

AISAP

Educate. Elevate. Empower.

Association of Independent
School Admission Professionals

Essential Elements of Admitted Student Surveys

WEDNESDAY, APRIL 13



Welcome & Introductions

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Congratulations. You've made it this far. You've got this!



Don't go at it alone.



Critical to gather data and use it to guide strategy

Enrollment Management is...

...an institutional response to the challenges and opportunities that recruiting and retaining the right student body present to a school's financial health, image, and student quality.

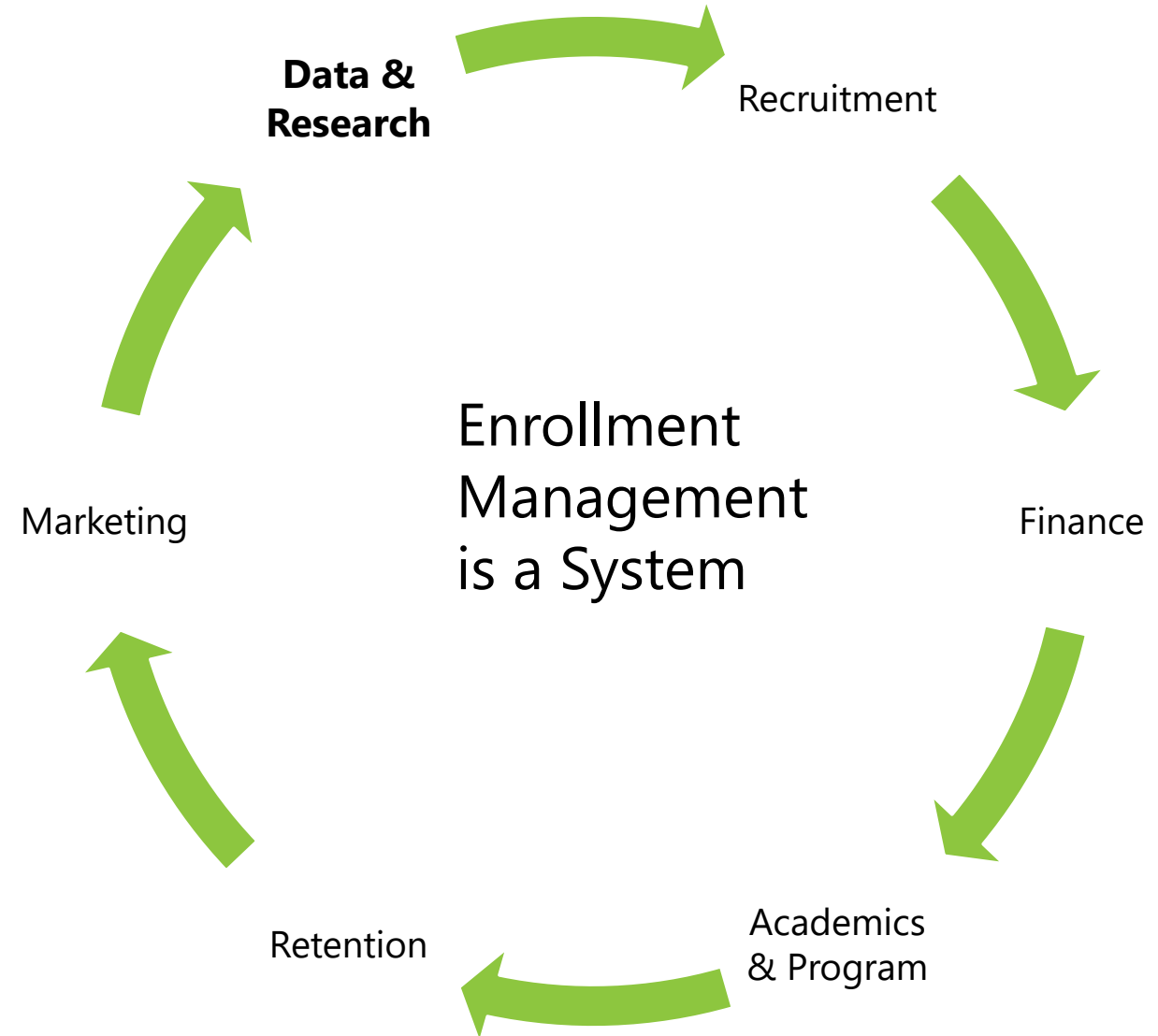
...**a research-based process** that creates a synergy among recruitment, pricing and financial aid, academic program, student life and constituent relations.

...essential for revenue optimization and encompasses these key areas:

Admission Process/Recruitment, Finance, Marketing, **Research** and Retention.

Holistic Approach

Integrated NOT silo'd



Start with the
End in Mind...

What questions would you love to
have answers to?



For those Admitted Students who
ENROLL:

WHY did you
choose to enroll
at AISAP
Academy?

What stood out
about AA and
how did that
connect with
what you were
looking for?

What is
special about
our school
compared to
your other
options?

What
problems are
we solving for
you? [Jobs to
be Done
Study]

What questions would you love to have answers to?

Start with the End in Mind...

AND...How will this information help you and what will you do with this information once you have obtained it?

For those Admitted Students who
DO NOT ENROLL:

WHY did you choose NOT to enroll at AISAP Academy?

What school are you attending next year?

Were concerns about affordability a factor?

Were concerns about our program a factor?

What if you could find a way to make sure that history does not repeat itself?



Would you take time to ask the questions and listen to what people are saying?



Would you be able to then demonstrate beyond your “gut” that an action or activity was impacting your enrollment success?



Would you then be able to have this data serve as a concrete tool that can assist you in responding and using this information to guide strategy

Let's talk about Admitted Student Surveys....



WHAT?



WHY?



WHEN?



HOW?

WHAT?

What is the purpose of the admitted student surveys?

What do you hope to learn from them?



When you think about your Acceptance Students who ENROLL and those who DO NOT ENROLL ...



WHAT would you like to learn from them about your school?



Share QUESTIONS you'd like answers to via the padlet link in the CHAT box.

WHY?

Why did you enroll?

Why did you NOT enroll?

For example:

87% of families who did not enroll, shared that they could not afford the tuition.

Having "hard" data to share versus "gut feelings" about reasons families are choosing or not choosing your school

Provides information to allow you to adjust enrollment strategy and set realistic goals

Improve internal operations (for ex: admission process deficiencies)

Improve overall enrollment (Know what people want and don't want)

Be responsive to your "customers". Assure that marketing and program are aligned with your customers' needs and wants.

Are you RELEVANT?

WHEN?



Be prepared to send surveys, at the time the family ENROLLS or DECLINES your offer of admission.



Response rate is higher if this is done in a timely fashion especially with those who DO NOT ENROLL.



IDEALLY SURVEYS ARE SENT WITHIN 1-2 WEEKS



An automatic process is helpful here.



Analysis can be done once there is a critical mass of surveys but BEFORE you begin building your strategic enrollment plan for the next year

How?



DIY through Survey Monkey

- Short survey, less than 10 minutes
- Multiple choice versus open ended questions
- 1 question per question
- Only ask what you really need to know.
- BE INTENTIONAL. If not actionable, don't ask it.
- Make sure it is personalized to your school (i.e religious affiliation, single gender etc.)
- Thank respondents for their time.

Or... We can do it for you.

Reach out to us at AISAP if you are interested in having us conduct these surveys and provide analysis for you.

Sample Questions:

Characteristics of importance when choosing a school

Impressions of our School

Rate the quality of interactions with the Admission Office

What was the single most important factor in your decision to enroll (or not enroll). Provide Check boxes.

Did you apply for financial assistance?

To what degree did cost/affordability influence your decision to enroll (or not enroll).

Which single event or experience was most helpful in helping you to understand the school's culture and mission?

What other schools did you consider?

What prompted your initial interest in our school?

Characteristics of importance when choosing a school:

Enrolling Family 2022 Survey for AISAP Academy

School Characteristics

How important were the following characteristics in guiding your decision in choosing a school?

	Not at all important	Slightly important	Moderately important	Very important	Extremely important
Academic program	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Athletics	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Performing arts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Music program	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Visual arts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Community	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Catholic mission and values	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Teachers/faculty	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Academic facilities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Athletic facilities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Student body diversity	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cost of attending	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Analysis: Perception vs. Reality

A few things...

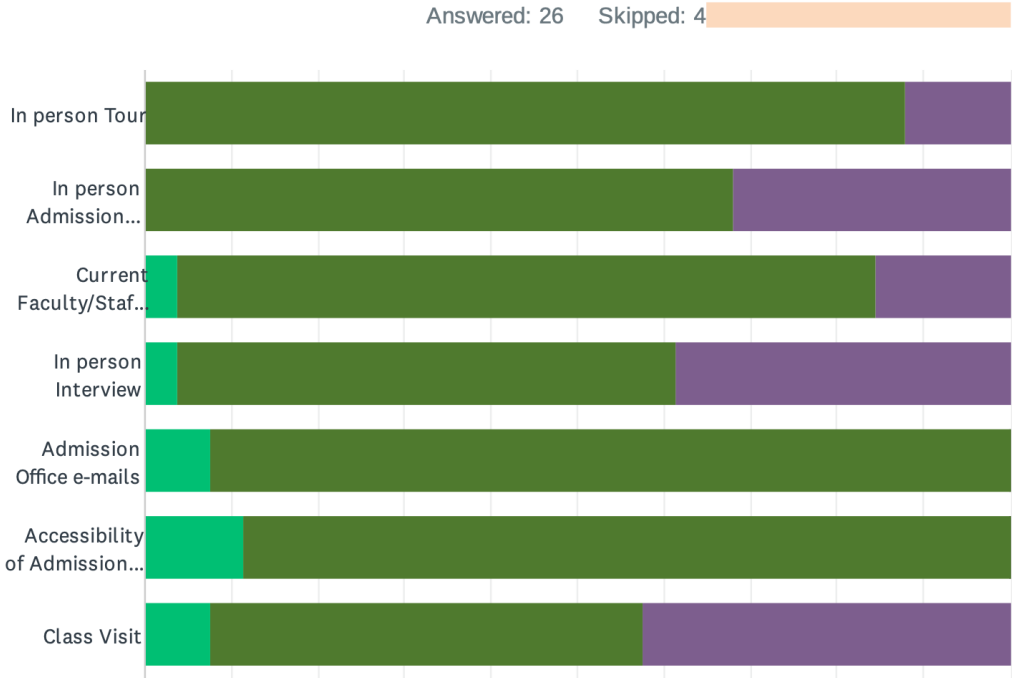
- ❑ If you take the time to do the surveys, it is important to take the next step and DO THE ANALYSIS.
- ❑ If you take the time to do the ANALYSIS, it is important to take the next step and SHARE/USE THE RESULTS.
- ❑ Start with a narrative to tell a story supplemented by facts and data
- ❑ Include different types of analysis:
 - Narrative
 - Simple charts
 - More complex
 - Creative

Simple Analysis Example



Bar Chart:

Q12 Please rate the quality of each of the following interactions with our school. If you had no interaction with a specific listing, please indicate "N/A" (Non-Applicable).



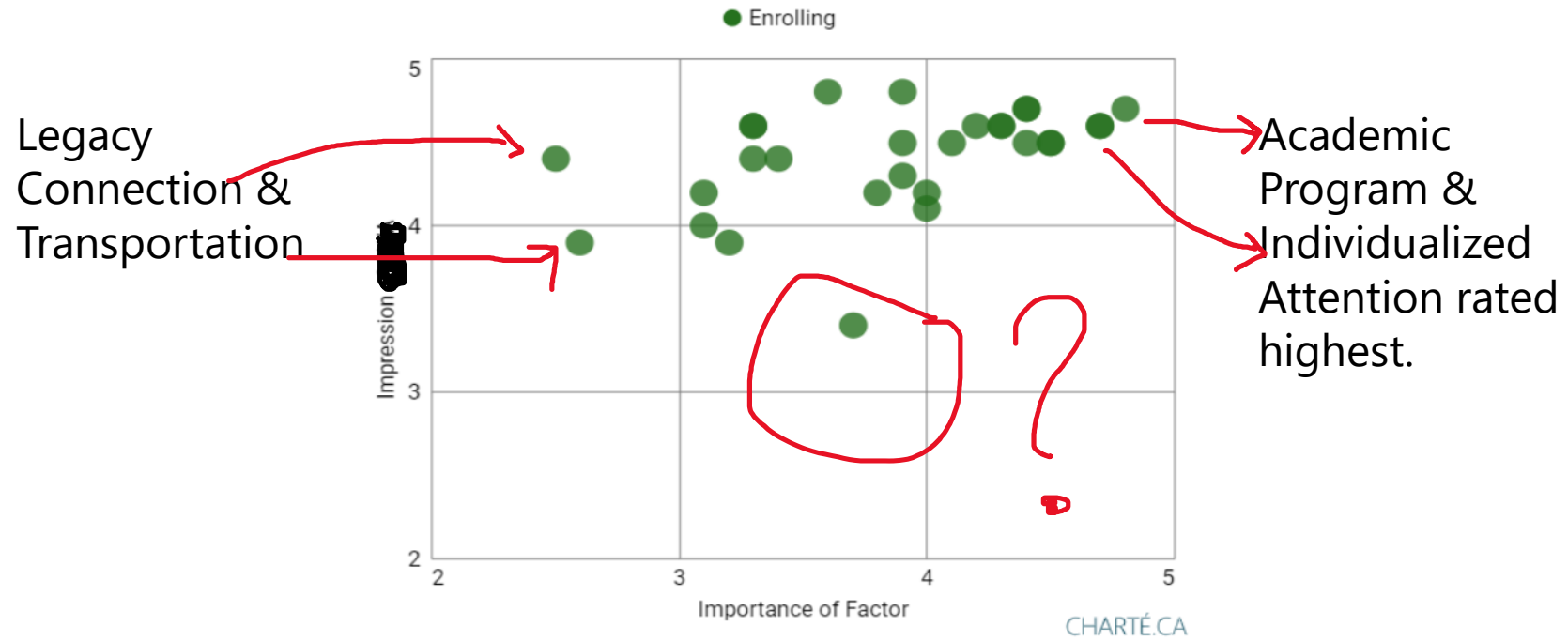
Complex Analysis Example:

Enrollment Drivers

- Factors related to enrollment were measured on not only importance to the applying family, but that family's impression of [REDACTED]; the result is seen below with items in the upper right of the chart showing those which are important to all applicants AND on which [REDACTED] rates highly

[REDACTED] Enrollment Drivers for New Families

Means Comparison: 5=Important/Very good, 1=Not important, Very poor



- This chart is available [HERE](#) in an interactive format that details the ratings of each factor when the cursor hovers over an individual icon

Creative Analysis: 3 Words to Describe Your Ideal School...



3 Words to Describe Our School:



Work this data into your planning:

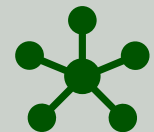
USE THE DATA TO GUIDE STRATEGY



Head of School & Board
Reports



Enrollment planning and goal
setting for the following year.



Strategic Marketing Plan for the
following year.

Bringing it all home...



Now more important than ever to ask these questions.



Don't miss this opportunity to get **INVALUABLE** feedback and input.



Start small. If implementing only **ONE** survey, start with non-enrollees.



As soon as possible, fold in exit survey for families who leave the school before graduation

Questions? Thoughts?

