ENTRY AND EXIT SURVEYS

Commit to the Lord whatever you do, and he will establish your plans.
Proverbs 16:3

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

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A.   EXECUTIVE SUMMARY

On November 12, 2015, staff were directed to provide short surveys to be completed by parents and guardians of all students who enter or exit a TCDSB school. Through an automated, user-friendly medium such as SOAR, data can be systematically collected, easily analysed, and provided to a variety of departments to help inform decision making. Staff aim to have the surveys implemented by September 2016.

B.   PURPOSE

1.   To develop annual surveys for parents and guardians of all students who enter or exit TCDSB schools in order to better understand areas where the Board can improve upon its delivery of programming and to help strengthen and further expand the Board's marketing initiatives.

C.   BACKGROUND

1.   At the Action After Corporate Affairs Committee of November 12, 2015, staff received the following direction:

"That staff:

•   *Develop short surveys to be completed by a parent / guardian each time a student enters or exits a TCDSB school (regardless of grade).*
•   *Provide a brief opportunity for trustees to provide informal feedback on the draft entrance and exit surveys before they are distributed to schools for implementation.*
•   *Provide the surveys to all schools for implementation by the end of January, 2016. The survey is to be provided to all parents who register a child in January, 2016. (To be determined by staff including costing).*
•   *Since the grade 9 'transition survey' already exists, as a one-time data input, ask elementary school principals to send home the parent/guardian 'entrance'. "*

2.   In collaboration with the Research Department and ICT Services, staff developed short, but comprehensive entry and exit surveys for parents of both elementary and secondary students.   These surveys are found in *Appendix 'A'* (entry survey) and *Appendix 'B'* (exit survey).

3.   Staff recommend that these surveys be implemented using the Student Online Admissions and Reporting System (SOAR) as the primary vehicle of delivery.

4.   ICT Services is committed to ensuring the seamless delivery of the surveys through SOAR for elementary without unnecessarily complicating the normal admissions and registration process.

5.   Providing the surveys though SOAR for elementary would ensure an efficient method of data collection during the admissions and registration process, and would not burden parents with a separate interface at another point in time.

6.   Similarly, secondary surveys can be administered through a simple easy-to-use web application that will be developed by ICT Services. Later, once SOAR for secondary becomes operational, secondary surveys can be delivered in a similar fashion as elementary.

7.   Once data has been systematically collected, staff can then provide the required analyses and interpretation to help inform a variety of Board departments, from Communications to Curriculum and Accountability.

8.   Prior to implementation of the surveys, staff recommend consultation with the Unions.

9.   Every student brings critical Grants for Student Needs (GSN), which in turn, is invested into our facilities, programs and teachers. The Board cannot afford to lose students nor turn a "blind eye" to the reality that many eligible Catholic families choose other Boards for their children's education—as evidenced by preliminary Catholic service factor calculations by Trustee ward (*table below*). Planning staff have committed to improving upon our ability to track, measure, and understand the number of eligible Catholic students City-wide.

Trustee Ward	Catholic Service Factor
Ward 1	95%
Ward 2	94%
Ward 3	93%
Ward 4	94%
Ward 5	94%
Ward 6	91%
Ward 7	93%
Ward 8	92%
Ward 9	86%
Ward 10	87%
Ward 11	94%
Ward 12	95%

10. Data collected from an entry survey would allow the Board to carefully assess the positive reasons and rationale for why parents and students choose the TCDSB over other boards. Such information could help inform and improve upon exciting marketing initiatives aimed at attracting new students to the Board—in other words: <u>what are we doing right, and how can we do even better</u>!

11. Parents can cite a wide variety of reasons as to why they prefer any particular school and/or program in the system. It is important that the Board capitalize on these positive messages, and perhaps focus attention on schools and programs that may not be receiving similar, or as frequent, positive messaging.

12. Similarly, an exit survey would also be extremely useful. Data collected and analysed from an exit survey would allow the Board to better understand the various reasons why parents choose to take their children out of the system, and to where. By knowing where students go would allow staff to track the "geographic relationship" of parental concerns and opinions in an effort to streamline program delivery and facility improvements—all in an effort to help keep students in the Board until grade 12 graduation, and to attract new students in all grades.

13. A host of themes can be collected from an exit or entry survey. These themes include, but are not limited to, availability and access to specialty programming, quality and/or state of repair of our facilities, student proximity to our facilities, accessibility of our schools, perception of safety, and issues related to the delivery of programming.

14. A progress report regarding this initiative, with preliminary analyses, will be prepared by the Research Department following the first phase of implementation.

D.   STAFF RECOMMENDATION

That the Board of Trustees approve, in principle, the entry and exit surveys for implementation in September of 2016, subject to consultation with the Unions.