



THE MILLENNIAL PARENT MINDSET & INDEPENDENT SCHOOLS:

Data and Decision-Making

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- President of Kalix Marketing
- 28th year as an on-campus faculty spouse at a girls day and boarding K-12 in suburban Baltimore
- Raised two daughters on campus, spent 13 years as a dorm parent/family
- Has deep understanding of the independent school ecosystem
- Works with Heads of School and leadership teams to implement strategic marketing initiatives



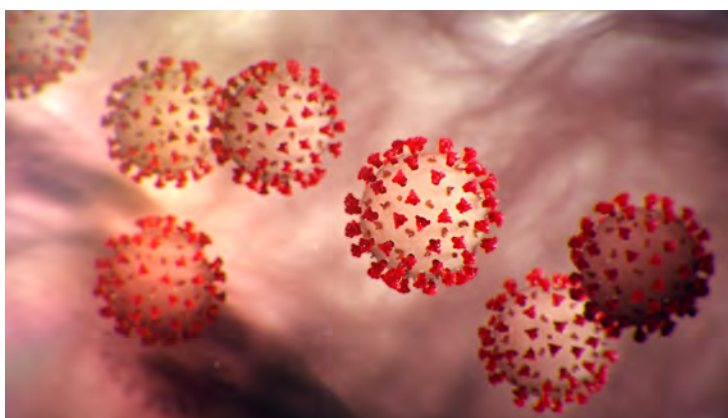
Donna Balinkie

- Kalix Marketing Strategist
- Over 25 years in data-driven branding and marketing strategy
- Independent School parent
- 2 daughters, Rachel (Grade 9), Sammie (Grade 6)
- Current Vice-Chair of K-8 day school in Baltimore



THE MILLENNIAL PARENT THROUGH THE LENS OF COVID-19

- The COVID-19 crisis has forced a hard pivot for all school's as it pertains to admissions strategies.
- Now, more than ever it will be critical to have a strong understanding of the millennial parent and how they view and value an independent school education.



WHO IS THE MILLENNIAL PARENT?

- Born 1982 – 2000 [Age 19-37]
- Peter Pan generation – having kids later
 - Childhood was so good, they put off growing up...older parents
- Internet for parenting advice
- Documenting their child's lives on social media
- More millennials in workforce (72%)
- Millennials are better educated
- Childcare and Education costs have grown from 2% to 18% of total cost of raising kids
 - Earning less and paying off more student loans



Source: New York Times, Pew Research Center, Washington Post

HOW DO MILLENNIALS IMPACT INDEPENDENT SCHOOLS?

- The shift has already happened...from Gen X to Millennial parents
- Knowing what Millennial parents think, feel and say will impact the success and sustainability of independent schools



THE WHY BEHIND THE KALIX STUDY OF MILLENNIAL PARENTS

- Schools have been more and more interested in learning specifically about the Millennial parent
- Began to look at Millennial parents vs. non-Millennial parents in our market research studies
- There are some real differences worth learning more



SELECT FINDINGS FROM KALIX STUDIES

- More Millennial parents attended independent school (63% vs. 28%)
- More likely to consider boarding school (70% vs. 45%)
- Millennials placed higher importance on more school selection attributes compared to non-Millennials – they wanted everything
 - More importance on nurturing/caring environment (96% vs. 86%)
 - More focus on character development (94% vs. 86%)
 - Looking for more value for tuition (90% vs. 85%)
 - More importance on diversity (86% vs. 75%)
- Community atmosphere is more important (97% vs. 78%)
- Safety is even more important (e.g. bullying and campus safety)

WHAT WE WILL COVER TODAY

- Share our key learnings and highlights from our Millennial Parent Market Research Study
- Discuss how to use the data and what it might mean for your school



KALIX MILLENNIAL STUDY OBJECTIVES

- Understand the Millennial parent's school decision-making criteria.
- Understand value perceptions as they make education decisions for their children.
- Understand the relative importance of Personal Development Characteristics and School Attributes as they select a school.
- Determine the perceptions of tuition & fees of independent schools (traditional vs religious, day vs. boarding school, etc.)
- Understand resources, expectations and preferred methods of communication

METHODOLOGY

Methodology

Quantitative study via Internet surveys

Sample Size – 1000

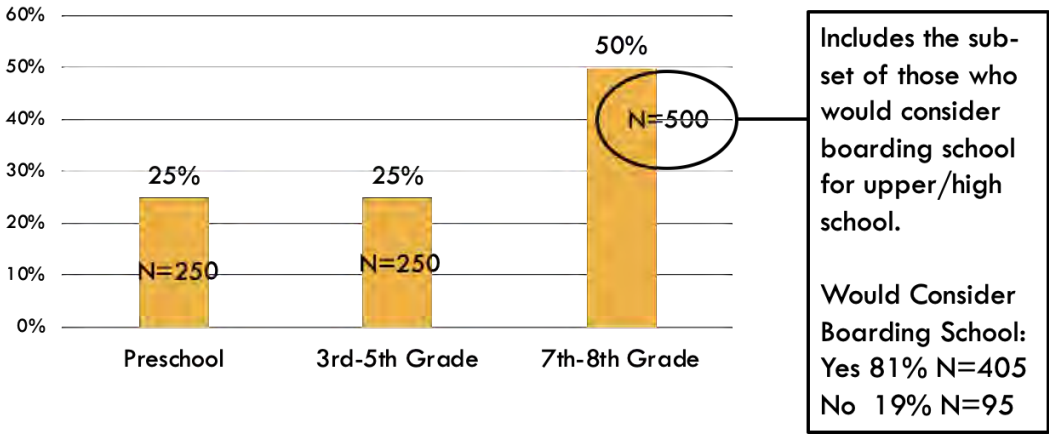
Screening Criteria

- Parents with Preschool children considering Kindergarten (N=250)
- Parents of 3rd to 5th graders considering Middle School (N=250)
- Parents of 7th and 8th graders considering Upper/High School (N=250)
- Parents of 7th and 8th graders considering Boarding school for Upper/High School (N=250)
- Would consider a tuition-based independent (private) school
- No employment-related conflicts
- Minimum household income \$100K (with an oversampling of \$250K+)

Reporting

Top 2 box score = Very and Somewhat (4 and 5) on a 5-point scale

MILLENNIAL STUDY SAMPLE BREAKDOWN



- Open to Independent School
- Min HHI \$100K +
- Nationwide

IMPORTANCE OF FAMILY/LIFE VALUES

Top 2-Box Score	Total	Preschool	3rd-5 th Grade	7th-8 th Grade
Making sure my family is safe	98%	98%	97%	98%
Raising a well-rounded child	97%	98%	97%	96%
Showing compassion & kindness	97%	97%	96%	96%
Making smart financial choices	97%	98%	98%	96%
Putting family first	96%	98%	96%	95%
Your children making friends/being social	91%	90%	92%	90%
Making a good salary	91%	88%	88%	93%
Saving for college	88%	84%	89%	89%
Having a rewarding career	88%	82%	86%	92%
Being in a diverse, inclusive environment	84%	78%	82%	88%
Having a global perspective	84%	76%	84%	88%
Being part of a close-knit community	83%	76%	79%	88%
Showing dedication to faith	79%	70%	77%	85%

Life characteristics that become more important over time.

Millennials place their top priorities “in-the-moment, i.e. relative to their current life situation. These revolve around their current family values. Over time future objectives become more important.

As a parent, how important to you is each of the following at this moment in your life, as it relates to your family values?

MOST IMPORTANT FAMILY/LIFE VALUES



- Family safety
- Well-rounded child
- Compassion & kindness
- Smart \$ choices
- Family first

>95%

As a parent, how important to you is each of the following at this moment in your life, as it relates to your family values?

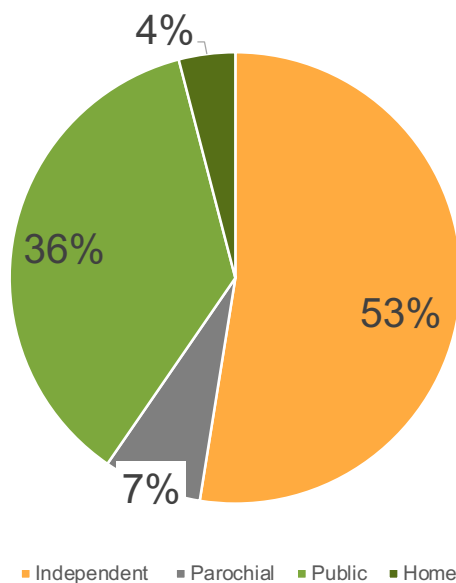
FAMILY/LIFE VALUES – GROWS IN IMPORTANCE OVER TIME

- Salary
- College saving
- Rewarding career
- Diverse, inclusive environment
- Global perspective
- Close-knit community
- Faith



As a parent, how important to you is each of the following at this moment in your life, as it relates to your family values?

MILLENNIAL PROSPECTS ALREADY IN PRIVATE SCHOOL



60% (53% + 7%)
of the sample were already
tuition-paying families

Q2: Is your child currently attending...?

REASONS FOR CONSIDERING AN INDEPENDENT SCHOOL – NAIS

	1 st Most Important N=1000
To help me help my child overcome obstacles	18%
To help me fulfill my child’s potential in a values-aligned community	28%
To help me develop a well-rounded person who will impact the world	38%
To help me realize my plan for my talented child	16%

“To help me develop a **well-rounded person** who will impact the world” is the top reason for considering an independent school.”

How do you rank each of the following four statements in your reasoning? (1st Most, to 4th Least Important)

SELECTION CRITERIA – IMPORTANCE (PERSONAL ATTRIBUTES)

	Top 2-Box Score			7 th -8 th Likely To Select Boarding School	
	Total N=1000	Preschool N=250	3 rd -5 th N=250	Yes N=405	No N=95
Provides an education that will challenge my child	94%	95%	93%	96%	95%
Helps my child develop and foster a love of learning	94%	96%	94%	93%	95%
Helps my child’s emotional and social development	94%	96%	96%	94%	90%
Provides an environment where my child will have the opportunity to try new things	94%	96%	95%	95%	93%
Helps my child develop a strong moral character	93%	95%	94%	94%	95%
Develops my child’s creativity	93%	94%	93%	94%	90%
Helps find a positive social environment or peer group that fits my child	93%	94%	94%	93%	95%
Encourages my child to have a voice and be part of the educational process	92%	92%	91%	93%	86%
Helps my child develop into a leader	91%	92%	91%	95%	76%

Most Important
95% & Above

Thinking about selecting a school for your child, how important are each of the following personal attributes to you in making a decision? Please rate each on a scale between 5 Very Important to 1 Not at all Important.

MOST IMPORTANT SELECTION CRITERIA – PERSONAL ATTRIBUTES

- Challenging my child (94%)
- Foster love of learning (94%)
- Social-emotional development (94%) [more important with younger kids (96%)]
- An environment where my child will have the opportunity to try new things (94%)
- Strong moral character (93%)
- Peer group that fits (93%) – most important with older children (95%)
- Develop leadership [95% boarding vs 76% non-boarding high school prospects]

SELECTION CRITERIA – IMPORTANCE (SCHOOL ATTRIBUTES)

	Top 2-Box Score			7 th -8 th Likely To Consider Boarding School	
	Total N=1000	Preschool N=250	3 rd -5 th N=250	Yes N=405	No N=95
Safety on campus	95%	97%	96%	94%	98%
Helps my child prepare for college and develop his/her career potential	94%	94%	94%	95%	100%
Helps my child learn how to learn	94%	95%	96%	93%	98%
Student-centered education	93%	91%	94%	93%	93%
Community atmosphere (student/faculty interaction, a sense of a warm, vibrant community within itself)	92%	93%	92%	93%	88%
School Facilities (e.g. state-of-the art facilities and, equipment, etc.)	90%	88%	90%	93%	74%
A highly structured academic program	90%	90%	90%	91%	83%
Faculty with advanced degrees	88%	84%	86%	93%	83%
Low teacher-to-student ratio	87%	84%	91%	86%	88%
Athletics or extracurricular programs	85%	82%	86%	89%	74%
An emphasis on racial and economic equity	83%	75%	83%	91%	60%
Diversity of Student Body (race, religion, socioeconomic etc.)	81%	74%	81%	89%	55%
Culturally diverse student body with students from other countries	80%	72%	78%	89%	52%

Most Important
95% & Above

Thinking about selecting a school for your child, how important are each of the following school attributes to you in making a decision? Please rate each on a scale between 5 Very Important to 1 Not at all Important.

MOST IMPORTANT SELECTION CRITERIA – SCHOOL ATTRIBUTES

- Safety on Campus (95%)
- Helps my child learn how to learn (94%)
- Preparation for college/career [more important in upper school prospects – 95%-100%]
- Student-centered education (93%)
- Community atmosphere (92%)



FINANCIAL AID

- 59% to 85% Importance of financial aid (kindergarten prospects to upper school)
- Likely to qualify for financial aid - 31% to 72% (boarding)



	Likely to Qualify For Financial Aid			7 th -8 th Likely To Select Boarding School	
	Total N=1000	Preschool N=250	3 rd -5 th N=250	Yes N=360	No N=42
YES	56%	31%	63%	72%	31%

How important is your ability to receive financial aid in your independent school choice?
Based upon your financial situation, do you feel you would qualify for financial aid?

TUITION AND ALTERNATIVE STRATEGIES

- Optimal tuition - \$25K - \$32K
- Positive reaction to alternative tuition strategies like Sliding Scale
 - Reflects highly on the perception of the school [81% to 92%]
 - More likely to apply 65% to 88%
 - Grows as students do



If a school moved to a sliding scale tuition strategy, how would you react? Rate your overall perception of a school that would adopt this strategy.

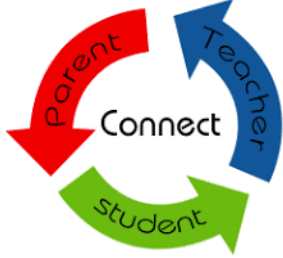
MILLENNIALS AND RESOURCES

- Direct school resources/experiences still most important – school visits (92%), open houses (91%) and school websites (90%)
- Online resources (87%) vary in importance (Google (84%), chat groups (84%), social media (77%))
- Word of mouth (87%) is very important but Millennials will validate themselves
- Traditional media – not valuable (65%)



Please rate each of the following ways of learning about schools on a scale between 5 Very Valuable to 1 Not at All Valuable to you.

COMMUNICATION METHODS

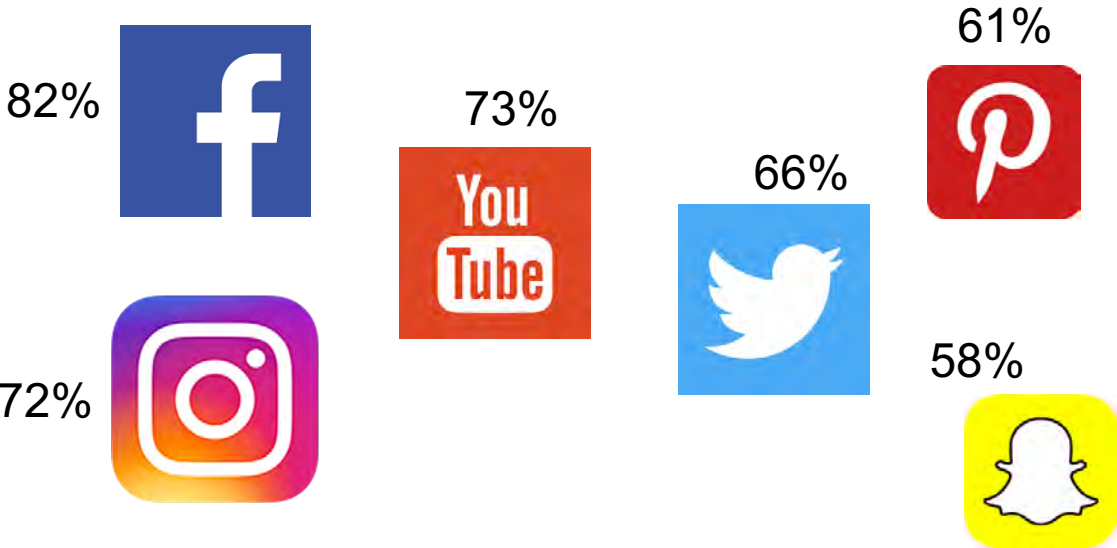


- During admissions – prefer emails but personal invitations grow in importance in middle and upper school process
 - Calls from current parents are less valuable in lower school process
- Millennials expect to hear from teachers about their child more than once a month – they are high-touch
- Prefer email over phone calls and text



As you go through the admissions process, how valuable would you find each of the following:
 How often would you expect to hear directly from your child's teacher about your child?
 What is your preferable method of communication from the teacher or administration?

FREQUENCY OF USING SOCIAL MEDIA IN SCHOOL SELECTION



In your school investigation and selection process, how frequently do you use each of these social media/online resources?

KEY TAKEAWAYS

- ✓ Millennials are already tuition-paying parents and are predisposed to independent schools and boarding
- ✓ Millennials expect a lot and want even more from their schools as their children grow
- ✓ Millennial parents are better in touch with independent school tuition costs and value
- ✓ Millennial parents have high expectations and want frequent communications about their children (by email and in person)

Questions

- ✓ We are happy to answer any questions today.
- ✓ Thank you for your time and attention.

CONTACT US

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