

HIGHLIGHTS

Characteristics of Independent Schools

For both the students who were admitted to Northwind School, the most important characteristic in the decision on which school to attend was **Personal attention to students**, which 72% of students rated as “very important.” For their parents, the most important characteristic was **Academic reputation**, which was “very important” to 92% of parents.

The following characteristics were considered to be “very important” by at least 60% of all 2021 admitted students:

Personal attention to students	Extracurricular activities
Sense of community on campus	Selected characteristic 4
Quality of social life	

The following characteristics were considered to be “very important” by at least 70% of all 2021 admitted parents:

Academic reputation	Extracurricular activities
Quality of faculty	Selected characteristic 1
Personal attention to students	Variety of courses
Sense of community on campus	

Admissions yield was highest (75%) for students who considered **Community service opportunities** to be very important, although this represented only 16% of all students. For the characteristics that were important to a majority of students, yield was highest (66%) among those who considered **Academic reputation** to be very important. Yield was especially low (22%) among the 31% of students who considered **Size of school** to be very important.

Among parents, yield was highest (56%) among the 41% who considered **Cost, after subtracting financial aid** to be very important, and lowest (42%) among the 35% who considered **Attractiveness of campus** to be very important. There was no much variation among characteristics that were very important to a majority of parents, with yield consistently between 45% and 55%.

Based on the mean rating of importance on a four-point scale, **Academic reputation** was the most important factor for enrolling students relative to non-enrolling students, while **Size of school** was the most important factor for non-enrolling students relative to enrolling students. **Cost, after subtracting financial aid** was relatively important to enrolling parents, while **Attractiveness of campus** was relatively important to non-enrolling parents.

Most characteristics were more important to parents than they were to students, though students provided slightly higher ratings for **Quality of social life**. The characteristics that were most important to parents relative to students were **Class size**, **Academic reputation**, and **Community service opportunities**.

When comparing the views of day and boarding students, **Academic reputation** and **Selected characteristic 3** were significantly more important to day students, while **Selected characteristic 2** was most important to boarding students relative to day students. Parents of day students were more likely to see **Cost, after subtracting financial aid** and **Diversity among students** as very important, while parents of boarding students were more likely to see **Class size** and **Personal attention to students** as very important.

Northwind was rated “excellent” by at least two-thirds of students in the following categories:

Quality of academic facilities	Quality of athletic facilities
Selected characteristic 4	Personal attention to students
Selected characteristic 3	Variety of courses
Extracurricular activities	

Northwind was rated “excellent” by at least three-quarters of parents in the following categories:

Quality of faculty
Academic reputation
Personal attention to students

Selected characteristic 1
Class size

When considering the mean quality rating of each characteristic on a four-point scale, **Sense of community on campus** was the most highly rated characteristic by enrolling students compared to non-enrolling students, while enrolling parents rated **Diversity among students** relatively highly compared to non-enrolling parents.

Parents tended to give higher ratings than students for most characteristics, although students did rate **Selected characteristic 4** slightly higher than parents did. **Community service opportunities** received the highest ratings from parents relative to students.

The few day student respondents gave high ratings across all characteristics; boarding students gave **Quality of academic facilities** their highest ratings and **Cost, after subtracting financial aid** their lowest ratings. Parents of day students rated **Selected characteristic 2** significantly higher than parents of boarding students did, while parents of boarding students gave relatively high ratings for **Quality of athletic facilities**.

Images of Northwind

The following images of Northwind were chosen by more than two-thirds of admitted students:

Academic
Intellectual
Diverse

Friendly
Challenging
Athletic

The following images of Northwind were chosen by more than two-thirds of admitted parents:

Academic
Friendly
Challenging

Intellectual
Diverse

The image selected most frequently by enrolling students relative to non-enrolling students was **Exciting** (71% to 32%). Enrolling parents were more likely to select **Innovative** by the widest margin (52% to 25%), while non-enrolling parents were more likely to select **Diverse** by a margin of 67% to 44%.

Students selected the following images more frequently than parents by at least 15 percentage points:

Fun
Innovative

Exciting
Selected image 4

Parents were more likely to select **Socially conscious** by 33 percentage points.

Compared to their second-choice school, enrolling students marked the following images for Northwind more frequently by at least 25 percentage points:

Innovative
Warm
Personal

Friendly
Exciting

They marked **Back-up school** more frequently for their second-choice school by 15 percentage points.

Non-enrolling students chose **Intellectual** more frequently for Northwind by 20 percentage points over the school they planned to attend.

They selected the following images more frequently for the school they planned to attend by at least 25 percentage points:

Selected image 4
Personal

Friendly
Exciting

Day students were significantly most likely to select **Selected image 3** and **Personal**, while boarding students were more likely to select **Preppy**. Parents of day students selected **Diverse** more frequently by at least 18 percentage points while parents of boarders were more likely to select **Comfortable**, **Intellectual**, and **Selected image 2** by a margin of at least 18 percentage points.

Sources of information

12 of the 15 sources of information were used by at least three-quarters of students while 10 were used by at least three-quarters of parents. **Contact with parents**, **Contact about financial aid**, and **Campus visit before admission** were below 60% for both groups. 65% of teachers had **Contact with teachers**, compared with 94% of students, and 71% of parents used **Selected info source 3**, compared with 89% of students. For both groups, yield was lowest (41% for parents and 52% for students) among those who had a **Campus tour before admission**. Otherwise, yield did not vary considerably based on which sources were used. The other 14 sources saw a yield between 55% and 63% for students, and between 51% and 59% for parents..

Selected info source 2 was the source most consistently rated excellent by students (81%), while **Admission packet** was the source that was seen as excellent by the most parents (85%). Students were least likely to consider **Contact with parents** (40%) to be excellent, while parents were least impressed with the **School web site** (60%).

Based on the mean quality rating of each source on a four-point scale, **Contact with parents** was the source that enrolling students viewed most favorably compared to non-enrolling students. Other sources that were viewed relatively favorably by enrolling students were **Contact about financial aid**, **Selected info source 1**, and **Campus visit before admission**. Enrolling parents also viewed **Contact about financial aid** most favorably compared to non-enrolling parents, followed by **Contact with parents**.

Students gave Northwind higher ratings than parents for **School web site**, while parents viewed **Contact about financial aid**, **Contact with teachers**, and **Contact with parents** more favorably than students did.

While there were few day student responses, those that responded did tend to give lower ratings for **Contact with parents**, **Contact about financial aid**, and **Contact with teachers**. Boarding students also saw **Contact with parents** as the least impressive source of information, while they gave their highest ratings to **Selected info source 2**. Compared to parents of boarding students, parents of days students were most likely to have a favorable view of **Contact with students**, while parents of boarding students were relatively more impressed with the **Campus visit before admissions**.

Using the factors derived from the characteristic and image sets, contact with current students appeared to have a positive effect on how prospective students viewed the school. Prospective students who had contact with current students provided significantly higher ratings across all categories, except for **Exciting/Innovative**, which was roughly even with those who did not have contact with current students. Prospective students who had contact with teachers were significantly more likely to see Northwind as **Challenging/Intellectual**, although these students also gave Northwind lower ratings for **Supportive Environment** and **Student Life**. Contact with teachers, parents, and students did not appear to greatly affect the views of prospective parents. Those who had contact with teachers rated Northwind somewhat higher on **Academic Reputation** and **Academic Quality**. Those who had contact with students gave somewhat higher ratings for **Academic Quality** and were somewhat more likely to see the school as **Exciting/Innovative**.

Other Independent Schools

At least 15% of Northwind applicants applied to the following schools:

School A
School B
School C

Competitor B
School D
Competitor C

Two of these schools, **School C** and **Competitor A**, also had cross-admission rates above 10%

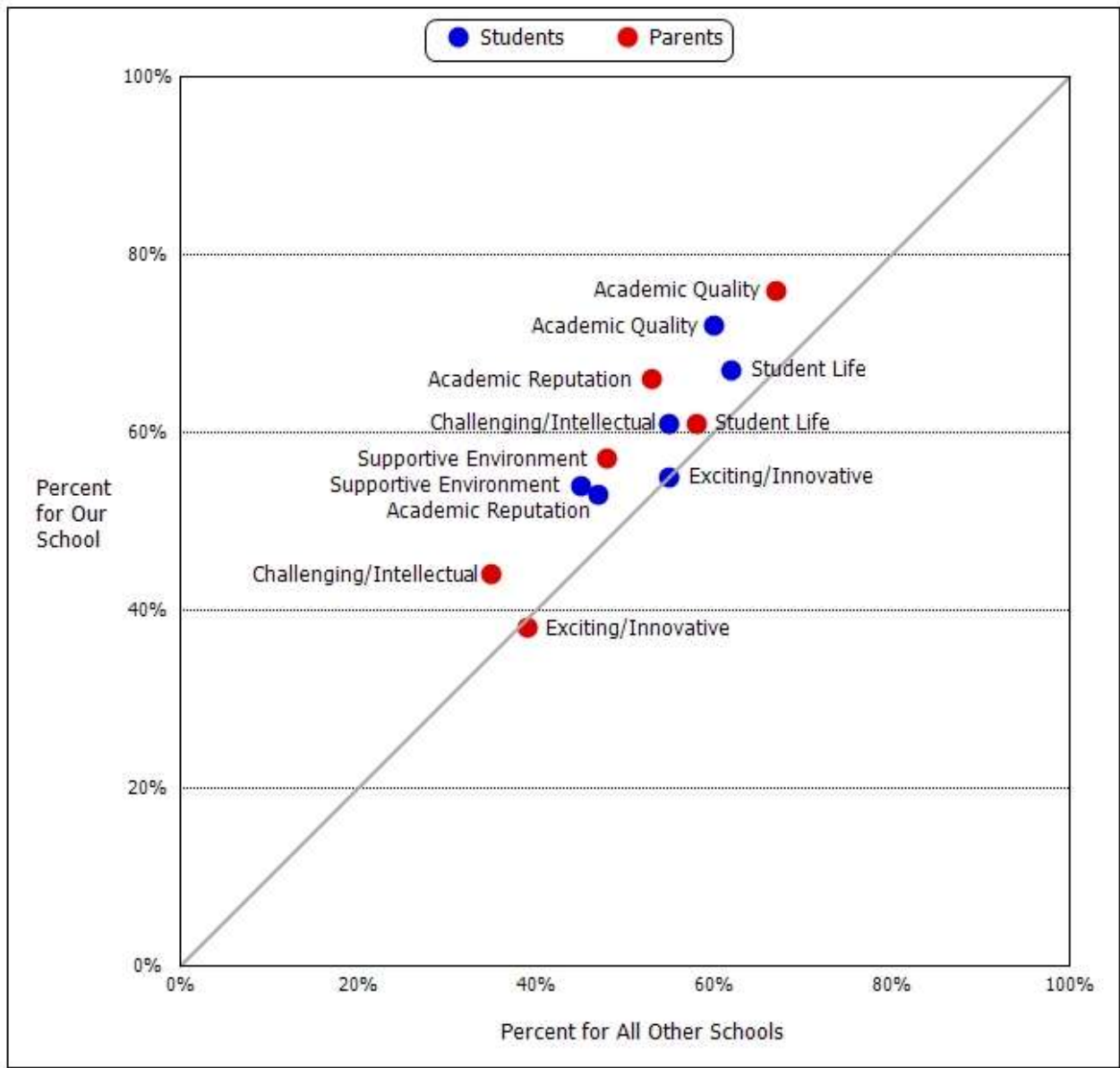
Of the students not attending Northwind, 16% chose **Competitor A**.

Our School vs. All Other School Ratings: Selected Factors

The following graph compares ratings of our school and ratings of all other schools (selected as School A), for parents and students, on factors derived from combinations of characteristics and images. For each factor, ratings equal to 4 (excellent) and images marked are summed, and then converted to a percent of the total of all responses to the relevant items.

Our school was rated higher than all other schools on items above the diagonal, and lower on items below the diagonal. See the Technical Note at the end of the Appendices for a complete explanation of how the scores were determined.

OUR SCHOOL VS. ALL OTHER SCHOOL RATINGS: SELECTED FACTORS



Summary of Differences: Competitor A

- **Student Comparisons**

Northwind was rated higher on:

Variety of courses

**Admission packet
School publications**

and was perceived as more:

**Innovative
Prestigious
Liberal
Intellectual**

Competitor A was rated higher on:

**Quality of social life
Selected characteristic 2
Quality of athletic facilities
Size of school**

Campus visit before admission

And was perceived as more:

**Personal
Fun
Friendly
Selected image 3**

- **Parent Comparisons**

Northwind was rated higher on:

**Diversity among students
Attractiveness of campus
Quality of athletic facilities
Personal attention to students
Variety of courses**

**Selected info source 2
Campus visit before admission**

and was perceived as more:

**Diverse
Warm**

Competitor A was rated higher on:

Selected characteristic 2

Contact with teachers

and was perceived as more:

Conservative

On average, parents indicated that Northwind was slightly more expensive than Competitor A. However, they were also more likely to see Competitor A as very expensive, with 76% rating its cost at 7 or 8 on an eight-point scale, compared to 64% for Northwind.

Considering the factors derived from ratings of characteristics and from images marked, parents and students both gave Northwind higher marks for **Academic Reputation**. However, while parents gave Northwind higher ratings for **Supportive Environment**, students gave Competitor A the advantage for both **Supportive Environment** and **Student Life**

Summary of Differences: Competitor B

- **Student Comparisons**

Northwind was rated higher on:

Selected characteristic 1
Cost, after subtracting financial aid

Selected info source 2

and was perceived as more:

Preppy
Conservative
Intense
Comfortable

Competitor B was rated higher on:

Quality of faculty
Extracurricular activities

Post-admission contact

was perceived as more:

Liberal
Socially conscious
Selected image 3

- **Parent Comparisons**

Northwind was rated higher on:

Variety of courses
Selected characteristic 1

Post-admission contact

and was perceived as more:

Intellectual
Conservative
Intense

Competitor B was rated higher on:

Quality of social life
Selected characteristic 5
Sense of community on campus

Contact about financial aid
Campus visit before admission
Contact with parents

was perceived as more:

Athletic
Fun

Neither school was seen as expensive to attend, and the costs for each school were seen as similar, on average.

Considering the factors derived from ratings of characteristics and from images marked, parents gave Northwind higher ratings for **Academic Quality** and saw the school as more **Challenging/Intellectual** and **Exciting/Innovative** than Competitor B. On the other hand, they were more impressed with Competitor B when it came to **Supportive Environment** and **Student Life**. Students tended to rate the school more evenly, though they gave Competitor B higher marks for **Academic Reputation**.

Summary of Differences: Competitor C

- **Student Comparisons**

Northwind was rated higher on:

Quality of social life
Sense of community on campus
Personal attention to students
Size of school
Selected characteristic 5

Accepted student programs
Campus visit before admission
Contact with parents

and was perceived as more:

Personal
Comfortable
Warm
Friendly

Competitor C was rated higher on:

Selected characteristic 2

was perceived as more:

Athletic

- **Parent Comparisons**

Northwind was rated higher on:

Size of school
Personal attention to students
Sense of community on campus
Quality of athletic facilities

Selected info source 3
Campus visit before admission

and was perceived as more:

Warm
Personal
Friendly

Competitor C was rated higher on:

Diversity among students

and was perceived as more:

Liberal

While neither school was seen as particularly expensive, parents saw Competitor C as somewhat more expensive than Northwind.

Considering the factors derived from ratings of characteristics and from images marked, students and parents both gave Northwind the advantage for **Supportive Environment** and **Student Life**. The schools were rated more evenly in other areas, though students did give Competitor C higher ratings for **Academic reputation** and saw it as more **Challenging/Intellectual**.