

# Summary Report for Survey Recipients

In May 2012, the Health and Nutrition Services - School Nutrition Programs External Customer Satisfaction Survey was distributed to 504 school food authorities who are sponsors of the National School Lunch Program. The purpose of this assessment was to measure your level of satisfaction on current School Nutrition Programs services, and to identify issues, problems and opportunities for improvement from our external customers' perspective.

This report provides a summary of the responses and includes our plan of action, developed as a result of the survey feedback.

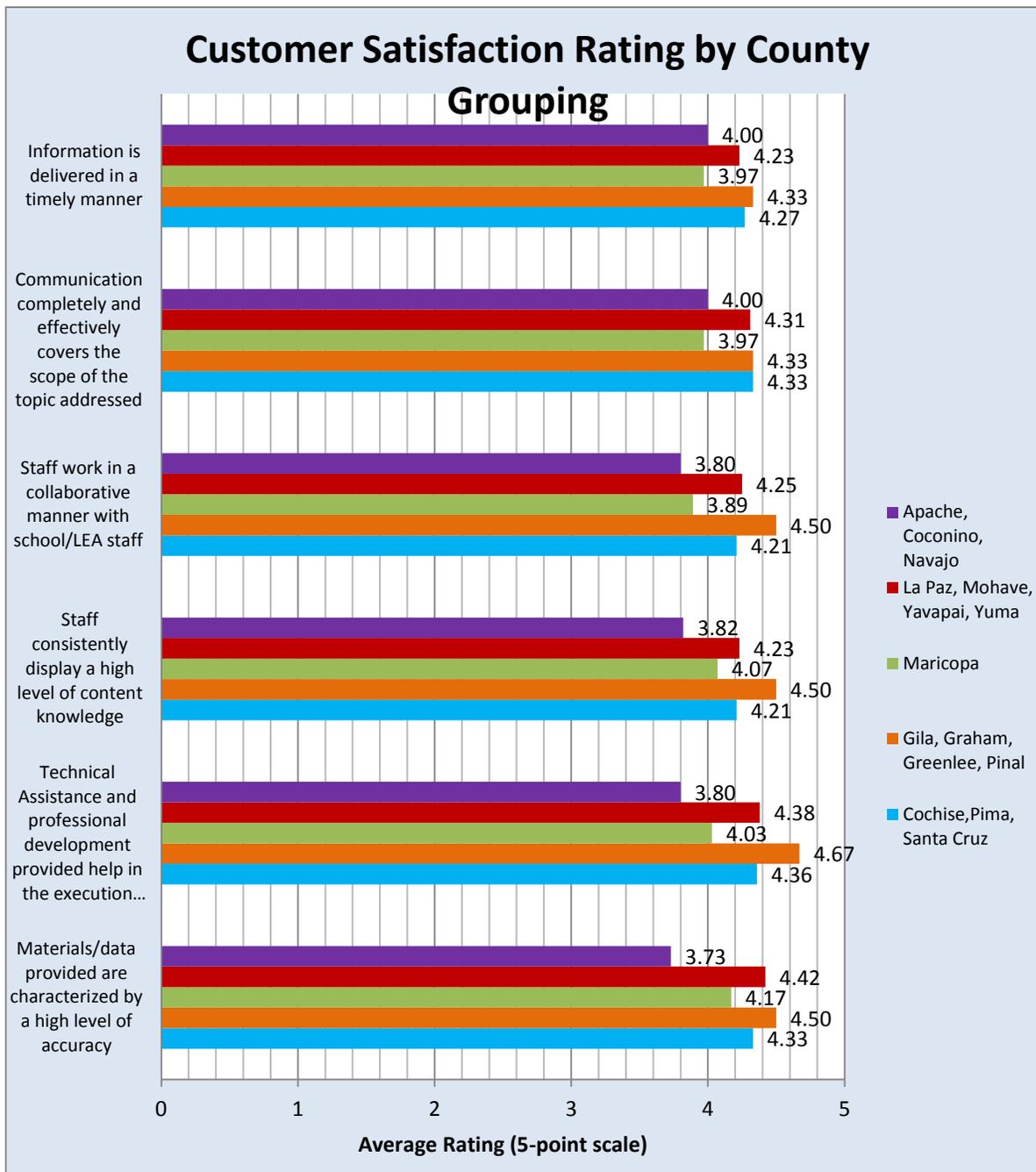
Of the **74** respondents (15% response rate), the largest identified demographic group (50%) was District Food Service Directors.

Respondents were asked to rate satisfaction with aspects of service using a five-point scale: Strongly Agree (5); Agree (4); Somewhat Agree (3); Disagree (2); Strongly Disagree (1). In addition, an overall satisfaction rating was requested, using the following scale: Excellent (5); Good (4); Adequate (3); Needs Improvement (2); Poor (1)

The overall satisfaction rating for services provided by School Nutrition Programs was **4.21** (the breakdown by county is shown in the chart on page 2). The counties of Apache, Coconino, and Navajo showed the lowest satisfaction rating (3.80) compared to other counties.



Below is a chart representing each category of the survey; the responses are divided by five county groups.



The survey also asked respondents to provide one thing the staff could do to increase satisfaction with our service. The majority of responses identified opportunities to improve communication and processes.

School Nutrition Programs staff developed a Plan of Action to address survey feedback. We value your input and want to ensure you are aware that we are listening to your feedback and taking steps for continuous improvement. The plan of action is summarized below:

- Increase response rate for the May 2012 survey
- Conduct additional assessment of school food authorities in the Apache, Coconino, and Navajo counties to learn specific needs and tailor our technical assistance to address the needs identified
- Increase collaboration with school food authorities through multiple channels (Welcome Back calls, recognition provided for school food authorities on our website, creation of Chef's Corner on our website,
- Redesign the layout of the School Nutrition Programs website with the intention of delivering information to school food authorities in a timely manner and with a high degree of accuracy
- To improve communication that completely and effectively covers the scope of topics addressed we will:
  - create policy for the Specialist of the Day and work to develop a stronger connection between SNP specialists and their assigned school food authorities
  - create a "Frequently Asked Questions" section to the School Nutrition Programs website

Specific actions taken since May 2012 to improve our services include:

- Redesign of the CNP Direct Certification system, to remove barriers and present the match results in a more useful format for school food authorities
- Distribution of two program-specific memoranda (CN# 42-12 and CN# 12-13) to communicate new program information, changes in the CNP Web applications, and announce trainings for May – December.
- To provide timely information, we collaborated with school food authorities and the School Nutrition Association of Arizona to offer informational workshops and training session related to the Healthy, Hunger-Free Kids Act and the new meal pattern
- To completely and effectively communicate with school food authorities about the new meal pattern, and deliver accurate information we:
  - offered 13 New Meal Pattern trainings, which reached over 1,000 participants; these training will continue monthly throughout the school year
  - created and schedule a second training type: New Meal Pattern II, Implementation