Urbansitter.com Gift Cards Proposal

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Student Parents @UC Davis

Demographics
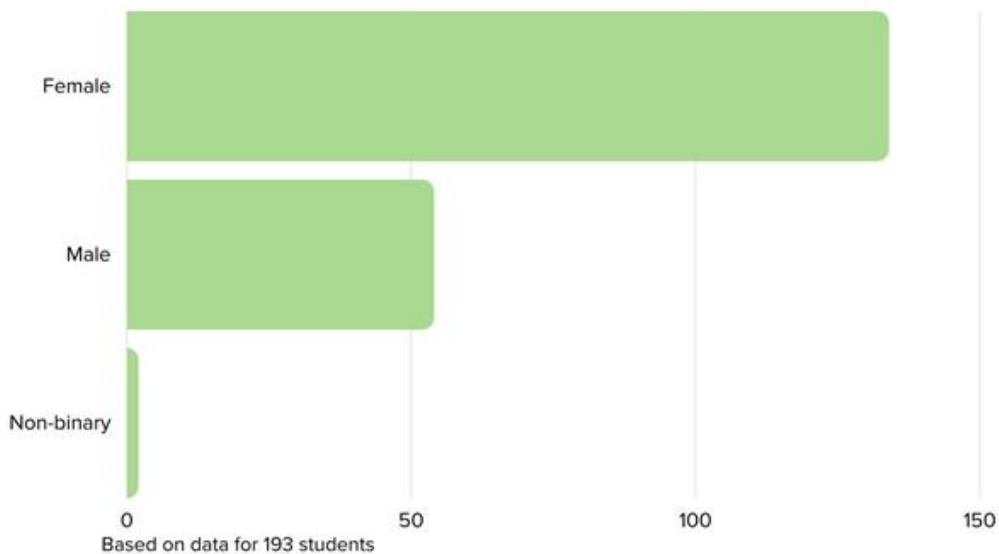
310

Estimated number of undergraduate student parents

193

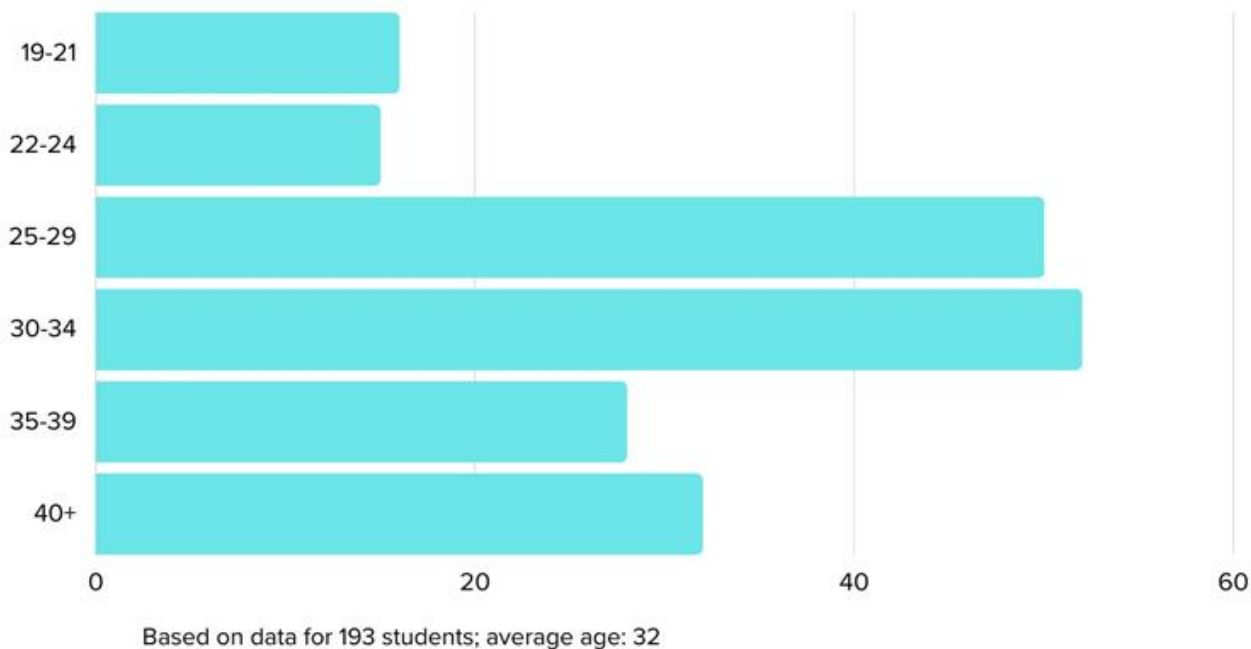Number of student parents for whom we have some data
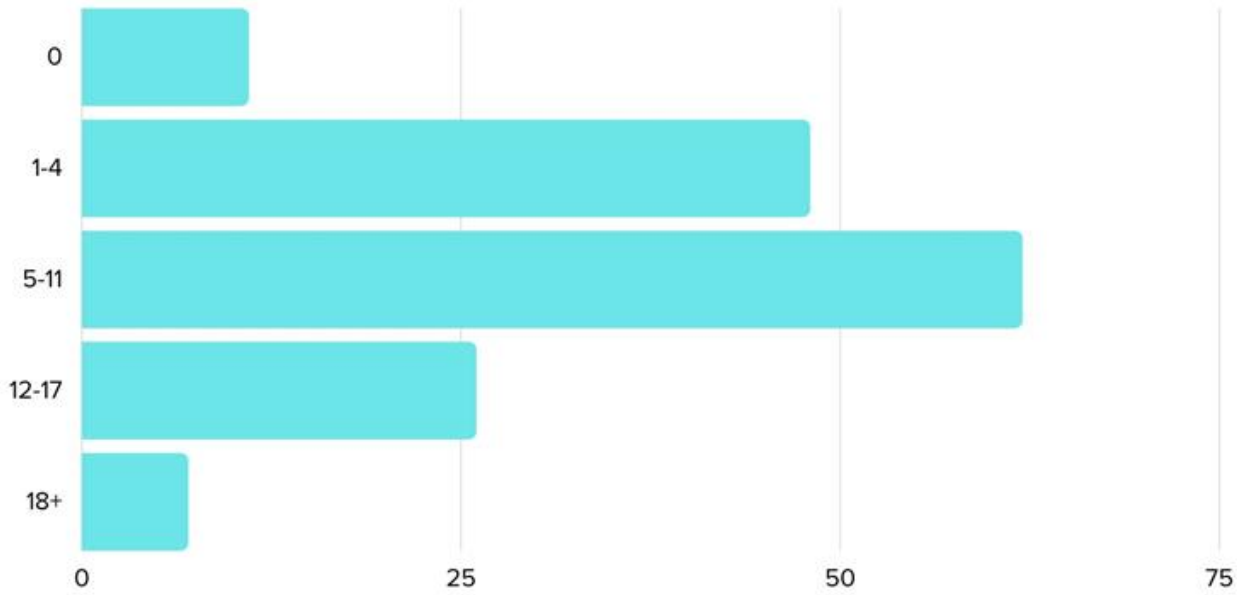
Student Parents @UC Davis

Student Parents by Gender

Gender	Count
Female	~137
Male	~53
Non-binary	~2

Based on data for 193 students

Student Parents by Age Today

Age	Count
19-21	~16
22-24	~15
25-29	~50
30-34	~52
35-39	~28
40+	~32

Based on data for 193 students; average age: 32

Age of Children

Age	Count
0	(bar ~11)
1-4	(bar ~48)
5-11	(bar ~62)
12-17	(bar ~26)
18+	(bar ~8)

Axis: 0, 25, 50, 75

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

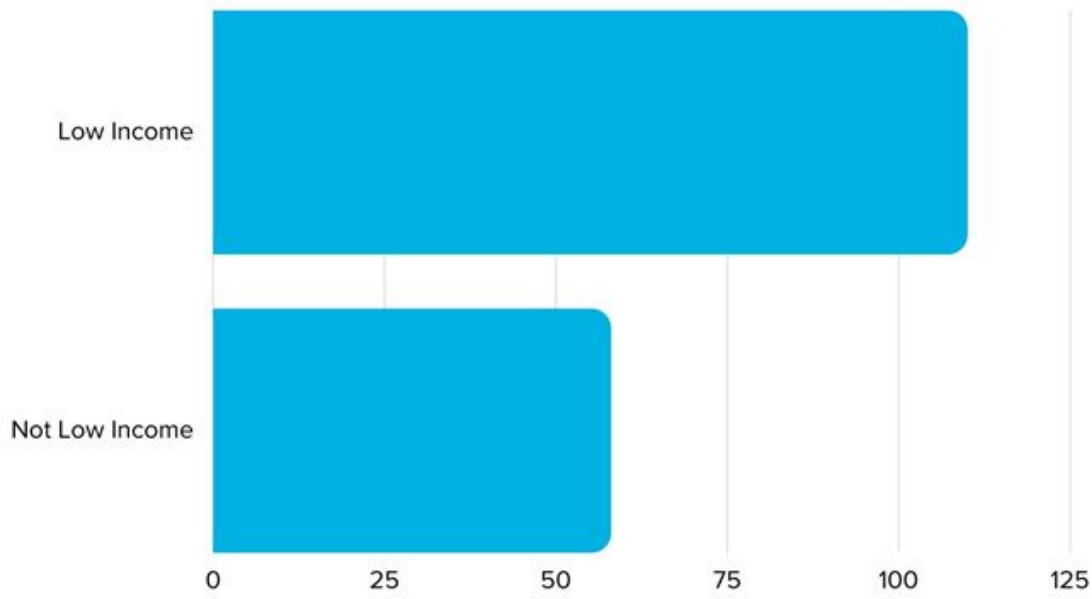# Student Parents by Ethnicity

Ethnicity	Count
African American / Black	(bar ~25)
American Indian / Alaskan Native	(bar ~4)
Asian / Asian American	(bar ~31)
Hispanic / Latinx	(bar ~57)
Pacific Islander	(bar ~1)
White	(bar ~58)

Axis: 0, 20, 40, 60

Based on data for 174 students

Students Parents by Income Level

Based on data for 168 students

Student Parent Needs Survey

39% A huge amount of stress	38% Quite a bit of stress	19% Moderate stress	

■ A huge amount of stress (39%)　■ Quite a bit of stress (38%)　■ Moderate stress (19%)　■ A little stress (4%)　■ No stress at all (0%)

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

urbansitter
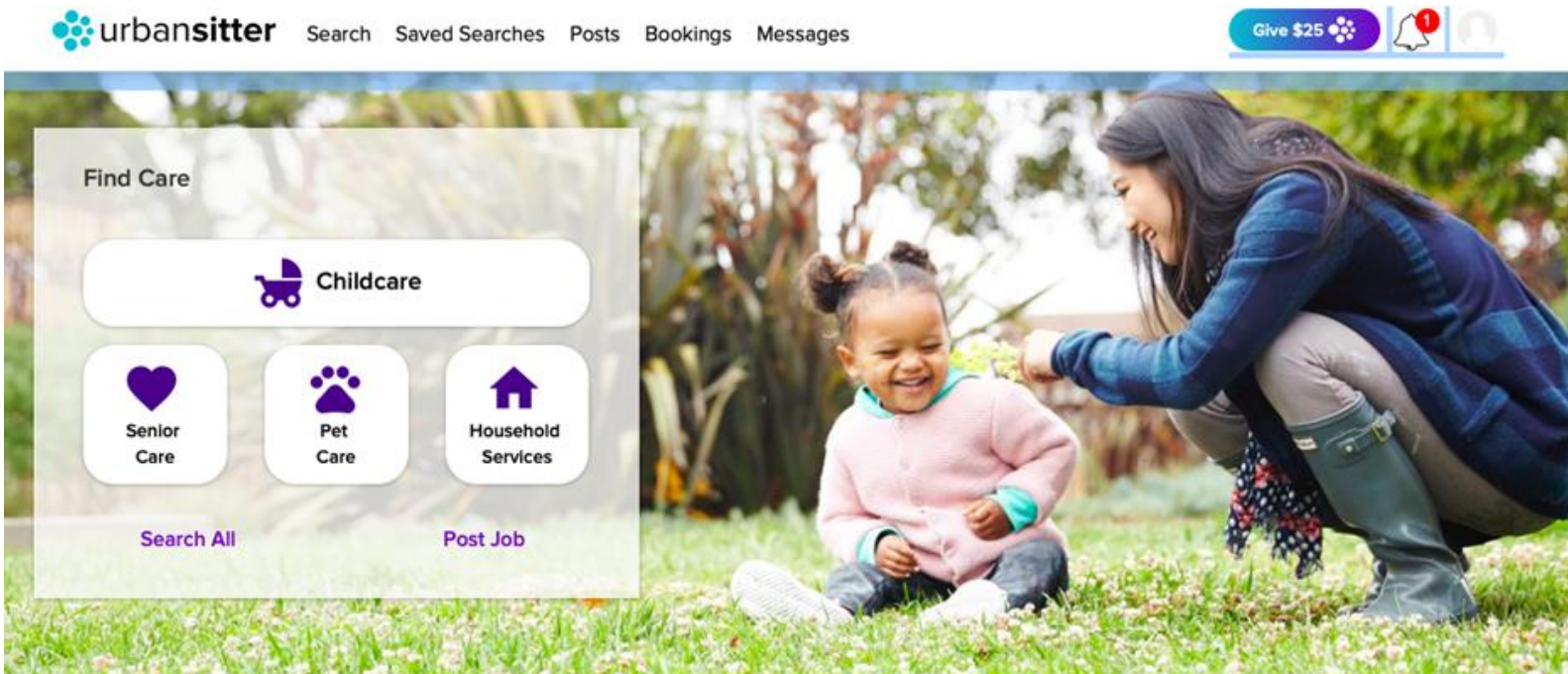
Babysitting Gift Cards

Some call it a gift card.
We prefer to call it sanity.

Redeem Gift   **Purchase Gift**

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

Can cover any campus event, study group, class session, club meeting, time for uninterrupted study, etc.

2. Student submits the online request form

At least 5 days in advance, the student submits the form; the form also asks what the student will learn and access from the experience

3. Student is notified of gift card award

$100 urbansitter.com credit (plus $75 3-month membership and $8 service fee) is emailed to the student

4. Student books a sitter via Urbansitter.com

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

5. TRC follows up to gauge the experience

TRC follows up with students to learn about the student's experience with Urbansitter.com, how the program was helpful, and ways to improve

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?