

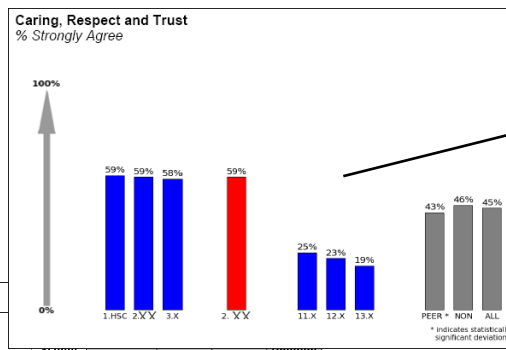
PARENT SURVEY

Measuring Success is proud to introduce the newly revised Parent Survey, another cutting-edge product in our growing Day School Peer Yardstick™ Suite of Tools, created and implemented in partnership with PEJE. Jewish Day Schools have seen time and time again that perceived quality drives word of mouth, which in turn drives enrollment and tuition. The Parent Survey will help you understand how current, prospective, and past parents perceive the value of your institution.

- Understand the perceived value of your school from your most important stakeholder – your parents.
- Identify factors that have the greatest impact on your school’s ability to attract new students and retain existing students.
- Focus resources on key areas that matter most.
- Revenues: Predict your school’s ability to increase tuition, raise more money, and understand financial aid needs.
- Benchmark your school against a database of over 80 schools, with 20,000 records, including: a self-selected peer group of Jewish day schools, your local competition (public & private, both Jewish and non-Jewish), and longitudinal trends.
- Examine scores by segment of parents (grade level, income, affiliation, etc).
- Use the results as part of your accreditation process.
- Much less work than a home-grown study. You’ll get: a confidential, vetted, professional survey customized for JDSs; higher response rates (80% vs. 30%); no burden on staff for design, collection, analysis, or reporting. All you need to do is provide email addresses and let parents know it is coming. All the rest is taken care of so you can spend your time taking action on the results.
- Give parents a formal, constructive, and confidential outlet to voice their concerns and raves about your school.
- Option to add custom questions
- Survey is available in English, Spanish and Hebrew
- *Join 80 Jewish Day Schools already using the Parent Survey!*

| 2. School Community | | | | | | |
|--|-----------------------|-----------------------|----------------------------|-----------------------|-----------------------|----------------------------|
| Please indicate if you agree or disagree with each of the following statements: | | | | | | |
| | Strongly Disagree | Disagree | Neither Agree Nor Disagree | Agree | Strongly Agree | Do Not Know/Not Applicable |
| a. Faculty, students, and parents at our school display caring, respect, and trust toward and among one other. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| b. I feel part of a social community of parents at our school. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| c. I have a clear understanding of our school's philosophy. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| d. Our school supports my family's desired Jewish development for my children. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| e. Our school promotes a love of Israel in my children. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Uses survey questions developed and vetted by schools administrators, survey experts, and parents.



Compare your school’s results to a peer group of your choice along with the overall average.

| Respondents (current parents) | | | | | |
|--|------------|----------|----------|------------|------------|
| | Not At All | Possibly | Probably | Definitely | School Avg |
| 1. Facility (current parents) | 51 | 25 | 19 | 26 | |
| a. Effective Use of Technology | 3.8 | 3.6 | 3.8 | 3.7 | 4.0 |
| b. Maintains Facilities | 4.3 | 4.2 | 4.4 | 4.1 | 4.3 |
| c. Provides Effective Security | 3.7 | 3.6 | 3.9 | 3.8 | 3.8 |
| 2. School Community (current parents) | | | | | |
| a. Display Caring, Respect and Trust | 4.3 | 4.4 | 4.4 | 4.1 | 3.9 |
| b. Feel part of social community | 3.8 | 3.8 | 3.7 | 3.5 | 4.1 |
| c. Clear understanding of school philosophy | 4.2 | 4.4 | 4.3 | 4.0 | 4.2 |
| d. Supports desired Jewish development | 4.3 | 4.5 | 4.2 | 4.2 | 4.2 |
| e. School promotes a love of Israel | 4.6 | 4.6 | 4.5 | 4.5 | 4.6 |

Receive appendices containing all of your results cut by demographic questions like household income or contributions.

First Time Schools Receive:

- Management of internet-based survey process by Measuring Success; includes initial emailing of survey and multiple reminders, email and phone support for both parents and the school, all data collection and housing, and closing of the survey.
- Comprehensive statistical data analysis and confidential custom school report showing your results against your chosen peer group (i.e. affiliation, region, size, etc).
- On-site consultation with key school leadership and telephone support (total of 1.5 days) by a Measuring Success consultant to review school-specific findings, help set priorities by framing an action plan, and to develop a communication plan.

Previous Users Receive:

- Returning schools receive the same benefits as new schools with a 2-hour phone presentation to review results, identify areas of improvement from prior survey, and answer questions, instead of an on-site consultation.

Purchasing the Parent Survey

- First Time Users Price: \$8,500
- Previous Users Price: \$4,500
- *Subsidies available from PEJE*

From Past Parent Survey Users:

"Participating in this survey two years in a row, we were able to prove the immediate impact of this process on our school. In just one year, we saw statistically significant improvements in nearly all of our target areas."

-Jewish Day School Professional

"Thank you for yesterday's session; it was very impressive. You did a terrific job of translating our data, helping us to analyze it and moving us forward to an action and communication plan. You are a true master of the data and the process."

-Head of School