Assessment Template

Family Weekend 2016

Opt Out of External Report:

Name(s) of Person(s) Responsible for Assessment Project:

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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 families' experience at a three-day family event and their satisfaction with the weekend. After Family Weekend, participating families were emailed an online survey through Baseline.

Unit/Program Specific Goals and Learning Outcomes:

Parents and families of current undergraduate students will gain a greater understanding of UC San Diego campus life.

Family Weekend primarily attracts parents and families of first-year students. It is also scheduled within 6 weeks of the quarter, said to be a crucial time in the transition experience of the first-year student's college life. However, Family Weekend invites all
families to experience UCSD in a fun way, assisting families to visualize their student’s college life, and bonding as a family.

Learning Outcomes:

(1) As a result of attending Family Weekend, parents and families will be able to list campus resources or information helpful to them.

(2) As a result of attending Family Weekend, parents and families will be able to list campus resources or information supporting their student.

(3) As a result of attending Family Weekend, parents and families will be able to articulate an understanding of their student’s campus life at UC San Diego.

(4) As a result of attending Family Weekend, parents and families will feel they have a better connection to UC San Diego.

Relationship to Student Affairs Learning Domains:

Advance a Plan for Personal, Academic, and Professional Success
Lead in a Diverse Global Society

Assessment Project Start:
10/24/2016

Assessment Project End:
11/07/2017

Population/Sample:

Participating-families of the program were surveyed: the survey was sent to 678 unique registrant email addresses; 247 took the survey (36%)

Profile of the family survey-takers:

Mother (62%), Father (30%), Other which include grandparent, aunt, uncle, sibling and self (4%). 20% of the survey-takers identified as parents of first-generation students.

Type of Assessment:

Satisfaction study

Other Assessment Type(s):
Assessment Methods:

Surveys
Participant Narratives/Journaling

Other Assessment Method(s):

Data Collection Tools:

Baseline sent the email with a link to the survey

Data Analysis Methods:

The satisfaction of the participants was analyzed based on the percentage of ranked items (or statements). The open-ended questions were analyzed by identifying significant quotes supporting the program’s learning outcomes.

How Were the Findings Presented:

Results have been shared with the supervisor, unit staff and partners. Results have shown up in some campus presentations to and conversations with parents and families to further describe the program.

Progress:

100%

Link Assessment Project in Campus Labs Baseline:

Summary of Findings:

Parents wrote in, abundantly, that they wanted to visit, see, spend time with their student to connect and be involved with and learn from the campus. Family Weekend continues to be a time for parents/families to “check in” on their student’s transition to college, especially parents of first-years. One parent said:

“To spend time in HIS element. To experience some of HIS everyday life. To learn more about UCSD and what it can offer our son. To make sure he is taking advantage of all the opportunities that are available to him while he is there.”

The survey indicated some evidence that Family Weekend is a good way to expose younger siblings to college. One respondent said:

“Attend my sister’s family weekend prepared me [for] next year [in]college. Thank you.”

“…To have my other children and husband see where my daughter was studying and living.”
1. One learning outcome for Family Weekend is to list resources helpful for the parent to know. Parents listed a variety of resources like Career Services, CAPS and HDH. One comment stood out because the parent listed what they learned, as in a take away from attending Family Weekend:

“When I visited RIMAC, I learned that my son could have complimentary access to a physical therapist for his shoulder, as he’s on the UCSD Club Baseball team.”

2. Another learning outcome is for the parent to list resources helpful to support their student. Many parents listed programs like Career Services, Financial Aid, and Study Abroad. Others also listed “N/A, not much, None.” Though this learning outcome is met, it may be worth this review learning outcome to have parents not only list resources but to share exactly what they learned from the resource that will support their student.

3. The third learning outcome was formed in this question: “What is your understanding of your student’s campus life?” Parents articulated their understanding in this way:

“We now see where he spends his time and where the resources are for him to make the best of his time at UCSD.”

“The whole event was the experience. Having lived in San Diego and having a younger brother who graduated from UCSD and works there now, we always knew that UCSD provided an awesome education but we never took the time to get around and see much of the campus. The weekend allowed us to get a better insight of just how much UCSD had to offer.”

“To support our daughter…”

Many others used words like “better, improved, busy, good, and great” to briefly describe their understanding of the student campus life.

4. The last learning outcome is addressed in this question: As a result of attending Family Weekend, I feel more connected to UC San Diego. The percentage of parents who strongly agree (34 %) is similar to last year’s result (33%). The percentage of parents who agree (38%) is slightly lower than last year’s result (46%).

Parents shared how Family Weekend helped them feel more connected to the campus:

“Being able to talk with familiar staff at the Revelle event made us feel like we were really welcome on campus.”

“Getting the names of people on campus, eating in the dining hall where my daughter eats (now works!).”

Satisfaction with the registration process/fees and program:

45% were satisfied versus 42% were very satisfied with the registration process. 76% felt the registration fee was just right. Overall, the 43% percentage of respondents indicated satisfied with the quality of the program; 71% said the quantity of events in the program was appropriate | 72% said the variety of events in the program was appropriate (out of 221 respondents of 247 total survey participants).
Impact of Assessment on Program:

Overall, the survey indicated parents really enjoyed their time at Family Weekend and were appreciative of the details, variety and quality of the program. This year, unlike other years, some comments of dissatisfaction made an impression on this office. It is critical that Family Weekend is not only seen as a signature event, but also as the first event of the academic year parents attend once their student is enrolled. It is also critical that we provide a worthwhile program balanced between cost, quality, program satisfaction and impression to increase parents of upperclassmen students to return. The program served over 40 students in need and over 100 of their families. This is something to celebrate! We look forward to increase these numbers. This report must serve to plan the 10th Annual Family Weekend 2017 and utilize to articulate to committee members and partners our approach to successfully plan Family Weekend.

Lessons Learned About the Assessment Process:

After two years of providing assessment information, it is a good time to review learning outcomes of this program and create streamlined survey questions using common language understood by the participants to strengthen the voices of for parents and families.

Supplemental Information: