

DELONE CATHOLIC HIGH SCHOOL
STRATEGIC PLANNING QUESTIONNAIRE SUMMARY
 (Open-Ended Questions Removed)

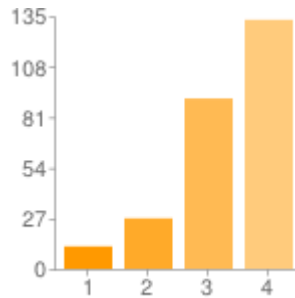
Please indicate your connection to Delone Catholic High School.

Priest/Religious	3	0%
Board of Directors	5	1%
Faculty/Staff	39	6%
Financial Benefactor	22	3%
Prospective Student	4	1%
Current Student	35	5%
Alumnus	260	40%
Prospective Parent	34	5%
Current Parent	109	17%
Past Parent	60	9%
Prospective Grandparent	5	1%
Current Grandparent	6	1%
Past Grandparent	5	1%
Parishioner	55	8%
Other	11	2%
Total Responses	437	

PRIORITIES

Of what importance is Catholic identity as a reason to send children to Delone Catholic High School?

1	12	5%
2	27	10%
3	91	35%
4	133	51%



For each of following factors, rate the importance to you when choosing a high school.

Academics

1=Not Important	0	0%
2=Somewhat Important	5	1%
3=Very Important	61	14%
4=Most Important	356	83%
N/A=Not Applicable	6	1%

Affordability

1=Not Important	6	1%
2=Somewhat Important	61	14%
3=Very Important	246	58%
4=Most Important	101	24%
N/A=Not Applicable	8	2%

Athletics

1=Not Important	60	14%
2=Somewhat Important	194	45%
3=Very Important	136	32%
4=Most Important	30	7%
N/A=Not Applicable	8	2%

Communication

1=Not Important	5	1%
2=Somewhat Important	55	13%
3=Very Important	190	45%
4=Most Important	166	39%
N/A=Not Applicable	8	2%

Extracurricular Activities

1=Not Important	10	2%
2=Somewhat Important	115	27%
3=Very Important	235	55%
4=Most Important	57	13%
N/A=Not Applicable	8	2%

Location

1=Not Important	13	3%
2=Somewhat Important	136	32%
3=Very Important	209	49%
4=Most Important	56	13%
N/A=Not Applicable	10	2%

Perceived quality of alternative educational options

1=Not Important	19	5%
2=Somewhat Important	71	17%
3=Very Important	174	42%
4=Most Important	127	31%
N/A=Not Applicable	24	6%

Responsiveness to needs

1=Not Important	1	0%
2=Somewhat Important	31	7%
3=Very Important	207	49%
4=Most Important	169	40%
N/A=Not Applicable	16	4%

Sense of Community/School Atmosphere

1=Not Important	0	0%
2=Somewhat Important	27	6%
3=Very Important	178	42%
4=Most Important	211	50%
N/A=Not Applicable	10	2%

Spiritual Life

1=Not Important	9	2%
2=Somewhat Important	59	14%
3=Very Important	141	33%
4=Most Important	204	48%
N/A=Not Applicable	13	3%

Teacher-Student Relationships

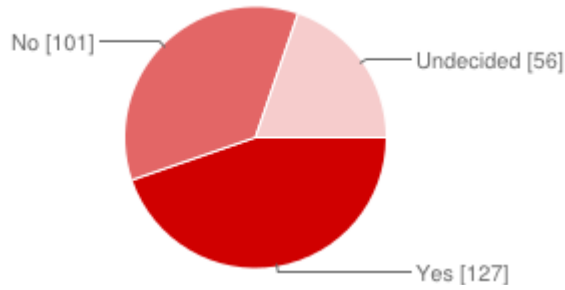
1=Not Important	2	0%
2=Somewhat Important	8	2%
3=Very Important	151	36%
4=Most Important	249	59%
N/A=Not Applicable	13	3%

Other

1=Not Important	3	2%
2=Somewhat Important	5	4%
3=Very Important	16	13%
4=Most Important	10	8%
N/A=Not Applicable	91	73%

If you are an alumnus, did/do/will you send your children to Delone Catholic?

Yes	127	45%
No	101	36%
Undecided	56	20%



Delone Catholic offers instruction in the following areas. Please indicate how valuable you consider each of these to overall preparation of students for higher education and life in general.

Religion

1=Not Important	10	2%
2=Somewhat Important	79	18%
3=Very Important	158	36%
4=Most Important	186	43%
N/A=Not Applicable	1	0%

Foreign Language

1=Not Important	11	3%
2=Somewhat Important	106	25%
3=Very Important	196	46%
4=Most Important	115	27%
N/A=Not Applicable	0	0%

English

1=Not Important	0	0%
2=Somewhat Important	10	2%
3=Very Important	166	38%
4=Most Important	256	59%
N/A=Not Applicable	0	0%

Music

1=Not Important	35	8%
2=Somewhat Important	182	42%
3=Very Important	156	36%
4=Most Important	59	14%
N/A=Not Applicable	1	0%

Mathematics (Algebra, Pre-Calculus, Calculus, etc.)

1=Not Important	1	0%
2=Somewhat Important	11	3%
3=Very Important	147	34%
4=Most Important	274	63%
N/A=Not Applicable	1	0%

Art

1=Not Important	35	8%
2=Somewhat Important	193	45%
3=Very Important	154	36%
4=Most Important	48	11%
N/A=Not Applicable	1	0%

Science (Biology, Chemistry, Physics, etc.)

1=Not Important	1	0%
2=Somewhat Important	19	4%
3=Very Important	176	41%
4=Most Important	235	54%
N/A=Not Applicable	2	0%

Technology Education (Electronics, Materials Tech, Drafting, etc.)

1=Not Important	9	2%
2=Somewhat Important	85	20%
3=Very Important	199	46%
4=Most Important	137	32%
N/A=Not Applicable	3	1%

Social Studies (History, Psychology, Economics, etc.)

1=Not Important	1	0%
2=Somewhat Important	30	7%
3=Very Important	241	56%
4=Most Important	161	37%
N/A=Not Applicable	0	0%

Computer Skills

1=Not Important	2	0%
2=Somewhat Important	27	6%
3=Very Important	163	38%
4=Most Important	238	55%
N/A=Not Applicable	2	0%

Family and Consumer Science (Home Economics)

1=Not Important	26	6%
2=Somewhat Important	157	37%
3=Very Important	173	40%
4=Most Important	72	17%
N/A=Not Applicable	1	0%

Physical Education

1=Not Important	26	6%
2=Somewhat Important	148	34%
3=Very Important	204	47%
4=Most Important	54	12%
N/A=Not Applicable	1	0%

Drivers' Education

1=Not Important	39	9%
2=Somewhat Important	152	35%
3=Very Important	182	42%
4=Most Important	60	14%
N/A=Not Applicable	1	0%

Guidance

1=Not Important	8	2%
2=Somewhat Important	64	15%
3=Very Important	195	46%
4=Most Important	156	37%
N/A=Not Applicable	1	0%

Instructional Support

1=Not Important	12	3%
2=Somewhat Important	72	17%
3=Very Important	191	45%
4=Most Important	136	32%
N/A=Not Applicable	15	4%

Honors Courses

1=Not Important	5	1%
2=Somewhat Important	43	10%
3=Very Important	164	39%
4=Most Important	204	48%
N/A=Not Applicable	7	2%

Advanced Placement Courses

(courses preparing for college advanced placement tests)

1=Not Important	8	2%
2=Somewhat Important	42	10%
3=Very Important	157	36%
4=Most Important	218	50%
N/A=Not Applicable	9	2%

Dual Enrollment Credit

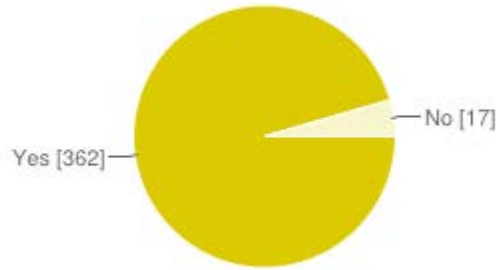
(courses also qualifying for college credit)

1=Not Important	13	3%
2=Somewhat Important	74	17%
3=Very Important	160	37%
4=Most Important	175	41%
N/A=Not Applicable	8	2%

SPIRITUALITY

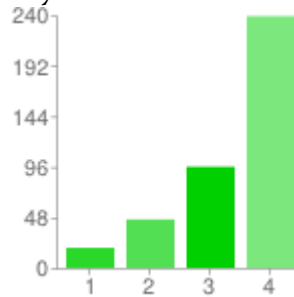
Does a Catholic culture/climate exist at Delone Catholic High School?

Yes	362	96%
No	17	4%



If you are Catholic, how important is attending Sunday Mass?

1 Not Important	19	5%
2	46	12%
3	96	24%
4 Most Important	239	60%



What Catholic teachings would you be interested in learning more about?

Annulments/Divorce	57	8%
End-of-Life Issues	124	16%
Morality	152	20%
Religious Liberty	81	11%
Same Sex Marriage	53	7%
Scripture	143	19%
Social Justice	125	17%
Other	19	3%

COMMUNICATION

What is the best way to reach you?

Email

1=Not Effective	4	1%
2=Somewhat Effective	31	7%
3=Very Effective	97	23%
4=Most Effective	280	67%
N/A=Not Applicable	7	2%

Social Media/Facebook

1=Not Effective	138	35%
2=Somewhat Effective	89	23%
3=Very Effective	86	22%
4=Most Effective	48	12%
N/A=Not Applicable	28	7%

In Person/Individual and Social Events

1=Not Effective	75	20%
2=Somewhat Effective	137	36%
3=Very Effective	106	28%
4=Most Effective	38	10%
N/A=Not Applicable	23	6%

Telephone Call

1=Not Effective	79	20%
2=Somewhat Effective	120	30%
3=Very Effective	115	29%
4=Most Effective	70	18%
N/A=Not Applicable	11	3%

How valuable do you find the following communications?

Email

1=Not Valuable	3	1%
2=Somewhat Valuable	45	11%
3=Very Valuable	112	27%
4=Most Valuable	250	61%
N/A=Not applicable	3	1%

Delone Today (alumni magazine)

1=Not Valuable	35	8%
2=Somewhat Valuable	149	35%
3=Very Valuable	127	30%
4=Most Valuable	87	21%
N/A=Not applicable	23	5%

www.DeloneCatholic.org (website)

1=Not Valuable	23	6%
2=Somewhat Valuable	97	23%
3=Very Valuable	156	38%
4=Most Valuable	122	29%
N/A=Not applicable	16	4%

**Delone Catholic Broadcasting Network - DCBN
(live and recorded school and athletic events online)**

1=Not Valuable	94	23%
2=Somewhat Valuable	148	36%
3=Very Valuable	86	21%
4=Most Valuable	36	9%
N/A=Not applicable	51	12%

Letters/Postal Mail

1=Not Valuable	36	8%
2=Somewhat Valuable	144	34%
3=Very Valuable	154	36%
4=Most Valuable	85	20%
N/A=Not applicable	5	1%

Squire Wire (electronic newsletter)

1=Not Valuable	53	13%
2=Somewhat Valuable	80	20%
3=Very Valuable	129	32%
4=Most Valuable	100	25%
N/A=Not applicable	45	11%

How well are opportunities in the following extracurricular activities communicated?

Academic Honor Societies

1=Poor	3	1%
2=Below Average	51	14%
3=Good	168	45%
4=Excellent	65	18%
N/A=Not Applicable	84	23%

Art

1=Poor	14	4%
2=Below Average	80	22%
3=Good	158	43%
4=Excellent	18	5%
N/A=Not Applicable	101	27%

Drama

1=Poor	7	2%
2=Below Average	66	18%
3=Good	165	45%
4=Excellent	38	10%
N/A=Not Applicable	93	25%

Music

1=Poor	2	1%
2=Below Average	45	12%
3=Good	180	49%
4=Excellent	58	16%
N/A=Not Applicable	86	23%

School Publications

1=Poor	11	3%
2=Below Average	66	18%
3=Good	181	49%
4=Excellent	39	11%
N/A=Not Applicable	72	20%

Service Clubs

1=Poor	11	3%
2=Below Average	65	18%
3=Good	180	49%
4=Excellent	29	8%
N/A=Not Applicable	79	22%

Sports

1=Poor	1	0%
2=Below Average	15	4%
3=Good	144	39%
4=Excellent	145	39%
N/A=Not Applicable	66	18%

Student Council

1=Poor	5	1%
2=Below Average	66	18%
3=Good	172	47%
4=Excellent	37	10%
N/A=Not Applicable	86	23%

Student Events (Dances, Homecoming, Prom, etc.)

1=Poor	7	2%
2=Below Average	55	15%
3=Good	183	49%
4=Excellent	57	15%
N/A=Not Applicable	71	19%

CUSTOMER SERVICE

Please rate the following items:

Professionalism and courteousness of the school staff

1=Poor	3	1%
2=Below Average	11	3%
3=Good	138	35%
4=Excellent	166	42%
N/A=Not Applicable	74	19%

Timeliness (within 48 hours) of faculty replies to my questions (parents and students)

1=Poor	5	1%
2=Below Average	11	3%
3=Good	118	31%
4=Excellent	103	27%
N/A=Not Applicable	140	37%

The atmosphere (culture/climate) within the school reflects the school's mission and values.

1=Poor	7	2%
2=Below Average	19	5%
3=Good	151	39%
4=Excellent	144	37%
N/A=Not Applicable	67	17%

Maintenance and cleanliness of the overall buildings and grounds

1=Poor	12	3%
2=Below Average	37	9%
3=Good	187	48%
4=Excellent	108	28%
N/A=Not Applicable	48	12%

Exterior "curb appeal" of the school

1=Poor	11	3%
2=Below Average	56	14%
3=Good	202	51%
4=Excellent	97	25%
N/A=Not Applicable	27	7%

Based on your personal familiarity, how would you evaluate the effectiveness of service you receive from the following departments at Delone Catholic.

Board of Directors

1=Poor	3	1%
2=Below Average	27	7%
3=Good	102	28%
4=Excellent	26	7%
N/A=Not Applicable	204	56%

Business Office

1=Poor	1	0%
2=Below Average	8	2%
3=Good	124	33%
4=Excellent	125	33%
N/A=Not Applicable	119	32%

Cafeteria Staff

1=Poor	1	0%
2=Below Average	10	3%
3=Good	121	33%

4=Excellent	84	23%
N/A=Not Applicable	154	42%

English Department

1=Poor	8	2%
2=Below Average	14	4%
3=Good	131	36%
4=Excellent	67	18%
N/A=Not Applicable	143	39%

Fine Arts Department (Art, Music, Technology Education)

1=Poor	2	1%
2=Below Average	14	4%
3=Good	105	29%
4=Excellent	82	22%
N/A=Not Applicable	162	44%

Foreign Language Department

1=Poor	2	1%
2=Below Average	15	4%
3=Good	124	34%
4=Excellent	66	18%
N/A=Not Applicable	159	43%

Office of Athletic Director

1=Poor	4	1%
2=Below Average	23	6%
3=Good	111	31%
4=Excellent	60	17%
N/A=Not Applicable	164	45%

Office of Development and Alumni Relations

1=Poor	2	1%
2=Below Average	11	3%
3=Good	137	37%
4=Excellent	92	25%
N/A=Not Applicable	130	35%

Office of the Dean of Students

1=Poor	6	2%
2=Below Average	19	5%
3=Good	105	29%
4=Excellent	80	22%
N/A=Not Applicable	150	42%

Office of the Principal

1=Poor	15	4%
2=Below Average	25	7%
3=Good	108	29%
4=Excellent	90	25%
N/A=Not Applicable	129	35%

Practical Arts Department (Business, Family and Consumer Science, Informational Technology, Physical Education)

1=Poor	2	1%
2=Below Average	13	4%
3=Good	126	35%
4=Excellent	43	12%
N/A=Not Applicable	176	49%

Religion Department

1=Poor	1	0%
2=Below Average	10	3%
3=Good	120	33%
4=Excellent	83	23%
N/A=Not Applicable	149	41%

Science Department

1=Poor	1	0%
2=Below Average	12	3%
3=Good	128	36%
4=Excellent	70	19%
N/A=Not Applicable	148	41%

Social Studies Department

1=Poor	0	0%
2=Below Average	8	2%
3=Good	125	35%
4=Excellent	79	22%
N/A=Not Applicable	147	41%

Studies Office

1=Poor	2	1%
2=Below Average	9	3%
3=Good	104	30%
4=Excellent	35	10%
N/A=Not Applicable	199	57%

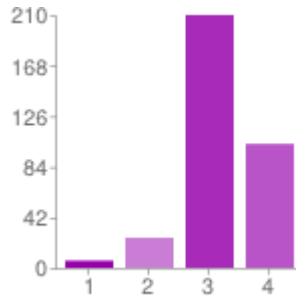
Website/MMS Portal

1=Poor	4	1%
2=Below Average	17	5%
3=Good	112	32%
4=Excellent	104	29%
N/A=Not Applicable	117	33%

SCHOOL ADVANCEMENT

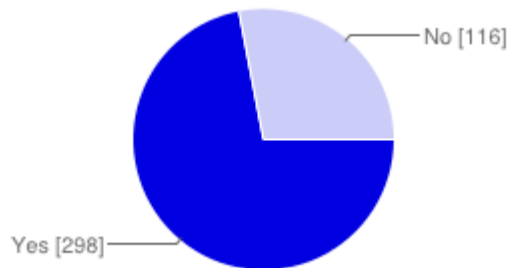
How would you rate the way in which Delone Catholic is a prudent steward of tuition money.

1 Poor	6	2%
2	25	7%
3	210	61%
4 Excellent	103	30%



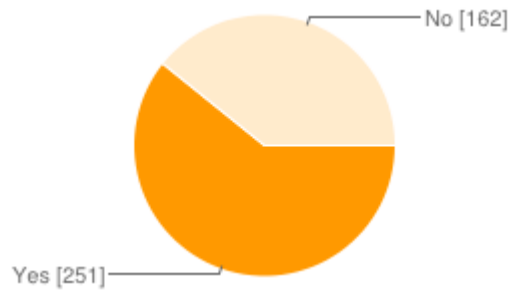
Are you aware of major renovations completed and scheduled?

Yes	298	72%
No	116	28%



Have you given a financial gift to Delone Catholic?

Yes	251	61%
No	162	39%

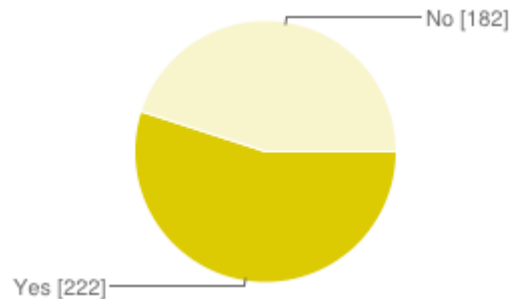


If you make a financial gift, in what two areas would you most like to see it be used.

Academics	244	37%
Building Maintenance	145	22%
Extracurricular Activities/Sports	55	8%
Tuition Assistance	187	28%
Other	33	5%

Have you volunteered your time to Delone Catholic?

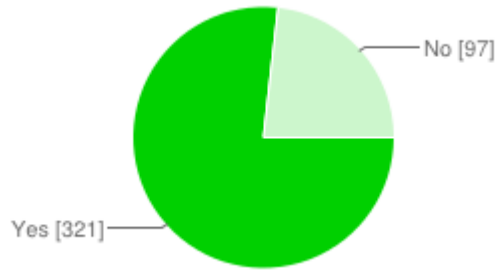
Yes	222	55%
No	182	45%



TUITION AND ASSISTANCE

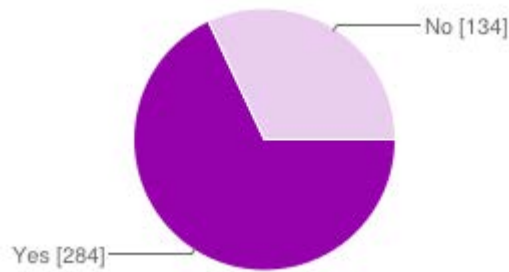
Are you aware that Delone Catholic provides tuition assistance through the Diocese of Harrisburg's Neumann Scholarship Foundation as well as its own internal scholarships to students in Pennsylvania and Maryland?

Yes	321	77%
No	97	23%



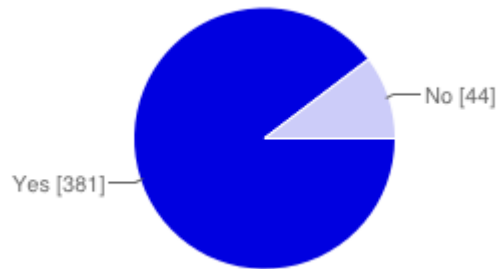
Are you aware that the actual cost to Delone Catholic to educate a student (\$6,548 in 2012-13) is usually greater than the tuition charged to families?

Yes	284	68%
No	134	32%



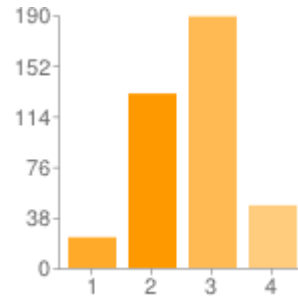
Are you aware that parishes in the area provide a financial subsidy to Delone Catholic?

Yes	381	90%
No	44	10%



How would you rate Delone Catholic's tuition rate?

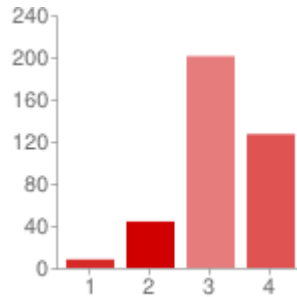
1 Very Low	23	6%
2	131	34%
3	189	48%
4 Very High	47	12%



PUBLIC RELATIONS AND MARKETING

Rate the extent to which Delone Catholic is visible in the community.

1 Not Visible	8	2%
2	44	12%
3	201	53%
4 Most Visible	127	33%



In what ways have you heard about Delone Catholic in the last five years?

At church (in the bulletin)	236	11%
At church (from the pulpit)	110	5%
Billboard	51	2%
Bulletin Insert	81	4%
Conversations with Alumni	204	10%
Conversations with Current Families	237	12%
Delone Profile (brochure)	57	3%
Delone Today (alumni magazine)	274	13%
Direct-mail postcard	53	3%
Elementary or Middle School	108	5%
Facebook	128	6%
GreatSchools.com	6	0%
Newspaper*	162	8%
PrivateSchoolReview.org	6	0%
Squire Wire	140	7%
www.DeloneCatholic.org	181	9%
Other	20	1%

*Please specify which newspaper.

Hanover Evening Sun	120
Gettysburg Times	19
York Daily Record	5
Catholic Witness	3
York Dispatch	2
Patriot News	1
Northern News	1
Carroll County Times	1
Allentown	1
Online Papers	1

Select your top three suggestions for how to reach prospective families to increase enrollment.

Church bulletins	152	12%
Direct mail	113	9%
Email marketing	99	8%
Fairs and festivals	122	10%
Newspaper/print advertisement	111	9%
Open Houses	188	15%
Outdoor advertising (banners, billboards, yard signs)	118	9%
Outreach to religious education classes	81	6%
Parent/Alumni Informational Reception	88	7%
Phone marketing	18	1%
Social media	172	13%
Other	19	1%

FOLLOW-UP

Do you want us to contact you?

Yes	22	11%
No	181	89%

