Topline Results of Parents/Guardians UCEAP Survey: Academic Year 2010-11.

- **Survey Respondents**: Parents or Guardians of Off-Cycle Year 2010-11 participants, Summer and Fall Quarter/Semester Program Participants of 2011-12.
- **Response Rate**: 37.6% (534 of 1,420)
- **Research Analysts**: Emily Neumann, Gordon Schaeffer
The majority of respondents, 6 out of every 10 parents/family members, learned of UCEAP after their student had enrolled in the UC.
In comparison to last year, far fewer respondents expressed that they faced no obstacles to participation. What is more, the average number of concerns per respondent increased from three to four. Financial Commitments & Academic Progress to Degree swapped positions in the order of the top five obstacles. I.e., Financial Commitments moved up to position #2 from position #4.
At what point during application or participation did the/these concerns most frequently come to your attention?

As suggested by the word “obstacles,” these matters were largely pre-departure considerations for respondents. Academic Progress to Degree was the more persistent concern.
Among respondents who identified Individual Safety & Emergency Support as a concern, at some point one in four had an extreme level of concern. (The results did not differ when controlled for class level, sex, campus, UCEAP Region...).
The utility of our resources were relatively weakest in areas of most extreme concern (Individual Safety, Emergency Support) or Persistent (Academic Progress to Degree).
One thing made a difference

Parent’s most commonly talk with their child about their concerns, and then largely consult our website, reach out to friends or acquaintances or speak to an advisor. The method that most significantly improved the likelihood of resolving their concerns was use of our website. For example, if a parent/guardian consulted our website to address their concern of Individual Safety Abroad, the utility of our resources to address their concern significantly improved (from 37% to 67%).
Are you comfortable using the following online internet-based resources for researching or resolving concerns of the sort you had about study abroad?

In general, we thought it important to know if parents were comfortable using a website or other online tools to address their concerns. We did not probe about “comfort” or appropriateness or other expectations of such media for each concern they identified. Currently, parents or family members seem more ready to address their concerns through a website than Facebook or Twitter.
Did your student solicit your help with any of the following application or departure preparation matters?

Nearly 30% of parents or family members were solicited to help their student with a component of the application, and most commonly in specifics relating to travel plans.
Parents perceive their student’s peers and then themselves as leading influencers in participation decisions.
Aside from the 5% who would rather we not directly contact them with tips for success, a majority would appreciate some communication sooner rather than later.
Nine in 10 say they would recommend UCEAP to a friend. (Maybe next year we should ask “how?” : i.e., Strongly, Somewhat, Little, Not at All.)
## Conclusions

- Parents on average confront 4 obstacles: most common (housing) vs. most intense (individual safety)
- Communication can mitigate even extreme concerns
- Students will solicit parents for support in application and pre-departure matters
- Parents influence participation decision
- Earlier communication of tips for participant success abroad would be appreciated by parents
- Parents are alumni that could advocate on behalf of UCEAP
- Thinking of parents as “participants” is a best business practice that can contribute to study abroad access for students and encourage academic success through our education abroad programs