

District issues survey to gather feedback from parents and community members

Farmington, Michigan—Every five years, Farmington Public Schools issues a formal customer satisfaction survey to receive feedback from parents and community members on how the District is doing. This year's survey will be launched the week of November 30 and will go out to a random sample of 1,500 residents. Results will be presented to the Board of Education at their January 24, 2012 meeting and then shared throughout the district.

"These are challenging times, and insight from the community will help strengthen the planning and budget decisions we face," said Susan Zurvalec, Farmington Public Schools' Superintendent. "We ask that the community help guide these decisions to make Farmington Public Schools an even better district for our community and our children."

"We ask that everyone who receives a survey takes a few minutes to fill it out and send it back," Zurvalec continued. "For those who do not receive the random survey, they can take the survey online."

Those who wish to participate but do not receive a survey can do so by going to www.cobaltcommunityresearch.org/FPS. Under survey ID, they can type in "FPS" in all caps. The online survey will open the first full week in December. The surveys will officially close on December 21. The Survey is being offered in the following languages:

English (www.cobaltcommunityresearch.org/FPS)

Albanian (www.cobaltcommunityresearch.org/FPS1)

Arabic (www.cobaltcommunityresearch.org/FPS2)

Hindi (www.cobaltcommunityresearch.org/FPS3)

Japanese (www.cobaltcommunityresearch.org/FPS4)

Spanish (www.cobaltcommunityresearch.org/FPS5)

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It is important to note that the identity of citizens will not be tied to the results. “Confidentiality is an important part of this study,” said Zurvalec. “We want the community to be comfortable sharing both the good and the bad without worrying that we’ll know who said what.”

The study is part of a non-profit program called the Cobalt School Engagement and Priority Assessment. It gives local schools solid community-based data to support resource decisions, improve services, measure progress, and build public trust. Because the assessment is a trusted independent assessment, the credibility of the data is solid.

The assessment is powered by the patented technology of the American Customer Satisfaction Index (theACSI.org), the well-respected standard of customer satisfaction metrics for both government and the private sector. The ACSI measures more than two-thirds of the United States economy and produces scores for more than 100 federal government agencies.

This tool is a combined effort of the nonprofit Cobalt Community Research and the CFI Group, who developed the technology behind the ACSI. Cobalt Community Research (www.cobaltcommunityresearch.org) is a 501c3 nonprofit organization with a mission to provide research and educational tools that help local governments, schools and other nonprofit organizations thrive as changes emerge in the economic, demographic and social landscape. Cobalt is located in Lansing, MI. CFI Group (www.cfigroup.com) turns “voice of the customer” survey data into customer satisfaction improvement strategies.

Questions regarding the Survey can be directed to School/Community Relations at 248. 489. 3349.