WHY DO PARENTS CHOOSE A SCHOOL?

by ACCS Staff

For a time in 2014 and 2015, visitors to the ACCS website were able to take a short survey asking them to rate a series of statements to explain their primary reason for choosing their child's school. In exchange for their participation, they received a booklet of essays originally published in *Classis*, titled "A Firm Foundation." A total of 252 people participated in this survey.

How well do your school's marketing materials address these parent concerns?

	n of these stat s (or children'		ify the prima	ry reason(s) y	/ou chose your	
The s	chool					
provides an education that integrates Christian faith and learning.					Score: 5.85	1.0
provide	es a safe school e	environment.	Score: 3.33			
offers s	mall class sizes.		Score: 3.	79		
will pre	epare and equip	my child for coll	ege success.	Score: 3.34		
reinforces the Christian values taught in our home.					Score: 5.45	
provide	es a challenging,	, time-tested, aca	ademic prograr	n. Score: 4.7	6	
None	of the above.	Score: 1.49				
	1	1	1	1		
0	1	2	3	4	5	6