

Using School Improvement Surveys to Increase Enrollment



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ROMAN CATHOLIC
DIOCESE OF SYRACUSE
CATHOLIC SCHOOLS OFFICE

Surveying parents, students, and staff helps you adjust to meet the needs of stakeholders → increasing satisfaction.

Higher satisfaction →
Greater retention →
Increasing enrollment

- Our Goal: Assist school leaders in understanding the necessity of conducting this annual practice.
- Why: It positively impacts school programming, marketing, and development.

Why?

Minimizing Emotional
Decision Making



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Forget Perfect. Find Optimal.

"Focus on what matters. Make your customers happy with your product as quickly as you can, and help them as much as you can after that.

If you do those better than anyone else out there you'll win." - Marc Hedlund

Surveys are about **improvement!**
No school is perfect.

Similar to an **annual physical**, survey data is used to promote **thriving health**, not just identify life-threatening problems.

It's a **tool** not a weapon.



How

The Process:

Annually, surveys are sent to: parents, teachers, and students (grades 4-12).

- **Parent Survey (Anonymous):**
 - Topic Areas: Overall Satisfaction, Instructional Quality, Religious Formation, Constituent Relations, Operational Excellence, Financial Health
- **Students & Staff Survey (Anonymous):**
 - Topic Areas: Quality of Academic Learning & Instruction, Character Development, School Culture & Support, Professional Community, Partnership with Parents



Examples of Questions

Do you agree or disagree with the following statements?

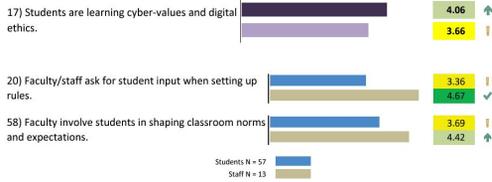
2. Constituent Relations
2.1 Communication & Responsiveness
24) I receive clear and timely communication from the teachers.
25) I receive clear and timely communication from the school administrators regarding school events, calendar changes, school incidents, etc.
26) Teachers are timely and responsive to parents' questions and/or concerns.
27) School administrators are timely and responsive to parents' questions and/or concerns.
28) Teachers are approachable and fair with parents.
29) School administrators are approachable and fair with parents.
30) I receive Archdiocesan/Diocesan emails and updates.

Use of the Data:

The most important part of the process: recognition that stakeholders have been **heard** and their input fully **considered**.

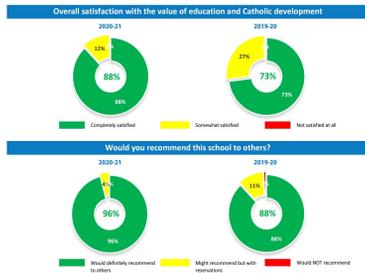
Many things that emerge tend to be easily-fixed, "small-ticket" issues.

When stakeholders are heard, when they see responsiveness to feedback, the mission and values of the school are reinforced.

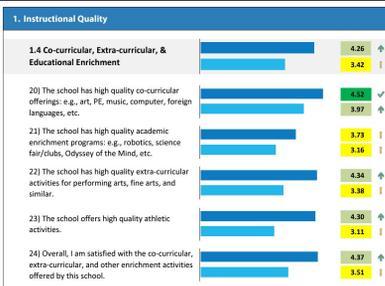


Satisfaction & Recommend

Did our changes have an impact?



Co- and Extra-Curriculars



Financial Value

Tuition increases no longer based on emotions:



2020-21: N = 69
2019-20: N = 83



Data to support "soft" measures (SEL)



Parent Comments

Use in marketing!

- | | | | |
|----|---|-----|--------|
| 16 | The atmosphere for learning at HC is untouched by other area schools. The community is warm and welcoming, and students are nurtured as whole people with a great balance of academics and fun. | YES | PK-4 |
| 17 | The staff hired and promoted over the last few years have breathed new life into the school. | YES | GR 5-6 |
| 18 | Holy Cross is a the best school for my children. This school gives a foundation of success in every aspect of my childrens life. Success in a relationship with Jesus Christ, success in becoming a great leader, success in their academics and striving for the best. | YES | GR 5-6 |

Use to adjust offerings!

- | | |
|---|---|
| 4 | School Clubs: E sports may be appreciated by students. Opportunity to learn Basic Life Support would be great for community service. Science club of some sort. |
| 5 | - |
| 6 | Something not sport related. Like photography, any steam activities, or esports |

Stories from Our Schools

Schools responsive to data, using it to inform strategic plans and add programming, saw:

- increased new student enrollment
- growing retention rates

All while instituting substantial tuition increases.

School Name	Yr 5	Yr 4	Yr 3	Yr 2	Yr 1
HC	176	145	145	129	
Market Share	5.9%	5.7%	5.0%		
IC	279	246	228	222	196
Market Share	6.8%	5.4%	5.3%	4.6%	
SP	124	119	127	99	86
Market Share	7.1%	7.4%	5.5%	4.6%	



Start by doing what is necessary, then what is possible, and suddenly you are doing the impossible.

~ Saint Francis of Assisi



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What questions do you have for us?



Feel free to reach out to us at anytime:

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