



## **Commission scolaire English-Montréal**

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### **English Montreal School Board**

#### **Results from EMSB Marketing Survey for Kindergarten Parents**

The Communications and Marketing Division recently undertook a survey of 353 kindergarten parents from to discern the most important factors which influenced their decision to register their child at an EMSB institution, beginning with the 2010-2011 school year.

Responses came from parents at the following schools: St. John Bosco, East Hill, Sinclair Laird, Gardenvue, Dante, Royal Vale, Elizabeth Ballantyne, Dunrae Gardens, St. Gabriel, Cedarcrest, Pierre Elliott Trudeau, Carlyle, Our Lady of Pompei, St. Dorothy, General Vanier, Merton, Dalkeith, FACE, Bancroft, Gerald McShane, Nesbitt, Michelangelo, and Honore Mericer.

Overall, 82 percent of parents stated that the French program was the most important factor when registering their child, while none indicated that it did not play any role whatsoever.

Core classes such as Math and Science also served a decisive influence. The overwhelming majority, 81 percent of parents and 72 percent of parents respectively, indicated that the quality of Math and Science education was an important factor, while only one percent of parents disagreed.

The extensive social media outreach initiatives from the Communications department were also of note. The majority of parents (51 percent) indicated that they would be inclined to follow the EMSB on Facebook and Twitter in order to receive immediate access to pertinent information such as snow closures due to poor weather.

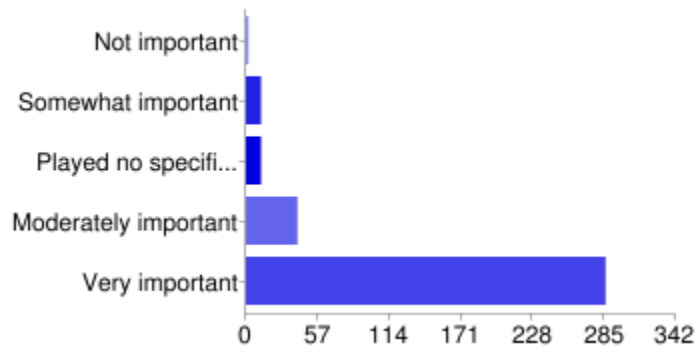
A strong correlation was also evident between the majority of parents open to connecting with the EMSB via social media, as well as those who consulted the websites of individual schools and the school board prior to registering their child. Parents expressed a high demand for more resources, such as the ability to connect with parents, updated websites and pertinent information to be posted on the websites of both individual schools and the EMSB.

Ancillary factors which parents indicated played an important role in their decision were the class sizes (61 percent), availability of bussing (33 percent), the distance of the school to the family home (49 percent), feedback from other parents (41 percent), having a sibling or other family member currently enrolled (38 percent) and after school programs (41 percent). The International Baccalaureate and Heritage programs, two staples of the EMSB, on average was either moderately important or played no specific role for parents in their overall decision to enroll their child.

Detailed results are available on the following pages:

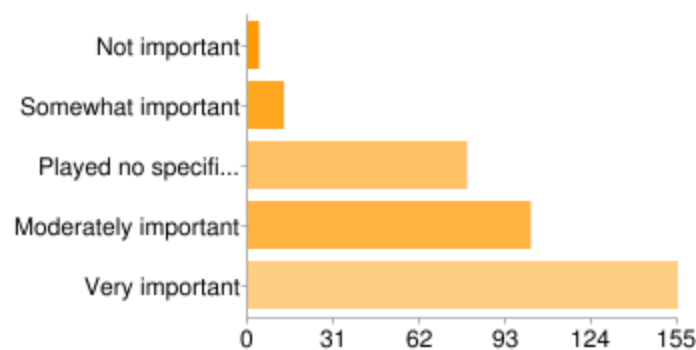
Please rate the importance of the **French program** in your decision to register your child at an EMSB school:

- Not important: 2 responses – 1%
- Somewhat important: 12 responses – 3%
- Played no specific role: 12 responses – 3%
- Moderately important: 41 responses – 12%
- **Very important: 286 responses – 81%**



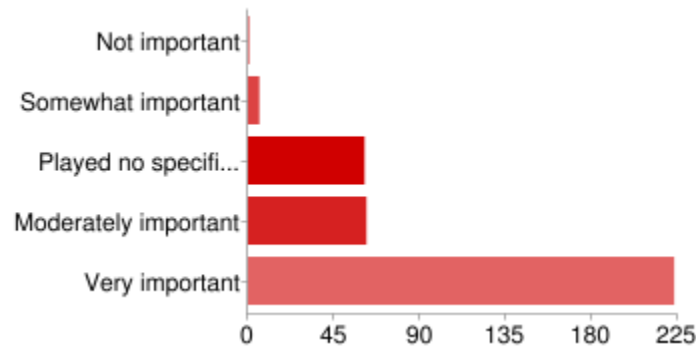
Please rate the importance of the **science program** in your decision to register your child at an EMSB school:

- Not important: 4 responses – 1%
- Somewhat important: 13 responses – 4%
- Played no specific role: 79 responses – 22%
- Moderately important: 102 responses – 29%
- **Very important: 155 responses – 44%**



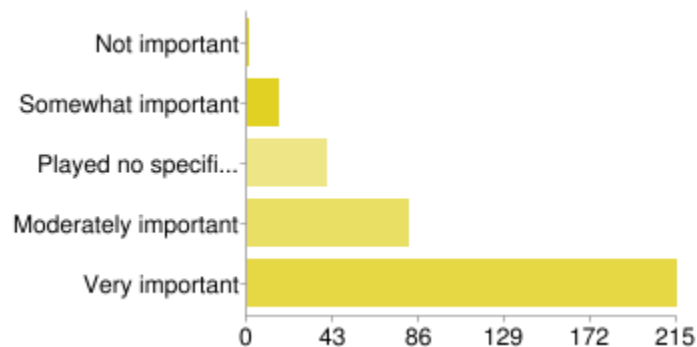
Please rate the importance of the **math program** in your decision to register your child at an EMSB school:

- Not important: 1 response – 0%
- Somewhat important: 6 responses – 2%
- Played no specific role: 61 responses – 17%
- Moderately important: 62 responses – 18%
- **Very important: 223 responses – 63%**



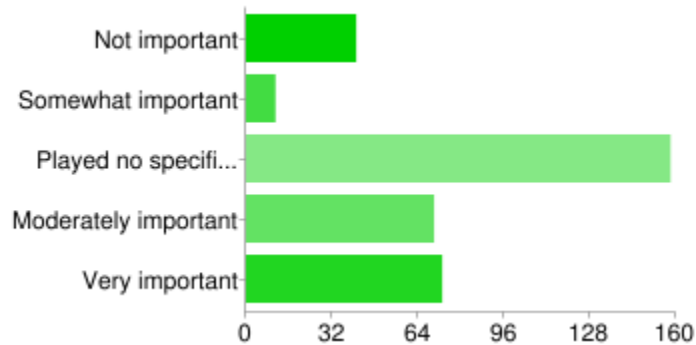
Please rate the importance of **class sizes** in your decision to register your child at an EMSB school:

- Not important: 1 response – 0%
- Somewhat important: 16 responses – 5%
- Played no specific role: 40 responses – 11%
- Moderately important: 81 responses – 23%
- **Very important: 215 responses – 61%**



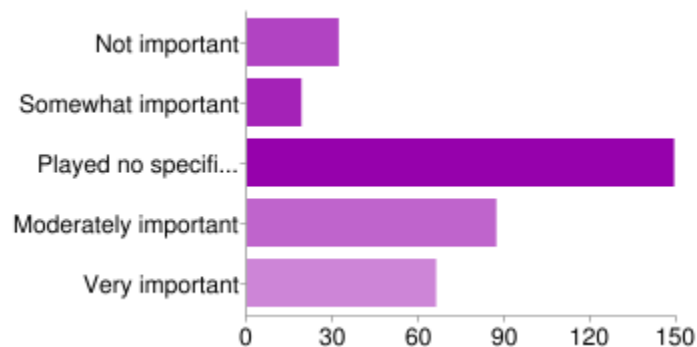
Please rate the importance of the **International Baccalaureate program** in your decision to register your child at an EMSB school:

- Not important: 41 responses – 12%
- Somewhat important: 11 responses – 3%
- **Played no specific role: 158 responses – 45%**
- Moderately important: 70 responses – 20%
- Very important: 73 responses – 21%



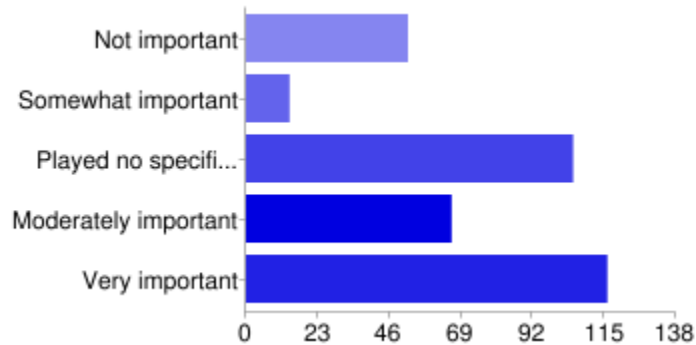
Please rate the importance of **heritage programs** in your decision to register your child at an EMSB school:

- Not important: 32 responses – 9%
- Somewhat important: 19 responses – 5%
- **Played no specific role: 149 responses – 42%**
- Moderately important: 87 responses – 25%
- Very important: 66 responses – 19%



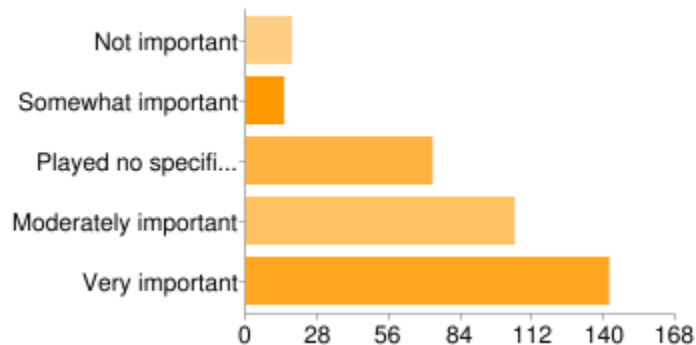
Please rate the importance of the **availability of bussing** in your decision to register your child at an EMSB school:

- Not important: 52 responses – 15%
- Somewhat important: 14 responses – 4%
- Played no specific role: 105 responses – 30%
- Moderately important: 66 responses – 19%
- **Very important: 116 responses – 33%**



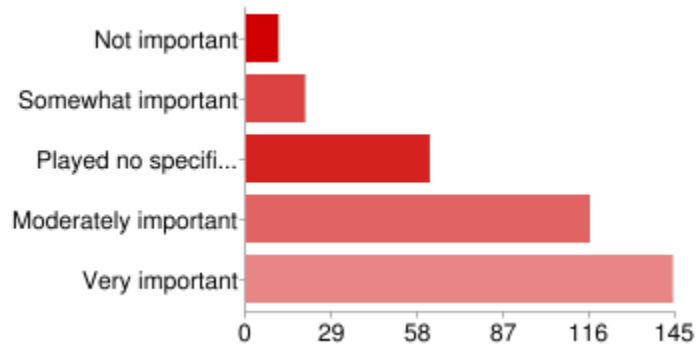
Please rate the importance of **after school programs** in your decision to register your child at an EMSB school:

- Not important: 18 responses – 5%
- Somewhat important: 15 responses – 4%
- Played no specific role: 73 responses – 21%
- Moderately important: 105 responses – 30%
- **Very important: 142 responses – 40%**



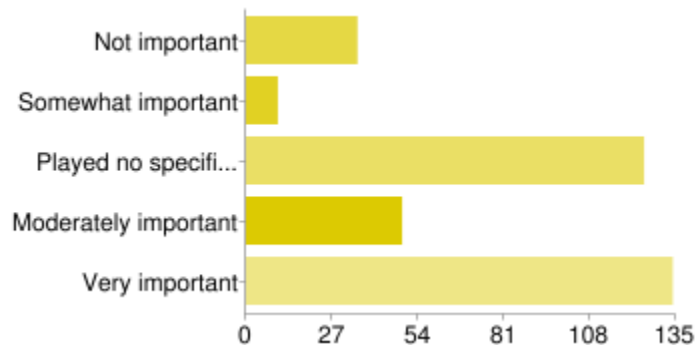
Please rate the importance of **feedback from other parents** in your decision to register your child at an EMSB school:

- Not important: 11 responses – 3%
- Somewhat important: 20 responses – 6%
- Played no specific role: 62 responses – 18%
- Moderately important: 116 responses – 33%
- **Very important: 144 responses – 41%**



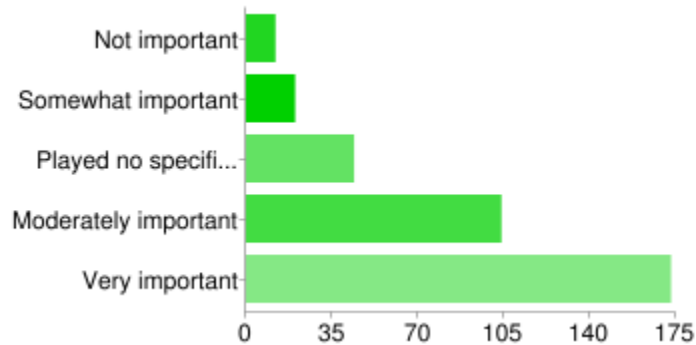
Please rate the importance of the **school being that of a sibling or family member** in your decision to register your child at an EMSB school:

- Not important: 35 responses – 10%
- Somewhat important: 10 responses – 3%
- Played no specific role: 125 responses – 35%
- Moderately important: 49 responses – 14%
- **Very important: 134 responses – 38%**



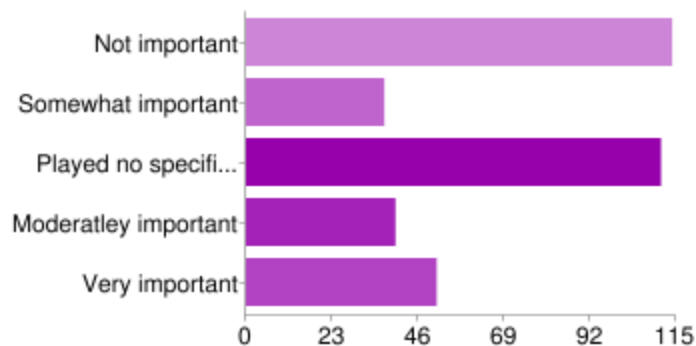
Please rate the importance of the **distance to/from home of the school** in your decision to register your child at an EMSB school:

- Not important: 12 responses – 3%
- Somewhat important: 20 responses – 6%
- Played no specific role: 44 responses – 12%
- Moderately important: 104 responses – 29%
- **Very important: 173 responses – 49%**



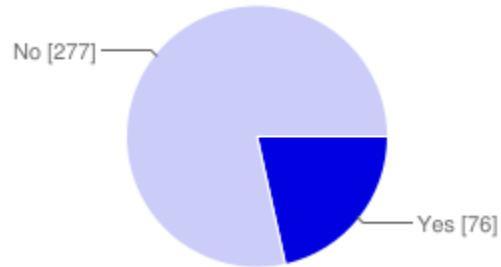
How important a role did **the EMSB's 2010 newspaper and French program marketing campaign** play in your decision to register your child at an EMSB school:

- Not important: 114 responses – 32%
- Somewhat important: 37 responses – 10%
- **Played no specific role: 111 responses – 31%**
- Moderately important: 40 responses – 11%
- Very important: 51 responses – 14%



Were you previously aware of the EMSB's presence on **Facebook, Twitter and YouTube**?:

- Yes: 76 responses – 22%
- No: 277 responses – 78%



Do you already or will you begin to follow the EMSB on Facebook and/or Twitter in order to receive important news updates?

- Yes: 184 responses – 52%
- No: 98 responses – 28%
- No account/intention to sign up for Facebook and/or Twitter: 70 responses – 20%

