

# Insights from Segmented Research

Association of Christian Schools International

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CASE  
STUDIES

## EXECUTIVE SUMMARY

The goal of this project was to help the Association of Christian Schools International (ACSI) make decisions about their programs and services, and we delivered insights into their member base that positioned them to stratify their programs and services in a new and more intelligent way.

We planned for various stratifications in our sample, some that proved significant and some that did not. Our hypotheses about segmentation were challenged and refined during this research project.

## ABOUT THE CLIENT

The Association of Christian Schools International (ACSI) exists to strengthen Christian schools and equip Christian educators worldwide as they prepare students academically and inspire them to become devoted followers of Jesus Christ. The association serves 24,000 schools in over 100 countries. ACSI was established in 1978 and is headquartered in Colorado Springs, Colorado.



*Good research can help you understand your audience by segment and therefore inform your strategy in a meaningful way.*

## THE PROCESS

The purpose of the research was to surface new insights into the Christian school movement. We planned for three primary levels of stratification: school size, region and whether or not the school is attached to a church (governed by a church board). The project was conducted in two phases: qualitative, which is exploratory and surfaces new insights, and quantitative, which measures those insights.

In the qualitative phase, we recruited 108 schools that are members of ACSI and ensured that we had a representative number of schools of every size, region and church affiliation. Over the course of a week, we conducted online focus groups. Participants answered a series of questions each day, and then logged into a chatroom for facilitated discussion.

The quantitative phase measured the qualitative findings. We sent out a survey to 4,450 Christian school leaders and educators, which yielded statistically significant results with a plus or minus 1.4 percent margin of error.

## CHALLENGES

It was difficult to recruit an adequate sample of larger schools because there are fewer of them. We invested a lot of time and resources to recruit an adequate sample.

The fielding of the research went very well: everyone showed up, and we received a substantial amount of data. Participants were so enthusiastic about the focus groups and engaged in such rich discussion that we collected far more data per participant than anticipated, which added a significant amount of work in the analysis phase.

## RESULTS

We determined that school leaders' concerns and values are significantly different depending on the size of the school. However, there is no significant difference predicted by a school's church affiliation or region. We were able to help ACSI determine significant "breakpoints" in school size to better match content and programming to needs of school staff.



## APPLICATIONS

Following our research, we summarized the learnings and insights and created multiple personas for heads of schools and teachers in each segment. Personas represent the needs of each customer, and can inform better strategic decisions.

Our findings from this research study around the Christian school movement have informed product and service development and messaging, and should influence constituent retention in time.

## ABOUT MAGNETI

Magneti is a digital marketing agency based in Colorado. Our team of experienced and innovative marketers develop custom marketing strategies designed to grow organizations and tell their stories online. Our end-to-end digital marketing services include SEO, PPC, user experience strategy, content strategy + development, email marketing and more. [Contact us](#) to learn how we can put our solutions to work for you.



info@magneti.com  
612 N. Tejon St.  
Colorado Springs, CO 80903  
(720) 515-4805