

## **Parent and Family Weekend 2012**

### **Brief description of project:**

Assess satisfaction with events taking place during weekend, timing of weekend, marketing of events, etc.

### **Who was asked to complete survey:**

Email was sent to each family who attended at least one event during the weekend.

**Response Rate:** 20.2% (26 of 129)

**Administration Type:** Campus Labs mailing and department-sent mailing

### **Summary of Key Findings:**

- Attendees wanted some sort of reception/dinner that drew all together to bring more identity to event. Many felt they were just attending what was already taking place on campus and that most of campus was not aware it was Parent & Family Weekend
- Overall, positive responses to the number and variety of events, cost and timing of the weekend, etc.

### **Actions Taken:**

- Ensuring that such an “identity building” event is on the calendar each year and that campus awareness is raised.