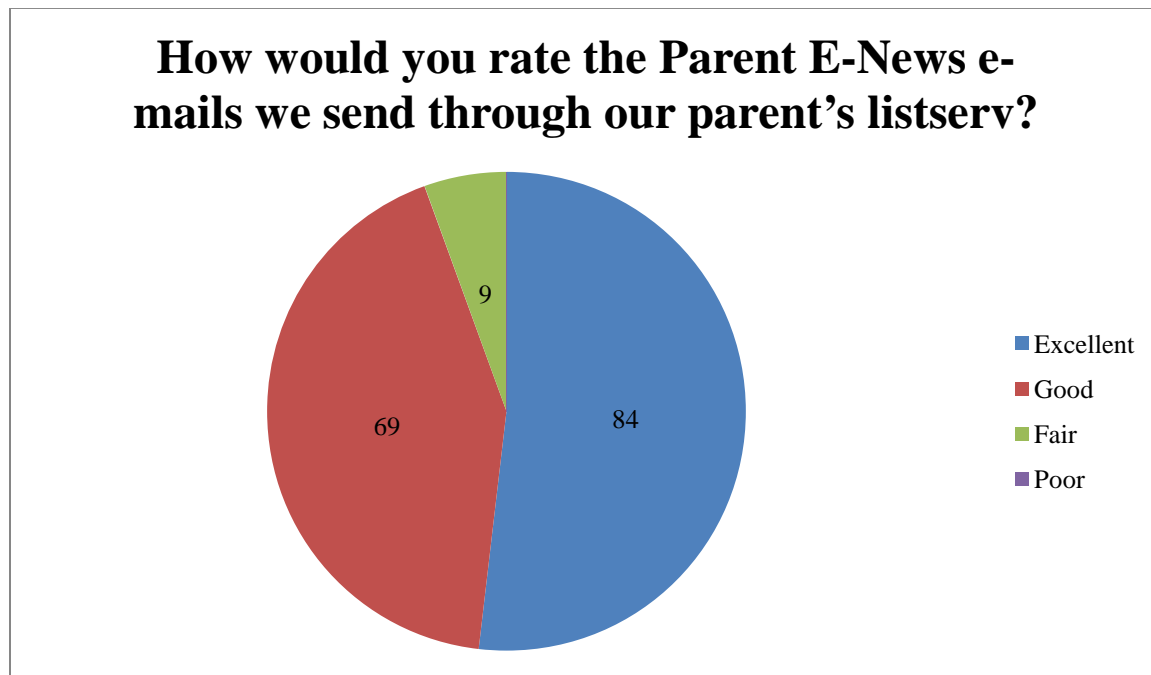


Parent Survey Results Spring 2010

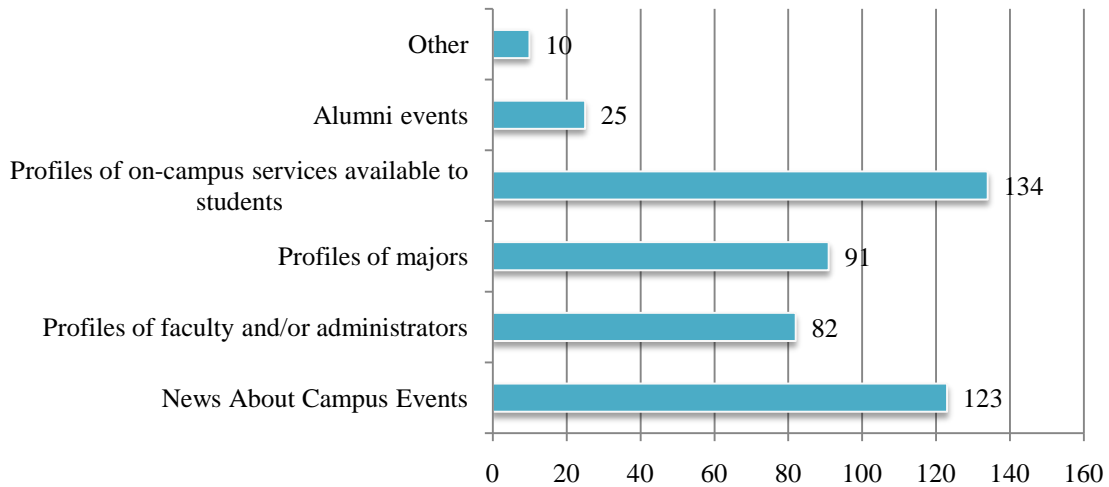


How could we improve our Parent E-news?

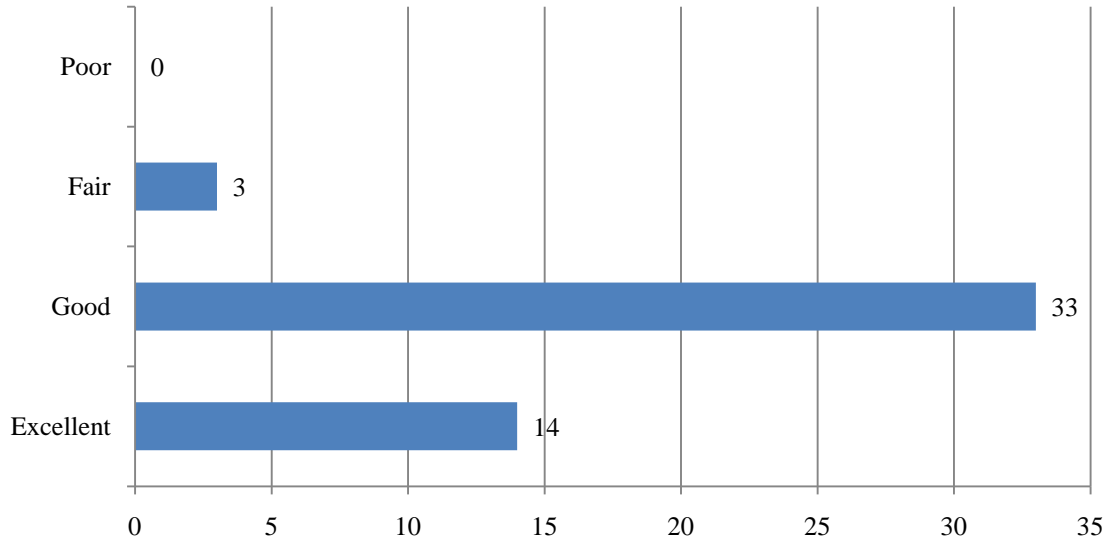
- Provide info on key links in a prominent location. It can sometimes be difficult to navigate the memphis.edu website.
- I can't think of a way. I find it very informative and timely.
- They are great and very informative!
- Very Good!
- All of this technology is great. What a wonderful way to keep up with what the children are doing, and how the University is changing with the times.
- Great Job
- Email us deadlines to help the kids stay on track. Information like when the dorm reservations for next semester/year due, dorm deposits are due, when to renew parking pass, start planning classes for next semester etc.
- Talk about how parents can better understand the finances of their junior and senior students before graduating. Update parents on what to expect before their student graduates.
- I really enjoy these updates.
- The students sometimes get news that would be important to parents. Perhaps the Tiger Text could be fed to Parent E-News so that we may all be kept informed.
- They are so full of information that I cannot see any deficiencies!

- I would like to see "explainers" about the Dean's List, the (way too many) forms of 'money' the kids have (Declining Balance, Tiger Funds, etc), and when the University Center we are helping pay for might actually open.
- This is the first one I remember getting
- Include information and access that out-of-towners can use!
- More appealing
- Too much fixation on jocks. We sent our child to an academic institution, not a sports academy.
- As a parent of a freshman living in Richardson Towers I would like more information about what is, is not happening in that residence.
- Shorter, bullet point facts that do not take a lot of time to read.
- I appreciate this service and use the information and links. Thank you for providing parents this information. Very helpful!
- A "breaking news" type email when news affecting the safety, weather conditions affecting students on campus would be helpful. For example, when the student died in Richardson Towers over Christmas break, many parents didn't hear of it until a week or so following the death. I was able to keep up with the info via Memphis news, but those in other outside areas may not hear about news until much later.
- I am happy with it!
- Send them more frequently
- If it could be offer at a later time.
- Death at dorm over Christmas holidays was woefully underreported.
- I would love to have news about campus events, performances, calendar, awards, etc. Perhaps a What's New section and/or links to the parent website and calendar.
- More current information
- Give examples of jobs obtained from specific majors. Also suggest how a minor in another subject could improve a student's chance at finding a job (specific place to find this info if already available)
- Provide more information
- It is pretty good for the average student population but I don't think it does enough to showcase the university. There isn't much in the newsletter that tells me why U of Memphis is the preferred university to attend. Now maybe there isn't much student movement on campus, but I have to think that somewhere in the university, there are activities to rehab houses for needy people in Memphis, there are food drives for the homeless, there are public performances by the theater group, the jazz band, that the streaming jazz station is earning some accolades, etc. I'd really like you to focus on "why is U of M THE place to be?????" in addition to the current, very functional, level of information that you provide.

Would you like to see any of the following in the Parent E-news?



How would you rate the Parent Chats?



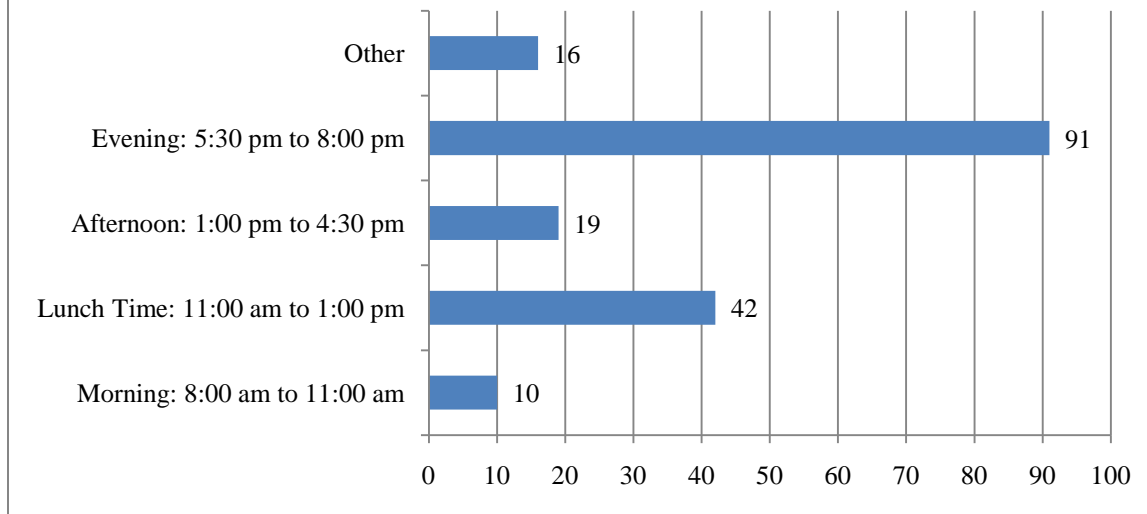
How could we improve the Parent Chats?

- The ones that I have participated in have been a little unorganized, and the parents who sign in don't really know what to do. The administrators always sign on first, and then the parents, but the back and forth is confusing because there is a lag between someone

asking a question and the administrator answering. By the time the administrator answers, the chat has moved on to another topic. Confusing but I am not sure that there is anything that would help. Just the nature of the beast, I guess.

- Sometimes things get lost in a chat and there is never any follow-up research and answer. Parents have to "nag" to get a straight answer from the proper school administrator.
- Target them to specific audiences, the topics are too broad.
- Not really interested in these. I can't participate from work.
- I have not participated but think it's great that you have those.
- Make a chat at night, maybe at least once a month. I cannot do the parent chat during work hours and I'm sure many parents are in the same situation I am in.
- Other times of the day would be helpful. I work in the public schools and cannot participate in the daytime chats.
- Offer them twice each month with one occurring at noontime as it does now, but add one in the evening.
- During the middle of the day is not a time I can participate in these chats.
- If it is offer at a later time.
- Time frame is not good for me.
- Provide overview of what was discussed if you can't participate in the chat.
- More accessible to the working parent
- AFTER work hours . . . can't do it during a work day when we are teachers!
- Make them available at different times
- Always well-rounded discussions attended by excellent faculty/staff.
- The reason I do not participate in the chats is, I use my husband's business computer and he has it with him during the time for chats.
- My job just does not permit me to participate during the day. But the 12-1 timeframe would be best for me if I could
- I don't get the opportunity to do the parent chat because it's during a very busy time for me at work, but I do rate it as being excellent because its available for parents to inquire about things that may needs answers.

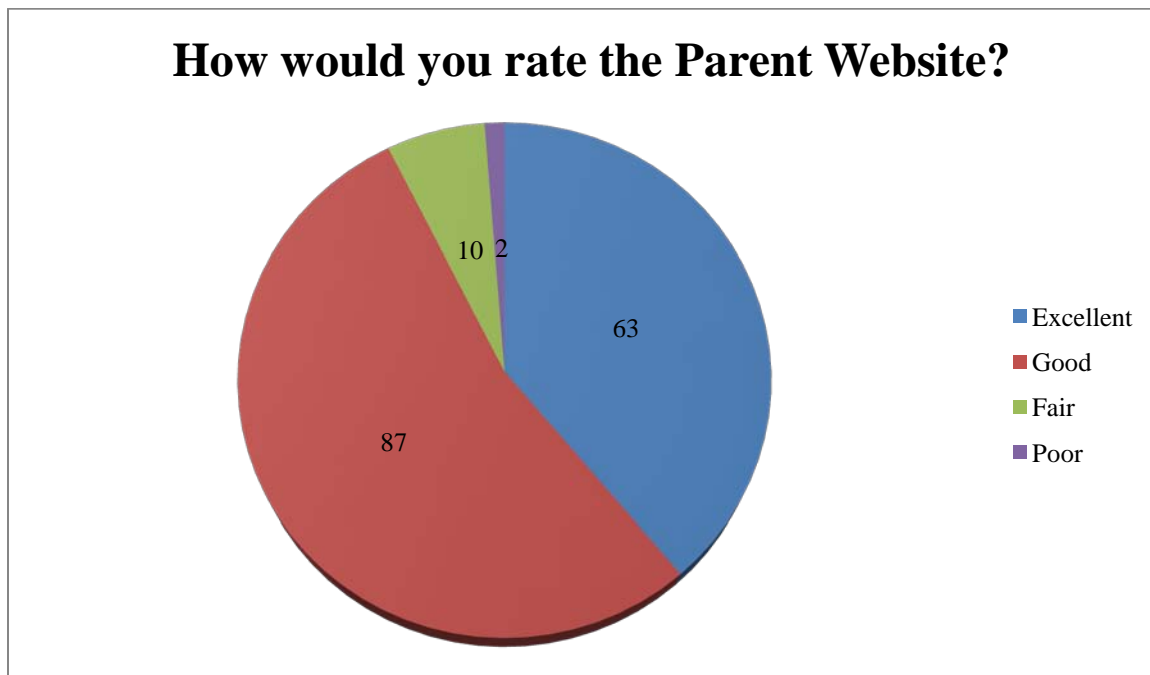
What time frame would be convenient for you to join our chats?



What topics would you like to see discussed in future Parent Chats?

- I would like to talk about campus security, parking, the UC and when will it finally be open, lack of dining options on campus, the different offices and what they do for the students, campus employment, the different majors and what can the students do with that after graduation, internships
- Who's who in the organizational structure. Seems those in the system know all that and assume parents do, but how in the world can a normal parent know such stuff? Seems that many higher educational titles are non-intuitive and/or contradictory and don't match normal corporate or non-profit or political institutional office-holder titles. If you are going to use "weird" titles by choice, then you are obligated to explain what they mean to your audience/consumers.
- I think they are fine. I would like more on residence life and what's going on on campus.
- Placement services
- 1) How to secure off campus housing
- Major specific information.
- Parking
- More tutoring options for students, dorm life, campus security.
- Things we can do to help the UofM!
- Cost of the new dorm (with and without the different meal plans).
- How to not be a helicopter parent and still be involved in her life.
- The health care facilities. The location and what it available to the students and the cost.

- Grant to help student get without having to get loans
- Scholarships and Financial Aid –
- Internships
- Majors and how they lead to specific careers
- Internships
- Advocacy for Out of State students!
- Field of study choices
- Great forum for parents of freshmen ~ helps get them familiar with the college life with the input from parents of older students. Also, assistance for parents of older students on life after college & how to prepare our children.
- Why is the graduation rate so low/ My student is set to graduate this fall I have heard so many rumors about students set to graduate but, when the time comes, there always a setback.
- Being informed of student’s grades and class attendance.



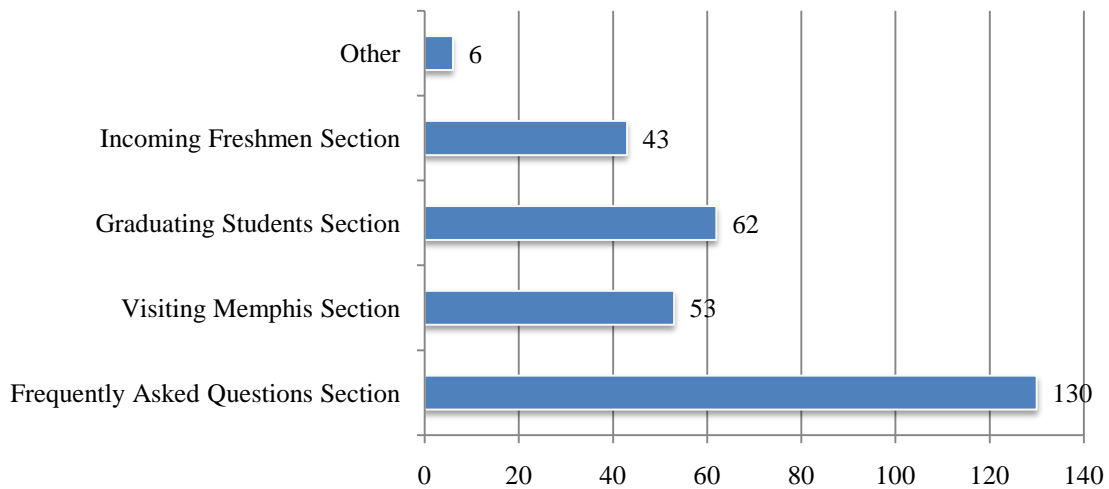
How could we improve the Parent Website?

- I didn't realize you had one.
- I have never visited the website
- If you could post class canceling and maybe send emails. A teacher of my daughter's cancelled class 25 minutes before it started. We live 45 minutes away, so she has to

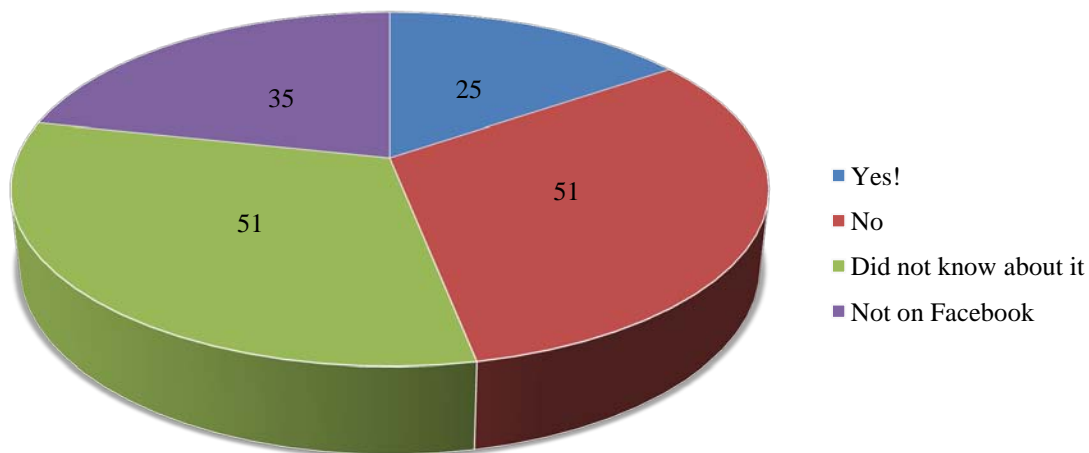
leave 1 hour ahead of time. She did not get the email. She showed up at class and was stuck there for 2 hours and 15 minutes before her next class.

- Easier access to event calendars, important dates/deadlines, key contact information for areas such as residence halls and bursar's office
- I have not been to the parent website.
- Discuss campus security. What is the U of M doing to help students actually be safe on campus? Describe security measures being taken to prevent something like what happened in Huntsville this week or at other campuses around the nation. Give us data. What is the actual number of incidents on campus, for what offense etc.? How many are reported to campus police, MPD, and what is the disposition? Insure us that everyone is as safe as possible on campus, whether it is a student on campus, a visiting parent, at night for classes or library work, in parking lots, and during the day. Also, give us parents a link to be placed on the Season Ticket list for athletics, specifically Men's basketball. I have been trying since the first of the year and at most have recieved one "pass the buck response". I can add myself to a waiting list, if I had access to one, instead of waiting for the ticket rep to fail to respond yet again.
- frequently asked question section and parents comments section to the questions in case you had additional questions and maybe could contact the parent leaving the comment if allowed by the person posting.
- It's fine
- Good use of resources and time. I appreciate being able to have a feeling of being "in the know" of what's going on.
- Hard to find academic calendar of when they are on breaks and when finals are scheduled.
- Some of the departments don't have contact names and what duties staff members perform. This would make it easier when talking to departments especially, Admissions, Financial Aid, Bursar. It would be helpful to know who you needed to talk to in certain situations.
- Actually I wasn't familiar with the website.
- more current information
- NO mention of out of stater's issues!
- Nothing at this time.

Would you like to see any of the following added to the Parent website?



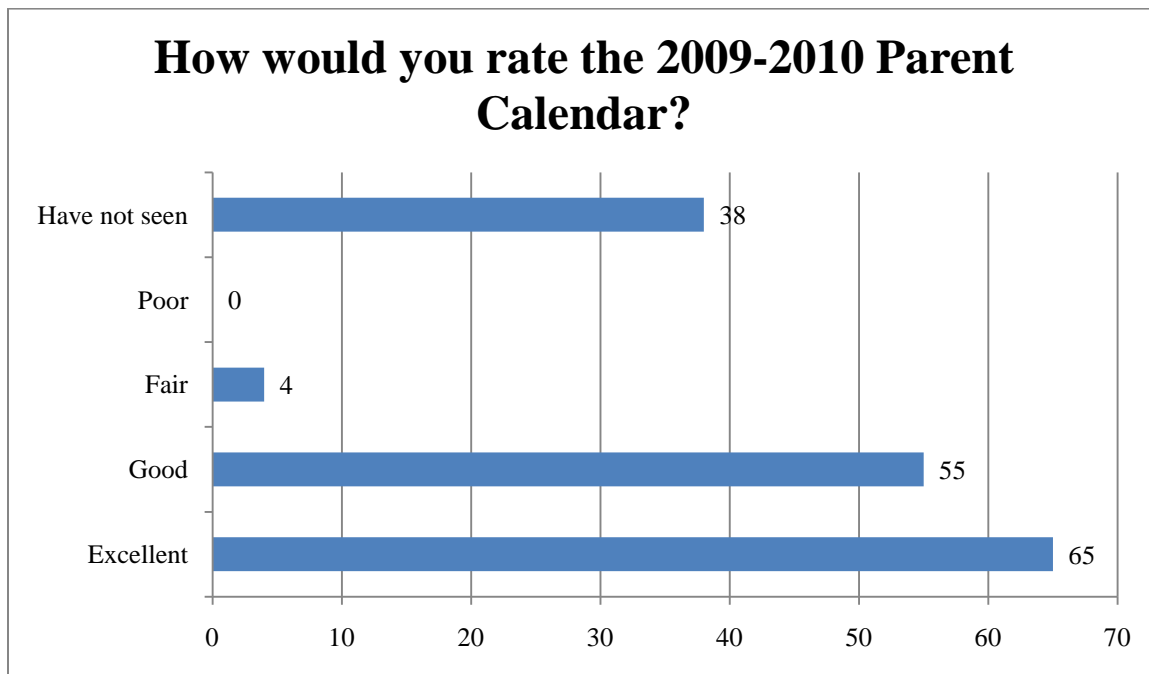
Are you a member of the University of Memphis Parents Facebook Page?



How could we improve the Facebook page?

- Well, frankly I'm not sure, which means you just painted me into a corner with your exclusive, non-universal universe of possible answers to check. Not good.
- Not a fan of Facebook.
- Did not know you had a Facebook page.

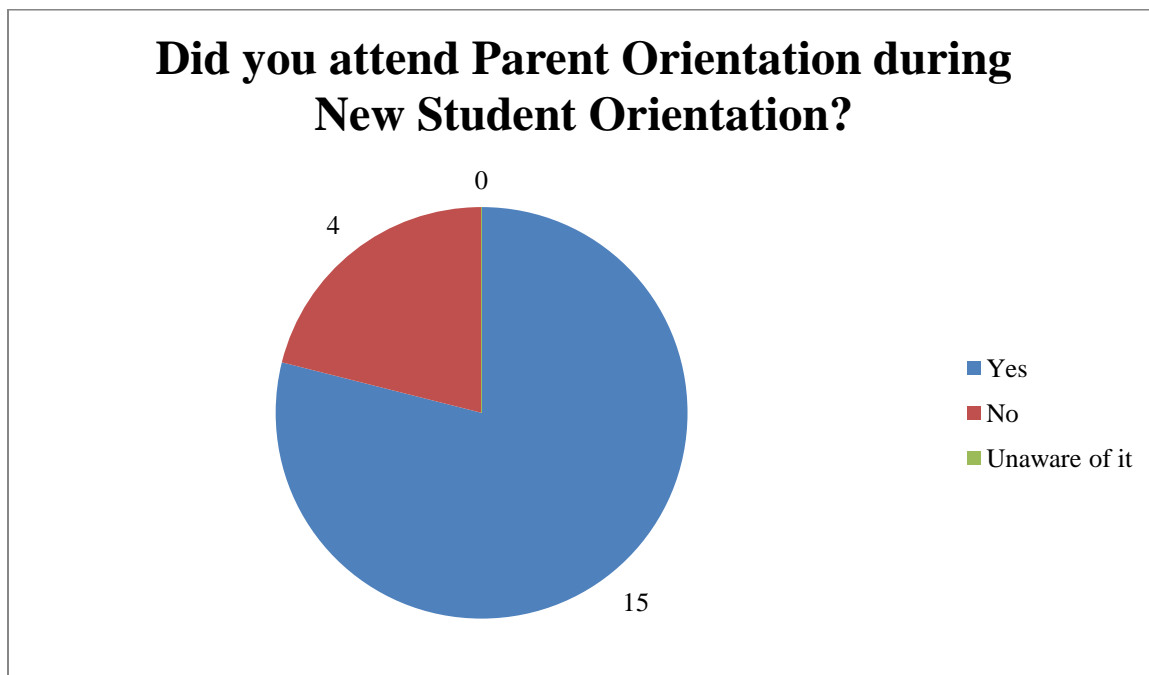
- There is not a lot of news coming from there, although I check it fairly regularly. I get more from this email listserv or the U of M main website than I do from Facebook. One factor you may wish to consider is that some companies are banning access to Facebook during the work day.
- Have not been on it I will check it out!
- Have not visited
- I don't have a Facebook
- Don't have time for that - I teach!
- Nothing at this time.



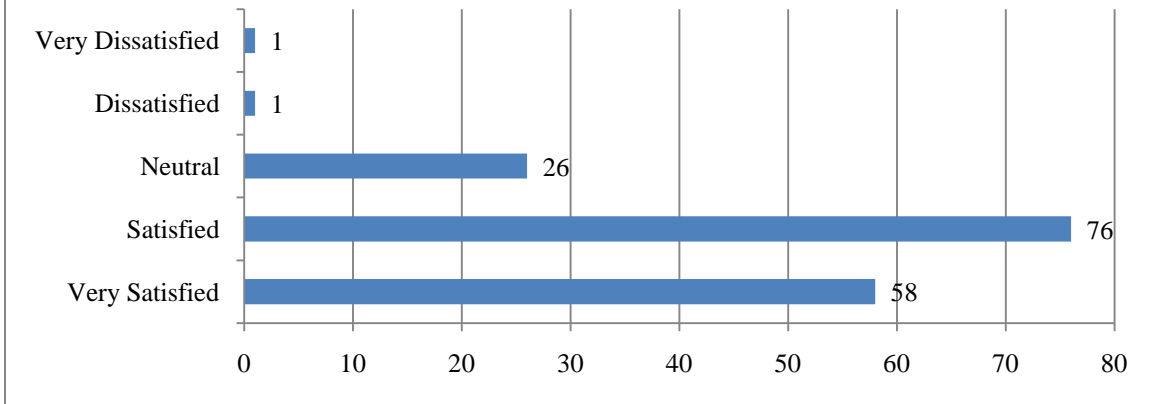
How could we improve the calendar?

- Separate PDF file?
- Offer a version/alternative without all the flashy pretty color photos?
- Make it more easily accessible - same with contact information for specific deadlines
- Monthly reminders.
- Good
- The dates and so forth are important to planning family events around what my student is doing.
- The events calendar should be separate from the academic calendar

- This calendar has been the best as an incoming freshman parent and I look forward to having it for the upcoming years. It serves as a good reminder. Thanks
- I wasn't really familiar with the calendar either.
- When is the August graduation ?
- RE: Parent Orientation below. I wanted to attend but my son is on the golf team and didn't have freshman orientation until the move in days the couple of days before school started and I wasn't aware of any parent orientation at that time. Also the logistics of doing it at that late time doesn't make sense anyway. I do feel like I missed out. Also, evidently other schools have a Parent Weekend around homecoming or a home game that parents are invited to see their kids once they've settled into school. Memphis doesn't have that? Why?
- It is excellent. I think whatever you can do to get parents to take a first look would be beneficial. Once they look, I think they will like and appreciate it.



Based on your expectations on the availability/quality of services for parents, what is your overall level of satisfaction with our program?



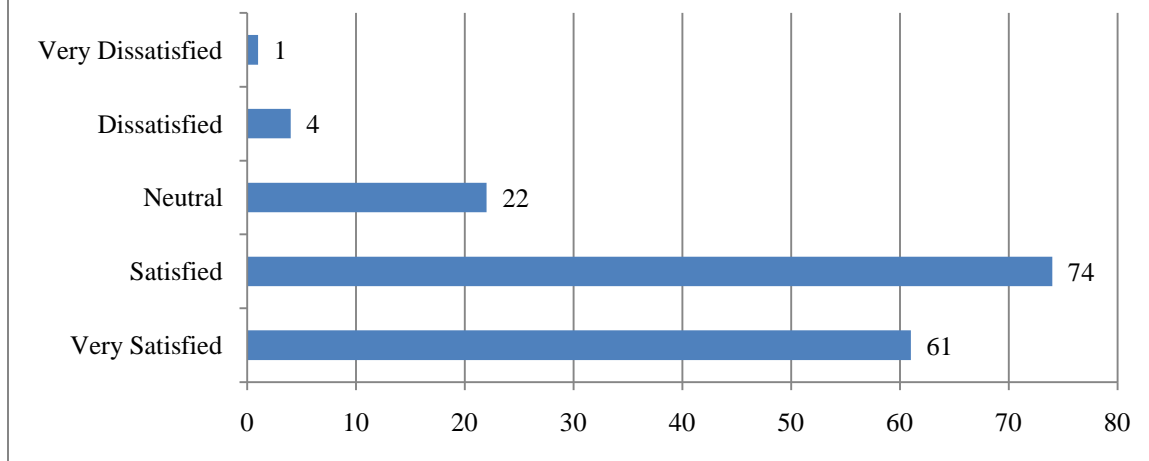
Please explain you level of satisfaction with our programs.

- I can usually find what I'm looking for and find the items in the newsletter to be of interest.
- Again, it's hard to find answers to some fairly basic information. My daughter is still somewhat flummoxed by the many forms of money on her ID card. There are too many, they are too hard to figure out.
- I have children who have attended other colleges (Rhodes, UT Knoxville) and Memphis by far has the best parent program- the website, the chats, the calendar, the emails all help us to feel informed and on top of things.
- Not (Very Dissatisfied response)
- "Our programs?" Not sure what you mean by such a generic, non-descript term. But, overall, we are satisfied with U of M.
- I think you are overall doing a good job of keeping us informed.
- My daughter is our third child in college. She is the only one that went to U of M. The communication with the parents has been so much better here than the other 2 schools my kids went to. I really appreciate that.
- I'm always telling everyone with high school kids how great the university is. I tell them about the student/parent texts, on-line parents letters, parent chats, advisors being very involved with the kids, security, etc.
- I was very nervous about my son and daughter going to the University of Memphis what with the crime rate so high in Memphis, but I have to say my kids love it there and I'm very pleased that the University is doing a great job. Thank you!!! Cindy Turner

- Overall, we have had a high level of success navigating the university experience. However, our daughter was much more aware of her needs/deadlines/contacts etc than our son. It was a blessing that she experienced Memphis first and could help him through the maze. My husband and I are both college graduates with advanced degrees. We understand the levels of bureaucracy necessary to run a large academic institution. However, I believe it would be extremely difficult for a first generation college student and his/her parent to navigate and be successful. Especially if their first college student was my son and not my daughter!
- Having a child in college at a school as large as the U of M, especially with the privacy rules in place that prevent dispersal of certain information to anyone other than the student, can be very daunting. I feel with the parent programs I have a point of contact and information so that I can at least be aware of the major issues, important dates, etc., that might otherwise be difficult to follow.
- This whole concept could be vastly improved if parents had access to their student's grades. Give us a special section within U of M and a pass code, anything so we can see their progress. My son prints me something when asked, but it isn't an official transcript. U of M policy(?) makes it impossible to get that info except by the student. If it can't be done, tell us "why" so we can make informed decisions as to how to proceed to rectify the issue.
- I'd like to see more one-on-one interaction between faculty advisors & upper-level students (parents should be invited periodically since we are paying and have a vested interest in our student). I am uncertain if my son has much, if any, face to face interaction or guidance. This should not be so, despite U of M being a large school. Especially in their senior or upperclassman year(s), Faculty Advisors should require regular meetings to insure all is complete & in order for scheduled graduation. Parents can and should be invited to participate in at least one to know what to expect, to help the student succeed, and insure all the details are attended to. I would love to be a part of this process and know there are many others like me. I know one student this past year was surprised at the final semester (little to none Academic Advisor contact)and ended up graduating late and starting a new job late. Fortunately, they held the position for him throughout the summer, but this is rare in this economy. However, he was ill advised or not advised by the school. His parents were not happy, as you can imagine. Also, you should offer career counseling and job fairs, grad school program fairs and/or advice on best grad schools, programs etc. based on the student's interest. Where is that personal interaction???? Seems like students are on their own. Just my perception...
- Not sure if this is the place to mention this, but we have had so many problems with parking and parking services since my daughter has been commuting. It is very stressful for students when they are pressured to be in class on time but they have to ride around to look for parking spaces. And communication with parking services is difficult, to say the least. Please, please, please do something to improve this.

- The Orientation Program and the Parent E-letter are two excellent sources of information and communication. You all have thoroughly covered any topics of interest and question.
- Keeps parents reminded of upcoming university deadlines, schedules that students fail to give parents at times. It gives parents a chance to remind the students themselves of upcoming deadlines.
- I know I can always join a chat or call an individual if I have a question; that being said everything else is bonus info!!
- When I call an office with a question I receive the help I need and the person I speak with is friendly and upbeat--every time, every department.
- The newsletter keeps us up to date on events that we need to be aware of as a parent that our students do not always tell us about. We use this to keep up with our older daughter too! It's wonderful.
- Some aspects of dealing with the University are substandard, especially Bursars office. Website & on-line payment system is rather inflexible compared to other schools.
- I have been pleased so far with the quality of education, and return on investment of the collegiate experience at U of M
- If I can't find the answer on the website I have always been able to call and get the information.
- AM I the only parent that lives out of state? Am I the only parent who cares to continue parenting from 7 hours away? (Dissatisfied response)
- I have always felt a part of my daughter's college experience, and the tools provided by the parent programs have been great.
- Very pleased that you have made the "parent chat" available
- I guess I'm not sure what "availability of services" you are referring to.
- Informative, well organized, not too overwhelming. Just enough information.
- very informative, strong feeling of caring for the students
- I don't have any major complaints. Just continue keeping parents informed on upcoming events on campus and with our students.

What is your overall level of satisfaction with the University's communication with parents?

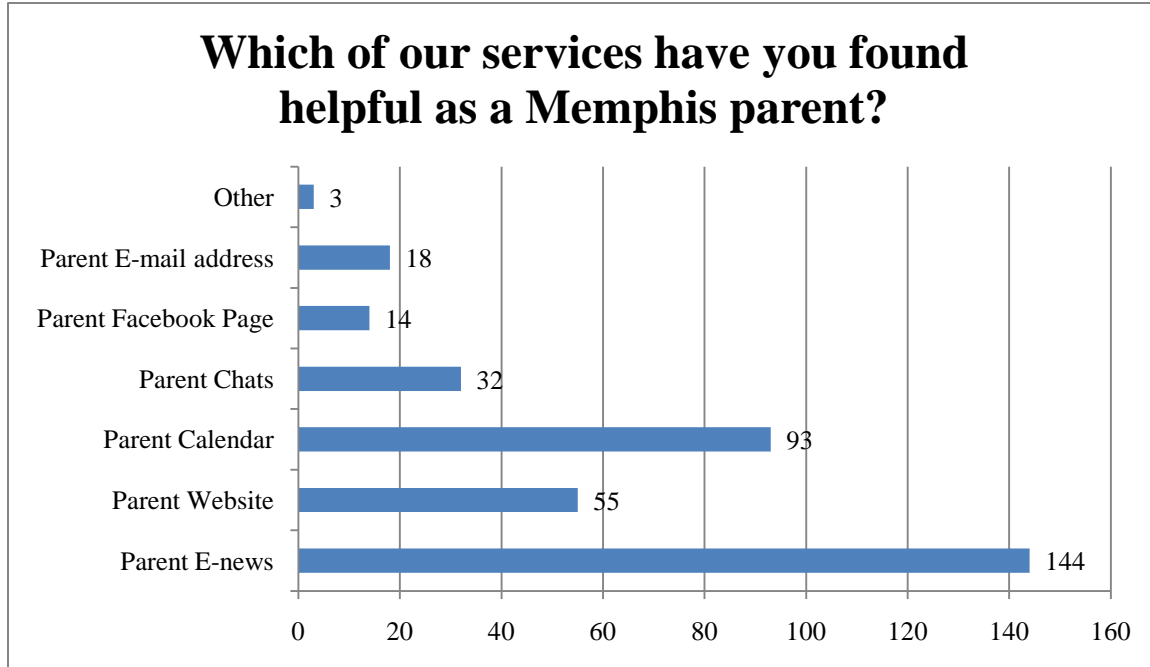


Please explain your level of satisfaction with the University's communication with parents.

- I can usually find what I'm looking for and find the items in the newsletter to be of interest.
- Email parents when the campus is closed due to weather.
- Same as above. (I have children who have attended other colleges (Rhodes, UT Knoxville) and Memphis by far has the best parent program- the website, the chats, the calendar, the emails all help us to feel informed and on top of things.) PS. The white font on the light blue background in this survey was very hard to see!
- We appreciate the consistent message from the University to parents about the importance of parents in their children's lives, with hints of how to maintain that at the U of M.
- The emails are great, but when I call it is bad. They will not give me any information. Sometimes I need to call for my child. She had a problem with her transcript. U of M says they did not have the final copy. They did. I checked with her high school and they gave me the date they sent it. She was at school trying to register and stressed out because they would not let her register and they would not let me have information to help her. This is very upsetting.
- It is nice when you hear other people speak of their children's school and I love it when I can say, "Memphis has E-news and has open communication with parents. I never feel left out. The calendar is a huge help."

- The newsletters and parent chats are great information sources.
- Your e-news blasts are timely when needed and not so frequent that they become irrelevant and unopened.
- I feel I have as much contact as I want or need -- it's up to me, really.
- First, I love U of M and support it 100%. I will continue to do so long after my son graduates, financially, and hopefully with the athletic program in season tickets (if I can ever get a response from them:) I support Dr. Raines 100% and find her to be the kind of leader that is truly exceptional and goes above and beyond. I know she always has the students and University first and foremost in the highest level decision making. Dr. Raines is a class act! I do find it hard to fathom that I have invested so much, financially and otherwise, to support the school on behalf of my son (and our community). I love U of M and my parents are also alums. I wonder why an official grade document (report card) can't be sent to the home each semester or accessed online? I am a paying parent and this makes no sense! This record is needed by ME, the parent, for car insurance, health insurance etc. each semester and I PAY (not the student). Besides, parents have a duty to know how their kids are faring to assist them in doing their best.
- good, but could be excellent with "breaking news" alerts for parents about dismissed classes due to weather and crimes on campus affecting students. A text alert or email alert directing parents to go to the website to view the alert would be helpful for the "breaking news"
- I am happy with the communication but am more interested in knowing that the students are in the know!
- Information is timely and frequent.
- Parents should have open access to check grades, progress and student accounts since we pay (Dissatisfied response)
- they keep you very inform on what going on
- Again, having information in the information age we live in is vital to our family.
- Satisfied
- I've found out several deadlines after the fact that my kid missed.
- I think it is on par with other universities.
- Communication is good but could be better.
- This is not toward the University's communication with me but mine with the University. The only complaint I have is that there is not a toll free number I can use to call when I have questions - whether to the register, housing or other offices. Only admissions has a toll free number that I am aware of. I realize that most people use their cell phones and long distance is not an issue, however, I am on a plan with my two sons and we are limited to how many minutes a month - when I call and have to be put on hold it cuts into those minutes. I also found this a issue before my son decided to attend, when I had questions or he did for different departments.

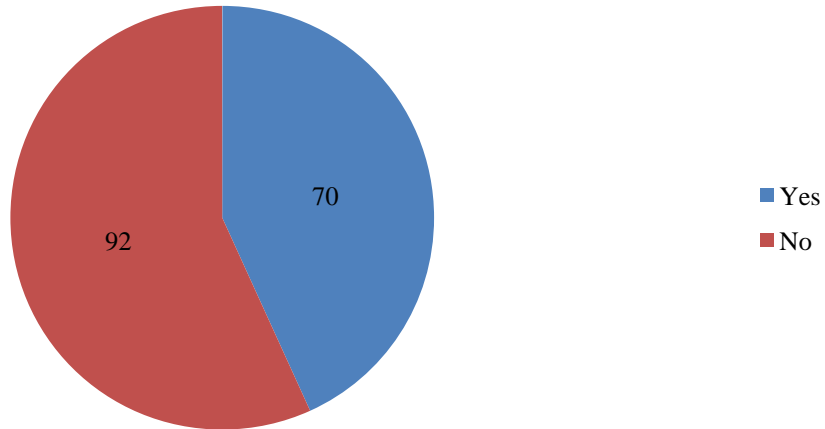
- I like getting emails to let me know what's happening, especially with safety issues. I also like that my child gets text notifications about issues.
- It allows parents to be kept in the loop in regards to finals, closings, activities and other events that our students sometime neglect to relay.
- Even though our children are "adults", many (such as freshmen) are still in need of more parental help. They can become overwhelmed with so much. Parents need to be more aware of what is going on with their kids. Don't assume that because they are in college that they do not need the help or advice of their parents. (Dissatisfied response)
- Just the facts....thought you all were small enough that communication would be kinder and gentler....hah. (Very Dissatisfied response)
- Always "in the know" because of the level of information provided.
- Like the Parent E-news via email
- I think you make every attempt to allow parents to take advantage of information about the university.
- You make regular communications via email. There is great info on the web if I need it. I have not contacted the University recently, but have no doubts I would be greeted in a friendly and helpful manner.
- Everything is in a communication mode via internet but, there are times when you just need to hear a voice on the other end of a phone.



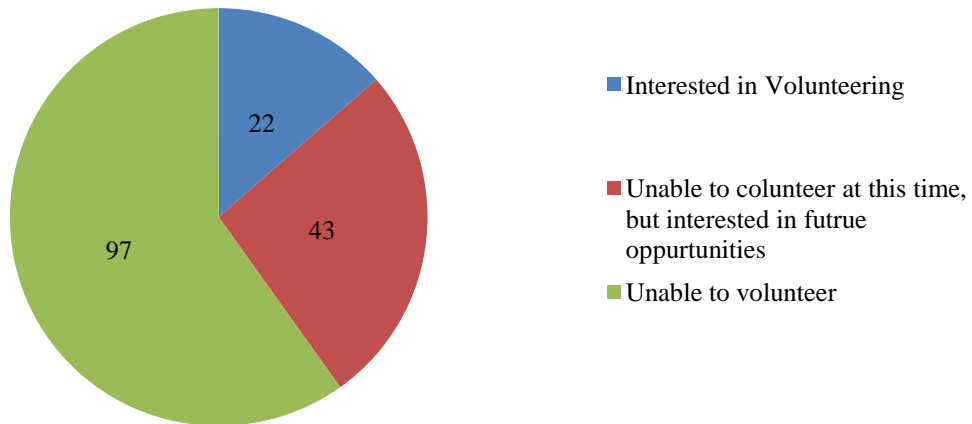
What other services would you like to see offered?

- Put sports link and ticket info on parent page. Also, with my children that attended Rhodes and UT Knoxville, there was huge parent involvement in Greek life. Maybe a link to the frats and sororities websites?
- Perhaps a handy online organizational chart, so we know who to go to and who is who when we see a name, or someone is in chat, or etc.
- More direct interaction with the Bursar's office and with Residence Halls. These are the two most difficult for students to navigate and most critical for parents to be able to access.
- More concrete information on health services, graduate programs, career services, & access to student grades & standing. Also, what activities are available that can enhance our student's resumes? What organizations are on campus that they could join within their major? Tell us about these. Although my son is "scheduled" to graduate this calendar year, it may help others down the road. I would like to see the Athletic Office respond to emails about season ticket requests (men's basketball) even half as politely and efficiently as the Parents Newsletter. I responded to a link in this newsletter and got such a poor response. It is really embarrassing. You need to give them a course on good communication skills and business acumen.
- I would like to volunteer to help the nursing program if they ever need help!
- In regard to next question, it might be nice to have a lunch/dinner with administrators at beginning of student's college experience; or later to have meal with the department the student is majoring in, and/or counselors, to discuss information about the major, jobs typically available, etc.
- Continued communication as was provided in orientation

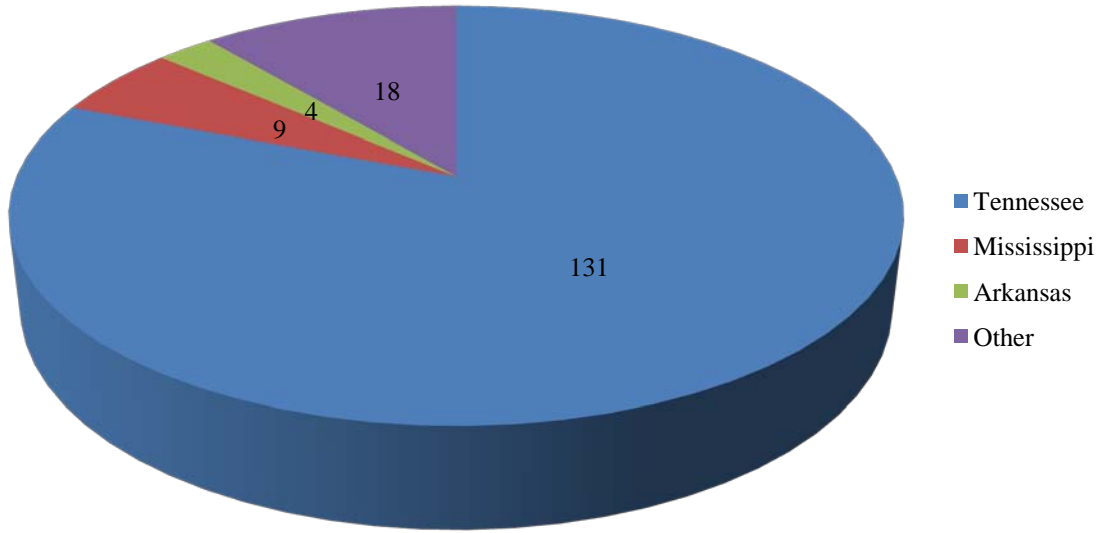
Would you be interested in attending a lunch or dinner with University administrators?



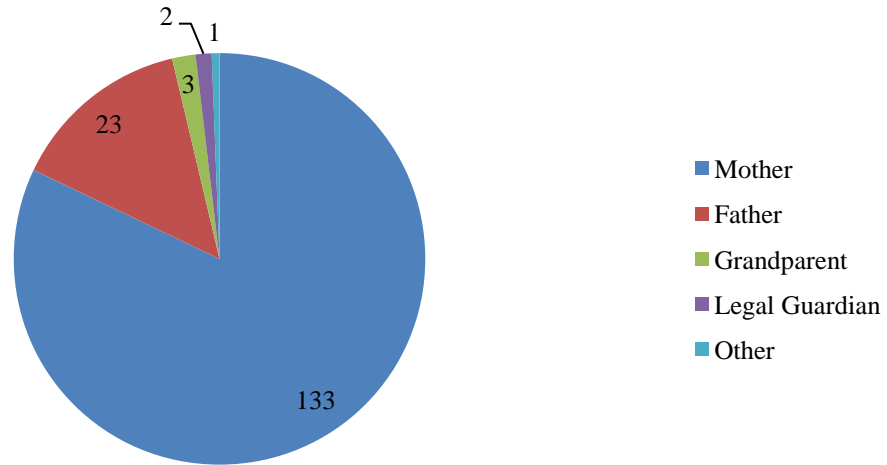
Would you be interested in serving as a volunteer in any of the following capacities: Parent Advisory Group or participating in parent panel during New Student Orientation?



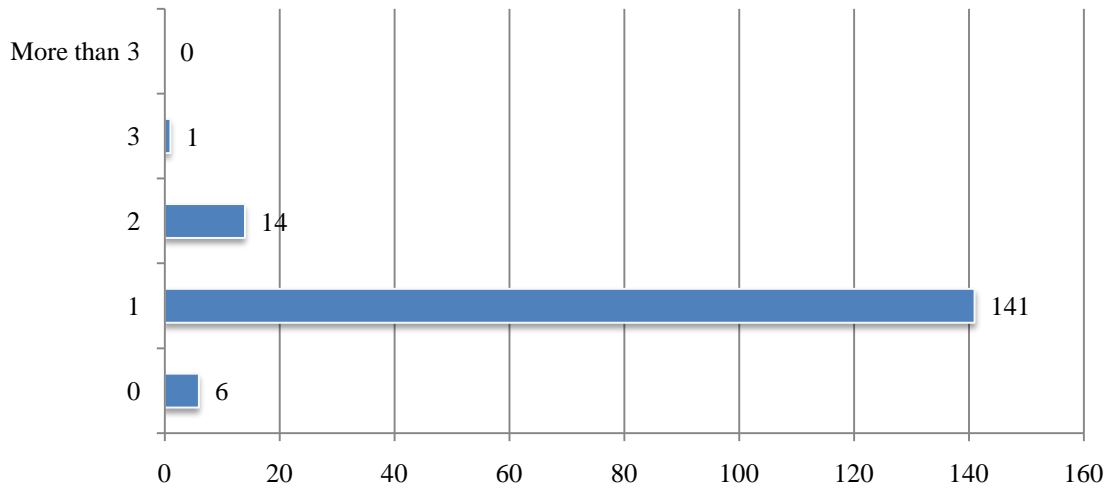
In which state do you have residency?



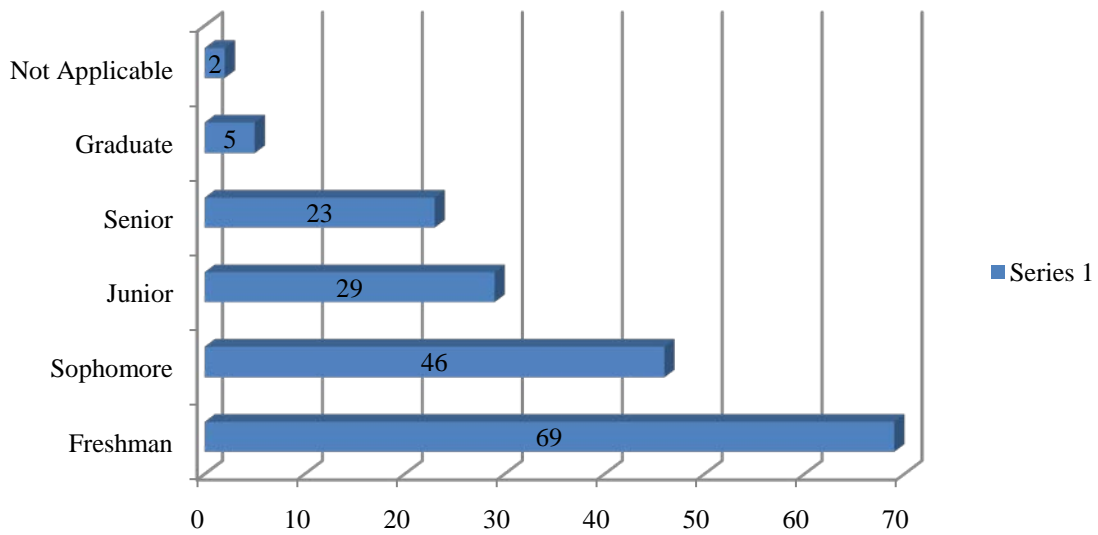
What is your relationship to the Memphis student?



How many students do you currently have at the University of Memphis?



What years are your student(s)?



What is your race/ethnicity?

