

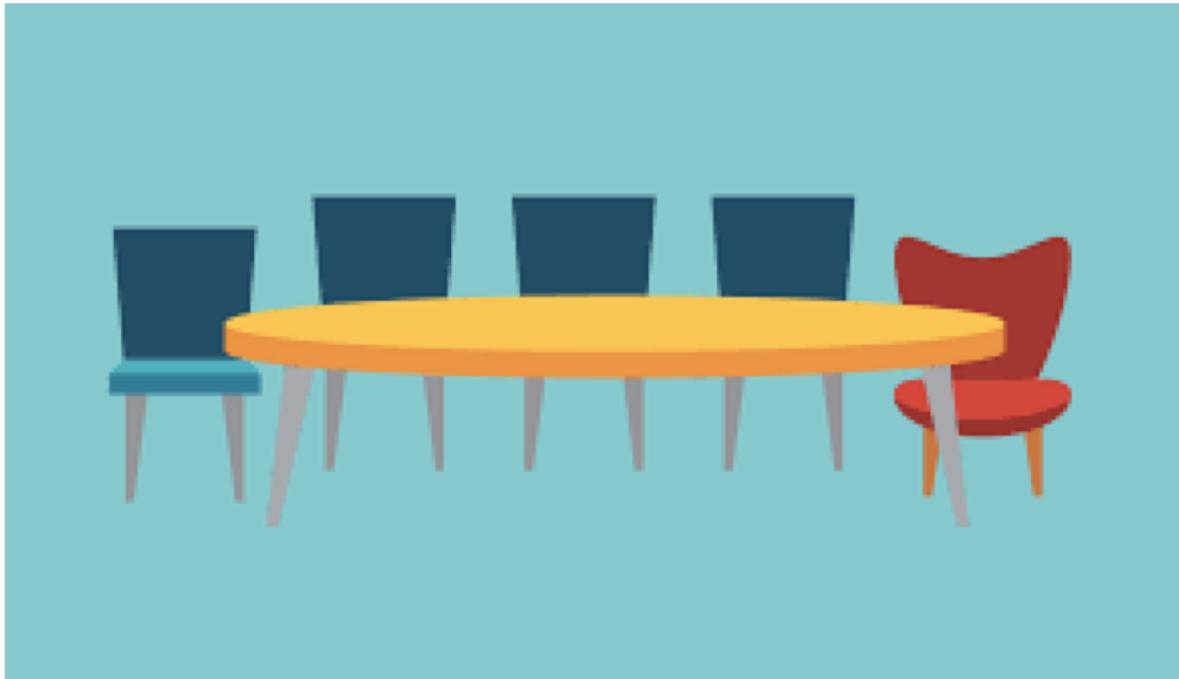
UNLOCK THE VALUE OF PARENT & FAMILY RELATIONS: A CASE STUDY OF THE PARENT/FAMILY INSIGHTS AND EXPERIENCE



ASSOCIATION OF HIGHER EDUCATION PARENT/
FAMILY PROGRAM PROFESSIONALS

NOVEMBER 2018

DO YOU HAVE A SEAT AT THE TABLE?



TODAY

- About Gonzaga University
- Parent/Family Insights and Experience Initiative
- Building the Parent/Family Experience
- Questions



GONZAGA UNIVERSITY

Gonzaga

- Private, liberal arts university
- Spokane, Washington
- Jesuit mission
- Total enrollment: 7,566 students
 - 5,320 Undergraduate
 - 1,202 New Freshmen



Office of Parent and Family Programs

- “Office of one”
- Relationship based
- Increasing demand and interest from parents/ families
- Limited data to understand shift in parent involvement and evolving needs



PARENT/FAMILY INSIGHTS AND EXPERIENCES (PIE)

Gonzaga partnered with TorchStar Education to launch the PIE in June 2018

Objectives:

- Reinforce parents as effective partners
- Improve communication with parents
- Understand the impact of the Jesuit mission
- Develop a recruitment strategy to include parents
- Build a strategy for a Parents Fund



PARENT INSIGHT AND EXPERIENCE



The "PIE"

- Seven modules customized for Gonzaga's needs, including Jesuit mission
- Designed, tested, and piloted in June 2018
- Reliable sample respondents by July 2018
- Completed August 2018



DEMOGRAPHICS

Gonzaga received a strong response from parents/families in two weeks

- 451 family members
- Students evenly distributed from first to fourth year
- Largest group was age 50-59 (64%)
- Predominately women (74%)
- One-third in the \$150K+ family income band



PARENT/FAMILY INSIGHTS AND EXPERIENCES

The PIE was designed to provide insight of the parent/family experience at Gonzaga across the student lifecycle.

- 1 RECRUITMENT**
Determine parent influence in recruitment process
- 2 PARENTS AS PARTNERS**
Understand current parent involvement and student/parent communication
- 3 STUDENT EXPERIENCE**
Evaluate parent perspective of their students' academic and campus life
- 4 STUDENT OUTCOMES**
Recognize parent perspective of value of education and student outcomes
- 5 PARENTS AS SUPPORTERS**
Views of current financial support and potential for future philanthropy



OUTCOMES

The PIE demonstrated strong overall parent satisfaction levels with Gonzaga.

**%
STRONGLY OR
SOMEWHAT AGREE**

97% I am satisfied with my students' decision to attend Gonzaga

92% If I had to do it over again, I would send my child to Gonzaga

94% I would encourage another parent to send their child to Gonzaga



RECRUITMENT

Parents are strong advocates for Gonzaga in the recruitment process.

What We Learned

- Parent are strong influencers in the recruitment process
- Parents likely to serve as referrals to other parents
- What matters:
 - Jesuit mission
 - Academic programs/ reputation
 - Sense of community
 - Financial aid/ scholarships

“His words..... best decision of my life! As a parent who graduated from GU, my heart is full. I know he is getting even more out of such a special place than I did. And I got a lot! Zag Pride forever. My 14 year old also wants to be a Zag!”

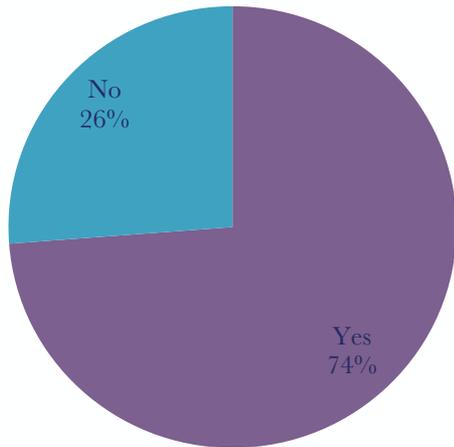
- Gonzaga Parent



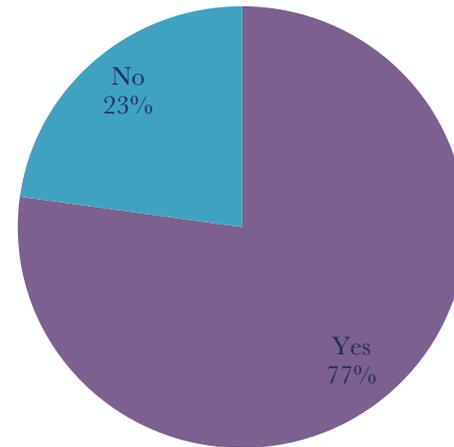
RECRUITMENT – EXAMPLE

Parents and families are influential in the recruitment process. Targeted recruitment strategies can strengthen overall outcomes.

Was Gonzaga your student's top choice?



Was Gonzaga your top choice?



PARENTS AS PARTNERS

The PIE shed light on the student/parent communication patterns and how students use their families as support systems.

What We Learned

- Parents are highly involved
- Most communicate with student daily or weekly through digital modalities
- Students seek advice from parents on:
 - Living situation
 - Academic planning
 - Balancing roles
- Parents ask students about:
 - Financial topics
 - Campus safety

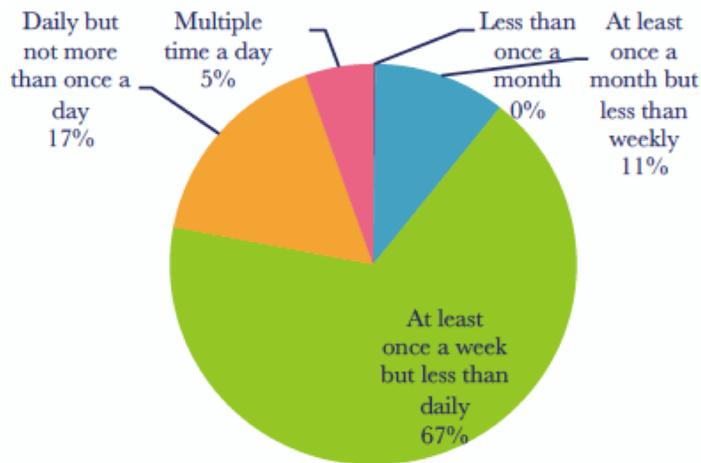
“I understand the student is now considered an adult and the school prefers to let them take responsibility. However, they are still just teens when they are freshman and still need guidance and parental involvement.”
- Gonzaga Parent



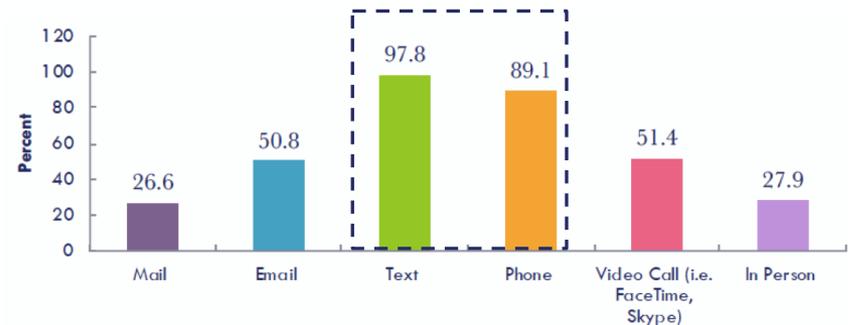
PARENTS AS PARTNERS – EXAMPLE

Insight on changing communication patterns can inform more strategic and effective messaging to parents.

The PIE identifies frequency of parent/student communication...



...and changing communication modes (impact of digital)



PARENTS AS PARTNERS – EXAMPLE

Understanding family conversations prior to the first year can inform outreach and programming needs.

Before your student's first year at Gonzaga, did you discuss the following...

	Yes	No	Don't Know
Family values related to alcohol use			
Count	433	12	5
Row %	96.2%	2.7%	1.1%
Family values related to drug use			
Count	418	20	7
Row %	93.9%	4.5%	1.6%
Family medical history			
Count	303	130	9
Row %	68.6%	29.4%	2.0%
Family mental health history			
Count	217	203	20
Row %	49.3%	46.1%	4.5%



STUDENT EXPERIENCE

Parents are satisfied with the student experience, but continue to be concerned about engagement after the first year.

What We Learned

- Academic advising and career services are most important from parent perspective
- High ratings for campus life, but some concerned with off-campus transitions
- Meaningful experiences:
 - Study abroad
 - Specific clubs and organizations
 - Gonzaga community

“Living away from home and navigating all that came with the new challenges that came with this. Working on campus and participating in a variety of things on and off campus, especially with the Outdoor Club. He became a “Zag” and this is what he was hoping for, he has made some really nice friendships which has also been meaningful.”

- Gonzaga Parent



STUDENT EXPERIENCE – EXAMPLE

Feedback on the student experience can help parent and family programs target partnerships across campus.

	Very Unimportant	Somewhat Unimportant	Neutral	Somewhat Important	Very Important	Not Applicable/Don't Know
Academic advising Count Row %	14 3.2%	2 0.5%	16 3.6%	54 12.2%	345 77.7%	13 2.9%
Academic support/student success services (e.g., tutoring, academic coach, supplemental instruction) Count Row %	26 5.9%	26 5.9%	75 16.9%	83 18.7%	182 41.0%	52 11.7%
Career services Count Row %	14 3.2%	10 2.3%	47 10.6%	82 18.6%	236 53.4%	53 12.0%
Undergraduate research experience Count Row %	23 5.2%	29 6.6%	92 21.0%	69 15.7%	101 23.0%	125



STUDENT OUTCOMES

Parents perceive stronger intellectual development outcomes, but were more neutral with other mission areas.

What We Learned

- Jesuit mission important factor in recruitment
- High ratings for intellectual development
- Positive, but more neutral responses, with other Jesuit mission components:
 - Diversity
 - Social Justice
 - Intercultural Competence

“All in all, an experience she will carry for the rest of her life, with solid moral values that will only solidify her care for the others and be a real disciple working towards social justice, following the Jesuit principles!”

- Gonzaga Parent



STUDENT OUTCOMES – EXAMPLE

Data on the parent/family perspective of student outcomes can assist with campus wide assessment efforts.

	Not At All	A Little	Neutral	Somewhat	A Lot
Intellectually					
Count	0	4	4	94	345
Row %	0.0%	0.9%	0.9%	20.9%	76.8%
Spiritually					
Count	31	33	105	154	102
Row %	7.0%	7.4%	23.6%	34.6%	22.9%
Culturally					
Count	15	29	67	197	122
Row %	3.4%	6.5%	15.1%	44.4%	27.5%
Physically					
Count	15	23	69	175	154
Row %	3.4%	5.2%	15.5%	39.3%	34.6%
Emotionally					
Count	5	13	29	150	242
Row %	1.1%	2.9%	6.5%	33.8%	54.5%



FINANCIAL SUPPORT

Parents are satisfied with the financial business processes; strong potential for philanthropy growth exists.

What We Learned

- High ratings for financial business processes (financial aid, bursar)
- Strong understanding of the need for philanthropy

“The financial aid staff is phenomenal!!!! They are always able to answer all my questions and ease my mind!! Night and Day experience compared to our older son ...”

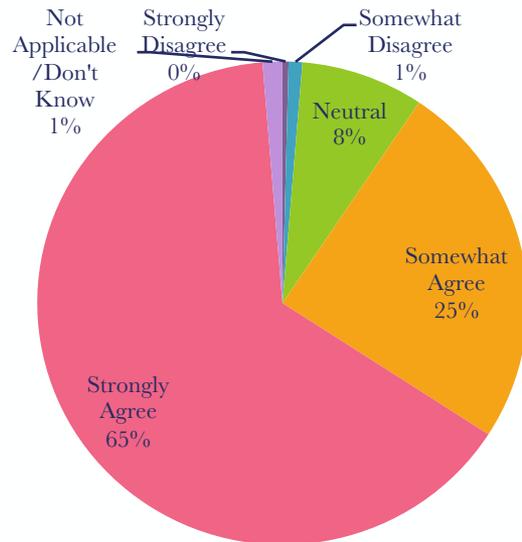
- Gonzaga Parent



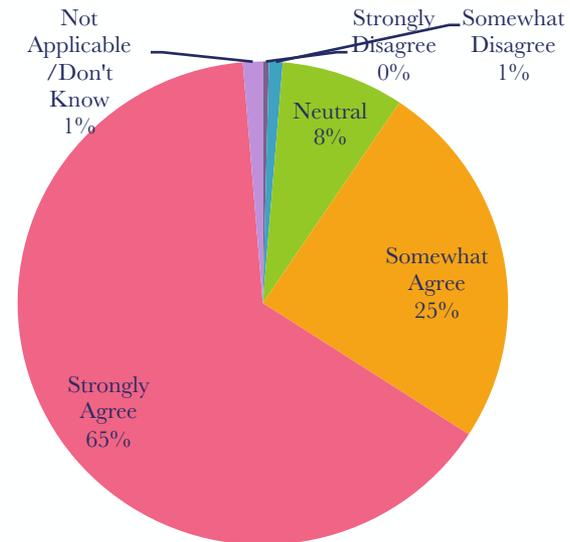
FINANCIAL SUPPORT – EXAMPLE

Parent Fund strategies can be more effective by understanding the parent/family propensity to give.

I understand the importance of donations to Gonzaga...



I would consider making a gift to Gonzaga in future...



UTILIZING THE PIE

Outcomes from the PIE can be used to strengthen relationships with parents/ families to benefit the student experience and enhance resources.

- Garner support for Parent and Family programs
- Transform parent/family communication and engagement strategies
- Engage campus partners (with data-supported opportunities)
- Position parents and families as assets in recruiting
- Strengthen parent/family giving
- Understand and manage parent expectations across the student lifecycle



THANK YOU!

QUESTIONS? PLEASE CONTACT US:

AMY SWANK

SWANK@GONZAGA.EDU

EMILY PARKER

EMILY@TORCHSTARED.COM

SERENA MATSUNAGA

SERENA@TORCHSTARED.COM

SALLY MCMILLAN

SALLY@TORCHSTARED.COM



Understand

Focus

Act