Parent & Family Programs

Increase participation in 2017 Family Weekend among first-generation students.

Providing Department:
Parent & Family Programs

Responsible Roles:

Unit Goal Description:
Increase participation in 2017 Family Weekend among first-generation students

Metric 1:
Increase the participation of first-generation students by 10%, from 86 in 2016 to 95 students in 2017.

Result 1:
In 2017, 73 first-generation students attended Family Weekend compared to 86 first-generation students who attended Family Weekend in 2016. This past year, Family Weekend experienced a 15% decrease of first-generation students.

Metric 2:

Result 2:

Metric 3:

Result 3:

Metric 4:

Result 4:

Data Collection/Retrieval:
The data was collected from RegOnline, a platform participants used to register for Family Weekend. Participants identified as first-generation during the registration process.

**Using Results:**

Parent and Family Programs did not meet the goal. From 2016 to 2017, Family Weekend participants decreased by 15%. We believe that the total number of registrants for the 2017 Family Weekend helps to explain the decrease of first-generation students. In 2017, we used an incline-approach to cost (e.g., the fee increased as time approached the event). Overall, rather than specific to first-generation students, this approach was not well-received by parents. We will revert back to a fee system that remains the same throughout the registration process. We will seek additional ways to market Family Weekend to new partners (i.e., the colleges offer a fee waiver to parents to attend the parent orientation - this can be streamlined somehow). We will also consider marketing directly to first-generation students (i.e. the students who receive assistance from Student Success Coach Team) and use key words related to how this population describes family support in college.

**Supplemental Info:**

**Start:**

07/01/2017

**End:**

06/30/2018

**Progress:**

**Increase the percentage of fee waiver applications of UC San Diego students participating in the 2017 Family Weekend**

**Providing Department:**

Parent & Family Programs

**Responsible Roles:**

**Unit Goal Description:**

Increase the percentage of fee waiver applications of UC San Diego students participating in the 2017 Family Weekend.

**Metric 1:**
Increase the percentage of participating students with fee waivers by 125%, from 40 students in 2016, to 90 students in 2017.

**Result 1:**

For 2017 Family Weekend, 81 students registered for Family Weekend. As a result, participation of students with a fee waiver increased by 102% between 40 students in 2016 and 81 students in 2017.

**Metric 2:**

**Result 2:**

**Metric 3:**

**Result 3:**

**Metric 4:**

**Result 4:**

**Data Collection/Retrieval:**

Parents applied for funds through the fee waiver application which includes information about their student (i.e., name, college, year). We collected data from the fee waiver application based on the information parents shared. We worked with the Financial Aid and Scholarships Office to check parents' expected financial contribution (EFC) and to determine parents' eligibility to receive financial support. Those approved, including the student, were entered into a working document that tallied fee waiver recipients of the family and the student. We used the final document to inform ourselves and to share with partners.

**Using Results:**

We did not meet the goal. Data from the fee waiver application reveals that 88 students applied for the fee waiver. When we compared that data with the registration data, 81 students registered for Family Weekend. With this in mind, we may have to consider retention strategies to sustain students and parents to register for Family Weekend.

**Supplemental Info:**

**Start:**

07/01/2017

**End:**
Progress:

**Increase the percentage of fee waiver applications of family members participating in 2017 Family Weekend**

Providing Department:
Parent & Family Programs

Responsible Roles:

Unit Goal Description:
Increase the percentage of fee waiver applications of family members participating in 2017 Family Weekend.

**Metric 1:**
Increase the percentage of participating family members by 31%, from 109 family members in 2016, to 143 family members in 2017.

**Result 1:**
223 fee waiver family recipients registered for 2017 Family Weekend. As a result, participation of family members with a fee waiver increased 104%, from 109 members in 2016 to 223 members in 2017.

**Metric 2:**

**Result 2:**

**Metric 3:**

**Result 3:**

**Metric 4:**

**Result 4:**

**Data Collection/Retrieval:**
Parents applied for funds through the fee waiver application. We collected data based on the information parents shared. We worked with the Financial Aid and Scholarships Office to check parents' expected financial contribution (EFC) and to determine parents' eligibility to receive
financial support. Those approved were entered into a working document that tallied fee waiver recipients and served as a reporting document for our office and partners.

**Using Results:**

Yes. We exceeded the goal. We still plan to review our approach for the 2018 Family Weekend to sustain this accomplishment. One of our approach’s will be to find out from the colleges their approach for marketing their fee waiver to parents of incoming students to participate in the colleges parent orientation.

**Supplemental Info:**

**Start:**

07/01/2017

**End:**

06/30/2018

**Progress:**