Parents' weekend study 2001: Prepared for BYU Alumni Association

Laura Minor
Rebecca Keddington
Brian Catmull

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LRB
Marketing

Research for:

BYU Alumni Association
Parents’ Weekend
Parents' Weekend Study 2001

Prepared for BYU Alumni Association by:

LRB Marketing

Laura Minor
Rebecca Keddington
Brian Catmull
April 10, 2001

Mr. Reid A. Robison  
Director Alumni Activities,  
International Chapters and Tours  
Brigham Young University  
PO Box 22400  
Provo, Utah 84602-2400

Dear Mr. Robison,

We are pleased to present to you this marketing research report that you have requested. The report includes the responses to the following questions:

♦ Should BYU continue to host a Parents' Weekend?
♦ What time of year is best for parents and students to attend Parents' Weekend?
♦ What would most attract parents and students to attend Parents' Weekend?

The report contains the following sections: INTRODUCTION, METHODOLOGY, FINDINGS, CONCLUSIONS, and RECOMMENDATIONS. We have enjoyed working with you on this project and hope that our findings, conclusions, and recommendations, based on the survey conducted, will be very helpful in making Parents' Weekend a success.

We appreciate your interest and assistance in this project.

Sincerely,

LRB Marketing

Laura Minor

Rebecca Keddington

Brian Catmull
Executive Summary

Parents' Weekend has become a tradition at many colleges and universities across the nation. Parents of students are invited to spend a weekend learning about their child's experience at school and experiencing for themselves many of the activities that take place on campus.

Purpose of the Study

The Alumni Association would like to establish this same tradition at BYU by holding a Parents' Weekend each year. However, in the past the event has not been as successful as hoped for, and The Alumni Association would like to find out why. Following are the three main questions researched by LRB:

- Should BYU continue to host a Parents' Weekend?
- What time of year is best for parents and students to attend Parents' Weekend?
- What would most attract parents and students to attend Parents' Weekend?

Methodology

The following three methods of research were performed by LRB:

Exploratory Research – LRB consulted with Reid Robison and Nancy Carson about Parents' Weekend. Two focus groups were conducted to assist in developing the questionnaire to be used in gaining primary research.
Secondary Research – LRB studied all research conducted by the Alumni Associatic from the previous Parents' Weekend, including history, parent evaluations, schedule activities, pictures, and articles.

Primary Research – Separate questionnaires were sent to both parents and student: via email. The data were then analyzed and cross-tabulated.

**Conclusions and Recommendations**

The survey found the following results:

- Parents' Weekend should continue to be held at BYU.
- October, correlated with General Conference, is the best time for both parents and students to attend Parents' Weekend.
- Parents want to learn about the culture of BYU and become more familiar with their child's life at BYU.
- A formal letter is the best method of notification for both parents and students.
- Time constraints and costs will prevent many parents from being able to attend Parents' Weekend.

According to the survey conducted, Parents' Weekend is an excellent idea. However, the number of parents and students who will actually participate is still questionable to individual circumstances. LRB recommends heavy advertising, having students involved in planning the event, and allowing time for Parents' Weekend to become a tradition at BYU.
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INTRODUCTION

The BYU Alumni Association is responsible for organizing and hosting alumni activities related to BYU. Its purposes are to connect parents, students, and families to BYU and to build and maintain BYU alumni relationships to continue and further the mission of BYU. Last year, the BYU Alumni Association hosted an event called Parents' Weekend where parents had the opportunity to come to campus to visit their student and participate in a number of activities. A few of these activities included:

- Question and answer session with President and Sister Bateman
- Faculty lectures
- Family barbeque
- Football game, volleyball match, World of Dance, and 5K Alum Run

The event was held the weekend of September 22 through the 24th. However, for unknown reasons, the event was less successful than hoped for by the organization. There were only 395 total family registrants, and attendance at each of the activities was unexpectedly low. The directors of the Alumni Association had reached a dilemma. They knew changes must be made to Parents' Weekend in order for it to be more successful in the future, but they could not agree on which changes were best. Rei Robison, Director of Alumni Activities, asked LRB Marketing to conduct a survey of parents and students to find out mainly the following three questions:
Should BYU continue to host a Parents' Weekend?

What time of year is best for parents and students to attend Parents' Weekend?

What would most attract parents and students to attend Parents' Weekend?

LRB performed exploratory research to determine which questions would be most beneficial to ask parents and students. Secondary research was performed by studying all research previously conducted on Parents' Weekend, and primary research was found through the questionnaires given to both parents and students via email. The results of the research are detailed in the following sections of this report.
I.

Methodology
METHODOLOGY

PROBLEM STATEMENT

LRB Marketing was asked by Reid Robison, Director of Alumni Activities, to conduct this research project for the Alumni Association in order to determine how to make Parents' Weekend more successful. Specifically, The Alumni Association would like to know what the best time of year is for parents and students to attend Parents' Weekend and what would most attract participation in the event.

EXPLORATORY RESEARCH

In order to learn more about Parents' Weekend, LRB began obtaining background information by meeting with Reid Robison and Nancy Carson. Mrs. Carson recently visited Parents' Weekend at Stanford University and was able to provide much helpful information about the event. These meetings allowed LRB to become familiar with the nature and objectives of Parents' Weekend, as well as define the specific problems that needed to be researched and develop a proposal to be approved by Robison.

Two focus groups were also held by LRB in order to gain a better understanding of the perceptions students have of Parents' Weekend. Both groups were held on campus at the Wilkinson Student Center and catered by BYU. This open discussion helped in writing the questionnaire by narrowing down the most important questions answers relevant to the study in the opinions of the students there. The groups' discussions focused on the main issues of timing and activities of Parents' Weekend.
well as students' feelings about the idea of Parents' Weekend, what would motivate them to attend, and the best form of advertisement for Parents' Weekend. Many attending the focus groups were open and upfront with their feelings regarding the issues. The group members provided a valuable resource for LRB in determining questions to ask in the primary research section of this study. A more detailed overview of the topics discussed and the comments made at these meetings is found in Appendix B of this report.

SECONDARY RESEARCH

Because Parents' Weekend has only been held one year at BYU, the secondary research available to LRB was limited. However, a notebook had been put together by Todd Hendricks consisting of a detailed account of Parents' Weekend 2000. A questionnaire had been sent to all parent attendees of the event and asked for an evaluation of Parents' Weekend. Thirty-seven evaluations were voluntarily returned; these responses were added to the notebook. Also included in the notebook were pictures of the event, the number of participants at each activity, the budget, schedule, and advertising for Parents' Weekend last year. LRB studied this information thoroughly and was able to use much of it to better understand the nature of Parents' Weekend and develop the questions for the questionnaires.

PRIMARY RESEARCH

LRB's primary research was in the form of a questionnaire administered to parents and students. The questionnaire was developed using the information gathered from the exploratory and secondary research. Drafts were formed for each of the populations, parents of BYU students and BYU students. The drafts were revised several times and then final copies were then pre-tested to eliminate bias and confusion.
questions before being sent out by email. A primary objective of the group was to compile research data with a margin of error of plus or minus five percent and a confidence level of ninety-five percent.

To accomplish our objectives, questionnaires were sent to 1900 parents and 3300 students. The database LRB used for the parent questionnaire came from parents who voluntarily gave their email addresses through a questionnaire mailed to parents of freshmen in 1999. The 3300 students we sent questionnaires to were randomly selected from BYU's undergraduate student email list. Three hundred thirty-seven parents and three hundred and seventy students responded to the questionnaires.

The questionnaires asked several things about Parents' Weekend in order to gain a variety of data inputs for the survey. Multiple choice, ranking, and open-ended questions were all used on the questionnaire. Questions to gather demographic information were also used to later perform cross-tabulations of the data. Copies of both questionnaires are included in Appendix C of this report. Responses to open-ended questions are included in Appendix D. The information gathered from the questionnaires is included in the Findings section of this report.
II.

Limitations
LIMITATIONS

Although LRB tried to reduce bias and error in the study, many limitations are inherent in marketing research. The following should be considered when evaluating the results of this study:

**Sampling Error**

The desired target population was BYU students and parents of BYU students. Because each BYU student is assigned an email address when they are accepted to BYU, we were able to successfully administer a completely randomized questionnaire to the students. However, because we did not have the same type of list of email addresses for the student’s parents, we were limited to the email addresses voluntarily given by parents. The parent’s email addresses were compiled when a questionnaire was administered to all the parents of incoming freshman in 1999. From those questionnaires, 1900 parents gave their email addresses. We sent questionnaires for this study to all 1900 parents. Thus, in a sense, this was a convenient sample, but it does have some random attributes because of the way the email addresses were originally collected.

**Non-Response Error**

Another consideration to this study is the fact that respondents may not have answered all questions included in the questionnaire. Any unanswered questions would limit the reliability of the analysis that included these variables.
**Response Error**

One major challenge with the use of a questionnaire is that the questionnaire must stand alone without further explanation or help from the researcher. Due to this fact, some respondents may have misunderstood some questions and answered these questions with different intentions. This also decreases the validity of the analysis that included these variables.
III.

Findings
Findings

LRB Marketing gathered a large amount of information through two focus groups and questionnaires. Data from the focus groups can be found in Appendix B. Examples of the questionnaires used can be found in Appendix C, and all responses to open-ended questions from the questionnaires can be found in Appendix D.

The following pages include findings from the primary research—questionnaires administered to undergraduate BYU students and parents of BYU students.

The following analysis and conclusion section includes the conclusions made from our exploratory research—focus groups, compared with our secondary and primary research.
Should BYU host a Parents' Weekend?

**Students**
- yes  78% of Students feel BYU should host a Parents' Weekend
- no  22% of Students feel BYU should not host a Parents' Weekend

**Parents**
- yes  91% of Parents feel BYU should host a Parents' Weekend
- no  9% of Parents feel BYU should not host a Parents' Weekend
When is the best time to hold Parents' Weekend?

- August (coordinated with new student orientation)
- September
- October (coordinated with General Conference)
- October (coordinated with Homecoming)
- January
- February
- March

Responses show significant favor for Parents' Weekend to be held in October, coordinated with General Conference.
What are the best methods of notifying people of Parents' Weekend?

Students and parents both responded that formal letters and emails are the best way to notify them of Parents' Weekend.
What activities are people most interested in?

Responses show that people are interested in a variety of activities. There is not one activity that is overwhelmingly popular.
What would prevent attendance at Parents' Weekend?

<table>
<thead>
<tr>
<th>Parents</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Travel expenses</td>
<td>23%</td>
</tr>
<tr>
<td>Lodging expenses</td>
<td>11%</td>
</tr>
<tr>
<td>Time constraints</td>
<td>13%</td>
</tr>
<tr>
<td>Other</td>
<td>43%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Students</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Travel expenses</td>
<td>20%</td>
</tr>
<tr>
<td>Lodging expenses</td>
<td>11%</td>
</tr>
<tr>
<td>Time constraints</td>
<td>5%</td>
</tr>
<tr>
<td>Other</td>
<td>46%</td>
</tr>
</tbody>
</table>

- Travel expenses
- Lodging expenses
- Time constraints
- Lack of interesting activities
- Parents' Weekend is not a tradition at BYU
- Other (see Appendix D)
- Lack of interesting activities
How should the activities at Parents' Weekend be structured?

**Students**
- Several activities to choose from whose schedules might overlap (44%)
- Fewer, higher quality activities whose schedules do not overlap (53%)
- Other (see Appendix D)

**Parents**
- Several activities to choose from whose schedules might overlap (12%)
- Fewer, higher quality activities whose schedules do not overlap (41%)
- Other (see Appendix D)
## Cross-tabulations

### Students

<table>
<thead>
<tr>
<th>Would you be interested in Parents' Weekend</th>
<th>Freshman</th>
<th>Sophomore</th>
<th>Junior</th>
<th>Senior</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>yes</td>
<td>61 (21.6%)</td>
<td>77 (27.2%)</td>
<td>59 (20.8%)</td>
<td>85 (30.0%)</td>
<td>283 (69.7%)</td>
</tr>
<tr>
<td>no</td>
<td>15 (19.0%)</td>
<td>12 (19.7%)</td>
<td>15 (15.2%)</td>
<td>37 (19.0%)</td>
<td>79 (20.8%)</td>
</tr>
<tr>
<td>Total</td>
<td>76 (21.6%)</td>
<td>89 (27.2%)</td>
<td>74 (19.0%)</td>
<td>122 (30.3%)</td>
<td></td>
</tr>
</tbody>
</table>

Each cross-tabulation has a set of two percentages. The left-most percentage in the table above, for example, reveals that 21.6% of those who responded "yes" to this question were Freshmen. The percentage to the right of 21.6% indicates that 80.3% of the Freshman responded "yes" to the question.

The bolded percentages illustrate that Sophomores were the group most interested in Parents' Weekend, followed by Freshmen, Juniors, and finally Seniors.

### Gender

<table>
<thead>
<tr>
<th>Would you be interested in Parents' Weekend</th>
<th>male</th>
<th>female</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>yes</td>
<td>106 (37.6%)</td>
<td>176 (73.1%)</td>
<td>282 (62.4%)</td>
</tr>
<tr>
<td>no</td>
<td>39 (48.8%)</td>
<td>41 (26.9%)</td>
<td>80 (51.2%)</td>
</tr>
<tr>
<td>Total</td>
<td>145 (48.8%)</td>
<td>217 (51.2%)</td>
<td></td>
</tr>
</tbody>
</table>

The above responses by males and females reveal that 8% more of the female undergraduate population is interested in the Parents' Weekend idea than the male constituency.

### Marital status

<table>
<thead>
<tr>
<th>Would you be interested in Parents' Weekend</th>
<th>married</th>
<th>single</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>yes</td>
<td>51 (18.3%)</td>
<td>227 (73.9%)</td>
<td>278 (81.7%)</td>
</tr>
<tr>
<td>no</td>
<td>18 (22.0%)</td>
<td>63 (26.1%)</td>
<td>81 (77.8%)</td>
</tr>
<tr>
<td>Total</td>
<td>69 (22.0%)</td>
<td>290 (77.8%)</td>
<td></td>
</tr>
</tbody>
</table>

The data above indicate that 4.3% more single students are interested in Parents' Weekend than married students.
### Year in School?

<table>
<thead>
<tr>
<th>Level of participation</th>
<th>Freshman</th>
<th>Sophomore</th>
<th>Junior</th>
<th>Senior</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>little to no participation</td>
<td>12</td>
<td>11</td>
<td>13</td>
<td>32</td>
<td>100</td>
</tr>
<tr>
<td>some participation</td>
<td>33</td>
<td>39</td>
<td>39</td>
<td>54</td>
<td>111</td>
</tr>
<tr>
<td>significant participation</td>
<td>22</td>
<td>31</td>
<td>17</td>
<td>54</td>
<td>114</td>
</tr>
<tr>
<td>full participation</td>
<td>6</td>
<td>7</td>
<td>5</td>
<td>6</td>
<td>18</td>
</tr>
<tr>
<td>Total</td>
<td>73</td>
<td>88</td>
<td>74</td>
<td>123</td>
<td></td>
</tr>
</tbody>
</table>

Each one of the classifications of students above led a different category of participation. Freshmen are most likely to fully participate, Sophomores will contribute the highest number of significant participation, Juniors have the highest response for some participation, and Seniors lead the category with for least amount of participation.

### Marital Status

<table>
<thead>
<tr>
<th>Level of participation</th>
<th>married</th>
<th>single</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>little to no participation</td>
<td>18</td>
<td>51</td>
<td>69</td>
</tr>
<tr>
<td>some participation</td>
<td>36</td>
<td>129</td>
<td>165</td>
</tr>
<tr>
<td>significant participation</td>
<td>15</td>
<td>84</td>
<td>99</td>
</tr>
<tr>
<td>full participation</td>
<td>1</td>
<td>22</td>
<td>23</td>
</tr>
<tr>
<td>Total</td>
<td>70</td>
<td>286</td>
<td></td>
</tr>
</tbody>
</table>

From these data, married people are more likely to contribute some participation (51.4%) than single students (45.1%). However, married students are the most likely out of the two categories to not participate at all, and the least likely to contribute significant or full participation.
This table reveals that married couples without children are over 30% more likely to contribute some participation to Parents' Weekend than those who have children.
## Cross-tabulations

### Parents

<table>
<thead>
<tr>
<th>Should BYU host a Parents' Weekend</th>
<th>yes</th>
<th>no</th>
</tr>
</thead>
<tbody>
<tr>
<td>I currently have one student at BYU</td>
<td>130</td>
<td>13</td>
</tr>
<tr>
<td>I currently have more than one student at BYU</td>
<td>108</td>
<td>12</td>
</tr>
<tr>
<td>I am a BYU alumnus</td>
<td>244</td>
<td>24</td>
</tr>
<tr>
<td>My first child to attend BYU is currently</td>
<td>78</td>
<td>6</td>
</tr>
<tr>
<td>My last child that will attend BYU is currently</td>
<td>57</td>
<td>6</td>
</tr>
<tr>
<td>I will have more children attending BYU in the future</td>
<td>181</td>
<td>20</td>
</tr>
<tr>
<td>Total</td>
<td>798</td>
<td>81</td>
</tr>
</tbody>
</table>

From the above responses it appears that the number of students parents have or will have attending BYU, does not weigh heavily on the parents' opinion of hosting a Parents' Weekend.

<table>
<thead>
<tr>
<th>Did you attend Parents' Weekend last year</th>
<th>yes</th>
<th>no</th>
</tr>
</thead>
<tbody>
<tr>
<td>yes</td>
<td>8</td>
<td>0</td>
</tr>
<tr>
<td>no</td>
<td>257</td>
<td>27</td>
</tr>
<tr>
<td>Total</td>
<td>265</td>
<td>27</td>
</tr>
</tbody>
</table>

Although only eight of the respondents attended Parents' Weekend last year, none of them suggested BYU abandon the idea.
<table>
<thead>
<tr>
<th>Region</th>
<th>Total</th>
<th>Likelihood of attendance</th>
<th>not likely</th>
<th>I might attend</th>
<th>more than likely</th>
<th>I would attend</th>
</tr>
</thead>
<tbody>
<tr>
<td>Region 0</td>
<td>11</td>
<td>9.09% 1.72% 45.45% 3.25% 36.36% 5.97% 9.09% 4.17%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Region 1</td>
<td>9</td>
<td>11.11% 1.72% 88.89% 5.19% 0.00% 0.00% 0.00% 0.00%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Region 2</td>
<td>11</td>
<td>27.27% 5.17% 54.55% 3.90% 18.18% 2.99% 0.00% 0.00%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Region 3</td>
<td>12</td>
<td>33.33% 6.90% 41.67% 3.25% 8.33% 1.49% 16.67% 8.33%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Region 4</td>
<td>8</td>
<td>25.00% 3.45% 62.50% 3.25% 12.50% 1.49% 0.00% 0.00%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Region 5</td>
<td>6</td>
<td>16.67% 1.72% 66.67% 2.60% 16.67% 1.49% 0.00% 0.00%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Region 6</td>
<td>9</td>
<td>44.44% 6.90% 55.56% 3.25% 0.00% 0.00% 0.00% 0.00%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Region 7</td>
<td>16</td>
<td>37.50% 10.34% 56.25% 5.84% 6.25% 1.49% 0.00% 0.00%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Region 8</td>
<td>13</td>
<td>13.64% 31.03% 44.70% 38.31% 31.82% 62.69% 9.85% 54.17%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Region 9</td>
<td>8</td>
<td>20.22% 31.03% 53.93% 31.17% 16.85% 22.39% 8.99% 33.33%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>24</td>
<td>58  154  67</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Although most of the respondents came from Region 8 or 9, the bolded percentages above illustrate that as a percentage, just as many and in most cases more parents from all over the country indicated that they might attend Parents' Weekend than those in Region 8 or 9. Region 8 and 9 are closer to campus than the other regions.
<table>
<thead>
<tr>
<th>What is your zip code?</th>
<th>Should BYU host Parents' Weekend</th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Region 0</td>
<td>yes 11</td>
<td>no 0</td>
<td>Total 11</td>
<td></td>
</tr>
<tr>
<td></td>
<td>100.00%</td>
<td>5.39%</td>
<td>0.00%</td>
<td>0.00%</td>
</tr>
<tr>
<td>Region 1</td>
<td>9</td>
<td>0</td>
<td>9</td>
<td></td>
</tr>
<tr>
<td></td>
<td>100.00%</td>
<td>4.41%</td>
<td>0.00%</td>
<td>0.00%</td>
</tr>
<tr>
<td>Region 2</td>
<td>10</td>
<td>1</td>
<td>11</td>
<td></td>
</tr>
<tr>
<td></td>
<td>90.91%</td>
<td>4.90%</td>
<td>9.09%</td>
<td>3.85%</td>
</tr>
<tr>
<td>Region 3</td>
<td>9</td>
<td>0</td>
<td>9</td>
<td></td>
</tr>
<tr>
<td></td>
<td>100.00%</td>
<td>4.41%</td>
<td>0.00%</td>
<td>0.00%</td>
</tr>
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<td>25.49%</td>
<td>23.53%</td>
<td>61.54%</td>
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<td>93.10%</td>
<td>39.71%</td>
<td>6.90%</td>
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<td>Total</td>
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<td>26</td>
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</tr>
</tbody>
</table>

There is less support, as a percentage, for Parents' Weekend from parents in region 8 versus those located in regions further away from BYU.

Region 8 includes Utah, Idaho, Wyoming, Colorado, New Mexico, Arizona, and Nevada (see map on following page).
IV.

Analysis/Conclusions
LRB feels that the following statements are the most important conclusions drawn from the study about Parents' Weekend.

- Parents' Weekend should continue to be held at BYU.
- October, correlated with General Conference, is the best time for both parents and students to attend Parents' Weekend.
- Parents want to learn about the culture of BYU and become more familiar with their child's life at BYU.
- There should be a variety of activities available.
- A formal letter is the best method of notification, followed by a series of emails for both parents and students.
- Time constraints and travel expenses will prevent many parents from being able to attend Parents' Weekend.

These conclusions are based on students' and parents' perceptions of Parents' Weekend, gathered from focus groups and questionnaires administered by LRB Marketing.
V.

Recommendations
RECOMMENDATIONS

From the study performed by LRB Marketing, LRB has designed the following recommendations for the Alumni Association regarding the future of Parents' Weekend.

The idea of Parents' Weekend is definitely a good idea in the minds of parents and students, but a good idea doesn't always mean good success.

For Parents' Weekend to be more successful in the future, we recommend that Parents' Weekend be held around another event that already brings parents to BYU. General Conference Weekend seemed to be the best weekend for both parents and students. We recommend you hold Parents' Weekend from Thursday to Sunday of that week. Make General Conference the main event of the weekend. Offer tickets to General Conference to the first 100 who register for Parents' Weekend. Hold check-in Thursday morning. Start activities Thursday afternoon and continue them until Friday evening. Leave Friday evening open for free-time with students so students and parents can attend missionary reunions if so desired. Provide an activity just for the women Saturday night that is held simultaneously with the Priesthood Session of General Conference. Leave Sunday completely open for General Conference.

Parents' Weekend must also be marketed effectively. We suggest that a formal letter, addressed to the parents, be sent out 6 months in advance to allow for sufficient planning time. Then, send out follow-up emails each month. Send another formal reminder 3 months prior to the event. Send a notice about Parents’ Weekend with acceptance letters for incoming students, and include a flyer about Parents’ Weekend in student’s tuition billing statements. Be sure to heavily advertise the event on campus
and include students in planning of Parents' Weekend. Also, make parents and
students aware of the website for Parents' Weekend and provide detailed information
on the website about the event.

If possible, offer travel and lodging discounts to parents. Do all you can to make
this weekend an enjoyable weekend, with little hassle, for both students and parents to
help Parents' Weekend become a tradition at BYU. Be sure to cover all details of the
event, including parking, location of seats at events, food, etc. Make sure parents feel
well taken care of and important.

Note: Be sure to read open-ended responses in Appendix D for further
recommendations from parents and students.
VI.

APPENDICES
LRB Marketing

LRB Marketing
174 Tanner Building
Provo, UT 84604

February 15, 2001

Reid A. Robison
Brigham Young University
Alumni Association
P.O. Box 22430
Provo, UT 84602-2430

Dear Mr. Robison

LRB Marketing is pleased to present the following proposal for your approval. This proposal is in response to your concerns about Parent's Weekend at BYU. We are excited to provide you with answers to the following questions:

1. Why was the number of participants at Parent's Weekend so low in 2000?
2. Should BYU host Parent's Weekend in the future? Why or why not?
3. What should be done to make Parent's Weekend more attractive to students and parents?

Answers to these questions will be obtained by conducting focus groups, surveys, personal interviews, and analyzing past experiences of Parent's Weekend at Ricks College (BYU-Idaho) and BYU.

Thank you for the opportunity to work with you and the Alumni Association.

Sincerely,

LRB Marketing
PARENT'S WEEKEND RESEARCH PROPOSAL
FOR THE ALUMNI ASSOCIATION
15 FEBRUARY 2001

BACKGROUND

The BYU Alumni Association is responsible for organizing and hosting alumni activities related to BYU. Its purposes are to build and maintain BYU Alumni relationships and further the mission of BYU. Last year, BYU hosted an event called Parent's Weekend. Parent(s) had the opportunity to come to BYU to visit their student(s) and participate in several campus-provided activities. However, the number of participants was far less than hoped for.

PURPOSE

The purpose of this study is to determine why BYU’s first attempt at Parent’s Weekend was poorly attended. LRB hopes to find what changes need to be made to make the Parent’s Weekend program successful in the future.

DELIVERABLES

LRB Marketing will provide the Alumni Association with the following information:

- Attitudes students and parents have towards Parent’s Weekend.
- Students and parent’s perceptions as to why Parent’s Weekend had such low participation at BYU.
- Possible suggestions for changes that can be made to Parent’s Weekend so there is more participation in the future. Suggestions may include time of year, activities involved, promotions, marketing, etc.
LRB Marketing

 METHODOLOGY

BACKGROUND RESEARCH

To become familiar with the nature and objectives of Parent's Weekend, we will conduct background research in the following manner:

• Consult with Mr. Robison to become familiar with his experience with Parent's Weekend.
• Contact individuals at BYU-Idaho who are responsible for Parent's Weekend on their campus. LRB hopes to learn from this contact what factors make Parent's Weekend successful at BYU-Idaho. Factors such as how BYU-Idaho markets the program, what activities are involved, what effects the event has on the university, students, and parents, where parents are coming from, what time of year the event is held, etc.
• Contact other universities, such as UCLA, that host a parent’s weekend and learn about their experience with the program.
• Discuss Parent’s Weekend with past participants and find what their personal feelings are about the event.
• Examine research previously done by BYU and the Alumni Association for the first Parent's Weekend here at BYU.

PRIMARY RESEARCH

Primary information will be gathered through two focus groups and through two separate surveys - a written questionnaire for students and telephone interviews to the parents of students.

Focus groups - LRB will conduct focus groups to gain a better understanding of the perceptions students and parents have of Parent’s Weekend. They will also be used to obtain insight on opinions students and parents might have as to what would improve Parent’s Weekend. These focus groups will be held at a restaurant in Provo as compensation to the participants for their services. We will have eight to twelve students in each focus group.

Surveys - LRB will use the University Communications system to administer a questionnaire to students via email, if permission is granted. This email will contain a hotlink to the site of the questionnaire. Students will be able to answer questions pertaining to Parent's Weekend through this site. If permission for the email survey is not granted, LRB will administer questionnaires on campus to a quota sample of 300 students.

100 parents of BYU students will be interviewed by telephone using the names, phone numbers, and facilities of the Alumni Association.
LRB Marketing

ANALYSIS

LRB will compile all the research obtained from universities including BYU-Idaho and BYU, as well as data from the parents and students. This information will be analyzed and recommendations for the future of Parent’s Weekend will be determined.

PRESENTATION

The results and recommendations of this study will be compiled in a hard cover report. This report will be given along with a formal oral presentation to Reid Robison on April 10, 2001. Any other BYU faculty members or persons that MR. Robison feels would benefit from this presentation are invited to come. The presentation will be held at a location determined by LRB Marketing and Mr. Robison.

SCHEDULE

<table>
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<th>TASK</th>
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<tr>
<td>Analyze research</td>
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</tr>
<tr>
<td>Begin primary research</td>
<td>February 28, 2001</td>
</tr>
<tr>
<td>Conduct focus group #1</td>
<td>March 6, 2001</td>
</tr>
<tr>
<td>Conduct focus group #2</td>
<td>March 13, 2001</td>
</tr>
<tr>
<td>Analyze information and create questionnaires</td>
<td>March 15, 2001</td>
</tr>
<tr>
<td>Conduct all surveys</td>
<td>March 16-30, 2001</td>
</tr>
<tr>
<td>Analyze data. Formulate recommendations</td>
<td>April 3, 2001</td>
</tr>
<tr>
<td>Presentation</td>
<td>April 10, 2001</td>
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</table>
LRB Marketing

BUDGET

Questionnaires (if not online)
300 copies at $0.05/pg. .................................................. $15.00

Questionnaire incentives (if not online)............................................. 45.00

Focus Groups (2)
10 people each at $20.00/plate .................................................. 400.00

Hard cover report (5 copies) .................................................. 125.00

Presentation
Food or refreshments – 25 people
25 people at $7.00/person .................................................. 175.00

Contingency .................................................. 175.00

Total .................................................. $935.00

Donation to Business Management Department .................................. $500.00
LETTER OF AGREEMENT

LRB Marketing agrees to do the research as outlined in this proposal and to provide the results in a written and oral presentation. This presentation will be given to Reid Robison and others on April 12, 2001.

BYU’s Alumni Association will request permission for LRB to use the University Communications system, and will provide LRB with the resources to conduct telephone interviews. The Alumni Association also agrees to pay all costs as outlined in the proposal. Any changes to this proposal will be approved by both Reid Robison and LRB Marketing.

LRB Marketing accepts all responsibility for the research and results of this project. The Marriott School of Management and Dr. Ray Andrus will not be held liable for the research and analysis of this project.

Approved:

Reid Robison
Alumni Association

Laura Minor
LRB Marketing:

Rebecca Kedington

Dr. Ray Andrus
Professor of Marketing

Brian Catmull
Laura Minor - Laura Minor, age 21, is from Austin, Texas. She is a senior majoring in Business Management with an emphasis in Marketing and will graduate in April, 2001. She currently works at the BYU Testing Center and previously worked for Old Navy Clothing Co. for three years. Upon graduation Laura plans to work in retail management. Her hobbies include wakeboarding and boating, traveling, and spending time with her family.

Rebecca Keddington - Rebecca Keddington is from Salt Lake City, Utah. She is a senior at Brigham Young University majoring in Business Marketing and will graduate April 2001. Rebecca is currently working for Dr. Todd B. Engen, an Ocular Plastic Surgeon, at Excel Eye Center in Orem. She is the Cosmetic Marketing Coordinator, and is responsible for all marketing related to Dr. Engen. Upon graduation, Rebecca plans to serve an eighteen month mission for the Church of Jesus Christ of Latter-Day Saints.

Brian Catmull - Brian Catmull is a senior majoring in Business Management with an emphasis in Marketing. He was recognized this semester by the Institute of Marketing in the Marriott School of Management at BYU with a scholarship for scholastic and professional accomplishments. For the past three years he has worked as the store manager for a local bookstore that generates approximately $1.7 million in revenue per year. In 1999, Brian received the Manager of the Year award—competing with 15 other managers chain wide. After graduation Brian plans on pursuing entrepreneurial opportunities in the retail industry. Brian has been married for two and a half years and has a 16-month-old baby boy.
APPENDIX

B

Focus Groups
FOCUS GROUP #1 SUMMARY

INTRODUCTION

On Wednesday, February 28, 2001, LRB Marketing held their first focus group. The focus group was held at the Wilkinson Student Center at BYU. Eight students were selected from various states throughout the country to openly discuss the topic of Parents’ Weekend. Rebecca Keddington acted as moderator and Brian Catmull was responsible for recording the meeting. Dinner was served and students freely answered the following questions about Parents’ Weekend.

PARTICIPANTS

1. Female, 18, Waldorf, Maryland
2. Male, 21, Nampa, Idaho
4. Female, 22, St. Louis, Missouri
5. Male, 18, Seattle, Washington
6. Male, 24, Hemet, California
7. Female, 20, North Potomac, Maryland
8. Female, 22, Dallas, Texas

COMMENTS

1. How do you feel about the idea of Parents’ Weekend?
   It’s a great idea, but maybe not for seniors because many seniors are married and have been on their own for a long time. The seniors may feel more independent from their parents and may not be interested in Parents’ Weekend.
   Parents wouldn’t fly out because of cost and time. Participant is a freshman and has never heard about parent’s weekend.
   Not such a good idea. It’s not “hip” to have parents here.
   Mom was interested in coming, but event was planned at a bad time of the year for her mom. Mom wasn’t able to find information about the event either. She’d heard about it from a friend.
   Parent’s wouldn’t come because they already feel a tie with BYU.
   Parent’s already trust what is going on at BYU – feel no need to come out and “check” on me.
   Maybe other schools have been successful because majority of student’s parents live closer to school.
   If it was more of a tradition, maybe students would want to go.
   One participant’s parents received the invite one week before school started – not long enough to plan and prepare for event.
2. What is the best time of year for such an event?
   - Beginning of September
   - Beginning of September
   - Beginning of October
   - End of September
   - Beginning of October, same time as Homecoming
   - End of September, beginning of October
   - Spring break time – End of March
   - Late October
   - Spring break
   - Right after fall midterms
   - Not in September because many students were just home with parents during the summer.

3. What activities should be included?
   - Need to offer attractive speakers and not try to do so much outdoors type stuff.
   - Get a General Authority to come speak.
   - Prominent religious speakers because parents from out of state don’t have frequent opportunities to hear from such caliber of spiritual speakers.
   - People like Norm Nemrow are great, but need to be advertised better.
   - Advertise the popular ones to draw a crowd.
   - Get a professor that is involved in unique projects like the mummy studies or something else science related, etc.
   - Have a variety of events parents can choose from including a play or concert.
   - Do something that is unique for Parents’ Weekend, not just an event that is already occurring at BYU. Make the parents feel like this is a special event.
   - Plenty of free time to spend with students.
   - Suggested that the word about the activities get out early so students can get excited and convince their parents that this is a cool thing to come to – but that may take time to establish.

4. What is the best way to promote Parents’ Weekend?
   - Send information out at the time of Education Week or with Education week information because that’s already a big draw for parents.
   - Send a personalized, formal letter to parents inviting them to the event.
   - Mention web site in bold in letter, and create site early.
   - Start advertising six months in advance with frequent follow-ups. At least four more invitations/reminders after first invite.
   - Send letter with tuition billing statement.
   - Don’t mention anything in invitation about raising money.
   - Provide discounts to hotels and restaurants in area.
Email is not as effective because students are already getting too much "junk mail" that if the subject heading does not sound intriguing or important information is automatically deleted without viewing mail.

**CONCLUSION**

Parent's Weekend has potential to be successful, but it has to be appealing to students. Tradition can influence that, more marketing may help, and more awareness of the event. Activities planned last year were pretty good for the most part, they just needed to be advertised better and needed to allow for more flexible/free time.

Students think activities that are unique and special to the event will be more successful, particularly a General Authority. Sporting events and cultural events are good, but are not the main draw. Parents come to visit students already so they need a greater reason to come out for Parents' Weekend – something that will make the trip worthwhile. Make Parents' Weekend important enough that parents will adjust schedules to come visit students at that particular time of year.

Students mainly suggested that mid-end September, early October was the best time. Some suggestions for late March too. Because late September was the scheduled time for last year's event, and the event was still not as well-attended as planned, students suggested that the reason may be mainly a lack of awareness, and lack of hype. Better planning and marketing may solve such a problem.

The best way to notify people of Parents' Weekend is by a formal letter, and to get information out earlier with several follow-up invitations/reminders.

Students generally seemed to appear supportive of the idea. Only one participant strongly felt that the idea was a waste of time and money.
FOCUS GROUP #2 SUMMARY

INTRODUCTION

On Wednesday, March 7, 2001, a second focus group was held at the Wilkinson Student Center at BYU. Six students were selected from various states throughout the country to openly discuss the topic of Parents' Weekend. Brian Catmull acted as moderator and Laura Minor was responsible for recording the meeting. Dinner was served, and then the students freely answered the following questions about Parents' Weekend.

PARTICIPANTS

1. Male, 23, Anchorage, Alaska
2. Male, 22, Fullerton, California
3. Female, 20, Troy, Michigan
4. Male, 22, Salt Lake City, Utah
5. Female, 19, Las Vegas, Nevada
6. Male, 24, Ohio

COMMENTS

1. How do you feel about the idea of Parents' Weekend?
   Most students will probably want to participate. However, not everyone's parents will be able to come because of certain circumstances, so those students will feel left out by not having their parents there.
   It is a really good idea, especially if one or both parents are not members.
   They will really be able to feel the spirit at BYU.
   Mom went to the Rick's Parents' Weekend and loved it. She was able to participate in many things and got to see the real life at Rick's.
   It is a great idea for new students. The older students will probably not want to participate as much.

2. What are some good activities to include?
   - Talk by a general authority
   - BYU football game
   - Homecoming-type activities (parade)
   - Musical or play
   - Golf at Seven Peaks
   - Leisure time
3. What is the best time of year for the event?
   During Y Week (the week before school starts)
   Freshmen Orientation time
   Beginning of September
   Beginning of March
   Middle of March
   Whatever the time, it should be associated with something else, so the parents will have more of a reason to come

4. What would motivate more participation in Parents' Weekend?
   If Parents' Weekend was a tradition at BYU
   Peer Pressure on students to have their parents come
   Deals/Discounts on hotels, travel, activities, etc.

5. What is the best way to advertise Parents' Weekend?
   Personal letter signed by President Bateman
   Endorsement by a prominent person
   Not a postcard, they are too impersonal
   Send a letter at least six months before the event and then follow up every few months with a reminder
   Make sure the letter is very informative and clearly explains the event

Would you attend Parents' Weekend?
   Maybe
   Yes
   Yes
   Yes, it is a great idea
   Yes, if it is done right
   Yes, but it will take time to make it a tradition

CONCLUSIONS

Overall, the students felt that Parents' Weekend was a good idea and something they would probably attend. However, the time of year and activities planned must be appealing to them and their parents. Many students felt the beginning of the school year was good because parents were already coming out here to drop off their child and would like to see more of BYU at that time. The other half of the group thought March would be best because the students would be more familiar with BYU and could show their parents what they have done at BYU during the year so far. They also thought March would be good since BYU does not have a spring break and the chance to go home in March like many schools do, so their parents could come to BYU instead. The most popular activity was a talk by a general authority because parents from out of state rarely get that opportunity. Students also want to show their parents what "real life" is like at BYU and keep things pretty normal. The students all agreed that a
personal letter was the best way to inform their parents about the event and that it must be sent early so they will have plenty of time to plan and prepare for it. The group felt that if Parents' Weekend was a tradition at BYU and all their friends' parents were coming, they would definitely want their parents to come too.
APPENDIX C

QUESTIONNAIRES

- The following activities/reasons
- why you will attend: Parents' Meetings
- Visit from a General
- Visits with LDS speakers or
- On-campus presentations
- Church groups
- Other performing arts events
- BYU scavenger hunt or
- Other

- Hike in BLM: 10.36% 220
- Ticket to General Conference at the
  Conference Center in Salt Lake
- Other (Please Specify)
- Ticket to "The Testaments" at the Legacy
  Theatre in Salt Lake
- Free time (no activity scheduled) with

- 6.78% 144
# Parent Questionnaire

If BYU were to present an event called Parents' Weekend, where you and/or your family could come to BYU and participate in BYU sponsored activities with your student(s) for two or three days, how likely would you be to attend?

<p>| | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>not likely</td>
<td>18.97%</td>
<td>59</td>
</tr>
<tr>
<td>I might attend</td>
<td>50.16%</td>
<td>156</td>
</tr>
<tr>
<td>more than likely</td>
<td>22.83%</td>
<td>71</td>
</tr>
<tr>
<td>I would attend</td>
<td>8.04%</td>
<td>25</td>
</tr>
</tbody>
</table>

Please mark all of the following activities/reasons that would motivate you to attend Parents' Weekend.

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<tr>
<th>Activity</th>
<th>Score</th>
<th>Count</th>
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<tbody>
<tr>
<td>Question &amp; Answer session with President &amp; Sister Bateman</td>
<td>4.71%</td>
<td>100</td>
</tr>
<tr>
<td>Devotional or Fireside from a General Authority</td>
<td>11.49%</td>
<td>244</td>
</tr>
<tr>
<td>Talks from well-known LDS speakers or BYU professors</td>
<td>10.36%</td>
<td>220</td>
</tr>
<tr>
<td>BYU football game</td>
<td>9.23%</td>
<td>196</td>
</tr>
<tr>
<td>BYU basketball game</td>
<td>7.49%</td>
<td>159</td>
</tr>
<tr>
<td>BYU play, musical, or other performing arts event</td>
<td>11.40%</td>
<td>242</td>
</tr>
<tr>
<td>BYU sponsored dinner, luncheon, or breakfast</td>
<td>6.31%</td>
<td>134</td>
</tr>
<tr>
<td>5k run</td>
<td>0.85%</td>
<td>18</td>
</tr>
<tr>
<td>Hike to the Y</td>
<td>2.36%</td>
<td>50</td>
</tr>
<tr>
<td>Tickets to General Conference at the Conference Center in Salt Lake</td>
<td>9.75%</td>
<td>207</td>
</tr>
<tr>
<td>Other (Please Specify)</td>
<td>0.99%</td>
<td>21</td>
</tr>
<tr>
<td>Tickets to &quot;The Testaments&quot; at the Legacy Theatre in Salt Lake</td>
<td>5.28%</td>
<td>112</td>
</tr>
<tr>
<td>Free time (no activity scheduled) with</td>
<td>6.78%</td>
<td>144</td>
</tr>
</tbody>
</table>
Please rank the following items from the most compelling (1) to the least compelling (7) reason you would attend Parents' Weekend.

- Participate in the culture and your student(s) educational experience at BYU: 8.53% (181)
- Opportunity to bring a prospective BYU student to campus: 4.47% (95)

**Rank Order (Complex Numeric Data)**

4. How do you prefer the activities at Parents' Weekend to be structured?

- Several activities to choose from whose schedules might overlap: 41.35% (129)
- Fewer, higher quality activities whose schedules do not overlap: 58.01% (181)
- Other (Please Specify): 0.64% (2)

5. What is the best month (for you as a parent) to hold Parents' Weekend?

<table>
<thead>
<tr>
<th>Month</th>
<th>Percentage</th>
<th>Votes</th>
</tr>
</thead>
<tbody>
<tr>
<td>August (coordinated with new student orientation)</td>
<td>19.81%</td>
<td>61</td>
</tr>
<tr>
<td>September</td>
<td>5.19%</td>
<td>16</td>
</tr>
<tr>
<td>October (coordinated with General Conference)</td>
<td>44.81%</td>
<td>138</td>
</tr>
<tr>
<td>October (coordinated with Homecoming)</td>
<td>19.81%</td>
<td>61</td>
</tr>
<tr>
<td>January</td>
<td>0.97%</td>
<td>3</td>
</tr>
<tr>
<td>February</td>
<td>3.90%</td>
<td>12</td>
</tr>
<tr>
<td>March</td>
<td>5.52%</td>
<td>17</td>
</tr>
</tbody>
</table>

What time of the month, indicated in the previous question, would be ideal for you to attend Parents' Weekend?

- Beginning of the month: 46.40% (129)

...
middle of the month 35.61% 99  
eend of the month 17.99% 50  

<table>
<thead>
<tr>
<th>7</th>
<th>What time of year do you think Parents' Weekend would be most successful?</th>
</tr>
</thead>
<tbody>
<tr>
<td>August (coordinated with new student orientation)</td>
<td>22.92% 69</td>
</tr>
<tr>
<td>September</td>
<td>4.32% 13</td>
</tr>
<tr>
<td>October (coordinated with General Conference)</td>
<td>45.18% 136</td>
</tr>
<tr>
<td>October (coordinated with Homecoming)</td>
<td>19.93% 60</td>
</tr>
<tr>
<td>January</td>
<td>0.00% 0</td>
</tr>
<tr>
<td>February</td>
<td>2.66% 8</td>
</tr>
<tr>
<td>March</td>
<td>4.98% 15</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>8</th>
<th>What time of year should be avoided when determining when to hold Parents' Weekend?</th>
</tr>
</thead>
<tbody>
<tr>
<td>August (coordinated with new student orientation)</td>
<td>19.78% 53</td>
</tr>
<tr>
<td>September</td>
<td>9.70% 26</td>
</tr>
<tr>
<td>October (coordinated with General Conference)</td>
<td>6.34% 17</td>
</tr>
<tr>
<td>October (coordinated with Homecoming)</td>
<td>2.61% 7</td>
</tr>
<tr>
<td>January</td>
<td>49.25% 132</td>
</tr>
<tr>
<td>February</td>
<td>6.72% 18</td>
</tr>
<tr>
<td>March</td>
<td>5.60% 15</td>
</tr>
</tbody>
</table>

Please rank the following methods of notifying you of Parents' Weekend from the most effective (1) to least effective (5).

<table>
<thead>
<tr>
<th>Rank Order (Complex Numeric Data)</th>
</tr>
</thead>
</table>

What would prevent you from coming to BYU to participate in Parents' Weekend? (check all that apply)
<table>
<thead>
<tr>
<th>Expense</th>
<th>Percentage</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>travel expenses</td>
<td>23.41%</td>
<td>144</td>
</tr>
<tr>
<td>lodging expenses</td>
<td>12.52%</td>
<td>77</td>
</tr>
<tr>
<td>lack of interesting activities</td>
<td>10.57%</td>
<td>65</td>
</tr>
<tr>
<td>Parents' Weekend is not a tradition at BYU</td>
<td>1.30%</td>
<td>8</td>
</tr>
<tr>
<td>Other (Please Specify)</td>
<td>9.27%</td>
<td>57</td>
</tr>
<tr>
<td>time constraints</td>
<td>42.93%</td>
<td>264</td>
</tr>
</tbody>
</table>

11 Please check all that apply.

<table>
<thead>
<tr>
<th>Statement</th>
<th>Percentage</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>I currently have one student at BYU</td>
<td>16.41%</td>
<td>159</td>
</tr>
<tr>
<td>I currently have more than one student at BYU</td>
<td>13.52%</td>
<td>131</td>
</tr>
<tr>
<td>I am a BYU alumnus</td>
<td>30.44%</td>
<td>295</td>
</tr>
<tr>
<td>My first child to attend BYU is currently attending</td>
<td>9.49%</td>
<td>92</td>
</tr>
<tr>
<td>My last child that will attend BYU is currently attending</td>
<td>7.43%</td>
<td>72</td>
</tr>
<tr>
<td>I will have more children attending BYU in the future</td>
<td>22.70%</td>
<td>220</td>
</tr>
</tbody>
</table>

12 Any comments about the idea of Parents' Weekend would be very useful and appreciated. Text Input (No Numeric Data)

13 Did you attend Parents' Weekend last year?

<table>
<thead>
<tr>
<th>Answer</th>
<th>Percentage</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>yes</td>
<td>2.49%</td>
<td>8</td>
</tr>
<tr>
<td>no</td>
<td>97.51%</td>
<td>313</td>
</tr>
</tbody>
</table>

14 Should BYU host a Parents' Weekend?

<table>
<thead>
<tr>
<th>Answer</th>
<th>Percentage</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>yes</td>
<td>90.82%</td>
<td>267</td>
</tr>
<tr>
<td>no</td>
<td>9.18%</td>
<td>27</td>
</tr>
</tbody>
</table>

15 What is your zip code?

Text Input (No Numeric Data)
## Student Questionnaire

1. **Would you be interested in having your parent(s) visit for a weekend during the school year?**

<table>
<thead>
<tr>
<th>Option</th>
<th>Percentage</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>yes</td>
<td>77.66%</td>
<td>285</td>
</tr>
<tr>
<td>no</td>
<td>22.34%</td>
<td>82</td>
</tr>
</tbody>
</table>

2. **If BYU held a Parents' Weekend where your parent(s) came and spent the weekend with you while participating in BYU sponsored activities of your choice, what do you feel your participation level would be?**

<table>
<thead>
<tr>
<th>Participation Level</th>
<th>Percentage</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>little to no participation</td>
<td>18.96%</td>
<td>69</td>
</tr>
<tr>
<td>some participation</td>
<td>46.70%</td>
<td>170</td>
</tr>
<tr>
<td>significant participation</td>
<td>27.75%</td>
<td>101</td>
</tr>
<tr>
<td>full participation</td>
<td>6.59%</td>
<td>24</td>
</tr>
</tbody>
</table>

3. **Please mark all of the following activities that would motivate you to participate in Parents' Weekend.**

<table>
<thead>
<tr>
<th>Activity</th>
<th>Percentage</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Question &amp; Answer session with President &amp; Sister Bateman</td>
<td>2.82%</td>
<td>70</td>
</tr>
<tr>
<td>Devotional or Fireside from a General Authority</td>
<td>11.89%</td>
<td>295</td>
</tr>
<tr>
<td>Talks from well-known LDS speakers or BYU professors</td>
<td>9.15%</td>
<td>227</td>
</tr>
<tr>
<td>BYU football game</td>
<td>9.75%</td>
<td>242</td>
</tr>
<tr>
<td>BYU basketball game</td>
<td>7.50%</td>
<td>186</td>
</tr>
<tr>
<td>BYU play, musical, or other performing arts event</td>
<td>10.56%</td>
<td>262</td>
</tr>
<tr>
<td>BYU sponsored dinner, luncheon, or breakfast</td>
<td>10.24%</td>
<td>254</td>
</tr>
<tr>
<td>5k run</td>
<td>1.65%</td>
<td>41</td>
</tr>
<tr>
<td>Hike to the Y</td>
<td>4.47%</td>
<td>111</td>
</tr>
<tr>
<td>Other (Please Specify)</td>
<td>0.40%</td>
<td>10</td>
</tr>
<tr>
<td>Tickets to &quot;The Testaments&quot; at the Legacy Theatre</td>
<td>9.83%</td>
<td>244</td>
</tr>
<tr>
<td>How do you prefer the activities at Parents' Weekend to be structured?</td>
<td>9.19%</td>
<td>228</td>
</tr>
<tr>
<td>---</td>
<td>---</td>
<td>---</td>
</tr>
<tr>
<td>Several activities to choose from whose schedules might overlap</td>
<td>53.30%</td>
<td>194</td>
</tr>
<tr>
<td>Fewer, higher quality activities whose schedules do not overlap</td>
<td>44.23%</td>
<td>161</td>
</tr>
<tr>
<td>Other (Please Specify)</td>
<td>2.47%</td>
<td>9</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>What would be the best month (for you as a student) to hold Parents' Weekend?</th>
<th>16.62%</th>
<th>60</th>
</tr>
</thead>
<tbody>
<tr>
<td>August (coordinated with new student orientation)</td>
<td>16.62%</td>
<td>60</td>
</tr>
<tr>
<td>September</td>
<td>8.03%</td>
<td>29</td>
</tr>
<tr>
<td>October (coordinated with General Conference)</td>
<td>45.98%</td>
<td>166</td>
</tr>
<tr>
<td>October (coordinated with Homecoming)</td>
<td>12.47%</td>
<td>45</td>
</tr>
<tr>
<td>January</td>
<td>2.22%</td>
<td>8</td>
</tr>
<tr>
<td>February</td>
<td>5.82%</td>
<td>21</td>
</tr>
<tr>
<td>March</td>
<td>8.86%</td>
<td>32</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>What time of the month, indicated in the previous question, would be ideal for Parents' Weekend for you as a student?</th>
<th>56.32%</th>
<th>196</th>
</tr>
</thead>
<tbody>
<tr>
<td>beginning of the month</td>
<td>56.32%</td>
<td>196</td>
</tr>
<tr>
<td>middle of the month</td>
<td>27.59%</td>
<td>96</td>
</tr>
<tr>
<td>end of the month</td>
<td>16.09%</td>
<td>56</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>What time of year do you think Parents' Weekend would be the most successful?</th>
<th>24.43%</th>
<th>85</th>
</tr>
</thead>
<tbody>
<tr>
<td>August (coordinated with new student orientation)</td>
<td>24.43%</td>
<td>85</td>
</tr>
<tr>
<td>Time of Year</td>
<td>Percentage</td>
<td>Frequency</td>
</tr>
<tr>
<td>--------------</td>
<td>------------</td>
<td>-----------</td>
</tr>
<tr>
<td>August (coordinated with new student orientation)</td>
<td>18.62%</td>
<td>65</td>
</tr>
<tr>
<td>September</td>
<td>8.02%</td>
<td>28</td>
</tr>
<tr>
<td>October (coordinated with General Conference)</td>
<td>3.72%</td>
<td>13</td>
</tr>
<tr>
<td>October (coordinated with Homecoming)</td>
<td>6.88%</td>
<td>24</td>
</tr>
<tr>
<td>January</td>
<td>27.51%</td>
<td>96</td>
</tr>
<tr>
<td>February</td>
<td>7.74%</td>
<td>27</td>
</tr>
<tr>
<td>March</td>
<td>27.51%</td>
<td>96</td>
</tr>
</tbody>
</table>

8. **What time of year should be avoided when deciding when to hold Parents' Weekend?**

- August (coordinated with new student orientation) - 18.62% 65
- September - 8.02% 28
- October (coordinated with General Conference) - 3.72% 13
- October (coordinated with Homecoming) - 6.88% 24
- January - 27.51% 96
- February - 7.74% 27
- March - 27.51% 96

9. **Please rank the following methods of notifying you of Parents' Weekend from the most effective (1) to least effective (5).**

<table>
<thead>
<tr>
<th>Method</th>
<th>Rank Order (Complex Numeric Data)</th>
</tr>
</thead>
</table>

10. **Check all of the following reasons why you might not want to participate in Parents' Weekend.**

- Time constraints - 46.03% 261
- It's not really "cool" to have your parents visit - 4.59% 26
- Parents' Weekend is not a tradition at BYU - 4.94% 28
- Not applicable (I would probably participate in Parents' Weekend) - 10.58% 60
- Other (Please Specify) - 14.29% 81
- Lack of interesting activities - 19.58% 111
11 Any comments about the idea of Parents' Weekend would be very useful and appreciated.

12 Year in school?

<table>
<thead>
<tr>
<th>Year</th>
<th>Percentage</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Freshman</td>
<td>20.94%</td>
<td>76</td>
</tr>
<tr>
<td>Sophomore</td>
<td>24.52%</td>
<td>89</td>
</tr>
<tr>
<td>Junior</td>
<td>20.39%</td>
<td>74</td>
</tr>
<tr>
<td>Senior</td>
<td>33.88%</td>
<td>123</td>
</tr>
<tr>
<td>Graduate</td>
<td>0.28%</td>
<td>1</td>
</tr>
</tbody>
</table>

13 Gender?

<table>
<thead>
<tr>
<th>Gender</th>
<th>Percentage</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>male</td>
<td>39.94%</td>
<td>145</td>
</tr>
<tr>
<td>female</td>
<td>60.06%</td>
<td>218</td>
</tr>
</tbody>
</table>

14 Marital status?

<table>
<thead>
<tr>
<th>Status</th>
<th>Percentage</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>married</td>
<td>19.44%</td>
<td>70</td>
</tr>
<tr>
<td>single</td>
<td>80.56%</td>
<td>290</td>
</tr>
</tbody>
</table>

15 If married, do you have children?

<table>
<thead>
<tr>
<th>Response</th>
<th>Percentage</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>yes</td>
<td>6.55%</td>
<td>22</td>
</tr>
<tr>
<td>no</td>
<td>21.43%</td>
<td>72</td>
</tr>
<tr>
<td>not applicable</td>
<td>72.02%</td>
<td>242</td>
</tr>
</tbody>
</table>
**Raw data from question #3 on Parent questionnaire, “Please rank the following activities from the most compelling (1) to the least compelling (7) reason you would attend Parents’ Weekend.”**

<table>
<thead>
<tr>
<th>Question: Please rank the following items from the most compelling (1) to the least compelling (7) reason you would attend Parents’ Weekend.</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>7</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Tickets to “The Testaments” at the Legacy Theatre in Salt Lake</td>
<td>(2.66)</td>
<td>(5.45)</td>
<td>(9.17)</td>
<td>(15.34)</td>
<td>(18.65)</td>
<td>(23.16)</td>
<td>(25.28)</td>
</tr>
<tr>
<td>3. Tickets to General Conference at the Conference Center in Salt Lake</td>
<td>(23.08)</td>
<td>(16.35)</td>
<td>(18.04)</td>
<td>(12.46)</td>
<td>(7.03)</td>
<td>(13.25)</td>
<td>(9.55)</td>
</tr>
<tr>
<td>4. BYU basketball game</td>
<td>(2.07)</td>
<td>(6.73)</td>
<td>(11.62)</td>
<td>(16.61)</td>
<td>(23.32)</td>
<td>(25.17)</td>
<td>(15.73)</td>
</tr>
<tr>
<td>5. BYU football game</td>
<td>(10.06)</td>
<td>(15.38)</td>
<td>(18.65)</td>
<td>(16.61)</td>
<td>(13.42)</td>
<td>(14.24)</td>
<td>(12.08)</td>
</tr>
<tr>
<td>6. General Authority speaker</td>
<td>(16.86)</td>
<td>(28.85)</td>
<td>(22.63)</td>
<td>(15.02)</td>
<td>(10.22)</td>
<td>(2.98)</td>
<td>(3.93)</td>
</tr>
<tr>
<td>7. Participate in the culture and your student(s) educational experience at BYU</td>
<td>(31.36)</td>
<td>(12.82)</td>
<td>(10.70)</td>
<td>(10.22)</td>
<td>(14.70)</td>
<td>(8.94)</td>
<td>(10.39)</td>
</tr>
</tbody>
</table>
Raw data from question #9 on student questionnaire, "Please rank the following methods of notifying you of parents’ Weekend from the most effective (1) to least effective."

<table>
<thead>
<tr>
<th>Method</th>
<th>Rank 1</th>
<th>Rank 2</th>
<th>Rank 3</th>
<th>Rank 4</th>
<th>Rank 5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Formal letter</td>
<td>210</td>
<td>78</td>
<td>46</td>
<td>17</td>
<td>16</td>
</tr>
<tr>
<td>Postcard</td>
<td>23</td>
<td>143</td>
<td>145</td>
<td>34</td>
<td>22</td>
</tr>
<tr>
<td>Email</td>
<td>108</td>
<td>114</td>
<td>110</td>
<td>23</td>
<td>12</td>
</tr>
<tr>
<td>Flyers distributed on campus</td>
<td>6</td>
<td>16</td>
<td>43</td>
<td>183</td>
<td>119</td>
</tr>
<tr>
<td>Daily Universe ads</td>
<td>13</td>
<td>13</td>
<td>35</td>
<td>108</td>
<td>200</td>
</tr>
</tbody>
</table>
**Raw data from question #9 on Parent questionnaire, "Please rank the following methods of notifying you of Parents' Weekend from the most effective (1) to the least effective (5)."**

<table>
<thead>
<tr>
<th></th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. formal letter</td>
<td>(44.48)</td>
<td>(27.55)</td>
<td>(16.67)</td>
<td>(8.14)</td>
<td>(2.11)</td>
</tr>
<tr>
<td>2. phone call</td>
<td>(2.69)</td>
<td>(7.12)</td>
<td>(11.01)</td>
<td>(40.72)</td>
<td>(39.46)</td>
</tr>
<tr>
<td>3. postcard</td>
<td>(8.36)</td>
<td>(25.08)</td>
<td>(40.25)</td>
<td>(20.52)</td>
<td>(6.93)</td>
</tr>
<tr>
<td>4. your student(s) informs you</td>
<td>(4.18)</td>
<td>(10.53)</td>
<td>(13.84)</td>
<td>(23.78)</td>
<td>(47.59)</td>
</tr>
<tr>
<td>5. email</td>
<td>(40.30)</td>
<td>(29.72)</td>
<td>(18.24)</td>
<td>(6.64)</td>
<td>(3.92)</td>
</tr>
</tbody>
</table>
Appendix D

Open-Ended Questionnaire Responses
1. I am unclear what the purpose of parents weekend is. Let the students have an extra day off and come home early at christmas or easter rather than flooding BYU with a lot of parents. It is a big inconvenience to the students whose parents don't attend. I found the best time for my parents to visit was when I graduated.

4. I think it would be most helpful to have part of the weekend geared toward an orientation. Specifically, I have children in High School who are interested in attending the Y. It would be of significant interest to me to attend a seminar during parent's weekend that addressed the topic, "Things you need to know if you have a child interested in attending BYU". The seminar could cover such things as what are the entrance criteria and what should our child do to better position themselves for admittance, what programs are available for housing, what type of programs may be available for those with learning disabilities, how could my handicapped child participate at BYU, etc....

5. I live in Provo, have 2 degrees from BYU. 4 of my 5 children will have attended BYU by next year. I work at BYU. All of the incentives for Parents' Week are already available to me. So, I am not interested in a specific time for parents. If most parents came for joint activities, I would participate.

9. I think it is a wonderful idea. We have been blessed to attend previous Rick's Mothers Weeks and loved it.

12. It sounds fun, but the expense of coming from Alaska would probably prohibit it for me. It already is hard on my daughter that her roommates parents have visited. I wonder if this would be one more time for my child to feel homesick, when "everyone" else has a parent there? I'm not saying don't have it, but I do wonder.

13. The program would need to combine compelling content with an opportunity to be of motivational value and support to one of my children. That is would the visit be for me of to support them. The latter is more compelling to me that the former.

15. Good Idea; Needs to be publicized

17. I love going to Rick's and being with my student there. I love the activities they plan. We have attended most all of them each year.

22. We live in Provo, so it is not as inviting as it might otherwise be.

24. Those that work need time that would span over the weekend.
30. The benefit would be in cementing the BYU experience for the whole family, something they are able to share.

31. We are probably not good ones to ask, since cross-country travel just for an event such as this is too time-consuming and costly.

32. I was asked to perform at parent's weekend last year, as I just released an inspirational CD but was unable because of a prior commitment and late notice. I would love to be involved if I knew ahead of time. My email is mwbaer@uswest.net and my website is sdmusic.net, where my son's A Cappella group is also featured. He will be attending BYU next year, as well as my daughter who is currently in University singers. Sounds like a great weekend idea. Sincerely, Michele Baer

40. It would have been nice to talk timeframe. I was particularly interested in having younger children attend as well to see what older brothers/sisters are doing at BYU so they may be influenced to attend. Actually, the time of the month makes no difference to me, but I had to pick one.

50. Did not receive any notice of the Parent's weekend until received BYU Mag last week.

51. Homecoming week-end is best; general conference week-end is second best; [I have made the trip to Provo from Oregon in recent years for Homecoming, but not last year. I found the Homecoming activities for parents were not worth the cost, time and effort in 1999. I hope there will be more than a night of music geared for the elderly.

54. Freshman and new student parents would benefit more and be more excited about this than I am. I do like late September because we found it gave us a chance to see if the kids were actually opening their books before midterms :-) And it gave us a handle on their living, church and classroom environments so we could be better parents...shouldn't this be the purpose of a Parent's Weekend...so parents can be supportive and understanding of the life of their child? I wouldn't come based on just a vacation...it would have to help me be a better parent.

56. We live only 45 minutes away from BYU so to attend a week or weekend away would probably not be an option. However, I think it would be great for those who are living away and would like to spend some extra time with their students.

58. Structure so that both freshman and upper classmen will be able to spend time with their parents taking them to their classes, activities, and wards

65. I have a Junior in High School who is being solicited by many colleges. It was not clear until the last question that this event was for Parents of existing students!!

69. Prefer sporting/cultural events that are uniquely BYU Vs firesides/devotionals that we can participate in through the Church satellite broadcasts. Also some unstructured free time and attendance at classes and other on campus events would be preferred.
72. We would love a Parents' Weekend! We would prefer it after our students get settled in (not in August, for example), and not to coincide with major events like conference or homecoming. These events make it too crowded to enjoy the experience with our students.

73. Don't do it.

74. Three days might be nice, but not necessary, due to time and cost involved. Possibly start on Friday morning with an opening assembly, allow parents time to attend children's classes, if desired, have an activity that night, then go to a football game Saturday afternoon. That would provide the university opportunities to discuss important matters with parents, while giving them time to be with their children.

76. I think it would have to be in conjunction with something else in order to bring parents from every far.

32. I think it is a good idea, would like conference weekend but that time does get taken up with conference, the most practical for traveling is when they start school as we already might be bringing them...but for them they are not settled in and so it isn't like you can see what they normally do because they aren't doing it! and they if they are freshman they don't know anyone...so I could see Feb. as a possible good time...if they did have a parents weekend it would be good if teachers didn't require a lot of studying that weekend for the students...you don't want to jeopardize the students study time...

3. sorry not to answer everything. mostly i don't care too much. i live in utah valley and spend time and culture and events there already. question: is it worth the time and expense to do it??? or would the energies be better spent elsewhere?

4. This might be something of interest to those who live out of state, but being a resident of Utah Valley, it's not likely I would have as much interest in attending Parents' Weekend.

5. My son is now on a mission. I would have attended Parents' Weekend last year if I had known about it.

6. Have you considered coordinating it with April Conference? (better weather than October)

7. Depending on the popularity, maybe parents could attend class with their student. The focus on activity is an alumni would be different from someone who did not attend BYU. October is a busy month, however, there is still enthusiasm plus good weather, plus the student has settled to a routine. Girls seem to like this type activity more than guys. Try and target minority students who may not have had as much exposure to the school. Have copies of a video for sale at the BYU experience—ones used for recruiting. Provide a program of talent that would impress parents so they come away saying—our child made the right choice. You as an institution ought to rank the reasons and objectives you have for sponsoring such an event (rank them 1 through 7) that has worked for other schools. I was involved at the U.S. Naval Academy with a similar effort.
88. I like the idea, but having to travel from Michigan to attend is the biggest problem for my wife and I. The expense of travel and the watching of my smaller children (I still have 5 at home and three at BYU or on a mission leave from BYU).

92. Personally, it isn't something that we would be that interested in. Time constraints would probably prevent us from attending regardless of when it was held--Unless it was a minimal event such as a dinner & talk on a Fri or Sat. night.

95. I have small children still at home. Maybe when they are at BYU I would come to parents weekend but visiting my other relatives in Utah is a higher priority right now for my limited time and I can see my kids then.

96. As stated earlier, we are both graduates; six other children have graduated from BYU. It is a wonderful place, but we have experienced it and still do as circumstances warrant and time permits.

100. I think this would be a very good and wonderful thing to do I would love to see how my child is doing is school and what the teachers think they could do differently so they could get better grades. Thanks for you time to do this!!

102. Simplify.

104. live to far away

107. If held in coordination with General Conference, it should be a Parent's week!

109. Football game and/or concert would be good. If in the winter, then a basketball game would be good.

110. Parents' Weekend, expression seems to lack something...

111. Let me represent those that won't take the time to say: I couldn't care less whether you hold it or not, so long as you use no tithing funds or tuition funds to subsidize it. It should be completely self-sustaining!

112. The focus in August should be on the student. October/General Conference could be nice, but it would be a nightmare to host both parents weekend and homecoming so close together. It would be very nice to have an excuse to tour campus and sample some classes or speakers.

117. I wasn't aware of this activity. I would love to spend time with my BYU students.

122. Parents weekend has been held at UCSD for many years. Consider contacting them about their success.
123. This could be a very interesting idea. You might have to spread it out if too many people show interest. You might have one session for people who live in Utah and one for people who have far to travel. We live in Australia so there would have to be a tie in to Conference to justify such an expensive trip. I would be concerned about lodging costs in Provo if too many people come.

126. I feel that I know enough about BYU that I don't attend parent's weekend. I already attend both October and April General Conference and make a point of spending time with my children then. I appreciate the opportunity to attend sports or cultural events on campus with my children, but only do so when I already have a business trip or conference trip planned. An additional trip is difficult due to time and travel expense constraints.

127. I think it would be more "special" to those who live farther away from BYU. I'm only 30 mi away so I can visit anytime.

129. I have attended 4 Mothers' Weeks at Ricks and liked very much the way it is organized.

130. General Conference is too busy a weekend to have a Parents' Weekend. We live on the east coast and need more notice than people living in Utah.

131. Should tie it into the monthly CES fireside or a Tuesday devotional

134. For me, it is not valuable since I work here and see my children all the time -- even those who don't live with me. If I lived or worked away it would be an entirely different story.

135. While I was a student at BYU in the early 1970's, I invited my mother and my grandmother to attend a couple of classes with me for their own interest and experience. They considered it a privilege and talked about it for years as one of their most cherished memories. I also, as a parent now of a BYU student, have attended a class with my daughter, and will remember it a special experience for me for a long time to come.

136. The idea appeals to me; however, I am a public schoolteacher in the state of Georgia; summer is the best time for me.

137. Doing spiritual and/or educational activities with a son or daughter is one of the most enjoyable ways I can think of to spend my time on earth.

138. Time and travel expenses would be our biggest reason for not attending. However, if we could also have the privilege of attending General Conference at the same time, we could justify the expense and the difficulty making the long trip.

149. While I like the idea, when we do visit our children at BYU we seldom have any time but to visit a few things with them. So I don't know involved we'd be in a Parents Weekend. But it's a nice idea.

152. We have attended such an event at the Air Force Academy when our oldest son was there.
We tried not to miss.

154. I have one personal leave day off work a year. I try to come to BYU Homecoming the best way I can afford to come. That would be the only time I have off.

161. Even though our student is now married, we still would enjoy seeing the BYU of his experience. He and his wife would be amenable to showing us around.

162. We live 1 hour away from the BYU campus... a Parents' Weekend is not a high priority, but having an activity or 2 to share with our student(s) might be fun.

163. Our son, a BYU student is currently on a mission.

164. The entire family lives in Utah County within blocks of each other. We are cougar Club members, have season tickets for football, basketball, and the theater. We attend these events as a family to include spouses and friends. BYU is a big part of our lives and every weekend is parents (kids) weekend.

168. I think it is a great idea; the only thing that would keep me from attending is the distance (1000 miles) that I live from BYU.

169. Very long notice is required for out-of-state parents. As much as a year in advance we schedule vacations and trips.

170. The more sporting events (including women's soccer) the weekend of the event, the better...

171. I didn't know there was a parent's weekend last year!

175. I have attended Mother's Week at Ricks on 5 different occasions. It is marvelous. I hope you will pattern Parents weekend after their program. It is the best!

176. Do it in conjunction with other stuff. Don't make it that big of a deal. There are always great things going on - just keep parents informed and have a "Parents Welcome" policy year round. Maybe instead of a fixed time, make a "Parents Coupon Book" with tickets like "free ice cream", "free cultural event", "free classroom visit", "free swim", "free sacrament meeting in a student ward" (just kidding), "25% off BYU bookstore", etc. Maybe have a welcome center with interactive displays, and welcome from the Pres., etc. Don't make a bunch of foofoo. We are foofooed to death.

181. My wife has attended the "Mothers Week" at Ricks in the past and loved it.

185. We parents who live a long distance away from Provo would prefer parent week to be when we drop off or pick up our students from BYU. Money is an important consideration too as we have a very low Canadian dollar right now. We can not afford to stay in US for long.

190. I personally think the idea of Parents' Weekend is very appealing. As indicated above, the
only thing that would be difficult for us would be constraints of time and other family and/or work obligations that might prevent us from participating.

191. don't like barbie & ken dolls

195. I think it is a great idea, I just worry about traffic and accommodations.

200. This is a good idea for all the reasons cited in the survey. Living in connecticut complicates attending.

201. Parent's weekend needs to be informative to the parents and students. Information that can be given in written form does not need to be orally given. Make sure the time spent is constructive and that questions are answered. The time must be well used so that parents and students feel that it was time well spent. The child should be able to get an idea of what the campus experience will be like as well.

202. We enjoyed parent's weekend, but our situation (and I imagine others might also) is having other children in the area and the need to spend time with all our family in Provo, as well as BYU activities with our current student. The weather was very poor for the football game (as I remember) and we ended up attending women's volleyball which was very enjoyable. We would like to have attended some classes with our student.

209. Sounds like a great idea. I'm not sure I'd like to fight the congestion of conference or homecoming weekends for airfare and car rentals, but October would be the best.

210. Sounds great for those close enough to be able to enjoy it.

211. My wife has attended Mother's week at Ricks and always thoroughly enjoyed it.

216. I would have enjoyed the opportunity to attend such an event throughout the years of our children attending BYU. Do it for other parents so that they can get a feel for what a wonderful place their child is experiencing.

217. It would be helpful to have it over a three day weekend so that we could attend activities on Friday, Saturday, and Sunday, and go home on Monday.

218. It's a good idea, but it favors those families who live close to Utah. The drive to and from BYU is too long for us to do in a weekend.

219. Let do it whatever appeals to the most parents.

220. My last child that will attend BYU graduated in August 2000.

222. Due to the distance that we live from Provo we are only able to come to Utah once a year. So we are only able to be at BYU when we bring our student to school in August. We did attend various new student orientation activities when we brought our son to BYU two years ago(on a
mission now). We enjoyed those events and look forward to participating in them with our
daughter this August. Perhaps it might be to much to add more activities to the new student
orientation but that is the only time that we would consider, and be able, to participate in a
Parents' Weekend type of activity.

224. I would love to see BYU have this event. It would be something I would look forward to
each year. I have three children there now and one more coming in the fall. Hopefully two more
yet to come in the future. I love BYU and take every opportunity I can to come visit even though
we live far away.

226. Other universities have always had a parents weekend and been successful. BYU is unique
in that with conference weekends twice a year many families come then. Also with BYU football
many come to a game and see their children then. So I don't think that is as pressing to have the
activity as at other universities.

228. As Bishop of a middle class suburban ward in Colorado, I have been amazed at how great
the need for parenting skills is. It isn't being taught in Relief Society any more, and our members
are hungry for it—especially parents of young children and teens. Time constraints and busyness
make it difficult for people to take time to get this education. I believe there is a great need for it.
One thing we learned from doing ward parenting class is that the best part of the class was giving
parents time to discuss and learn from each other.

232. We can go to BYU anytime we want, and the concept of a Parents' Weekend holds no
appeal over what we might be able to obtaining from a BYU visit on our own terms.

235. My parents live in Provo so I would be more interested in visiting them while in Provo

237. Living on the east coast makes any trip to Utah something of an inconvenience. I would
generally like to coordinate such a trip with another activity. (E.g. General Conference, MAC
National Advisory Committee meeting, etc.) I also still have two children living at home who are
in secondary schools, which means that I take them out of school to come, or they would need to
be left with friends. Church members are few and far between in the east, which makes leaving
children near school and able to attend seminary is difficult.

240. Please schedule so parents of continuing students as well as freshman will have a reason to
attend

244. It's not that I wouldn't like to, it's that I have cancer, so I am not able to attend right now.

245. If it was held with Conference parents could also attend mission reunions.

246. As an elementary school teacher, August and September are out of the question (New
school year.) It would be easier to take personal time later in the year or during winter semester.
247. I live in Orem, but would still be interested. My 2 older children have graduated from BYU. I hope my younger 3 will as well. I have a BA and an MBA from BYU.

249. Do it with General Conference tickets provided and we will definitely attend.

255. We would enjoy attending some of our students classes.

258. We would love to participate in this event. We would like to know what responses did the students gave on this idea.

261. I'd be glad to go if my daughter wanted me to. She already knows the campus. I don't know that I'd be of any help to her.

263. I think that Parent's Weekend is a great idea, but it is not realistic to think that my husband and I would fly across country to attend. One of us usually goes out when the school year begins and ends to help settle matters---these are probably not the best times to have a parent's weekend. We go to BYU for performances our children are involved with. We have five children who have all attended BYU (One begins this coming year). If there had been a weekend dedicated to prospective students I would have come with my high school student to give him/her a sense of what BYU has to offer. We love BYU!

265. The concept is a good one. I think you will get more response if the parents' weekend is held in conjunction with either conference or homecoming. I think most other schools hold it in September--when the kids have been gone for a month or so. That timing softens the landing for freshman (i.e., reduces homesickness).

266. Having been to Parent/Student activities at other institutions, big events are not that enjoyable. Having a choice between many small events is more enjoyable. A Parents weekend is mentioned for last year. I don't remember seeing any notification of this event.

267. Would probably never be viewed as the only reason to make the journey all the way to Provo. If the weekend happened to be at the same time we would be in the area for some other reason, it might work. To take the time, arrange babysitters, skip church callings, etc. are just too much to tackle for any perceived value. If we lived closer I think it would be a fine idea.

268. In the past, I've attended Ricks College parent weekend, and it was very enjoyable. The only problem was that the popular classes filled up quickly and they didn't have alternative events to attend. Many events to choose from, would motivate us to attend at BYU weekend.

271. I was not aware of Parent's Weekend last year.

275. Since it is our tithing that runs BYU I find it hard to justify a "few" select members can attend a Church paid for program. I find it hard to accept that only a certain number can attend BYU, of whom any "Church Employee's" children automatically can attend. Where is it that they are better than the rest of the members? In fact, I find it increasingly hard to observe most "Church Employees" and their work ethic. Have they forgotten how they are being paid? There
seems to be an "air" about so many "Church Employees" of superiority and not having to follow guidelines or for that matter walk the gray line of keeping the commandments. In fact, I find myself now cheering on whatever school is playing BYU. I don't think BYU is what it use to be and quite frankly I find it hard to be around so many of those who have graduated from there. CANNOT STAND THE ARROGANCE!!! I would think twice about puffing yourselves up any more. You are giving the Church a reputation not to be proud of. It is pretty sad but we are living in those times where there are so many lifting themselves above others.

278. I did not know you had Parents' Weekend last year. How did you advertise it? You make reference to the fact that Parents' Weekend is not a tradition at BYU, but--as I'm sure you know--it is at many universities.

281. I can't see the benefit for anyone other than the parents who have the first of their children attending for the first time.... and then only if the parents themselves have not previously attended.

285. I attended Parents weekend last year and just loved being on campus with my children. BYU was a wonderful experience for me, both because both my husband and I are alumni and because it was so wonderful to enjoy some of the activities with our children who are currently students. I highly recommend you continue doing this.

293. Although the last of my children have completed their education at BYU (5 out of 6 have attended..the other went to UVSC), my first grandchild will be attending (hopefully...) in the fall of 2002. I would hope you would include grandparents as well as parents, as I know his parents would have a difficult time leaving their younger children during the school year...but one or the other might be able to make the effort. I am close enough that my husband and I could easily go in their place, and the student would be almost as happy to have us as their parents, I'm sure. Parents week sound like an excellent activity!

295. Let's give it a try. Should stay away from late August when we are delivering students to school.

298. 1. The "what" is more important that the "when." Try it different times of the year and don't feel like it's an irreversible decision. 2. I would want to know what BYU can offer my student in the way of student services/counseling, etc. A forum or panel of some kind? I would also like to hear brief presentations from many different faculty members so I can sense where we are academically, scientifically, in the world of arts, everything. I believe an attempt at this was made last fall, but the complaint I heard was the difficulty in hearing more than one or two professors (conflicting times, located across campus, etc.) Could a single location be identified with all presentations taking place back to back within a 2-3 hour time frame? 3. We did not attend last year because we were out of the country. 4. My perspective comes from someone who always attends Homecoming and usually Conference. So for me, it makes the month of October too big. Pre-conference, for instance, eliminates a football/basketball game option and divides the parents' focus. Might as well do it big and give them a real BYU experience. 5. Roll out the carpet for visiting parents. Preferred parking, covered walkway, whatever it takes! Inclement weather is an issue in the winter. Make them feel special.
Holding Parents' Weekend in September when the family budget is still reeling from the expense of getting students to Provo and getting them started in school doesn't make sense to me. Also, my prime reason for coming to Parents' weekend would be to visit with my child and I just said goodbye the end of August. Aren't there parents' activities already planned for orientation time in the fall. Traveling to and from Provo is a major expense for our limited budget and I felt that the notification we had of last years' program was very last minute. He have to plan and save for such a major thing. Schedule it far in advance and publicize it well.

I don't think many parents who live outside Utah will come unless the weekend is in connection with some other major event--orientation, homecoming, conference.

Only the wealthy will be able to afford this event. Because it favors the wealthy, many students will feel left out and/or parents who can't afford it might go into debt to make the trip so that their student doesn't feel excluded.

The idea is good. The expense and time required to participate from Michigan make it unlikely we would participate.

Rick's college used to hold a "Mother's Week" which was just wonderful. I attended a couple of times. We had great speakers and went with the students to classes, the devotional, church meetings... I think it provides a very useful link for parents and their grown children as well as adding support for BYU.

I have attended Mother's week-end at Ricks College, Snow College and SUU and have enjoyed it immensely.

General Conference weekends are not really suitable for parents, in my opinion. Enrolling and January, student are still adjusting to their classes. The semester time runs from February to early March, Final review time runs from late February to mid/late March. The fall is much too busy and the winter yards for some reason. I am sure that the last week in March is the best time. That way I could go if I worked or I could make it work, so it would be ideal if my parents had the time and the energy. I work and that keeps me around to my classes and my job.

I'm graduating, but I wish that I could take a trip with my parents and have my parents come see my life. The setting is wonderful and the experiences are wonderful experiences to share with them.

I know Ricks college has a mom week, which is wonderful. I think it would be a great idea to have my parents come up here for a weekend, but I need to find out if both of them are alumni of BYU and then we would be able to attend some activities we've all set the campus again.
Student responses to question #11, “Any comments about the idea of parents’ Weekend would be appreciated.”

6. I think that it is a good idea, but I think that it should be something well-planned that isn’t “cheesy” so that people will be more inclined to participate. The biggest challenge will be the idea that it’s not “cool” to have your parents come visit for Parents’ Week, almost making some people feel like they’re in high school again. I think that the best way to do it would be to give tickets to General Conference so that people can participate in Conference Weekend, and while they’re here, do the Parents’ Week activities.

8. I think it would be great!

17. I think it is a great idea. I haven’t heard of it before in my time at BYU until it was happening. I think that staying accommodations would be one of the biggest reasons they would not come.

20. I think that once you get past the freshman year it IS cool to have your parents visit!

26. If you keep the activities away from the freshman orientation-type activities and more towards concerts or lectures, I think that parents will enjoy it more.

36. Lots of luck

40. I think if more people knew about it, it would be a much bigger event

41. General Conference weekends are usually mission reunion times, so those are out. In August and January, students are still adjusting to their schedules, so not the best time. Busy midterm time runs from February to early March. Final projects/paper start to become a stress point in mid/late March. The fall is much too busy all around (Thanksgiving, conference, etc.) It seems that the 2nd week in March is the best time. Time constraints on weekends are bad because I work, so it would be ideal if my parents had the option of going to forums/activities or following me around to my classes and my job.

42. I’m graduating, but when I was in my first couple years of school it was very exciting to have my parents come see my life. The activities I checked off above would have all been wonderful experiences to share with them.

43. I know Ricks college has a mom week, or something like that, and I think it would be a great idea to have my parents come up here for a weekend. I know I hardly ever get to see them, and both of them are alumni of BYU, and they would love to come up here and see me as well as see the campus again.
44. I have often wondered why we don't have something like Parents' Weekend here. It would be nice to have some musical recitals during this time.

50. I think it would be a great thing. I was just commenting about how I wish that we had one like Rick's. It would give me an excuse to get my parents to come visit me.

51. Yes, last sem., for the first parent's weekend, my parent's came out and we had a ton of fun together- I think that as a freshman, everyone is trying to adapt to things, but at the same time it is always nice to have your parent's come to visit at least once your first year and this is a great opportunity to do so when there are special activities planned- besides, they can hear from the president of BYU about having us at BYU, which was really good they said...

56. scrap it

66. How about a "no parents" weekend, were our parents can't call or write or visit to harass us.

71. I would love to have my parents come out and spend a day or two with me on BYU campus and their children that would be an amazing experience. It would be fun to have them around for a weekend.

80. I think having my parents come is a great idea, even though they are only 45 minutes away. It would be fun to have them around for a weekend.

81. I think this is a great idea, but shouldn't be put at a time in the year close to a vacation like Christmas, Thanksgiving, etc.

86. Parent's weekend sounds like it might be a good idea for freshmen whose parents don't know much about college/BYU (ie those who are the first in their families to attend college), but as for me I wouldn't be interested in participating. If my parents were going to pay the cost of airfare to come to Provo they would just want to spend the time with their kids. I think Parent's weekend is a good idea for a small portion of the BYU student body and their families but most people probably wouldn't be interested in participating.

89. Where would they stay? Any way to make it cheaper for parents to come out?

90. Where would they stay?

99. I think it sounds AWESOME!!! The only problem is, where would they stay? We can't have six sets of parents staying in our little apartment.

101. I have always wished that we had something similar to Rick's Parents week. I am going to be graduating now, but I think that students would be receptive to the idea. Many have families far away and they only come to visit the campus for graduation. I think that it would be nice to have a special weekend for those families far away to plan on participating at least one of the years that their student is in attendance. Parents who are closer could potentially come every year. Personally I have my mother come and stay for a week each year and it is so much fun. If there were structured activities to attend....like hearing from a General Authority would be the highlight of her life.
102. It would be good for the people whose parents are close by, but what are the student's whose parents are far away such as Internationals going to do?

105. My parents attended last parent weekend, but there was not enough information given. I think if it is promoted better that more parents would be willing to come. Also if business gave discount tickets that weekend it would cost less for parents.

107. Would be nice to coordinate discount travel packages with air fare and places to stay. Send an email to the parents and see if they are interested in coming. Would be good to have Friday off school so could spend more time with family.

113. If you had it at the beginning of the school year (August) then most of the parents will probably be freshman. If you do it too close to Thanksgiving, Christmas, or the end of the school year (April) then parents won't be as likely to come because they will probably be seeing their children fairly soon and it might not be worth the money to come out. I think General conference time is a great time to have it because if parents had the opportunity to attend conference with their children that would be an amazing experience. I think this is a great idea! A lot of my friends already have a "parent's weekend" during the year.

116. Don't waste trees

122. I think it is unnecessary because many parents come up to Utah anyway throughout the year and I don't think having this extra weekend activity would be very effective.

128. I think this is a great idea.

131. When I was at Ricks there was mother's week and it was very structured. We really liked it and my mom came every year. There were a variety of activities which also overlapped. It was just a lot of fun.

140. I'm not really sure where my parents would stay, or what they would do. Conference-style activities wouldn't suit my parents. Knowing months in advance about what great activities there are, will help me give my parents a reason to want to come and visit. They are nonmembers as well, so devotionals and conferences aren't as interesting for them.

143. If parents weekend could be like education week with several conferences and activities would be helpful

149. Don't do it the first month of the semester. One of the main point of Parents' Weekend is to introduce them to our new friends, and in the first month we haven't gotten to know many people. November or March are ideal because students have built a network of friends, and have someone to show off their parents to.

156. It might be a good idea for freshman, but for seniors with families of their own, it doesn't sound all that exciting.
159. See answer to previous question. What is the point of having a parents' weekend?

168. I think that it's ideal for parents that live in Utah but for others it would be pretty expensive. The only time my parents come up is at the beginning of the school year to help get me settled but I don't know if that would be good for all students.

179. I think that more freshman would be interested but that is just speculation

182. It's a good idea, but less feasible for non-locals.

184. Letters notifying parents of all the activities and getting them excited would be good to get them to come.

186. I wouldn't participate because I don't think it would be very fun to be forced to spend time with my parents especially when I could be with my friends. However, I'm sure some people want their parents to visit them so it's a good activity for them.

187. Maybe offering reduced airfare through group rates planned by BYU would be a draw. Also, staying away from months with lots of homework (ie. Nov, Dec, Mar, Apr)

189. I think a parents weekend would be nice. Of course, my parents are from Orem, but I think it would be fun to have them here so they get an idea of what I'm doing. I think to make it more fun for them, it would be good to make it maybe one eventful evening, maybe like with a performance or a meal or something. Also, I know my parents would be more likely to participate if they received a formal invitation (probably not in letter form addressed to "The Parents of..." because they usually ignore those by practice)and if it didn't cost very much to come.

191. I would not coordinate it with new student orientation, because I feel that that is the best time to start to get to know everyone and to make the adjustment into college. If your parents are there, it will be harder to get to meet many people because you will want to spend time with them before they have to leave and you start school.

194. I think it would be wonderful, I think finals time should be avoided, and many people take off general conference weekend anyways, so I think it would work best then

197. I would really enjoy the opportunity to share with my parents my life at college

207. The weekend would be the most successful for new students and at the beginning of the school year.

209. If the idea of Parents' Weekend is to orient parents to the school and life their children lead then my parents would not be interested and would not attend. My parents are BYU alumni and have other children attending BYU. They know what's going on here. I think this is the case for a lot of BYU parents.
210. Parents and students are very busy. If it takes place, it should be at a time when parents would want to come down anyway. Activities should be early in the day so students can hang out with their friends at night. Or if they want, spend quality time with parents.

218. It's just an added expense to BYU that is not necessary. I think most students keep in touch with their parents and that most parents get to see their students during the school year. I think it's a waste of BYU's funds.

223. I think it is a great idea. I do, however feel that a lot would need to be worked out, such as affordable housing for parents in the area. Since they can't stay with us (BYU approved housing) they would spend a lot of money to stay in hotels. Some sort of REALLY good deal would need to be worked out with the local hotels.

225. Please allow for many activities from which to choose, though leaving time for parents to accompany students to their classes and meet teachers. I think this will be even more valuable than any speaker or activity for the parents to get to see the life of their child. It is also nice to choose from various speakers and several activities going on at night, such as choosing from a sports event, exhibition, and performing arts event. I don't think my family would be too interested in watching a football game, and so more than just that has to be offered. We should support more that just BYU football. Also, it would be really nice if teachers knew to be around their offices more that weekend so that parents could meet teachers and see the quality of our education a little better. Thank you. A concerned student.

226. Sounds like a good idea for freshman. When one is a senior most likely parents come to graduation. What would parents week accomplish? What would be the main goal? I don't understand.

230. I think it's awesome to have parents come and visit their children in college to see what it is that they are filling their time with.

234. I think that it is a wonderful idea, and would love to have it!! However I am not sure of a time when my parents could come, what with work.

235. I think that it is a wonderful idea, and would love to have it!! However I am not sure of a time when my parents could come, what with work. It would be so cool to do any of the activities in question number 31.

242. I would suggest having a regular time every year so parents and students can plan ahead.

252. I think the idea of Parents weekend is great! My suggestion is to have it winter semester in place of spring break. Most students will travel home fall semester for Thanksgiving or Christmas but not many go home during winter semester.

254. if you could get some interesting monkeys and maybe a clown I would tell my parents that BYU was now an official circus, with all the sideshow freaks and everything.
257. I would have loved to have a special weekend to spend with my parents. I think that any Freshman especially not from around here, and if they are homesick would love to have at least mom come. I love the idea.

258. I don't feel like parent's week would be very popular. Most students are older and independent from their parents. Many are returned missionaries and are used to not having their parents around.

267. I think that it is really good for kids that live out of state. But for me, I haven't thought about it because my house is five minutes away.

274. I think it is a good idea for those who can actually participate. I don't think that the idea would get my parents to come all the way out here. But I think that they would go if they lived in Utah.

276. It sound like a fun activity for freshmen and those who's parents are wealthy enough to come. For those of us who pay for our own schooling, this activity would not be effective.

278. If my had occasion to visit Provo, we would want to spend some quality time together, by ourselves, since I only see them a few times a year. We wouldn't want to be "kept busy" by a bunch of silly activities, but would rather relax, and enjoy each others company.

283. General Conference tickets to the Conference Center would be an awesome idea. Tickets to the Testaments would also be good.

286. I think that parents weekend is an excellent idea. It would give parents a hands on idea of what their children do while at school. It would also provide them an opportunity to see for themselves the campus, and perhaps allow them to spread the news to those wondering if they should send their children here. I feel that a spring break would be even more appreciated, but parents weekend is a great idea.

293. helping us find cheap air fair

296. I think it would be great! However I could probably not participate because I work and go to school and frankly don't have time to entertain my parents. I know that sounds horrible but it would really take away from my studying and class prep time, and frankly my grades are bad enough as it is.

300. At Ricks they have a very successful program. I know there are number differences, but structured similar to theirs.

304. Parent's weekend would be fun, but because of distance to travel and time constraints, I don't think I would participate as much as I would like. I would rather have parent week-type activities implemented into graduation activities, or times when parents usually come out. It
would mean more to me to have some well-planned BYU activities to participate in with my parents during graduation activities, rather than smaller events during the year.

313. Parents would have the opportunity to see what their kids do and kids could see their parents a little more often.

317. Incentives / fun activities are a great way to get people to come. I think good food is a good motivator, as well as exceptional entertainment or a chance to interact with other students and parents. I think many people would go for the tickets to General Conference, too.

320. My parents would love it. I think a lot of people would be interested. Students and parents are busy, but in general they like to make time for things like this. It would be important to know about it enough in advance so arrangements could be made. Really good idea.

322. I think this is a great idea. One of the hardest things of being at BYU is being away from my family. I know I am not the only person who feels this way and I would really appreciate the opportunity to spend some time with my parents up here. I think it would be especially cool because there are so many people that I want them to meet here at school that they can't meet unless they come here.

330. It would probably be best suited to those whose parents do not know very much about BYU.

331. How nice for students with families in the Utah Valley....for those of us out-of-state, our parents make it out only every 2 years, if that. However, it really is a nice idea and a good motivating factor for encouraging visits.

334. I think it is a wonderful idea. If my parents didn't live in another state, I'm sure they'd be thrilled to do it. Especially during Freshman Orientation, before school becomes a major issue and as Freshman students are about to leave their families, I think Parents' Weekend would be especially beneficial; parents could learn more about where their children will be and what they will be doing for the next 4-5 years!

337. I think that it would be a good way for parents to see what college life is like for their kids. Plus, after not seeing your parents for a while, I think almost everyone would like to have them come visit and see their college life is like.

340. I think that it is a good for underclassmen, in their first or second year. This is my senior year, I'm married now, and Parents week doesn't excite me.

356. It would be a great interaction between the parents, students and faculty/staff. By having a parent's weekend it allows them to actually physically understand the area of study their student is studying and come to know the positive and negative aspects of school in relation to their son or daughter.
For many BYU students who like to be "involved" parents weekend might be a good idea, but I also think many, like me, have a hard enough time keeping up with a time consuming class schedule that does not permit engagement in trite activities. If my parents did come to visit me, I would prefer to spend quality time with them than to attend some poorly organized circus put that would reduce both my the time I spent with my Parents and the time I had for leisure or coursework.
FREE RESPONSES TO QUESTION #2 ON PARENT QUESTIONNAIRE, “PLEASE MARK ALL OF THE FOLLOWING ACTIVITIES/REASONS THAT WOULD MOTIVATE YOU TO ATTEND PARENTS’ WEEKEND.”

Free Airline Tickets

Meet my child’s friends

Attend Class with Student Meet with Counselors Hear from Dept Heads in Student’s Major regarding career paths placement recruiting etc.

Go to classes with student

good timing

An event closer to our home.

BYU Choirs Concert

moving BYU back east a bit :) 

thought-provoking issue-oriented talks from professors not fluff

Both Tim & Gayle are graduates of BYU. Homecoming is what we do with our eight students who have attended or currently attend BYU.

Science Updates
a ‘talk’ by Hugh Nibley

Attend classes with my child

just spending time with my son

BYU Dance Company Performance

meet with teachers from her college

Women’s Soccer Game

A time when we dont have to work

resource information tables set up in a central area (Wilkinson Center)

If it were scheduled the last week of March
Play or dance group tickets
Exhibits at Art Museum
attend class with my child
Hearing a cross-section of faculty members so I know what's going
on a BYU -- research achievements etc.

Olympic tickets
No worse.
Public Concert
dance
get to dates with me
invite parents to classes
BYU Theatre productions
a game with funny montages or maybe a magic mirror.
I wouldn't want to hear more on LCD monitors but a good speaker standpoint to BYU's best professors without it.
Rock climbing up rock canyon
Same kind of game -- about getting help to keep on track.
Q and A with my teacher
Free Responses to Question #3 on Student Questionnaire, "Please mark all of the following activities that would motivate you to participate in Parents' Weekend."

Divine Comedy Show
No work!!
Family Dance
dances
go to class with me
invite parents to classes
BYU Theatre productions
a game with funny monkeys and maybe a soda fountain
I wouldn't want to hear from an LDS speaker but a good speech from one of BYU's best professors on new research
Rock climbing up rock canyon
Some kind of service -- could be school kit bags or something.

Q and A with my college
FREE RESPONSES TO QUESTION #4 ON STUDENT QUESTIONNAIRE, “HOW DO YOU PREFER THE ACTIVITIES AT PARENTS’ WEEKEND TO BE STRUCTURED?”

a little of both

some of each

hmmmmm

a little bit of both of the answers but not everyday. Leave some time to be free with parents

Several activities scheduled a few times to make sure there is an opportunity to do most everything we wanted

I still want the monkeys

One or two super high quality activities that everyone attends and then other overlapping ones.

A little of both of the above 2 options: some bigger high quality activities and several smaller low-key activities thr

a few structured but time left to just spend together

I don't care.
FREE RESPONSES TO QUESTION #10 ON PARENT QUESTIONNAIRE, “WHAT WOULD PREVENT YOU FROM COMING TO BYU TO PARTICIPATE IN PARENTS’ WEEKEND?”

Deb Reynolds said it best: “We’re busier than a one-legged bull kicker in a butt-kicking contest!” (Obvious BYU Communications Hint.)

Events have to be good!

a very low level of personal interest

Other (Please Specify)

I work.

distance

if same week as Rick’s Mother’s week

airline ticket cost

winter weather

weather

Nothing

student might not want parents to come

our son (BYU student) is currently on a mission

conflict with local stake activities - conf. etc.

cost-disabled/unemployed

Incliment weather

I live in Orem and work at BYU and wouldn’t find parents weekend to be anything more than what I can do any other weekend.

We live so close & have attended BYU ourselves that it isn’t a unique experience.

1. Obligations at home 2. We are both graduates plus 6 older children; we’ve experienced it and still do on occasion when circumstances warrant/permit.
Younger children's school schedules
not having a student there

Debbi Reynolds said it best: 'We're busier than a one legged butt kicker in a butt kicking contest!!' (Obvious BYU Communications Major)

Events have to be good!
a very low level of personal interest
distance
work - time off

weather/snow/slick roads

travel time
I hate Provo
Snow on Road!!!!
lodging availability

Travel distance
I work here so I'm here every day and see my student children often
my work schedule
child too busy with his own activities (studying and working)
single parent; I work
Current Mission President
my own teaching schedule
student graduated
Distance from BYU

conflict with other pressing activities too much

I live in Finland

No time off work and travel weather and travel distances

International travel for business that I am unable to schedule very far in advance

Other family and work obligations

Time of the year

busy schedules

need to be home with other children

Expense of BYU planned activities

someone to care for other children at home

our last of 4 children graduate in April from BYU

would need to coincide with our spring break

distance of travel

other business obligations

not interested

illness

work conflict

Other pressing family or work demands

Been there done that
schedule conflict

schedule conflict

schedule conflict

schedule conflict

schedule conflict

it maybe unnecessary

schedule conflict at home

if my student didn't want me to or care if I came.

ability to find lodging in Provo

nothing except conflict with another family responsibility

a child in high school

needs of other children in familyh

not something that my student or I want from his/her educational institution

I'm a teacher. It's hard to take off except during Spring Break
Free Responses to question #10 on student questionnaire, "Check all of the following reasons why you might not want to participate in Parents’ Weekend."

Parents might not be able to attend due to time and money

My parents don't live far enough away to make Parents weekend a priority.

They can drive down any time they want.

parents live too far away

Can't stay with me have to pay for hotel

I would rather spend time with my parents doing non-sponsored activities

I'm from Orem and see them all the time

MONEY

I live at home. I go to school to get away from my parents

want to do other things with parents--not BYU sponsored

my parents live in Provo and we constantly visit each other

too busy must graduate in 4 years!

i live in provo and my parents already have visited the campus etc.

Money - my parents might not be able to afford to come

no time or energy to spend with them when they're here

busy parents that can't do it

It is a waste of my time and the universities money

sounds boring

I live at home in Orem with my parents

i graduate in 2 months

Can't afford it wrong time of year
it would be expensive for my parents to come here.

They already know what BYU is like.

parent too poor to come

I don't want my parents to hang around me for a week.

My parents live in Utah County anyway it wouldn't be that big of deal

parents might not be able to make it

My parents live far away

I can show my parents BYU anytime.

Parents live in Russia

Parents wouldn't have time or desire

Parents might not be able to come

Hard for parents to visit

parents live too far away

my parents come up to Utah to visit anyway and I don't think it would be convenient to have them have a 'special' weekend.

inconvenient to have them have a 'special' weekend.

My parents don't do this (visit their children at college or visit their children in general) kind of stuff. They don't have the time or inclination. It also wastes gas for them to travel

My parents are in Kentucky and have children in school. Time doesn't allow a trip to Utah.

expensive for parents

$$$

not enough advance notice to organize visits

Feel guilty for not spending time with parents while they're here.

parents live in canada

I live with my parents

My dad went to the UofU and really isn't interested in BYU
my parents can't afford to fly out here for a weekend;

parents visiting for a reason other than the BYU activities

if my parents come I'd rather plan activities myself

I'm graduating

My parents are big U of U fans

The amount of money that my parents would have to spend to get here and to stay here and to pay for babysitting at home.

They live 2000 miles away plane tickets cost 800 for two people.

Non-member Parents they are not interested in the Church

parents can't come because they live so far away.

If it was really good they might come anyway

My parents live in Provo and my Dad works at BYU so there

work and schoolwork

my parents live out of state

Parents might not want to

If it is during a heavy midterm week or if because my parents are divorced it would be awkward for them.

afraid to get behind in classes

My parents live very close so a parents weekend wouldn't be much of a change.

My parents are really old

my parents live less than 20 minutes away. We really don't need a parent's weekend

Parents wouldn't come

if it's an orientation for them

My parents probably don't really want to come.

I think it's kind of a small college type activity. I already see my parents during the school year and I prefer them to visit on their own time not because it's a BYU event.
To busy with school. A bad time to make it is during finals month. It would be a good idea for parents to come on either Jan or Aug or maybe after finals.

my parents live in another country

not all parents can afford the trip!

Parents couldn't come

My parents won't and can't come

Travel Constraints for my parents

no monkeys

too much of a hassle and my parents would not come because after all why should they come for that? It's weird

I'm from Orem - I see my family all the time.

I am here to be away from my parents

No money to have parents fly here

My parents live out of state

My parents cannot afford to take the time off and come up here

from hawaii-travel is far

My parents live in Texas

far for parents to travel

my parents both work and would have a hard time coordinating their schedules

when my parents come to Utah we mostly spend time with relatives so we probably wouldn't participate in school activities

money

My parents live in Indiana

At the beginning of the year it

Parents not interested in coming

My parents live very close to Provo: I see them a lot and they see BYU a lot.
If I'm really busy I might not make it a priority.

traveling

Parental Apathy

parents too far away to come up just for parents week

my parents know about BYU already and have had many children go through this school

out-of-state parents (and I'm the fifth child)

What is the benefit?

My parents probably wouldn't want to spend the money to come; maybe they would once though.

My parents live in Japan

I'm married now

Cost of parents coming

parents are so far away

If my parents cannot come because of time or money for transportation

parents not able to attend

my parents live close

If I want to spend time with my parents I don't need BYU to organize it. Most BYU-BYUSA

sponsored activities are have been a waste of my time in the past.