

Private School Parent Feedback Program

Final Report

Month, 200X

Independently and confidentially conducted by:

CLIENT  OPINIONS

MARKET-DRIVEN THINKING

www.clientopinions.com

Confidentiality of this Document

The information contained in this communication is the property of Client Opinions, Inc. and is intended only for the personal and confidential use of the designated recipient to which it is addressed.

This communication contains information that is privileged, confidential and protected from disclosure.

Copying or distributing this document without prior consent from Client Opinions is illegal.



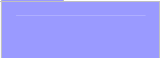

Table of Contents

Brand Image	Page 3
Trending Perceptions	Page 4
Satisfaction with Learning Attributes	Page 5
Satisfaction with Teaching Staff	Page 6
Satisfaction with Administration	Page 7
Other Schools Parents Considered	Page 8
Influential Factors in Enrollment	Page 9
Reservations & Concerns	Page 10
Satisfaction with Communication	Page 12
Satisfaction with Child Development	Page 13
Willingness to Recommend	Page 14
Description of School to Others	Page 15
Suggestions for Improvement	Page 16
Parent Profile	Page 17

Brand Image

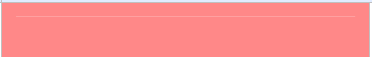

1: What immediate thought comes to mind when you think of this school? (word, short phrase)

(Respondents were limited to **brief** text responses)

Response	Chart	Frequency	Count
Excellence		44.0%	88
Principal Smith		2.0%	4
Expensive		2.5%	5
Small class size		10.5%	21
Academics		34.0%	68
Supportive Learning Environment		7.0%	14
		Valid Responses	200
		Total Responses	200

2: How would you best characterize this thought?


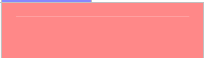
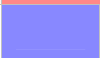


(Respondents could only choose a **single** response)

Response	Chart	Frequency	Count
Mostly Favorable		94.0%	188
Mostly Unfavorable		6.0%	12
		Valid Responses	200
		Total Responses	200

Trending Perceptions

3: How do you feel about this school today verses a year ago?

(Respondents could only choose a **single** response)

Response	Chart	Frequency	Count
Far Better		21.0%	42
Better		51.0%	102
About the same		22.0%	44
Worse		2.5%	5
Far Worse		0.0%	0
N/A		3.5%	7
		Valid Responses	200
		Total Responses	200

Satisfaction with Learning Attributes

4: Please rate your satisfaction with this school in terms of the following learning attributes:

		No Opinion	Very Dissatisfied	Dissatisfied	Neutral	Satisfied	Very Satisfied	Total
Educational philosophy	Count	9	3	1	15	74	96	200
	% by Row	4.5%	1.5%	0.5%	7.5%	37.0%	48.0%	100.0%
Learning environment	Count	0	1	3	17	96	84	200
	% by Row	0.0%	0.5%	1.5%	8.5%	48.0%	42.0%	100.0%
Curriculum	Count	2	4	2	12	69	111	200
	% by Row	1.0%	2.0%	1.0%	6.0%	34.5%	55.5%	100.0%
Breadth of educational opportunities	Count	9	3	2	3	57	126	200
	% by Row	4.5%	1.5%	1.0%	1.5%	28.5%	63.0%	100.0%
Extra-curricular opportunities	Count	10	2	8	18	65	97	200
	% by Row	5.0%	1.0%	4.0%	9.0%	32.5%	48.5%	100.0%
Total	Count	30	13	16	65	361	514	1000
	% by Row	3.0%	1.3%	1.6%	6.5%	36.1%	51.4%	100.0%

Satisfaction with Teaching Staff

5: Please rate your satisfaction with this school's teaching staff in the following areas:

		Very Dissatisfied	Dissatisfied	Neutral	Satisfied	Very Satisfied	Total
Communication	Count	1	3	3	84	109	200
	% by Row	0.5%	1.5%	1.5%	42.0%	54.5%	100.0%
Responsiveness	Count	1	3	17	96	83	200
	% by Row	0.5%	1.5%	8.5%	48.0%	41.5%	100.0%
Understanding of child's needs	Count	1	2	12	59	126	200
	% by Row	0.5%	1.0%	6.0%	29.5%	63.0%	100.0%
Quality of parent meetings	Count	1	2	7	69	121	200
	% by Row	0.5%	1.0%	3.5%	34.5%	60.5%	100.0%
Total	Count	4	10	39	308	439	800
	% by Row	0.5%	1.3%	4.9%	38.4%	54.9%	100.0%

6: Please provide any comments/suggestion you have regarding this school's teaching staff:
(Please explain)

(Limited responses shown for illustrative purposes only)

Response	
I would like to see the school hire more experienced teachers, even if you have to pay them more.	
While I have been impressed with all of my child's teachers, Mr. Smith in the Math department has been exceptional in his ability to motivate my child in a subject he previously had no interest in. Thanks!	
Teachers could be more proactive in brining issues with children up earlier, rather than let them reach boiling point before the parents are brought in.	
I wish the school had a better diversity of experience when it comes to teachers, with older teachers mentoring the young ones. It does not matter to me if a teacher has a PhD if they have never had to teach a class full of teenagers before!	
Where is the discipline in the classroom? My child told me the other day that one teacher had trouble teaching anything for an entire class because it was so unruly.	
I was a teacher for 30 years, and I think the teachers at this school are fantastic.	
Valid Responses	200
Total Responses	200

Satisfaction with Administration

7: Please rate your satisfaction with this school's administration in the following areas:

		Very Dissatisfied	Dissatisfied	Neutral	Satisfied	Very Satisfied	Total
Communication	Count	1	3	3	84	109	200
	% by Row	0.5%	1.5%	1.5%	42.0%	54.5%	100.0%
Responsiveness	Count	1	3	17	96	83	200
	% by Row	0.5%	1.5%	8.5%	48.0%	41.5%	100.0%
Understanding of child's needs	Count	1	2	12	59	126	200
	% by Row	0.5%	1.0%	6.0%	29.5%	63.0%	100.0%
Quality of parent meetings	Count	1	2	7	69	121	200
	% by Row	0.5%	1.0%	3.5%	34.5%	60.5%	100.0%
Total	Count	13	16	65	361	514	1000
	% by Row	1.3%	1.6%	6.5%	36.1%	51.4%	100.0%

8: Please provide any comments/suggestion you have regarding this school's administration:
(Please explain)

(Limited responses shown for illustrative purposes only)

Response	Valid Responses	Total Responses
I would really like the administrative staff to foster more contact with parents. Right now I feel like there is a large disconnect.		
The administrative staff is doing great. This school is run very well.		
I wish the decision makers at the school would quit dodging the parking issue. It is not going to get any better by simply ignoring it, and it gets worse every year. The other day my daughter was late for class because she had to find a parking spot on the street, and guess who's fault it was when she was late to class.		
There needs to be greater clarity of the schools objectives going forward. Many other parents and I were not even aware that the school plans to increase in size until my son told me there were 30 new kids in his grade this year!		
I had a child go through this school almost 15 years ago, and things have improved dramatically. In my opinion this is attributed to the new administrative team put in several years ago to turn things around. Great job.		
	200	200
	200	200

Other Schools Parents Considered

9: If you are comfortable, please specify the other school(s) you considered prior to enrolling your child at this school? (Please explain)

(Limited responses shown for illustrative purposes only)

Response	
Lake View School, The Bryan School	
Several boarding schools in the northeast	
The Bryan School. Blake Academy, St. Timothy's	
Local Public Schools	
The Bryan School	
Meredith Day School, St. Timothy's, The Bryan School	
Valid Responses	200
Total Responses	200

Influential factors in Enrollment

10: What were the most influential factors in persuading you to enroll your child at this school?
 (Please select up to 3 choices)

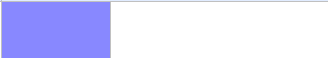
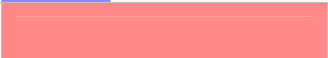
(Respondents were allowed to select up to 3 choices)

Response	Chart	Frequency	Count
Open house, Visit to school campus		37.5%	75
School website/Promotional materials		2.5%	5
Value for tuition		3.5%	7
Location		1.5%	3
Educational philosophy		8.0%	16
Academics		44.0%	88
Accreditation		32.0%	64
Diversity		8.5%	17
Personal recommendation		9.5%	19
Safety		4.0%	8
Other (please specify)		0.5%	1
		Valid Responses	200
		Total Responses	200

Reservations & Concerns

11: Have you ever had reservations about keeping your child at this school?


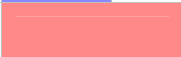







(Respondents could only choose a **single** response)

Response	Chart	Frequency	Count
Yes		15.0%	30
No (skip next 2 questions)		85.0%	170
		Valid Responses	200
		Total Responses	200

12: What caused you to have reservations about keeping your child at this school?

(Please select up to 3 choices)

(Respondents were allowed to select 3 choices)

Response	Chart	Frequency	Count
Curriculum		16.7%	15
Relative tuition cost		38.9%	35
Quality of teaching		8.9%	8
Safety		10.0%	9
Location		4.5%	4
Behavior, social or discipline matters		2.2%	2
Governance of school		7.8%	7
Parent/Community involvement		10.0%	9
Other (please specify)		1.1%	1
		Valid Responses	90
		Total Responses	90

13: What could this school do to address your concerns?

(Limited responses shown for illustrative purposes only)

Response	
Lower tuition cost	
Offer more advanced classes as my child is an advanced student.	
Discipline. My child gets picked on every day and no one seems to do anything about it.	
Lower tuition costs in line with other private schools in the area.	
Hire more experienced teachers.	
Valid Responses	200
Total Responses	200

Satisfaction with Communication

14: Please rate your satisfaction with this school's effectiveness in communication with you in the following areas:

		No Opinion	Very Dissatisfied	Dissatisfied	Neutral	Satisfied	Very Satisfied	Total
School website	Count	9	3	1	15	74	96	200
	% by Row	4.5%	1.5%	0.5%	7.5%	37.0%	48.0%	100.0%
School newsletter	Count	0	1	3	17	96	84	200
	% by Row	0.0%	0.5%	1.5%	8.5%	48.0%	42.0%	100.0%
In-person meetings	Count	2	4	2	12	69	111	200
	% by Row	1.0%	2.0%	1.0%	6.0%	34.5%	55.5%	100.0%
Total	Count	11	8	6	44	239	291	600
	% by Row	1.8%	1.3%	1.0%	7.4%	39.9%	48.6%	100.0%

Satisfaction with Child Development

15: Please rate your satisfaction with this school in terms of helping your child develop in the following areas:

		No Opinion	Very Dissatisfied	Dissatisfied	Neutral	Satisfied	Very Satisfied	Total
Self-confidence	Count	9	3	1	15	74	96	200
	% by Row	4.5%	1.5%	0.5%	7.5%	37.0%	48.0%	100.0%
Open-mindedness	Count	0	1	3	17	96	84	200
	% by Row	0.0%	0.5%	1.5%	8.5%	48.0%	42.0%	100.0%
Independent thinking	Count	2	4	2	12	69	111	200
	% by Row	1.0%	2.0%	1.0%	6.0%	34.5%	55.5%	100.0%
Social skills	Count	9	3	2	3	57	126	200
	% by Row	4.5%	1.5%	1.0%	1.5%	28.5%	63.0%	100.0%
Intellectual curiosity	Count	0	1	3	17	96	84	200
	% by Row	0.0%	0.5%	1.5%	8.5%	48.0%	42.0%	100.0%
Academic skills	Count	2	4	2	12	71	109	200
	% by Row	1.0%	2.0%	1.0%	6.0%	35.5%	55.4%	100.0%
Honesty / Integrity	Count	9	3	1	15	74	96	200
	% by Row	4.5%	1.5%	0.5%	7.5%	37.0%	48.0%	100.0%
Respect with others	Count	0	1	3	17	96	84	200
	% by Row	0.0%	0.5%	1.5%	8.5%	48.0%	42.0%	100.0%
Total	Count	31	19	17	108	633	790	1600
	% by Row	1.9%	1.2%	1.1%	6.8%	39.6%	49.4%	100.0%

Willingness to Recommend

16: Would you recommend this school to a close friend or colleague?

(Respondents could only choose a **single** response)

Response	Chart	Frequency	Count
Yes, definitely - 10		46.0%	92
9		32.0%	64
8		12.0%	24
7		3.0%	6
6		1.5%	3
5		1.5%	3
4		0.5%	1
3		0.0%	0
2		2.5%	5
1		0.0%	0
No, definitely not - 0		1.0%	2
		Valid Responses	200
		Total Responses	200

17: If you did not select that you would “yes, definitely” recommend this school, why not?

(Limited responses shown for illustrative purposes only)

Response		
I feel the academics are too rigorous. That intensive learning environment works for some children, but not all.		
My child has had a bad experience with a number of teachers.		
There are so many good schools in the area, I don't feel the need to recommend any specific one.		
My child has thrived at this school, but I feel a lot of other kids would be better off at a larger school with more diversity and greater extra-curricular opportunities.		
The academic rigor is a bit intimidating.		
Valid Responses		200
Total Responses		200

Description of School to Others

18: How would you describe this school to a friend or colleague considering enrolling their child?

(Limited responses shown for illustrative purposes only)

Response	
A wonderful school with great teachers	
Very tough, but also a place where good students are pushed and can thrive.	
Small school with small class sizes. Excellent personal attention	
Beautiful campus	
Very friendly students, a great place to send your kid to school.	
Demanding, but also formative in a good way.	
Valid Responses	200
Total Responses	200

Suggestions for Improvement

19: In order to improve the education experience of your child, what should this school:

Start doing?

(Limited responses shown for illustrative purposes only)

Response	
Offering more extracurricular activities. More diversity of opportunities.	
Going on more class trips at the beginning of the year. I know it is expensive, but they are so important for bonding and a sense of community.	
More standardized testing preparation. So much of those tests are knowing how to take them, and I don't feel the school adequately prepares students in that way.	
Valid Responses	200
Total Responses	200

Stop doing?

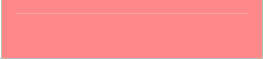



(Limited responses shown for illustrative purposes only)

Response	
Publishing class rank, it only adds to stress even if you are doing well.	
Hiring young and inexperienced teachers. This is one of the best schools in the area and should have the pick of the litter.	
Waiting for crisis to hit before important decisions are made.	
Valid Responses	200
Total Responses	200

Parent Profile

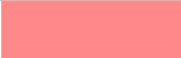


20: How many children do you have enrolled at this school?

(Respondents could only choose a **single** response)

Response	Chart	Frequency	Count
1		58.5%	117
2		35.0%	70
3		5.5%	11
4+		1.0%	2
		Valid Responses	200
		Total Responses	200

21: How many years have you had at least one child enrolled at this school?

(Respondents could only choose a **single** response)

Response	Chart	Frequency	Count
0-2 years		44.0%	88
3-5 years		37.5%	75
6+ years		18.5%	37
		Valid Responses	200
		Total Responses	200