

Parents Opinion Survey Report (March 2010)

This year we trialled an electronic survey, using Survey Monkey. The survey was open for 5 weeks and parents were alerted to it using Edutext messages, one when it opened and another a week before it closed. We received 80 responses overall. This compared with 2009, when we sent out 300 surveys and received 120 replies, a **40%** response rate. It is possible that this change in methodology may have had an impact on the responses.

The main points were as follows:

- 1) The survey indicated a broadly positive response from parents (see summary below), although the overall satisfaction rating was down to **89%**
- 2) However, the responses appear to show a downward trend, being less positive than previous years. Is this a reflection of falling standards or heightened parental expectations?
- 3) Overall, the amount of negative feedback is also lower than previous years, with more respondents opting for the middle option of 'adequately'
- 4) The most noticeable drop in approval ratings were for enrichment activities, down to only **42%**
- 5) The questions for 1st year students (applications/enrolment/induction) all saw drops in positive approval ratings. Among the 2nd year only questions, there was also a drop in approval for HE advice to **61%** (for the fourth consecutive year)
- 6) Interestingly, given the downward trend in most responses, the positive ratings for responsiveness to complaints were much higher at **32%**.
- 7) Given the extra efforts in communicating with parents, using Edutext and the parents section of the College website, the results for the questions about keeping parents informed were disappointing.

Survey Summary

(2009, 2008 and 2007 responses in brackets)

63% (59, 72, 74) parents felt that they were well-informed about events and activities at BHASVIC; **5% (19,10, 2)** were negative.

58% (65, 81, 79) parents felt that they were kept well-informed about their son or daughter's progress; **9% (16, 8, 5)** were negative.

72% (74, 76, 81) parents were positive about the speed of our response to concerns; **7% (8, 16, 5)** were negative.

77% (87, 86, 91) parents were positive about the way that the college dealt with their requests/concerns; **6% (13, 14, 9)** were negative.

47.5% (48, 54, 69) parents felt that they have been able to develop a mutually supportive relationship with the College; **15% (19, 14, 10)** did not

42% (86, 93, 90) parents were positive about the range of extra-curricular activities offered; **27% (13, 7, 10)** were negative.

32% (8, 11, 24) parents felt that BHASVIC staff had been responsive to complaints; **6% (4, 9, 3)** were negative.

(1st Years only- no results available for 2007)

68% (75, 83) parents felt that their child had been well supported through the application process; **7% (5, 12)** were negative.

76% (91, 64) parents felt that the enrolment of their child had been well handled; **8.5% (0, 6)** did not.

67% (87, 82) parents were positive about how well their child had coped with the demands of college life; **16% (10, 5)** were negative.

62% (86, 83) parents felt that their child had been well supported in making the transition between school and college work; **10% (7, 7)** were negative

(2nd Years only)

61% (73, 77, 83) parents felt that their child had been well supported through the higher education application process; **23% (19, 15, 12)** were negative.

38% (32, 49, 64) parents felt that their child had been well supported in preparation for employment or further training; **25% (23, 12, 6)** did not.

Overall satisfaction

89% (95, 91.5%) satisfied; **11%** dissatisfied