Who are we?

Team:
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Mentor: Tekakwitha Pernambucowise: Seacrest School
Background

Our team was intrigued by the notion that millennial parents are significantly shaping the landscape of independent schools across the country. We decided to learn about the millennial generation, learning more about their lived experiences, what they value, and as parents, what they are looking for in schools for their children.

We learned of a study that had been conducted in the greater Los Angeles area and were interested in replicating this in the Bay Area. We decided to use the results of that study to create a survey to be completed by preschool and kindergarten parents that shared their perspectives on school choice for their child(ren). In addition, we completed a thorough literature review to further understand additional influencers of school choice at the national level.
Millennials: Our New Parent Market

- Individuals born between 1982 and 2004
- 79 million millennials compared to only 48 million Gen Xers
- 50% of children age 0-17 had millennial parents in 2016
- 3.93 million babies born in 2015
- 29% of the US population
- Most racially diverse generation
Millennial Parents: Values

- Run democratic households, where children have voice and agency
- Marriage and family are more important than career and success
- Healthy lifestyle is important
- Seek parenting advice from others
- Use of social media is driving this group
Millennial Parents: Economic Profile

- Came of age during the 2008/2009 recession
- Heavily in debt due to student loans
- Expected to spend 304K to raise a child
- Spend $170 billion a year-of their own and their parents’ money
Survey Data
Millennial Survey Research: LA Data Set

What factors influence Millennial parents’ school choice?

- Program
- Community
- Cost
- Lifestyle
- Sense of Purpose
## Survey Data: Bay Area Survey Respondents

<table>
<thead>
<tr>
<th></th>
<th>Preschool</th>
<th>Kindergarten</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Age</strong></td>
<td>50% millennials, 45% born prior to 1980</td>
<td>13% millennials, 83% born prior to 1980</td>
</tr>
<tr>
<td><strong>Race</strong></td>
<td>82% white, 18% Asian, 5% Black/African American</td>
<td>78% white, 18% Asian, 5% Black/African American</td>
</tr>
<tr>
<td><strong>Income</strong></td>
<td>61% higher than $300,000</td>
<td>73% higher than $300,000</td>
</tr>
<tr>
<td><strong>Gender</strong></td>
<td>66% female respondents</td>
<td>79% female respondents</td>
</tr>
<tr>
<td><strong>Education</strong></td>
<td>41% Bachelors, 57% Master’s Degree or higher</td>
<td>34% Bachelors, 56% Master’s Degree or higher</td>
</tr>
<tr>
<td><strong>Zip Codes</strong></td>
<td>17 represented from San Jose, Peninsula, San Francisco, and Marin</td>
<td>39 represented from Morgan Hill to Sacramento</td>
</tr>
</tbody>
</table>
Bay Area Cost: Percent of Income Willing to Spend on Tuition

- **40%**
  - Preschool: 5
  - Kindergarten: 10

- **30%**
  - Preschool: 10
  - Kindergarten: 15

- **20%**
  - Preschool: 20
  - Kindergarten: 40

- **10%**
  - Preschool: 20
  - Kindergarten: 30

- **0%**
  - Preschool: 5
  - Kindergarten: 5
Data: What Do You Most Want a School to Accomplish?

<table>
<thead>
<tr>
<th>Preschool</th>
<th>Kindergarten</th>
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<tbody>
<tr>
<td>- Happiness/Joy in Learning/Resilience</td>
<td></td>
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<tr>
<td>- Social Emotional Learning</td>
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Data: Why Are You Most Interested in an Independent School?

<table>
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<tr>
<th>Preschool</th>
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<tbody>
<tr>
<td>● Smaller class size</td>
<td>● Better education and curriculum</td>
</tr>
<tr>
<td>● Unknown factor of SFUSD lottery/poor quality public schools</td>
<td>● Smaller class size with individualization and differentiation</td>
</tr>
<tr>
<td>● Well rounded educational program</td>
<td>● Well rounded educational program</td>
</tr>
<tr>
<td></td>
<td>● Relationship with teacher</td>
</tr>
</tbody>
</table>
What do Millennial Parents Want from a School?

- Social-emotional learning
- Strong academic program
- Strong teacher-student relationship
- Extracurriculars
- Parental involvement
Attracting and Retaining Millennial Parents

- Evaluate your admissions messaging
- Be tech savvy, making your admissions material mobile
- Survey regularly to hear their perspectives - what’s the “why” behind decisions
- Help your faculty understand their increasingly individual and collective role in admissions
Implications and Future Research
Implications

● Does your school’s mission/philosophy/core values reflect this data?

● Does this data align with your current strategic plans?

● Is your web presence the clearinghouse of information you need it to be?

● In what ways will this impact current classroom culture and curriculum?
Future Research

- Regional versus generational trends - is this just the Bay Area or a trend across the nation?
- Impact on marketing/Branding opportunities
- Development opportunities
- Communication strategies - how do you respond to differing perspectives?
Questions
Literature Review
Literature Review

NAIS:
- Millennial Parents Are Driving a Market Shift
- Looking Ahead Millennials May 19, 2016 (webinar)
- *NAIS Trendbook, 2016 - 2017*
- The Millennials Are Coming! How Will They Affect Your Financial Aid Strategy? (webinar)
- Move Over Helicopter Parents, the Drones have Arrived
- Rethinking the Role of Enrollment Managers and Admission Officers
- Back to School: Understanding the New Student Population

CAIS:
- The New Competition: Evolving to Thrive in a Changing Landscape, pdf
Literature Review, Continued

Other Literature:

- Millennial parents, still in debt, plan to pay for children's education
- Millennials as New Parents
- Survey finds Millennial parents favor online and flexible education
- What kind of K-12 education do Millennials want for their kids?
- Your Guide To Generation Z: The Frugal, Brand-Wary, Determined Anti-Millennials
- Millennial Perspectives on K-12 Education and School Choice
- The Rise of the Millennial Parent
- Help My Parents Are Millennials: How this Generation is Changing the Way We Raise Kids
- Millennial Age-Parents Financial Strain
- Child Care and education: quality, availability and parental involvement
- 5 Ways to Attract Millennial Parents to Your School
- Your School's Guide to Millennial Parents
Other Literature:

- Millennials and Education
- Millennials, Xers, and Boomers: Multi-Generational Parent Prospects for Admission and Development
- Millennials Prefer Private Schools Yet Vote Against School Choice
- Millennials May Be History’s Most Competent Parents. Here’s Why.
- Attracting Millennial Parents to Your Private School
- Average Cost of Raising a Child Over $245,000
- Millennials Prefer Small Private Schools for their Children
- Millennial Parents Don’t Accept the Status Quo in Education