



Harnessing the Power
of Positive Parent
Relationships

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Parent Pulse Survey

i-graduate's positioning, scope & services

🌐 In Singapore, largest ever study of international students in higher education:

- 🌐 NUS
- 🌐 SMU
- 🌐 PEOs
- 🌐 Singapore Tourism Board

🌐 Governments and education providers:

UK, Australia, New Zealand, Singapore, Belgium, Germany, Denmark, Spain, Estonia, Ireland, Sweden, Netherlands, Brazil, USA, South Africa

i-graduate's positioning, scope & services

- 🌐 Largest research group dedicated to international education
- 🌐 3/5 of the world's top universities use i-graduate instruments
- 🌐 500,000 surveys completed



Today's parents are increasingly

- Assertive
- Focused on determining value for money
- Reliant on recommendations - increasing
- Often new to independent education



Necessary for

- The kind of education we strive to provide
- An unknown and challenging future - requires teamwork from parents, students and faculty



Tracking & comparing

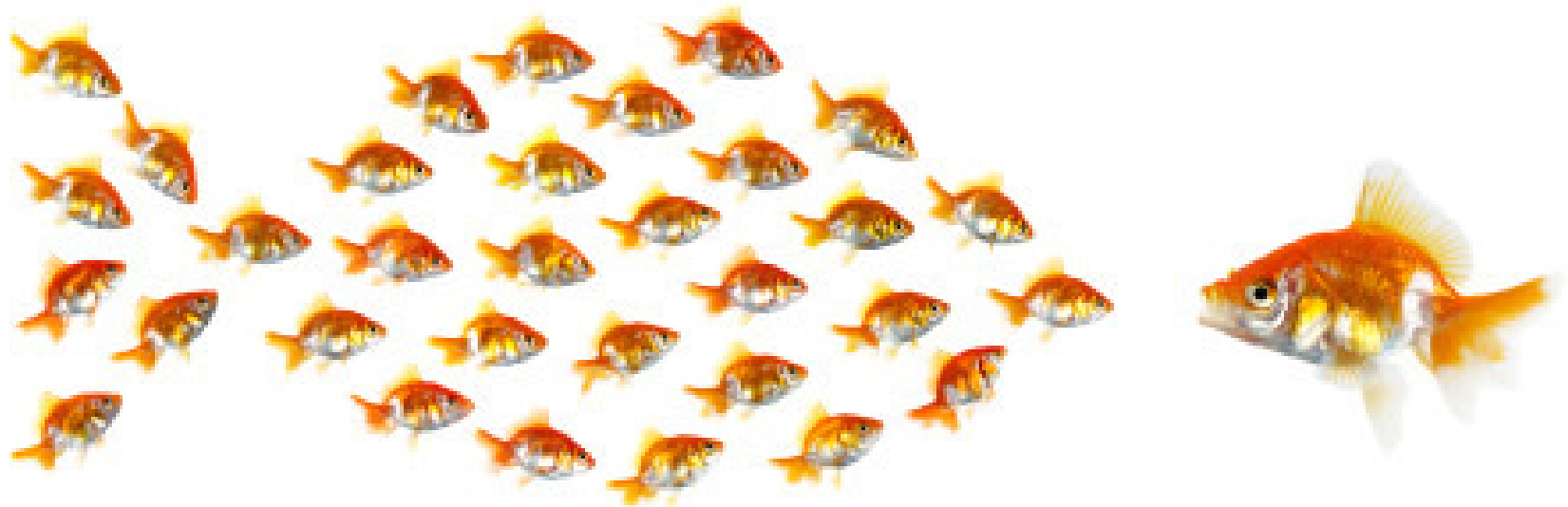
To other international schools

- Locally
- Regionally
- Internationally



Understand what we need to communicate

- IB schools are different from other schools
- Our teaching techniques have evolved from what parents remember from school



Goals...

- Harnessing power of positive parents
- Minimizing danger of minority negative opinion
- Providing early warning system
- Contributing to successful management of school
- Joining forces – benchmarking

Method

- School sends an email (+ 2 reminders)
- Parents click link to school's dedicated questionnaire
- Parents click answers & write comments
- i-graduate collects information online
- i-graduate presents detailed report

Online Survey

- All parents can give feedback on every child
- Online method - fastest, least intrusive, most cost-effective



The importance of anonymity



Written Comments

- Qualitative data
- Ensures authenticity




Everyone wants to be heard!

- Gain a true picture of parent opinion
- See (silent) satisfied majority
- Provide an outlet for negative opinions

Watch for **hot spots**!

- Dissatisfied minorities can vocalize frustration
- Dissipate need to find another channel

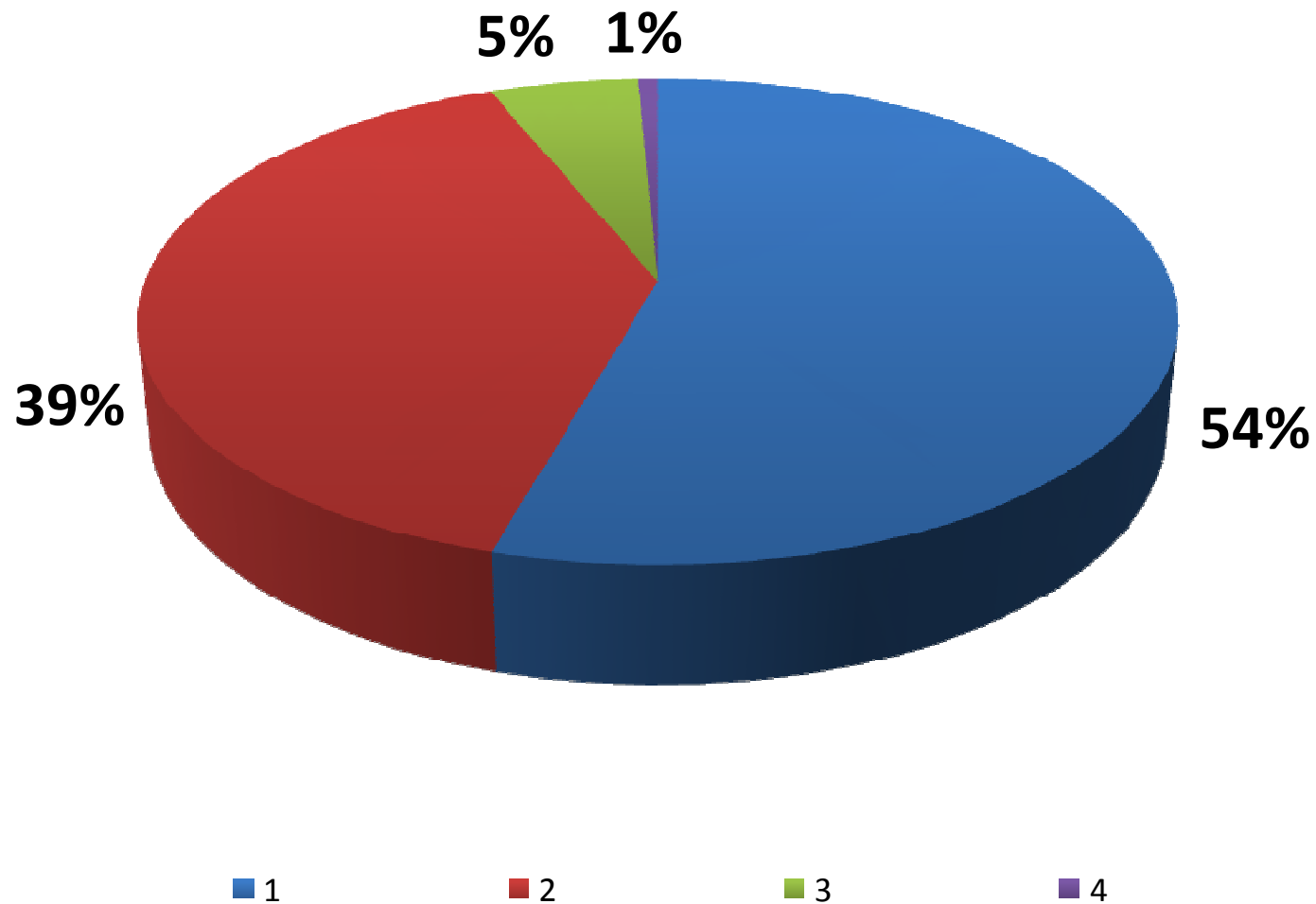


A close-up photograph of a person's bare midsection. The person is wearing a white t-shirt that is pulled up to their chest and dark-colored pants. Two hands are visible, holding a yellow measuring tape around the person's waist, just above the navel. The text "Selected results – year 1" is overlaid in the center of the image.

Selected results – year 1

About your child/children

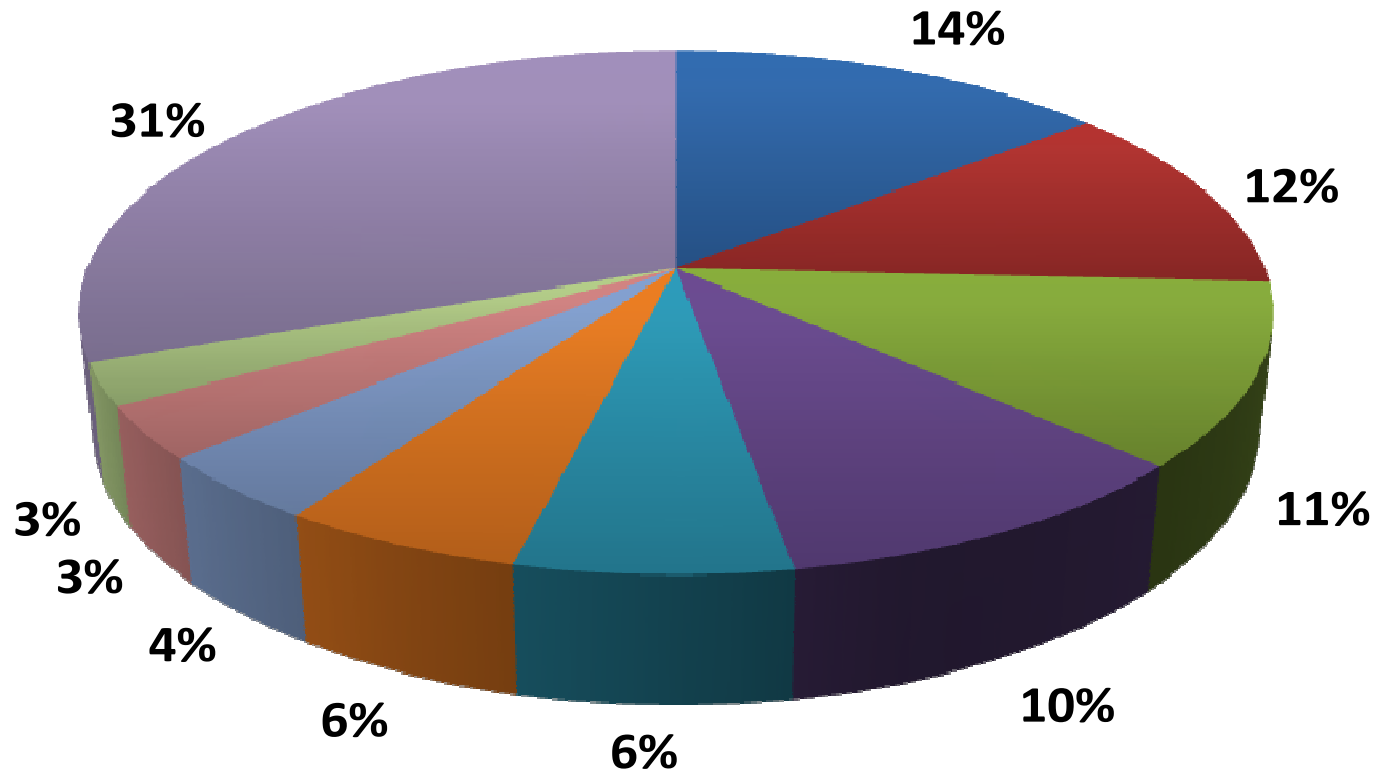
How many children do you have attending the School?



Base: Parent responses

Demographics

Where are you from?



Canada

UK

USA

Australia

Japan

India

South Korea

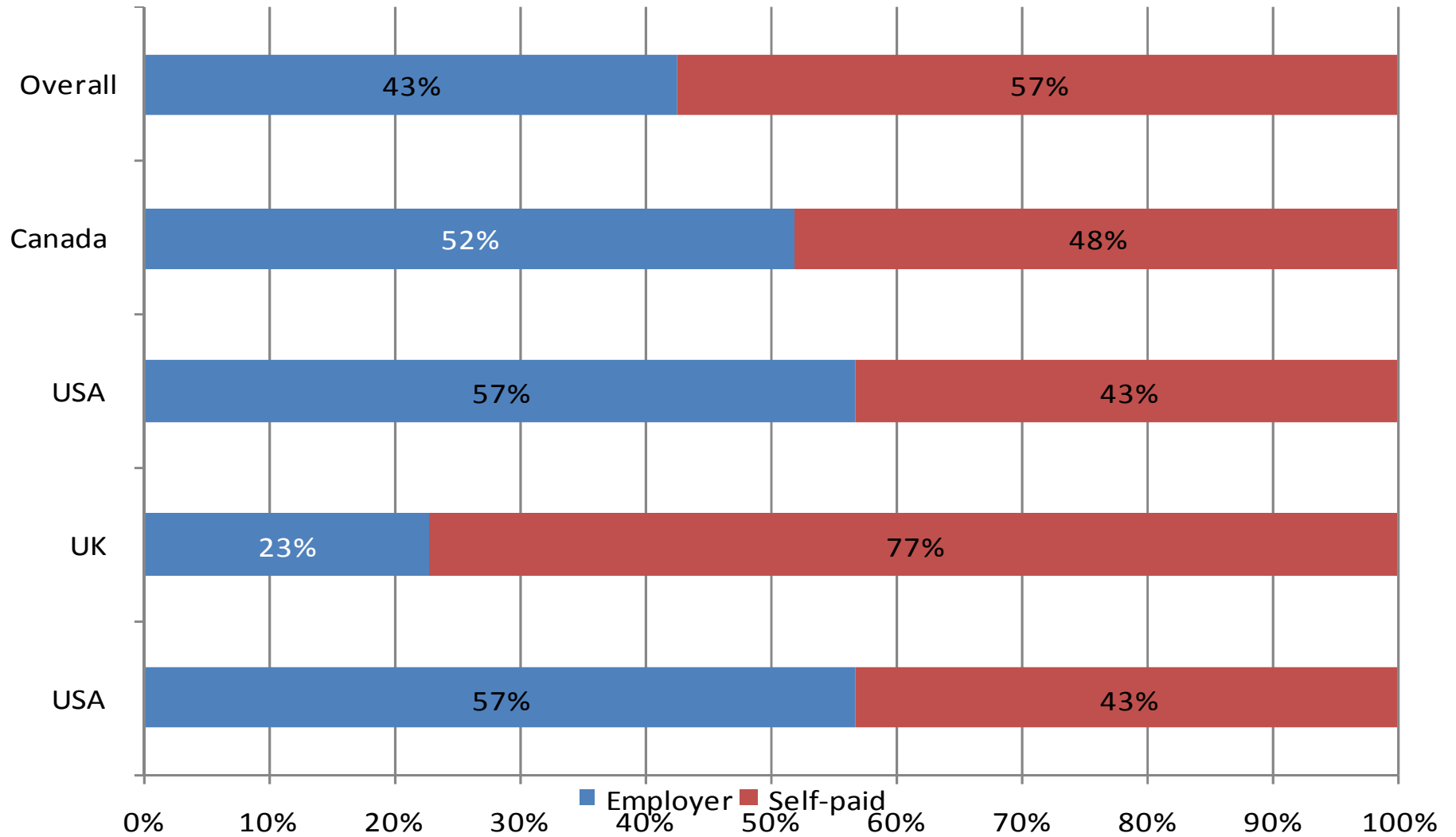
Singapore

Switzerland

Other

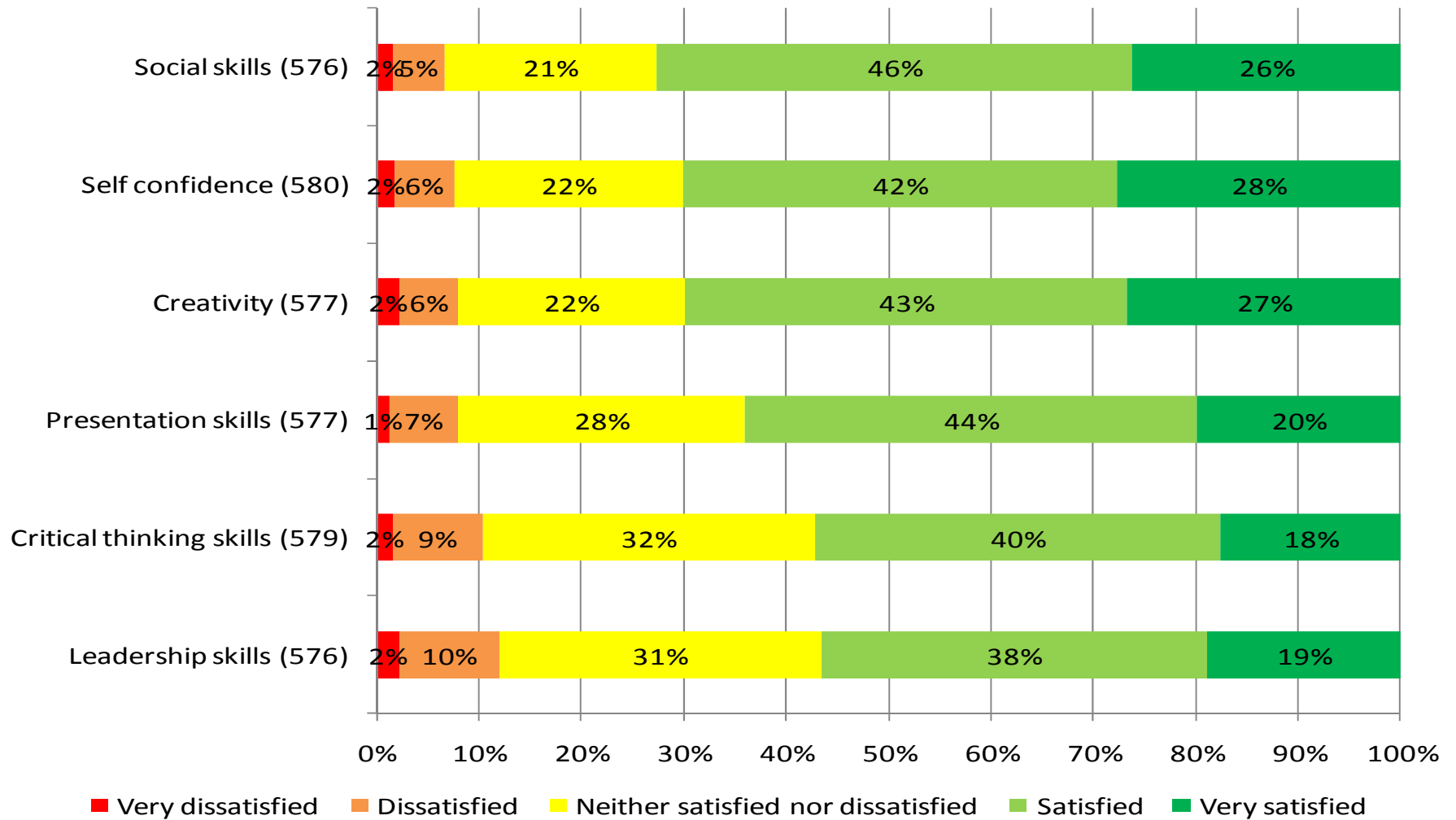
Base: Parent responses

Who pays for your child's school fees?



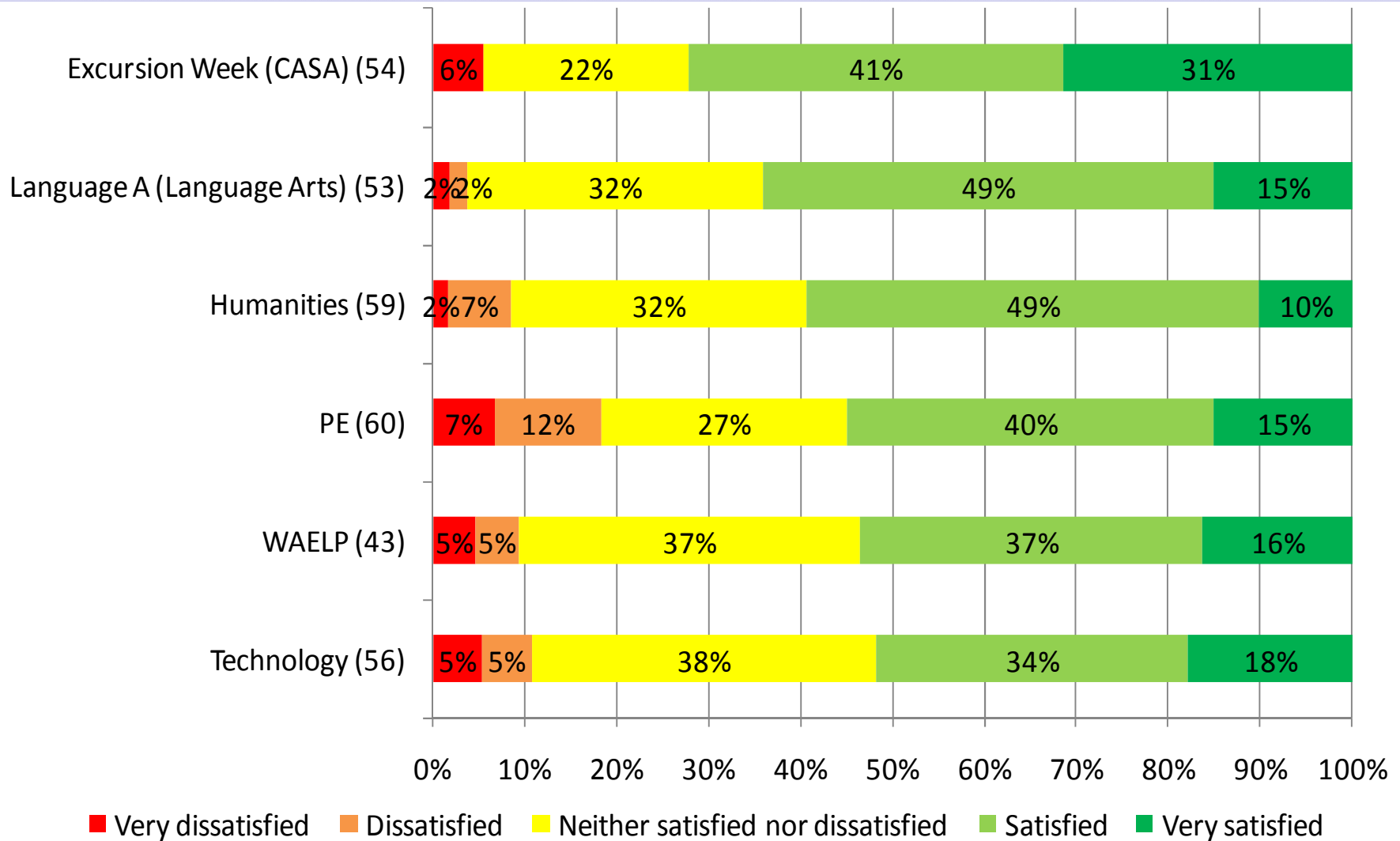
School rating

How satisfied are you with the opportunities your child has had to develop:



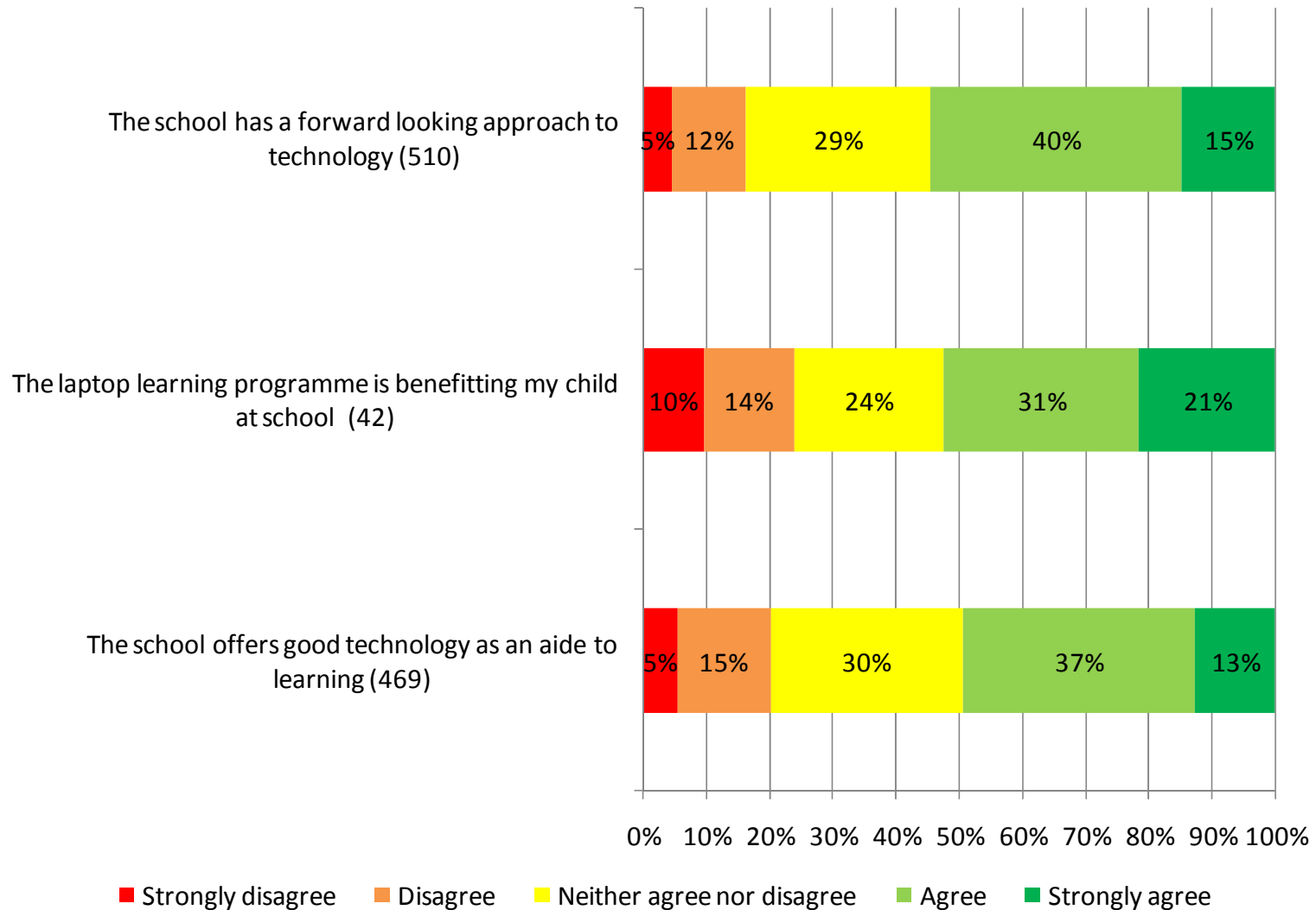
Programs

How satisfied are you with the following CIS programs (Grades 7-8):



Technology

Please say how much you agree or disagree with the following statements:



Satisfaction

Unhappy parents: How often are parents 'Very Dissatisfied'?

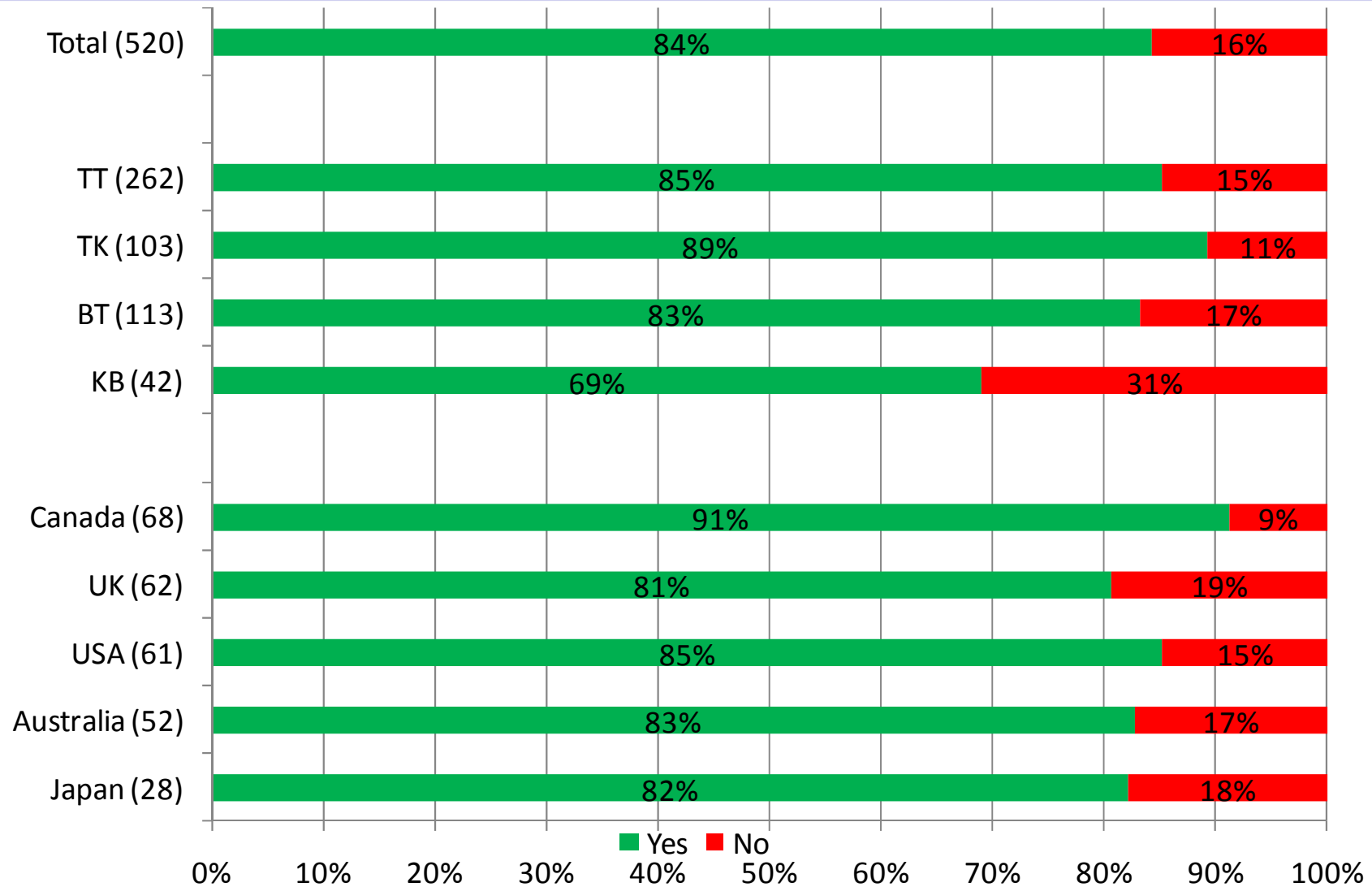
Percentage of 'Very Dissatisfied' responses	Frequency (of parents)	Percentage (of parents)
0%	240	46%
1-9%	182	35%
10-19%	57	10%
20-39%	35	6%
40-60%	9	2%
60-80%	2	1%
80-100%	4	1%

Almost half of parents are not 'very dissatisfied' with any elements

A third are 'very dissatisfied' with less than 10% of elements

A small group of 6 unhappy parents are 'very dissatisfied' with more than 60% of elements

Will your child be returning to CIS next year?



Growing trust

- Determined by our response
- Making some visible changes
- Annual process



Quick win - canteen nutrition



Quick win – extra curricular activities





**REALITY
CHECK
AHEAD**

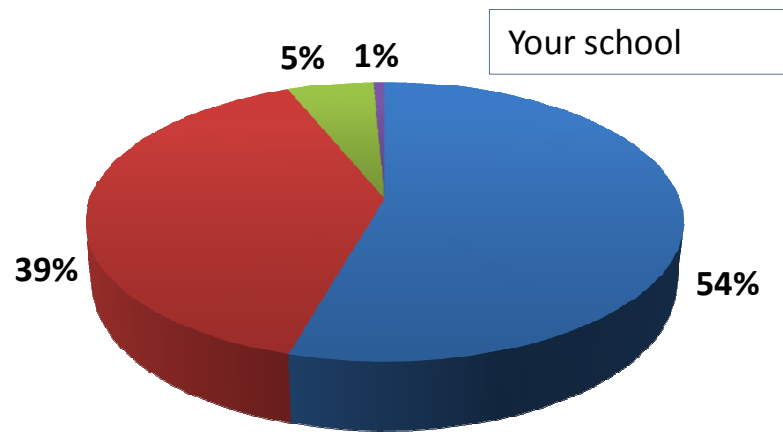
What is different about Parent Pulse?



Selected results - benchmarked

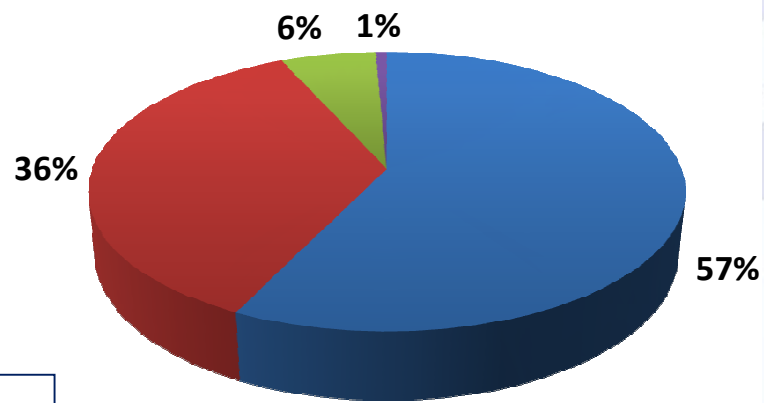


About your child/children



■ 1 ■ 2 ■ 3 ■ 4

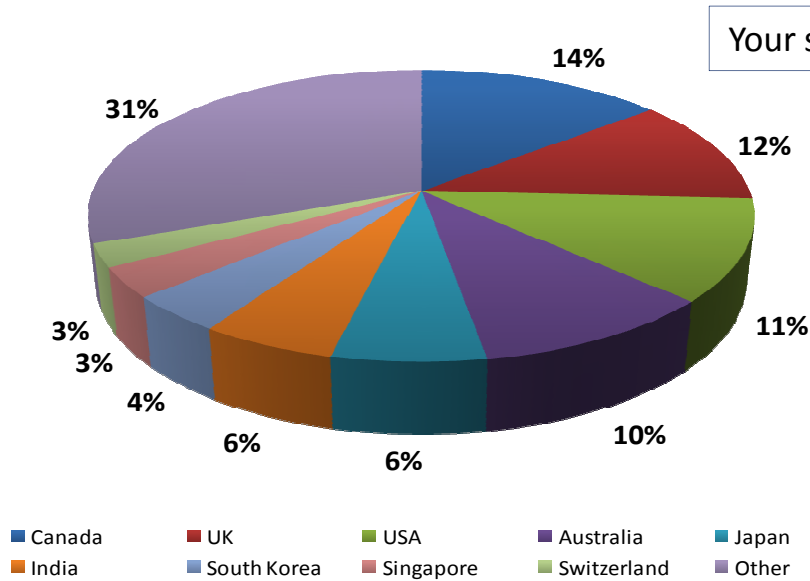
vs.



■ 1 ■ 2 ■ 3 ■ 4

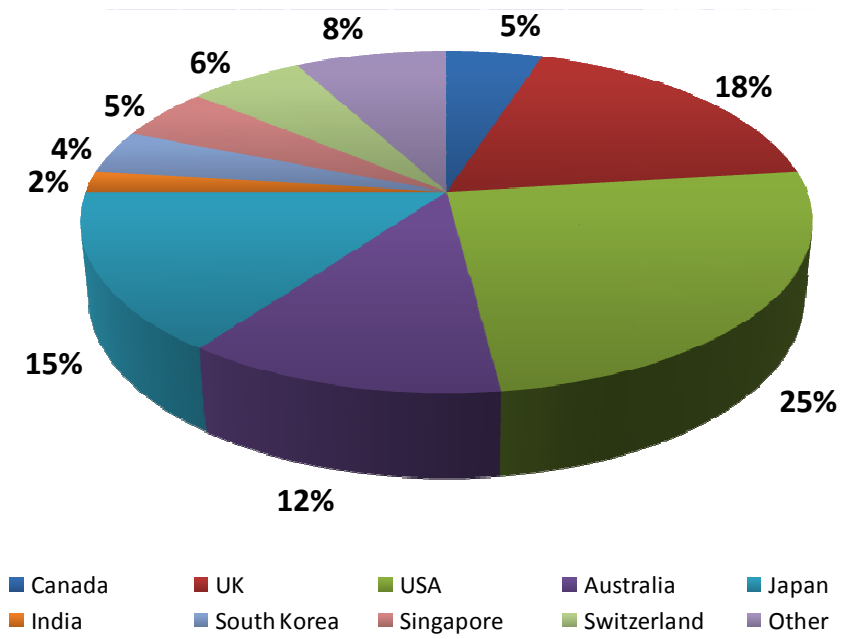
Parent nationalities

Your school

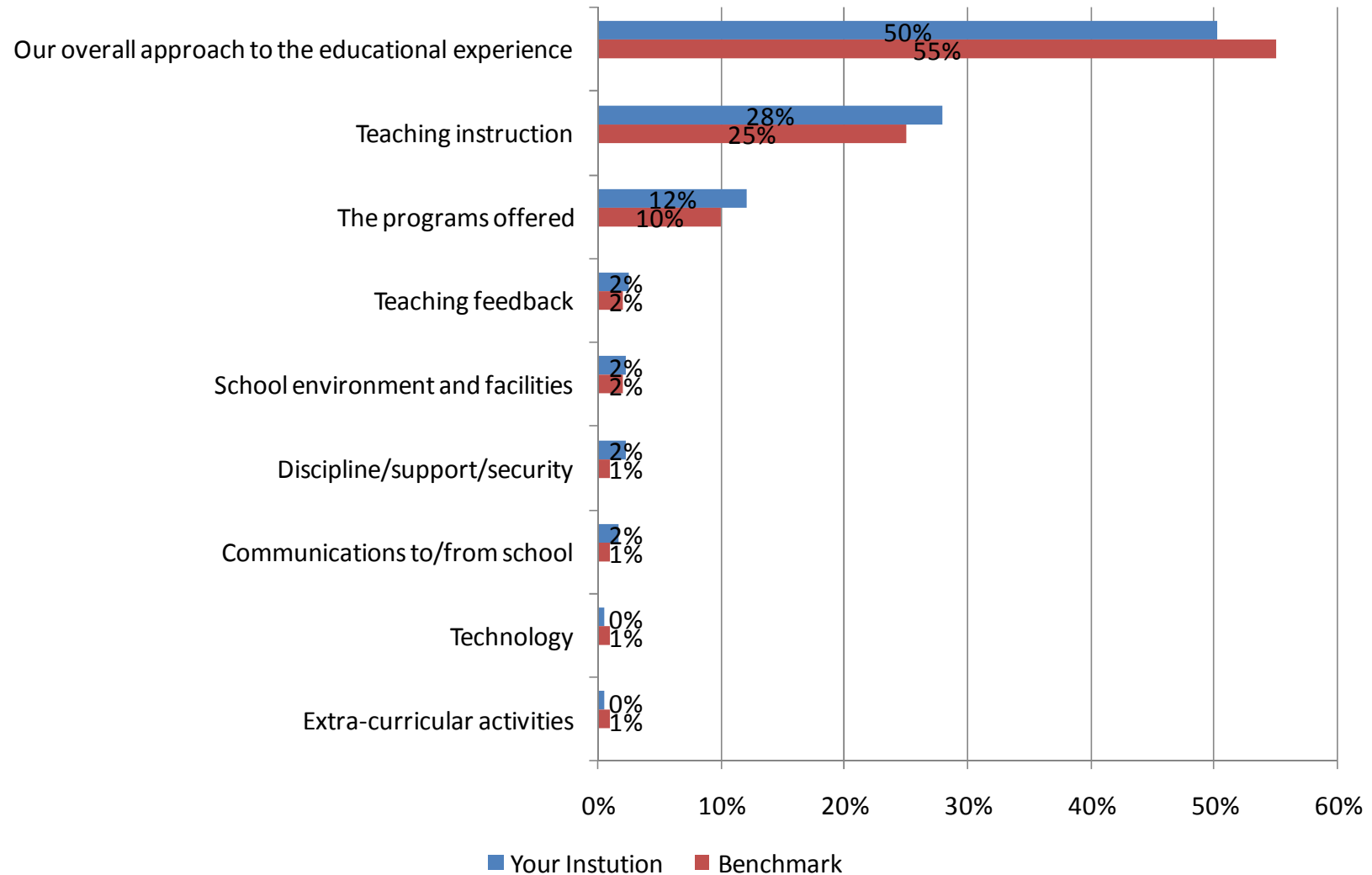


vs.

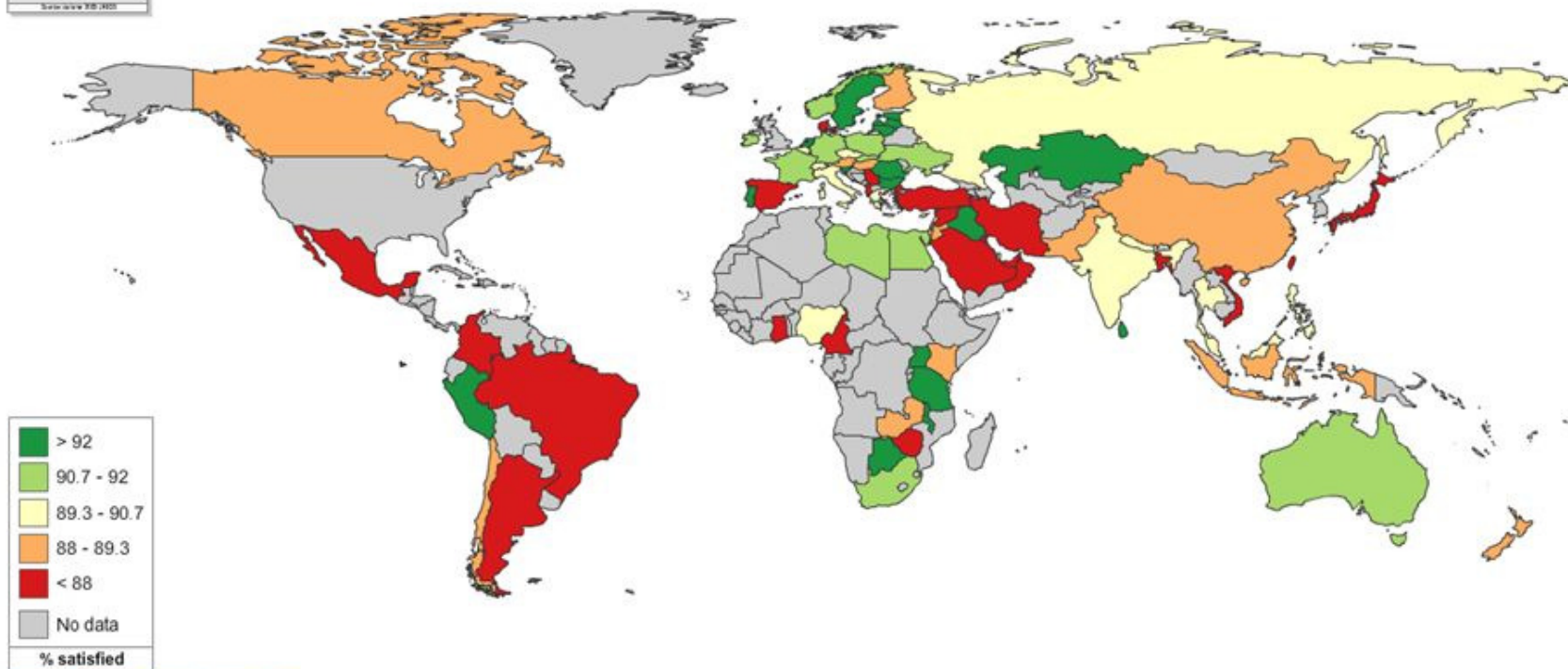
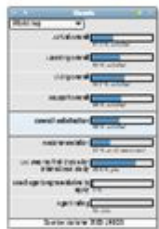
Benchmark group



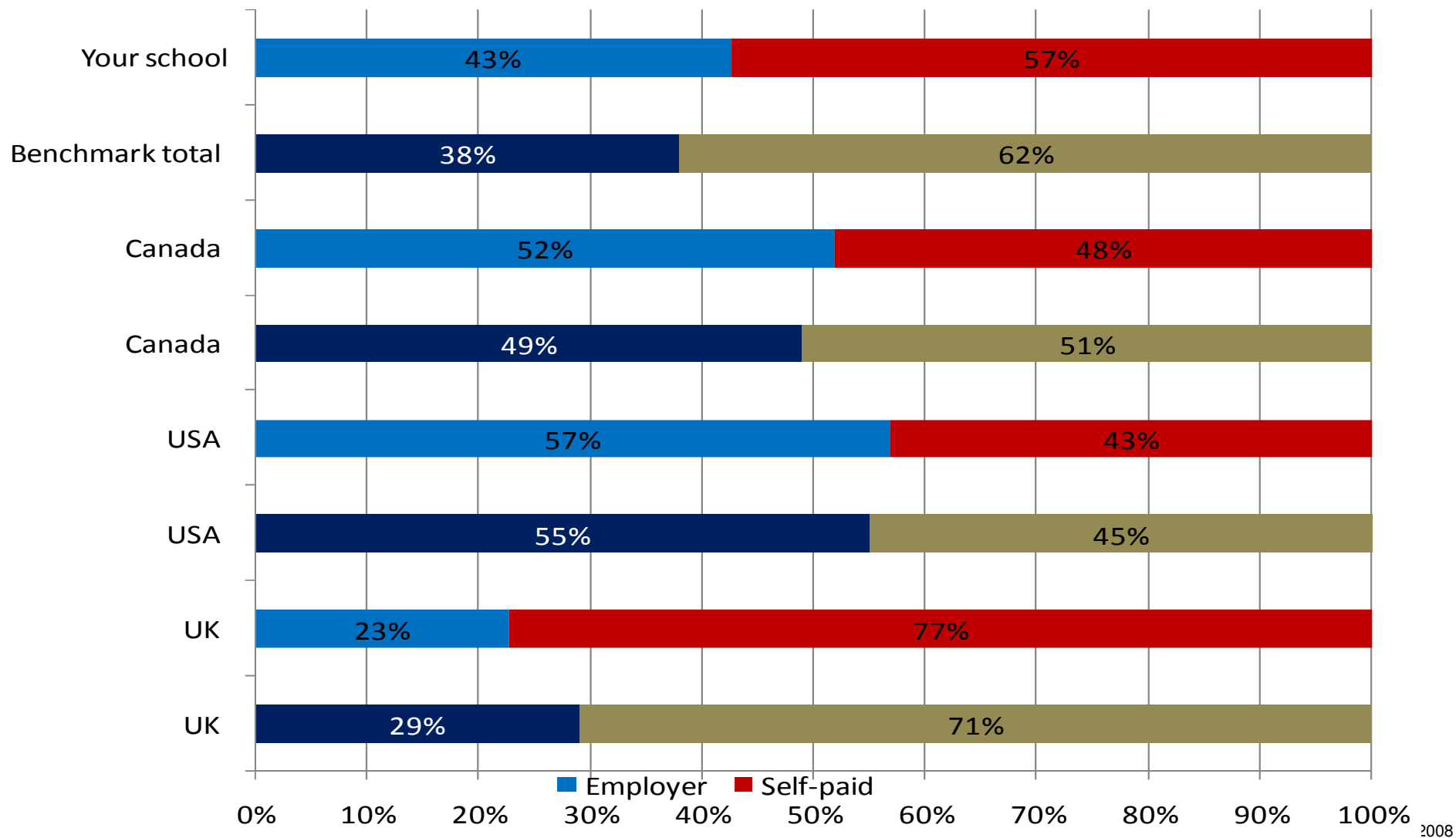
Which aspects are the most important to parents?



How do parent expectations vary by region?

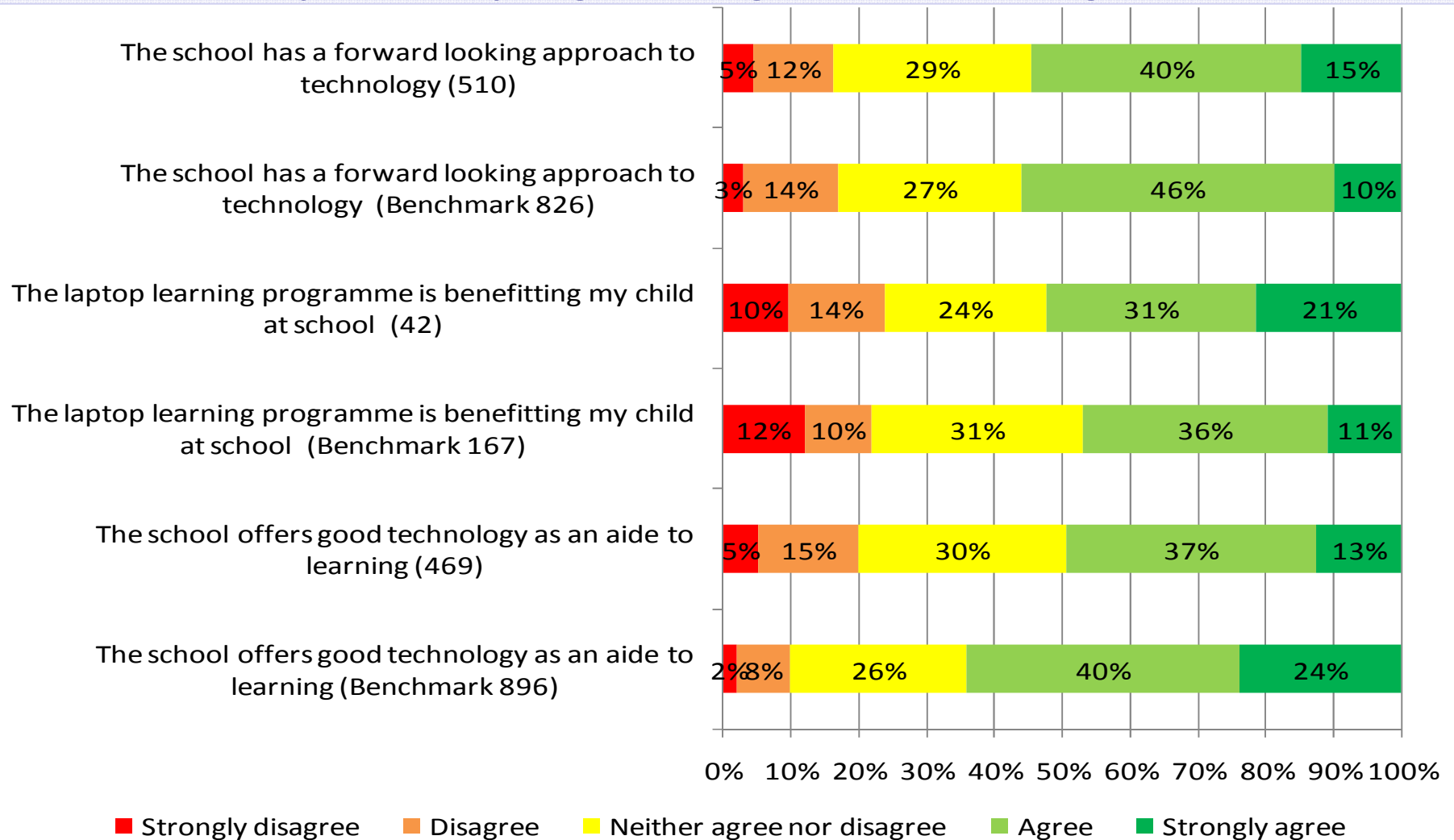


Who pays for your child's school fees?



Technology

Please say how much you agree or disagree with the following statements:



Setting strategic directions

Requires reliable insights





Thank you!