



NCGS ANNUAL ENROLLMENT SURVEYS

NCGS is offering exclusively to its member schools the opportunity to purchase **a set of three electronic surveys for prospective families**. These web-based surveys are an **inexpensive, effective** way to provide your school with data that will **fuel strategic marketing decisions, fine-tune school messages, and help influence future family decision-making**. Each survey will be personalized with your school name, logo, colors, and contact information, a personalized introduction and closing, and your desired survey deadline. You may also add a limited number of unique-to-your-school questions (maximum of five).

VALUE/BENEFIT TO YOUR SCHOOL

- Data to drive marketing tactics; influence prospective family decision-making
- Cost-effective
- Package includes three surveys for different family types:
 - Accepted and enrolling
 - Accepted and non-enrolling
 - Prospect inquiry but non-applicant
- All electronic (delivery and data reporting)
- Immediate access to school findings
- Flexible survey delivery (fits school admissions cycle)
- A tested research instrument with high 'customer' satisfaction

"The NCGS enrollment surveys are a valuable, time-saving resource for our admissions team. We are able to easily acquire direct feedback from our enrollee, non-enrollee, and non-applicant inquiry families about the factors that go into their decision-making. This data, gathered every spring at the conclusion of the admissions season, helps us enhance our admissions outreach and process. The survey results have also proven invaluable during the self-study portion of our regional evaluation."

**SHARRON RODGERS, DIRECTOR OF ENROLLMENT MANAGEMENT
HOLTON-ARMS SCHOOL**

SURVEY DESIGN

Three surveys are part of the set (accepted/enrolling, accepted/non-enrolling, and prospect/non-applicant). Each has your school's logo and colors. The completion deadline date is determined by you.

You can access samples of each survey online at:

https://www.surveymonkey.com/r/2017SAMPLE_Enrolling

https://www.surveymonkey.com/r/2017SAMPLE_Non-Enrolling

https://www.surveymonkey.com/r/2017SAMPLE_Prospect

The surveys are designed to gather the following information:

- School characteristics of importance and the quality of those same characteristics at your school
- Factors influencing decision
- Impact of girls' school on choice
- Decision makers (student, parent, shared)
- Source of initial interest
- Effectiveness of school information sources
- Demographics (school currently attending, grade, boarding/day status, zip code, distance from school)
- Competitors

IMPLEMENTATION

- Web-based
- Takes user only 5- to 8-minutes completion time
- Distribution dates determined by school
- Personalization with school logo, name, colors, and contact information, a personalized introduction and closing, and your desired survey deadline
- Direct contact with survey participants made by your school (school is responsible for distributing the survey via email)

DATA ANALYSIS

- Survey results available online immediately along with responses to open-ended questions
- Filter capability to sort the data in summary results to gain better understanding of the data
- Participant responses and school reports confidential

COST

Available for NCGS Member Schools only

\$350 for set of 3 surveys

\$125 for individual surveys

\$50 per survey for up to 5 school-specific questions and/or changes to the existing survey questions

NEXT STEPS

To order your surveys, email the following to ohaas@ncgs.org with the subject line "Enrollment Survey Order":

1. NAME OF SCHOOL
2. ADDRESS
3. CONTACT PERSON
4. TELEPHONE NUMBER
5. E-MAIL
6. OPTIONAL: UP TO 5 SCHOOL-SPECIFIC QUESTIONS TO BE ADDED TO EACH SURVEY (additional fee)
7. SCHOOL LOGO (up to 50K, JPEG or PNG file)
8. DUE DATE YOU WANT FAMILIES TO RESPOND BY FOR YOUR SURVEYS

NCGS will send you an invoice after your surveys have been built and approved by your school.

QUESTIONS?

Contact Olivia Haas, Director of Strategic Communications & Research, at ohaas@ncgs.org.