



CHARTER SCHOOL ENROLLMENT SURVEY ANALYSIS

Prepared for Broward County Public
Schools

June 2025

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INTRODUCTION

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OVERVIEW

In this report, Hanover Research presents the results of the Charter School Enrollment Survey conducted on behalf of Broward County Public Schools (BCPS).

RESEARCH QUESTIONS

- Why do families choose non-traditional schooling options over BCPS schools?
- Why do families choose to stay in BCPS schools?
- What are the factors that influence these decisions?
- What changes could be made to make enrolment in BCPS schools more attractive?

SURVEY ADMINISTRATION & SURVEY SAMPLE

- The survey was administered online in May 2025 using the Qualtrics online survey platform.
- The analysis includes a total of n=2824 respondents following data cleaning and quality control.
- Results are further segmented by enrollment (charter school only parents vs. former BCPS parents) in this analysis.

RESPONDENT QUALIFICATIONS

- Must be a parent within Broward County.

INTRODUCTION

METHODOLOGY

- Sample sizes vary across questions as some questions only pertain to a subset of respondents.
- Conclusions drawn from a small sample size ($n < 20$) should be interpreted with caution.
- Statistically significant difference (95% confidence level) between groups are noted with an asterisk (*).
- After data collection, Hanover identified and removed low-quality respondents.
- “Don’t Know or Not Applicable” responses, and equivalent, are often excluded from the figures and analysis in order to focus on respondents who did express an opinion.
- Some data points mentioned in the analysis may not be included as part of the slide visuals due to legibility.

RECOMMENDATIONS

RECOMMENDATIONS:

Based on analysis of this survey, Hanover recommends that BCPS:

- ❖ ***Highlight and communicate BCPS' academic quality:*** Across the board, parents identify quality of education as the standout factor influencing school choice, with interest also shown in STEM programs and advanced academics. BCPS should continue to strengthen these offerings where possible—and just as importantly, ensure they are clearly communicated to families. Sharing student success stories, showcasing standout programs, and making academic pathways more visible can help shift perceptions and position BCPS schools as competitive, high-quality options. District leaders can refer to Hanover's [Best Practices in Increasing Enrollment Through Marketing, Communication, and Events](#) as a guide.
- ❖ ***Build trust and connection through visible leadership and a strong school culture:*** Parent respondents point to trust in leadership, school accountability, and a positive school culture as major factors in their decision-making. BCPS can build on this by supporting school leaders to be more visible, communicative, and responsive to family concerns. Creating opportunities for families to engage with principals and staff—and involving them in shaping school values—can foster stronger community ties and help families feel more confident staying within the district.
- ❖ ***Reinforce BCPS' commitment to safety, relationships, and whole-child support:*** Parents place high value on school safety, teacher-student relationships, and a supportive school environment. Spotlighting these strengths in outreach materials, school events, and family communications can help address lingering misconceptions and reassure families that BCPS schools provide not just academics, but also a safe, caring, and connected environment for children to thrive.

KEY FINDINGS

KEY FINDINGS

Academic Factors

For all parents, the quality of education stands out as the primary academic factor that determines school choice.

- Over four-fifths of parents cite the quality of education (81%) as the main factor they consider when choosing their child's school setting, and there is a substantial gap between this option and all other factors ([page 14](#)). The second and third most-selected academic factors are a focus on STEM (47%) and the availability of advanced academic programs (45%). Parents place less emphasis on things like career and technical education (18%) specific educational philosophies (16%).
- When asked to choose only one academic factor, 51% of parents select the quality of education—42% higher than the next option ([page 16](#)).
- Preferences are largely consistent between parents of former BCPS students and parents whose children have only attended charter schools ([page 15](#) and [page 17](#)).

KEY FINDINGS

School Environment/Culture Factors

Parents value a variety of school environment and school culture factors, as several options see high response rates ([page 18](#)).

- Overall, the top three school environment factors are a positive school community and parent involvement (64%), school culture and values (62%), and teacher-student relationships (61%).
- The top seven factors are of comparable importance, with only a 14% range separating the first option from the seventh (64% to 50%).
- Parents place less emphasis on support for low-income students (18%), special education services (15%), and support for English Language Learners (15%).
- Preferences are mostly consistent between parents of former BCPS students and parents whose children have only attended charter schools ([page 19](#)). The largest gap pertains to smaller school size, which parents of charter-only students value more highly than former BCPS parents (47% vs. 35%, respectively).

KEY FINDINGS

Other Factors

Parents value a variety of additional school choice factors, as several options see high response rates ([page 22](#)).

- Overall, the top three additional factors are trust in school leadership and administration (65%), school performance and accountability (63%), and satisfaction with school safety measures (61%). The top factors are consistent for both charter only and former BCPS parents ([page 22](#)).
- When asked to only select one factor, 28% of parents choose school performance and accountability, followed by trust in school leadership and administration (18%) ([page 24](#)).
- Parents place less emphasis on school autonomy (15%), community partnerships (15%), flexibility in school policies (14%), and an extended school day/year (8%).

KEY FINDINGS

Open-ended Responses

When choosing a school setting, parents take a multifaceted approach. Several key themes emerge from the open-ended responses, including the importance of a strong learning environment, consistent communication, a sense of community, and a focus on safety and discipline.

A central theme is academic quality. Parents frequently highlight the need for a strong curriculum, high academic standards, and caring, effective teachers. One parent shares, *“Academic quality and a strong curriculum are important, but equally vital is the presence of a supportive and nurturing environment that promotes social-emotional growth.”* Others note the importance of investing in teachers and access to resources: *“I look for a school that will invest in their teachers, children, and access to resources to learn.”* Many families value advanced academic options, particularly for gifted learners: *“I would like to see more opportunities for truly gifted learners, not just high achieving classes.”* Some parents opt for charter schools due to a perception of stronger academics: *“Charter tends to be much more academically strong from my opinion as I have had experience in both.”*

Safety and discipline are also top priorities. Parents want protection from bullying, violence, and classroom disruptions. One notes, *“The safety and protection of my child is my number one priority.”* Many select charter schools believing they offer more structured, disciplined environments: *“I chose a charter school for my child because it fosters an environment where students are focused on learning, and discipline is handled effectively.”* Another comments, *“In the three years my child has attended [charter], there have only been two fights. In contrast, the local zoned school averages about two fights a day.”* Public schools are often perceived as lacking effective disciplinary practices: *“I find that the biggest problem in public schools lately is lack of respect for adults and disruptive behavior.”*

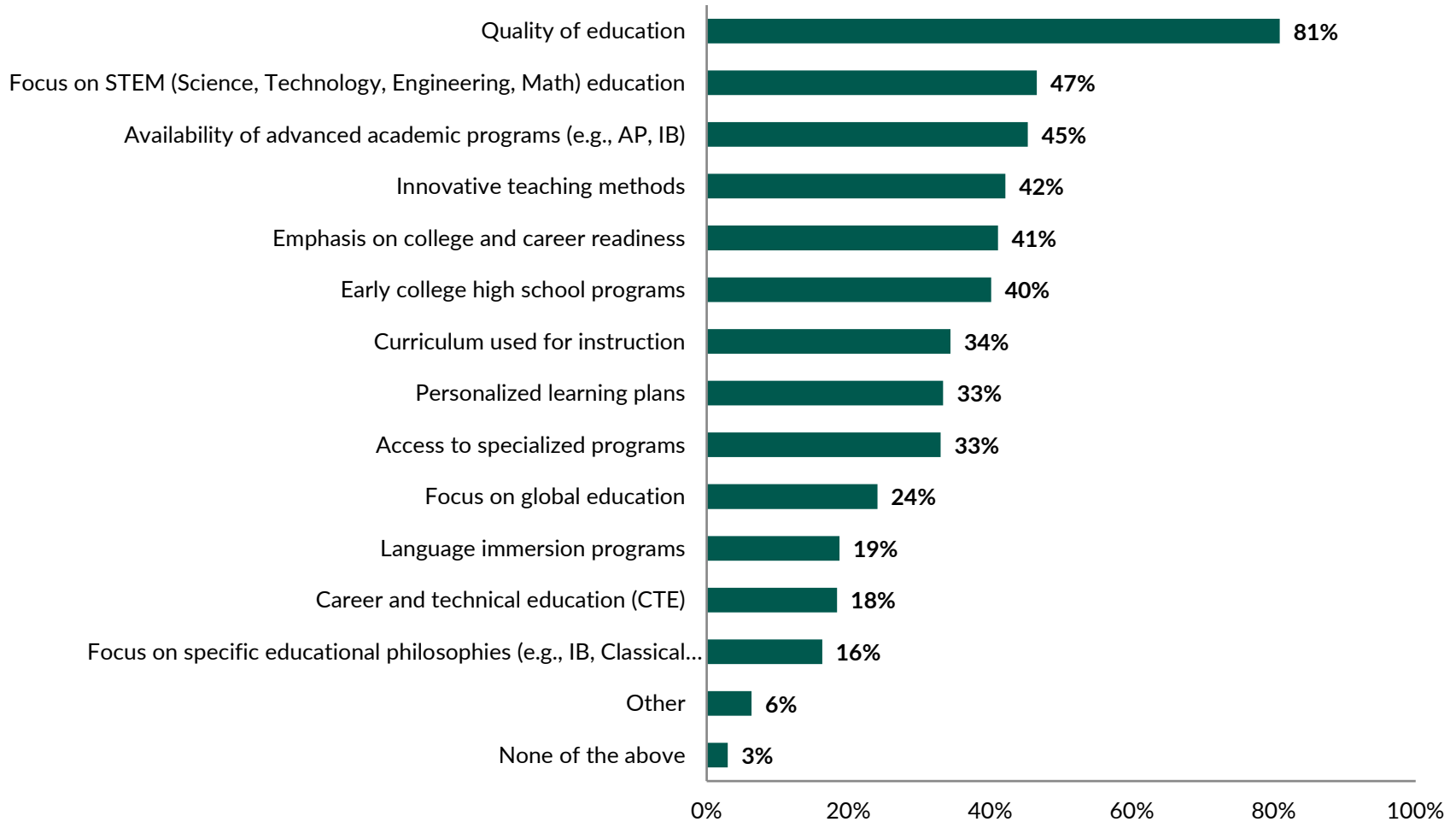
Communication and community involvement are also essential. Parents appreciate open and timely communication with teachers and administrators, as well as feeling part of a school community. *“Trust with faculty and parent involvement are big for us,”* one parent writes. *“The feeling of community and inclusiveness have been a huge factor in our decision to choose our school and stay.”* Another adds, *“I love the fact that I am able to communicate with the teachers and Principal through emails, texting and phone calls.”* Opportunities for parent-teacher collaboration are especially valued: *“Parent and teacher collaboration is a major factor that contribute to choosing charter.”*

Finally, some parents express dissatisfaction with aspects of both public and charter schools, citing concerns like teacher turnover, limited resources, and insufficient mental health support. For some, choosing a charter school was a reluctant decision due to a lack of quality options within the public school system: *“I hate that my children attend a charter school because I believe in the Broward County School System. Unfortunately, the schools that my children are zoned for are not good, and the school choice did not have any availability for better schools.”*

CHARTS

ACADEMIC FACTORS

What are the primary academic factors you consider when choosing the school setting for your child? Please select all that apply. (n=2824)



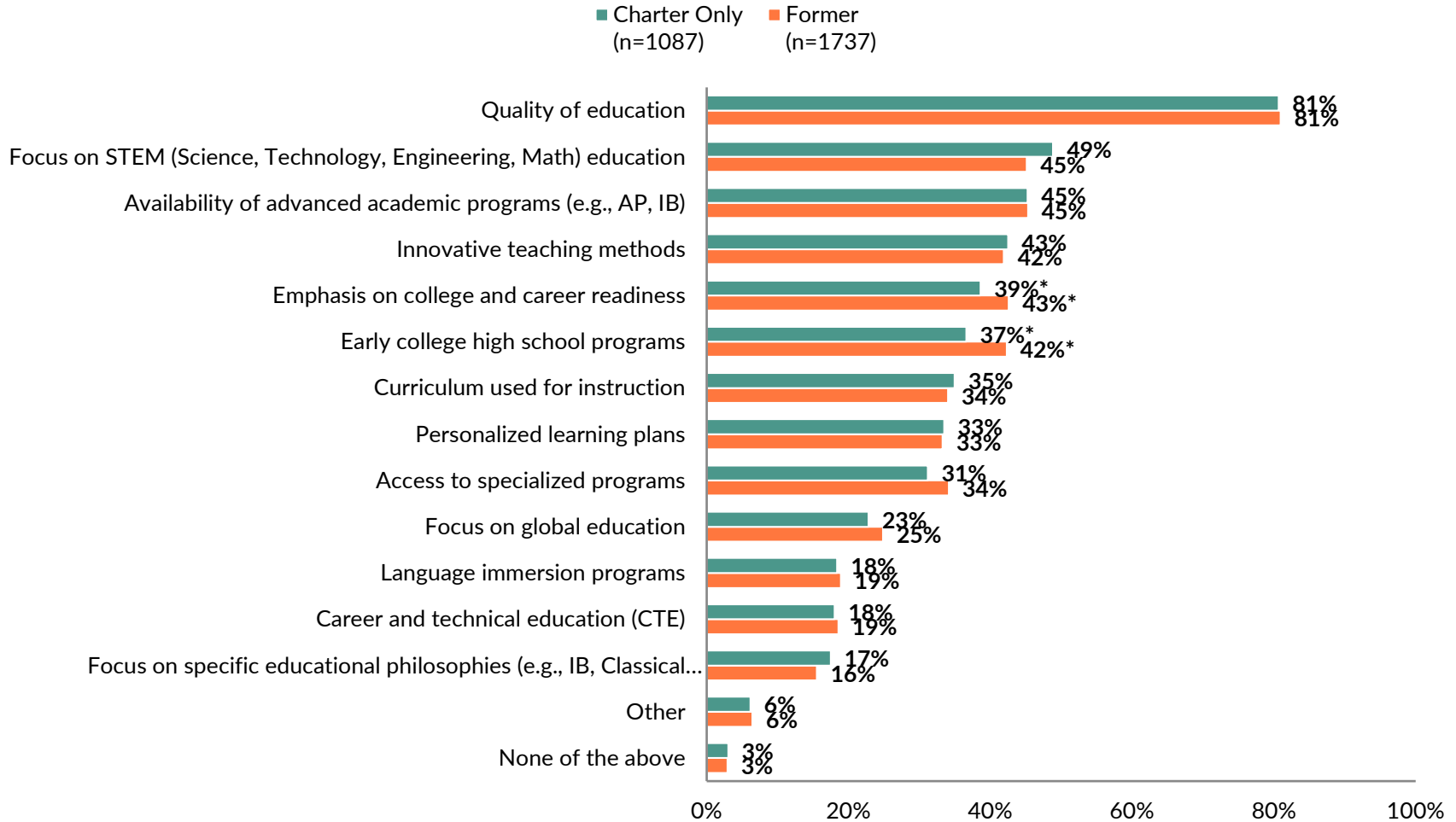
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ACADEMIC FACTORS

What are the primary academic factors you consider when choosing the school setting for your child? Please select all that apply.



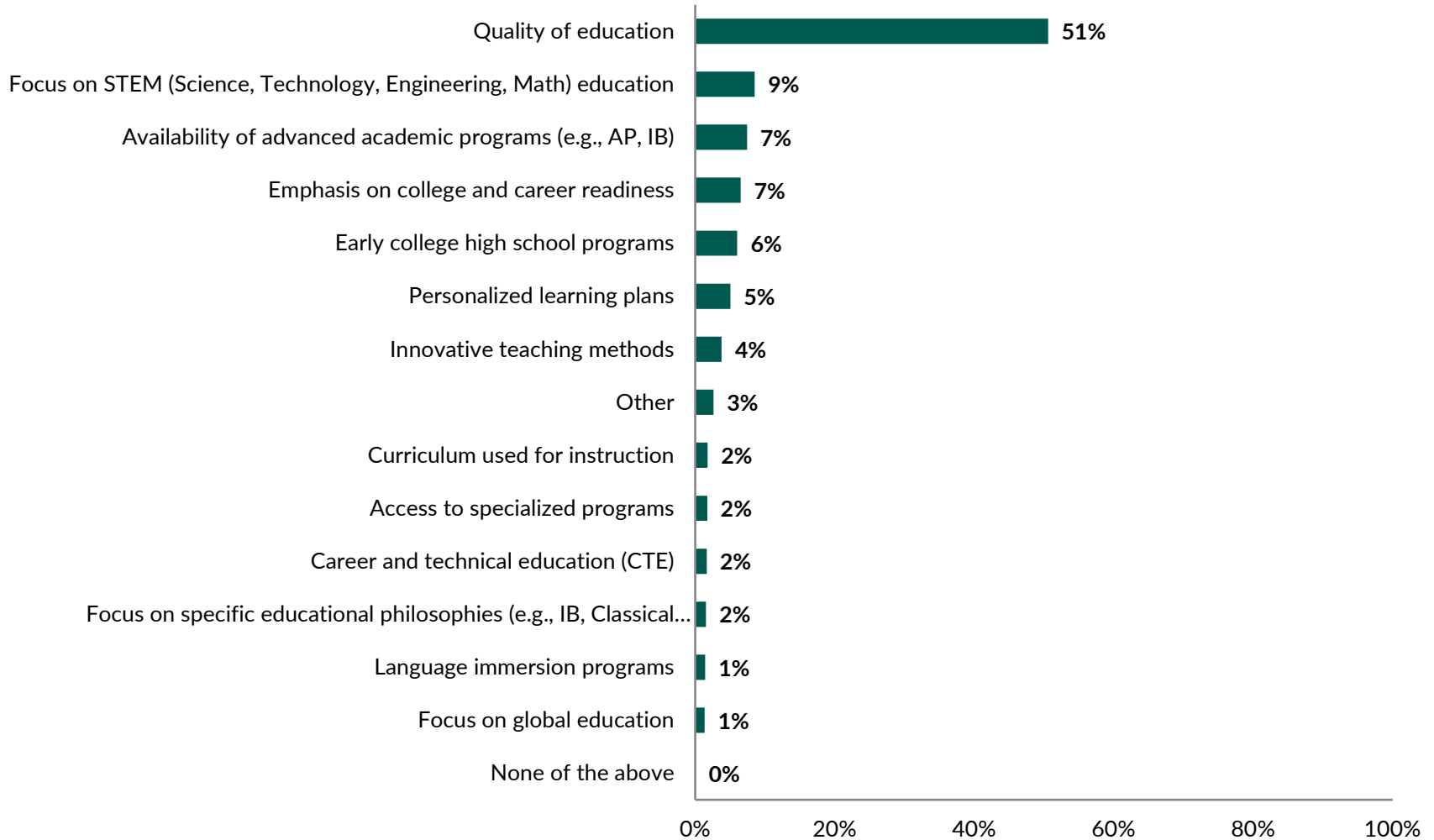
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ACADEMIC FACTORS

Among these academic factors, which is your highest priority? (n=2440)

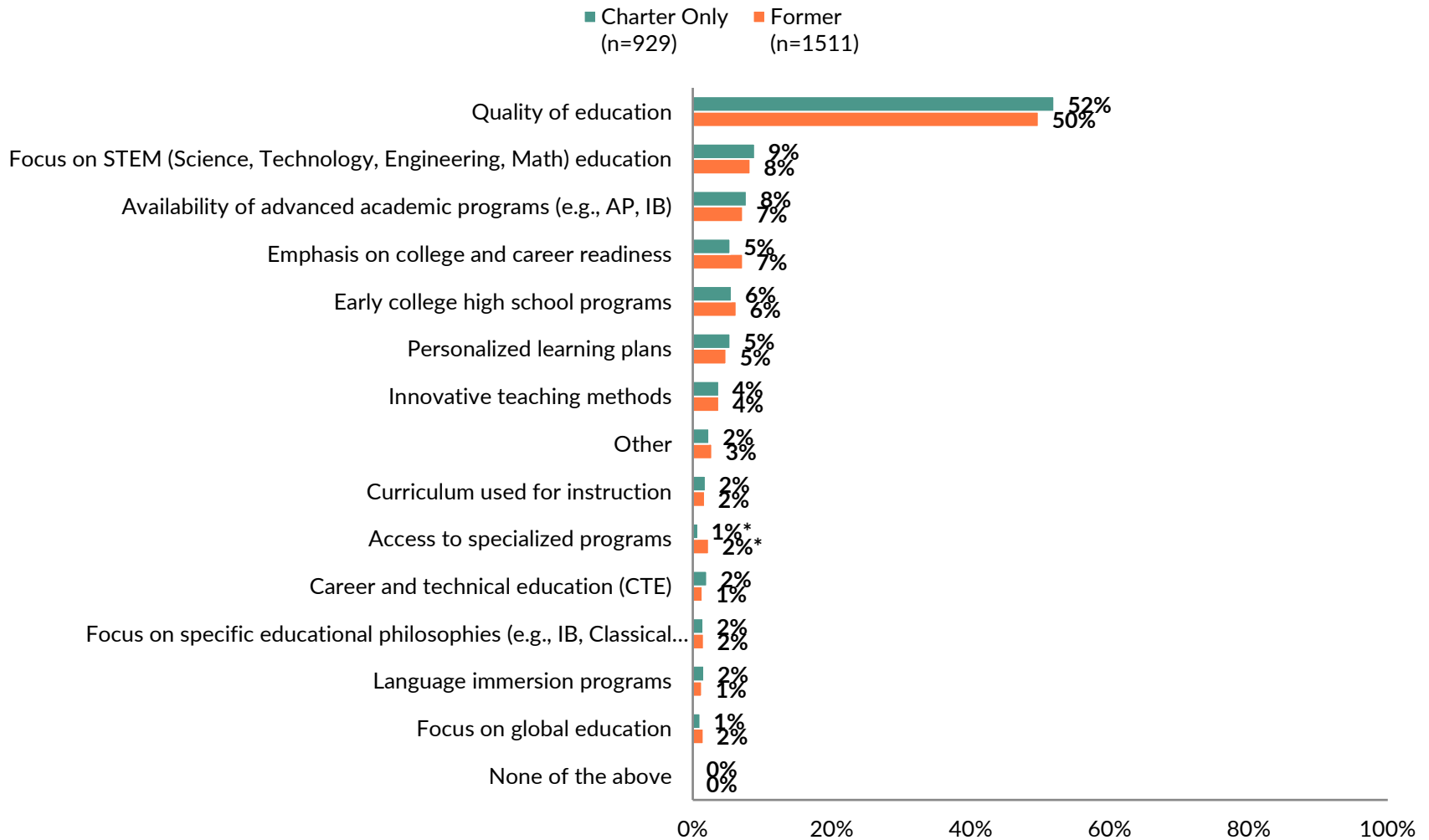


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ACADEMIC FACTORS

Among these academic factors, which is your highest priority?



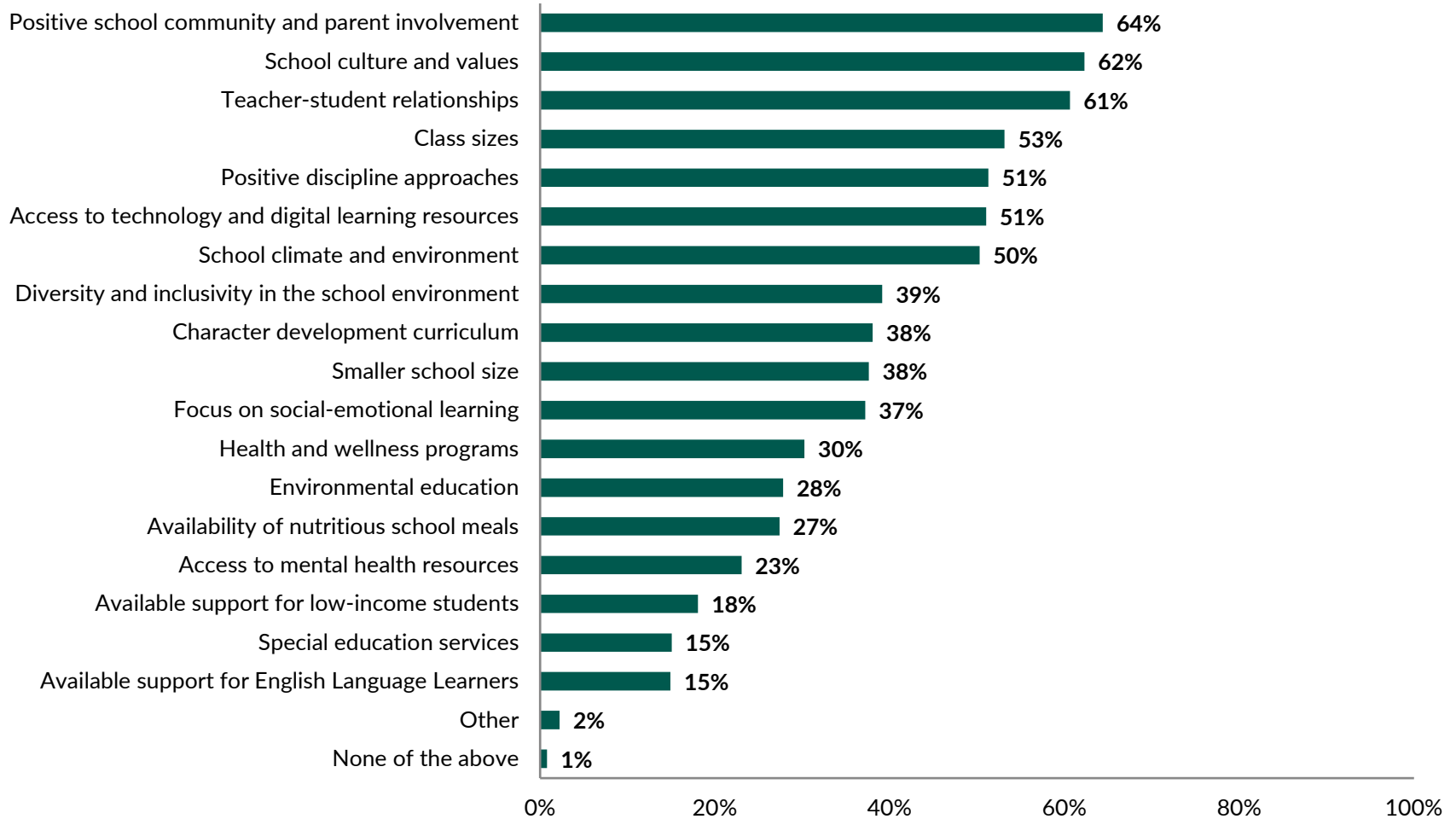
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SCHOOL ENVIRONMENT/CULTURE FACTORS

What are the primary school environment or school culture factors you consider when choosing the school setting for your child? Please select all that apply. (n=2651)

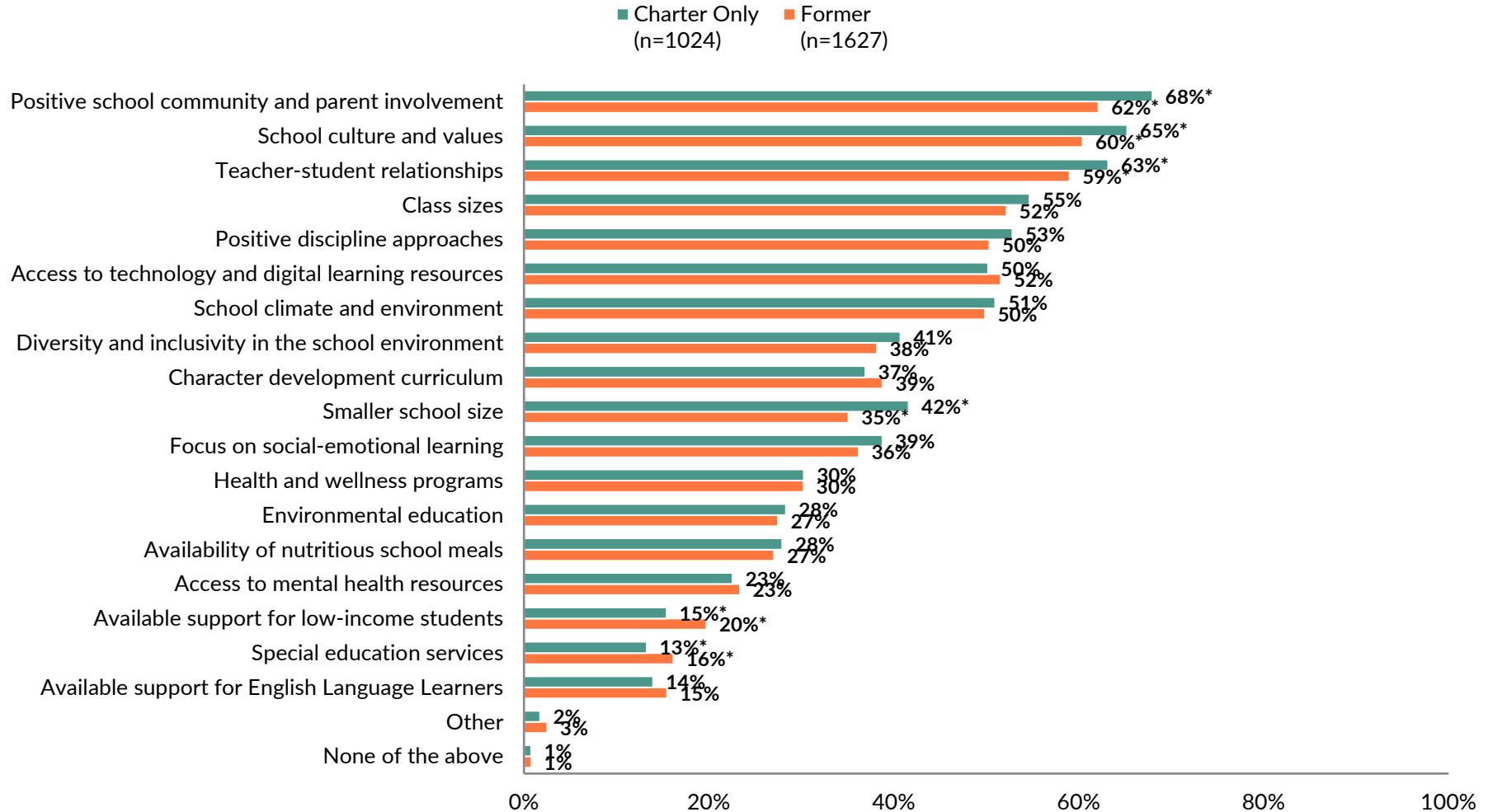


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SCHOOL ENVIRONMENT/CULTURE FACTORS

What are the primary school environment or school culture factors you consider when choosing the school setting for your child? Please select all that apply.



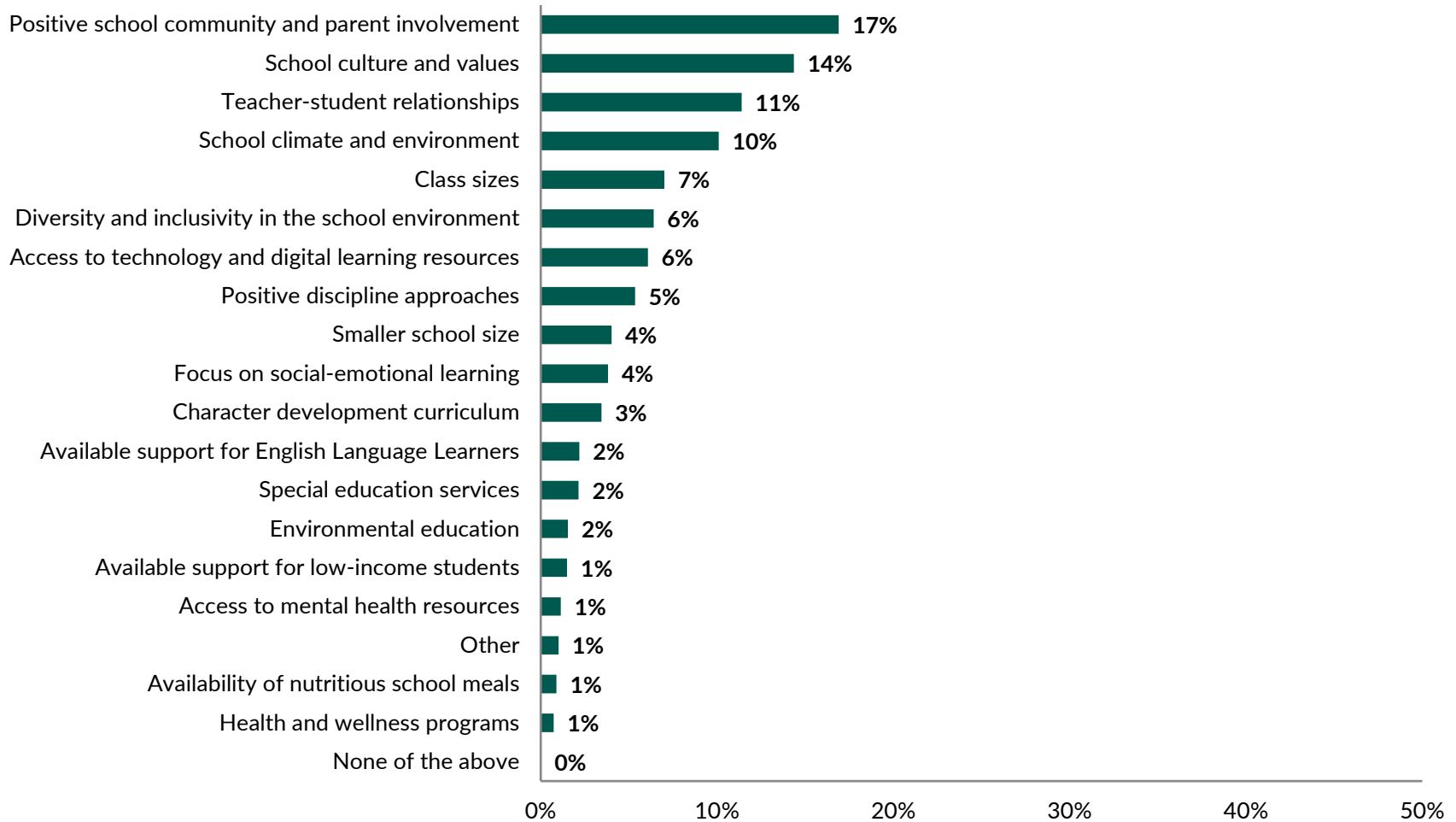
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SCHOOL ENVIRONMENT/CULTURE FACTORS

Among these school environment or school culture factors, which is your highest priority?
(n=2467)

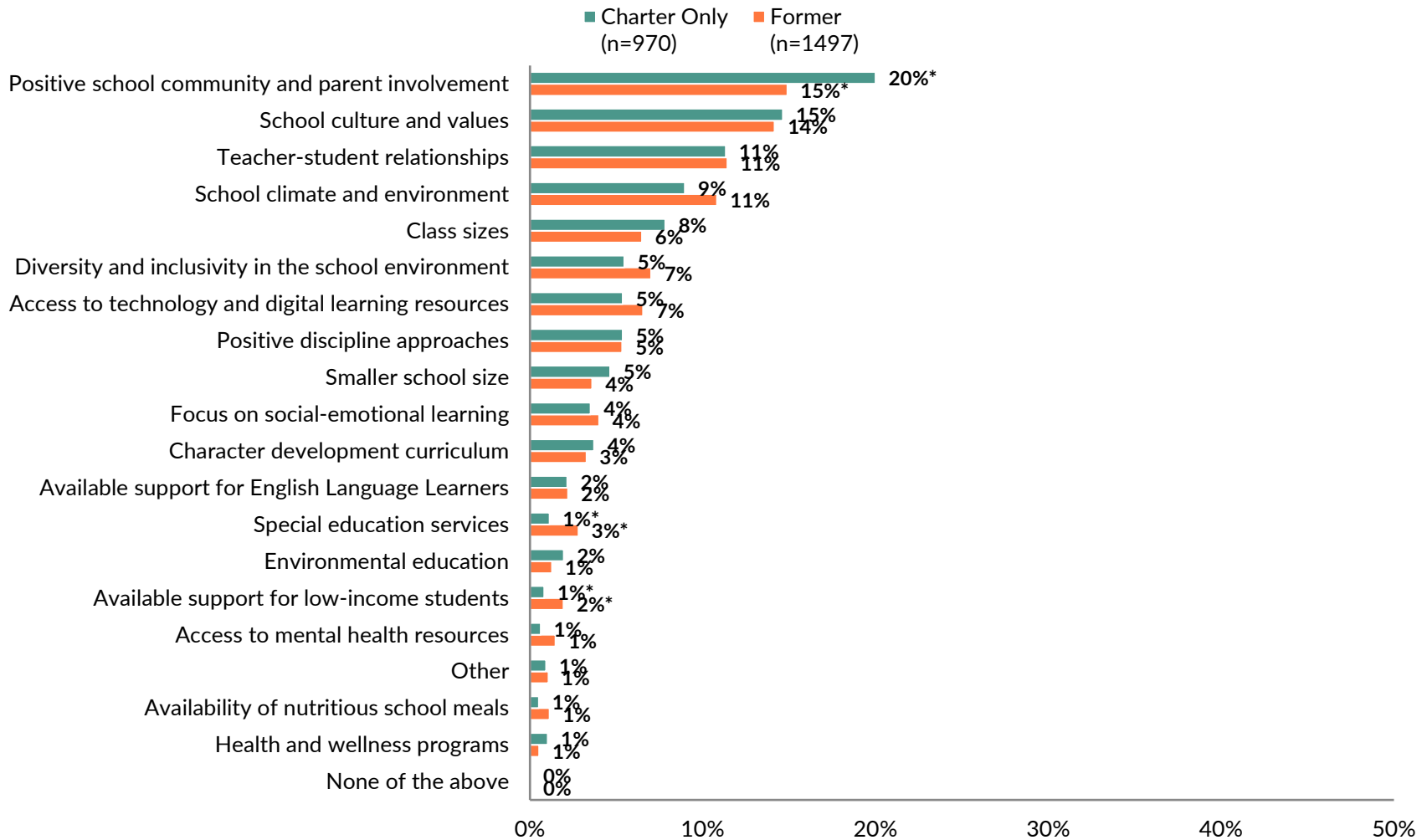


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SCHOOL ENVIRONMENT/CULTURE FACTORS

Among these school environment or school culture factors, which is your highest priority?



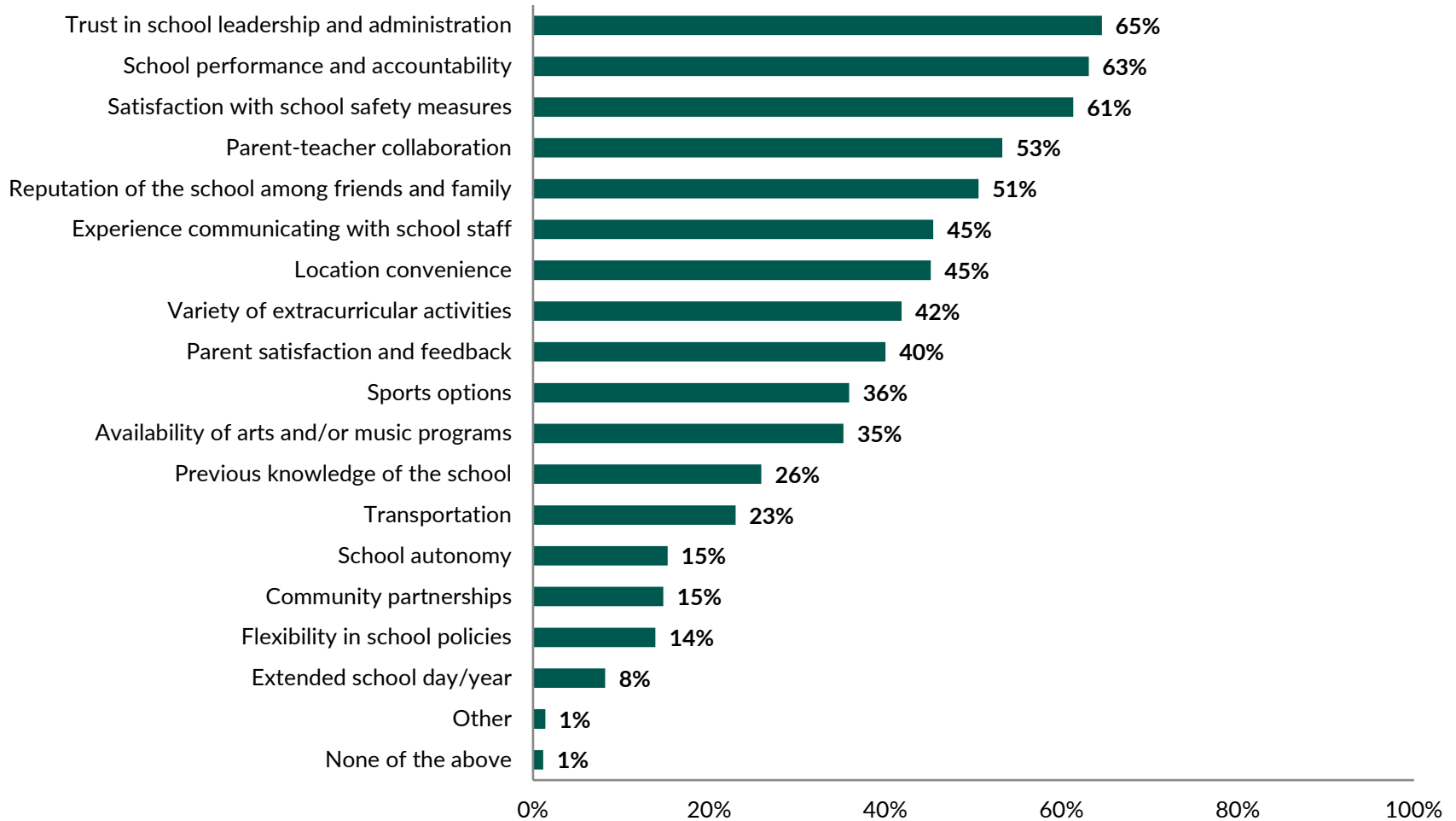
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OTHER FACTORS

What are other school related factors you consider when choosing the school setting for your child? Please select all that apply. (n=2489)

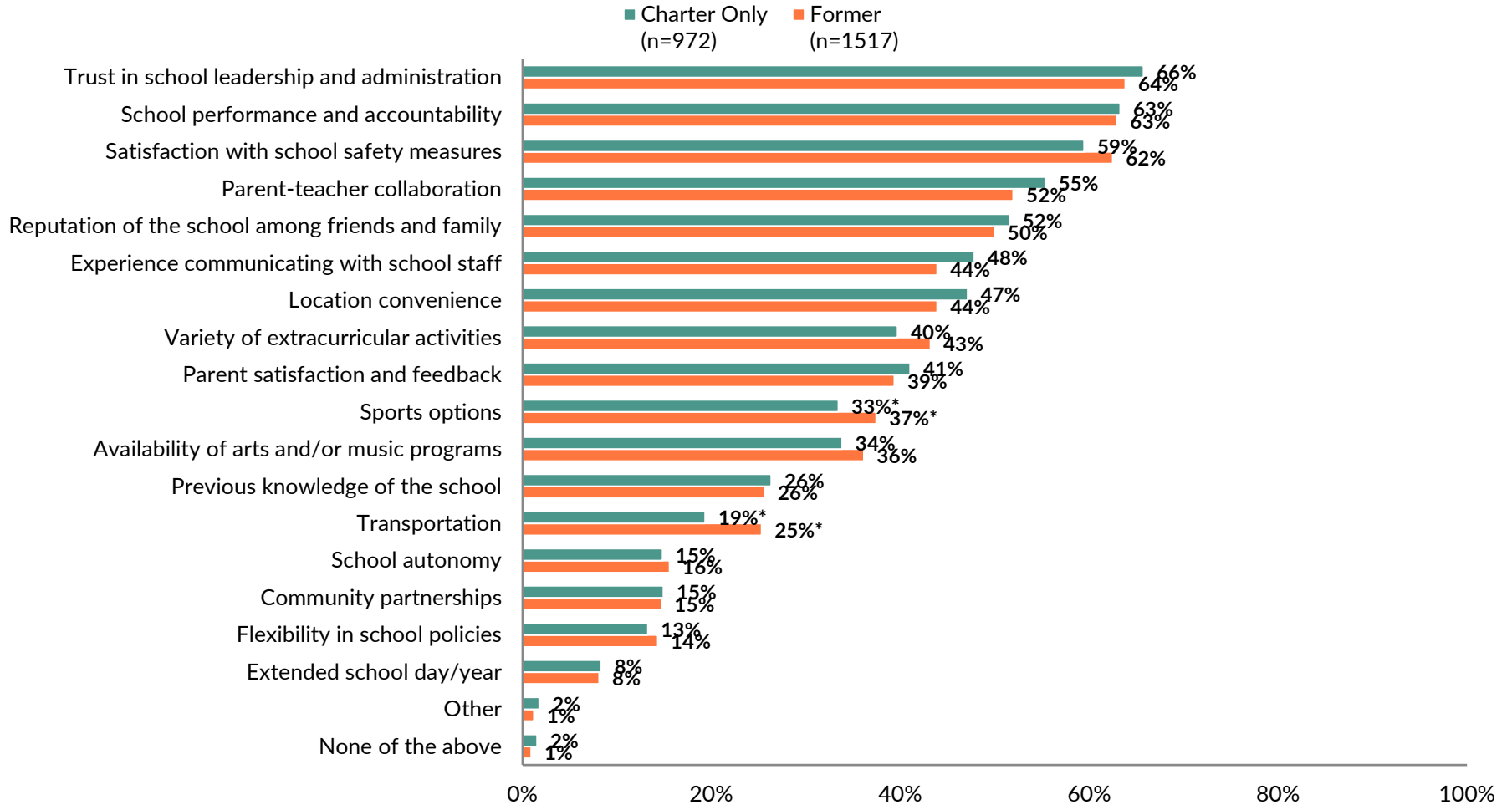


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OTHER FACTORS

What are other school related factors you consider when choosing the school setting for your child?
Please select all that apply.



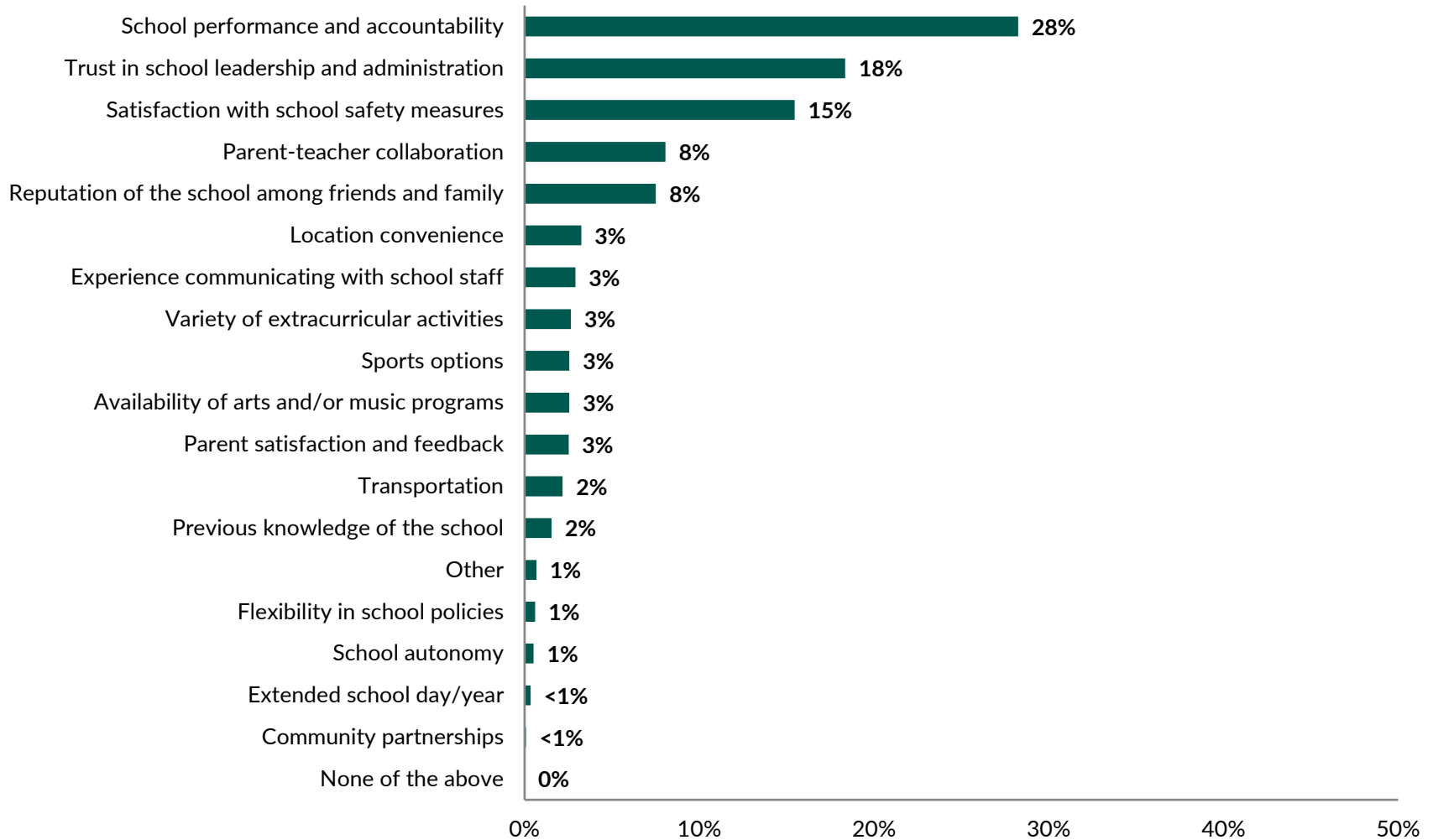
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OTHER FACTORS

Among these other school factors, which is your highest priority? (n=2343)

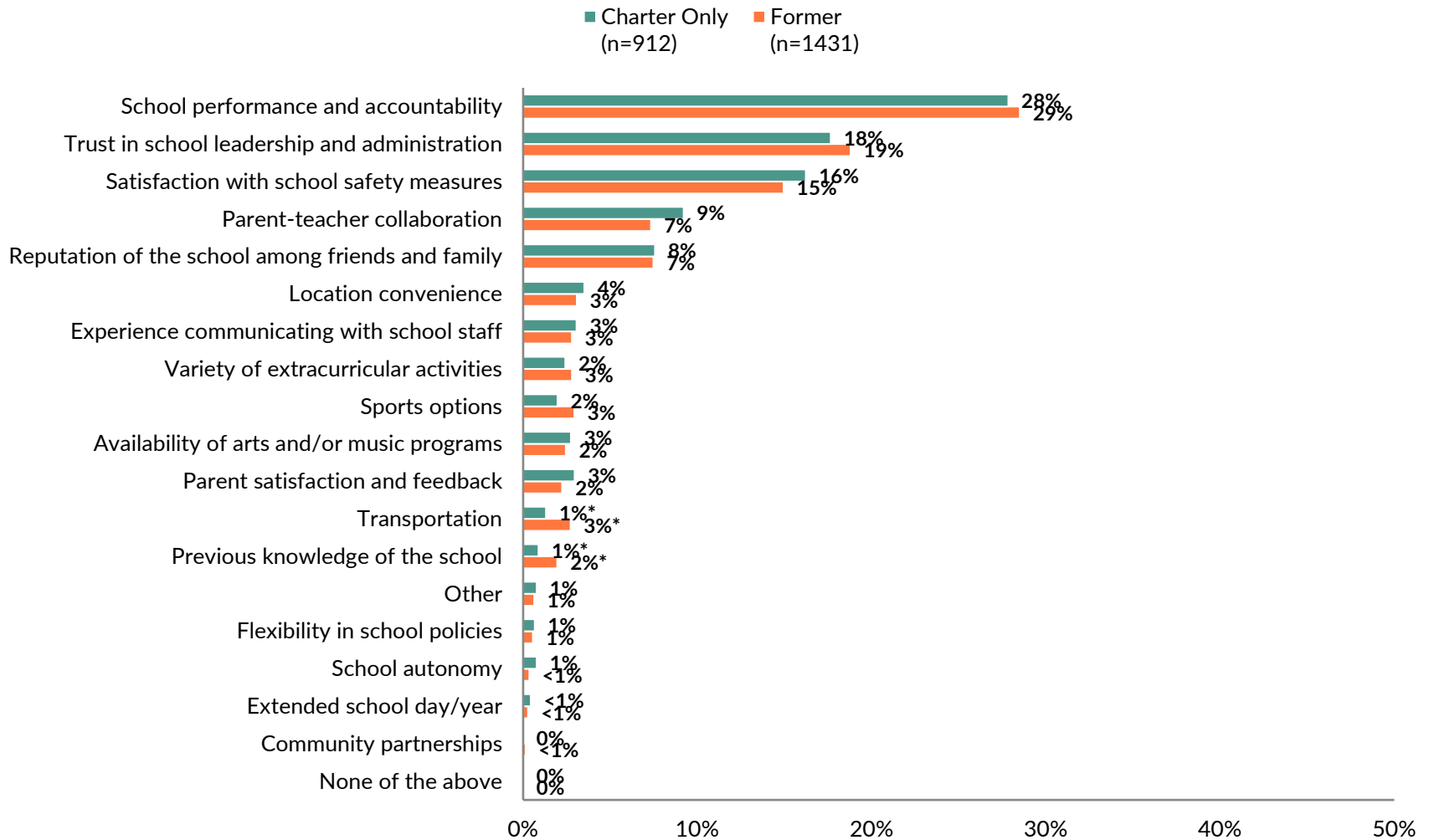


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OTHER FACTORS

Among these other school factors, which is your highest priority?



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RESPONDENT CHARACTERISTICS

RESPONDENT CHARACTERISTICS

Previously Enrolled in BCPS (n=2824)

Yes (Former)	62%
No (Charter Only)	38%

Special Programs (n=2824)

English Language Learner (ELL)	9%
Special Education	7%
Gifted and Talented	14%
Free or Reduced-Price Lunch (FRPL)	34%
None of the above	48%

Race/Ethnicity (n=2428)

Hispanic or Latin(o/a/x)	43%
White	29%
Black or African American	26%
Asian	5%
Not listed/Prefer to self-describe	3%
American Indian or Alaska Native	1%
Middle Eastern or North African	1%
Native Hawaiian or Pacific Islander	<1%
Prefer not to respond	7%

Gender (n=2421)

Female	50%
Male	44%
Not listed/Prefer to self-describe	1%
Prefer not to respond	5%



Thank you.

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