

## TABLE OF CONTENTS

CONTENTS	PAGE
Introduction	i - iii
<b>SURVEY MANAGEMENT</b>	1 - 9
Plans and Procedures; Timeline	1
Sample; Custom Questions	2 - 3
Narrative Questions; Administration	3 - 4
Banner Selection	5 - 6
Data Processing	6 - 7
Ordering the Survey	7 - 8
Survey Costs	8
Survey Distribution; Completed Surveys	9
<b>SURVEY ANALYSIS</b>	11 - 15
Scale Interpretation	11 - 12
Tabulated Data Reports	13 - 14
Report Legend	14 - 15
<b>QUESTION ANALYSIS</b>	17 - 19
Information Given by the Questions	17 - 18
Interpreting Ratings; Open-end Questions	19
<b>CORRELATION AND REGRESSION ANALYSIS</b>	22 - 25
Correlation	22 - 23
Regression Analysis	24 - 25
<b>APPENDIX</b>	27 - 45
Additional Assistance	27
Timeline for ISACS Constituent Survey	28
Order Form	29
Results Integration with ISACS Self Study	30
Survey Samples	31 - 34
Banner Samples	35 - 42
Banner Help Sheets	43 - 45

# INTRODUCTION

## **ISACS Constituent Survey - Model**

Independent schools throughout the country and some international schools use the *ISACS Constituent Survey* for school evaluation purposes, strategic planning, administration, and marketing. With over 100,000 surveys in its database, ISACS offers the best resource for comparing constituent evaluation data of virtually every element of a school's operations.

This guide is intended to provide an overview of the survey process and to aid in the administration of the survey and analysis of the results.

The survey is designed to address the following primary objectives:

- Measure Perceptions of School
  - Overall Quality of Education
  - Image
  - Performance
  - Cost
  - Overall Loyalty
- Identify Strengths/Weaknesses
- Identify Opportunities for Relationship Retention and Enhancement

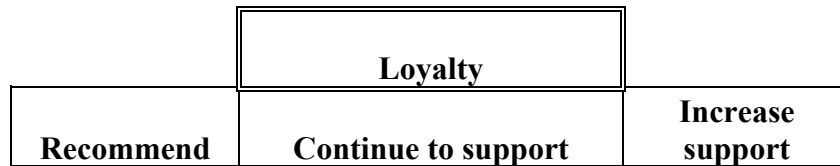
The ISACS Constituent Survey is based on a relationship-marketing model that focuses on retaining and enhancing an established relationship with constituents of the school. This primarily includes current parents, students, and faculty. An overview of the model is provided on the following page. The three goals of relationship marketing are:

- to **attract** new constituents
- to **retain** the relationship with current constituents
- to **enhance** or deepen that relationship with parents, students, alumni, and faculty



A critical factor that helps to measure the relationship with constituents is loyalty to your school. The survey measures loyalty to the school using the constituent perceptions of:

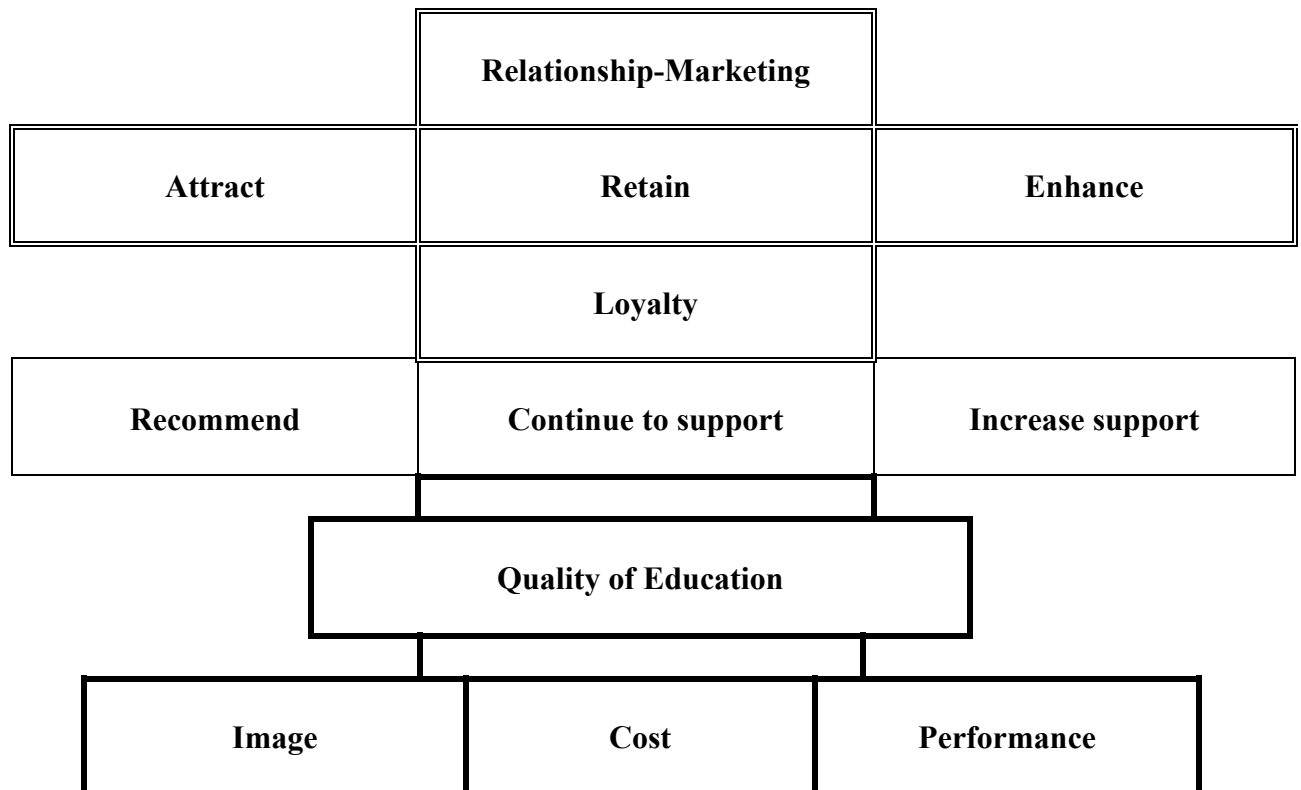
- likelihood to **recommend** the school
- likelihood to **continue to support** the school
- likelihood to **increase support** of the school



An important aspect of the relationship is the perceived quality of education. The ISACS Constituent Survey measures this directly and also assesses important components that support the perceptions of overall quality of education:

- **image** of the school
- **cost** of the education
- **performance** of various departments and areas of the school

This model is provided as an example of how to envision the survey process, its components, and how the information can contribute to the success of the school.



## **Survey Content**

An overview of the survey is provided below. The actual ISACS Constituent Survey can be viewed at [http://www.isacs.org/misc\\_files/constituent\\_survey.pdf](http://www.isacs.org/misc_files/constituent_survey.pdf)

### **Image/Attitude (agree/disagree statements) (Question 1)**

- Positive school spirit is evident
- Both boys and girls have an equal opportunity for success
- The student dress code is appropriate
- The school has a strong commitment to moral values and character development
- The school requires the right amount of homework
- The school has a commitment to a racially diverse enrollment
- The school places the right emphasis on grades and evaluation of student work
- The school has the right number of administrators
- The school encourages professional development of the faculty
- The school supports academic achievement
- Each student feels well-known by the school
- The school is adequately funded
- The school is innovative in its educational offerings
- The school encourages faculty leadership
- The school has a caring and community environment
- The school mission is widely-known and endorsed
- The school mission is largely achieved

### **Performance (excellent/poor rating) (Questions 2 – 9)**

- Board of Trustees
- Parents
- Students
- Faculty
- Administration and Staff
- Academic Program
- Academic Departments\*
- Student Development\*
- Academic Services\*
- Fine and Performing Arts
- Athletic Program
- Community Service
- Extracurricular Activities
- Transportation Services
- Extended Day Program
- Residential Life
- Admissions – Financial Aid
- Business Office
- Development Office
- Alumni Relations
- Food Service
- Buildings/Grounds
- Publications
- Other School Communications

\* *Note: These sections contain detailed questions.*

Financial and Educational Value Issues (**Question 10**)

Quality of Education (**Question 11**)

Overall Relationship with School (**Question 12**)

Background Information (**Question 13**)

Custom Questions (**10 custom questions designed by the school are available**)