

# TORCHSTAR CLIENT IMPACT CASE STUDY PARENT INSIGHTS AND EXPERIENCES



## CLIENT SITUATION

- Gonzaga university is a private, Jesuit university located in Spokane, Washington
- The Office of Parent and Family Programs experienced growing demand for services and interest from parents and families and observed greater need for coordination across offices
- Lack of stakeholder insights made planning and collaboration difficult

## PARENT INSIGHTS AND EXPERIENCES

- Gonzaga partnered with TorchStar Education on the Parent Insights and Experiences initiative (“PIE”) to:
  - Reinforce parents as effective partners
  - Improve communication with parents
  - Understand the impact of the Jesuit mission
  - Evaluate parent and family engagement in recruitment
  - Understand the philanthropic opportunity for a Parents Fund
- TorchStar stakeholder survey customized, tested and deployed with analyzed results in 8 weeks

## RESULTS

- The PIE provided insights on parent and family influence and involvement across the student lifecycle, from recruitment through graduation, to help Gonzaga evaluate:
  - Parent and family influence in the recruitment process
  - Change in parent and family communication patterns and specific topics of engagement
  - Parent and family propensity to give
  - Satisfaction with the Gonzaga experience, including targeted information on academics, student programs, mission-based outcomes, and value
- Insights allowed Gonzaga to:
  - Collaborate on strategies to engage parents and families on important strategic priorities (recruitment, retention, philanthropy)
  - Transform parent and family communication and engagement
  - Position parents and families as assets in recruiting
  - Strengthen parent and family giving
  - Serve parents and families with greater effectiveness

## CLIENT TESTIMONY

“TorchStar gave the Office of Parent and Family Programs what we needed to connect our efforts to the strategic priorities of our campus. We now have data to support our planning efforts rather than relying on instinct or anecdote. We can now work together as a campus to better engage parents and families as partners.

TorchStar worked quickly and efficiently to gather the insights and offered valuable perspective on specific actions. In eight weeks, we got the results I’d expect from a whole team of professionals working for a year.”