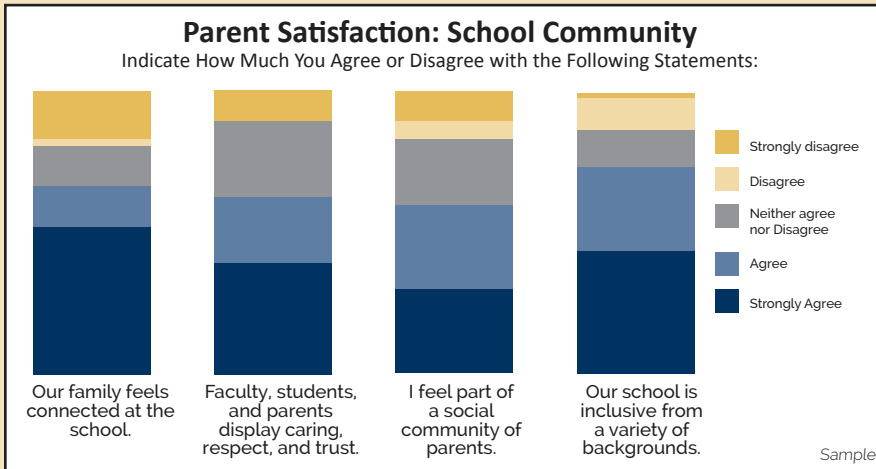


# PARENT SURVEY



The Measuring Success **Parent Survey**, taken by more than 30,000 parents across North America, helps to identify factors that impact recruitment, enrollment, and retention by understanding how current, prospective, and past parents perceive the value of your independent school.

The **Parent Survey** is specifically designed to identify the factors that have the greatest impact on enrollment and retention.

The survey allows you to benchmark your independent school against a database of 30,000 parents, including a self-selected peer group.

Response rates average more than 75 percent.

**Parent Surveys** will allow you to:

- ✓ Review historical trends (if survey is repeated).
- ✓ Ensure responsiveness to parent concerns.
- ✓ Determine admission trends in your community for strategic planning.
- ✓ Take away the guesswork by using evidence-based practices.

## FEATURES:

- Fully administered online survey with (optional) customization.
- Comprehensive and in-depth reporting via Tableau®.
- On-demand analysis that cuts survey results by a variety of demographic measures.
- Private consultation options to review results and develop a strategic action plan.
- Part of a suite of services that allow you to learn more about your school community.
- Tap into and highlight the success stories among the families and alumni.

*"The work that we have done with Measuring Success allowed us to deeply examine what the perception is in our community of our program and of our excellence."*

**— Dr. Bruce Powell**  
**Head of School,**  
**de Toledo High School**

## WE LOOK FORWARD TO HELPING!

Finding the right partner to move your school to the next level is key to strengthening your long-term financial sustainability.



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