TOS Beneficiary Satisfaction Study

Core Committee &
Management
2015

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Introduction

- The Orchid School (TOS) is an English Medium, co educational and inclusive school based out of Pune
- Affiliated to the Central Board of Secondary Education
- Currently operating from Jr KG to Std. XI
- 35 children per class with 3 divisions maximum per level
- VISION - to provide "Locally rooted, Globally competent" education.
- TOS collaborated with C2C to gauge the level of satisfaction of its stakeholders
- The brief was 'To design and conduct a Beneficiary Satisfaction Survey for the various stakeholders of TOS'
- This presentation shares the key findings of the Beneficiary Satisfaction Survey – Core Committee and Management

Respondent Distribution

- The survey was in English and conducted online
- A total of 6 respondents took the survey

Satisfaction Drivers

Based on our Focus Group Discussions the following Key Drivers were identified –

- Work Culture
- Staff
- Compensation
- Resources
- Rewards & Recognitions
- Role of Parents

Core Committee & Management Satisfaction Drivers

FINDINGS

Work Culture

- 100% agreed that leaders (academic and admin) are in tune with Orchid Ethos in their thoughts, words and actions
- 100% of the respondents felt the management is transparent about its decisions
- 100% feel the school gives adequate importance to the views of the staff members
- 83.3% agreed that at Orchid 'There is no closed door policy'
- 83.3% felt the management takes responsibility for acting on suggestions and feedback
- 100% felt immediate action is taken based on parent feedback
- 66.7% felt immediate action is taken based on staff feedback
- 83.3% felt equal importance is given to all stakeholders and not just parents/students

Work Culture
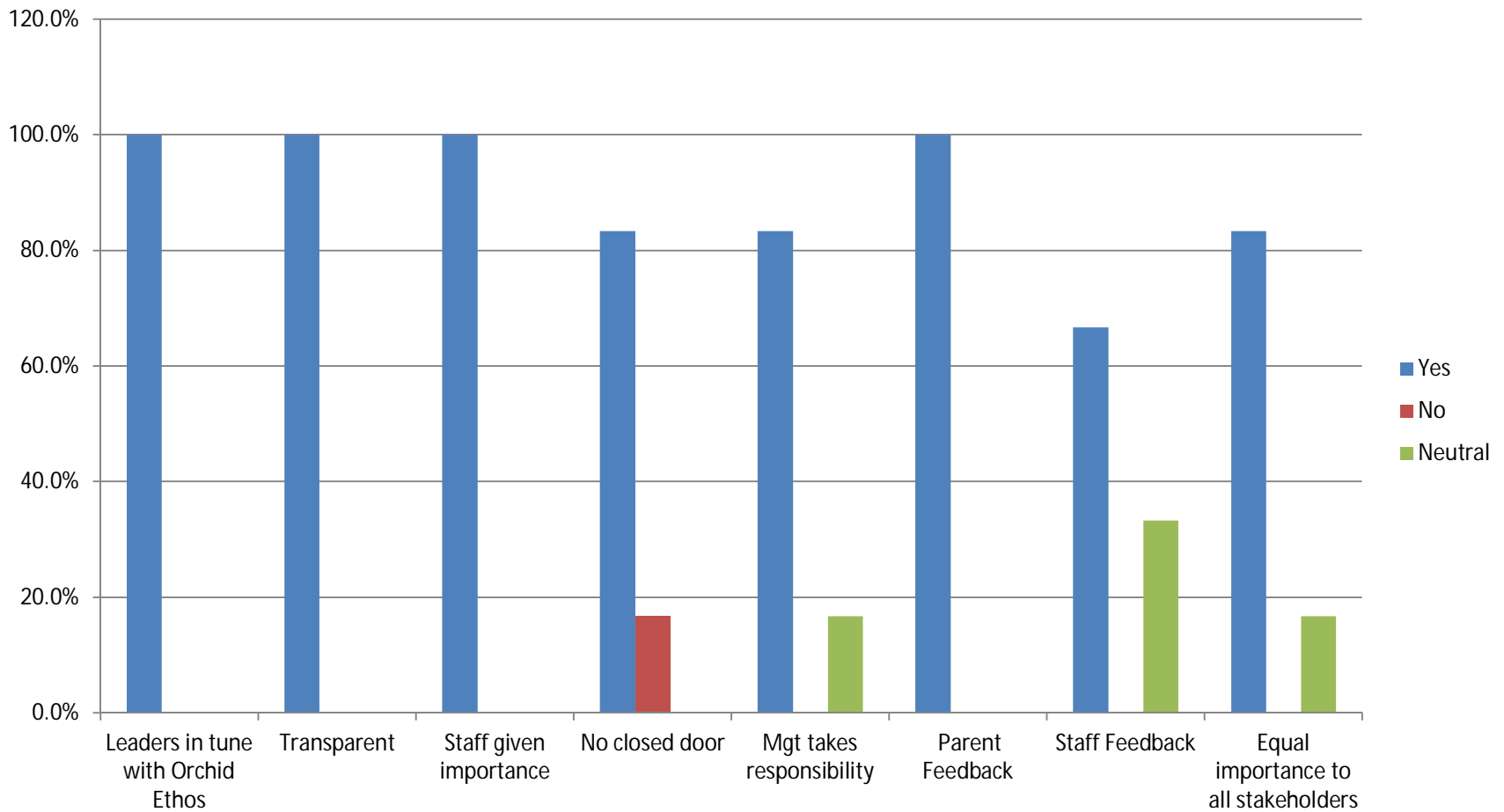
Staff

- 66.7% agreed the staff needs to play a more proactive role in making the organization a dynamic leader in the education industry
- 100% respondents felt the staff are open to change
- 100% felt that employees take enough ownership and feel a sense of responsibility towards the school
- 33.3% agreed that teachers take initiative to make parents more involved in the student's lives
- 66.7% felt the staff regularly shares progressive and innovative ideas which will help take the organization to the next level
- 66.7% felt the staff members need to put in more effort in supporting Orchid to become an all-inclusive institution which will cater to all kinds of learners
- 66.7% agreed that the teaching and non-teaching staff appreciate the effort put in by the school in developing them
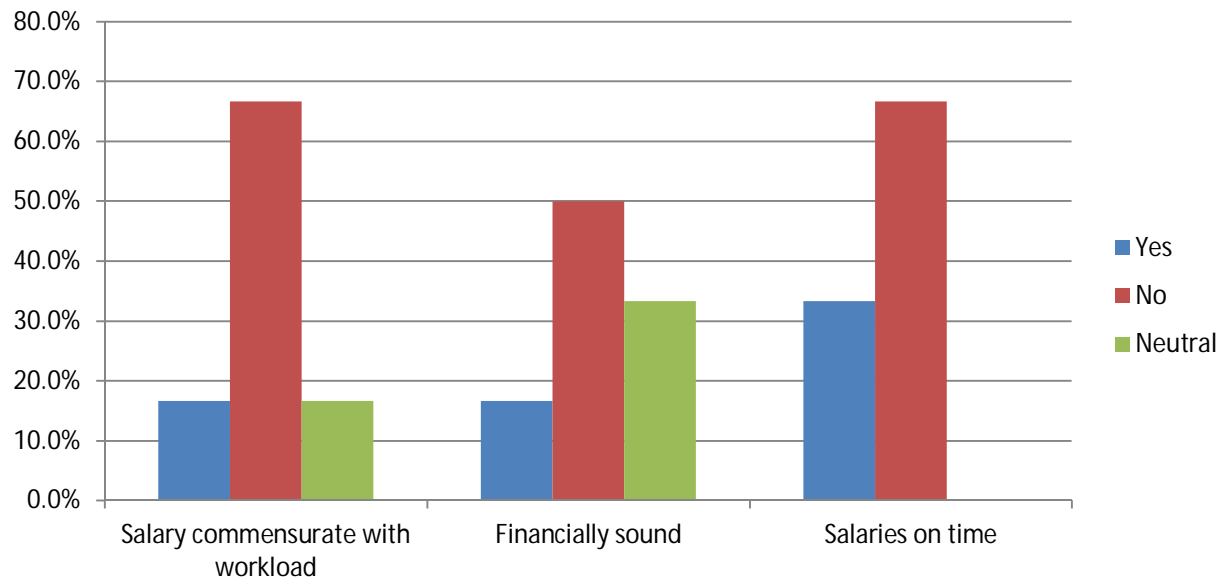- 83.3% felt the role holders are under a lot of stress

Staff
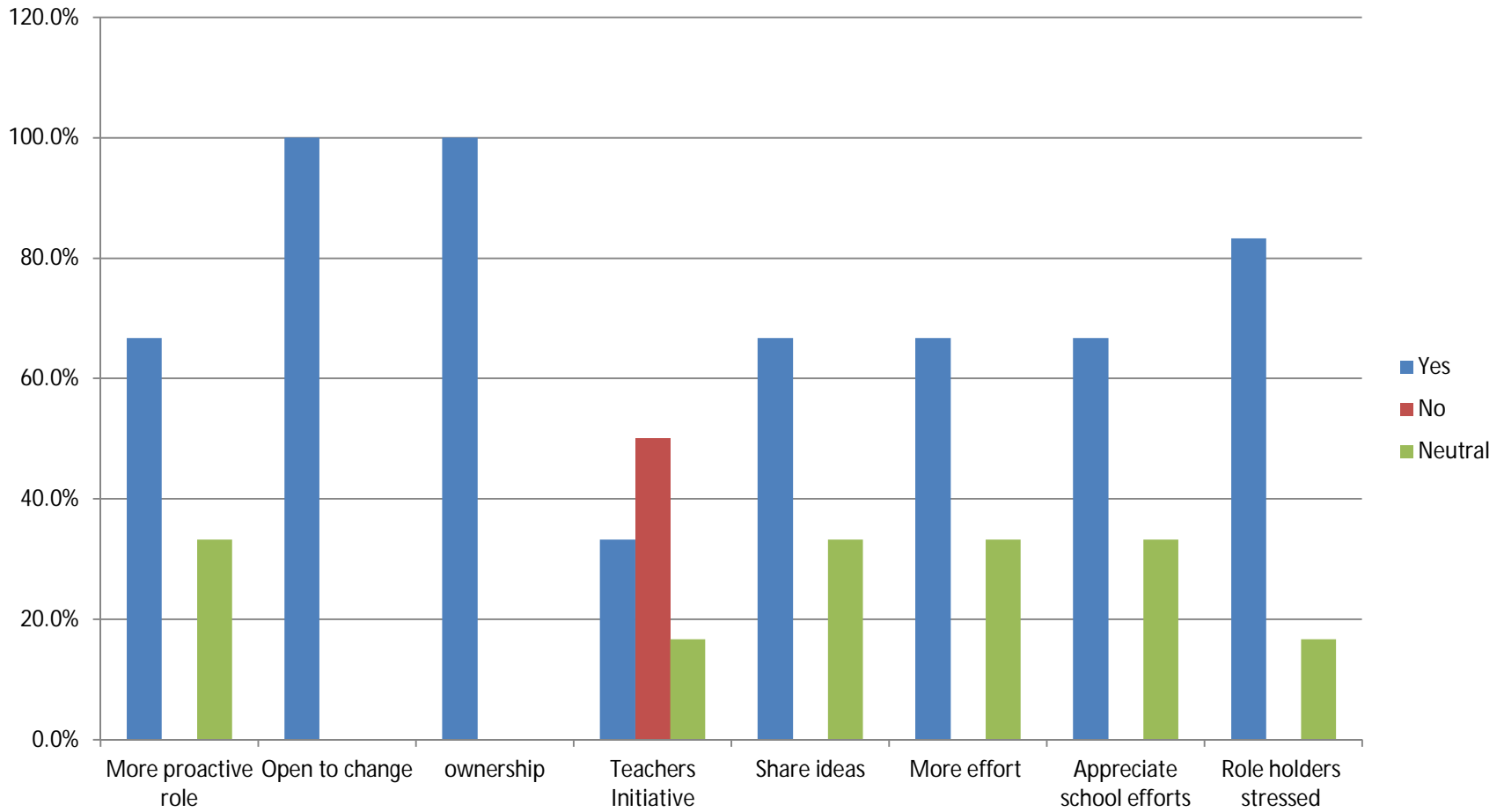
Compensation

- 16.7% think the salary package at Orchid is commensurate with the workload
- 16.7% felt that employees at Orchid are financially sound when compared to other educational institutions
- 33.3% agreed salaries are always released on time

Resources

- 100% were constantly seeking ways and means of using technology to make learning and working in the school more interesting and impactful
- 100% felt students and staff need to be more careful about how they use school resources
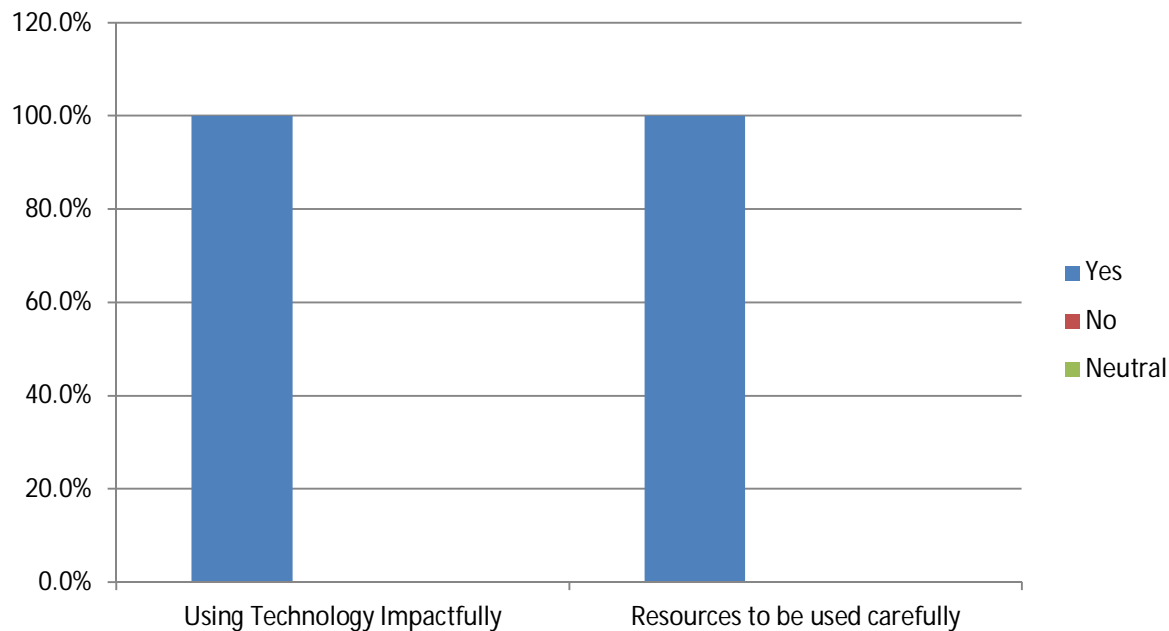
Rewards & Recognition

- 33.3% felt that the competition among staff for awards and recognition is healthy and promotes better performance

- 16.7% agreed the current appraisal system and methodology an accurate way of assessing performance

- 16.7% felt the teaching staff is given enough credit/recognition for the good academic performance of students

- 83.3% agreed that Orchid provides enough opportunities to nurture aspiring staff leaders
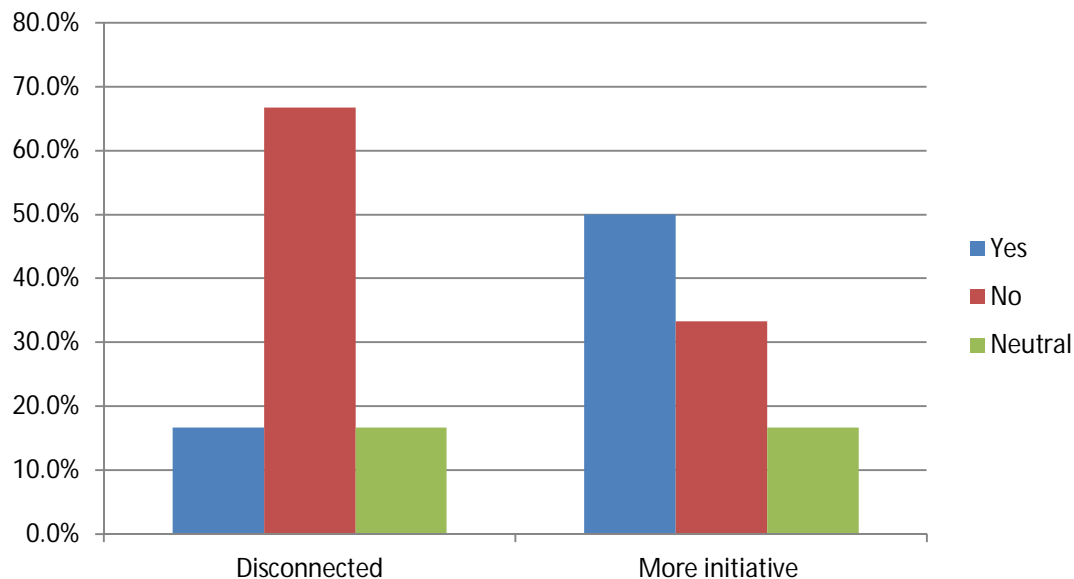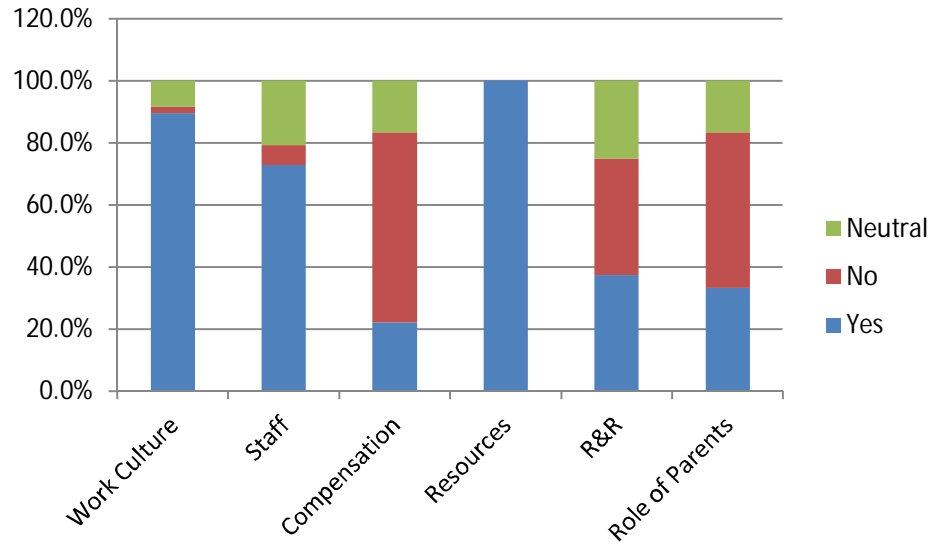
Rewards & Recognition
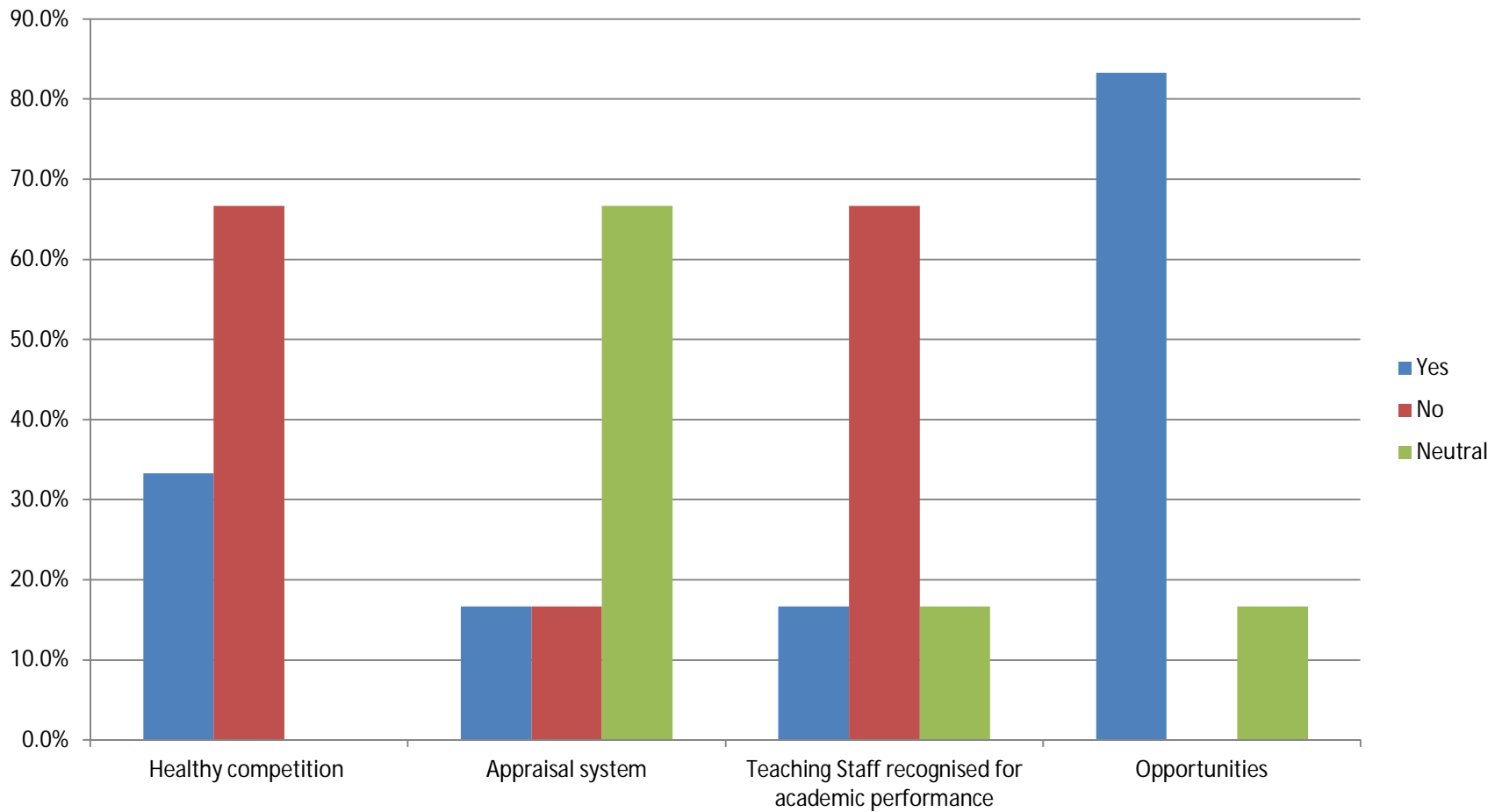
Role of Parents

- 16.7% agreed that a large part of the parent population seems to be disconnected with their child's school life
- 50% felt more initiative and effort is needed to ensure the parents and staff members are in sync with the organisation's vision for the school and students
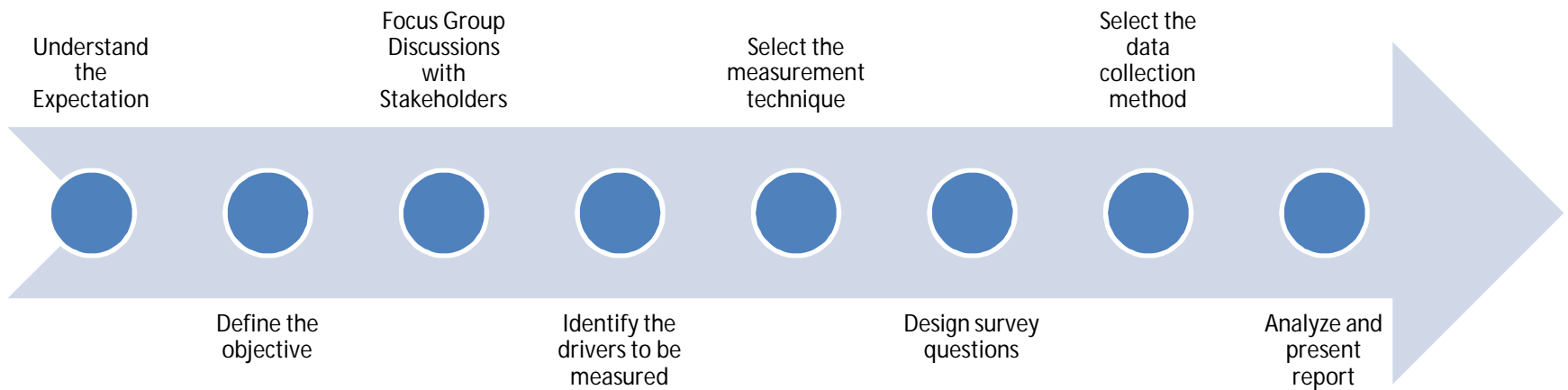
Summary

- The highest level of satisfaction among the drivers is in Resources & Work Culture
- The highest level of dissatisfaction is among Compensation & Role of Parents

Methodology

Understand the Expectation

Define the objective

Focus Group Discussions with Stakeholders

Identify the drivers to be measured

Select the measurement technique

Design survey questions

Select the data collection method

Analyze and present report

Process

- Meetings were held with the management to understand the need
- The objective was defined as 'To design and conduct a Beneficiary Satisfaction Study for The Orchid School, Pune'
- The following stakeholders were identified –
  - Parents
  - Teachers
  - Students
  - Admin Staff
  - CC Members
  - Support Staff
  - Management
- C2C conducted FGDs with the various stakeholders
- The management structure, school history, ethos, demographics were understood at various levels
- The drivers were decided based on the FGDs and background study

- Questionnaires were designed for each stakeholder group
- Authentication codes were shared with parents to ensure that there were no duplicate entries and ensure anonymity
- All data was collected using online survey forms
- Survey monkey was used as the online survey tool based on its features
- Survey responses were collected between 3rd April and 22nd April
- The numbers are not representative of the total population. It is indicative of only those who chose to respond to the survey
- Survey questions were chosen and designed in such a way that it could be relevant and appropriate to all respondents
- The survey was designed to be indicative. The findings have to be further analyzed and interpreted to arrive at conclusive cause and effect relationships

For more information

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