UWCSEA is performing their Parent Climate Survey, in the format of NPS. The annual survey helps understand how current parents perceive their children’s experiences and how likely they are to advocate for the school. It is designed to dig into the prior year’s key topics to obtain feedback on any changes made to the school.

Prior to implementing Qualtrics, UWCSEA struggled with surveys that were too basic and feedback that was difficult to analyse. As a result, they weren’t able to share insights from their community with key stakeholders. UWCSEA chose the Qualtrics Insight Platform to perform student evaluations and obtain community feedback.

UWCSEA’s survey response rates have increased by 230% from 900 to 3,000 every year. The data from the surveys has informed both business and education decisions. Most importantly, the data has helped them to predict how decisions may impact their community.

Qualtrics was selected due to:
- Professional user interface
- Flexibility of survey design and flow, and variety of question types.
- Real-time data.
- Cross-referencing and segmenting the data.
- Greater influence with UWCSEA’s leadership team.

“As a mission-driven school, committed to students getting the best possible educational experience so that they can have a positive impact on the world, connecting to what our community is thinking and feeling is critical. The Qualtrics platform focuses on making meaning from data, fits our learning community perfectly and has helped us turn information into insight. Working with Qualtrics has made us better”

Student EVALUATIONS & COMMUNITY FEEDBACK

Parent CLIMATE SURVEY

230% IN SURVEY RESPONSES

Leading INSIGHTS PLATFORM