

# Providing Career Resources for Parents & Families

Based on Sabbatical Project Conducted in Fall, 2003



MCUCSA Summer Meeting 2005  
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Original Site: <http://www.mnsu.edu/cdc/ParentsFamily/index.htm>

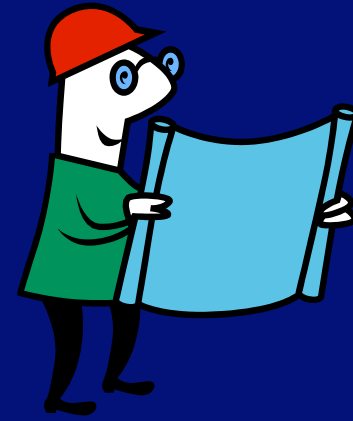
Current Site: <http://www.mnsu.edu/cdc/indexparents.shtml>

# Overview of Presentation

- Survey of members: Where are you at?
- Sabbatical logistics
- The "Millennial Generation"
- The increasing attention on providing career information to parents & families
- What types of info & services are career services offices providing to parents & families?
- Tour of the MSU, Mankato CDC's website for parents & families
- Challenges & future initiatives



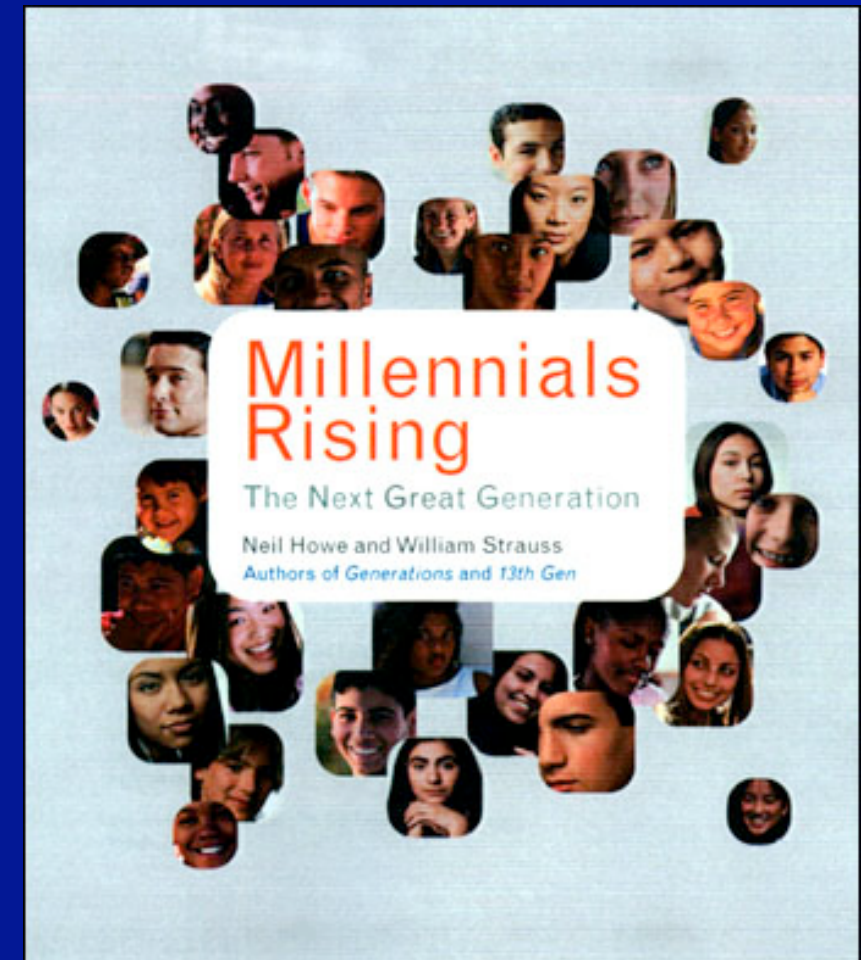
# Sabbatical Logistics



- Sabbatical project conducted during Fall of 2003
- Origin of project: Involvement with parents through new student orientation; ever-increasing challenge of capturing the attention of students; interest in subject of generational themes; personal life relevancy
- Objective: Research, development and implementation of a section of the MSU Career Development Center's website with the goal of utilizing the interest and influence of parents & family in providing career and job search resources to college students and new graduates.

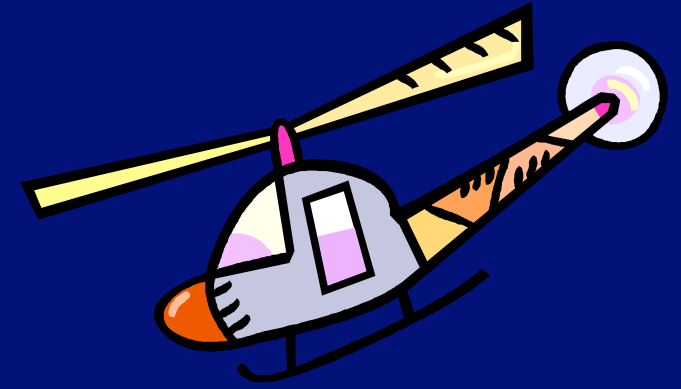
# Research: The "Millennial" Generation

- Characteristics as defined by Howard & Strauss: "special"; sheltered; confident; team oriented; achieving; pressured to succeed; conventional morals/standards
- Much research suggests that for the "Millennial Generation" born 1982-2003) the role of parental/family influence is quite strong (Howe & Strauss, 2000; Harris & Jones, 1996; Oblinger, 2003; Cordner, 2001; Williams, 2002; etc.)



<http://www.millennialsrising.com/>

# Research: The "Millennial" Generation



- "The number one thing to realize with millennials is that as a whole they reflect much more parental perfectionism than any generation in living memory. Colleges and Universities should know that they are not just getting a kid, but they are also getting a parent." (William Strauss, Millennials Rising, 2002)
- "Parents are here to stay and will probably become more involved as the years go by. We need to deal with this fact and turn it into a positive involvement rather than an exercise in frustration. Students are looking for acknowledgement, acceptance, and approval from their parents. We can use this leverage to get parents to work with us rather than fighting the system every step of the way."

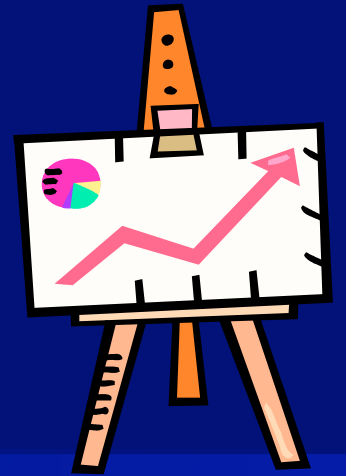
~(Pat Corder, Director of Judicial Affairs at SUNY-Cortland)

# Initial Sabbatical Research, Fall 2003: Parents/family & Career Services



- 2001 JobWeb (NACE) article "Parents as Partners: Allies in Promoting and Supporting Career Services"; U of North Carolina at Chapel Hill initiative
- Emergence of private career "consulting" services and resources targeted at parents & family
- Incorporation of parents & family material into standard employment search sites <http://www.collegerecruiter.com> ;  
<http://www.mncareers.org/resources.asp?pageid=pc01> ;  
<http://www.jobweb.com/resources/Library/Parents/>
- Career Parent Magazine <http://careerparent.bridges.com/>

# Increasing Attention & Research Since Fall 2003



- NACE feature article Winter 2004, "Parents Have Their Say... About Their College-Age Children's Career Decisions"
- Jan. 2005 Article from Gainesville, FL newspaper references U of FL experience with "Helicopter Parents...who hover over campus & their children-mostly during their freshmen year."
- June 2004 Parent Involvement conference hosted by DePaul University covers FERPA issues, parent expectations, addressing parent concerns, & communication strategies.
- "College Parents of America" Organization Career Planning Information: <http://www.collegeparents.org/cpa/resource-current-planning.html>

# Research: Parents & Family Resources on Other Campuses



- 2 categories of institutions: 1) those providing career development & job search information to parents & family 2) those currently providing a comprehensive array of student affairs services for parents & family.
- 55 colleges/universities nationally including: Iowa State, Boston College, The Ohio State University, UW Stout.
- 10 Minnesota colleges/universities: Carlton; \*St. Kate's; \*St. Ben's/St. John's; \*Hamline; \*Macalester; \*North Central University\*; St. Cloud State; St. Scholastica; St. Olaf; \*U of MN-Crookston; \*U of MN; \*U of MN CLA; \*U of MN IT.

\*=included in 2003 research

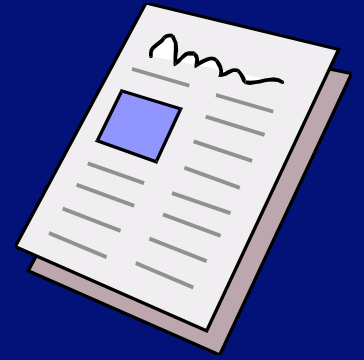
# Research: Most Commonly Provided Career Information for Parents & Family



- Information on the role, mission, and services provided by career services ☺
- Links to career planning & job search websites ☺
- Institutional "Yearly Guide To Success" ☺
- Information on how parents & family members can assist their student with career and job search issues ☺
- Recommended readings list ☺
- Frequently Asked Questions (FAQ's) ☺

☺=included in MSU, Mankato CDC's Parents & Family Website

# Research: Other Information Provided by Select Career Services Offices



- Newsletters: electronic & hard-copy--Example: UNC Chapel Hill
- E-mail lists/listservs—Example: U of Cal. Long Beach
- "Guest" log-in to job listings
- Parent advisory boards & mentor programs -Examples: George Fox University; University of Evansville
- Parent Workshops (electronic & hard-copy) 😊
- Graduate follow-up study information 😊
- FERPA information 😊
- Links to campus resources 😊
- Various educational components (career planning process, etc.) 😊

# Overview of MSU, Mankato Career Development Center Website for Parents & Family



# Research: Comprehensive Institutional Programs for Parents & Families

- Designated, separate office on-campus to serve the needs typical of parents/families.
- University of North Carolina at Chapel Hill Parents' Office <https://parents.unc.edu>
- Indiana State University <http://www.indstate.edu/staff/parents/>
- University of Wisconsin-Stout <http://www.uwstout.edu/parents/>
- Texas A & M Corpus Christi <http://www.tamucc.edu/~hsweb/newstudents/guide.htm>

# Challenges



- Updating of parents/family information on website
- Lack of availability of staff time & resources
- No centralized "Parents/Family" function on MSU campus means efforts not coordinated
- Privacy/confidentiality issues
- Marketing site, getting information to users

# Future Initiatives & Follow-up

- Ideal=coordinated, institutional effort providing comprehensive services to parents & family with designated staffing and resources.
- MSU, Mankato "Parents & Family Supersite"
- Additional Efforts on the MSU, Mankato campus: FYE Family Guide Book; Admissions
- Might incorporate and impact: Admissions, Fundraising, Retention, Alumni Relations, Academic Advising, Non-Traditional Student Services, Etc.

Questions/Comments?



THANK YOU!!

# P.S. Other Resources to Check Out...

Lifetips: <http://college.lifetips.com/cat/59031/career-preparation/index.html>

ACT Parent Resources: <http://www.act.org/path/parent/resource/>

National Association of Student Financial Aid Administrators Parent Resources (NAFSFAA):  
<http://www.studentaid.org/>

