Established in the 2012-2013 assessment cycle the Office of Parent Programs assessment plan established outcomes and measures to capture data on operational and key outcomes for parents who participate in programming. Data from the last two assessment cycles indicate growth not only in programming offered to parents in on-campus formats but in resources and information that is being delivered/accessed in on-line formats (web, twitter, etc). Results from parents on the Parent orientation survey have been overwhelmingly positive, and this feedback has been used to inform new engagement opportunities for parents and to improve existing programs and services.

A high percentage of students who have a parent attend parent orientation is a priority for Parent Programs. Not only do first-year students experience transition, but parents and families experience transition of their own. Parent Programs is designed to be a seamless experience for parents to stay involved in their student’s experience.

The experience begins at Parent Orientation. Over time, it has been a priority to increase the percentage of students who has a parent attending Parent Orientation. In 2009, 69% of students reported their parent attended Parent Orientation. By 2013, we have increased that response to 78% of students reporting their parent attended Parent Orientation. The department attributed the increase in participation to the following:

- An increase in Parent Orientation marketing efforts
- An increase in social media presence
- The service from the Parent Advisory Council, reaching out to prospective and current parents and families within their region.
- A strengthened relationship and partnership with admissions

Moving forward, the office hopes to continue to increase this participation in Parent Orientation and, consequently, increase participation in other parent engagement opportunities.

Mission / Purpose

The Office of Parent Programs supports the successful academic and social transition of new students into the University of Alabama community as well as educates, provides resources, and promotes continuous relationships among our students, parents, families and the University.

Other Outcomes, with Any Associations and Related Measures, Targets, Findings, and Action Plans

OthOtcm 1: Resources

As a result of programs and services offered by the Office of Parent Programs, parents and family members will be able to identify campus resources that will assist them in supporting their students success at UA.

Related Measures

M 1: # Programs Offered

Number and types of programs and services offered by the Office of Parent Programs.

Source of Evidence: Activity volume

Target: no target

Finding (2013-2014) - Target: Met

Parent Programs currently offers 10 programs specifically for parents: Crimson Connections Newsletters, Family Weekend, Parent Ambassadors, Parent Advisory Council, Parents Fund, Parent Helpline, Parent Orientation, PENPALS, Parent Social Media, Parent Educational Webinars

M 2: Participants

Number of participants in programs and services offered by the Office of Parent Programs.

Source of Evidence: Activity volume

Target: No Target

Finding (2013-2014) - Target: Met
A total of 7,235 parents and family members attended Parent Orientation during the summer of 2013. Parent/family email accounts listed on PENPALS (parent email notification system), as of May 12, 2014: 21,509.

**M 3: Learning at Parent Orientation**
Parents and family members will indicate agreement that as a result of participating in Parent Orientation they learned about UA resources. (Parent Orientation Survey Q15.)

Source of Evidence: Evaluations

**Target:** No Target

**Finding (2013-2014) - Target: Met**
92.47% of parents agree or strongly agree with the statement "I am aware of the resources, programs, and support available to me while my student attends UA." Parent Orientation Survey administered during the summer of the 2013.

**M 4: Learning at PO 2**
Parents and family members will indicate agreement that as a result of participating in Parent Orientation they learned about resources for parents (Parent Orientation Survey Q24.)

Source of Evidence: Evaluations

**Target:** No target set

**Finding (2013-2014) - Target: Met**
1. As a result of attending Parent Orientation, I learned about the following resources available to me and/or my student (strongly agree or agree):
   - Parent Handbook & Calendar - 89.55% (2,029)
   - Family Weekend - 87.85% (2,027)
   - Bama Dining - 96.9% (2,043)
   - Safety - 97.75% (2,040)
   - Parent Programs Facebook - 79.65% (2,030)
   - UA's website - 96.55% (2,041)
   - Action Card - 96.25% (2,041)
   - myBama guest account information - 91.1% (2,038)
   - Office of Parent Programs (website, helpline, etc) – 85.8% (2,021)
   - Academic Advising - 92.7% (2,039)
   - On-Campus Housing - 92.65% (2,029)
   - Record Release Form - 97.2% (2,031)

**M 5: Website Views**
Monthly analytics of views of the Parent Programs website.

Source of Evidence: Activity volume

**Target:** No Target

**Finding (2013-2014) - Target: Met**
From Jun 10, 2013 May 14, 2014, the parent website was viewed 242,363 times.

**M 14: Family Weekend - UA Knowledge**
As a result of participating in Family Weekend, parents will learn more about The University of Alabama.

Source of Evidence: Evaluations

**Target:**
70% of Family Weekend participants will indicate that as a result of participating in Family Weekend, they learned more about The University of Alabama.

**Finding (2013-2014) - Target: Met**
69.8% of Family Weekend participants indicated that as a result of participating in Family Weekend, they learned more about The University of Alabama.

**OthOtm 2: Proper Involvement**
As a result of programs and services offered by the Office of Parent Programs, parents and family members will be able to identify the proper level of involvement and support in their student's college experience.

**Related Measures**

**M 6: Learning at PO - Involvement**
Parents and family members will indicate agreement that as a result of participating in Parent Orientation they are prepared with concrete talking points to use when speaking to my student about their transition experience. (Parent Orientation Q27)

Source of Evidence: Evaluations

**Target:**
No Target

**Finding (2013-2014) - Target: Met**
94.7% of parents responding to the 2013 Parent Orientation survey indicated they agreed or strongly agreed with the following statement. "I learned strategies to support my student's success and transition to UA."

**M 7: PO Learning - Involvement 2**
Parents and family members will indicate agreement that information provided to parents and family members helped them define their role as a UA parent and supporter of their student. (Parent Orientation Q25)

Source of Evidence: Evaluations

**Target:**
No Target
Finding (2013-2014) - Target: Met
98% of parents responding to the Parent Orientation Survey in 2013 indicated they agreed or strongly agreed with the statement: "I learned about the challenges my student may experience at UA and resources available to assist my student with these."

Other Otm 3: Building Relationships
The Office of Parent Programs will offer a variety of events and educational programming to allow parents the opportunity to find their place at The University of Alabama and be welcomed as members of the UA family.

Related Measures

M 1: # Programs Offered
Number and types of programs and services offered by the Office of Parent Programs.

Source of Evidence: Activity volume

Target:
No Target

Finding (2013-2014) - Target: Met
Parent Programs currently offers 10 programs specifically for parents: Crimson Connections Newsletters, Family Weekend, Parent Ambassadors, Parent Advisory Council, Parents Fund, Parent Helpline, Parent Orientation, PENPALS, Parent Social Media, Parent Educational Webinars

M 2: Participants
Number of participants in programs and services offered by the Office of Parent Programs

Source of Evidence: Activity volume

Target:
No target

Finding (2013-2014) - Target: Met
Had 62 Parent Advisory Council members for the 2013-2104 academic year. As of May 12, 2014, there are 4,779 followers on the Parent Programs Facebook page and 1,339 followers on Twitter.

M 12: Family Weekend- Parent Interaction
- As a result of participating in Family Weekend, parents will have the opportunity to interact with other parents.

Source of Evidence: Evaluations

Target:
80% of Family Weekend participants will indicate that Family Weekend provided them with the opportunity to interact with other parents.

Finding (2013-2014) - Target: Met
84.3% of Family Weekend survey respondents indicated that Family Weekend provided them with the opportunity to interact with other parents.

M 13: Family Weekend- Interaction with Staff
- As a result of participating in Family Weekend, parents will have the opportunity to interact with University of Alabama staff.

Source of Evidence: Evaluations

Target:
65% of Family Weekend participants will indicate that Family Weekend provided them with the opportunity to interact with University of Alabama staff.

Finding (2013-2014) - Target: Met
67.1% of Family Weekend survey respondents indicated that Family Weekend provided them with the opportunity to interact with University of Alabama staff.

Other Otm 4: PA Competence
As a result of serving as a Parent Ambassador students will demonstrate an increased understanding of personal, interpersonal, and intercultural competence.

Related Measures

M 8: Parent Ambassador- Values & Beliefs
Students will indicate agreement with the following statement: As a result of participating as a Parent Ambassador, I have been able to clarify and articulate my values, attitudes, and beliefs

Source of Evidence: Evaluations

Target:
No Target

Finding (2013-2014) - Target: Met
80.8% of survey respondents agree or strongly agree with the following statement: "As a result of participating in Parent Ambassador training, I have been able to clarify my values."

M 9: Parent Ambassador- Diff Backgrounds
Students will indicate agreement with the following statement: Participating as a Parent Ambassador has helped me learn and change my understanding about people with different backgrounds and perspectives than my own

Source of Evidence: Evaluations

Target:
No Target
Finding (2013-2014) - Target: Met
91.7% of survey respondents agree or strongly agree with the following statement: "As a result of participating in Parent Ambassador training, I have learned from others with different backgrounds and perspectives than my own."

OthOtcm 5: PA Leadership Skills
Students will demonstrate the attainment of improved leadership skills as a result of serving as a Parent Ambassador

Related Measures

M 10: Parent Ambassador Strengths & Weaknesses
Students will indicate agreement with the following statement: Parent Ambassador Training has helped me identify and understand my strengths and weaknesses as a student leader

Source of Evidence: Evaluations

Target:
No Target

Finding (2013-2014) - Target: Met
96.2% of survey respondents agree or strongly agree with the following statement: "As a result of participating in Parent Ambassador training, I can identify my strengths as a student leader."

92.3% of survey respondents agree or strongly agree with the following statement: "As a result of participating in Parent Ambassador training, I can identify my weaknesses as a student leader."

M 11: Parent Ambassador- Conflict
Students will indicate agreement with the following statement: Parent Ambassador Training has educated me on strategies to approach, manage, and resolve conflict situations

Source of Evidence: Evaluations

Target:
No Target

Finding (2013-2014) - Target: Met
88.5% of survey respondents agree or strongly agree with the following statement: "As a result of participating in Parent Ambassador training, I feel confident in my ability to recognize conflict when it arises in an individual setting."

96.2% of survey respondents agree or strongly agree with the following statement: "As a result of participating in Parent Ambassador training, I feel confident in my ability to recognize conflict when it arises in a team setting."

88.5% of survey respondents agree or strongly agree with the following statement: "As a result of participating in Parent Ambassador training, I feel confident in my ability to resolve conflict in an individual setting."

96.2% of survey respondents agree or strongly agree with the following statement: "As a result of participating in Parent Ambassador training, I feel confident in my ability to resolve conflict in a team setting."

Details of Action Plans for This Cycle (by Established cycle, then alpha)

Defining Leadership
An overall review of the assessment plan was completed in the fall of 2013. This review highlighted that additional measures related to the leadership development experience of students would help improve the plan and provide staff with a better understanding of how well the organization was attaining this outcome.

Established in Cycle: 2012-2013
Implementation Status: Planned
Priority: High
Implementation Description: A more in-depth definition of leadership will be incorporated into assessment as well as training curriculum, to include specific characteristics or qualities, including but not limited to: communication skills, active listening, and problem solving techniques.

Responsible Person/Group: Parent Programs staff leading/facilitating training and administering assessment to student leaders.

Additional Resources: None.
Mission / Purpose

The Office of Parent Programs supports the successful academic and social transition of new students into The University of Alabama community as well as educates, provides resources, and promotes continuous relationships among our students, parents, families and the University.

Student Learning Outcomes, with Any Associations and Related Measures, Targets, Findings, and Action Plans

SLO 4: PA Competence
As a result of serving as a Parent Ambassador students will demonstrate an increased understanding of personal, interpersonal, and intercultural competence.

Related Measures

M 8: Parent Ambassador - Values & Beliefs
Students will indicate agreement with the following statement: As a result of participating as a Parent Ambassador, I have been able to clarify and articulate my values, attitudes, and beliefs

Source of Evidence: Evaluations

Target: No Target

Finding (2012-2013) - Target: Met
95.2% of survey respondents agree or strongly agree with the following statement: As a result of participating as a Parent Ambassador, I have been able to clarify and articulate my values, attitudes, and beliefs.

M 9: Parent Ambassador - Diff Backgrounds
Students will indicate agreement with the following statement: Participating as a Parent Ambassador has helped me learn and change my understanding about people with different backgrounds and perspectives than my own

Source of Evidence: Evaluations

Target: No Target

Finding (2012-2013) - Target: Met
90.5% of survey respondents agree or strongly agree with the following statement: Participating as a Parent Ambassador has helped me learn and change my understanding about people with different backgrounds and perspectives than my own.

SLO 5: PA Leadership Skills
Students will demonstrate the attainment of improved leadership skills as a result of serving as a Parent Ambassador

Related Measures

M 10: Parent Ambassador Strengths & Weaknesses
Students will indicate agreement with the following statement: Parent Ambassador Training has helped me identify and understand my strengths and weaknesses as a student leader

Source of Evidence: Evaluations

Target: No Target

Finding (2012-2013) - Target: Met
90.5% of survey respondents agree or strongly agree with the following statement: Parent Ambassador Training has helped me identify and understand my strengths and weaknesses as a student leader.

Related Action Plans (by Established cycle, then alpha):
For full information, see the Details of Action Plans section of this report.

Defining Leadership
Established in Cycle: 2012-2013
An overall review of the assessment plan was completed in the fall of 2013. This review highlighted that additional measures ...

M 11: Parent Ambassador - Conflict
Students will indicate agreement with the following statement: Parent Ambassador Training has educated me on strategies to approach, manage, and resolve conflict situations

Source of Evidence: Evaluations

Target: No Target

Finding (2012-2013) - Target: Met
95.3% of survey respondents agree or strongly agree with the following statement: Parent Ambassador Training has educated me on strategies to approach, manage, and resolve conflict situations.
Related Measures

M 1: # Programs Offered
Number of programs and services offered by the Office of Parent Programs.
Source of Evidence: Activity volume

Target: No target

Finding (2012-2013) - Target: Met
Parent Programs currently offers 9 programs specifically for parents: Crimson Connections Newsletters, Family Weekend, Parent Ambassadors, Parent Advisory Council, Parents Fund, Parent Helpline, Parent Orientation, PENPALS, Parent Social Media

M 2: Participants
Number of participants in programs and services offered by the Office of Parent Programs
Source of Evidence: Activity volume

Target: No Target

Finding (2012-2013) - Target: Not Reported This Cycle
A total of 6,456 parents and family members attended Parent Orientation during the summer of 2012.

Parent/family email accounts listed on PENPALS (parent email notification system), as of Sept 30, 2013: 22,575

M 3: Learning at Parent Orientation
Parents and family members will indicate agreement that as a result of participating in Parent Orientation they learned about UA resources. (Parent Orientation Survey Q15)

Source of Evidence: Evaluations

Target: No Target

Finding (2012-2013) - Target: Not Reported This Cycle
99.2% of parents agree or strongly agree with the statement "I am aware of the resources, programs, and support available to me while my student attends UA."

Parent Orientation Survey administered during the summer of the 2012.

M 4: Learning at PO 2
Parents and family members will indicate agreement that as a result of participating in Parent Orientation they learned about resources for parents (Q30 on survey).

Source of Evidence: Evaluations

Target: No target set

Finding (2012-2013) - Target: Not Reported This Cycle
1. As a result of attending Parent Orientation, I learned about the following resources available to me and/or my student:

   - Parent Handbook & Calendar- 70.6% (1,422)
   - Family Weekend- 78.7% (1,585)
   - Bama Dining- 92.4% (1,860)
   - Safety- 80.6% (1,622)
   - Parent Programs' Facebook page- 55.9% (1,126)
   - UA's website- 82.1% (1,653)
   - Action Card- 91.2% (1,835)
   - myBama guest account information- 63.0% (1,269)
   - Office of Parent Programs (website, helpline, etc) – 77.7% (1,564)
   - Academic Advising- 79.9% (1,608)
   - On-Campus Housing- 80.8% (1,626)
   - Record Release Form- 69.8% (1,405)

M 5: Website Views
Monthly analytics of views of the Parent Programs website.
Source of Evidence: Activity volume
OthOtm 2: Proper Involvement
As a result of programs and services offered by the Office of Parent Programs, students, parents and family members will be able to identify the proper level of involvement and support in their student's college experience.

Related Measures

M 6: Learning at PO- Involvement
Parents and family members will indicate agreement that as a result of participating in Parent Orientation they are prepared with concrete talking points to use when speaking to my student about their transition experience. (Parent Orientation Q27)

Source of Evidence: Evaluations

Finding (2012-2013) - Target: Met
97.5% of parents responding to the 2012 Parent Orientation survey indicated they agreed or strongly agreed with the following statement: "I am prepared with concrete talking points to use when speaking to my student about their transition experience."

M 7: PO Learning- Involvement 2
Parents and family members will indicate agreement that information provided to parents and family members helped them define their role as a UA parent and supporter of their student. (Parent Orientation Q25)

Source of Evidence: Evaluations

Finding (2012-2013) - Target: Met
99% of parents responding to the Parent Orientation Survey in 2012 indicated they agreed or strongly agreed with the statement that: "The presenters shared information that helped me define my role as a UA parent and supporter of my student."

OthOtm 3: Building Relationships
The Office of Parent Programs will offer a variety of events and educational programming to allow parents the opportunity to find their place at The University of Alabama and be welcomed as members of the UA family.

Related Measures

M 1: # Programs Offered
Number of programs and services offered by the Office of Parent Programs.

Source of Evidence: Activity volume

Finding (2012-2013) - Target: Met
Parent Programs currently offers 9 programs specifically for parents: Crimson Connections Newsletters, Family Weekend, Parent Ambassadors, Parent Advisory Council, Parents Fund, Parent Helpline, Parent Orientation, PENPALS, Parent Social Media

M 2: Participants
Number of participants in programs and services offered by the Office of Parent Programs

Source of Evidence: Activity volume

Finding (2012-2013) - Target: Not Reported This Cycle
Had 41 Parent Advisory Council members for the 2012-2103 academic year. As of October 14, 2013, there are 4,233 followers on the Parent Programs Facebook page.

Details of Action Plans for This Cycle (by Established cycle, then alpha)

Defining Leadership
An overall review of the assessment plan was completed in the fall of 2013. This review highlighted that additional measures related to the leadership development experience of students would help improve the plan and provide staff with a better understanding of how well the organization was attaining this outcome.

Established in Cycle: 2012-2013
Implementation Status: Planned
Priority: High

Relationships (Measure | Outcome/Objective):
Measure: Parent Ambassador Strengths & Weaknesses | Outcome/Objective: PA Leadership Skills
Implementation Description: A more in-depth definition of leadership will be incorporated into assessment as well as training curriculum, to include specific characteristics or qualities, including but not limited to: communication skills, active listening, and problem solving techniques.
Responsible Person/Group: Parent Programs staff leading/facilitating training and administering assessment to student leaders.
Additional Resources: None.
**Mission / Purpose**

The Office of Parent Programs supports the successful academic and social transition of new students into The University of Alabama community as well as educates, provides resources, and promotes continuous relationships among our students, parents, families and the University.

**Other Outcomes, with Any Associations and Related Measures, Targets, Findings, and Action Plans**

**OthOtcm 1: Resources**

As a result of programs and services offered by the Office of Parent Programs, parents and family members will be able to identify campus resources that will assist them in supporting their students success at UA.

**Related Measures**

**M 1: # Programs Offered**

Number of programs and services offered by the Office of Parent Programs.

Source of Evidence: Activity volume

**Target:**

no target

Finding (2011-2012) - Target: Met

Parent Programs currently offers 9 programs specifically for parents:

- Crimson Connections Newsletters
- Family Weekend
- Parent Ambassadors
- Parent Advisory Council
- Parents Fund
- Parent Helpline
- Parent Orientation
- PENPALS
- Parent Social Media

**M 2: Participants**

Number of participants in programs and services offered by the Office of Parent Programs.

Source of Evidence: Activity volume

**Target:**

No Target

**M 3: Learning at Parent Orientation**

Parents and family members will indicate agreement that as a result of participating in Parent Orientation they learned about UA resources. (Parent Orientation Survey Q25.)

Source of Evidence: Evaluations

**Target:**

No Target

Finding (2011-2012) - Target: Met

98.8% of parents agree or strongly agree with the statement “I am aware of the resources, programs, and support available to me while my student attends UA.”

**M 4: Learning at PO 2**

Parents and family members will indicate agreement that as a result of participating in Parent Orientation they learned about resources for parents (Parent Orientation Survey Q24.)

Source of Evidence: Evaluations

**M 5: Website Views**

Monthly analytics of views of the Parent Programs website.

Source of Evidence: Activity volume

**Target:**

No Target

Finding (2011-2012) - Target: Met

From May 4, 2011 to Jul 4, 2012, the parent website was viewed 160,749 times.

**OthOtcm 2: Proper Involvement**

As a result of programs and services offered by the Office of Parent Programs, students, parents and family members will be able to identify the proper level of involvement and support in their student's college experience.

**Related Measures**

**M 6: Learning at PO- Involvement**
Parents and family members will indicate agreement that as a result of participating in Parent Orientation they are prepared with concrete talking points to use when speaking to my student about their transition experience. (Parent Orientation Q29)

Source of Evidence: Evaluations

**Target:**
No Target

**Finding (2011-2012) - Target: Met**
99.6% of parents agree or strongly agree with the following statement. "I am prepared with concrete talking points to use when speaking to my student about their transition experience."

**M 7: PO Learning- Involvement 2**
Parents and family members will indicate agreement that information provided to parents and family members helped them define their role as a UA parent and supporter of their student. (Parent Orientation Q12)

Source of Evidence: Evaluations

**Target:**
No Target

**Finding (2011-2012) - Target: Met**
99.3% of parents agree or strongly agree with the following statement. "The presenters shared information that helped me define my role as a UA parent and supporter of my student."

**OthOtcm 3: Building Relationships**
The Office of Parent Programs will offer a variety of events and educational programming to allow parents the opportunity to find their place at The University of Alabama and be welcomed as members of the UA family.

**Related Measures**

**M 1: # Programs Offered**
Number of programs and services offered by the Office of Parent Programs.

Source of Evidence: Activity volume

**Target:**
No Target

**Finding (2011-2012) - Target: Met**
Parent Programs currently offers 9 programs specifically for parents:

- Crimson Connections Newsletters
- Family Weekend
- Parent Ambassadors
- Parent Advisory Council
- Parents Fund
- Parent Helpline
- Parent Orientation
- PENPALS
- Parent Social Media

**M 2: Participants**
Number of participants in programs and services offered by the Office of Parent Programs

Source of Evidence: Activity volume

**OthOtcm 4: PA Competence**
As a result of serving as a Parent Ambassador students will demonstrate an increased understanding of personal, interpersonal, and intercultural competence.

**Related Measures**

**M 8: Parent Ambassador- Values & Beliefs**
Students will indicate agreement with the following statement: As a result of participating as a Parent Ambassador, I have been able to clarify and articulate my values, attitudes, and beliefs

Source of Evidence: Evaluations

**Target:**
No Target

**Finding (2011-2012) - Target: Met**
96% of survey respondents agree or strongly agree with the following statement: As a result of participating as a Parent Ambassador, I have been able to clarify and articulate my values, attitudes, and beliefs

**M 9: Parent Ambassador- Diff Backgrounds**
Students will indicate agreement with the following statement: Participating as a Parent Ambassador has helped me learn and change my understanding about people with different backgrounds and perspectives than my own

Source of Evidence: Evaluations

**Target:**
No Target

**Finding (2011-2012) - Target: Met**
91% of survey respondents agree or strongly agree with the following statement: Participating as a Parent Ambassador has helped me learn and change my understanding about people with different backgrounds and perspectives than my own

**OthOtcm 5: PA Leadership Skills**
Students will demonstrate the attainment of improved leadership skills as a result of serving as a Parent Ambassador

**Related Measures**
<table>
<thead>
<tr>
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<td>Source of Evidence: Evaluations</td>
</tr>
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<td><strong>Target:</strong> No Target</td>
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