



## 2015-2016 Engagement & Satisfaction Survey Executive Report

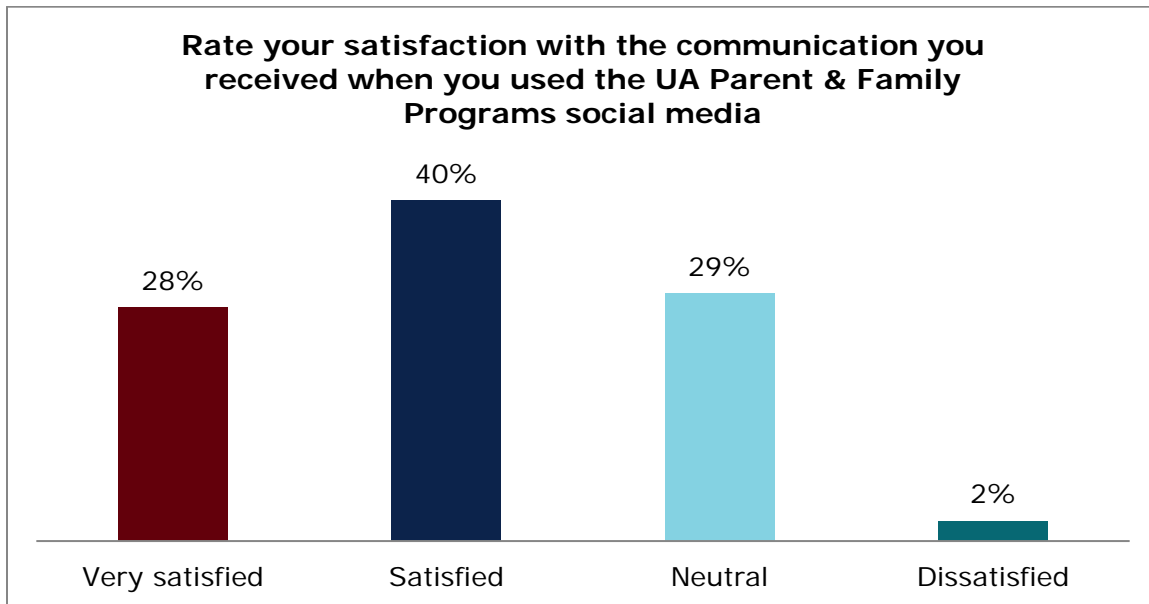
Created by Serena Valle, Graduate Assistant

### Sample Information

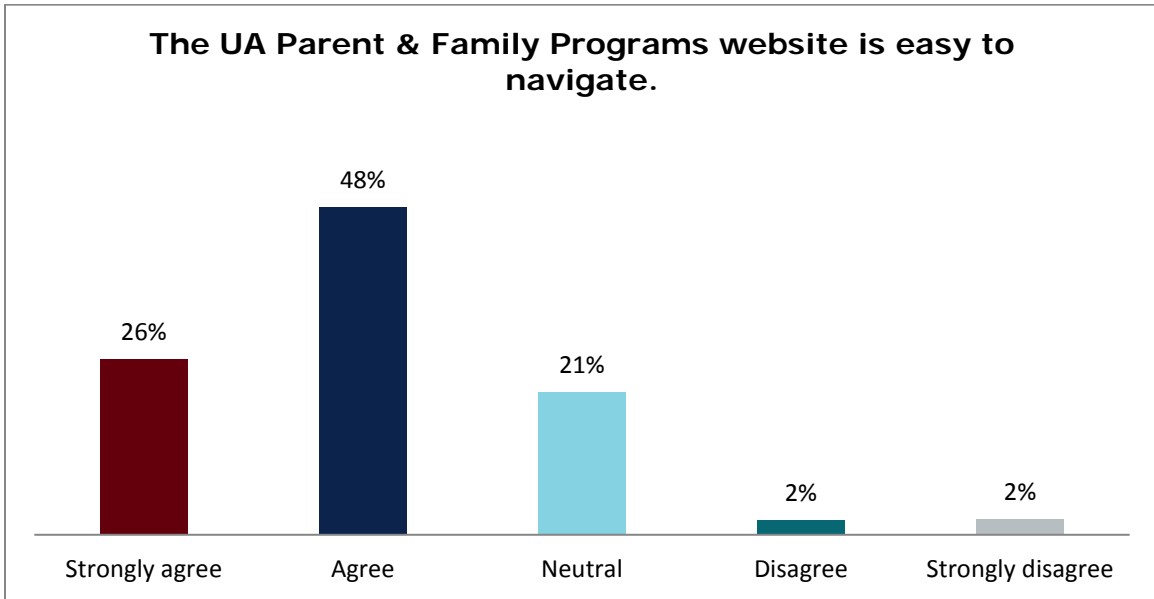
The 2016 Parent & Family Programs Survey was distributed via email to 6,116 recipients including all active donors and emergency contacts on April 4, 2016. Two additional reminder emails were sent out on April 11, 2016 and April 15, 2016. The survey was active from March 30, 2016 to April 18, 2016. 541 people responded for an 8.83% initial response rate. Out of these surveys, a total of 422 were completed for a final 6.89% response rate.

### Introduction and Interactions with PFA

A majority of families (62%) heard about the UA Parent & Family Programs through outreach at Freshman Orientation. Out of the total participants, 5.55% called the office, 3.79% sent the office an email, 14.07% attended a PFP organized event, 17.59% used PFA social media, and 59% visited the website.

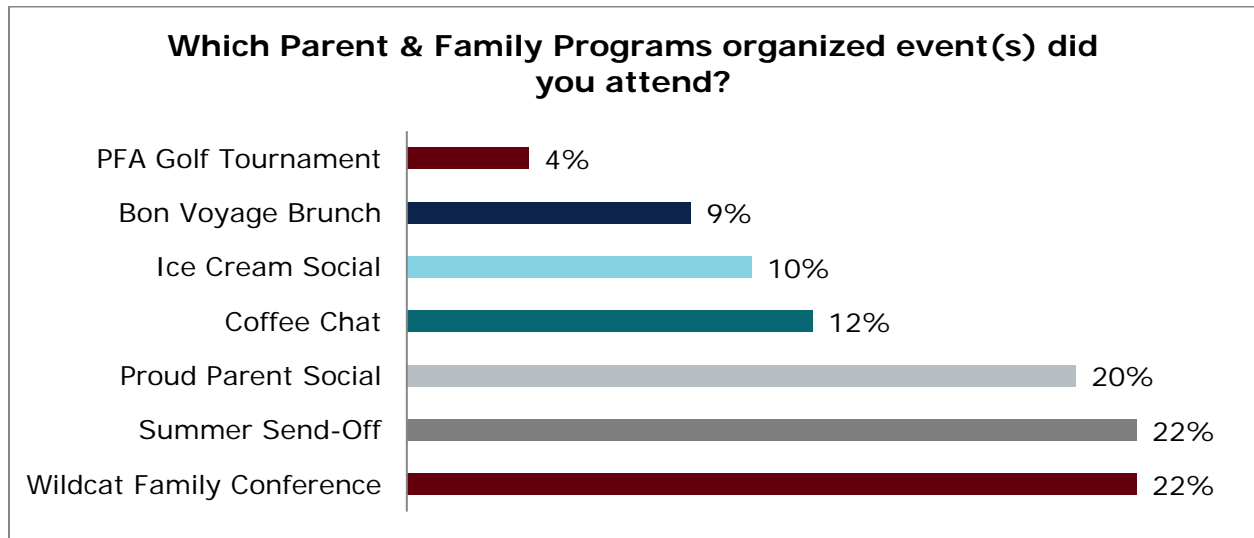


Out of the website users, almost 74% agreed or strongly agreed that the website was easy to navigate and indicated they found the information they were looking for. When contacting the PFA, around 78% were satisfied or very satisfied with the customer service and communication received.



### PFA Events

93 people attended PFA events, which is 17% of total survey respondents.



## Event Outcomes

Event Outcomes is also comprised of two other separate surveys that were conducted by Parent & Family Programs. The Wildcat Family Conference, Bon Voyage Brunch and Proud Parent Social were assessed in the fall semester of 2015. The survey was open from August 31, 2015 through September 18, 2015 and had a total of 51 respondents.

The Summer Send-Off Survey was available from August 14, 2015 through August 28, 2015. This survey assessed all of the 26 Summer Send-Off locations. There was a total of 79 respondents who completed this survey, the outcomes of each event are detailed below.

### **Wildcat Family Conference:**

- 100% of attendees felt welcomed by the UA and/or the Parent & Family community.
- 84% received in-depth information about UA resources
- 81% networked with other families or parents.

### **Bon Voyage Brunch:**

- identified by 69% as a space to say 'goodbye'
- 96% felt connected with the speaker's talk
- 87% also made connections with UA or Parent & Family staff.

### **Proud Parent Social:**

- 89% made connections with fellow parents
- 82% made a connection to Parents & Family staff and/or UA special guests
- 96% felt welcomed to the UA and Parent & Family community.

### **Coffee Chats:**

- 42% met fellow UA parents
- 26% gained information about the PFP
- 18% indicated they would use the PFP as a resource.

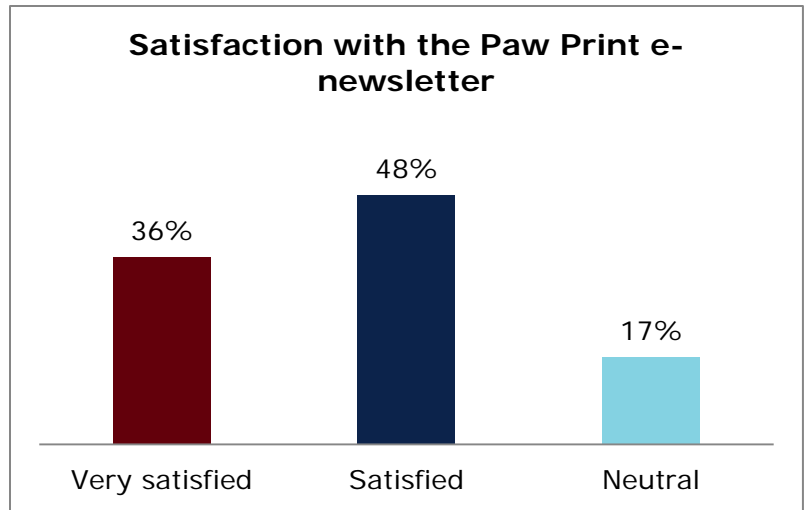
### **Summer Send-Off:**

- 99% felt that their student and themselves were welcomed and part of the UA community
- 94% learned about the PFA
- 67% gained a connection to the UA Alumni Association.

## PFA Publications

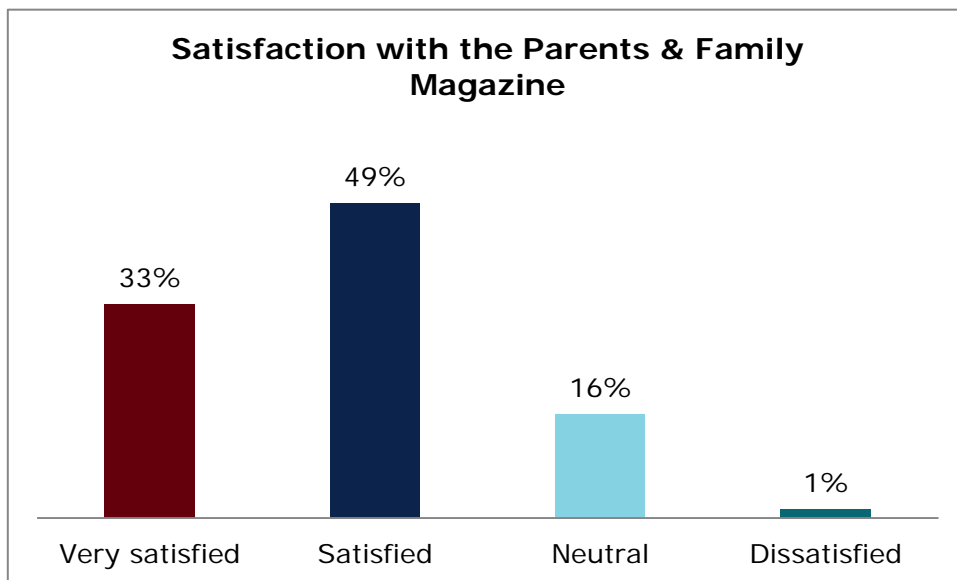
The PFA sends out a monthly "Paw Print" e-newsletter to donor parents and families at the beginning of each month, and 35% of respondents indicated they received the emailing. 83% of those receiving the "Paw Print" were very satisfied or satisfied with the newsletter content and none of the respondents reported being dissatisfied or very dissatisfied with the e-newsletter.

Additionally, the PFA sends out a print magazine once a semester. 38% indicated that they received this mailing, and 82% of the total recipients indicated they were satisfied or very satisfied with magazine content.



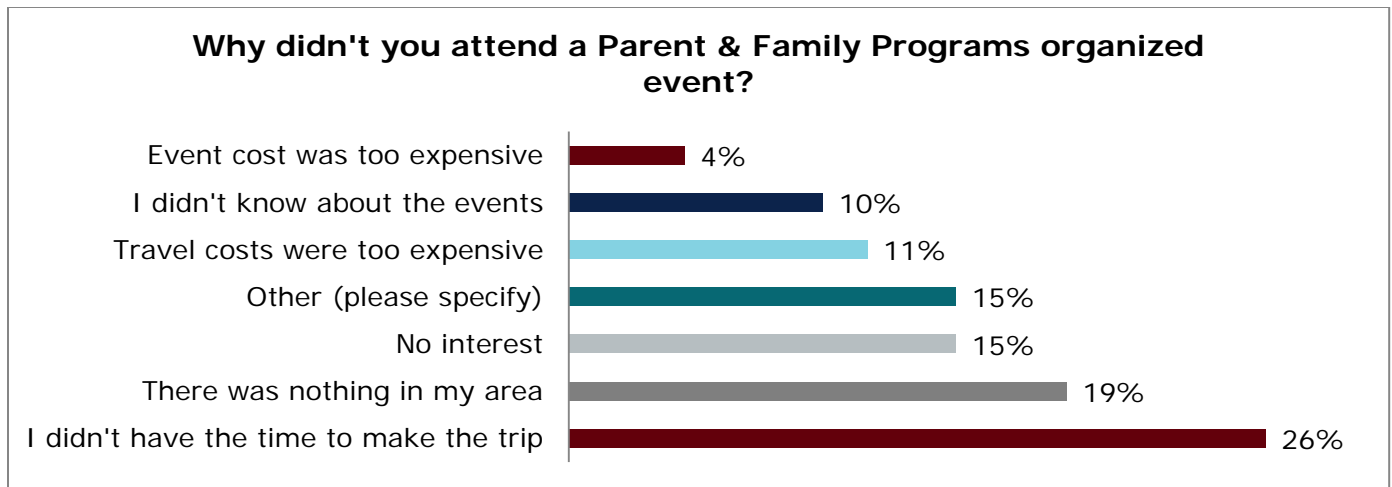
## Information Shared with Students

For both the Paw Print and Parents & Family Magazine, 74% of respondents shared the majority or some of the information with their students, whereas about 26% used the resources for their personal knowledge.



## Family Engagement

This is the first year that Parent & Family Programs asked questions around the topic of family engagement.



Parent & Family Programs asked how we could do a better job at engaging more Wildcat student families they reported:

- 19% said host more event in local areas.
- 11% said have on-campus events more often.
- 14% said to have farther reach into more geographical areas.
- 29% said to include more information in publications for sophomore, junior, senior, and graduate student issues.
- 17% asked to offer more online resources.
- 10% responded "Other."

When asked if the following online resources were offered which they would use:

- 23% agreed with the use of podcasts.
- 17% responded to live chats.
- 30% responded to online workshops.
- 12% responded to offering an 8 week online class.
- 17% responded "Other."

## Donor Statistics

Out of the survey respondents:

- 52% had donated \$100 or more (\$50 for Pell) to the PFA.

When asked what factor(s) would (or have) influenced their decisions to donate to PFA they responded:

- 29% have donated for philanthropic purposes.
- 11% have donated for the Paw Print electronic newsletter.
- 19% donated to receive the Parents & Family Magazine.
- 22% donated for communication with Parent & Family Programs staff.
- 18% of respondents listed "Other" reasons for donating.

For those that did not donate, the reasons for not donating were:

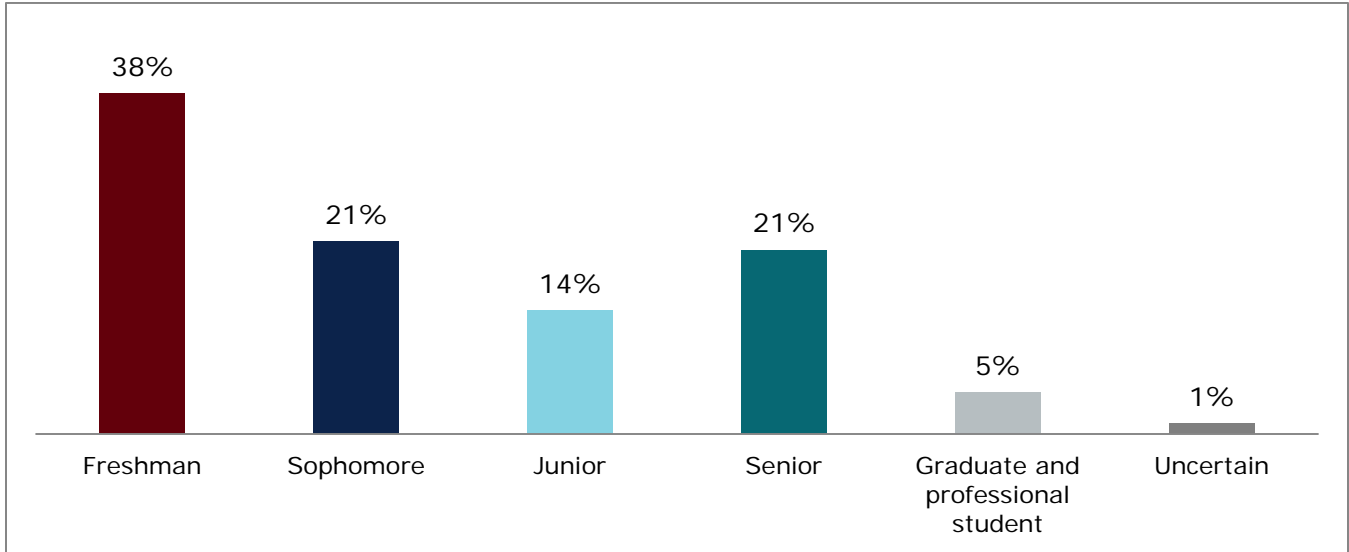
- 24% Waiting to see other expenses
- 12% Donation too expensive\*
- 11% Intended to donate and forgot
- 16% didn't feel outreach/communication would be beneficial.
- 36% of respondents listed their reason for not donating as "Other;" however, qualitative analysis indicates that the vast majority of the reasons specified have to do with cost.\*
- **\*Therefore** a more accurate representation would be around **30% of respondents** who did not donate listed their reason as the donation **being cost-prohibitive**.

When asked if they would donate if an installment plan were offered, 23% out of those who did not donate indicated they would then donate.

When asked if the PawPrints electronic newsletter were sent to all families regardless of donation, if they would still consider making a donation to the PFA 77% of respondents reported yes.

## PFA Demographics

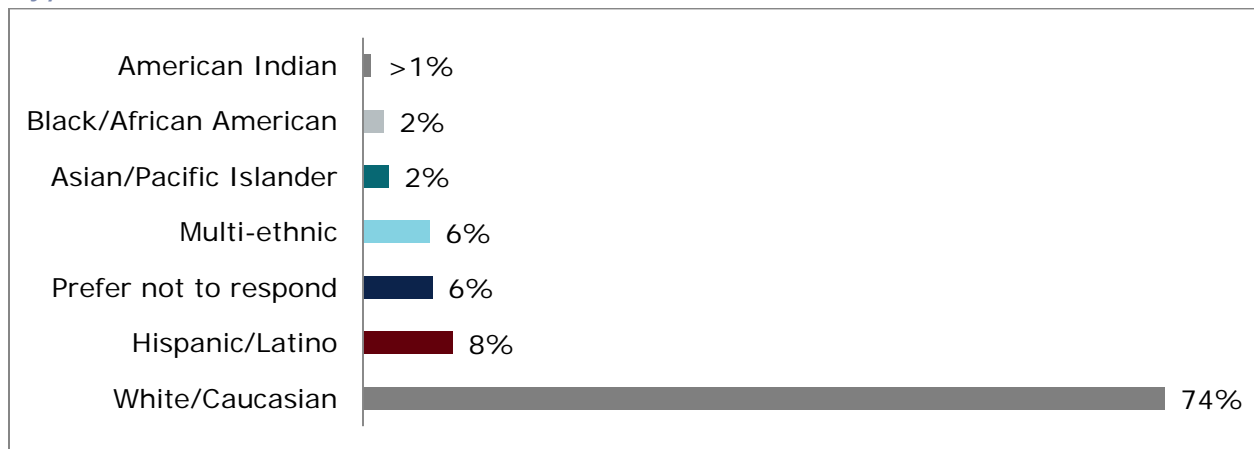
### Who are our parents and families?



### The most represented colleges:

- Eller at 24%
- Social and Behavioral Sciences at 14%
- Letters, Arts and Sciences/Undecided at 11%

### Ethnicity/Race:



### Further Demographics:

- 24% of respondents had Honors students
- 3% of respondents had students who had transferred to the UA
- 64% of respondents had students who were out of state residents.
- Just fewer than 7% of our respondents have first time college students in their family

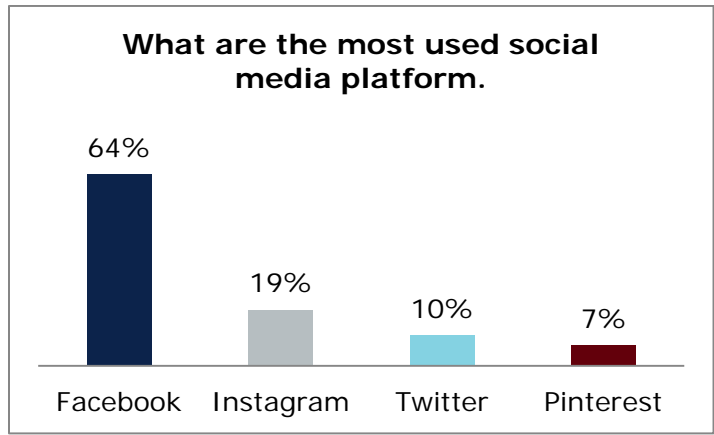
### Greek Life:

- About 40% of respondents had students who are involved in Greek life.
- A little over 5% of respondents' students lived in sorority or fraternity housing.

**On/Off-Campus:**

- 39% lived on campus in a residence hall
- 52% of respondents' students live off campus.
- 4%of respondents' students live at home.

**Social Media Platforms:**

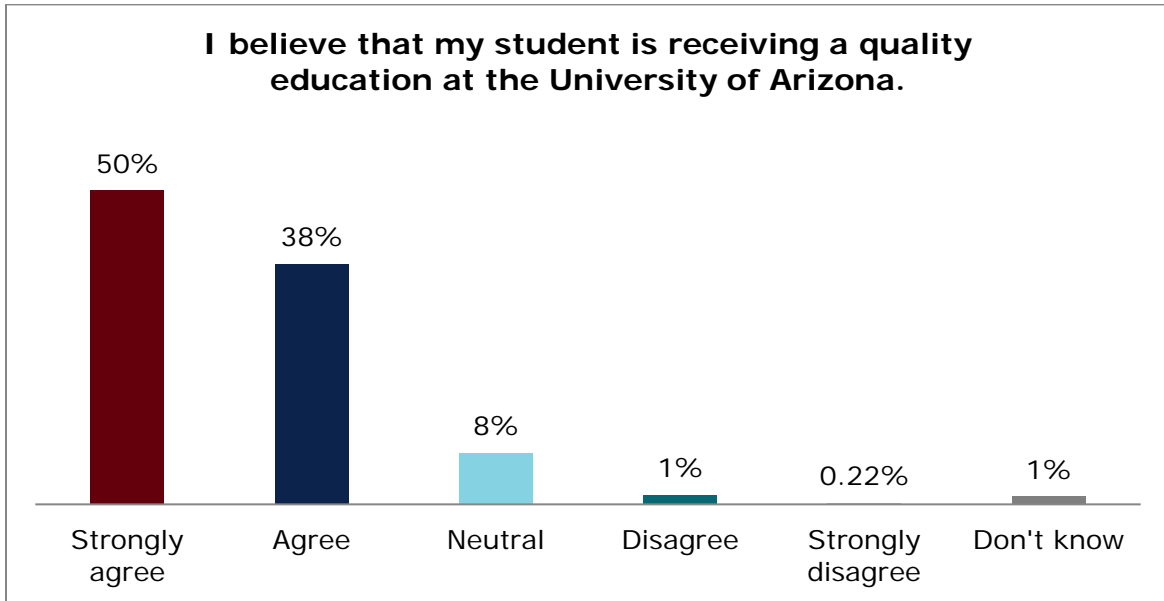




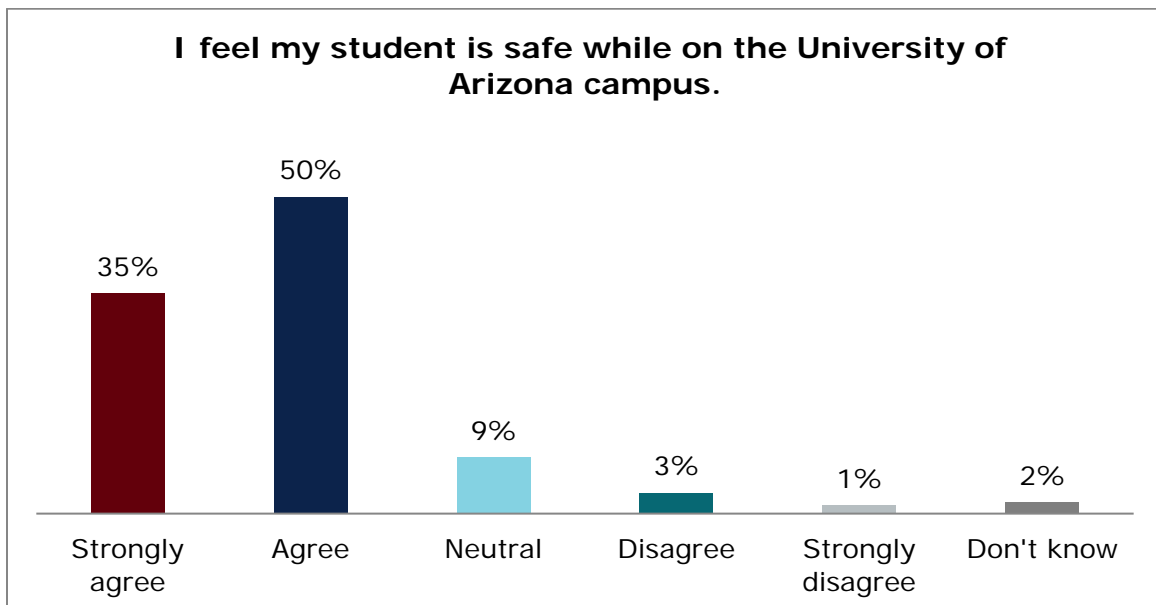
## Perceptions of Campus

The following sections discuss parents' and family members' perceptions of campus.

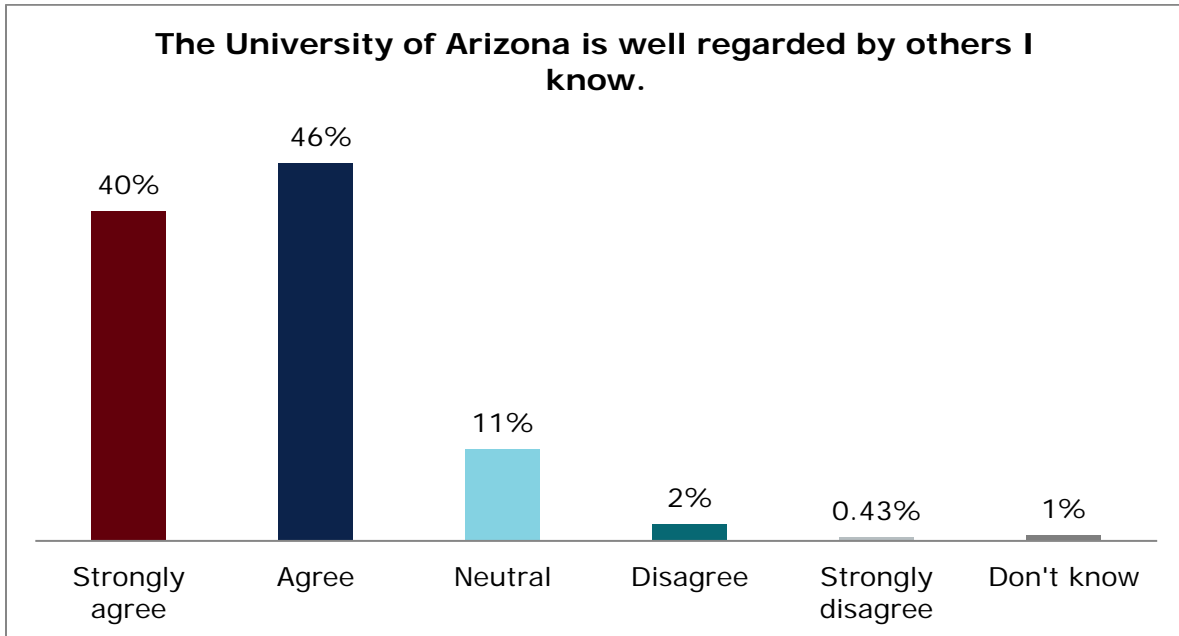
**Quality:** Approximately 89% of respondents agree or strongly agree that their student is receiving a quality education at the UA.



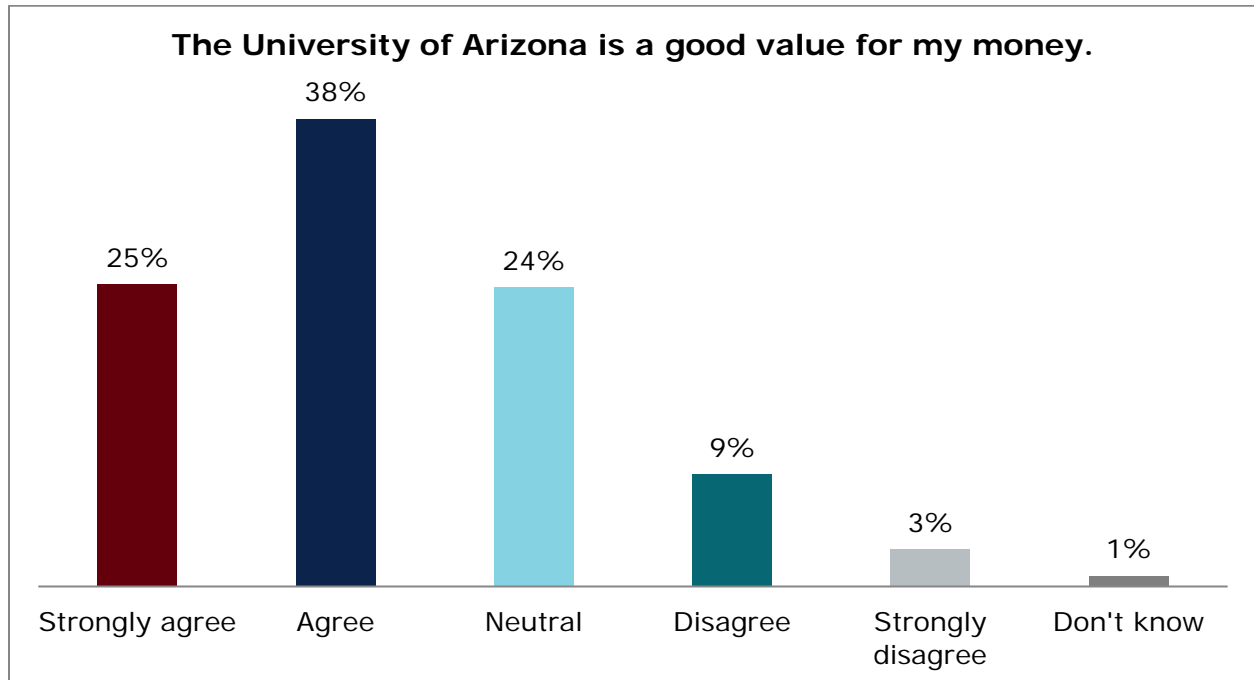
**Safety:** Just fewer than 85% of respondents agree or strongly agree that their student is safe while on campus.



**Reputation:** Approximately 86% agree or strongly agree that the university is well-regarded by others they know.



**Value:** 63% of respondents agree or strongly agree that the university is a good value for their money. 24% feel neutral about this statement, while 12% disagree or strongly disagree.



**Recommendation:** 86% of respondents agree or strongly agree that they would recommend the UA to family and/or friends.

