

Customer

Satisfaction Survey Report
October 2013



Excellence in Service for Children

Overview

Region 4 has conducted an annual survey of customer satisfaction since 1989. This report summarizes responses from the following customer groups who used Region 4-provided professional development, products, and/or services during the 2012–2013 school year.

Region 4 Superintendents

Region 4 Charter School Leaders

Alternative Certification

Braille

escWorks®

Human Resources Services Assistance

Internet and Videoconferencing

PEIMS Diagnostic Review

Print Center

Professional Development

Texas Virtual School

Transportation

TxEIS Support

Each customer group was asked to respond to questions that were specific to the professional development, product, and/or service they had received. The structure of all surveys was the same, with each consisting of

- demographic questions to identify primary job role, organizational type, and how the customer had used Region 4;
- loyalty questions to assess overall satisfaction and intention to recommend; and
- an open-ended question asking for improvement suggestions.

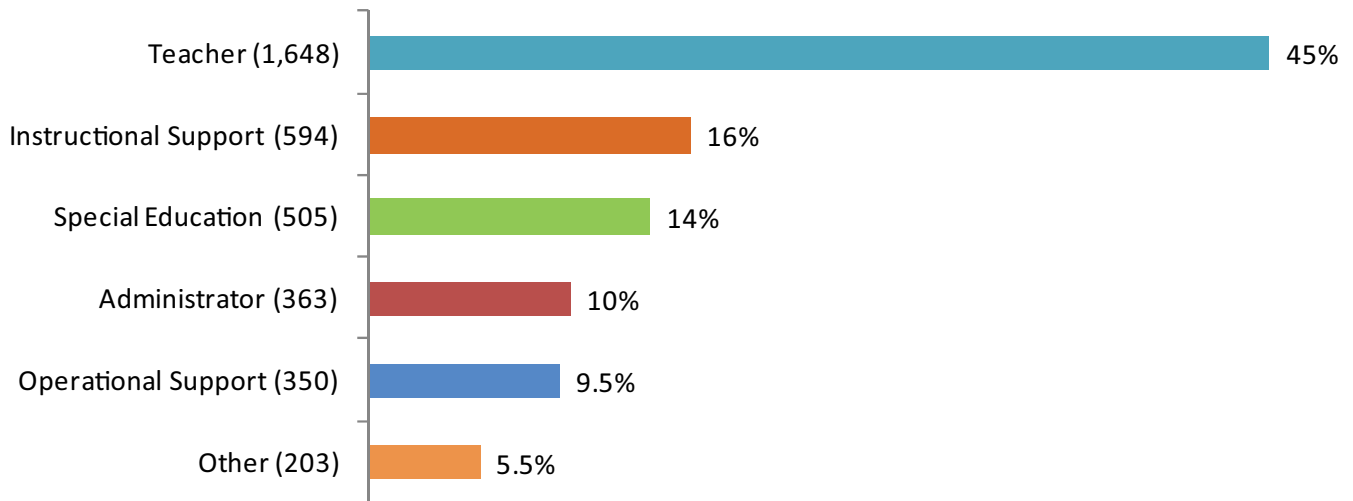
Between August 2012 and April 2013, a total of 21,936 surveys were successfully e-mailed. After one reminder, 17.3% (3,787) usable surveys were returned.

Who are our customers?

Of the customers who returned a survey, 3,663 identified a primary job role. A summary of Region 4 customers by job role is displayed in Figure 1.

Figure 1. Customers by Job Role

N = 3,663



Of 3,663 customers

- 45% were classroom teachers of students in prekindergarten through grade 12 in reading/language arts, mathematics, science, social studies, art, music, and physical education as well as in programs for students who are bilingual, limited English proficient, dyslexic, gifted, etc.;
- 16% were instructional support staff—counselors, librarians, nurses, and classroom aides as well as specialists in curriculum, technology, and state or federal programs;
- 14% were special education professionals, including diagnosticians and specialists in early childhood, speech, vision, hearing, orientation/mobility, transition, etc.;
- 10% were administrators at either the district or campus level;
- 9.5% were operational support staff in child nutrition, transportation, clerical, etc.; and
- 5.5% were individuals seeking educator certification, employees of nonprofit education entities, education consultants, for-profit purchasing or sales agents, parents, etc.

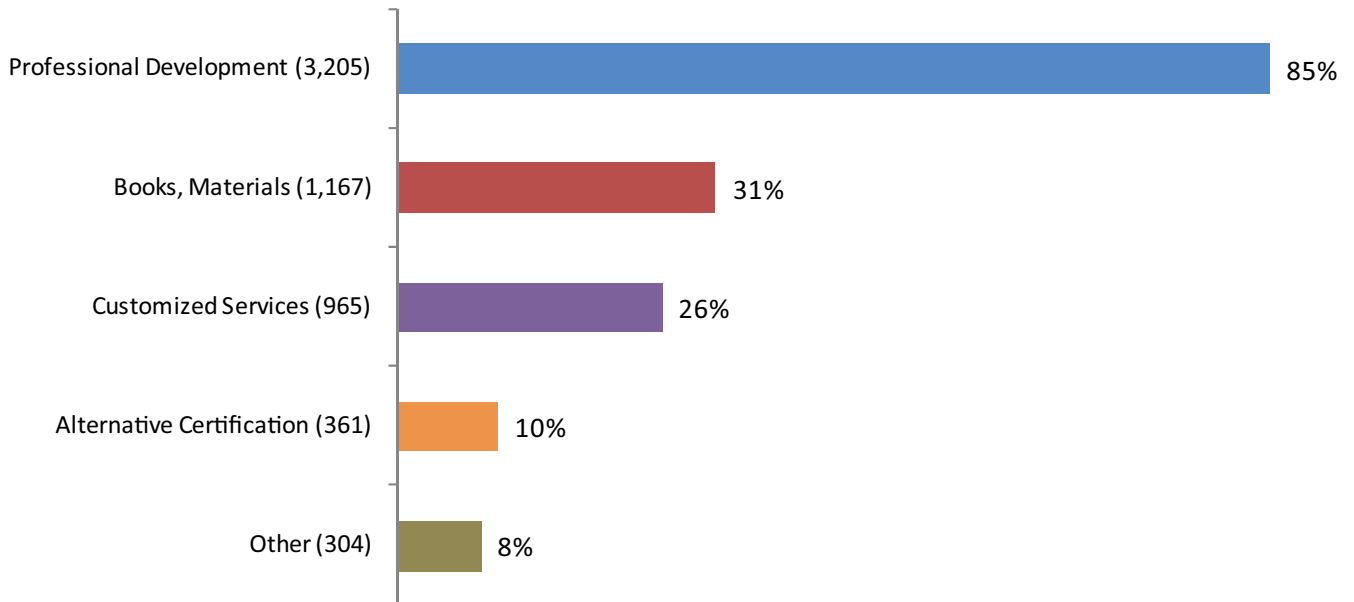
Note: Percentages have been rounded.

How do customers use Region 4?

From a list of Region 4 services, customers were asked to identify all they had used during 2012–2013. The percentage of customers selecting each service area is displayed in Figure 2.

Figure 2. Services Used by Customers

N = 3,787



Of the 3,787 respondents

- 85% attended professional development delivered by Region 4 at the Center, in district locations, and/or online;
- 31% used books and/or materials produced by Region 4;
- 26% used customized Region 4 services in areas such as coaching, content/program review, audit, publication design and/or production, specialized networking and/or software, etc.;
- 10% had enrolled in an educator certification program offered by Region 4; and
- 8% used other Region 4 services including assistive technology for special needs students and assistance with questions about statutory requirements and procedures.

Note: Percentages have been rounded.

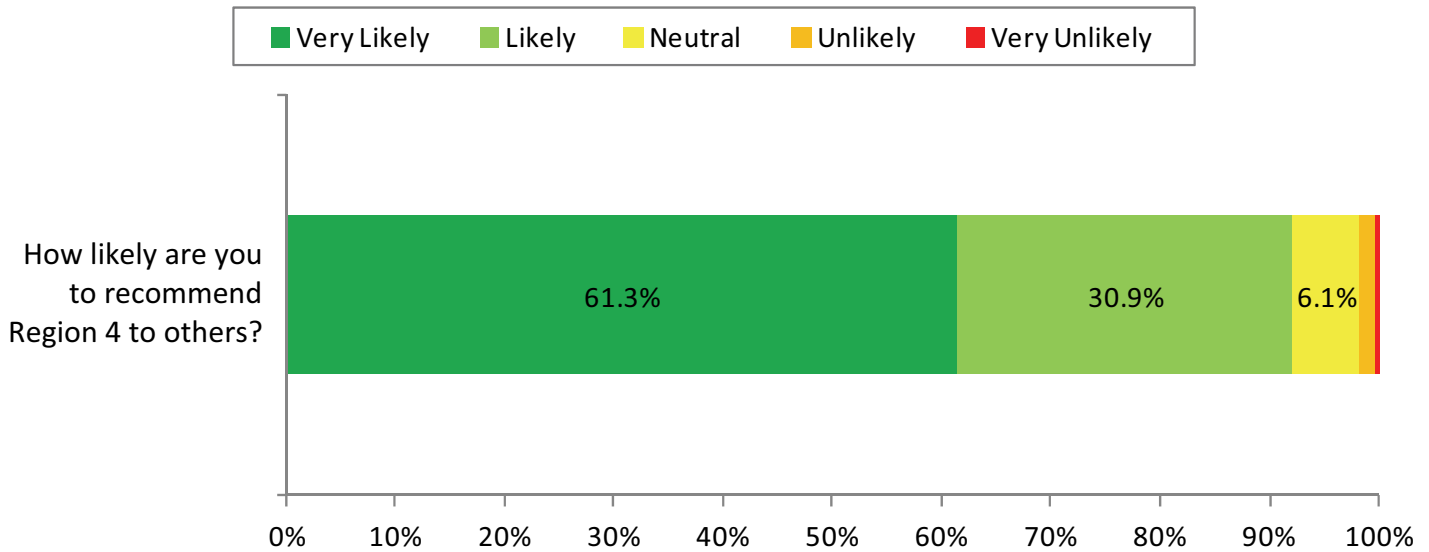
Will they recommend us to others?

One of Region 4's three strategic goals is *Make Every Customer a Raving Fan*. The proportion of customers identified as Raving Fans is determined by responses to the question *How likely are you to recommend Region 4 to others?*

Raving Fans are customers who responded to this question by selecting either *Likely* or *Very Likely*. Figure 3 provides a visual display of customer recommend intention ratings.

Figure 3. Customer Intention to Recommend

N = 3,679



Of the 3,679 customers who answered this question, the percentage of

- Raving Fans was 92.2%; these customers identified their intention to recommend Region 4 to others as either *Very Likely* (61.3%) or *Likely* (30.9%); and
- customers selecting *Neutral* was 6.1%, *Unlikely* was 1.3%, and *Very Unlikely* was 0.4%.

Note: Percentages have been rounded.

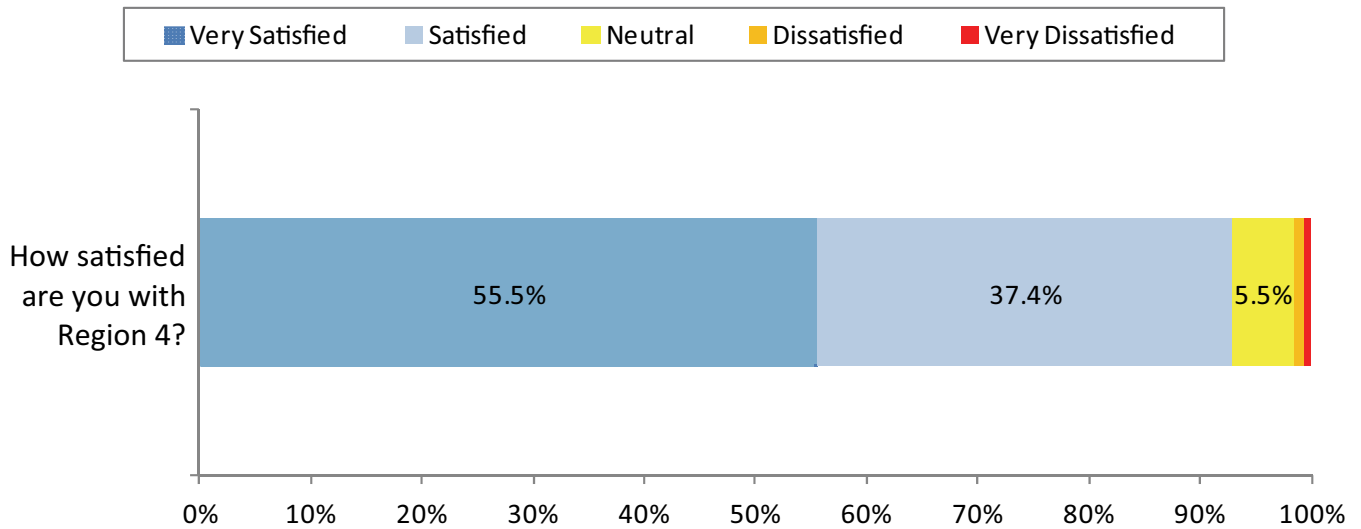
Are our customers satisfied?

Highly satisfied customers tend to return in the future. Customer satisfaction was assessed by responses to the question *How satisfied are you with Region 4?*

Customer satisfaction ratings for 2012–2013 are displayed in Figure 4.

Figure 4. Customer Satisfaction

N = 3,697



Of 3,697 customers

- 92.9% said they were either *Very Satisfied* (55.5%) or *Satisfied* (37.4%);
- 5.5% selected *Neutral*; and
- 1.6% reported being either *Dissatisfied* (1.0%) or *Very Dissatisfied* (0.6%).

Note: Percentages have been rounded.

What could we do to improve?

Customers were asked to respond to the open-ended question *What is the most important improvement you would like to see Region 4 make?*

Of the 3,787 customers who returned a survey, 2,317 (61%) responded to this question. Of those responses, 671 (29%) were positive and had no suggestions for improvement. Examples of positive responses follow.

Improvement? How does one improve on near perfection? Your topics are timely; your presenters are knowledgeable, personable, and eloquent . . .

Improvements . . . none. Continue to strive for excellence. It looks good on you and makes a world of difference to those of us who rely on your expertise and ideas . . .

. . . I have no suggestions for improvement. From the time you enter the building, there is a welcoming feeling. The trainings are consistently high quality and relevant, and the entire environment is unrivaled . . .

Specific suggestions for improvement were made by 1,646 respondents; highlights are summarized below.

Professional Development

- Continue to offer sessions for all subjects, grade levels, student groups, and job roles.
- Deliver more sessions in district locations and online.
- Repeat sessions more often at different times and/or at different locations.
- Assure that presenters are experienced and presentations are engaging.

Alternative Certification

- Increase the accuracy and timeliness of communication with candidates.
- Assure the quality of course content and presentation.

Support Services

- Decrease response time; continue to refine services.

Comments from Raving Fans

Staff is highly qualified and student and customer-service focused.

The resources available are always updated, reliable, and meet our needs in regard to providing services to our district—students, staff, and community.

... real professional development in real time.

This year, my service center has been there to help each time I have contacted them.

I appreciate the quality of that help and the willingness to respond even for those difficult questions and situations service center staff could have said, "That is a service we do not provide."

THE STAFF IS ALWAYS PROFESSIONAL AND HELPFUL AND THE WORK PROVIDED IS EXCELLENT QUALITY.

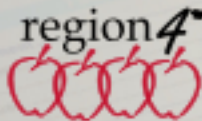
The <Department> professional development presentations have been particularly well done this year. The technical assistance has been outstanding. I had an issue at the beginning of the year and it was resolved quickly and efficiently.

HelpDesk is very responsive to our needs.

<Name> was awesome. I learned so much from her that I can apply to my job. She made it fun and interesting.

I have told everyone I know about the ease of the program and how well-prepared I felt.

They are always accommodating and helpful. Great response time and really friendly staff!! Thank you for all you do! ” ”



REGION 4 EDUCATION SERVICE CENTER Customer Satisfaction Survey Report 2012–2013

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