

2025 Assessment Showcase

PARENT & FAMILY PROGRAMS

The mission of **Parent & Family Programs** is to partner with Auburn University parents and family members to engage, inform, and support them in fostering their student's overall success.



COMMUNICATIONS / AUBURN FAMILY PORTAL

Newsletter

Families receive our monthly newsletter for insights into family events, deadlines, helpful resources, and advice on how to best support their Auburn students.

61.67%
Avg Open Rate

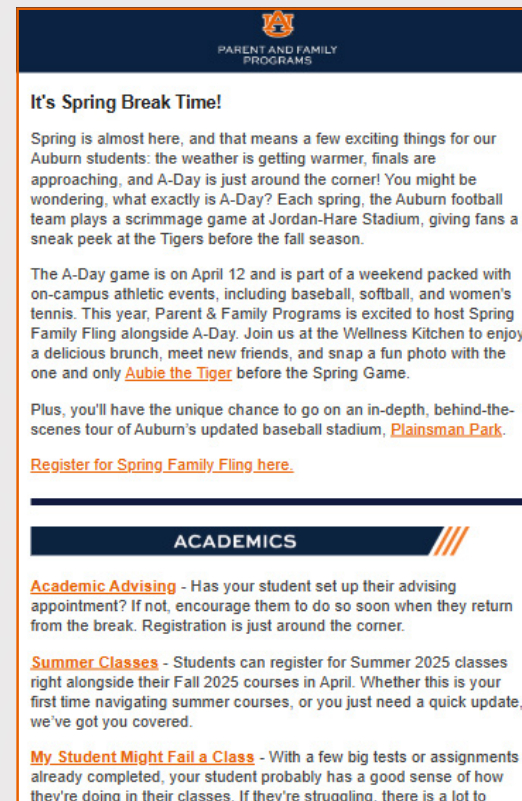
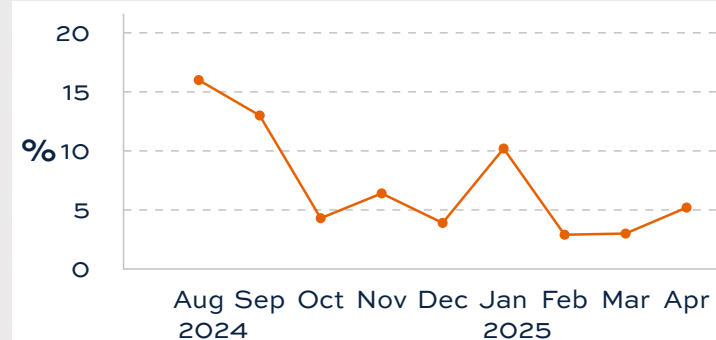
7.15%
Avg Click Rate

35.64%
Avg Open Rate

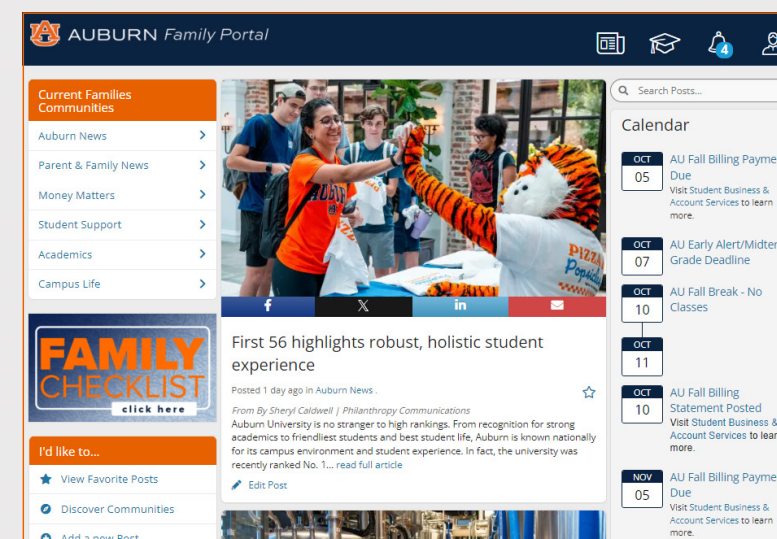
3.02%
Avg Click Rate

(Average data from Mailchimp.com for education and training newsletters.)

Monthly Newsletter Click Rate



Digest / Homepage



Content shared via the Family Portal homepage and email through the Family Digest helps families stay up-to-date on Auburn news.

Avg Portal Visitors
(Avg # of families who visit the portal each month)

4,741

Avg Monthly Active Users
(Avg # of families who visit the portal or open an email)

42,609

Grades / Connections

Family members can connect with their student through the Auburn Family Portal to view midterm and final grades for each semester.

Portal Data

Family Engagement Metrics

Data from 03/21/24 - 03/21/25

Utilization

69,534
total families in the platform
(↑13,747 families)

79%
of families engaged with email
(↑2%)

Reach

1,737,633
emails sent to families
(↑29%)

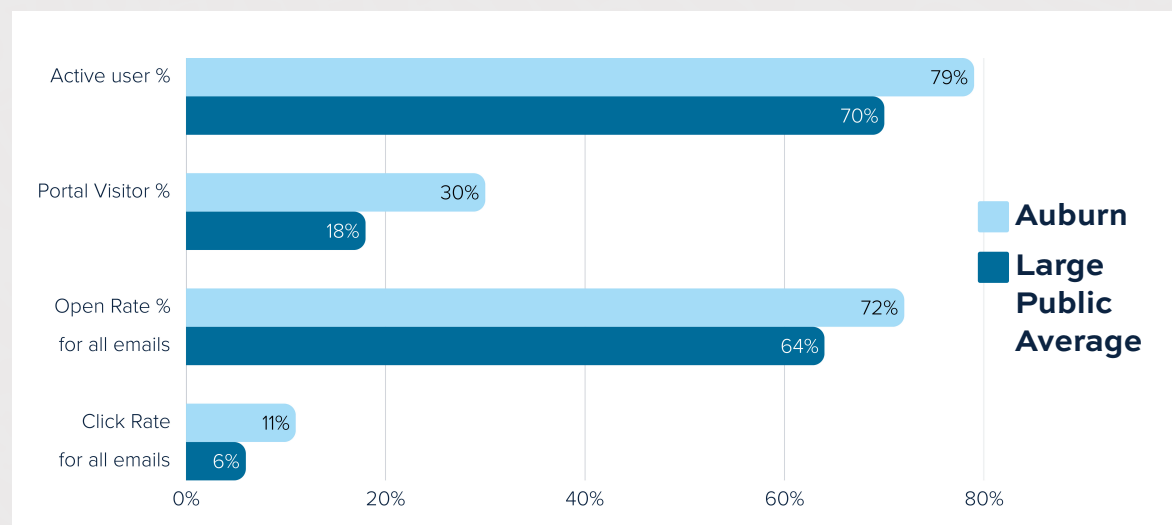
72%
Average open rate
(no change)

Impact

26,449
FERPA connections
(↑21%)

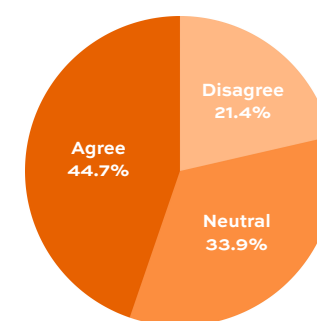
204,427
clicks on posts
(↑32%)

Family Engagement Performance Comparison

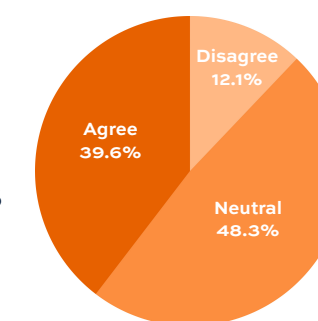


2025 Auburn Parent & Families Survey

I feel more connected to my student's college than my own alma mater.



I would like to be more involved with my student's college.



89.34% of participants said they definitely would or probably would encourage their student to enroll at Auburn again if they had to do it over.

86.82% of participants said they were very satisfied or somewhat satisfied with their overall experience as a parent or family member of an Auburn student.

Feedback from Auburn families:

"The Parent Portal is **AMAZING!** It **keeps me linked to my student's work and is easy access to payments, etc.**"

"Our son/student is pretty busy - so we don't always get the latest and greatest updates which we understand, so the **parent portal and the emails keep me informed.**"

"The portal is very helpful. Often time, **I know about events before my son the student ;)**"

EVENTS

Fall Family Weekend

All Auburn Family members are invited to campus for our annual Fall Family Weekend which coincides with Homecoming. Our premium event is the Fall Family Weekend Tailgate located on Cater Lawn. Last September, over 3,900 tickets were sold.



Spring Family Fling

On April 12, Parent & Family Programs hosted the first Spring Family Fling Brunch for Auburn Families to kick-off A-Day with over 200 guests!



AUPFA BOARD OF DIRECTORS

Parent & Family Programs supports the Auburn University Parent & Family Association Board of Directors. These Auburn parents from across the country attend three annual meetings, make recommendations for resources, and assist with Camp War Eagle, Fall Family Weekend, and Spring Family Fling. Board members may hold an executive role, and all members serve on one of four committees.

4 Sub Committees

Vetting | Events | Operations | Communications

PARENT HELPLINE

Parents and families are invited to contact the Parent Helpline whenever they need assistance.
Email: parent@auburn.edu Phone: 334-844-1493