

# Diocese of Brooklyn

## We're Listening: Parent Surveys

February 10, 2022

Kathy Link, Partner

Maria Ippolito, Partner





1:10:37 / 1:11:06



# PARTNERS IN MISSION



MARIA IPPOLITO

- 15 years of Catholic school experience as teacher, admissions director, Director of Marketing for Archdiocese of Chicago
- Currently working as consultant for Big Shoulders Fund
- Communication, content creations, social media marketing focus
- Developed Parent Ambassador Program for Arch Chicago
- Lives in Chicago sending two sons (PreK and 2nd) to neighborhood Catholic school

# PARTNERS IN MISSION



KATHY LINK

- 10 years of consulting to Catholic schools
- Former Senior Director of Schools for the Healey Education Foundation
- Extensive elementary school experience in enrollment management, advancement, governance and work planning
- Average of 11% enrollment growth for 2021-22



# Reminders about Customer Service...

Remember that parents are making a purchasing decision when they enroll their children. Marketing can be defined as “the exchange of mutual benefits.” Are you delivering those benefits (your value proposition) effectively? Ask...

# Why are surveys important?

1. Uncover Answers.
2. Evoke Discussion.
3. Base Decisions on Objective Information.
4. Compare Results.

~ from SnapSurveys.com

# Uncover Answers

1. Overall impressions
2. Academic programs
3. Communication/accessibility
4. Finance and facility
5. Open ended questions



# Evoke Discussion

What did we learn? What do we do well? What needs work?

What can we control? How? When? Who?

## Base Decisions on Objective Information

How can we use this data to make decisions about:

- Marketing and communication (internal and external)
- Customer service and transparency
- Evaluating our programs
- Noticing relationships between data and enrollment
- Understanding what parents expect



# Compare Results

- What did we expect to hear?
- What did we actually hear?
- How to respond...

# The Cycle of Communication

- Tell parents you're going to do the survey; encourage participation (FEBRUARY)
- Send the survey: set the expectation for completion (deadline) and send reminders (MARCH)
- Close the survey
- THANK families for their participation (APRIL)
- Review results internally; tabulate the data from the open-ended questions
- Share the top 3 "what you love" and "what needs to improve" (MAY); promise attention to these issues over the summer
- Share progress on how you have addressed the issues (AUGUST/SEPTEMBER)
- Share final results of action (JANUARY)
- Survey in March

# Other examples of survey types and timing:



New family survey – within the first six weeks of the start of school



“Temperature” survey – typically around November, very brief



Exit survey – ASAP after a family disenrolls or within 2 weeks of the end of the school year for families who did not re-enroll



Graduation survey – for students and parents!

# How was Catholic Schools Week?



January 30-February 5 2022

# Goal Setting Reminder

## 2022-2023 Enrollment Goal Setting (what you need)

- Current Enrollment = 245
- Graduating 2022 8th graders = 15
- Retention goal = **90%** (based on last year)
- Enrollment Goal 2022-23 = 250

### EXAMPLE:

Current Enrollment-8th graders\*Retention% goal =  
Returning Students Needed ( $245 - 15 * .90 = \mathbf{207}$ )  
Enrollment Goal - Returning Students needed = New  
Students needed ( $250 - 207 = \mathbf{43}$ )

**207 Returning Students &**  
**43 New Students**



# Enrollment Goals and Registration

What are your enrollment goals?

Returning+New=Total

LEVEL UP: Track New Family Retention



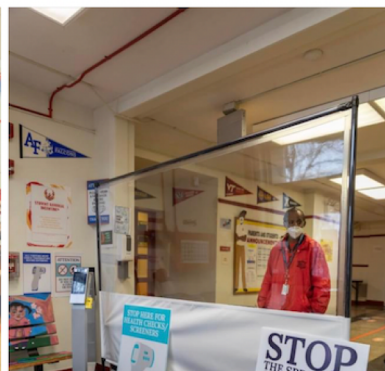
# Messaging that we are in person



North Lawndale College Prep  
- Chicago IL

6h · 🌐

NLCP remains open for learning. As the only public school in Chicago open for in-person learning all of last year, we are uniquely positioned to provide a learning environment that ensures our students don't fall behind and takes staff and student safety seriously. We're also accepting transfers. Join us!



**Partners  
in Mission**

Advancement and  
Leadership Services f  
Catholic Education

"Sending out a #FeelGoodFriday shoutout to our families, teachers, staff and students- the entire St. Sabina community. Because of your patience, flexibility, kindness and determination we are completing another week of awesome in-person instruction. It's been truly amazing to see our happy students each day. We know this pandemic has been a challenge, but St. Sabina is strong and we are proud of our ability to support our families and provide what they need."

"We are all feeling the impacts of the pandemic and the ongoing challenges, but we want to take a moment to say thank you to the entire st XYZ community. Because of your hard work, thoughtfulness, patience and flexibility, we continue to navigate the pandemic and go above and beyond to provide for our students. We are finishing the first week of 2022 with some incredible in-person instruction and plenty of smiles (under our masks of course!)"





# Q&R