

## STRATEGIC SURVEY FEEDBACK

Dear Parents and Staff of Somerset House,

The School has asked Synchronicity to provide feedback directly to you in order to preserve the professionalism of the exercise.

The number of responses received, and their consistency, indicate that Somerset House has a robust set of information on which to base their planning.

Equally, there was very good correlation between the views of parents and staff, implying you are all very much aligned. On almost all questions there was clear preference for a particular option and the written sections provided excellent insights, which added significantly to the school's understanding of how you, the parents, view its activities.

- You feel strongly that, irrespective of other elements, academic performance is the most important element at school. However, this is closely followed by the instillation and living of values. The arts and sport scored equally, but were some way behind academics and values.
- You feel strongly that the breadth of the package offered is of itself important and that the “feel” of the whole campus is fundamental. Linked to this is the wish for not only continuing small class sizes, but that the school itself should not grow. Small is beautiful.
- The questions surrounding values provoked a large number of responses which, in order of priority, were: Integrity (honesty, truthfulness, fairness); Respect (consideration, good manners, tolerance); Kindness (compassion, caring, helpful, generous); Sportsmanship; Work ethic (hard working); Christian values.
- The question of religion showed a desire for the retention of a Christian base for the school, but that the school should conduct itself in such a way as to be fully inclusive of, and non-discriminatory towards, all denominations and faiths.
- With regard to diversity, there were a variety of opinions about how the school should go about it, but the spread of responses felt that it should be highly pro-active, not passive, that it should form deep links with elements of the community, that it should expose its children to the less privileged and that it should assist individuals as much as is possible.
- Your responses to these issues of ethos, values and morality, show a consistency of opinion which is aligned strongly to what Synchronicity understands has always been regarded as the heart of the school.

With regard to more specific educational issues you felt that:

- The School should strive to be seen as a leader in the application of technology to learning and that this should permeate the curriculum and methods of teaching.
- This was strongly supported by your priorities for the building programme, with the Knowledge Centre scoring well above the Art Centre and Performing Arts, which were about equal, and ahead of the provision of an Astro Turf for Hockey.
- You have requested clear, evaluated, reporting for the whole preparatory school, with more rather than less information and teacher contact. Particularly with regard to grades 6 and 7, you want the clearest possible picture of your children's likely performance in high school.

- With regard to sport, you felt that the guiding principles should be based on inclusivity and the teaching of sportsmanship and teamwork. Winning is important, but not at the expense of the other elements. Sport should remain mandatory.
- The number, length and type of outdoor activities that are undertaken are generally strongly supported and you would like to continue to see one or more activities per year for your children, encompassing varying numbers of nights away.
- On the language front, preference for the first additional language was Afrikaans followed by Xhosa, Thereafter there were no clear preferences.
- With regard to the environment, an overwhelming request was for environmental education to be part of the curriculum.
- It was felt the Guild's most important role was to assist in communication and thereafter to help to foster a strong community spirit. Following these were the roles of helping to provide information to parents and fundraising. A possible new aspect emerged, that of Parent Support.

Hopefully this gives you a clear picture of the views that you would like to see guide the continuing development of the school. In essence, they seem to balance the preservation of values, with the embracing of the progress necessary for the school to remain relevant and, indeed, to be a leader.

Once again, I would like to thank you for your time and effort in providing the information required to assist us in completing this survey.

Yours,

Cobus Visser

Director: Synchronicity Marketing Insights