meetings on campus as well as admissions and parent and family events. Maria is adjunct assistant professor of Italian in the Department of Romance Languages and Literatures, holds a BA (magna cum laude) in comparative language education and MS in educational administration from Long Island University, C.W. Post Campus, and MA and MPhil (ABD) in Italian literature from New York University. Her international study experience includes a one-year graduate program at the University of Bologna, Italy, through the City University of New York and a nine-month Fulbright graduate research grant in Venice, Italy, through New York University.
Michelle Kyriakides serves as the executive director of The Career Center at Hofstra. She has over 15 years of experience in career counseling, experiential learning, and higher education administration. Prior to working in higher education, she worked in the communications industry supporting college students from across the country as they interned at national media outlets in New York City, and served as the manager of public relations for a nonprofit organization. Michelle’s passions include helping students achieve their goals and mentoring young professionals. She has been invited to speak to both local and national audiences about effectively using data in developing student engagement strategies, creating successful partnerships across campus and with employers, and navigating issues of diversity and identity in the workplace. Her research has primarily focused on the study of achievement models, specifically about the measurement of parental expectations in academic achievement studies and the impact of deliberate practice as it relates to career achievement in a variety of fields. Michelle has earned an EdD in instructional leadership and an MSEd in student development practices in higher education at St. John’s University, an MA in television/film from Syracuse University’s S.I. Newhouse School for Public Communications, and a BA in communication and philosophy from the University of Scranton.

Jazmin Letamendi, PhD, is the associate director for student transition programs at John Jay College of Criminal Justice. She earned her doctorate in conflict analysis and resolution with a research focus in college campus dynamics. Jazmin has more than 10 years of experience working in student affairs functional areas such as residential life and housing, student activities, Greek life, judicial affairs, new student orientation, commencement, and parent programming.

Cong Liu, PhD, is a professor of psychology at Hofstra University. Her major research interests focus on occupational health psychology, which concerns the application of psychology to improving the quality of work life, and to protecting the safety, health, and well-being of workers. Her current research projects examine workplace mistreatment, such as interpersonal conflict, ostracism, and abusive supervision. She is particularly interested in individual value of harmony and how harmony affects employees’ experience of, perception, and reaction to workplace mistreatment. Her second research area focuses on different mechanisms of challenge and hindrance stressors. She is interested in how individual difference (e.g., self-efficacy) plays a role in coping with challenge and hindrance stressors. She has done cross-cultural/cross-national studies comparing Chinese and American employees’ job stress experiences, such as interpersonal conflict at work, conflict with a supervisor, organizational constraints, and lack of job autonomy. Her work has appeared in the Journal of Applied Psychology, Journal of Organizational Behavior, Journal of Management, Journal of Occupational and Organizational Psychology, Work & Stress, Journal of Occupational Health Psychology, and more.

Miriam Loyd earned her master’s degree in student personnel administration from SUNY College at Buffalo. She is currently the internship program coordinator for the Magner Career Center at CUNY Brooklyn College, where she educates employers, students, faculty, and staff on the importance of internships in career development and success; leads a series of workshops, information sessions, and panels featuring top employers and alumni; and connects students with organizations offering high-level diversity internship opportunities, such as Inroads and the T. Howard Foundation. In addition, she is the on-campus coordinator for the MTA Internship Program and the liaison to the School of Natural and Behavioral Sciences, where she consults STEM students and faculty. She is very happy to speak at the conference and looks forward to sharing her knowledge and expertise with participants.

Anne Mongillo, MA, director of international student affairs at Hofstra, has dedicated herself to building strong connections between faculty, students, and the wider community, serving student success through commitment to open, honest communication. Before coming to Hofstra, she served as an advisor and administrator at Columbia University for nearly a decade. Her responsibilities included academic advising and building relationships and learning opportunities with community-based organizations in Harlem. Anne holds an MA in administration and policy studies in education from McGill University, a Graduate Diploma in communication studies from Concordia University in Montreal, and a BA in anthropology from the University of Connecticut. Anne has lived and worked in Canada, China, and Germany. Pottery is a passion of hers, as is her family – including husband David and son Jacob.

Matthew Patashnick, EdD, is assistant dean for student and family support at Columbia University. Matthew's portfolio includes crisis response, wellness services, academic integrity, student conduct, and, of course, family engagement. He completed his undergraduate studies at The George Washington University, and has a master’s degree in education from the University of Massachusetts Amherst and a doctorate in higher education management from the Graduate School of Education at the University of Pennsylvania. Matthew's research examined the utility of social media as a crisis communication tool in higher education. You can follow him @matthewpat on Facebook, Instagram, and Twitter.
Matthew Pucciarelli, EdM, serves as the associate provost of global programs at St. John's University (SJU) in Queens, New York, where he oversees SJU’s overseas campuses, directs study abroad and intensive English programs, and works with colleagues to coordinate the University’s internationalization efforts. In his previous positions, he helped manage admissions and student services for NYU’s international programs. He received an EdM from Harvard University and is currently writing his dissertation in SJU’s English PhD program.

Lisanette Rosario, MSED, co-president of the Career Services Association of CUNY, is the director of career services at Hostos Community College and has been working at CUNY for over 15 years. Lisanette provides strategic direction and leadership for all aspects of career and professional development services for students and alumni. Lisanette enjoys the dynamic working environment at CUNY and particularly likes the interaction with the administration, faculty, staff, employers, and students. She holds an MSED in higher education administration from Baruch College/CUNY.

Donal Rudolph, MS, is a director for major gifts and parent fundraising at Hofstra University. In addition to soliciting major gifts, he is responsible for managing the Parent Fund Leadership Committee, a group comprised of the top parent donors to the University. In addition, he oversees fundraising for the Fred DeMatteis School of Engineering and Applied Science and is responsible for managing its advisory board, a blue-ribbon panel of alumni, parents, and friends who advise and consult with the dean and his faculty on industry matters. He is a results-driven sales and customer service executive with extensive experience in selling and servicing a number of different industries, including higher education, luxury retail, computer services, and transportation. He has a Bachelor of Science in business management and marketing from New York University and a Master of Science in marketing from Hofstra University. Don and his wife Joan have three sons.

Holly Seirup, EdD, holds a joint appointment as a professor in the Counseling and Higher Education Leadership and Policy Studies programs at Hofstra. Before joining the faculty in 2006, Dr. Seirup held various positions in Student Affairs, being progressively promoted from positions in Residential Life to serving as vice president of Campus Life for over a decade. Dr. Seirup is an active member of professional and community organizations, having served on the board of Long Island Lutheran Middle and High School, the President’s Advisory Council for the Nassau County Coalition of Domestic Violence, and on the editorial review board of the Journal of Student Affairs Research and Practice. Dr. Seirup was named the School of Health Sciences and Human Services 2013-2014 Teacher of the Year, and received the Robert S. Gutten Memorial Distinguished Faculty Service Award in 2011-2012 and the Hofstra University Award for Alumni Achievement in September 2002.

Alyssa Spano is the coordinator of student transition programs at John Jay College of Criminal Justice, working with New Student Orientation and the Peer Ambassador Leadership Program. She has a MS in college student development and counseling from Northeastern University.

Julie Yindra is currently director of student access services at Hofstra University. Her career in education includes 17 years in higher education and eight years as a classroom teacher at the middle and high school levels. She earned a bachelor’s degree in English from Guilford College, and a master’s degree in special education from the University of North Carolina. Julie is active in the disability rights community and has presented lectures and workshops around the country on a variety of topics related to disability, higher education and transition. When not at work, she devotes time to nonprofit service for disability and health-related organizations, and has served on the board of directors of the Spina Bifida Association from 2004 through 2013.

Branka Kristic, MA, is a founding director of parent and family programs at Hofstra University and has served in this position for 10 years. She is the president of the Association of Higher Education Parent/Family Programs Professionals (AHEPPP). Branka received her master’s degree in education from Teachers College, Columbia University. Engaging with college families has taught her how important it is to engage and partner with them to help their students succeed.

Dana M. Trimboli is a higher education professional with over 16 years of experience in both the public and private sectors. She is currently the senior director of student affairs at John Jay College of Criminal Justice, CUNY, where she has dedicated over a decade of her professional life to student development in an urban commuter setting. She has served as part of the NASPA Parent and Family Relations Knowledge Community since 2013 as the Region II representative and is currently the national co-chair elect for the Community.