

Market Research Study

*Northland Catholic Elementary School
Diocese of Kansas City-St. Joseph*

*REVISED
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Prepared by

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A VISION FOR A NORTHLAND CATHOLIC ELEMENTARY SCHOOL FOR THE 21ST CENTURY
SURVEY INSTRUMENT

I. BACKGROUND

In Spring 2007, Meitler Consultants completed a strategic planning process in the Diocese of Kansas City-St. Joseph resulting in the “Pastoral Plan for Parishes and Schools in the Northland.” As part of this planning process, recommendations were made regarding the potential for opening new Catholic schools: “The Northland will need to expand the availability of Catholic schools, particularly in the larger population areas where growth is occurring. At least one new Catholic school will need to be opened, another expanded, and possibly another downsized to balance the capacity of schools with the school-age population.”

Based on this general recommendation, a more specific recommendation was presented that stated a need for two potential new schools and for a professional market study to measure the level of interest in Catholic school education in the Northland. It was determined that Holy Family Parish, Church of the Good Shepherd, Holy Trinity Parish, St. Charles Borromeo Parish and St. Therese Parish would need to participate in the market study. Additional parishes could be added, especially if they had schools which could be impacted by opening a new school in the Northland.

Following the completion of the Northland Pastoral Plan, Meitler Consultants was asked to begin a market research study for the proposed school at the new site of Holy Family Parish. The study was to focus on creating an initial vision and preliminary plan for the proposed school, development of the survey process and materials, distribution of the survey and analyzing the survey results to determine the school’s enrollment potential. The process began with the establishment of a School Study Committee comprised of pastors, Diocesan School Office staff, principals, and lay parish/school leaders. The committee worked with Meitler Consultants to provide leadership and local expertise throughout the study.

In September 2007, a focus group session was conducted with parents from parishes participating in the survey process. Information from the focus group helped shape the survey instrument used in the study. All materials were specifically designed by Meitler Consultants for this study and were reviewed by the School Study Committee and diocesan leadership.

A mail survey was conducted in October/November 2007 with the final report presented in February 2008. The survey process included the following steps:

- Mailing lists were received from parishes and schools. Parishes were asked to sort their mailing lists for families with children 12 years of age and younger.
- A pre-survey notice was mailed to families in participating parishes and schools. Parish and school bulletin announcements were also used to publicize the survey.
- The survey was mailed to parish and school families on mailing lists within the following zip code areas in the Northland: 64018, 64048, 64060, 64068, 64079, 64089, 64092, 64098, 64118, 64119, 64151, 64152, 64153, 64154, 64155, 64156, 64157, 64158, 64163, 64164, 64165, 64166, 64167, 64444, and 64492. Mailing lists were sorted by zip code and parish affiliation to avoid duplicate mailings as much as possible.
- Completed surveys were returned in business reply envelopes to Meitler Consultants.
- Return surveys were entered into a database and every effort was made to include all returned surveys.
- Even though the survey process included families with children 12 years of age and younger, the preferred group for analysis was families with children 4 years of age and younger.

The parishes and schools that participated in the market research study included:

- Church of the Good Shepherd
- Holy Family Parish
- Holy Trinity Parish
- St. Andrew Parish and School
- St. Charles Borromeo Parish and School
- St. Gabriel Parish and School
- St. James Parish and School
- St. Patrick Parish and School
- St. Therese Parish and School

II. SURVEY RESULTS AND ANALYSIS

In reviewing the survey results, several factors must be kept in mind:

- For some parishes and schools, a sample size of less than 100% was used. However, throughout the report, survey data has been adjusted or “weighted” for sample size. The number of respondents and number of children have been statistically weighted to equal 100%.
- The percentages in the figures do not always add to 100% due to rounding. Also, the number of respondents is not always the same because not every respondent answered every question. Some figures report the number of respondents or percentage of respondents to a specific question, while others report the number of children. Many figures in this section are self-explanatory. A copy of the survey instrument is included in the Appendix of this report.

A. Survey Response Rate

The response rate to the new school survey is shown in Figure 1. The overall response rate was 21%, about average for surveys of this type conducted by Meitler Consultants in other communities. The Northland parent focus group was conducted in November and participants had the opportunity to complete the survey. The survey responses from the focus group are included in this response rate and report. The total number of responses is sufficient for determining the enrollment potential of the new school.

FIGURE 1 RESPONSE RATE

Parish or School	Random Sample Percentage	Total Mailed	Number Returned Completed ¹	Percent Responded	Number of Weighted Surveys
Parishes					
Church of the Good Shepherd	100%	148	56	38%	56
Holy Family Parish	100%	351	76	22%	76
Holy Trinity Parish	100%	72	20	28%	20
St. Andrew Parish	100%	73	12	16%	12
St. Charles Borromeo Parish	100%	215	27	13%	27
St. Gabriel Parish	100%	83	13	16%	13
St. James Parish	50%	342	41	12%	82
St. Patrick Parish	100%	101	17	17%	17
St. Therese Parish	75%	665	94	14%	125
Subtotal Parishes		2,050	356	17%	428
Schools					
St. Andrew School	75%	101	26	26%	35
St. Charles Borromeo School	100%	239	71	30%	71
St. Gabriel School	75%	74	16	22%	21
St. James School	75%	123	31	25%	41
St. Patrick School	75%	47	6	13%	8
St. Therese School	75%	260	94	36%	125
Subtotal Schools		844	244	29%	302
Undeliverable returned to Diocese		(47)			
Total		2,847	600	21%	730

¹ Includes 24 focus group surveys.

B. Information about Survey Respondents

As seen in Figure 2, survey respondents reside in key geographic and parish areas which are essential for this study: 64155 (Holy Family Parish), 64152 (St. Therese Parish/School), 64119 (St. Andrew Parish/School), 64089 (Good Shepherd Parish), 64118 (St. Charles Borromeo Parish/School), 64068 (St. James Parish/School).

FIGURE 2 RESIDENCE OF RESPONDENTS

Question 4: “The zip code where I live is _____”

Zip Code	City	Number of Respondents		
		Parish	School	Focus Group
64018	Camden Point	2	0	0
64048	Holt	0	1	0
64060	Kearney	2	4	0
64068	Liberty	35	25	1
64079	Platte City	24	8	0
64089	Smithville	52	4	3
64098	Weston	3	0	0
64118	Kansas City	25	34	8
64119	Kansas City	22	43	1
64151	Kansas City	35	39	0
64152	Kansas City	64	60	3
64153	Kansas City	5	2	0
64154	Kansas City	11	11	0
64155	Kansas City	60	41	6
64156	Kansas City	8	1	1
64157	Kansas City	50	11	1
64158	Kansas City	9	8	0
64163	Kansas City	1	0	0
64167	Kansas City	1	0	0
64168	Kansas City	2	0	0
64444	Edgerton	1	0	0
64492	Trimble	1	0	0

A majority of the survey respondents were younger parents between the ages of 30 and 49 (Figure 3).

FIGURE 3 AGE OF RESPONDENTS

Question 2: “My age is...”

Age	Percent of Respondents		
	Parish	School	Focus Group
Under 30	7%	1%	20%
30 to 39	52%	42%	40%
40 to 49	36%	53%	40%
50 to 59	4%	4%	0%
60 and over	1%	0%	0%

Participation in Eucharistic liturgy on a weekly basis by 69% of the total respondents is an indication of the commitment of respondents to the practice of their Catholic faith (Figure 4).

FIGURE 4 MASS ATTENDANCE OF RESPONDENTS

Question 3: "I attend Mass..."

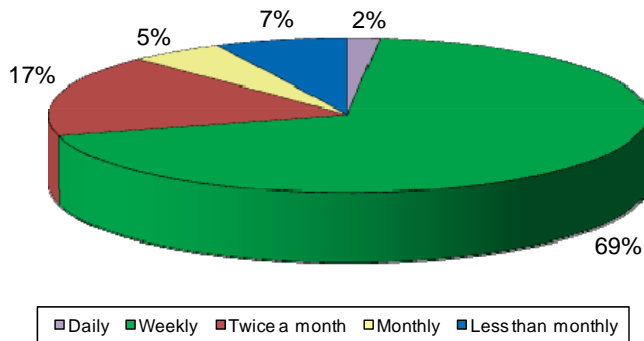
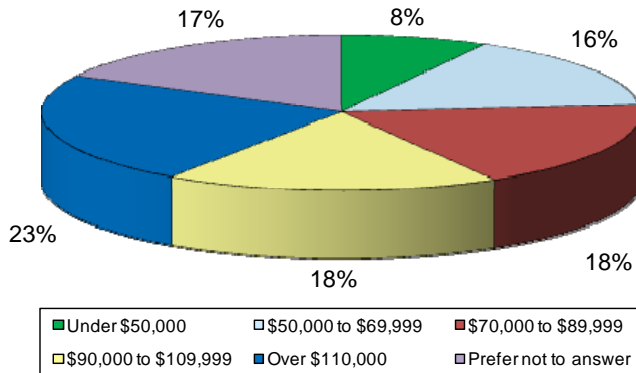


Figure 5 shows a fairly even spread of household income among the respondents. Approximately 59% of those who answered this question indicated family income \$70,000 or higher. This level of income increases the likelihood that respondents could afford a Catholic school education.

FIGURE 5 APPROXIMATE FAMILY INCOME IN 2006

Question 5: "Please indicate your approximate family income in 2006."



C. Enrollment Potential

Figures 6, 7 and 8 present the data that is the primary focus of this study. Potential enrollment and impact of the new school on existing schools will result from analysis of these figures.

Data in Figure 6 indicates the current elementary school choice of respondents with children 4 years of age and younger. At this time, the majority of respondents (65%) plan to enroll their children at a Catholic school (an average of 64 children per age). A total of 35% (average of 35 children per age) plan to attend a public, private or home school.

FIGURE 6 CURRENT ELEMENTARY SCHOOL CHOICE

(Children less than 1 year to 4 years of age)

Question 7: "For your children ages 4 and younger, where do you plan to enroll them for kindergarten?"

Elementary School	Number of Children by Age					Average Number	
	Less than 1 year	1 year	2 years	3 years	4 years	Total	Per Age
St. Andrew	9	6	5	8	9	37	7
St. Charles Borromeo	9	4	15	11	10	49	10
St. Gabriel	1	5	3	4	10	23	5
St. James	7	10	9	13	20	59	12
St. Patrick	2	3	1	3	2	11	2
St. Therese	27	14	26	35	32	134	27
Other Catholic School	0	1	0	1	1	3	1
Home School	1	1	0	1	3	6	1
Private School	0	2	0	3	4	9	2
Public School	14	24	39	44	37	158	32
Total	70	70	98	123	128	489	

Figure 7 shows the respondents' first choice of school when given the option to select the new Catholic school at the Holy Family Parish site. An average of 22 children per age (ages 0 to 4) would enroll in the new school.

Opening the new school would impact St. Charles Borromeo School (decrease of 6 children per age), St. James School and St. Therese School (decrease of 4 children per age). With the projected population growth in the Northland (41% by 2020 in Platte County and 30% in Clay County), it may be possible for these schools to market and recruit new students to maintain enrollment. According to these results, there would be little or no impact on St. Gabriel School, St. Andrew School, or St. Patrick School.

FIGURE 7 NEW CATHOLIC ELEMENTARY SCHOOL – FIRST CHOICE

Number of children less than 1 year to 4 years of age

Question 8: "If a new Catholic elementary school opened at the new site of Holy Family Parish, where would you enroll your child(ren) for kindergarten?"

Elementary School	Number of Children by Age					Average Number	
	Less than 1 year	1 year	2 years	3 years	4 years	Total	Per Age
New Catholic school at Holy Family	25	21	23	25	16	110	22
St. Andrew	5	6	5	8	9	33	7
St. Charles Borromeo	4	0	7	3	5	19	4
St. Gabriel	0	2	5	2	11	20	4
St. James	3	6	7	8	15	39	8
St. Patrick	2	3	1	3	2	11	2
St. Therese	23	12	20	32	29	116	23
Other Catholic School	0	0	0	0	1	1	0
Home School	1	2	0	1	3	7	1
Private School	0	1	0	1	2	4	1
Public School	10	20	25	39	27	121	24
Total	73	73	93	122	120	481	

In a survey of this type, it is essential to ask the question of “how certain” respondents would be about enrolling their children if they chose the new Catholic school as seen in Figure 7. Of the potential 22 children per age, an average of 10 children per age would “definitely enroll”, 8 children per age were “likely to enroll”, and 3 were “uncertain” (and 3 non-respondents). The numbers in Figure 8 will be used to project the enrollment potential of the new elementary school in a later table.

FIGURE 8 CERTAINTY OF RESPONDENTS’ NEW CATHOLIC ELEMENTARY SCHOOL CHOICE

Question 9: “If you answered ‘new Catholic elementary school’ in Question 8, how certain are you that you would enroll your children for kindergarten at the new Catholic school?”

Certainty	Number of Children by Age					Average Number	
	Less than					Total	Per Age
	1 year	1 year	2 years	3 years	4 years		
Definitely would enroll	13	12	7	14	6	52	10
Likely would enroll	8	6	10	8	6	38	8
Uncertain about enrolling	2	2	5	2	4	15	3

Figure 9 shows where respondents’ children, ages 5 to 12, are currently enrolled for elementary school. A total of 37% of respondents’ children are in public school, 59% are in a Catholic school, and 4% are in private or home school.

FIGURE 9 CURRENT ELEMENTARY SCHOOL CHOICE

(Children Ages 5 to 12 Years)

Question 10: “Where do your children in kindergarten to 7th grade attend school this year?”

Elementary School	Number of Children by Age								Average Number	
	5 years	6 years	7 years	8 years	9 years	10 years	11 years	12 years	Total	Per Age
St. Andrew	14	14	9	8	7	5	4	5	66	8
St. Charles Borromeo	15	19	15	18	32	14	23	15	151	19
St. Gabriel	3	6	5	3	3	10	1	3	34	4
St. James	13	17	13	11	12	5	8	5	84	11
St. Patrick	1	1	3	1	4	0	1	2	13	2
St. Therese	20	24	34	25	35	27	28	21	214	27
Other Catholic School	0	0	0	1	0	3	0	0	4	1
Home School	3	3	0	3	5	1	5	1	21	3
Private School	3	1	2	4	2	1	0	0	13	2
Public School	33	44	51	39	51	52	54	31	355	44
Total	105	129	132	113	151	118	124	83	955	

The potential of students transferring to the proposed new elementary school can be seen in Figure 10. Only 3% of respondents (average of 4 children per age) indicated “definitely would transfer” their children. A total of 7% of respondents (average of 8 children per age) chose “likely would transfer”. An average of only 12 children per age does not justify the opening of any primary grade classes if the new school opens. The majority (79%) would not consider moving to the new school.

FIGURE 10 CERTAINTY OF TRANSFERRING CHILDREN TO NEW CATHOLIC ELEMENTARY SCHOOL

Question 11: “If a new Catholic elementary school opened at the new site of Holy Family Parish, would you transfer your child(ren) to the new school?”

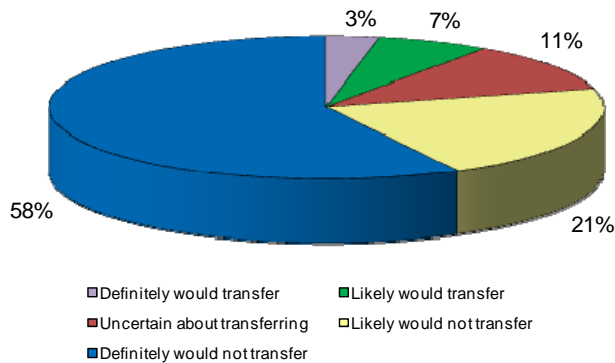


Figure 11 shows the reasons why respondents would enroll their children in the new elementary school. Catholic faith formation/instruction and academic excellence were the two key reasons most often selected.

FIGURE 11 REASONS FOR CHOOSING THE NEW CATHOLIC ELEMENTARY SCHOOL (COMPOSITE)

Question 13: “If you would definitely enroll or are likely to enroll your child(ren) in the new school, what are your two primary reasons?”

Reason	Percent of Respondents	
	Primary	Secondary
Catholic faith formation/instruction	40%	27%
Academic Excellence	35%	21%
Convenient location	8%	15%
Other	8%	2%
Safe environment	5%	8%
Catholic/Christian friends	5%	2%
Parent involvement	0%	11%
Competent and caring teachers	0%	6%
Discipline	0%	6%
Athletics	0%	2%

Includes only respondents who would "definitely" or "likely" choose the new school.

The reasons why respondents were uncertain about enrolling in the new school are seen in Figure 12. A variety of reasons were stated, but cost of tuition is clearly the biggest concern.

FIGURE 12 REASONS FOR NOT CHOOSING THE NEW CATHOLIC ELEMENTARY SCHOOL (COMPOSITE)

Question 14: “If you are uncertain or would not enroll your child(ren) in the new school, what are you two primary reasons?”

Reason	Percent of Respondents	
	Primary	Secondary
Cannot afford the cost	45%	13%
Location is not convenient	14%	13%
Academic programs may not be competitive	10%	22%
Public schools are high quality	10%	13%
Do not have enough information	7%	17%
Prefer an existing Catholic school	7%	4%
Other	3%	13%
Athletic programs may not be competitive	3%	4%
Need transportation	0%	0%

Includes only those who expressed interest in the new school.

The survey indicated that the potential cost to be paid by parents for each child at the new elementary school would be approximately \$3,800. Figure 13 shows the range respondents were willing to pay for tuition and fees.

Several items are noteworthy:

- The stated cost of \$3,800 was about average for Catholic elementary schools in the Northland.
- Some respondents (11%) were willing to pay more than the designated amount.
- The majority of respondents (78%) were willing to pay \$3,000 to \$3,999.
- 13% of those definitely or likely to enroll would pay less than \$3,000.
- Some respondents may deliberately understate their willingness to pay.

FIGURE 13 AMOUNT OF TUITION AND FEES RESPONDENTS ARE WILLING TO PAY (COMPOSITE)

Question 15: “How much are you willing to pay in tuition and fees for each child for a Catholic school education?”

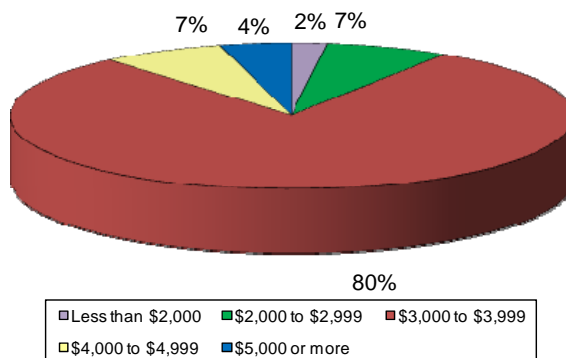


Figure 14 indicates that most respondents prefer an expectation of a high level of financial support from parishes in place of tuition, especially among school and focus group respondents. Those from the parishes were almost evenly split.

FIGURE 14 SCHOOL FUNDING PREFERENCE

Question 18: “Which method of funding schools is better for a new school?”

Preference	Percent of Respondents		
	Parish	School	Focus Group
Charge tuition	49%	28%	17%
No tuition and expect parents to give a high level of financial support to parishes	51%	72%	83%

When asked the most important decision-making factors in selecting an elementary school for their children, academic excellence, qualification/competence of teachers, and safe/secure environment were key for all respondents. Catholic faith formation/instruction, learn/live the Catholic faith, and connection to a parish were more important for school and focus group respondents (Figure 15a).

FIGURE 15A IMPORTANCE OF FACTORS IN CHOOSING A SCHOOL (COMPOSITE)

Question 16: “When choosing a school for your children, how important are these factors in your decision?”

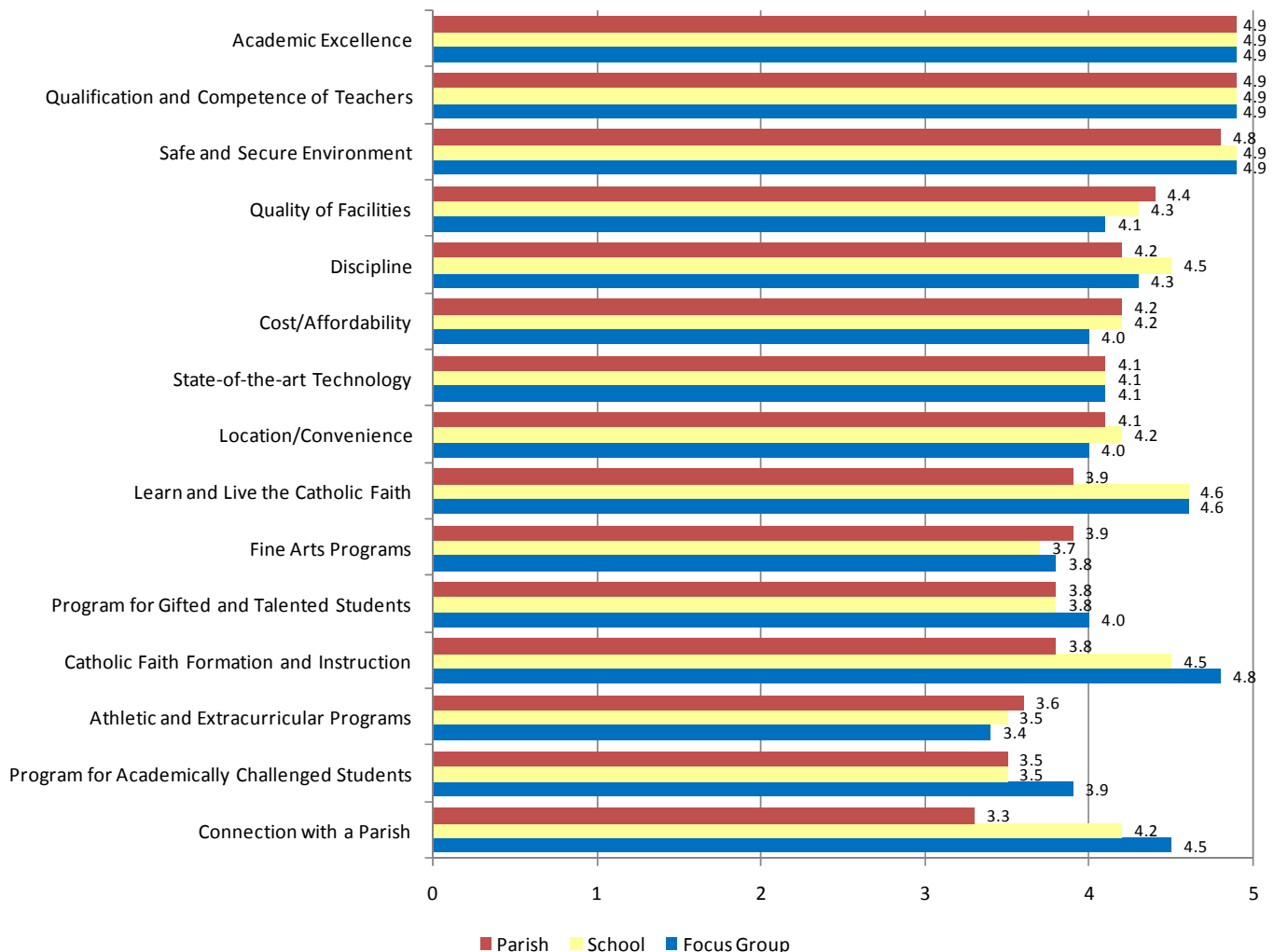
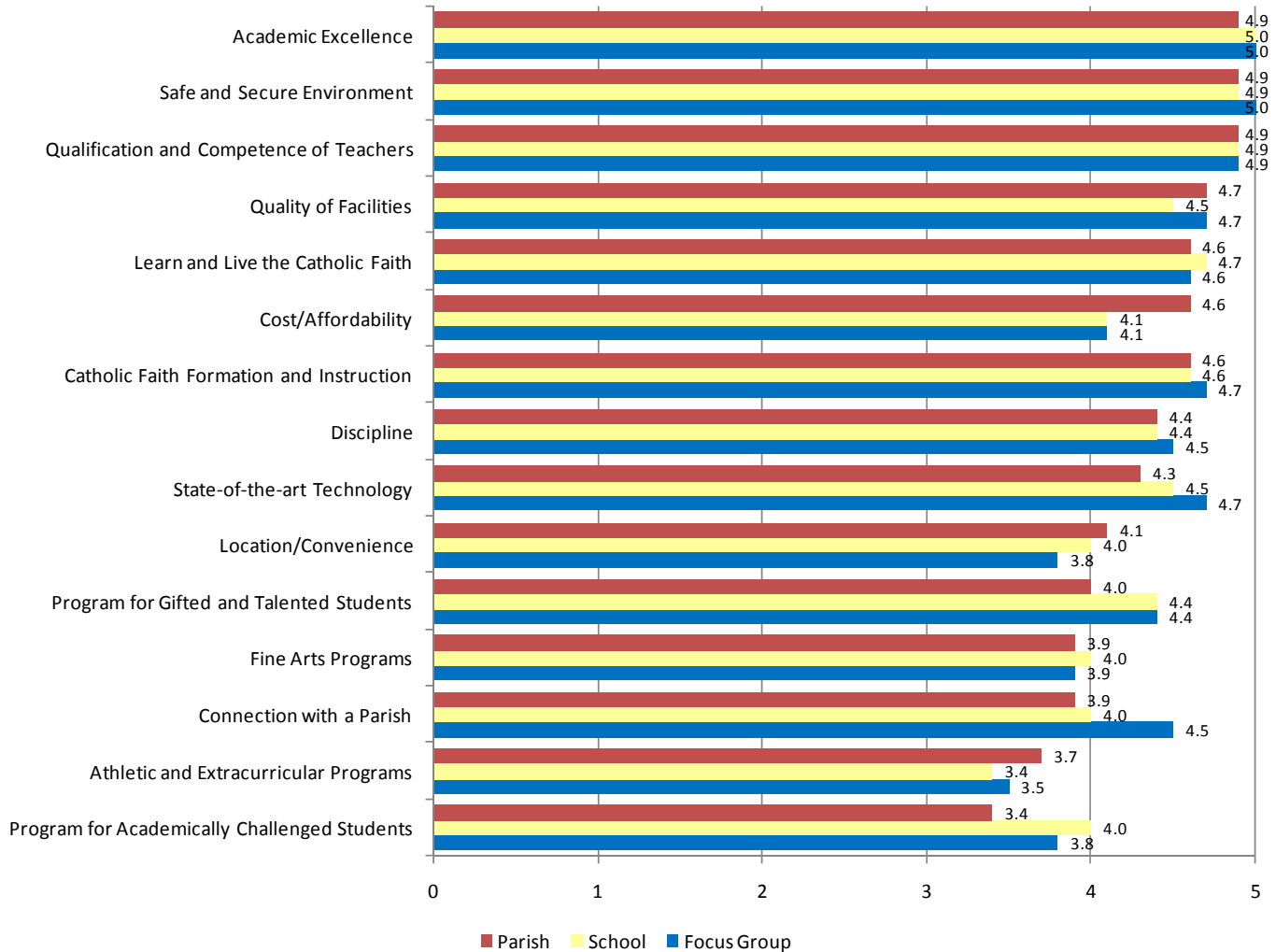


Figure 15b shows the decision-making factors for those who responded that they definitely or would likely enroll/transfer their children at the new elementary school. While the top three factors selected were the same as all respondents in Figure 15a, the results for Catholic faith formation/instruction, live/learn the Catholic faith, and connection to a parish were generally higher among the respondents who would enroll children at the new school.

**FIGURE 15B IMPORTANCE OF FACTORS IN CHOOSING A SCHOOL
(RESPONDENTS WHO WOULD DEFINITELY OR LIKELY ENROLL/TRANSFER)**

Question 16: “When choosing a school for your children, how important are these factors in your decision?”



Preparation of the enrollment potential for a new elementary school involves analysis of the data in the previous chapters, plus some assumptions about the intentions of survey respondents. Objective data has been compiled, but interpretation of the data involves several subjective judgments.

The enrollment potential is based on a methodology that has been used by Meitler Consultants in most other new school studies. Several of the key assumptions are: growth in the area would be reasonably solid; the new school would be well-marketed; an effective school board would be appointed for the school; the school would have an effective administrator; and above all, the school would provide a high quality, Catholic educational program.

The following shows the analysis used to arrive at a projected kindergarten class:

- Data from Figures 7 and 8 were used to determine how many children the respondents said they would enroll in the proposed new school, and of that number, how certain they were about their choice (definitely enroll, likely would enroll or uncertain).
- A positive 10% factor was added for “non-respondents”: situations where families may have lost the survey, the family was on vacation the week of the survey, the family never responds to surveys, etc.
- A positive 10% factor was added to account for children who are not Catholic and enroll in the school.
- The responses of those who answered “likely would enroll” or “uncertain” were discounted by a percentage factor because they indicated the following factors would impact their decision to enroll:
 - A preference for another Catholic school or a public school
 - Needing more information about the school
 - Cost or location of the new school

FIGURE 16 TOTAL POTENTIAL ENROLLMENT

If a new Catholic elementary school opened at Holy Family Parish, would you enroll your children?	Number of Children Ages 0 to 4 ¹
<u>"Definitely Would Enroll"</u> <ul style="list-style-type: none"> • Increase by 10% to adjust for "non-respondents to the survey". 	10 x 1.10 <hr style="width: 50px; margin-left: 0;"/> 11
Subtotal "Definitely Would Enroll" Catholic children	11
<u>"Likely Would Enroll"</u> <ul style="list-style-type: none"> • Increase by 10% to adjust for "non-respondents to the survey". • Reduce by 11% to adjust for respondents who indicated that cost is a factor. 	8 x 1.10 <hr style="width: 50px; margin-left: 0;"/> 9 x 0.89 <hr style="width: 50px; margin-left: 0;"/> 8
Subtotal "Likely Would Enroll" Catholic children	8
<u>"Uncertain"</u> <ul style="list-style-type: none"> • Increase by 10% to adjust for "non-respondents to the survey". • Reduce by 35% to adjust for respondents who may not enroll (preference, location, information). 	3 x 1.10 <hr style="width: 50px; margin-left: 0;"/> 3 x 0.65 <hr style="width: 50px; margin-left: 0;"/> 2
Subtotal "Uncertain" Catholic children	2
Number of Catholic children who would enroll in Kindergarten	21
Number of non-Catholic children who could enroll (estimated at 10%)	3
Total potential Kindergarten enrollment	24

III. RECOMMENDATIONS AND RATIONALE

1. A new Catholic elementary school is needed and should be opened at the new Holy Family Parish site.

Rationale

- 1.1 Opening a new Catholic elementary school in the Northland will make a strong statement about the continuing commitment of the Diocese to Catholic school education.
- 1.2 Families in the growth areas of the Northland have a desire for Catholic education for their children and do not always have convenient access to a Catholic elementary school due to distance or lack of space.
- 1.3 Populations in both Platte and Clay Counties are projected to grow between 2000 and 2020. The projected rate of growth for Platte County is 41% and 30% for Clay County.
- 1.4 The parishes of St. Therese, Holy Family and St. James are surrounded by some of the largest populations in the Northland. These parishes are also in close proximity to the largest growth areas for the next twenty years.
- 1.5 Given the projected population growth of 59,000 persons between 2005 and 2020, there could be another 6,200 Catholics registering in the Northland, assuming 10.5% of the population identifies with a parish. This would translate into about 2,500 new parish households.
- 1.6 Seven parishes have been in a steady growth mode while five parishes have had stable memberships or slight growth.
- 1.7 K to 8 enrollment in Catholic schools in the study area grew 5% from 2001-02 to 2006-07.
- 1.8 Of the existing Catholic schools, three (St. Therese, St. Charles Borromeo and St. James) are at enrollment capacity for their kindergarten and primary grades. As population continues to grow in the Northland, additional space will need to be available.

2. Plan to open the new elementary school with a prekindergarten program and one class of kindergarten. Add one grade per year as the school grows to a Pre-K to 8 program.

Rationale

- 2.1 In order for a Catholic school to be economically viable, it needs an enrollment average of approximately 25 per grade. Meitler Consultants' experience with new schools in other dioceses affirms that 25 per grade is a necessary and realistic number.
- 2.2 Kindergarten enrollment for the new school based on the survey results shows a potential for 24 children.
- 2.3 While the new school would open with only one class per grade, plan for two classes per grade with a master site plan that could allow for further expansion. It is possible this will be the only new school opened in the Northland.
- 2.4 The impact of the proposed new school on the enrollment of existing Catholic schools does not appear to be highly significant. There will be little or no impact on kindergarten enrollment at St. Andrew School, St. Gabriel School or St. Patrick School. The potential impact at St. Charles Borromeo School could be approximately 17%, 9% at St. James School, and 5% at St. Therese School.

- 2.5 Opening additional grades beyond kindergarten would not be a viable option at this time. The survey results show a low level of interest among survey respondents in possibly transferring their children to the proposed new school. The perceived quality of public schools in the Northland and the desire of parents to keep their children at their current Catholic elementary school are significant factors contributing to this low level of interest in transferring.
- 2.6 A long-range strategic plan should be developed as the school is being planned and opened. This ensures that direction and resources are available to make the new school healthy and successful.

3. In opening the new school, include early childhood education, extended day and pre-kindergarten programs.

Rationale

- 3.1 The projected increase (9%) in the 0 to 4 year old age group by 2011 in Platte County and Clay County would be a source of potential enrollment for these programs.
- 3.2 These programs could meet a real need in the region and serve as a strong feeder to build enrollment for the elementary program.

4. Develop a comprehensive and aggressive marketing and recruitment plan that will help parents and parishioners understand the value and benefits of a Catholic elementary school education and build interest in the new Catholic elementary school.

Rationale

- 4.1 The marketing recruitment plan should be conducted by the new school and Holy Family Parish as well as St. Charles Borromeo Parish/School community. This will build image and enrollment for both schools and take advantage of projected growth in the Northland.

APPENDIX

A VISION

For a Northland Catholic Elementary School for the 21st Century

As the Northland Catholic community looks to the future of Catholic school education in the region and builds upon the common planning of its parishes and schools started in 1993, a vision continues to evolve. This new vision, grounded in the tradition of the Catholic Church in the Diocese of Kansas City-St. Joseph and formed by the innovations of a new century, will define and guide the planning of the new elementary school.

It is envisioned that this school will serve families and eventually educate children in an early childhood center/prekindergarten through 8th grade. The essence of a vibrant Catholic school for the 21st Century is articulated in the following:

The new Northland Catholic elementary school also...

• Will be Catholic in mission and practice

1. The school is acknowledged as an essential catechetical ministry of the parish(es) it serves.
2. Cooperation with parish religious education programs and support for family faith development are evident.
3. Students are knowledgeable about Scripture, the Sacraments, Catholic doctrine, Catholic principles of social justice, and take pride in their faith.
4. Care is taken to develop an abiding regard for the Sacraments, prayer, and the liturgical life of the Church.
5. The school prepares potential leaders for the future of the Church.
6. The school serves as a vehicle of evangelization for students and their families.
7. Students and their families learn and live the necessary connection between school life and parish worship – especially on Sundays.
8. The school strives to be accessible and affordable for families.

• Will be academically excellent

1. School leaders are visionary and skilled and deeply rooted in their faith.
2. Students are educated by outstanding, qualified teachers committed to the mission of Catholic education.
3. Parents are valued and involved as partners with the school in the total education of their children.
4. Academic programs work toward meeting the needs of diverse student ability levels.
5. The school is fully accredited and acknowledged in the Northland community as academically strong and innovative, providing a superior level of education.
6. Up-to-date technology and creative instructional resources are valued and applied throughout the curriculum insofar as circumstances allow.
7. Added programs and services enhance the educational experience of students.

- **Will shape the future**

1. Graduates will be able to articulate the beliefs of the Catholic faith and make decisions based on Catholic values and moral principles.
2. Graduates participate in the life of the Church as active and supportive members of their parish communities.
3. Graduates develop a desire for life-long learning.
4. Graduates demonstrate essential life skills of respect, responsibility, integrity, initiative, flexibility, acceptance, service, and a welcoming attitude to all they encounter.
5. Graduates learn good people skills to communicate effectively with people of various cultures and backgrounds.
6. Graduates develop a sense of responsibility to improve the world and a commitment to accomplish this.



DIOCESE OF KANSAS CITY-ST. JOSEPH

October 2007

Dear Parents,

The Diocese of Kansas City-St. Joseph and the parishes of the Northland need your help to determine the level of interest in a new Catholic elementary school. Changes in the demographics of the Northland suggest a new Catholic school could serve many new families.

Whether or not you are interested in enrolling your child in a Catholic school, your response to this survey is critical to our ability to make wise decisions for the future. The nationally-known Catholic school consulting firm, Meitler Consultants, Inc., is assisting with the survey process and analyzing the results.

Here is the basic information about the proposed elementary school. Please read the answers to each question carefully before taking the survey.

- **Where will the new school be built?** The pastoral plan for the Northland identified the new site of Holy Family Parish as the best place to build a new school. The property is at 106th Street and Woodland Avenue. A new church will also be built on this site.
- **What will the program be like?** The school will start with preschool for 3 and 4 year olds and continue through 8th grade. The academic program will be superior to or equal to the best public schools in the region. A strong Catholic identity will be integrated into the program so the entire educational experience is shaped by spiritual formation, Catholic/Christian values and a Catholic/Christian world view.
- **Who can enroll at the new school?** While the school will be on the site of Holy Family Parish, it will be established to serve Catholic families from all surrounding parishes.
- **How much will it cost to enroll my child?** The actual cost to be paid by parents is yet to be determined; however, for the sake of this survey, assume the cost to be paid by parents will be about \$3,800 per child. Financial assistance will be available to families based on need.
- **When would the new school open?** This survey is necessary to determine the level of interest and potential for enrollment. The results will affect the timeline. While no decision has been made, assume for the sake of this survey the school could be open for your child to enroll.

You need to return this survey by **October 22, 2007** in the envelope provided. It is important for you to complete the survey regardless of your enrollment intentions. **PLEASE COMPLETE ONLY ONE SURVEY PER HOUSEHOLD.**

Thank you in advance for your complete and prompt response. May God bless you and your family.

Sincerely yours in Christ,

Rev. Gregory Haskamp
Pastor, Church of the Good Shepherd

Rev. Matthew Brumleve
Pastor, Holy Family Parish

Rev. Charles Rowe
Pastor, Holy Trinity Parish

Rev. Ken Riley
Pastor, St. Charles Borromeo Parish

Rev. Mike Roach
Pastor, St. Therese Parish

Catholic Elementary School Interest Survey for the Northland

Your response is very important! Please respond to this survey even if you do not plan to enroll or are uncertain about enrolling your children in a Catholic school. **Return the survey by October 22, 2007** in the enclosed pre-addressed envelope. Thank you in advance for your help.

Information About Yourself

1. In which parish are you a **registered** member? (5-6)
 - Church of the Good Shepherd
 - Holy Family Parish
 - Holy Trinity Parish
 - St. Andrew the Apostle Parish
 - St. Charles Borromeo Parish
 - St. Gabriel the Archangel Parish
 - St. James Parish
 - St. Patrick Parish
 - St. Therese Parish
 - Other Catholic parish
 - Not Catholic

2. My age is: (7-8)
 - 30
 - 30 to 39
 - 40 to 49
 - 50 to 59
 - 60 & Over

3. I attend Mass: (9-10)
 - Daily
 - Weekly
 - Twice a month
 - Monthly
 - Less than monthly

4. The **zip code** where I live is: _____ (11-15)

5. Please indicate your approximate family income in 2006. (*Response to this question is optional*) (16)
 - Under \$50,000
 - \$50,000 to \$69,999
 - \$70,000 to \$89,999
 - \$90,000 to \$109,999
 - Over \$110,000
 - Prefer not to answer

Information About Your Children

6. How many children do you have ages **12 and younger**? _____ Number of children. (17)

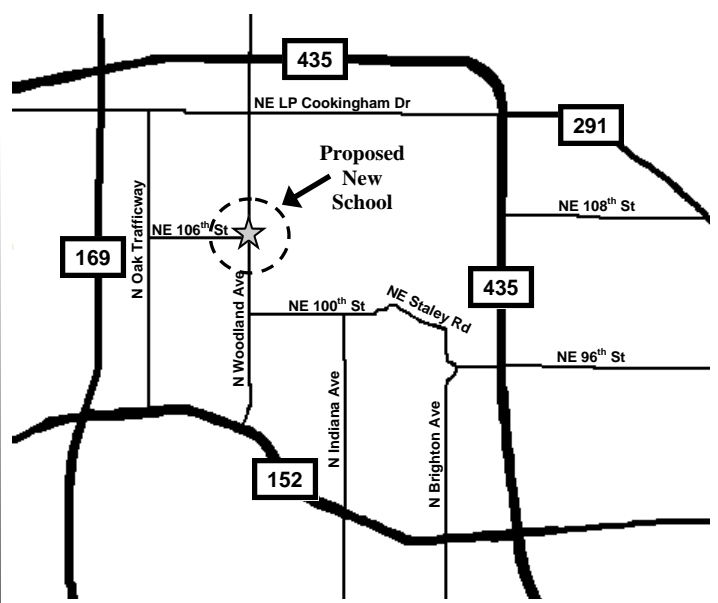
How many children do you have for these ages?

_____ Less than 1 year	(18-35)	
_____ 1 Year	_____ 5 Years	_____ 9 Years
_____ 2 Years	_____ 6 Years	_____ 10 Years
_____ 3 Years	_____ 7 Years	_____ 11 Years
_____ 4 Years	_____ 8 Years	_____ 12 Years

Elementary School Enrollment

When answering the next set of questions, assume:

- There is space to enroll in the school of your choice.
- The location will be the new site of Holy Family Parish at 106th Street and Woodland Avenue.



- The school will start with preschool for 3 and 4 year olds and continue through 8th grade.
- The cost to be paid by parents will be about \$3,800 per child (in current dollars).
- Financial assistance will be available to help families based on need.
- The academic program will be high quality, and it will feature the integration of Catholic/Christian values in all aspects of the program.

If you have children ages 0 to 4, continue answering Questions 7 to 9. Otherwise, skip to Question 10.

7. For your **children ages 4 and younger**, where do you plan to enroll them for kindergarten? Assume space is available at the school of your choice. *(Check one and only one)*

- St. Andrew the Apostle School (36-39)
- St. Charles Borromeo School
- St. Gabriel the Archangel School
- St. James School
- St. Patrick School
- St. Therese School
- Other Catholic school: _____
(specify)
- Home school
- Private school
- Public school

8. If a **new Catholic elementary school** opened at the new site of Holy Family Parish, where would you enroll your child(ren) for kindergarten? *(Use the number "1" for your first choice and the number "2" for your second choice.)* (40-43)

- ___ New Catholic elementary school
- ___ St. Andrew the Apostle School
- ___ St. Charles Borromeo School
- ___ St. Gabriel the Archangel School
- ___ St. James School
- ___ St. Patrick School
- ___ St. Therese School
- ___ Other Catholic school: _____
(specify)
- ___ Home school
- ___ Private school
- ___ Public school

9. If you answered "new Catholic elementary school" in Question 8, **how certain** are you that you would enroll your children for kindergarten at the new Catholic school? (44)

- Definitely would enroll
- Likely would enroll
- Uncertain about enrolling

If you have children ages 5 to 12, continue answering Questions 10 to 12. Otherwise, skip to Question 13.

10. Where do your children in Kindergarten to 7th grade attend school this year?
- St. Andrew the Apostle School (45-48)
 - St. Charles Borromeo School
 - St. Gabriel the Archangel School
 - St. James School
 - St. Patrick School
 - St. Therese School
 - Other Catholic school: _____
(specify)
 - Home school
 - Private school
 - Public school

For Questions 11 and 12, assume for the purpose of this survey the new school at the new site of Holy Family Parish will open in 2008-09.

11. If a new Catholic elementary school opened at the new site of Holy Family Parish, would you transfer your child(ren) to the new school?

- Definitely would transfer (49)
- Likely would transfer
- Uncertain about transferring
- Likely would not transfer
- Definitely would not transfer

12. What grade(s) would your child(ren) be in when they transfer to the new Catholic school?

- Kindergarten
 - 1st grade
 - 2nd grade
 - 3rd grade
 - 4th grade
 - 5th grade
 - 6th grade
 - 7th grade
- (50-57)

Continue to Answer Here:

13. If you **would definitely enroll or are likely to enroll** your child(ren) in the new school, what are your two primary reasons? *(Use the number "1" for your first reason and the number "2" for your second reason.)* (58-61)

- ___ Academic excellence
- ___ Athletics
- ___ Catholic/Christian friends
- ___ Catholic faith formation/instruction
- ___ Competent and caring teachers
- ___ Convenient location
- ___ Discipline
- ___ Parent involvement
- ___ Safe environment
- ___ Other: _____
(specify)

14. If you are **uncertain** or **would not enroll** your child(ren) in the new school, what are your two primary reasons? *(Use the number "1" for your first reason and the number "2" for your second reason.)* (62-63)

- | | |
|---|---|
| <input type="checkbox"/> Academic programs may not be competitive | <input type="checkbox"/> Prefer an existing Catholic school |
| <input type="checkbox"/> Athletic programs may not be competitive | <input type="checkbox"/> Public schools are high quality |
| <input type="checkbox"/> Cannot afford the cost | <input type="checkbox"/> Need transportation |
| <input type="checkbox"/> Do not have enough information | <input type="checkbox"/> Other: _____ |
| <input type="checkbox"/> Location is not convenient | <i>(specify)</i> |

15. Assume the cost to be paid by parents for each child at the new school will be approximately \$3,800 in keeping with tuition at other Catholic schools. How much are you willing to pay in tuition and fees for each child for a Catholic school education? \$_____ (64-67)

16. When choosing a school for your children, how important are these factors in your decision? *(Circle one number for each item)*

	Very Important		Important		Not Important	
Academic excellence	5	4	3	2	1	(68)
Athletic and extracurricular programs	5	4	3	2	1	
Catholic faith formation and instruction	5	4	3	2	1	
Connection with a parish	5	4	3	2	1	
Cost/affordability	5	4	3	2	1	
Discipline	5	4	3	2	1	
Fine arts programs (music, drama, visual arts)	5	4	3	2	1	
Learn and live the Catholic faith	5	4	3	2	1	
Location/convenience	5	4	3	2	1	
Program for gifted and talented students	5	4	3	2	1	
Program for students who are academically challenged	5	4	3	2	1	
Qualification and competence of teachers	5	4	3	2	1	
Quality of facilities	5	4	3	2	1	
Safe and secure environment	5	4	3	2	1	
State-of-the-art technology	5	4	3	2	1	(82)

17. Briefly explain why you would or would not enroll in the proposed new Catholic school at the new site of Holy Family Parish.

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18. Presently, most Catholic schools in the Northland do not directly charge tuition. Which method of funding schools is better for a new school?

- Charge tuition (83)
- No tuition and expect parents to give a high level of financial support to parishes.

Please **return the survey by October 22, 2007** in the enclosed pre-addressed envelope to Meitler Consultants, Inc., 9415 W. Forest Home Avenue, Suite 302, Hales Corners, WI 53130. Thank you for your assistance.