



Where Are We Going?

Crafting and Implementing a Family Needs Assessment

Agenda

- Introductions
- Overview of UNC-Chapel Hill students and families
- Brief History of NSFP
- The Family Experience Survey
- Sharing the Results
- Challenges & Lessons Learned
- Q & A


Introductions

We are...

Albert Perera
Coordinator

Jenn Mallen
Director

Justin Inscoe
Assistant Director



**New Student &
Family** Programs

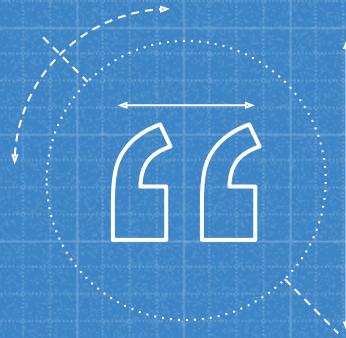


1

Overview of UNC-Chapel Hill

What does the University
body look like?





**...our love for this place is
based upon the fact that it is,
as it was meant to be,
The University of the People.
-Charles Kuralt '55**



18,523

undergraduate students

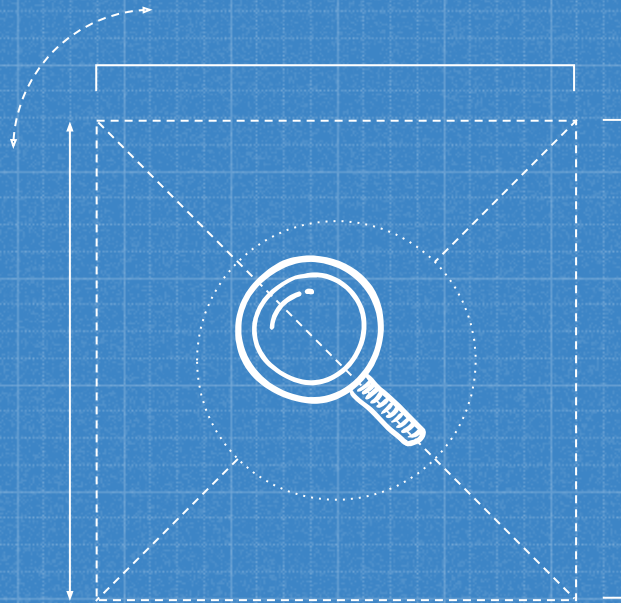
34,889
applied

9,400
accepted

4,228
enrolled

Additional UNC Facts

- Large, public, research institution
- 96.6% - FY to SY retention rate
- 10,946 Graduate and Professional
- 72% in-state students overall
 - 83% in undergraduate population
- 57% female-identifying
- 62% identifying as white (PWI)
- 19% first-generation students



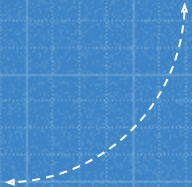
Why Create a Family Needs Assessment?



2

History of UNC NSFP

Where are we
coming from?



History of UNC NSFP

- New Student & Family Orientation
- Week of Welcome
- New Student Convocation
- New Student Newsletters
- Student Leadership Opportunities
 - Orientation Leaders
 - Project Coordinators
 - Tar Heel Beginnings Board
 - Transfer Student Ambassadors
 - NSFP Fellows
- Family Programming

History of UNC NSFP

Family Programming line-up:

- Family Orientation
- Carolina Family Handbook
- Summer Send-Offs
- Newsletters - Now, CampusESP
- Carolina Family Weekend
- Parents Council

*We recently added a new position to help grow family programming, as well

We wanted to ask the questions...

Where are we going?

What do we need to do for families?





3

The Family Experience Survey

What do we want to know
about our families?

The Family Experience Survey

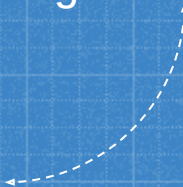
- Benchmarking from peer institutions
- First-year family information vs. senior family information
- Themes:
 - Publications
 - Communications
 - Programs
 - Demographic information



4

The Survey Results




What were our
findings?



Survey Results

- N = 1061
- 493 first-year families
- 155 senior families

Q4. What class year will your student complete this academic year?

	Count	Percent		
<input type="checkbox"/>	493	47.22%		First Year
<input type="checkbox"/>	155	14.85%		Senior year (graduating in spring or summer 2017)
<input type="checkbox"/>	396	37.93%		I do not have a first-year or senior
1044 Respondents				

Survey Results - Website

- “What information were you hoping to gain while navigating our website?”

<input type="checkbox"/> Summary View		First Year		Senior year (graduating in spring or summer 2017)	
		Count	Percent	Count	Percent
✘ Q19. What information were you hoping to gain while navigating our website? (Check all that apply)	Event details (Carolina Family Weekend, New Student Orientation/Family Orientation, Summer Send-Off, etc.)	239	47.05 %	85	48.85 %
	Hotel accommodation information	53	10.43 %	18	10.34 %
	Seeking help for student concern	81	15.94 %	21	12.07 %
	Involvement opportunities for families (for example, Parents Council)	59	11.61 %	16	9.20 %
	Office contact information	66	12.99 %	25	14.37 %
	Other (please specify)	10	1.97 %	9	5.17 %
	Total	508	100.00 %	174	100.00 %

Survey Results - Website

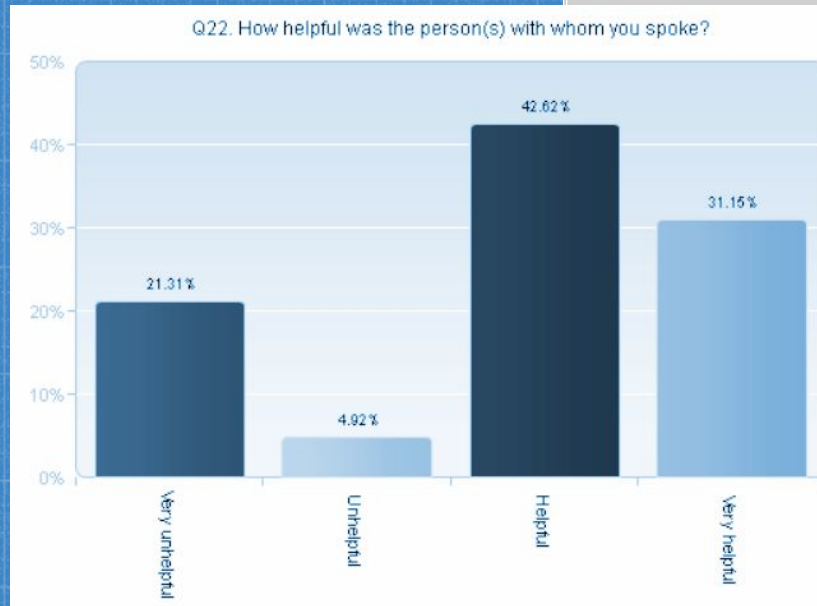
1. Event and hotel information
2. Student Concerns
3. Office Contact Information

Considerations

- Capitalize on hotel partnerships
- Highlight travel information
- Focus on clear event information including reservations and policies
- Strategies and resources to address student concerns

Survey Results - Communications

- “What information were you hoping to gain by calling our office?”



Summary View		First Year		Senior year (graduating in spring or summer 2017)	
		Count	Percent	Count	Percent
✘	Q21. What information were you hoping to gain by calling our office? (Check all that apply)				
	Event details (Carolina Family Weekend, New Student Orientation/Family Orientation, Summer Send-Off, etc.)	24	51.06 %	11	36.67 %
	Hotel accommodation information	1	2.13 %	2	6.67 %
	Seeking help for student concern	12	25.53 %	12	40.00 %
	Involvement opportunities for families (for example, Parents Council)	4	8.51 %	4	13.33 %
	Other (please specify)	6	12.77 %	1	3.33 %
	Total	47	100.00 %	30	100.00 %

- “How helpful was the person?”

Survey Results - Communications

1. Event Details

a. First-Year - **51%**

b. Senior - **37%**

2. Student Concerns

a. First-Year - **25.5%**

b. Senior - **40%**

Considerations

- Student staff briefing and training
- Cross-train full-time staff
- Craft better FAQs
- Training to triage and refer for student concerns

Survey Results - Communications

How helpful was the person(s) with whom you spoke?

- ~75% helpful or very helpful
- ~25% unhelpful or very unhelpful

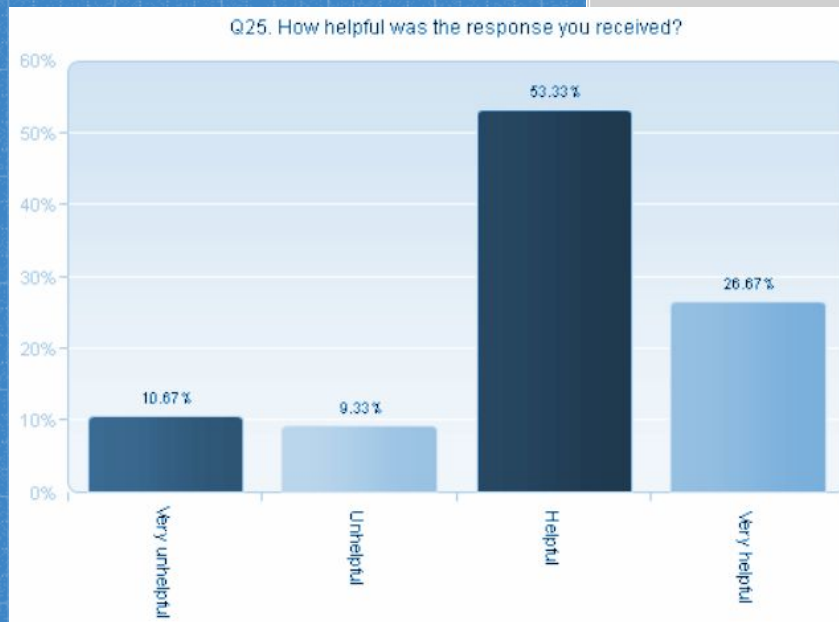
Follow-up questions:

- With whom did they speak?
- What was the call regarding?

Survey Results - Communications

- “What information were you hoping to gain by emailing our office?”

<input type="checkbox"/> Summary View		First Year		Senior year (graduating in spring or summer 2017)	
		Count	Percent	Count	Percent
✖	Q24. What information were you hoping to gain by emailing our office? (Check all that apply)				
	Event details (Carolina Family Weekend, New Student Orientation/Family Orientation, Summer Send-Off, etc.)	40	47.62 %	10	43.48 %
	Hotel accommodation information	8	9.52 %	1	4.35 %
	Seeking help for student concern	20	23.81 %	6	26.09 %
	Involvement opportunities for families (for example, Parents Council)	7	8.33 %	2	8.70 %
	Other (please specify)	9	10.71 %	4	17.39 %
	Total	84	100.00 %	23	100.00 %



- “How helpful was the response?”

Survey Results - Programs

- “What prevented you from attending?”
 - **Family Orientation**
 - Attended with previous student
 - **Summer Send-Offs**
 - Did not know about them
 - **Carolina Family Weekend**
 - Made other plans to visit campus
 - **General Themes**
 - Could not take time off from work
 - Cost of travel and lodging

Survey Results - Parents Council

- “What prevented you from joining the Parents Council?”

<input type="checkbox"/> Summary View		First Year		Senior year (graduating in spring or summer 2017)	
		Count	Percent	Count	Percent
x Q34. What prevented you from joining the Parents Council? (Check all that apply)	Could not get time off from work	30	6.73 %	13	8.50 %
	Too expensive to join and travel to meetings	51	11.43 %	17	11.11 %
	Too far to travel for events and meetings	85	19.06 %	31	20.26 %
	I do not have the time to commit to serving on the Parents Council	118	26.46 %	42	27.45 %
	I did not see the value of joining the Parents Council	34	7.62 %	12	7.84 %
	I prefer to be involved with UNC in different ways	64	14.35 %	25	16.34 %
	Other (please specify)	64	14.35 %	13	8.50 %
	Total	446	100.00 %	153	100.00 %

Survey Results - Parents Council

1. Do not have time to commit
2. Prefer to be involved in different ways
3. Too far to travel

Considerations

- How do we market this opportunity?
 - Include more information on expectations of membership and levels of engagement
- Look at how we manage communication with current members, near and far

Survey Results - Ideas for Future

- “What other services would you like to see offered to family members?”

- **For both:**

- Commencement
- Sibling events
- Invitations to free campus events

- **For first-years and areas of interest:**

- Identity-based groups
- Service opportunities

<input type="checkbox"/> Summary View		First Year		Senior year (graduating in spring or summer 2017)	
		Count	Percent	Count	Percent
✖ Q35. What other programs or services would you like to see offered by our office to serve Carolina family members? (Check all that apply)	Carolina Family of the Year annual award program	15	1.52 %	3	0.99 %
	Commencement activities	134	13.62 %	69	22.85 %
	Events for siblings of UNC students	142	14.43 %	40	13.25 %
	Homecoming activities	110	11.18 %	30	9.93 %
	Identity and experience-based peer support groups (e.g. out-of-state families, etc.)	99	10.06 %	23	7.62 %
	Invitations to free campus and community events	224	22.76 %	66	21.85 %
	In-person translation services during events and programs	5	0.51 %	0	0.00 %
	Letter-writing campaign to your student	21	2.13 %	5	1.66 %
	Publications available in languages other than English	5	0.51 %	1	0.33 %
	Service opportunities	110	11.18 %	29	9.60 %
	Webinars	64	6.50 %	22	7.28 %
	Other (please specify)	55	5.59 %	14	4.64 %
	Total	984	100.00 %	302	100.00 %

Survey Results - Ideas for Future

- Commencement Activities
 - First-Year - **13.6%**
 - Senior - **22.8%**
- Sibling Events
 - First-Year - **14.4%**
 - Senior - **13.2%**
- Invitations to free campus events
 - First-Year - **22.8%**
 - Senior - **21.9%**
- Identity-based groups
 - First-Year - **10%**
- Service Oriented opportunities
 - First-Year - **11%**



5

Challenges & Lessons Learned

What does this mean for
us and the work we do?

Lessons Learned

- Getting clean family data is difficult
- Writing good questions is difficult - we did not get some data we hoped to gain
 - Asking satisfaction questions
 - Gathering open-ended data about experiences
- Timing

Next Steps


- Diving deeper into understanding the data that we did collect
- Making program and service adjustments where we can...
 - Pilot Commencement activities
 - Focus on Summer Send-Off marketing efforts
 - Consider sibling programming
 - Add service-oriented opportunities
 - Think about ways to connect identity and/or experience-based families
 - Pilot a webinar series
 - Communicating on-going, free events that happen on-campus

Next Steps

- Rewrite the survey and deploy to first-year families (Class of 2021)
 - Ask the questions we really need to ask
- Create a multi-year family programming plan
- Determine the best cycle to re-assess

Thanks !

QUESTIONS?



**New Student &
Family** Programs

You can find us at:

Albert Perera
albert@unc.edu

Jenn Mallen
jennmallen@unc.edu

Justin Inscoe
inscoe@unc.edu