

Family Exit Survey Questions

We **GROW** SCHOOLS
and the PEOPLE
who have the
COURAGE to lead
them

Schools that Learn invest the time to conduct an Exit Survey to collect valuable data from families who have opted to not reenroll. A well-structured survey will deepen understanding of the strengths and weaknesses, and opportunities to enhance the value proposition.

Below are some sample questions you may use in personal interviews or an online survey. A third party interviewer is generally able to gather more accurate data.

- 1. What initially attracted your family to our school?**
- 2. What was the primary reason you chose our school over your other options?**
- 3. What aspects of our school met or exceeded your expectations? (Please be specific)**
- 4. What aspect of our school failed to meet your expectations?**
- 5. What was your primary reason for leaving our school?**
- 6. What could we have done to retain your family?**
- 7. What factors might entice you to return to our school?**
- 8. What is one improvement we could make that would significantly enhance the experience for students?**
- 9. What is one improvement we could make that would enhance the experience for parents?**
- 10. On a scale of 1-10, how likely are you to recommend our school to your family and friends?**
- 11. At what school did you choose to enroll your student(s)?**
- 12. Do you have any other feedback that would help us improve?**