

Name of Assessment Project: Parent & Family Programs - Services

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

Email Address: kviaud@ucsd.edu

Phone Number: (858) 822-4790

Other Contacts: Parent & Family Programs

Providing Department: Parent & Family Programs

Other Units/Departments Involved in Assessment Project: Parent & Family Programs

Program, Service, or Event Related to Assessment Project: This report provides information about the parents' helpline and communication tools.

Assessment Project Description: The purpose of this report was to share the types of inquiries the office receives from parents and families, the types of information the office communicates to parents and families, and the readership by the parents and families.

Unit/Program Specific Goals and Learning Outcomes: None exist for 2014-2015.

Relationship to Student Affairs Learning Outcomes: Not related to any SALOs

Assessment Project Start: 8/1/2014

Assessment Project End: 6/30/2015

Population/Sample: The office provides this report based on parents and families' utility of various communication tools which include the parents' helpline, emails, monthly e-newsletter, email blasts and social media.

Type of Assessment: Tracking usage

Other Assessment Type(s): Other: Please indicate below

Assessment Methods: Computer program reports and human resources (quantitative)

Other Assessment Method(s): Email and phone inquiries were tracked using a document to check off type of inquiries.

Data Collection Tools: Monthly e-newsletter were tracked using Constant Contact and comparing its usage month to month and from 2013-2014 and 2014-2015.

Email blast were also tracked based on the report provided by Constant Contact.

Social media was tracked by the report provided on the fan page.

Data Analysis Methods: Data was analyzed by investigating the quantitative figures provided.

How Your Results Will Be Presented: The results will be used to assess the extent to which the office communicates with parents and families and further be informed by what the National Survey for Parent & Family Programs has found in the last two reports (2013, 2011).

Progress: 100%

Link Assessment Project in Campus Labs Baseline : None

| Name | Source |
|------|--------|
|------|--------|

No items to display.

Summary of Findings: Parents Email and Helpline:

Families emailed and called the Office of Parent & Family Programs to inquire about the following topics. Families consistently asked about or wanted to be transferred to Student Business Services. Financial Aid was the second most inquired topic. Other inquiries such as Family Weekend, Siblings Weekend, and Commencement were seasonal inquiries. Orientation and Admissions related questions also fall under the seasonal inquiries. Seasonal inquiries mean appropriate peak times to be informed. Inquiries related to housing and student crisis (transitional challenges) are less inquired about compared to others.

During August 2014 through June 2015, the Office of Parent & Family Programs tracked types of calls and emails (which are listed in the paragraph above) and the number of calls and emails we received. These were recorded by the professional staff and the Graduate Assistant. These numbers should not be regarded as final, but instead a general understanding of inquiries received.

Total number of calls (August – December 2014): 197

Total number of emails (August – December 2014): 87

**Staff transition prevented from collecting accurate data for the month of August*

**Data was not collected for November*

Total number of calls (January – June 2015): 38

Total number of emails (January – June 2015): 30

Moving forward, there will not be a tally maintained to track the types of calls and emails received. Rather, we will maintain appropriate turn-around time for accurately responding to inquiries.

Information: Parents and families of prospective and current undergraduate students will be informed about the Office of Parent & Family Programs and campus resources.

Newsletter: Sent each month, the newsletter stats includes number of emails sent, opt out, opens (or readership), and bounces. Staff members who wanted to receive the newsletter were included and therefore are represented in the statistics. They represent about 0.4-0.5% of the total emails sent-group.

2014-2015 Academic Year:

Sep 2014

No newsletter send due to office transition

Oct 2014

24,220 Sent
.2% Opt Out (7)
27.4% Opens (5652)
2.9% Bounce (701)

Nov 2014

25,359 Sent
.2% Opt Out (3)
23.09% Opens (5854)
3.3% Bounce (838)

Dec 2014

25,273 Sent
.2 % Opt Out (6)
22.2% Opens (5415)
3.3% Bounce (842)

Jan 2015

25,098 Sent
.2% Opt Out (46)
35.8% Opens (9051)
4.0% Bounce (1004)

Feb 2015

25,048 Sent
.2% Opt Out (41)
23.4% Opens (5652)
3.7% Bounce (935)

Mar 2015

25,515 Sent
.0% Opt Out (11)
37.5% Opens (8955)
6.5% Bounce (1650)

Apr 2015

23,208 Sent
.0% Opt Out (8)
37% Opens (8469)
1.2% Bounce (288)

May 2015

23,298 Sent
.1% Opt Out (18)
34% Opens (7822)
1.3% Bounce (295)

Jun 2015

23,260 Sent
.1% Opt Out (16)
38.5% Opens (8846)
1.2% Bounce (281)

2013-2014 Academic Year:

Sep 2013

24,965 Sent
.01% Opt Out (24)
41.6% Opens (9733)

Oct 2013

No newsletter send due to Family Weekend

Nov 2013

24,823 Sent
.05% Opt Out (12)
42.1% Opens (9777)

Dec 2013

24,727 Sent
.04 % Opt Out (11)
35% Opens (8069)

Jan 2014

27,097 Sent

.11% Opt Out (32)
 35.8% Opens (9051)
Feb 2014
 23,827 Sent
 .09% Opt Out (22)
 38.7% Opens (8587)
Mar 2014
 23,908 Sent
 .05% Opt Out (11)
 40.7% Opens (9054)
Apr 2014
 23,883 Sent
 .03% Opt Out (8)
 39.9% Opens (8873)
May 2014
 23,502 Sent
 .06% Opted Out (14)
 40% Opens (8753)
Jun 2014
 22,934 Sent
 .08% Opt Out (19)
 43.9% Opens (9365)

*Bounces were not collected during 2013-2014

Compared to 2013-2014, the readership was higher in months of November and December by 2.5 % and 3.1 %, respectively, compared to 2014-2015. January was the same for both academic years. The remaining months also show a decline between 2013-2014 and 2014-2015 in readership with February as the month with the largest decline when compared between February 2015 and 2014 (3% decline).

Email Blasts: Email blasts serving as specific messages and reminders were sent to families. The information reflects the first email blast.

| Email Message | Sent | Opens | Bounce/Opt Out | Frequency |
|----------------------------|--------|----------------|----------------------------|-----------|
| Family Weekend | 24,313 | 38.5% (9083) | 2.9% (694)/ 0.1% (28) | 4 |
| Siblings Weekend | 48,515 | 35.6% (16,515) | 4.5% (2164)/ 0.5% (264) | 4 |
| Triton Day | 2,500 | 87.2% (2174) | 0/0.3% (7) | 2 |
| Transfer Triton Day | 566 | 73.1% (400) | 0/3.4% (19) | 2 |
| Sun God Festival | 22,496 | 42.4% (9422) | 1.1% (256)/ 0.1% (13) | 1 |
| Holiday Card | 25,775 | 30.03% 7320 | 6.4% (1644)/ 0.1% (14) | 1 |
| Triton Transition Calendar | 49,601 | 31.3% 14764 | 4.8% (2384)/ 0.1% (45) | 1 |
| Family of the Year Award | 24,783 | 38.7% (8983) | 6.3% (1559)/ 0.1% (13) | 2 |

Social Media:

Facebook fans increased from approximately 400 to nearly 700, a 57% increase. On Twitter, parent and family programs has 248 followers, following 141.

Impact of Assessment: The survey reveals that parents and families have found our information to inquire about student services.

The newsletter readership has lowered which prompts the office to consider a different timeline and frequency for the newsletter. For example, it seems the readership was high in September, January, March and June. So, are families more inclined to want to be informed at critical points such as the beginning of the fall, beginning of winter, right around spring break and at the end of the year?

Email blast readership followed a similar open rate. However, by considering the number of a special topic was emailed, the office must consider the frequency of that email has on the open rate of such a message. In other words, the more communication provided to families does not mean the better they are informed. Special topic emails must be strategically emailed and topics must be considered.

Lessons Learned: Take notice of the quality of communication, frequency of keeping families informed, and for 2015-2016, to return inquiries in a timely manner with accurate information.

Supplemental Information:

Last modified 7/13/2015 at 7:27 PM by [Karina Viaud](#)
 Created 1/22/2014 at 12:24 PM by [Belinda Zamacona](#)