PARENT AND FAMILY ENGAGEMENT SNAPSHOT

**FALL WELCOME TENTS**

<table>
<thead>
<tr>
<th>Date</th>
<th>Families Interacted with</th>
</tr>
</thead>
<tbody>
<tr>
<td>TUE, AUG 20</td>
<td>1,836 families</td>
</tr>
<tr>
<td>THU, AUG 22</td>
<td>1,000 families</td>
</tr>
<tr>
<td>WED, AUG 21</td>
<td>1,662 families</td>
</tr>
<tr>
<td>MON, AUG 17</td>
<td>566 families</td>
</tr>
<tr>
<td>TUE, AUG 18</td>
<td>808 families</td>
</tr>
<tr>
<td>WED, AUG 19</td>
<td>962 families</td>
</tr>
<tr>
<td>THU, AUG 20</td>
<td>949 families</td>
</tr>
<tr>
<td>FRI, AUG 21</td>
<td>774 families</td>
</tr>
</tbody>
</table>

**LETTERS FROM HOME**

<table>
<thead>
<tr>
<th>Year</th>
<th>Letters Sent</th>
<th>Total Letters</th>
</tr>
</thead>
<tbody>
<tr>
<td>2017</td>
<td>464</td>
<td>79</td>
</tr>
<tr>
<td>2018</td>
<td>474</td>
<td>52</td>
</tr>
<tr>
<td>2019</td>
<td>1,176</td>
<td>55</td>
</tr>
<tr>
<td>2020</td>
<td>279</td>
<td>16</td>
</tr>
<tr>
<td>2021</td>
<td>521</td>
<td>TBD</td>
</tr>
</tbody>
</table>

**TASTE OF HOME**

<table>
<thead>
<tr>
<th>Year</th>
<th>Recipe Submissions</th>
</tr>
</thead>
<tbody>
<tr>
<td>2017</td>
<td>79</td>
</tr>
<tr>
<td>2018</td>
<td>52</td>
</tr>
<tr>
<td>2019</td>
<td>55</td>
</tr>
<tr>
<td>2020</td>
<td>16 (Spring 2021)</td>
</tr>
</tbody>
</table>

**FAMILY DAY**

- **Feb '18**: Handed out calendars at a CU Men’s Basketball game & offered a discount code at Ralphie’s Corral.
- **Feb '19**: 35 attended and 120 registered.
- **Feb '20**: 210 attended and 469 registered.

**FAMILY WEEKEND**

<table>
<thead>
<tr>
<th>Year</th>
<th>Registrants</th>
</tr>
</thead>
<tbody>
<tr>
<td>2017</td>
<td>3,878</td>
</tr>
<tr>
<td>2018</td>
<td>3,720</td>
</tr>
<tr>
<td>2019</td>
<td>3,936</td>
</tr>
<tr>
<td>2020</td>
<td>620</td>
</tr>
<tr>
<td>2021</td>
<td>4,193</td>
</tr>
</tbody>
</table>

**FAMILY GROUPS**

- Forever Buffs Network
  - 715 participants as of Nov. 4, 2021
**BUFF FAMILY NEWSLETTER**

**2017:** Open rates unavail.  
**2018:** Open rates unavail.  
**2019:** Open rates  
- Jan: 39% & 33%  
- Feb: 40% & 37%  
- Mar: 39% & 31%  
- Apr: 30% & 38%  
- May: 38%  
- Jun: X  
- Jul: 53%  
- Aug: 55%  
- Sep: 51% & 52%  
- Oct: 52% & 50%  
- Nov: 50% & 48%  
- Dec: 52% & 50%  

*The newsletter was sent twice monthly during the academic year and once a month during summer.*

**2020:** Open rates  
- Jan: 52% & 51%  
- Feb: 47% & 56%  
- Mar: 67%  
- Apr: 57% & 67%  
- May: 54% & 54%  
- Jun: 45% & 47%  
- Jul: 48%, 59% & 52%  
- Aug: 59% & 59%  
- Sep: 55% & 56%  
- Oct: 55%, 55% & 55%  
- Nov: 58% & 57%  
- Dec: 48%  

*The newsletter was sent every other week. However as the pandemic began in March, we paused the newsletter in order to send timely COVID specific content to families.*

**2021:** Open rates  
- Jan: 50% & 44%  
- Feb: 48% & 49%  
- Mar: 45%, 60% & 49%  
- Apr: 45%, 58% & 51%  
- May: 50% & 54%  
- Jun: 45% & 43%  
- Jul: 56% & 50%  
- Aug: 50% & 45%  
- Sep: TBD  
- Oct: TBD  
- Nov: TBD  
- Dec: TBD

*The newsletter continues to be sent every other week throughout the year.*

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**BUFF FAMILY RESOURCE HUB**

**2017:** Not available  
**2018:** Not available  
**2020:** 11,881 web views  
**2021:** 7,200 web views  
(Dec 1,2021 - Sept 14, 2021)

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**NSFP WEB DATA**

**FAMILIES:**  
- 2020 - N/A  
- 2021 - 19,192 views  

**NEW BUFF FAMILIES:**  
- 2020 - 15,037 views  
- 2021 - 10,866 views  

**CONTINUING FAMILIES:**  
- 2020 - 43,014 views  
- 2021 - 13,208 views  

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**FAMILY DIRECT MAIL**

**2019 FAMILY WELCOME KIT**  
sent to 7,833 family members  

**2020 FAMILY WELCOME LETTER**  
sent to 8,460 family members  

**2021 FAMILY WELCOME KIT**  
sent to 8,301 family members

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In 2020, all families were directed to one landing page - the continuing families page. This is why the 2020 web page data for continuing families is so much larger. In 2021, we created a families landing page and split it up by new families and continuing families.