



 SCHOOL GROWTH

NEW FAMILY SURVEY

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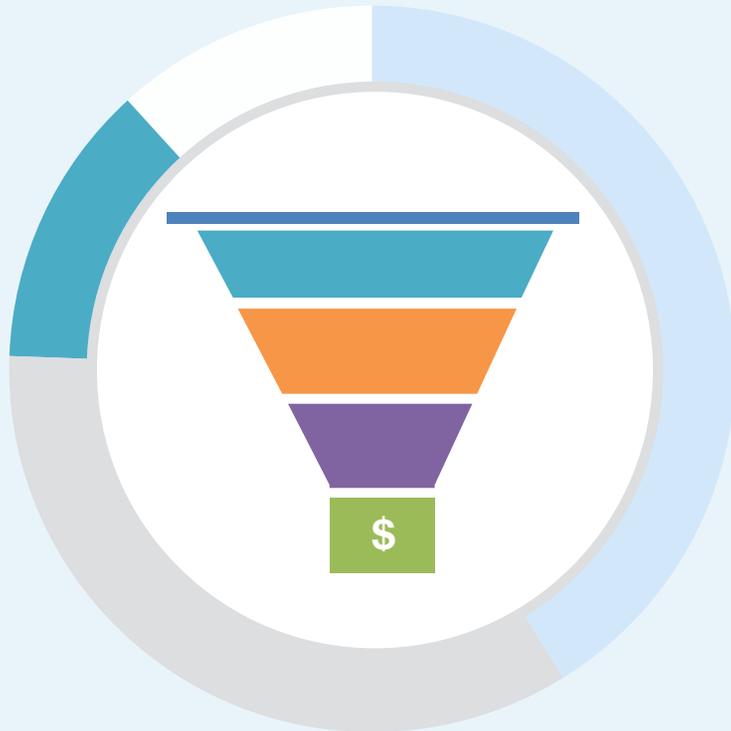


Conducting a New Family Survey early in the first semester is a recommended best practice to learn and improve. Your newest families recently compared your school to other options in the community, evaluating your value proposition and choosing you for specific reason(s).

Generally they are enthusiastic about your school and are eager to help you improve. In light of your commitment to grow as a learning organization, their feedback provides very valuable data for your Growth Plan. We've created some sample questions you can use in a survey or personal interview with new families.

QUESTION #1

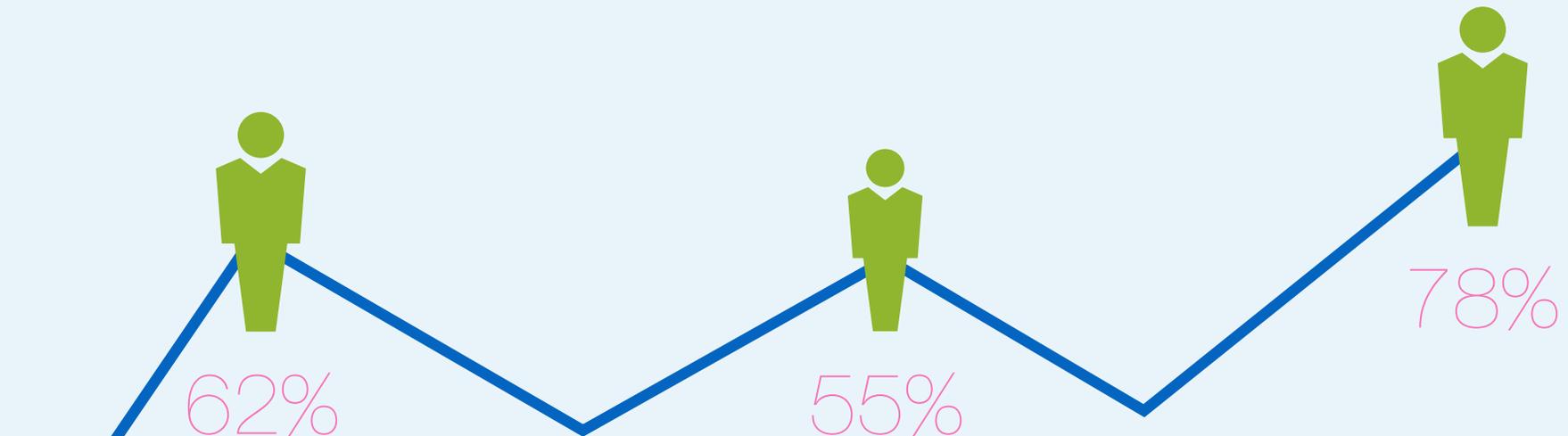
HOW WOULD YOU RATE OUR ADMISSIONS PROCESS?
WHAT WOULD YOU IMPROVE?



Growing enrollment begins with an honest, reflective look at the admissions process. Your competitors are constantly developing new ways to attract and recruit more students. The schools that listen and improve are able to adapt to changes in the market and develop better ways to deliver on their mission.

NEW FAMILY SURVEY QUESTION #2

HOW WOULD YOU RATE YOUR TOUR EXPERIENCE? WHAT DID YOU ENJOY THE MOST? WAS THERE ANYTHING THAT YOU WISH YOU HAD SEEN OR DONE THAT WE DIDN'T INCLUDE?

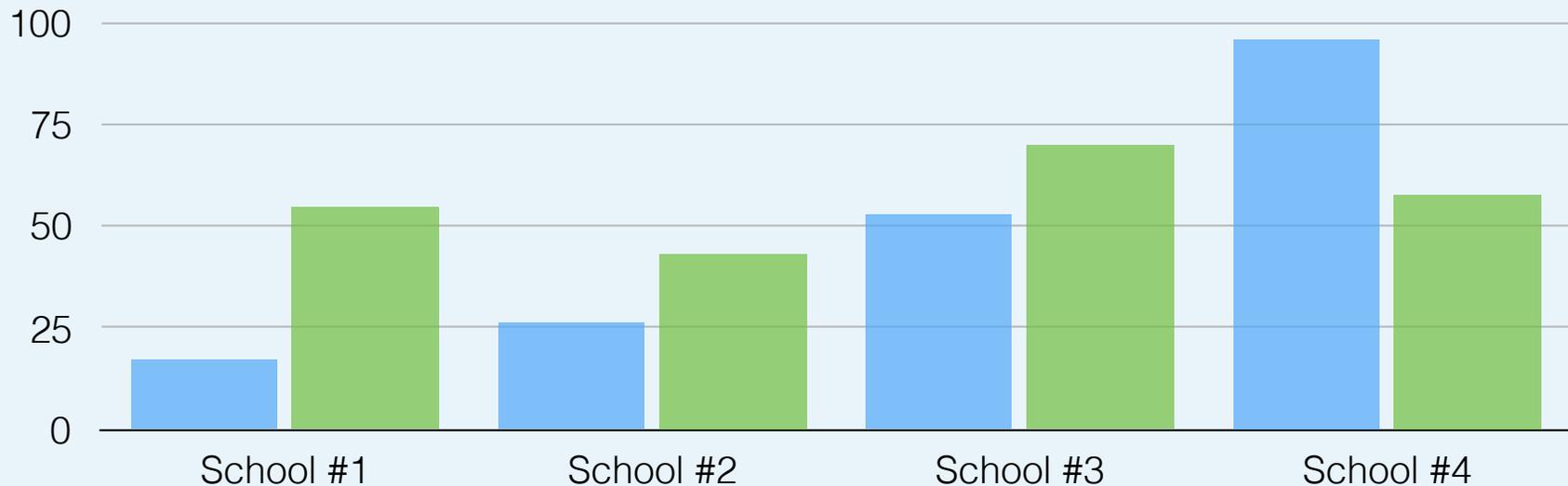


Visiting your campus for a tour is the best way to get firsthand information about your school, but the quality of the experience can vary widely. This question assesses how well newly enrolled families perceived your program and people.

NEW FAMILY SURVEY QUESTION #3

WHAT OTHER SCHOOLS DID YOU VISIT? TO WHICH SCHOOLS DID YOU SUBMIT AN APPLICATION?

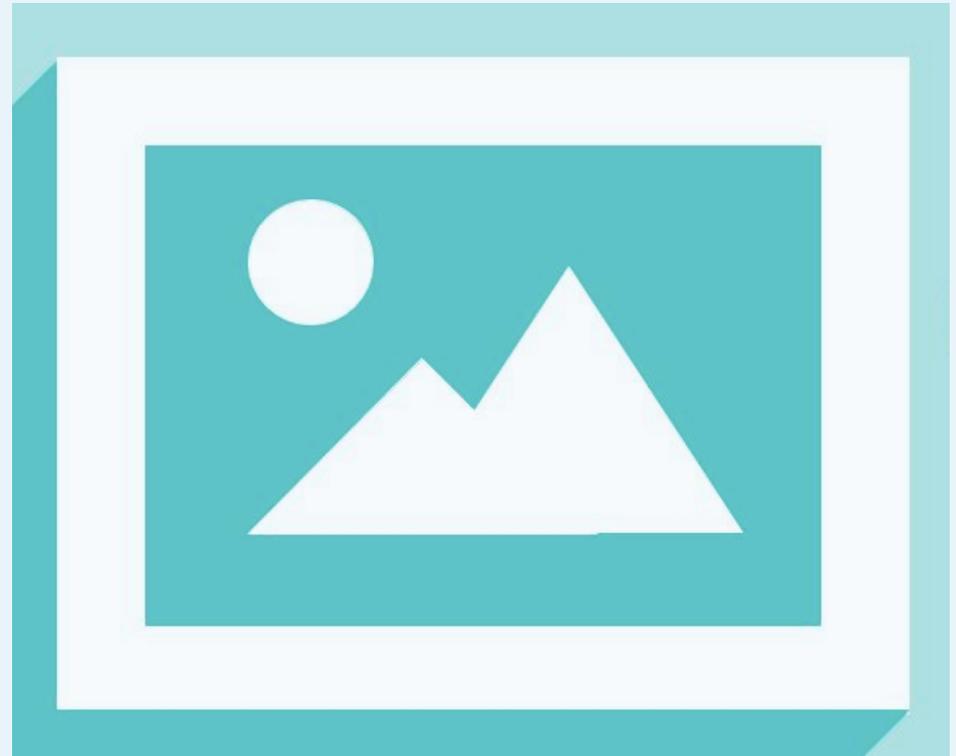
Using a data-driven Growth Plan includes developing a deep understanding of your primary competitors. This list changes over time, as does their value proposition and narrative.



NEW FAMILY SURVEY QUESTION #4

WHAT DID YOU HEAR ABOUT OUR SCHOOL BEFORE YOU VISITED?
DID YOUR PERCEPTION CHANGE AFTER YOUR TOUR?
WHAT WAS DIFFERENT?

Families own your brand perception. Brand perception is what parents and students in your target market believe you represent—not what you say you do. Brand perception comes from their interaction with your people, their experience day-to-day, and your reputation as shared through word of mouth on the grapevine and on social media channels.



NEW FAMILY SURVEY QUESTION #5

WHAT DID YOU SEE AT OTHER SCHOOLS DURING YOUR TOUR AND/OR ADMISSIONS PROCESS THAT YOU WOULD LIKE TO SEE US IMPLEMENT?



Innovation includes taking advantage of the successes of others to rapidly improve and grow your school. A good idea should spread and be used by as many people as possible. Sharing of best practices is part of growing as a learning organization. The key is to learn from your competitors but then accommodate new initiatives within your unique context and narrative.

NEW FAMILY SURVEY QUESTION #6

IN YOUR MIND, WHAT SET OUR SCHOOL APART?
WHAT WAS A PRIMARY FACTOR THAT COMPELLED YOU TO
CHOOSE OUR SCHOOL OVER YOUR OTHER OPTIONS?



A strategic differentiator is a characteristic of your school that separates you from competitors and gives you a perceived advantage in the eyes of your target families. It must be true, important, and provable.

NEW FAMILY SURVEY QUESTION #7

WHAT WAS THE MOST IMPORTANT FACTOR IN CHOOSING OUR SCHOOL?
(E.G., ACADEMICS, MISSION, EDUCATIONAL PHILOSOPHY, CARING ENVIRONMENT,
LOCATION, TUITION, ATHLETICS, ARTS, FAMILIES, ETC.)

Understanding the motivations behind families applying to and enrolling in your school is crucial to inform your Growth Plan. Their motivation is the set of psychological factors that influenced the decision to choose you over their other options. That decision is the end result of the enrollment process (or *Family Journey*).

#1

QUESTION #8

WHAT EVENT OR PROGRAM WAS MOST EFFECTIVE AT HELPING YOU
CONNECT WITH US?

(e.g., Mentor Family, Open House, Shadow Day, etc.)



Event marketing is enrollment promotion through in-person interactions that are designed to build stronger relationships with prospective families. This includes digital events such as virtual open houses, webinars or live-streamed programs.

QUESTION #9

HOW WAS YOUR ON-BOARDING EXPERIENCE AND THE TRANSITION FROM AN APPLICANT TO AN ENROLLED FAMILY? DID YOU RECEIVE THE INFORMATION AND GUIDANCE YOU NEEDED? DO YOU HAVE ANY SUGGESTIONS FOR IMPROVEMENT?

Reenrollment begins even before their first day of school. How you welcome new families sets the tone for the long-term experience. This includes handing them off to the administrative leadership, addressing their questions and concerns, and ensuring they understand how to connect in the school community. This is one of the most important steps in the enrollment process.



QUESTION #10

HOW HELPFUL AND EFFECTIVE WERE OUR FAMILY MENTORS?
DO YOU FEEL CONNECTED IN OUR SCHOOL COMMUNITY?

The mentor family is tasked with personally welcoming and engaging with new families, helping them acclimate to the school community and ensuring a very positive transition. Training and accountability for mentor families is crucial.





START YOUR **GROWTH** PLAN

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WE **GROW** SCHOOLS AND THE PEOPLE
WHO HAVE THE COURAGE TO LEAD THEM