

**EXECUTIVE SUMMARY of CHARTER OAKS MARKET ANALYSIS
with LINKS TO WSCA STRATEGIC PLAN:**

1. The largest percentage of respondents claimed Teachers, Staff, or Administration were their most-liked aspect of their child's school. This is an area for opportunity given that academics are so important. Their likes are "soft" and movable. So, for example, while 30% of respondents did not dislike anything about their current school, that is low compared to other places we have studied

The biggest stated critique related to school culture (22%)
Academic complaints were the second most common critique (16%)

Leading the Way ... Links:

- Mentor Groups
- Faculty Training – The Cultivate Project
- Chapel
- Student Leadership Programs
- Retreats
- Alumni Association
- Community Events (Parent Meetings; All School Chapel; Picnic/Dedication Service, etc.)
- Differentiated Instruction

Also communicate clearly Core Values of Christ-Centered Education, Importance of the Person, Significance of Community.

2. 51% of all respondents have explored other schooling options for their children—this is good to know as we craft messages related to how parents explore options. We can be much more aggressive in talking about how we understand they are looking at other options.

19% simply have not thought of other options or could give no reason

Leading the Way Links ...

- Marketing Plan
- Net 100 Campaign
- Admissions Procedures

3. Academic opportunity, Academic Rigor, Technology, Location, and Opportunity for Social Growth all received the 5 highest importance scores. We should be talking about academic opportunity as something that is available to parents who may not have thought a high level academic option was available.

Leading the Way Links ...

- Dual Enrollment
- Winterim

- Differentiated Instruction
- STEM Plan (Robotics)
- Lower School Spanish
- CAOLA (on-line learning)
- College and Career Counseling
- IWU Life Calling Course
- K-12 Service Program
- Senior Capstone
- Athletics / The Arts

4. The greatest gaps between performance and importance were in the areas of: Technology, Academic Opportunity, Appropriate Opportunity for Social Growth, and Academic Rigor—thus the greatest areas of opportunity. So, we need to remind prospects of these gaps.

Leading the Way Links ...

- STEM Improvement Plan
- Facility Upgrades (Locker Rooms, Gym, Upper School Science Lab, etc.)
- Technology Upgrades and Faculty Training
- 1:1 Initiative
- Faculty Professional Development
- Student/Parent Seminars
- Revised faculty evaluation process
- Revised Upper School Schedule; Graduation Requirements; Elective Course Offerings
- Educational Technologist

5. 54% of respondents scored the profile's appeal as a 4 or 5 (out of 5). This is higher than the norm and good news as you ramp up marketing activity.

Leading the Way Links ...

- Admissions Director
- Marketing plan and messaging
- Net 100

6. After seeing the profile, 41% said it would be likely or extremely likely that they consider enrolling their child at WSCA. Talk about the distinctive that you have created and make memorable materials.

Leading the Way Links ...

- Admissions Process
- Director of Marketing and Public Relations