



## NEW FAMILY SURVEY QUESTIONS

We **GROW** SCHOOLS  
and the PEOPLE  
who have the **COURAGE**  
to lead them

Conducting a New Family Survey early in the first semester is a recommended best practice to learn and improve. They are the most recent visitors to competitive options in your community, having compared your school's value proposition and choosing you for a reason(s). Generally they are enthusiastic about the school and are eager to help you improve. In light of your commitment to grow as a learning organization, their feedback provides very valuable data for your Growth Plan.

Below are some sample questions you can use in personal interviews with your new families.

- 1. How would you rate our admissions process? What would you improve?**
- 2. How would you rate your tour experience? What did you enjoy the most? Was there anything that you wish you had seen or done that we didn't?**
- 3. What did you see at other schools during your tour and/or admissions process that you would like to see us implement?**
- 4. What was the most effective at helping you connect? Mentors, Open House, Shadow Day**
- 5. How was your on-boarding experience and the transition from an applicant to an enrolled family? Did you receive the information and guidance you needed? Do you have any suggestions?**
- 6. How helpful and effective were our Parent Mentors? Is there anything we could do to improve the experience?**
- 7. Which other schools did you visit?**
- 8. Which other schools did you submit an application?**
- 9. What set our school apart?**
- 10. What was the most important factor in choosing our school?  
Academics, faith-based, caring environment, location, tuition, athletics, arts, families, etc**
- 11. What was the one factor that compelled you to choose our school over all the others?**
- 12. What had you heard about our school before you visited? Did your perception change after you toured? What was different?**
- 13. How likely are you to recommend our school to other families?**