Urbansitter.com
Gift Cards Proposal

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Student Parents @UC Davis

Demographics

310
Estimated number of undergraduate student parents

193
Number of student parents for whom we have some data
Student Parents by Gender

- **Female**: Over 150
- **Male**: About 50
- **Non-binary**: Less than 10

Based on data for 193 students.

Student Parents by Age Today

- **19-21**: Nearly 20
- **22-24**: About 20
- **25-29**: Over 50
- **30-34**: Nearly 60
- **35-39**: About 50
- **40+**: Over 40

Based on data for 193 students; average age: 32
Age of Children

Based on data for 154 children of 116 students; average age: 7; in addition, 8 students are currently pregnant or have a pregnant partner.

Student Parents by Ethnicity

Based on data for 174 students.
Student Parent Needs Survey

Demographics

Students Parents by Income Level

Low Income

Not Low Income

Based on data for 168 students
Open ended responses

Student parent challenges:

“The system is structured with the "ideal student" in mind. It's very difficult to impossible for a student parent to be an ideal student (financially independent, ample free time to study, able to network and socialize, etc.).”

“Attending to my children's needs while trying to make the time and space to work and study. It is a constant balancing act and I am always short changing someone. I feel constant guilt and anxiety”

“Having large enough blocks of time to really concentrate and work on papers, projects, etc...Connecting with others in my situation...Finding child friendly spaces on campus…”
Urbansitter.com
Gift Cards

Service to allow student caregivers to attend campus events
Babysitting Gift Cards
Some call it a gift card.
We prefer to call it sanity.

Give the gift of babysitting: it’s the perfect gift for any occasion, from birthdays to baby shower gifts.

Our babysitting gift cards are available in any amount from $5 to $1,000. Your gift card will be emailed, so you can email it or print it at home.

1. Student identifies need for one-time childcare
2. Student submits the online request form
3. Student is notified of gift card
4. TRC follows up to gauge the experience
5. TRC follows up with students to learn about the student’s experience with the program was helpful and ways to improve.

Student can set up an account on urbansitter.com and select a sitter of their choice.
Program Details

- 30 $100 Urbansitter.com gift cards + $75 3-month membership and $8 service fee = $5,490
  - Average cost of a sitter ~$18/hour
  - Gift card would cover membership and ~3 hours of care
- Transfer and Reentry Center manages the application process and assessment
- Allows students to receive care where they live and to choose the care provider
- Within 10 miles of Davis, there are currently 60 sitters available on Urbansitter.com
  - Urbansitter.com does background checks of all sitters and allows for payment via gift card; also shows vaccine status and other indicators

Evaluation of 2022-2023 Program

- As of March 1, 2023, distributed 19 of the 25 gift cards; will distribute the remaining cards before the end of the spring 2024 quarter
- Ways that the gift cards have assisted students with their studies and success at UC Davis
  - “I am a single mom so this will help so much I have 4 dogs and a three year old daughter so if I could get any free time with a little bit of babysitting it would be so much appreciated!”
  - “This childcare will help me prepare for that exam with uninterrupted time to study.”
  - “This gift card will help to accomplish many things. It will help me attend my class meeting on time, it will help me get good grades and it will decrease my stress.”
Evaluation of 2022–2023 Program

- Ways that the gift cards have assisted students with their studies and success at UC Davis
  - “It was extremely helpful in paying for a nanny with the funds. Thank you so much.”
  - “It has honestly been very helpful for me to be able to find time for work and studying, even if it’s just for a few hours. This is actually a super beneficial program for several parents and it would be awesome to see it continued! I appreciate everything you do for our student parents here at UC Davis :)”

Program Improvements for 2023–2024

- Encourage more UC Davis students to sign up to serve as babysitters on Urbansitter.com
  - Students can sign up for free, i.e. the registration and background check fee is waived
- Create an instructional video to clearly show how to access Urbansitter.com and use the gift card
- Encourage student parents to first find a babysitter through the TRC Babysitter Directory, then select them on Urbansitter.com
Questions?