The process of choosing an independent school is a journey. It involves much consideration, a great deal of investigation, and ultimately critical decision making. It is thoughtful, emotionally charged, stressful, and time-consuming. It is a ride. The more that schools can appreciate and understand what parents are thinking and how they are feeling at each stage of that ride, the better they will be at meeting parents’ needs and concerns. Empowered by the insights of parents, schools can create a process that is meaningful and satisfying, which in turn will help with schools’ admissions and enrollment. The following data was collected from 2,887 families. To view the full report, visit The Enrollment Management Association Community: community.enrollment.org.

### Top 5 academic & non-academic factors for applying:
1. Love of learning
2. Education that will challenge
3. Moral character
4. Social emotional development
5. Individual attention

### Top 3 most effective touchpoints after a campus visit:

- **Almost half (47%) of parents added a school to their list as a result of a school fair.**
  
  *International parents are more likely to have done so than either U.S. or Canadian parents (56%).*

- **83%**
  
  Personal outreach by an admissions officer (phone or email)

- **76%**
  
  Attending school events

- **68%**
  
  The school’s website

### Top 5 sources for information include:

- **72%**: Individual school website(s)
- **56%**: School fair(s); Hosted campus visit
- **54%**: Parents you know who have children attending/have attended the school
- **54%**: Email from school
- **49%**: School counselor/educational consultants/access organization advisor

Affordability continues to be, by far, the primary issue parents face about private/independent schools, since six-in-ten (58%) raise this concern.