



# 5 Insights to Better Recruit and Enroll Preschool Through High School Students



## Today's Discussion

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Add questions in the console (usually loads on the right side of your screen)

The recording will be posted on the Enrollment Insights Blog and you'll receive a link that includes the recording, slides, and additional insights.

Results are available online:  
[niche.bz/insights](https://niche.bz/insights)

# — The Survey



- > Survey of parents to learn about their school search experience over the past 12 months. Open from October 15 - November 15.
- > 506 PK-12 searching parent responses
- > Segmented results into preschool search, K-8 search, and high school search
- > Posted to Niche, sent to registered parents, and shared in parent groups on social media



# Quick Poll: Yield Event Plans

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# Insight 1



The factors considered when looking at very different levels of schools were all essentially the same:

Safety, teacher qualifications, and curricula.

# Considerations by level



● Very important

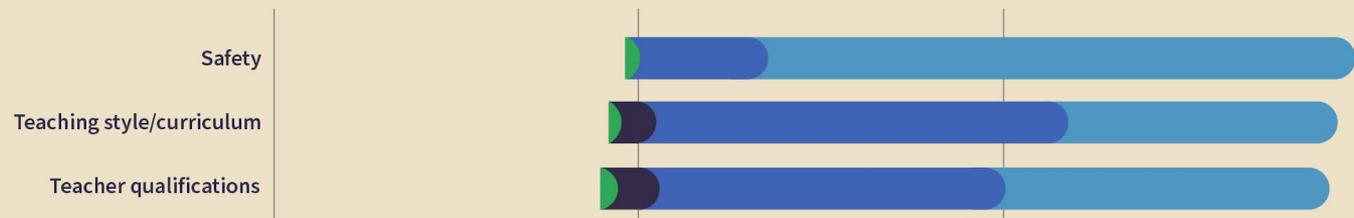
● Important

● Neither important  
nor unimportant

● Somewhat  
unimportant

● Not important  
at all

## Importance of factors when choosing a preschool



# Considerations by level



## Importance of factors when choosing a K-8 school



## Importance of factors when choosing a high school



## How to use this insight

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- > Focus on safety (physical, emotional, intellectual) and teachers in messaging.
- > Don't ignore other factors, have more personalized outreach.

## Insight 2



Online learning has been the biggest pandemic challenge for families.

# Online learning issues



- > 48% struggling in preschool
  - > Increases to 51% of nonwhite respondents and 73% for low-income
- > 50% struggling in K-8
  - > Increases to 56% of nonwhite respondents and 63% for low-income
- > 41% struggling in high school
  - > Increases to 54% of nonwhite respondents and 65% for low-income

# Online learning experience



- > Preschool
  - > Hybrid
    - 26% reported being in a hybrid classroom and 79% found the precautions taken were satisfactory.
    - 58% say that hybrid learning is effective
  - > Remote
    - 47% reported being fully remote
    - 56% say that remote instruction is effective

# Online learning experience



- > K-8
  - > Hybrid
    - 24% reported being in a hybrid classroom and 76% found the precautions taken were satisfactory.
    - 63% say that hybrid learning is effective
  - > Remote
    - 52% reported being fully remote
    - 50% say that remote instruction is effective

# Online learning experience



- > High school
  - > Hybrid
    - 27% reported being in a hybrid classroom and 77% found the precautions taken were satisfactory.
    - 62% say that hybrid learning is effective
  - > Remote
    - 50% reported being fully remote
    - 43% say that remote instruction is effective

# The effect?



- > Very few parents considered online only institutions
- > Online public
  - > K-8 - **14%**
  - > High school - **8%**
- > Online private or for-profit
  - > K-8 - **3%**
  - > High school - **4%**

# How to use this insight

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- > If you are an online program you'll have to really differentiate why it works.
- > Be empathetic when reviewing grades during online semesters.
- > If you're in-person, and are doing it safely, emphasize that and use it to your advantage.

## Insight 3



For non-public school considerations, those with a religious affiliation were preferred over those without.

# Non-Public Considerations



- > Preschools
  - > Religious - 53%
  - > Non-religious - 48%
  - > Montessori - 21%
- > Northeast is an outlier
  - > Religious - 30%
  - > Non-religious - 56%
  - > Montessori - 22%

# Non-Public Considerations



- > K-8 Schools
  - > Religious - 32%
  - > Non-religious - 20%
  - > Montessori - 8%
  - > Boarding - 3%

# Non-Public Considerations



- > High Schools
  - > Religious - 35%
  - > Non-religious - 22%
  - > Boarding - 5%
  - > Montessori - 3%

## How to use this insight

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- > Catholic schools have an edge everywhere except in the south. Growth will come from retaining denominational students and highlighting safety and qualifications for those who are not.
- > Montessori schools should get students in early, there's a desire at the pre-K level that can help get students in early.
- > Non-religious schools should focus on academic opportunities that differentiate - why should families consider you instead of parochial?

## Insight 4



Most parents would consider changing schools, no matter how happy they are with their current school.

# Happiness isn't always enough



- > Without moving, most parents would consider changing schools
  - > Preschool - **73%**
  - > K-8 Schools - **71%**
  - > High Schools - **74%**

# What are the deal breakers?



- > Top 3 reasons parents would consider transferring
  - > Preschool - Academic opportunities, safety, cost
  - > K-8 Schools - Academic opportunities, safety, lack of counseling or support staff
  - > High Schools - Academic opportunities, safety, lack of counseling or support staff

# Speaking of cost...



- > Preschool
  - > 25% - \$0
  - > 32% - \$1-\$4,999
  - > 28% - \$5,000-\$9,999
  - > 15% - \$10,000+
- > 69% paying with income and savings, 6% reimbursed with tax credits, 4% vouchers
- > 7% received financial aid from the school

# Speaking of cost...



- > K-8 Schools
  - > 78% - \$0
  - > 10% - \$1-\$4,999
  - > 5% - \$5,000-\$9,999
  - > 6% - \$10,000+
- > 78% paying with income and savings, 9% reimbursed with tax credits, 3% vouchers
- > 27% received financial aid from the school

# Speaking of cost...



- > High Schools
  - > 73% - \$0
  - > 7% - \$1-\$4,999
  - > 7% - \$5,000-\$9,999
  - > 13% - \$10,000+
- > 72% paying with income and savings, 7% reimbursed with tax credits, 3% vouchers
- > 34% received financial aid from the school

## How to use this insight

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- > Don't take your community for granted. Affinity campaigns are as important as outreach and new enrollments.
- > Listen to families and innovate academically. These are your key to thriving.
- > The door is open for financial aid leveraging.

## Insight 5

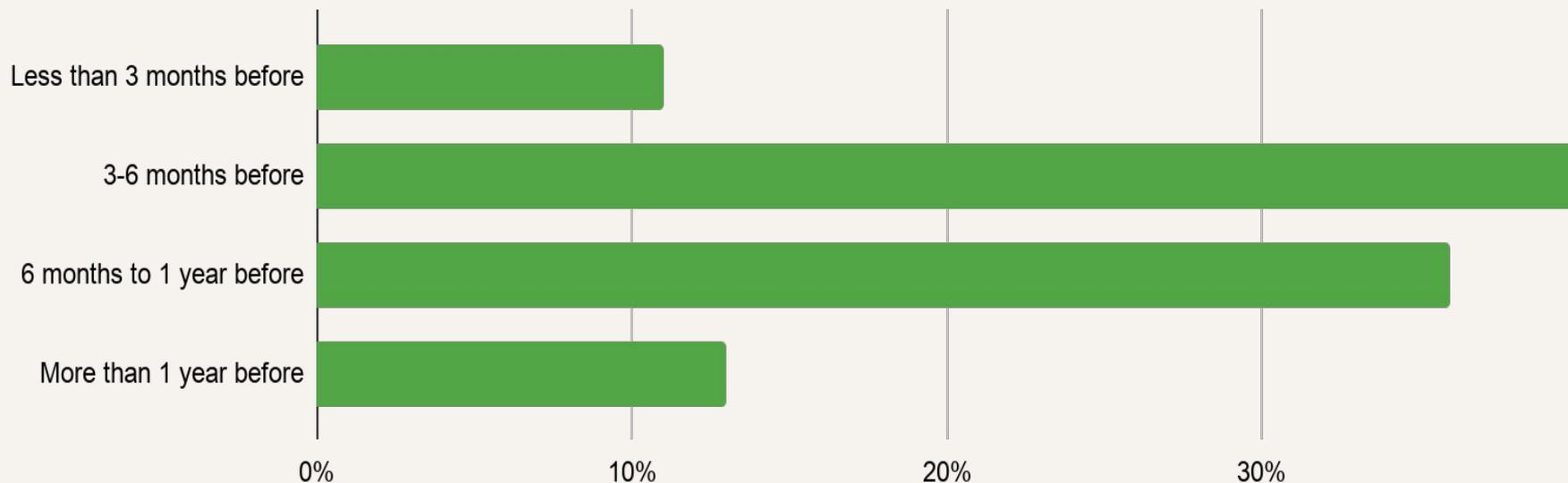


Parents looking for preschools had the shortest search cycle; high school parents had the longest.

# Preschool search cycles



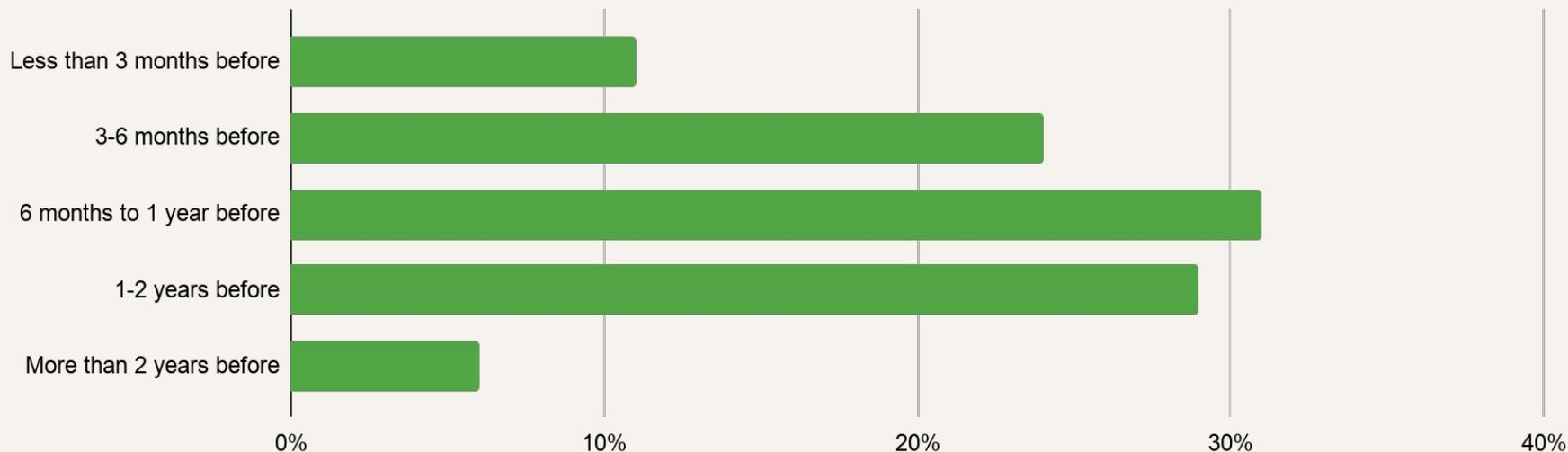
> Median of 4 preschools considered



# K-8 School search cycles



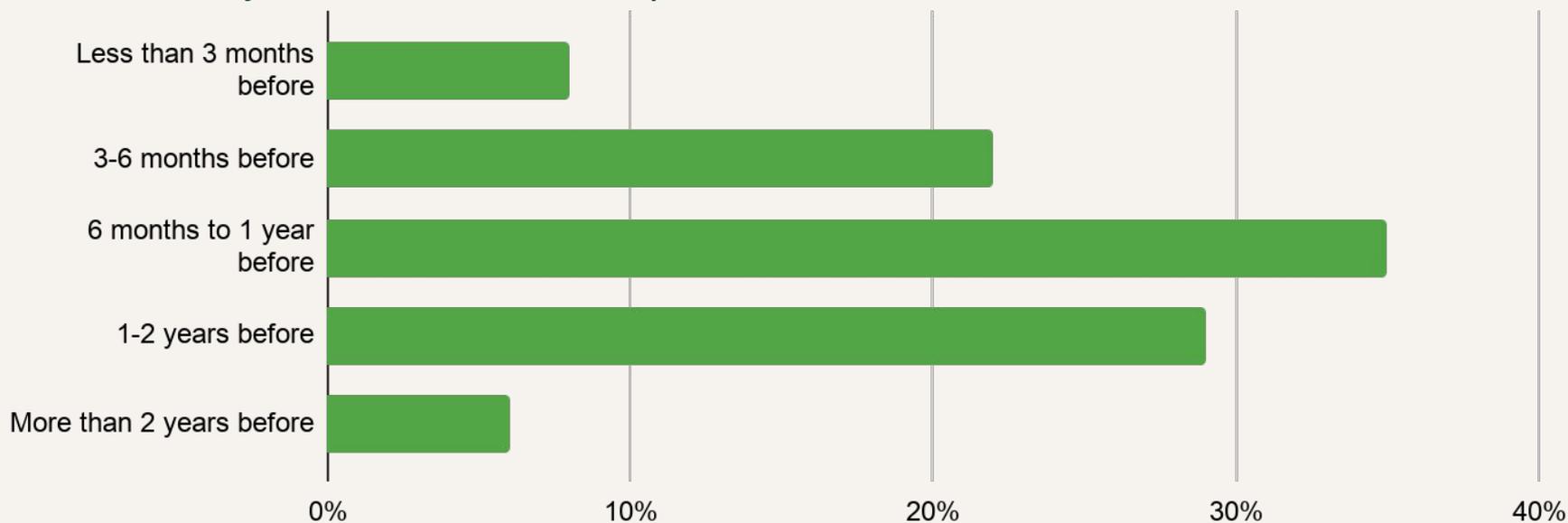
- > Median of 4 schools considered
- > 13% only considered the local public school



# High School search cycles



- > Median of 5 schools considered
- > 14% only considered the local public school



## How to use this insight

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- > While some affinity and awareness is necessary 1 year+, your prime yield season is now.
- > Use parent and student stories and reviews to turn early awareness into action in the spring before enrollment.



# Quick Poll: Fall Enrollment Pacing

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# Q&A

Survey results and more:  
[niche.bz/insights](https://niche.bz/insights)

Thank you!

We'll send an email follow-up with the recording and slides.



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