



REPORT TO

REGULAR BOARD

ENTRY AND EXIT SURVEYS

IN THEIR HEARTS HUMANS PLAN THEIR COURSE, BUT THE LORD ESTABLISHES THEIR STEPS. PROVERBS 16:9 | NIV

Created, Draft	First Tabling	Review
October 5, 2017	October 19, 2017	Click here to enter a date.
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INFORMATION REPORT

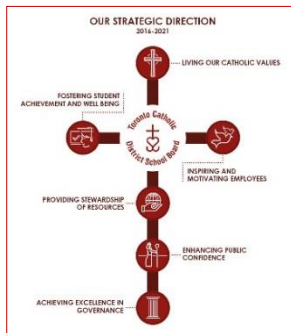
Vision:

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

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Associate Director
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T.B.D.
Executive Superintendent
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Chief Financial Officer

A. EXECUTIVE SUMMARY

In collaboration with the Research Department and ICT Services, Planning staff developed comprehensive entry and exit surveys for parents of both elementary and secondary students.

The purpose of entry and exit surveys is to provide the Board with information as to why parents and students choose the TCDSB over other boards (entry surveys), and conversely, why they choose other Boards over the TCDSB (exit surveys). The information collected will help inform decision making, improve existing programming and help inform marketing initiatives aimed at attracting new students to the Board.

The cumulative staff time dedicated to developing this report was 30 hours.

B. PURPOSE

This report provides an up-to-date summary of results of the entry and exit surveys for both panels

C. BACKGROUND

1. **November 12, 2015**—At the Action After Corporate Affairs Committee, 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, Planning staff developed short, but comprehensive entry and exit surveys for parents of both elementary and secondary students. All survey results are found in *Appendix 'A'*.
3. The purpose of entry and exit surveys is to provide the Board with reasons and rationale for why parents and students choose the TCDSB over other boards (entry surveys), and conversely, why they choose other Boards over the TCDSB (exit surveys). Such information will help inform decision making, improve upon existing programming and help inform marketing initiatives aimed at attracting new students to the Board.
4. **June 9, 2016**—At the Regular Board meeting, entry and exit surveys were approved for implementation in September 2016, subject to consultation with the Unions.
5. **January 18, 2017**—Entry and exit surveys were implemented via SOAR for elementary and via a custom web-based application for secondary.

D. EVIDENCE/RESEARCH/ANALYSIS

1. All entry and exit survey responses were systematically collected and analysed by staff, and a summary of the **most common responses** are provided in comments #3 to #6 below—by survey type and in order of highest frequency of occurrence. **Please note:** complete survey responses are found in *Appendix 'A'*.
2. All survey completion was invitational and anonymous.
3. The total number of responses by survey type are found in the following summary table:

Panel	Entry Survey— Number of responses	Exit Survey— Number of responses
Elementary	9661	133
Secondary	891	104

Elementary Surveys

4. Elementary Entry Survey Results—Most Common Responses

Question #1. Why did you choose to register your child in this TCDSB school?

- It is my community school
- Strong evidence of Catholic faith and culture
- High moral values in the school
- Reputation of the school
- Welcoming and friendly school atmosphere
- Close to family
- School uniform/dress code
- Student safety
- Availability of day-care; before and after school programs
- Cleanliness of school building

NOTE: only the 10 top ten responses are provided here, please refer to Appendix 'A' for the complete list of responses.

Question #2. Are there any specific programs that helped you to decide to enroll your child in this TCDSB school?

- Arts programming
- French Immersion
- Core French starts in Grade 1
- Extended French
- Extended day International Languages Program
- Special Education programs

Question #3. How did you learn about this school?

- Word of mouth (neighbor, relative)
- Internet
- Parish
- Daycare provider

5. **Elementary Exit Survey Results— Most Common Responses**

Question #1: Did you de-register your child because you have moved residences?

- Yes (72)
- No (40)

Question #2: What were the reasons for withdrawing your child from this TCDSB school?

- Academic concerns
- Student safety
- Condition of school facilities
- Need for a specific program that is not provided at this location
- Reputation of the school
- Facility overcrowding
- Lack of school activities/sports/arts/clubs
- Physical environment

Question #3: What type of school will your child be attending?

- There were only 13 responses to this question; 7 indicated ‘outside of Toronto’

Question #4: What things did you like about the TCDSB school your child is leaving?

- Location of school (e.g., close to home; our home school)
- Child’s friends attend the school
- Welcoming and friendly school atmosphere
- School staff
- High moral values in the school
- Strong evidence of Catholic faith and culture

- School uniforms/dress code
- Cleanliness of school building
- Level of discipline
- Student safety

NOTE: only the 10 top ten responses are provided here, please refer to Appendix ‘A’ for the complete list of responses.

Question #5: Would you recommend this school to a friend or family member?

- Yes (55)
- Not Sure (19)
- No (13)

Secondary Surveys

6. Secondary Entry Survey Results— Most Common Responses

Question #1: Why did you choose to register your child in this TCDSB school?

- Location of school (e.g., close to home; our home school)
- Reputation of the school
- High moral values in the school
- Programs offered
- Easy access to public transit
- Community/neighbourhood
- Level of discipline
- Welcoming and friendly school atmosphere
- School uniforms/dress code
- Child’s friends attend the school

NOTE: only the 10 top ten responses are provided here, please refer to Appendix ‘A’ for the complete list of responses.

Question #2: Are there any specific programs that helped you to decide to enrol your child in this TCDSB school?

- Congregated Advanced Placement (AP) program
- Arts programming
- Math, Science Technology (MST) program
- Enrichment programming
- Science Technology Engineering Math (STEM) program
- Geography English Math Science (GEMS) program
- Co-op program
- Extended French

Question #3: How did you learn about this school?

- Word of mouth (neighbour, relative)
- Open house
- Parish
- Internet (online research)
- Other:
 - Recommendation from teacher or elementary school
 - Recommendation from friends, family

7. **Secondary Exit Survey Results— Most Common Responses**

Question #1: Did your child Graduate Grade 12?

- Yes (54)
- No (34)

Question #2: Did you de-register your child because you have moved residences?

- No (25)
- Yes (9)

Question #3: What were the reasons for withdrawing your child from this TCDSB school?

- Academic concerns
- Lack of facilities available within the school (e.g., chapel, elevator, sports field, theatre, etc.)
- Student safety

Question #4: What type of school will your child be attending?

- Too few responses to categorize

Question #5: What things did you like about the TCDSB school your child is leaving?

- Easy access to public transit
- Location of school (e.g., close to home; our home school)
- Child's friends attend the school
- Welcoming and friendly school atmosphere
- Community/neighbourhood
- High moral values in the school
- Reputation of the school
- Level of discipline
- Programs offered
- School staff

NOTE: only the 10 top ten responses are provided here, please refer to Appendix 'A' for the complete list of responses.

Question #6: Would you recommend the school to a friend or family member?

- Yes (33)
- Not Sure (20)
- No (10)

E. CONCLUDING STATEMENT

This report is for the consideration of the Board and.