

Enrollment Management & Student Access Parent Customer Service Group

UNC

WHAT WE LEARNED FROM OUR FIRST ROUND OF SURVEY RESPONSES

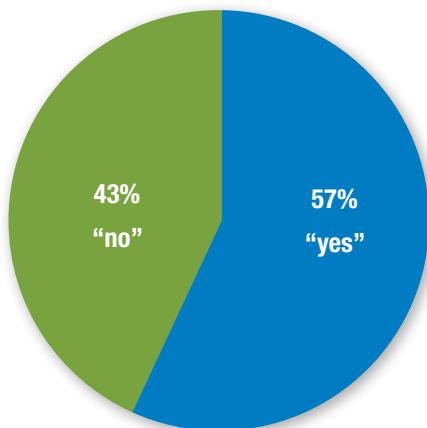
RESULTS FROM PARENT CUSTOMER SERVICE GROUP FEEDBACK FORM #1

Our first parent feedback form survey was sent out in the beginning of October to 428 parents of new freshmen and we received feedback from 55% of you. Thank you! Below is a bit about what we heard you say and how we are planning on addressing some of the issues you identified.

RESULTS

First timers to college or experienced campus visitors?

We were interested in knowing who our Parent Customer Service Group would appeal to as far as experiences with sending a child off to college, and we were happy to see that we have 57% of 'first timer' parents (this is their first student in college) and 43% have prior experiences with sending a child off to college.



Parent involvement with admissions events and activities

We learned that almost all of you attended New Student Orientation (77%) with many of you attending at least one other Admissions event on your way to helping your child make the decision to come to UNC. Sixty percent of you attended 2 events or less, while 40% attended 3 or more. We also learned that there were significant differences in event attendance between the 'first timers' and those parents who already had another child in college where 'first timers' were more likely to attend one additional event. Some of the informational deficits we noticed after reading your comments may be explained in part by differences in event attendance and we are currently exploring this more deeply.

Parent perceptions of move-in

Over 90% of you assisted your child on move-in day, whether that was an early move-in or on the general move-in day. We were pleased to note the overwhelmingly positive experiences you collectively shared. Very few of you had negative experiences to report. We were interested in learning if there were differences by whether or not you moved in early or on the regular move-in day

and found that those of you who moved in early had less positive experiences. Our Director of Housing has confirmed that there were some features that were present on the general move-in day that were missing on the early move-in, and he has begun working on ways to improve early move-in for next year. Thanks for your willingness to share and make early move-in just as wonderful for future Bears next year!

Individual parent feedback

We received detailed feedback from 83% of respondents and an overwhelming number of you had positive stories of academic engagement, campus involvement, and overall good customer service. We were grateful to hear these stories; they add meaning to our daily work. We are equally grateful for your honest feedback on areas of improvement and we wanted to take a moment to summarize what we heard and what we will do about some of these issues.

WHAT WE HEARD

- There are major information gaps. Many of you shared with us your confusion about how to assist your son or daughter with some of the basic 'nuts and bolts' of college transitions, such as roommate and financial aid issues.
- We heard concerns about how to know if your son or daughter is making friends, getting involved in activities and performing in classes.
- We learned that some of you have very specific individual needs, such as how to help your child get help with learning disabilities, health care, and travel to and from Denver International Airport.
- More variety in dining hours and offerings
- And lastly we heard 'You'!

WHAT WE WILL DO

Many of the informational needs expressed are covered at New Student Orientation and in other parent and student communications, which we realize not everyone will attend NSO and/or read all publications available, so *we're working on improving parent communication processes*. Stay tuned for a parent handbook, parent resource contact and/or parent web page in the near future.

WHAT WE HAVE LEARNED

Each of our directors from the Enrollment Management and Student Access departments received all the feedback and are addressing the concerns that were voiced. This experience has encouraged us to move forward with changes and adjustments to our way of customer service and handling events. We appreciate the feedback and honesty so we can make the next experience a better one.