NSO 2014 Report- Parents Panel By Ellen Klyce NSO co-chair

Moderators
The 2014 NSO Parents Panel was moderated by Dean of Freshman, Rob Urstein and Denise Clark Pope, PhD, Senior Lecturer at the Department of Education. Ralph Castro, Associate Dean of Student Affairs, was in the audience and spoke briefly about Stanford’s substance abuse policy.

The Panel
We had 5 parents representing 8 students; the gender mix was 3 mothers and 2 dads. All attended a luncheon at the Faculty Club one week before the actual panel along with the moderators. They were at that time guided on what part of their experience to highlight.

Attendance
The panel event itself was well attended, by my eye alone as no count was made, the hall was about 80% full. The venue seemed very suitable to the event.

Suggestions for next year 2015:

1. The panelist had almost too many experiences to share which left less than ideal time for audience questions. Many attendees did come forward and talk individually with panel members after the event ended and all panelists stayed continuing to be generous with their time. It was suggested by the moderators that if there is more than one child per parent panelist, they speak about experiences with only one of their children.

2. Color flyers promoting The NSO Parent to Parent Panel were printed, as was the case in 2013. I suggest in the future we print fewer copies (50) in black and white, to reduce costs. The event was in the NSO program and people knew about it. I was told that the doors were locked after the event started and some people
could not get in. It might have been 90% full if not for that glitch.

3. Edith Wu-Nguyen, Associate Dean New and Continuing Student Programs, arranged for student helpers and delivery of water for panelist. Next year make sure the students, who helped at the event stick around to let people in after starting time.

4. Recruitment for the Parents Panel can begin in February at Parents Weekend. It is harder to reach parents over the summer and into September when they travel. Five is a good number but allow for one back up in case of a cancellation.

2014 Panelists:
1. Lisa Cirenza: lisa@cirenza.com
2. Diane Willloughby: dcwilloughby2001@yahoo.com
3. Brenda Wong Aoki: Aokizu@firstvoice.org
4. Tony Stayner: tonystayner@gmail.com
5. Jim Zuegal: jim@zuegel.us - served on the panel 2 times

NSO 2013 REPORT

By Jan O’Flaherty & Beth Atkinson, Co-Chairs

Once again, New Student Orientation went smoothly. We used the prior year’s detailed report for guidance and have revised last year’s report to indicate changes and suggestions.

General

All documents are in WORD or EXCEL format on a CD in the NSO Binder and can be used as templates for the 2014 NSO.

Photos of three of the four venues are included in this report to show venue location and set up.
Stanford provides 10 one-day parking passes to the NSO co-chairs at the parent panel lunch. These are to be distributed to the two Sales Chairs and parent panelists. Any remaining passes are divided between the Parents’ Club President and NSO Co-Chairs as needed, based on loading/unloading requirements (e.g., one of the NSO Co-Chairs will probably have the storage box and Parents’ Club signs to unload).

Parents’ Club members should wear “I Love Freshmen & Transfers”, “Ask Me”, or “Join the Club” buttons. Also available are buttons which identify foreign language speakers.

The NSO co-chairs acted as floating volunteers that could be assigned as needed. Set up a schedule to ensure that the Sales Co-Chairs have a chance to take a break for lunch.

Handouts:

- The Co-Chairs need to update and provide copies of the Parent Panel Flyer: 150 copies, split 50-50 with the Sales Booth and Parent Lounge.

- The Co-Chairs need to provide copies of “Top Ten Restaurants” and “Top Ten Things to Do Near Campus” as a two-sided document: 150 copies, split 50-50 with the Sales Booth and Parent Lounge.

- Coordinate with the Parents’ Club President and Sales Co-Chairs regarding other Parents’ Club literature (cake order forms, membership forms, etc.) as listed on the Equipment List to ensure you know who is bringing what. You might consider collecting all that literature in advance – we ran short of membership forms in 2011 due to a personal emergency by one of the volunteers who was unable to bring the forms as planned in the morning.

- Stanford (Edith Wu) provides “Ten Suggestions for New Parents” and “Contact Information” as a two-sided document the morning of the event in the Parent Lounge, which we then split between our two venues. We had sufficient copies this year. Edith brought the same
1. Once again, request that tables and canopies be placed on the pavement as merchandise is stored under or near tables. Tables were originally dropped near the Post Office by set-up crews, so they had to be relocated. Canopies are set up to cover the tables and sales area behind the tables. The two sales booth locations on White Plaza and in front of the main entrance of the Arrillaga Recreation Center this year were ideal.
2. The Parents’ Club Welcome Tea and/or the September Parents’ Club Board Meeting, both of which occur shortly before NSO, are good times to gather items:

   a. Determine who has the Parents’ Club Banner and signs, and take possession prior to the event. The Parents’ Club banner is to be tied to the center canopy during set up (and helps cover the Alumni Association lettering on the canopy.)

   b. The signs should be brought to the event by one of the co-chairs, to be placed as indicated by the venue photos in this report.

   c. Get the “event box” which has general supplies (tape, scissors, pens, etc.), the plastic holders for order forms, laminated maps, etc. from the President.

3. We had requested Stanford volunteers with a golf cart for both a.m. and p.m. assistance. The morning cart was scheduled to be available at 7:30 a.m., but did not arrive until after all the merchandise had been moved by hand. Two small, folding handcarts would have been sufficient to move the merchandise from the vehicle drop-off area to the sales booth, so these should be added to the materials list as a precaution. The afternoon cart was scheduled to arrive at 3:30 p.m., but all student volunteers attended the Convocation with radios turned off, so it did not arrive until 4:45. Parents’ Club volunteers scrambled to move the merchandise. We suggest that Edith provide us with names and cell phone numbers to reach her volunteers as needed.

4. Laminated Stanford maps are in the storage boxes. They can be used again next year if there are no major changes. The co-chairs should ask Edith Wu at the kick-off meeting if she is able to provide updated laminated maps at no cost. Stanford is promoting the use of iStanford, but many people find it hard to navigate using a small screen so the laminated full-size maps are useful
to assist in familiarizing and orienting themselves with the campus layout. In addition, a wifi connection is required to download iStanford. Fortunately, Stanford provides visitor wifi access.
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5. Please ask the volunteers to check membership forms for legibility when they are submitted.

6. Please ask the volunteers to mark “cash” or “check” on each order delivery form.

7. The price “tents” that have the item name and price on each side and are placed next to each sale item are more helpful to new sales volunteers than the price sheets.

Parent Lounge
1. Two 6’ tables were strategically located between the will-call table for Dinner tickets and the refreshments, which worked perfectly. There is not enough room in the Parent Lounge for table decorations.

2. Three to four volunteers staffed the Parents’ Club table and that is plenty to keep up with demand.

3. Ensure that all volunteers know where the restrooms are located.

4. Please ask the volunteers to check membership forms for legibility when they are submitted.

5. Unlike 2012, food and beverages were refreshed and kept up with demand.

6. Ask the President for recommendations on whom to assign as your lead volunteer for the morning and afternoon shifts.

Parent Panel

1. Edith requested names of the panelists by September 1 for the September 17th event, so we started recruitment in early August. We had two dads and three moms on the panel this year. See the Parent Panel documents on the NSO CD for the event agenda, the introduction to the event, details on the panelists, and a sample recruitment email.

2. Stanford hosts a lunch at the Faculty Club the week prior to NSO for the panelists, co-chairs, President, and Stanford staff to brief the panelists and run through the program. Coordinate the date of this lunch so it does not conflict with the Tea because the Dean of Freshman needs to attend both events.
3. Ensure there is water available for the panelists.

4. When recruiting panelists, keep in mind that our goal is a broad representation of ethnic backgrounds, majors (both humanities and science), extracurriculars, class years, and gender. The
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Parents’ Club President and President Elect can give you guidance on whom to invite to the panel. Prior notes suggested that inviting six panelists is about right – if one needs to drop out, five panelists is still fine. However, even with only five panelists this year, the self-introductions and initial comments ran a bit long.

Welcome Dinner

1. We had three red draped tables on the pavement in front of the concrete tables by the main entrance to the Arrillaga Recreation Center for sales items and cake samples. In addition, we cut cakes and loaded serving trays on the concrete tables and benches behind our draped tables. This worked well logistically because parents arriving from the convocation walked directly in front of our draped tables as they entered the plaza area. We were missing red tablecloths when we arrived for set up, but had fortunately brought them from the White Plaza venue so no time
was lost tracking down additional tablecloths.

2. Have hand sanitizer available for volunteers. Bring a few serving trays and cake knives (we had four trays plus box lids and two knives.) Having volunteers serve cake from the trays helps to relieve congestion at the sales table.

3. We did not assign volunteers in advance; instead, we offered the Sales Team the first choice of volunteers as they arrived, and all other volunteers were placed on cake/mingling duty.

4. Provide guidance for volunteers who are asked to mingle and may not be comfortable with that role. Minglers should stay in the immediate area by the Parents’ Club table – we should not distract people from the food lines. If NSO volunteers are able to attend the Welcome Tea, that would be an ideal time to do volunteer briefings.

5. The cakes MUST be refrigerated until it is time to cut samples – the chocolate cake, in particular, can get very gooey in the heat. Either bring a cooler with ice or assign a reliable volunteer to pick the cakes up on their way to the dinner. Samples should be bite-sized; this year, we placed each sample in a small disposable sample cup (ones similar to those used at Costco to serve samples are available at Smart & Final) since the samples are so small. Invite parents to take a cake sample but do not encourage them to take a sample of both – we ran out of cake samples. We cut two round cakes into 400-450 very small pieces; consider asking the bakery to donate the cakes or provide them at a significantly reduced cost (if they don’t already), since we are probably their largest customer.
6. Make sure all volunteers know that they should stay to help pack up and load out all of the Sales items before they leave. They may go through the food lines after ALL frosh parents have gone through the line.
7. Remind Edith to ensure that the sprinkler system is off in the entire Arrillaga Courtyard.

**Bechtel Events for Parents of International Students**

As a side note to this NSO Report, Parents’ Club members were asked to attend a reception and information session again this year during the weekend prior to NSO for parents of incoming international students. John Pearson, Dean at Bechtel, arranges these functions and they are clearly separate from NSO. This reception is included as a note to the President’s Timeline rather being part of the NSO Timeline. The Parents’ Club VP
Volunteers solicits volunteers for the international gathering at the same time volunteer recruitment begins for the other NSO activities. The PC President is the main point of contact with the Bechtel Dean; she and the VP Volunteers manage the international volunteers independently of NSO.

NSO is a well-documented event with lots of support from Stanford and enthusiastic parent volunteers. Have fun and know that you’re providing a great service to new Stanford families!