

Environmental Scan	Current State: Describe how parents are currently engaged, resources you make available, communication on topics, etc.	Is this Direct Communication / Engagement (D) or Indirect Communication / Engagement (I)?	What is my Current State? Strength (S) Weakness (W), Opportunity (O), and/or Threat (T)	Considerations for the Future
Pre-Departure				
<i>Ex.</i>	<i>Currently have one page on SA website for parents; students may add parent email to pre-dept communications.</i>	<i>(D)</i>	<i>S/O - information available specific to parents W/T – do students not pay attention if parents receive emails?</i>	<i>Expand website information to include more information about program selection, benefits of study abroad Consider ways to better engage parents in PD communications</i>
- General Communication with Parents at this stage				
- Website information				
- Decision-Making & Enrollment				
- Finances				
- Student Preparation				
- Other?				
While Abroad				
- General Communication with Parents at this stage				

- Website information				
- Health & Safety				
- Student behavior / Incidents (low level)				
- Student behavior/ incidents (high level)				
- Student Finances				
- Other				
Post Program				
- General Communication with Parents				
- Website information				
- Student Re-Entry Transition				
- Student Reflection				
- Potential Partners on Campus (Pre-During-Post)				