

PROPOSAL

Date 15 May 2023

To Sean Cotton
Grosse Pointe Public Schools

From Jason Mantel
cc: Kimberly Doherty, Kim Bailiff

Reference # V23P141

Topic Student Annual Enrollment Research (Rev. 2)

Following a conversation with Sean Cotton and Ted Coutilish last week, below is a revised design considering the needs of the research and information available for analysis. After a review of this recommended design, and first level of approval, we will present it to the Community Engagement Committee and await further approval from there.

OVERVIEW

- Unbiased 3rd party research investment to provide valuable insights and information to help Grosse Pointe Public School System leaders to make more informed decisions
- Objective: Identify what may be driving students to exit the Grosse Pointe school system for other school districts, private schools
- Audience: Evaluation of students/households who have defected in the past 2-3 years (defectors), or have rejected the schools; school year (recency of rejection) should be considered
- Sample: Households of Past (or Non) Students, all Grade Levels, Parents of Students as Respondents

QUALITATIVE RESEARCH PHASE 1

Fielded to uncover reasons, circumstances, functions that impact students defecting from schools

- Method: Individual Interviews (1:1s) via Telephone
- Length: 30-45 Minutes each
- Sample: n=3-5 Interviews
- Recruit: Escalent to work with Grosse Pointe Schools to identify those individuals that are articulate and informed to guide our understanding of reasons; the school team will recruit all participants in advance, with the accompaniment of screening criteria provided by Escalent (a simple list of questions, or script); Escalent will then schedule the interviews

- Incentive: Assume \$50 cash incentive for each participant
- Tool: MS Teams will be used to host the interviews, as it allows for one interviewer and one respondent to participate in the most simple approach, with a recording for later access
- Participation: We discourage clients from participating in the interviews, to maximize candid feedback, and minimize cost and disruption. (Participants commonly have conflicts, run late, need to reschedule, etc., which we want to minimize inconvenience on everyone involved)

QUANTITATIVE RESEARCH PHASE 2

Fielded to quantify the learnings, or our hypotheses, of reasons given or assumed, and further drill-down to specific audiences (such as grade/age or district)

- Size: (Target): n=100-150 (assumed based on lists available)
- Method: Online survey emailed directly to respondents to ensure one response per HH
- No Personal Identifiable Information connected to respondents will be delivered to the client in the final output delivered to the client
- Content: Brand, Satisfaction, Defection
- Questionnaire: Drafted by Escalent in MS Word, formatted and then programmed into Escalent tool of choice (likely Qualtrics)
- Length: 10 Mins (no more than 12 mins), roughly 20-25 Questions, no more than two Open End questions (not coded)
- Advanced Analytics: None (but could be applied at the discretion of Escalent, if applicable)
- Weighting: 2 Simple Factors Max, likely Student Age/Grade, and School District
- Data: Raw response data provided to client in MS Excel for future use, if needed; Escalent will maintain the results up to two years; cleaning and standardizing by MSU Student
- Incentive: Assumed we will not need to pay a cash incentive to get participation

OPTIONAL: QUALITATIVE RESEARCH PHASE 3

Fielded to expand on the first and second phases, in an environment where participants can react to one another (measure emotion and elevation, optimize recall), and ensure no areas of concern are missed

- Method: Focus Group (1 Session)
- Length: 60 Minutes
- Sample: n=5-6 Participants
- Recruit: Escalent to work with Grosse Pointe Schools to identify those individuals that are articulate and informed to guide our understanding of reasons; the school team will recruit all participants in advance, with the accompaniment of screening criteria provided by Escalent (a simple list of questions, or script); Escalent will then schedule the group and invite participants
- Incentive: Assume \$50 cash incentive for each participant
- Tools: The Recollective platform will be used to host the online group, which includes client viewing in real time, the ability to engage with the moderator on a limited basis (send questions into the

session), a recording for later access, and an automated transcript; Escalent will create a Moderator Guide in advance to aid in covering all topics during the discussion

- Participation: client viewing in real time is encouraged, including submitting questions during the session

DELIVERABLES

Final Report will consist of a MS PPT presentation, not to exceed 25-30 slides, summarizing all two-three areas of the research, connecting them, and making some recommendations for future action. We recommend that the Grosse Pointe Schools team engage in this step at the mid-point, to ensure consistency of message.

Presentation of Findings: Escalent and the team are open to a presentation alongside the Grosse Pointe Schools team to ensure communication of impartiality to the results. This could be done in-person or video conference.

SUPPORT

The Michigan State University Masters of Market Research Program may support Escalent in this effort, providing a graduate student to assist with the work. This is assumed in the specifications and pricing.

TIMING

We estimate this research will require 10-12 weeks from the kickoff meeting with your team until the final results are ready. This includes roughly 2 weeks of content preparation and recruiting, 2 weeks of interviewing (allowing for respondent schedules) for the initial qualitative phase. Then the quantitative phase will include 2-3 weeks of preparation (some overlapping time with the qualitative), 2-3 weeks of fieldwork, 1-2 weeks of analysis, and then 1-2 weeks of collaborative reporting (client review and feedback). If we decide to include Phase 3 and include a focus group, we assume another 2 weeks for the Focus Group. Most often the identifying of resources like namelists, cooperating with any internal operations such as posting links to sites (and working thru security), and collaboration on findings and messaging take the most time.

PRICING

	LIST PRICE	PRICE TO CLIENT
PHASE 1:	\$16,000	\$4,000
PHASE 2:	\$22,000	\$6,000
PHASE 3:	\$7,500	\$3,500

(This pricing excludes any extra costs such as incremental incentives or alternative approaches will be investigated if needed.)

We look forward to meeting with you again, and as a team, to discuss next steps, should you elect to proceed. If you need more information for the decision process, don't hesitate to reach out. Please note, there is an Escalent Team listed above that is assigned to you to execute the research, along with collaboration with MSU. This can begin once we have sign-off and approval to proceed.

ABOUT ESCALENT

[Escalent](#) is a top human behavior and analytics firm specializing in industries facing disruption and business transformation. As catalysts of progress for more than 40 years, we tell stories that transform data and insight into a profound understanding of what drives human beings. And we help businesses turn those drivers into actions that build brands, enhance customer experiences and inspire product innovation. Visit escalent.co to see how we are helping shape the brands that are reshaping the world.



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Escalent Automotive
& Mobility Team

Proposal:
GPPSS Research

Prepared for:
Sean Cotton

May 17, 2023



Automotive & Mobility Consumer and Business Behavior Expertise

OUR #1 MISSION

To provide the strategic
consultation you need
**to grow your business
and your brand**



Escalent, based in Livonia, Michigan is a top human behavior and analytics firm specializing in industries facing disruption and business transformation.

46 years of
experience

75+ dedicated
automotive &
mobility team
members



In the past two years, we've:

**talked to more
dealers than anyone
else in the industry**



**tracked
200+
global mobility brands**



**conducted
100+
tracking studies**



**conducted
48
product clinics globally**



**conducted
studies in**



43 countries
with dedicated UK and China offices

evaluated



75+ advanced mobility products

managed

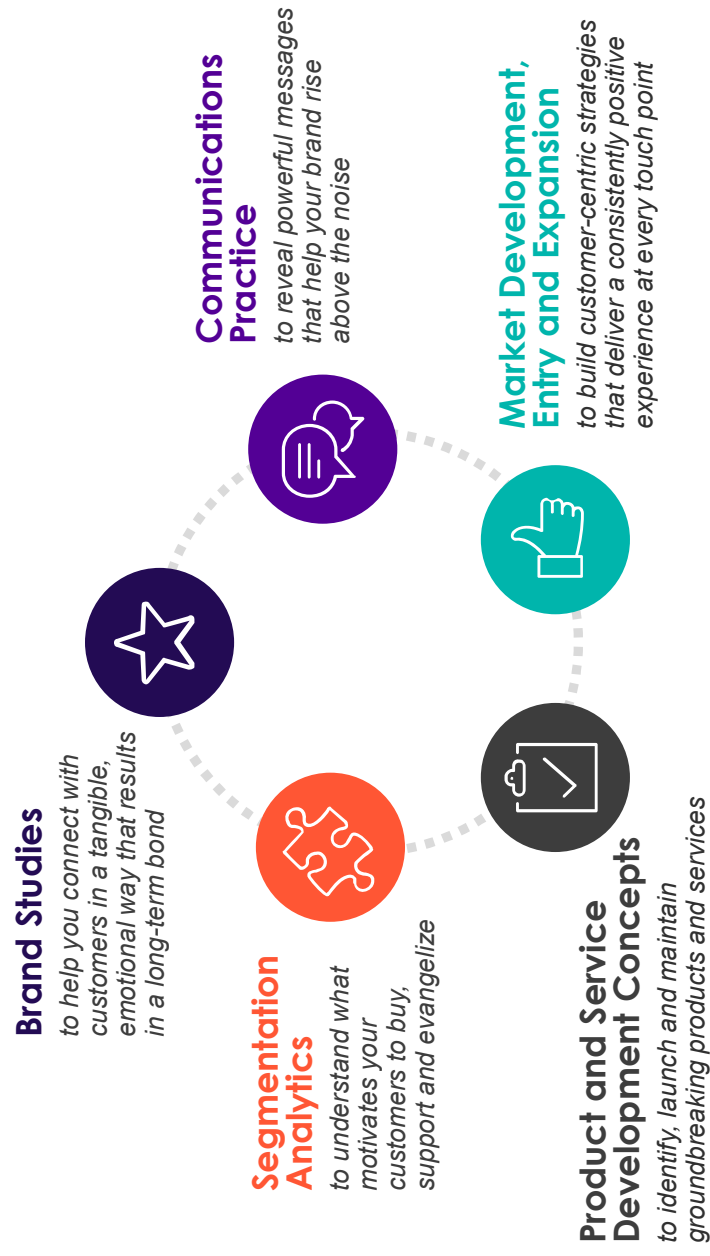


10 automotive insight communities
with **80,000+** members

As catalysts of progress for more than 40 years, we tell stories that transform data and insight into a profound understanding of what drives human beings. And we help businesses turn those drivers into actions that build brands, enhance customer experiences and inspire product innovation.

Quantitative and Qualitative

To solve for the challenges facing your organization these type of methods are examples, and some are included in our project design.



Related Experience

- Competitive analysis among school districts
- Relevant work with identifying brand opportunities and rebranding. Such as, 'private athletic club', global audit and repositioning for the next generation
- Conducted various research projects with different departments at UofM, Central Michigan, University of Wisconsin and others.
- Conducted a study for the City of Ann Arbor on citizens views of their services and a study with Grosse Point Shores on their services
- Ironically both Kim's that are on this project were former substitute teachers in various school districts



Project Objectives and Methodologies

Business Objectives

Major Objectives

- Unbiased 3rd party research investment to provide valuable insights and information to help Grosse Pointe Public School System leaders to make more informed decisions
- Identify what may be driving students to exit the Grosse Pointe Public School System for other school districts or private schools
 - Understand why enrollment at GPPSS is below other similar school districts and identify opportunities to rebuild it.
 - Investigate how to create an environment where parents want to stay or move in to
 - Identify opportunities to lead into a brand marketing campaign
- Audience: Evaluation of students/households who have defected in the past 2-3 years (defectors), or have rejected the schools; school year (recency of rejection should be considered)



Methodologies

QUALITATIVE RESEARCH PHASE 1 – IDI'S

Fielded to uncover reasons, circumstances, functions that impact students defecting from schools

- Method: Individual Interviews (1:1s) via Telephone
- Length: 30-45 Minutes each
- Sample: n=3-5 Interviews

QUANTITATIVE RESEARCH PHASE 2 – ONLINE SURVEY

Fielded to quantify the learnings, of reasons given or assumed, and further drill-down to specific audiences (such as grade/age or district)

- Method: Online survey emailed directly to respondents to ensure one response per HH
- Length: 10 Mins (no more than 12 mins), roughly 20-25 Questions, no more than two Open End questions (not coded)
- Sample: (Target): n=100-150 (assumed based on lists available)

QUALITATIVE RESEARCH PHASE 3 – FOCUS GROUP

Fielded, if necessary, to dig deeper into the findings from Phase 1 and Phase 2 of this research.

- Method: Focus Group (1 Session)
- Length: 60 Minutes
- Sample: n=5-6 Participants

Qualitative Research

PHASE 1 – Telephone One-on-One Interviews

- Recruit: Escalent to work with Grosse Pointe Schools to identify those individuals that are articulate and informed to guide our understanding of reasons; the school team will recruit all participants in advance, with the accompaniment of screening criteria provided by Escalent (a simple list of questions, or script); Escalent will then schedule the interviews
- Incentive: Assume \$50 cash incentive for each participant
- Tool: MS Teams will be used to host the interviews, as it allows for one interviewer and one respondent to participate in the most simple approach, with a recording for later access
- Participation: We discourage clients from participating in the interviews, to maximize candid feedback, and minimize cost and disruption. (Participants commonly have conflicts, run late, need to reschedule, etc., which we want to minimize inconvenience on everyone involved)



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Escalent will ...

- Obtain a general mix of respondents (but there will be no specific targets)
- Develop qualitative guide with input/approval from GPPSS
- Moderate each interview
- Provide recordings for later access (for research purposes only)
- Debrief with the team to report high level findings and points to include into the quantitative survey for Phase 2

Quantitative Research

PHASE 2 – Online Survey

- A total of 100-150 questionnaires to be completed (more are welcomed; pending sample file from GPPSS)
- No Personal Identifiable Information connected to respondents will be delivered to the client in the final output delivered to the client
- Content: Brand, Satisfaction, Defection
- Questionnaire: Drafted by Escalent in MS Word, formatted and then programmed into Escalent tool of choice (likely Qualtrics); No coding of open-ended questions is assumed, although we can provide a raw verbatim file
- Advanced Analytics: None (but could be applied at the discretion of Escalent, if applicable)
- Weighting: 2 Simple Factors Max, likely Student Age/Grade, and School District
- Data: Raw response data provided to client in MS Excel for future use, if needed; Escalent will maintain the results up to two years;
- Incentive: Assumed we will not need to pay a cash incentive to get participation

Escalent will ...

- Obtain a general mix of demographics (but there will be no specific targets)
- Develop and program the quantitative questionnaire with input/approval from GPPSS
- Send invitations out to respondents (with approval from GPPSS)
- Create a cleaned, formatted, weighted (if necessary) excel file (including any verbatims, open-end questions, etc.)
- Develop a graphical and insightful report in PowerPoint built upon an Escalent Report Template
- Debrief with the team to report high level findings and decide if Phase 3 is recommended

Qualitative Research

PHASE 3 – Focus Group

- Recruit: Escalent to work with Grosse Pointe Schools to identify those individuals that are articulate and informed to guide our understanding of reasons; the school team will recruit all participants in advance, with the accompaniment of screening criteria provided by Escalent (a simple list of questions, or script); Escalent will then schedule the group and invite participants
- Incentive: Assume \$50 cash incentive for each participant
- Tools: The Recollective platform will be used to host the online group, which includes client viewing in real time, the ability to engage with the moderator on a limited basis (send questions into the session), a recording for later access, and an automated transcript; Escalent will create a Moderator Guide in advance to aid in covering all topics during the discussion
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Escalent will ...

- Obtain a general mix of respondents (but there will be no specific targets)
- Develop qualitative guide with input/approval from GPPSS
- Moderate the group
- Provide recordings for later access (for research purposes only)

Deliverables and Reporting

Deliverables	✓ Recordings for all qualitative interviews from Phase 1 and from the focus group in Phase 3 (if applicable) ✓ One banner set of tabulations from the quantitative questionnaire in MS Excel, including a raw verbatim file of open ends (if applicable)
Reporting	✓ Final Report will consist of a MS PPT presentation, not to exceed 25-30 slides, summarizing all two-three areas of the research, connecting them, and making some recommendations for future action. We recommend that the Grosse Pointe Schools team engage in this step at the mid-point, to ensure consistency of message.
Presentation of Findings	✓ Escalent and the team are open to a presentation alongside the Grosse Pointe Public Schools team to ensure communication of impartiality to the results. This could be done in-person or video conference.

Timing

Escalent will remain flexible on our exact deliverables and the reporting to meet GPPSS specific needs but estimate this will take 10-14 weeks from kick-off.

Weeks 1-2	Kick-off meeting, content preparation, recruiting for Phase 1 IDIs
Weeks 3-4	Recruiting & interviewing (allowing for respondents' schedules)
Weeks 4-5	Quantitative survey design and prep work & approval for Phase 2 Survey
Weeks 6-8	Phase 2 survey fieldwork
Weeks 9-10	Phase 2 analysis
Weeks 11-12	Collaborative reporting, possible Phase 3 recruiting
Weeks 13-14	Phase 3 focus group and incorporation of findings