

## Expectations of Parent Involvement for First-Year Students:

IRB# 211019A

### Comparing Parent and University Expectations of Communication in a Consumer Market



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**Changing Student:**  
Less prepared, Less mature  
(Twenge, 2017; Pappano, 2018)

**Changing Parent:**  
More involved, Paying more,  
Consumers (Sax, 2018;  
Shellenbarger, 2005)

**Changing University:**  
???

## THE ISSUE: Parents expect communication, Universities *falsely* claim that FERPA restricts them from doing so.

**Goal:** Analyze if there is a gap between parental expectations of communication and university communication practices. Identify the role that a misinterpretation of FERPA plays in that gap.

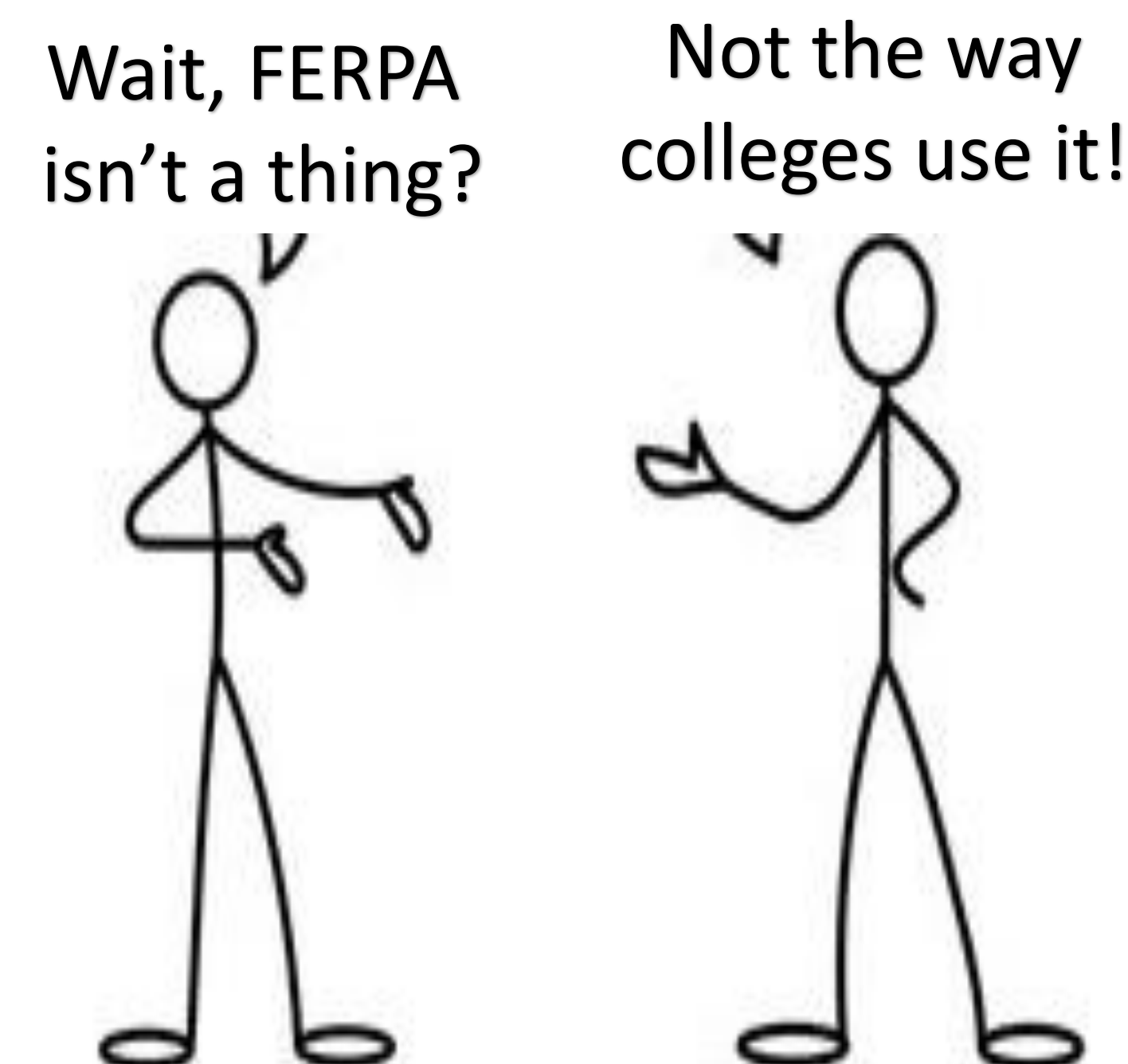
**Methodology:** Parent Survey (n=1,452); Faculty/Staff Survey (n=466)

**Results:** 1) Parents view themselves as consumers, expect customer service  
2) Parents link communication to student success  
3) Faculty do not welcome communication with parents, citing FERPA laws and categorizing freshmen as “adults.”



### Gonzaga University vs. Doe 536 US Supreme

**Court:** No individual student can sue a college for a FERPA violation. "The Court therefore concluded that, since FERPA's provisions 'speak only to the Secretary of Education' and 'speak only in terms of institutional policy and practice, not individual instances of disclosure,' there is no question that FERPA's nondisclosure provisions fail to confer enforceable rights" (McGlamery, 2002).



**Conclusion:** Universities need to create supports and interventions for struggling students that include communication with parents. Larger re-education efforts need to be made regarding the scope of FERPA.