

WHY DO PARENTS CHOOSE A SCHOOL?

by ACCS Staff

For a time in 2014 and 2015, visitors to the ACCS website were able to take a short survey asking them to rate a series of statements to explain their primary reason for choosing their child's school. In exchange for their participation, they received a booklet of essays originally published in *Classis*, titled "A Firm Foundation." A total of 252 people participated in this survey.

How well do your school's marketing materials address these parent concerns?

