

HKA Community Survey

October 2015

Brief Summary of Results

Survey Instrument

- Developed by a professional organisation, Independent Schools Management (ISM)
- Designed around HKA's [Mission Statement](#) and [Five Year Strategic Plan](#)
- Takes into account ISM's own research on parent priorities in selecting schools for their children
- Externally administered
- Externally validated results
- Individual participation over 30%; projected household participation approximately 50%
- Results considered statistically valid
- Reading results
 - Scores of 4 or higher reflect a high level of satisfaction
 - Scores of 3.5 to 3.99 reflect satisfactory performance with potential room to grow
 - Scores below 3.5 indicate potential areas of concern
- HKA Scores were overwhelmingly above 4 in most categories. Where scores dipped below 4, ISM has offered strategies for addressing issues and concerns that were raised and the school's leadership teams are carefully reviewing the survey.

Demographic results for our community

- HKA families are predominantly expats.
- For about half of our families, English is the primary language spoken at home. After English, Cantonese/Mandarin is the most common language spoken at home.
- Approximately 15% of HKA parents attended an international school when they were growing up.
- 60-80% of our students are pursuing full diploma.
- Approximately 66% of families anticipate remaining at HKA until at least one of their children graduates.

The top five reasons families choose HKA, in order of importance

- School atmosphere (caring, positive, etc.)
- Child's satisfaction and enthusiasm
- Emphasis on personal, social, emotional development/values
- Quality of faculty
- Mission/educational philosophy

In terms of overall perception of the school, mean scores were 4 or higher for all of the following categories

- Campus setting and grounds
- School atmosphere
- Sense of community
- Diversity
- School safety
- Parent community
- Sai Kung location
- Delivery of mission
- Learner Support
- Reputation

Parents' ranking of the school's five strategic priorities, in order of importance, from most important to least important

- Academic rigour and inclusion
- Recruitment, development and retention of quality faculty and staff
- HKA as an educational leaders
- Community feeling
- Financial sustainability

Aspects of HKA that parents appreciate most

- Faculty care and concern
- Quality of faculty
- Child(ren)'s personal, social and emotional development
- Child(ren)'s enthusiasm for attending HKA
- Collaborative learning environment
- Engagement in meaningful and responsible action
- Development of a lifelong love of learning
- Equipping students for the future
- Community feeling
- Campus

Culture of Philanthropy

- Parents' top philanthropic goal is faculty professional development, followed by tuition assistance/scholarships, facilities, learner support, and endowment/cash reserve.
- Over 60% of respondents were aware of the school's Annual Fund

Areas for growth and improvement

- Personalised, individualised, differentiated learning
- Communication responsiveness
- Quality of teacher feedback
- Homework quantity and quality
- Advisory programme
- Increased opportunities for fostering student leadership