



PARENT AND FAMILY ENGAGEMENT SNAPSHOT

PROGRAMATIC INITIATIVES

FALL 2019

TUE, AUG 20

Interacted with

1,836

FAMILIES

THU, AUG 22

Interacted with

1,000

FAMILIES

WED, AUG 21

Interacted with

1,662

FAMILIES

FALL 2020

MON, AUG 17

Interacted with

566

FAMILIES

TUE, AUG 18

Interacted with

808

FAMILIES

WED, AUG 19

Interacted with

962

FAMILIES

THU, AUG 20

Interacted with

949

FAMILIES

FRI, AUG 21

Interacted with

774

FAMILIES

FALL 2021

MON, AUG 16

Interacted with

1,689

FAMILIES

TUE, AUG 17

Interacted with

2,206

FAMILIES

WED, AUG 18

Interacted with

2,317

FAMILIES

THU, AUG 19

Interacted with

925

FAMILIES

FALL WELCOME TENTS

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: **3,878** registrants
 2018: **3,720** registrants
 2019: **3,936** registrants
 2020: **620** registrants
 (Virtual: Hey Summit platform)
 2021: **4,193** 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.

BUFF FAMILY RESOURCE HUB

2017: **Not available**
2018: **Not available**
2019: **8,131** web views

2020: **11,881** web views
2021: **7,200** 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.

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