Satisfaction Survey

Parental and guardian satisfaction with your educational services is of utmost importance in maintaining good relationships with parents, guardians and students. It is also a key contributor in the decision-making process of whether to re-enroll in the school. Satisfaction impacts your image in the community be it positive or negative. Satisfaction with your educational services determines whether a parent or guardian will recommend your school to others. Satisfaction results let you know what issues you may have before they become full-blown problems. A satisfaction survey is a method by which your customers communicate with you.

A parent/guardian satisfaction survey has been created by the Office of Catholic Schools. It can used as is or adapted to better meet the needs of your school. The survey can be used in three different ways: person-to-person interview, through the mail or by telephone. The important point is to begin using the survey and applying the results to your school-marketing program.

Remember, it costs five times as much to obtain a new customer as it does to keep an existing one. Use the survey. Understanding how your parents and guardians view you can go a long way in maintaining educational excellence and enrollment.

You can find an electronic version of the survey on the Marketing & Enrollment page of the OCS Resource Portal.

Satisfaction Survey Instructions:

1. Distribute to all families annually.

2. Compile the surveys and compute mean average for each question by grade.

3. Report results to parents/guardians, make changes as appropriate in response to parents/guardian opinions. Highlight the positive results to your community.