



REPORT TO

REGULAR BOARD

ENTRY AND EXIT SURVEYS – 2019

“Do not neglect to do good and to share what you have, for such sacrifices are pleasing to God,” Hebrews 13:16

Created, Draft	First Tabling	Review
November 25, 2019	2019-12-12	Click here to enter a date.
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RECOMMENDATION REPORT		

Vision:

At Toronto Catholic we transform the world through witness, faith, innovation and action.

Mission:

The Toronto Catholic District School Board is an inclusive learning community uniting home, parish and school and rooted in the love of Christ.

We educate students to grow in grace and knowledge to lead lives of faith, hope and charity.



Rory McGuckin
Director of Education

D. Koenig
Associate Director
of Academic Affairs

L. Noronha
Associate Director of Facilities,
Business and Community
Development, and
Chief Financial Officer

A. EXECUTIVE SUMMARY

The Research, Information Technology (IT) and Planning Departments developed entry and exit surveys for parents of elementary and secondary students in 2016. An annual report on survey results is required in accordance with the Annual Reports and Policy Metrics list.

The intent of the entry and exit surveys is to provide the Board with reasons and rationale for why parents and students choose the TCDSB or choose to leave the TCDSB for other boards. The information collected is provided to help inform decision making, improve existing programming and to help inform marketing initiatives aimed at attracting new students to the Board as well as to achieve maximum retention of existing students.

In this, the third year of administering the Entry/Exit surveys, the number of responses has declined and it is proving difficult to apply the findings of the survey to positive changes at the school level given the anonymous nature and lack of specific location data for the respondents. Reconsideration of the survey structure, target audience and data collection method is recommended for future years.

The cumulative staff time required to prepare this report was 2 hours

B. PURPOSE

This report provides a summary of entry and exit survey responses for both elementary and secondary panels for the 2018-2019 school year.

C. BACKGROUND

1. **November 12, 2015** – Action After Corporate Services required staff to develop short surveys to be completed by parents/guardians each time a student enters or exits a TCDSB school.
2. **June 9, 2016** – Entry and Exit surveys were approved by Board for implementation as of September 2016.
3. **January 18, 2017** – Entry and Exit surveys were implemented through SOAR for elementary and via a web-based application for secondary students.

4. An annual report summarizing the survey results is provided as per the Annual Reports and Policy Matrix.

D. EVIDENCE/RESEARCH/ANALYSIS

1. IT has compiled all survey results for the 2018-19 school year. **All survey completion is invitational and anonymous.** Full results are provided in Appendix 'A'.
2. The *total number of responses by survey type* are detailed in the table below. It should be noted that a relatively low number of responses were received in this sample.

	Entry Surveys			Exit Surveys		
Panel	# of surveys issued	# of responses received	Response Rate %	# of surveys issued	# of responses received	Response Rate %
Elementary	22365	3301	14.8	4791	578	12.1
Secondary	2453	378	15.4	678	52	7.7

3. The *Elementary and Secondary Entry surveys* require responses to the following *questions*. Top responses to each are provided in italics below the question, elementary first then secondary.
 - Why did you choose to register your child in this TCDSB school?
 - *Elem.- Close to home, high moral values, welcoming and friendly*
 - *Sec. - Reputation, programs offered, location*
 - Are there any specific programs that helped you decide to enrol your child in this TCDSB school?
 - *Elem. - Childcare (B&A), French Immersion, Music*
 - *Sec. - Congregated AP, Arts, Sports*
 - How did you learn about this school?
 - *Elem. - Word of mouth, family history, internet/website*
 - *Sec. - Word of mouth, open house, internet/website*

4. The *Elementary and Secondary Exit surveys* require responses to the following *questions*. Top responses are provided in italics below each question.
- Did you de-register your child because you have moved residences?
 - *Majority responded “No” for both panels.*
 - What were the reasons for withdrawing your child from this TCDSB school?
 - *Academic programs, need for specific program, student safety for both panels.*
 - What type of school will your child be attending?
 - *There were no respondents in either panel.*
 - What things did you like about the TCDSB school that your child is leaving?
 - *Elem. - Location, child’s friends attend, welcoming and friendly*
 - *Sec. - Location, access to transit, welcoming and friendly*
 - Would you recommend this school to a friend or family member?
 - *Majority responded “yes” for both panels.*
5. *The Secondary Exit survey includes one additional question:*
- Did your child graduate Grade 12?
 - *Of the 42 respondents, 41 responded “No”.*

E. METRICS AND ACCOUNTABILITY

1. There is concern that the survey results, based on the questions in their current form and the anonymity of the survey, do not provide enough relevant data to formulate conclusions on which to base system decisions around specific programming, school locations, facility conditions and marketing initiatives.
2. Review of the value provided by and the application of the response data is recommended to ensure that the survey has merit and responses are incorporated into system initiatives.

F. STAFF RECOMMENDATION

This report is for the consideration of the Board and it is recommended that the survey questions be reviewed with Academic, Environmental Support Services and Communications staff to assess the validity and application of the survey results and recommend changes for future survey periods if deemed necessary.