

Family Weekend

Public

Name of Assessment Project: Family Weekend

Name(s) of Person(s) Responsible for Assessment Project: Director (Karina Viaud)

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Providing Department: Parent & Family Programs

Other Units/Departments Involved in Assessment Project:
Program, Service, or Event Related to Assessment Project: Family Weekend participants' experience and satisfaction were assessed.

Assessment Project Description: The purpose of assessing Family Weekend was to understand their experience at a three day family event and their satisfaction with the weekend. After Family Weekend, participating families were emailed and online survey through Campus Labs.

Unit/Program Specific Goals and Learning Outcomes: Historically, Family Weekend primarily attracts parents and families of first-year students. It is also scheduled during a crucial time of the first-year student's transition of college life. However, Family Weekend is a traditional event inviting all families to experience UCSD in a fun way, assisting families to visualize their student's college life, and bonding as a family. As a result of attending Family Weekend, parents and families will:

- Feel they have a better connection with UC San Diego.
- Feel they have a better understanding of their student's life on campus at UC San Diego
- Learn about campus resources.

Relationship to Student Affairs: Not related to any SALOs

Learning Outcomes Assessment Project Start: 11/7/2014

Assessment Project End: 11/16/2014

Population/Sample: Families Survey Participants: The survey was emailed to 1333 family emails. 364 participants responded (27.3%)

Profile of survey respondents: Mother (60.86%), Father (28.44%), Other (7.03%). "Other" included sibling, the student/self, friend, cousin.

Type of Assessment: Satisfaction study

Other Assessment Type(s):

Assessment Methods: Surveys

Other Assessment Method(s):

Data Collection Tools: Campus Labs distributed the survey and collected data.

Data Analysis Methods: With the help of Campus Labs, the satisfaction of the participants was analyzed based on the percentage of strongly ranked items. The open-ended questions were analyzed by determining the most used terms to help identify themes among the narratives.

How Your Results Will Be Presented: Results will be shared with the department and planning committee.

Progress: 100%

Link Assessment Project in Campus Labs Baseline :

Name	Source
No items to display.	

Summary of Findings: [Profile of who attended Family Weekend](#)

The survey indicates that a traditional family unit attended Family Weekend. Therefore, 71.87% two or more parents/guardians, 73.70% student, 44.65% sibling attended Family Weekend.

As usual, families of first-time, first-year, non-first-generation students are overrepresented as attendees with families of 4th year students are the lowest. Aligning with this, is the first time status of most families attending family weekend. It should be noted that 59 (17 students/42 families) were offered a fee waiver in order to attend family weekend.

[Satisfaction with the registration process/fees](#)

53.57% indicated they were very satisfied with the registration process | 81.04% felt the registration fee was just right.

Most respondents indicated they learned about the weekend via orientation (43.96%), email invitation (34.62%), TritonTalk

(26.65%). The latter is interesting to know, because over 21,000 TritonTalk were mailed to students' permanent address.

Satisfaction with programs

Most respondents indicated "did not attend/not applicable" for most weekend events, however, those who indicated "very satisfied" were ranked higher than the other ranking levels. Yet, records show that 2/3 (1423) of the registrants planned to check-in Friday and 1/3 (523) planned to check-in Saturday, during the registration. While, we should not assume that respondents are representatives of the check-in numbers, what are families doing after they have checked-in?

Similar to the way most events were ranked, satisfaction with College Connections were ranked "very satisfied", following most respondents indicating "did not attend/not applicable".

44.13% and 29.23% indicated "very satisfied" and "satisfied", respectively for the excursion to the Zoo 42.41% and 33.24% indicated "very satisfied" and "satisfied", respectively for dinner at the Zoo

The percentage of respondents indicated the following: Quality of the program: 44.48% | Quantity of the program 76.24% | Variety of the program 85.67% (*out of 355 respondents, total survey participants is 364*)

Summary of findings:

1. **Why did you attend Family Weekend?**

Respondents could "check all that apply" and thus:

92.35% of the respondents selected "to visit my student."

61.16% of the respondents selected "to connect with UC San Diego community."

52.91% of the respondents selected "to connect with my student's college."

49.24% of the respondents selected "to learn about resources available to my student."

2. **As a result of attending Family Weekend, I have a better understanding of my students' life at UC San Diego.**

32.24% said "strongly agree" and 46.27% said "agree"

3. **If any, list a specific program/event that helped you better understand your students' life at UC San Diego.**

The respondents indicated "yes" at 24.48% they gained an understanding, while a majority said "no" at 75.52% (*out of 355 respondents, total survey participants is 364*)

Going to class, the comedy show, college events were given credit. In the responses/comments, it was the action of "seeing", "talking", "visiting", "being on campus", "being with the student", "meeting" that became evidence of how well (or not) the student was doing. Therefore, the responses captured parents and families experience the context of college as being real. This is important for first-time families of first-year students. Respondents also shared the student's ability to show their family around campus; an act of welcoming their family into their college world. This helped the family visualize where the student ate, who their friends were, where they slept, and what their room or apartment looks like. One parent said, *"We had a taste of her busy college life and fortunately, she was able to make the comedy night and the zoo."*

4. **As a result of attending Family Weekend, I feel more connected to UC San Diego.** 30.15% said "strongly agree" and 46.87% said "agree"

5. **If any, list a specific program/event that helped you feel more connected to UC San Diego.** Although most indicated that there was not a particular event/program that helped them connect to UC San Diego, acknowledging the event/program that did make an impact follows. Top answers were the (1) zoo exemplified family time and meeting other families. The zoo was the gateway to meeting families in an organized manner; dinner. *"Eating dinner at shared table at the zoo was nice."* *"A chance to meet families and students while dining at the zoo."* *"The trip to the zoo was great fun and then sitting with another family we just met to eat dinner and seeing our child connect with another."*

(2) being with their student (walking, eating, being showed around campus) helped them visualize their student in college.

"He was able to show me around campus." *"Being around the students and faculty all helped to welcome us and make us feel connected."* *"Having our son show us the campus, his classes, dining hall, walk to the beach, hearing about his clubs..."*

And (3) college connections was mentioned as the best way to meet staff and administrators.

"Just being on campus and mingling with Revelle College staff." *"Marshall College was a great event for feeling more connected."* *"The College Connection at ERC was the best for making me feel connected..."* *"I especially enjoyed the lunch at Muir College and how friendly all the students and the various administrators were."*

Comedy Night was also mentioned several times. It was the first event that catered to many families in one setting.

6. **What did it mean to you and your student to attend Family Weekend?**

The most frequently used words were "bonding", "spending time", "time", "reconnect", "connect", all of which are connected

to the family being together. The tone behind attending Family Weekend is the value of togetherness and family which leads to supporting the student in college. There was also hints of elapsed time. A few mentioned that time together was important because it had been a while since they saw the student. *"It meant quality time and an opportunity to see her since she left."* *"It was great time for all of us and great timing for not being around each other since the start of school."* *"It was nice for both of us and our student to see each other and for us to see her living situation and meet friends. A month after school is in session was great timing."*

Although not a lot of respondents commented on this, some indicated "a new life" their student was experiencing that they themselves were not as much as a part. Seeing this new life was appreciated when they could interact with those who were part of it. *"It was good to see her thrive in her new environment."* *"...it was great to be a part of our student's new life."* *"It was great to see her interact with her new friends at UCSD..."*

Impact of Assessment:

There is something that is undeniable and that is, most participants of this program will always be those of first-year students, first-time college-goers. The program is specifically scheduled at a time when these students are second guessing their decision and may begin to feel homesick. Families find it a great opportunity to see evidence of their student's adjustment to school and students get to see their family which may slow or take away homesickness.

Base on their responses, the program accomplished families coming together to celebrate their student, connect and enjoy one another in their student's new world. The program provided many avenues for a shared experience. We will continue to do this.

However, efforts should be made to attract families of other students (upper classmen, transfers, first-generation, etc.). This requires us to add value for these populations.

Lessons Learned: It's important that we concentrate and put more effort into the spirit of UC San Diego (i.e., athletic, UC San Diego paraphernalia, memorable take-aways). I think signage and clear advance information need to be improved.

Supplemental Information:  FamilyWeekendSurvey

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