

# DEAN OF STUDENTS

*Your Student Success Advocates!*

One Time Funding Request  
FISCAL YEAR 2023

Submitted by:

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# Dean of Students Office Funding for Campus ESP Request

It provides:

**News Feed** — All the information in one place. Campus news, upcoming events and deadlines, geared toward an individual's interests.

**Regular newsletters** — Parents don't have to log in. We send them personalized email updates.

**Save & share articles** — Save articles for later, or share them across other social media platforms. Hint: We make it easy for parents to share information with their student.

**Alerts via email** — We'll let them know about important deadlines, issues on campus, Parents & Families Weekend registration (and a whole lot more).

The screenshot displays the University of Houston Cougar Family Connect website. At the top, the University of Houston logo is prominent. The main content area features a large image of two women in red 'GO COOGS!' shirts. Below the image is a welcome message: 'Welcome to the Cougar Family Connect! Posted about 1 hour ago. The Cougar Family Connect is designed to send you the information you need, when you need it.' This is followed by a bullet point: 'PERSONALIZE the advice, information, and deadlines you receive by visiting UH.CampusESP.com/Communities or the Discover Communities button. The result is a curated newsfeed... read full article'. There are two replies from users: William McGee (3 months ago) and Suzi Salti (24 days ago). A comment input field is also visible. On the right side, there is a 'Calendar' section with dates for Thanksgiving Holiday (NOV 24), a last day to drop a course (DEC 04), and a final exam period (DEC 07-15). Below the calendar are 'Resources' and 'Support' sections. The 'Support' section includes contact information: Phone: (832) 842-6183 and Email: parents@uh.edu. At the bottom, there is a footer with 'Understanding FERPA • Privacy Policy • © 2021 CampusESP'.

Since launching the The Cougar Family Connect, **5,951 parents have joined!**



### Top 10 communities

- University of Houston News
- Parents and Family News
- Financial Aid and Scholarships
- UH Alumni
- Campus Life
- Career Support
- Health, Well-being & Safety
- Families of Students Living on campus
- Families of Commuter Students
- UH Athletics

### Information open rates for key communities

- Second Year Families – 81%
- Houston Area Families – 81%
- First Gen Families – 87%
- First Year Families – 67%

### Our goal:

- Increase Family Engagement
- Consistent and better (automated, personalized) family communication
- Boost student persistence
- Build family databases

**Funding Request: \$26,000**