

Summer 2013 Parent & Family Survey

Brief description of program / project:

Small-scale needs assessment about events and communication to parents from the University.

Who was asked to complete the survey:

All current members of the Parent Association (made up of parents of undergraduate students currently enrolled).

How many people were asked (if known)? 6,000

Respondents: 36

Administration Type: Included in Email to Parent Association

Summary of Key Findings:

- Email is preferred method of communication
- Cultural activities (plays, museum tours) are of interest to parents
- Out-of-state respondents would like more communication

Actions Taken:

- Considering response rate, ideas will be considered, but will not be taken as an overall mindset of University of Utah parents.

Which department goals does this project align with?

Department does not currently have a strategic plan.

Which Student Affairs goals does this project align with? 3,5,6