



Two Surveys Your School Should Run Every Year

Parents are your primary audience; let them know their feedback is important and valued.

Post-Enrollment

New parents have just gone through the enrollment process; they weighed all their options and decided on your school. Now is the perfect time to get accurate, honest feedback on your processes and marketing strategies. Here are some topics to cover in your new parent, post-enrollment survey:

- Values and characteristics they were looking for in a school
- Contributing factors in their decision-making process
- Where they searched for information
- Ease of enrollment

Adjust questions to reflect the culture of your school and the marketing strategies you use. Add multiple choice options based on your marketing efforts, the steps in your enrollment process, etc. Don't forget to add an "other" option to collect additional data you may not have considered. This kind of survey is typically best used within a week or two of school starting.

Parent Satisfaction

When it comes to research, don't forget the students who are currently enrolled. Parent satisfaction of currently enrolled students is a critical assessment for retention and marketing. In fact, it is something you should be doing annually. Questions should aim to give you a picture of your school from the parents' point of view. Here are some question topics to get you started:

- Customer Service
- Overall School Atmosphere
- Education Quality & Curriculum
- Extracurricular Activities & Programs

It's important to keep this survey relatively short, even if you are asking Likert Scale questions. Keep your survey to no more than 2 pages or fewer than 30 questions. If the survey reveals any issue areas, conduct more in-depth research at another time. You can launch this kind of survey any time during the school year, but it may be best to do it in the middle or toward the end of the year.

Analyze Your Results

Your survey results will only be useful to the extent you analyze them and apply what you learn.

- Did you achieve your goals?
- Which strategies were most effective? Least effective?
- Can you see, measure, or track the results of your marketing efforts?
- What does the data tell you?

The results of your analysis will help you plan your future marketing efforts and make improvements in your communication and customer service.



Sample Post-Enrollment Survey

Thank you for taking the time to complete this survey. All responses are anonymous and will be kept confidential. Your time is valuable, and we appreciate your input.

What other schools in the community did you consider?

What factors were important in your final decision? (check all that apply)

- Location
- Class Size
- Academic curriculum
- Extracurricular activities
- Cost
- Special accommodations or modifications
- Mission/focus of the school
- Fit for my child
- Other (please specify):

What events contributed to your decision? (check all that apply)

- The campus visit
- The school website
- Referrals from friends/family
- School rating on GreatSchools.org or other websites
- Other (please specify):

Where did you search for information when making this decision? (check all that apply)

- The school's website
- The district website
- The school's social media
- Recommendations from friends and family
- Recommendations from acquaintances in the area
- Other (please specify):

In your own words, what ultimately helped you decide on our school?

How would you rate the enrollment process? (shade in the number of stars for rating)

- Ease of locating enrollment form: ★★★★★
- Ease of knowing what documents were needed: ★★★★★
- Helpfulness of the front office personnel: ★★★★★
- Friendliness of the staff: ★★★★★

In what ways can we make improvements for the future?



Sample Parent Satisfaction Survey

Thank you for taking the time to complete this survey. All responses are anonymous and will be kept confidential. Your time is valuable, and we appreciate your input.

Customer Service

To what extent do you agree with the following statements?

- **I am treated with respect and courtesy by the staff when I visit the school.**
Agree Somewhat Agree Neutral Somewhat disagree Disagree
- **I am treated with respect and courtesy by the teachers when I visit the school.**
Agree Somewhat Agree Neutral Somewhat disagree Disagree
- **My phone calls and questions are answered politely and respectfully.**
Agree Somewhat Agree Neutral Somewhat disagree Disagree
- **Phones are answered promptly or messages are returned promptly.**
Agree Somewhat Agree Neutral Somewhat disagree Disagree
- **It is easy to find school information (such as lunch menus, drop-off & pick-up procedures, etc.) online.**
Agree Somewhat Agree Neutral Somewhat disagree Disagree
- **I am able to talk with my child's teachers about school work, challenges, and academic progress.**
Agree Somewhat Agree Neutral Somewhat disagree Disagree
- **This school communicates well with me.**
Agree Somewhat Agree Neutral Somewhat disagree Disagree

Overall School Atmosphere

To what extent do you agree with the following statements?

- **The school is clean, orderly, and well-maintained.**
Agree Somewhat agree Neutral Somewhat disagree Disagree
- **I feel welcome and valued at this school.**
Agree Somewhat agree Neutral Somewhat disagree Disagree
- **My child feels welcome and valued at this school.**
Agree Somewhat Agree Neutral Somewhat disagree Disagree
- **The school provides and enforces a safe environment.**
Agree Somewhat Agree Neutral Somewhat disagree Disagree
- **The school environment supports learning.**
Agree Somewhat Agree Neutral Somewhat disagree Disagree
- **I would recommend this school to other families.**
Agree Somewhat Agree Neutral Somewhat disagree Disagree

How satisfied are you with the overall school facilities?

Satisfied Somewhat satisfied Neutral Somewhat dissatisfied Dissatisfied



Education Quality & Curriculum

How satisfied are you with our overall academic programs?

Satisfied Somewhat satisfied Neutral Somewhat dissatisfied
Dissatisfied

How satisfied are you with the quality of our facility?

Satisfied Somewhat satisfied Neutral Somewhat dissatisfied Dissatisfied

How satisfied are you with the class sizes?

Satisfied Somewhat satisfied Neutral Somewhat dissatisfied Dissatisfied

How satisfied are you with the textbooks, technology, and classroom materials available to your student?

Satisfied Somewhat satisfied Neutral Somewhat dissatisfied Dissatisfied

To what extent do you agree with the following statements?

- **My child's homework is relevant and supports the learning process.**
Agree Somewhat Agree Neutral Somewhat disagree Disagree
- **I am aware of the educational goals for my child.**
Agree Somewhat Agree Neutral Somewhat disagree Disagree
- **I am aware of my child's progress or problems before progress reports are sent home.**
Agree Somewhat Agree Neutral Somewhat disagree Disagree
- **The school does a good job of preparing my student for the future.**
Agree Somewhat Agree Neutral Somewhat disagree Disagree

Extracurricular Activities & Programs

How satisfied are you with our overall extracurricular programs?

Satisfied Somewhat satisfied Neutral Somewhat dissatisfied Dissatisfied

How satisfied are you with the development of character and values in our students?

Satisfied Somewhat satisfied Neutral Somewhat dissatisfied Dissatisfied

How satisfied are you with the opportunities you have to be involved at the school?

Satisfied Somewhat satisfied Neutral Somewhat dissatisfied Dissatisfied

To what extent do you agree with the following statements?

- **The school provides a wide variety of enriching programs and activities for my child.**
Agree Somewhat Agree Neutral Somewhat disagree Disagree
- **Activities, clubs, and programs are well run and supported.**
Agree Somewhat Agree Neutral Somewhat disagree Disagree

Please use the space below to provide us with any further information that will help us improve, especially with regards to areas in which you were dissatisfied or statements with which you disagreed.