



*vividus

Effective School Surveys

Research Management Report 2019

St Andrews Christian College

vividus.com.au

Introduction

Vividus Marketing Solutions

Vividus is a full-service marketing agency based in Brisbane, serving Australia. We offer the convenience of a single contact person, and the benefits of fully integrated marketing.

We specialise in education marketing for Christian and independent schools, tertiary institutions, and education suppliers. We are familiar with the particular challenges of education marketing and can develop and manage all your marketing requirements.

Our team consists of marketing consultants, graphic designers, programmers, photographers, and copywriters. Each member is an expert in their field and brings unique characteristics and exceptional value to our team so we can provide you with brilliant results.

Vividus Research Services

- Strategic Marketing Plans and Consultation
- Data-mining
- Consultation
- Marketing Effectiveness Assessments
- Custom Surveys and Focus Groups
- Sentiment Surveys (School, ELC, Kindy, Day Care, etc)
- Exit Surveys – Graduating and Non-Graduating

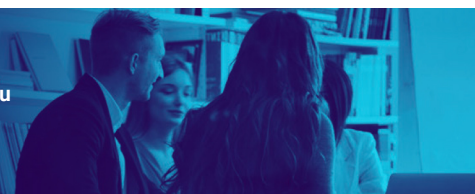
Additional Marketing Services

Vividus is delighted to have been able to manage your satisfaction research. We encourage you to review the findings carefully, consider appropriate communication of the findings to your school community, and begin implementation of the key recommendations. Vividus can offer additional support to assist you in your next steps:

- Follow-up surveys, focus groups, data-mining, and custom analysis/reporting
- Development of strategic marketing plans
- Communications and info-graphics development for your school community
- Ongoing quality improvement consultation and management.

For more information please see our full list of services on the website and contact Vividus:

Phone: 07 3482 4262 Email: info@vividus.com.au Web: www.vividus.com.au



Aims of Sentiment Surveys

The 'Effective School Surveys' suite from Australia's education marketing specialists Vividus, provide schools with a powerful advantage in an increasingly competitive market.

Comprehensive annual feedback from parents, staff, and students adds a significant edge to statutory reporting, strategic planning, and management decisions that drive school performance and effectiveness.

Listening to your school community through effective research provides numerous benefits:

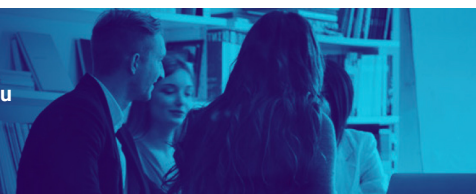
- Improved understanding and decision making
- Improved quality of education and student performance
- Increased enrolments and profitability
- Engaging and relevant school communications
- Improved morale and sense of community
- Attraction and retention of exceptional staff
- Fulfilment of annual government reporting requirements

Vividus is committed to providing excellent school research programs based on ethical conduct, reliable research implementation, and valuable recommendations. The surveys aim to provide your school community with a safe opportunity to voice feedback, levels of satisfaction, attitudes, and suggestions on a broad range of school attributes and characteristics. Thereby informing and empowering the school management team to respond to immediate issues and effectively prioritise and plan the future development and growth of the school.

Methodology

Information about the research process was distributed to parents, staff, and students in advance to ensure the school community knew about the survey and understood the importance to the school. No incentives besides positive school contribution were employed. The research focused on:

- Overall unprompted satisfaction levels
- Specific sentiment levels in 8 key School Satisfaction Indicators (SSI):
 1. Leadership & Administration
 2. Facilities & Resources
 3. Community Spirit
 4. Communication
 5. Development & Care
 6. Chaplaincy
 7. Achievement Opportunities
 8. Affordability & Value
- Perceived strengths and areas requiring development
- Desired service development areas
- Comparative attitudes to competitor schools
- Likelihood of referral



Survey Questions

A variety of survey questions were employed including single/multiple selection, ranking, and open text. Only a proportion of questions were mandatory. Student surveys employed a 5-point likert scale for selection questions based on level of agreement with each statement presented. Parents and staff surveys employed a 5-point likert scale for selection questions, plus opt-out options such as “Not Applicable” and “I Don’t Know”. An explanation of the scale was provided to respondents:

1. Praiseworthy - Consistently exemplary and proactive, a strength and selling point of the school.
2. Good - Strengths outweigh weaknesses with minor areas for improvement being addressed.
3. Average - Sound performance but practices may at times be inefficient/ineffective, requiring attention.
4. Weak - Weakness requiring attention with significant potential for improvement.
5. Dire - Major weakness needing urgent development and improved understanding of relevant issues.

The Net Promoter Score (NPS) is your school’s quantitative measure for referral and word of mouth and referral marketing. NPS questions are designed to group respondents into 3 groups:

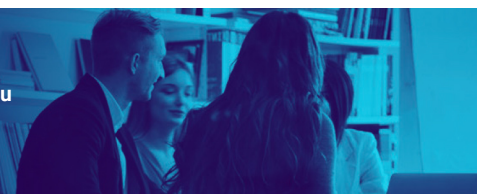
1. Promoters: loyal enthusiasts who will refer others, thus fuelling growth.
2. Passives: satisfied but unenthusiastic parents who are vulnerable to competitive communications.
3. Detractors: unhappy parents who can damage your reputation and impede growth through negative word of mouth.

The NPS is calculated according to the percentage of a school’s customer base who are Promoters, minus the percentage who are Detractors. Businesses generally average a NPS index of 5-10, with schools averaging slightly higher 15-25. A healthy, growing school should aim for a NPS of above 50.

Response Rates

Below is a table outlining the number of surveys successfully delivered by email (bounced email addresses have been previously sent to your school), the number of partially completed and fully completed surveys.

	Parents	Staff	Students	Total
Surveys Delivered	457	81	N/A	538+
Survey Responses	140	58	336	535



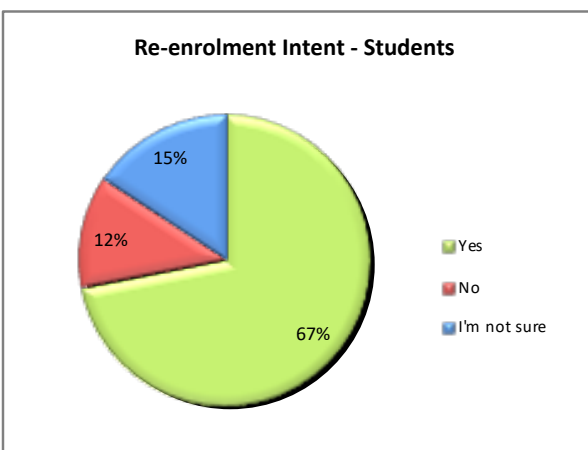
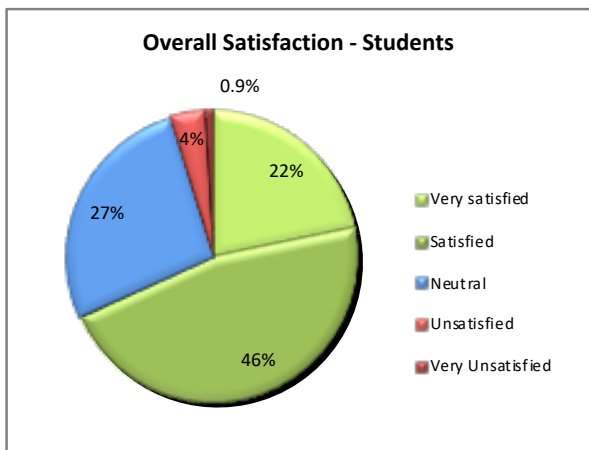
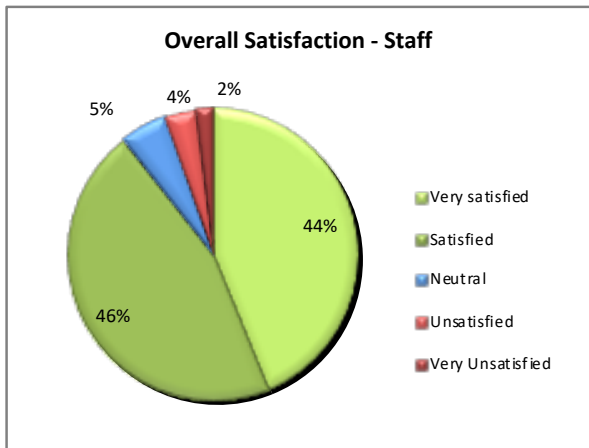
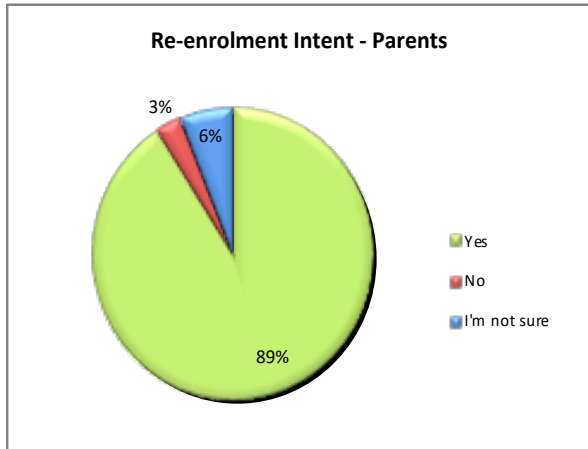
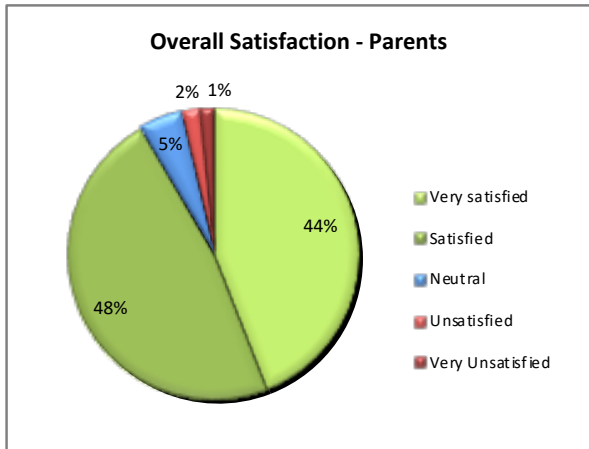
School Satisfaction Indicator Summary

Traffic lights are based on green, amber and red, corresponding to the top, middle and bottom third of index scores.

	INDEX	PARENTS	STAFF	STUDENTS
OVERALL SATISFACTION	● 8.3	● 8.6	● 8.5	● 7.7
LEADERSHIP & ADMINISTRATION	● 8.2	● 8.0	● 8.4	● 8.3
FACILITIES & RESOURCES	● 7.3	● 7.3	● 7.0	● 7.4
COMMUNITY SPIRIT	● 8.2	● 8.5	● 8.5	● 7.7
COMMUNICATION	● 7.8	● 8.4	● 7.7	● 7.3
STUDENT DEVELOPMENT & CARE	● 8.3	● 8.3	● 8.6	● 8.0
CHAPLAINCY	● 8.1	● 7.7	● 8.9	● 7.5
STAFF DEVELOPMENT & CARE	● 8.2		● 8.2	
ACHIEVEMENT OPPORTUNITIES	● 7.6	● 7.8	● 7.5	● 7.5
AFFORDABILITY & VALUE	● 7.3	● 7.3		
RETENTION	● 8.2	● 9.0		● 7.3
WORD OF MOUTH PROMOTION	● 8.2	● 8.8	● 8.8	● 7.1



Satisfaction & Comparative Attitudes



Bench Marked Results

	INDEX	BM DIFF	PARENTS	BM DIFF	STAFF	BM DIFF	STUDENTS	BM DIFF
OVERALL SATISFACTION	8.3	▲0.1	8.6	▲0.1	8.5	▲0.1	7.7	▲0.3
LEADERSHIP & ADMINISTRATION	8.2	▲0.4	8.0	▲0.6	8.4	▲0.6	8.3	▲0.3
FACILITIES & RESOURCES	7.3	▼0.2	7.3	▲0.0	7.0	▼0.4	7.4	▲0.0
COMMUNITY SPIRIT	8.2	▲0.2	8.5	▲0.3	8.5	▲0.1	7.7	▲0.2
COMMUNICATION	7.8	▲0.4	8.4	▲0.8	7.7	▲0.2	7.3	▲0.3
STUDENT DEVELOPMENT & CARE	8.3	▲0.2	8.3	▲0.3	8.6	▲0.3	8.0	▲0.3
CHAPLAINCY	8.1	▲1.2	7.7	▲1.8	8.9	▲1.9	7.5	▼0.2
STAFF DEVELOPMENT & CARE	8.2	▲0.4			8.2	▲0.5		
ACHIEVEMENT OPPORTUNITIES	7.6	▲0.3	7.8	▲0.7	7.5	▲0.1	7.5	▲0.1
AFFORDABILITY & VALUE	7.3	▲0.6	7.3	▲0.8				
RETENTION	8.2	▲0.6	9.0	▲0.6			7.3	▲0.8
WORD OF MOUTH PROMOTION	8.2	▲0.2	8.8	▲0.4	8.8	▲0.2	7.1	▲0.2

Trend Analysis

The below table looks at the results from this year, last year (YA) and the difference (DIF). Icons signify change as an improvement (green), no significant change (yellow), and regression (red) in sentiment scores.

	DIF	PARENTS	YA	DIF	STAFF	YA	DIF	STUDENTS	YA
OVERALL SATISFACTION	▼0.1	8.6	8.7	▼0.2	8.5	8.7	▼0.4	7.7	8.1
LEADERSHIP & ADMINISTRATION	▲0.3	8.0	7.7	▲0.1	8.4	8.3	▼0.4	8.3	8.7
FACILITIES & RESOURCES	▲0.1	7.3	7.2	▼0.2	7.0	7.2	▼1.0	7.4	8.4
COMMUNITY SPIRIT	▼0.1	8.5	8.6	▼0.1	8.5	8.6	▼0.7	7.7	8.4
COMMUNICATION	▲0.2	8.4	8.2	▼0.3	7.7	8.0	▼0.1	7.3	7.4
STUDENT DEVELOPMENT & CARE	▲0.0	8.3	8.3	▲0.5	8.6	8.1	▼0.7	8.0	8.7
CHAPLAINCY	▲1.0	7.7	6.7	▲1.2	8.9	7.7	▼1.4	7.5	8.9
STAFF DEVELOPMENT & CARE				▲0.1	8.2	8.1			
ACHIEVEMENT OPPORTUNITIES	▼0.0	7.8	7.8	▼0.4	7.5	7.9	▼0.7	7.5	8.2
AFFORDABILITY & VALUE	▲0.1	7.3	7.2						
RETENTION	▲0.1	9.0	8.9				▲1.5	7.3	5.8
WORD OF MOUTH PROMOTION	▲0.0	8.8	8.8	▲0.1	8.8	8.7	▼0.9	7.1	8.0

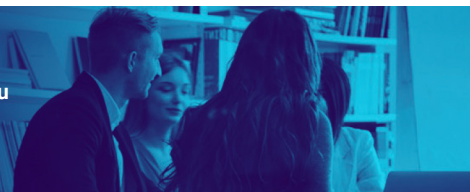


School Satisfaction Indicators

OVERALL SATISFACTION	AVG INDEX	PARENTS	STAFF
1. Overall, how satisfied are you with this school?	● 8.3	● 8.6	● 8.5
LEADERSHIP & ADMINISTRATION	AVG INDEX	PARENTS	STAFF
9. The school's vision and mission are clearly stated and integrated into school life	● 8.8	● 8.8	● 8.8
10. Day to day organisation and management	● 8.4	● 8.5	● 8.3
11. Communicated concerns of students and parents are consistently resolved appropriately	● 7.9	● 8.2	● 7.5
12. Response to communicated concerns of students and parents is consistently timely and efficient	● 8.0	● 8.4	● 7.7
13. Appropriate Christian emphasis	● 9.1	● 9.0	● 9.2
14. Positive Christian values and behaviour reflected by staff	● 8.9	● 9.0	● 8.8
16. The attitude and performance of the Principal	● 8.9	● 9.0	● 8.8
36. Effective School Board management	● 6.9	▲ 6.3	● 7.5
FACILITIES & RESOURCES	AVG INDEX	PARENTS	STAFF
50. Convenient drop off / pick up access and parking at the school	▲ 5.2	▲ 5.3	▲ 5.1
51. Presentation / maintenance of buildings and grounds	● 8.0	● 8.1	● 7.9
52. Equipment and resources available to teachers	● 7.4	● 7.8	● 7.1
53. Equipment and resources available to pupils	● 7.3	● 7.5	● 7.0
54. Access and support to information communication technology (ICT) such as computers / ICT / iPads	● 7.6	● 7.8	● 7.3
55. Library resources	● 7.6	● 7.5	● 7.7
COMMUNITY SPIRIT	AVG INDEX	PARENTS	STAFF
66. The school's friendly / inclusive / supportive atmosphere	● 8.8	● 8.7	● 9.0
67. Sense of community between students, parents and staff	● 8.5	● 8.5	● 8.5
68. Staff / teachers are approachable and available	● 8.9	● 8.8	● 9.0
69. Friendly and helpful office staff	● 9.0	● 8.7	● 9.3
70. Staff and parents work cooperatively to deliver high quality educational outcomes for students	● 8.2	● 8.5	● 7.9
71. The school treats students from different backgrounds and cultures equally	● 8.6	● 8.6	● 8.7
72. The school provides a good range of opportunities to demonstrate its special Christian character	● 8.6	● 8.6	● 8.6
73. The school provides opportunities that actively engage Christian service to others	● 8.9	● 8.8	● 8.9
74. Teachers are consistently intentional in linking Christian values with their teaching practice.	● 8.2	● 8.4	● 8.0
75. Positive morale among parents	● 7.3	● 7.8	● 6.8
COMMUNICATION	AVG INDEX	PARENTS	STAFF
81. School policies and procedures are clearly documented and easily accessible	● 8.7	● 8.4	● 8.9
82. The student reporting process is effective	● 7.6	● 8.4	● 6.8
83. The school schedules adequate opportunities to discuss student progress with parents	● 8.1	● 8.5	● 7.8
84. Adequate opportunity for constructive feedback and ideas	● 7.8	● 8.3	● 7.3
85. Clear and effective communications from the school	● 8.1	● 8.5	● 7.6
86. Timely communications providing adequate notice from the school	● 8.2	● 8.5	● 7.9
87. Effective methods are used for internal parent, student and staff communications	● 8.6	● 9.0	● 8.3
88. Consistently effective marketing and promotion to the wider community	● 7.2	● 7.1	● 7.3
CHAPLAINCY	AVG INDEX	PARENTS	STAFF
126. Chaplaincy support to students and their families	● 8.5	● 7.9	● 9.1
127. Guidance and support provided by chaplains	● 8.3	● 7.6	● 9.1
128. Responsiveness of chaplains	● 8.5		● 8.5

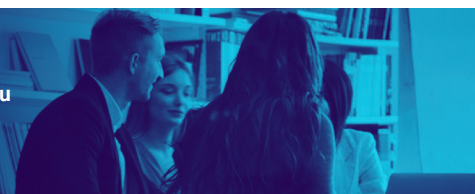


STUDENT DEVELOPMENT & CARE	AVG INDEX	PARENTS	STAFF
104. Safe and secure environment	9.0	8.8	9.3
105. The school prepares children well for transitioning between grades	8.3	8.2	8.4
106. Teachers display a caring attitude to students	9.3	9.0	9.6
107. Teachers gladly provide help and support to students when needed	8.9	8.7	9.1
108. Students' individual educational needs are considered	8.2	8.0	8.4
109. Encouragement of responsible attitudes in students	8.5	8.4	8.7
110. Clarity of student behavioural expectation	8.6	8.6	8.6
111. Level of discipline to ensure good behaviour	8.3	8.2	8.4
112. Fair and consistent behaviour management in line with redemptive, positive Christian values	8.5	8.4	8.6
113. Promotes a strong school ethos with clear moral boundaries and Christian values	8.9	8.8	9.0
114. Providing practical personal / spiritual support and programs	8.1	8.0	8.2
115. Students are encouraged in a personal relationship with God	8.8	8.5	9.1
116. Encouragement of students to achieve to the best of their ability	8.6	8.6	8.6
117. Quality of teaching	8.3	8.4	8.2
118. Tutoring / mentoring by staff to support students	7.6	7.5	7.6
119. Homework is related to classwork	7.9	7.7	8.2
STAFF DEVELOPMENT & CARE	AVG INDEX	PARENTS	STAFF
130. Chaplaincy support provided to staff and their families	8.8		8.8
131. Responsiveness of chaplains	8.5		8.5
133. Safe working environment	8.6		8.6
134. Provision of personal, spiritual and professional support as required	8.7		8.7
135. Empowerment of staff to make a positive difference	8.4		8.4
136. Fair and equitable place to work	8.3		8.3
137. Consistent application of policies and procedures to all staff members	8.1		8.1
138. Appropriate recognition provided for positive staff performance	7.3		7.3
139. Encouragement of work / life balance	7.8		7.8
140. Understanding and flexibility shown when personal matters arise	8.8		8.8
141. Staff are valued and respected	8.6		8.6
142. Adequate flexibility is provided as to how job requirements are achieved	7.9		7.9
143. My skills and abilities are utilised effectively	8.4		8.4
144. Fair pay rates	7.7		7.7
145. Fair distribution of rostered and extra curricular responsibilities	6.8		6.8
146. School personnel frequently collaborate and engage in professional dialogue	7.7		7.7
147. I feel job satisfaction in my current role	8.5		8.5
148. I feel my employment is secure at this school	8.9		8.9
ACHIEVEMENT OPPORTUNITIES	AVG INDEX	PARENTS	STAFF
165. Choice of cultural opportunities available (debating, chess club, etc).	7.9	7.8	8.1
166. Career guidance programs	6.9	7.2	6.5
167. Appropriate class sizes	7.4	8.1	6.8
168. Choice of subjects available	7.1	7.0	7.3
169. Academic results	8.2	8.5	7.9
170. The school provides a stimulating learning environment/school work interesting and enjoyable	7.7	8.2	7.2
171. Students are given opportunities to achieve to the best of their ability	8.1	8.3	7.8
172. Realistic educational expectations for students	7.8	8.3	7.4
173. The school provides learning support programs for identified students	7.7	7.6	7.9
174. The school provides extension programs for talented students	6.8	6.6	7.0
175. Choice of sports opportunities available	7.6	7.5	7.8
176. Choice of music / performing arts opportunities available	8.0	7.7	8.2
177. Opportunities for students to be of service to others	7.8	8.0	7.7
178. The school celebrates the successes of all students	7.9	8.1	7.7
AFFORDABILITY & VALUE	AVG INDEX	PARENTS	STAFF
179. Appropriate level of school fees	7.6	7.7	7.6
180. Appropriate level of ancillary costs (uniforms etc)	6.9	7.1	6.7
181. Variety of payment options / plans	7.5	8.1	6.9
182. Availability of fee assistance	5.4	5.4	5.3
183. Overall value for money	8.3	8.2	8.4
RETENTION	AVG INDEX	PARENTS	STAFF
186. Do you plan on keeping your child/ren at this school next year (excluding graduating students)?	9.0	9.0	9.1
WORD OF MOUTH PROMOTION	AVG INDEX	PARENTS	STAFF
188. How likely are you to recommend this school to other parents and students?	8.2	8.8	8.8
189. How likely are you to recommend this school to other teachers as a great place to work?	8.7	8.0	8.7



School Satisfaction Indicators – Students

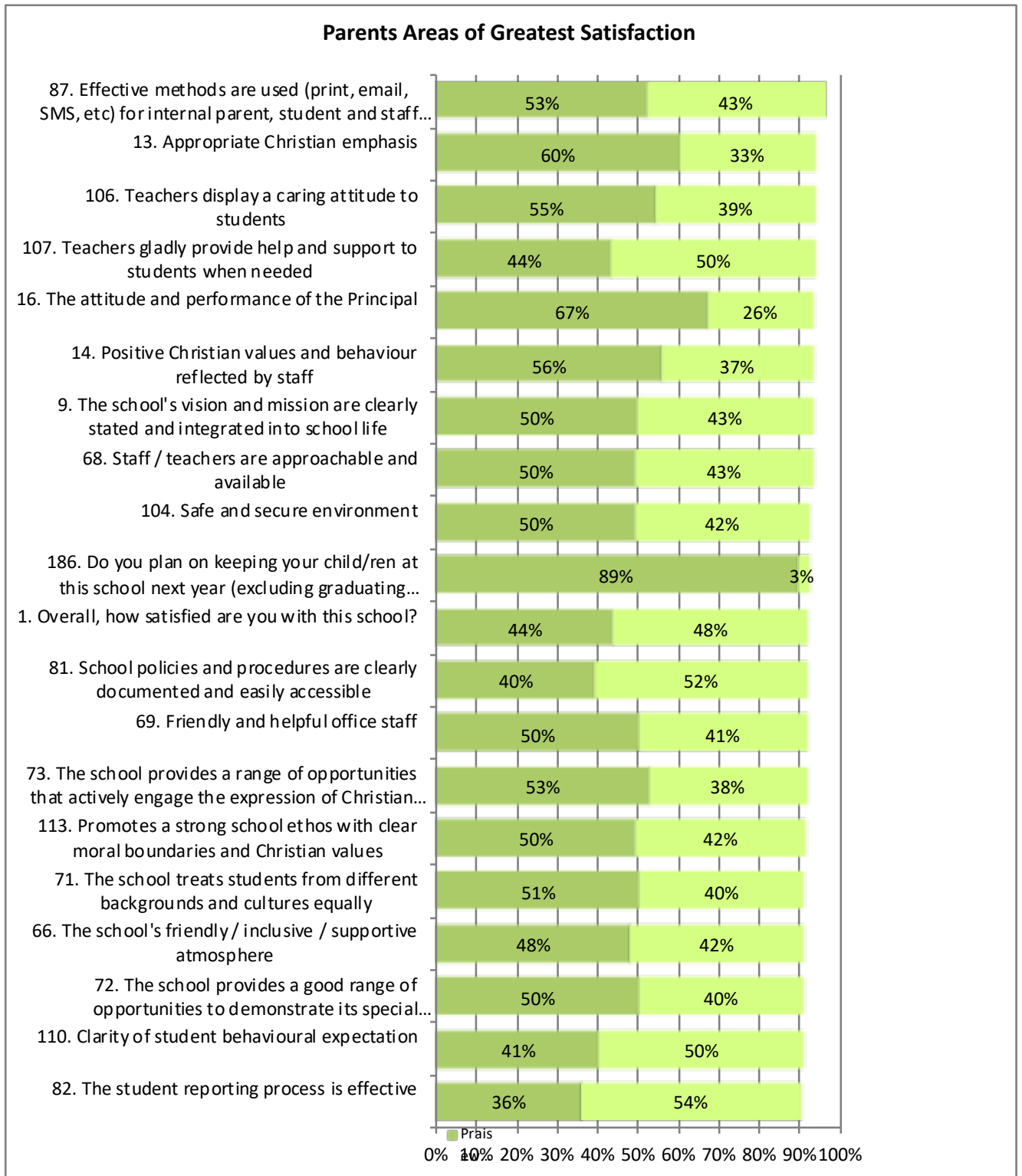
OVERALL SATISFACTION	STUDENTS
1. Overall, how satisfied are you with this school?	● 7.7
LEADERSHIP & ADMINISTRATION	
2. I am proud to be a student at our school	● 7.9
3. Our school is organised and usually runs smoothly	● 7.5
4. Positive Christian values and behaviour are reflected by staff	● 8.4
5. I respect the Principal	● 8.8
7. I respect our student leaders	● 8.2
8. The school has a strong Christian focus	● 8.7
FACILITIES & RESOURCES	
42. Our school buildings and grounds are kept clean and are well maintained	● 7.0
43. My classroom has the equipment and resources I need to help me learn	● 7.7
44. I have good access to computers / ICT / iPads	● 7.8
45. The library has useful resources	● 7.5
46. The library is a good place to work	● 7.6
47. The school has a good selection of sports equipment	● 7.0
COMMUNITY SPIRIT	
58. Our school has a friendly and supportive atmosphere	● 7.8
59. Our school is inclusive and welcoming of new students	● 8.1
60. There is a real sense of community at our school	● 7.9
61. My teachers appear to like their job	● 8.3
62. The school is interested in ideas and feedback from students	● 7.5
63. My teachers effectively manage student behaviour in my classroom	● 7.6
64. I enjoy attending school community events (eg. quiz nights, award nights and special programs)	● 6.7
65. Our school treats students from different backgrounds and cultures equally	● 8.1
COMMUNICATION	
77. The school is good at communicating and I know what is happening and coming up	● 6.8
78. My parents and teachers talk regularly about my education	● 7.0
79. My teachers provide regular feedback on my schoolwork	● 7.5
80. My teachers listen to me and respond appropriately	● 7.8
STUDENT DEVELOPMENT & CARE	
91. Our school has a safe and secure environment	● 8.0
92. Teachers care about students	● 8.2
93. Teachers gladly provide help and support when I have problems with my schoolwork	● 8.2
94. I respect the teachers at my school	● 8.5
95. I know how I am expected to behave at school	● 8.7
96. School rules are fair	● 7.2
97. Discipline and consequences are fair and consistent	● 6.8
98. Teachers treat all students fairly and consistently	● 6.8
99. There are staff members (such as teachers or chaplains) who can help with personal matters	● 7.7
100. Staff encourage students in their personal relationship with God	● 8.3
101. Worshiping God is important to me	● 8.5
102. Christian teachings help me make choices in life	● 8.1
103. I believe the Bible is relevant to me	● 8.5



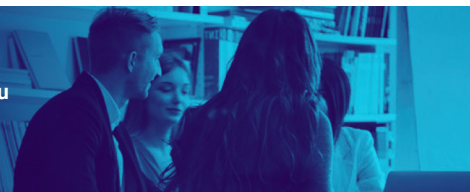
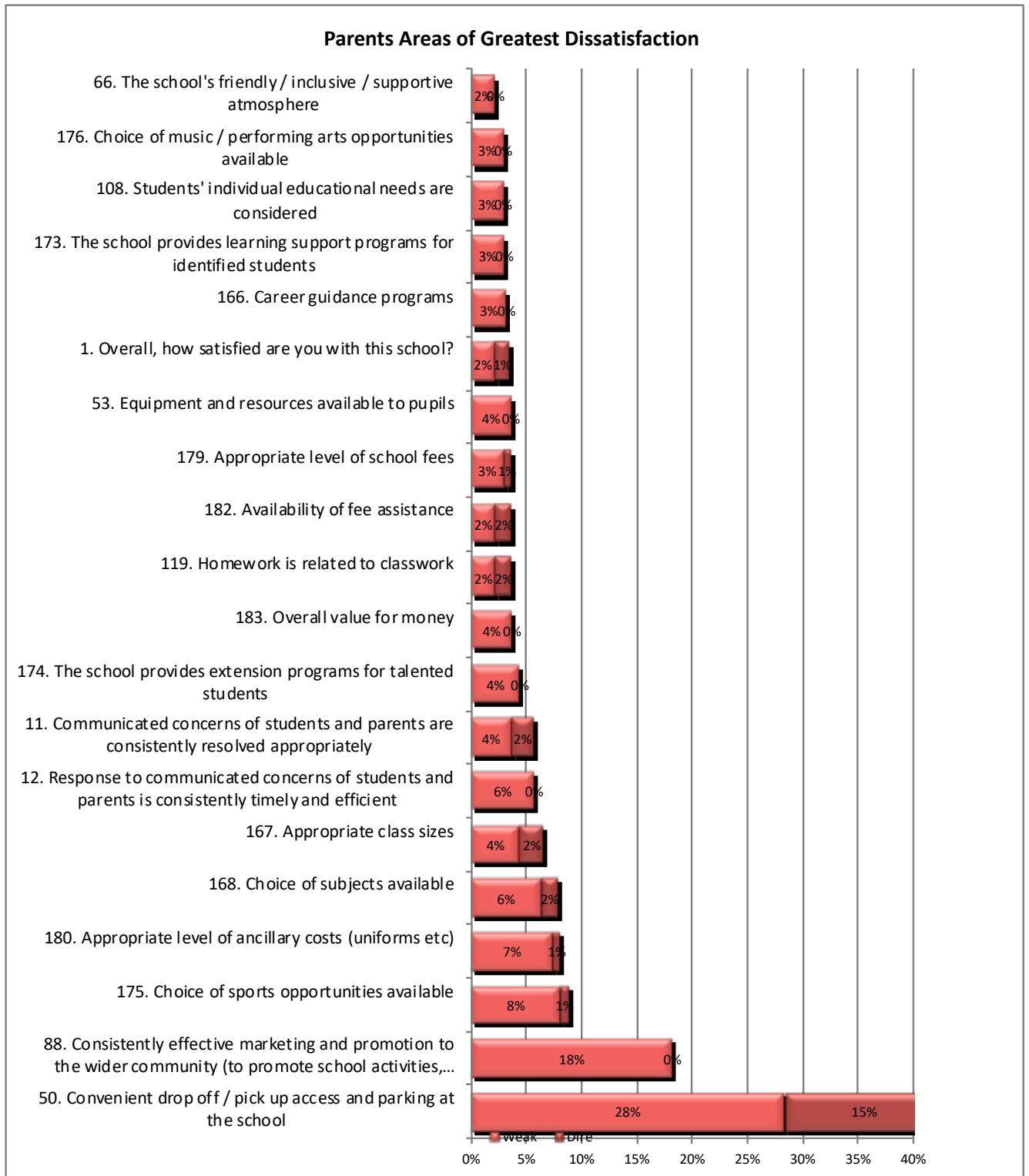
CHAPLAINCY		
121. Chaplains provide effective social and spiritual support to students	●	7.7
122. Chaplains provide sound guidance about ethics, values and relationships	●	7.8
123. Chaplains are easy to talk to and available when I need help	●	7.7
124. Chaplains are proactive in running programs in the school	●	7.2
125. I value the chaplaincy service at the school and would like to see it continue	●	7.2
ACHIEVEMENT OPPORTUNITIES		
149. Doing my best at school is important to me	●	8.8
150. Teachers tell me when I do something well	●	7.7
151. I have a good choice of subjects	▲	6.5
152. My classwork is interesting	●	6.9
153. I understand the relevance of what I am learning	●	7.3
154. My classwork is challenging and makes me think	●	7.6
156. I have a good choice of sports opportunities	●	6.8
157. I have a good choice of music / performing arts opportunities	●	7.2
158. The school provides opportunities to be of service to others	●	7.5
159. Our school provides career guidance programs	●	6.9
160. I am encouraged to extend myself and achieve my best	●	7.9
161. I enjoy out of class activities at school (sports, music, drama, clubs, etc)	●	8.1
162. I know what I have to do to improve my ranking and grades	●	7.9
163. I am given clear instructions for homework and assessments	●	7.6
164. I feel there is good variety in teaching methods	●	7.4
RETENTION		
187. Do you plan on staying at this school next year (excluding graduating students)?	●	7.3
188. How likely are you to recommend this school to other parents and students?	●	7.1

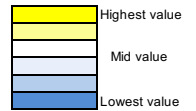


Overall Top 20 Strongest Indicators



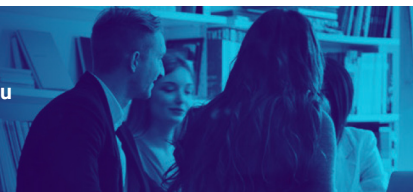
Overall Top 20 Weakest Indicators



KEY


Comparison to Previous Years (Parents)

Indicator	Dif	2019	2018	2017	2016	2015	2014	2013	2012	2011
Overall college Satisfaction		8.6	8.7	8.6	8.7	8.6	8.7	8.6	8.4	8.3
Intent To Remain At college		9.0	8.9	8.8	9.4	9.3	9.1	9.4	9.4	9.2
Likelihood To Promote college		8.8	8.8	8.6	8.6	8.7	8.7	8.7	8.2	7.9
	0.3	8.8	8.8	8.7	8.9	8.9	8.8	8.9	8.6	8.5
Indicator	Dif	2019	2018	2017	2016	2015	2014	2013	2012	2011
Management- The attitude and performance of the Principal		9.0	8.8	8.7	8.9	8.9	9.1	8.8	8.4	8.3
Management- Positive Christian values and behaviour reflected by staff		9.0	8.9	8.8	8.9	8.8	8.7	8.5	8.4	8.1
Management- The school's vision and mission are clearly stated and integrated into school life		8.8	9.1	8.8	8.8	8.8	9.0	8.5	8.1	7.8
Management- Appropriate Christian emphasis		9.0	9.1	9.1	9.0	9.0	9.1	8.5	8.5	8.4
Management- Day to day organisation and management		8.5	8.4	8.2	8.2	8.3	8.4	8.1	7.7	7.5
Management- Response to concerns of students and parents is consistently timely and efficient		8.4	8.2	8.1	8.1	8.1	8.2	8.0	7.5	7.5
Management- Concerns of students and parents are consistently resolved appropriately		8.2	8.3	7.9	7.7	8.2	8.2	7.9	7.0	7.3
	0.9	8.7	8.7	8.5	8.5	8.6	8.7	8.3	7.9	7.8
Indicator	Dif	2019	2018	2017	2016	2015	2014	2013	2012	2011
Value- Variety of payment options / plans		8.1	8.1	8.0	7.8	7.7	8.2	8.0	8.1	8.0
Value- Overall value for money		8.2	8.0	7.7	7.7	7.7	7.9	7.8	7.4	7.6
Value- Appropriate level of school fees		7.7	7.4	7.3	7.3	7.0	7.4	7.4	7.2	7.4
Value- Appropriate level of ancillary costs (uniforms etc)		7.1	6.9	6.7	6.6	6.6	6.8	6.9	6.5	7.1
Value- Availability of fee assistance		5.4	5.4	5.1	5.5	4.6	5.1	5.6	5.7	na
	0.3	7.3	7.2	7.0	7.0	6.7	7.1	7.2	7.0	7.5
Indicator	Dif	2019	2018	2017	2016	2015	2014	2013	2012	2011
Fac/Res- Presentation / maintenance of buildings and grounds		8.1	8.0	7.9	7.9	7.8	7.7	7.5	7.5	7.2
Fac/Res- Library resources		7.5	7.6	7.6	7.4	6.8	7.0	6.9	7.2	6.6
Fac/Res- Equipment and resources available to pupils		7.5	7.3	7.0	7.4	7.1	6.7	6.7	6.6	6.1
Fac/Res- Access to computers / ICT / iPads		7.8	7.4	7.0	6.8	6.6	6.0	6.2	6.3	6.2
Fac/Res- Equipment and resources available to teachers		7.8	7.1	7.5	5.9	6.4	5.8	6.3	6.2	6.4
Fac/Res- Convenient drop off / pick up access and parking at the school		5.3	5.9	7.0	7.0	5.8	6.7	6.2	6.2	na
	0.8	7.3	7.2	7.3	7.1	6.8	6.7	6.6	6.6	6.5
Indicator	Dif	2019	2018	2017	2016	2015	2014	2013	2012	2011
Comms- Friendly and helpful office staff		8.7	8.9	8.7	8.6	8.5	8.7	8.8	8.6	8.3
Comms- Staff are approachable and available		8.8	8.9	8.7	8.9	8.8	8.6	8.6	8.4	8.3
Comms- Friendly / inclusive / supportive atmosphere		8.7	8.8	8.3	8.7	8.6	8.5	8.4	8.1	8.0
Comms- Staff and parents work cooperatively to deliver high quality student educational outcomes		8.5	8.4	8.4	8.4	8.3	8.5	8.2	7.8	7.8
Comms- Sense of community between students, parents and staff		8.5	8.6	8.3	8.5	8.4	8.4	8.2	7.8	7.9
Comms- The student reporting process is effective		8.4	8.4	7.9	8.1	8.0	8.2	8.1	7.8	8.0
Comms- The methods of communication used are effective		9.0	8.8	8.2	8.8	8.7	8.6	8.1	7.9	na
Comms- Adequate and timely communications from the school		8.5	8.5	8.1	8.4	8.2	8.3	8.0	7.7	7.6
Comms- The school schedules adequate opportunities to discuss student progress with parents		8.5	8.4	8.3	8.4	8.2	8.3	8.0	7.7	8.0
Comms- Adequate opportunity for constructive feedback and ideas		8.3	8.1	7.9	7.9	7.8	7.9	7.8	7.4	7.2
Comms- Positive morale among parents		7.8	7.8	7.9	8.0	8.1	8.1	7.7	7.5	7.3
Comms- Policies and procedures clearly documented and easily accessible		8.4	8.2	8.1	8.5	8.0	8.0	7.6	7.6	7.2
	0.7	8.5	8.5	8.2	8.4	8.3	8.3	8.1	7.9	7.8
Indicator	Dif	2019	2018	2017	2016	2015	2014	2013	2012	2011
Care- Teachers display a caring attitude to students		9.0	8.8	8.7	9.1	8.9	8.8	8.6	8.5	8.4
Care- Quality of teaching		8.4	8.5	8.2	8.6	8.3	8.5	8.4	8.2	8.1
Care- Encouragement of responsible attitudes in students		8.4	8.4	8.2	8.5	8.5	8.5	8.3	8.1	8.0
Care- Promotes a strong school ethos with clear moral boundaries and Christian values		8.8	8.7	8.5	8.8	8.6	8.1	8.4	8.2	8.1
Care- Teachers gladly provide help and support when needed		8.7	8.8	8.5	8.9	8.6	8.6	8.4	8.5	8.4
Care- Safe and secure environment		8.8	8.6	8.4	8.4	8.5	8.3	8.3	8.0	na
Care- Encouragement of students to achieve to the best of their ability		8.6	8.4	8.2	8.7	8.3	8.3	8.2	8.1	7.9
Care- Students are encouraged in a personal relationship with God		8.5	8.4	8.3	8.6	8.4	8.5	8.2	8.3	8.0
Care- Fair and consistent behaviour management in line with redemptive, positive Christian values		8.4	8.4	8.1	8.1	8.3	8.1	8.0	7.7	7.8
Care- Homework is related to classwork		7.7	8.1	7.9	8.1	7.5	7.9	8.0	7.7	7.7
Care- Level of discipline to ensure good behaviour		8.2	8.0	7.8	8.2	8.0	8.2	8.1	7.9	8.0
Care- Clarity of student behavioural expectation		8.6	8.0	8.3	8.6	8.5	8.4	8.0	7.9	8.1
Care- The school prepares children well for transitioning between grades		8.2	7.9	7.6	7.9	7.7	7.9	7.8	7.9	6.8
Care- Providing practical personal / spiritual support and programs		8.0	7.9	7.8	8.2	8.3	8.1	7.8	7.6	7.6
Care- Students' individual educational needs are considered		8.0	8.3	7.9	8.4	7.9	8.0	7.8	7.7	7.5
Care- Tutoring / mentoring by staff to support students		7.5	7.5	7.2	8.0	7.3	7.8	7.7	7.0	6.9
	0.6	8.4	8.3	8.1	8.4	8.2	8.3	8.1	8.0	7.8
Indicator	Dif	2019	2018	2017	2016	2015	2014	2013	2012	2011
Achievement- Academic results		8.5	8.6	8.3	8.5	8.6	8.8	8.4	8.0	8.0
Achievement- Appropriate class sizes		8.1	8.3	8.2	8.2	8.2	8.3	8.2	8.3	8.4
Achievement- Stimulating learning environment and makes school work interesting and enjoyable		8.2	8.2	8.0	8.1	8.0	8.3	8.0	7.8	na
Achievement- Realistic educational expectations for students		8.3	8.2	8.0	8.2	7.9	8.1	7.9	7.8	na
Achievement- Students are given opportunities to achieve to the best of their ability		8.3	8.1	7.9	8.1	8.0	8.2	7.9	7.8	7.9
Achievement- The school celebrates the successes of all students		8.1	8.1	7.6	7.4	7.8	8.1	7.8	7.6	na
Achievement- Opportunities for students to be of service to others		8.0	7.5	7.4	7.5	7.7	7.5	7.5	7.4	7.0
Achievement- Choice of cultural opportunities available (debating, chess club etc)		7.8	7.8	7.6	7.7	7.5	7.7	7.5	7.1	6.3
Achievement- The school provides learning support programs for identified students		7.6	7.3	6.7	7.1	7.0	7.1	7.3	7.2	7.2
Achievement- Choice of subjects available		7.0	7.1	7.3	7.8	7.7	7.5	7.3	6.9	6.6
Achievement- Choice of music / performing arts opportunities available		7.7	7.9	7.6	7.5	7.4	7.2	7.2	7.0	6.3
Achievement- Choice of sports opportunities available		7.5	7.5	7.0	7.2	7.1	7.1	7.1	6.8	6.3
Achievement- The school provides extension programs for talented students		6.6	6.8	6.1	6.3	6.6	6.6	6.7	6.6	6.9
Achievement- Career guidance programs		7.2	7.3	7.5	7.5	7.8	7.0	5.7	5.3	6.3
	0.8	7.8	7.8	7.5	7.7	7.7	7.7	7.5	7.3	7.0
Mean	0.5	8.1	8.1	7.9	8.0	7.9	7.9	7.8	7.6	7.6

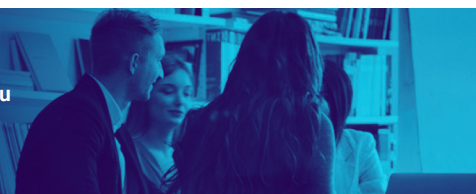


Strategic Recommendations Worksheet

To achieve maximum value from your research it is important that you compile a list of key research learnings linked to strategic priorities and corresponding actions. All goals should be simple, measurable, achievable, realistic, and have time deadlines.

Vividus is happy to assist your school with this process, and generally do so in one of two ways. The first option is to arrange a one hour phone consult to interrogate your findings and get you started with the below Do It Yourself (DIY) table for self-managed strategic planning. Alternatively we can manage the entire process to build and implement a robust strategic marketing plan to achieve your school goals.

KEY LEARNINGS	STRATEGY/ACTION RECOMMENDATIONS	PRIORITY	TIME
1.			
2.			
3.			
4.			
5.			



All Your Marketing Matters

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