



School Survey Fact Sheet

Why a CARA School Survey?

Attaining academic excellence and keeping students enrolled are key objectives of any school. Catholic schools have the added mission of forming faith-filled leaders for the future. Parents have many school options and understanding what drives their enrollment decisions is critical. Learning about parent perceptions regarding your curriculum of instruction, your menu of extracurricular activities, and your school facilities are important in the immediate future, as well as providing you with valuable information for future planning. Additionally, the survey provides your faculty and staff with constructive feedback aids in their professional development.

How It Works

A CARA School Survey is conducted confidentially by CARA, which will tabulate the results and prepare a full report for your school leadership. Working with the CARA Schools Team, you identify questions you would like to ask parents. Choosing questions from more than 300 in the School Question Database is the first step. CARA can prepare questions on other topics as well. Once you've selected your questions, CARA prepares the survey for your review and sends you a link to share with your parents and other constituents. Parents visit our confidential survey center online to complete their surveys. Ten weeks after survey completion, you receive a detailed report of the findings. You choose how to present the findings to your school employees, parents, diocese, donors, and others. We often find that conducting a CARA School Survey ignites parent and donor interest in evaluating future school needs and can serve as a jumping off point for strategic plan development.

What's Included

The Basic School Survey includes up to 100 closed-ended questions that gauge respondents' opinions about school services as well as assess their needs. You may also add options for open-ended questions and subgroup analyses — both of which give you a more refined level of feedback. (See our Services and Prices on the other side of this sheet.)

Have Questions?

Contact Mary Ellen Fise, CARA Schools Team, at mef272@georgetown.edu or visit our website (cara.georgetown.edu/Catholic-schools) to view a sample of a CARA School Survey Report.

Topics

A CARA School Survey often includes questions on these topics:

- academics
- extracurricular activities
- mission and ministry
- school personnel
- communications
- facilities
- affordability/costs
- demographics of your student body
- parental involvement
- fundraising
- transportation
- uniforms
- school day schedule
- student leadership development
- preparation for high school and/or college



CARA School Survey

Services and Prices

CARA Basic School Survey – an online survey of parents with up to 100 closed-ended questions (example: 92 questions evaluating school services and assessing student needs plus 8 questions about parent characteristics).

Cost = \$3,200

CARA Premium School Survey – an online survey of parents with up to 100 closed-ended questions *plus* two subgroup analyses.

Cost = \$4,200

Subgroup analyses allow you to find out how a specific subgroup of respondents answered your questions. A subgroup could be: parents of students in certain grades; parish registration status; parents' level of involvement; family ethnicity.

CARA Premium School Survey with Open-Ended Questions – an online survey of parents with up to 100 closed-ended questions plus two subgroup analyses (see above) *plus* inclusion of up to two open-ended questions (but no open-ended question analysis).

Cost = \$4,600

Open-ended questions allow respondents to give candid answers to questions that ask their opinion or ask for their recommendations. For this price point, you would receive all answers to your open-ended question(s) but they would not be analyzed.

CARA Premium School Survey with Open-Ended Question Analysis – an online survey of parents with up to 100 closed-ended questions plus two subgroup analyses (see above) *plus* analyses of up to two open-ended questions.

Cost = \$6,000

Note: Because of the time-consuming nature of analyzing open-ended responses, there is an added fee of \$1.20 per response where there are more than 500 respondents to any open-ended question.

Strategic Planning Addendum – An Addendum especially aimed at Strategic Planning-related findings and recommendations, based on report data, also can be prepared. This four-page document specifically identifies the parts of the school survey report relevant to strategic planning for the future of the school and presents a framework for a written Strategic Plan that addresses the topics identified in the school survey.

Cost = \$750

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