



CUSTOM QUESTIONS

CUSTOM OPEN-ENDED QUESTIONS

Three open-ended narrative questions are included in the full survey package. The following three questions are standard in the survey. You can change the wording of these standard open-ended questions at no cost. In addition, you can include more than three open-ended questions in the survey. Each additional open-ended question will cost \$50 for programming and processing. Examples of custom open-ended questions are provided below.

Standard open-ended questions

1. What are the strengths or positive aspects of the school?
2. What are the weaknesses or your concerns about the school?
3. Where should the school focus its efforts in the future? What suggestions do you have for improving the school?

Sample custom open-ended questions

1. If you believe there is pressure to succeed academically, please describe how it is impacting your child's emotional well-being or connection with other students.
2. Like a garden, communities need constant tending to remain healthy. Please share your suggestions on how the school can continue to build and strengthen our sense of community.
3. What values are most important to you in the school's educational program?

CUSTOM CLOSED-END QUESTIONS

The ISACS School Community Survey package allows for one set of 10 closed-end custom questions for all constituents. More than one set, additional custom questions, or separate sets of custom questions for different constituents can be accommodated. Please contact the IST for details about the options and additional costs involved for programming and processing.

We are often asked to provide input regarding custom questions that have been developed and/or have been used by schools in the past. We have provided sample questions to stimulate your thinking about potential questions for your school. Some are general while others are specific to a particular type of school and might or might not fit with your school, culture, or situation. Please feel free to alter the wording to better fit your school. Also, you might want to include a 'Don't know/Does not apply' response, as appropriate, to some questions.

Special note for submitting custom questions

The IST provides a Microsoft Word document template for the school's use. All custom questions **MUST** use the table format in the document. Using this template helps to control programming costs.

Table Format Example:

Q. 1 Participants								
All	All Adults	Parents/ Guardians	Faculty	Admin/Staff	Trustees	Alumni	Alumni Parents	Students
()	()	()	()	()	()	()	()	()

Question 1.
a. Response a
b. Response b
c. Response c
d.
e.
f.
g.
h.
i.

- On the template document, please indicate the specific audience/group for each question. Select the group(s) from the response group list: Parents/guardians, Faculty, Administration/staff, Board of Trustees, Alumni, Alumni Parents, Students (typically Grade 6 and above).
- If you choose to use one of the sample custom questions, simply cut and paste the question into the table format template for your school.

Tips for designing custom questions

- Focus on what you really need to know - what are your core objectives?
- Consider the question flow. It is helpful to begin with questions about existing school programs or mission, follow with questions that seek input about school improvement, and end with financial support and demographic questions if you choose to use them.
- Prioritize the question order to ask more important questions near the beginning, while trying to avoid questions early on that might influence or impact a question later in the series.
- You may pose the same question to different response groups and use slightly different wording for each group (See Section 2, #11, etc.).
- Scales - use what is familiar - like those in survey. We recommend:
 - Excellent, Very Good, Good, Fair, Poor
 - Strongly Agree, Agree, Neither Agree nor Disagree, Disagree, Strongly Disagree
- Scale - determine if you want single or multiple responses (e.g., select two , select top three from a list).
- Include the option “Don’t know/Does not apply” where applicable.
- You can offer the option of ‘Other (Please specify)’ for applicable questions to include a text box for a comment. This option is considered an open-ended response and will cost \$50 for programming and processing.
- To avoid confusion for survey respondents and interpreting answers, avoid the use of “and” and “or” phrases in the question or a response, especially if words in the phrase are unrelated.
- Keep the question wording simple. Avoid complex sentence structures and jargon.
- Give very specific directions.
- Ensure that participants are qualified to answer the question being asked. For example, do parents/guardians have sufficient background or information to address the objective of the question? For example, they should not be asked a question that is really directed toward school employees.
- Check context . . . from the participant’s perspective.
- Pre-test with another individual and then revise.
- Walk away and read the questions again later before finalizing.

Sample custom question types

1. [School selection](#)
2. [School community](#)
3. [Employees](#)
4. [Mission/Core Values](#)
5. [Academics](#)
6. [Student development](#)
7. [Diversity/inclusivity](#)
8. [Communications](#)
9. [Financial/value/support](#)
10. [Background/demographics](#)
11. [Custom questions that require additional programming](#)

NOTE: We have used sample language in the following questions. You should evaluate your school's goals, mission, vision, and values to determine the appropriate topics for responses.

1. School selection

1. What is the primary reason that you chose [insert school name] ? Select the three most important to you.
a. World languages
b. IB curriculum
c. Small class size
d. STEM program
e. Classroom facilities
f. Location
g. Athletics
h. Quality of faculty
i. School reputation/performance compared to others

2. What are the primary reasons that attracted you to [insert school name] ? Select the three most important to you.
a. School reputation
b. Academic programs
c. Small class size / individual attention
d. Justice, Equity, and Inclusion
e. Quality of facilities
f. Character/moral development
g. Spiritual development
h. Location
i. Quality of faculty
j. Other [or Other (Please specify)*]

* Note that you can offer the option of 'Other (Please specify)' for this or other questions to include a text box for a comment. The 'Other (Please specify)' option is considered an open-ended response and will cost \$50 for programming and processing.

3. What are the primary reasons that you or your child(ren) enrolled at [insert school name] ? Select up to three.
a. Strength of academic program
b. College guidance/placement
c. The culture of the school
d. Small class size/individual attention
e. Classroom facilities
f. Location
g. Athletic program
h. Fine Arts program
i. School community

4. What would be the primary reason you/your student would choose to leave [insert school name] before graduation?
a. I am not planning on leaving
b. Financial
c. Distance from school
d. Academic opportunities elsewhere
e. Extracurricular programs
f. Athletic program
g. Student life
h. Family history/loyalty to another school
i. Faculty
j. School community
k. Move from the area

5. Please answer the following question as if you had a child ready to enter [insert - lower/middle/upper] school. How interested would you be in sending your child to a [insert specific type of program] [lower/middle/upper] school program?
a. Extremely interested
b. Very interested
c. Somewhat interested
d. Not very interested
e. Not at all interested

6. Which of the following are you most inclined to share or discuss with others about the school? Select two areas.
a. Academic Reputation
b. Quality of faculty
c. Campus/Facilities
d. Diversity
e. Extracurricular activities
f. Athletic program
g. School community
h. Class size
i. Global initiatives
j. Fine Arts
k. Other [or Other (Please specify)*]

* Note that you can offer the option of 'Other (Please specify)' for this or other questions to include a text box for a comment. The 'Other (Please specify)' option is considered an open-ended response and will cost \$50 for programming and processing.

2. School Community

1. How would you rate the number of opportunities to connect with other parents/guardians in the school community?

- a. Much too many
- b. Somewhat too many
- c. About right
- d. Somewhat too few
- e. Much too few

2. As a parent/guardian, how involved are you in school activities?

- a. More than 10 activities a *month*
- b. 5 - 9 activities a *month*
- c. 1 - 4 activities a *month*
- d. 1 - 4 activities a *semester*
- e. Have never attended an activity at the school

3. The school's expectations for family involvement are appropriate.

- a. Strongly agree
- b. Agree
- c. Neither agree nor disagree
- d. Disagree
- e. Strongly disagree

4. The school consistently applies disciplinary decisions.

- a. Strongly agree
- b. Agree
- c. Neither agree nor disagree
- d. Disagree
- e. Strongly disagree

5. How would you rate the quality of the school's **[insert specific policy - e.g., discipline, cell phone]** policy?

- a. Excellent
- b. Very good
- c. Good
- d. Fair
- e. Poor

6. How much do you agree with the following statement?
The school strengthened my Jewish identity.

- a. Strongly agree
- b. Agree
- c. Neither agree nor disagree
- d. Disagree
- e. Strongly disagree
- f. Don't know/Does not apply

7. How would you rate the amount of time devoted to [insert area] related activities?
a. Much too much
b. Somewhat too much
c. About right
d. Somewhat too little
e. Much too little
f. Don't know/Does not apply

8. Which safety/security initiatives make you most confident in campus safety? Select up to three responses.
a. Photo ID requirement
b. Front desk receptionist
c. Locked doors around campus
d. Security cameras
e. Visitor sign-in procedures
f. All-school safety drills
g. Security personnel presence on campus
h. School safety and crisis plans
i. Faculty awareness of students' well-being

9. If you have reached out to the school administration with a concern, have they addressed the issue satisfactorily?
a. Yes
b. No
c. Not applicable, I have not reached out to administration with a problem.

10. Students are prepared for the transition to the next grade level.
a. Strongly agree
b. Agree
c. Neither agree nor disagree
d. Disagree
e. Strongly disagree

11. Please consider the following categories of colleges and universities and answer the question below based on your relationship with **[insert school name]**:

Student - Please select the top two types of colleges and universities you prefer.

Parents/Guardians - Please select the top two types of colleges and universities that best suit your student(s).

Faculty/staff - Please select the two types of colleges and universities that should be preferred by **[insert school name]** graduates.

Alumni - Please select the two types of colleges and universities that should be preferred by **[insert school name]** graduates.

Trustees - Please select the two types of colleges and universities that should be preferred by **[insert school name]** graduates.

a. An in-state public university
b. An in-state private, liberal arts college
c. An out-of-state public university
d. An out-of-state private, liberal arts college
e. A highly selective national university (Duke, Stanford, Notre Dame, US Naval Academy, Emory, Northwestern, University of Chicago, Vanderbilt, etc.)
f. A religious college/university (Boston College, MSU, Brigham Young, Davidson, Georgetown, Loyola-Chicago, Xavier, Santa Clara, etc.)
g. An Ivy League university (Harvard, Princeton, Yale, Cornell, Dartmouth, etc.)
h. Do not know/not sure

3. Employees

1. Why do you work at [insert school name] ? Select up to two reasons.
a. Small class sizes
b. Pay/benefits
c. Professional development opportunities
d. Education model
e. Family reasons
f. Curriculum/block schedule
g. Teaching flexibility/classroom control
h. Working with and mentoring students
i. Coaching athletics
l. Other [or Other (Please specify)*]

* Note that you can offer the option of 'Other (Please specify)' for this or other questions to include a text box for a comment. The 'Other (Please specify)' option is considered an open-ended response and will cost \$50 for programming and processing.

2. As an employee, the school's professional expectations afford me the opportunity for a healthy work/life balance.
a. Strongly agree
b. Agree
c. Neither agree nor disagree
d. Disagree
e. Strongly disagree

3. As an employee, the workplace environment allows me to perform up to my potential.
a. Strongly agree
b. Agree
c. Neither agree nor disagree
d. Disagree
e. Strongly disagree

4. Mission/Core Values

1. How much would you agree or disagree with the following statement? [Insert specific phrases and/or elements from the mission/vision/values of the school]
a. Strongly agree
b. Agree
c. Neither agree nor disagree
d. Disagree
e. Strongly disagree

2. Which 3 of the following goals do we best achieve? (List up to 9 goals – examples are listed below)
a. Prepare students to become lifelong learners
b. Create a student-centered community
c. Offer a caring faculty that recognizes each student as an individual
d. Balance traditional academics with other programs including arts, technology, community service and physical education
e. Create an environment of excellence
f. Provide faculty who serve as positive role models for students
g. Provide a strong evaluation process that encourages continual growth
h. Help students to develop our core values of respect, integrity, and accountability
i. Be committed to the larger community

3. Which 3 of the following goals need more emphasis? **(List up to 9 goals – examples are listed below)**

a. Prepare students to become lifelong learners
b. Create a student-centered community
c. Offer a caring faculty that recognizes each student as an individual
d. Balance traditional academics with other programs including arts, technology, community service and physical education
e. Create an environment of excellence
f. Provide faculty who serve as positive role models for students
g. Provide a strong evaluation process that encourages continual growth
h. Help students to develop our core values of respect, integrity, and accountability
i. Be committed to the larger community

4. Which of the following should the school focus on or enhance during the next five years? Select two.

a. Athletic program
b. Academic program
c. World Language program
d. Extracurricular activities
e. Arts program
f. STEM program
g. Facilities
h. Communication
i. School community

5. Which two (2) of the following school mission-focused areas do we best achieve? **[Insert individual items that define the mission statement/academic program]**

a. Innovative programs for academic excellence
b. Emphasis on developing creative talents
c. Students learn to respect others
d. Students value . . . ??
e. Students learn to . . . ??
f. Students . . . ??
g. Engaged school community
h. School community is inclusive

6. Which two (2) of the following school mission-focused areas need more emphasis? **[Insert individual items that define the mission statement/academic program]**

a. Innovative programs for academic excellence
b. Emphasis on developing creative talents
c. Students learn to respect others
d. Students value . . .
e. Students learn to . . .
f. Students . . .
g. Engaged school community
h. School community is inclusive

7. How important are our core values [insert or list values – e.g., respect, empathy] to your family?
a. Extremely important
b. Very important
c. Somewhat important
d. Not very important
e. Not at all important
f. Don't know/not apply

Please note that the following question is not a standard closed-end question. Extra programming charges would apply to this type of question.

8. We would like to understand the importance of five elements of the school mission. Please allocate 100 importance points across these five elements. You can allocate the points in any manner that best fits your perspective. The more points you allocate, the more important the element; fewer points indicates less importance. In other words, you can allocate '0' points to an element or place all points on a single element. The only rule is that you have to use all 100 points.	
[Insert 5 or so elements based on the school mission statement]	Number of Points
a. Prepared for a healthy life	
b. Prepared for a productive life	
c. Prepared for intellectual exploration	
d. Prepared with character and values	
e. Prepared for social responsibility	
	Total must = 100

5. Academics

1. How would you rate the academic demands of the school?
a. Much too much
b. Somewhat too much
c. About right
d. Somewhat too little
e. Much too little
f. Don't know/Does not apply

2. How would you rate the school's academic support system?
a. Much too much
b. Somewhat too much
c. About right
d. Somewhat too little
e. Much too little

3. How much do you agree or disagree with the following statement? The school [insert specific attitude or dimension of the academic program] ?
a. Strongly agree
b. Agree
c. Neither agree nor disagree
d. Disagree
e. Strongly disagree

4. Which of the following should [insert school name] focus on or work to improve? Select up to three.
a. Athletic programs
b. Academic programs
c. English as a Second Language programs
d. Extracurricular and recreational activities
e. Fine Arts programs
f. Science, technology, engineering, art, and math (STEAM) programs
g. Technology
h. College classes/college prep
i. Facilities improvement

5. Overall, how would you rate our remote/distance learning program?
a. Excellent
b. Very good
c. Good
d. Fair
e. Poor
f. Don't know/not apply

6. Based on your observations or personal opinion, do you believe students/you have been inspired to learn while engaged in remote/distance learning?
a. At a much greater level than while in-school
b. At a somewhat greater level than while in-school
c. At a level similar to learning while in-school
d. At a somewhat lower level than while in-school
e. At a much lower level than while in-school

7. Based on your observations or personal opinion, do you believe students/you have demonstrated academic progress while engaged in remote/distance learning?
a. All of the time
b. Most of the time
c. Some of the time
d. Infrequently
e. None of the time

6. Student Development

1. Which of the following skills is the school best at developing? Select two.
a. Critical thinking
b. Creativity
c. Communication
d. Collaboration
e. Application of real-life skills
f. Leadership
g. Awareness of current local and global issues
h. Cross-cultural understanding
i. Literacy (reading, writing, critical viewing) across the curriculum

2. Which of the following skills need more emphasis? Select two.
a. Critical thinking
b. Creativity
c. Communication
d. Collaboration
e. Application of real-life skills
f. Leadership
g. Awareness of current local and global issues
h. Cross-cultural understanding
i. Literacy (reading, writing, critical viewing) across the curriculum

3. What core skills would you like to see all students, faculty, and members of the school community embrace? Select up to three.
a. Achievement
b. Citizenship
c. Creativity
d. Compassion
e. Empathy
f. Integrity
g. Justice
h. Knowledge
i. Perseverance
j. Respect
k. Responsibility
l. Other [or Other (Please specify)*]

* Note that you can offer the option of 'Other (Please specify)' for this or other questions to include a text box for a comment. The 'Other (Please specify)' option is considered an open-ended response and will cost \$50 for programming and processing.

4. Which of the following areas should [insert school name] emphasize more? Select up to three.
a. Critical thinking
b. Creativity
c. Conflict resolution
d. Perseverance/never-quit attitude
e. Resilience
f. Character development
g. Problem solving
h. Physical fitness
i. Communication

5. Which three of the following areas should [insert school name] focus on or improve?
a. Academics
b. Physical well-being
c. Emotional well-being
d. Justice, Equity, and Inclusion
e. Spiritual development
f. Character/moral development
g. Appreciation of the arts
h. Positive student self-concept
i. Family commitment

* Note that you can offer the option of 'Other (Please specify)' for this or other questions to include a text box for a comment. The 'Other (Please specify)' option is considered an open-ended response and will cost \$50 for programming and processing.

6. Parent/guardian version - My child was inspired to do their personal best because of a meaningful relationship with the following people. Select up to three responses.
Student version - I was inspired to do my personal best because of a meaningful relationship with the following people. Select up to three responses.
a. Lower School Teacher
b. Middle School Teacher
c. Upper School Teacher
d. Mentor/Advisor/Family Group Leader
e. Coach/Club Sponsor
f. College Counselor
g. School Psychologist
h. Other School Employee (administrator, staff member, etc. or alumnus/a)
i. None

7. Parent/guardian version - In what areas of life does the school have the greatest impact on your child's future? Select up to three responses.

Student version - In what areas of life does the school have the greatest impact on your future? Select up to three responses.

- a. Academic preparation
- b. Relationships with faculty/school staff
- c. Developing friends
- d. Dealing with faculty/staff
- e. Critical thinking/problem solving skills
- f. Creativity/self-expression
- g. Leadership opportunities
- h. Pursuing goals
- i. Character development

7. Diversity/Inclusivity

1. How much would you agree or disagree with the following statement? The school provides an inclusive environment where I feel valued based on the ways in which I identify (e.g., race, ethnicity, gender, gender identity, sexual orientation, socioeconomic status, religious beliefs, nationality, or other aspects of personal identity).

- a. Strongly agree
- b. Agree
- c. Neither agree nor disagree
- d. Disagree
- e. Strongly disagree

2. How important is enhancing diversity to the future of the school?

- a. Extremely important
- b. Very important
- c. Somewhat important
- d. Not very important
- e. Not at all important

3. How important is enhancing the sense of belonging to the future of the school?

- a. Extremely important
- b. Very important
- c. Somewhat important
- d. Not very important
- e. Not at all important

4. While all elements of diversity are important, which of the following areas should be the focus for further development at the school? Select two.
a. Ethnicity/cultural identity
b. Nationality/nation of origin
c. Socioeconomic diversity
d. Sexual orientation
e. Gender identity
f. Religious beliefs
g. Age
h. Political viewpoints
i. Physical disabilities
j. Learning differences
k. Mental health differences
l. Other [or Other (Please specify)*]

* Note that you can offer the option of 'Other (Please specify)' for this or other questions to include a text box for a comment. The 'Other (Please specify)' option is considered an open-ended response and will cost \$50 for programming and processing.

8. Communications

Evaluate your school's communications approach to identify more specific responses for questions in this category.

1. How would you rate the amount of communication from the school to you?
a. Much too much
b. Somewhat too much
c. About right
d. Somewhat too little
e. Much too little

2. How would you rate the ease/accessibility with which parents/guardians can communicate with the school administration?
a. Excellent
b. Very good
c. Good
d. Fair
e. Poor

3. How would you rate the ease/accessibility with which parents/guardians can communicate with faculty?
a. Excellent
b. Very good
c. Good
d. Fair
e. Poor

4. How would you rate the overall relevance of the information communicated by the school?
a. Excellent
b. Very good
c. Good
d. Fair
e. Poor

5. How would you rate the timeliness of information communicated by the school?
a. Excellent
b. Very good
c. Good
d. Fair
e. Poor

6. How would you rate the overall quantity of information communicated by the school?
a. Excellent
b. Very good
c. Good
d. Fair
e. Poor

7. How would you rate the amount of email (e.g., classroom newsletters, division head notes, faculty, coaches, etc.) communication that you receive from [insert school name] ?
a. Much too much
b. Somewhat too much
c. About right
d. Somewhat too little
e. Much too little

8. What is your preferred method of communication for [insert type: general communications, specific student communications, extracurricular activities, or another option] with the school? Select up to three responses.
a. Email
b. Facebook/Instagram
c. Text message
d. Student delivered – printed newsletter
e. US Mail
f. Telephone
g. Events (e.g., parent/guardian meeting, athletic meeting, etc.)
h. Social media
i. Other

9. What is your preferred method to communicate with faculty about your student? Select up to two.
a. Email
b. Telephone
c. In person, at events on campus

d. Video chat/virtual meeting
e. Text message

10. For Alumni: Which two of the following best represent how you prefer to stay engaged and continue to learn about what's happening at the school?
a. Receive the alumni e-newsletter via email
b. Attend local alumni events held off-campus (e.g., Trivia Night, small gatherings)
c. Attend school community events (e.g., plays, athletic competitions)
d. Receive the school magazine
e. Attend Reunion Weekend
f. Follow social media channels

9. Financial/Value/Support

1. I feel compelled to give money to the school in the following circumstances. Choose up to two.
a. I see it as part of my stewardship of the school.
b. I see a tangible need.
c. I know the money is going toward something to increase the school's sustainability (e.g., scholarships, an endowment).
d. I see factually how my money will help the school.
e. My gift will be matched (e.g., challenge grants, corporate gift match programs).
f. Everyone else is giving (faculty/families/alumni participation levels announced).
g. Because I feel my tuition should cover the cost of my child's education, I do not feel compelled to give to the school.

2. Please indicate if your student receives financial aid from the school. (Special note: all survey answers are confidential and the identity of each individual is not associated with any specific response to the survey.)
a. Yes – my student receives financial aid
b. No – my student does not receive financial aid
c. I am unsure if my student receives financial aid
d. Don't know/not apply

3. How likely would you be to continue to attend the school if your student did not receive financial aid?
a. Extremely likely
b. Very likely
c. Somewhat likely
d. Not very likely
e. Not at all likely

4. Which of the following initiatives do you believe add the most value to the school? Select up to three areas. [NOTE: Use topics relevant to your school.]
d. Student services
e. Extensive use of the campus
f. College counseling
g. Global initiatives
h. Fine Arts
i. Science
j. ??
k. ??
l. ??

5. How likely would you be to support an increase in tuition to help fund [insert: special program, facility, expansion, etc.]?
a. Extremely likely to support
b. Very likely to support
c. Somewhat likely to support
d. Not very likely to support
e. Not at all likely to support

6. Which of the following would you support an increase in tuition to help fund? Select two. [NOTE: Use topics relevant to your school.]
a. Improved technology
b. More educational trips and experiences
c. Learning resource center with tutorial services
d. Additional athletic options
e. More/stronger arts option
f. Higher quality food/dining room
g. Paying down the debt
h. New facility/building
i. Enhanced professional development for faculty

10. Background/demographics

Consider one or more of the following background questions. This could be especially important if you intend to separate your data into various groups or segments to run a custom banner to analyze segments. This type of banner can be used to divide the results by various background or demographic groups.

Question 1 has been updated to reflect the OMB/US Census categories for the 2030 census.

1. What is your race and/or ethnicity? Select all that apply.
a. American Indian or Alaska Native
b. Asian
c. Black or African American
d. Hispanic or Latino
e. Middle Eastern or North African
f. Native Hawaiian or Pacific Islander
g. White
h. Other [or Other (Please specify)*]
i. Prefer not to answer

* Note that you can offer the option of 'Other (Please specify)' for this or other questions to include a text box for a comment. The 'Other (Please specify)' option is considered an open-ended response and will cost \$50 for programming and processing.

2. How would you best describe your heritage? Select all that apply.
a. Asian (Chinese, Filipino, Asian Indian, Vietnamese, Korean, Japanese, etc.)
b. Black or African American (African American, Jamaican, Haitian, Nigerian, Ethiopian, Somalian, etc.)
c. Hispanic and/or Latino origin (Mexican or Mexican American, Puerto Rican, Cuban, Salvadoran, Dominican, Colombian, etc.)
d. Indigenous North, Central, or South American (Navajo nation, Blackfeet tribe, Mayan, Aztec, Native Village or Barrow Inupiat Traditional Government, Nome Eskimo Community, etc.)
e. Middle Eastern or North African (Lebanese, Iranian, Egyptian, Syrian, Moroccan, Algerian, etc.)
f. Native Hawaiian or Other Pacific Islander (Native Hawaiian, Samoan, Chamorro, Tongan, Fijian, etc.)
g. White (German, Irish, English, Italian, Polish, French, etc.)
h. Prefer not to say
i. Some other heritage (Please specify)

3. Please indicate your gender.
a. Male
b. Female
c. Nonbinary
d. Other
e. Prefer not to answer

4. Do you consider yourself?
a. Male
b. Female
c. Nonbinary
d. Not listed
e. Prefer not to answer

5. Gender of the student(s) currently enrolled in the school
a. Male
b. Female
c. Nonbinary
d. Prefer not to answer

6. What is your marital status?
a. Married
b. Single
c. Widowed
d. Separated/Divorced
e. Other

7. What is the highest level of education completed in your household?
a. High School
b. Vocational Program
c. Some college
d. Associate degree (2 years)
e. Bachelor's degree (4 years)
f. Master's degree
g. PhD/Doctoral degree
h. Other

8. Annual household income. Please indicate the one response that best fits your situation.
a. Less than \$75,000
b. Less than \$100,000
c. Less than \$150,000
d. Less than \$200,000
e. Less than \$400,000
f. More than \$400,000
g. Don't know
h. Prefer not to answer

9. Does your student live at home or board at school?
a. Lives at home
b. Boards at school (5 or 7 days)

11. Custom Questions That Require Additional Programming

- **Adding the “Other (Please specify)” option to a closed-end question.** In some situations, it may be appropriate to add an ‘Other (Please specify)’ response option to a closed-end question. The cost for adding the ‘other’ comment text box is \$50 for programming and processing. Simply include this response option at the end of the closed-end responses when drafting the custom questions.
- **The following question is not a standard closed-end question. Extra programming charges would apply to this type of question.**

We would like to understand the importance that should be placed on the following core elements of our program. Please allocate 100 importance points across the core elements. You can allocate the points in any manner that best fits your perspective. The more points you allocate, the more importance of that element; fewer points indicate less importance. In other words, you can allocate ‘0’ points to an element or place all points on a single element. The only rule is that you have to use all 100 points.	
[Insert 5 or so elements based on your school]	Number of Points
a. Academic program	
b. Athletic program	
c. Extracurricular program	
d. Fine-arts program	
e. Community Service program	
	Total must = 100