

For Immediate Release

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Catholic Education Foundation Releases Survey Results on Why Families Choose Schools

Lansing-- The Greater Lansing Catholic Education Foundation (GLCEF) released the results from a survey conducted by EPIC MRA, a leading public opinion polling firm, of 2,000 Catholic families regarding educational decisions. The survey was commissioned by GLCEF to determine what parents look for in a school for their children and to assist in marketing Catholic schools.

A mailed survey was sent to 1000 families who choose to send their children to one of nine Catholic elementary schools or Lansing Catholic Central High School, and 1000 Catholic families who send their children to area public schools. "The response rate among parents of students in Catholic schools averaged 50% -- parents of non-Catholic school students was better than 30% -- these are both tremendous response rates," stated Denise Sloan, Chair of the Foundation. "Catholics in the greater Lansing community, whether they choose Catholic or public schools have high expectations and value academic excellence."

The survey asked families what they liked most about their child(ren)'s elementary school. The top three reasons Catholic school parents liked Catholic schools are the qualified teachers and staff, values and faith, and the sense of community. Catholic parents who send their children to public schools listed that teachers and quality standards, sense of community, and broad curriculum and extra curricular activities as their top three answers.

The top three reasons why parents do not send their children to Catholic schools are cost, distance, and they are pleased with their public school. Catholic school parents responded that a Catholic school education was worth the cost because it provides students with a Catholic identity, reinforces important family values, and prepares children for college and for life.

"The data clearly poses an opportunity for Catholic Schools to market what they offer in the way of values, discipline and character building as worth the cost of forgoing some quality public education alternatives." said John Cavanagh, a principal with EPIC - MRA.

The Greater Lansing Catholic Education Foundation is a non-profit organization commissioned by the Bishop of the Lansing Diocese to encourage and support Catholic education in the Lansing area. The mission of the Foundation is to build strong financial and community support to preserve the tradition of quality Catholic schools in the region. The Foundation has an endowment of over \$2.7 million. The Foundation provides financial assistance to area Catholic elementary schools and Lansing Catholic Central High School. For more information please see www.glcef.org.

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