

# DEAN OF STUDENTS

*Your Student Success Advocates!*

One Time Funding Request  
FISCAL YEAR 2023

Submitted by:

Donell Young  
Associate Vice President for Student Affairs and Dean of Students

Kamran Riaz  
Associate Dean of Students

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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 Campus ESP website. The top navigation bar is red with the 'UNIVERSITY of HOUSTON' logo on the left and icons for a calendar, notifications, and user profile on the right. Below the navigation bar, the main content area is divided into several sections. On the left, there is a sidebar with 'University of Houston News' and links to 'Posts', 'Events', and 'Back to news feed'. Below this is a section titled 'I'd like to...' with options to 'Add a new Post', 'Add a new Event', and 'Leave this Community'. The main content area features a large image of two students in red 'GO COOGS!' shirts. Below the image is a welcome message for the 'Cougar Family Connect' community, posted about 1 hour ago. The message explains that the community is designed to send personalized advice, information, and deadlines. It includes 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'. Below the welcome message are two comments: one from William McGee 3 months ago saying 'Glad to be part of Cougar Family Connect.' and another from Suzi Salti 24 days ago saying 'Hi everyone, I am glad to be part of the Cougar Family'. There is a 'Write a comment...' input field below the comments. On the right side of the main content area, there is a 'Calendar' section with a vertical timeline of dates and events: NOV 24 (Thanksgiving Holiday), NOV 27, DEC 04 (Last day to drop a course or withdraw with a "W"), DEC 04 (Last day of class), DEC 07 (Final Exam Period), DEC 15, and DEC 20 (Deadline for faculty to post Final Grades in myUH). Below the calendar is a 'Resources' section with links to 'University of Houston', 'UH Parent & Family Programs', 'Division of Student Affairs and Enrollment Services', 'About UH', and 'The Dean of Students Office'. At the bottom right, there is a 'Support' section with the text 'Need help? Feel free to contact us by phone or email using the information below.' and contact information: 'Phone: (832) 842-6183' and 'Email: parents@uh.edu'. The footer of the page includes links for 'Understanding FERPA', 'Privacy Policy', and '© 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**