

About RMS

Research & Marketing Strategies, Inc. (RMS) is a full-service marketing and market research firm providing a wide range of custom-tailored marketing services for school districts.

Services Provided

Customized Survey Research

- Telephone
- Mail
- Fax
- Internet
- Focus Groups
- Personal Interviews
- Town Meetings

Image & Awareness Studies

Community Satisfaction

Competitive Positioning

Marketing Plan Development

Customer Profiling & Analysis

New Program Feasibility Studies

Geographic/Psychographic Profiling

Advertising Effectiveness Analysis

Satisfaction Guaranteed

* 100% Money Back Guarantee *



“All the research firm you’ll ever need.”

Research & Marketing Strategies, Inc.

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Community Perception & Satisfaction Surveys

for
School Districts



Research & Marketing Strategies, Inc.

Tel: 315.635.9802

Community Satisfaction

Far too often, school districts are not aware of their perception within the community. What does your community think of the job you're doing? Do their concerns over escalating budgets, enrollment, school violence and other issues undermine your administrators' abilities to focus on educating?



Research and Marketing Strategies can help. Through a targeted survey, school districts can obtain community input and understand

public perceptions related to their facilities, curriculum, programs and staff. Surprisingly, this survey is very affordable and provides a wealth of knowledge for future planning and operational initiatives. The entire data gathering process can be customized and administered by our team of highly experienced professional staff.

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Learn Where You Stand

- Specific image of your district
- Community awareness of progress and programs
- Satisfaction level with overall district and individual school performance
- Areas the community believes need improvement or attention
- Key issues that influence school budget voting decisions
- New or proposed programs/projects under consideration



By soliciting public input, school districts open a cooperative dialogue that helps align initiatives among all constituencies to achieve the goal of optimizing education.

info@RMSresults.com

Sample Education Client List

Colleges & Universities

- Elmira College
- Onondaga Community College
- Syracuse University
- University College
- Nazareth College

School Districts

- Auburn Enlarged City School District
- West Genesee Central School District
- Liberty Central School District
- Cazenovia Central School District

Call today — RMS can help

Call us today at **315.635.9802** to discuss how we can help you. We look forward to working with you.

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