

CUSTOMER SATISFACTION

Survey Report

October 2014



Excellence in Service for Children

Overview

Region 4 Education Service Center (Region 4) has conducted an annual survey of customer satisfaction since 1989. During the 2013–2014 school year, customer satisfaction with Region 4 was measured in multiple ways. This report summarizes the satisfaction of the following customer groups.

District Superintendents and Charter School Directors

Products and/or Services Customers

Professional Development Participants

A brief description of the way in which satisfaction was measured for each group follows.

District Superintendents and Charter School Directors

Superintendents and Charter Directors are asked to rate Region 4 at two different times during each year—fall and spring—from two different perspectives.

- The survey conducted in the fall by The University of Texas at Austin on behalf of the Texas Education Agency (TEA) focuses on satisfaction with Region 4’s fulfillment of services specified in statute.
- The survey conducted by Region 4 in the spring focuses on satisfaction with Region 4’s professional development, products, and services.

Products and/or Services Customers

Each year in the spring, Region 4 asks customers to rate the products and/or services they used during the year. Customers in 2013–2014 rated the quality of the following Region 4 products and services.

<i>Alternative Certification—Professional</i>	<i>Internet and/or Videoconferencing</i>
<i>Alternative Certification—Teacher</i>	<i>PEIMS Audit</i>
<i>Braille</i>	<i>Print Center</i>
<i>Child Nutrition</i>	<i>Texas Virtual School (TVS)</i>
<i>escWorks®</i>	<i>Transportation</i>
<i>Human Resources Services Assistance</i>	<i>TxEIS Support</i>

Professional Development Participants

After every professional development session, Region 4 invites participants to rate the quality of the session. During the 2013–2014 school year, more than 26,000 participants evaluated Region 4 professional development in teaching, learning, leadership, and school support.

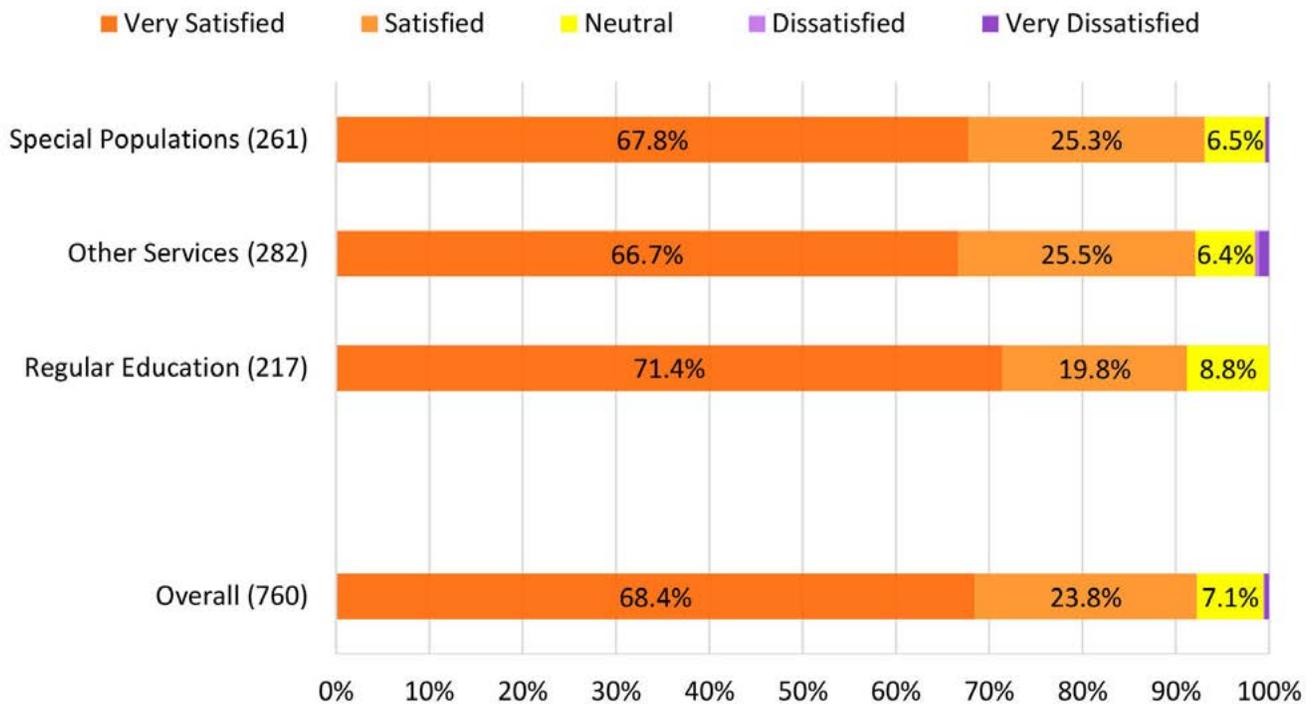
Satisfaction with Fulfillment of Statute

The TEA survey in fall 2013 asked Superintendents and Charter Directors to rate Region 4 on each of 14 areas of service specified in statute. The survey grouped the 14 service areas in the categories below.

- Regular Education (4): reading/language arts, mathematics, science, social studies
- Special Populations (5): advanced academics, at risk/compensatory, bilingual/ESL, migrant, special education
- Other Services (5): federal/state compliance, improve student performance, increase efficiency/economy, PEIMS services/support, school board training

Fall 2013 Superintendent and Charter Director satisfaction with Region 4’s fulfillment of statute is displayed in Figure 1.

Figure 1. Satisfaction with Region 4's Fulfillment of Statutory Requirements



The percentage of Superintendents and Charter Directors either *Satisfied* or *Very Satisfied* with Region 4’s services required by statute was

- 93.1% for Special Populations,
- 92.2% for Other Services, and
- 91.2% for Regular Education.

Overall, **92.2%** of the responses in fall 2013 were either *Satisfied* or *Very Satisfied*. On a scale of 1 to 5, the average satisfaction of Superintendents and Charter Directors with Region 4’s fulfillment of statutory requirements was **4.6**.

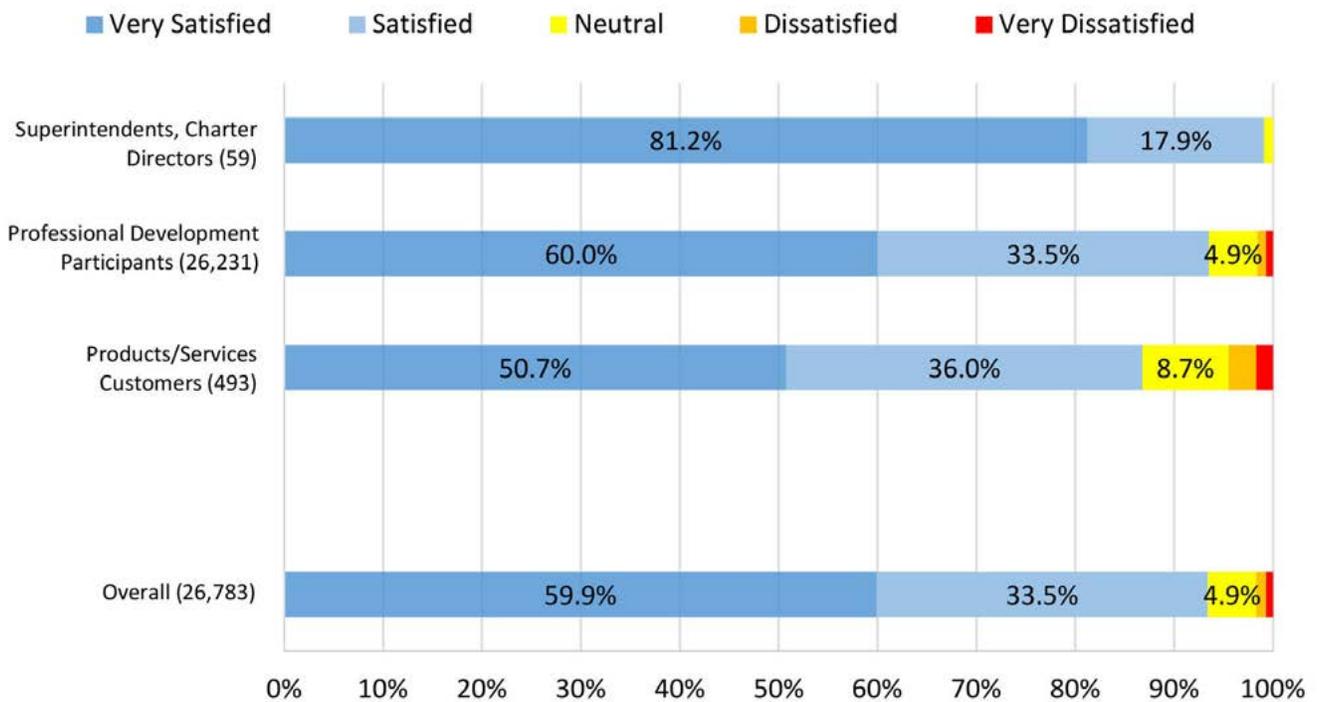
Satisfaction with Region 4

The Region 4 surveys during 2013–2014 asked each group of customers—Superintendents and Charter Directors, Products/Services Customers, and Professional Development Participants—to rate their satisfaction with Region 4 on multiple indicators of quality.

- Superintendents and Charter Directors rated Region 4 professional development, products, and/or services on six (6) indicators of quality, including communication and customer support.
- Products/Services Customers rated the product or service they received from Region 4 on six (6) indicators of quality, including communication, customer support, and impact on knowledge/skills.
- Professional Development Participants rated each session on seven (7) indicators of quality professional development, including presenter, presentation, and impact on student learning.

Satisfaction with Region 4 in 2013–2014 is displayed in Figure 2.

Figure 2. Satisfaction with Region 4



The percentage either *Satisfied* or *Very Satisfied* with Region 4 was

- 99.1% of Superintendents and Charter Directors,
- 93.5% of Professional Development Participants, and
- 86.7% of Products/Services Customers.

Overall, **93.4%** of all customers in 2013–2014 were either *Satisfied* or *Very Satisfied* with Region 4. On a scale of 1 to 5, the average customer’s satisfaction with Region 4 was **4.5**.

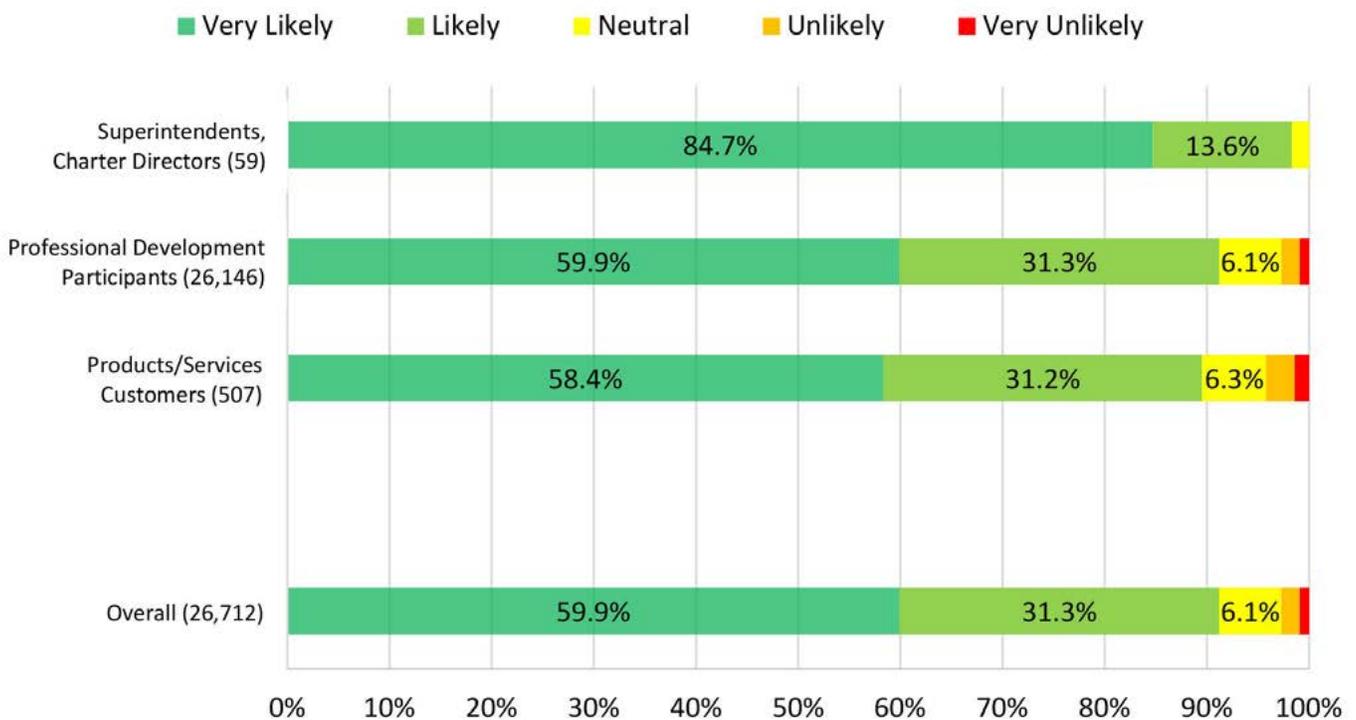
Intention to Recommend Region 4

The likelihood that a customer would recommend Region 4 to another person was assessed by responses to a single item in the 2013–2014 surveys. The wording of this item for each customer group follows.

- Superintendents and Charter Directors responded to the question *How likely are you to recommend Region 4’s professional development, products, and/or services to others?*
- Products/Services Customers were asked *How likely are you to recommend Region 4’s [Product/Service] to others?*
- Professional Development Participants responded to the statement *I would recommend this session to a colleague.*

Intention to recommend Region 4 in 2013–2014 is displayed in Figure 3.

Figure 3. Intention to Recommend Region 4 to Others



The percentage either *Likely* or *Very Likely* to recommend Region 4 was

- 98.3% of Superintendents and Charter Directors,
- 91.2% of Professional Development Participants, and
- 89.6% of Products/Services Customers.

Overall, **91.2%** of all customers in 2013–2014 were either *Likely* or *Very Likely* to recommend Region 4 to others. On a scale of 1 to 5, the average customer’s intention to recommend Region 4 was **4.5**.

Suggestions for Improvement and Additional Support

In all 2013–2014 surveys—both TEA and Region 4—respondents were invited to describe what Region 4 might do to improve its support of customers. While the wording of this open-ended item was slightly different for each of the three customer groups, all respondents were invited to describe in their own words what they felt Region 4 could do to improve.

Responses to these open-ended invitations during 2013–2014 were a combination of improvement suggestions and positive comments.

Of 11,846 responses, 25.5% (3,015 of 11,846) were positive. Examples of positive comments follow.

Continue doing what you are doing. I am amazed at how efficiently the ESC4 operates and very satisfied with the professionalism and leadership.

I can't think of anything I would change. They are spot on in everything!

Our charter district has been consistently pleased with the level of service at the Region 4 ESC. The staff are responsive and knowledgeable, and the services are reasonably priced.

The training and content were both excellent. The instructor really tops off the class and makes it a great experience.

I loved this training and look forward to more to give me new/expanded ideas, methods, and/or skills I can go back to my classroom and implement immediately.

This was the best training I have ever attended, and the next closest is far below this . . .

This session was most informative and appreciated because it could be taken at my convenience online.

Region 4 does an excellent job in offering pertinent training that supports my job.

Suggestions for improving Region 4's customer support are summarized below.

Superintendents and Charter Directors

- Increase the use of online and in-district delivery options.
- Continue to update and expand professional development, products, and services.

Products/Services Customers

- Increase the clarity and timeliness of communication.
- Continue to refine products and services.

Professional Development Participants

- Continue to offer high-quality professional development in teaching, learning, leadership, and school support that
 - ◆ is timely,
 - ◆ addresses multiple levels of expertise, and
 - ◆ supports products and services.



SERVICES
 IMPORTANT
 ORGANIZATIONS
 INDICATE
 FREQUENTLY
 METRIC
 RECOMMEN
 LEVEL
 BUSINESS
 RECOMMEND
 MARKETING
 CUSTOMERS
 BRAND
 FREQUENTLY
 SERVICES
 MARKETIN
 DATA
 RESEARCH
 ORGANIZATIONS
 FUTURE
 PERCENTAGE
 RATING
 REVIEW
 RATE
 FUTURE
 BUSINESSES
 STATION
 RESEARCH



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