

# Exit Survey Instructions

Despite our best efforts, there are times when parents and guardians do not re-enroll their child or children in our schools. It becomes incumbent upon us to understand the reason or reasons why. This has a multiple purpose:

- First, it is an opportunity to understand why and take measures to effect change within your school.
- Secondly, it provides an opportunity to re-establish a relationship with a potentially dissatisfied parent and guardian and reduce the image damage that they can do in the community.
- Third, we cannot fix something if we don't know it's broken.
- Finally, the information gathered will impact your marketing plan. Besides being good customer service, it's the right thing to do.

This survey is designed to be used as is, or modified in any way that you think is necessary for your school. It can be conducted in one of three ways. First, as an interview guide for a face-to-face exit interview. This is the preferable method. The second way is to use it as a script for a telephone interview. The third way is to use it as a mail survey.

In an exit survey you are looking for specific trends that point to a larger organizational problem. Of course this survey could also point out a one-time event that has the potential to be corrected immediately. The information gained should be shared with your pastor, staff and school board.

This survey is available for downloading on the Marketing & Enrollment page of the [OCS Resource Portal](#). Use the survey. Understand more fully why someone leaves. In the course of gaining that information there exists the potential that they may change their minds and stay.