



STEPUPP
University Preparation for Parents

A FLIGHT PLAN FOR

FIRST GENERATION “HELICOPTER” PARENTS

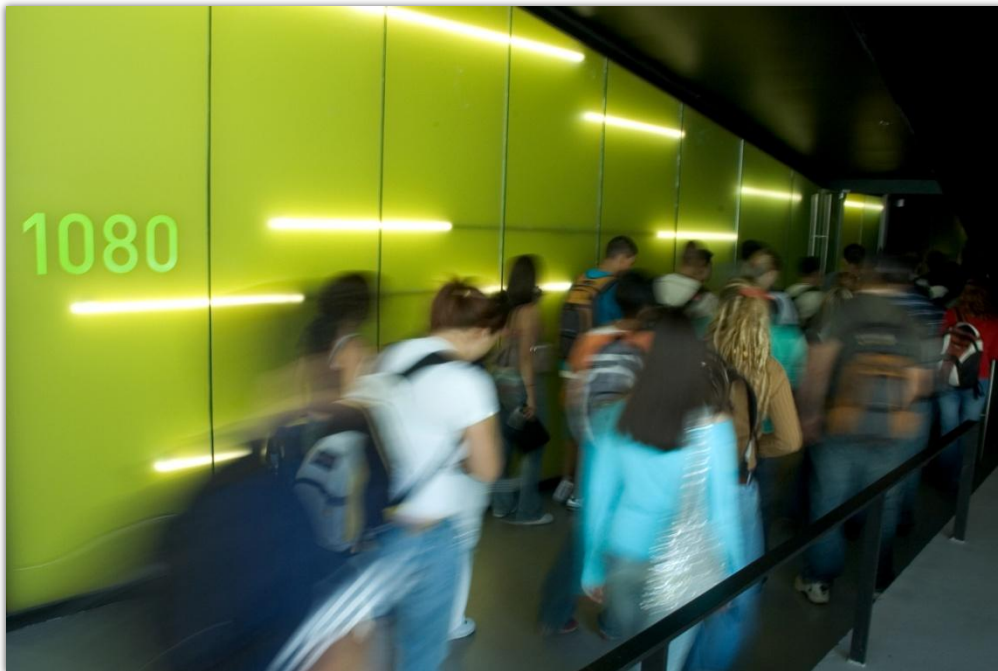
Presented by Lorretta Neebar, Associate Registrar, Recruitment & Admissions



UNIVERSITY OF
TORONTO
MISSISSAUGA

UNIVERSITY OF TORONTO





QUICK FACTS

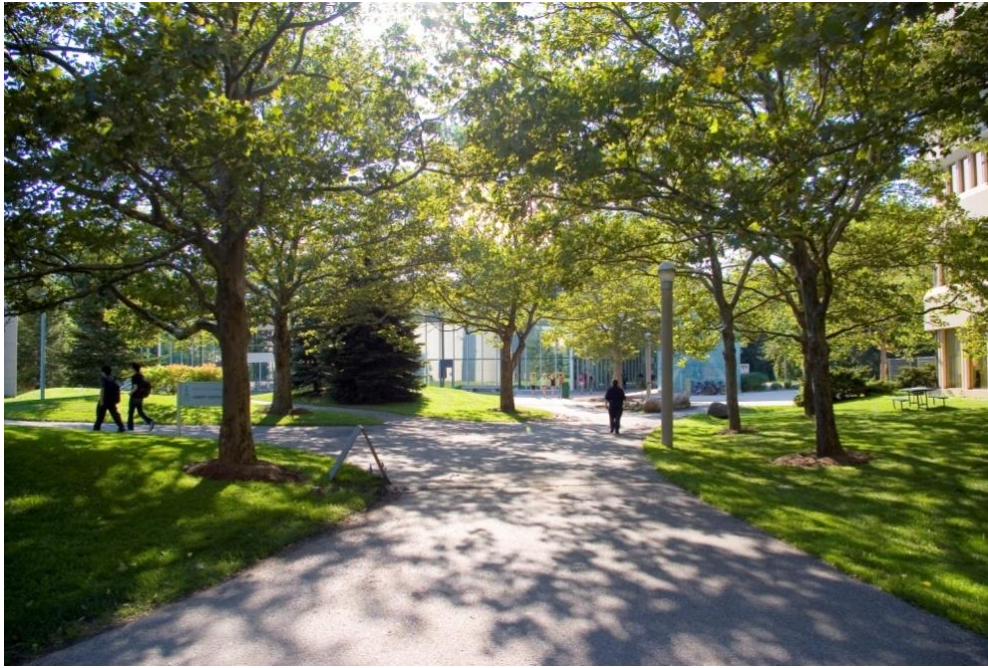
- Toronto, Ontario
- Tri-campus organization
- Largest university in Canada
- 70,000 students
- 10,000 staff



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QUICK FACTS

- 33 km west of Toronto
- 11,500 students
- 2nd largest division of U of T
- 150+ programs
- 1,000+ courses



WHY MISSISSAUGA?



80% of the UTM population is from Mississauga and surrounding region



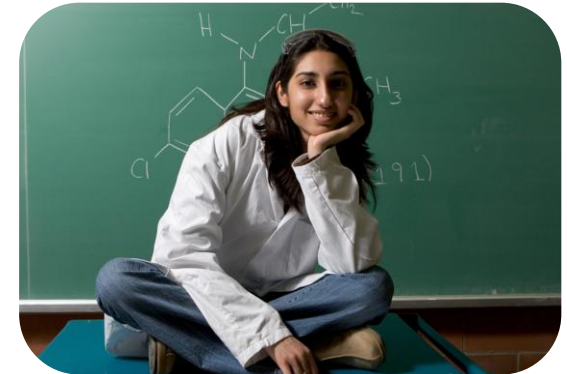
Canada's 6th largest and fastest growing major city – Population of 704,000



50% of population of the region has immigrated to Canada since 1981



Canada Census in 2006 indicates that 75% in region do not have a University Degree



NSSE in 2007 indicates higher success with students whose parents are very involved



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BUILDING THE PROPOSAL



BUILDING THE PROPOSAL



- Demographic Research
- First Generation
- “Helicopter Parents”
- Unique programming

BUILDING THE PROPOSAL



- Multi-generation and multi-cultural audience
- Communications
- Budget
- Outreach vs. Recruitment



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PROGRAM DEVELOPMENT



PROGRAM DEVELOPMENT

- [Key Messages](#)

- Branding



- Seminars

- Parent Handbook

- www.stepupp.ca

- [e-Newsletter](#)



PROGRAM DEVELOPMENT

- Guidance Offices
- Community Groups
- Statistics & Reporting
- Mentoring
- [Year 1 Transition](#)
- Scholarships





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BUDGET

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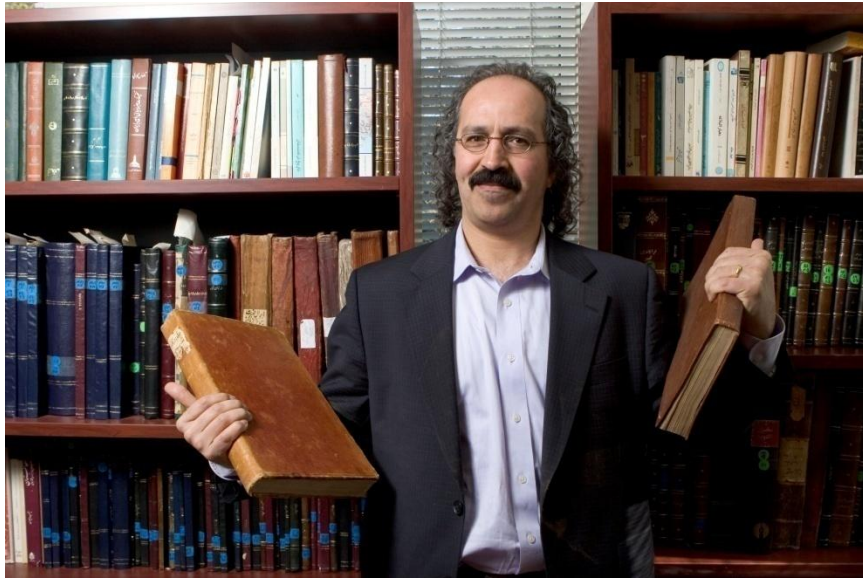
- 
- 
- **Salaries**
 - **Equipment**
 - **Advertising**
 - **Printing & Postage**
 - **Expenses & Travel**
 - **Events & Hospitality**
 - **Scholarships**
 - **Promotional Items**



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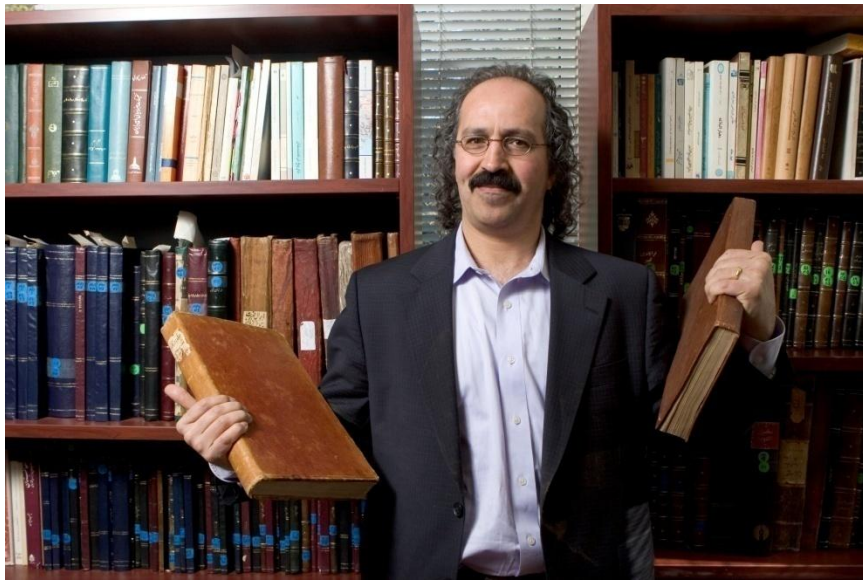
CHALLENGES

CHALLENGES



- Defining “First Generation”
- Disseminating information to parents
- Scheduling multiple sessions
- English as a second language

CHALLENGES



- Connecting with Community Groups
- Government announcement
- Budget
- Dedicated staff
- Information needed by all – not just new Canadians



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FUTURE DIRECTIONS

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FUTURE DIRECTIONS

- Condensed seminars
- Continued community outreach
- Smaller, on-campus, targeted events
- Securing future budget





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RESOURCES



RESOURCES



1. <http://www.milton.ca/execserv/annualrpts/07Annual.pdf>
2. Frenette, M. (2007) "Why are Youth from Lower-income Families Less Likely to Attend University?" Evidence from Academic Abilities, Parental Influences, and Financial Constraints. Analytical Studies Branch Research Paper Series: Statistics Canada
3. Berger, J., Motte, A., Parkin, A., (2007) The Price of Knowledge, Access and Student Finance in Canada, Third Edition; Canadian Millennium Scholarship Foundation
4. (2007) "Experiences That Matter: Enhancing Student Learning and Success", National Survey of Student Engagement, Indian University Center for Postsecondary Research, School of Education.
5. (2010) Facts and Figures 2009, University of Toronto.

CONNECT WITH US

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registrar.utm.utoronto.ca/student/stepupp/arucc2010_.php

www.utm.utoronto.ca/prospective



www.twitter.com/UTMFuture



www.facebook.com/UTMProspective

QUESTIONS?



Student Transition Education Program

University Preparation for Parents

1. How to choose the right path for post-secondary
2. The application and admission process
3. How to finance post-secondary
4. Understanding what it takes to be a successful student and the role of the family

Funded by the Government of Ontario

