

# **I. Introduction**

There is a real need for Catholic schools here in Phoenix and across the nation to market their product and to recruit additional students to their doors. Marketing Catholic schools helps them become better known and establish a favorable image. It communicates progress, shows accountability and increases the schools' life cycle. Marketing increases alumni, creates a climate of giving, and helps to realize new publics. Simply, stated marketing advances the mission of the schools.

The Bishops of the United States, in their statement of July 2005 entitled "Renewing Our Commitment to Catholic Elementary and Secondary schools in the Third Millennium," not only strongly supported the mission and ministry of Catholic schools but also encouraged the active marketing of these schools. Catholic schools and the Church itself must find effective ways to increase the enrollment in Catholic schools.

The Strategic Plan of the Diocesan School Board states as one of its objectives to create a document to plan for marketing of Catholic schools within the Diocese of Phoenix and in the broader community by May 2008. In response to that objective and to the USCCB statement of 2005, the DSB marketing committee, under the direction of the Superintendent, presents this plan to the pastors, principals, development directors and local school boards. It is our hope that this document will result in increased enrollment as well as the retention of students already enrolled. The committee identified some tasks to accomplish on the diocesan level as well as some that are best accomplished at the local school level.

Each Catholic school was encouraged to establish its own local marketing and recruitment committee. This is an excellent example of where and how parents and other parishioners can and should lend a helping hand and take ownership of their own parish schools.

This Diocesan School Board Marketing/Recruitment Manual is intended to be a compilation of information, ideas and materials that can assist local school marketing/recruitment committees. It could also be entitled "How to Attract Students to Your Catholic School." The manual contains ideas, suggestions, recommendations and tools that have been developed and accomplished at a variety of levels, and which are being passed on to all of the schools within the Diocese of Phoenix. These distinctions will be noted in the manual where appropriate. A number of the ideas, suggestions and materials in this manual are adapted from the Institute of School and Parish Development and the Archdioceses of Baltimore and Chicago and the Diocese of Des Moines. It also contains ideas, suggestions and materials that have already been developed and utilized in dioceses across the nation.

## II. Terminology

There are a few terms that would be helpful for all involved in school marketing/recruitment efforts to know and understand, especially when reading and utilizing this manual. The terms are:

A. *Advertising* is a specific, (usually) paid way to attract people to purchase your product, which is a Catholic education at your school.

B. *Promotion* is the use of advertising, public relations, personal selling and publicity for the purpose of influencing others to buy into your Catholic School.

C. *Recruitment* is any activity that encourages families to consider a Catholic education at your school.

D. *Audience* is the group of parents who have children from birth through the ages of children in each school.

E. *Market* is the parents and others, including the school-aged children themselves, who influence children's school enrollment decisions.

F. *Public* includes members of the larger community (parishioners, neighborhood, business community, alumni, etc.) who can play a vital part in a school.

G. *Product* refers to the goods and services that a school offers to its customers. A school's product is the unique mix of facts, figures and attributes of the school program, such as student/teacher ratios, number of students, tuition, class size, curriculum, etc.

H. *Price* is the word that can be used to describe the value of the goods and services offered through the school; e.g., educating of the whole person; Catholic beliefs, values, and traditions; quality education; structure; responsibility; community service; family values; etc.

There are basic points to marketing/recruitment. Schools should realize the role these very important elements play and make certain these are present in the plan, processes, activities and events.

# **III. Key Points for Successful Marketing/Recruitment**

## **A. Identify What Makes Your School Unique**

The school needs to identify what qualities it possesses that make it known in the community. It needs to determine what distinguishes it from other schools. Are its core programs, both religious and secular, solid and praiseworthy? Does the school know its audience, market and public?

## **B. It's All About Relationships**

Recruitment, like so many other things in the technological age, is about building relationships with the audience and target market. It's all about people. Catholic schools need to create avenues, opportunities and vehicles to invite people into the schools and involve people and in the marketing/recruitment efforts. Nothing beats the personal touch in marketing/recruitment.

A school has to have well-organized processes that invite and involve people in communicating the qualities of the school to the public at large. These processes should include as many people as possible, as long as their involvement is meaningful for the effort and for them.

## **C. It's All About Catholic Schools**

It is very essential that all involved in the marketing/recruitment effort fully understand the mission and purpose of Catholic education in general and of each school specifically. Everyone needs to know that the four main purposes of Catholic education are: to spread the Gospel of Christ, form a life of prayer and worship, to serve the needs of others and to build a Catholic Christian community. It's about building the Kingdom of God, respecting and enhancing the dignity of the human person, walking with people as they journey through life to be with God in eternity, preparing tomorrow's educated citizens and leaders. The Catholic climate of the school encompasses all elements of the school day and events; it is not just a class taught one period a day or a crucifix on the wall. Catholic education both informs and forms. As the American Catholic Bishops have stated repeatedly, the Catholic school continues to be the best way the Catholic Church has to pass on its beliefs, practices and traditions to future generations.

## IV. Pre-Plan Research

Before a school begins to create a marketing/recruitment plan, it should determine the school's strengths and weaknesses. The school should capitalize on the strengths and correct or positively address the weaknesses. A school can only know for certain how the target market perceives it only by asking. The school should not make the mistake of thinking it knows what the market perceives because there is no way of knowing until the school conducts unbiased, well planned research.

In order to determine some of your strengths and successes, you could conduct survey research with the various school elements. Survey research is key to building relationships with the school stakeholders and constituency groups. Research should be the foundation for every marketing, public relations and retention program in our schools. Research can be conducted via the telephone, e-mail, on the web, in focus group, face-to-face, via mail or through weekly school folders. Conducting research can help in many ways:

- A. Assist the school in developing and understanding of the demographic characteristics of the school population.
- B. Measure satisfaction with the school among the parents and even the students themselves, at the elementary school and high school level. The school should also conduct satisfaction surveys among the faculty and staff.
- C. Help the school identify the most important messages to use in its recruitment efforts.
- D. Help the school better target the advertising by understanding what media the target group, the parents, utilize.
- E. Increase the understanding of reasons students leave the school and assist in the development of strategies for retention programs.
- F. Help the school initiate a continuing dialogue with and ongoing outreach among its various key audiences and stakeholders; i.e., parents, students, teachers, parishioners, etc.

There are a number of types of surveys, each intended for a specific audience. They are:

- A. Satisfaction surveys for parents, elementary and high school students, as well as faculty and staff.
- B. Exit surveys for parents or elementary and high school students who have withdrawn from the school. There is also a faculty and staff exit survey.
- C. Surveys to use for parents who inquired but did not register their child for the school.

There are several satisfaction survey forms located in the Survey Instruments section, including one developed by a group of diocesan school administrators. Schools should freely adapt any of these tools to meet their survey needs.

## **V. The 7-I Approach**

Marketing/recruitment efforts include seven steps that, if utilized, will produce results. These steps are called the 7-I Approach because there are seven steps and each of the steps begins with the letter I. The steps and a brief explanation of each step are:

### **A. Identify**

1. The school needs to identify its mission and vision (future diocesan work).
2. Each school needs to determine the menu of things to meet the needs of its audience.
3. Each school needs to determine what qualities that it possesses that will make it unique from other schools.
4. Each school needs to identify its internal and external market; i.e., its potential market.
5. Each school needs to develop its own marketing/recruitment plan (diocesan and local efforts combined).

### **B. Inform**

1. Each school needs to create and maintain an accurate database of helpful information and statistics. In addition, it needs to search for successful recruitment events and activities.
2. Each school needs to use all effective vehicles of communication to inform both the internal and external market.
3. Eventually, schools need to move from “paper to people” communication; that is, making personal contact whether by personal mail, e-mail, phone or face-to-face contact.

### **C. Invite**

1. The school must personally invite prospective parents and children to visit the school during meaningful events and activities.
2. Each school must begin to build a personal relationship with the prospective parents and students. Make true connections.

### **D. Involve**

1. Each school should have a Marketing/Recruitment Committee that contains representatives of the various elements of the school community such as current parents, board members, teachers, support staff, students if possible, and parishioners with expertise if available. This committee should create a marketing/recruitment plan that meets the approval of the administrator.
2. Each school should adopt those marketing/recruitment events and activities that reach the intended audience and market.
3. Each school should hold planning sessions for all involved in the marketing/recruitment efforts so that all know what the plans and processes are as well as how to facilitate their part of the plan.
4. There should be subcommittees to plan and facilitate various events and activities.

## **E. Implement**

1. The school's Marketing/Recruitment Committee should make certain that the marketing/recruitment plans are completed in the agreed upon manner and within a specific time table.
2. The implementation should include not only plans and processes but also successful strategies.

## **F. Invest**

1. Each school needs to give the Marketing/Recruitment Committee members, as well as the members of every subcommittee, a strong sense or feeling of ownership of the plan, processes and strategies. All should possess a feeling of belonging, of being engaged in the process.
2. The school must realize that, to be successful, it must put resources behind its marketing/recruitment plan and activities.
3. The school should realize that, through the development of good personal relationships, much of the marketing and recruitment plan and activities could be achieved using the time, talent and experience/ expertise of volunteers.
4. The school should have money available in its annual budget for its marketing/recruitment plan and activities.

## **G. Improve**

1. The Marketing/Recruitment Committee should develop criteria by which to judge the success of the plan, processes, activities and events.
2. The school should continually look to improve their plan, processes and activities.
3. The committee should make commendations and recommendations for the future use of the plan, processes, activities and events.
4. The school should never forget to affirm all involved in the marketing/recruitment efforts.

# **VI. Know and Utilize Your Internal Publics**

Schools have an internal base whose involvement is essential to successful marketing/recruiting efforts. The internal base, composed of the school administration, including the pastor, the faculty and staff, students, parents, parishioners and alumni, should play a key role in growing school enrollment and maintaining it.

## **A. The Administration:**

1. Includes the president, pastor, principal and assistants.
2. Should see themselves as public relations agents and spokespersons.
3. Should always be positive, welcoming and promoting the value of Catholic education.

## **B. The Principal should:**

1. "Macro-manage" (provide general oversight and approve the plan, activities and events) all marketing/recruitment efforts.
2. Personally welcome and visit with every new family who comes to visit the school. Remember, new families are generally new to the community and are looking for a warm and welcoming place for their children.
3. Personally invite the internal publics to get involved in the marketing/recruitment efforts.
4. Make certain that the internal publics are educated about their role in the marketing/recruitment efforts.
5. Regularly communicate about the goals, progress and successes of the plan.

## **C. The Faculty should:**

1. Have several members serving on the Marketing/Recruitment Committee.
2. Be educated about their role in attracting new students.
3. See themselves as positive ambassadors of the school and its mission and qualities.
4. Understand that the ability to attract new students will be in direct relationship to what takes place inside and outside of the classroom. In other words, parents and students talk.
5. Welcome visitors to the school or classrooms and make certain they are treated with kindness.
6. Be involved in planning for any marketing/recruitment events that include them.
7. Submit the latest news from their classrooms for inclusion on the web site and in the school newsletter.

## **D. The Support Staff should:**

1. Be asked to have a representative on the Marketing/Recruitment Committee.
2. Be educated and trained in order to assure a welcoming atmosphere.

3. Always welcome visitors politely and give assistance when requested.
4. The secretary/receptionist, who is often times the first contact with the school and its personnel, must treat all callers with the utmost courtesy and fulfill their needs immediately if at all possible.
5. The secretary/receptionist should treat all visitors just as they would a guest in their home. New families are looking for a warm, friendly “new home” for their children.

#### **E. The Students should:**

1. When age appropriate, be asked to serve on the Marketing/Recruitment Committee.
2. Be educated in the role they play in attracting new students to their school.
3. Be encouraged to recommend, refer and invite potential students and families to the school.
4. Participate, when appropriate, in the various events and activities that invite new students and families to the school.
5. Be encourage to serve as school ambassadors which could mean conducting guided tours; answering prospective new parents and students questions before, during or after a tour; meet briefly with the principal and new parents and students to give a student’s view of the school and what makes it a good Catholic school, etc.

#### **F. The Parents should:**

1. Have several members on the Marketing Committee.
2. Be properly educated about the importance of promoting the school through meetings such as the Home-School Organization or Parent-Teacher Association.
3. Be invited to serve on a Parent Ambassador Team that helps with a number of marketing activities such as Open House, neighborhood coffees, making person-to-person contacts with new and/or prospective parents, serving as information resources to new families, etc.
4. Be called upon to utilize what needed expertise they may have to support the school marketing/recruitment plan and process; such as web design, database creation, graphic design, etc.

#### **G. The Alumni should:**

1. Be invited to give spoken and written testimonials about the religious and educational quality of the school, particularly those alums who have children in the school.
2. Through newsletters and other means of communication be encouraged to refer prospective students and parents to the school.
3. Inform the school of the names and addresses of prospective students.
4. Those with specific needed expertise should be invited to offer their gifts to the school.

## **VII. Examples of Successful Marketing/Recruiting Techniques**

Each of the Catholic schools within the Diocese of Phoenix has utilized a variety of techniques to market its product and thus increase enrollment. A variety of these techniques, as well as some utilized by other Catholic schools in the country, are listed here for possible adoption by schools that may find them beneficial.

- A. Assist the parish to host a new parishioner welcome event. Include food and activities for children, during which the parish ministries are explained.
- B. Give a specific dollar or percentage of tuition assistance to new families.
- C. Give a specific dollar or percentage of tuition assistance to present school families who bring new families to enroll.
- D. Produce and have families place yard signs advertising your school in their yards.
- E. Send school information materials to all registered parishioners with children younger than the beginning age for students at your school.
- F. Train selected middle school students to be ambassadors for the school so they can give tours of the school after which the principal must meet with the prospective parents and students.
- G. Follow baptismal records by sending yearly birthday cards inviting the child and parents to visit the school. Include pertinent school information.
- H. Throw a Preschool or Pre-Kindergarten Party, using the parish database to get names and addresses of children between two and the age your school program begins. Have simple refreshments and have middle school students supervise simple games/activities/crafts.
- I. Host a luncheon at school for local business and/or civic leaders.
- J. Ask parents to write letters explaining why the Catholic school is important to their family. Include these letters or excerpts in promotional materials.
- K. Send information to newly registered families in the parish even if they are not currently registered in the school.
- L. Recognize and thank parishioners and community members for their support and donations.
- M. Make certain all neighboring parishes without a Catholic school are asked to place

important information (open house, registration, roundups, etc.) in their bulletins.

N. Ask neighboring parishes without schools for their database of parents with children whose ages are younger than the age your school program begins, in order to invite them to open house, etc.

O. Follow up all general contacts with a person-to-person contact.

P. Ask the pastor to make short, easy to remember readable statements in support of the school. The committee should provide these to the pastor.

Q. After each parish baptism, send the family a congratulatory note and include an item with the school name or logo on it.

R. Host a “Bring a Friend” event to introduce other students and families to the school.

S. Provide realtors with Catholic school information (flyers, brochures, etc.) and ask them to provide it to new clients. Find out what publications are given to those relocating and consider advertising your school in those publications, if appropriate.

T. Cooperate with the diocese and/or other Catholic schools to do area-wide marketing with a consistent message.

***Finally, Remember To Market Your School Because It Is A Quality Catholic School.***

# **APPENDICES**

- A. Diocese of Phoenix Catholic Schools  
Marketing Plan Strategies**
- B. Pre-School and Kindergarten Marketing  
Suggestions**
- C. Student Exit Report**
- D. Employee Exit Interview Report**

# Appendix A

## Diocese of Phoenix Catholic Schools Marketing Plan Strategies

Diocesan School Board Marketing Committee

### Goals

To establish strategies to recruit students and parents by

1. Increasing percent of **Catholic parishioners** sending children to Catholic schools
2. Increasing percent of **school age children** attending Catholic schools

### Future Planning

- Babies born and baptisms last 10 years
- How will that affect numbers in the schools?
- Where are they located?
- Are the schools where the population is?
- Moving trends

## Target Markets

### Direct

#### First Priority

- Parish parents with preschool children age 3 and 4, especially firstborn
- Parents in parish with children baptized to age 3, especially firstborn
- Christian parents with children age birth to 5

#### Second Priority

- Catholic parents with school age children
- Catholic teenagers/middleschoolers
- Catholic parents of teens/middleschoolers

### Key Thought Leaders

- Pastors and priests
- Realtors
- Other parents a.k.a. the community
- Legislators

# Overall Diocesan Level (Phoenix Area)

## Goals and Strategies:

1. Work together with the Diocesan School Board Marketing Committee to increase impact, lower development costs and leverage marketing expertise
2. Develop a Diocese of Phoenix Catholic Schools Marketing Plan
3. Implement area-wide strategies
4. Help schools implement their own school marketing plans and strategies

## Needs identified:

1. Tap into major population growth trends in the area
2. Improve pastor support for Catholic schools
3. Actively target and market to Pre-K families, and baptism to Pre-K families
4. Help schools develop professional materials and websites
5. Research the Pre-K parent
6. Research community image/perception of Catholic schools, help schools identify their strengths and weaknesses

## Strategies — All Parents

1. Billboard Program *Faith in Education*
  - Parents are driving their kids all over
  - Use diocesan billboard campaign to reinforce current parents Catholic school decision
  - Make others aware of Catholic school option
  - Position key benefits of Catholic education
2. Distribute car window sticker or magnets with the slogan: *Diocese of Phoenix Catholic Schools Faith in Education*
3. Coordinate 2008 Catholic School Week Blitz
  - a. Open Houses at all schools
  - b. Radio campaign support
  - c. New bulletin insert
  - d. Billboard support
4. Implement Secret Shopper Program to help area schools
5. Coordinate First Impression training for school office staffs
6. Develop research on community image/perceptions of Catholic schools
7. Provide communication and support to area schools in their marketing

## **Strategies - Parish parents with preschool children ages 3 and 4, especially firstborn**

1. Distribute Kindergarten Marketing Plan developed by Diocese Phoenix marketing committee.

Suggest early fall meeting with school's marketing committees to go over plan

2. Update plan as needed
3. Support schools where needed for implementation
4. Develop research proposal for this market

## **Strategies - Birth to Pre K Parents**

1. Develop research tool for Pre K parents
2. Support parish efforts to reach this target

## **Strategies - Pastors and Priests**

1. Help develop methods for pastors to work on parish conflict between RE and school factions in staff
2. Research?
3. Provide training for pastors on above

## **At the School Level — Strategy Suggestions**

### **Strategies - Parents with preschool age children**

1. Provide quality materials to prospective parents
2. Inquiry packet
3. Produce a quality video for Kindergarten information Nights
4. Direct mail campaign to parents (parishioners) with 3 or 4-year-old children—follow up with parent or pastor invitation by phone, personal contact
5. Separate (direct mail/radio/local parenting magazines?) campaign to non-parishioner parents with 3 or 4 year old children  
(This might be better at the diocesan level promoting Catholic education)

### **Strategies - Parents in parish with children baptized to age 3 (especially firstborns)**

1. When baptized, send congratulatory/ welcome card from the school or a student in the school
2. Send birthday cards each year
3. Develop and send regular information to parents

4. Invite them to open houses, parish or school events
5. Work extra hard to help these parents and involve them in the parish community

## **Strategies - Parents with School Age Children**

### **First, segment this market**

Segments:

1. Currently at parochial school
2. Currently at public school
3. Enrolled in parish and RE
4. Parents members of parish not in RE
5. Attend other churches/denominations
6. Do not attend any church
7. New families moving into area

### **Parent Segment 1 — Currently at parochial school**

#### **Strategy 1 Keep them happy!**

Schools HAVE to work hard to keep parents happy as customers

- Get them involved
  - Listen to them
  - Take an annual survey of each family to see where your school could improve
- *Train teachers/administrators how to handle complaints and deal with parents!*

#### **Strategy 2 — Ask parents to promote your school**

- Parents often ask other parents about educational choices
- Catholic school parents are afraid to push their views on others or don't even think of promoting their school to others
- Many parents with young children in primary grades have still not decided about high school (estimated at 50%)

##### **1. Make sure they know/see/tell your key talking points**

##### **2. Build a strong school/faith identity**

- a) Constantly communicate to parents what you are doing in the faith area
- b) Invite parents to Masses, Christmas and Holy Week events, etc.

##### **3. Ask parents to help promote the school**

- a) Send current parents a letter to pass on to a friend or neighbor before registration
- b) Offer an incentive for referring a new family to the school (e.g. \$100 off tuition)
- c) Share the benefit of full classrooms= lower tuition
- d) Appoint an ambassador from each grade to help promote the school in the community
- e) School Marketing Committee should have several parents involved in promoting and marketing the school

- f) Ask for Home and School Association help. They are often great advocates of the school

## **Ask parents to promote your school — one example**

### **Coffee with the Principal**

- **In January, invite K and 1st grade parents to have coffee with the principal. Principal mingles and has chance to present wonderful things about school**
- Ask them to refer school to their friends
- Take home packet for parents to share with a friend or neighbor, inviting them to school Open House or Kindergarten Roundup
- Send home info about Kinder sign up and Kindergarten Information Night in all packets of current students—ask them to pass it on to a friend or neighbor

## **Ask parents to promote your school — HOW?**

### **Communicate your “talking points”**

- **At ALL parent meetings during school year, use 2-3 clear talking points about the BENEFITS of your Catholic school**
- Stress and re-sell what you are doing to develop their child’s FAITH—your key differential advantage
- Keep faith message out there—school newsletter, submissions, blessing or prayer in report cards, etc
- Consider faith development workshops for parents
- Don’t forget to ask them to invite their friends and neighbors to join the school

## **Parent Segment II — Currently at public school**

- Enrolled in parish and RE
- Parents members of parish not in RE
- If they attend other churches/denominations—likely (13% of students attending Catholic schools across the nation are not Catholic)
- If they do not attend any church, don’t bother. Not likely to attend Catholic schools
- **NEED STRATEGIES HERE.** These segments will be harder to market to, since they have already committed to the public schools. Messages from the priests and the school’s presence and excellence in the bulletins and in local media could be effective

## **Segment III - New families moving into area**

### **1. School Websites are key**

- Invest in your WEBSITE
- Having current information and a professional image is **CRITICAL** on your website
- Call and get realtors to provide a link to your site
- Get placement on search engines
- Develop relationships with bigger companies moving people in –provide their HR people info

### **2. Need to improve Diocesan and School Web sites**

- Sell benefits of Catholic schools!!!!
- Include ITBS scores
- Low budget feel to many websites –not current, hard to use

### **3. Realtors**

- Often an important and unbiased resource to new families moving into the area (see thought leader strategies)

## **THOUGHT LEADER STRATEGIES**

**(Thought leaders are key market influencers—very important to your success.)**

### **Key thought leaders**

- **Pastors and priests**
- **Realtors**
- **Other parents, a.k.a. the community**
- **Legislators**

### **Pastors and priests**

- Key change over the years is the attitude of the pastors and priests to Catholic schools
- Clergy holds a lot of influence
- Many priests are not promoting the Catholic schools
- Staff tension between the school and RE is a major concern to pastors that keeps them from promoting the school
- Parishioners attending RE and the public schools are very sensitive about school promotion

- Some pastors are more concerned about the COSTS of the school, and many times NOT SUPPORTIVE of a school
- Parish finance council's attitudes about their Catholic school are often non-supportive

## **Strategies - Pastors and priests**

1. Work to gain pastor/priest support of Catholic schools
2. Convince priests of the benefits of Catholic schools
3. Sell them on the quality of education in the Catholic schools academically and spiritually
4. Provide priests training and tools to defend and promote Catholic schools
5. Educate priests about the secularization of public school education
6. Have pastors and priests play a role in the faith development students in the school
7. Track % of parishioners' children enrolled in Catholic schools

## **Strategies - Realtors**

1. Develop relationship with realtors so they can recommend your school
2. Provide Phoenix area realtors helpful information about Catholic schools
  - Establish contact with major realtors to provide info and answer questions about Catholic schools
  - Improve web site information on schools and links to different schools
  - Develop and improve browser listings for schools
  - Provide clear, consistent info for each school
  - Get Catholic school info on key realtors school listings
  - Present at realtor sales meetings, get info in realtors newsletters
3. Develop relationship and contacts with the Arizona Association of Realtors—they are a resource for all area realtors
  - Link to Local Schools Info

# **APPENDIX B**

## **PRE-SCHOOL AND KINDERGARTEN MARKETING SUGGESTIONS**

### **I. Know the Target Market**

Parents with children ages 3-5 in a reasonable geographic area from the school.

Parish members

Non-parishioners

#### **A. Primary Target**

Parents with children 3-5 years old

First or only child

Enrolled in current parish religious education preschool programs

Have older siblings in a Catholic school

Have older siblings in a public school

#### **B. Secondary Target**

Non-parishioners with children 3-5 years old Strong members of other area churches

### **II. Know the Likely Needs of Target Groups**

A. Security

B. Faith integration/formation

C. Good education

1. good teachers

2. strong academics

D. Nurturing environment

E. Parental involvement

F. Class size

G. Individualized attention

H. Costs

1. affordable

2. good investment

### **III. Know What Influences Parents**

Parishioners

Family tradition of attending Catholic schools

Friends/parents with children the same age

Child's friends

Other church members  
Pastor or other priests  
Principal of the school  
Staff of the school

## **IV. Strategies to Use with Parishioners**

### **A. Parent-to-Parent Strategy**

1. Ask current parents of preschool, kindergarten and first graders especially, to help promote the school and invite others to Kindergarten Information Night.
2. Ask current parents of preschool, kindergarten and first graders to host neighborhood coffees for prospective parents, invite the principal to meet the parents and talk about the benefits of your Catholic school. Close the meeting by asking all parents to refer friends and neighbors to preschool and kindergarten information night.
3. Re-sell the current parents on their excellent decision. Restate the benefits in order to make them happy about their decision. Help them verbalize to others the reasons for their decision. Again ask them to refer others.
4. Teach current parents how to sell your school, mostly by example, and give them materials they would need to help sell your school
  - a. Your school brochure
  - b. Contact information for the school
  - c. Kindergarten Information Night facts
  - d. Catholic schools brochure
5. Ask parents of preschoolers and kindergarteners to bring a friend and their child who will enter preschool, kindergarten and/or first grade the next year to visit the class while their own child is in school.
6. Utilize homeroom parents to become recruiters for the school. They can make phone calls, find out who has prospective students for the school in the neighborhood, especially preschool, Kindergarten and first grade.

### **B. School-to-Parent Strategies**

1. Publish the dates of roundup in the parish bulletin and *The Catholic Sun*.
2. Send a direct mail invitation to all parents in the parish with 3-5 year old children.
3. Follow up mailing with a personal phone call and invitation to attend preschool and Kindergarten information nights.
4. Have parents and/or staff speak at parish liturgies several weeks in advance of Open House and/or during Catholic Schools Week.

5. Develop a list of future potential students and send periodic communications for the school, perhaps student created and child geared; e.g., a baptism card; birthday card; enjoy summer activities with your family card, etc. (Be creative)

## **V. Non Parishioner Strategies**

- Inform realtors about your school
- Use radio advertising
- Utilize area day care centers  
Ask the director to tell inquiring parents about your school  
Provide general and Kindergarten information night information
- Send information to The Arizona Republic and other neighborhood papers

# APPENDIX - C

## STUDENT EXIT REPORT

**SCHOOL:** \_\_\_\_\_ **DATE:** \_\_\_\_\_

**STUDENT:** \_\_\_\_\_ **GRADE LEVEL:** \_\_\_\_\_

**PARENT(S)/GUARDIAN(S):** \_\_\_\_\_

**ADDRESS:** \_\_\_\_\_  
Street City Zip Code

**TELEPHONE:** (     ) \_\_\_\_\_

**School to which student will transfer:** \_\_\_\_\_

**ADDRESS:** \_\_\_\_\_  
Street City Zip Code

**REASONS FOR TRANSFER:** (Please check all that apply. Circle the primary reason for transfer.)

- \_\_\_\_\_ New school will be closer to home.
- \_\_\_\_\_ New school will be less expensive.
- \_\_\_\_\_ New school will prepare student for high school he/she has chosen.
- \_\_\_\_\_ Transportation is a problem.
- \_\_\_ \_ Family is moving.
- \_\_\_\_\_ Family is in transition due to divorce, separation, death, etc.
- \_\_\_\_\_ Student wishes to be with friends.
- \_\_\_\_\_ Student prefers different teachers.
- \_\_\_\_\_ Student requires special education assistance.
- \_\_\_\_\_ Student is looking for classes/programs not available at present school.
- \_\_\_\_\_ Other

Please elaborate on above marked reason(s):

**STRENGTHS OF PRESENT SCHOOL:**

**OTHER COMMENTS:**

Please complete this form and return it to this school before finalizing school transfer arrangements. Thank you for your assistance in our on-going effort to provide the highest quality Catholic school experience for our students.

## **APPENDIX - D**

### **EMPLOYEE EXIT INTERVIEW REPORT**

(Please make certain that the items contained herein are applicable to your school)

EMPLOYEE \_\_\_\_\_

SCHOOL \_\_\_\_\_

For each of the following aspects of our school, please identify a maximum of three areas of strength and three suggestions through which our school might continue to grow.

#### **MISSION**

The four-fold mission of Catholic schools is embodied in the words message, community, service and worship.

Areas of Strength:

Suggestions for Growth:

#### **SCHOOL CLIMATE**

Environment for teaching and learning

Areas of Strength:

Suggestions for Growth:

## RELATIONSHIP TO PARENTS, PARISH, COMMUNITY

Areas of Strength:

Suggestions for Growth:

## IMPACT ON YOU, THE PROFESSIONAL EDUCATOR

Areas of Strength:

Suggestions for Growth:

OTHER COMMENTS:

Participants in Exit Interview (as indicated by signature)

**EMPLOYEE** \_\_\_\_\_

**PASTOR** \_\_\_\_\_

**PRINCIPAL** \_\_\_\_\_

**BOARD PRESIDENT (or DESIGNEE)** \_\_\_\_\_

# **SURVEY INSTRUMENTS**

**A. Catholic School Parent/Guardian Satisfaction Survey (Telephone Version)**

**B. Parent Satisfaction Survey**

**C. Current Parent/Guardian Satisfaction**

**D. Parents of Students Who Were Accepted, but Did Not Attend**

**E. Parents of Elementary School Children Who Withdrew/Did Not Re-Enroll**

# **SURVEY INSTRUMENT - A**

## **CATHOLIC SCHOOL PARENT GUARDIAN SATISFACTION SURVEY**

**(Telephone Version)**

(Make certain information contained herein is applicable to your school.)

### **SCREENING QUESTIONNAIRE**

#### **(Information Provided by the School)**

Name of Student: \_\_\_\_\_

Name of Parent: \_\_\_\_\_

Telephone Number: \_\_\_\_\_

Date of Interview: \_\_\_\_\_

Interviewer: \_\_\_\_\_

Hello, my name is \_\_\_\_\_ and I am calling on behalf of **(NAME OF SCHOOL)**. I'd like to speak to the parent of **(STATE CHILD'S NAME)**

#### **(ONCE PERSON IS ON THE PHONE, SAY:)**

We are conducting a survey among parents/guardians of children who are currently attending **(NAME OF SCHOOL)** in order to get their opinions and feedback.

#### **(READ)**

This survey will only take about 10 minutes of your time. Your opinions are very valuable and important. With your feedback we can continually strive to improve our Catholic school.

**NOW GO TO MAIN QUESTIONNAIRE**

## Parent/Guardian Satisfaction Survey

### MAIN QUESTIONNAIRE

(Make certain items contained herein are applicable to your school)

**(READ)** The next few questions are about your experience with  
**(NAME OF SCHOOL)**

**1. In what grade is (STATE NAME OF CHILD)?**

**RECORD ANSWER BELOW**

- ☐ PreKindergarten
- ☐ Kindergarten
- ☐ 1st Grade
- ☐ 2<sup>nd</sup> Grade
- ☐ 3<sup>rd</sup> Grade
- ☐ 4<sup>th</sup> Grade
- ☐ 5<sup>th</sup> Grade
- ☐ 6<sup>th</sup> Grade
- ☐ 7<sup>th</sup> Grade
- ☐ 8<sup>th</sup> Grade
- ☐ 9<sup>th</sup> Grade
- ☐ 10<sup>th</sup> Grade
- ☐ 11<sup>th</sup> Grade
- ☐ 12<sup>th</sup> Grade

**2. How many years has (he/she) attended (NAME OF SCHOOL)? (RECORD  
NUMBER OF YEARS) \_\_\_\_\_**

**3. What were the reasons that you originally decided to send your child to a Catholic  
school as opposed to public school or another school?  
(PROBE AND CLARIFY)**

**4. And, for what reasons did you originally decide to enroll your child in  
(NAME OF SCHOOL)?**

5. Based on your experience having a child in this school, I'd like you to rate (**NAME OF SCHOOL**) as to how satisfied you are overall with the school for a series of different items. For each item that I read to you please rate how satisfied you are with the school, either as being: Very Satisfied, Somewhat Satisfied, Somewhat Dissatisfied or Very Dissatisfied

**(READ THE LIST and CIRCLE NUMBER CORRESPONDING TO RATING OF EACH ITEM).**

	4 Very Satisfied	3 Some What Satisfied	2 Some What Dissatisfied	1 Very Dissatisfied
a. The religious and spiritual atmosphere at the school	4	3	2	1
b. Quality of the teachers	4	3	2	1
c. Responsiveness of the principal to you and your child	4	3	2	1
d. Dedication of the teachers	4	3	2	1
e. Size of classes and student-to-teacher ratio	4	3	2	1
f. Quality of the education and academic program	4	3	2	1
g. Teaching values to your child	4	3	2	1
h. Level of discipline in the school	4	3	2	1
i. Responsiveness of the teachers to you and your child	4	3	2	1
j. Safety of the school environment	4	3	2	1
k. Teachers that provide a caring and nurturing environment for your child	4	3	2	1
l. Overall availability of educational resources including computers and books	4	3	2	1
m. Cost of tuition	4	3	2	1

n. Extracurricular activities	4	3	2	1
o. The physical condition of the school and its facilities	4	3	2	1
p. Your overall satisfaction with the school	4	3	2	1

6. What, if anything do you or your child like most about **(NAME OF SCHOOL)**? Is there anything else that you would like to add? **(PROBE AND CLARIFY)**

7. And, what, if anything do you or your child dislike about the school? **(PROBE)** What else? **(PROBE AND CLARIFY)**

8. If you could make one suggestion or recommendation that would improve the school, what would that be? **(EXPLAIN ANSWER FULLY)**

9. Now, I'd like you to rate **(NAME OF SCHOOL)** as to how satisfied you are overall with the school's academic programs. For each item that I read to you, please rate how satisfied you are with the school, either as being: Very Satisfied, Somewhat Satisfied, Somewhat Dissatisfied or Very Dissatisfied

**(NOTE, ITEMS IN THIS SECTION SHOULD BE MODIFIED FOR ELEMENTARY AND PRE-SCHOOLS. ALSO, THIS SECTION CAN BE CUSTOMIZED BASED ON PROGRAMS IN EACH SCHOOL.)**

	4 Very Satisfied	3 Some What Satisfied	2 Some What Dissatisfied	1 Very Dissatisfied
a. Religious program	4	3	2	1
b. The reading/literature program	4	3	2	1
c. The English program	4	3	2	1
d. The math program	4	3	2	1
e. The science program	4	3	2	1
f. The social science program	4	3	2	1
g. The physical education program	4	3	2	1
h. The music program	4	3	2	1
i. The art program	4	3	2	1
j. Computers and technology programs	4	3	2	1
k. The resources available in the library	4	3	2	1
l. Extracurricular activities	4	3	2	1
m. Athletic programs	4	3	2	1

10. What final suggestions or comments can you provide to the administration or to the Catholic school system in general?

**(NOTE: QUESTIONS 12 & 13 ARE OPTIONAL)**

12. Do any of your other children who are under 18 years old currently attend Catholic school?

- 1 ( ) Yes **CONTINUE**
- 2 ( ) No **CONTINUE**
- 3 ( ) Don't have any other school-age children

13. Have any of your other children *ever* attended any Catholic School?

- 1 ( ) Yes
- 2 ( ) No

**(READ)**

Thank you so much for your time and opinions. Your feedback and the feedback we get from other parents will be extremely helpful to **(NAME OF SCHOOL)** and will assist the school in constantly improving the education and services it provides.

# **SURVEY INSTRUMENT - B**

## **PARENT SATISFACTION SURVEY**

*(Please make certain each and every item contained herein is applicable to your school. You can add or delete as needed.)*

Dear Parents/Guardians:

The **(INSERT NAME OF SCHOOL)** administration, school advisory board, and staff are interested in your perceptions of our school. Please read each of the following statements then decide the degree to which you either agree or disagree based upon your opinions and your child's experience with our school. Place the number associated with your response in the blank space next to each statement.

Your response choices are:

4=Strongly Agree; 3=Agree; 2= Disagree; 1=Strongly Disagree;

0=I don't have enough information to make a choice.

### **Religious Formation:**

- \_\_\_1. In religion class my child is being taught what he or she should know about the Catholic faith.
- \_\_\_2. The values being stressed at (insert school name) are Christian values.
- \_\_\_3. Respect and reverence is evident in church and school.
- \_\_\_4. The frequency of the celebration of Mass and Reconciliation is adequate.
- \_\_\_5. Appropriate emphasis is placed on community involvement and service projects.
- \_\_\_6. Students are well prepared for the reception of sacraments.
- \_\_\_7. Priests are involved in the school.
- \_\_\_8. The Character Counts program is a positive influence for my child.
- \_\_\_9. Our family attends weekend mass.

Comments:

### **Building and Grounds:**

- \_\_\_10. Our playground is safe and secure.
- \_\_\_11. Our building is safe and secure.
- \_\_\_12. Our playground and its equipment are adequate.
- \_\_\_13. Our school and grounds are well maintained.

Comments:

### **Communications:**

- \_\_\_ 14. The school newsletters and monthly envelope provide informative material.
- \_\_\_ 15. There is good communication between school and parish.
- \_\_\_ 16. Communication between school principal and parents is adequate.

Comments:

### **Academic Programs:**

- \_\_\_ 17. The overall educational program in our school is of high quality.
- \_\_\_ 18. School-wide reading skills have shown improvement.
- \_\_\_ 19. School-wide math skills have shown improvement
- \_\_\_ 20. School-wide science skills have shown improvement.
- \_\_\_ 21. Our school is doing a good job of teaching our children basic skills.
- \_\_\_ 22. Students in need of extra help are given assistance.
- \_\_\_ 23. Students who are academically gifted are challenged.
- \_\_\_ 24. **(insert school name)** should continue to offer a summer school program.
- \_\_\_ 25. Summer school opportunities should include more than just basic skills.
- \_\_\_ 26. **(insert school name)** should offer a before or after school foreign language enrichment program.
- \_\_\_ 27. Field trips serve as an enhancement to the regular in-school program.
- \_\_\_ 28. **(insert school name)** should investigate the various year-round school programs.

Comments:

### **Extracurricular Activities:**

- \_\_\_ 29. Students should be required to have passing grades in all academic subjects in order to be eligible for participation in extracurricular activities.
- \_\_\_ 30. Students who participate in extracurricular activities should continue to be assessed an additional fee to cover the cost.

Comments:

**Fees:**

- ☐ 31. The current cost of education my child at **(insert school name)** is reasonable.
- ☐ 32. Parents should be asked to pay for the cost of field trips.
- ☐ 33. Parents should pay a fee to support technology throughout the school.
- ☐ 34. Parents should be required to participate in the Home and School Association.

Comments:

**Food Service/Transportation:**

- ☐ 35. Our school lunch program offers nutritional foods on its menu.
- ☐ 36. Cost of school meals is appropriate (lunch/breakfast).
- ☐ 37. The school transportation program is adequate.
- ☐ 38. School bus drivers maintain appropriate discipline.
- ☐ 39. The length of time my child spends riding the school bus to and from school is reasonable.

Comments:

**Guidance and Counseling:**

- ☐ 40. It is important to have a full-time guidance counselor on staff at our school.
- ☐ 41. The school guidance counselor should assist students with their personal problems.
- ☐ 42. The school guidance counselor should assist students in meeting their academic needs.

Comments:

**Materials and Equipment:**

- ☐ 43. Our school should continue to up-date technology equipment for student use.
- ☐ 44. The Internet is properly monitored for educational purposes.

Comments:

### **Professional and Support Staff:**

\_\_\_45. Professional staff in-service days are necessary to maintain a quality educational program.

\_\_\_46. Teachers, administrators and other school personnel demonstrate respect for students as individuals.

\_\_\_47. Teachers, administrators and other school personnel demonstrate a high level of professionalism.

Comments:

### **Student Assessment/Progress Reporting:**

\_\_\_48. The Iowa Tests of Basic Skills is a useful tool in gaining information regarding student progress.

\_\_\_49. The scheduling process for parent-teacher conferences is adequate.

\_\_\_50. The report card is a clear and useful tool.

Comments:

### **Student Discipline and Responsibility:**

\_\_\_51. Discipline at our school is handled in a fair and consistent manner.

\_\_\_52. Students in our school are respectful.

\_\_\_53. Our school helps each child's capacity to make responsible decisions.

Comments:

### **Dress Code:**

- \_\_\_54. A uniform dress code should remain in effect at **(insert school name)**.
  - \_\_\_55. Girls should continue to wear jumpers and skirts.
  - \_\_\_56. Children should be allowed to wear khaki or dark blue slacks as part of their school uniform.
  - \_\_\_57. A uniform white turtleneck should be part of the uniform code.
  - \_\_\_58. Charging students to be out of uniform on designated days is a good way to raise money for charity or special projects.
- Comments:

59. In your opinion, what is the best thing about **(insert school name)**?

60. Please complete the statement, “**(insert school name)** would be better if

After completing this survey form, please go on to complete the **Individual Grade Response Form** for each child enrolled at **(insert name of school)**.

# Individual Grade Response Form

## Directions:

Please complete one of these Individual Grade Response Forms for each of your children enrolled in **(insert school name)**. Based upon your knowledge and experience of the educational program for your child's current grade level, please rate the curriculum or program areas listed as to whether you believe they are meeting the needs of your child. Place the number associated with the rating in the space next to each curriculum or program area.

Your rating choices are:

- 4 = my child's needs are fully being met.
- 3 = my child's needs are mostly being met.
- 2 = my child's needs are somewhat being met.
- 1 = my child's needs are not being met.

- \_\_\_ 1. Art
- \_\_\_ 2. Band
- \_\_\_ 3. Technology (Computers, Internet, other AV)
- \_\_\_ 4. Drug and Alcohol Education
- \_\_\_ 5. General Music
- \_\_\_ 6. Human Growth and Development
- \_\_\_ 7. Language Arts (Grammar, Spelling, Writing)
- \_\_\_ 8. Mathematics
- \_\_\_ 9. Physical Education
- \_\_\_ 10. Reading
- \_\_\_ 11. Religious Education
- \_\_\_ 12. Science
- \_\_\_ 13. Social Studies
- \_\_\_ 14. Other \_\_\_\_\_

## Directions:

Please read each of the following statements to decide on the degree to which you either agree or disagree based upon your opinions and you and your child's experience with our school. Place the number associated with your response in the blank space next to each statement.

Your response choices are:

- 4=Strongly Agree; 3=Agree; 2= Disagree; 1=Strongly Disagree;
- 0=I don't have enough information to make a choice.

- \_\_\_15. My child receives the personal attention from teachers that he/she needs.
- \_\_\_16. The amount of homework is adequate.
- \_\_\_17. My child looks forward to going to school.
- \_\_\_18. My child's teacher keeps me informed of his/her progress.

My child is currently in Grade (K-8) \_\_\_\_\_

Signature (Optional) \_\_\_\_\_

Thank you for taking the time to complete these survey forms. Please return them to your child's homeroom teacher by **(insert due date)**.

# SURVEY INSTRUMENT - C

## CURRENT PARENT/GUARDIAN SATISFACTION

We at (insert name of school) Catholic School appreciate the confidence and trust you place in us to educate your child/children in a Christ-centered, Catholic faith-based school. As partners in the education of your child/children, your opinion can help us understand how satisfied you are with the educational services we provide. We are committed to providing the best possible experience for you and your child/children. So, please take a moment to complete this short survey. Your opinions are valued and will help us to improve. All responses are confidential. (Indicate method of returning completed surveys.) Thanks for helping us out.

On a scale of 1-5 please circle only one answer per question that best indicates how satisfied you are with:

	Not Satisfied		Very Satisfied		
<b>A. Religious Programs:</b>					
1. Child/children are learning what I expect them to	1	2	3	4	5
2. Child/children are happy with their teacher(s)	1	2	3	4	5
3. The religious programs enhance our family values	1	2	3	4	5
4. Child/children has a better understanding of the Catholic faith	1	2	3	4	5
5. How satisfied are you with the overall religious services of the school?	1	2	3	4	5
<b>B. Values/Character Building:</b>					
1. The school's values/character building programs are appropriate	1	2	3	4	5
2. Child/children are learning what I expect them too	1	2	3	4	5
3. The values/character building program strengthens our home	1	2	3	4	5
4. How satisfied are you with the values/character building activities?	1	2	3	4	5
<b>C. Educational Services:</b>					
1. Child/children are learning what I expect them to	1	2	3	4	5
2. Child/children are happy with their teacher(s)	1	2	3	4	5
3. The principal is available to answer my questions or concerns	1	2	3	4	5

4. Child/children are treated with courtesy and respect	1	2	3	4	5
5. How satisfied are you with the overall educational services of the school?	1	2	3	4	5

**D. Teachers:**

1. Child's/children's teacher treats me with courtesy and respect	1	2	3	4	5
2. Questions about my child/children are answered fully	1	2	3	4	5
3. Child's/children's teacher is available when I have questions	1	2	3	4	5
4. Phone calls to teacher are returned in a reasonable amount of time	1	2	3	4	5
5. How satisfied are you with your child's/children's teacher(s)?	1	2	3	4	5

**E. Office Staff/Receptionist:**

1. I am greeted with courtesy and respect when I visit the school	1	2	3	4	5
2. Phone calls are answered in a polite and respectful manner	1	2	3	4	5
3. Phone call is answered promptly	1	2	3	4	5
4. How satisfied are you with the office staff/receptionist?	1	2	3	4	5

**F. Facilities:**

1. Interior appearance of the school is clean and neat	1	2	3	4	5
2. Exterior appearance of the school is neat and clean	1	2	3	4	5
3. Signs direct me to where I need to be without confusion	1	2	3	4	5
4. Class work of the children is displayed throughout the school	1	2	3	4	5
5. How satisfied are you with the school facilities?	1	2	3	4	5

**G. Technology Services:**

1. There is adequate computer technology in the school	1	2	3	4	5
2. Child/children are learning what I expect them to	1	2	3	4	5
3. Child/children are happy with their technology teacher	1	2	3	4	5

- |   |   |   |   |   |   |
|---|---|---|---|---|---|
| 4. Computer use is a part of classroom/<br>homework assignments                 | 1 | 2 | 3 | 4 | 5 |
| 5. How satisfied are you with the overall<br>technology services of the school? | 1 | 2 | 3 | 4 | 5 |

**H. Extracurricular Activities/Sports Programs:**

- |   |   |   |   |   |   |
|---|---|---|---|---|---|
| 1. There are sufficient extracurricular<br>and sports activities at the school  | 1 | 2 | 3 | 4 | 5 |
| 2. Child/children are learning<br>what I expect them to                         | 1 | 2 | 3 | 4 | 5 |
| 3. Child/children are happy and<br>involved in the programs                     | 1 | 2 | 3 | 4 | 5 |
| 4. These programs meet my<br>child's/children's needs                           | 1 | 2 | 3 | 4 | 5 |
| 5. Child/children are happy with<br>their teacher(s)/coaches                    | 1 | 2 | 3 | 4 | 5 |
| 6. How satisfied are you with the<br>overall extracurricular/sports activities? | 1 | 2 | 3 | 4 | 5 |

1. **How would you rate our school to other Catholic schools?** \_\_\_\_Equal to others  
\_\_Better than others: \_\_Not as good:

2. **How would you rate our school to public schools in the area?** \_\_\_\_Equal to others  
\_\_\_\_Better than others: \_\_Not as good:

3. **What do you like best about us?**

4. **What could we do better?**

5. **If you could change one thing immediately, you would change:**

Teacher: \_\_\_\_\_ Grade: \_\_\_\_\_

Optional:

Name: \_\_\_\_\_ Address: \_\_\_\_\_

City/State: \_\_\_\_\_

Phone Number: \_\_\_\_\_ E-mail Address: \_\_\_\_\_

I would like someone to contact me regarding my survey. Yes \_\_\_No\_\_\_

# **SURVEY INSTRUMENT - D**

## **Parents of Students Who Were Accepted, But Did Not Attend**

### **Screening Questionnaire**

(Insert your school name here)

Student's Name: \_\_\_\_\_ Parent's Name: \_\_\_\_\_

Telephone Number: \_\_\_\_\_

Interviewer: \_\_\_\_\_ Date: \_\_\_\_\_

#### **(ASK TO SPEAK TO PARENT OF STUDENT ON LIST)**

Hello, I am \_\_\_\_\_ calling on behalf of **(NAME OF CATHOLIC SCHOOL)**. We're conducting a short survey among parents of students who applied to **(NAME OF CATHOLIC SCHOOL)** and I'd like to ask you a few questions.

A. First, I'd like to confirm that your child **(STATE NAME OF STUDENT)** did apply and was accepted to **(NAME OF CATHOLIC SCHOOL)** but chose to attend a different school, is this correct?

1 ( ) Yes **CONTINUE**

2 ( ) No **(READ)** I am sorry for disturbing you, we will have to check the records

B. Are you the adult in your household who could answer some questions about the decision made concerning which school your child would attend?

1 ( ) Yes **CONTINUE**

2 ( ) No **(READ)** May I please speak to that person?

**C. Which school will your child be attending this fall?**

**(WRITE IN NAME OF SCHOOL)**  
**NOW, GO TO MAIN QUESTIONNAIRE**

# MAIN QUESTIONNAIRE

(Insert your school name here)

## Parents of Students Who Were Accepted, But Did Not Attend

1. What was the main reason that you chose **(NAME OF SCHOOL CHILD WILL BE OR IS ATTENDING)**. That is, what (is or was) the main factor or criteria that influenced your decision to choose that school?

**(RECORD ONLY ONE ANSWER)**

- ☐ Religious affiliation
- ☐ Discipline/better discipline
- ☐ Caring administration and staff
- ☐ Quality of education/good education/academics
- ☐ Teacher-to-student ratio Location/good location
- ☐ Athletic program
- ☐ Music program
- ☐ Cost of tuition
- ☐ Friends/relatives went to that school
- ☐ Other reason(s)

2. What other reasons were important in making your decision to choose **(NAME OF SCHOOL)**? Were there any other factors or criteria that influenced your decision? **(RECORD ALL APPLICABLE ANSWERS)**

- ☐ Religious affiliation
- ☐ Discipline/better discipline
- ☐ Caring administration and staff
- ☐ Quality of education/good education/academics
- ☐ Teacher-to-student ratio Location/good location
- ☐ Athletic program
- ☐ Music program
- ☐ Cost of tuition
- ☐ Friends/relatives went to that school
- ☐ Other reason(s)

3. Was **(NAME OF SCHOOL)** your first choice?

- ☐ Yes
- ☐ No **(ASK)** What school was your first choice?

---

Who would you say was the person or people who had the most influence on your decision for your child to attend **(NAME OF SCHOOL)**?

- ☐ Child
- ☐ Self/spouse
- ☐ Guidance counselor at new school
- ☐ Administrator or teacher at previous school
- ☐ Know someone who attended the school Teacher at new school
- ☐ Headmaster/principal at new school
- ☐ Other person **(SPECIFY RELATIONSHIP)**

5. Other than **(NAME OF SCHOOL THE CHILD IS ATTENDING OR PLANNING TO ATTEND)**, and **(NAME OF YOUR CATHOLIC SCHOOL)**, to what other schools did your child apply?

---

---

---

6. Why did you apply to **(NAME OF YOUR CATHOLIC SCHOOL)**? That is, what were the reasons or factors you considered when applying to **(NAME OF YOUR CATHOLIC SCHOOL)**?

7. What was appealing or interesting to you or your child about **(NAME OF YOUR CATHOLIC SCHOOL)**?

8. Do you recall how you first found out about or heard about **(NAME OF YOUR CATHOLIC SCHOOL)**?

- ☐ Someone in family attended the school
- ☐ Know someone whose child attended/know someone who attended ☐ School administrator
- ☐ Teacher and/or staff member in school
- ☐ Direct mail/literature
- ☐ Web site
- ☐ Open House
- ☐ Member of parish
- ☐ Live nearby, just know about it
- ☐ Other **(SPECIFY)** \_\_\_\_\_

9. Did you or your child ever visit (**NAME OF YOUR CATHOLIC SCHOOL**)?

\_\_\_\_\_ Yes

\_\_\_\_\_ No

10. What was the purpose of that visit?

\_\_\_\_\_ Open House/Took a tour

\_\_\_\_\_ Attended a concert/play

\_\_\_\_\_ Attended an event in the building/on the campus

\_\_\_\_\_ Other (**SPECIFY**) \_\_\_\_\_

11. What were your overall impressions of (**NAME OF YOUR CATHOLIC SCHOOL**), based on that visit? What other impressions did you get about the school?

12. Compared to the other school to which your child applied, how would you compare the amount of contact or follow-up you got from (**NAME OF YOUR CATHOLIC SCHOOL**)? Would you say that it:

\_\_\_ Provided more follow-up/contact than other schools

\_\_\_ Provided about the same follow-up or contact as other schools

\_\_\_ Provided less contact or follow-up than other schools

13. Thinking about the school you chose for your child to attend, did that school offer you any:

Scholarships \_\_\_\_\_ Yes \_\_\_ No

Financial aid/Financial assistance \_\_\_\_\_ Yes \_\_\_ No

14. How much impact, if any did this have on the decision to choose that school? Would you say it had:

\_\_\_\_\_ A lot of impact on your decision

\_\_\_\_\_ Some impact

\_\_\_\_\_ Not much impact

\_\_\_\_\_ No impact at all

15. Did (**NAME OF YOUR CATHOLIC SCHOOL**) offer you any:

Scholarships \_\_\_\_\_ Yes \_\_\_ No

Financial aid/Financial assistance \_\_\_\_\_ Yes \_\_\_ No

16. Why did you ultimately decide that your child NOT attend (**NAME OF YOUR CATHOLIC SCHOOL**)?

17. Were there any other factors that influenced your decision? If so, what were they?

18. What, if anything could **(NAME OF YOUR CATHOLIC SCHOOL)** have offered or done that might have made you interested in **(NAME OF YOUR CATHOLIC SCHOOL)**, as compared to the school you selected?

19. Were there any special academics or other programs offered by **(NAME OF SCHOOL THAT YOUR CHILD IS OR WILL BE ATTENDING)** that **(NAME OF YOUR CATHOLIC SCHOOL)** does not offer? If so, what are they?

Thank you very much for your time and opinions.

# **SURVEY INSTRUMENT - E**

## **PARENTS of ELEMENTARY SCHOOL CHILDREN WHO WITHDREW/DID NOT RE-ENROLL**

### **Screening Questionnaire**

#### **(INFORMATION RECEIVED FROM THE SCHOOL)**

Name of Student: \_\_\_\_\_ Name of Parent: \_\_\_\_\_  
Telephone Number: \_\_\_\_\_ School Name: \_\_\_\_\_  
Date of Interview: \_\_\_\_\_ Interviewer: \_\_\_\_\_

Hello, my name is \_\_\_\_\_ and I am calling on behalf of **(STATE NAME OF SCHOOL)**. I'd like to speak to the parent of **(STATE CHILD'S NAME)**.

#### **(ONCE PERSON IS ON THE PHONE, SAY)**

We are conducting a survey among parents of children who have attended our Catholic school in order to get their opinions and feedback. According to our records, your child **(STATE NAME OF CHILD)** has previously attended **(NAME OF SCHOOL)** and no longer does.

A. Is that correct?

1 ( ) Yes **CONTINUE**

2 ( ) No **THANK YOU AND SOFTLY TERMINATE (READ)** I'm sorry we must have the wrong information.

B. Are you one of the parents who can answer questions about your child's experience at **(NAME OF SCHOOL)** as well as the decision made to withdraw your child from this school?

1 ( ) Yes **CONTINUE**

2 ( ) No **ASK TO SPEAK TO PARENT WHO CAN ANSWER QUESTIONS**

**(READ)** This survey will only take about 10 minutes of your time. Your opinions are very valuable and important. With your feedback we can continually strive to improve our Catholic school.

**THEN GO TO MAIN QUESTIONNAIRE**

## MAIN QUESTIONNAIRE

**Parents of Elementary School Children Who Withdrew/Did Not Re-Enroll**  
**(READ)**The next few questions are about your experiences with **(NAME OF SCHOOL)**.

1. What grade was your child in when (he/she) attended **(NAME OF SCHOOL)**?

- ☐ PreKindergarten
- ☐ Kindergarten
- ☐ 1st Grade
- ☐ 2nd Grade
- ☐ 3rd Grade
- ☐ 4th Grade
- ☐ 5th Grade
- ☐ 6th Grade
- ☐ 7th Grade
- ☐ 8th Grade

2. How many years did (he/she) attend **(NAME OF SCHOOL)**? **(RECORD NUMBER OF YEARS)**

3. What were the reasons that you originally decided to send your child to a Catholic school as opposed to public school or another school?  
**(PROBE AND CLARIFY)**

4. And, for what reasons did you originally decide to enroll your child in **(NAME OF SCHOOL)**?

5. What was the single most important reason that made you decide to withdraw or not re-enroll this child in **(NAME OF SCHOOL)**? **(PROBE AND CLARIFY THOROUGHLY)**

6. What other reasons, if any, did you have for withdrawing or not re-enrolling your child in this school? **(PROBE AND CLARIFY)**

7. Based on your experience having a child in the school, I'd like you to rate **(NAME OF SCHOOL)** as to how satisfied you were overall with the school for a series of different items.

For each item that I read to you please rate how satisfied you were with the school, either as being:

Very Satisfied, Somewhat Satisfied, Somewhat Dissatisfied or Very Dissatisfied

**(READ THE LIST and CIRCLE NUMBER CORRESPONDING TO RATING OF EACH ITEM).**

	<b>4 Very Satisfied</b>	<b>3 Some What Satisfied</b>	<b>2 Some What Dissatisfied</b>	<b>1 Very Dissatisfied</b>
a. The religious and spiritual atmosphere at the school	4	3	2	1
b. Quality of the teachers	4	3	2	1
c. Responsiveness of the principal to you and your child	4	3	2	1
d. Dedication of the teachers	4	3	2	1
e. Size of classes and student-to-teacher ratio	4	3	2	1
f. The quality of the reading program	4	3	2	1
g. The quality of the science and math program	4	3	2	1
h. Level of discipline in the school	4	3	2	1
i. Teaching values to your child	4	3	2	1
j. Safety of the school environment	4	3	2	1
k. Availability of programs for children with special needs	4	3	2	1
l. Teachers that provide a caring and nurturing environment for your child	4	3	2	1
m. Overall availability of educational resources including computers and books	4	3	2	1
n. Extracurricular activities	4	3	2	1

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**(ASK EVERYONE)**

12. What, if anything did you or your child like most about **(NAME OF SCHOOL)**? Is there anything else that you liked? **(PROBE AND CLARIFY)**

13. And, what, if anything did you or your child dislike about the school? **(PROBE)** What else? **(PROBE AND CLARIFY)**

14. What, if anything could **(NAME OF SCHOOL)** have done that might have kept your child enrolled in the school? **(PROBE AND CLARIFY)**

15. What final suggestions or comments can you provide to the administration of **(NAME OF SCHOOL)** or to the Catholic school system in general?

16. What grade is this child in now? **(RECORD ANSWER BELOW)**

- ☐ PreKindergarten
- ☐ Kindergarten
- ☐ 1st Grade
- ☐ 2nd Grade
- ☐ 3rd Grade
- ☐ 4th Grade
- ☐ 5th Grade
- ☐ 6th Grade
- ☐ 7th Grade
- ☐ 8th Grade

17. What is the name of the school that **(STATE NAME OF STUDENT)** attends now?

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**(WRITE IN NAME OF SCHOOL)**

18. Why did you decide to send your child to **(NAME OF SCHOOL IN QUESTION 17)**? Any other reasons? **(PROBE AND CLARIFY)**

19. Do any of your other children currently attend Catholic school?

1 ( ) Yes CONTINUE

2 ( ) No CONTINUE

3 ( ) Don't have any other school-age children **(SKIP TO QUESTION 21)**

20. Have any of your other children ever attended any Catholic school?

1 ( ) Yes

2 ( ) No

21. Did you or your spouse ever attend any Catholic school at any time?

1 ( ) Yes, I did

2 ( ) Yes, my spouse did

3 ( ) No

Thank you so much for your time and opinions. Your feedback will be extremely helpful to **(STATE NAME OF SCHOOL)** as it strives to improve the education and services it provides.