



SACRAMENTO STATE

Parents & Families Program

ACADEMIC YEAR 2017-2018

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Executive Summary

Sacramento State's Parents & Families Program connects parents and families to the college experience by keeping them informed and involved. Beyond established services for enrolled and prospective students' families, the program has expanded to serve first-generation families and to serve students with children.

This year after the Parent Ambassador Training, trainees completed a post survey. Results showed that 100% of respondents agreed or strongly agreed that the training was useful in learning about Sac State, and that the information received will help them in their roles as Parent Ambassadors.

The Parents and Families Program tracked their social media stats during the 2017-2018 academic year. The Facebook page received 1,802 followers and 1,848 likes. The Twitter account received 360 followers. The website traffic had 11,152 total page views during the academic year.

The Parents and Families Program hosted nine events during the academic year. Twenty-two students who participated in the STRONG event completed a survey. This survey revealed that 90% of respondents felt that they had a meaningful interaction with one or more employer.

Mission Statement

The Parents & Families Program serves the parents and families of current and prospective students. We also support first-generation families and students with children. The program builds communities and supports students to succeed in college through communications, events, customer service, general advising, and advocacy. The primary functions of the program include:

- Promoting information about campus resources
- Supporting student success
- Generating support and goodwill for the campus
- Creating an interactive role for parents and families within the campus community and beyond

Program Goals

- Promote and provide fun and informative events for parents and family members to attend
- Produce a high-quality, monthly e-newsletter for parents and family members that is instructive about Sacramento State and campus issues and events
- Provide high quality, responsive customer service to help parents and students solve problems
- Provide a forum for parents to interact with Sacramento State and one another to share common experiences, provide advice and discuss what they think is important to their students at Sacramento State
- Build a suite of services to connect students with children to campus resources

Staffing

Haley Myers - Director of Parent & Families Program

Program Outcomes

This academic year, the Vice President of the Division of Student Affairs decided to align department goals with the university's goals, Student Affairs Divisional Goals, and Baccalaureate Learning Outcomes. The structure of this section will include the goals, the strategies to achieve those goals, and the outcomes.

Program Goal 1: Parent Ambassadors will increase knowledge on topics presented during trainings.

University Strategic Goal: Excel as a place to learn, work, live, and visit

Student Affairs Divisional Goal: Increase sense of belonging

Baccalaureate Learning Goal: N/A

Standard of Achievement: *Collect baseline data on increased knowledge using pre and post data.*

Parent Ambassadors completed a survey after the Parent Ambassador Training in fall 2017. Ten people completed the survey, and the results were:

- 100% reported agree or strongly agree that the training was useful in learning about Sac State
- 100% reported agree or strongly agree that the information received will help them in their roles as Parent Ambassadors

Program Goal 2: Parents and Families Program will host 12 events per year.

University Strategic Goal: Excel as a place to learn, work, live, and visit

Student Affairs Divisional Goal: Increase sense of belonging

Baccalaureate Learning Goal: N/A

Standard of Achievement: *Parents and Families Program will host 12 events in the 2017-2018 academic year.*

The Parents and Families Program hosted nine events during the 2017-2018 academic year with 148 total student-parent attendees and 562 total parent attendees.

	Date	Event	Number of Attendees
Student-Parents	01/26/2018	Student Parent Mixer	16
	03/07/2018	The Juggling Act: Balancing Parenting and Professionalism	11
	05/10/2018	The Tassel is Worth the Hassle	18
	04/13/2018	Strong	103
Parents	08/25/2017	Parent Lounge	169
	08/25/2017	Move-In Day Reception	80

	Date	Event	Number of Attendees
Parents	09/09/2017	Hoppy Brewery Social	102
	09/26/2017	Well Zone Transfer & International Student Experience	108
	04/13/2018	Strong	103

Program Goal 3: Parent-centered educational materials will be available in hard copy and electronic formats.

University Strategic Goal: Excel as a place to learn, work, live, and visit
Student Affairs Divisional Goal: Develop an integrated marketing team and communications strategy for the division
Baccalaureate Learning Goal: N/A

Standard of Achievement: Parents and families program will provide parent-centered educational materials and provide more resources to students with children online. Parents and families program will work with IT to understand and improve site traffic and audience engagement.

The Parents and Families Program tracked their social media stats during the 2017-2018 academic year.

- The Facebook page (Facebook.com/sacstateparents) received 1,802 followers and 1,848 likes.
- The Twitter account received 360 followers.
- The website (csus.edu/parents) traffic (from Google Analytics) had 11,152 total page views from June 22, 2017 through June 29, 2018. Nine thousand three hundred and twenty eight (9,328) of those views were unique, and 1,229 were student-parent views.

Demographic data was collected from the Facebook page. Seventy-six percent of individuals who liked the page were female (76%); majority were from the Sacramento region (247 fans) and spoke English (1,773 fans).

Program Goal 4: Students who participated in STRONG 2018 will engage with at least two employers in a meaningful way by using the education they received at Sac State.

University Strategic Goal: Commit to engaging the community by building enduring partnerships that strengthen and enrich the region.
Student Affairs Divisional Goal: Increase student engagement
Baccalaureate Learning Goal: Integrative learning

Standard of Achievement: Students will engage with at least two employers during STRONG 2018.

The Parents and Families Program hosted a STRONG event in spring 2018. Twenty-two students who participated in the event completed a survey. This survey revealed that 90% of respondents felt that they had a meaningful interaction with one or more employer

Survey results also showed the following:

- 63% of respondents learned about STRONG 2018 through the Parents & Families Program
- 90% of students received constructive criticism or positive feedback on their presentation.
- 70% of students felt that they had a chance to network and get business contacts in the Sacramento area.
- 91% of respondents were satisfied with the event.
- 86% of respondents will likely attend STRONG in 2019.
- 95% of respondents will recommend STRONG to a friend or colleague.

Appendix A

Program Goals	What will be the standard of performance?	Program Outcomes
1. Parent Ambassadors will increase knowledge on topics presented during trainings.	Collect baseline data on increased knowledge using pre and post data.	100% reported agree or strongly agree that the training was useful in learning about Sac State, and that the information received will help them in their roles as Parent Ambassadors
2. Parents and Families Program will host 12 events per year.	Parents and Families Program hosted 12 events in the 2017-2018 academic year.	Parents and Families hosted nine events this academic year.
3. Parent-centered educational materials will be available in hard copy and electronic formats.	Parents and families program will provide parent-centered educational materials and provide more resources to students with children online. Parents and families program will work with IT to understand and improve site traffic and audience engagement.	The Facebook page had 1,802 followers and 1,848 likes. The Twitter account received 360 followers. The website received 11,152 total page views.
4. Students who participated in STRONG 2018 will engage with at least two employers in a meaningful way by using the education they received at Sac State.	Students will engage with at least two employers during STRONG 2018.	90% of respondents felt that they had a meaningful interaction with one or more employer.