

Private School

Parent Feedback Program

Individual Response Report

Month, 200X

Independently and confidentially conducted by:

CLIENT  OPINIONS

MARKET-DRIVEN THINKING

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Survey Participants			
#	Name	#	Name
1	Abbie Smith	26	Daniel Lennior
2	John Talberg	27	Michael Vice
3	Paul Corey	28	Douglas Palchik
4	Jake Lane	29	Debbie Vogue
5	Denise Koslowski	30	Mary Stanton
6	Kathleen Lake	31	Dale Todd
7	David Heath	32	Elizabeth Zeigler
8	Richard Darling	33	Woody Elliot
9	Brenda Pepper	34	John Eton
10	Sandy Pepper	35	Kenneth Vance
11	Brandon Landing	36	Bryan Carnaughan
12	Suzan Astro	37	Thomas Tad
13	David Main	38	James Farber
14	Terry Maier	39	Ralph Post
15	Mathew Pollick	40	Louise Nottingham
16	Kimberly Null	41	Nancy Kerrigan
17	Samantha Yellick	42	Terry Mayor
18	Bob Dillion	43	Jason Magoon
19	Christopher James	44	Karen Olshansky
20	Pat Thomas	45	Brent Johnson
21	Nicholas Manning	46	Lucy Vescuchinno
22	David Thompson	47	Sandy Dale
23	Paul Mitchell	48	Matthew Stevenson
24	Amar Lambing	49	Erin Talberg
25	Leanne Belk	50	Bethany Hart

Please Note: This report is a sample and, therefore, only includes information for one (1) survey respondent.

Abbie Smith		
#	Question	Response
Q1	What immediate thought comes to mind when you think of this school	Excellence in education
Q2	How would you best characterize this thought?	Mostly Favorable
Q3	How do you feel about this school today versus a year ago?	Better
Q4	Please rate your satisfaction with this school in terms of the following learning attributes:	
	Educational philosophy	Very Satisfied
	Learning environment	Satisfied
	Curriculum	Very Satisfied
	Breadth of educational opportunities	Very Satisfied
	Extra-curricular opportunities	Very Satisfied
Q5	Please rate your satisfaction with this school's teaching staff in the following areas:	
	Communication	Satisfied
	Responsiveness	Very Satisfied
	Understanding of child's needs	Dissatisfied
	Quality of parent meetings	Very Satisfied
Q6	Please provide any comments/suggestions you have regarding this school's teaching staff:	I would like teachers to take learning disabilities more seriously.
Q7	Please rate your satisfaction with this school's administration in the following areas:	
	Communication	Very Satisfied
	Responsiveness	Neutral
	Understanding of child's needs	Satisfied
	Quality of parent meetings	Very Satisfied
Q8	Please provide any comments/suggestions you have regarding this school's administration:	It would be great if you could actually talk to a senior level administrator when you call in, not just the receptionist.
Q9	If you are comfortable, please specify the other school(s) you considered prior to enrolling your child at this school?	Local public schools, and Smith Day School
Q10	What were the most influential factors in persuading you to enroll your child in this school? (Please select up to 3 choices)	
	Open house/Visit to school campus	
	School website/Promotional materials	
	Value for tuition	
	Location	
	Academics	Academics
	Safety	
	Educational philosophy	Educational philosophy
	Accreditation	
	Diversity	
	Personal recommendation	
	Other (please specify)	My child's friends go there

Abbie Smith - continued

#	Question	Response
Q11	Have you ever had reservations about keeping your child at this school?	Yes
Q12	What caused you to have reservations about keeping your child at this school? (Please select up to 3 choices)	
	Curriculum	
	Quality of teaching	
	Relative tuition cost	Relative tuition cost
	Safety	
	Location	Location
	Behavior, social or discipline matters	
	Governance of school	
	Parent/Community involvement	Parent/Community involvement
	Other (please specify)	
Q13	What could this school do to address your concerns?	Lower tuition and encourage a stronger parent community
Q14	Please rate your satisfaction with this school's effectiveness in communicating with you in the following areas:	
	School website	Satisfied
	School newsletter	Satisfied
	In-person meetings	Neutral
Q15	Please rate your satisfaction with this school in terms of helping your child develop in the following areas:	
	Self-confidence	Very Satisfied
	Open-mindedness	Satisfied
	Independent thinking	Very Satisfied
	Social skills	Neutral
	Intellectual curiosity	Satisfied
	Academic skills	Satisfied
	Honesty/Integrity	Neutral
	Respect for others	Very Satisfied
Q16	Would you recommend this school to a close friend or colleague?	Yes, definitely
Q17	If you did not select that you would "yes, definitely" recommend this school, why not?	
Q18	How would you describe this school to a friend or colleague considering enrolling their child?	A very supportive learning environment with great teachers
Q19	In order to improve the educational experience of your child, what should this school:	
	START doing?	Communicate better on a more regular basis
	STOP doing?	Increasing class size
Q20	How many children do you have enrolled at this school?	2

Abbie Smith - continued

#	Question	Response
Q21	How many years have you had at least one child enrolled at this school?	3-5 years
Q22	Name	Abbie Smith
	Email	abbie@emailaddress.com
	Company	IBM



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Trending Report

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About this Report

Information Provided by this Report:

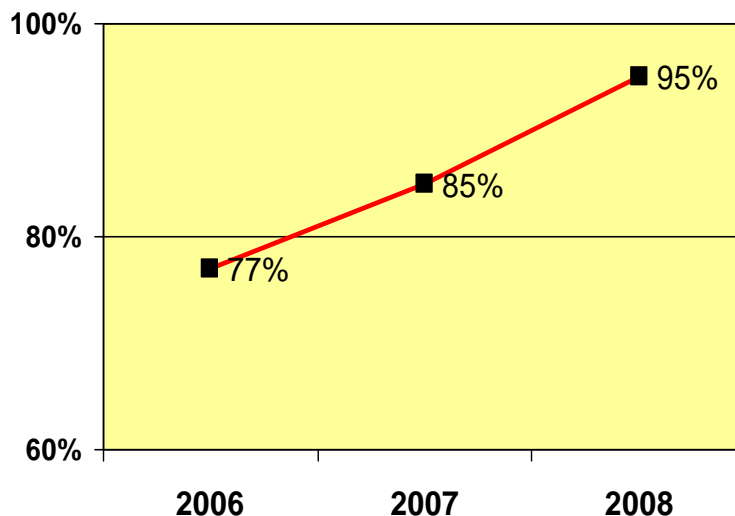
This report shows changes in parent responses from year-to-year (available after year 2).

How to Use this Report:

Use this report to identify positive and negative trends in parent perceptions. This data will help identify the areas in which you are moving in a positive direction, and areas that may present opportunities for improvement.

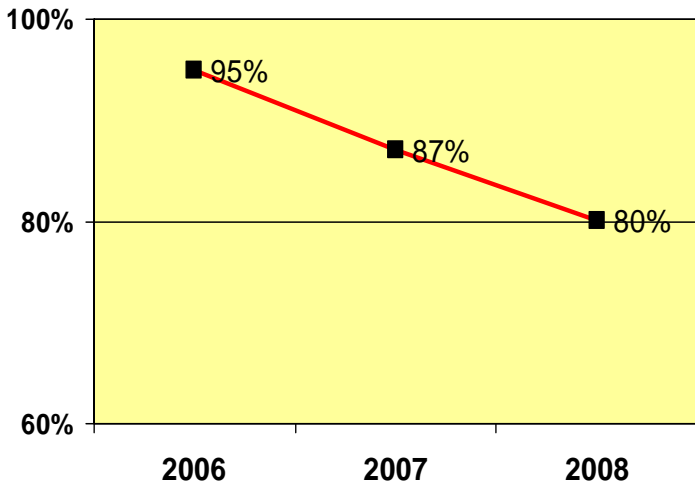
Overall Satisfaction

This chart will allow you to track annual changes in the percentage of parents likely or definitely willing to recommend your school to a close friend or colleague.



Important Note:

This document contains a few **sample** charts only.

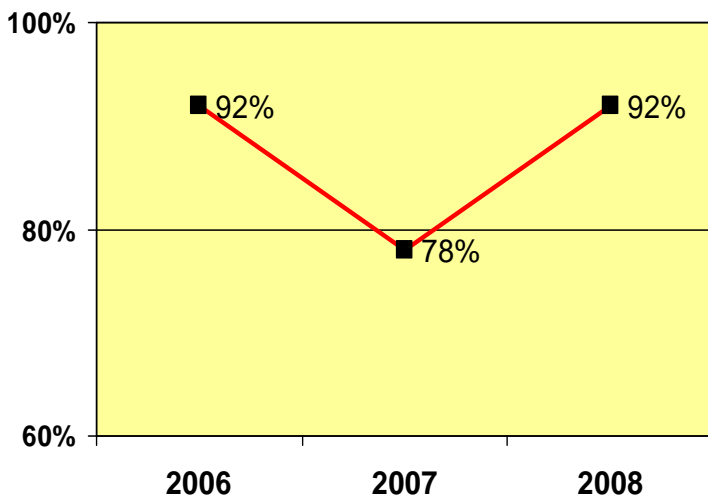
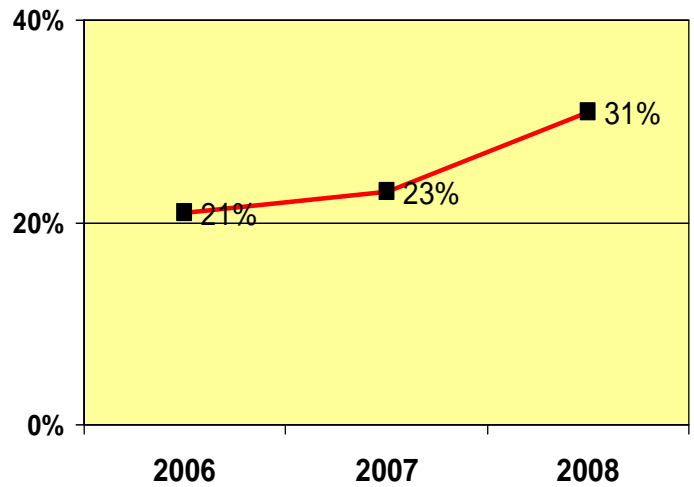


Satisfaction with Tuition Value

This chart will allow you to track annual changes in the percentage of parents who are satisfied or very satisfied with tuition value.

Reservations

This chart will allow you to track annual changes in the percentage of parents who have had reservations about keeping their child at your school.



Satisfaction with Teaching Staff

This chart will allow you to track annual changes in the percentage of parents that are satisfied or very satisfied with your schools teaching staff.