



Parent University

Planning Guide

South Dakota Parent Resource Network
PO Box 218
Sturgis, SD 57785

1-800-219-6247
www.bhssc.org/sdprn



What is Parent University?

Parent University is a series of Parenting Workshops designed to appeal to parents of all ages of children, social background, and educational status. The Parent University philosophy is that parenting, like other types of education, is an ongoing and lifelong learning process.

More and more, parents are beginning to understand the importance of ongoing parenting education. Parent University is a way in which school districts, businesses, and other organizations can provide that education in a positive, non-threatening way.

Parent University can be structured in many different ways. Initially, the workshops may be of a more intense nature, say, for example on an annual basis with several sessions and topic areas for parents to choose from. Once your community embraces the parent university concept, a more "college like" atmosphere can be created in which workshops are offered on a regular basis similar to semester university offerings.

While Parent University may look very different in different communities, we hope that the name can become recognizable around the region to parents as they may be making a move into a new community or visiting with friends and relatives. In this way, we hope to establish a base of learning that can be promoted and engaged in by parents state wide.

Choosing Topics and Speakers

When choosing topics and speakers for your Parent University, it is important to include issues that will attract a wide variety of parents to your workshop. Be sure to include topics that will appeal to parents of children in all age ranges and be broad enough to attract parents with differing parenting philosophies.

A good way to decide on topics and speakers for parent university is to brainstorm topics that might be of interest. Planning committee members should first look at broad topics such as discipline, baby care, school issues or dealing with teenagers. Then narrow it down into something specific such as aggressive children, helping children with homework, or financial aids for college. The next step is to identify a person in your community who has expertise in that area and who may be willing to agree to present on that subject.

When brainstorming topics which may be of interest in your community, consider why types of programs have been popular in the past and do something similar. If helping children with homework was well attended in the past, consider going one step further and suggest a session on helping children who are struggling in a particular subject area.

Be sure to ask workshop participants to use the survey forms included in this packet. They can be a very useful tool in planning subsequent Parent Universities.

**Parent University
Organizational Meeting Agenda**

1. Overview of Parent University (philosophy, structure, etc.)

2. Discussion of date/location

3. Topics/Speakers

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*

4. Committees

- * Facilities
- * Daycare
- * Speakers
- * Refreshments
- * Resource Fair
- * Marketing
- *
*

5. Other

6. Next meeting

Date

Dear Speaker,

Thank you for agreeing to participate in the _____ Parent University. We appreciate your willingness to present a breakout session for this event.

Attached please find a tentative agenda. Parent University is scheduled to be held _____ at _____, Your presentation has been scheduled for _____.

We would also ask that you complete the enclosed form and return it in the envelop provided. This will give us the information we need for marketing as well as allow us to have any equipment that you may need available.

Please feel free to contact me if you have any questions or concerns about Parent University. Again, thank you for your willingness to help us make this a successful event.

Sincerley,

Speaker:

Organization:

Name of presentation:

Brief description of presentation:

Brief background of presenter:

Please note any equipment or special arrangements you will need (ie. tv/vcr, overhead projector, etc.):

Thank You!

Marketing Parent University

The most important aspect of Parent University planning may very well be the marketing that you do. The best parenting workshop in the world will not be successful if parents do not hear about it. Keep in mind, that people generally need to hear about an event in at least five different ways in order to remember it.

Planning for marketing activities should begin at the same time as the other planning activities. Choose the best marketing strategies for your community and make a time line. Have brochures and flyers ready to distribute as soon as you know the specifics of the program.

Your marketing time-line may look something like this:

Eight weeks prior:

- * Prepare a mailing list for invitations
- * Prepare a list of media sources (newspaper, TV and radio stations, etc.)
- * Prepare preliminary press releases
- * Make personal contacts for assistance distribution of information (school administrators, agency directors, community leaders, volunteer organizations, churches, professional advertising agencies who may assist, etc.)

Six weeks prior:

- * Design and print invitations
- * Prepare more detailed press releases
- * Design newspaper ads
- * Prepare PSA's
- * Mail or fax preliminary press releases

Four weeks prior:

- * Mail or fax press releases and PSA's
- * Post flyers around the community
- * Send invitations to organizations and school districts who will be distributing them among clients and students
- * Make arrangements for newspaper ads to be printed

Three weeks prior:

- * Contact TV stations and inquire about further exposure (news programs, etc.)
Note: This may be done earlier depending on the station's scheduling needs
- * Mail or fax press releases to newspaper and local magazines
- * Prepare invitations for mailing to individual parents and families

Two weeks prior:

- * Contact print media sources and inquire about additional exposure
- * Mail invitations to individual parents and families

Developing a Mailing List

When developing a mailing list for Parent University invitations, consider the following:

- * families of all children attending local schools
- * parents of title 1 students
- * advisory board members
- * PTA members
- * parents of early intervention students
- * parents of children in Head Start programs
- * other preschool programs
- * daycare centers
- * churches
- * volunteer and community service organizations
- * parents of 4-h members
- * court services
- * social services
- * other service agencies

For more information contact: *(Insert local contact names and phone numbers here.
Print on program letterhead)*

FOR IMMEDIATE RELEASE:

**Area Parents are Invited to Free
Parenting Workshops**

Parent University to be Held *(date and location)*

(Name of city, date)--The first annual Parent University will be held on *(date, times and location)*. All parents, grandparents, and professionals are invited to attend these free seminars.

Parent University registration will be from *(times)* with a concurrent resource fair and refreshments. The resource fair will provide information on area agencies and organizations who may be of help to families.

(Number of seminars) seminar sessions will be held from *(times including breaks, etc.)*. Participants will be able to choose from *(number of topics)* topics during each of the sessions. Session topics include *(list the session topics and presenters)*.

Free childcare is available at the *(location and address. Also include information about reservations, things parents will need to bring for children and other limitations)*.

(Include information about door prizes or special perks that parents will receive).

Parent University is sponsored by *(list the sponsoring agencies)*. For more information call _____.

Parent University

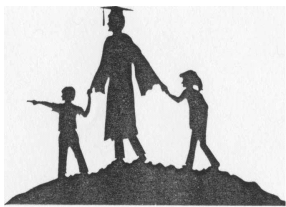
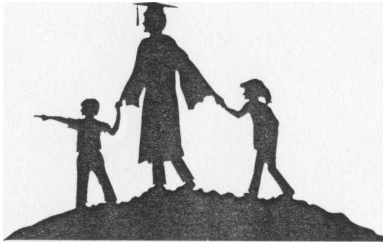
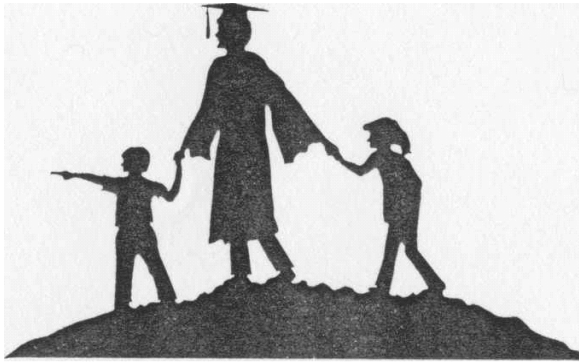


Parent University



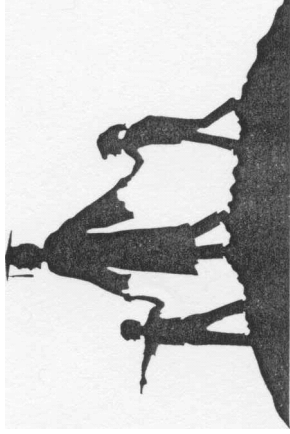
Parent University

Use these Parent University Logos in your Marketing



Parent University

Parent University



This certifies that

*Has attended Parent University
And received four hours of Parent Education*

Signature

Date

Parent University

You are cordially invited to the
2nd Annual Northern Hills
Parent University

These **Free** Seminars will be held on
Saturday, October 16
from **8 a.m. to 12:30 p.m.**
at the Hudson Street Hall
222 W. Hudson, Spearfish

Parent University Schedule

| | |
|----------------|---|
| 8:00 to 8:25 | Registration/Refreshments |
| 8:25 to 9:00 | Welcome |
| | Guest Speaker--Marguerite Kleven State Senator for Meade and Butte Counties |
| 9:00 to 9:15 | Break |
| 9:15 to 10:45 | Session I Understanding Your Child's Temperament Teaching Self-Control Food Games Kids Play |
| 10:45 to 11:00 | Break |
| 11:00 to 12:30 | Session II Helping Children Cope with Change Enhancing Development through Music Sleep Problems-Common & Curable |

Free Childcare will be available for children ages birth to twelve.
Reservations for the free childcare must be made by Friday, October 8. Information and reservations can be obtained by calling 1-800-219-6247.

The first 100 people to arrive at the Parent University will receive a **complimentary Parent University Coffee Mug.**

For more information call the Parent Resource Network at
1-800-219-6247.

Parent University is sponsored by:
South Dakota Parent Resource Network/Black Hills Special Services Coop
Northern Hills Interagency Network
Western South Dakota Child Protection Council

Announcing the 1998
Northern Hills
Parent University

Free Parenting Seminars
Saturday, October 24
8:00 AM to 12:30 PM
Central Elementary School
530 W. Jackson, Spearfish

Parent University Schedule

| | |
|-------------|---------------------------|
| 8:00-8:30 | Registration-Refreshments |
| 8:30-9:00 | Welcome by Walter Higbee |
| 9:00-9:15 | Break |
| 9:15-10:45 | Session I |
| 10:45-11:00 | Break |
| 11:00-12:30 | Session II |

Free childcare will be available for children ages birth to ten at Sunrise Preschool, 119 E. Grant, Spearfish. **Reservations for the free childcare must be made by Friday, October 16 by calling 1-800-219-6247. Parents will need to provide a snack and lunch for their child. Space is limited.**

Come early and check out the Resource Fair from 8:00 to 12:30 to learn more about agencies and organizations who may be of help to your family. The first 50 people to arrive will receive a complimentary Parent University Coffee Mug.

Parent University



Black Hills Parent Resource Network
PO Box 218
Sturgis, South Dakota 57785-0218
Phone: 605-348-9276 or 800-219-6247

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Sturgis, SD
57785

PLEASE NOTE: THE SNOW DATE FOR PARENT UNIVERSITY IS OCTOBER 31

The welcome address will be presented by Walter Higbee, retired professor from Black Hills State University, columnist for the Rapid City Journal and Father. Don't miss this fun and motivational introduction to a day of celebrating parenting.

Session I - 9:15 a.m. to 10:45 a.m.

RETHINK - Anger management for Parents and Teens

Presenter: Sally Park-Hageman, SDSU Cooperative Extension Service.

Reducing stress in the family is of interest to all parents. RETHINK teaches parents how to manage their anger and how to teach anger management skills to their children.

Homework Without Tears

Presenter: Karen Mortimer, Casey Family Program
Learn the importance of homework in your child's education and discuss strategies for effective learning without the struggles.

Money Management Strategies for Young Adults

Presenter: Bonnie Spain, Consumer Credit Counseling Services of the Black Hills

Young adults need money management skills more today than ever before. Be prepared to give your child skills necessary to avoid financial pitfalls.

How Temperament Affects Children's Behavior

Presenter: Pat Sproles, Parent Education Coordinator, Black Hills Parent Resource Network.

Is your child fearful, flexible, or feisty? Discover how personality traits shape how your child behaves and learn the best parenting techniques for your child's temperament.

Parent University is sponsored by the Black Hills Parent Resource Network/Black Hills Special Services Coop, SDSU Cooperative Extension Services, Western South Dakota Child Protection Council, and Northern Hills Interagency Network with a special thanks to the following: The Spearfish School District, Sunrise Preschool, South Dakota Wheat Commission, Beekeepers Association, Northern Hills Pregnancy Care Center and all the agencies and organizations who provided staff time for speakers.

Session II - 11:00 a.m. to 12:30 p.m.

Sleep Problems-Common & Curable

Presenter: Marcia Barnes, Parents as Teachers Coordinator for the Black Hills Parent Resource Network.

Sleep problems-getting children to go to sleep and stay asleep constitute some of the most frequently asked questions from parents. This presentation will focus on some practical and useful ways to ease-not cure-the problems.

Identifying Gangs and Methods of Intervention with Gangs

Presenter: Percy Ahrendt, Director of the Canyon Hills Treatment Center of Lutheran Social Services of SD, Inc.

This presentation will focus on the main identifiers of gang behaviors. We will also explore avenues of individual prevention, school intervention and public attitudes.

Managing Aggressive Behavior in Children

Presenter: Bruce Latta, Behavior Services

This presentation will cover the stages of aggression build-up, aggressive behaviors, and appropriate parental response.

A Family Centered Approach to Sexuality Education

Presenter: Linda Smith, SDSU Cooperative Extension Service

Teaches parents how to become more comfortable and confident in family communication about sexuality related topics.

Parent University Evaluation Survey

Please take a moment to help us improve Parent University by completing this brief questionnaire. Your answers are important to us, and we thank you for your valuable time.

Session I - name of seminar attended: _____

| | | | | |
|--------------|-----------------|------------|------------|------------|
| Setting | _____ Excellent | _____ Good | _____ Fair | _____ Poor |
| Topic | _____ Excellent | _____ Good | _____ Fair | _____ Poor |
| Presenter | _____ Excellent | _____ Good | _____ Fair | _____ Poor |
| Handouts | _____ Excellent | _____ Good | _____ Fair | _____ Poor |
| Overall | | | | |
| Presentation | _____ Excellent | _____ Good | _____ Fair | _____ Poor |

Comments: _____

Session II - name of seminar attended: _____

| | | | | |
|--------------|-----------------|------------|------------|------------|
| Setting | _____ Excellent | _____ Good | _____ Fair | _____ Poor |
| Topic | _____ Excellent | _____ Good | _____ Fair | _____ Poor |
| Presenter | _____ Excellent | _____ Good | _____ Fair | _____ Poor |
| Handouts | _____ Excellent | _____ Good | _____ Fair | _____ Poor |
| Overall | | | | |
| Presentation | _____ Excellent | _____ Good | _____ Fair | _____ Poor |

Comments: _____

Suggestions for additional parenting topics/presenter: _____

Optional:

Name: _____

Address: _____

The Parent University Planning guide has been developed by the South Dakota Parent Resource Network to assist school districts and organizations plan events in their communities. The materials included in this guide may be reproduced, modified, and/or distributed at the discretion of the user. For more information or assistance in planning an event, please contact the South Dakota Parent Resource Network.

The South Dakota Parent Resource Network is a division of Black Hills Special Services Cooperative and is funded by a grant from the U.S. Department of Education.



Black Hills Special Services Cooperative

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