

# What questions would you like to have answered?

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**What was your first touchpoint / information about the school? What was the most useful touchpoint / information when making your final decision?**

**Did Covid procedures in schools influence your decision?**

How does our admissions process compare to other schools (e.g., time required to complete, stress level on applicant, demands on parents, ability to have questions answered during process, sense of connection to school, availability of admissions team)?

**What did we not do that we should have done?**

**Do you feel our assessment process was equitable?**

**What aspects of the admissions experience could have been better designed?**

**Did cost play a role in your decision?**

**Did your perception of our school change during the process...if so, for better or worse?**

**What questions were never addressed in the admission events & materials**

**Did you see or click on any ads for our school?**

**What words would you use to describe our school now that you've gotten to know us better?**

**Were you satisfied with your Application experience? Why or why not**

**What was the most important factor as you started the application process? What was the most important factor once you were accepted and making a decision about whether to enroll?**

**What was your priority in choosing your child's next school?**

Which outreach events (e.g., open house, virtual tour, information sessions, student for a day) were most impactful in making decision to enroll?

**Was our school your child's first choice?**

Ultimately, who made your family's decision regarding school choice and enrollment for your student next year?

Did you attend any admissions events?

**What was your favorite thing about our school?**

Tell us about your experiences with the application process itself – what worked well, and what could have been better or easier for you?

**what touchpoints throughout the admission season were the most helpful?**

**What events were helpful in your decision?**

**How do they the academic rigor of our school**

**Did the admissions process influence your decision?**

**what would you have liked more information on?**

**Are there any aspects that did not live up to your expectations?**

**Was there something in particular about the school that you chose that you did not find at our school?**

**How were our admissions events compared to other schools?**

**Were there aspects of the school that you did not feel informed about?**

**Did they come into the process with a perceived top choice school and was that confirmed or did it change through this process?**

**What was the primary reason you chose our school.**

What factor(s) ultimately made you decide to enroll at our school?

**Who in your decision made the decision?**

**A question we added this year was "When did Landon become your first/top-choice?". This was aimed to get a sense of when in the process we were able to convert a family.**

**What about about our application process could be better/more efficient?**

What one factor would have made the difference for them to choose us?

**My school has an indexed tuition program- wondering if competitor schools offered scholarships that seemed more exciting**

**What impacted your decision not to enroll?**

**Was there any piece of the admissions process that was not helpful?**

**What do you want more information about?**

**What admissions events were most useful? Least useful?**

**What impacted your decision to enroll?**

**Who made the decision to enroll/decline? Child/parent/both**

what were the "convenience" factors that swayed their minds?

**Did your child have a first choice school before starting the application process?**

**Questions about specific programs/characteristics at our school and their relative importance to a family's enrollment decision?**

Why did you choose our school instead of another school?

**what other schools did you consider?**

**What made us stand out from other schools?**

**For those that did not enroll, what could we have done differently?**

What messaging connected with you during the application process?

**finding actionable insights -- often there's much that we can't really change.**

**Why did they choose our competitor school instead of of our school?**

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