

NATIONAL STUDENT PARENT MONTH TOOLKIT: OVERVIEW



September is **National Student Parent Month**, a time to recognize student parents and the determination, leadership, and lived experience they bring to their families, campuses, and communities.

Through the new strategic framework Forward With Families, Ascend at the Aspen Institute is working to amplify ideas and initiatives that make life affordable, economic mobility possible, and security attainable for every family in America. Supporting student parents is an important part of that work.

We invite you to join us in raising awareness of the challenges student parents face and sharing the proven and promising solutions that can help them thrive. This toolkit includes adaptable social media language and graphics to support your participation throughout September.

A special section is also included with tailored content for partners gathering in New Mexico with the New Mexico Student Parent Alliance, to accelerate state and local efforts supporting postsecondary success for parents through policy, practice, and systems change.

KEY MESSAGING

Use these thought starters to help shape your National Student Parent Month messaging. Adapt them to reflect your organization's voice, highlight your work, and share how your community is supporting student parents.

➤ **Messaging Thought Starters**

- Recognize the determination, leadership, and lived experience student parents bring to their campuses, workplaces, families, and communities.
- Highlight the challenges student parents face and the ways institutions, policymakers, and community organizations can help remove barriers to their success.
- Share a program, policy, partnership, or resource that is helping student parents pursue their education while supporting their families.
- Lift up proven and promising solutions that make education more accessible, life more affordable, and economic mobility possible for student parent families.
- Invite your community to listen to student parents and include their voices in the decisions, policies, and systems that affect their lives.

NEW MEXICO STUDENT PARENT INSIGHTS

Use some of these insights about student parents to embed in your messaging about the realities parenting students face.

Student Parent Insights

Here are a few key facts from a July 2024 Child Trends survey report:

- In New Mexico, single mothers who graduate with an associate degree earn \$366,614 more over their lifetimes, save New Mexico \$26,842 in public benefits spending, and contribute \$105,138 more in taxes, all relative to those who are high school graduates.
- Fifty-eight percent of parenting students work at least 30 hours a week, compared to 40 percent of non-parenting students.
- Thirty-three percent of parenting students have no formal child care; another 33 percent rely on unpaid relatives or friends.
- Insecurities related to basic needs are commonplace among student parents: 47 percent struggle with daily expenses, 60 percent worry about school costs, and 54 percent worry about running out of food.
- Sixty-four percent of parenting students return to higher education to increase their earnings potential and 64 percent are motivated to return to inspire their children.

Find more insights here:

https://studentparentaction.org/assets/r-file/SurveyParentingStudents_ChildTrends_July2024.pdf

SAMPLE SOCIAL MEDIA POSTS

Sample LinkedIn Post #1

Feel free to draft your own post or edit the below to fit your voice.

One in five college students is a parent, yet many continue to navigate systems that were not designed around the realities of balancing education, work, caregiving, and family life.

This National Student Parent Month, [Organization Name] is recognizing the determination and leadership of student parents while highlighting the support they need to thrive.

Through [insert program, policy, partnership, resource, or commitment], we are working to [describe how your organization supports student parents or the change you hope to advance]. We believe [insert your organization's perspective on why supporting student parents matters].

Across the country, organizations and institutions are showing what is possible when student parents' experiences shape the policies and programs intended to serve them. Through Forward With Families, @Ascend at the Aspen Institute is lifting up these proven and promising solutions to help make life affordable, economic mobility possible, and security attainable for every family.

Learn more about Ascend's work at:

<https://ascend.aspeninstitute.org/forward-with-families/>

#NationalStudentParentMonth #StudentParents #ForwardWithFamilies

SAMPLE SOCIAL MEDIA POSTS

Sample LinkedIn Post #2

Feel free to draft your own post or edit the below to fit your voice.

This September, [Organization Name] is proud to recognize National Student Parent Month and the determination, leadership, and resilience of student parents in our community.

Student parents balance their education with work, caregiving, and the everyday responsibilities of supporting a family. Too often, they must navigate systems that were not designed with their realities in mind.

At [Organization Name], we are working to support student parents by [insert program, policy, resource, partnership, or commitment]. By listening to student parents and investing in solutions such as [insert relevant solution], we can help create pathways to educational success, economic mobility, and greater security for their families.

This month, we invite [campuses, policymakers, community partners, employers, or other audience] to recognize student parents and take meaningful action to help them thrive.

[Insert link or call to action]

#NationalStudentParentMonth #StudentParents
#ForwardWithFamilies

SAMPLE SOCIAL MEDIA POSTS

Sample Instagram Post #1

Feel free to draft your own post or edit the below to fit your voice.

September is National Student Parent Month 

At [Organization Name], we're recognizing the determination, leadership, and resilience of student parents balancing school, work, caregiving, and family responsibilities.

We're supporting student parents through [insert program, resource, partnership, or commitment] because when student parents have the support they need, entire families and communities can thrive.

Join us in celebrating student parents and advancing solutions that make education more accessible, economic mobility possible, and security attainable for every family.

[Insert link or call to action]

#NationalStudentParentMonth #StudentParents
#ForwardWithFamilies

NEW MEXICO STUDENT PARENT ALLIANCE

Sample LinkedIn + Instagram Post

Feel free to draft your own post or edit the below to fit your voice.

We were honored to participate in this month's Forward With Families Forum: New Mexico with Ascend at the Aspen Institute, representing the New Mexico Student Parent Alliance. The Alliance brings together leaders from across the state who are developing innovative strategies to break down systemic barriers for parenting students. 🎓

At the Forum we learned [Share some insights you've learned from attending Forward With Families Forum: New Mexico]

At [Organization Name], we're proud to support this work through [insert program, partnership, resource, or commitment]. Together, we're building a more connected and supportive future for student parents, their children, and generations to come.

Learn more at [insert link].

#NationalStudentParentMonth #StudentParents
#ForwardWithFamilies #NMStudentParentAlliance

GRAPHICS

[Access all these graphics HERE](#)



SOCIAL MEDIA PROFILE INFORMATION

- **Hashtag**

- #NationalStudentParentMonth
- #StudentParents
- #ForwardWithFamilies

- **LinkedIn**

- Primary: [@Ascend-at-the-Aspen-Institute](#) – Ascend at the Aspen Institute
- Secondary: [@the Aspen Institute](#) - the Aspen Institute

- **Twitter**

- Primary: [@AspenAscend](#) – Ascend at the Aspen Institute
- Secondary: [@AspenInstitute](#) – the Aspen Institute

- **Facebook**

- Primary: [@AspenAscend](#) – Ascend at the Aspen Institute
- Secondary: [@AspenInstitute](#) – the Aspen Institute

FORWARD
— WITH FAMILIES —

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CONTACT

If you have any questions, please feel free to reach out:

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