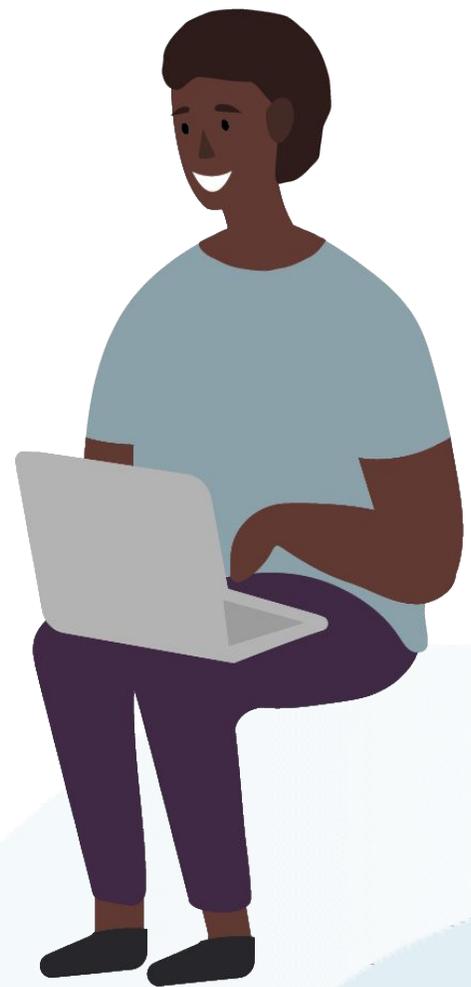


SCOIR

Family Messaging Playbook



It's Time To Rethink How You Engage With Families

Families are an integral part of the college decision making process for many students. They're having offline conversations regularly with their students and planning campus visits together. Include parents and guardians in your comm plan to help them learn about your institution too. In your family messaging, it's essential to:

- ❑ Provide Peace of Mind
- ❑ Provide A Plan
- ❑ Provide Clarity

Provide Peace of Mind

Don't just rehash student messages - Think about the parent and guardian perspective

- ❑ This is the first time their student will be on their own for many families. They want to know their students will be safe on campus. **Think about messages related to public safety, such as campus police presence or your COVID-19 response.**
- ❑ They want to know their student is receiving a quality education that will set them up for future success. **Think about messages related to school rankings and outcomes like job and grad school placements and graduation rates.**
- ❑ They want to know their student will be happy at your institution. **Think about messages related to your dorms and residential life.**

Provide A Plan

Don't reach out just to reach out

- ❑ The admissions process is complicated and has changed a lot in the past few decades. There's also first-generation parents and families who have not gone through the college search and application process before. **Provide educational resources to aid families in the process.**
- ❑ They want to help in understanding cost, financial aid, and paying for college. **Provide guides to explain your true cost and aid packages, and share links to helpful tools like your net price calculator.**
- ❑ Think about creating and communicating an **application timeline**, including when to visit, when to apply, when to submit the FAFSA, and when to deposit.

Provide Clarity

Focus on relationship building

- ❑ Your tone can be more formal and the messages can be longer with families, but don't over do it. **Parents and guardians are busy too** and are hearing from dozens of colleges through various communication channels just like students.
- ❑ Think about the busy schedules of parents and guardians when you think about **timing of your messages**. In the evenings when there are fewer distractions, parents and guardians are more likely to read and engage with your message and discuss the content with their student.
- ❑ Just like students, parents and guardians want to understand the unique qualities that set your school apart from others. **Answer the question: Why should their child go to your school?**

Content

Considerations

Content Topic Ideas

Give parents and guardians a window into your campus community and keep important reminders top of mind

Campus/Student Life

- Public Safety Stats
- Dorm Options
- Residential Life
- Activities That Don't Include Parties

Education Value

- Rankings
- Graduation Rates
- Job Placements
- Average Income for Graduates

Timely Reminders

- Admissions Events
- Application Deadlines
- Deposit Deadlines

Informational

- Tips for Applying for Financial Aid
- How to Navigate the Application Process

Campus Resources

- Career Center
- Health Center
- Academic Advising
- Tutoring
- Study Abroad Office

The
Network

for all things college
admission

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