



NCGS ELECTRONIC SURVEYS FOR PROSPECTIVE FAMILIES AVAILABLE

NCGS is once again offering its members the opportunity to subscribe to **three web-based, electronic surveys of prospective families**. These web-based surveys are an **inexpensive, highly effective** way to arm your school with data that will **fuel strategic marketing decisions, fine-tune school messages, and influence family decision-making**. Each survey will be personalized with your school name, logo, 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 NCGS MEMBER SCHOOLS

- Data to drive marketing tactics; influence prospective family decision-making
- Inexpensive (\$325; \$50 additional for up to five school-specific questions)
- Package includes three surveys for different prospective family groups:
 - Inquiry/non-applicant
 - Accepted/non-enrollee
 - Accepted/enrollee
- 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

"Winsor was among the early adopters of the NCGS post admission surveys. We had created several surveys in-house that were all laborious and difficult to manage. But NCGS surveys ask just the right questions and are easy to use. By doing them year after year, we have developed a nice body of longitudinal data that informs our ongoing work with families considering the Winsor School."

PAMELA PARKS MCLAURIN, DIRECTOR OF ADMISSION & FINANCIAL AID
THE WINSOR SCHOOL, BOSTON

SURVEY DESIGN

Three surveys are part of the subscriber package (inquiry/non-applicant, accepted/non-enrollee, and accepted/enrollee). Each has the subscribing school's logo along with a personalized introduction and closing. Completion dates can also be personalized.

You can access samples of each survey online at
http://www.surveymonkey.com/s/Inquiry_Sample
http://www.surveymonkey.com/s/Non_Enrolling_SAMPLE
http://www.surveymonkey.com/s/Enrolling_SAMPLE

The surveys are designed to gather the following information:

- School characteristics of importance and the quality of those same characteristics at the survey 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 (type of 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, and contact information, a personalized introduction and closing, and your desired survey deadline
- Direct electronic school contact with survey participants (school responsible for collecting e-mail addresses and distributing notice)

DATA ANALYSIS

- Survey results available on-line 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

\$325 and an additional \$50 for up to 5 school-specific questions, if desired

YOUR SCHOOL'S NEXT STEPS

To order your three surveys, email the following information to ncgs@ncgs.org by May 15, 2013

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 (for additional \$50 fee)
7. SCHOOL LOGO (up to 50K, JPEG)

****Upon receipt of your enrollment survey registration, NCGS will send you an invoice for the survey fee.****

QUESTIONS?

Contact Leslie Coles, Director of Strategic Initiatives & Programs at 617-807-1887 or lcoles@ncgs.org