

General Delivery Methods

The parent satisfaction survey was implemented through *Survey Monkey* and sent out electronically to 248 parent emails. Invitations were delivered by an email appeal from *Survey Monkey* and school leadership with an embedded survey link. A 28% response rate was achieved (70 completed surveys) which falls in-line with the standard benchmark of 20-40% for internal satisfaction surveys and far exceeds the external survey benchmark of 10-15%. Both benchmarks are provided because (arguably) parents can be viewed as both an internal and external market (they have a stake in their child's education but neither work at, nor attend the school themselves).

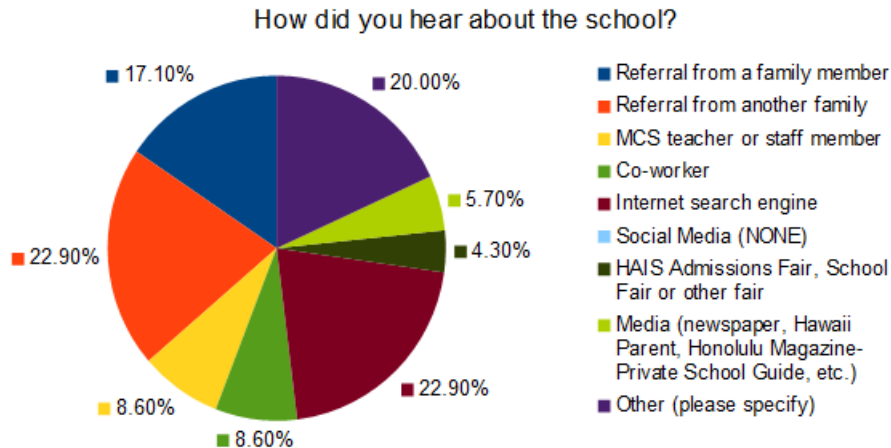
Response Data

- 248** email recipients
- 169** opened emails (68% response rate)
- 2** opt-out responses
- 54** click thru (22% click thru rate)
- 45** responses from direct survey monkey email (18% response rate)
- 25** responses from web link via school leadership (10% response rate)
- 70** total responses (28% total response rate)

How Did You Hear About the School?

Word of Mouth is currently the strongest form of marketing for MCS as 57% of respondents heard about the school from a trusted associate (family, friend, school staff). Following this is *Internet Search* at 22.9% and *Media (Private School Guide, Hawaii Parent, etc.)* at 5.7% which suggests targeted marketing is also important. It is notable that none of the respondents heard about MCS through social media, despite the fact that MCS does have a Facebook presence. This will be used as a baseline to determine the success of future social media and digital campaigns.

Referral from a family member	17.10%
Referral from another family	22.90%
MCS teacher or staff member	8.60%
Co-worker	8.60%
Internet search engine	22.90%
Social Media	0.00%
HAIS Admissions Fair, School Fair or other fair	4.30%
Media (newspaper, Hawaii Parent, Honolulu Magazine-Private School Guide, etc.)	5.70%
Other (please specify)	20.00%



General Communication

Communication as a general category earned an average score of 4.41 on a 5-point scale. All responses to communication questions were consistent, with the highest score relating to *Collaboration* (4.51) and the lowest to *Feeling Well-Informed About Aspects of the Program and Events at MCS* (4.34).

1. Open communication and collaboration between teachers and families is valued and evident at all levels.	4.51
2. I feel well informed about the continuity of the Montessori program from Early Childhood (3-6 year olds), to Early Elementary (6-9 year olds), and Older Elementary (9-12 year olds).	4.38
3. I feel well informed about all aspects of the program and events at MCS.	4.34
4. I feel well informed about all the programs that MCS offers throughout the year including before school, after school, and summer programs.	4.41

Interpersonal Communication

Interpersonal Communication also received a high score with an average of 4.44 on a 5-point scale. The highest score was given for *Staff Treating Students With Respect* (4.67) and the lowest relating to *MCS Listening to Parent and Community Ideas* (4.16).

1. If I have questions or concerns, I know whom to contact.	4.46
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2. Conflicts get resolved in a satisfactory and timely fashion.	4.25
3. I feel that MCS listens to the ideas and opinions of parents and community members.	4.16
4. MCS offers a wide variety of opportunities for parental involvement.	4.46
5. Staff at MCS treat students with respect.	4.67
6. Other adults (parents and families) at MCS treat students with respect.	4.62

Academic Rigor and School Facilities

Parents gave a high average score of 4.48 on a 5-point scale to this section, showing that they see the school as having *Highly Rigorous Programming* and generally *Well-Maintained Facilities*. Highest responses (4.73) focused on the *School Environment Being Caring and Supportive*.

1. I feel confident that MCS offers an academically rigorous program.	4.36
2. I feel confident that each child will be well prepared for entry into any type of school when it is time to leave MCS.	4.40
3. The school facilities are clean and well-maintained.	4.49
4. The school environment is caring and supportive of students.	4.73
5. Teachers are provided adequate material resources to meet the needs of each child.	4.41

Overall Satisfaction

Overall Satisfaction is very high with an average score of 4.49 on a 5-point scale. Parents feel that *Good Teaching is Important and Valued* at MCS (4.72). The lowest scores in this section relate to *Before and After-School Programming* (4.12).

1. Good teaching is important and valued at MCS.	4.72
2. I am satisfied with before-school and after-school programs and activities.	4.12
3. I feel respected at MCS.	4.65
4. I would recommend MCS to other families or potential staff.	4.64
5. My child likes to go to school.	4.61
6. My child's teacher(s) help me understand how I can best support my child's learning at home.	4.19

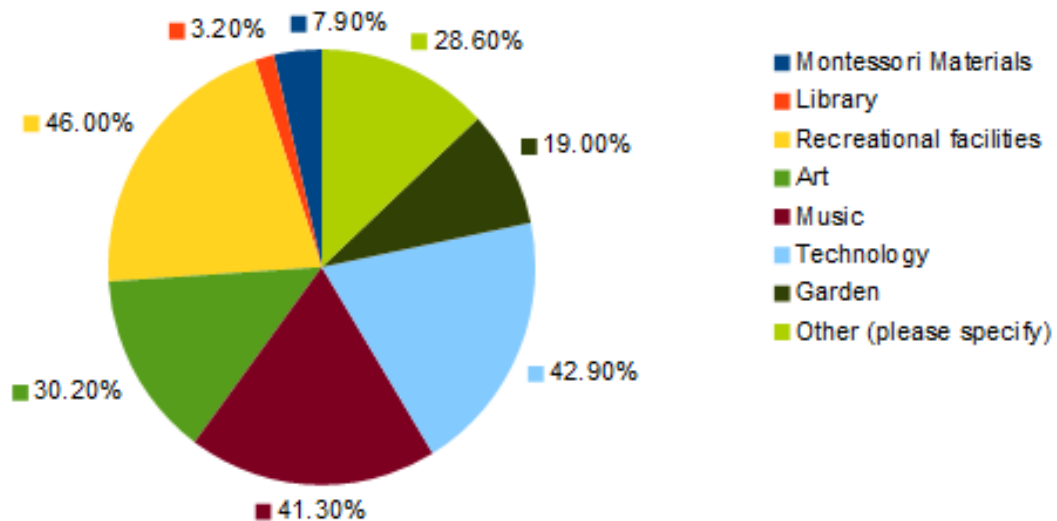
Resource Investment

When asked to give their feedback about what school facilities or resources need improvement, parents had varied responses. *Recreational Facilities* topped the list with 46% of respondents, followed by *Technology* at 43%, *Music* at 41% and *Art* at 30%. An important note is that parents could check all that apply, so they could identify more than one area that needed improvement.

Regarding the *Other* category, respondents identified additional physical updates as well as curriculum/programming changes:

Updated/new classroom building or rooms
Better security, including cameras and lighting
Bathroom updates, particularly student bathrooms
More physical education
More/better after-school offerings
Peace education

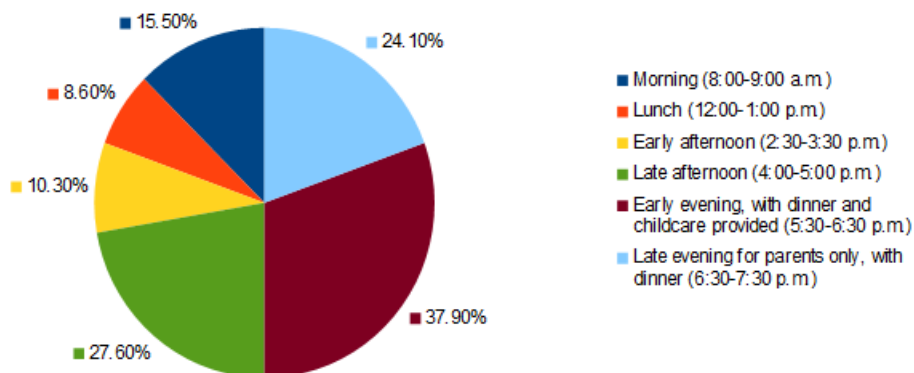
What aspects of the school facilities or resources need the most investment or improvement? Check all that apply.



PFA meetings

Parents are looking for early evening or late afternoon PFA meetings moving forward.

Which of the following times for PFA meetings would best accommodate your schedule?



Types of Parent Workshops

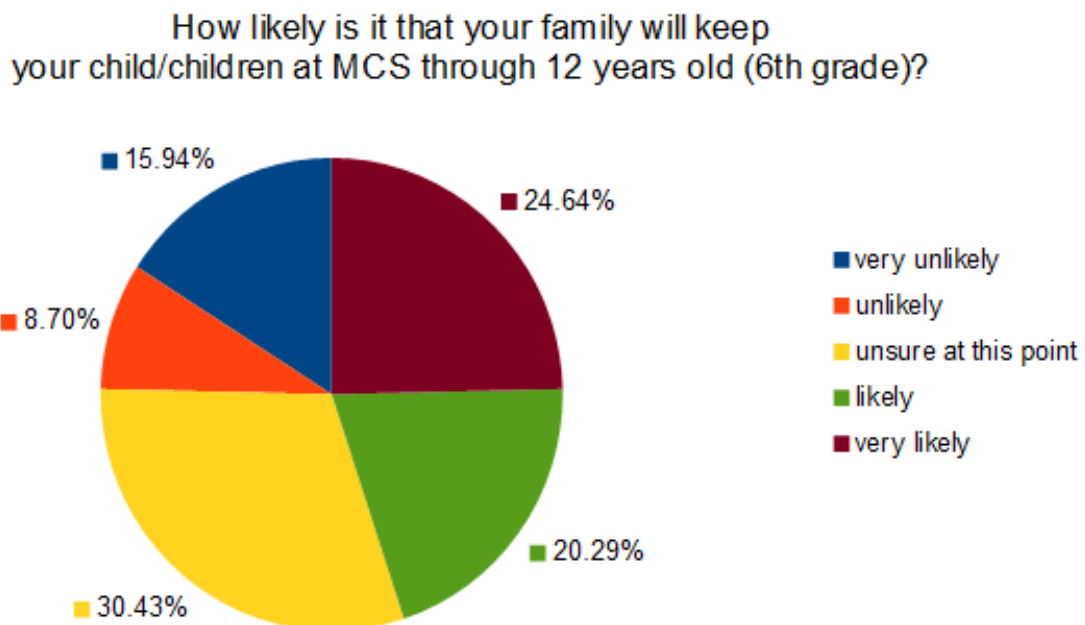
Parents have several ideas for types of workshops that they would appreciate having offered through MCS. These include:

Parent and children communication workshops
Montessori at home, how to realistically set boundaries around screen time, Peer aggression
Cyber bullying, dyslexia
Parenting tips
Home activities
Psychology, nutrition
Social emotional development
Social media safety
Montessori at home, continuing learning at home, specific bullying help for preschool and elementary children.
Social-emotional learning that we can more practice at home
Montessori at home
Peace education; international Montessori movement; latest research on education and child development; conscious discipline/parenting skills; healthy cooking and eating with kids
Help kids to improve social skill, teach kids to deal with their negative emotion, train kids to

focus
Early childhood arts integration, inquiry investigations by young children
Effective discipline, developmental goals,
How to incorporate the methods at home or at least can ask and understand.
Montessori in the home, peaceful conflict resolution strategies, support for children with learning differences
Bullying, preventing sexual assault/harassment, preventing drug use

Returning Students

45% of parents report they will likely keep their child at MCS, while 30% state they are unsure and 25% are unlikely to stay. This correlates with the high volume of parent respondents who have children in the preschool program who stated that they plan to move to a public school or more traditional private school.



When asked why they would leave MCS, most parents stated that they were planning to enroll their child in a different private or public school (63% collectively). An additional 11% intend to move and 14% stated they are not confident in the approach or preparation MCS provides. The remaining survey respondents had varying reasons for removing their child from MCS.

I don't feel confident that the Montessori approach is meeting the needs of my child.	8.6%
I don't feel confident that the Montessori approach is adequately preparing my child for the next level of education.	5.7%
I plan to enroll my child in a public school.	25.7%
I plan to enroll my child in a different private school.	37.1%
We are moving.	11.4%
Other (please specify)	48.6%