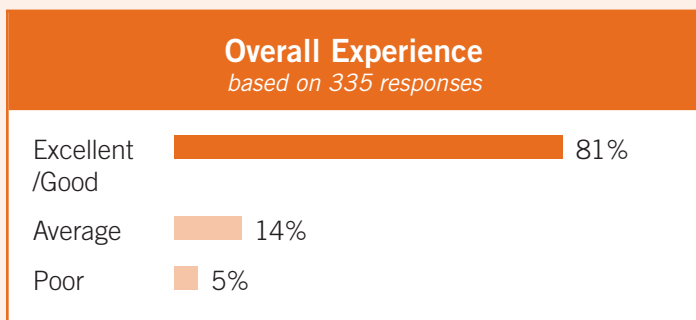
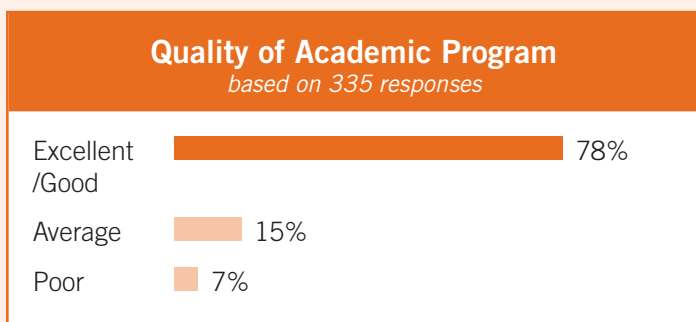


SUMMER INSTITUTE FOR THE GIFTED (SIG)

Responses from parents of SIG participants



About the program

The Summer Institute for the Gifted (SIG) is a stimulating and prestigious three-week residential and day, co-educational, summer program for academically talented students in grades K through 11. SIG blends a strong and challenging academic program of introductory through college-prep courses, an opportunity for cultural exposure and social growth, and traditional recreational summer camp activities to create an effective, well-balanced, rewarding, and enjoyable summer experience.

In 2009, nine SIG Residential sessions were held at the following locations: Amherst College, Amherst, MA; Bryn Mawr College, Bryn Mawr, PA; Emory University, Atlanta, GA; Princeton University, Princeton, NJ; University of California, Berkeley, CA (two sessions); UCLA, Los Angeles, CA; Vassar College, Poughkeepsie, NY and University of Texas, Austin, TX. SIG Day programs were held at Boston University Academy, Boston, MA; Bryn Mawr College, Bryn Mawr, PA; Fairfield University, Fairfield, CT; Manhattanville College, Purchase, NY; Moorestown Friends School, Moorestown, NJ; Out of Door Academy, Sarasota, FL and Stuart County Day School, Princeton, NJ.

Last year 1,537 students from 40 states plus the District of Columbia and 30 other countries participated in the program. In 2010, SIG will offer ten residential sessions: Amherst College, Amherst, MA; Bryn Mawr College, Bryn Mawr, PA; Dartmouth College, Hanover, NH; Emory University, Atlanta, GA; Princeton University, Princeton, NJ; University of California, Berkeley, CA (two sessions); UCLA, Los Angeles, CA; Vassar College, Poughkeepsie, NY and UT Austin, Austin, TX.



Background and objectives

SIG proactively ascertains customer satisfaction information from students and parents in order to meet their educational needs and expectations. Evaluations are acquired regularly. High customer satisfaction is vital to sustaining high levels of overall customer retention and, with that, high levels of customer participation. The objectives of the annual student and parent surveys are to:

Measure overall satisfaction as well as satisfaction within various component programs of SIG

Measure quality, professionalism and educational value to the customer

Compare customer satisfaction results among the different SIG sites

Compare customer satisfaction results to the previous years' and customer satisfaction between SIG and other programs

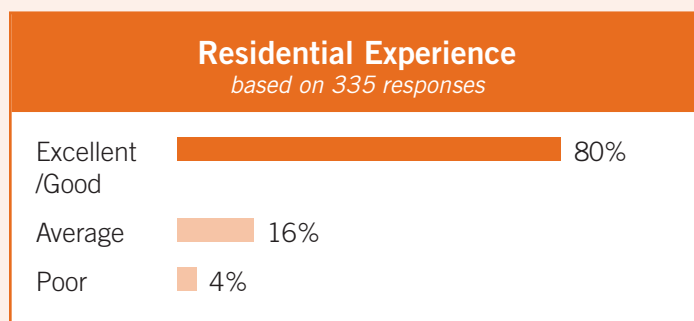
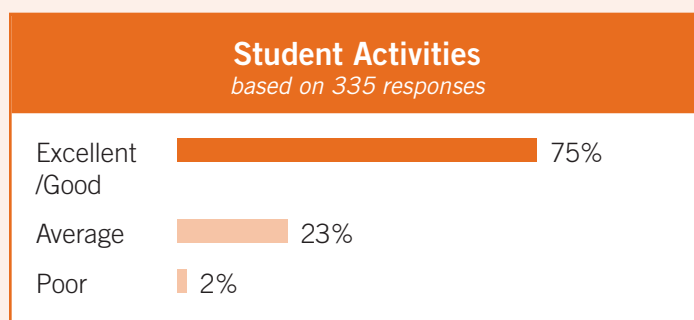
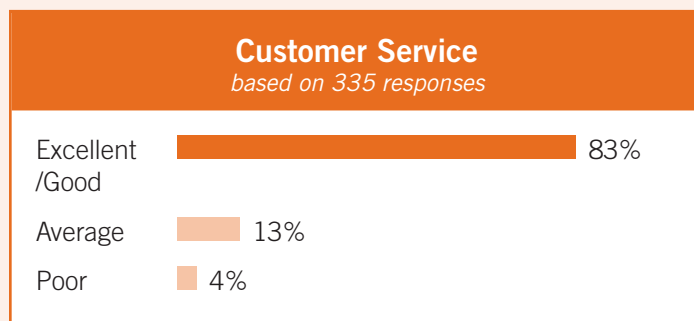
Measure the extent of "customer delight" (for purposes of customer retention).

Methodology

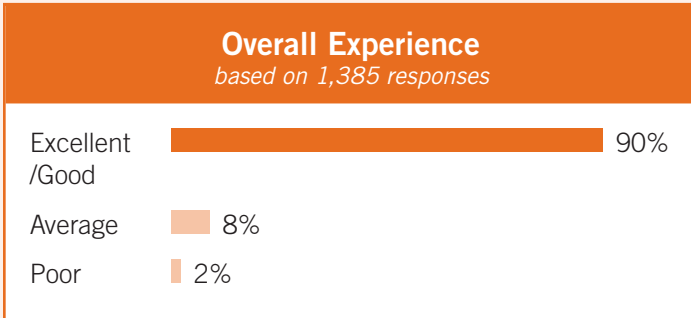
There are two methods used to monitor the quality of SIG and evaluate customer satisfaction:

1. Student satisfaction with various components and aspects of the SIG program
2. Parent satisfaction with various components and aspects of the SIG program

Student satisfaction data are collected during the SIG session with respect to various quality attributes such as academic instruction, residential staff performance, evening programs success, and Saturday trips quality and enjoyment. SIG uses various survey instruments in order to measure student satisfaction with respect to the different components and aspects of the SIG program. All student surveys are written questionnaires.



Responses from SIG students



Parent satisfaction data are collected from an online survey. Quantitative parent satisfaction data are collected with respect to various quality attributes such as academic instruction, residential staff, evening programs, Saturday trips, nursing staff, Parent Visitation Day, Final Program, campus facilities (dorm, food, classrooms and labs, etc.), support staff and overall satisfaction with the SIG program for that particular session. Qualitative parent satisfaction data are collected with respect to the parents' perceptions of the benefits for their son or daughter attending SIG and suggested areas for improvements.

Results of student and parent questionnaires

In 2009, a total of 1,537 students attended the 17 SIG residential and day sessions. There were 1,385 student responses. There were 335 parent responses to the online survey.

Other key indicators

Forty percent of students were returning students.

