

## *2010-2011 Oakwood School Parent Survey Report*

The following report analyzes the raw data of The Oakwood School Parent Survey conducted in the winter of 2011. The survey consisted of 63 questions rating the quality of programs at the school as well as open-ended questions that gave parents the opportunity for additional comments. Oakwood received 110 parent responses over the three-week period that the on-line survey was open.

The summary report used the raw data from the survey and adhered to the recommended interpretations of The National Association of Independent School (the author of the parent survey). The statistical data from the survey is attached for your reference.

Information is summarized in this report using the following guidelines as suggested by NAIS:

- 1. What are your school's strengths and weaknesses? (To pin point the school's strengths and weaknesses we determined what aspects of our school were most important to our parents and studied how satisfied they are with these areas)*
- 2. Overall, do the responses indicate that parents are satisfied with our school?*
- 3. Are parents unaware of any programs or services that your school offers?*

The school reviewed the raw data from the survey using NAIS's suggestions to compare what is indicated as important to our parents with their satisfaction in these targeted "important" areas. The first step was to identify "high importance" areas. High importance areas were identified using items that received a 75% importance rating or higher on the survey (N/A were factored out). The second step was rating each item on the survey to determine parent satisfaction.

- Important targeted areas that received 75% of responses in the satisfactory range are considered school strengths.
- Areas that received 10% or higher in the dissatisfied/very dissatisfied or the not too well/ not well at all categories are considered school weaknesses.
- Some of the areas determined as strengths of the school received over 20% in the somewhat satisfied/somewhat well categories. These areas, as a result, are earmarked areas for review.

The survey results indicate that 75% or more parents determined the following areas of a school as "very important":

Quality of teachers  
Challenging curriculum  
Character and moral development  
Technology  
Honors and AP courses  
Small class size  
Leadership development  
Advisory system  
School facilities  
College placement services  
Community Service program  
Standardized testing  
Academic tutoring

How did Oakwood fare in these perceived “very important” components of a school? The survey results are as follows:

	Somewhat Satisfied to Very Satisfied	Dissatisfied to very Dissatisfied
Quality of teachers	95%	6%
Challenging curriculum	99%	1%
Character education program	81%	2%
Character development	93%	3%
Technology	90%	6%
Honors and AP courses	48%	3%
Small class size	100%	0%
School Safety	95%	5%
Leadership development	93%	2%
Advisory system	78%	3%
College placement system	56%	2%
Community Service program	79%	6%
School facilities	97%	3%
Standardized testing	56%	2%
Academic tutoring	49%	9%

\*Percentage totals that do not equal 100% are a result of “not applicable” responses.

The survey also asked for parent responses regarding specific academic areas at Oakwood. The question asked, “How well is our school preparing your child in the following academic areas or skills.” The results are as follows:

	Very well & well/Somewhat well	Not too well or not well at all
English: reading and writing	86% (9%)	2%
English: literature	82% (8%)	0%
Fitness	81% (11%)	5%
History	79% (11%)	6%
Science	77% (17%)	6%
Math	67% (19%)	11%
Geography	64% (19%)	10%
Languages	64% (25%)	7%
Visual Arts	54% (23%)	11%
Performing Arts	45% (23%)	15%
Writing	83% (15%)	0%
Using technology	77% (14%)	4%
Studying	64% (21%)	11%
Conducting research	55% (24%)	14%

Being creative	85% (13%)	1%
Contributing to discussions	81% (13%)	2%
Working collaboratively	81% (13%)	4%
Being open minded	80% (18%)	2%
Empathizing with others	73% (18%)	8%
Taking a leadership role	67% (23%)	6%
Appreciating/participating in arts	64% (25%)	9%
Public Speaking	63% (19%)	7%
Balancing workload	62% (16%)	16%

\* Numbers in parenthesis indicate the percentage of parents who indicated “somewhat well”.

Finally the survey asked parents to rate the various forms of communication used at the school. The question asked was “How satisfied are you with communications from Oakwood overall and in specific areas?” The results are as follows:

	Somewhat satisfied To satisfied	Dissatisfied to very dissatisfied
Website	99%	1%
School Email to you	98%	1%
Newsletter (Announcements)	93%	0%
Overall communications	97%* (15%)	2%
Communications w/ Head	90%	8%
Student evaluations (reports)	92%	7%
Communications w/ teachers	94%* (20%)	6%
Communications w/ administration	91%* (18%)	5%
Use of social media	53%	4%

- Asterisk indicates that at least 15% of parents indicated that they were “somewhat satisfied.”

Based on NAIS guidelines while analyzing the results of the Parent Survey we determined the following areas as “strengths” in the school as well as “areas for review” for the school.

### **Strengths**

Quality of teachers  
 Small class sizes  
 Safety  
 Character education  
 School’s facilities  
 Technology  
 School website  
 School generated emails  
 School newsletter

### **Areas for review**

Challenging curriculum  
 Library and research resources  
 Leadership development  
 Extracurricular programs and clubs  
 Community service programs  
 World Languages  
 Visual arts  
 Appreciation of arts  
 Financial Aid services

**Strengths (continued)**

Overall communication  
Communication with the Head  
Communication with child's  
teachers  
Communication with other  
administrators  
Writing  
English (reading, literature, and  
composition)  
Fitness/athletic program  
History  
Science  
Being creative and innovative  
Contributing to discussions  
Working collaboratively on  
a team  
Being open minded  
Empathizing with others  
Advising system  
Academic resource  
Public speaking

**Areas for Review (continued)**

Math  
Geography  
Visual Arts  
Performing Arts  
Studying  
Interpreting  
Research  
Balancing Workload

Several questions on the survey were added to help gather information for our admission's office and marketing team. For admission and marketing 75% or more of the current Oakwood parents indicated the following areas as "very important" factors in their choice of our school:

School climate, culture, and values (99%)  
Safety (93%)  
Small class size (97%)  
Academic program (96%)  
Low satisfaction with local public schools (95%)

\* In parenthesis are the percentage totals of parents who indicated "somewhat satisfied to very satisfied" in the category.

***Overall Satisfaction***

The NAIS guidelines recommend that "as you review your school's strengths and weaknesses and conduct a [statistical] analysis, also look at overall satisfaction ratings. Would current parents recommend your school to other families? How satisfied are parents with their children's overall experience at your school? These overall satisfaction ratings combined with the results of your [statistical] analysis will give you a comprehensive picture of parents' total satisfaction with your school."

Questions #45 and #43 asked parents to indicate their overall satisfaction with Oakwood. Question #45 gives the best answer to the satisfaction question. The results are as follows:

Very Satisfied to Satisfied – 80.7%  
Somewhat dissatisfied – 17.0%  
Very dissatisfied – 2.3%

Question #43 asked “On a scale from 1 (definitely would not recommend) to 10 (definitely would recommend Oakwood to a friend or colleague)?”

7-10 - 79 respondents	87 %
4-6 - 10 respondents	11%
1-3 - 2 respondents	2%

Given these indicators, the Oakwood parents are highly satisfied with the school.

### ***Lack of Awareness***

NAIS states that one beneficial outcome of conducting a parent satisfaction survey is identifying those areas in which parents need more information. Peruse your Question Statistics Report to identify those areas in which a significant number of parents responded “don’t know.” Once you have identified those areas, consider enhancing parents’ awareness through communications and marketing efforts.

| There were no areas of concern regarding a lack of awareness within the school.

### ***Course of Action***

The Marketing and Admissions Committee would like to recommend the following strategies for the Board and the Administration for going forth:

- Review this report with the Board, Strategic Planning Committee, Evolve Agency, and the Faculty/Administration.
- Send a written report from the Board to current parents and also place this report on the school’s website
  - Communicate that the survey in its entirety is in the office if people want to see it.