

# Satisfaction Surveys

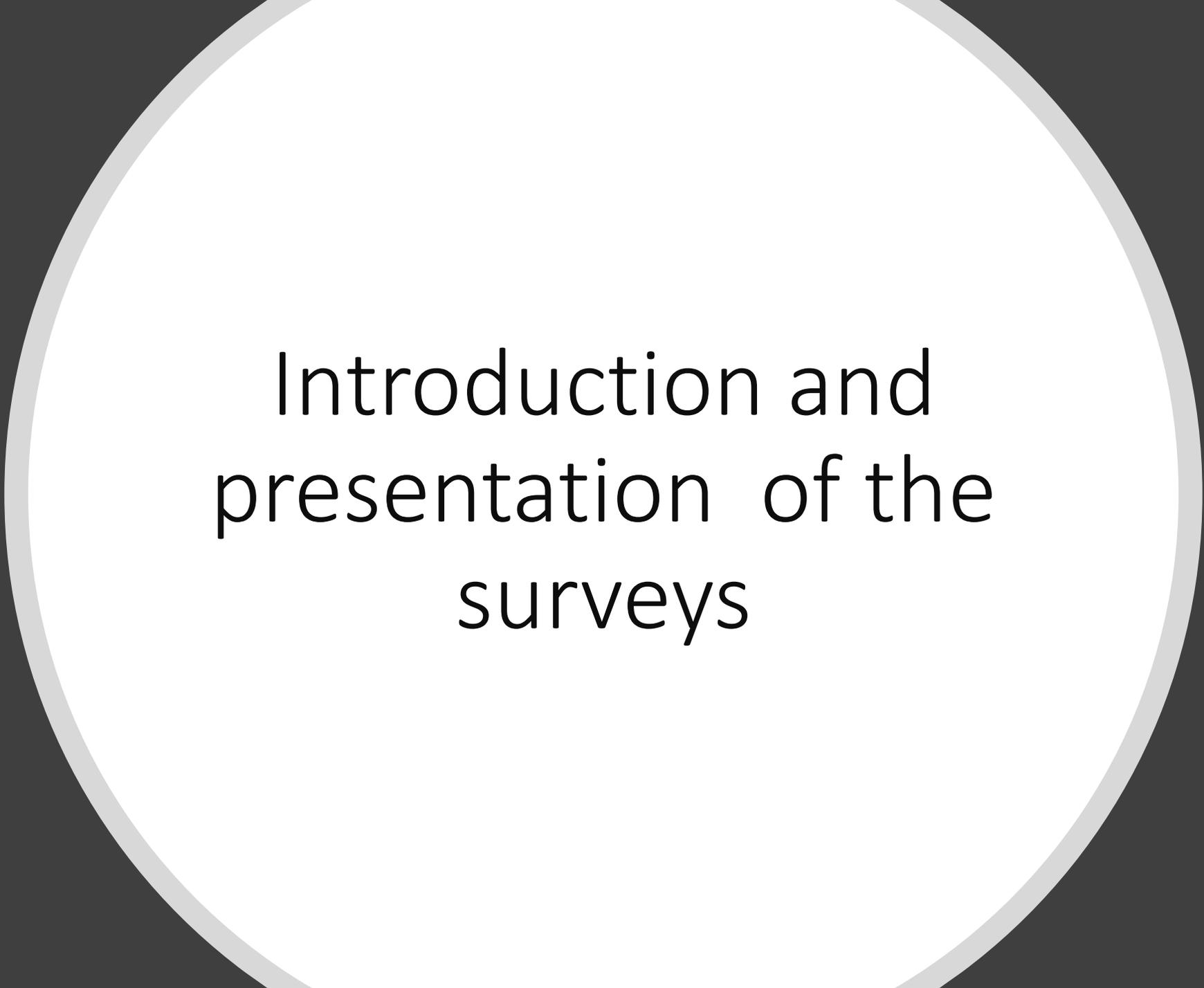
Ecole Francaise de Londres Jacques Prevert

Février 2019

# Executive summary

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- Surveys well received by parents, with a robust 46% response rate amongst existing families
- Parents are globally very satisfied with the school
  - 97% of existing families would recommend the school to other parents ('strongly agree' / 'agree')
  - 100% of families having recently left the school are satisfied with the school and would recommend it to others
- However, 3 areas for improvement have been highlighted
  - More physical education despite school's space constraints
  - Reflexion required around how to spot cases of bullying earlier, through more communication with parents about pupils' social behaviours and well-being
  - More sharing of learnings with parents especially in the earlier years
- Parents mostly chose the Ecole Francaise Jacques Prevert for the excellence of teaching and the school's reputation
- The top three marketing influencers appear to be:
  1. Word of mouth (by far!): this highlights how critical it is to have happy parents sharing good feedback about the school and the importance of monitoring parents' satisfaction to make sure this remains the case
  2. Internet search
  3. French preschools and feeder nurseries in London
- « Brexit risk » appears low, with 95% of families saying that it is likely or very likely that their children will stay at the Ecole Jacques Prevert next year



Introduction and  
presentation of the  
surveys

# Multiple objectives « in one place »

1. Main objective was to measure the satisfaction levels of existing parents, and of families who have recently left the school, against a number of criteria

- To qualitatively measure our school's global performance
- And assess what more could be done to make it even better

2. When families leave the school, understand why they do so

3. Help us understand what is important to existing parents when choosing their children's primary schools

- To monitor our performance in areas that matter the most
- To inform our Marketing plans

4. Gauge the Brexit risk for next year's filling rate

# Two separate surveys were carried out

## Two separate surveys were carried out:

One for **existing families**, with at least one child registered at the school in the 2018-19 school year

Ability to answer once per child

5 questions, average response time < 5mins

Number of replies: 122 (out of 256 children attending the school in 2018-19)

Response rate of 48%, in line with good engagement levels for schools surveys (c. 45%)

One for **leaving families**, i.e. having left the school in or since the summer 2018

Ability to answer once per family (and not per child)

6 questions, average response time c. 3 mins

Number of replies: 9 (out of 34 recipients)

Response rate of 26%, showing a somewhat more distant engagement level – but no reminder was sent + possible spam issues, which would have negatively impacted the response rate



“This questionnaire is an excellent step in improving communication and erasing misunderstandings. It is the action of a confident school”

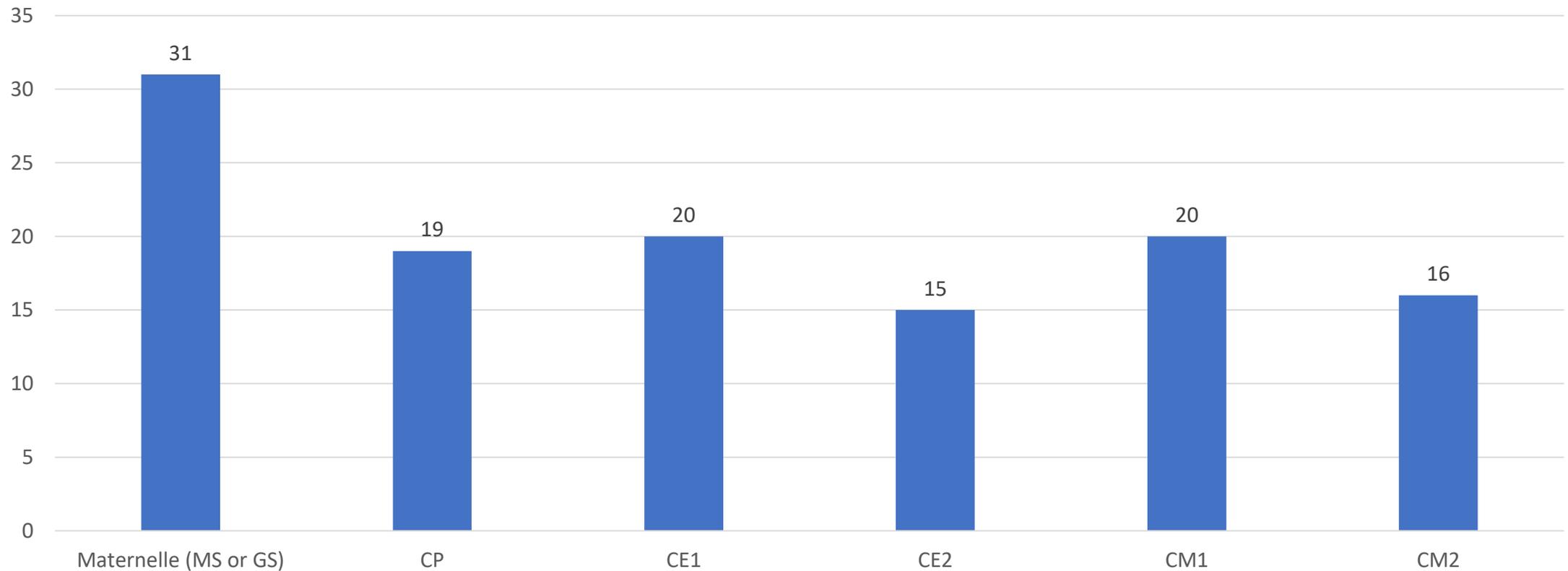
*Anonymous comment in « Existing Families » Survey*

- These surveys were the first parental surveys ever carried out by the school itself (exc. Ofsted Parents Views)
- The surveys were well received by parents overall
  - Good response rates (48% for the main one)
- But also, some lessons learnt for next time
  - When sending the survey – risk of spam impacting response rate
  - Survey layout – sometimes hard to read more than one line in comments boxes
  - Encourage more free text in comment boxes
  - Clarify what « Don't know » means: « neither agree nor disagree » vs. « no idea »
  - Suggestions by some parents of more / other criteria to measure parents and children's satisfaction

Existing families survey's  
results

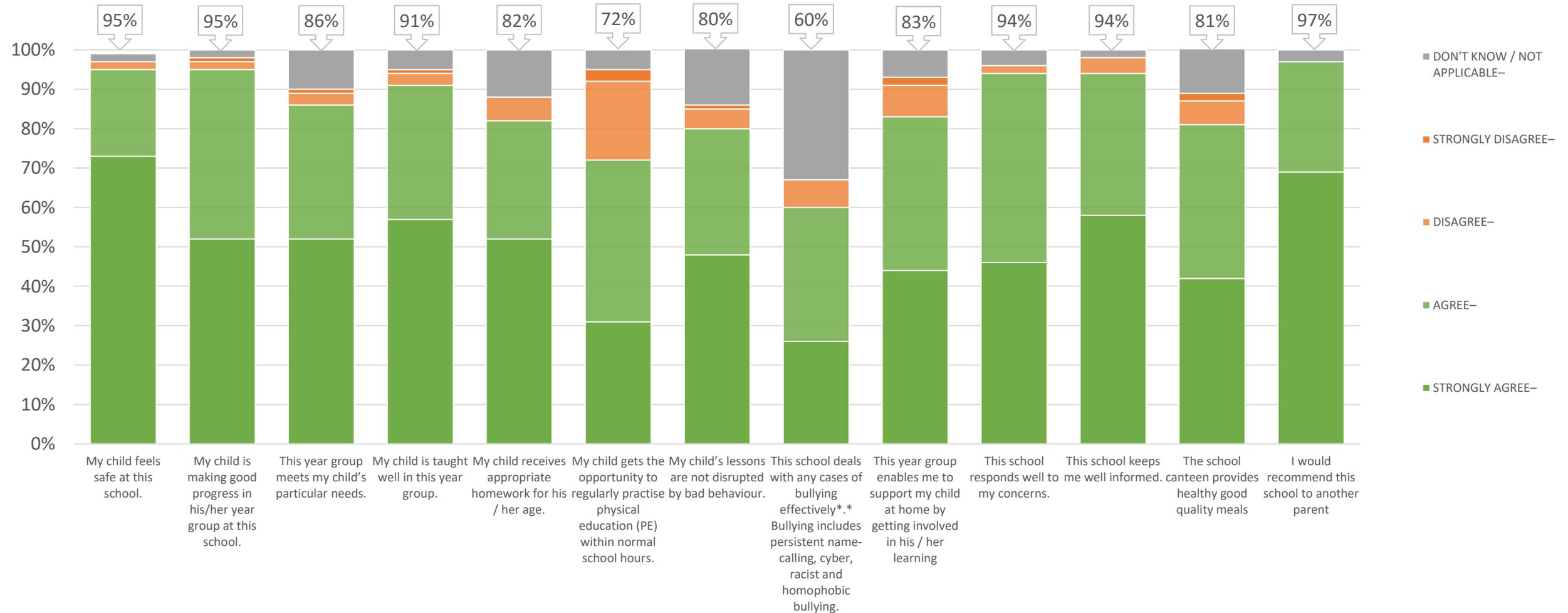
# Q1. Which year group is your child in?

Number of responses by year group



# Q2. Please tick the appropriate answer

% of parents who 'strongly agree' or 'agree' with the following statements



# Q2 analysis - Parents are globally very satisfied with the school. However, 3 areas for improvement have been highlighted

Parents are globally very satisfied with the school overall

97% would recommend the school to other parents ('strongly agree' / 'agree')

## Other top scores in:

(% of 'strongly agree' / 'agree' > 90%)

95% believe that their children are making good progress in their year group

94% find that the school keeps them well informed

95% believe that their children are safe at school

94% find that the school responds well to their concerns

91% find that their children are taught well in their year group

## Areas with room for improvement in:

(% of 'strongly agree' / 'agree' < 80%)

72% believe that their children get the opportunity to regularly practise physical education (PE) within normal school hours.

60% find that the school deals with any cases of bullying\* effectively (33% "Don't know", 7% "Disagree")<sup>1</sup>

83% find that their child's year group enables them to support him/her at home by getting involved in his/her learning but 10% disagree<sup>2</sup>

We would like to set up working groups to make practical proposals in the three areas identified as having room for improvement

- Physical Education
- Bullying\*
- Learnings sharing with parents, especially in earlier years

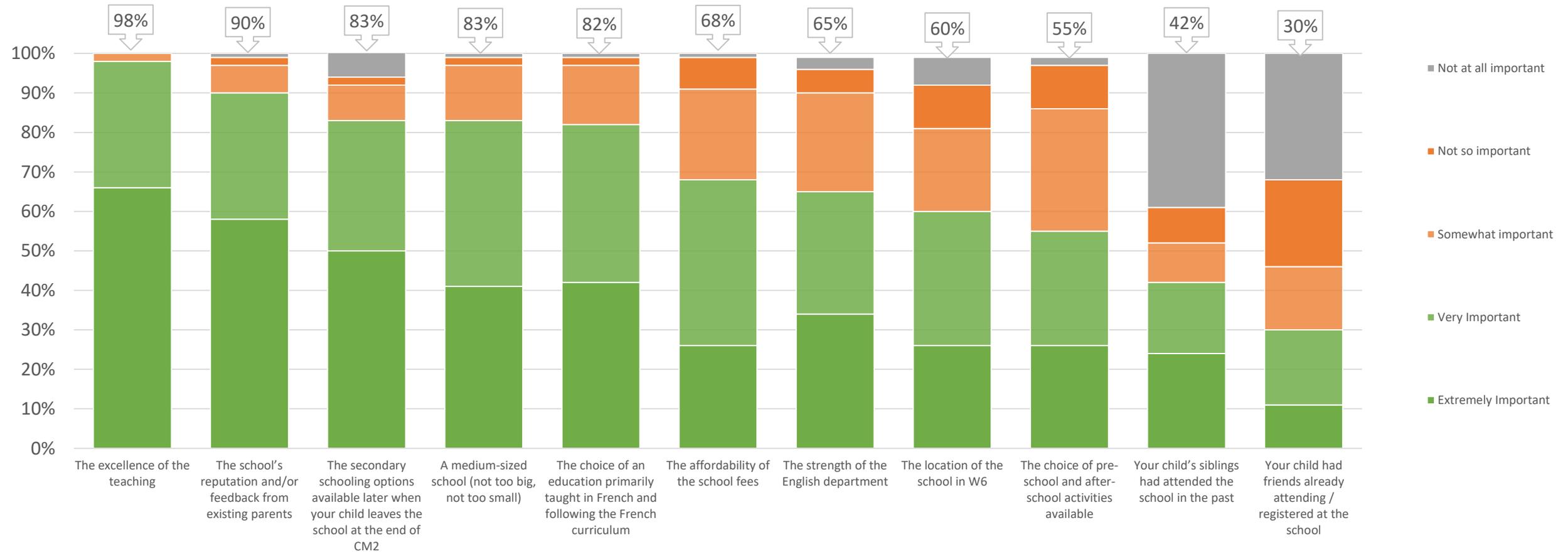
\*Note: Bullying includes persistent name-calling, cyber, racist and homophobic bullying

1: Word of caution for interpretations: a lower percentage in « Strongly Agree / Agree » does not necessarily mean that more parents «Disagree». It can also result from a larger number of parents who « Don't Know »

2: While 83% is a good result overall, the 10% disagreement rate is the second highest of all factors (after PE practice)

# Q3. What were the most important decision factors that made you choose the Ecole Jacques Prevert?

% of parents who believe that the following factors are 'extremely important' or 'very important'

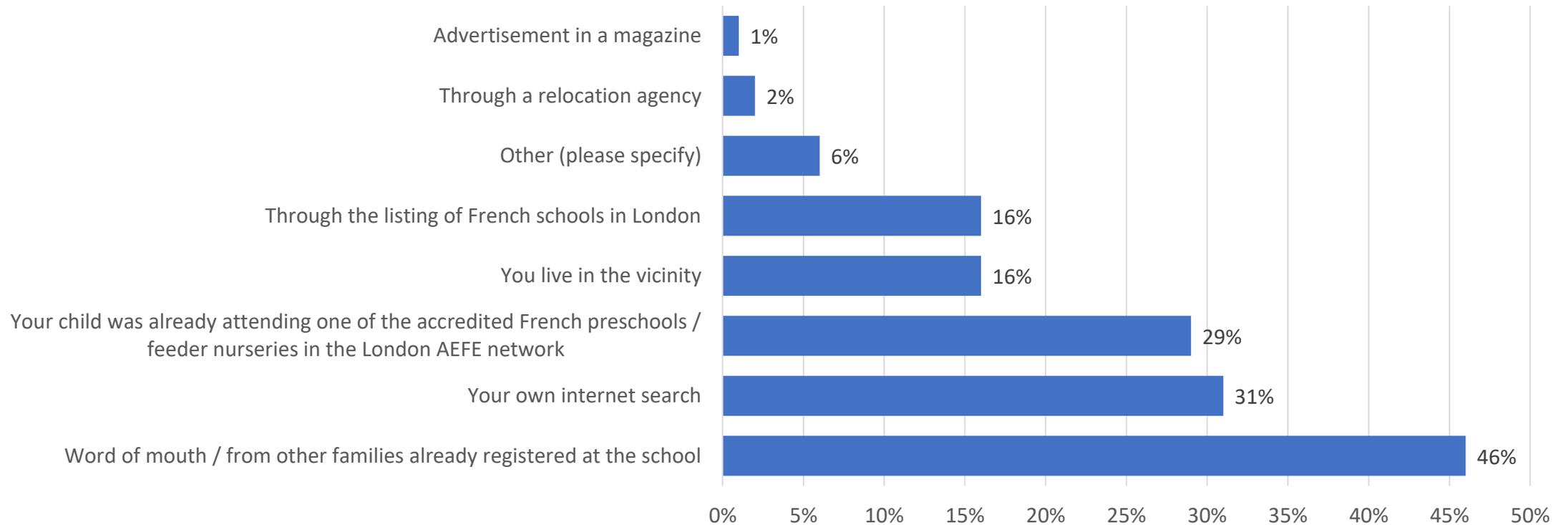


## Q3 analysis – parents mostly choose their children’s primary school based on the excellence of teaching, and the school’s reputation

- These results match with the qualitative feedback received by the school during school visits
  - When asking prospective parents how they heard about the school, the most frequent answer seems to be « reputation » or « word of mouth »
- Parents’ perception is therefore one of the most important « marketing tools » of the school
  - Having happy parents who share positive feedback about the school is critical to success
  - It is important for the school management to keep regularly monitoring parents satisfaction
- The excellence of teaching is the top differentiator for parents when choosing a primary school

# Q4: How did you hear about the Ecole Jacques Prevert in the first place

% of parents having selected at least one of the following sources  
(multiple answers were possible)



\* Other include: « Siblings already enrolled » (x2); « Good Schools Guide » (x2); « Parent attended the school him/herself »

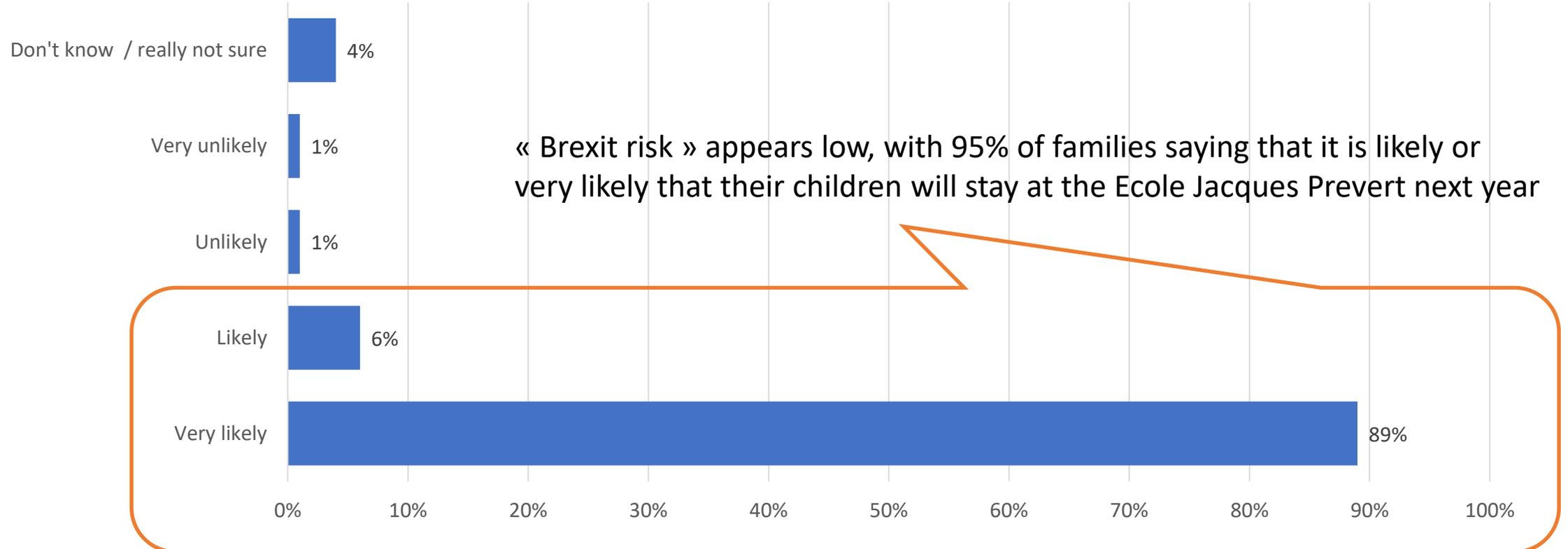
## Q4 analysis - This question was mostly for marketing purposes, to help the school management team prioritise its marketing spend

- The top three marketing influencers appear to be:
  1. Word of mouth (by far!): this is very consistent with the previous question and highlights how critical it is to have happy parents sharing good feedback about the school; and the importance of monitoring parents' satisfaction to make sure this remains the case
  2. Internet search: this confirms that revamping the school website is a key priority, as well as optimising the school's Google rankings/SEO, Google reviews etc.
  3. French preschools and feeder nurseries: could more be done to go and present Jacques Prevert in our key feeder schools and arrange school visits for these feeders' pupils?
- Having the school featuring in the listing of French schools in London is definitely worthwhile too!
- Note: there had been very little advertisement of the school in magazines prior to the survey

# Q5: Do you plan to stay in London and continue your child's education at the Ecole Jacques Prevert in the next school year (2019/20)? (MGS-CM1 only)

% of parents

(total responses: 105; excluding CM2 pupils who will necessarily be leaving the school next year)



Leaving families survey's  
results

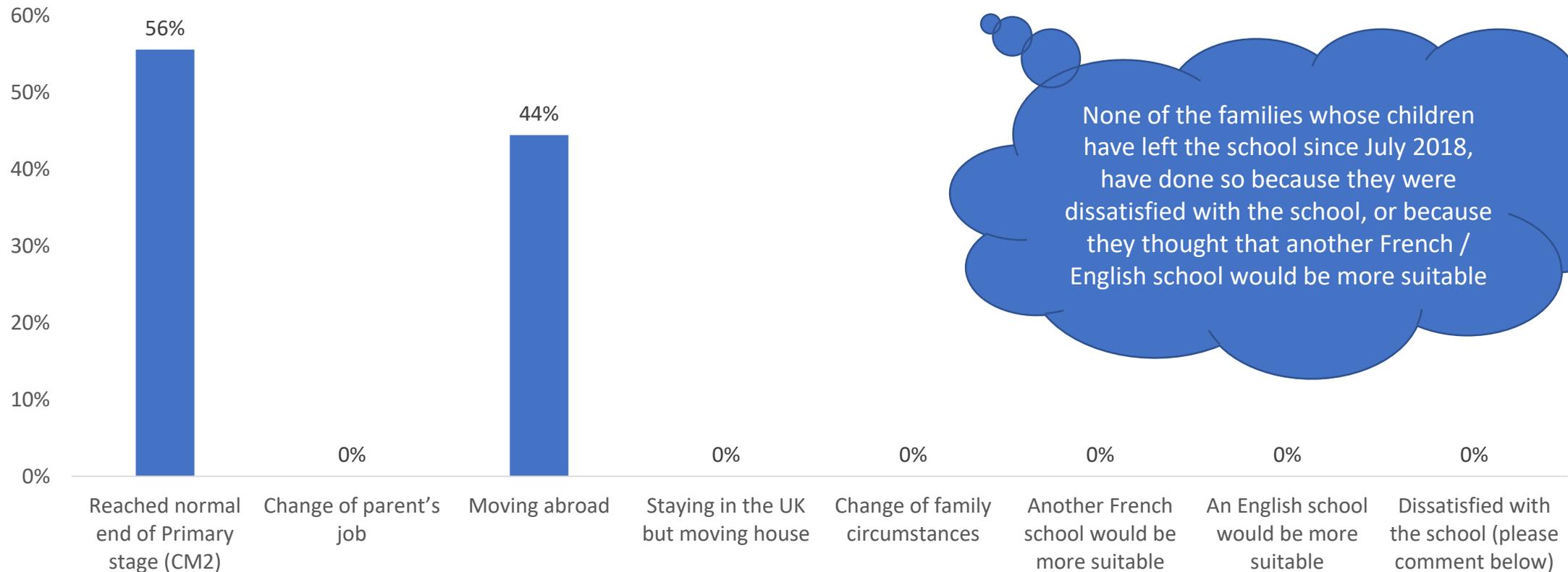
# Q1. How many of your children have left l'Ecole Française Jacques Prevert since July 2018?

This was mostly a question for profiling / filtering analysis – of the 9 responses we've had, 6 families moved one child elsewhere, and 3 families moved two children elsewhere



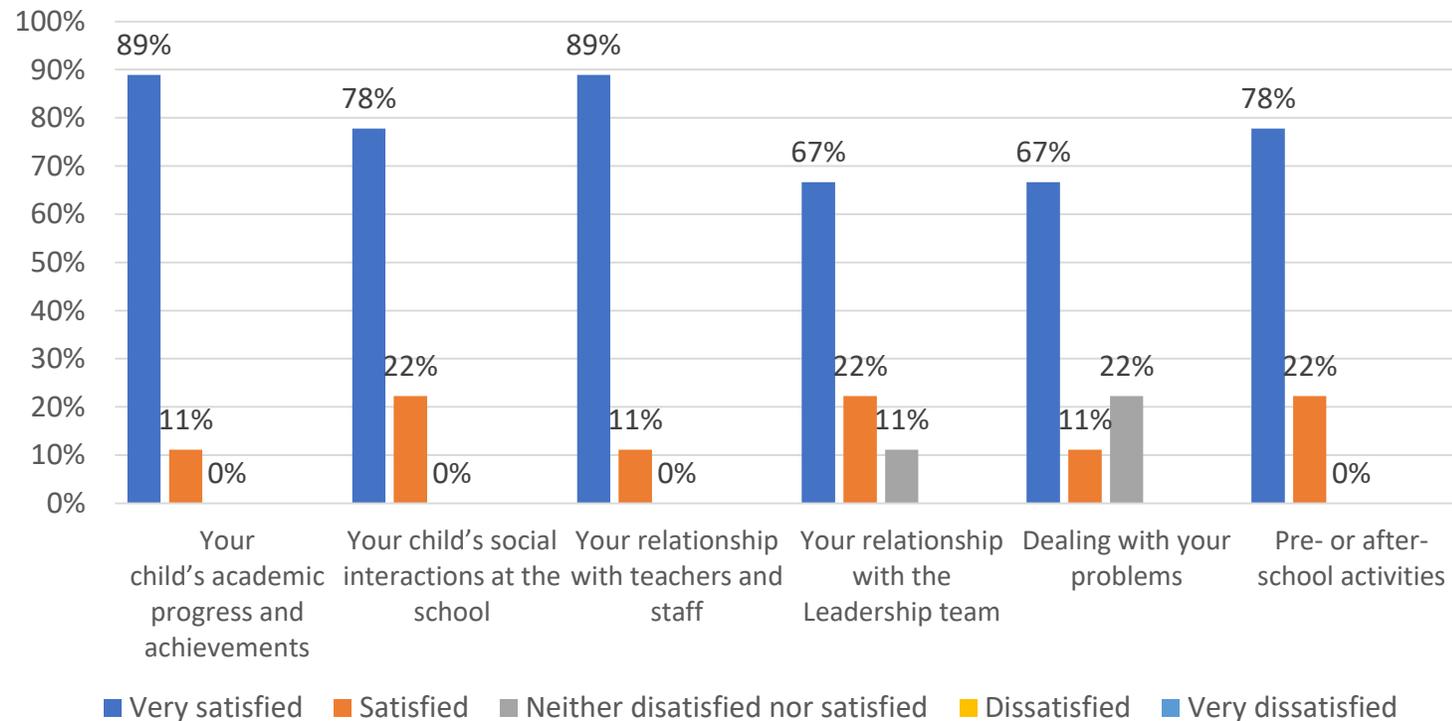
# Q2 - Why did/is your child/children leaving l'Ecole Française Jacques Prevert?

% of families whose children have left the school for the following reasons



# Q3 - Please indicate how satisfied you have been at l'Ecole Française Jacques Prevert, in each of the following areas

Satisfaction level of leaving families in these areas  
(as % of responses)

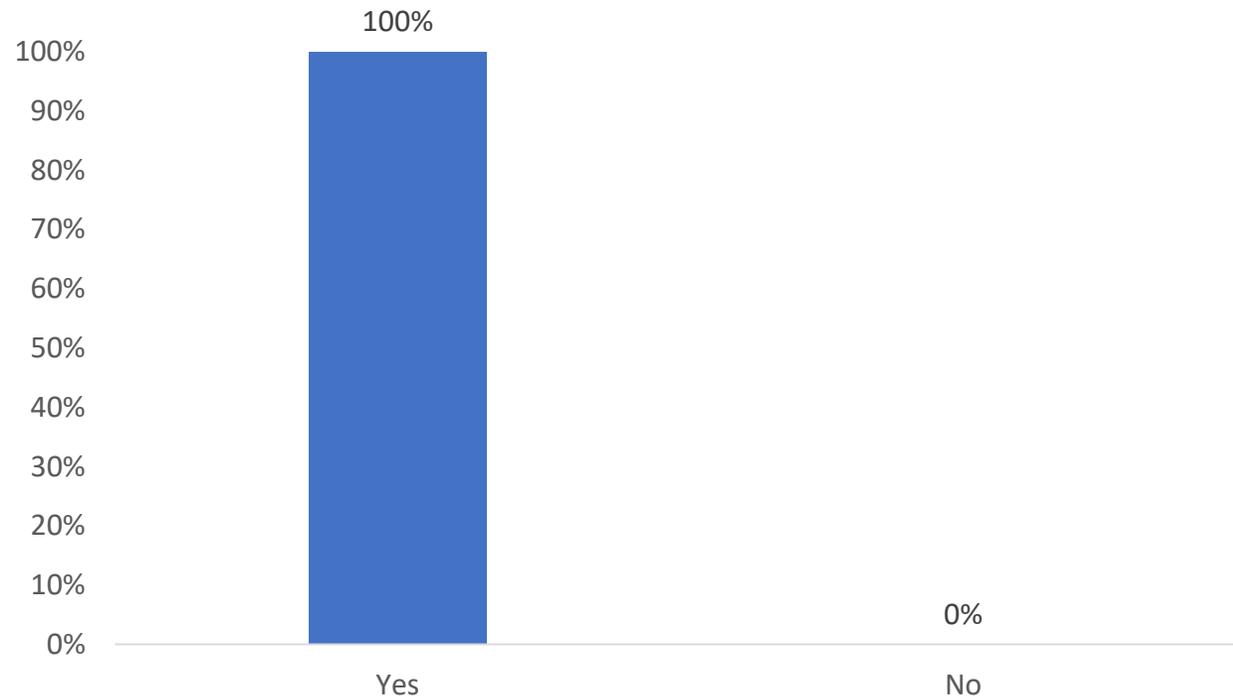


100% of the families who have left the school since July 2018 have been very satisfied or satisfied with:

- Their child's academic progress and achievement
- Their child's social interactions at the school
- Their relationship with teachers and staff
- The pre- or after- school activities offered

# Q4 - Overall, are you satisfied with your child's experience at the Ecole Jacques Prevert?

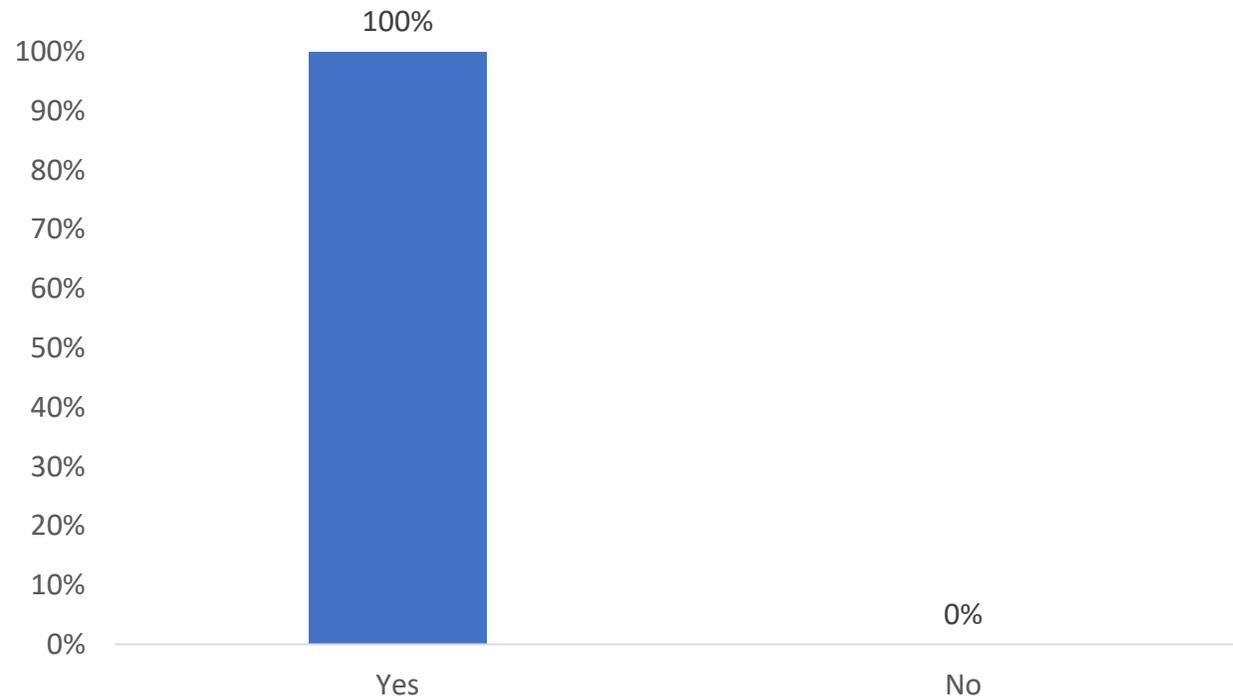
% of families whose said they were satisfied with the school overall



100% of leaving families said they were satisfied with the school overall

# Q5 - Would you recommend the Ecole Jacques Prevert to others?

% of families whose said they would recommend the school to others



100% of leaving families said they would recommend the school to others