

UCeAP

UNIVERSITY
of CALIFORNIA
Education
Abroad
Program



Topline Results of the UCEAP Parents/ Guardians Survey: April 2012

Gordon Schaeffer
Sr. Research Analyst

Emily Neumann
Research Analyst

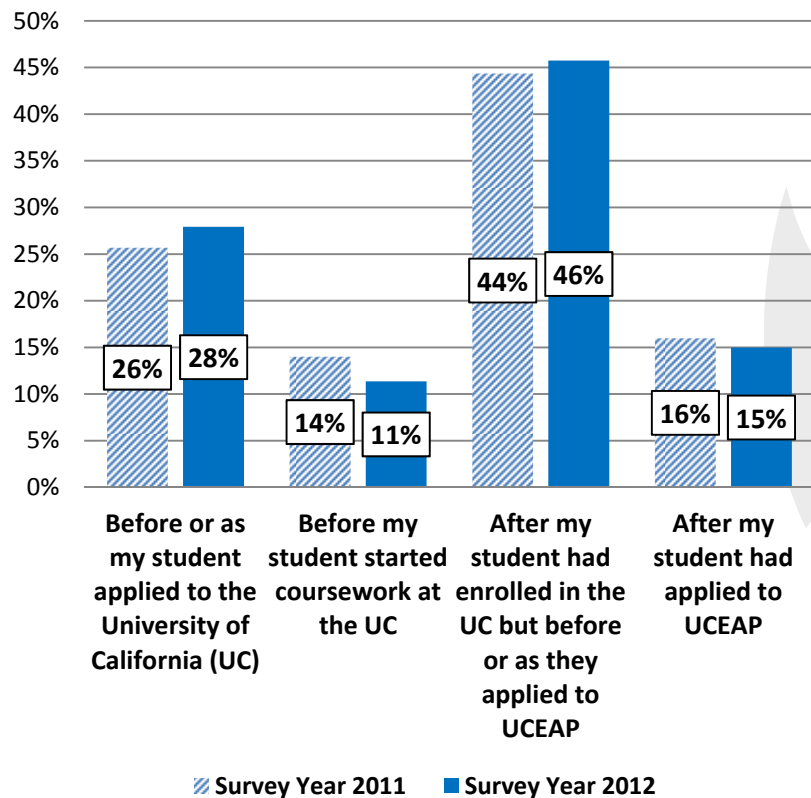
Survey Sample & Respondents

➤ Sample:

- *Parents or Guardians of Off-Cycle Year 2010-11 participants, Summer and Fall Quarter/Semester Program Participants of 2011-12.*
- – **Response Rate:** 23.5% responded (677 of the 2,879 applicants surveyed), (n=677; 618 Completed, 59 Failed to Complete the Survey)

When did you first learn about UCEAP?

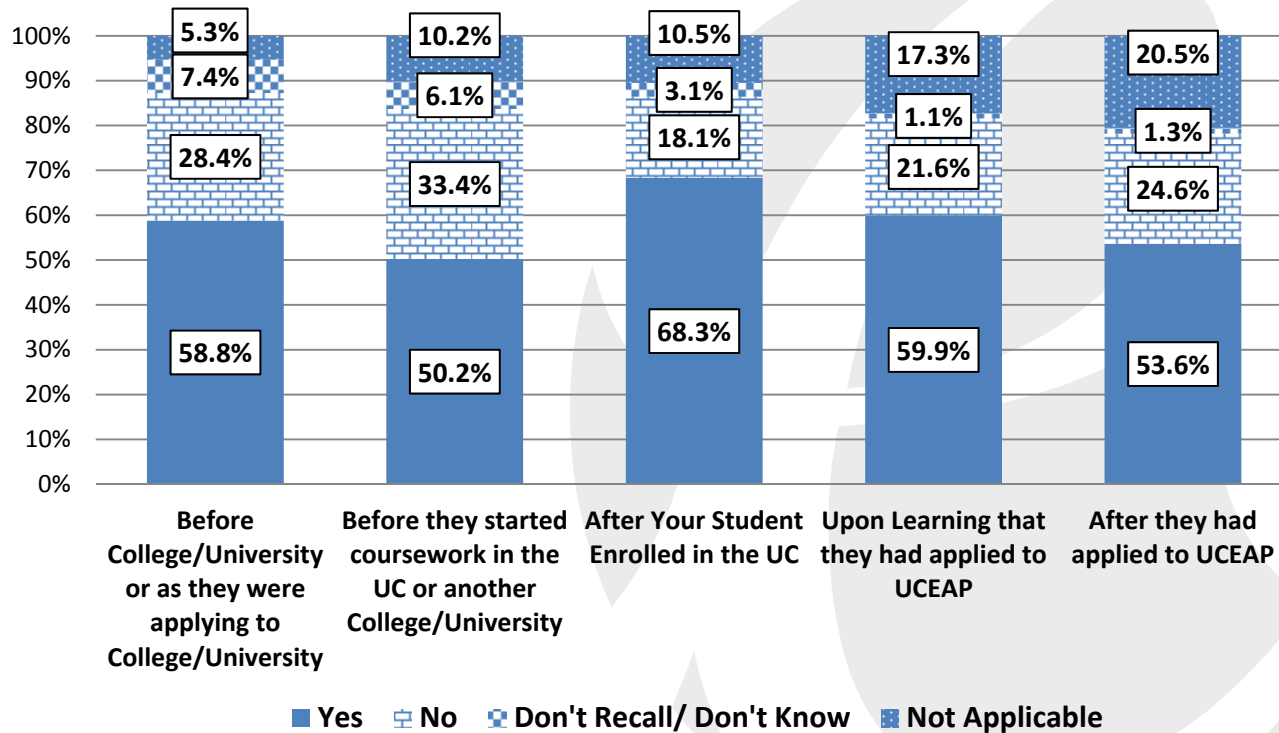
When did you first learn about UCEAP?



- The majority of respondents, nearly 2 out of every 3 parents/family members, learned of UCEAP after their student had enrolled in the UC.*

Did you encourage your student to consider study abroad?

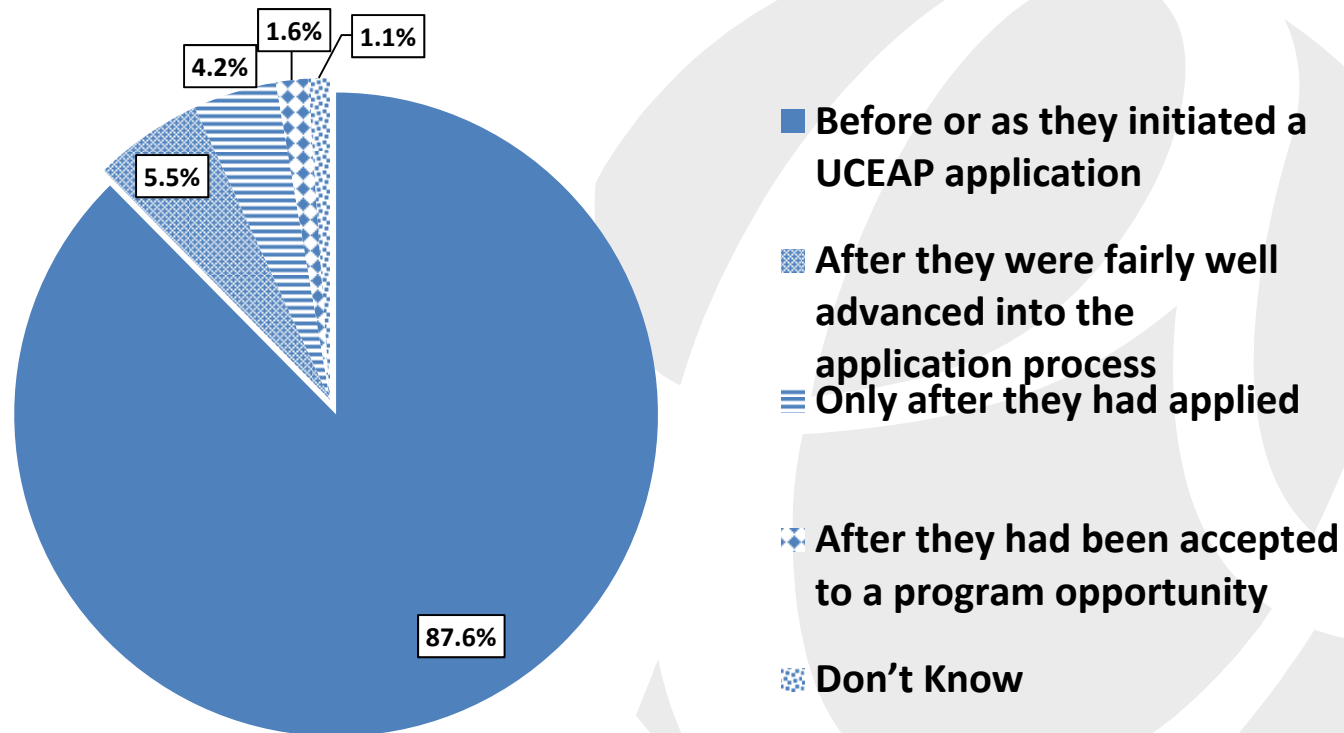
Did you encourage your student to consider study abroad:



- *Most parents are actively encouraging study abroad, particularly after enrollment in the UC.*

When would you say you learned that your student was applying to UCEAP's program(s)?

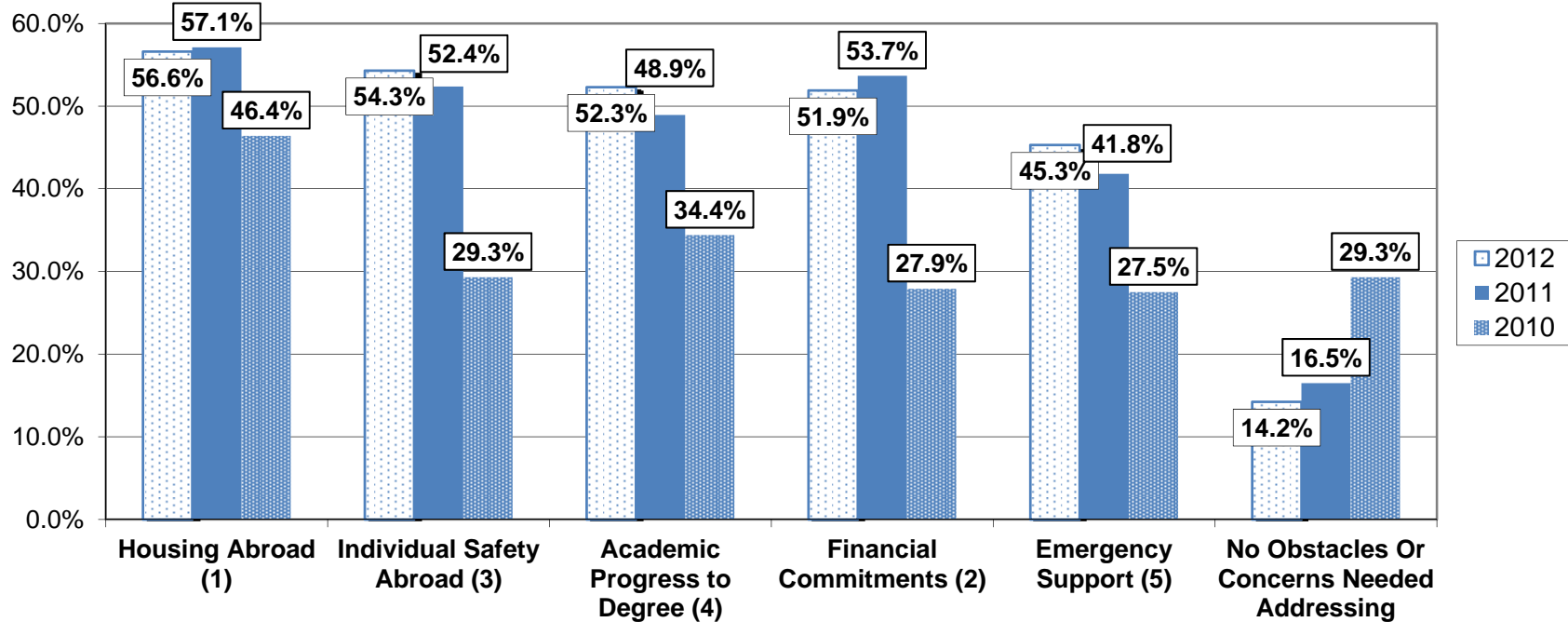
When would you say you learned that your student was applying to UCEAP's program(s)?



- *The vast majority find they are aware of their student's application relatively early in the process.*

Common Concerns

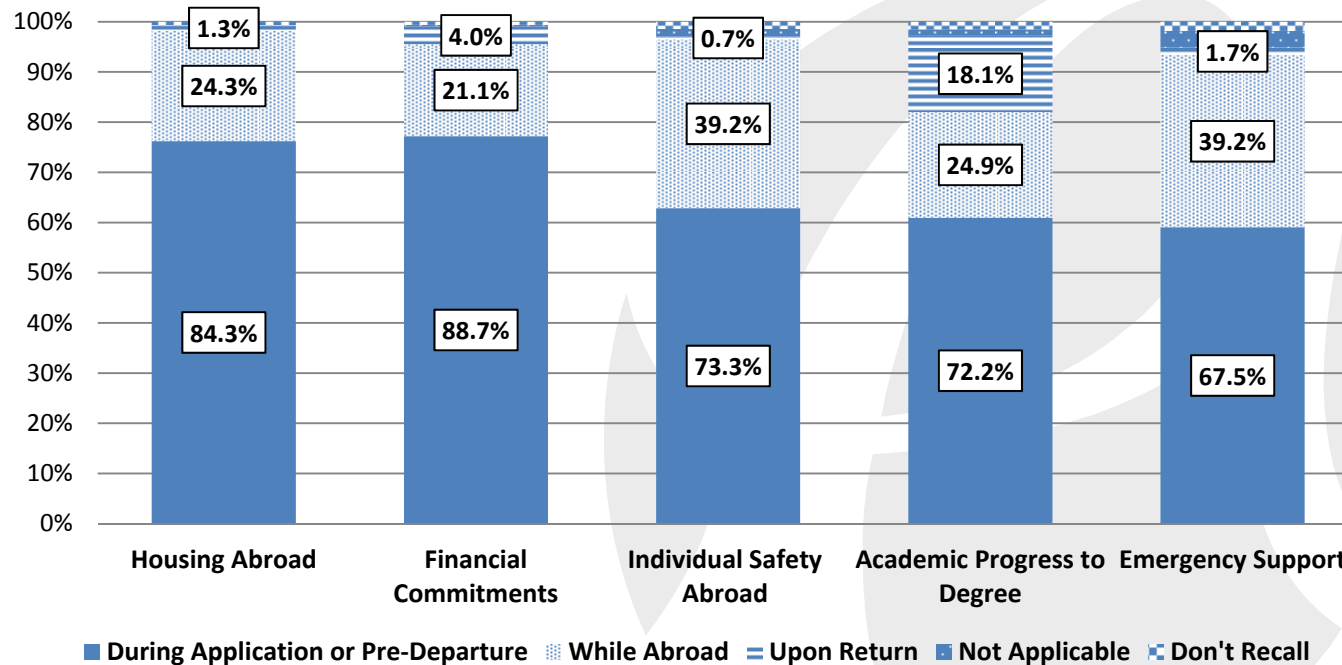
Indicate if any of the following common obstacles...: Top five items in order of descending frequency as a percent of respondents with concerns in Year 2012 (with 2011 position in parentheses).



In comparison to last year, more respondents expressed that they faced obstacles to participation.

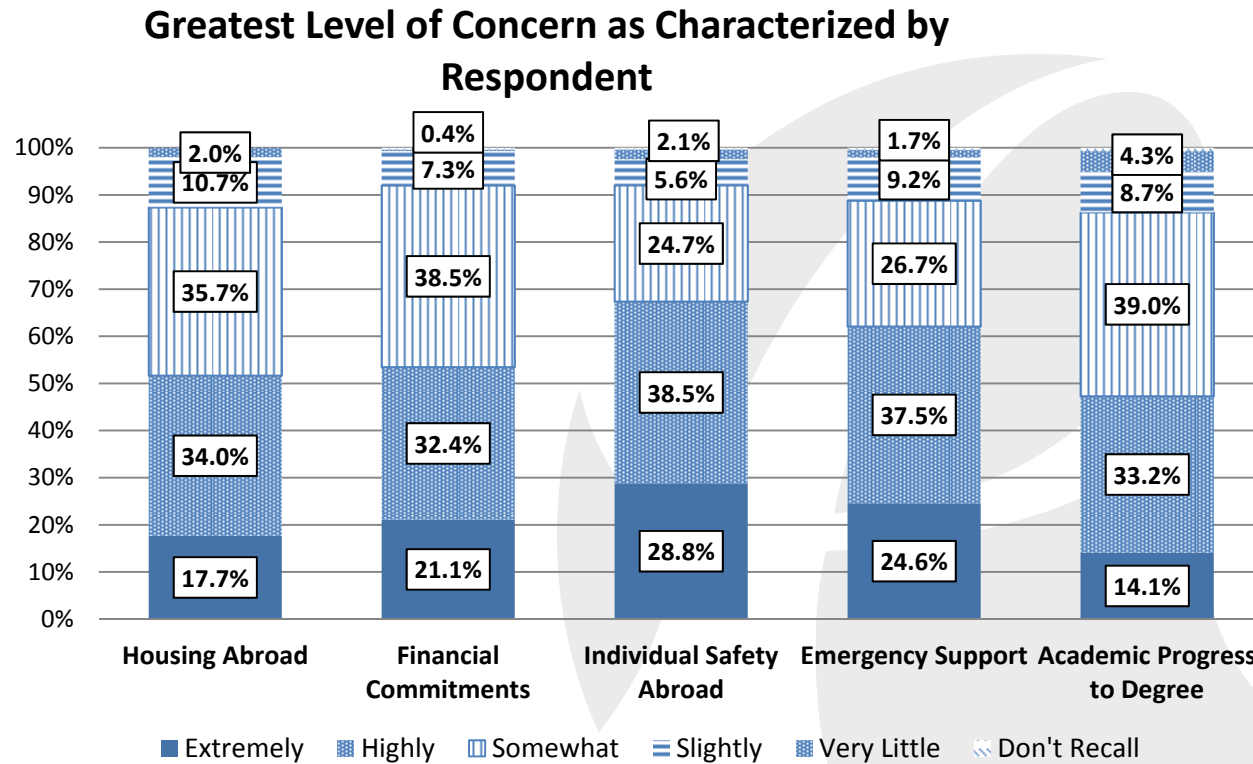
Timing of Concerns

Timing of Top Five Concerns in 2012: Multiple Response as Percent of Respondents



- *These matters were largely pre-departure considerations for respondents. Academic Progress to Degree was the more persistent concern.*

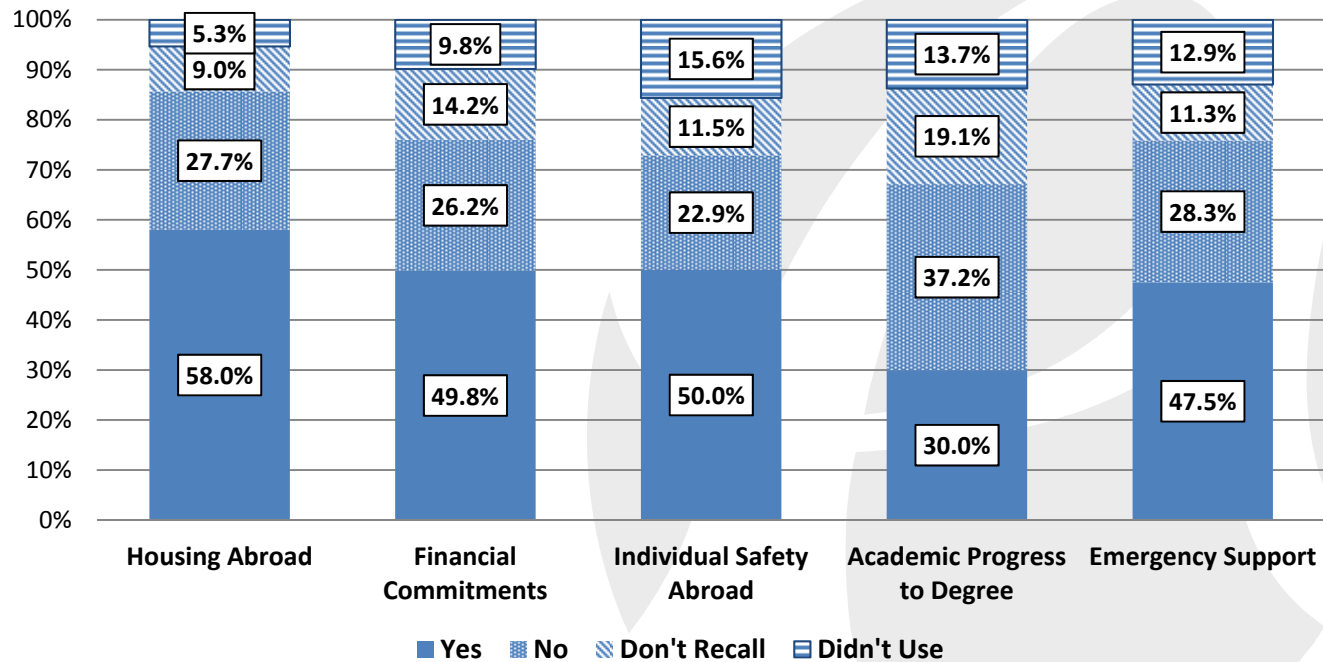
Level of Concern



- *Individual safety is the item that causes the greatest concern among parents.*

Utility of UCEAP's Resources to Address Concerns

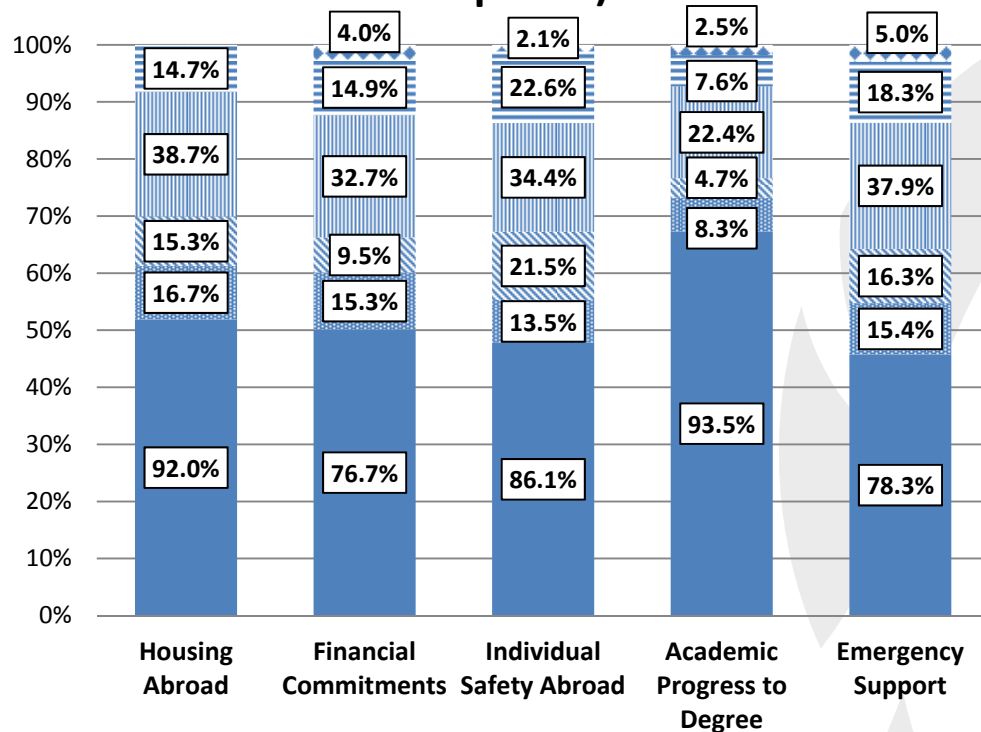
Did UCEAP's resources (printed material, website, e-mails) help you address your concerns about...: Top Five Items in 2012.



- Resources for Academic Progress to Degree are not meeting the needs of parents as only 30% of respondents found them effective in resolving concerns. More so, nearly 40% did not find the resources for academic progress to degree satisfactory to help resolve their concerns.*

Methods to Resolve Concerns

Methods to Resolve Concern (Multiple Response)

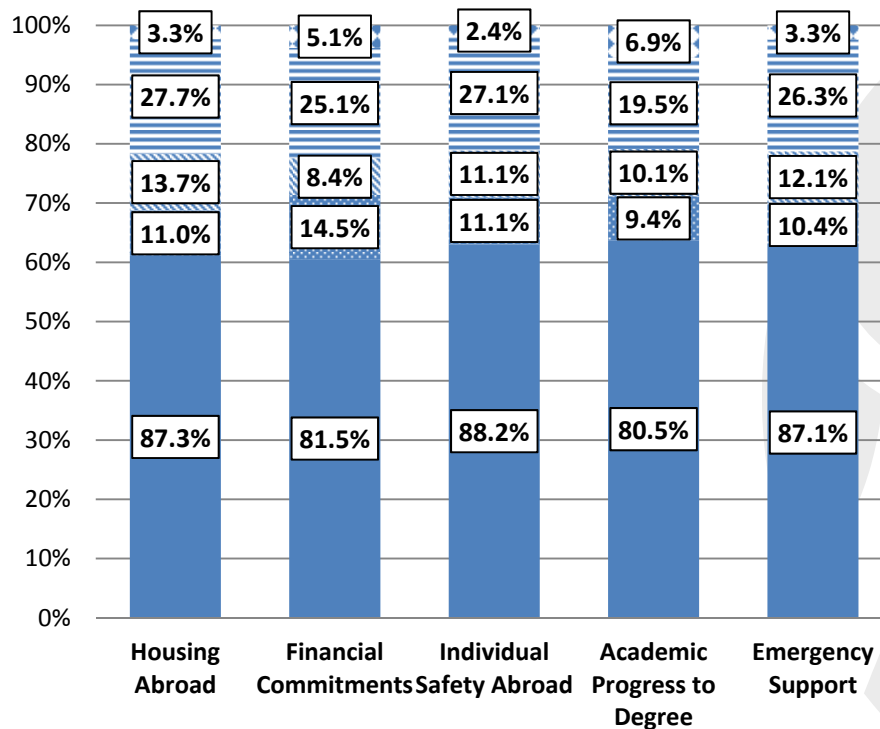


- 📍 Don't Recall
- 🔍 Conduct independent research
- 🌐 Consult the UCEAP website
- 🗣️ Discuss your concern with a friend or acquaintance
- 🗣️ Speak with an UCEAP advisor or staff member about the matter
- 🗣️ Talk to your student/participant/child about concerns

- *Parent's most commonly talk with their student about concerns, and then consult our website, reach out to friends or acquaintances, etc.*

Delivery of Suggestions and Tips

How should UCEAP deliver proactive suggestions and tips to parents for successful study abroad? (Multiple Response)

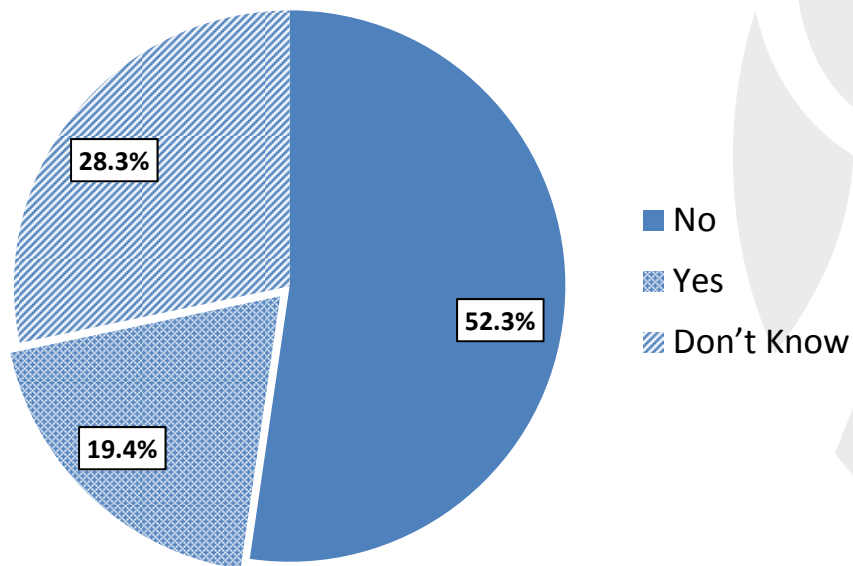


- Other
- Open Online Forum (e.g., message board/Facebook)
- By Conference Calls at Arranged Times
- By E-Mail with Content for Parent Interests Only
- By E-Mail Delivered to Parent & Student at the Same Time

- *Parents want timely, relevant information, by e-mail and coordinated with their student.*

Parent Network

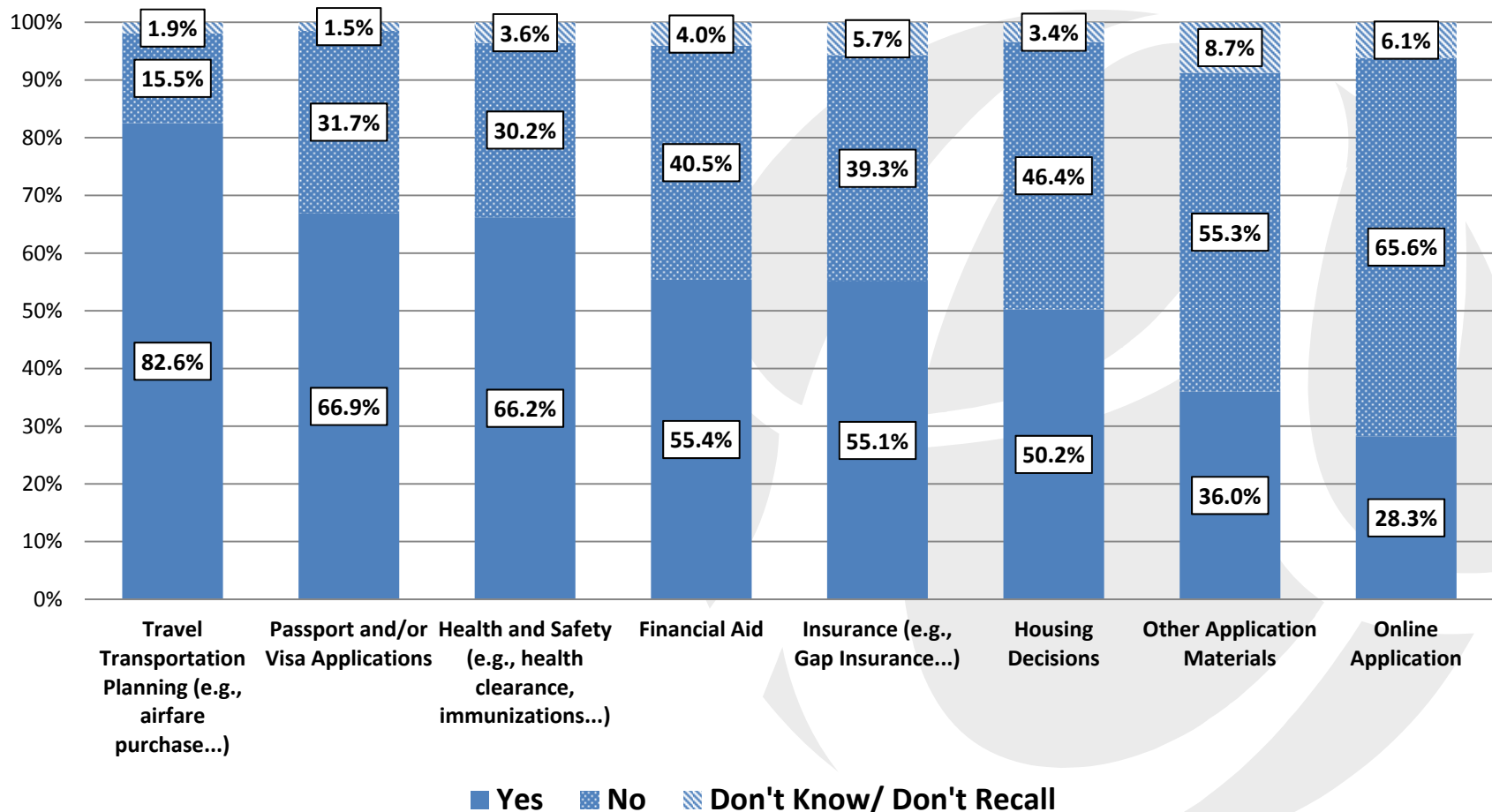
Would you be likely to join an online UCEAP Hosted Parent Network or Discussion Group Forum – for parents of students to exchange interests, ideas, etc., regarding study abroad?



- *Most parents are uninterested in a UCEAP online forum, but a large share are uncertain.*

Parent Advice

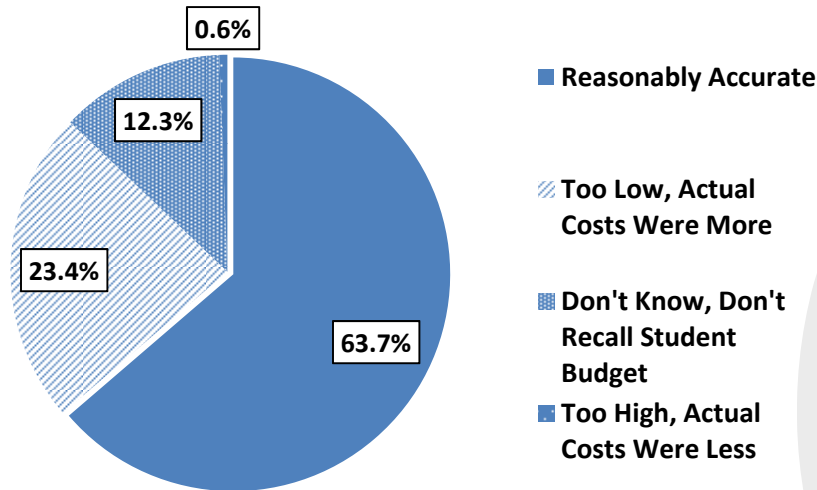
Students Solicit Advice from Parents Regarding...



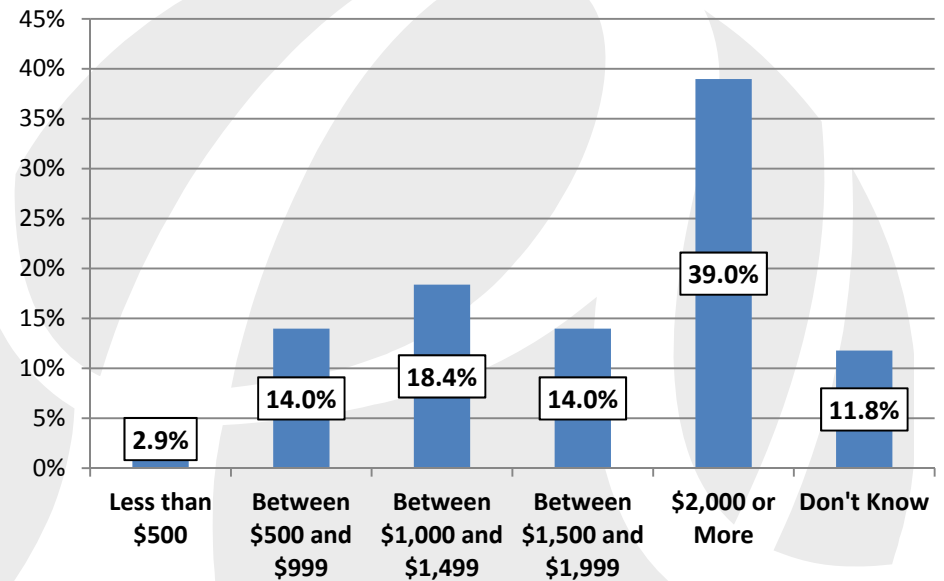
Nearly 30% of parents or family members were solicited to help their student with some component of the application, but most are called upon to assist in visa, passport, & travel related issues.

Estimate of Program Costs

How accurate would you say that the estimated costs for your student's program (the student's budget) was:



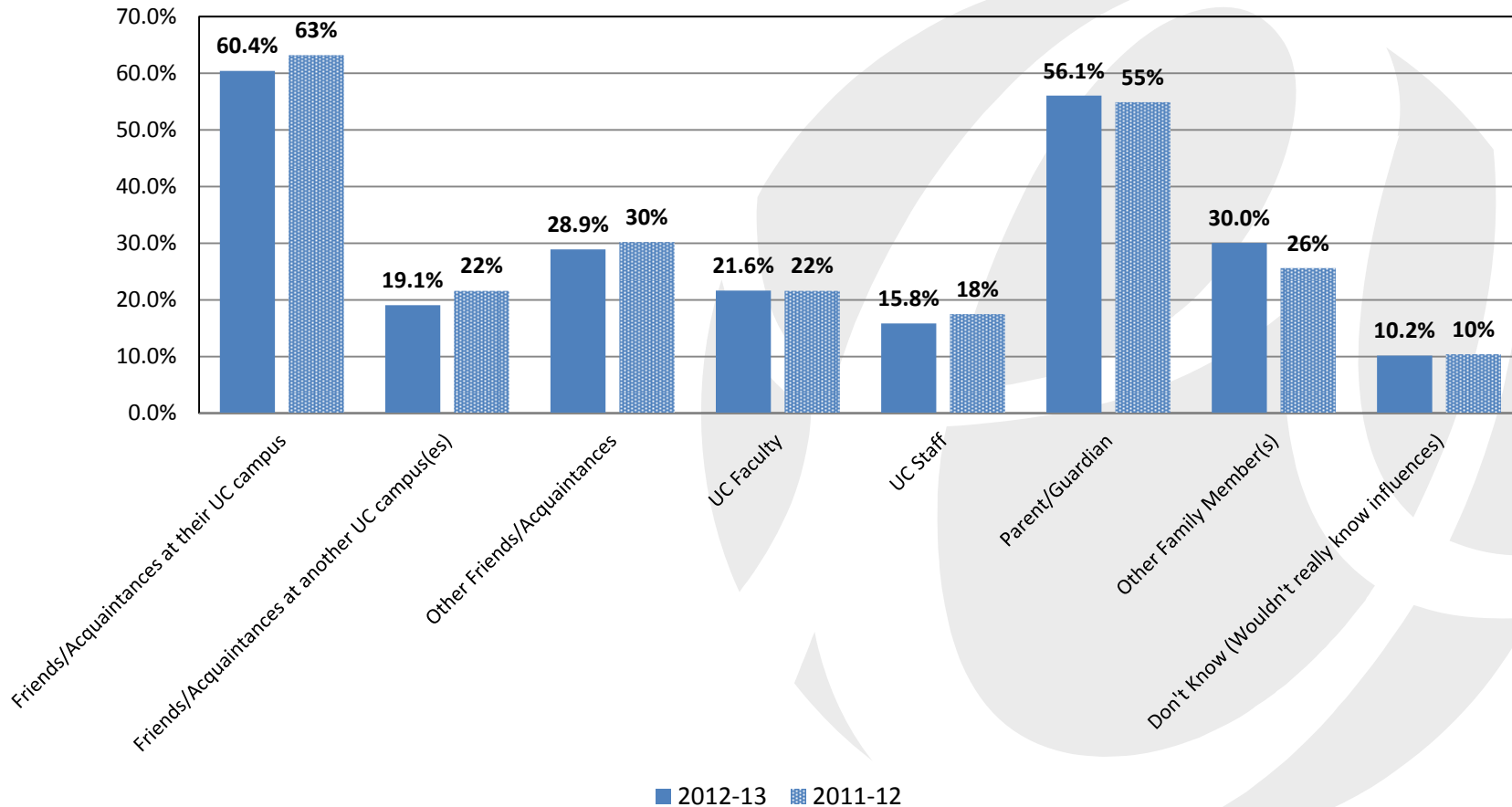
Please estimate how much our student budget underestimated the total cost for your student's program: (No Answer Removed from Results)



The countries with the greatest differences between estimated student budgets and actual costs were Australia, Denmark, Italy & Spain.

Participation Influencers

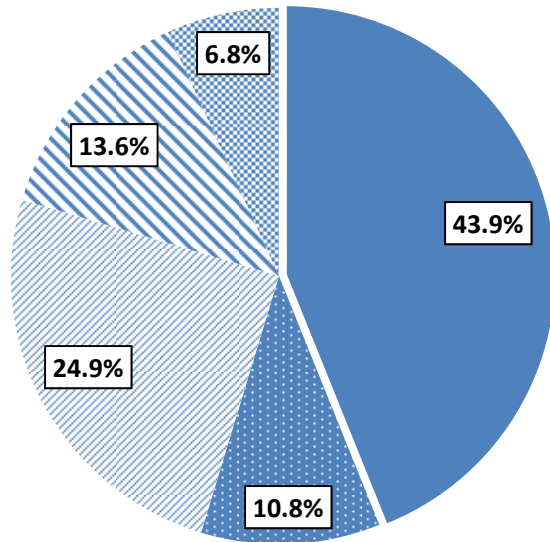
Perceived influencers of student's decision to participate



- *Consistent with previous surveys, parents perceive their student's peers and then themselves as leading influencers in participation decisions.*

Tips for Student Success

With the applicant's consent, when would it be best for UCEAP to send tips for student success abroad to parents & guardians?

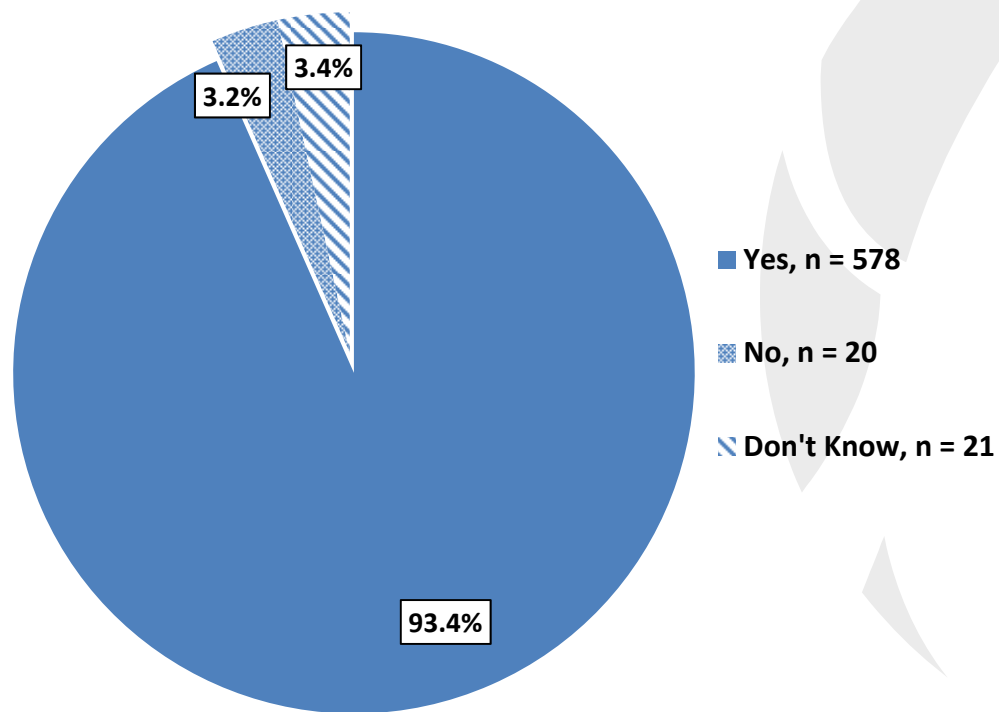


- When a student first initiates a UCEAP application
- When the student completes a UCEAP application
- /// After a student has been accepted for UCEAP participation
- Only after a student has agreed to participate in a UCEAP program
- ⊠ Never, it should be left to the discretion of the student

- Aside from the 7% who would rather we not send them tips for success, a majority would appreciate some communication sooner rather than later.

Recommendation of UCEAP

If a friend's child/student was considering study abroad, would you recommend UCEAP to that friend?



- *Nine in 10 would recommend UCEAP to a friend.*