

Parent & Family Pulse Poll – February 2015 – Sources of Information

Results (111 responses)

My student is a:		
Answer Options	Response Percent	Response Count
High school student	0.9%	1
Freshman	36.0%	40
Sophomore	27.0%	30
Junior	18.9%	21
Senior	17.1%	19
Grad student	0.0%	0
<i>answered question</i>		111

What sources of information for parents and family members do you use the most? Select all that apply.		
Answer Options	Response Percent	Response Count
Parent & Family Monthly eNewsletter	69.4%	77
Texas Tech University website	53.2%	59
Parent & Family Relations website	27.0%	30
Texas Tech Undergraduate Catalog	5.4%	6
The Daily Toreador	4.5%	5
My student gives me updates	54.1%	60
The Parent & Family Guide	6.3%	7
Emails and other communications from my student's academic college or department	11.7%	13
Texas Tech Today	9.0%	10
Other Texas Tech parents and family members	12.6%	14
Texas Tech Parents Association meetings and/or emails	31.5%	35
Texas Tech University social media (Facebook, Twitter, Instagram)	26.1%	29
Texas Tech Alumni Association magazine and or/emails	10.8%	12
Other (please specify)		4
<i>answered question</i>		111

Most parents surveyed utilized the Parent & Family eNewsletter (69%), the Texas Tech University website, www.ttu.edu (53%), communications from the Texas Tech Parents Association (32%), the Parent & Family Relations website, www.parent.ttu.edu (27%), and Texas Tech University social media sites (26%).

Communication with students goes a long way, too. 54% of survey respondents reported that they rely on their students' updates to stay informed.

Consider trying some of the additional avenues for information about Texas Tech included below:

www.dailytoreador.com – The Daily Toreador

www.today.ttu.edu – Texas Tech Today

<http://www.depts.ttu.edu/officialpublications/> - Official Publications – contains academic calendars and the Undergraduate Catalog

<http://www.facebook.com/TexasTechYou> - Texas Tech on Facebook

<http://www.facebook.com/TTUPER> - Parent & Family Relations on Facebook