

FAMILY ORIENTATION 2025

Survey Results & Insights for Campus Partners

New Student & Transfer Programs | Parent & Family Programs

University of Washington · Seattle Campus

Summer 2025 · n = 429 survey responses (276 completed)

Prepared by Parent & Family Programs

For distribution to campus presentation partners

Executive Summary

Family Orientation 2025 served 5,326 registered families across seven sessions between July 10 and August 21. A total of 429 families responded to the post-event survey (8.1% response rate), with 276 completing the full survey. Despite the low response rate, the data paints a clear picture of program strengths and targeted areas for improvement heading into 2026.

This report is designed to share transparent findings with our campus presentation partners so we can collectively deliver an even stronger experience for families next year.

At a Glance

- ✓ Overall program confidence ratings averaged 9.04 / 10 across all four summary measures
- ✓ Campus Safety earned the highest session average at 9.31 / 10
- ✓ Paying the Tuition Bill was the second-highest rated session at 9.25 / 10
- ✗ Day length and lack of breaks were the most cited concern (40+ mentions)
- ✗ Housing and dining logistics remain a significant pain point for families
- ✓ Greek Life scored 9.5/10 among interested families — low overall average reflects scheduling conflict, not content quality

Overall Program Ratings

After completing all sessions, families rated four summary statements on a 1–10 scale. These are the broadest indicators of program success.

Statement	Mean	n
Learned valuable information & resources I will use	9.22	273
Prepared to talk with Husky about topics discussed	9.10	273
Know I can reach out to PFP as primary source for support	9.01	273
Know how to connect with the PFP team	8.83	273

The grand mean across all four items is 9.04 / 10, indicating that families left the program feeling substantially more confident and connected to UW resources.

Family Guide Satisfaction

Of the 271 families who rated the Parent & Family Guide, 139 (51%) reported being “Extremely Satisfied” and 120 (44%) “Mostly Satisfied,” for a combined 96% satisfaction rate. Only 11 respondents were neutral and 1 was dissatisfied.

Resource Engagement

Families reported their usage of Parent & Family Programs communication channels. The Insider Email newsletter has the highest adoption, while the Husky Huddle Up Podcast represents a significant growth opportunity with 125 families expressing interest in subscribing.

Resource	Subscribed	Want Info	Not Subscribed
Insider Emails	151 (56%)	83 (31%)	23 (9%)
Facebook Group (New Families 2025)	127 (48%)	59 (22%)	66 (25%)
Facebook Page	108 (42%)	64 (25%)	71 (28%)
Instagram	75 (30%)	78 (31%)	92 (36%)
Husky Huddle Up Podcast	15 (6%)	125 (48%)	106 (41%)

Session-by-Session Results

The table below ranks each session by its average confidence rating. Individual item scores follow on subsequent pages. All ratings use a 1–10 scale where 10 = very confident.

#	Session	Time	Attended	Avg Rating
1	Campus Safety	2:00 PM	226	9.31
2	Paying the Tuition Bill	9:30 AM	257	9.25
3	Welcome	8:00 AM	243	9.15
4	Conversation with Faculty	4:00 PM	214	9.09
5	Academic Support	10:30 AM	234	9.03
6	Understanding Financial Aid	1:00 PM	184	8.99
7	Student Health & Well-Being	11:30 AM	233	8.92
8	Academics & Course Registration	8:30 AM	253	8.81
9	Building Community	3:00 PM	221	7.95

Color key: green = 9.0+, amber = 8.5–8.99, red = below 8.5. The Building Community session's average (7.95) reflects the Greek Life sub-items' misleading overall scores of 5.69–7.38.

However, when excluding “not applicable” responses, Greek Life scored 9.47–9.53 among the 95 interested families who attended — matching top-tier sessions. The low overall average results from a scheduling conflict with Housing that forced families to choose, plus lack of a “not applicable” survey option. The housing and FERPA items scored 8.83–9.04.

Detailed Session Ratings

Welcome (8:00 AM)

Attended: 243 of 275 respondents (88%) · Session Average: 9.15 / 10

Confidence Statement	Mean
Felt welcomed	9.38
Felt ready / knew what to expect	8.63
Presenters prepared & professional	9.44

Academics & Course Registration (8:30 AM)

Attended: 253 of 275 respondents (92%) · Session Average: 8.81 / 10

Confidence Statement	Mean
Understanding of Academic Advisers' roles	8.85
Understanding of Husky's Orientation experience	8.73
Confident talking about Academic Advising	8.84

Paying the Tuition Bill (9:30 AM)

Attended: 257 of 274 respondents (94%) · Session Average: 9.25 / 10

Confidence Statement	Mean
Where to find when bills are due & how to pay	9.16
Who to reach out to with questions	9.27
Confident talking with Husky about tuition	9.33

Academic Support (10:30 AM)

Attended: 234 of 273 respondents (86%) · Session Average: 9.03 / 10

Confidence Statement	Mean
UW's approach to academics	8.94
Tutoring options & access	9.11
Success coaching & access	8.94
Growth mindset & encouraging conversation	9.11

Student Health & Well-Being (11:30 AM)

Attended: 233 of 273 respondents (85%) · Session Average: 8.92 / 10

Confidence Statement	Mean
Factors influencing well-being	9.27
Campus wellness resources	9.18
Encouraging independent mental health care	9.12
Strategies to support well-being	9.10
Strategies to foster resilience	8.86
Husky Health Center resources	9.06
Insurance coverage information	8.61
MyChart & health record access	8.81
Accessing care after hours	8.29

Understanding Financial Aid (1:00 PM)

Attended: 184 of 274 respondents (67%) · Session Average: 8.99 / 10

Confidence Statement	Mean
Role of Financial Aid office	9.04
How to apply for aid & scholarships	8.76
How to accept financial aid offer	8.99
Cost of tuition, when due, how to pay	9.18

Campus Safety (2:00 PM)

Attended: 226 of 273 respondents (83%) · Session Average: 9.31 / 10

Confidence Statement	Mean
Resources provided for campus safety	9.29
Resources available to Husky	9.22
UW makes safety a priority	9.35
Husky encouraged to participate in safe behaviors	9.29
Confident communicating about safety	9.42

Building Community (3:00 PM)

Attended: 221 of 274 respondents (81%) · Session Average: 7.95 / 10

Confidence Statement	Mean
Where to access housing info	8.83
Housing payment due dates & access	8.92
Husky Card information	8.98
FERPA & MyHFS portal access	9.04

Greek Life involvement opportunities	5.78
Learned valuable Greek Life info	5.69
Where to find Greek Life info	7.38

Conversation with Faculty (4:00 PM)

Attended: 214 of 274 respondents (78%) · Session Average: 9.09 / 10

Confidence Statement	Mean
UW as partner in Husky's success	9.11
Helping Husky drive their own success	9.08
Communicating with praise	9.09

What Families Loved

Across 159 open-ended responses to “What did you enjoy most?”, several themes emerged repeatedly. These represent the program’s core strengths that should be preserved and amplified in 2026.

Presenter Energy & Warmth

The most frequently cited positive was the energy, warmth, and professionalism of the presenting team. Families singled out Jannah Dacanay Maresh and Emily Kolby by name as standout facilitators who kept the day engaging and welcoming. The banter between presenters was noted as refreshing and humanizing.

“I really enjoyed hearing from the staff. It helped to ease some of the stress. Really appreciated Jannah and Emily facilitating this. They made the day enjoyable.”

— Summer 2025 Family

“The moderators and speakers are all so welcoming and caring. They have all truly made UW feel less ginormous.”

— Summer 2025 Family

Conversation with Faculty

The closing faculty panel was cited by many families as their favorite session and a high-impact way to end the day. Professors Shawn Wong and Joe Janes received specific praise. Multiple families noted that hearing from actual faculty members gave them confidence in UW as a partner in their student’s success.

“The professors were very inspiring — makes me excited to send our next two kids to UW!”

— Shauna Kennedy, Kingsgate, WA

Comprehensive Information & Resources

Families consistently praised the breadth and depth of information provided, with many noting they felt significantly more confident and prepared after attending. The availability of recorded sessions and slides for later review was a major value-add, especially for working parents who could not attend every session live.

“I feel more confident leaving my son with you all and your resources — keep up the good work!”

— Catherine Hernandez-Shibata, Hermosa Beach, CA

Q&A Responsiveness

Families appreciated that their questions were answered in real time, and that the facilitation team was proactive about posting links in the chat as topics were discussed. Several families noted this gave them confidence that UW truly cares about parent engagement.

Areas for Improvement

The following themes emerged from 93 “enjoyed least” responses and 83 improvement suggestions. These represent the most actionable feedback for 2026 planning.

Top 5 Pain Points (by mention frequency)

1. Day is too long / Zoom fatigue (40+ mentions)
2. Not enough breaks between sessions (20+ mentions)
3. Housing & move-in logistics unclear / too brief (15+ mentions)
4. Some presenters less engaging or used too much jargon (8+ mentions)
5. Desire for in-person option or multi-day format (10+ mentions)

1. Day Length & Zoom Fatigue

This was by far the most cited concern. Families described the full-day Zoom format (approximately 8:00 AM – 4:00 PM Pacific) as exhausting, with many noting they began losing focus by midday. Several suggested splitting the orientation across two half-days or building in longer, clearly designated breaks.

Recommendation for 2026: Work with presenters to tighten content and reduce slide count. Consider adding formal 10-minute breaks between each session rather than rolling Q&A into transition time. Families reported they were afraid to step away during transitions because content was still being discussed.

2. Housing & Dining Logistics

Housing was the single most-discussed topic in improvement suggestions. Families expressed frustration about the dorm selection process, lack of concrete move-in details, unclear Dining Plan vs. Husky Card distinctions, and a general sense that this session prioritized emotional framing over the practical logistics they needed. The Building Community session’s non-Greek-Life items still scored 8.83–9.04, but families clearly want more nuts-and-bolts content here.

Recommendation for 2026: Dedicate additional time to the housing and dining logistics portion. Consider adding a visual breakdown of the dorm selection timeline, a Dining Plan vs. Husky Card comparison table in the slides, and specific move-in day details. Families are anxious about housing — meeting that anxiety with concrete information would be high-impact. Additionally, let families know about the Move-In Family Lounge where Parent & Family Programs staff will be physically present and accessible on move-in day to answer questions and provide in-person support during this critical transition.

3. Greek Life Content

The three Greek Life confidence items in the Building Community session scored 5.69, 5.78, and 7.38 overall — BUT these low averages are misleading. When we exclude “not applicable” responses (families who didn’t attend or weren’t interested), the scores jump to 9.47–9.53 / 10 — identical to our highest-rated sessions. The 95 families who attended Greek Life content rated it exceptionally well. The low overall averages reflect two structural problems: (1) the Greek Life breakout conflicted with the Housing breakout, forcing interested families to choose, and (2) the survey lacked a “not applicable” option, so families who skipped Greek Life (often

because of the scheduling conflict) rated it 0. Survey comments confirm this: multiple families wrote “I wanted to attend both Housing AND Greek Life but had to choose.”

Recommendation for 2026: The Greek Life content is excellent (9.5/10 among interested families) — the problem is structural, not content-related. Separate the Greek Life breakout from Housing so families can attend both if interested. This will serve the full interested audience (estimated 110–150 families vs. the 95 who could attend in 2025) and eliminate the “double punishment” where interested families who chose Housing then rated Greek Life 0. Add a “not applicable” option to the survey or use conditional logic to only ask about attended sessions. This will provide accurate feedback from the actual audience rather than distorted averages.

4. Presenter Slide Quality & Delivery

While the vast majority of feedback about presenters was positive, a consistent thread emerged: some sessions felt less structured, with presenters who spoke without slides, used excessive jargon or acronyms, or spent time on content that families could read on their own. Several families noted that obvious Q&A questions could have been anticipated and incorporated into talking points.

Recommendation for 2026: Emily Kolby and the PFP team will work with campus partners to streamline presenter slide decks for all sessions. The goal is to ensure every slide delivers concise, actionable information while preserving the warm, welcoming energy families love. Specific guidance will include: limiting slide count, front-loading the most critical logistics, spelling out acronyms on first use, and incorporating top Q&A questions from 2025 directly into the presentation flow.

5. Additional Requests

Several valuable suggestions appeared multiple times across responses: dedicated breakouts for transfer students and Running Start families, content specific to commuter students, a breakout for parents of nonbinary/transgender students, a VA-specific information session, more faculty on the closing panel, formal Q&A transcripts shared after the event, and Zoom orientation slides shared at the start of each session for less tech-savvy attendees.

Attendance Patterns

Attendance naturally declined throughout the day, with afternoon sessions seeing lower participation. The Financial Aid session at 1:00 PM had the lowest attendance (67% of respondents), likely due to the post-lunch time slot and the fact that not all families needed this information.

By Session Date

Earlier sessions (July 10, 17, 31) drew the largest response pools. August sessions had smaller cohorts, and the August 14 session showed the lowest survey completion rate at 71%.

Date	Started	Completed	Rate
July 10	58	54	93%
July 17	78	72	92%
July 24	38	32	84%
July 31	65	64	98%
August 7	29	26	90%
August 14	17	12	71%
August 21	18	15	83%

Looking Ahead: 2026 Recommendations

Based on the data and qualitative feedback, we are proposing the following changes for Family Orientation 2026. We welcome input from all campus presentation partners as we plan together.

For All Presenters

Streamline slide decks: Every session should aim for fewer, more focused slides. Front-load the most critical logistics and action items in the first 5 minutes. Spell out all acronyms on first use. Build the top 3–5 anticipated parent questions (based on 2025 Q&A data) directly into your talking points so fewer families need to ask them in chat.

Structural Changes Under Consideration

We are evaluating options to reduce Zoom fatigue, including: formal 10-minute breaks between every session, splitting the day across two shorter sessions on different dates, and offering select sessions as pre-recorded modules that families can watch asynchronously before the live event. We are also introducing the Move-In Family Lounge as an in-person touchpoint during move-in day, where Parent & Family Programs staff will be physically present and accessible to families. This gives families a concrete opportunity to connect with PFP staff face-to-face, ask questions, and receive support during this critical transition moment.

Content Gaps to Address

For 2026, we will work with campus partners to add or expand content for: transfer and Running Start student families, commuter student families, housing logistics and move-in day specifics, Dining Plan vs. Husky Card clarity, and identity-specific breakouts (LGBTQ+, neurodiverse students, veterans). During orientation, we will share details about the Move-In Family Lounge where Parent & Family Programs staff will be available in person on move-in day to answer questions and provide support. We also plan to make Q&A transcripts and a compiled FAQ available to families after each session.

Survey Improvements

The 2025 survey had 74 questions and an average completion time of 14.5 minutes, contributing to a low response rate. For 2026, we are redesigning the survey to approximately 25 questions with a target completion time of 6–7 minutes. We will also move to a 5-point confidence scale for improved response quality and actionability.

Thank you to every campus partner who presented during Family Orientation 2025. Your expertise and care are what make this program meaningful for families. We look forward to collaborating on an even stronger 2026.

Questions or ideas? Reach out to Emily and/or Jannah!