

**Principals' Customer Satisfaction Survey
Research, Assessment, and Evaluation**



DUVAL COUNTY PUBLIC SCHOOLS

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Overview

This summary provides a brief analysis of the results of the Principals' Customer Satisfaction Survey of Research, Assessment, and Evaluation that was administered in December 2003 through January 2004. Research, Assessment, and Evaluation consists of three major operations: Research and Evaluation, Planning and Development, and Testing. Survey participants were given the opportunity to rate each separately. Unlike previous Customer Satisfaction Surveys, this survey was conducted online through the District's website and was administered to the principals of Duval County Public Schools. Comparisons were made between this survey and the last Principals' Customer Satisfaction Survey, which was conducted in the Summer of 2002. Approximately 155 principals were invited to participate in this survey, of which 65 (42%) responded. The survey was made available December 9, 2003, and principals were notified by e-mail. A reminder was sent to all principals on January 2, 2004, and the survey was closed on January 9, 2004.

The survey was rated by using the A – F standard grading scale. Marking an A would indicate excellent, B is above average, C is average, D is below average, and F is failing. Participants were asked to include comments to explain any items that they rated either D or F. N for Not Applicable was also included as an option and participants were instructed to select N if they chose not to respond to a particular item. Although the survey was voluntary, respondents had the option of submitting their names if they wished to receive a response to any negative comments. Comments from principals who identified themselves (see Attachment A) have been forwarded to the appropriate department heads so those department heads can address their concerns.

The results were converted to a numerical value in which A is equal to 4 points, B to 3 points, C to 2 points, D to 1 point, and F was given a value of 0 points. These values were entered into an Excel spreadsheet and averages were calculated. Results reported are based on the averages obtained.

Research and Evaluation Department

Principals were asked to respond to nine items in this portion of the survey. The overall ratings for the Research and Evaluation Department were positive with averages ranging from a low of 3.55 to a high of 3.85. The overall rating for this department was 3.75.

Areas of Greatest Satisfaction

- Research and Evaluation responds promptly to requests for information or service. Rated 3.85
- The Research and Evaluation staff appears knowledgeable in their areas of responsibility. Rated 3.85
- The Research and Evaluation Department treats school administrators and staff with courtesy and respect. Rated 3.78

Areas of Concern

Per survey results there are no areas of concern. The lowest average was 3.55 in response to this item: "The Research and Evaluation Department provides reports that clearly communicate the performance of students and are useful to school-based personnel in planning classroom instruction."

Comments

Of the 65 principals who responded to the survey, 22 chose to complete the comments section regarding the Research and Evaluation Department. The comments that were made were overwhelmingly positive. A representative sample of the comments follows:

- "Does an outstanding job working with school in understanding tests and how teachers may use them."

- "I am so pleased that the people who work in this department take time to explain all aspects that I need."

- "Very responsive. Excellent Staff."

- "The Research and Evaluation Department is one of the district's most knowledgeable and helpful departments. They are readily available to answer questions and assist when possible."

- "Great info and support."

- "This department has been very responsive to creating reports to meet the needs of the schools."

- "They have been a great resource."

Survey Results

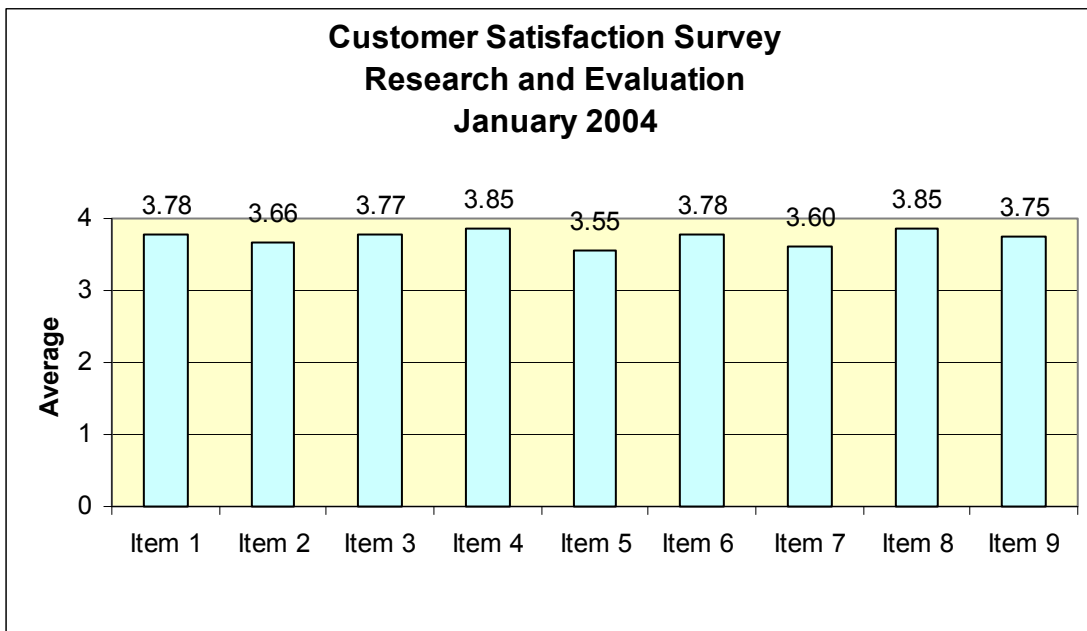
Please refer to the Table 1 and Figures 1-2 for complete survey results.

Table 1

Number	Item	N *	Average
1	The Research and Evaluation Department treats school administration and staff with courtesy and respect.	65	3.78
2	Research & Evaluation provides clear guidance and direction as appropriate.	65	3.66
3	Research & Evaluation works collaboratively with school leaders to solve problems.	65	3.77
4	Research & Evaluation responds promptly to requests for information or service.	65	3.85
5	The Research & Evaluation Department provides reports that clearly communicate the performance of students and are useful to school-based personnel in planning classroom instruction.	65	3.55
6	Research & Evaluation provides information to the public regarding school and student performance.	64	3.78
7	Research & Evaluation facilitates the production of School Improvement Plans.	65	3.60
8	The Research & Evaluation staff appears knowledgeable in their areas of responsibility.	65	3.85
9	Overall rating for the Research & Evaluation Department.	64	3.75

* N = Number of respondents (does not include responses designating "N/A")

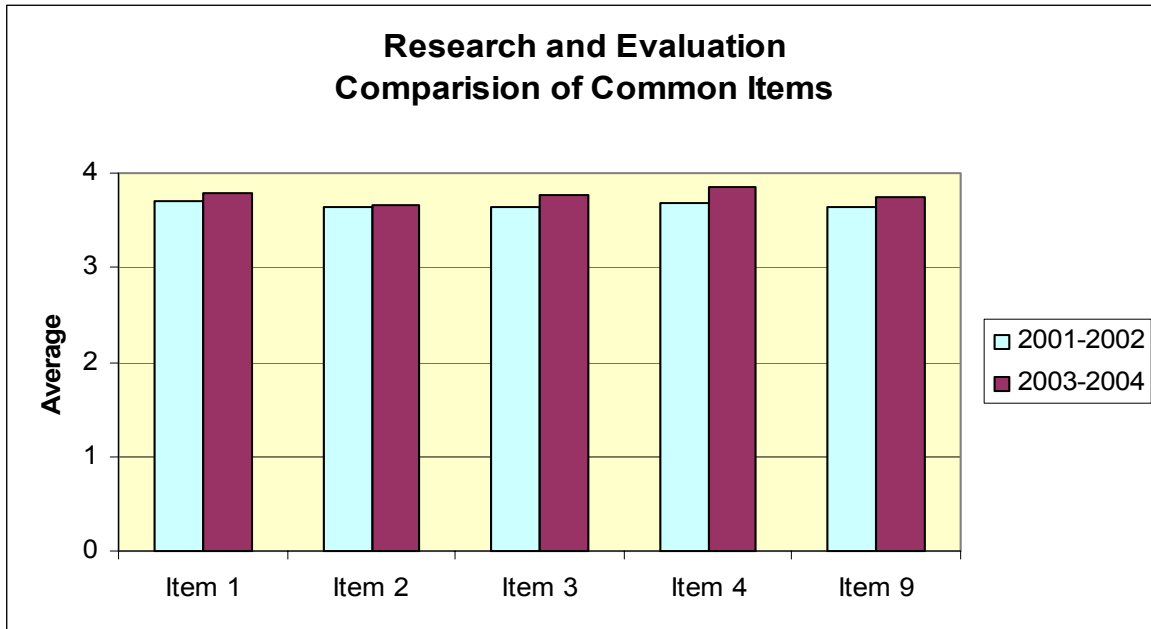
Figure 1



Comparison to Previous Survey

The Customer Satisfaction Survey has five items that are common to all surveys administered for each department. The common items are the first four items and the last item on each survey. These items are also common to the previous version of the annual survey. These common items enable comparisons of a department to other departments, as well as to itself over time. Figure 2 compares the common items of the current survey to the 2002 Customer Satisfaction Survey.

Figure 2



- Item 1:** The Research and Evaluation Department treats school administration and staff with courtesy and respect.
- Item 2:** Research and Evaluation provides clear guidance and direction as appropriate.
- Item 3:** Research and Evaluation works collaboratively with school leaders to solve problems.
- Item 4:** Research and Evaluation responds promptly to requests for information or service.
- Item 9:** Overall rating for the Research and Evaluation Department.

Planning and Development Department

On this portion of the survey principals were asked to respond to twelve items. The overall ratings for the Planning and Development Department were positive with averages ranging from a low of 3.06 to a high of 3.56. The overall rating for this department was 3.24.

Areas of Greatest Satisfaction

- The Planning and Development Department treats school administrators and staff with courtesy and respect. Rated 3.56
- The department works collaboratively with schools to solve problems in the management of funded grants. Rated 3.38
- Planning and Development responds promptly to requests for information or service. Rated 3.37

Areas of Concern

Survey results showed no areas of concern. The lowest average was 3.06 in response to this item: “The department is proactive in providing information to help with grant development and management.”

Comments

Of the 65 principals who responded to the survey, only 12 chose to complete the comments section regarding the Planning and Development Department. Of the 12 respondents who made comments, half of those respondents indicated insufficient knowledge of the department. Of the remaining comments, 83 percent (5 out of 6) were positive. A representative sample of the comments included the following:

- “I can’t imagine getting these things completed without their help. They are always personable.”
- “We have only applied for one grant so far this year, but they were helpful in the process.”
- “Excellent Department”

Survey Results

Please refer to Table 2 and Figures 3-4 for complete survey results.

Table 2

Number	Item	N *	Average
1	The Planning and Development Department treats school administrators and staff with courtesy and respect.	54	3.56
2	Planning and Development provides clear guidance and direction as appropriate.	53	3.34
3	Planning and Development works collaboratively with school leaders to solve problems.	54	3.31
4	Planning and Development responds promptly to requests for information or service.	51	3.37
5	Assistance is readily available from Planning and Development	52	3.25
6	The department is proactive in providing information to help with grant development and management.	48	3.06
7	Planning and Development staff members provide guidance and direction on grant application completion.	44	3.20
8	When setting up activities and procedures for funded grants, assistance is helpful and easy to understand.	43	3.19
9	When assistance is requested for grants management, the staff is knowledgeable and helpful.	42	3.33
10	Workshops and technical assistance sessions are informative and appropriate to my school's needs.	42	3.24
11	The department works collaboratively with schools to solve problems in the management of funded grants.	39	3.38
12	Overall rating for the Planning and Development Department.	50	3.24

* N = Number of respondents (does not include responses designating "N/A")

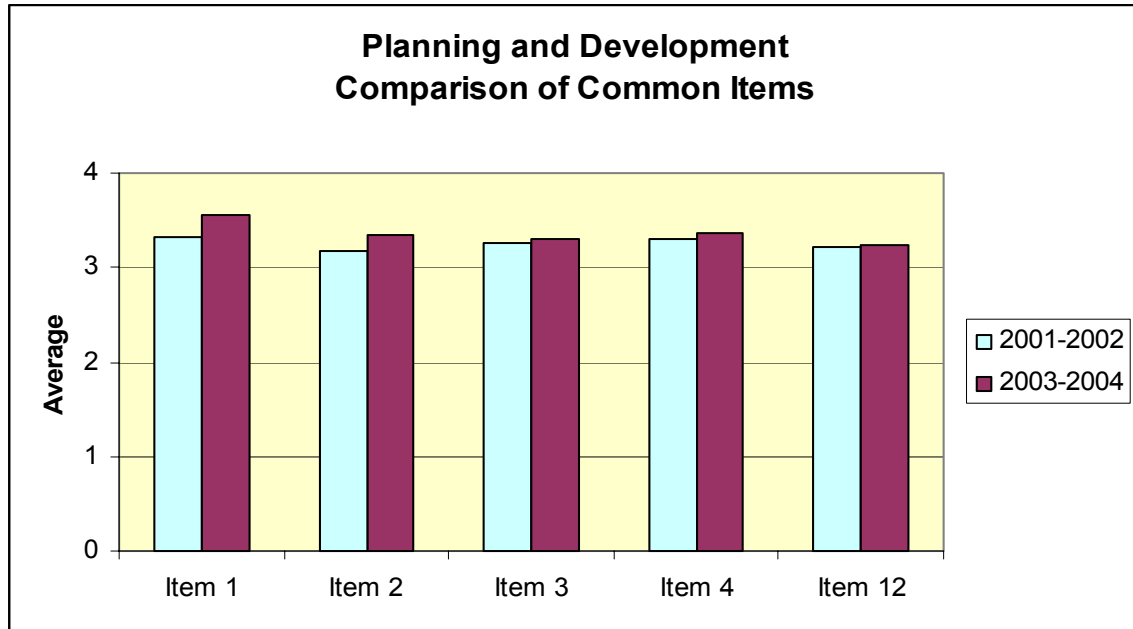
Figure 3



Comparison to Previous Survey

The Customer Satisfaction Survey has five items that are common to all surveys administered for each department. The common items are the first four items and the last item on each survey. These items are also common to the previous version of the annual survey. These common items enable comparisons of a department to other departments, as well as to itself over time. Figure 4 compares the common items of the current survey to the 2002 Customer Satisfaction Survey.

Figure 4



- Item 1:** The Planning and Development Department treats school administration and staff with courtesy and respect.
- Item 2:** Planning and Development provides clear guidance and direction as appropriate.
- Item 3:** Planning and Development works collaboratively with school leaders to solve problems.
- Item 4:** Planning and Development responds promptly to requests for information or service.
- Item 12:** Overall rating for the Planning and Development Department.

Testing Department

There were 9 items on this portion of the survey. The overall ratings for the Testing Department were positive with averages ranging from a low of 3.06 to a high of 3.52. The overall rating for this department was 3.28.

Areas of Greatest Satisfaction

- The Testing Department treats school administrators and staff with courtesy and respect. Rating 3.52
- When I visit the Testing Office I am made to feel welcome. Rating 3.37
- When I call the Testing Office I get helpful answers to my questions. Rating 3.30

Areas of Concern

The results of this survey showed no areas of concern. The lowest average was 3.06 in response to this item: "Testing provides clear guidance and direction as appropriate."

Comments

Of the 65 principals that responded to the survey, only 10 chose to complete the comments section regarding the Testing Department. The comments made were positive. A representative sample of the comments follows:

- "A great department, always willing to help when I ask."
- "They are always helpful."
- "The SRUSS was a bear, but this office worked hard to ease the pain of schools trying to organize the materials for send off."

Three comments suggested improvements could be made in the Testing Department:

- "Principals need more input. Data often received by whole grade level which is a nightmare for large schools."
- "SDRT test results were sent to Testing and the tests were lost in the process."
- "Would like to talk with real people, not voicemail."

Survey Results

Please refer to Table 3 and Figures 5-6 for complete survey results.

Table 3

Number	Item	N *	Average
1	The Testing Department treats school administrators and staff with courtesy and respect.	62	3.52
2	Testing provides clear guidance and direction as appropriate.	62	3.06
3	Testing works collaboratively with school leaders to solve problems.	61	3.23
4	Testing responds promptly to requests for information or service.	62	3.24
5	When I call the Testing Office I get helpful answers to my questions.	63	3.30
6	When I call the Testing Office I receive the assistance that I need.	63	3.25
7	When I visit the Testing Office I am greeted promptly and my needs are met in a reasonable time.	46	3.26
8	When I visit the Testing Office I am made to feel welcome.	46	3.37
9	Overall rating for the Testing Department	60	3.28

* N = Number of respondents (does not include responses designating "N/A")

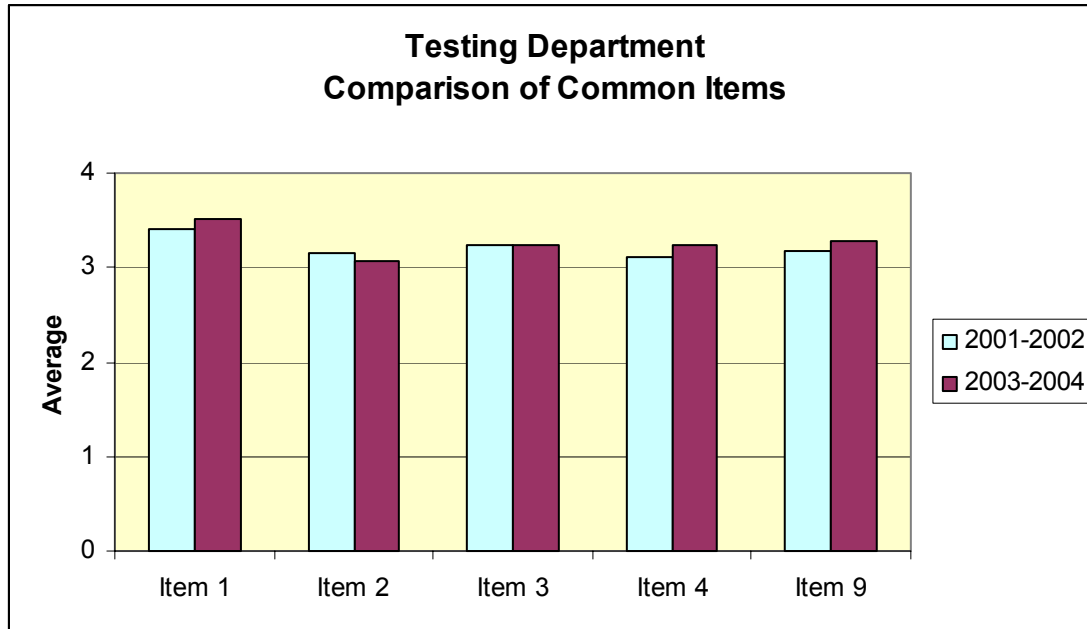
Figure 5



Comparison to Previous Survey

The Customer Satisfaction Survey has five items that are common to all surveys administered for each department. The common items are the first four items and the last item on each survey. These items are also common to the previous version of the annual survey. These common items enable comparisons of a department to other departments, as well as to itself over time. Figure 6 compares the common items of the current survey to the 2002 Customer Satisfaction Survey.

Figure 6

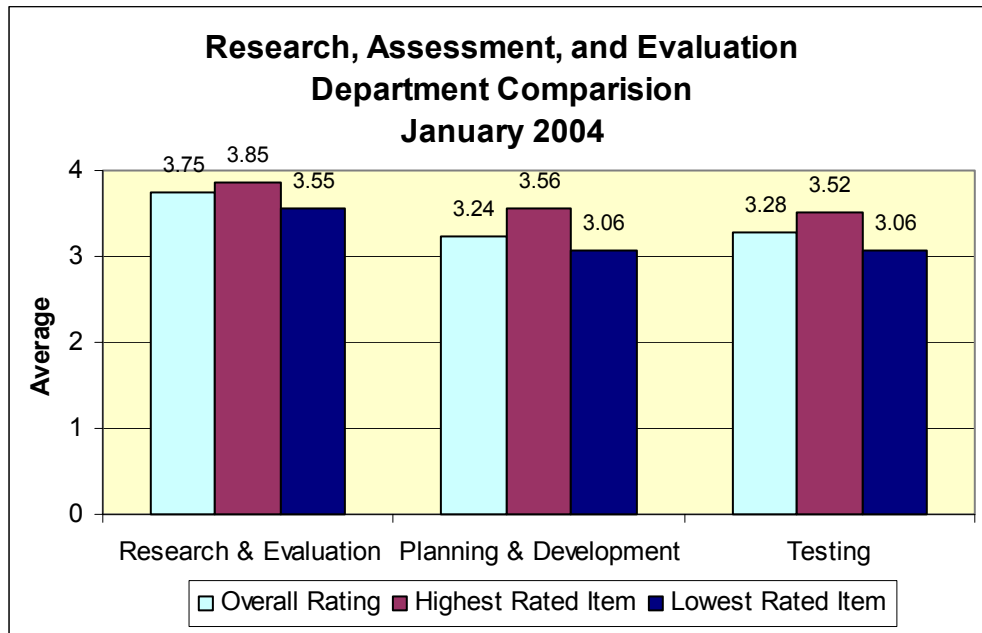


- Item 1:** The Testing Department treats school administration and staff with courtesy and respect.
- Item 2:** Testing provides clear guidance and direction as appropriate.
- Item 3:** Testing works collaboratively with school leaders to solve problems.
- Item 4:** Testing responds promptly to requests for information or service.
- Item 9:** Overall rating for the Testing Department.

Summary

The Customer Satisfaction Survey for the Research, Assessment, and Evaluation Department was overwhelmingly positive. Figure 7 shows the overall rating, highest rated item, and lowest rated item for each of the operations in Research, Assessment, and Evaluation.

Figure 7



Highest Rated Items

Research and Evaluation: Research & Evaluation responds promptly to requests for information or service.

Planning and Development: The Planning and Development Department treats school administrators and staff with courtesy and respect.

Testing: The Testing Department treats school administrators and staff with courtesy and respect.

Lowest Rated Items

Research and Evaluation: The Research & Evaluation Department provides reports that clearly communicate the performance of students and are useful to school-based personnel in planning classroom instruction.

Planning and Development: The department is proactive in providing information to help with grant development and management.

Testing: Testing provides clear guidance and direction as appropriate.

Conclusions

Duval County Public Schools' district staff take customer satisfaction very seriously and are well aware of the importance of providing quality service to schools and principals. In order to be of maximum assistance, therefore, each report of survey findings will end with a summary of issues that the data indicate are areas of particular efficacy and areas that need attention from the department in question.

Principals' Customer Satisfaction Survey: Research, Assessment, and Evaluation

The Principals' Customer Satisfaction Survey responses indicate that noteworthy services from Research, Assessment, and Evaluation are as follows:

- ❑ Prompt response by Research and Evaluation to principal requests for information or service
- ❑ The Testing and Planning and Development Departments' courteous and respectful treatment of school administrators and staff

Staff will address the following areas of need:

- ❑ Usefulness of reports to school personnel that clearly communicate the performance of students
- ❑ Principals' awareness of the services provided by Planning and Development staff
- ❑ Attention given to guidance and directions from Testing staff