

Communicating Opportunity Value and Information During Crisis

Research Series

Brief #5: The Parent/ Family Perspective



The Parent/ Family Perspective

COVID Research Series

The COVID research series reports on national surveys of college and university students whose institutions transitioned to remote learning in response to COVID 19 and their parents

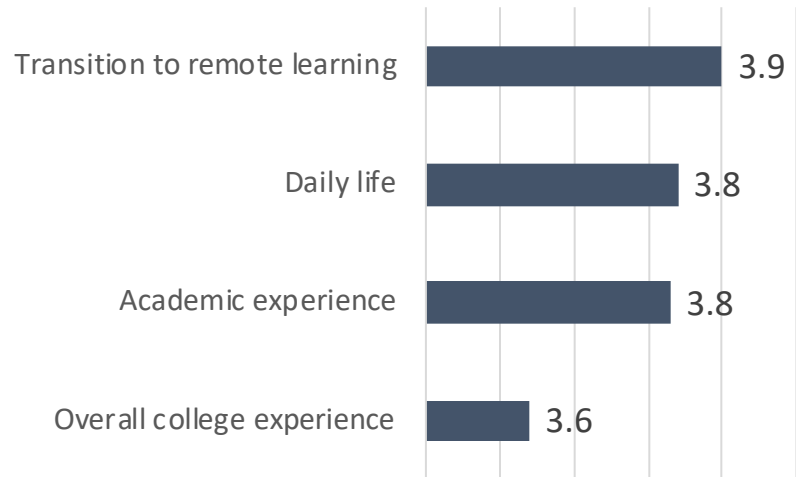
Focus:

- Parent / family involvement
- Communication patterns
- Post-COVID challenges

Parental Involvement

Parents reported that they were more involved with their student's transition to remote learning than with any other aspect of their student's experience.

Involvement with Student: (1-Not Involved, 5-Very Involved)

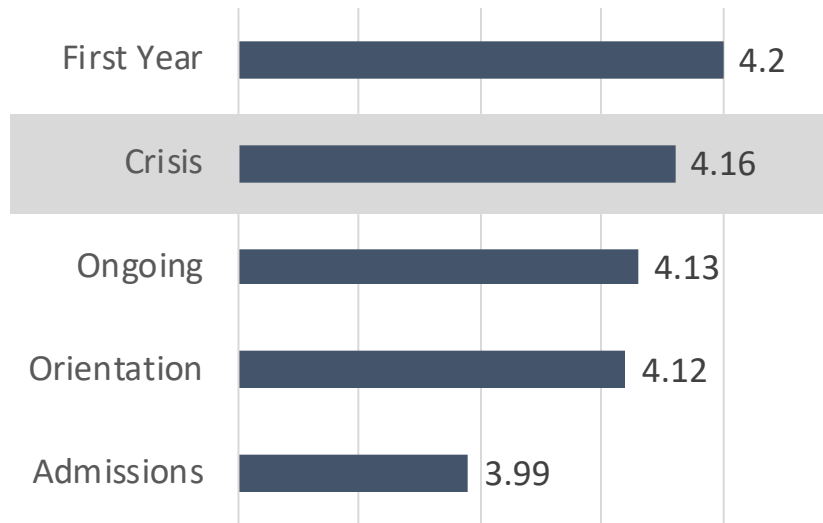


Satisfaction Communication

Parents were moderately satisfied with crisis communication from universities during COVID.

In comparison, parents were more satisfied with communication during the first year and least satisfied during the admissions process.

Satisfaction with Communication to Parents During... (1-Very Dissatisfied, 5-Very Satisfied)

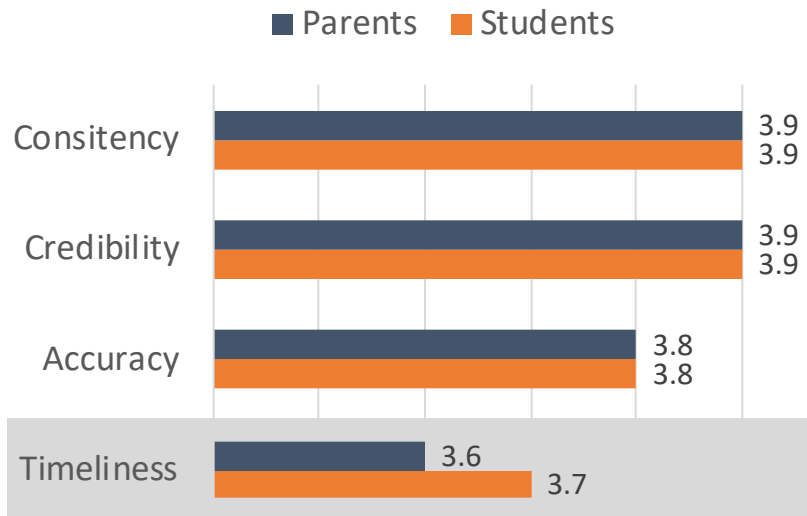


Crisis Communication

Parents and students gave neutral ratings to most aspects of crisis communication.

For both groups, timeliness was the main concern.

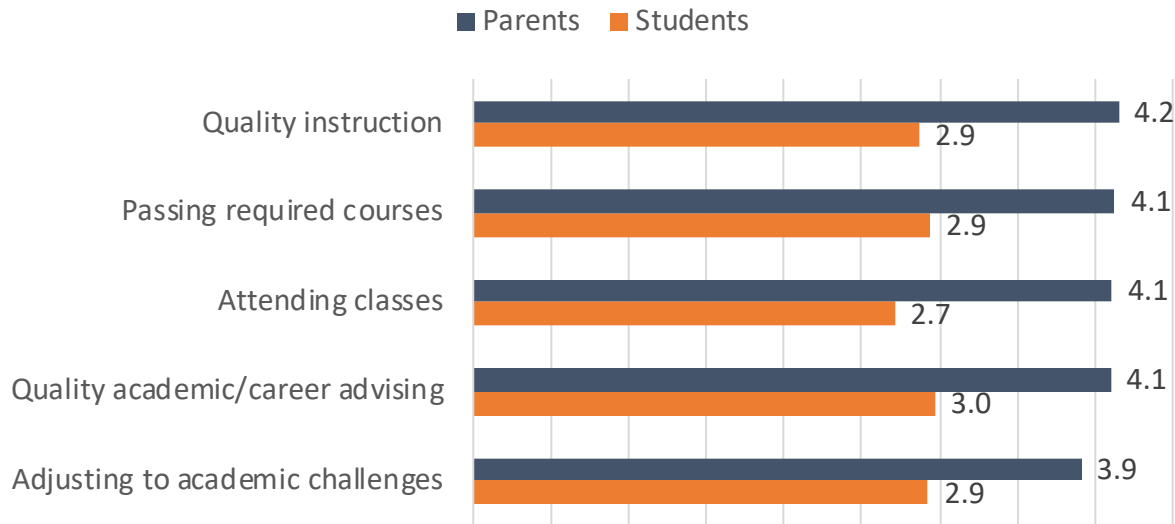
Campus Crisis Communication Effectiveness (1-Very Bad, 5-Very Good)



Academic Challenges

Parents reported that their students had more academic challenges than the students reported for themselves.

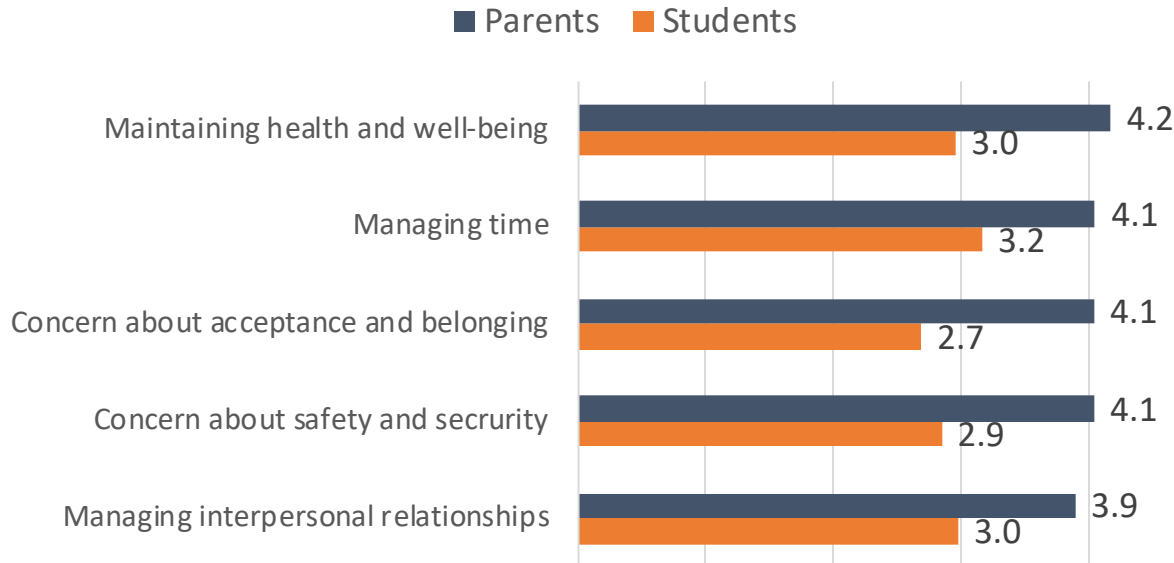
Academic Challenges (Post-COVID) (1-Not Challenging, 5-Very Challenging)



Personal Challenges

Parents were also more concerned about personal challenges than were their students.

Personal Challenges (Post-COVID) (1-Not Challenging, 5-Very Challenging)

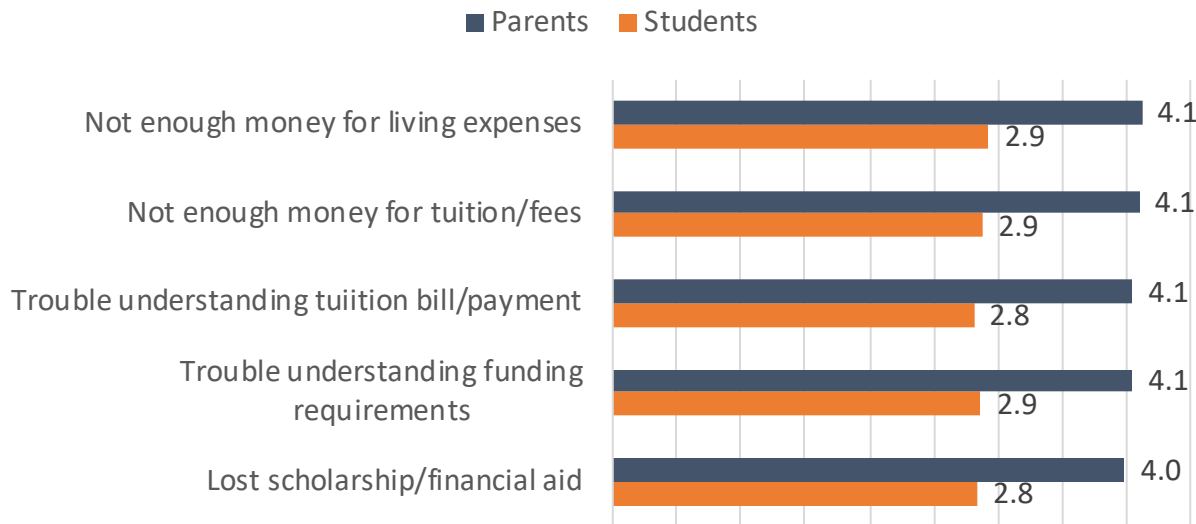


Financial Challenges

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Parents have more concerns about college affordability and payment process than their students.

Financial Challenges (Post-COVID) (1-Not Challenging, 5-Very Challenging)



Strategies for Fall 2020

As students return for to campus and uncertainly continues, colleges and universities need to make parent and family engagement a priority.

● PARENT/FAMILY ENGAGEMENT AS A PRIORITY

- Make parent/family an institutional priority
- Coordinate across offices to communicate with parents with one voice (vs. multiple messages)
- Understand specific parent/family needs and preferred modes of communication
- Reinforce a partnership approach with parents/families to support their students' success

● TIMELY COMMUNICATION AND RESPONSIVENESS

- Establish a system to provide timely communication around safety, academic preparation, support services and financial issues
- Develop a plan to provide timely responses to parent/family calls and inquires

● ADDRESS PARENT CONCERNS

- Target communications to address:
 - Maintaining student safety and wellness in a hybrid environment
 - Affordability and return on investment
 - Degree progression, academic and care support
 - Changes to the admissions process

Survey Methodology

Data were collected from 525 parents in July of 2020 and from 517 students in May of 2020 using Amazon's MTurk tool.

Both the parent and the student respondents represented a broad national sample. Students had been enrolled in face-to-face classes at both four-year and two-year public and private institutions before transitioning to remote learning.

Some questions were unique to parents (e.g., level of involvement with multiple aspects of their students' experience).

Other questions were asked of both parents and students (e.g., post-COVID challenges).

Additional information on methodology available upon request.

TorchStar Education

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