# **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

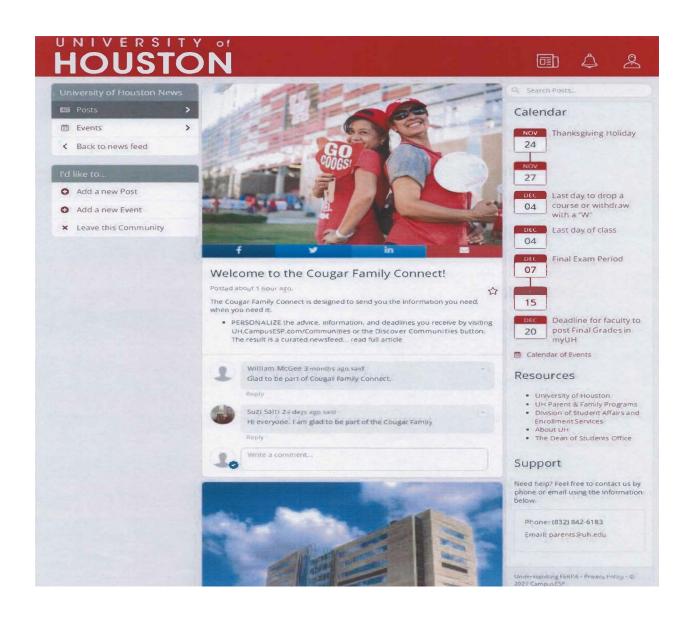
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# Dean of Students Office Funding for Campus ESP Request

### 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).



# 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