



An education you can have faith in®
CATHOLIC
Schools

High School Brand Research Study

Background

The Archdiocese of Milwaukee has a strong presence in education with over 30,000 students enrolled in 92 elementary schools and 15 high schools throughout 10 counties in southeastern Wisconsin.

In order to better understand the value proposition of Catholic high schools and the decision-making process of selecting a high school, a comprehensive research study was conducted. The goal of the study was to quantify the value of a Catholic high school education and to better understand the drivers and barriers associated with parents sending their child to a Catholic high school. The research results also provide insight that is applicable for Catholic elementary schools.

The study was conducted by the local research firm Branding Breakthroughs, LCC on behalf of the Archdiocese of Milwaukee, and funded by the Stollenwerk Family Foundation.

Research Process

In order to adequately address the business objectives, a four-phase research project was conducted:



Alumni Online Survey

1,250 Catholic High
School Alumni

+

508 Non-Catholic
High School Alumni



Parent Focus Groups

2 focus groups of parents
with children in Catholic
grade school

+

2 focus groups of Christian
parents with children in
non-Catholic grade school



Drivers & Barriers Online Survey

814 Catholic parents
302 CHS alumni parents
321 higher income parents
249 lower income parents



Target Profiles

Four in-depth target
profiles were
developed using data
from the Drivers &
Barriers online survey

Catholic High School Alumni Survey

Survey Distribution

A 10-15-minute online survey was conducted in the 10 Southeastern Wisconsin counties that the Archdiocese of Milwaukee serves. This research was in field 5/17/18-6/12/18 and again from through 9/6/18-10/1/18.

Sample was obtained through two sources:

1. Catholic high school alumni (Catholic high school databases)
2. Non-Catholic high school alumni* (purchased)

* 90% public schools, 6% other religious schools, 4% all others

Screening Criteria

All individuals were qualified to:

- Have graduated from a high school in Milwaukee, Waukesha, Racine, Washington, Ozaukee, Kenosha, Fond du Lac, Walworth, Dane or Sheboygan county
- Have attended at least one day of college
- Be 23-45 years of age

Representativeness of Catholic High School Sample

Catholic High School	Sample Size	% of Sample	% of Catholic Enrollment	DIFFERENCE Sample size - Enrollment
Divine Savior Holy Angels	257	15	10	5
Catholic Memorial	153	9	9	-
Marquette University High School	138	8	15	(7)
Dominican	128	7	5	2
St. Catherine's	122	7	6	1

Catholic High School	Sample Size	% of Sample	% of Catholic Enrollment	DIFFERENCE Sample size - Enrollment
Pius XI	116	7	11	(4)
St. Joseph	82	5	4	1
St. Lawrence Seminary	80	5	3	2
St. Thomas More	57	3	7	(4)
Catholic Central	52	3	2	1
St. Joan Antida	35	2	2	-
Messmer	20	1	10	(9)
St. Mary's Springs Academy	5	*	4	4

A Word About the Data

- All insights are based on the perceptions of alumni regarding their high school and college experiences.
- All data represents the opinions of **Catholic high school alumni versus non-Catholic high school alumni** (primarily public school alumni).
- Data is only shown if the difference between Catholic high school alumni versus non-alumni is significant with 95% confidence.
- Nothing negative has been omitted from this executive summary; however, not all positive data is being shown.

Catholic High School Alumni Are More Successful

Earned a college scholarship(s)



57% vs. 35%

Earned a higher value college scholarship(s)



\$15,046 vs. \$8,870

Attended college immediately after high school



98% vs. 76%

Earned a bachelors, masters or Ph.D./ advanced degree



90% vs. 61%

Completed a bachelor's degree in less time



4.3 vs. 4.5 years

Are satisfied with their lives *



Today: 7.8 vs. 7.0
5 Years: 8.6 vs. 8.0

* on a 10 point scale

Catholic High School Alumni Are More Prepared for College*

Overall more
prepared for
college



4.4 vs. 3.6

Communicate
better verbally



4.4 vs. 3.9

Communicate
better in writing



4.5 vs. 4.0

Manage multiple
responsibilities



4.5 vs. 3.8

Achieve
good grades



4.4 vs. 3.7

Balance school
and social
responsibilities



4.2 vs. 3.5

Take on
leadership roles



4.1 vs. 3.3

Assimilate into
college life



4.0 vs. 3.0

* on a 5 point scale

Catholic High School Alumni Have Learned Better Life Values*

Compassion



4.2 vs. 2.8

Integrity



4.2 vs. 3.1

Leadership



4.0 vs. 2.9

Unity



3.8 vs. 2.7

Respect



4.2 vs. 3.2

Hard Working



4.1 vs. 3.1

Teamwork



3.9 vs. 2.9

Inclusiveness



3.6 vs. 2.6

* on a 5 point scale

Drivers & Barriers Parent Survey

Survey Methodology

A 10-12-minute online survey was conducted from September 6 – October 15, 2018. The survey was distributed to parents of 4th-8th grade Catholic elementary school students, as well as Christian parents of 4th-8th grade public elementary school students. All live in Milwaukee, Racine, Kenosha, Waukesha, Washington, Ozaukee or Fond du Lac counties.

Survey was distributed through Catholic elementary and high schools within the Archdiocese, as well as through sample purchased from a research supplier. *Note: The purchased sample had a very low response rate due to low incidence on income requirements. As such, the sample is skewed towards Catholics.*

Screening Criteria

All survey participants were screened to meet the following criteria:

- Live in 7 of the 10 Archdiocese counties (Milwaukee, Racine, Kenosha, Waukesha, Washington, Ozaukee or Fond du Lac counties)
- Parents identify themselves as Catholic or Christian
- Parents have a child in 4th-8th grade in a public or Catholic elementary school
- Be 23-45 years of age

Sample Choices

Four samples were collected within this research. All four met the screening criteria previously outlined.

Affluent Parents Earn \$150,000 per year	Catholic Parents Live in one of 7 counties Are practicing Catholics
Family of 4 Who Qualify for School Choice Live in Milwaukee or Racine County Earn \$79,000 or less per year	Family of 4 Who Qualify for School Choice Live in Kenosha, Waukesha, Washington, Ozaukee or Fond du Lac Counties Earn \$52,000 or less per year

Sample Sizes

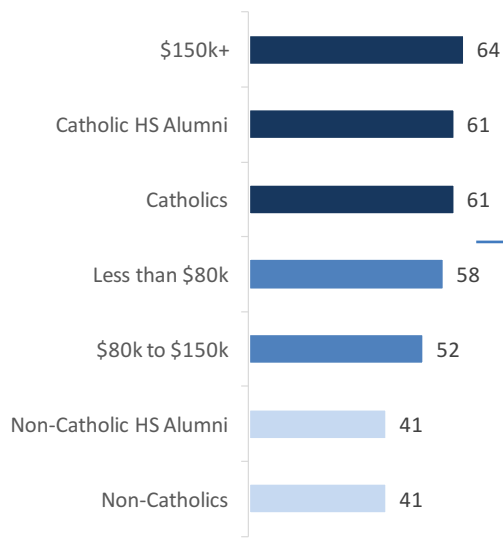
A total of 961 parents completed this survey. Sample sizes are broken out as follows:

Affluent Parents 321	Catholic Parents 814
Those Who Quality For School Choice 249	Catholic High School Alumni 302

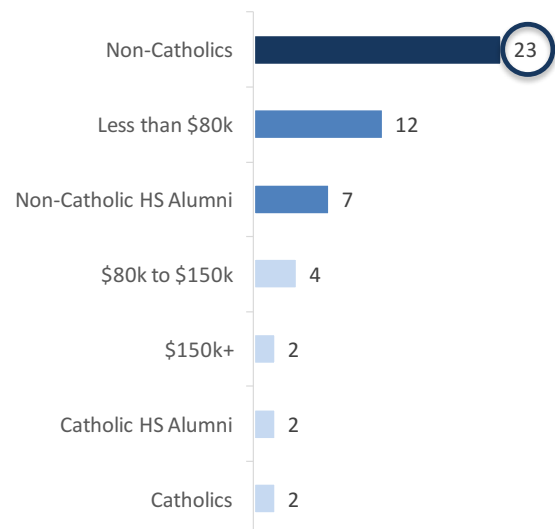
Likelihood of Sending Child to a Catholic High School

Likelihood of Sending Child to Catholic High School

Definitely / Somewhat Likely



Absolutely Would Not Send Child to Catholic High School

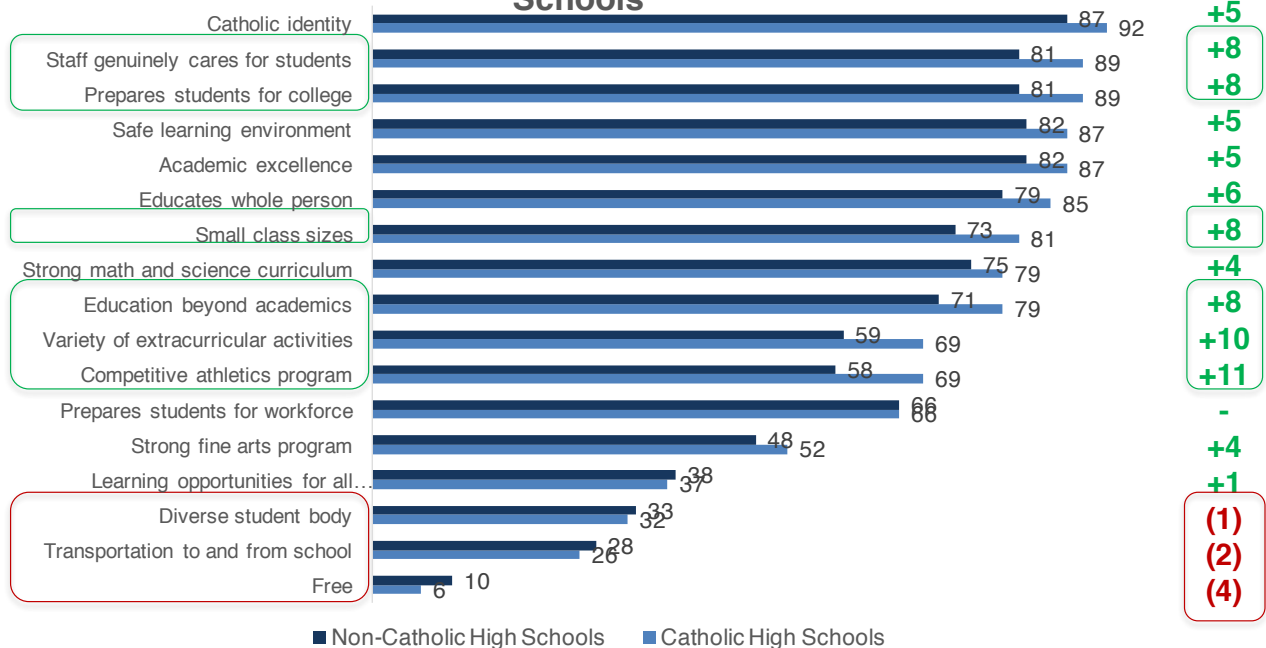


If eligible for School Choice, would you be more willing to send your child to a Catholic high school?

82% YES

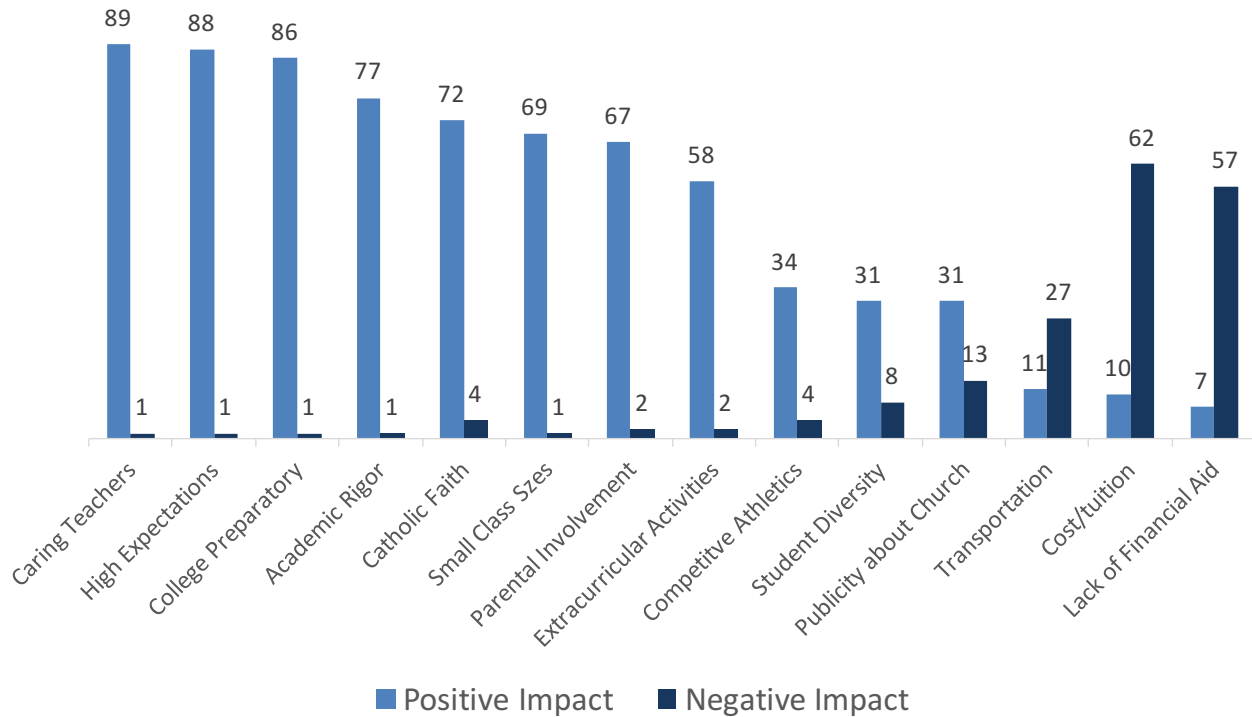
Catholic High School Vs. Non-Catholic High School Performance

Catholic High Schools Versus Non-Catholic High Schools



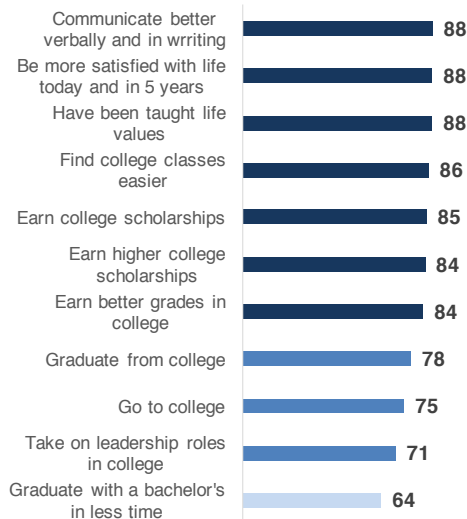
Positive and Negative Drivers of Sending Child to a Catholic High School

Impact on Sending Child To Catholic High School



Messages That Increase Interest in a Catholic High School

Increases Interest in a Catholic High School

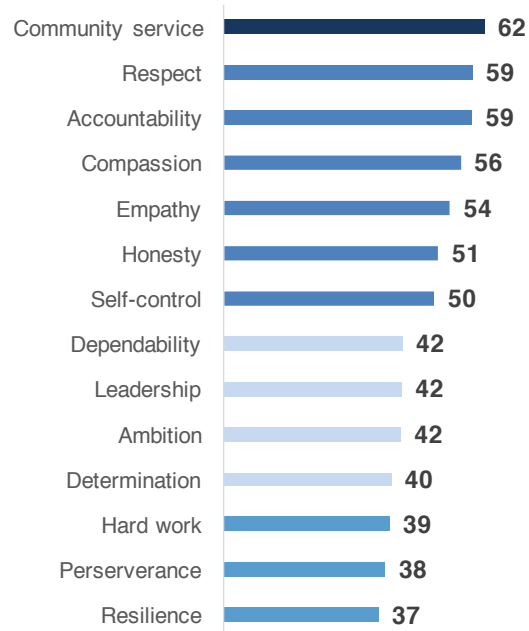


Increases Interest, By Target Group

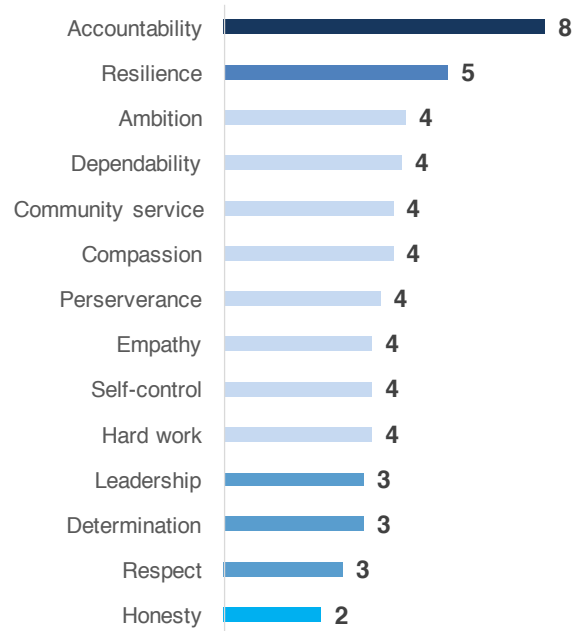
Household Income			Religion		Catholic High	
<\$80K	\$80-\$150K	\$150k+	Catholic	Not Catholic	Alumni	Did Not Attend
85	87	91	90	74	90	87
85	87	90	91	72	89	87
85	88	90	91	71	91	86
83	86	85	87	73	89	82
83	85	85	86	75	85	84
79	74	82	80	66	83	76
82	82	86	85	73	85	83
79	74	82	80	66	83	76
77	71	77	77	63	81	72
68	70	74	73	55	74	69
63	63	66	65	59	65	63

Values Associated With Catholic and Public High Schools

Values Associated with a Catholic High School



Values Associated with a Public High School



Target Profiles

4 in-depth target profiles were developed using the data to help guide future marketing and communications efforts.

Practice the
Catholic faith

Catholics

Alumni

Graduates of
Catholic high
schools

ARCHDIOCESE
of MILWAUKEE

**Target
Profiles**

Earn \$150,000
or more per
year

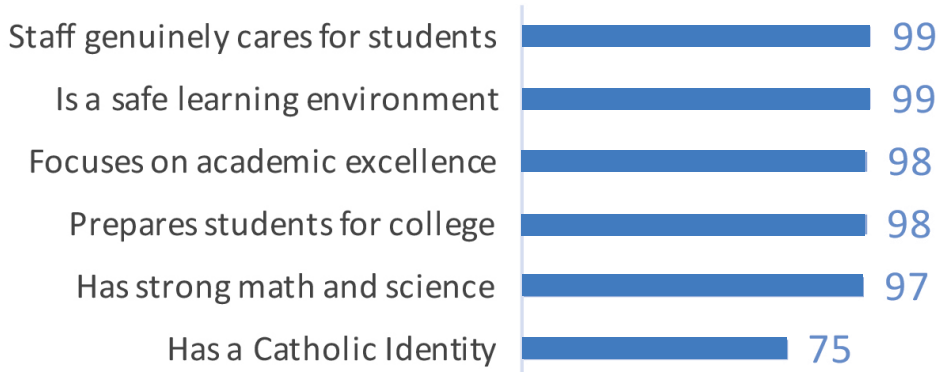
Affluent

School Choice

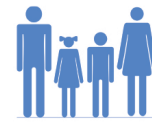
Eligible for
School Choice
benefits

Catholics

Most Important Factors When Choosing a High School



Top 3 Attitudes



100%

Family is most important



99%

Define success beyond academics



99%

Adhere to high ethical and moral standards

Catholic High School Drivers and Barriers



90% Caring and involved teachers
90% High expectations of students
89% College preparatory orientation
81% Focus on Catholic Faith



63% Cost/tuition
58% Lack of financial aid/scholarships
26% Transportation to and from school
10% Publicity about Catholic church

Messages That Elevate Interest

Be more satisfied with life 91%
Learn life values 91%
Communicate better 90%
Find college easier 89%
Earn college scholarships 87%



Demographics

81% Female
44.3 Mean Age
\$129k Mean Income
89% Married
31% Milwaukee County
29% Waukesha County
2.4 Mean # of Children
85% Employed FT or PT
79% Bachelor's Degree+
92% Caucasian

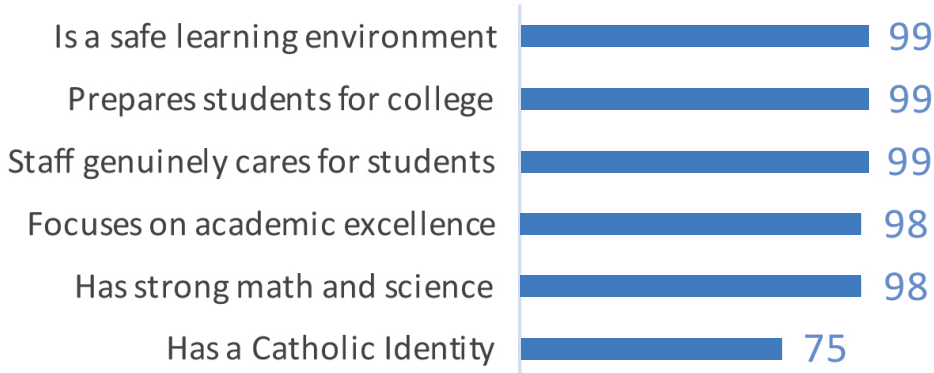
Faith



Practice Catholic faith.....100%
Belong to a church.....98%
Attend church 2+/month.....74%
Would consider Catholic HS.....85%
Would not consider Catholic HS.....2%
Likely to send child to Catholic HS.....61%

Alumni

Most Important Factors When Choosing a High School



Catholic High School Drivers and Barriers



93% Caring and involved teachers
92% High expectations of students
91% College preparatory orientation
85% Academic rigor



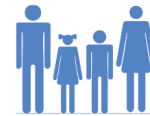
61% Cost / tuition
53% Lack of financial aid/scholarships
23% Transportation to and from school
11% Publicity about Catholic church

Faith



Practice Catholic faith.....96%
Belong to a church.....96%
Attend church 2+/month.....74%
Would consider Catholic HS.....86%
Would not consider Catholic HS.....2%
Likely to send child to Catholic HS.....64%

Top 3 Attitudes



100%

Family is most important



99%

Want child to be emotionally safe



98%

Adhere to high ethical and moral standards

Messages That Elevate Interest

Learn life values 91%
Communicate better 90%
Be more satisfied with life 89%
Find college easier 89%
Earn college scholarships 89%

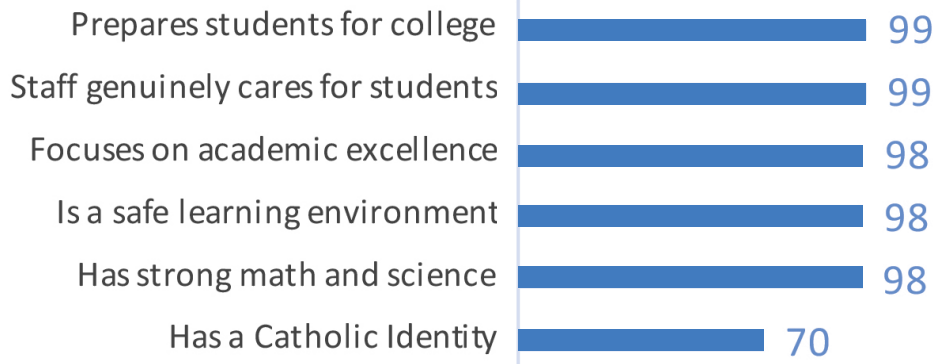


Demographics

79% Female
44.9 Mean Age
\$135k Mean Income
90% Married
34% Milwaukee County
33% Waukesha County
2.4 Mean # of Children
86% Employed FT or PT
86% Bachelor's Degree+
92% Caucasian

Affluent

Most Important Factors When Choosing a High School



Catholic High School Drivers and Barriers

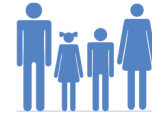


- 92% High expectations of students
- 90% College preparatory orientation
- 89% Caring and involved teachers
- 82% Academic rigor
- 77% Focus on Catholic faith



- 51% Cost / tuition
- 42% Lack of financial aid/scholarships
- 28% Transportation to and from school
- 17% Publicity about Catholic church

Top 3 Attitudes



99%

Family is most important



98%

Define success beyond academics



98%

Adhere to high ethical and moral standards

Messages That Elevate Interest

- | | |
|-----------------------------|-----|
| Communicate better | 91% |
| Be more satisfied with life | 90% |
| Find college easier | 90% |
| Learn life values | 90% |
| Earn better college grades | 86% |



Demographics

- 79% Female
- 45.3 Mean Age
- \$190k Mean Income
- 95% Married
- 33% Milwaukee County
- 34% Waukesha County
- 2.5 Mean # of Children
- 86% Employed FT or PT
- 95% Bachelor's Degree+
- 96% Caucasian

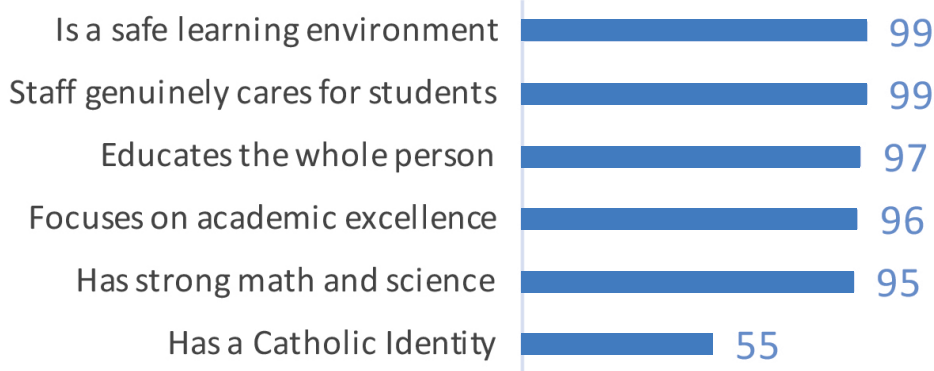
Faith



- | | |
|-------------------------------------|-----|
| Practice Catholic faith | 93% |
| Belong to a church | 97% |
| Attend church 2+ / month | 73% |
| Would consider Catholic HS | 90% |
| Would not consider Catholic HS | 2% |
| Likely to send child to Catholic HS | 64% |

School Choice

Most Important Factors When Choosing a High School



Catholic High School Drivers and Barriers



- 84% Caring and involved teachers
- 81% High expectations of students
- 79% College preparatory orientation
- 67% Academic rigor
- 67% Small class sizes



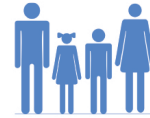
- 62% Lack of financial aid/scholarships
- 58% Cost / tuition
- 19% Transportation to and from school
- 14% Publicity about Catholic church
- 10% Focus on Catholic faith

Faith



Practice Catholic faith.....	65%
Belong to a church.....	75%
Attend church 2+ /month.....	55%
Would consider Catholic HS.....	72%
Would not consider Catholic HS.....	12%
Likely to send child to Catholic HS.....	58%

Top 3 Attitudes



100%

Family is most important



100%

Want child to be emotionally safe



98%

Want to feel welcome at child's school

Messages That Elevate Interest

Communicate better	85%
Be more satisfied with life	85%
Learn life values	85%
Earn college scholarships	83%
Earn higher scholarships	83%



Demographics

88%	Female
41.4	Mean Age
\$51k	Mean Income
59%	Married
44%	Milwaukee County
21%	Racine County
2.4	Mean # of Children
78%	Employed FT or PT
45%	Bachelor's Degree+
74%	Caucasian

Key Conclusions

A Catholic High School Education is a Great Investment

FACTS

- Catholic high school alumni are unquestionably more prepared for college and life than those that graduated from other high schools. Graduates rated every key measure in the research significantly higher than alumni that graduated from other high schools. They believe their high school did a significantly better job of preparing them for college and in teaching them enduring life values.
- The vast majority of Catholic high school alumni (90%) graduated from a 4-year university, significantly outpacing the national average (US Census Bureau: 33%). Approximately half earned a Bachelor's degree (51%), followed by 27% earning a Master's degree and 13% earning a Ph.D., Law, Medical or other advanced degree.

CONCLUSIONS

- The data demonstrates the value that a Catholic high school education not only prepares young adults for college, but also prepares them for a fulfilling life.
- An irrefutable case for a Catholic high school education can be convincingly demonstrated within Archdiocese and Catholic high school marketing efforts.

Drivers and Barriers of Sending Child to a Catholic High School

FACTS

- The most influential factors that encourage a parent to send their child to a Catholic high school are caring teachers, high expectations of students and the college preparatory focus of the high school. These attributes are even more important to those who are practicing Catholics.
- The biggest deterrents are cost/tuition and lack of financial aid. Transportation rated as the third deterrent, while publicity about the Catholic Church rated fourth.

CONCLUSIONS

- Not surprisingly, tuition and the lack of financial aid are the largest barriers to attending a Catholic high school, by far. Interestingly, middle income parents are the most likely to cite tuition as a barrier. This may be driven by lower income parents having the potential to apply for School Choice, while middle income parents do not have this option.
- That being said, most parents who earn less than \$82,000 per year (62%) perceive that lack of financial aid is their number one barrier to sending their child to a Catholic high school. A surprisingly high 86% are aware of School Choice but they may not be fully aware of all the financial benefits available to them. 82% of parents indicated they would be more willing to send their child to a Catholic high school if they could use Choice benefits or financial assistance to pay for private school tuition.

Messages That Increase Interest in Catholic High Schools

FACTS

- Messages focused on improving communications skills, greater life satisfaction, learning life values, finding college classes easier, earning college scholarships and higher value college scholarships, and earning better grades in college are most likely to positively influence parents to consider a Catholic high school for their children.
- Catholic parents are more positively influenced by every single message.
- Similarly, those earning \$150,000 or more are also positively influenced by a wider variety of messages.

CONCLUSIONS

- Messaging to parents of prospective Catholic high school students needs to extend beyond academic excellence and the Catholic faith.
- Parents want to learn that students are better communicators than their public school peers, as well as more satisfied with their lives and have learned values that will benefit them in college and in their lives. College scholarships are also a positive, in addition to better grades in college and finding college classes easier.