Expected Outcomes: UNIV – 101 For Parents (CWE Parent Presentation)

Intended Outcome: To determine if the current program should be continued, modified, or eliminated. The objectives of the presentation were: • To set expectations for your student's first semester at Auburn • To receive transition guidance to help make your student’s move easier • To learn what resources are available to Auburn parents

Assessment methods

Method: Survey.

Following the UNIV 101 – For Parents presentation, parents will be asked to complete a survey.

Findings:

Parents agreed or strongly agreed that: This session provided me with information necessary to make reasonable expectations for my students first semester. Average of responses – 4.73  After attending this session, I am aware of resources for parents of Auburn students. Average of responses – 4.01  After attending this session, I am aware of transition issues faced by parents when children leave home for college. Average of responses – 4.44  Rating scale: 1 = Strongly disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree

How did you use findings for improvement?

The UNIV 101 – For Parents presentation will be offered again at the 2012 Camp War Eagle. In addition, a modified presentation was created and offered to parents of transfer students at S.O.S. to inform them of resources available for Auburn parents.

Additional comments:

None

Expected Outcomes: Auburn parent communication strategies

Auburn parent communication strategies - To see if the 2011-2012 communication plan is effective.

Assessment methods

Method: Satisfaction Survey

Data will be collected using the software provided by the company which publishes the parent newsletter, Emma. The software allows us to send a survey electronically to our entire membership.

Findings:

79% of respondents said that Auburn provided “Just the right amount” of communication to parents. 83% agree or strongly agree that Auburn University provides helpful information to parents regarding campus resources available to assist with student success. We also learned that the majority of our parents have an apple-based smart phone or tablet. And 55% have 6 or more applications (apps) on their cell phone.
How did you use findings for improvement?

The Office of Parent and Family Programs will continue to offer newsletter on the same schedule and topics as used previously. Additionally, new material for Apple apps will be created to help Auburn Parents.

Additional comments:

None

Expected Outcomes: Fall Family Weekend

To determine if the new programming provided to parents is satisfactory or learn what programs would be better for Fall Family Weekend.

Assessment methods

Method: Satisfaction Survey

Data will be analyzed to determine if the cost, programming, and publicity met the needs of our Auburn parents.

Findings:

While parents were effectively informed about the events of Fall Family Weekend, they were disappointed with the price, seating, and food offered at the tailgate event.

How did you use findings for improvement?

There will be a change in location and caterer for the Fall Family Weekend event in the Fall. As part of this change, the tickets will be half the cost.

Additional comments:

None