

2026 Presidents Institute

# A Deeper Purpose



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The Council of Independent Colleges

# Supporting Parent and Family Engagement

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 The Council of  
Independent Colleges

2026 Presidential Spouses  
and Partners Program



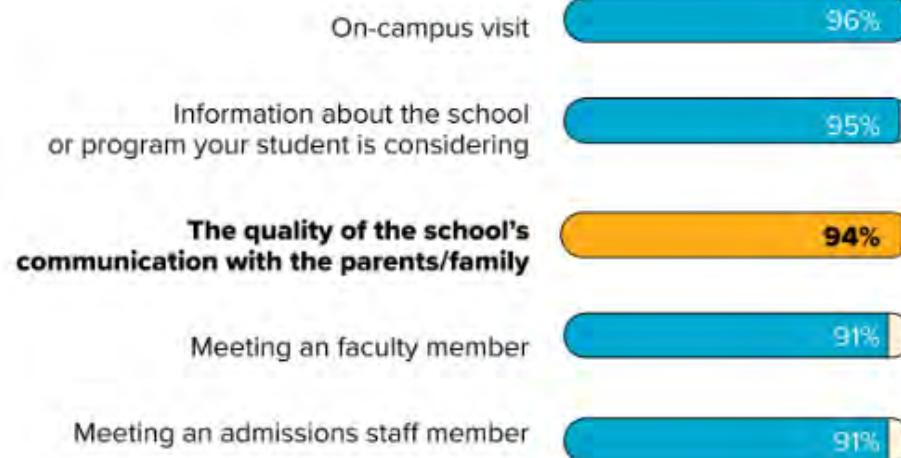
# Parents and families are our influencers

## The parent experience matters in college selection

A regular communications strategy for prospective families doesn't just check a box — it can directly impact your enrollment goals.

Parents expect and need information to help guide their student through the process, and the quality of those messages and content impacts their comfort with your institution.

In fact, parents ranked the quality of a school's communication with them directly as #3 in importance of college planning experiences, after only on-campus visits and digital content about the students' potential major. 94% of parents deemed it important in their decision making process.



*11,000 prospective parents share  
what they want from the college  
admissions process  
CampusESP and Ruffalo Noel  
Levitz 2024 Study*

# EAB and Enroll360 2024 Parent Survey: Understanding Top Parent Concerns in the College Search

## Executive Overview

### ► Robust Parent Communications Benefit Families and Colleges

Three out of four parents want colleges to communicate with them directly. However, many institutions fall short in developing a robust parent outreach strategy. As concerns about the value of higher education continue to rise, it's more important than ever for colleges to address parent concerns early and often throughout the recruitment process. Not only is proactive communication welcomed by parents, but it also promotes student engagement: EAB testing has shown that students who are not responding to outreach campaigns have a 47% greater likelihood of applying when their parent contact information is identified proactively for direct parent outreach.



#### Direct Parent Outreach Is Welcomed by Parents and Boosts Student Engagement

**73%** of parents want direct communications from colleges

**47%**

Greater likelihood of student non-responders to apply when their parent contact info is identified proactively

# Getting to know parents in the admissions process

We emphasize that our community is a family, and prospective students, their parents, and their families will be joining our larger family.

## Select IT Events - Q&A with the President and First Mom

We share our cell phone numbers and encourage parents to connect with us at any time

*Thank you all for a wonderful campus visit and IT experience during the Select IT event. We enjoyed meeting the staff and faculty present during the event, and we particularly enjoyed the personal address from the President and First Mom.*

*Tanisha C.*

*First Mom!! It was so wonderful meeting you at the Select IT event! This weekend proved to me, without a doubt, that IT is the perfect place for him. I received your latest copy of the e-newsletter!! What a great way to recap what is happening on campus.*

*Tracy B.*



# Engaging with parents and families from Day 1



## The move-in experience

## Parents welcome reception

## Introduction to the Warrior Family Association

## Presidential Spouse and University Ambassador Business Card

*Maria and Karl have gone above and beyond—not only in welcoming our daughter, but in making our entire family feel part of the Indiana Tech community. During Family/Home Opener weekend, they even welcomed all the teams' families into their home for a meet-and-greet. How amazing is that?*

*Kevin and Kelly M.*



# Ongoing communication and engagement with parents and families

**The Warrior Family Association e-newsletter**

**Indianatech.edu/parents website with information and resources**

**Importance of being present when parents are on campus – sporting events, academic banquets, and coffee at Central Grounds**

*Thank you for the last installment of the parent e-newsletter. You definitely add a personal touch for both the students and parents. Thanks again! - Elizabeth L.*

*As a parent of a Tech student, your newsletters gave us an insight into who you (& Karl) are on a personal level. Thank you for making us feel connected to what is happening on campus and for taking care of our kid! John and Sheila V.*

*You both made Tech feel like family! From attending sporting events of my daughter to the newsletters, thanks for making me feel like a part of the IT family! - Alivia D.*

*I love that you are known as the First Mom! Knowing that we're 2.5 hours away in Michigan, I feel good knowing there is an adult who would be willing to jump in for a few hours until Steve or I could get down there. Thank you for all you do! - Liz H.*



**The annual International Parent and Family Welcome at Penn State hosts a tabling event to meet key university offices and then a reception where both the president and provost welcome students and families to the university.**



Photo of reception August 2025

**International Student Orientation Leaders help to welcome students to campus. Before Penn State Global created the parent and family orientation, parents and families were not an official part of the schedule.**



Photo of International Student Orientation Leaders August 2025

# Q&A

**Thank you for attending  
this session!**