

RESEARCH SOLUTIONS

— FOR THE —

EDUCATION SECTOR



School satisfaction
surveys



Strategic
planning input



Professional
development



Geomapping and
modelling



Visualisation and
annual report design



Education Future
Report



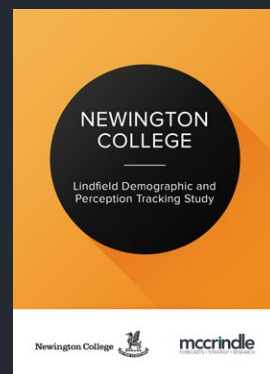
Education Future
Forum

EDUCATION RESEARCH SOLUTIONS

From school satisfaction research to the visualisation of school data for communications purposes, from giving input into the strategic planning process through to staff professional development days, McCrindle has a long and rich history of engaging with educational institutions.

We have a passion for helping organisations thrive in changing times and maintain their relevance amidst the megatrends transforming society. The sector which is at the cross-roads of the biggest trends, dealing with massive technological change, engaging with the youngest generations, and sits at the heart of our diverse Australian communities is the education sector.

Schools and tertiary institutions are the most multigenerational institutions in our society, and here at McCrindle we are regarded as thought-leaders and innovators in the space of generational engagement, strategy, and communication.



FROM SATISFACTION SURVEYS TO STRATEGIC PLANNING

School Satisfaction Research

At McCrindle we regularly conduct tailored school satisfaction surveys researching parents, staff, and students for schools and tertiary institutions across Australia. We conduct research for the government sector, independent schools, and the Catholic sector and specialise in creating the context for the research by benchmarking it against demographic and national education data. Our comprehensive education research process includes the deployment of surveys to key stakeholder groups in the school community, researching opinions of the local community towards the school, as well as qualitative methods such as focus groups, student and staff forums, and in-depth discussions with groups such as past, current, or prospective parents.

Satisfaction research can include feedback and perception of School stakeholders on:

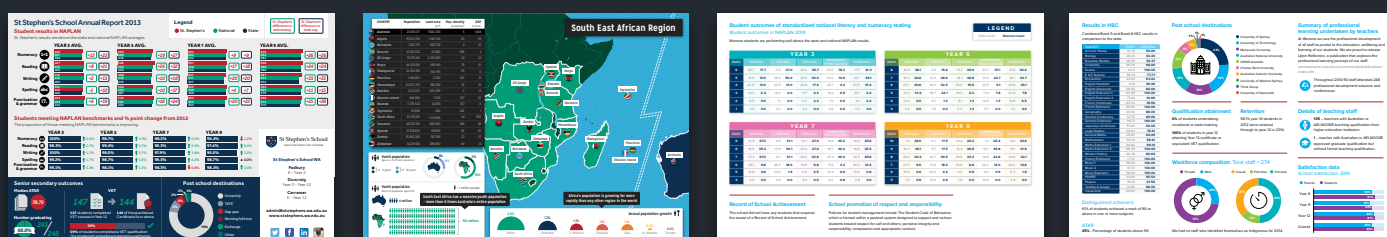
- Curriculum & academic program
- Quality of teaching
- Learning outcomes & technology use
- Pastoral care
- Discipline and safety
- Resources and facilities
- Parent involvement
- Fees & competitor analysis
- Brand & perceptions
- Future forecasting & concept testing

Research Visualisation & Communication of Data

Including the analysis of school satisfaction data and annual report design

Educational organisations collect more data than ever so the need is to find and communicate the key insights. As researchers we understand the research methods, but we're also designers and know what will communicate and engage stakeholders across the entire school community. Satisfaction surveys should be about more than just compliance – the insights will not only assist the leadership make improvements, but

they are an important brand and communication tool in themselves. We are passionate about not just the gathering of the data but the communication of it. In an era of social media and digital platforms, the annual reports, strategic plans, and satisfaction summaries that can be clearly communicated and quickly deployed will be those that get shared and so have an impact.



Future of Education and Strategic Planning Process

While the strength of an organisation comes in part from its history and legacy, the relevance of an organisation flows from its ability to adapt, innovate, and respond. Our Future of Education process helps organisations become future-proofed by better understanding the emerging generations of parents, the learning styles and expectations of students, and how to best recruit

and retain their staff. To assist in the strategic planning process, we conduct demographic analysis, Future of Education modelling, and social and technological trend forecasting, and then input these insights into facilitated workshops, environmental scan reports, and boardroom strategic planning meetings.

STAFF, PARENT, OR EXECUTIVE SEMINARS

Our key researchers have delivered professional development sessions for school leaders and teachers internationally and across every state and territory in Australia. We have delivered educational reports for some of the largest and best-known school and universities in Australia and convened the acclaimed annual Education Future Forum.

For Parents & Students

Parenting the i-generation

A snapshot of the megatrends influencing this global, digital, technological, social, and mobile generation. This session is designed to equip parents with an understanding of their 'screenagers' and with practical strategies to train and support them during their formative years.

Future-proofing careers

This research-based session outlines the growing employment sectors, the shrinking job areas, and key employer recruitment trends. It will give strategies to help young people future-proof their careers.

For Teachers & Career Advisors

The future of education

An outline of the current structural changes and emerging trends impacting education now and over the decade ahead. For universities, TAFEs, private colleges, and independent catholic and public schools, education is undergoing seismic shifts. This session will give an overview of the technological, global, financial, generational, and social shifts in the education sector today.

Engaging with today's students

A session which will equip teachers and trainers with the knowledge and skills to engage this digital, visual, global and technological generation.

For Boards & Executives

Recruiting, training & retaining diverse generations

An overview of the best HR and management practices that connect with an intergenerational workforce. From attraction and engagement strategies that work to motivating and managing today's staff.

Trends analysis & strategy

Our team will provide an environmental scan of the key trends impacting education, communities and stakeholders, and provide a snapshot of the external environment to facilitate the strategic planning process, innovation and management plans.

Research-based Staff, Parent, or Executive Seminars

Why not maximise your upcoming seminar by getting the current pulse of your education community's environment? McCrindle will conduct a survey of parents, students and staff members to provide a snapshot of what is working well and areas for strategic development.

SPEAKER PROFILE MARK McCRINDLE

Mark McCrindle

Mark McCrindle is an award winning social researcher, bestselling author, TEDx speaker, and influential thought leader in the future of education. A regular social commentator for prominent media channels, Mark's research into the emerging generations, as well as his engaging communication style, places him in high demand as a commentator in the press, on radio and on television news and morning shows.

Mark is the Director of McCrindle Research, whose clients include over 100 of Australia's largest organisations. His highly valued research and reports have developed his renown as a futurist, demographer and social commentator. Mark is the author of three books on emerging trends and social change: The ABC of XYZ: Understanding the Global Generations published by UNSW Press, Word Up: A Lexicon and Guide to Communication in the 21st Century published by Halstead Press and The Power of Good published by Hybrid Publishers.



We are receiving terrific feedback from your PD sessions, the two last night and the one this morning. Thank you for visiting the school and sharing your expertise with us.

SCHOOL EXECUTIVE



Please pass on my thanks to Mark for the terrific presentation he gave to the Board of Directors for SCEGGS. We were all very impressed and most appreciative! His insightful remarks and answers to questions posed helped us all enormously.

SCEGGS



SPEAKER PROFILE ELIANE MILES



Eliane Miles

Eliane Miles is a social researcher, trends analyst and Director of Research at the internationally recognised McCrindle. As a data analyst she understands the power of big data to inform strategic direction. Managing research across multiple sectors and locations, she is well positioned to understand the mega trends transforming the workplace, household and consumer landscapes. Her expertise is in telling the story embedded in the data and communicating the insights in visual and practical ways.

From the key demographic transformations such as population growth to social trends such as changing household structures, to generational change and the impact of technology, Eliane delivers research based presentations dealing with the big global and national trends.

SPEAKER PROFILE ASHLEY MCKENZIE

Ashley McKenzie

Ashley McKenzie is a social researcher, trends analyst and Team Leader of Communications at the internationally recognised McCrindle. As a trends analyst she understands the need for organisations to communicate with the emerging generations to effectively engage and motivate them. From her experience in managing media relations, social media platforms, content creation and event management, Ashley is well positioned to advise how to achieve cut through in these message-saturated times. Her expertise is in training and equipping leaders and teams on how to communicate across generational barriers.

From generational change to the impact of technology, from key demographic transformations to social trends Ashley delivers research based presentations dealing with global and national trends.



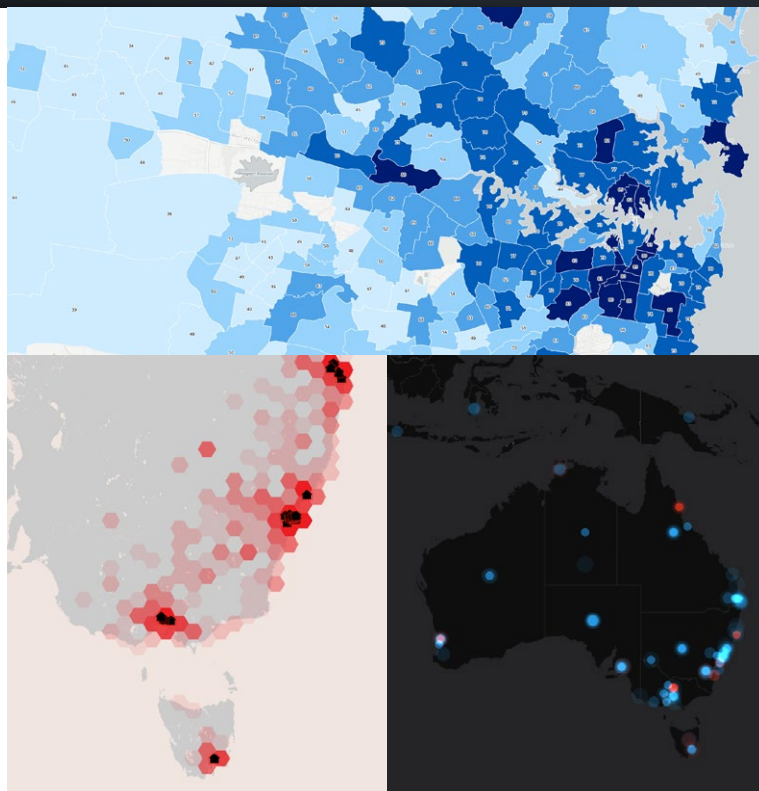
SOLUTIONS & RESOURCES

Geomapping

Geographic and demographic analysis of student catchments

At McCrindle we can provide a comprehensive demographic analysis which provides information on the geographic spread of students, and the changes over time, so that future growth trends can be understood to support marketing strategies. An analysis of the demographics of the top geographic regions can also be conducted to provide further insight into the key catchment areas.

Through gemapping, the geographic catchment data can be mapped onto an interactive infographic which visually presents the data, identifying areas of student population density and opportunity.



education futurereport

Education Future Report

The Education Future Report is a collaborative, longitudinal study which will be conducted annually and provide a barometer about where education in Australia is currently positioned and the areas of change and adaptation for effective engagement in the future. It will provide educational leaders and practitioners with research-based insights around the future needs,

trends and directions in education. The research will deliver key findings and practical applications in the areas of student engagement, teaching and learning, learning space design, emerging leadership and changing community engagement redefining 21st century education.

Education Future Forum

futureforum.com.au

The Education future forum is a one day forum analysing the key student learning trends, learning space design, technologies, emerging leadership and policy issues, takes a strategic view of the emerging trends transforming 21st century education.



CASE STUDY ST STEPHEN'S SCHOOL

"Stakeholder Engagement and Satisfaction Research"



St Stephen's School is a large K-12 co-educational independent school situated in the Perth suburbs of Duncraig and Carramar. This comprehensive research project conducted throughout 2014 researched parents, staff, students, and local community residents on their satisfaction, perception, and engagement with the School. Innovative solutions to communicate the findings across the School community included video reports, infographic summaries, a visualised summary report and a presentation to the school council.

ANNUAL REPORT

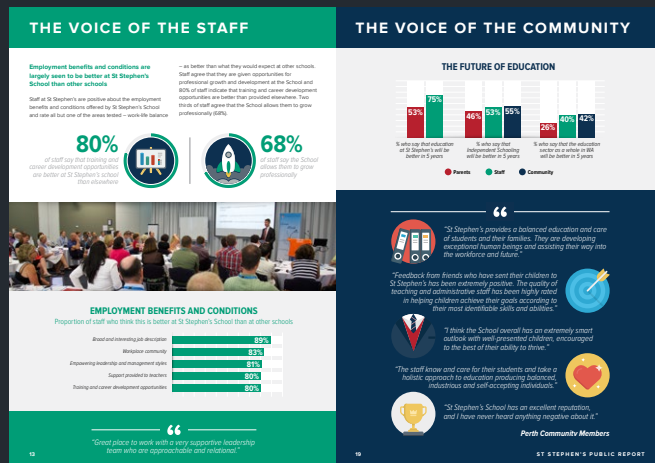
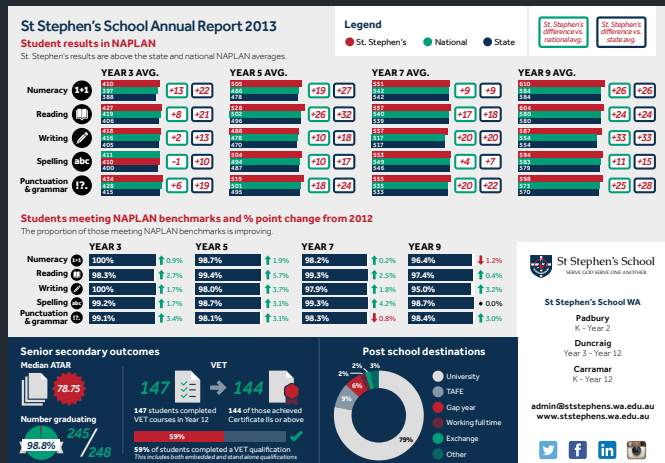
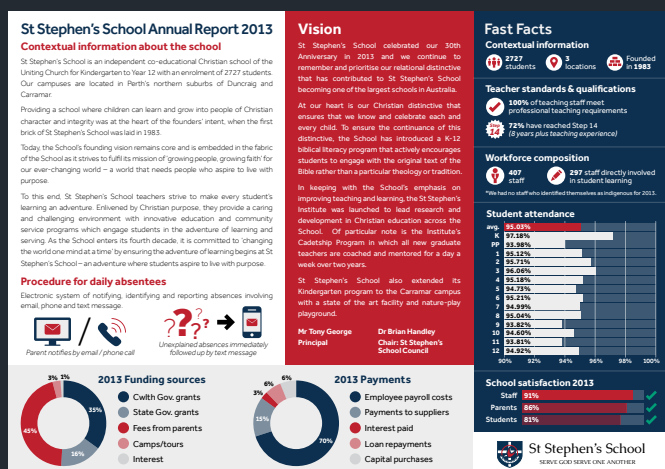
www.ststephens.wa.edu.au/news-and-events/353-ar2013

PROCESS & OUTPUTS

1. Client briefing
2. Quantitative parent, student, staff, and local community resident surveys
3. Qualitative parent focus groups
4. Qualitative student and staff forums
5. Comprehensive analysis report
6. Visualised summary report
7. Infographic summary card
8. Video interviews
9. School council presentation

RESEARCH SUMMARY & INFOGRAPHIC

www.ststephens.wa.edu.au/news-and-events/369-st-stephen-s-school-mccrindle-research-summary-report



CASE STUDY RAVENSWOOD SCHOOL FOR GIRLS

“Future of Education and Model Testing”

Ravenswood School for Girls is an independent, Uniting Church, day and boarding school for girls K-12 in the north shore suburb of Gordon in Sydney. The school sought to test ideas and concepts that could redefine the current model of education, gauging the openness of the school community to a different kind of independent school education than one they might imagine. This research conducted involved co-creation groups, focus groups, student forums, and surveys to test teaching and learning trends, the impact of social trends, and receptiveness of future-schools model testing.

PROCESS

1. Client briefing
2. Qualitative prospective parent and current parent focus groups
3. Qualitative student forums
4. Qualitative staff forums
5. Qualitative past student focus groups
6. Quantitative school community survey
7. Comprehensive analysis report
8. School council presentation



CASE STUDY IVANHOE GRAMMAR SCHOOL



IVANHOE
GRAMMAR SCHOOL
a co-educational community

Ivanhoe Grammar School is an independent, multi-campus, co-educational day school, located in Ivanhoe, Melbourne. McCrindle provided an engaging presentation on the ‘Jobs of the Future’ for a community forum featuring students, parent, and alumni attendees. In addition, a school executive survey was developed, launched to Ivanhoe’s key staff members, with the results presented in a weekend board retreat.

PROCESS

1. Community Forum: Jobs of the Future
2. Quantitative School Executive Survey
3. Board Retreat with session, “Changing Times, Emerging Trends” and results of the School Executive Survey

“

Thank you for the great presentation to the staff at Ivanhoe Grammar. I have attended many presentations but can honestly say there have been none I have enjoyed more than yours. The way you dealt with the subject matter was excellent, and the combination of facts, anecdotes, and media articles all helped hold our attention and make the hour fly.

IVANHOE GRAMMAR SCHOOL

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EDUCATION SECTOR

GET IN TOUCH



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