

Parent & Family Spring Events 2011

Brief description of program: Two weekends of events for parents and family members of undergraduate students. Included athletic events, outdoor events (skiing, snowshoeing), arts events, and educational events.

Who was asked to complete survey: Those who registered to attend any aspect of either weekend.

Response rate: 24.0% (6 of 25)

Summary of Key Findings:

- Overall satisfaction with activities, registration process, and timing of events.
- Most common way participants found out about events were the Parent & Family Newsletter and an email from the U (Parent Resources).

Actions Taken:

- Emphasis of electronic marketing means will continue.
- Will look to provide similar program options for future Spring Events.