

Appendix A: Homework for the School

Step 1: Choose the Data Sets:

- [NAIS DASL Reports](#): Create on your own a DASL Report with 25 to 30 of your "benchmark schools" (or request from NAIS a "Customized Report" - \$350 for NAIS Member Schools or Non-member Schools - by sending a request to daslhlp@nais.org requesting your school's results compared to your benchmark schools and all schools of your type on the 10 data sets in the [Facts at a Glance-Markers of Success](#) (XLS) template downloaded at the [Heads Up Resource page](#). (Member and Non-member schools must submit their own data for the report.)
- [High School Survey of Student Engagement](#) (HSSSE & MGSSE, the Middle School equivalent, [spec sheet](#)) \$350 each plus \$1.50 per student (online version) or \$2.00 per student (paper version). **Contact Heads Up for a free option.** See "[Assessing Student Engagement](#)" for comparative results, NAIS schools vs. public schools.
- [NAIS Surveys](#) (Click on the link or go to the Survey Center on the NAIS website or email surveycenterhelp@nais.org.) Recommended: *Parent Satisfaction Survey; College-Age Alumni Survey; Post-College Alumni Survey; Faculty & Staff Satisfaction Survey* (or for a free Survey Monkey alternative to the latter, consider the *SHRM Survey*, the *Society of Human Resources Management Employee Engagement Survey* available online and [benchmarked](#) against organizations in education and similar industries).
- [Demographic Center](#) Report: Create a report on "5-Year Demographic Trends & 5-Year Projections for High Income Families with Kids." (Log-in to the NAIS members-only **Demographic Center** and choose **Summary Reports** to create a report for your zip code areas).

Step 2: Set up a Schedule To Administer the Surveys and Gather the Data (in the weeks before the first meeting of the full Strategic Planning Committee – SPC).

Step 3: Assess the Results & Prepare an Executive Summary 1-page Report for each Data Source/Survey. At least one week prior to the first full meeting of the Strategic Planning Committee (SPC), send the full data reports for each of the surveys utilized (with constituent comments for those that have them) to the SPC Executive Committee and to Heads Up, asking each of the two parties to write a 5 Top Strengths & Weaknesses executive summary of each of the surveys to share with each other.

Step 4: After the top 10 -15 Possible Strategic Imperatives are identified by the SPC (with rationales and possible actions steps), crowdsource to the constituencies a survey to glean which are the top priorities by constituency, using **Survey Monkey**: choose the option of requiring forced choice ranking by the top 5).

Ten DASL School Operational Benchmarks (See spreadsheet at [Heads Up Ed Resources](#))

1. Income & Expenses by Categories (**Revenue**: Net tuition; Auxiliary Programs; Investments; Giving & **Expenses**: Salaries & Benefits; Professional Development; Technology – excluding capital & staff; All Other).
2. Students of Color Percentages by Ethnicity
3. Financial Aid (% of students and average grant on need-based aid, on tuition remission, and on merit aid; total of aid - all three - as a percentage of gross income (full tuition if all students were full pay)
4. Tuition by Grade
5. Annual Giving (average annual giving per student; average gift and % of participation by parents, alumni, trustees, faculty)
6. Admissions Funnel (#of inquiries, applications, acceptances to enrollees) & the ratios of each to the next)
7. Student Attrition
8. Average class size by division
9. Ratio of students to FTE Faculty and students to FTE Total of Employees
10. Faculty Salaries (low, median and high)