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## **Christ Lutheran School Named Parent Choice Award Winner**

*Costa Mesa, California school logs elite parent satisfaction rate during 2022-23 school year*

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Christ Lutheran School in Costa Mesa, California, has been awarded a prestigious 2022-23 **Parent Choice Award** by ParentPulse, a third-party provider that administers surveys for faith-based schools.

Parent Choice Awards are presented to a very select group of schools that logged an overall parent Net Promoter Score of 70 or greater for the period from Sept. 1, 2022, through May 31, 2023.

Net Promoter Score is a universal metric (expressed as a single number on a scale from -100 to 100) that seeks to measure overall customer satisfaction by asking survey respondents a single question – "How likely are you to recommend us to a friend or colleague?" The Net Promoter Score was developed by Bain & Company, an international management consulting firm, in 2003, and is used by thousands of organizations across just about every industry.

Most researchers and survey scientists classify Net Promoter Scores of 30-50 as "good," 50-70 as "excellent" and 70+ as "world class." With a score of greater than 70 during the 9-month period, Christ Lutheran School has achieved a truly elite parent satisfaction rate.

Unlike most survey platforms – which measure Net Promoter Score just one time per year at most – ParentPulse surveys parents with the Net Promoter question ("How likely are you to recommend our school to a friend or colleague?") every 90 days, so a school's score is truly reflective of the entire academic year, and not just a single moment in time.

"Net Promoter Score truly captures the essence of an organization's commitment to hear and engage its customers," said ParentPulse founder Ryan Ermeling. "We created ParentPulse to help faith-based schools better understand and leverage the paradigm of 'parent as customer.' Schools that receive this award have truly embraced this concept and are seeking to serve their families and continually adapt to the changing needs of their community."

### **About ParentPulse**

Most faith-based schools don't have a year-round method for capturing parent feedback. That can lead to disgruntled families, unclear priorities and even enrollment decline. ParentPulse features an automated recurring survey tool that gives parents (and now students and staff as well!) a voice throughout the year, empowering school leaders to make more informed decisions and better engage their families.

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