

Strategic Planning Survey Highlights – 5/23/2019

Demographics of respondents:

- 68% female
- 25% millennials
- 92% white
- 90% Christian
- 70% Protestant
- 65% associated with SLCA > 6 years
- 50% live within 10 miles of SLCA

Priorities:

- Top 4 words/phrases that describe SLCA: Christ-centered, academically rigorous, biblically integrated, loving
- Top 4 words/phrases that should describe SLCA: Christ-centered, academically rigorous, loving, college prep
- Top 4 reasons for affiliation – Christian values, teaching, caring, location
- Top 4 facilities improvements – dining, Wilcox, lower school, athletics
- Top 4 projects to which you'd donate – academics, technology, gym, athletics

Perceptions: (percentage of people who agree or strongly agree)

- SLCA operates consistent with Christian mission – 85%
- SLCA is a good value for quality – 79%
- SLCA students are well prepared for college – 76%
- SLCA students are well prepared for life – 63%
- SLCA teaches problem solving/critical thinking – 70%
- SLCA has competent qualified teachers – 76%
- Quality athletic programs – 74%
- Quality fine arts programs – 58%
- Competent/qualified administrators – 80%
- Appropriately sized classes – 90%
- Rigorous math – 83%
- Rigorous language arts – 78%
- Rigorous STEM – 65%
- Rigorous foreign language – 44%
- Broad options for electives – 45%
- Broad clubs/extracurricular activities – 49%
- SLCA students are motivated to learn – 67%
- SLCA teachers communicate with parents effectively – 70%
- I contribute financially – 32%
- I attend athletics events – 56%
- I attend fine arts events – 48%
- I am willing to contribute to a capital giving campaign – 44%
- SLCA does a good job marketing – 28%

Open ended questions:

- Favorites – **Christian**, teachers, academics (class size), community/family environment
- Improvements – facilities (dining & gym), classroom/conduct management, diversity, technology
- Marketing ideas – social media, signage, billboard, print media, internet/website
- Strengthen Christian identity – too Christian / not Christian enough, chapel-Bible-missions
- Net Promoter Score – 18.2