

## CUSTOMER SERVICE SURVEY: SUMMARY OF RESULTS

### Overview

Tulsa Public Schools conducted a customer service survey from August 14 – 22, 2014 to collect beliefs around district communications, loyalty, satisfaction, safety and department performance. Dr. Ballard sent invitations to all district staff requesting their participation. The survey was sent later in the school year [when compared to 2013] due to other large surveys taking place within the district, the bond vote, the state testing window and roster verification.

We received 455 complete responses which were used in the analysis.

Battelle for Kids, a third-party organization, collected and interpreted the results through Survey Monkey. All responses are confidential, and only summary data were shared with TPS.

### Department Scoring

Summary scores for each department were calculated as follows:

- 5 points—Strongly Agree
- 4 points—Agree
- 2 points—Disagree
- 1 point—Strongly Disagree

Responses of 3 – were considered neutral and not included in the scoring.

Responses that indicated departmental importance (Extremely Important, Important, Somewhat Important, Not Important) were weighted and included in the final results. Responses that indicated “Does Not Apply” were not included when calculating the averages for each category. Category scores were combined to calculate a final score for each department.

Department movement, in overall ranking, from the prior year to the current year is indicated in the third column in order to view department progress. Departments listed as N/A were not included on last years’ survey. It is important to note that overall scores were down slightly as compared to the prior year (2013: Max score = 4.273; Min score = 3.512).

### Department Results

Department Name	2014 Score	+/- over Prior Year
Instructional Media and Library Services	4.204	same
Campus Police	3.966	+3
Public Information	3.938	+1
Fine Arts	3.937	N/A
College & Career Readiness	3.872	+1
Title III (ELL)	3.868	+1
Professional Development	3.802	-4
Health Services	3.793	same
Federal Programs & Special Projects	3.783	+3
Information Technology	3.780	-1
Gifted & Talented	3.770	N/A
Child Nutrition	3.767	+1

Indian Education	3.764	N/A
TLE	3.734	-3
Constituent & Student Services	3.721	N/A
Athletics	3.703	N/A
Financial Services	3.702	-2
Executive Staff	3.669	-8
Special Education	3.662	-1
Facilities	3.583	-4
Human Capital	3.580	-7
Transportation	3.563	-3
Curriculum	3.468	-3
District Accountability	3.428	-7

<b>Summary Customer Service Survey Results</b>			
	<b>2011-2012</b>	<b>2012-2013</b>	<b>2013-2014</b>
Avg. score – all departments	<b>3.197</b>	<b>3.917</b>	<b>3.752</b>
Highest Scoring Department	<b>3.331 – IT</b>	<b>4.273 –Inst. Media &amp; Library Services</b>	<b>4.204 – Inst. Media &amp; Library Services</b>
Most Improved Department (over prior year)	<b>N/A</b>	<b>Human Capital</b>	<b>Campus Police &amp; Fed. Programs</b>

### **Demographic Results**

- 455 respondents completed the survey in its entirety (819 prior year)
- 14.4% of respondents have been with TPS 4–7 years (18.5% prior year)
- 32.7% of respondents has been with TPS 8-15 years (largest group of respondents this year)
- 79.4% of respondents were from a school site (82.8% prior year)
- 83.4% of respondents were female (80.6% prior year)
- 40.3% of respondents were instructional staff
- 8.6% of respondents were school administrators
- All departments were represented in the respondents