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The Orchid School (TOS) is an English Medium, co educational and inclusive school based out of Pune

Affiliated to the Central Board of Secondary Education

Currently operating from Jr KG to Std. XI

35 children per class with 3 divisions maximum per level

VISION - to provide "Locally rooted, Globally competent" education.

TOS collaborated with C2C to gauge the level of satisfaction of its stakeholders

The brief was ‘To design and conduct a Beneficiary Satisfaction Survey for the various stakeholders of TOS’

This presentation shares the key findings of the Beneficiary Satisfaction Survey - Parents
The survey was in English and conducted online. A total of 404 respondents took the survey.

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<th>Response Count</th>
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<td>Mother</td>
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The form was filled by -

- Father
- Mother
- Jointly
- I'm a single parent - Mother
- I'm a single parent - Father
Demographic Details

Occupation of Mother
- Business/Self Employed
- Corporate Job (Non IT)
- Doctor
- Lawyer
- Government Employee
- Teaching
- IT/ITES Professional
- Homemaker

Occupation of Father
- Business/Self Employed
- Corporate Job (Non IT)
- Doctor
- Lawyer
- Government Employee
- Teaching
- IT/ITES Professional
- Homemaker
Based on our Focus Group Discussions with various stakeholders, the following Key Drivers were identified for Parents—

- Academics
- Holistic Development
- Hiring and Quality of Teachers
- Learning Environment
- Communication
- Voice of Parents
- Use of Technology
- Management & Administration
- Security of Children
- Facilities
- Behavior and Values
Parent Satisfaction Drivers

FINDINGS
• 66.8% of parents were happy with their wards academic performance in contrast to their peers in other schools
• 60.2% agreed that the school provides support for students with special learning needs
• 57.1% of parents felt that the school encourages students to produce a high standard of work
• 60.6% of parents felt they receive good suggestions from the school on how they can best support their child with his/her schooling
• 57.8% felt their child’s academic performance has improved at Orchid
• 73.7% of parents were satisfied with the school’s way of evaluating academic performance
Holistic Development

- 86.8% felt their child was confident and overall happy with the school
- 33.5% felt the school has been able to identify the passion of the student and nurture their potential.
- 47.3% felt that adequate leadership opportunities are provided
- 76.5 felt that Trips/Camps/Excursions/Exchange Programs have been beneficial to the students and should be continued.
- 65.9% felt the library adequately meets the needs of the children
- 44.3% felt the sports facilities adequately meets the needs of the children
- 75.3% agreed that the students have access to activities related to culture and arts
- 83.8% agreed that student achievement is acknowledged by the teachers and school
- 63.2% agreed that the activities offered by the school matched their child’s interests
- 89.2% felt their child felt a sense of belonging at the school
• 52.6% were satisfied with the quality of teachers in the school
• 60.1% felt the school needs to improve on the hiring process followed for recruitment of teachers in order to impart quality education
• 90.5% agreed that they find it easy to interact with their child’s teachers
• 70.4% felt the teachers had built strong relationships with the child
• 72.5% agreed that their child is comfortable in asking for help from his/her teachers
• 41.4% felt their child's academic performance has improved because of the staff at Orchid
• 51.6% were ready to participate in random observation of teachers in the classroom
Teachers

Quality of Teachers - Satisfactory
Hiring Process Adequate
Easy to interact with teachers
Strong relationship with child
Child comfortable with teacher
Teachers helped improve academic performance
Will participate in observations

- Yes
- No
- Neutral
• 57.2% feel the teaching styles of the teachers match their child's learning style
• 84.6% agreed that the use of activity based and experiential learning has had a positive impact on their child’s development
• 66.6% feel the learning environment is excellent
• 94.2% agreed that School to parent communication via circulars, mails, newsletters and website is regular.
• 80.5% are happy with the frequency and manner with which the school informs them about their child's development
Voice of parents

- 63.5% felt that Parents are involved in making important decisions pertaining to school
- 96.7% were aware that the parents can be actively involved if they wish so either as PTA member or part of the parent volunteer system.
- 40.9% parents are actively involved in all school activities
- 58.6% agreed that parents have access to different forums to voice their opinions and share their ideas
- 47.9% were happy with the action taken by the school, based on parent feedback
Voice of parents

- Involved in decision making
- Aware of PTA & Volunteer system
- Actively involved
- Parents can share their opinions & ideas
- Happy with the action taken about feedback

Frequency:
- Yes
- No
- Neutral
• 84.3% agreed that students have access to computers
• 69.6% felt that technology is used effectively in the classroom to ensure effective learning
77.9% are satisfied with the manner in which they are met when they make an enquiry at the school.

89.6% felt the management easily accessible and responsive to their queries.

51.7% were satisfied with the action taken by the management when issues are raised.
• 87.5% felt confident about the safety of their child when he/she is in the school campus
• 51.9% were satisfied with the safety of the bus service provided by the school
• 87.9% agreed that classrooms, resource areas and administration areas are well maintained.
• 54% felt the Rest rooms are well maintained
• 72.3% felt the school should put in more effort in educating the children about the need for hygiene and cleanliness
• 12.1% of parents have opted for food in the school. Of this 14.2% were satisfied with the food provided in the school
• 67.6% are satisfied with the overall approach to discipline
• 88.3% are satisfied with the general behavior of the support staff on the school campus
• 88% were satisfied with the general behavior of the teachers and admin staff while interacting with them and their wards
• 74.9% were satisfied with the values and attitudes developed by their child in the school
• The highest level of satisfaction among the drivers is in communication and Behavior & Values

• The highest level of dissatisfaction is among the drivers of Voice of Parents, Teachers & Facilities
Methodology

1. Understand the Expectation
2. Focus Group Discussions with Stakeholders
3. Define the objective
4. Identify the drivers to be measured
5. Select the measurement technique
6. Design survey questions
7. Select the data collection method
8. Analyze and present report
• Meetings were held with the management to understand the need
• The objective was defined as ‘To design and conduct a Beneficiary Satisfaction Study for The Orchid School, Pune’
• The following stakeholders were identified –
  – Parents
  – Teachers
  – Students
  – Admin Staff
  – CC Members
  – Support Staff
  – Management
• C2C conducted FGDs with the various stakeholders
• The management structure, school history, ethos, demographics were understood at various levels
• The drivers were decided based on the FGDs and background study
• Questionnaires were designed for each stakeholder group
• Authentication codes were shared with parents to ensure that there were no duplicate entries and ensure anonymity
• All data was collected using online survey forms
• Survey monkey was used as the online survey tool based on its features
• Survey responses were collected between 3\(^{rd}\) April and 22\(^{nd}\) April
• 404 parent responses were received
• The numbers are not representative of the total parent population. It is indicative of only those who chose to respond to the survey
• Survey questions were chosen and designed in such a way that it could be relevant and appropriate to all respondents
• The survey was designed to be indicative. The findings have to be further analyzed and interpreted to arrive at conclusive cause and effect relationships
For more information

blogconcept2competence

C2C Consulting & Training

@c2ctweets

C2C Consulting & Training

C2C Consulting & Training

Contact us: info@concept2competence.com