

EXIT INTERVIEW: SAMPLE PRIVATE SCHOOL EXIT QUESTIONNAIRE

Since often we can learn more from our dissatisfied customers than from our satisfied ones, it is recommended that schools regularly conduct telephone exit interviews with families who choose not to re-enroll. It is appropriate for a staff member of the admissions or development office to conduct the interviews and to do so on a "confidential basis": i.e., to promise that no names will be shared with the school authorities.

1. What initially attracted you to the school?
2. What were the primary reasons for enrolling your son or daughter here?
3. What aspects of the programs satisfied or exceeded your expectations? (Please be specific.)
4. What aspects of the programs failed to meet your expectations?
5. What factors finally dissuaded you from re-enrolling or withdrawing your child?
6. What factors would encourage you to return to the school?
7. Any other comments you would care to make?