

PART VI: COMPARISONS WITH COMPETITOR A

**VI-A. STUDENT RATINGS OF CHARACTERISTICS:
OUR SCHOOL VS. COMPETITOR A**

Ratings of Characteristics Student Responses	Rating of Our School	Rating of Other School	Difference
Variety of courses	3.71	3.22	0.49 **
Diversity among students	3.00	2.90	0.10
Community service opportunities	2.79	2.82	-0.03
Class size	3.52	3.65	-0.13
Attractiveness of campus	3.29	3.50	-0.21
Selected Characteristic 5	3.43	3.73	-0.30
Selected Characteristic 4	3.46	3.76	-0.30
Academic reputation	3.19	3.50	-0.31
Quality of academic facilities	3.41	3.73	-0.32
Selected Characteristic 3	3.64	4.00	-0.36 **
Sense of community on campus	3.10	3.68	-0.58 *
Extracurricular activities	3.14	3.73	-0.59 *
Selected Characteristic 1	3.01	3.61	-0.60 **
Personal attention to students	3.31	3.93	-0.62 **
Quality of faculty	3.20	3.89	-0.69 **
Cost, after subtracting any financial aid	2.27	3.01	-0.74 *
Size of school	2.95	3.71	-0.76 *
Quality of athletic facilities	2.88	3.68	-0.80 **
Selected Characteristic 2	2.80	3.64	-0.84 **
Quality of social life	2.76	3.79	-1.03 **

Scale: 1=Poor 2=Fair 3=Very Good 4=Excellent

** Difference is statistically significant at .01 level.

* Difference is statistically significant at .05 level.

The numbers of students who rated these characteristics ranged from 19 to 19.

**VI-B. PARENT RATINGS OF CHARACTERISTICS:
OUR SCHOOL VS. COMPETITOR A**

Ratings of Characteristics Parent Responses	Rating of Our School	Rating of Other School	Difference
Diversity among students	3.50	3.15	0.35
Attractiveness of campus	3.76	3.44	0.32
Quality of athletic facilities	3.84	3.56	0.28
Personal attention to students	3.83	3.62	0.21
Variety of courses	3.80	3.63	0.17
Selected Characteristic 3	3.83	3.66	0.17
Class size	3.69	3.56	0.13
Cost, after subtracting any financial aid	3.07	2.94	0.13
Selected Characteristic 1	3.66	3.54	0.12
Academic reputation	3.62	3.52	0.10
Size of school	3.69	3.62	0.07
Sense of community on campus	3.72	3.69	0.03
Selected Characteristic 4	3.69	3.66	0.03
Quality of social life	3.69	3.69	0.00
Selected Characteristic 5	3.63	3.63	0.00
Extracurricular activities	3.52	3.52	0.00
Quality of faculty	3.62	3.63	-0.01
Community service opportunities	3.55	3.56	-0.01
Quality of academic facilities	3.72	3.77	-0.05
Selected Characteristic 2	3.42	3.63	-0.21

Scale: 1=Poor 2=Fair 3=Very Good 4=Excellent

** Difference is statistically significant at .01 level.

* Difference is statistically significant at .05 level.

The numbers of parents who rated these characteristics ranged from 20 to 23.

**VI-C. COMPARATIVE IMPORTANCE AND RATINGS - STUDENTS:
OUR SCHOOL VS. COMPETITOR A**

Quadrants A and C of this display contain characteristics of independent schools that were marked “Very Important” by less than 50% of students rating this competitor; those in quadrants B and D were rated “Very Important” by 50% or more. For each characteristic in quadrants A and B, our school was given a mean rating higher than the mean of the other school. Our school received a mean rating lower than that for the other school on each of the characteristics in quadrants C and D. Quadrant B shows our school's strengths, while quadrant D shows characteristics that may warrant further study.

Within each quadrant characteristics are listed in decreasing order of the difference between our school and the competitor.

<p>A. Less Important and Our School Rated Higher</p> <p>Diversity among students</p>	<p>B. More Important and Our School Rated Higher</p> <p>Variety of courses</p>
<p>C. Less Important and Our School Rated Lower or Equal</p> <p>Selected Characteristic 2 Selected Characteristic 3 Academic reputation Selected Characteristic 5 Selected Characteristic 4 Attractiveness of campus Community service opportunities</p>	<p>D. More Important and Our School Rated Lower or Equal</p> <p>Quality of social life Quality of athletic facilities Size of school Cost, after subtracting any financial aid Quality of faculty Personal attention to students Selected Characteristic 1 Extracurricular activities Sense of community on campus Quality of academic facilities Class size</p>

**VI-D. COMPARATIVE IMPORTANCE AND RATINGS - PARENTS:
OUR SCHOOL VS. COMPETITOR A**

Quadrants A and C of this display contain characteristics of independent schools that were marked “Very Important” by less than 50% of parents rating this competitor; those in quadrants B and D were rated “Very Important” by 50% or more. For each characteristic in quadrants A and B, our school was given a mean rating higher than the mean of the other school. Our school received a mean rating lower than that for the other school on each of the characteristics in quadrants C and D. Quadrant B shows our school's strengths, while quadrant D shows characteristics that may warrant further study.

Within each quadrant characteristics are listed in decreasing order of the difference between our school and the competitor.

<p>A. Less Important and Our School Rated Higher</p> <p>Diversity among students Attractiveness of campus Quality of athletic facilities Size of school Selected Characteristic 4</p>	<p>B. More Important and Our School Rated Higher</p> <p>Personal attention to students Selected Characteristic 3 Variety of courses Cost, after subtracting any financial aid Class size Selected Characteristic 1 Academic reputation Sense of community on campus</p>
<p>C. Less Important and Our School Rated Lower or Equal</p> <p>Community service opportunities Extracurricular activities</p>	<p>D. More Important and Our School Rated Lower or Equal</p> <p>Selected Characteristic 2 Quality of academic facilities Quality of faculty Quality of social life Selected Characteristic 5</p>

**VI-E. IMAGES MARKED BY STUDENTS:
OUR SCHOOL VS. COMPETITOR A**

Images Marked Student Responses	Marked for Our School	Marked for Other School	Difference (Us-Other)
Innovative	75%	16%	59% **
Prestigious	68%	16%	52% **
Liberal	45%	0%	45% **
Intellectual	84%	41%	43% *
Selected Image 2	59%	30%	29%
Intense	39%	16%	23%
Warm	32%	16%	16%
Academic	100%	91%	9%
Selected Image 5	61%	55%	6%
Conservative	0%	0%	0%
Back-up school	0%	0%	0%
Socially conscious	16%	16%	0%
Average	0%	0%	0%
Diverse	84%	91%	-7%
Selected Image 1	16%	30%	-14%
Challenging	68%	91%	-23%
Athletic	70%	100%	-30% *
Exciting	25%	59%	-34%
Selected Image 4	32%	68%	-36%
Comfortable	16%	55%	-39% *
Preppy	0%	39%	-39% *
Selected Image 3	32%	75%	-43% *
Friendly	32%	75%	-43% *
Fun	25%	84%	-59% **
Personal	16%	84%	-68% **

** Difference is statistically significant at .01 level.

* Difference is statistically significant at .05 level.

This table is based on a total number of 14 students.

**VI-F. IMAGES MARKED BY PARENTS:
OUR SCHOOL VS. COMPETITOR A**

Images Marked Parent Responses	Marked for Our School	Marked for Other School	Difference (Us-Other)
Diverse	69%	28%	41% **
Warm	66%	35%	31% *
Socially conscious	72%	44%	28%
Prestigious	41%	14%	27% *
Selected Image 5	65%	47%	18%
Selected Image 2	21%	6%	15%
Liberal	13%	0%	13%
Selected Image 3	69%	56%	13%
Selected Image 1	45%	35%	10%
Intellectual	48%	38%	10%
Challenging	76%	73%	3%
Innovative	20%	17%	3%
Personal	59%	56%	3%
Athletic	93%	93%	0%
Back-up school	0%	0%	0%
Fun	59%	59%	0%
Average	0%	0%	0%
Comfortable	59%	61%	-2%
Selected Image 4	44%	47%	-3%
Intense	6%	14%	-8%
Preppy	28%	37%	-9%
Exciting	34%	45%	-11%
Friendly	79%	90%	-11%
Academic	62%	79%	-17%
Conservative	0%	41%	-41% **

** Difference is statistically significant at .01 level.

* Difference is statistically significant at .05 level.

This table is based on a total number of 23 parents.

**VI-G. STUDENT RATINGS OF INFORMATION SOURCES:
OUR SCHOOL VS. COMPETITOR A**

Ratings of Information Sources Student Responses	Rating of Our School	Rating of Other School	Difference
Admission packet	4.00	2.70	1.30 *
School publications	3.64	2.71	0.93 **
Contact about financial aid	2.79	2.39	0.40
School web site	3.75	3.45	0.30
Contact with teachers from the school	3.25	3.09	0.16
Selected Info Source 1	3.55	3.39	0.16
Contact with parents of the school	2.47	2.43	0.04
E-mail with the school	3.41	3.39	0.02
Selected Info Source 2	3.70	3.70	0.00
Contact with students from the school	3.39	3.53	-0.14
Selected Info Source 3	3.81	4.00	-0.19
Contact with the school after admission	3.73	4.00	-0.27
Admission interview	3.55	3.91	-0.36 *
Accepted student programs	3.00	3.43	-0.43
Campus visit before admission	2.00	3.00	-1.00

Scale: 1=Poor 2=Fair 3=Very Good 4=Excellent

** Difference is statistically significant at .01 level.

* Difference is statistically significant at .05 level.

The numbers of students who rated these information sources ranged from 4 to 14.

**VI-H. PARENT RATINGS OF INFORMATION SOURCES:
OUR SCHOOL VS. COMPETITOR A**

Ratings of Information Sources Parent Responses	Rating of Our School	Rating of Other School	Difference
Selected Info Source 2	3.77	2.88	0.89 **
Campus visit before admission	4.00	3.53	0.47 *
Selected Info Source 3	3.80	3.47	0.33
Contact about financial aid	3.57	3.26	0.31
Contact with parents of the school	3.33	3.13	0.20
School publications	3.70	3.52	0.18
E-mail with the school	3.59	3.42	0.17
Admission interview	3.85	3.75	0.10
Selected Info Source 1	3.59	3.52	0.07
Contact with students from the school	3.25	3.25	0.00
Accepted student programs	3.79	3.79	0.00
Contact with the school after admission	3.81	3.81	0.00
School web site	3.20	3.31	-0.11
Admission packet	3.48	3.65	-0.17
Contact with teachers from the school	3.50	4.00	-0.50 **

Scale: 1=Poor 2=Fair 3=Very Good 4=Excellent

** Difference is statistically significant at .01 level.

* Difference is statistically significant at .05 level.

The numbers of parents who rated these information sources ranged from 12 to 23.

**VI-I. PARENT RATINGS OF COST AND FINANCIAL AID:
OUR SCHOOL VS. COMPETITOR A**

Rating of Net Cost of Attendance	Our School	Other School
N	23	23
8 - High	34%	41%
7	28%	35%
6	17%	3%
5	21%	0%
4	0%	0%
3	0%	0%
2	0%	0%
1 - Low	0%	21%
	100%	100%
Mean Rating	6.75	6.10

Applied for Financial Aid	All Rating This School	Attending Our School	Attending Other School
N	22	5	9
Both Schools	82%	4	6
Our School Only	0%	0	0
Other School Only	0%	0	0
Neither	18%	1	3
	100%		

Offered Need-Based Financial Aid	All Rating This School	Attending Our School	Attending Other School
N	22	5	9
Both Schools	55%	4	3
Our School Only	14%	0	0
Other School Only	0%	0	0
Neither	32%	1	6
	100%		

**VI-J. HOW WE COMPARE ON MAJOR FACTORS:
OUR SCHOOL VS. COMPETITOR A**

This graph compares ratings of our school and ratings of this competitor, for students and parents, on factors derived from combinations of characteristics and images. Our school was rated higher than the other school on items above the diagonal, and lower on items below the diagonal. See the Technical Notes at the end of this report for a complete explanation of these factors.

