

# Parents & Families Program 2022-23 Data Report

Parents of Sac State Students (external clients)

## Mission

The Parents & Families (P&F) Program is dedicated to serving pregnant and parenting students as well as parents, families and loved ones of students by facilitating and enhancing opportunities for student success. We accomplish this by assessing, acknowledging, supporting and advocating for the unique needs of these populations.

## What We Do

We serve parents of students with communications, customer service, events, and our volunteer Family Ambassadors, all of which help us create a sense of community.

## Program Outcomes

1. Improve connection to university
2. Increase Awareness of campus resources & Calendar
3. Improve Awareness of appropriate level & strategies to engage with students.

## 2022-2023

### Significant Accomplishments

1. Re-established the Family Ambassador Program post-pandemic with the help of a Chancellor's office grant and in-person Move-In Day activities; hosted a hybrid training.
2. Re-established P&F in-person events such as the Family Weekend Hornet Family Reception and P&F Tailgate.

### Communications

- Family Guide – Updated and posted online
- Newsletters
  - Distribution: 11,813 parents (50% open on desktop; 50% on mobile device)
  - Five newsletters sent
  - Open rate ranged from 45% to 55%
  - Popular content included P&F Tailgate sign up for Family Weekend; Social Events for Students calendar link; HornetSports.com; Town Hall Zoom link; prior Town Hall Zoom recordings; RSVP for Family Weekend Reception; P&F Tailgate Potluck

Sign Up; Buy Homecoming Football Tickets link; CRJ Law Enforcement Candidates program received a grant; CSUS Scholarships page; Federal Student Debt Relief link; Sac State Parents Facebook page; Town Hall zoom link; FAFSA application; survey of parents' interests; Hornet Housing link; csus.edu/parents website; Commencement; Alternative Spring Break; Spring Hornet Family Mixer RSVP form; 1098T info.

- Town Hall Zooms
  - Fri Sept 23 – 17 attendees
  - Fri Oct 12 – 15 attendees
  - Fri Nov 18 – 10 attendees
  - Fri Dec 9 – 13 attendees
  - Canceled for Spring 2023 semester based on declining attendance; created a video for families to watch – 139 views – better than Town Hall Zoom attendance for 2023 – shows promise for future updates
- Social Media
  - Facebook @SacStateParents: 2.6k followers
  - Twitter @SacStateParents: 381 followers

## Events

- Family Lounge - Move in Day – Fri Aug 26 from 9a-2pm
  - ~ welcomed 500 new family members throughout the day
  - This proves a strategic place to recruit Family Ambassadors, as 6 of 8 Family Ambassadors were met and committed from the event.
- Family Reception – Move in Day – Fri Aug 26 from 2-3pm
  - 85 parents/guests in attendance
  - Space limited based on venue
  - Speaking program featured President, Provost, VPSA, Chief of Police, Exec Director Housing, and P&F Director
- Hornet Family Reception, Fri Oct 28 from 5-7 pm
  - 70 students, parents and family members in attendance at Zocalo UV
- P&F Tailgate, Sat Oct 29 from 3:30-5:45 pm
  - 35 people attended
  - Family Ambassadors were essential to hosting this event and connecting with guests.
  - This event was smaller than prior years but still helped to create lasting and meaningful connections between parents, who discussed wanting to make the event bigger and better in 2023.
- Family Ambassador Panel at Admitted Students Weekend – April 29 from 12-1pm, University Union
  - 6 Family Ambassadors spoke on the panel
  - 25 prospective family members in attendance

- Spring Hornet Family Mixer at Chandos Cantina in Midtown – April 29 from 2-5pm
  - 6 Family Ambassadors in attendance
  - 50 guests in attendance including families and students
- Transfer and First-Year Orientation: “Helping Your Student Transition to Sac State” 45 min presentation with Student Health & Counseling
  - 766 transfer guests
  - 2169 first year parents/supporters

## Customer Service

- Parents & Families responded to roughly 280 parent inquiries in the 2022-23 academic year.
- Customer service requests come in via phone and email to the director and two program assistants.
- Common questions:
  - Individual student needs
  - Anxiety/depression concerns for student; SHCS/therapy/ group counseling
  - Roommate problems
  - Housing needs/challenges - breaking lease; finding housing; campus housing; off-campus housing; move in/move out details
  - Academic concerns on behalf of students
  - How to communicate with students/ get students to share information
  - Finding work on campus; working and academics; Sac State recommendations on working; internships; career center; handshake; work study
  - Opportunities for student involvement: clubs, calendar of events, Greek life, weeks of welcome, intramurals, the WELL/ fitness classes, etc
  - How to get financial aid info; variety of simple financial aid inquiries
  - Opportunities for parent/family involvement; Family Ambassador inquiries
  - Commencement – tickets, expectations, what to buy for students, etc

## Family Ambassadors

Re-established the Family Ambassador Program with 8 ambassadors representing varied student experiences from across and outside the state.

- Hosted Family Ambassador Training in hybrid format
  - 7 ambassadors attended in person
  - 1 attending online from Southern California.
- The Family Ambassador program helped host Families at family weekend, the reception and tailgate, participated in regular Town Hall Zooms to engage with families, and presented at a panel on Admitted Students Day, as well as hosted a reception for families in the Spring.
- 6 of the 8 ambassadors want to return for the 2023-24 academic year.

## 2021-2022

### Significant Accomplishments

1. Hosted CSU Parents & Families Program Consortium in April 2022 with Cal State LA, Channel Islands, Cal Poly Pomona, Monterey Bay, San Marcos, East Bay, San Jose, San Bernardino, Northridge, Fresno, Bakersfield, Chico, Dominguez Hills, Long Beach, Sonoma, Chico, and San Francisco.
  - Provided template to establish Family Ambassador Program to other CSUs
  - Provided information about applying for the CCAMPIS grant and supporting student-parents through establishing Student-Parent Supports.
2. Helped establish a \$100,00 Family Ambassador Grant fund through the CSU Chancellor's Office using Sac State's Family Ambassador program materials, to distribute \$25k to four campuses to establish Family Ambassador programs.
  - P&F was granted one of the four \$25,000 awards to implement to re-establish our Family Ambassador program.

### Communications

- E-newsletter (42% open on mobile; 58% on desktop)
- Distribution: 12,054 parents have opted in
- 11 newsletters sent
- Open rates ranged from 24% to 55%
- Popular content included 7 course modalities; Town Hall Zoom link; hotel discount near campus for Move in Day; past Zoom recordings; Virtual Family Reception; PEAK Adventures; Sac State COVID policies and practices; Planetarium, Hornet Sports, Sac State Aquatic Center; President's Messages, csus.edu/parents website; Housing-related COVID questions; Student Affairs COVID information; Peer Academic Resource Center (PARC); Virtual Family Weekend Mixer link; Sac State Parents Facebook page; Services for Students with Disabilities Website (sswd); SSWD link to upload documentation; survey for topics of interest to parents; Hornet Housing info and application; Sac State Parents Facebook link for Thanksgiving photos; President Nelsen's Spring Address; CSUS Scholarships webpage; Link for how to find 1098T in student center; FAFSA application link; Academic Calendar for Spring '22; Commencement link; Student Mental Health Resource at Sac State – Counseling; Commencement link; detailed instructions on how students claim commencement tickets; Spring 2022 Move Out Instructions.
- Town Hall Zooms
  - Fri 8/20 at 11:30am with Housing staff – 398 views; 50 people joined
  - Fri Sept 3 at 11:30 am – general check in with Director – 123 views; 85 people joined
  - Fri Sept 17 – with Assistant Dean of Students Tom Carroll – 98 views; 45 people joined

- Fri Oct 15 at 11:30 – with PARC leaders Dr. Tina Jordan and Vu Tran – 55 views, 29 people joined
- Fri Nov 5 – with Mary Kober from the Career Center – 8 views, 49 people joined
- Fri Nov 19 at 11:30 – general check in with Director – 9 views, 21 people joined

## Events

- Family Lounge for Move In – Aug 26 – 9am-2pm
  - ~80 guests
- Family Move in Welcome Reception – Aug 26 at 2:00 pm
  - ~100 guests
- Virtual Family Lounge on Monday 8/30 at 12 noon
  - 20 guests
- Virtual Family Reception on Thurs 9/2 at 7 pm
  - 55 attendees
- VIRTUAL FAMILY WEEKEND MIXER on Sat 10/30 at 3:30 pm
  - 32 attendees

## Customer Service

- Parents & Families responded to roughly 540 parent inquiries in the 2021-22 academic year.
- Customer service requests come in via phone and email to the director and two program assistants.
- Common questions:
  - Specific case requests
  - Student not making friends; social inquiries
  - Individual student academics – grades, how student or parent can see grades, how to talk with students; facilitating discussion between parents and students
  - Student roommate/housing problems; housing advice; breaking lease
  - Health services or disability related inquiries
  - Simple financial aid questions; 1098T location; FAFSA deadlines
  - COVID protocols, vaccination requirements, COVID safety guidelines; what to do if student or roommate or classmate tests positive
  - Academic quality questions – return to campus, online compared to in person questions
  - Parking – for students and families
  - Complaints (frequently about faculty members, campus dining/food)
  - Transportation around campus, to/from campus/regional transportation
  - Lodging, restaurant recommendations, activities for families