A Case Study Approach to Working with Parent Stakeholders
Presenters

**Michigan State University: Bethany Judge**
Assistant Dean of Undergraduate Education: College of Arts & Letters
2018: 40% of graduates studied abroad, 86 sponsored programs, 14 international internship programs

**University of Michigan: Charlie Polinko**
Global Education Advisor: Ross Global Initiatives
2018: 745 students in 32 global cities, 50 institutional partners

**Global Experiences: Melissa Buerkett**
Academic Internship Director
2018: 612 students and graduates in 11 global cities, 60 institutional partners

**CRCC Asia: Megan Swanick**
Director of Institutional Relations
2019: 8000+ internship program alumni. Programs across 14 industries in China, Japan, South Korea, Vietnam and the United Kingdom
Key considerations when working with student parents:

- **FERPA: Family Education Rights and Privacy Act**
  - Written permission from student for parent access to child’s education records and identifying and contact info (18+)
  - Does not apply to non-institutional providers (no funding from US Dept of Ed)
  - Release form

- **Parent is a Stakeholder - Avoid us vs. them mentality**
  - Understanding their perspective
  - Communication - consistency of messaging
    - Orientations for parents?
    - No access to student portal, but invited to webinars and view YouTube
    - Parent page on website - Global Experiences parent page
    - Allowing for parents to sign up for formal updates during the program - CRCC webpage uni updates

- **Issues? What is your chain of command?**
  - Advisors -> Director (not the President!)
Consent to Release Student Information

Since you are over the age of 18, you have the right to say with whom Global Experiences can share information about your program. Our contract is with you, not your parents or others who may call us to ask questions about your program, check on your status, make payments, etc. Please indicate any individuals below that you would like us to have permission to speak with or email and what type of information we can disclose. If you are getting academic credit for your program, please list your university as well.

The Family Educational Rights and Privacy Act of 1974 (FERPA) and Global Experiences, Inc. protect the privacy of student education records and generally limit access to the information contained in those records by third parties. You may choose to grant Global Experiences permission to disclose program details to certain individuals in accordance with FERPA and Global Experiences policies. Global Experiences is not permitted to discuss your program or any issues with family members if they are not listed below.

Note: This form does not give permission to release any information with regard to health, counseling, disability, or public.

I have indicated below the individuals or agencies to whom Global Experiences may release information from my educational records and or program details including intern conduct, billing information, and academic information.

- Potential Internship Host Companies

- I acknowledge that I have only authorized the individual Experiences will not be allowed to release any information

Submit
Who are College parents?

**Helicopter**: hover over children, ready to swoop in. More aggressive kind: **Blackhawk** parents

**Snow plow**: they clear the way and smooth the path for children

**Lawn mower**: more aggressive than snow plow

**Bulldozer**: even more aggressive version

**Submarine**: travel below the surface, ready to intervene at the first sight of trouble

**Hothouse**: force children to bloom early and create children who are not able to survive outside a protected environment

**Velcro**: stick to their children and feel they are needed at all times to hold things together

**Volcano**: particularly explosive
The Most Common Concerns for Parents

- In general - GoOverseas.com (2013)
  - Safety while abroad
  - Communication
  - Paying for it

- Specific to international internships - FAQs
  - How do I know you are a real organization? (if you are a provider)
  - Where will my child be working?
  - What will my child be doing in the internship?
  - Is the internship paid?
  - Will this experience have a positive impact on my child’s career?
Institution and Provider collaboration

1. Clear expectations/expectation management

2. Joint communication & transparency
   - Student’s agreement
   - Avoid triangulation
   - Give fair warning of red flags
   - Understanding roles - who runs point on credit, crisis?
Institution and Provider collaboration

3. Reporting

- Proper documentation: Incident Report Form, emergency protocols, placement confirmation
- Weekly updates: updates so institution can keep family updated
- Social media: encourage parent to follow program facebook page
- Program evaluation: identifying concerns and assessing for future implementation
Case Study Approach

5 Stages of Parental Involvement
1. Highly involved
2. Unhappy/demanding
3. Culturally unaware
4. Emergency/difficult situation while abroad

Facilitated Group Work
1. Discuss and take notes
2. What would you do?
3. What is the hopeful outcome?
4. Share similar examples and lessons learned with group
5. Highlight best practices
Case Study 1
Advising Stage - Highly Involved Parents
Case Study 1
Advising Stage - Highly Involved Parents

How would you/your office have handled this situation?

Have you ever experienced something similar? What was the situation and what steps did you take?

Are there any best practices in terms of communicating with highly involved parents that you can share?
Case Study 1
Advising Stage - Highly Involved Parents

Action Taken

- Empathy for parent and situation
- Provide information needed to make parent comfortable
- Establish student as main point of contact
- Empower student to take charge of their program
- Discuss avenues for parent to remain involved and up to date: speaking with student, referring to resources, allowing parents to sign up for bi-weekly program updates/referring them to online update channels
Case Study 2
Advising Stage – Unhappy parent demanding X for their child
Case Study 2
Advising Stage – Unhappy/Demanding Parent

How would you/your office have handled this situation?

Have you ever experienced something similar? What was the situation and what steps did you take?

Are there any best practices in terms of communicating with very unhappy or demanding parents that you can share?
Case Study 2
Advising Stage – Unhappy/Demanding Parent

Action Taken

● Empathize with concern, correct viewpoint of situation by providing accurate and thorough information. Explain the program and process in great detail.
● Include student in conversation of concern, cc’ing student in all correspondence and responses to parent
● Provide alumni references for placement/program
Case Study 3
Pre-Departure stage – Culturally Insensitive Parent
Case Study 3
Pre-Departure stage – Culturally Unaware Parent

How would you/your office have handled this situation?

Have you ever experienced something similar? What was the situation and what steps did you take?

Are there any best practices in terms of communicating with parents who lack cultural awareness?
Case Study 3
Pre-Departure stage – Culturally Unaware Parent

Action Taken

- Take time to explain local culture and business practices to both parent and student.
- Attempt to correct any cultural misconceptions.
- Inform student of conversation with parent.
- Provide opportunity to speak to alumni references.
- Direct to portal for additional information, or share resources.
Case Study 4: Difficult situation on the ground - Emergency while abroad
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How would you/your office have handled this situation?

Have you ever experienced something similar? What was the situation and what steps did you take?

Are there any best practices in terms of communicating with parents during a crisis that you can share?
Case Study 4: Difficult situation on the ground - Emergency while abroad

Action Taken

- Connect with students, ensure they are feeling safe and secure
- Connect with provider/local resources to ensure support and next steps
- Parental communication

What if they’re lying?

What happens when they return to campus?
Questions?

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