



# Using School Improvement Surveys to Increase Enrollment



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DIOCESE OF SYRACUSE  
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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.

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## Why?

Minimizing Emotional  
Decision Making



"We feel we can raise tuition ..."

Over 28 Million Copies Sold Worldwide

# Who Moved My Cheese?

Deal With Change

Understanding Personal and Organizational Change

In Your Work and In Your Life

DR SPENCER JOHNSON

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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.



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## 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



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## 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.

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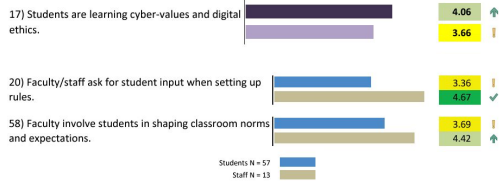
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### Use of the Data:

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.




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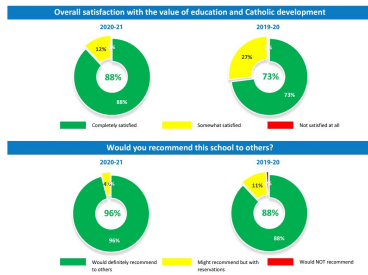
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### Satisfaction & Recommend

Did our changes have an impact?




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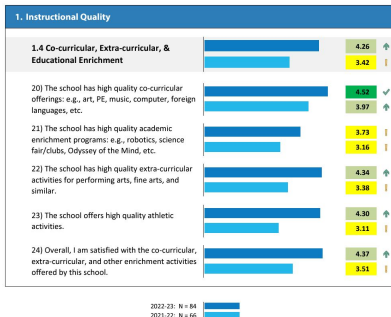
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### Co- and Extra-Curriculars




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## Financial Value

Tuition increases no longer based on emotions:

### 4. Financial Sustainability

#### 4. Financial Value

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



## Data to support “soft” measures (SEL)

### A1. Student Safety and Well-Being

#### 1.3 Staff Support for Student Safety and Well-Being

15) Faculty/staff give students individual attention and assistance when they need it.

16) Faculty/staff help students learn how to manage their emotions.

62) Faculty/staff help students feel safe and cared for.

63) Faculty/staff prevent negative student traditions or interactions, such as student hating or peer cruelty.

66) Faculty/staff are trusted by students.

67) Faculty/staff always treat students with respect.

Students N = 57  
Staff N = 13



## 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%	

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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?



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Feel free to reach out to us at anytime:

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