



Arizona Department of
Education

**External Customer Satisfaction
Survey Report**

Fiscal Year 2013
(May 2013)

Table of Contents

<u>Section</u>	<u>Page</u>
1. Executive Summary	3
2. Office of the Superintendent Survey Ratings and Comments Summary	5
3. Demographics	7
4. All-Programs Results Overview	10
5. 2013—2014 Survey Schedule	12

Executive Summary

In May 2013, the ADE External Customer Satisfaction Survey was distributed to 858 Arizona District Superintendents, Business Officers and Charter Representatives (199 respondents, 23% response rate). Among the respondents, 45.5% were Superintendents, 36.4% were Business Officers, and 18.2% were Charter Representatives. Distribution of respondents among Regional Center County groupings was: Maricopa 36.8%; La Paz, Mohave, Yavapai, Yuma 15.4%; Gila, Graham Greenlee, Pinal 14.3%; Cochise, Pima, Santa Cruz 14.8%; Apache, Coconino, Navajo 18.7%.

The enclosed report is a summary of the survey's results. The purpose of the assessment was to measure external customer satisfaction on current ADE services, and to identify issues, problems and opportunities for improvement from our external customers' perspective. This assessment is a critical component in guiding the Department to achieve "Knock Your Socks Off" (KYSO)¹ service in the following value-added components of service:

1. Information is delivered in a timely manner.
2. Communication completely and effectively covers the scope of the topic addressed
3. ADE staff work in a collaborative manner with LEA staff.
4. ADE staff display a high level of content knowledge.
5. Technical assistance provided by ADE staff helps LEA staff perform their jobs effectively and/or helps in understanding legal requirements.
6. Materials/data provided by ADE staff are characterized by a high level of accuracy.

The areas noted above were rated on a five-point scale: Strongly Agree (5); Agree (4); Somewhat Agree (3); Disagree (2); Strongly Disagree (1). In addition, respondents were asked to provide an overall satisfaction rating, with the following scale: Outstanding (5); Above Average (4); Average (3); Needs Improvement (2); Poor (1). A detailed listing of overall satisfaction ratings by program is provided in this report. Since delivering "Knock Your Socks Off Service" (KYSO) is integral to ADE's vision, a "net top box" rating (the percent rating services "Poor"—assigned value of 1, subtracted from the percent rating services "Outstanding"—assigned value of 5) is also provided in the same chart.

Summary reports of survey results for each program have been sent to program area managers for review and problem-solving with staff. For the purpose of this report, ratings and comment summaries and demographics are provided only for the Office of the Superintendent (beginning on page 5).

Survey Process

This was the third year for the ADE (Annual) External Customer Survey process. In the spirit of continuing to be more efficient, less intrusive, and to provide even more valuable feedback, the 2013 survey process began in October 2012 and continued through May 2013 (the 2014 schedule for program surveys is provided on page 12).

¹ Performance Associates, Inc; *Delivering Knock Your Socks Off Service*, (New York: AMACON, 2007)

To encourage candid feedback, survey results were returned to Organizational Development (previously Strategic Planning) staff; not staff in the program areas reviewed. No specific school(s) identifiers were revealed to program staff. Some demographic information (e.g. whether responders represented a district or charter school) was requested to help us focus improvement efforts identified through the survey.

The input received has been invaluable in helping us focus our efforts to improve our support for Arizona's schools and students. Quantitative results and sanitized comments were summarized into reports for each program, and forwarded to program management with the recommendation that they review with staff and develop action plans to address feedback.

Data Collection Process

Between October 2012 and May 2013, 38 confidential, online, program-specific surveys were distributed to ADE external customers. The purpose of these assessments was to measure external customer satisfaction in order to identify issues, problems and opportunities for improvement from our external customers' perspective.

Respondents were asked to provide feedback (closed and open-ended) on aspects of program-specific ADE services, using the previously referenced five-point scales for closed-ended items.

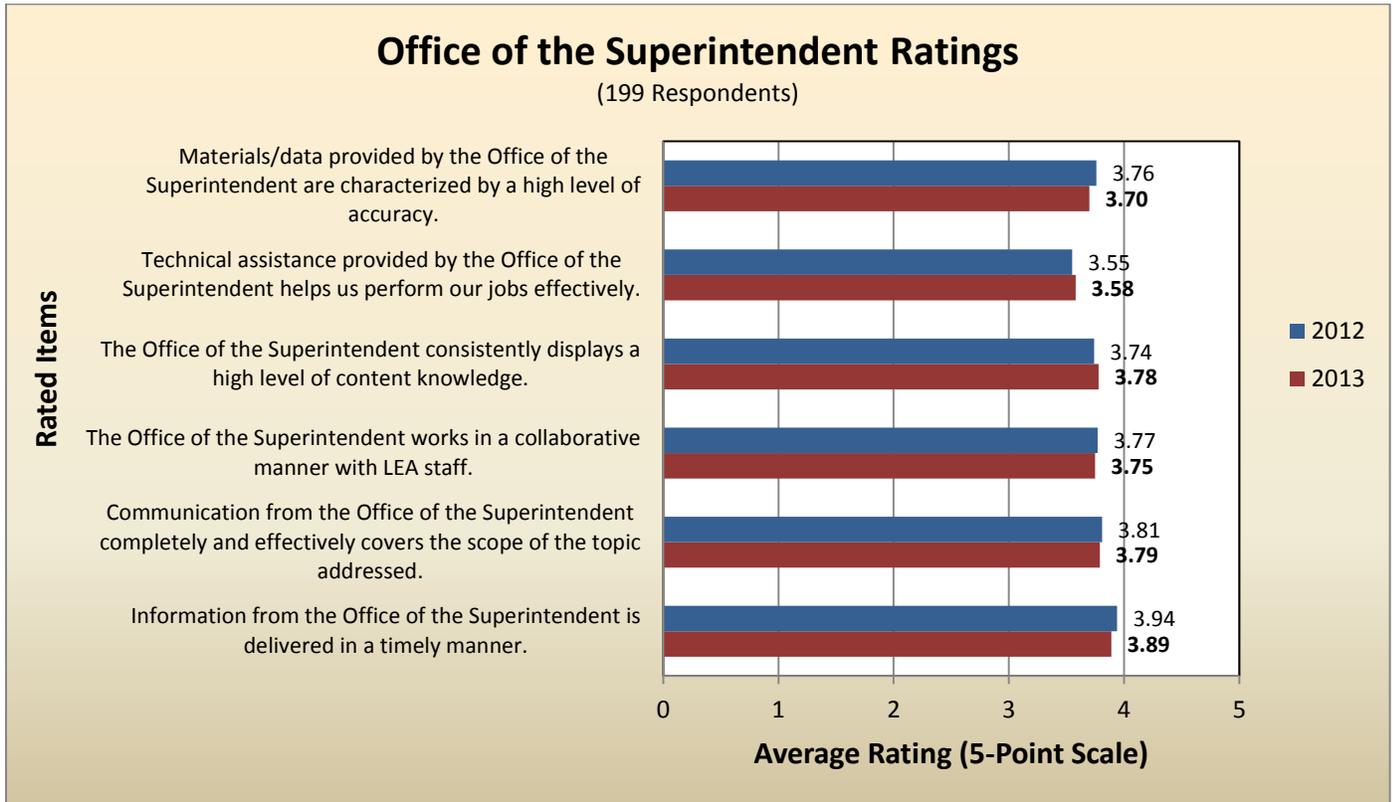
To ensure that meaningful improvements are appropriately targeted, respondents were also asked to provide demographic information on type of institution represented, county grouping, size, and designation. Depending on the program being surveyed, additional information was requested, such as role, responsibility, etc. These questions were customized by program and were optional response opportunities. As part of 2013 survey revisions, an overall satisfaction rating for ADE was included in all program surveys.

Data Analysis

Data analysis was accomplished using statistical analysis graphically presented, using the Pareto method to identify changes and/or critical areas needing attention. Pareto was also applied for conducting analysis of the stated opinions about opportunities for improvement (problems, issues and causes), for finding the changes that will lead to the greatest benefits. Use of this prioritization method helps to identify the most significant items among many and is useful where numerous possible courses of action are competing for attention. This method helps to prioritize where action and/or process changes should be focused.

Superintendents/Business Officers/Charter Representatives Survey

Following are the ratings provided for the **Office of the Superintendent**. Overall satisfaction rating for the **Office of the Superintendent** was **3.68** in 2013 (compared to **3.83** in 2012).

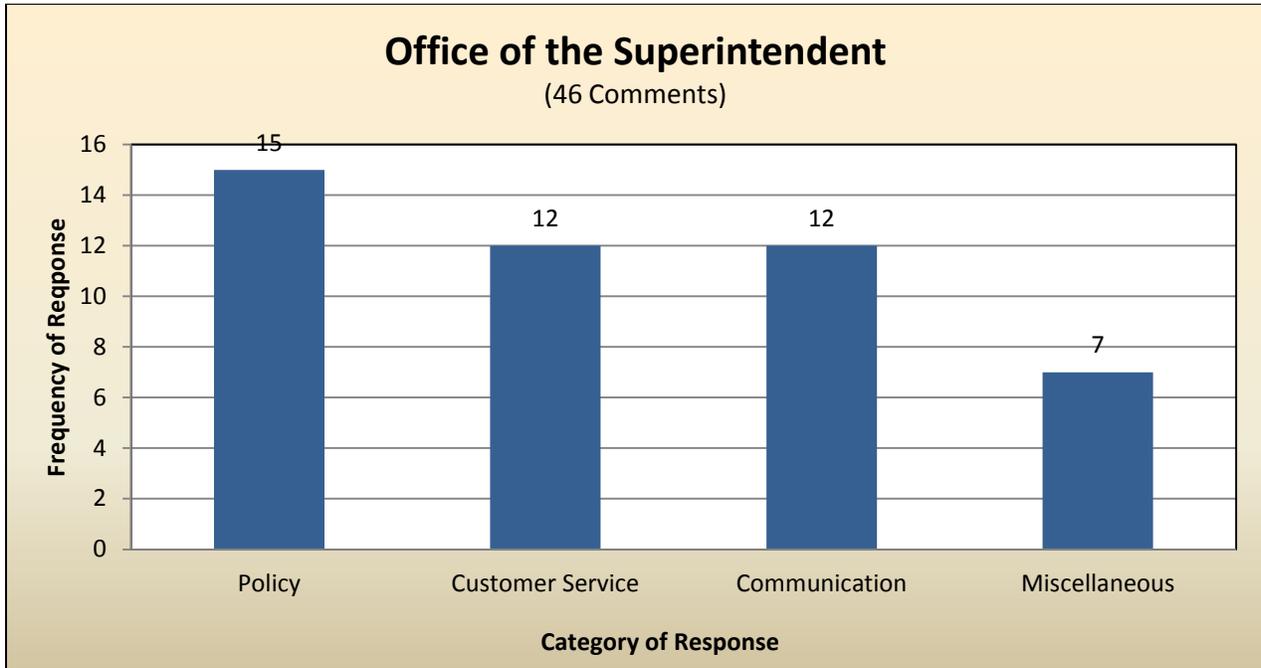


ADE “Net Top Box” Ratings: (percent rating services “Poor”—assigned value of 1, subtracted from the percent rating services “Outstanding”—assigned value of 5):

2011: -13.7% **2012: 1.1%** **2013: 7%**

“What could we do to increase your satisfaction with our service?”

The chart below is a summary of comments provided by Superintendents, Business Officers and Charter Representatives, for the Office of the Superintendent.



Policy:

- Represent and advocate for both schools and charters on a level that reflects understanding and support; proactively support education on legislative matters, particularly regarding the impact of legislation on the classroom; support public education
- Advocate for more funding for schools, and higher salaries and professional development for teachers
- Miscellaneous policy issues

Customer Service:

- Make meetings more interactive; solicit input from the field to inform decisions
- Increase outreach to and collaboration with remote/rural areas; provide peer contacts at regional level for assistance on challenging or complex items

Communication:

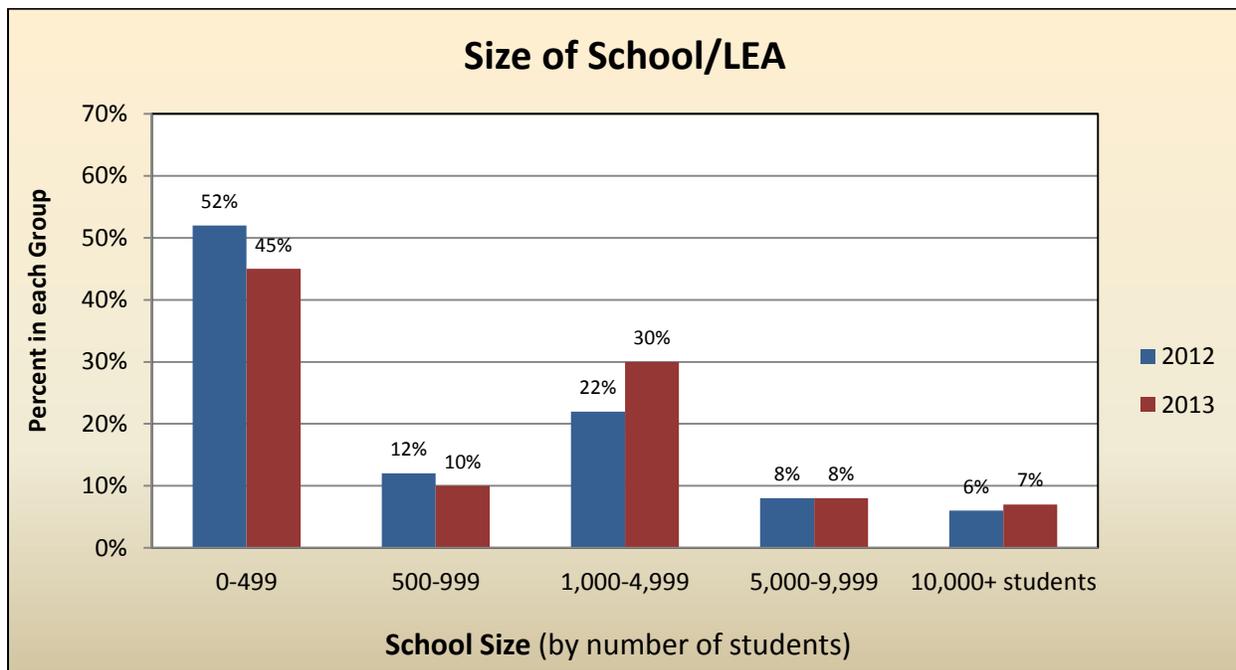
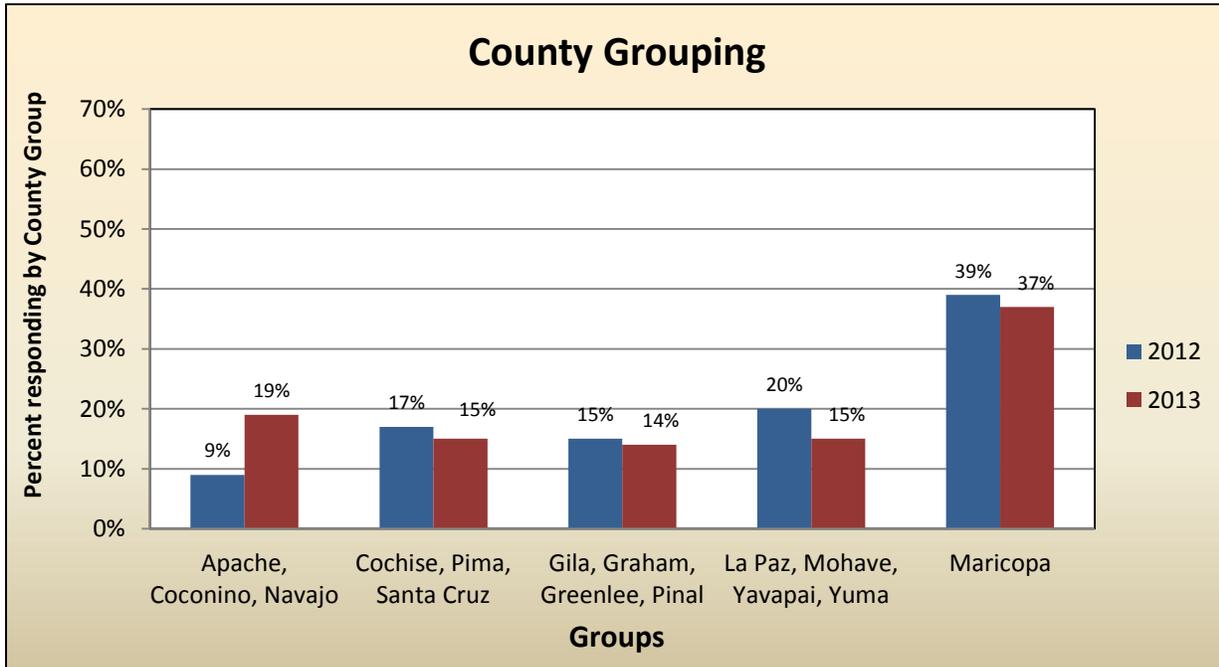
- Provide timely and accurate updates
- Provide clear, consistent messaging
- Provide user-friendly contact information

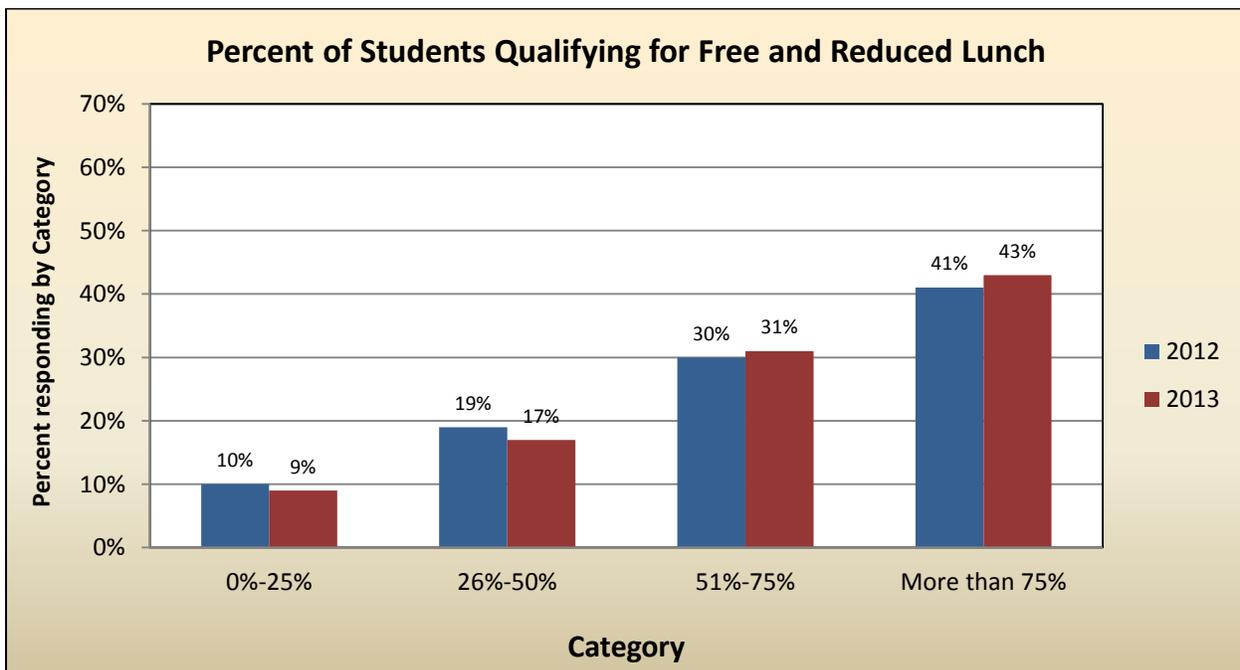
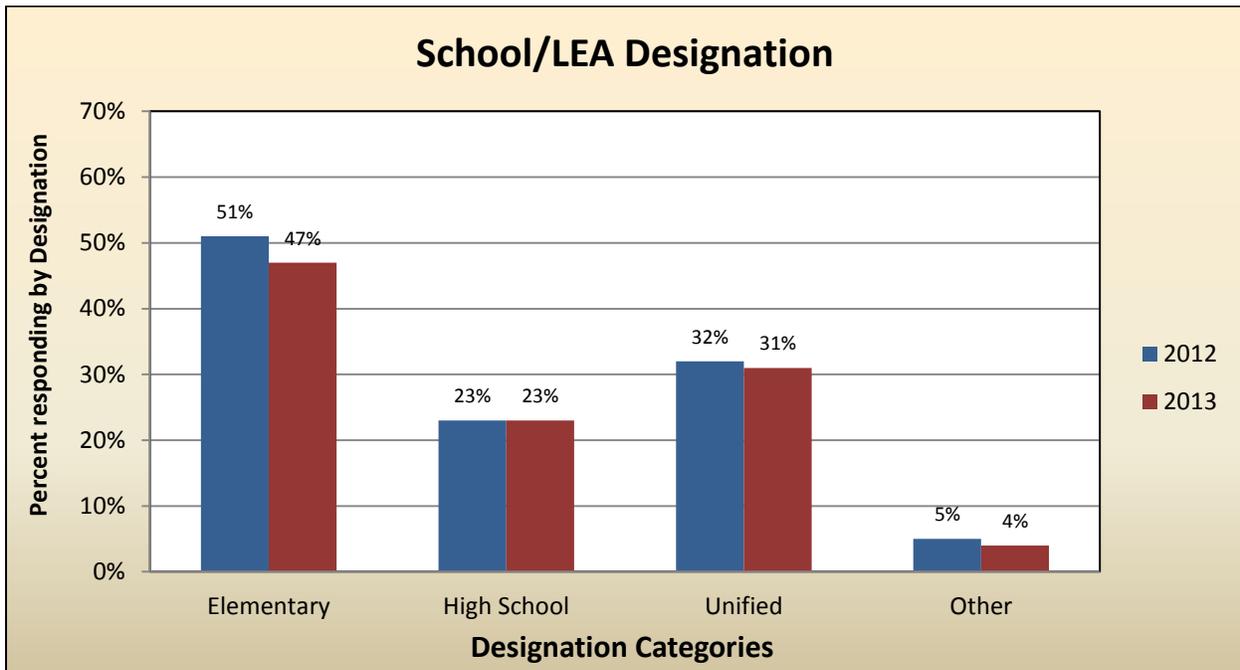
Working Well: (6 unsolicited comments)

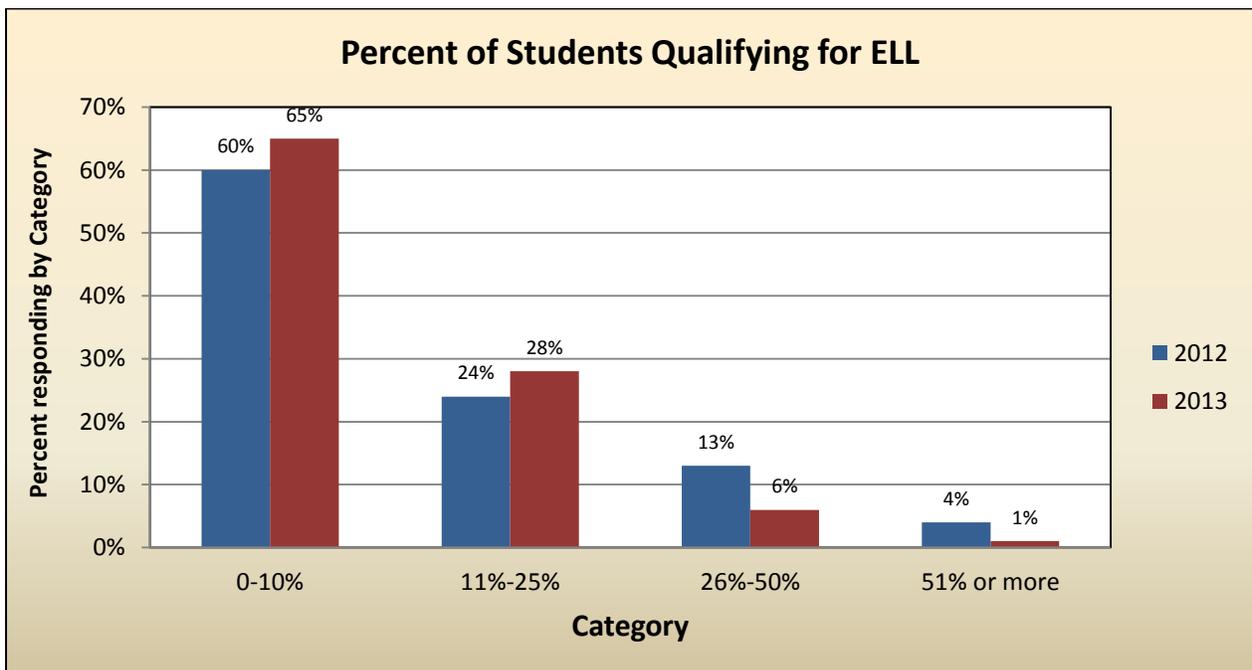
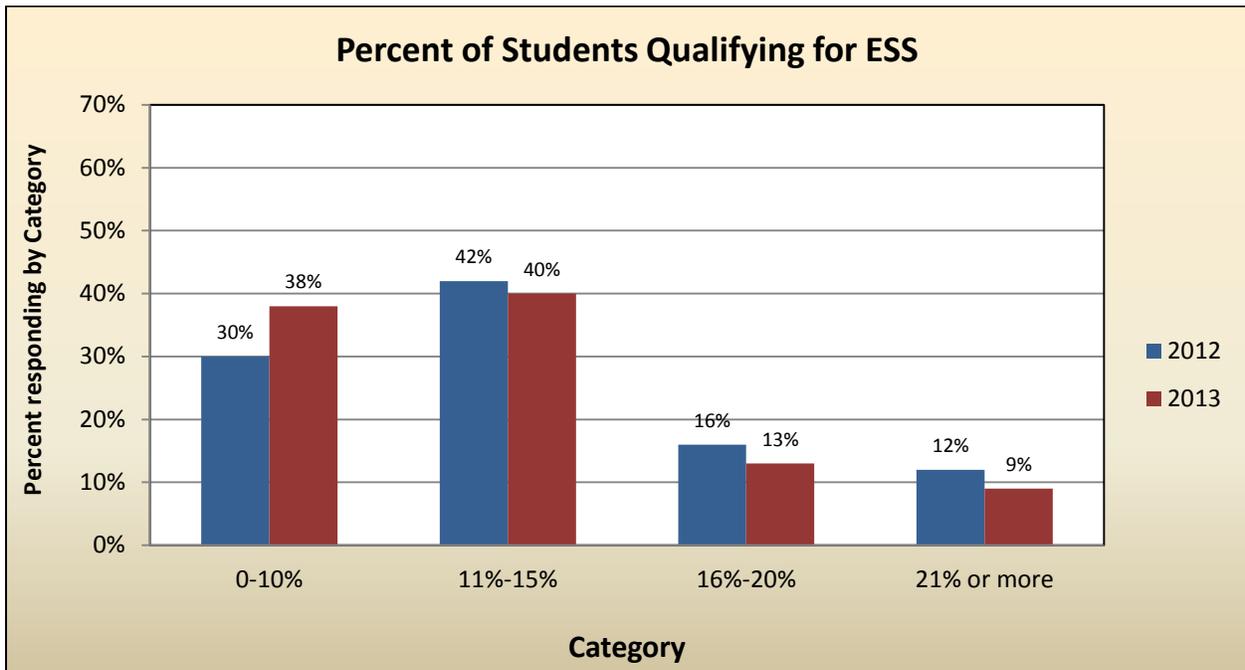
- Highly satisfied; appreciate efforts to improve (technology improvements helping)

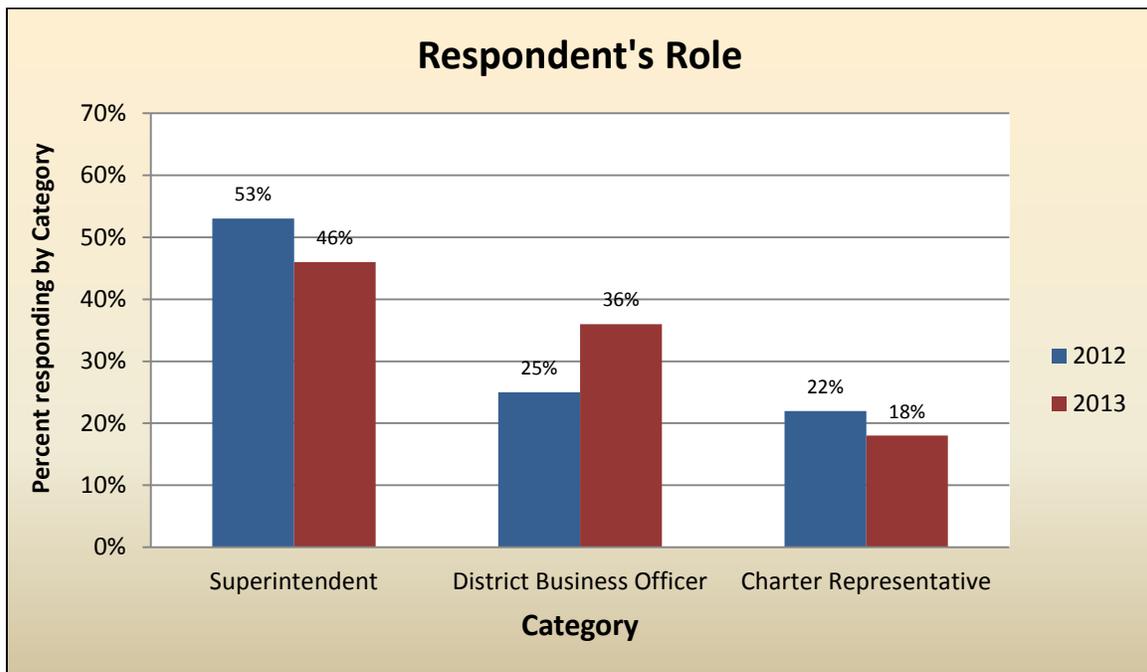
Demographics

For the purpose of this Report, the demographics shared in this section represent the data provided by Superintendents, Business Officers and Charter Representatives (percents are rounded):









ADE-Wide (All Programs) Results Overview

Respondents were asked to rate each ADE service in terms of timeliness, effectiveness of communication, collaboration, content knowledge, technical assistance and monitoring (if applicable), accuracy and overall satisfaction. Highest and lowest scoring program areas are listed below.

Highest-rated (overall rating) **programs with 39% or higher response rate: (Rated on a five-point scale: Outstanding (5); Above Average (4); Average (3); Needs Improvement (2); Poor (1).** Response rate is in parentheses.)

1. AZ LEADS: 4.70 (64%)
2. AZ CSP: 4.54 (57%)
3. AIMS: 4.48 (52%)
4. Innovative Learning: 4.42 (52%)
5. 21st Century Community Learning Centers (CLCC): 4.39 (61%)

Lowest-rated (overall rating) **programs with 23% or higher response rate: (Rated on a five-point scale: Outstanding (5); Above Average (4); Average (3); Needs Improvement (2); Poor (1).** Response rate is in parentheses.)

1. American Indian Education: 3.00 (55%)
2. Educator Preparation: 3.22 (47%)
3. Research & Evaluation: (R&E) 3.59 (29%)
4. Information Technology (IT): 3.59 (23%)
5. Title IIA: 3.61 (25%)

ADE Overall Performance Rating: (Rated on a five-point scale: Outstanding (5); Above Average (4); Average (3); Needs Improvement (2); Poor (1)). Programs/Units are listed by Division.

Division/Program	Unit Overall Satisfaction Average		Unit "Net Top Box" Rating		ADE Overall Satisfaction Average		ADE "Net Top Box" Rating		Response Rate	
	2012	2013	2012	2013	2012	2013	2012	2013	2012	2013
High Academic Standards for Students (HASS)										
Early Childhood Education (ECE)	4.28	4.13	40.3%	38.1%	N/A	3.84	N/A	21.5%	28%	45%
Office of English Language Acquisition Services (OELAS)	4.07	3.83	32.2%	24.7%	N/A	3.59	N/A	12.7%	16%	22%
Education Technology	3.91	3.69*	24.6%	16.4%*	N/A	3.49	N/A	12.4%*	14%	27%*
K-12 English Language Arts	3.64	3.69*	14.5%	16.4%*	N/A	3.49	N/A	12.4%*	18%	27%*
K-12 Mathematics	3.45	3.69*	8.7%	16.4%*	N/A	3.49	N/A	12.4%*	28%	27%*
K-12 Science	3.09	3.69*	0%	16.4%*	N/A	3.49	N/A	12.4%*	3%	27%*
K-12 Social Studies	2.88	3.69*	-9.5%	16.4%*	N/A	3.49	N/A	12.4%*	2%	27%*
Accountability and Assessment (A & A)										
AIMS	4.68	4.48	75%	58.8%	4.18	4.03	44.1	31.9%	48%	52%
AIMS-A	4.49	4.29	59%	50.4%	3.98	3.99	28.9%	30.8%	11%	41%
AZELLA	4.19	3.77	38.4%	23.3%	4.06	3.63	28.2%	15.1%	24%	42%
Adult Education	4.21	4.00	50%	25%	N/A	3.82	N/A	17.6%	56%	80%
Highly Effective Schools (HES)										
Refugee Education	5.00	4.38	100%	46.2%	4.80	4.25	80%	41.7%	33%	93%
School Safety & Prevention	4.69	4.26	76.9%	48.4%	4.04	3.81	23.1%	19.4%	57%	62%
Migrant Education	4.67	4.37	70.4%	35.5%	3.96	3.97	34.6%	35.5%	29%	49%
Homeless Education	4.63	4.61	65.8%	65.7%	4.13	3.97	35%	28.5%	26%	29%
21 st Century Community Learning Centers (CCLC)	4.43	4.39	53.5%	50.6%	4.09	4.01	30.1%	32.9%	39%	61%
Exceptional Student Services (ESS)	4.17	3.99	40%	30.2%	N/A	3.63	N/A	15.8%	21%	40%
Career & Technical Education (CTE)	3.95	3.70	25%	18.7%	N/A	3.47	N/A	9.3%	39%	33%
School Improvement	3.88	4.23	22%	40.9%	N/A	3.95	N/A	22.8%	20%	52%
Title I	3.87	4.06	30.3%	34.5%	N/A	3.64	N/A	15.4%	37%	36%
K-12 Arts Education	4.44	4.09	56.3%	40.9%	N/A	3.55	N/A	13.7%	25%	38%
American Indian Education	3.36	3.00	27.3%	13%	3.40	3.42	20%	4.2%	15%	55%
Highly Effective Teachers & Leaders (HETL)										
AZ LEADS (Leadership Development)	4.88	4.70	88.1%	73.4%	N/A	4.16	N/A	43%	45%	64%
AZ CSP (Charter Schools)	4.81	4.54	81%	67.9%	N/A	3.85	N/A	33.3%	39%	57%
Certification	4.28	4.21	48%	44.6%	N/A	3.94	N/A	24.3%	20%	45%
Professional Development/ Capacity Building	4.16	3.93	38.8%	28.6%	N/A	3.53	N/A	11.8%	83%	34%
Educator Preparation	4.00	3.22	38.5%	16.7%	N/A	3.75	N/A	25%	25%	47%
Title IIA (Effective Teachers & Leaders)	3.89	3.61	19.5%	12.3%	N/A	3.51	N/A	5.3%	17%	25%

Division/Program	Unit Overall Satisfaction Average		Unit "Net Top Box" Rating		ADE Overall Satisfaction Average		ADE "Net Top Box" Rating		Response Rate	
	2012	2013	2012	2013	2012	2013	2012	2013	2012	2013
Innovative Learning	3.76	4.42	23.8%	50%	3.91	4.00	18.2%	33.3%	41%	52%
Research & Evaluation (R & E)	3.52	3.59	9.4%	11.1%	3.46	3.51	8.7%	9.8%	3.5%	29%
Health & Nutrition (H & N)										
Child & Adult Care Food Programs (CACFP)**	3.99	**	38.5%	**	N/A	**	N/A	**	29%	**
CACFP - Family Day Care	N/A	3.95	N/A	45.5%	N/A	3.92	N/A	38.5%	N/A	100%
CACFP - Day Care Sponsors	N/A	4.21	N/A	43.4%	N/A	4.10	N/A	34.9%	N/A	40%
School Health Programs	3.86	3.74	24.8%	20.4%	N/A	3.59	N/A	17.2%	14%	3.5%
School Nutrition Programs	4.21	4.16	40%	40.8%	4.22	4.15*	41.6%	39.5%*	15%	43%*
Food Distribution	4.27	4.32	45.9%	45.5%	4.22	4.15*	41.6%	39.5%*	15%	43%*
Finance & Operations	4.25	4.15	35.9%	37%	4.22	4.15*	41.6%	39.5%*	13%	43%*
Empowerment Scholarship Account (ESA)	N/A	4.23	N/A	45.2%	N/A	3.87	N/A	33.4%	N/A	32%
Grants Management	3.85	3.77	24%	20.8%	3.17	3.54	1.1%	7%	20%	23%
Office of the Superintendent	3.83	3.68	18%	14.5%	3.17	3.54	1.1%	7%	20%	23%
School Finance	3.70	3.69	14%	13%	3.17	3.54	1.1%	7%	20%	23%
Office of Communications	3.68	3.63	6%	9.6%	3.17	3.54	1.1%	7%	20%	23%
Information Technology (IT)	3.56	3.59	8%	15.7%	3.17	3.54	1.1%	7%	20%	23%
ADE					3.17	3.54	1.1%	7%	20%	23%

*In 2013, programs were combined into one survey. **CACFP components split out for 2013 survey.

2013—2014 (Annual) External Customer Survey Schedule (The table below outlines the schedule for 2013—2014 External Customer Survey distribution***)

October 2013	November 2013	January 2014	February 2014	March 2014	April 2014	May 2014
Homeless Education	AZCSP	Educator Excellence (Title IIA and PD – Capacity Building)	K-12 Academic Standards (ELA, Math, Science, Ed Tech, Social Studies)	AZ LEADS	Health & Nutrition (H&N) —CACFP	AIMS
Migrant Education	School Safety & Prevention	Educator Preparation	K-12 Arts Education	Innovative Learning	H&N—School Health	AIMS-A
Research & Evaluation		School Improvement	Certification	Title I (early March)	Adult Education	AZELLA
Empowerment Scholarship Accounts			Early Childhood Education	21 st CCLC	CTE	Health & Nutrition (Food Distribution, Finance & Operations, School Nutrition)
			Office of English Language Acquisition Services (OELAS)		ESS	Refugee Education
						American Indian Education

***Superintendent Survey (timeframe TBD—conducted in June 2011 and June 2012, May 15-June 14 in 2013). Programs surveyed include: IT, Office of Communications, Grants Management, Office of Superintendent, School Finance.