



# TOS Beneficiary Satisfaction Study

Parents  
2015



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# Introduction

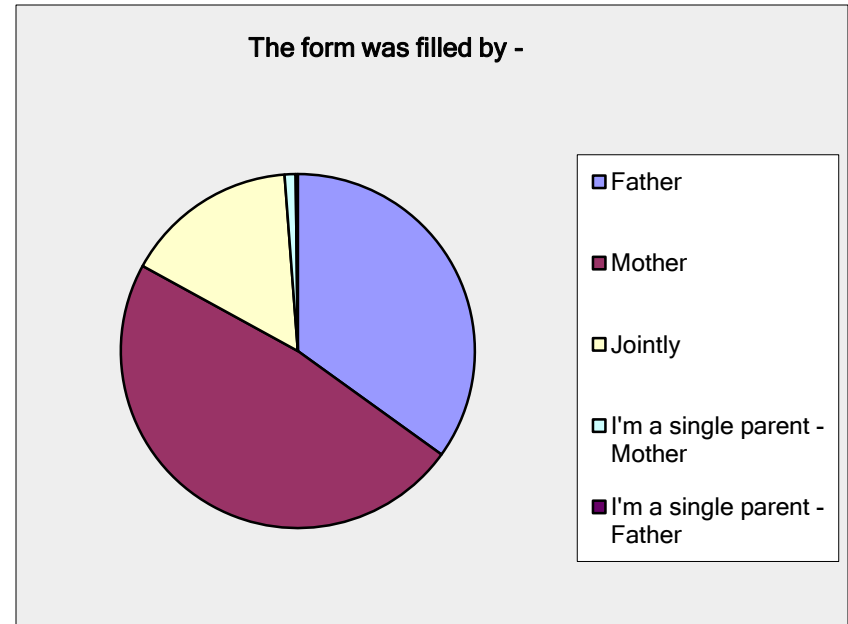
- The Orchid School (TOS) is an English Medium, co educational and inclusive school based out of Pune
- Affiliated to the Central Board of Secondary Education
- Currently operating from Jr KG to Std. XI
- 35 children per class with 3 divisions maximum per level
- VISION - to provide "Locally rooted, 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 - Parents



# Respondent Information

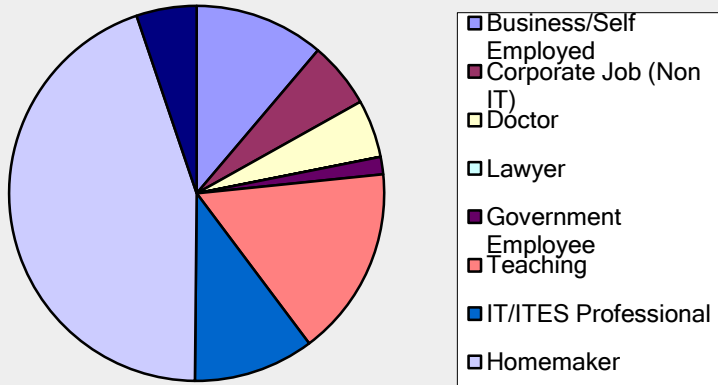
The survey was in English and conducted online  
A total of 404 respondents took the survey

The form was filled by	Response Count
Father	141
Mother	194
Jointly	64
I'm a single parent - Mother	4
I'm a single parent - Father	1

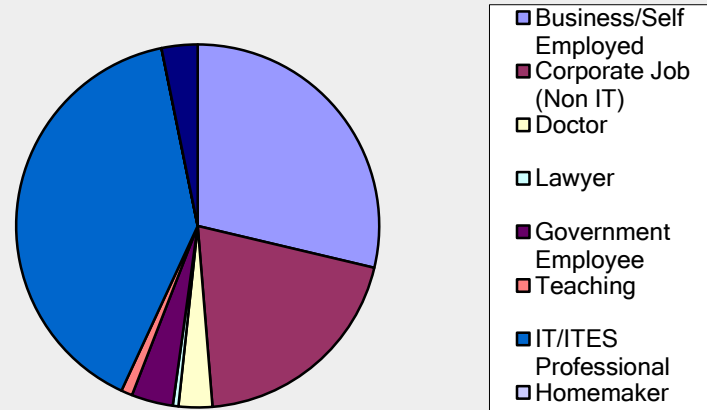


# Demographic Details

Occupation of Mother



Occupation of Father



# Satisfaction Drivers

Based on our Focus Group Discussions with various stakeholders, the following Key Drivers were identified for Parents–

- Academics
- Holistic Development
- Hiring and Quality of Teachers
- Learning Environment
- Communication
- Voice of Parents
- Use of Technology
- Management & Administration
- Security of Children
- Facilities
- Behavior and Values





Parent Satisfaction Drivers

# FINDINGS



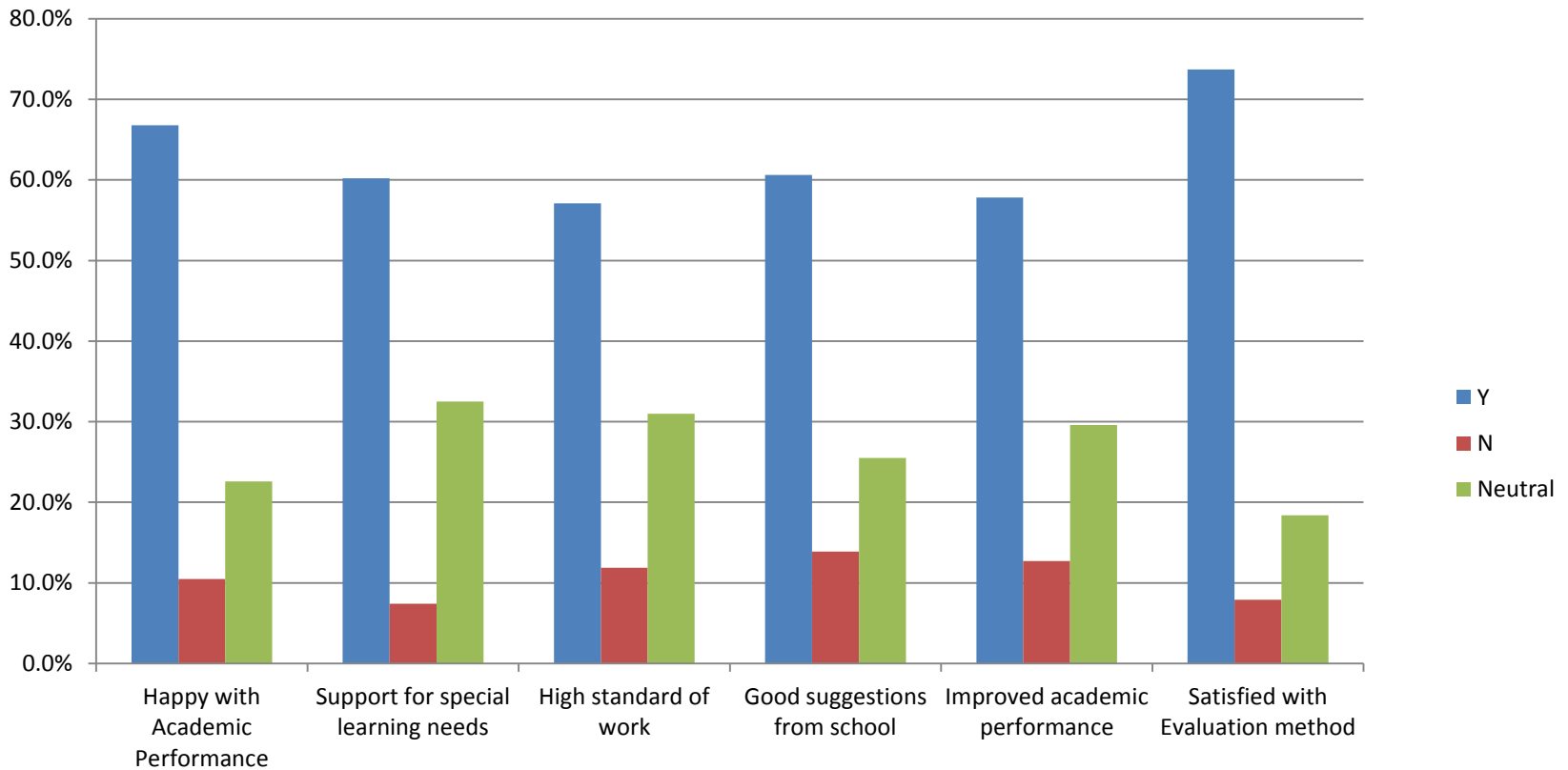
# Academics

- 66.8% of parents were happy with their wards academic performance in contrast to their peers in other schools
- 60.2% agreed that the school provides support for students with special learning needs
- 57.1% of parents felt that the school encourages students to produce a high standard of work
- 60.6% of parents felt they receive good suggestions from the school on how they can best support their child with his/her schooling
- 57.8% felt their child's academic performance has improved at Orchid
- 73.7% of parents were satisfied with the school's way of evaluating academic performance





# Academics

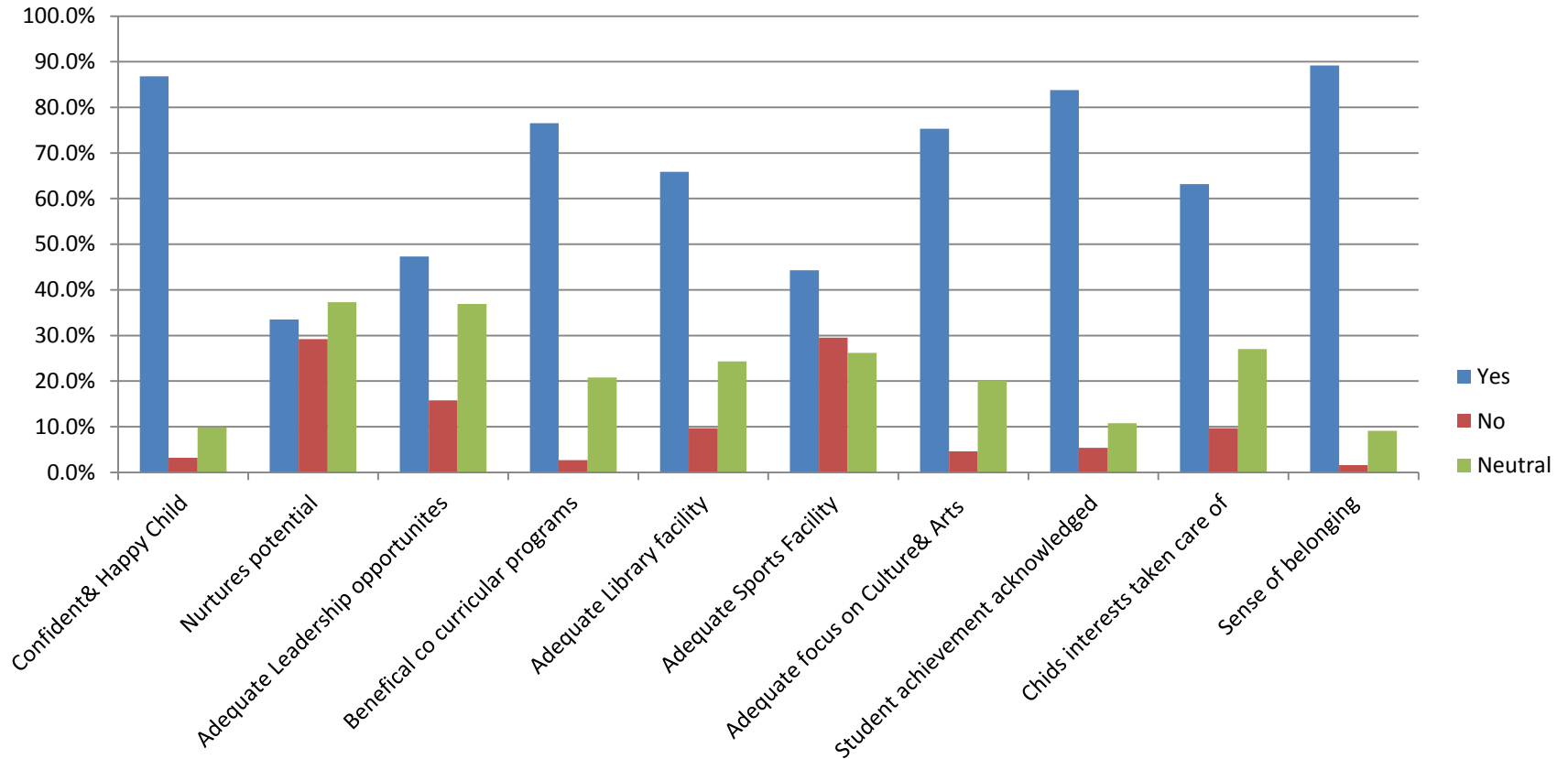


# Holistic Development

- 86.8% felt their child was confident and overall happy with the school
- 33.5% felt the school has been able to identify the passion of the student and nurture their potential.
- 47.3% felt that adequate leadership opportunities are provided
- 76.5 felt that Trips/Camps/Excursions/Exchange Programs have been beneficial to the students and should be continued.
- 65.9% felt the library adequately meets the needs of the children
- 44.3% felt the sports facilities adequately meets the needs of the children
- 75.3% agreed that the students have access to activities related to culture and arts
- 83.8% agreed that student achievement is acknowledged by the teachers and school
- 63.2% agreed that the activities offered by the school matched their child's interests
- 89.2% felt their child felt a sense of belonging at the school



# Holistic Development

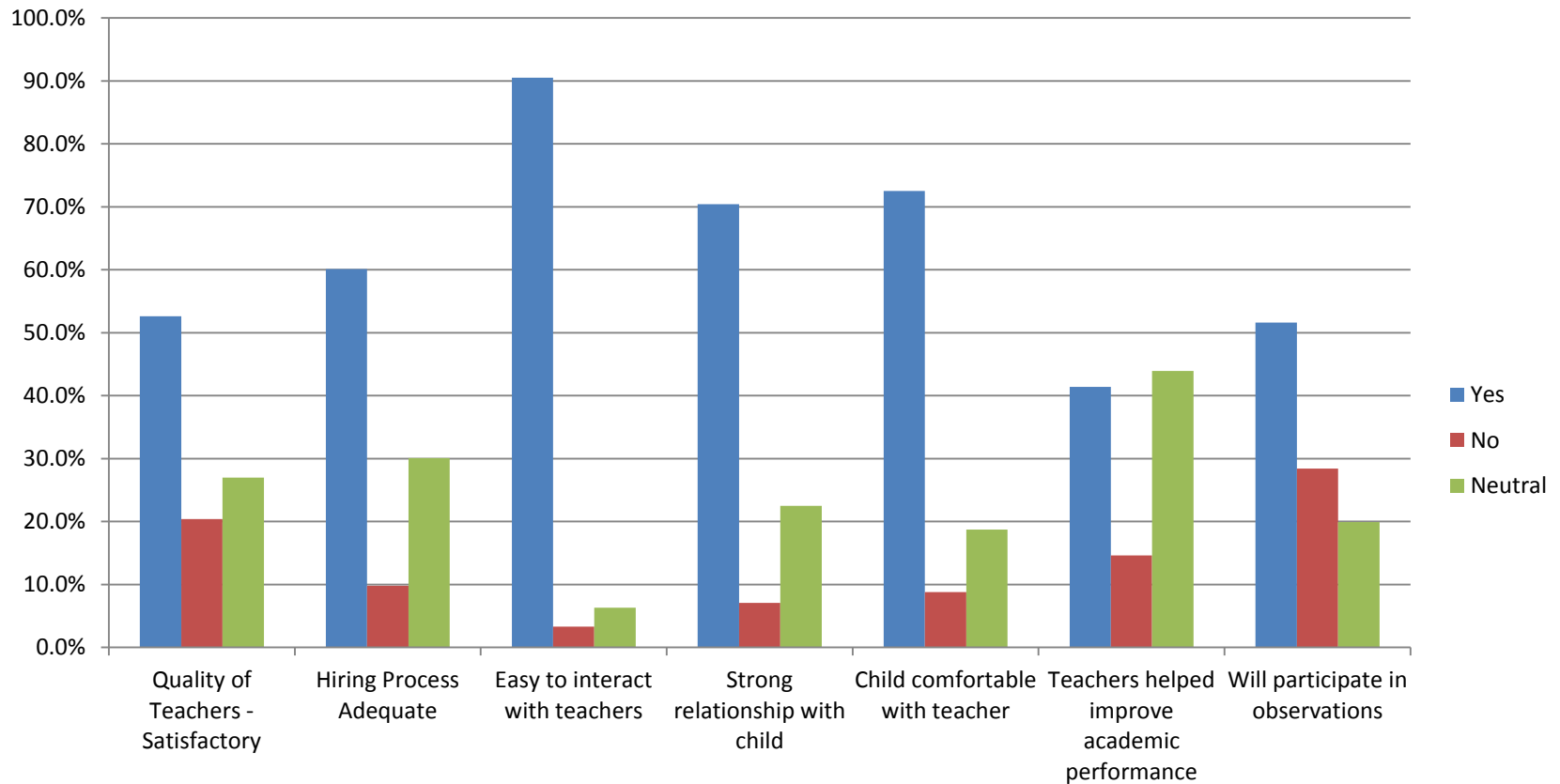


## Teachers – hiring, quality

- 52.6% were satisfied with the quality of teachers in the school
- 60.1% felt the school needs to improve on the hiring process followed for recruitment of teachers in order to impart quality education
- 90.5% agreed that they find it easy to interact with their child's teachers
- 70.4% felt the teachers had built strong relationships with the child
- 72.5% agreed that their child is comfortable in asking for help from his/her teachers
- 41.4% felt their child's academic performance has improved because of the staff at Orchid
- 51.6% were ready to participate in random observation of teachers in the classroom

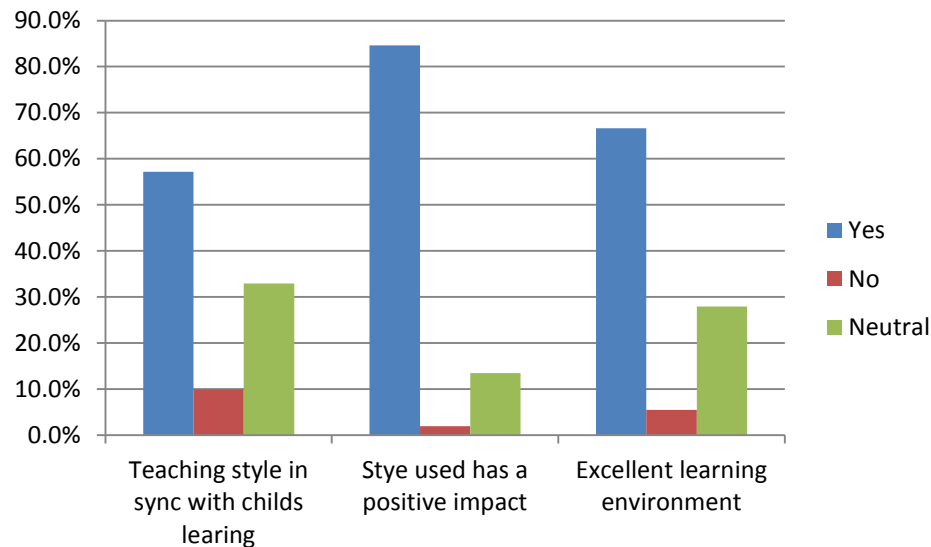


# Teachers



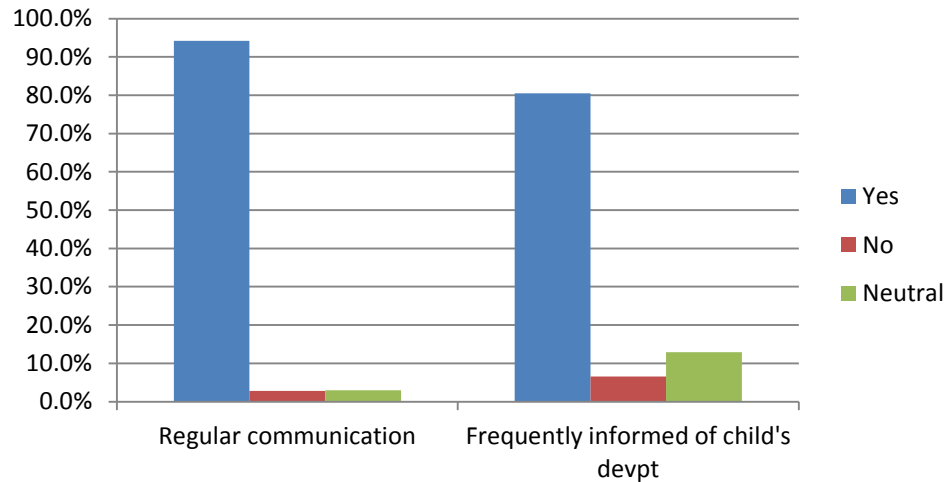
# Learning Environment

- 57.2% feel the teaching styles of the teachers match their child's learning style
- 84.6% agreed that the use of activity based and experiential learning has had a positive impact on their child's development
- 66.6% feel the learning environment is excellent



# Communication

- 94.2% agreed that School to parent communication via circulars, mails, newsletters and website is regular.
- 80.5% are happy with the frequency and manner with which the school informs them about their child's development



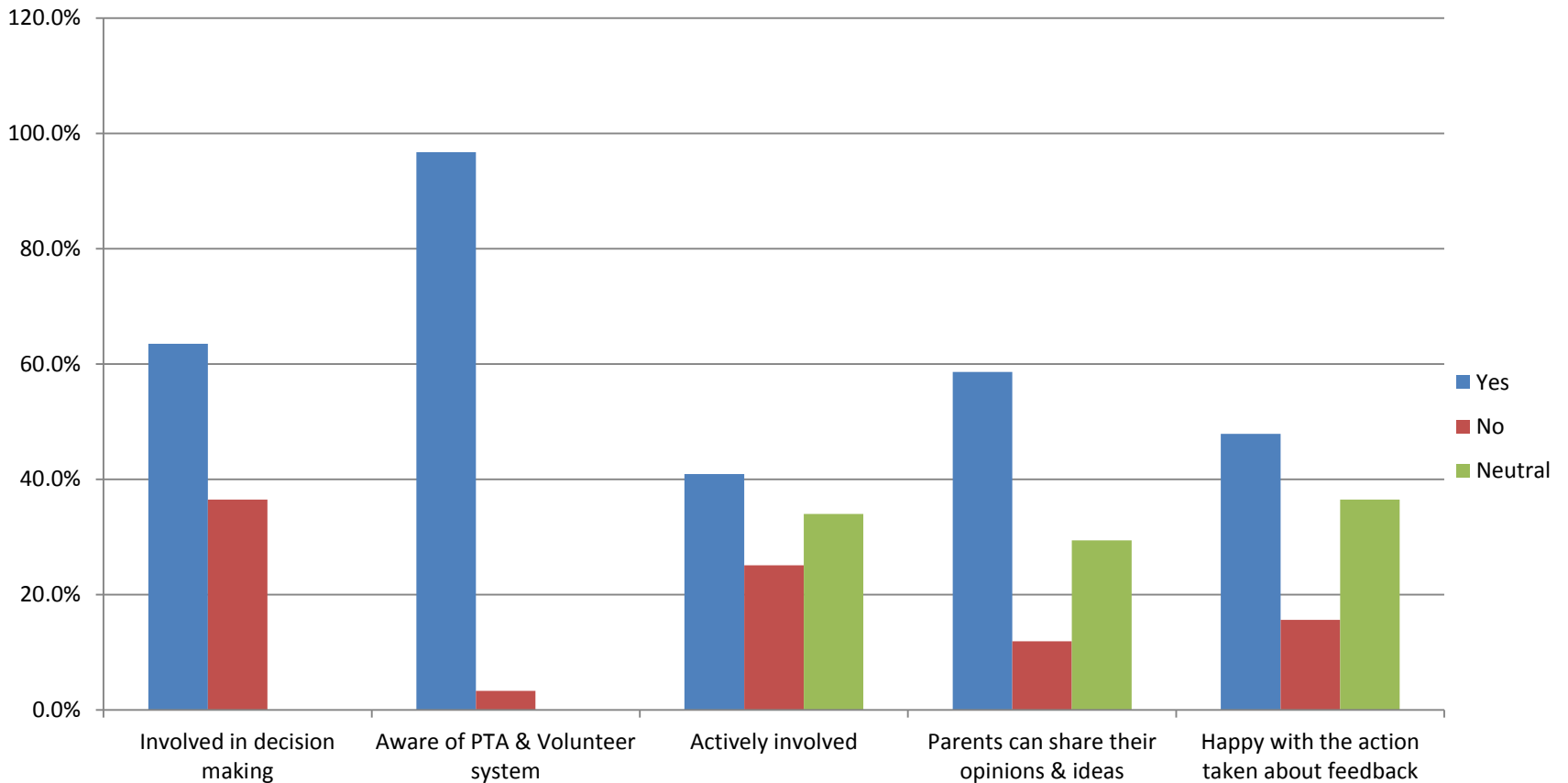
# Voice of parents

- 63.5% felt that Parents are involved in making important decisions pertaining to school
- 96.7% were aware that the parents can be actively involved if they wish so either as PTA member or part of the parent volunteer system.
- 40.9% parents are actively involved in all school activities
- 58.6% agreed that parents have access to different forums to voice their opinions and share their ideas
- 47.9% were happy with the action taken by the school, based on parent feedback



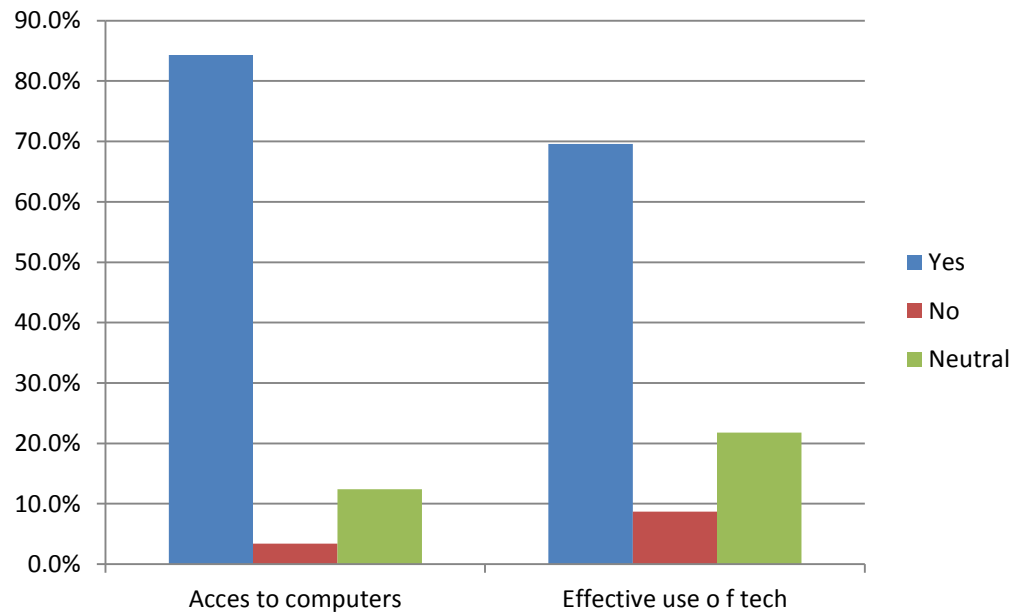


# Voice of parents



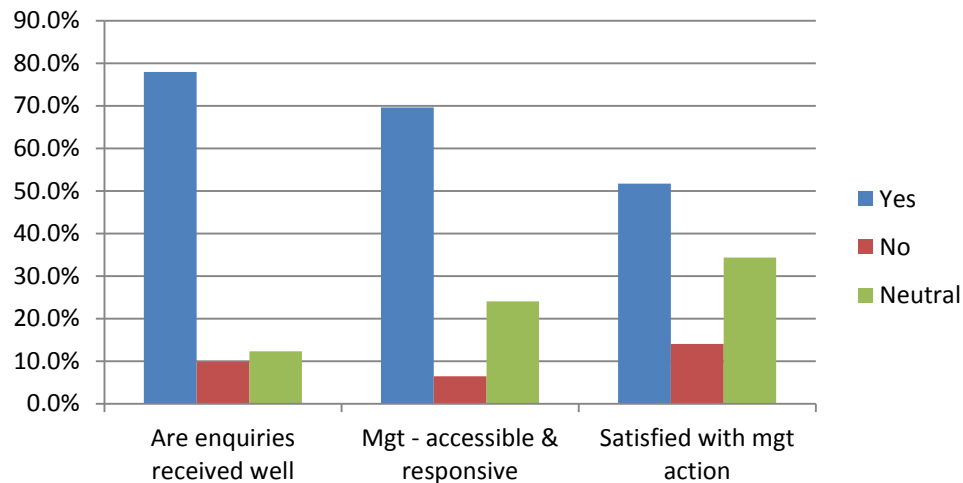
# Use of technology

- 84.3% agreed that students have access to computers
- 69.6% felt that technology is used effectively in the classroom to ensure effective learning



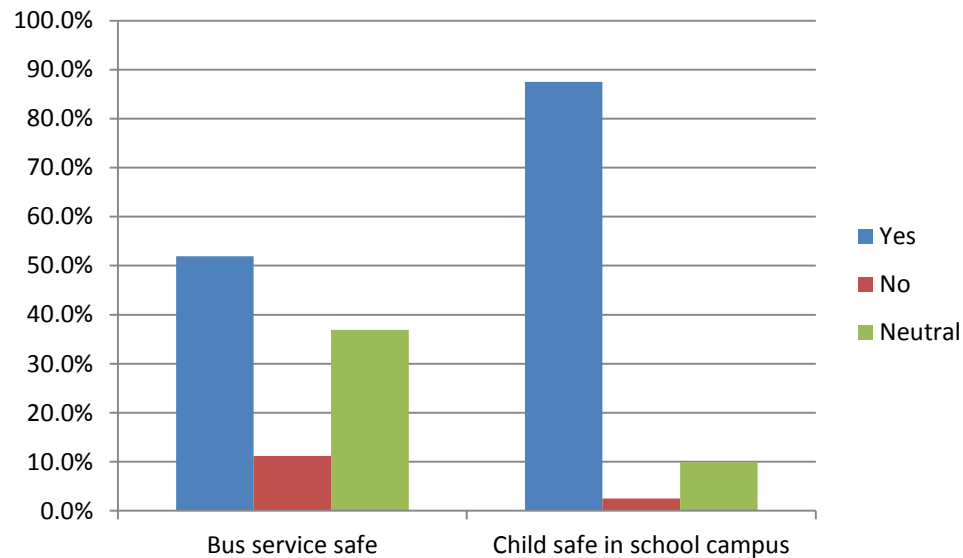
# Management & Administration

- 77.9% are satisfied with the manner in which they are met when they make an enquiry at the school
- 89.6% felt the management easily accessible and responsive to their queries
- 51.7% were satisfied with the action taken by the management when issues are raised



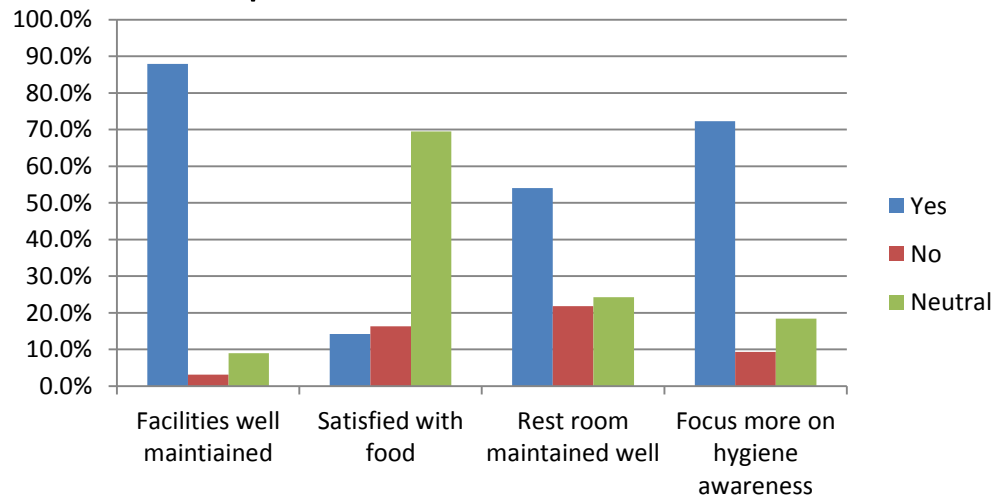
# Security of children

- 87.5% felt confident about the safety of their child when he/she is in the school campus
- 51.9% were satisfied with the safety of the bus service provided by the school



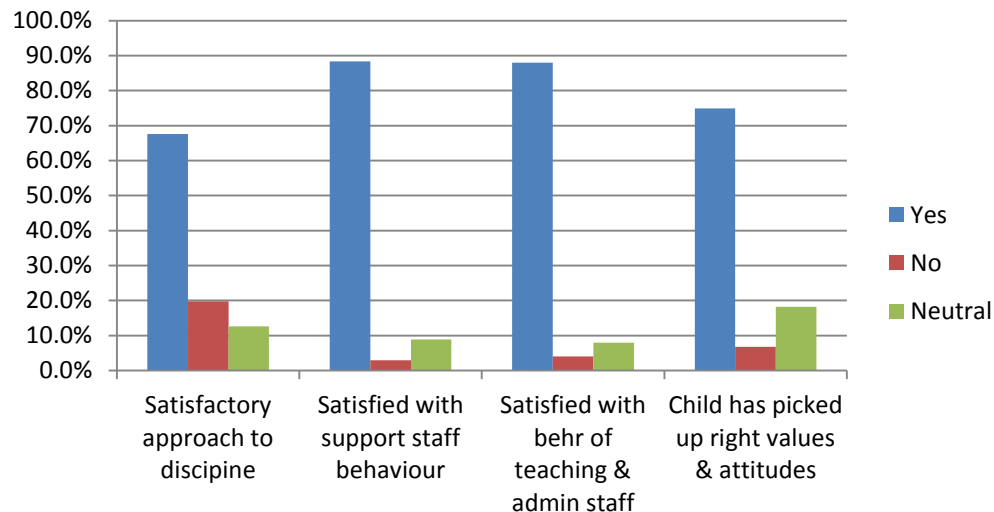
# Facilities

- 87.9% agreed that classrooms, resource areas and administration areas are well maintained.
- 54% felt the Rest rooms are well maintained
- 72.3% felt the school should put in more effort in educating the children about the need for hygiene and cleanliness
- 12.1% of parents have opted for food in the school. Of this 14.2% were satisfied with the food provided in the school



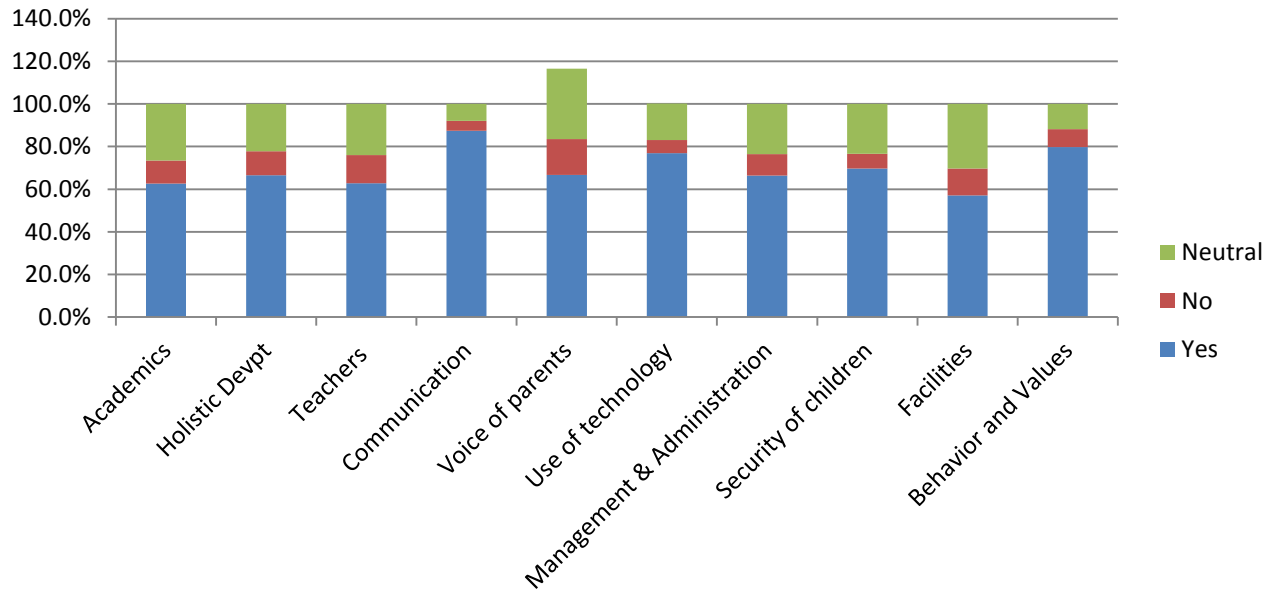
# Behavior and Values

- 67.6% are satisfied with the overall approach to discipline
- 88.3% are satisfied with the general behavior of the support staff on the school campus
- 88% were satisfied with the general behavior of the teachers and admin staff while interacting with them and their wards
- 74.9% were satisfied with the values and attitudes developed by their child in the school

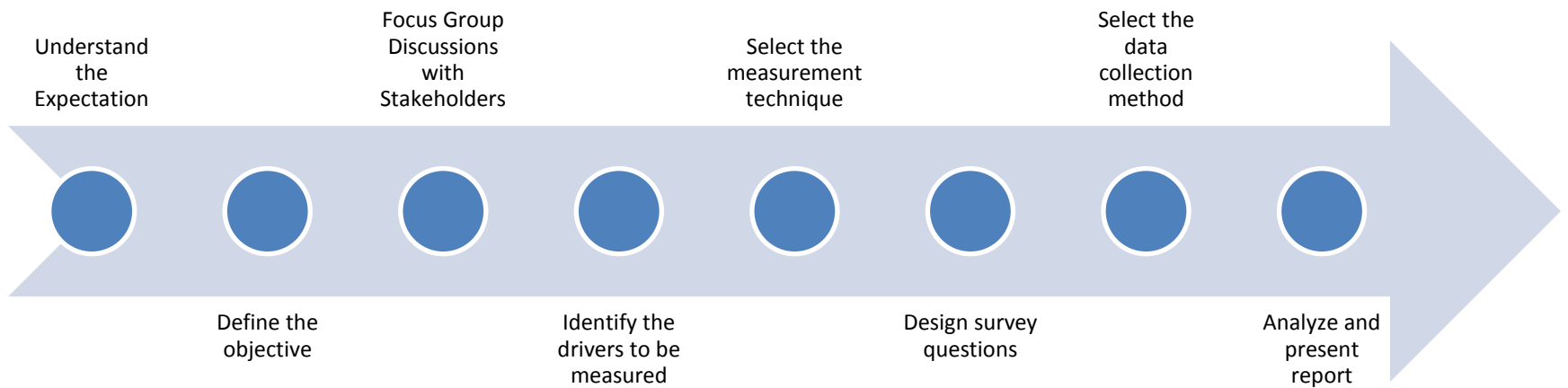


# Summary

- The highest level of satisfaction among the drivers is in communication and Behavior & Values
- The highest level of dissatisfaction is among the drivers of Voice of Parents, Teachers & Facilities



# Methodology





# 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



## Process (cont.)

- 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 3<sup>rd</sup> April and 22<sup>nd</sup> April
- 404 parent responses were received
- The numbers are not representative of the total parent 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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