

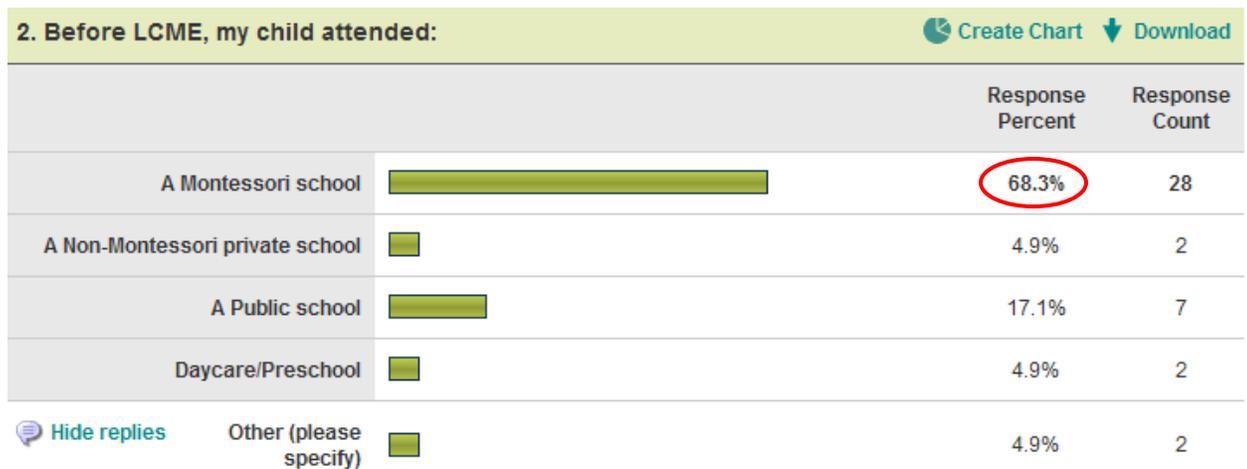
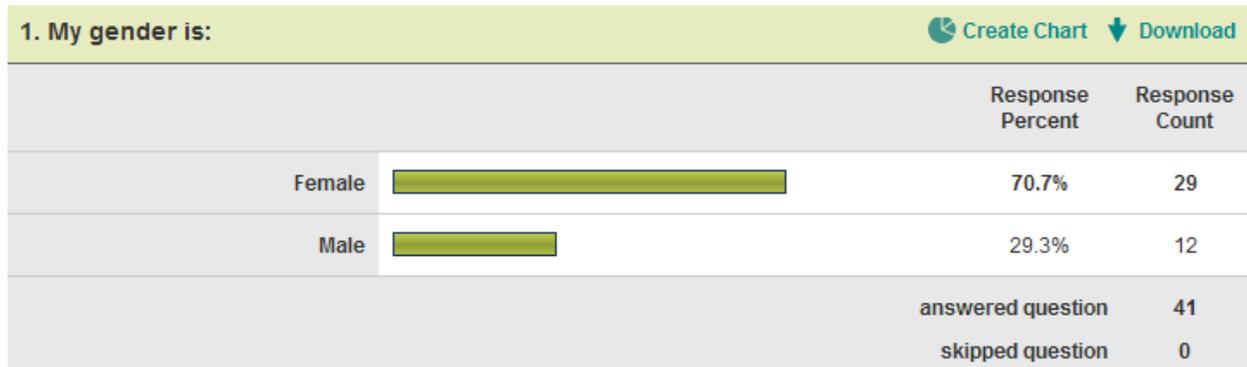
Bozeman Summit School

Excellence in Montessori Elementary Education

BSS Marketing Committee Survey Results

September 21, 2010

41 Survey responses from current parents



- 1. Montessori Preshool (Hghiland Montessori) Thu, Sep 16, 2010 2:57 PM [Find...](#)
- 2. Both a Montessori Preschool and one year of public school (K) Wed, Sep 15, 2010 12:33 PM [Find...](#)

answered question	41
skipped question	0

3. Which communication methods were most effective in informing you about LCME before you made the decision to enroll your child (select up to 3)? [Create Chart](#) [Download](#)

		Response Percent	Response Count
Word of mouth (friends, neighbors)		43.9%	18
Word of mouth (school/early childhood program)		46.3%	19
Internet research		12.2%	5
School website		12.2%	5
School tour		53.7%	22
Mailings / hand-outs / printed materials		2.4%	1
Advertisement		2.4%	1
Hide replies Other (please specify)		31.7%	13

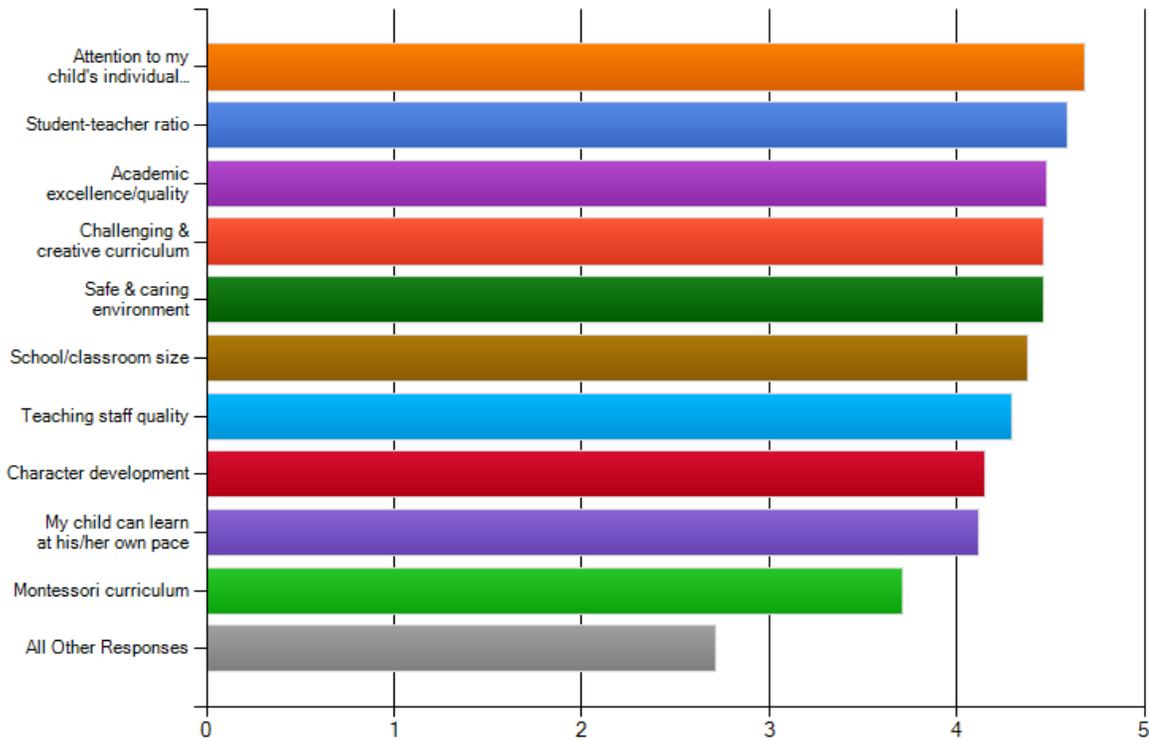
1. Wife was teaching at LCME Thu, Sep 16, 2010 2:58 PM [Find...](#)
 2. Open House, Meeting 1 on 1 with Head of School Wed, Sep 15, 2010 8:26 PM [Find...](#)
 3. Older sibling did well at the school Wed, Sep 15, 2010 7:40 PM [Find...](#)
 4. cdc at msu gave us good information as well Wed, Sep 15, 2010 1:26 PM [Find...](#)
 5. Went to "little" learning circle, so was an easy transition Wed, Sep 15, 2010 1:12 PM [Find...](#)
 6. Visit from LCME to the Montessori school to talk about elementary school Wed, Sep 15, 2010 12:47 PM [Find...](#)
 7. previously enrolled child Wed, Sep 15, 2010 12:41 PM [Find...](#)
 8. Learning Circle Montessori Wed, Sep 15, 2010 12:38 PM [Find...](#)
 9. I am selecting printed material as they would have been very helpful if available at that time. Wed, Sep 15, 2010 12:37 PM [Find...](#)
 10. First looked online, then visited, then started asking everyone I knew about the school and what they had heard about it. I also used the school website, but could check only 3 options :-)
 11. I began teaching at LCME in 2000, didn't have children yet Mon, Sep 13, 2010 12:21 PM [Find...](#)
 12. parents of current students Fri, Sep 10, 2010 10:20 AM [Find...](#)
 13. went to the Learning Circle preschool Thu, Sep 9, 2010 2:32 PM [Find...](#)
- 25 responses per page

answered question	41
skipped question	0

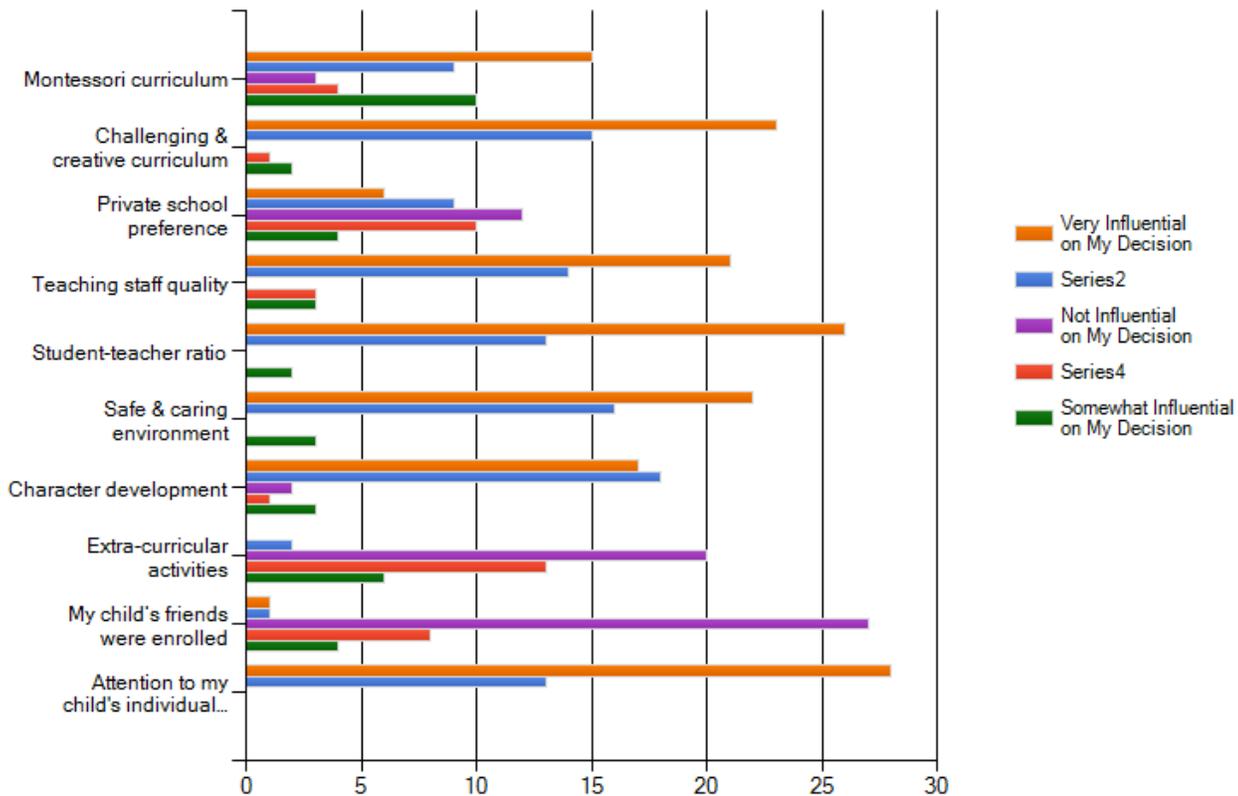
4. Please rate the following factors on how influential they were on your initial decision to enroll your child at LCME (not your current level of satisfaction). Please vary responses to highlight the most influential reasons. [Create Chart](#) [Download](#)

	Not Influential on My Decision		Somewhat Influential on My Decision		Very Influential on My Decision	Rating Average	Response Count
Montessori curriculum	7.3% (3)	9.8% (4)	24.4% (10)	22.0% (9)	36.6% (15)	3.71	41
School facilities & natural playground	10.0% (4)	20.0% (8)	32.5% (13)	27.5% (11)	10.0% (4)	3.08	40
Challenging & creative curriculum	0.0% (0)	2.4% (1)	4.9% (2)	36.6% (15)	56.1% (23)	4.46	41
Private school preference	29.3% (12)	24.4% (10)	9.8% (4)	22.0% (9)	14.6% (6)	2.68	41
Teaching staff quality	0.0% (0)	7.3% (3)	7.3% (3)	34.1% (14)	51.2% (21)	4.29	41
School/classroom size	0.0% (0)	2.6% (1)	10.3% (4)	33.3% (13)	53.8% (21)	4.38	39
Student-teacher ratio	0.0% (0)	0.0% (0)	4.9% (2)	31.7% (13)	63.4% (26)	4.59	41
Desire for my child to "get ahead"	22.5% (9)	15.0% (6)	25.0% (10)	12.5% (5)	25.0% (10)	3.03	40
Academic excellence/quality	0.0% (0)	0.0% (0)	7.5% (3)	37.5% (15)	55.0% (22)	4.48	40
Test scores	35.9% (14)	17.9% (7)	15.4% (6)	10.3% (4)	20.5% (8)	2.62	39
Safe & caring environment	0.0% (0)	0.0% (0)	7.3% (3)	39.0% (16)	53.7% (22)	4.46	41
Character development	4.9% (2)	2.4% (1)	7.3% (3)	43.9% (18)	41.5% (17)	4.15	41
Extra-curricular activities	48.8% (20)	31.7% (13)	14.6% (6)	4.9% (2)	0.0% (0)	1.76	41
My child's friends were enrolled	65.9% (27)	19.5% (8)	9.8% (4)	2.4% (1)	2.4% (1)	1.56	41
Attention to my child's individual needs & abilities	0.0% (0)	0.0% (0)	0.0% (0)	31.7% (13)	68.3% (28)	4.68	41
Scholastic success of students post-LCME	12.2% (5)	7.3% (3)	24.4% (10)	24.4% (10)	31.7% (13)	3.56	41
School's focus on environmental awareness	26.8% (11)	22.0% (9)	19.5% (8)	24.4% (10)	7.3% (3)	2.63	41
School's commitment to valuing diversity	14.6% (6)	12.2% (5)	31.7% (13)	31.7% (13)	9.8% (4)	3.10	41
School's commitment to studying world cultures	17.1% (7)	9.8% (4)	31.7% (13)	26.8% (11)	14.6% (6)	3.12	41
My child can learn at his/her own pace	0.0% (0)	4.9% (2)	22.0% (9)	29.3% (12)	43.9% (18)	4.12	41
					answered question	41	
					skipped question	0	

Please rate the following factors on how influential they were on your initial decision to enroll your child at LCME (not your current level of satisfaction). Please vary responses to highlight the most influential reasons.



Please rate the following factors on how influential they were on your initial decision to enroll your child at LCME (not your current level of satisfaction). Please vary responses to highlight the most influential reasons.



5. When did you make a final decision to enroll your child at LCME?

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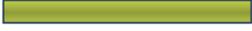
		Response Percent	Response Count
After school tour		31.7%	13
After my child shadowed at LCME		31.7%	13
After speaking with other LCME parents		4.9%	2
After meeting other students		2.4%	1
After learning more about other school options		22.0%	9
Always knew we would enroll in LCME		14.6%	6
Hide replies Other (please specify)		22.0%	9

1. and after thorough discussions w/ my wife Fri, Sep 17, 2010 5:23 PM [Find...](#)
2. After meeting the staff Fri, Sep 17, 2010 8:09 AM [Find...](#)
3. Highland Montessori; Vickie Thompson Thu, Sep 16, 2010 7:58 PM [Find...](#)
4. After my wife told me that this is where our child was going! Thu, Sep 16, 2010 2:59 PM [Find...](#)
5. After checking out the public school option, we recommitted to LCME Wed, Sep 15, 2010 7:44 PM [Find...](#)
6. After speaking with School Head Wed, Sep 15, 2010 6:03 PM [Find...](#)
7. after experiencing Kindergarten at a public school Wed, Sep 15, 2010 12:35 PM [Find...](#)
8. After speaking with staff Tue, Sep 14, 2010 8:29 AM [Find...](#)
9. After meeting with Dani Thu, Sep 9, 2010 8:09 PM [Find...](#)

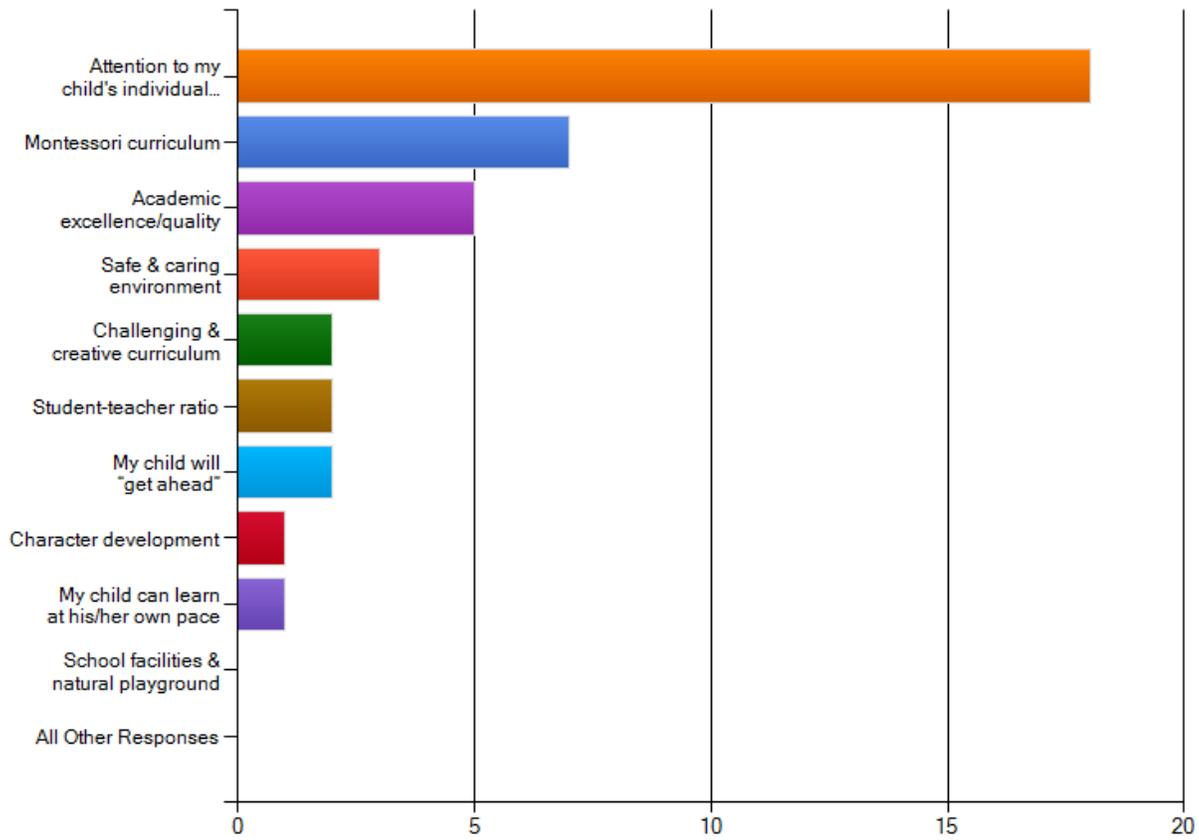
answered question	41
skipped question	0

6. Finish this sentence: The #1 reason LCME was the best choice for my child is...

[Create Chart](#) [Download](#)

		Response Percent	Response Count
Montessori curriculum		17.1%	7
School facilities & natural playground		0.0%	0
Challenging & creative curriculum		4.9%	2
Private school preference		0.0%	0
Teaching staff quality		0.0%	0
School/classroom size		0.0%	0
Student-teacher ratio		4.9%	2
My child will "get ahead"		4.9%	2
Academic excellence/quality		12.2%	5
Test scores		0.0%	0
Safe & caring environment		7.3%	3
Character development		2.4%	1
Extra-curricular activities		0.0%	0
My child's friends were enrolled		0.0%	0
Attention to my child's individual needs & abilities		43.9%	18
Scholastic success of students post-LCME		0.0%	0
School's focus on environmental awareness		0.0%	0
School's commitment to valuing diversity		0.0%	0
School's commitment to studying world cultures		0.0%	0
My child can learn at his/her own pace		2.4%	1
		answered question	41
		skipped question	0

Finish this sentence: The #1 reason LCME was the best choice for my child is...



7. In your own words, please describe why you decided to enroll your child at LCME versus another school...



1	I love the idea that my child has control of his education. Information is not stuffed down his throat but instead he is encouraged to explore and LOVE learning.
2	In short, my sense was LCME would provide the best quality learning environment for my son based on the information I had at the time.
3	A former board member and public school teacher recommended it
4	We were looking for a non-religious private school (of which there are few choices in Bozeman.) We were also impressed with the school after speaking with LCME parents and meeting the Head of School Dani Stern.
5	LCME uses "community" as a foundation for learning. I love the emphasis on community and the self awareness and responsibility it fosters in the current students, past students, staff, and parents.
6	Small classroom size; individual needs and abilities
7	I like the small student / teacher ratio. I also am a believer in the quality education that children receive at LCME.
8	We were already sold on Montessori and knew LCME was an excellent school, so it came down to proximity for us - Middle Creek vs LCME - and LCME is within walking distance.
9	We originally enrolled because his sibling was attending. We have kept her there because she has excelled and learned to make good academic choices. She attends school because she loves it and her teacher. IT is not because she has to go to school!
10	Of the two non-denominational private schools in the area, it felt like the best option for all the reasons stated in this survey.
11	I just felt an instant peace & warmth after the tour. Just seeing the kids working independently or in small groups in a fashion that was so unlike public school (some kids in a desk, some sitting on the floor, some on a computer, some having a snack.) really opened my eyes to the new choices and possibilities for my son. He always had a hard time in public school from day one of kindergarten. He had a hard a very hard time making friends & experiencing joy in school...after his shadow day, he was SO excited at what LC had to offer! In fact, all summer he asked, "When is school starting?" out of sheer excitement - not dread. I feel like LC is a safe, loving environment that focuses on each individual child, rather than each child just being a number. My son needs that love & belief in him in order to grow into the person he is intended to be. Public school could not provide that, nor could the other private schools that we visited. I guess our decision was based on the love we both felt after visiting the school!
12	to meet my child's individual needs in a safe, caring environment, to challenge him academically, to help him grow emotionally and socially, to allow him to work at his own pace and depth.
13	Good experience with our older child and felt that our son would thrive there as well.
14	caring faculty, small class sizes
15	LCME enabled our child to continue the Montessori curriculum for a few more of the key years. The staff did a good job of demonstrating how they embrace the Montessori methods. Proximity to home was another plus.
16	Interacting with other kids that had "graduated" LCME convinced us the curriculum was better at LCME.
17	We liked the school vs the other private options in Bozeman. We also wanted a school without any specific religious affiliation where everyone would feel welcome. It seemed like our child would be valued at LCME and given the opportunity to be challenged, grow and have fun. It was very important that the curriculum would foster a love of learning.
18	Overall I felt it offered everything we needed to help our child develop into the kind of person he was born to be.
19	Great upper el teacher, personal and one-on-one relationship with my child. We chose to keep our child one more year in spite of the pressure to enroll her in the local middle school. Academics won over social relationships, and we are hoping that she develop a strong sense of self and a love of learning and a sense of leadership. Being able to talk to her teacher weekly about her progress is awesome...
20	It seemed the logical transition from little Learning Circle. We really didn't consider any others. Note that it may have gone differently if another Montessori school had actively solicited us. Not that we are unhappy, but it would have made us consider other options.
21	To provide our child with a high quality, well rounded education in an environment that will develop his love for learning and inspire him to achieve academic success, beyond what is available public school.
22	The focus on academics and the continuation of a great Montessori pre-school experience were key. Location of the school was influential, primarily because we live outside the Bozeman School District.
23	Didn't think public school was the best learning environment or approach for my child. Liked the small classrooms, learn at your own pace approach, and individual attention I thought my child would received based on individual needs.
24	I like the fact that I have access to my child's teacher to discuss academic and social issues. I also really appreciate the after-school activities, as they are thoughtful and interesting. I wish the Upper EI was bigger so there would be more social choices, however.
25	I only know of one other Montessori elementary in Bozeman and in my opinion it doesn't even compare with LCME. After we enrolled at the Learning Circle Montessori (Cleveland) I just knew that LCME was right for us.
26	After experiencing a small sized Montessori preschool AND one year of public school kindergarten (which was our only public school experience outside of our own), LCME was the right choice for our child if we could make it happen financially.

27	My child needed an environment where he could work at his own pace, succeed given his own style of learning, and where he could develop important skills such as math and reading through the exploration of topics of interest to him. Just as important, he needed kind, caring, competent staff interested in helping him grow and learn in a way that fit his personality, interests and style of thinking.
28	As an educator, I really know the difference between public school and LCME. I taught in public schools in CO. When I found Montessori, I found the best model for teaching I had ever come across. Children have ownership of their classroom and are invested in their experience. They are treated with respect. They are known by the teachers and one another. Most importantly, they are met exactly where they are developmentally, emotionally and academically. That was my truest frustration...not being able to meet EVERY students' needs. We do that here.
29	Our child's sibling had gone and had a very good experience. We were attracted to the individual attention, low student teacher ratio and are fans of the Montessori method.
30	Like the smaller school environment vs. larger public school that 3 or 4 classrooms at each grade level. PERCEPTION that our child will get more individual attention as well as be more challenged than in public school environment. Have the perception that private schools help set a child up for greater success as long as child puts in the work.
31	Our daughter had been at a Montessori preschool and kindergarten. We tried public school for first grade and were terribly disappointed. She was so far ahead of the other kids that she just sat out from the learning time the whole day. By October, she was refusing to go to school and was angry and resentful. We transferred her to LCME in Nov of first grade and she loved it. She is challenged. She learns. She loves her friends. She loves the teachers. She was counting down the days to when school started this year. We have made great sacrifices so she could have this opportunity, and we feel it has been worth every penny. Nothing is more valuable than her being able to thrive and grow like she does at LCME.
32	Montessori curriculum
33	So my child would be able to show his strengths and develop his unique abilities and talents in an environment where those would be valued; not need to conform to a public school curriculum.
34	My child's previous teacher was very adamant that continuing in a Montessori curriculum was extremely important for him. My tour of the public school was perfectly acceptable, but when i toured at LCME the huge difference in class size and individual attention available to each child became crystal clear.
35	Academic standards, student teacher ratio and general feel of the school environment
36	After touring both Middle Creek and LCME, I felt that LCME was the best fit for my family. Dani and Robyn were (and are!) so warm and welcoming. They are professional yet fun. My husband and I really enjoyed our tour of the school, and our son enjoyed his "shadow day". First impressions have lasting impacts! The gorgeous school and spectacular natural playground were the cherry on top! We know we made the right choice and are so grateful to be a part of the LCME community!
37	The public school in our district (not the Bozeman School District) was not sufficiently challenging and was extremely inconvenient for us.
38	the curriculum and how things were taught made sense to me. For example, the use of the golden beads for mathematical concepts. Helping young minds to be curious and explore the world vs being "taught" rote memorization was very important.
39	Quality of education, teacher/student ratios, individualized learning.
40	My child really responded to Montessori at LCM on Cleveland. At LCME I felt like my child could continue to learn at her own pace, remain positive and excited about learning, and also her confidence and academic success would surpass that of her peers at public schools by the time she graduated.

8. In your own words, what do you think would attract more families to enroll their children at LCME (assume tuition cannot be changed)?

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1	I think it would help to know more about what graduates of Montessori schools do later in life.
2	An understanding the school has thorough creative teaching and learning processes which are followed and measured and communicated back to the students and parents.
3	more awareness of the programs and the school by the public
4	Somehow invite prek/k parents to see the school, maybe an open house. Also better advertise test scores.
5	Hearing the past students and parents speak is extremely powerful. My child's previous school was very supportive of LCME and encouraged us to consider it. Without their encouragement, we may not have looked into it.
7	Expressing the small ratios and quality of education to the public
8	Awareness. Bozeman is an incredible community when it comes to families and education, there is strong support for Montessori schools. Yet there are still many out there that don't know what it's all about and how vital good early childhood education is to developing a future generation of productive, compassionate, intelligent adults.
9	Market to a niche such as developing the whole child! Promote the diversity b/c others view it as a rich kid school in your marketing Promote the love of learning kids get!!!
11	Hmm...I just don't think parents realize the opportunity that this school presents for their family. I guess my thought would be just getting information to more people, maybe having more tours throughout the year - I'm thinking of it at a mathematical perspective, the more people that can witness what you provide, the more people will "get" it & want it for their family too...just somehow getting more people to the school for the experience.
12	to meet the child's needs, smaller teacher-student ratio, understanding the Montessori curriculum - how it helps a child think, learn how to think; that ability transfers to any environment.
13	I think all the key elements are in place; parents who value alternative educational choices will investigate the school more thoroughly to see if it might be a good fit.
14	academic excellence, tours focusing on above, bolstering academic qualifications of teaching staff
15	This is a rather difficult question. We wanted the Montessori program for our kids and started our search process there; our close friends chose to have the mother stay at home and did a lot of what LCME provides in her own way. I think of them as a good candidate but they have a different way of achieving it. The most impressive thing is seeing how our kids interact with others who are in other programs. The proof that Montessori works is in the students, they are the biggest selling point. But that is a little hard to capture that on a website, brochure, or other static media. Like most good things, you have to search it out. I don't think it is pricing, as the question implies. You want this and will find a way to provide it or it doesn't interest you.
16	Better visibility in the community. My first memory of LCME is of a parade float, maybe 6 or 7 years ago which I thought was cool. It stuck with me. Doing high visibility community service projects of some sort might help.
17	More interaction with LCME kids
18	It's tough in this economy for many people to think about paying for school when the public schools in Bozeman are pretty good. I think what swayed us was seeing the need for our child to be academically challenged. The strength of LCME is that it is not a one size fits all curriculum. You don't have to hold some students back in order to bring others along. We didn't choose LCME because it was a Montessori curriculum but because we saw the kids all learning at their own pace. Strong academics and a caring environment is important to us. Also making learning fun without the kids being bored will foster a life long love of learning.
19	Frankly, I think it is educating the Montessori and the non-Montessori environment as to what we have to offer their children.
20	more awareness that the school is up to sixth grade...a push to make LCME a viable alternative to public middle school or Headwaters. A better perception that the school is not just for preschool and younger kids. A name change or at least a perception change in the community...
21	Telling them about it. There absolutely has to be a pre-planned campaign where twice a year representatives visit every feeder school to give a presentation on the benefits of LCME and a continuing Montessori education. And this has to be followed up with a well run sales-like function with a defined process and accompanying collateral information - and active phone solicitation!
22	A well communicated and consistent message in our community - A private alternative with a strong reputation for academic achievement and head start for your children on many levels with the Montessori Curriculum being secondary.
23	The expanded classroom and natural playground are draws that did not exist a few years ago. Think Montessori curriculum and approach are big deals. Small classrooms with low student-teacher ratio is also a big draw.
24	Getting the word out and selling the school more in the community. We now have a really nice facility, and LC just needs to devote more time to pursuing families to come and experience LC. I would think the spring and possibly the summer would be prime times to catch families moving into our community.
25	Parental education about Montessori schools. I talk to so many parents who don't know what Montessori is. Once they understand that then the benefits of LCME can be expressed.
26	Getting the word out. Outside of the financial commitment, there's no reason why a family wouldn't chose LCME for education (in Bozeman) other than if they have a spiritual or moral obligation to public school or a faith-based private school.

27	For me, tuition is not really the main issue. It's the difficulty (and somewhat the added cost) of what to do before and after school. I find LCME extremely challenging for a family in which all of the adults are required to be at their place of work between 8 a.m. and 5 p.m., especially since the bus and after-school programs are not available when school first starts in the fall. At public school, you could, without charge, drop off at 7:45 a.m. By paying for after-school care, you could pick up as late as 5:30. If I was not an officer at my place of employment and did not have an employer willing to extend some flexibility to me, it's very likely that my child could not attend LCME. Even by paying for after school clubs, I have to leave work an hour early M-Th and 2 hours early on Friday. (I think the LCME board would be unhappy if you had a staff person who routinely left an hour early 4 days a week and 2 hours early on Friday. You might even be thinking about the value of that staff member to your organization. My employer probably feels the same way you would.) From the cost standpoint, if I pay someone to pick my son up, so that I can work my full schedule without leaving early, that's an extra \$60 per week that is added to my cost of LCME--if I pay for the LCME after school clubs so that I limit a sitter's time. So my extra cost per week at LCME is the bus charge (so I can drop off at 7:45 a.m), plus the club costs, PLUS the \$60. If I'm doing the math correctly here in the moment, that should come out to an extra \$340 a month, making my true cost the \$763 tuition plus \$340, for a total of \$1,093 a month. That's a pretty big number.
28	I don't know how to do it without offending anyone, but to make people aware of the difference in education at LCME. To really tout what we do! To distinguish ourselves from the rest.
29	A reputation for academic excellence and track record of producing graduates that excelled later in Middle and High schools.
30	More aggressive advertising that presents how LCME is different than Bozeman Public Schools. What do LCME kids get that kids enrolled in Bozeman public do not get? Showcasing some LCME grads that are doing extraordinary things now. Get parents of Montessori pre-schoolers in the door for a tour, observation, meeting with Dani and the teachers, etc.
31	Perhaps have real families and kids tell their stories. Hearing first hand from others made a difference for us.
32	Advertising frequently in Bozeman Chronicle and other local publications, radio, tv
33	Better understanding Montessori philosophy and making people aware that the school exists.
34	I think parents just knowing that the option is out there and that the school is not dramatically different in academic subjects, activities, etc. than "mainstream" schools. I think there is a very real perception out that LCME is super hippie, super politically correct and doesn't really "teach" kids the way they need to be taught to be successful in further education.
35	Observing the kids in the classroom
36	I believe that holding an educational workshop/mixer that is open to both the public and current Montessori families would be helpful. Many people have never heard of Montessori. If they come to an event that is also attended by Montessori families, we could get a lot more families interested through presentation and dialogue.
37	A better understanding of the benefits of a Montessori education.
38	the students and parents sharing their experiences of LCME.
39	Awareness of the value of the school versus the public school alternatives.
40	Less focus on Montessori as a teaching method, and more focus on the academic success/results of the students compared to other schools.

9. Do you feel the school name "Learning Circle Montessori Elementary School" reflects the mission and quality of the school?

[Create Chart](#) [Download](#)

		Response Percent	Response Count
Yes		35.0%	14
No		27.5%	11
Not sure		37.5%	15
		answered question	40
		skipped question	1

10. Do you think changing the school name could help attract more potential families?

[Create Chart](#) [Download](#)

		Response Percent	Response Count
Yes		22.5%	9
No		27.5%	11
Not sure		50.0%	20
		answered question	40
		skipped question	1

11. Would you support changing the school name to something other than "Learning Circle Montessori Elementary School"?

[Create Chart](#) [Download](#)

		Response Percent	Response Count
Yes		42.5%	17
No		5.0%	2
Maybe, depends on the name		52.5%	21
		answered question	40
		skipped question	1