INSIGHTS INTO COLLEGE PARENTS
- 2016 NATIONAL SURVEY OF PARENTS

PRESENTED AT ASSOCIATION OF HIGHER EDUCATION PARENT / FAMILY PROGRAM PROFESSIONALS

November 15th, 2016
11:00 – 11:45 AM
Boulder, Colorado

Mickey Freeman
Executive Director
CPA’s Mission: Promoting College Completion
About Us

• Promote greater student achievement & college completion

• Founded in 1997, we are the nation’s oldest & only college parent membership organization

• Provide members with valuable benefits & information that protect & maximize their family’s college investment

• Virginia Non-Stock Corporation governed by an elected Board of Directors, operating as a non-profit

Organizational Milestones

- Initial President Hired (2000)
- CPA Incorporated (1997)
- Initial Membership Survey Created (July 2005)
- Primary public policy issue focused on tax-deductibility of college tuition for parents (2001)
- Crunch Time Published (2006)
- Created a 501(c)3 organization Center of Student Health & Life (2008)
- New Membership Program Launched featuring Tuition Insurance & ID Theft (May 2010)
- Launch of new CollegeParentS.org with College Parent Central 2011
- Launch of new University Travel Center Benefit 2016
- Spellings Commission Testimony (May 2004)
- National Advisory Board established March 2010
- Bob Soza, Former Sr. Associate VP / Dean of Students at Arizona State University becomes national Chairman (Nov 2009)
- Start of Laughlin Scholarship Program (2010)
- Handbook for College Parents 2012 – 16

- Handbook for College Parents 2012 – 16
## National Advisory Board

Provide valuable insights and support the unique needs of college parents regarding their students’ successful preparation, transition, adjustment and completion through college.

<table>
<thead>
<tr>
<th>Name</th>
<th>Title</th>
<th>Institution / Organization</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bob Soza, Chairman</td>
<td>Retired Sr. Associate Vice President &amp; Dean of Students</td>
<td>Arizona State University</td>
</tr>
<tr>
<td>John E. Kobara, Vice Chairman</td>
<td>Chief Operating Officer</td>
<td>California Community Foundation</td>
</tr>
<tr>
<td>Brad Baker</td>
<td>Co-Founder</td>
<td>Making College Count</td>
</tr>
<tr>
<td>Stephanie J. Fuji</td>
<td>Estrella Mountain Community College</td>
<td>Maricopa Community Colleges</td>
</tr>
<tr>
<td>Stephen E. Loflin</td>
<td>Executive Director &amp; Founder</td>
<td>National Society of Collegiate Scholars</td>
</tr>
<tr>
<td>Steve Marcus</td>
<td>Founder</td>
<td>Partnerwise Group</td>
</tr>
<tr>
<td>Patrick McWhortor</td>
<td>Director</td>
<td>National Council of Nonprofits</td>
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<tr>
<td>Don Munce</td>
<td>President</td>
<td>National Research Center for College &amp; University Admissions</td>
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<tr>
<td>Larry Edward Penley, Ph.D</td>
<td>Past President</td>
<td>Colorado State University</td>
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<tr>
<td>John Fees, Director</td>
<td>Managing Director</td>
<td>GradGuard / NGI Group</td>
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<tr>
<td>Sarah Schupp</td>
<td>Founder &amp; Chief Executive Officer</td>
<td>University Parent Media</td>
</tr>
<tr>
<td>Eric Weil</td>
<td>Founder</td>
<td>Student Monitor</td>
</tr>
<tr>
<td>Mickey Freeman</td>
<td>President &amp; CEO, Co-Founder</td>
<td>Education Funding Partners / President, Outward Bound</td>
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A Membership Focus

Don't Go To College Without Us

College Parents of America is the nation's only membership organization comprised of current and future college parents. Our mission is to assist families in the successful preparation, transition, adjustment, and completion through college.

- **Relevancy** (more than content)
  - FERPA Form / Checklists
- **Utilities, Benefits & Services**
- **Research & Data**
- **Growing** following
  - 50,000+ monthly visitors
  - 35,000+ Fans on [www.Facebook.com/CPofAmerica](http://www.Facebook.com/CPofAmerica) & Twitter
## Membership Benefits

$99.00 for unique & relevant benefits (worth >$400 if purchased separately)

<table>
<thead>
<tr>
<th><strong>Standard Membership</strong></th>
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<td><strong>Annual Membership</strong></td>
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| **Tuition Protection**  | $25,000 Accidental Death Coverage  
Provides student with a lump sum payment should their parent, or primary tuition payer, die accidentally helping the student complete their education. |
| **Security & Well Being Benefits** | **Cell Phone Protection**  
Covers damage to or theft of eligible cellular wireless telephones up to $200 with a $50 copayment.  
**Identity Theft Protection and Resolution Services**  
In the event you of a covered stolen identity event, this benefit reimburses up to $2,500 of covered expenses incurred to restore identity. It also offers one-on-one resolution assistance with fraud specialists.  
**24-Hour Roadside Assistance**  
Covers up to $80 in service charges including towing assistance, battery service, flat tire assistance, fuel delivery, lock out assistance and more. |
| **Savings Benefits**    | **BaZing - Merchant Savings Network**  
National, regional and local merchant discounts, also includes pharmacy and vision discounts. |
| **Content & Services**  | CollegeParents.org and an active Facebook/CollegeParentsofAmerica – online community  
College Parent Handbook for Student Success |

Recent Report: “Students Are Borrowing Less, Paying More for College”

Student loans are decreasing in absolute dollars and as % of total aid.

2015 College Board Research

How We Work with Schools

How can our membership services and insights can be valuable to your campus?

At no cost, schools are invited to distribute the Annual Handbook for Student Success and republish any content/tools available at CollegeParents.org

Customized university Travel Center programs that provides discounts on airfare, local hotels, & car rentals

= Revenue share for AHEPPP schools

Bundle of relevant student benefit programs that can be included within school-based membership programs

Research Notes:

The 2016 Presidential Election demonstrate the limitations of polling data / surveys.

CPA has conducted a national online survey of parents in 2012, 2014 and 2016. Each poll used online surveys that were promoted primarily thru internet channels such as the CPA Facebook community and email notices to CPA members.

Our aim is to define “North” – six years of consistent responses are suggestive...

Q1: Which of the following best describes you? I am the parent of a child who, in fall 2016, will be:

- 21.9% a college freshman
- 17.7% a college sophomore
- 12.3% a college junior
- 18.9% a college senior
- 12.7% a college senior

Q2: In fall 2016, what type of college will your child be attending?

- 56.5% Traditional 4-year public college or university
- 40.2% Traditional 4-year private college or university
- 3.3% Other
Is this your first child attending college?

In Fall 2016, where will your student live while attending college?
How far away from home is your student living?

40% of parents surveyed report that their student lives more than 4 hours away.

<table>
<thead>
<tr>
<th>Distance from Home</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>More than 4 hours away</td>
<td>39.7%</td>
</tr>
<tr>
<td>2 - 3 hours away</td>
<td>21.8%</td>
</tr>
<tr>
<td>An hour to 2 hours away</td>
<td>18.2%</td>
</tr>
<tr>
<td>Less than an hour away</td>
<td>12.4%</td>
</tr>
<tr>
<td>Living at home / commuting to campus</td>
<td>8.0%</td>
</tr>
</tbody>
</table>

How often do you typically communicate with your son or daughter while they are at college?

36% of college parents surveyed communicate daily or multiple times per day with their student.
Please indicate the approximate level of financial support that you (parent/s) are planning to provide in support of your child’s education.

Parents are generous, with nearly 45% reporting that they are contributing more than 75% of the financial support for their student’s education.

- More than 75%: 44.6%
- Between 51%-75%: 13.5%
- Between 26%-50%: 16.8%
- 25% or less: 20.4%
- None: 4.7%
The investment in a college education is frequently one of the largest expenses a family makes. Please help us understand where it ranks in your family financial life?

Nearly 30% of parents surveyed report that college is the largest investment in their family financial life and 41% parents indicated that it is the second largest investment they expect to make.
Consider the cost of 4 years of college for your current and future college students. Is your family adequately insured to pay for college in the case of the death of a parent?

- 48% of parents surveyed report having life insurance worth more than $500,000
- 39% of parents surveyed may not have sufficient life insurance coverage to pay for 4 years of college
- 12.5% of parents surveyed report not owning a personal life insurance policy

<table>
<thead>
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<th>Response</th>
<th>Percentage</th>
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<tr>
<td>Maybe, depends on the amount of four-year financial assistance my student's school provides.</td>
<td>14.5%</td>
</tr>
<tr>
<td>Maybe, I have individual life-insurance but it is not likely sufficient to pay for 4 years of college.</td>
<td>24.8%</td>
</tr>
<tr>
<td>Yes, I am moderately well insured with an individual policy more than $500,000.</td>
<td>48.2%</td>
</tr>
<tr>
<td>No, I do not own personal life insurance policy.</td>
<td>12.5%</td>
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</tbody>
</table>
How were you informed of the following college or university policies?

- Parents are either not paying attention or the school is not taking steps to verify that each student is notified of institutional policies.
- 51% of parents surveyed do not recall schools disclosing specific information regarding the CLERY Act.

![Bar chart showing recall of policies](chart.png)

- 17% of parents recall being provided notice of CLERY Act reports
- 19% recall being provided notice of Net Cost Calculator
- 37% recall being provided notice of FERPA
- 31% recall being provided notice of Student Housing Liability
- 22% recall being provided notice of Refund Policy

At the time of your student beginning his/her freshman year of college, how strongly did you agree with the following statements?

- 59% of parents surveyed report that it would be difficult to continue helping pay for college if either myself or my spouse suffered an unexpected job loss
- 48% of parents surveyed report that they worry about the cost to replace things like their laptop computer/iPad being stolen or damaged
- 46% of parents surveyed worry that their student may be under-employed or fail to secure a job that pays enough to cover the cost of their student loans

Concerns of College Parents

- I worry that my student may be under-employed or fail to secure a job that pays enough to cover the cost of their student loans: 46%
- I worry about the cost to replace expensive property of my student: 48%
- If I were to die, we have enough life insurance to cover the cost of our students education: 52%
- It would be difficult to pay for college due to unexpected job loss: 59%
Which parent and family events will you participate in?

More than 2/3 of parents surveyed report that they will participate in family events including move-in, orientation or family weekend.

Please describe your involvement with your colleges official parent/family associations.

- 37.0% Not aware of the Parents Association at my students school
- 39.1% Our school provides events and programs just for parents/families without an additional cost.
- 13.1% I make a contribution to be a member of the Parent/Family Association
- 21.4% I pay for certain events/activities sponsored by the Parents Association
- 6.7% Other (please specify)

Are you concerned about your child’s ability to complete his/her program of study in college?

- 76% of parents surveyed are confident in their students ability to complete college.
- 18% of parents surveyed are concerned about their child’s ability to complete college.
There are many skills that enable students to successfully complete college. Please share how prepared your student is on some critical factors.

94% of parents surveyed believe their student is academically prepared to complete college.

**College parents are confident in their Students**

- Do you believe your student is making decisions for a good career? 83%
- Do you believe your student has the study and time management skills to complete college? 79%
- Do you believe your student is academically prepared to complete college? 94%
- Do you believe your student is prepared to understand the cost of college and the impact of their student loans on career choices? 67%
- Do you believe your student is prepared to manage the financial responsibilities of college? 61%
Most colleges and universities have a formal policy regarding refund of payments when a student withdraws for medical reasons (i.e., when a student is unable to complete classes due to a medical reason). Was the school’s refund policy for medical withdrawals disclosed to you during the enrollment or billing process by the university?

- 24% of parents surveyed indicate that the college refund policy was disclosed to them during the enrollment process.
- 76% of parents surveyed report that the college refund policy was not disclosed to them or are unsure if it was.

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Which of the following most closely describes the refund policy of the college should your student be unable to complete classes for an academic term due to an unexpected illness or injury?

67% of parents surveyed indicate that they have no idea how the school would handle a refund if their student was unable to complete classes to an unexpected illness or injury.

![Diagram showing the refund policies](image)

- I have no idea how the school would handle these types of situations.
- The University would not refund any tuition, fees, or other expenses regardless of when the illness or injury occurred. (4.3%)
- The University would refund some of the tuition, fees, and other expenses if the illness or injury occurred in the first few weeks... (25.3%)
- Since the student didn’t complete the classes and did not voluntarily withdraw, the University would refund all of the...

If your student had to withdraw for a medical reason without completing classes, could you pay for an additional semester of classes to make up for the non-refunded financial losses due to withdrawal?

- 23% of parents surveyed indicate that could not pay for an additional semester of classes to make up for the non-refunded financial losses due to a withdrawal.
- 51% of parents surveyed indicate that they could but it would be difficult.

Assuming a tuition insurance program was available at your school to cover 100% of your non-refunded costs of attendance (i.e., including tuition, room and board, fees, etc.), what is your preferred method to enroll in the coverage?

- 34% of parents surveyed that they would like tuition insurance included within the cost of attendance or during the enrollment process.
- 33% of parents surveyed indicate that they are not interested in receiving tuition insurance.
- 33% of parents surveyed indicate that the need to know more about tuition insurance.

<table>
<thead>
<tr>
<th>Preferred Method</th>
<th>Percentage</th>
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<tr>
<td>I am not interested in receiving tuition insurance.</td>
<td>33.2%</td>
</tr>
<tr>
<td>I need to know more about why tuition insurance may be helpful to me.</td>
<td>32.9%</td>
</tr>
<tr>
<td>The school provides the option to enroll the student in coverage during school registration. The cost (between $150 - $450 per year) is paid...</td>
<td>20.4%</td>
</tr>
<tr>
<td>The school provides the coverage as part of the cost of attendance and is included within tuition &amp; fees.</td>
<td>13.5%</td>
</tr>
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</table>
If your student’s personal belongings are stolen or damaged while at school, who is responsible for replacing the items?

- 40% of parents surveyed do not know the school’s policy regarding who is responsible for replacing stolen or damaged student property.

### Survey Results

<table>
<thead>
<tr>
<th>Option</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>The school will typically replace stolen items as long as a police report is filed, but does not cover damaged items</td>
<td>1.5%</td>
</tr>
<tr>
<td>The school is typically responsible for all items, including personal belongings, as long as the student is residing in an on-campus residence hall or other on-campus housing</td>
<td>1.2%</td>
</tr>
<tr>
<td>The school typically does not cover any personal belongings that students have on campus</td>
<td>56.9%</td>
</tr>
<tr>
<td>I don’t know the school’s policy</td>
<td>40.4%</td>
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</table>

How would you rate your university's efforts to provide useful travel information (reservations for hotels, rental cars, airlines) to attend the above events?

39% of parents surveyed report that the school provides good or very good travel information to attend university events.
How interested would you be in a full service, Expedia-like Travel Center that provides discounts and consolidates all university-related travel information in one place from (booking hotels and flights to campus directions and parking information)?

67% of parents surveyed are interested in a Travel Center that provides discounts and consolidates university travel related information in one place.

Travel Center
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