

**Assessment Plan for Administrative and Educational Support Units (within Division of Student Affairs)**

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- Mission Statement (include linkage to University mission, DSA mission and Academic Plan):
- **To encourage mutual understanding and to facilitate communication between families and the University Community**
- **To create, implement and sponsor programs, publications and services that meet the continuing needs of Carolina families**
- **To promote and support parent and family involvement by encouraging participation in their student’s Carolina experience**
- **To promote and support the development requirements of the University and its students through the Carolina Parents Fund.**

Mission relates to several key aspects of the DSA Mission: By including parents, essential services that contribute to student’s development, personal well being, and academic success; provide opportunities and encouragement for students to apply and integrate knowledge acquired in both curricular and co-curricular setting; provide programs, activities, and information that foster understanding and beneficial relationships among faculty, staff and students; provide incentives for and assistance in the development of student leadership skills through multi-faceted, interdepartmental programs and challenge and enable students to become productive and responsible citizens in the campus and local community as well as in the state, nation, and world.

Intended Outcomes (add lines as needed)	Assessment Procedures/Methods	Data Collection Schedule (year, semester, etc.)	Actual Results	Improvements Based On Results
<p>1. Student interns will learn and understand basic marketing techniques and how to communicate effectively through the use of writing and design of Parent Program publication materials. Includes: Parents Handbook Carolina Family Newsletters Welcome Friends &amp; Families Brochures Family Weekend Brochure</p> <p>Academic Plan: A.3., ,A.5., B.1., D.2.</p>	<p>Students are trained and observed by supervisor, feedback from working interactions with UNC printing staff and other departments across campus. Parent verbal or written comments. Peer institution recognition of materials for use as guidelines</p> <p>Each student is interviewed on a one on one basis by the supervisor to assess knowledge gained while working on each publication.</p> <p>Volunteers from the Parent Council (leadership arm of the Parents Association) review written publication materials and provide feedback. Informal and formal surveys are being utilized to assess publication material quality.</p>	<p>Continual review of publications for quality control and measure of student intern participation throughout each semester</p>	<p>The <b>Parents Handbook</b> is in demand by parents and students. Interns learned that quality research, writing/editing and design techniques provided them with essential skills to assemble a useful handbook and educated them about services provided across the university campus. This information came into play when interns need to respond to parent inquiry both via phone and email.</p> <p>The <b>Carolina Family</b> newsletters consistently receive high marks educating parents and students. Newsletters help expand the knowledge of parents of university services and opportunities for students. An increase in phone calls and emails are seen after receipt of publication showing interest. Interns wrote many of the articles, opportunity for direct interview s which provided more self confidence in their interviewing skills, public relation and news writing abilities. Found students to be more enthusiastic and excited about the writing assignments when they had a direct interaction and “owned” the assignment.</p>	<p><i>Carolina Parents Handbook</i> – basically will stay in the same format with yearly revisions and updates where needed. Students will continue to expand on their project management skills learned during their internship.</p> <p><i>Carolina Family</i> newsletter – new design format is working well – continue with a variety of articles to include more spotlight coverage on student activities and accomplishments. Students to expand their critical thinking techniques and challenged in selection of topics for articles.</p> <p><i>Welcome Friends &amp; Family</i> brochure's format to remain the same with pertinent material information updated for incoming families to Carolina. New student interns will be assigned this task to assist in their training and experience in layout design techniques to further their knowledge of balance and aesthetic appeal with hard copy publication materials.</p>

			<p><b>Welcome Friends &amp; Families</b> brochure afforded interns to write introductory information for new parents of incoming freshman and transfer students for use during admitted students' receptions, exploring Carolina and many minority affairs functions. Students learned to design an attractive brochure and market the Carolina Family theme throughout the publication while covering an abundance of information in a concise and easily read handout.</p> <p><b>Family Weekend</b> brochure –interns assisted with the redesigned of a new front cover and basic layout of the interior of the brochure with excellent results; thus, producing a collage of family weekend photos showing family fun and an easier to read event schedule that will be incorporated into the next brochure. A good use of creativity with marketing skills learned to complement descriptive text.</p>	<p><i>Family Weekend</i> brochure changes each year depending on the venue offered. Brochure cover design will feature photos entered into the annual photo contest held during the previous year's family weekend event as this is a good PR strategy. Interns to have more creative opportunities with the design and layout.</p>
<p>2. Student Interns will learn how to incorporate basic project management techniques to manage assigned publication tasks requiring team work.</p> <p>Academic Plan: A.3., B.1.</p>	<p>Team focus meetings to evaluate and critique project performance and obstacles encountered for each project term assignment. A one on one meeting with each intern for individual feedback.</p>	<p>Each semester at the conclusion of each project assignment.</p>	<p>This was a new learning experience for interns and it took time for the team to figure out how to effectively communicate with each other in order to divide up the work, have a concise reporting mechanism and complete the assignment within the timeline provided. Each student assigned the task of the project manager had to learn how to delegate in an efficient manner to receive the cooperation of the other team members which proved difficult at first, but each has showed more self-confident in their leadership abilities after the first experience.</p>	<p>Working to streamline project management tools to provide visual management tools in the office as well as developing a web based data system to enable accessibility of assignments over the web in order to provide better time management and communication tools for the interns to align project tasks with class demands.</p>
<p>3. Student interns will learn to organize and host events.</p> <p>Academic Plan: A.3., D.2.</p>	<p>Staff Trained - Observation, departmental and parent satisfaction</p> <p><b>Intern self-evaluation?</b>  An intern responsible for organizing and hosting or co-hosting any segment of an event has a one-on-one evaluation with the Assistant Director for Parent Programming to discuss their role and how well they felt the event went under their watch, what they learned from planning and implementing the event and what, if any thing, they would do differently in planning another similar event. The Assistant Director for Parent Programs discusses the intern's self-evaluation to promote a positive learning environment along with providing feedback from the above stated observation methods and/or survey results. Family Weekend comments under the Improvements Based on Results column illustrates this type of self-evaluation</p>	<p>At the end of each event through the year.</p>	<p><b>CTops:</b> Summer student intern was very effective in assisting with the summer CTOPS Parents-Meeting-Parents programs and learned to interact with the parents in group and/or one on one sessions. PR skills were utilized along with learning to think on her feet in dealing with all questions and personality types. Leadership skills were enhanced as well as public speaking mannerisms.</p> <p><b>Move-In Wknd:</b> Student interns organized materials and collaborated with Parents Council members to provide move-in stations in four locations on campus to assist and serve parents and students. Work schedules and Inventory planning were thought through and implemented accordingly, but students learned that time management and detailed logistical skills had to be exact. It was agreed that more organization was required with a back up plan in order to provide smooth transition of assigned workers.</p> <p><b>Family Wknd:</b> Student interns were responsible for working and implementing several key areas of Family Weekend and were successful with their planning. Interns kept notes on what worked well and which areas might require revamping.</p>	<p>Continue to use same format for summer orientation sessions.</p> <p>Move-in weekend. Design a detailed timeline, inventory sheet and flexible work schedule for students to assist in all arranged locations during the weekend for better use of time and materials and quality of service to be provided.</p> <p>Family Weekend: Cool Your Heels for Kids was major area of concern for interns in their area of responsibility since many younger children attended. Interns recommended a sign in/out sheet for parents and a separate room for gathering the children prior to leaving the Friday Center and when returning from SRC. Interns suggested that more Carolina students be asked to volunteer to work with the SRC to give a better ratio of adult to child.</p>

<p>4. Parents will learn about the Carolina Parents Fund and how funds are directly related to parent services and student benefits.</p> <p>Academic Plan: B.1., E.2., E.3.</p> <p>Do you have a workshop in which you teach the parents this stuff?</p> <p>No, education is through various written and web materials as noted. A workshop on giving to the University through the Parents Fund is not necessarily what parents want to sit through and attendance would be low at best. Soft verbal marketing techniques through summer orientation Parent Meeting Parents session is the closest we get to a workshop. Student phonathon staff have available scripts that give specific information and details about the fund that they use to discuss benefits of contributing to the Parents Fund when talking to a parent on the phone. Student phonathon staff contact the Assistant Director for Parent Programming if there are any questions and/or give the parent the contact information and the parent contacts the office directly. The Carolina Family semester newsletters provide information on why contributions are important and what the Fund supports</p>	<p>Results of Parent Fund income received, Annual Fund Meetings &amp; Student Phonathon feedback</p>	<p>Monthly in office – semester via the Phonathon</p>	<p>Parents communicate regularly with the Parents Office and are interested in the services provided to their families via, publications (hardcopy and electronic). Marketing articles on funding that provides resources directly to student initiatives and parent programming has proven very effective with parents. Articles and/or paragraphs throughout publications relating to the Parents Fund appear in the Parents Handbook, Carolina Family newsletter, e-news monthly correspondence, and other resources.</p>	<p>Will continue with this marketing strategy and be more assertive with direct asks via e-news. By suggestion of PC Committee for Parent Orientation &amp; Communication, the Parents Office will highlight and promote the benefits of the office more to parents than it has in the past. Feature article for the spring issue of the Carolina Family newsletter will be on the Parents Office – its history and looking to the future to strengthen and develop new parent relationships.</p>