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School/Community Relations
FOR RELEASE: Immediate

Farmington Public Schools sees solid performance on recent customer satisfaction survey

Farmington, Michigan—On Tuesday, January 24, the Board of Education received a report from the Community Relations Committee on the results from the recent Customer Satisfaction Survey that was initiated in the District.

In 1995, Farmington Public Schools was one of the first school districts to embark on a parent/community satisfaction survey process. Since that time, the District has remained committed to this process every five years. This is all part of the District's ongoing efforts to increase customer satisfaction and engagement with our parents and community members.

This year, the District partnered with Cobalt Community Research to conduct the Survey. Cobalt is a 501c3 nonprofit coalition with a mission to provide research and education. Cobalt was developed to meet the research needs of schools, local governments and nonprofit organizations.

It is important to note that this Survey is different from the District's past parent/community surveys and provides a much stronger baseline dataset for the District. This assessment is powered by the patented technology of the University of Michigan's American Customer Satisfaction Index (theACSI.org), the well-respected standard of customer satisfaction metrics for both government and the private sector.

The Survey was launched the week of November 30 with two mailings sent to a random sample of 1,500 residents drawn from voter records. This survey had a valid response from 367 residents, providing an ACSI margin of error of +/- 2.3 percent (95 percent confidence).

An online version of the Survey was also made available to others who wanted to share their thoughts but were not part of the random sample. The online survey was publicized in the local papers, on the District's list serv and on the District's web site. The Survey was offered in the following languages: English, Arabic, Albanian, Hindi, Japanese and Spanish. These surveys had a response from 1,841 respondents, providing an ACSI margin of error of +/- 1.1 percent (95 percent confidence)

Highlights of Results

- The District has solid performance when compared against the State benchmarks.
- At 63 on a scale of zero to 100, the community's rating of satisfaction with FPS compares favorably to other Michigan districts (57), the Midwest (59) and the U.S. (57).
- The areas where improvement can have significant impact on organizational satisfaction and engagement have solid performance; however, the data shows that additional improvement in these areas will continue to lift outcomes:

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Farmington Public Schools sees solid performance on recent customer satisfaction survey - continued

-Curriculum -Principals -Teachers -Communication

-The three most important factors chosen by FPS parents for selecting a school system are:

1. Academic Performance
2. Quality of Staff
3. Safety and Security

-The following were the top four components of a quality school district as chosen by FPS parents:

1. College and career preparatory experiences which assist students for a successful future.

2. School staff that have a relationship with and care about my child

3. Schools that provide a safe and nurturing environment for students

4. Technology embedded deeply in each classroom's daily learning

- Two areas where FPS parents outperformed the community, comparable sized Michigan school districts and Statewide were:

1. Participate in parent organizations

2. Would pay more taxes to improve FPS

- Overall, Communications was one area where the District exceeded all the other benchmarks.

-The most positive areas of how our District is performing were communications, recent contact, facilities, teachers and the web site.

This Parent and Community Survey provides baseline data for the District's Farmington Forward continuous improvement process and goals. The District will review the Survey Results with District leaders and delve deeper into the data and what it means for Farmington Public Schools. Action plans will be developed for improvement. The District will also be sharing the results with parents, community members and staff.

"This survey serves as a performance improvement tool for the District," said Superintendent Susan Zurvalec. "It is important to note that this is only one of the many opportunities the school public has to share their thoughts, suggestions and concerns with the District."

"Information garnered from the Survey will be helpful as to where to place our limited resources," she added.

The Survey Results presentation can be found on the District's web site at www.farmington.k12.mi.us. Questions regarding the Survey can be directed to Diane Bauman, Director of School/Community Relations, at 248. 489. 3349 or via e-mail at diane.bauman@farmington.k12.mi.us.