

## Leveraging Parent Satisfaction for SAT Gains<sup>1</sup>

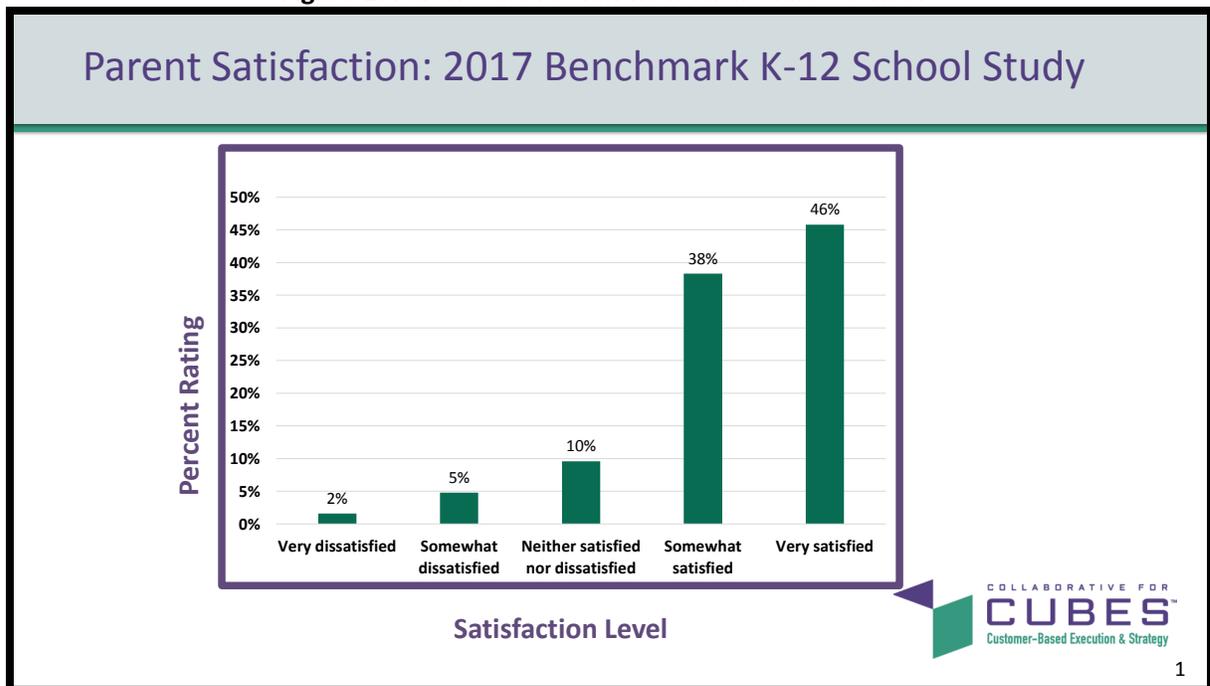
SAT scores are a key metric used to assess student and school success. Colleges use SAT scores in their admissions process since they can predict student success in college. Not surprisingly, helping their students to achieve high SAT scores is a key goal of many public schools and school districts in their ongoing attempt to retain students and increase enrollment.

As the key customer, parents are probably the most attuned—through consistent involvement with their child’s education—to the school’s ability to satisfy students’ educational needs. As an example, [patient satisfaction](#) is associated with clinical health outcomes. Similarly, parent satisfaction with a school should be a reliable metric to gauge school success.

### **46% of the parents are very satisfied, while 7% are dissatisfied**

As shown in Figure 1, about half of the parents (46%) are *very satisfied* with their child’s school, 10% are ambivalent, and 7% of are *somewhat/very dissatisfied*.

**Figure 1: Parent Satisfaction with Their Child’s School**

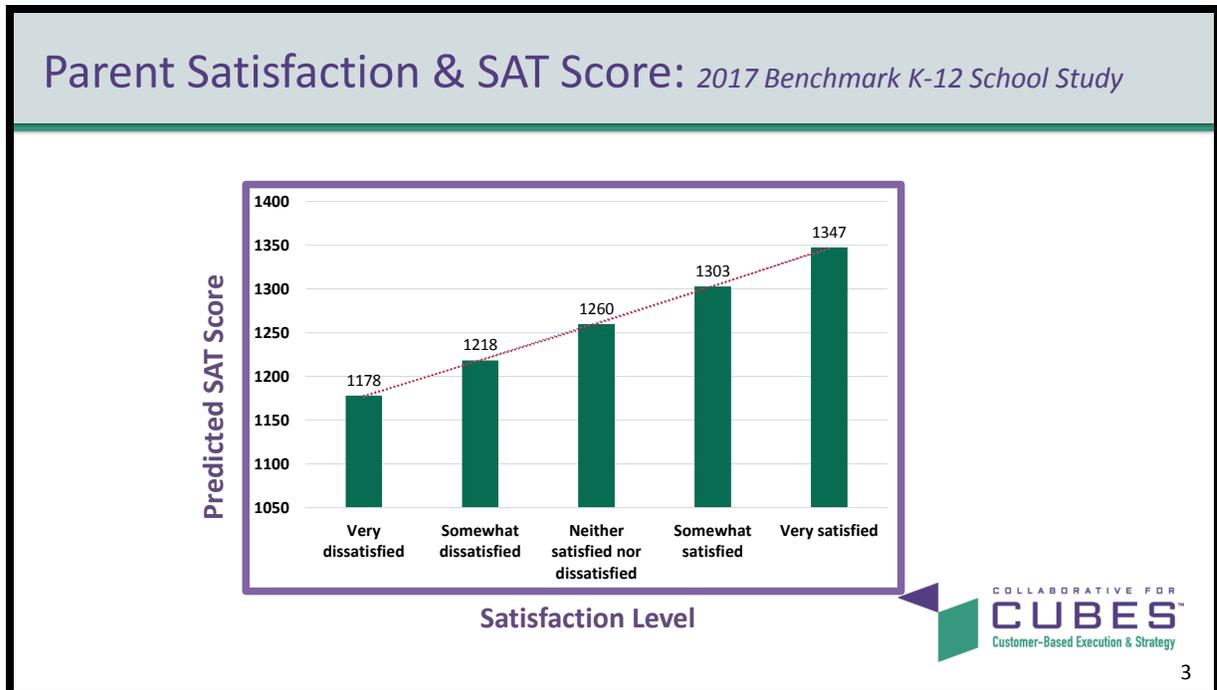


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**Parent Satisfaction and SAT Score: 2017 Results**

A multivariate analysis shows parent satisfaction translates into improved SAT scores. *On average, each unit increase in overall parent satisfaction is associated with a 3.4% increase in SAT score. On average, there is a 169-point increase in SAT scores going from very dissatisfied parents to very satisfied parents.*

**Figure 2: Parent Satisfaction and Predicted SAT Score: 2017 Results**



**Now What?**

Our results, which we plan to reaffirm in future research, show that customer satisfaction is one of the best barometers of a school’s ability to improve SAT scores.

School leaders need a [consistent and systematic approach to track satisfaction](#), as well the strategic drivers of overall satisfaction to develop a customer-based approach. One question education professionals might ask: is overall parent satisfaction associated with only SAT scores, or also other metrics such as attendance rate and disciplinary activity. We intend to address this in a future brief.

**Research Methodology: 2017 Benchmark K-12 School Study**

[The Collaborative for Customer-Based Execution and Strategy \(C-CUBES™\)](#) conducted a nationally representative, online survey of 7,259 parents during October-November, 2017. The proprietary survey measured parents’ overall satisfaction with their child’s school along with critical strategic areas related to overall satisfaction. C-CUBES™ scholars then merged school-level satisfaction ratings with the school’s average-SAT scores collected from public schools in 12 states in U.S.