



# PARENT AND FAMILY ENGAGEMENT SNAPSHOT

PROGRAMATIC INITIATIVES

	FALL WELCOME TENTS				
FALL 2019	<b>TUE, AUG 20</b> Interacted with <b>1,836</b> FAMILIES	<b>THU, AUG 22</b> Interacted with <b>1,000</b> FAMILIES	<b>WED, AUG 21</b> Interacted with <b>1,662</b> FAMILIES		
FALL 2020	<b>MON, AUG 17</b> Interacted with <b>566</b> FAMILIES	<b>TUE, AUG 18</b> Interacted with <b>808</b> FAMILIES	<b>WED, AUG 19</b> Interacted with <b>962</b> FAMILIES	<b>THU, AUG 20</b> Interacted with <b>949</b> FAMILIES	<b>FRI, AUG 21</b> Interacted with <b>774</b> FAMILIES
FALL 2021	<b>MON, AUG 16</b> Interacted with <b>1,689</b> FAMILIES	<b>TUE, AUG 17</b> Interacted with <b>2,206</b> FAMILIES	<b>WED, AUG 18</b> Interacted with <b>2,317</b> FAMILIES	<b>THU, AUG 19</b> Interacted with <b>925</b> FAMILIES	

### LETTERS FROM HOME

2017: **464** letters sent  
 2018: **474** total letters  
 2019: **1,176** total letters  
 2020: **279** emails sent  
 2021: **521** letters sent

### TASTE OF HOME

2017: **79** recipe submissions  
 2018: **52** recipe submissions  
 2019: **55** recipe submissions  
 2020: **16** recipe submissions  
 (Spring 2021)  
 2021: **TBD**

### 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

2017: <b>3,878</b> registrants	2020: <b>620</b> registrants (Virtual: Hey Summit platform)
2018: <b>3,720</b> registrants	2021: <b>4,193</b> registrants
2019: <b>3,936</b> registrants	



### FAMILY GROUPS

Forever Buffs Network

**715** participants  
 as of Nov. 4, 2021 

# COFFEE/WEBINAR ATTENDANCE



SUMMER 2020

**MAY** WEBINAR  
*Welcome and Overview*  
**308** participants  
COFFEE HOUR  
**123** participants

**JUN** WEBINAR  
*Academic Advising and Career Exploration*  
**260** participants  
COFFEE HOUR  
**106** (June 12) **100** (June 26)

**JUL** WEBINAR  
*Parents as Partners: Health and Wellness*  
**285** participants  
HOUSING WEBINAR  
**685** (on-campus) **41** (off-campus)  
COFFEE HOUR  
**104** (July 10) **100** (July 24)

ACADEMIC YEAR 2020-21

**AUG** WEBINAR  
*CSI and FSL*  
**243** participants  
COFFEE HOUR  
**80** participants

**SEP** WEBINAR  
*Res Life Hall Directors*  
**395** participants  
83 Central / 68 Towers  
93 NW / 81 Kitt / 68 Villages  
COFFEE HOUR  
**85** participants

**NOV** WEBINAR  
*Giving Back and Gratitude*  
**31** participants  
COFFEE HOUR  
**44** participants

**DEC** WEBINAR  
*Spring Updates w/ Housing, Dining & Res Life*  
**135** participants  
COFFEE HOUR  
**31** participants

**JAN** WEBINAR  
*Meet the Academic Colleges!*  
**66** participants  
COFFEE HOUR  
**46** participants

**FEB** WEBINAR  
*Parent Giving & Health and Wellness*  
**32** participants  
COFFEE HOUR  
**43** participants

**MAR** WEBINAR  
*Academic Support Services*  
**36** participants  
COFFEE HOUR  
**26** participants

**APR** WEBINAR  
*Career Services & Job and Internship prep*  
**62** participants  
COFFEE HOUR  
**22** participants

SUMMER 2021

**MAY** WEBINAR  
*Welcome to the Buff Family!*  
**433** participants  
COFFEE HOUR  
**85** participants

**JUN** WEBINAR  
*Supporting Your Student: Advising & Registration*  
**531** participants  
COFFEE HOUR  
**76** participants

**JUL** WEBINAR  
*Supporting Your Student: Are we ready for Aug?*  
**392** participants  
COFFEE HOUR  
**56** participants

**AUG** WEBINAR  
*Preparing for Fall Welcome & Move In*  
**574** participants | **150+** questions  
COFFEE HOUR  
**44** participants

## 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.

## 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



## FAMILY DIRECT MAIL

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

**2020 FAMILY WELCOME LETTER**  
sent to **8,480** family members

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

## BUFF FAMILY RESOURCE HUB



2017: **Not available** | 2020: **11,881** web views  
2018: **Not available** | 2021: **7,200** web views  
2019: **8,131** web views | (Jan 1, 2021-Sept 14, 2021)

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.