



2023 University Family Engagement Report

A survey of 21,000 parents of current college students

Co-Sponsored by



Table of Contents

Introduction: Engaging Families to Form Powerful Partnerships.....	3
5 Key Findings About Families of Students.....	4
Communication From Colleges and Universities	5
Satisfaction With the Student’s College Experience	10
Family Satisfaction With Their Own Experience.....	14
Virtual Events for Families	16
Visits to Campus.....	19
College Financing.....	20
Additional Requests From Families	24
About the Study.....	25
Participating Institutions	27

Introduction: Engaging Families to Form Powerful Partnerships

Understanding the needs of today’s students and families means recognizing that there is not a one-size-fits-all approach to providing support and engagement. The landscape that campus administrators must currently traverse in higher ed includes:

- Creating inclusive environments to meet the needs of increasingly diverse student populations;
- Addressing the endemic mental health and well-being concerns of students; and
- Demonstrating value to students and families amidst rising college costs.

The question becomes “How can colleges and universities create an environment where students not only succeed in timely graduation, but thrive in the process?”

Consider the typical college student of 2023. They grew up strongly connected to the world, a world that provides instant gratification and relies heavily on validation from multiple sources. Additionally, we would be remiss to not acknowledge the shift in parental and familial dynamics of today’s family unit. Technology provides us access to not simply “keep up,” but keep a true pulse on the step-by-step location and movement of those dearest to us. It is senseless to consider that these connections would dissipate when a student goes to college. Why? Because our students, their families, and our culture are different.

Administrators, faculty, and staff now have the opportunity to forge powerful partnerships with families to increase the overall success of our students. Families are involved and will continue to be involved throughout their student’s college journey, and there is extraordinary potential in harnessing that involvement. While Parent and Family Program (PFP) practitioners have been acutely aware of the importance of embracing families in the process, the current economic and social climate—particularly during and now within the post-pandemic era—has catapulted the need for these programs and shone a light on the critical importance of working in partnership with families. PFP professionals are in the unique position to be dynamic leaders on campus, providing a multifaceted perspective on how to best answer that question and meet the evolving needs of students and families.

It is the responsibility of each of our campuses to create an environment in which our students can thrive. A progressive and successful college environment must evolve with the generations of students that we support. Just as our technology requires advancing, so must our resources. And just as we provide enhanced learning opportunities to better serve our students, we must also acknowledge all of the facets that will make them successful, including their support systems.

If it takes a village to raise a child, it takes a metro to get them through college. Parents and family members of our students do not bear apparatuses. They are not set out to be a nuisance to the daily activity and livelihood of our campus community, but rather they are part of the infrastructure of success for the student and ultimately for our college. By acknowledging these individuals as champions of student success, meeting each of them where they are, and embracing them along the journey, we are modeling what we hope they can be for their students. And for many of us, we see the return on the other side and it is always worth it.

Marshall Greenleaf

Director

Student and Family Support Services
University of Massachusetts Lowell
AHEPPP Board of Directors

Kerri Fowler

Director

Parents and Families Services
North Carolina State
AHEPPP Board of Directors

Alexandra Brown

Senior Director

Student Alumni Programs, Family Engagement
and Board Management | UCLA
AHEPPP Board of Directors, President

5 Key Findings About Families of Students

How involved are parents of current university students? How often do they want to hear from the institutions their children attend? What are their attitudes, experiences, and expectations for communicating with colleges, the college experience, and paying for college?

To answer these and other questions, RNL and CampusESP conducted a survey of more than 21,000 parents of current university students on a number of key topics. This report contains responses to all of the survey items, but here are the key takeaways from the study.

1. **Nearly all families want weekly communication from institutions.**

Eighty-five percent of families said they wanted weekly communication from the colleges and universities their children attend. The good news is that 75 percent said they do receive weekly communications already, but there is an even greater opportunity to communicate frequently with families.

2. **More than four out of 10 families would like to receive text messages.**

When asked about their preferred communication channels, 44 percent of families listed text messages (p. 4). Families of first-generation students and families with incomes under \$100,000 in particular were even more likely to want text messages from institutions.

3. **The vast majority of families are satisfied with the college experience of their students, but there is room for improvement in specific areas.**

As shown on p. 9, 85 percent of families said they are satisfied with the overall experience of their student. However, satisfaction dropped significantly when we asked families about specific aspects of the student experience. In particular, only half of families were satisfied with the quality of online instruction, a key finding given the changes in instructional modalities taking place now.

4. **Nearly 40 percent of families attend virtual events, and three-quarters are satisfied with those events.**

The number of families attending virtual events has ticked up since 2020, but more importantly, the satisfaction with those events has risen significantly since 2020 (p. 17). Institutions should continue to provide quality virtual events for families to serve those who cannot attend in-person events, as well as to provide more opportunities to engage families.

5. **Three out of four families say financing college is difficult.**

The results on p. 20 show that college financing is difficult for most families, although the number has slightly dropped in the past two years. What is more concerning is that only 39 percent are very satisfied with the value of the tuition they pay. This highlights how important it is for colleges and universities to communicate outcomes and other value statements to families to show how their investment will pay off for students.

Communication From Colleges and Universities

Frequency of communication from the institution

The vast majority of families want to hear from institutions weekly. While three out of four do hear weekly from the institutions their students attend, an even greater number would like to receive those weekly communications.

FREQUENCY	ACTUAL FREQUENCY	PREFERRED FREQUENCY
At least once a week	75%	85%
At least once a month	21%	14%
Never	4%	1%

In two years, the number of families preferring weekly communications has increased **20 points**



Preferred communication channels

CHANNEL	TOTAL	PRIVATE	PUBLIC
Email	97%	98%	97%
Text message	44%	38%	45%
Parent/family/supporting adult portal	33%	38%	32%
Phone	3%	3%	3%
Other	3%	3%	3%



MORE LIKELY TO



Prefer text messages

- Hispanic families
- First-generation families
- Family income less than \$100,000
- Families with students in the first two years of college
- Families with students living at home



Prefer the telephone

- Black families
- First-generation families
- Family income less than \$60,000
- Families with students living at home



Prefer the family/parent portal

- Black families
- Family income more than \$100,000
- Families with students in the first year of college
- Families with students living on campus

Satisfaction with communication

76%

of families are satisfied with communication from the institution in general

COMMUNICATION ABOUT INSTITUTION IN GENERAL

Most likely to be satisfied

- White families
- Families with students in their first two years of college
- Families with students living on campus or off campus
- Families with students attending classes exclusively in-person
- Families with students attending institutions with undergraduate enrollment of less than 5,000 students*

Least likely to be satisfied

- Black and Hispanic families
- Families with students in their last year of college
- Families with students living at home
- Families whose students attend classes exclusively online or hybrid
- Families with students attending institutions with an undergraduate enrollment of more than 20,000 students

*According to IPEDS

COMMUNICATION TOPIC	TOTAL	PRIVATE	PUBLIC
Account services and paying the tuition bill	68%	65%	68%
Community life and activities	60%	58%	60%
Financial aid and scholarships	56%	59%	56%
Housing	56%	54%	56%
Food services and dining	55%	51%	56%

COMMUNICATION TOPIC	2022	2021
Account services and paying the tuition bill	68%	66%
Community life and activities	56%	60%
Financial aid and scholarships	56%	53%
Housing	55%	48%
Food services and dining	60%	48%

COMMUNICATION ABOUT ACCOUNT SERVICES AND PAYING THE TUITION BILL

Most likely to be satisfied

- Asian families
- Continuing-generation families
- Families with incomes more than \$150,000
- Families with students living on campus
- Families with students attending classes exclusively in person

Least likely to be satisfied

- Hispanic families
- First-generation families
- Families with incomes of less than \$99,000
- Families with students living at home
- Families with students attending classes exclusively online or hybrid

COMMUNICATION ABOUT COMMUNITY LIFE AND ACTIVITIES / FOOD AND DINING SERVICES (same for both)

Most likely to be satisfied

- Asian families
- Families with students in their first and last year of college
- Families with students living on campus
- Families with students attending classes exclusively in-person
- Families of student-athletes
- Families with students attending institutions with undergraduate enrollment of more than 20,000 students

Least likely to be satisfied

- Hispanic families
- Families of students in their second and third years in college
- Families with students living at home
- Families with students attending classes online
- Families with students attending institutions with undergraduate enrollment of less than 5,000 students

COMMUNICATION ABOUT FINANCIAL AID AND SCHOLARSHIPS

Most likely to be satisfied

- Black families
- First-generation families
- Families with incomes less than \$60,000
- Families with students living on campus
- Families with students attending classes exclusively in-person
- Families with students in their first year of college
- Families of student-athletes
- Families with students attending institutions with an undergraduate enrollment of less than 5,000 students

Least likely to be satisfied

- Hispanic families
- Continuing-generation families
- Families with incomes more than \$100,000
- Families with students living off-campus but not at home
- Families with students attending classes exclusively online
- Families with students in their second and third years of college
- Families with students attending institutions with an undergraduate enrollment of more than 20,000 students

COMMUNICATION ABOUT HOUSING

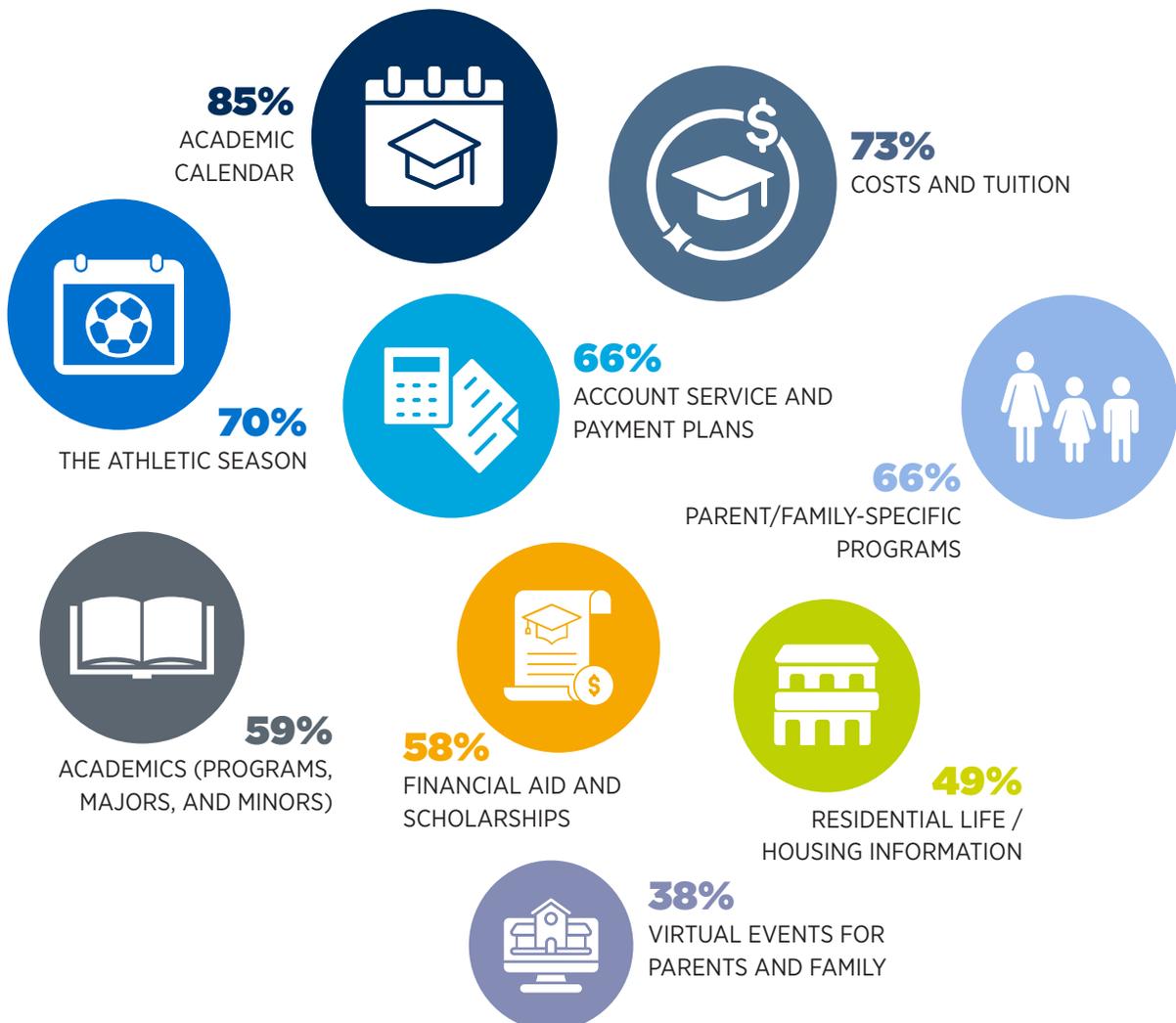
Most likely to be satisfied

- Asian families
- Families with students in their first year of college
- Families with students living on campus
- Families with students attending classes exclusively in-person
- Families of student-athletes
- Families with students attending institutions with undergraduate enrollment of less than 5,000 students

Least likely to be satisfied

- Hispanic families
- Families with students living at home
- Families with students attending classes online
- Families with students attending institutions with undergraduate enrollment of more than 20,000 students

WHAT TOPICS DO FAMILIES WANT TO LEARN MORE ABOUT?



Satisfaction With the Student's College Experience

TOPIC/EXPERIENCE	TOTAL	PRIVATE	PUBLIC
Student's overall learning experience	85%	89%	85%
Student's ability to complete graduation requirements on time	75%	77%	74%
Student's ability to participate in co-curricular activities	73%	75%	73%
Student-athlete experience	73%	73%	76%
Student's ability to communicate with faculty and staff	72%	79%	71%
Quality of academic advisers	66%	71%	65%
Required courses are available for registration	69%	73%	69%
Student's opportunities for experiential learning	55%	59%	54%
Quality of online instruction	55%	56%	55%

TOPIC/EXPERIENCE	2022	2021
Student's overall learning experience	85%	73%
Student's ability to complete graduation requirements on time	75%	63%
Student's ability to participate in co-curricular activities	73%	37%
Student-athlete experience	73%	79%
Student's ability to communicate with faculty and staff	72%	59%
Quality of academic advisers	72%	62%
Required courses are available for registration	69%	70%
Academic advisers are knowledgeable and available	66%	63%
Student's opportunities for experiential learning	55%	37%

STUDENT'S OVERALL LEARNING EXPERIENCE

Most likely to be satisfied

- White families
- Families with students in their last year of college
- Families with students living on campus
- Families with students attending classes exclusively in-person
- Families of student-athletes
- Families with students attending institutions with undergraduate enrollment of less than 20,000 students

Least likely to be satisfied

- Black families
- Families with students living at home
- Families with students attending classes online
- Families with students attending institutions with undergraduate enrollment of more than 20,000 students

QUALITY OF ONLINE INSTRUCTION

Most likely to be satisfied

- First-generation families
- Families with students in their last two years of college
- Families with incomes less than \$60,000
- Families with students living at home
- Families with students attending institutions with undergraduate enrollment of less than 10,000 students

Least likely to be satisfied

- White families
- Continuing-generation families
- Families with students in their first or second years of college
- Families with incomes more than \$60,000
- Families with students living on campus
- Families with students attending institutions with undergraduate enrollment of more than 10,000 students

STUDENT'S ABILITY TO PARTICIPATE IN CO-CURRICULAR ACTIVITIES

Most likely to be satisfied

- White families
- Continuing-generation families
- Families with students in their last year of college
- Families with students living on campus
- Families with students attending classes exclusively in-person
- Families of student-athletes
- Families with students attending institutions with undergraduate enrollment of less than 10,000 students

Least likely to be satisfied

- Black families
- First-generation families
- Families with students living at home
- Families with students attending classes online
- Families with students attending institutions with undergraduate enrollment of more than 10,000 students

STUDENT'S ABILITY TO COMMUNICATE WITH FACULTY AND STAFF

Most likely to be satisfied

- Hispanic families
- First-generation families
- Families with students in their first year of college
- Families with students living on campus
- Families with students attending classes exclusively in-person
- Families of student-athletes
- Families with students attending institutions with undergraduate enrollment of less than 5,000 students

Least likely to be satisfied

- White families
- Continuing-generation families
- Families with students in their second and third years of college
- Families with students living at home
- Families with students attending classes online
- Families with students attending institutions with undergraduate enrollment of more than 5,000 students

STUDENT'S ABILITY TO COMPLETE GRADUATION REQUIREMENTS IN A TIMELY MANNER

Most likely to be satisfied

- Asian and White families
- Families with students in their last two years of college
- Families with students living on campus or off campus but not at home
- Families with students attending classes exclusively in-person
- Families of student-athletes
- Families with students attending institutions with undergraduate enrollment of less than 5,000 students

Least likely to be satisfied

- Black and Hispanic families
- Families with students in their first year of college
- Families with students living at home
- Families with students attending classes online
- Families with students attending institutions with undergraduate enrollment of more than 5,000 students

QUALITY OF ACADEMIC ADVISERS

Most likely to be satisfied

- Hispanic families
- First-generation families
- Families with students in their first year of college
- Families with incomes less than \$60,000
- Families with students living on campus
- Families with students attending classes exclusively in-person
- Families of student-athletes
- Families with students attending institutions with an undergraduate enrollment of less than 5,000 students

Least likely to be satisfied

- White families
- Continuing-generation families
- Families with students in their second and third years of college
- Families with incomes more than \$150,000
- Families with students living at home
- Families with students attending classes online
- Families with students attending institutions with an undergraduate enrollment of more than 5,000 students

REQUIRED COURSES ARE AVAILABLE FOR REGISTRATION

Most likely to be satisfied

- Black families
- First-generation families
- Families with students in their last year of college
- Families with incomes less than \$60,000
- Families with students living on campus
- Families with students attending classes exclusively in-person
- Families of student-athletes
- Families with students attending institutions with undergraduate enrollment of less than 5,000 students

Least likely to be satisfied

- Hispanic families
- Continuing-generation families
- Families with students in their second year of college
- Families with incomes more than \$60,000
- Families with students living at home
- Families with students attending classes online
- Families with students attending institutions with undergraduate enrollment of more than 5,000 students

STUDENT'S OPPORTUNITIES FOR EXPERIENTIAL LEARNING

Most likely to be satisfied

- White families
- First-generation families
- Families with students in their last two years of college
- Families with incomes less than \$60,000
- Families with students living on campus and off-campus but not at home
- Families with students attending classes exclusively in-person
- Families with student attending institutions with undergraduate enrollment of less than 5,000 students

Least likely to be satisfied

- Black families
- Continuing-generation families
- Families with students in their first two years of college
- Families with incomes more than \$100,000
- Families with students living at home
- Families with students attending classes online
- Families with students attending institutions with undergraduate enrollment of more than 5,000 students

STUDENT ATHLETE EXPERIENCE

Most likely to be satisfied

- Asian families
- Families with students in their first and second years of college
- Families with incomes less than \$60,000
- Families with students living on campus
- Families with students attending classes exclusively in-person
- Families with students attending institutions with undergraduate enrollment of less than 10,000 students

Least likely to be satisfied

- Black families
- Families with students in their last two years of college
- Families with incomes more than \$150,000
- Families with students living at home
- Families with students attending classes online
- Families with students attending institutions with undergraduate enrollment of more than 10,000 students

Family Satisfaction With Their Own Experience

EXPERIENCE	TOTAL	PRIVATE	PUBLIC
University’s communication regarding COVID-19	76%	81%	75%
Feeling welcome at campus events	74%	76%	74%
Opportunities for family involvement	65%	63%	66%
Understanding what the university plans are (for example, for next fall)	58%	60%	58%
Feeling that their voice is heard and counts	45%	49%	44%

OPPORTUNITIES FOR FAMILY INVOLVEMENT

Most likely to be satisfied

- Families with students in their last year of college
- Families with students living on campus and off campus but not at home
- Families with students attending classes exclusively in-person
- Families of student-athletes
- Families with students attending institutions with undergraduate enrollment of less than 10,000 students

Least likely to be satisfied

- Families with students in their first or second years of college
- Families with students living at home
- Families with students attending classes online
- Families with students attending institutions with undergraduate enrollment of more than 10,000 students

FEELING WELCOME AT CAMPUS EVENTS

Most likely to be satisfied

- Families with students in their first year of college
- Families with incomes more than \$150,000
- Families with students living on campus
- Families with students attending classes exclusively in-person
- Families of student-athletes
- Families with students attending institutions with undergraduate enrollment of less than 10,000 students

Least likely to be satisfied

- Black families
- Families with students in their second year of college
- Families with students living at home
- Families with students attending classes online
- Families with students attending institutions with undergraduate enrollment of more than 10,000 students

FEELING THAT THEIR VOICE IS HEARD AND IT COUNTS

Most likely to be satisfied

- Asian families
- First-generation families
- Families with students in their first year of college
- Families with incomes less than \$60,000
- Families with students living on campus
- Families with students attending classes exclusively in-person
- Families of student-athletes
- Families with students attending institutions with undergraduate enrollment of less than 5,000 students

Least likely to be satisfied

- White families
- Continuing-generation families
- Families with students in their second and third years of college
- Families with incomes more than \$100,000
- Families with students living at home
- Families with students attending classes online
- Families with students attending institutions with undergraduate enrollment of more than 5,000 students

UNDERSTANDING WHAT THE UNIVERSITY'S PLANS ARE

Most likely to be satisfied

- Asian families
- First-generation families
- Families with incomes less than \$60,000
- Families with students living on campus
- Families with students attending classes exclusively in person
- Families of student-athletes
- Families with students attending institutions with undergraduate enrollment of less than 5,000 students

Least likely to be satisfied

- Hispanic and White families
- Continuing-generation families
- Families with incomes more than \$60,000
- Families with students living off-campus, both not at home and at home
- Families with students attending classes online
- Families with students attending institutions with undergraduate enrollment of more than 5,000 students

Virtual Events for Families

Virtual event participation has increased steadily since 2020. More importantly, satisfaction with those events has shot up dramatically in the same period, with three-quarters of families in our survey saying they are satisfied with those events.

One key takeaway from the results below: 40 percent of families said the reason they did not attend a virtual event was because they were not invited. Whether this is because they missed an invitation or did not receive one, it is important to provide multiple ways for families to see those invitations for events.

Participation in virtual events for families

TOTAL



PRIVATE INSTITUTIONS



PUBLIC INSTITUTIONS



PARTICIPATION IN VIRTUAL EVENTS FOR FAMILIES

Most likely to have participated

- Asian and Black families
- Continuing-generation families
- Families with incomes more than \$100,000
- Families with students in their first or second year of college
- Families of student-athletes
- Families with students living on campus

Least likely to have participated

- Hispanic families
- First-generation families
- Families with incomes less than \$100,000
- Families with students in their last two years of college
- Families with students living off campus

Satisfaction with virtual events for families

TOTAL



PRIVATE INSTITUTIONS



PUBLIC INSTITUTIONS



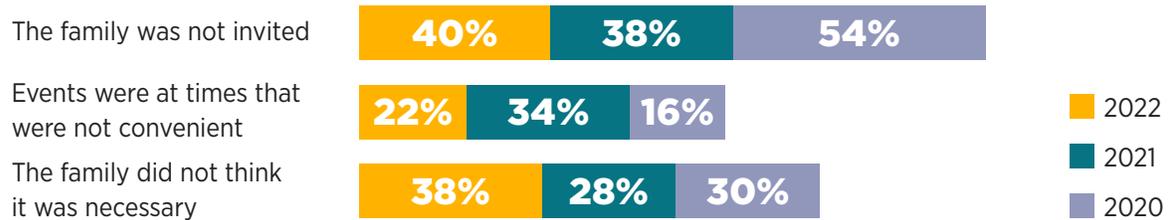
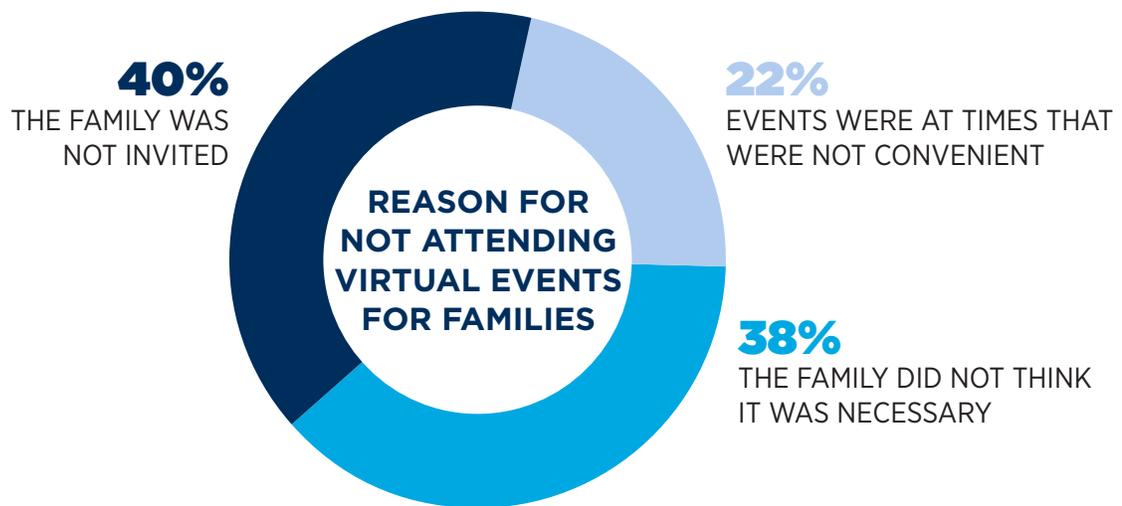
SATISFACTION WITH VIRTUAL EVENTS FOR FAMILIES

Most likely to be satisfied

- Asian and Black families
- First-generation families
- Families with students attending classes exclusively in person
- Families with students attending institutions with undergraduate enrollment of less than 5,000 students

Least likely to be satisfied

- White and Hispanic families
- Continuing-generation families
- Families with students attending classes online
- Families with students attending institutions with undergraduate enrollment of more than 5,000 students



THE FAMILY WAS NOT INVITED

Most likely to choose this reason

- Black and Hispanic families
- First-generation families
- Families with incomes less than \$100,000

EVENTS WERE AT TIMES THAT WERE NOT CONVENIENT FOR FAMILY

Most likely to choose this reason

- Black families
- First-generation families
- Families with incomes less than \$100,000
- Families with students attending classes online

THE FAMILY DID NOT THINK IT WAS NECESSARY

Most likely to choose this reason

- White families
- Continuing-generation families
- Families with incomes more than \$100,000
- Families with students living at home
- Families with students attending classes exclusively in person



Visits to Campus

Nearly all families have visited the campus since the current academic year started, most often to help students move or visit the student. Nearly half also said they visited for a parent/family weekend.

REASON FOR VISIT	TOTAL	PRIVATE	PUBLIC
To help the student move in/move out of the dorm	87%	88%	87%
To visit the student	80%	72%	81%
Parent/Family weekends	48%	49%	48%
Athletic events	44%	22%	48%
Greek organization events	15%	3%	18%
Performances, concerts, plays, etc.	14%	10%	14%

FAMILY VISITS TO CAMPUS

Most likely to have visited

- White families
- Continuing-generation families
- Families with incomes more than \$100,000
- Families with students living on campus
- Families with students attending classes exclusively in person

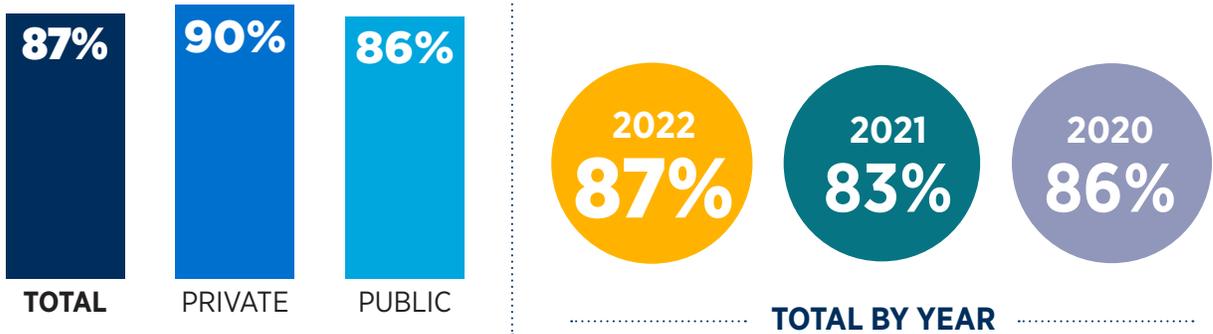
Least likely to have visited

- Asian families
- First-generation families
- Families with incomes less than \$100,000
- Families with students living at home
- Families with students attending classes online

College Financing

It is no surprise that nearly all families of current college students say financial aid and scholarships are important. It is also sobering that three-quarters also say financing college is difficult, although those numbers have trended down slightly. And it is concerning that only four out of 10 families unequivocally say that tuition paid is a worthwhile investment. Affordability and the value of tuition are areas institutions need to examine to both help students and families as well as their own enrollment and fiscal health.

Importance of financial aid and scholarships



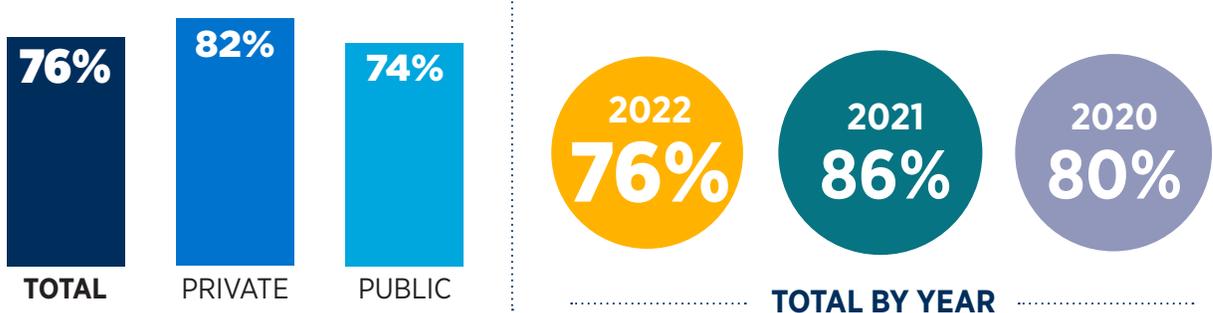
MORE LIKELY TO



Say financial aid and scholarships are important

- Black and Hispanic families
- First-generation families
- Families with incomes less than \$100,000
- Families of students living at home
- Families with students attending institutions with undergraduate enrollment of less than 5,000 students

Financing difficulty



MORE LIKELY TO



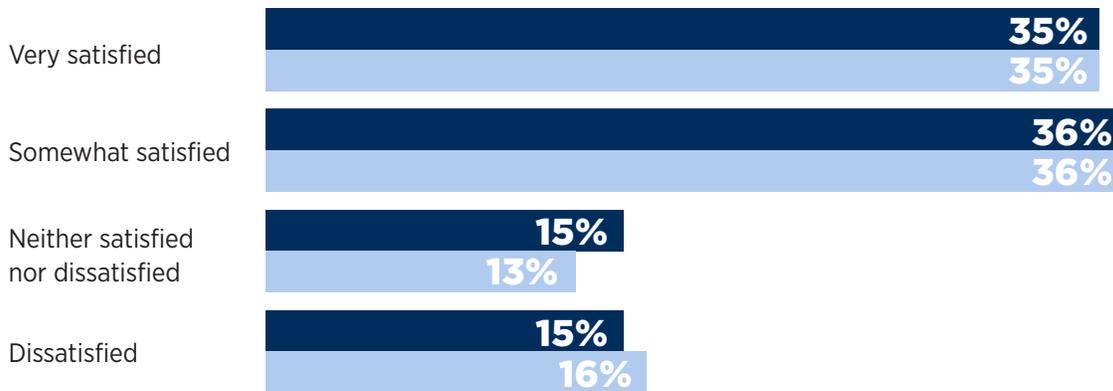
Say paying for college is difficult

- Black and Hispanic families
- First-generation families
- Families with students in their first year of college
- Families with incomes less than \$100,000

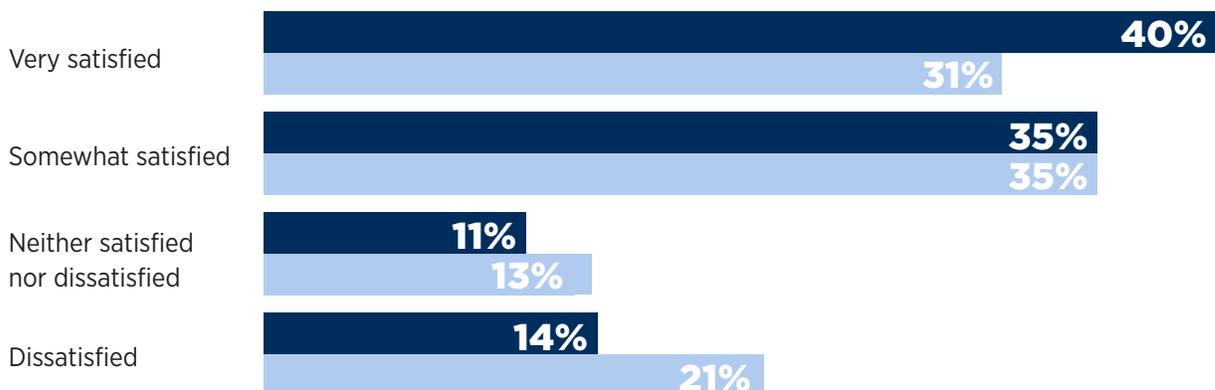
Satisfaction with tuition as a worthwhile investment in a student's future

SATISFACTION	TOTAL	PRIVATE	PUBLIC
Very satisfied	39%	35%	40%
Somewhat satisfied	35%	36%	35%
Neither satisfied nor dissatisfied	12%	15%	11%
Dissatisfied	14%	15%	14%

PRIVATE INSTITUTIONS, 2022 VS. 2021



PUBLIC INSTITUTIONS, 2022 VS. 2021



TUITION AS A WORTHWHILE INVESTMENT

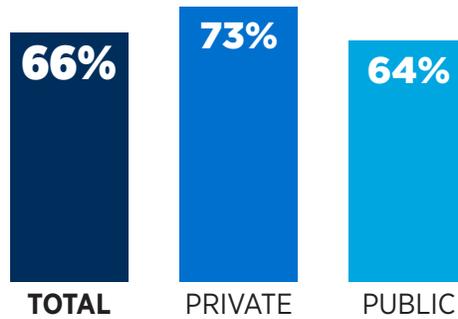
Most likely to be satisfied

- Black and Hispanic families
- First-generation families
- Families with incomes less than \$100,000
- Families with students in the first year of college
- Families with students living on-campus
- Families with students attending classes exclusively in-person
- Families with students attending institutions with undergraduate enrollment of less than 5,000 students

More likely to be dissatisfied

- White families
- Continuing-generation families
- Families with incomes more than \$100,000
- Families with students in the last year of college
- Families with students attending classes online
- Families with students attending institutions with undergraduate enrollment of more than 5,001 students

Satisfaction with the level of financial assistance student is receiving



Most likely to be satisfied

- Asian families
- Families with students in their last year of college
- Families with incomes less than \$60,000
- Families with students living at home
- Families of student-athletes
- Families with students attending institutions with undergraduate enrollment of less than 5,000 students

Least likely to be satisfied

- Black families
- Families with students in their first year of college
- Families with incomes more than \$60,000
- Families with students living off-campus but not at home
- Families with students attending institutions with undergraduate enrollment of more than 20,000 students

Quality of information received from the financial aid office

QUALITY	TOTAL	PRIVATE	PUBLIC
Information was complete, useful, and easy to comprehend, with no questions.	29%	31%	28%
Information was relatively complete, but we had to contact the institution once or twice to get clarification.	39%	42%	38%
Information was very confusing; we had to contact the college more than twice to get answers.	12%	12%	12%
Do not recall receiving any information on grants/scholarships.	21%	14%	22%



MORE LIKELY TO THINK

Information was complete

- Asian families
- Continuing-generation families
- Families with incomes more than \$150,000
- Families with students attending institutions with undergraduate enrollment of less than 5,000 students

Information was relatively complete

- White families
- Continuing-generation families
- Families with students in their last two years of college
- Families with students attending institutions with undergraduate enrollment of more than 5,000 students

Information was very confusing

- Black and Hispanic families
- First-generation families
- Families with incomes less than \$60,000
- Families with students living at home
- Families with students in their first year of college

Do not recall receiving any information

- White families
- Continuing-generation families
- Families with incomes more than \$150,000
- Families with students living off-campus but not at home
- Families with students in their third year of college
- Families with students attending institutions with undergraduate enrollment of more than 20,000 students

Additional Requests From Families

We also asked respondents for open-ended responses about their involvement with their students' institutions, as well as what they would like to see from colleges and universities. Here are some of the most common responses.

40% of surveyed families would like additional ways to be meaningfully connected and involved with their students' institutions

How do they want to be involved?

- A parent board
- Ways to be part of the institution such as:
 - Volunteering for events and activities
 - Speaking opportunities to the students using their skills and talents
 - Opportunities to hire interns from the school
 - Meeting prospective parents at their local high school
- Opportunities to meet other parents who may live in their area to support each other and the students
- Advisor-student-family “conference” during in the first year to understand student progress, strengths, and weaknesses

Additional requests from families

- More mental health resources for their students
- Direct communication with the academic advisor
- Explanations of degree requirements and their student's progress toward goals
- Separate donor communication from relationships with parents
- Receiving everything that the student receives
- Clear checklists (if changes are made) to move-in and move-out dates and procedures
- Updates on academic services available to students and how to access them
- Continued financing counseling and options to pay
- Better, clearer, and more accessible information and communication (including access to student information—financials, grades, etc.)
- Information and updates on campus services and student support (parking, dining, housing, counseling, involvement, etc.)
- Information on career preparation, internships, and life after college (especially families of students in the last two years of college)

About the Study

RNL and CampusESP invited families of current college students to complete an electronic survey directly through the colleges or universities their students attended between May and July of 2022. No personally identifiable data was collected in the survey, and responses were anonymous.

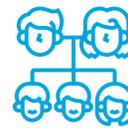
Demographics

21,860 responses from **35** different institutions (listed at the end of this document).



Expected graduation year

15% 2022 27% 2024
18% 2023 39% 2025



First-generation status

17% First generation
83% Continuing generation



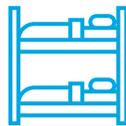
Family income

3% Less than \$30,000
8% \$30,000 to \$59,000
15% \$60,000 to \$99,000
25% \$100,000 to \$149,000
50% \$150,000 or more



Education modality in the academic year 2021-22

64% Exclusively in-person
2% Exclusively online
34% Hybrid (both online and in-person)



Student housing in the academic year 2021-22

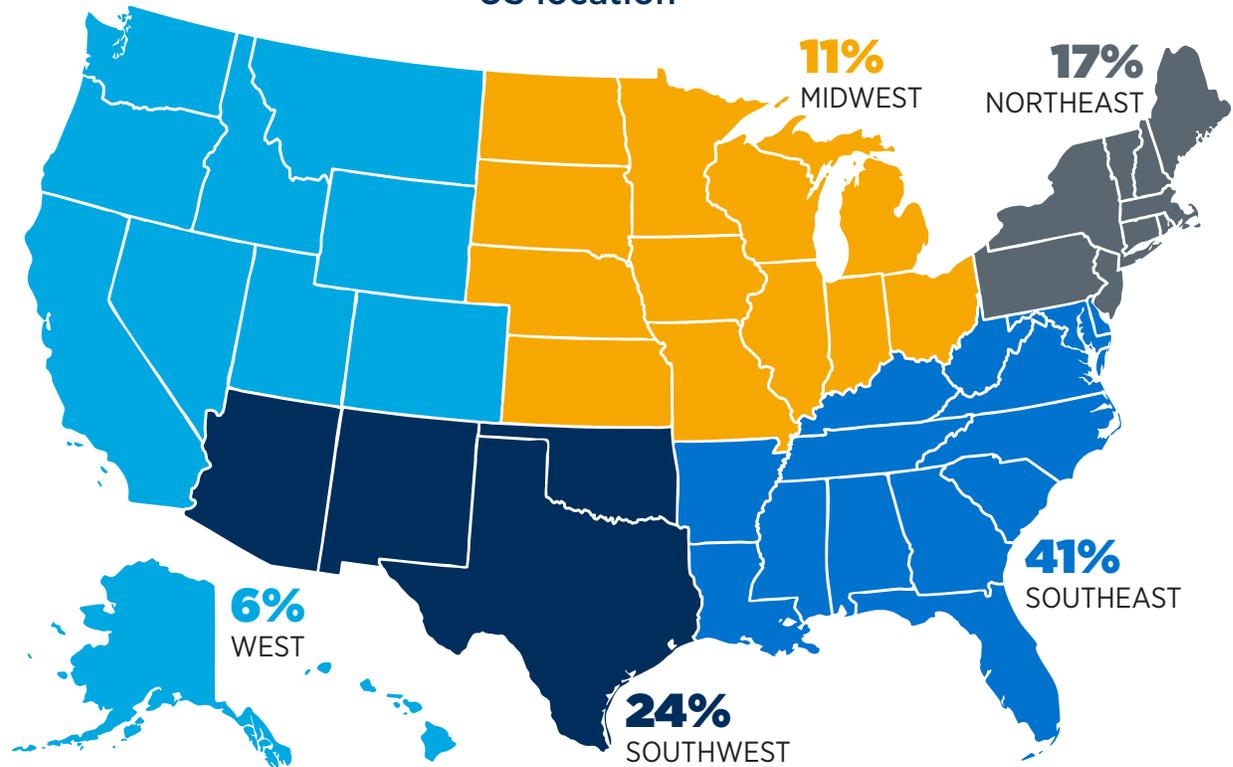
54% On-campus housing
38% Off-campus housing (but not at home)
8% At home

Ethnicity

Asian	5%
Black	7%
Hispanic	7%
Middle Eastern*	1%
Native American or American Indian	1%
White	74%
Multi-racial	1%
Prefer not to disclose	7.50%
Other	1.53%

*Sample not significant for reporting

US location



Participating Institutions

Our most sincere gratitude to the following institutions for their participation, energy, and support of this project.

Alabama A&M University	St. Cloud State University
Angelo State University	Tarleton State University
Austin Peay State University	Texas A&M University
Concordia University, St. Paul	The University of Alabama at Birmingham
Duquesne University	The University of Kansas
Embry-Riddle Aeronautical University	Towson University
Emory University	University of Arkansas
Georgia College and State University	University of Georgia
Hardin-Simmons University	University of Maryland
Indiana University of Pennsylvania	University of Maryland, Baltimore County
Kennesaw State University	University of Mississippi
La Salle University	University of the Pacific
Misericordia University	Utah State University
New Mexico State University	Virginia Tech
Sam Houston State University	Wayne State College
San Jose State University	Webster University
Shippensburg University	York College of Pennsylvania
Southeast Missouri State University	

About the Report Sponsors



RNL is the leading provider of higher education enrollment, student success, and fundraising solutions. The firm serves more than 1,900 colleges and universities through data-driven solutions focused on the entire lifecycle of enrollment and fundraising, assuring students find the right program, graduate on time, secure their first job in their chosen field, and give back to support the next generation. With a deep knowledge of the industry, RNL provides institutions the ability to scale their efforts by tapping into a community of support and resources.

Visit RuffaloNL.com



CampusESP is a strategic family engagement platform that enables institutions to inform the greatest influencers in students' lives—their parents. From impacting enrollment, to student success, to annual giving—keeping parents effectively engaged has proven to be critical for institutions looking to better support their institutional goals. With CampusESP, institutions can increase their numbers and satisfy the needs of parents, all while reducing administrative burden and hours on their staff.

Visit CampusESP.com

HOW CAN YOU INCREASE ENGAGEMENT WITH PARENTS?

See how you can increase parent engagement during the college search process with RNL Student Search and Engagement.

Visit RNL.com/ParentEngagement



Visit RuffaloNL.com/Enrollment
Email ContactUs@RuffaloNL.com
Call **800.876.1117**

How to cite this report

RNL & CampusESP (2023). *University Family Engagement Report*. Cedar Rapids, Iowa: Ruffalo Noel Levitz. Available at: RNL.com/UniversityFamily

All material in this document is copyright © 2023 by RNL. Permission is required to redistribute information from RNL either in print or electronically.