



# 2023 Prospective Family Engagement Study: What do families really want?

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# Your Presenters



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Year	Families Surveyed
2020	3,001
2021	2,591
2022	6,455
2023	12,088
Total	<b>24,135!!</b>

# What do families want?

1

Communication-Preferences and Perceptions

2

Information Topics

3

College Planning Experiences

# Study Demographics

## 12,088 Responses

US residents	96%
International	4%

US Region	
Midwest	11%
Northeast	15%
South	44%
West	30%

Parents'/adults' birthyear	
1964 or earlier	8%
1965-1980	82%
1981-1996	8%
1997 or later	2%

Family income	
Less than \$30,000	8%
\$30,000 to \$59,999	11%
\$60,000 to \$99,999	16%
\$100,000 to \$149,999	23%
\$150,000 or more	43%

Grade/Graduating year	
10th (graduating class of 2025)	7%
11th (graduating class of 2024)	8%
12th (graduating class of 2023)	85%

Ethnicity	
Asian/Pacific Islander	6%
Black or African American	15%
Hispanic or Latino	22%
Native American or American Indian	4%
White	62%
Multi-racial	2%

First-Generation Status	
First-generation	20%
Continuing-generation	80%



# 40 Institutions Participated

Type of institution	
Public institutions	62%
Private institutions	36%
2-Year institutions*	2%

\*not reported

Total undergraduate enrollment from IPEDS	
Under 5,000	27%
5,000-9,999	15%
10,000-19,999	12%
20,000+	45%

77% of responses came from families who were invited by institutions that work with CampusESP; it was 90% in 2022, and 100% in 2021 and 2020.

- Families were invited to participate between the last week of January and the first week of April 2023
- RNL did not contact the families; they were contacted either by the institutions themselves via email or through the parent portal
- Personally identifiable data was not collected
- Families were not incentivized to complete the survey

Scan this code if you want to participate in 2024!





# Communication Preferences

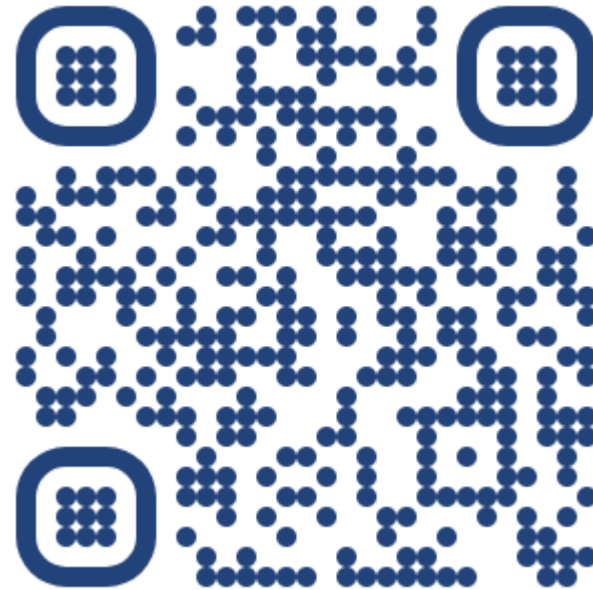
## What do families really want?

<https://pollev.com/ruffalonl>

## Join by Web

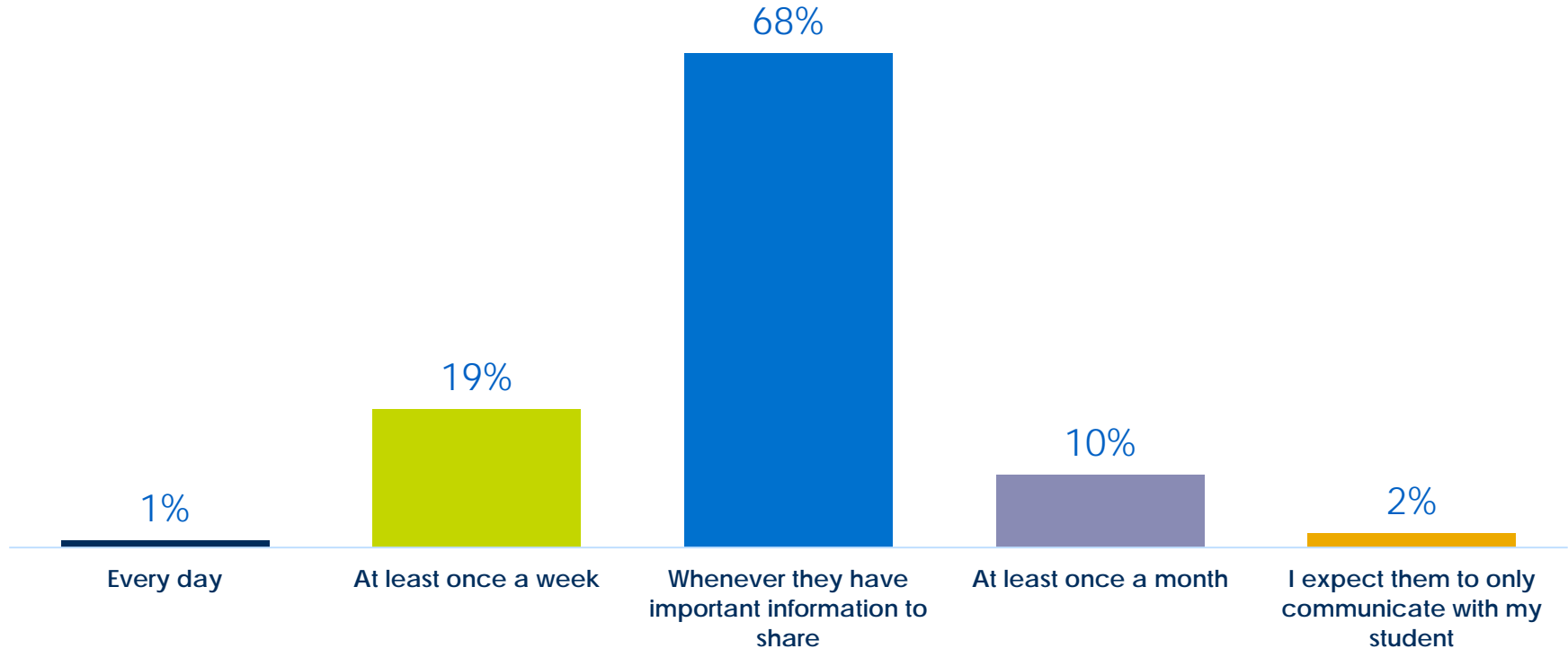


- 1 Go to **PollEv.com**
- 2 Enter **RUFFALONL**
- 3 Respond to activity



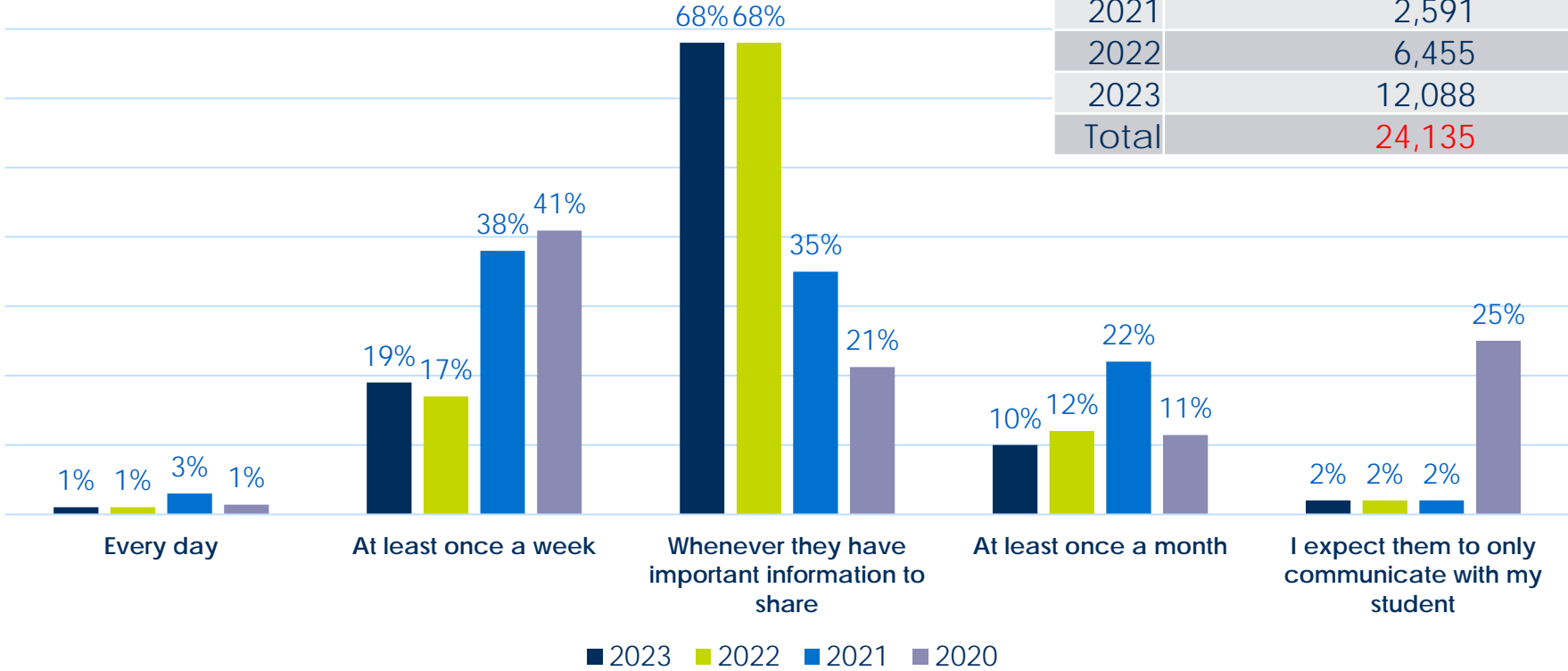
Scan me!

# Preferred Frequency

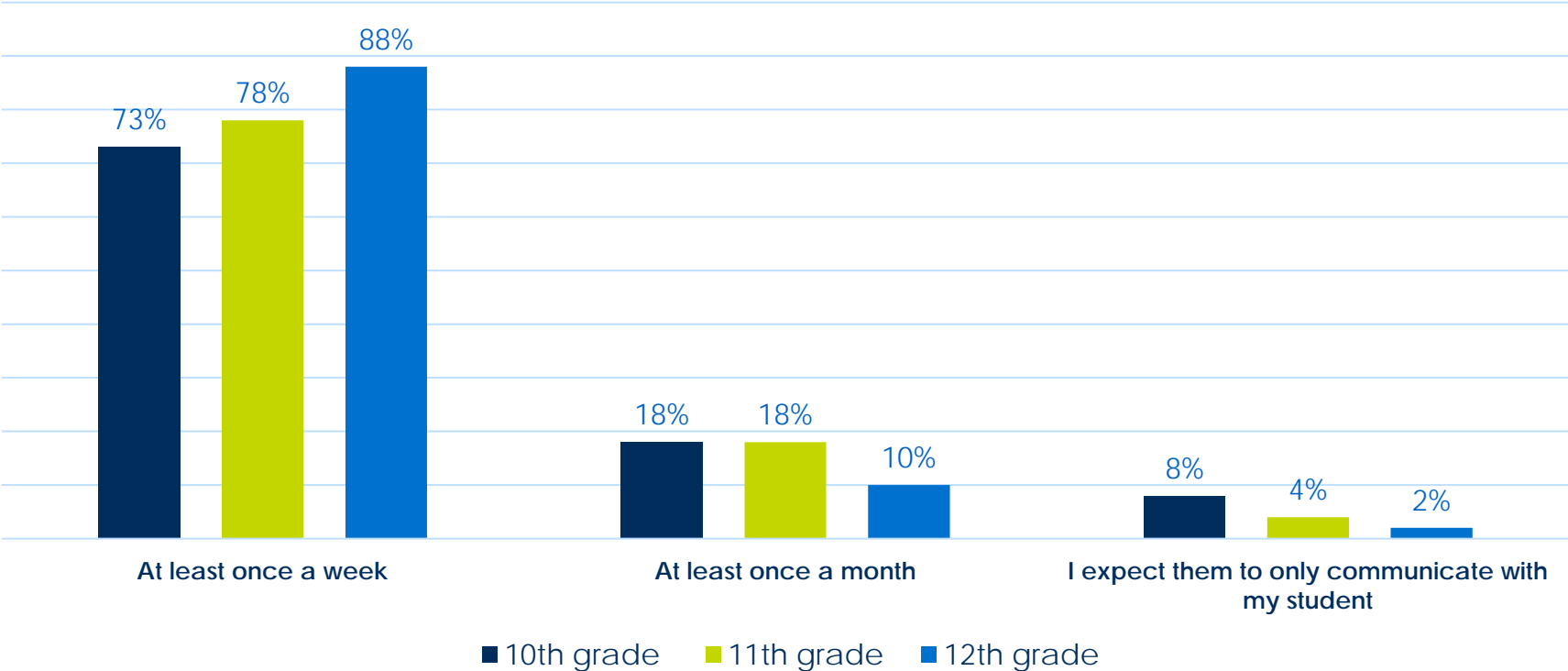




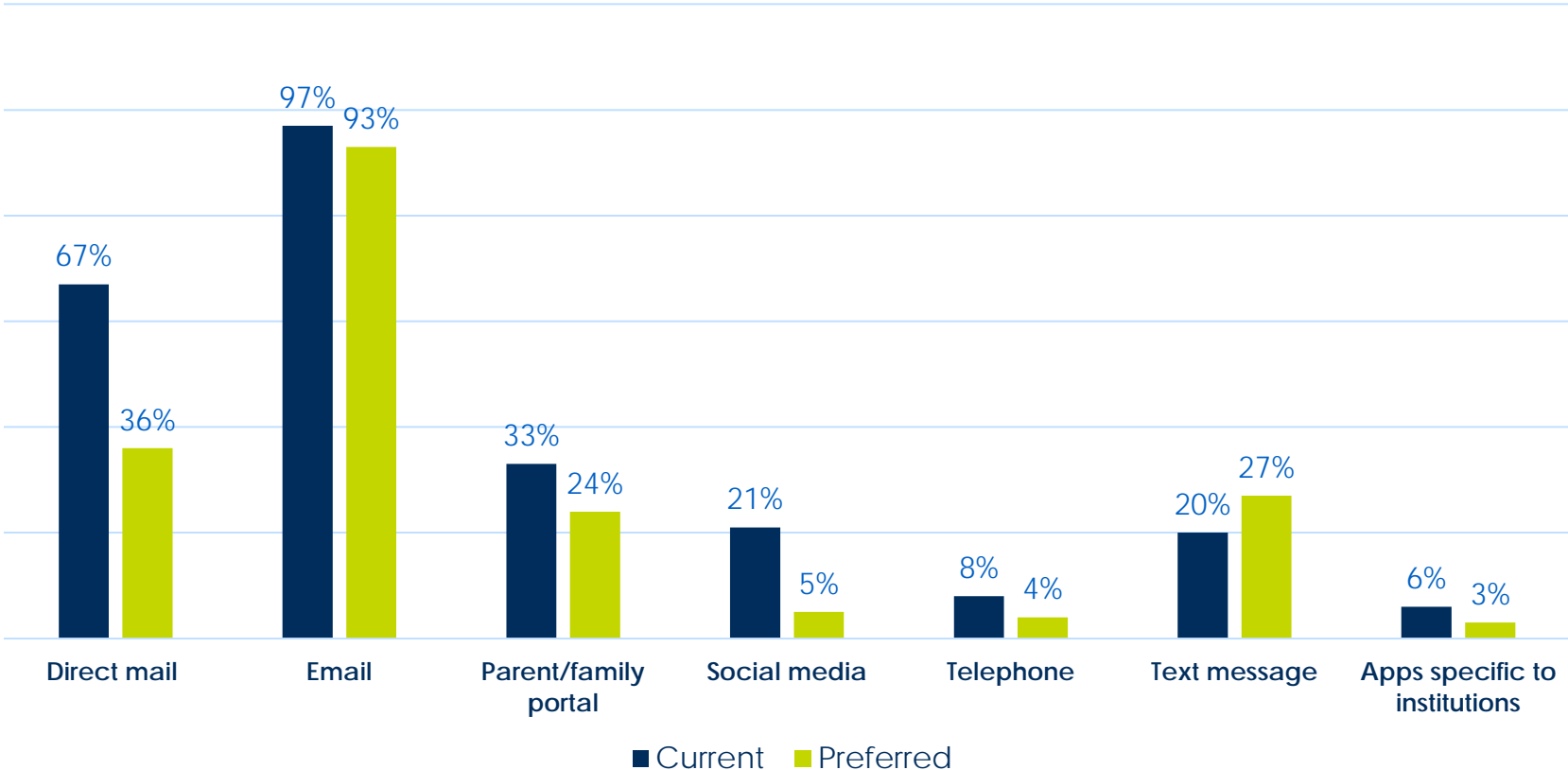
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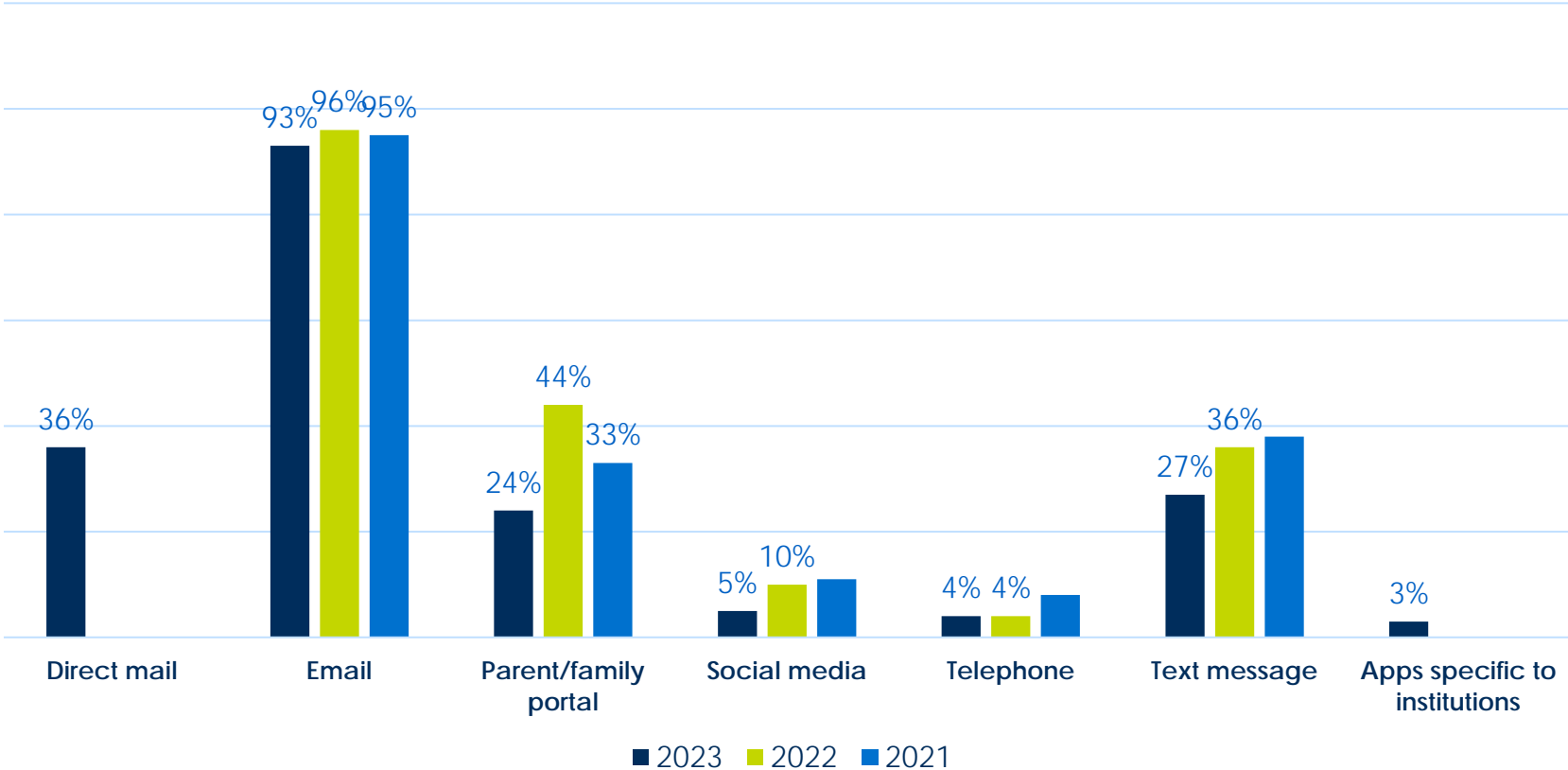
# Preferred Frequency and High School Grade



# Communication Channels

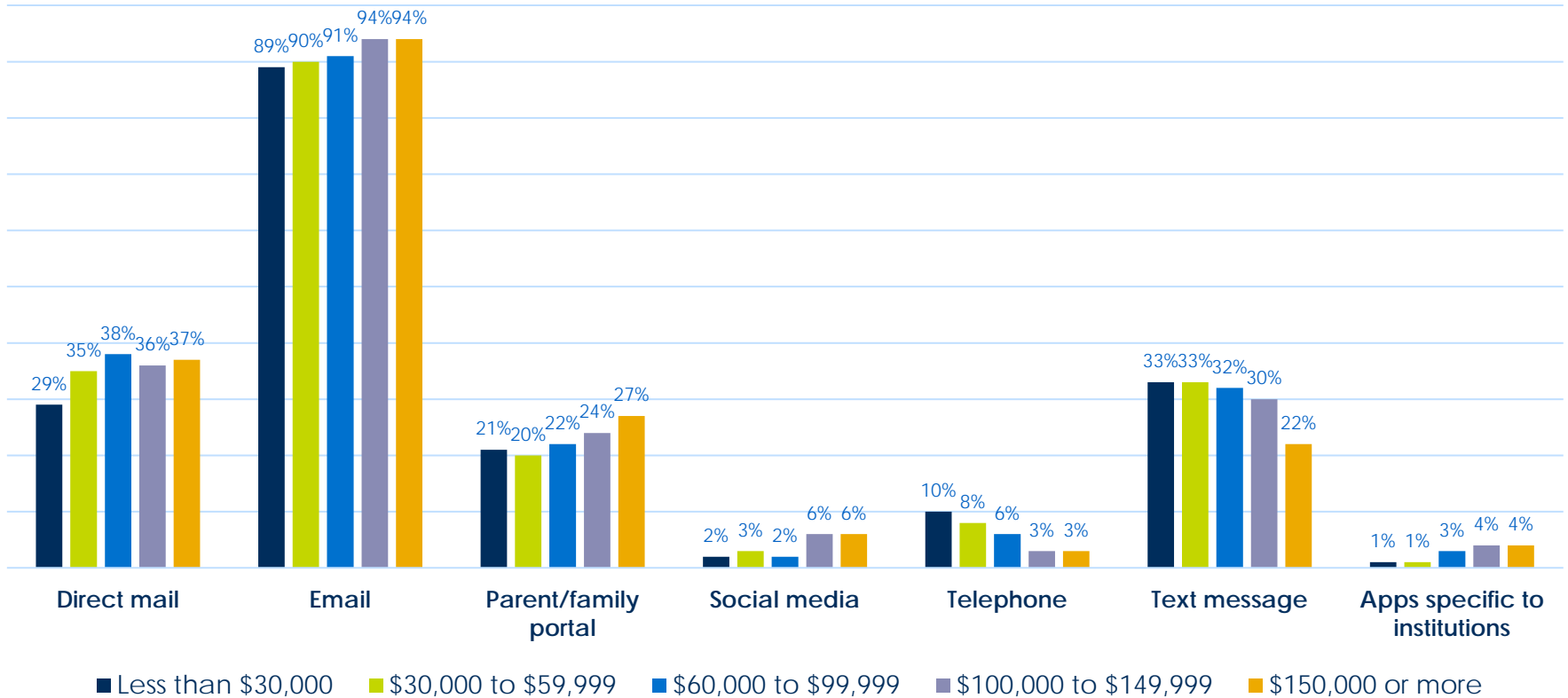


# Communication Channels

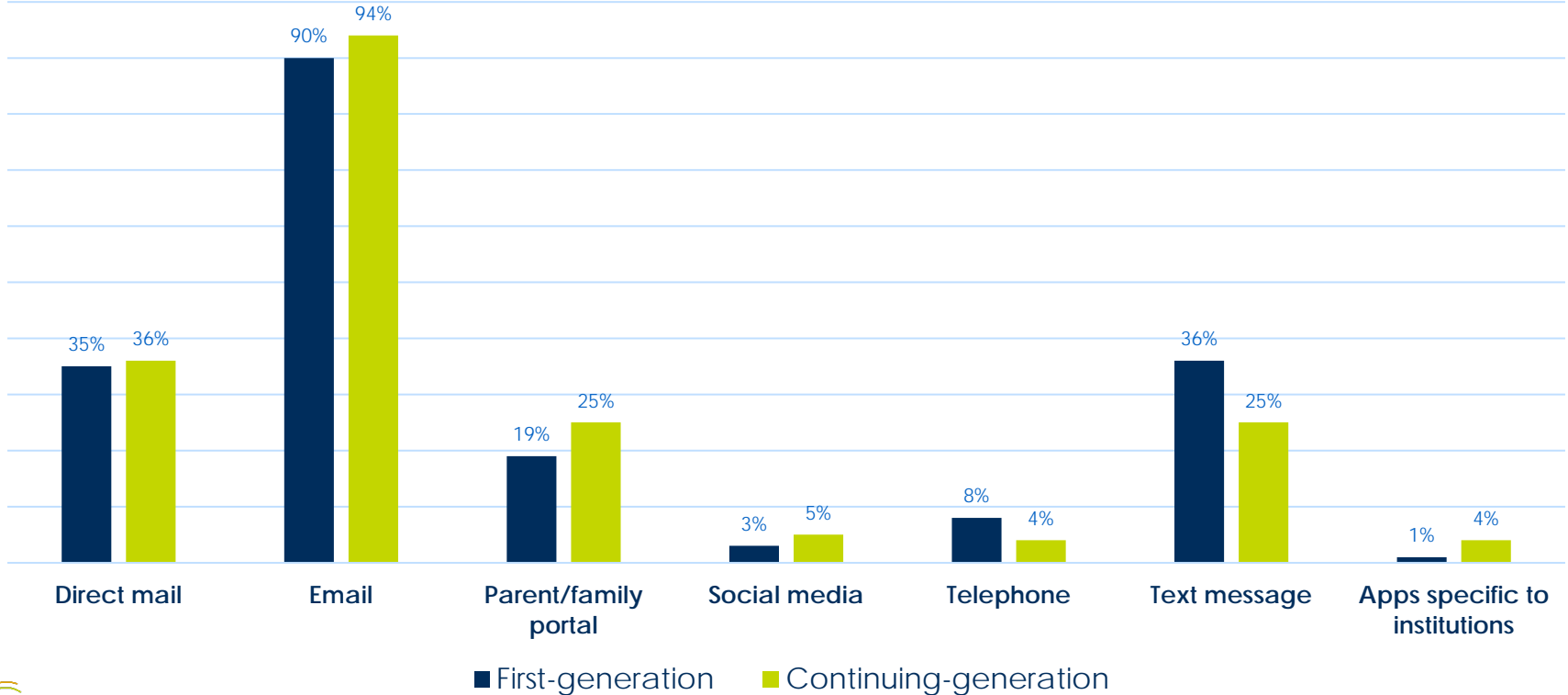


Data from the 2021, 2022, and 2023 Prospective Family Studies

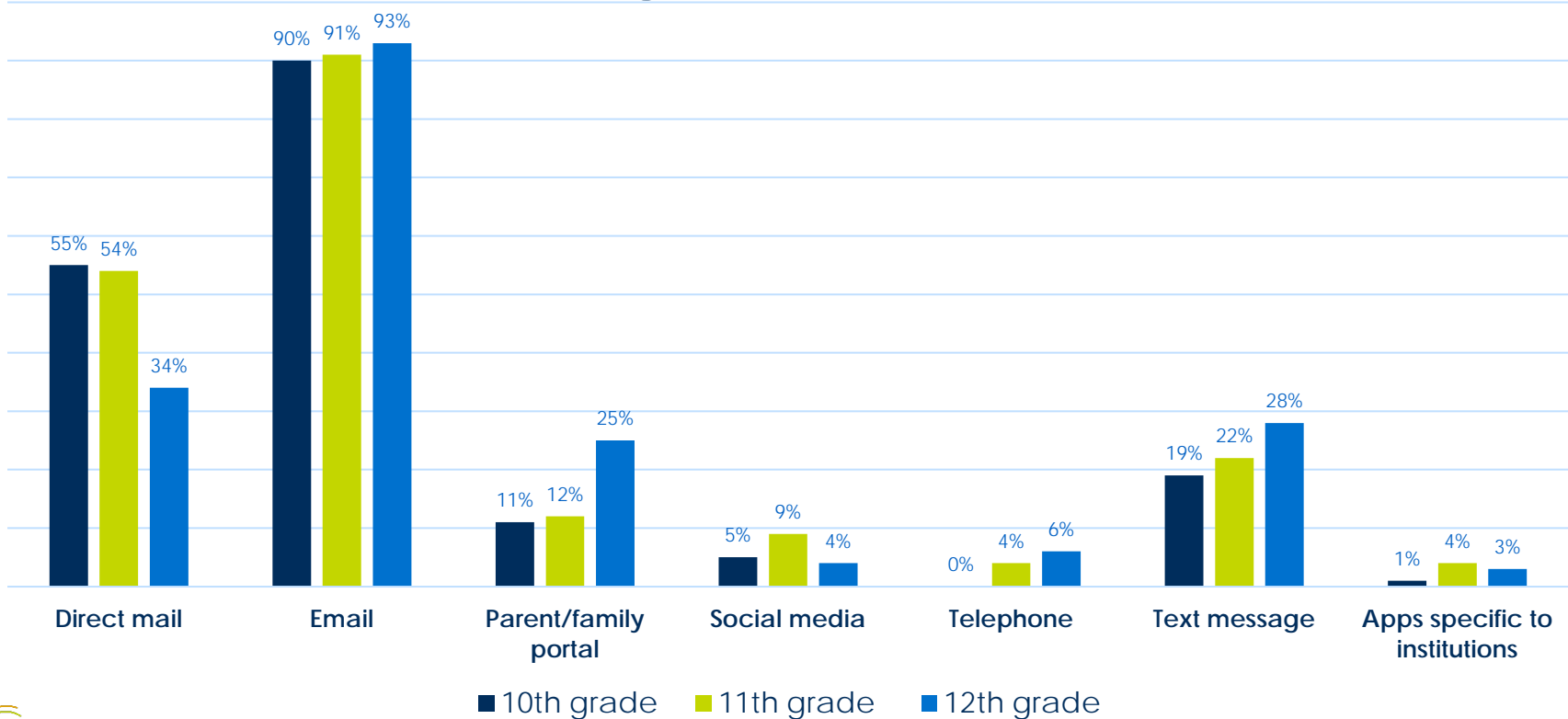
# Preferred Communication Channels and Income



# Preferred Communication Channels and First-Generation Status



# Preferred Communication Channels and High School Grade





# What do families want?



Parent engagement is increasing



Content is key! Families want to hear from colleges only when they have something of value to communicate.



Find allies across campus (res. life, student success, student health, academic support, athletics) and build a communication calendar together for family communication



Start earlier!



Take advantage of the communication preferences mentioned in this section (first-gen status, income, ethnicity)





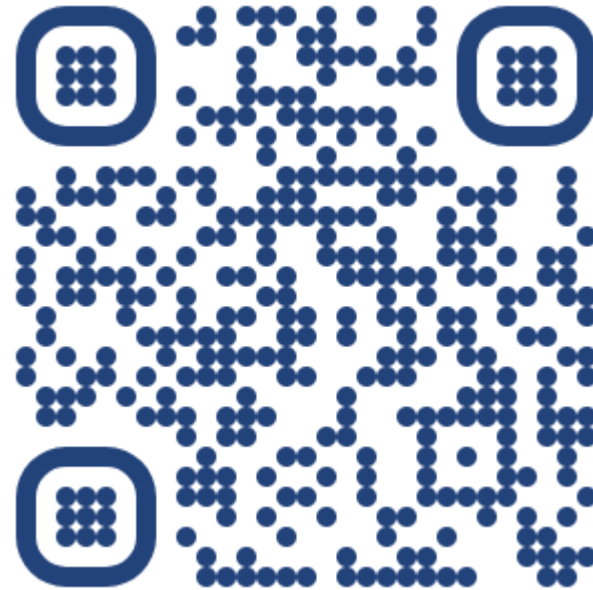
What information do families  
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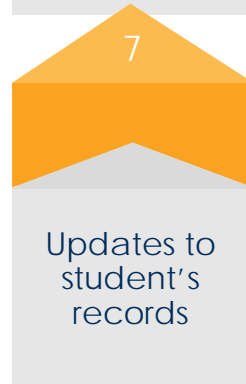
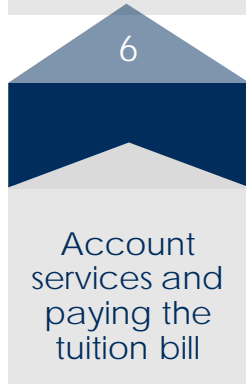
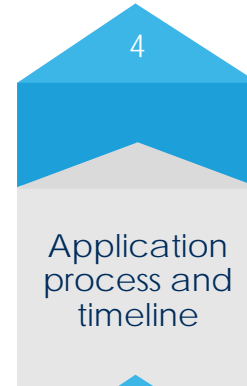


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Scan me!

# Top Ten Information Topics (out of 25) for Families



# Top Ten Information Topics (out of 25) for Families by Grade

## 10th grade (Top information topics for families)

- 1 Cost (tuition, fees, room, board, etc.)
- 2 Academics (programs, majors, minors, etc.)
- 3 Admission requirements
- 4 Application process and timeline
- 5 Financial aid and scholarships
- 6 Safety precautions
- 7 Updates to student's academic and financial records
- 8 Housing
- 9 Community life and activities
- 10 Options to finance college education (financial aid, loans, etc.)

## 11th grade (Top information topics for families)

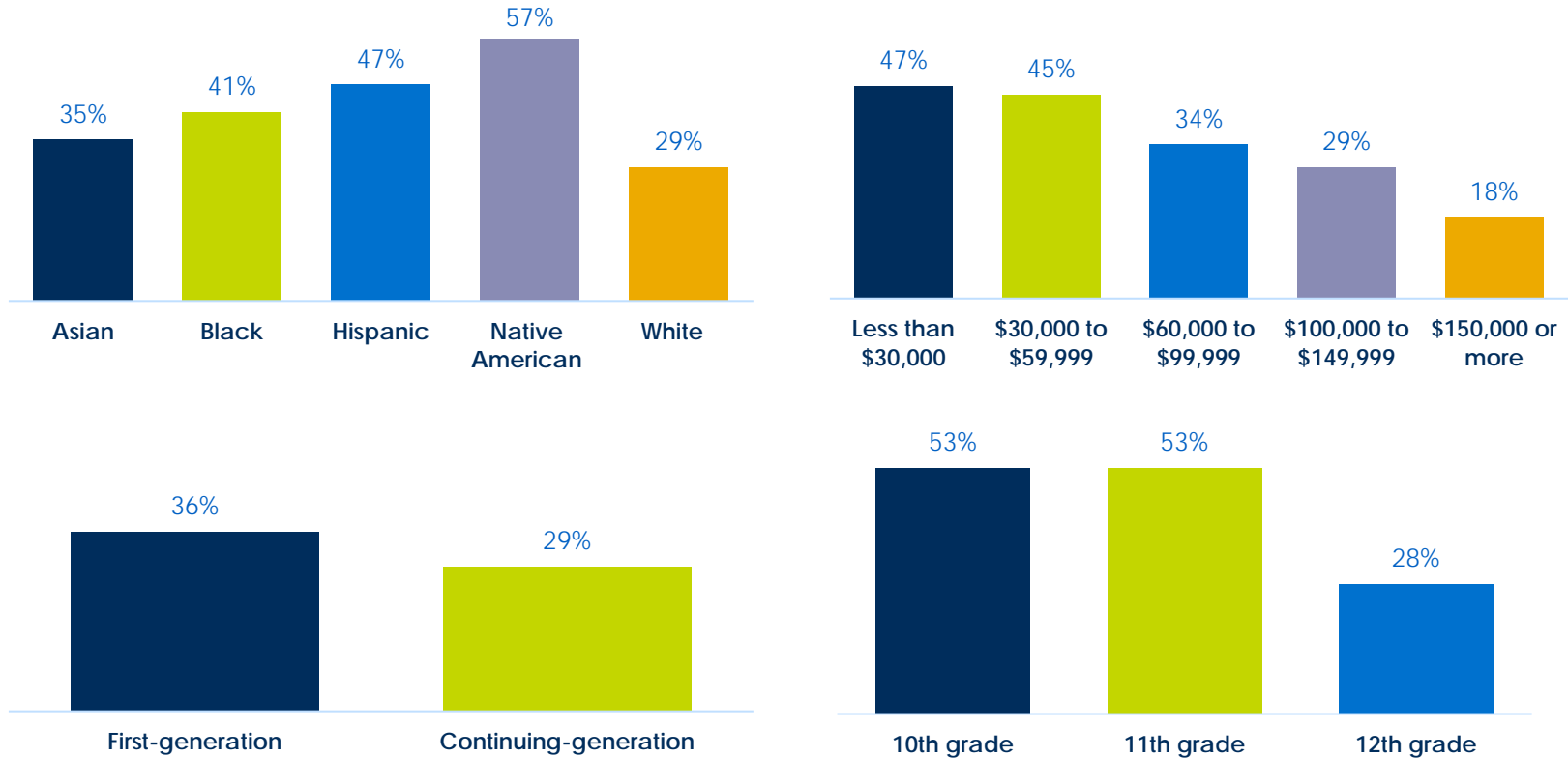
- 1 Academics (programs, majors, minors, etc.)
- 2 Admission requirements
- 3 Cost (tuition, fees, room, board, etc.)
- 4 Application process and timeline
- 5 Housing
- 6 Safety precautions
- 7 Financial aid and scholarships
- 8 Updates to student's academic and financial records
- 9 Food services and dining
- 10 The strength of the academic programs (ratings, rankings, etc.)

## 12th grade (Top information topics for families)

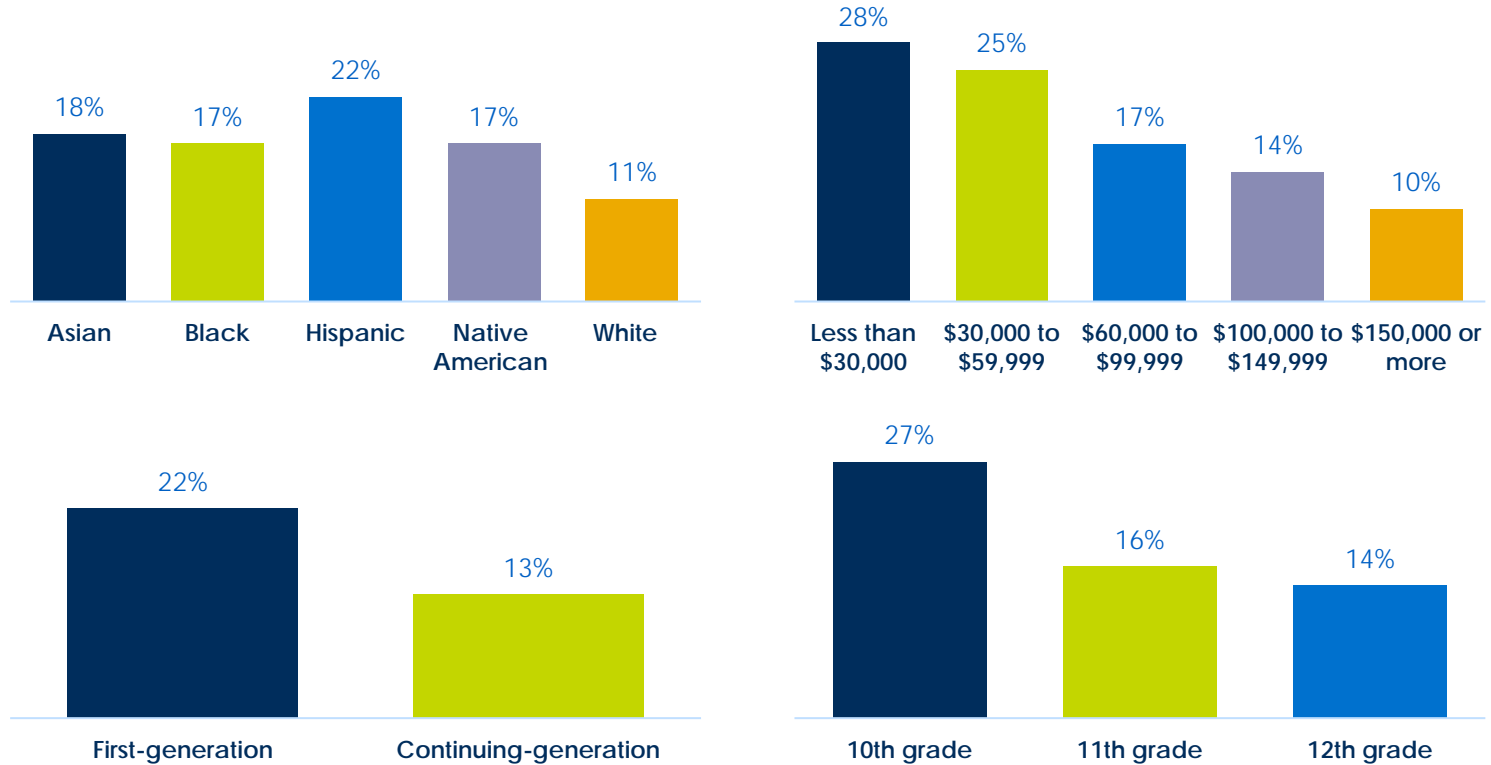
- 1 Cost (tuition, fees, room, board, etc.)
- 2 Academics (programs, majors, minors, etc.)
- 3 Admission requirements
- 4 Application process and timeline
- 5 Financial aid and scholarships
- 6 Updates to student's academic and financial records
- 7 Account services and paying the tuition bill
- 8 Housing
- 9 Safety precautions
- 10 What makes the institution different



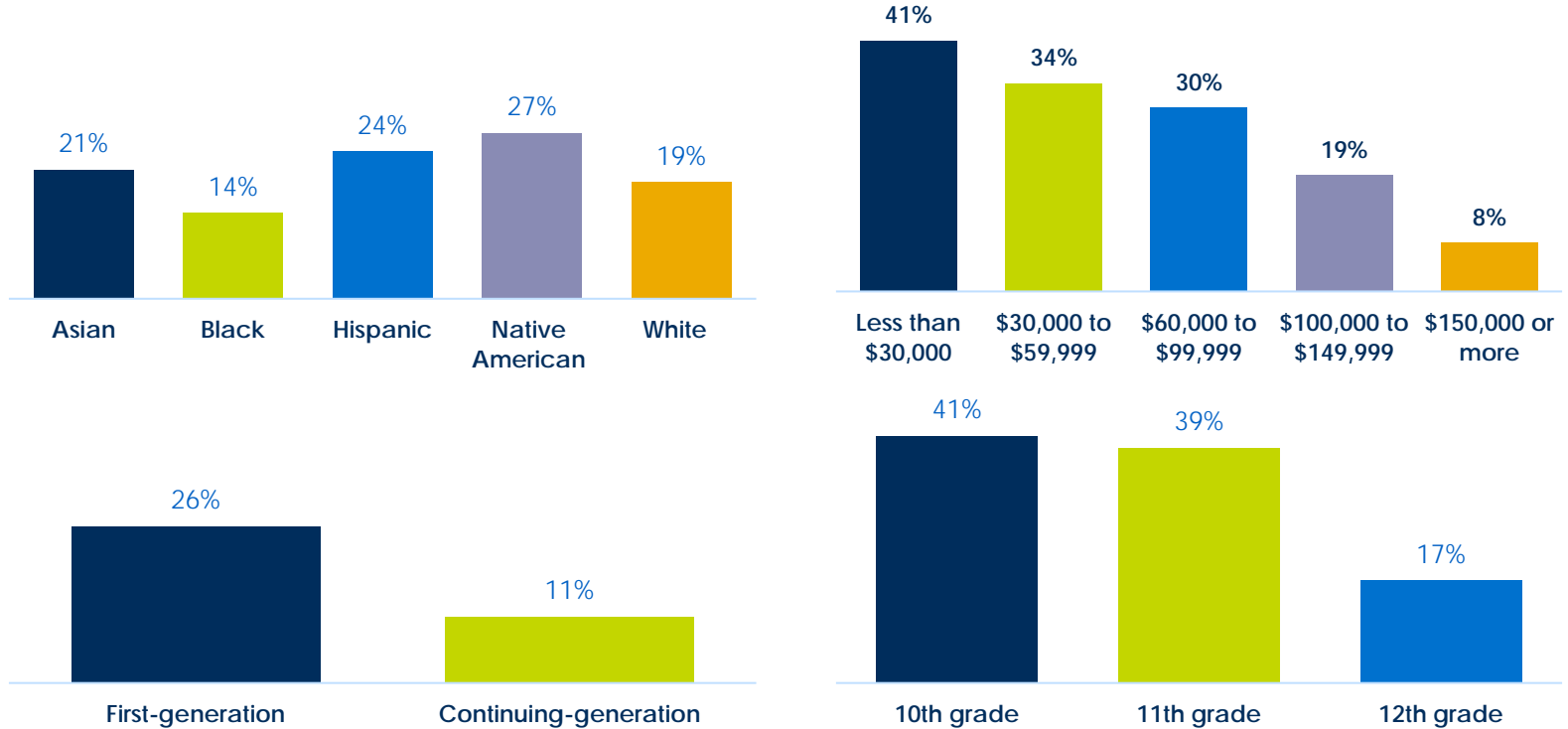
# The cost (tuition, fees, room, board, etc.)



# Academics (Majors, Minors, Programs)



# Admission Requirements





# What do families want?



Clear and simple information, free of admissions jargon and accessible



Invite families to ask questions by providing contact information and ensuring all questions are answered in a timeline manner



Clear application process steps  
Admissions and application requirements, deadlines



Understand the content difference preferences by grade. These families need more info on cost and admission requirements.



The top 4 content preferences are always the same: cost, admission requirements, academics, app process. Start your content strategy here.





What experiences do families want?

# Importance of Experiences



# Campus Tours



## In-person Visits

Participated	Satisfied
84%	92%

No change from 2022

	2022	2023
Participated	56%	43%
Satisfied	58%	60%

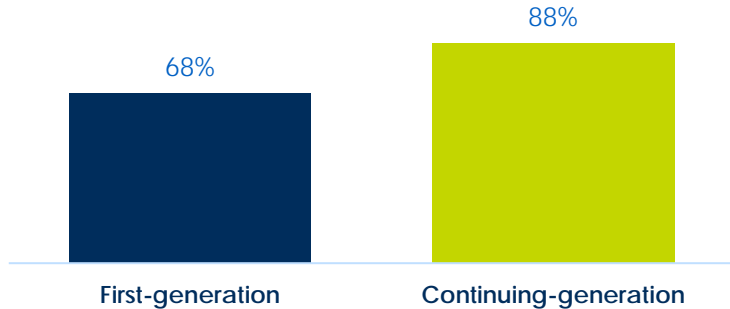
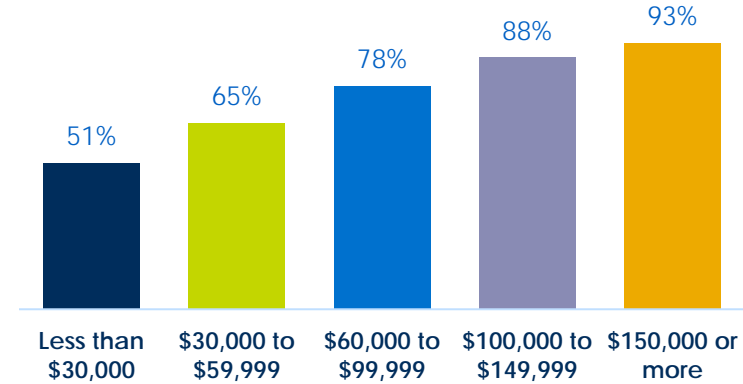


## Virtual Tours

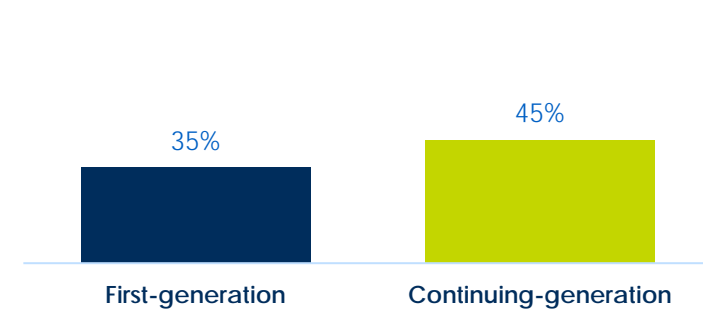
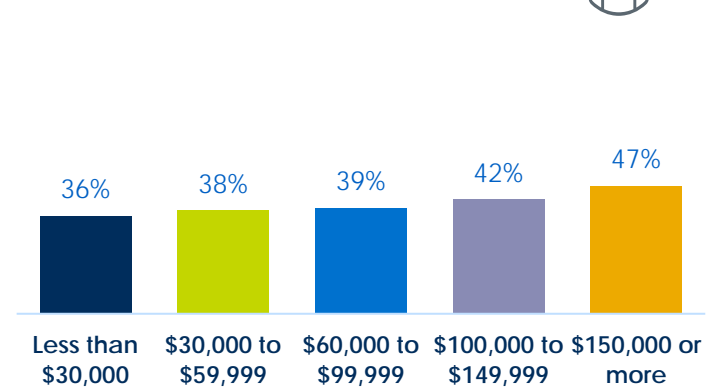
Participated	Satisfied
43%	60%



## In-Person Tour



## Virtual Tour





# What do families want?



The parent experience is important. It's second only to the on-campus visit! Ensure parents know where your virtual tours are located and that they feel welcome to take them.



Provide multiple ways to reach out to get more information after virtual tours



Opportunities to meet families of current students, admissions staff members, students, coaches, and faculty

# Want to stay in touch? Have questions?

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Download the 2023 Prospective Family  
Engagement Report Here:

