

2014 Report on Customer Satisfaction Texas Education Agency

June 1, 2014

Executive Summary

Results from the 2014 Texas Education Agency (TEA) Customer Satisfaction Survey found that 75% of TEA customers are satisfied with the customer service provided by TEA. 86% of respondents stated TEA treated them with respect, and 82% reported the staff demonstrated a willingness to assist them.

The survey collected information about TEA's website, training resources, printed materials, webinars, complaints process, and service provided by phone, email and when visiting TEA in person. Overall, school and district staff responded positively across these services. A random sample of ~16,000 school and district-level personnel across the state of Texas were surveyed, with a total of **4,027** responding.

Responses were received from a variety of school staff including superintendents, assistant superintendents, principals, teachers, and other district staff in all 20 of the Education Service Center regions. The survey was available from March 31 through April 15, 2014. There was a >25% response rate with a margin of sampling error of +/- .62 at a 95% confidence level.

Introduction

The Texas Education Agency (TEA) conducted the 2014 Customer Satisfaction Survey for the purposes of fulfilling a legislative mandate to assess the satisfaction level of customers who have had contact with the agency since September 1, 2012 (Texas Government Code § 2114.002) and identifying opportunities for improvement. The Texas Government Code specifies that each agency and higher education institute within the state will collect feedback from its customers along several areas of customer service that may include, but are not limited to, the following:

- Facilities, including the customer's ability to access the agency, the office location, signs and cleanliness.
- Staff, including employee courtesy, friendliness, knowledge, and whether staff adequately identifies themselves to customers by name, including the use of name plates or tags for accountability.
- Communications, including toll-free telephone access, the average amount of time a customer spends on hold, call transfers, access to a live person, letters, and electronic mail.
- Internet site, including the ease of use of the site, information found on the site, such as the physical location of the agency, program and service listings, and who to contact for further information or to complain.
- Complaint handling process, including whether it is easy to file a complaint and whether responses are timely.
- Ability to timely serve its customers, including the amount of time a customer waits for service in person, by phone, by letter or at a website.
- Brochures or other printed information, including the accuracy of that information.

In accordance with these requirements and in an effort to obtain valuable feedback about the services it provides, TEA conducted the Customer Satisfaction Survey with school and district-level personnel across the state of Texas between March 31 and April 15, 2014. The Texas Government Code §2114.002 also states agencies are required to submit a report on customer service to the Governor's Office of Budget, Planning and Policy and to the Legislative Budget Board no later than

June 1 of every even-numbered year. This report presents the findings from the evaluation of customer service and fulfills the reporting requirements.

Methodology

Survey Development

The TEA Customer Satisfaction Survey was developed based on suggested content from the Texas Government Code § 2114.002, as well as agency-specific requests. The survey included a range of questions seeking customer input regarding levels of satisfaction related to TEA-customer interactions, and with the products and projects TEA administers.

Participants and Data Collection

For the purposes of this evaluation tool, TEA customers were defined as school and district-level personnel who may have had contact with TEA since September 1, 2012. The respondents included teachers (37%), superintendents/assistant superintendents (21%), school principals (21%), district office staff (11%), counselors (2%), and a variety of additional personnel (8%).

In order to obtain a wide sample of respondents from across the state, a list of email addresses for certified teachers (as of March 1, 2014) was used to create a random sample of ~9000 classroom educators. In addition, ~7000 principals, administrators, superintendents, and other district personnel were randomly selected from emails queried from the [AskTED](#) directory.

The survey was emailed to ~16,000 customers utilizing a link to a web-based survey administration system at no monetary cost to the agency. The survey link was also provided on the Texas Association of School Administrators' website to promote additional customer feedback. The survey was voluntary and remained open for data collection from March 31 through April 15, 2014.

Respondents

A total of 4,027 individuals responded to the online customer satisfaction survey.

Of those responding, 2,045 (51%) reported they had contacted (or had been contacted) by TEA since September 1, 2012. The remainder of the respondents had not had direct contact with TEA within that timeframe.

When asked their job titles: 37% were teachers, 21% superintendents or assistant superintendents, 21% principals, 11% district office staff, with the remainder being counselors, librarians, teacher assistants, assistant principals, and other support staff.

The state of Texas is divided into 20 Education Service Center regions. Survey respondents represented all of the 20 regions across the state with the largest percentage from Region 4 (10.63%) which serves the Houston area. The next two largest response rates came from Region 10 (10.25%) and Region 11 (9.62%) which serve the Richardson/Dallas and Fort Worth areas respectively. These areas are some of the more densely populated regions in the state; therefore, more respondents from these areas would be expected.

Key Findings

The following highlights the responses received from the 4,027 school and district-level personnel.

- The top reasons for contacting (or being contacted by) TEA was to seek information about: (in % order)
 - (1) The Assessment System-Testing;
 - (2) Information Systems-Technology e.g. PEIMS, TEASE, TEAL;
 - (3) Educator Certification & Educator Exam Administration;
 - (4) The Accountability System Federal Program Compliance;
 - (5) Grant Administration;
 - (6) The Foundation School Program;
 - (7) Curriculum & Graduation Plans;
 - (8) State Board of Education Rules;
 - (9) Educational Technologies & Instructional Materials;
 - (10) Programs for School Improvement & Accreditation.Inquiries on these topics represent over 11,000 contacts made by the 4,027 respondents to TEA during the two-year timeframe.
- For those interacting with TEA by telephone, over 82% reported that the TEA staff were courteous and that they were treated in a professional manner. Slightly over half of the respondents (~62%) indicated they were routed directly to the proper person, were given a clear explanation, and staff members responded to their requests promptly. 54% reported they reached a live person quickly.
- When interacting with TEA via email, 70% stated the staff was courteous and they were treated in a professional manner. 60% said their email requests were responded to promptly. Over half, 57% stated they were routed directly to the proper person and received a clear explanation to their request via email.
- Approximately 93% of the respondents indicated they had not made a visit to the TEA offices in person since 2012 (i.e. skipped questions or marked N/A). Of those visiting, 79% reported the building was clean and orderly, and 73% received accurate directions.
- Overall, 75% of TEA customers were satisfied with the customer service provided by TEA.
- 86% of respondents agreed they were treated with respect by TEA staff (with only 3% in disagreement). 82% reported staff members demonstrated a willingness to assist.
- The majority of respondents (84%) indicated they had not accessed the TEA complaint process (i.e. skipped questions or marked N/A). Of those applicable, all were satisfied or neutral regarding the ease of submitting complaints to TEA and their timely handling; only 126 of the 4,027 responding to the survey indicated dissatisfaction.
- Overall, 69% were satisfied with the information provided by TEA. Usefulness of the information provided by TEA was dis-aggregated by subject areas (in order of % satisfied):
 - (1) Educator Preparation & Certification;
 - (2) School Accountability-Reporting;
 - (3) School

Assessment-Testing; (4) Program Guidance; (5) School Finance; (6) Grants. In addition, 65% or respondents were satisfied with the accuracy of the information provided; 11% were dissatisfied.

- When asked if TEA allows adequate time for school personnel to respond to TEA requests: 56% agreed, 8% disagreed, and others marked N/A or were neutral.
- Printed information was considered accurate, available and understandable by the majority of respondents (~65%). However, 8% disagreed that the printed information was understandable.
- With regard to TEA's website, approximately 90% reported that the site was easy to find; however, 29% disagreed that the overall organization of the website made it easy to locate what they were looking for. The content information on the website was considered accurate by 75% of school personnel, but locating the information within the site was the primary concern reflected in the results.
- When respondents were asked if they had accessed the Project Share educator training, only a quarter said they had during this timeframe. Of those, there was 40% disagreement that the information was clear and understandable. Nevertheless, over half stated the information was useful (64%) and a good format for learning.

Conclusions

The survey indicates school and district-level personnel were satisfied with the quality of service received from TEA since September 1, 2012. Respondents gave their highest satisfaction ratings to their experience interacting directly with TEA staff – being treated courteously and professionally. In addition, customers were over 80% satisfied with TEA staff treating them with respect and demonstrating a willingness to assist them. Opportunities exist regarding phones being answered quickly by a live-person, and improving the reasonableness of requests for information from the districts.

Also, while the TEA website was easy to find and its information was deemed accurate and reliable, customers had significant difficulty locating information while on the site (including TEA's complaint procedures).

Customers accessing Webinars had a very high satisfaction rate, while opportunities exist for improving instructions for using Project Share (educator training).

Overall, respondents were satisfied with TEA's service, but some areas of TEA received higher satisfaction ratings than others – especially in the usefulness of the information they provided.

In summary, TEA is very pleased with the high survey response rate of 25% and appreciates all the customers who took the time to respond. The validity of the results is supported by the balanced representation among educators, administration, and superintendents across all 20 educational regions of Texas.

(See [Appendix A](#) for detailed survey results.)

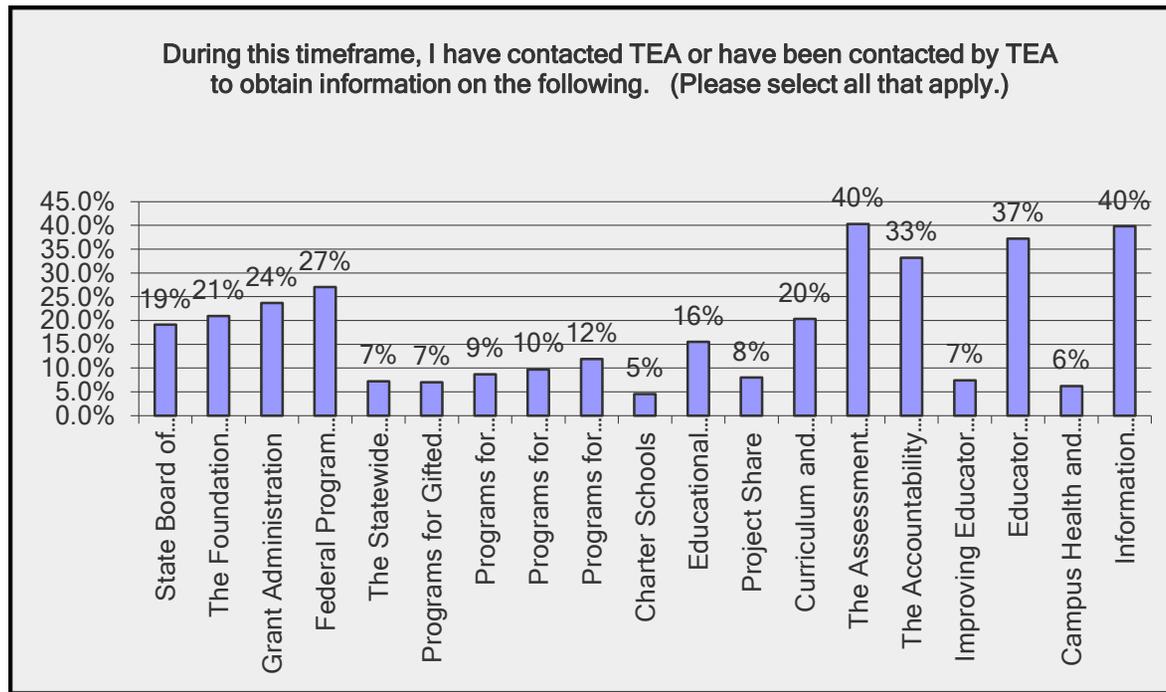
Texas Education Agency
Customer Satisfaction Survey 2014

Results

1. Have you contacted TEA, or have you been contacted by TEA in the last two years (since September 1, 2012)?

Answer Options	Response Percent	Response Count
Yes	50.8%	2045
No	49.2%	1982
<i>answered question</i>		4027
<i>skipped question</i>		0

2. During this timeframe, I have contacted TEA or have been contacted by TEA to obtain information on the following. (Please select all that apply.)



I have contacted TEA or have been contacted by TEA to obtain information on the following. (Please select all that apply.)	Response Percent	Response Count
State Board of Education (SBOE) Rules	19.1%	340
The Foundation School Program	20.9%	373
Grant Administration	23.7%	423
Federal Program Compliance	27.0%	482
The Statewide Educational Programs (e.g. Early Childhood Education)	7.2%	128
Programs for Gifted and Talented Students	7.0%	124
Programs for Students at Risk (e.g. Communities in Schools, 21st Century Community Learning Centers)	8.7%	155
Programs for Students with Disabilities (e.g. Regional Day Schools for the Deaf)	9.7%	173
Programs for School Improvement & Accreditation	11.9%	212
Charter Schools	4.5%	80
Educational Technologies & Instructional Materials	15.5%	276
Project Share	8.0%	143
Curriculum and Graduation Plans	20.3%	362
The Assessment System (Testing)	40.3%	718
The Accountability System (Reporting)	33.2%	592
Improving Educator Quality/Leadership	7.4%	132
Educator Certification and Educator Exam Administration	37.2%	663
Campus Health and Safety	6.2%	111
Information Systems - Technology (e.g. PEIMS, TEASE, TEAL)	39.8%	709
Other (please specify)		214
	<i>answered question</i>	1783
	<i>skipped question</i>	2244

3. If you have contact with TEA via telephone, please respond regarding your overall experience with the following:

	Strongly Agree –	Agree –	Neutral –	Disagree –	Strongly Disagree –	N/A –	Total –
– Staff members are courteous.	34.70% 602	47.67% 827	6.11% 106	1.73% 30	0.58% 10	9.22% 160	1,735
– I gain access to a live person quickly.	17.44% 301	36.67% 633	14.43% 249	14.72% 254	7.07% 122	9.68% 167	1,726
– I am routed directly to the proper person.	19.49% 335	41.83% 719	13.90% 239	11.17% 192	3.78% 65	9.83% 169	1,719

Continued...

	Strongly Agree –	Agree –	Neutral –	Disagree –	Strongly Disagree –	N/A –	Total –
I am given a clear explanation.	22.17% 382	41.73% 719	14.16% 244	9.63% 166	3.19% 55	9.11% 157	1,723
I am treated in a professional manner.	37.30% 642	44.74% 770	6.62% 114	1.34% 23	0.81% 14	9.18% 158	1,721
Staff members respond to my telephone request promptly.	22.99% 395	38.82% 667	13.97% 240	10.13% 174	3.96% 68	10.13% 174	1,718

4. If you have contact with TEA via email, please respond regarding your overall experience with the following:

	Strongly Agree –	Agree –	Neutral –	Disagree –	Strongly Disagree –	N/A –	Total –
Staff members respond to my email requests promptly.	18.93% 316	39.78% 664	9.47% 158	6.89% 115	2.88% 48	22.05% 368	1,669
Staff members are courteous.	29.32% 489	40.29% 672	6.18% 103	1.68% 28	0.48% 8	22.06% 368	1,668
I am routed directly to the proper person.	20.70% 344	36.22% 602	11.79% 196	5.78% 96	1.93% 32	23.59% 392	1,662
I am given a clear explanation.	20.66% 343	36.08% 599	12.41% 206	6.93% 115	2.59% 43	21.33% 354	1,660
I am treated in a professional manner.	30.67% 510	39.33% 654	6.67% 111	1.02% 17	0.72% 12	21.59% 359	1,663

5. If you visit TEA in person, please respond regarding your overall experience with the following:

	Strongly Agree –	Agree –	Neutral –	Disagree –	Strongly Disagree –	N/A –	Total –
I receive accurate directions to approved parking areas.	4.30% 69	6.43% 103	3.68% 59	1.50% 24	0.50% 8	83.59% 1,340	1,603
I receive accurate directions to my agency destination (i.e. floor & room no.).	5.21% 83	7.53% 120	3.70% 59	0.69% 11	0.19% 3	82.67% 1,317	1,593
The agency's buildings are clean and orderly.	5.48% 87	8.68% 138	3.21% 51	0.44% 7	0.13% 2	82.06% 1,304	1,589
Offices within the agency's buildings are easy to find.	3.98% 63	6.51% 103	4.80% 76	1.96% 31	0.51% 8	82.24% 1,301	1,582

6. Regarding contact with TEA staff in general, please respond regarding your overall experience with the following:

	Strongly Agree –	Agree –	Neutral –	Disagree –	Strongly Disagree –	N/A –	Total –
TEA staff members treat me with respect.	38.34% 656	48.04% 822	6.49% 111	1.81% 31	0.94% 16	4.38% 75	1,711
TEA staff members demonstrate a willingness to assist.	36.06% 618	45.92% 787	8.34% 143	3.97% 68	1.40% 24	4.32% 74	1,714

7. Overall, I am satisfied with my contact with TEA.

	Strongly Agree –	Agree –	Neutral –	Disagree –	Strongly Disagree –	N/A –	Total –
Overall, I am satisfied with my contact with TEA.	30.16% 523	44.98% 780	12.00% 208	8.13% 141	2.60% 45	2.13% 37	1,734

* 75% of customers reported they were satisfied with the customer service provided by TEA.

8. Please respond to the following regarding your overall experience with TEA’s customer complaint procedures:

	Strongly Agree –	Agree –	Neutral –	Disagree –	Strongly Disagree –	N/A –	Total –
- Complaints to TEA are easy to submit.	4.75% 80	14.85% 250	10.46% 176	5.35% 90	2.14% 36	62.45% 1,051	1,683
- My complaints are handled in a timely manner.	4.10% 69	13.07% 220	11.65% 196	4.10% 69	2.26% 38	64.82% 1,091	1,683

9. Please respond to the following regarding your overall experience with the provision of information, and requests for information by TEA.

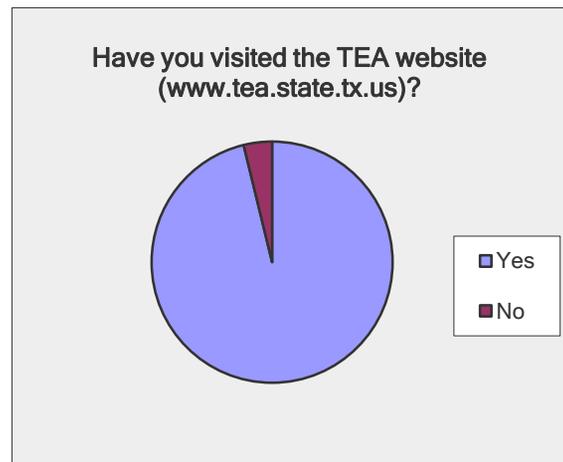
	Strongly Agree –	Agree –	Neutral –	Disagree –	Strongly Disagree –	N/A –	Total –
- TEA provides thorough and accurate information.	15.23% 492	49.69% 1,605	19.88% 642	9.07% 293	2.29% 74	3.84% 124	3,230
- School financial information is useful.	12.87% 414	41.23% 1,326	20.40% 656	4.17% 134	1.12% 36	20.21% 650	3,216
- Program guidance information is useful.	14.42% 462	47.03% 1,507	20.19% 647	5.62% 180	1.34% 43	11.39% 365	3,204
- School assessment (testing) information is useful.	18.87% 609	44.90% 1,449	14.16% 457	7.81% 252	3.69% 119	10.57% 341	3,227
- School accountability (reporting) information is useful.	18.09% 583	46.55% 1,500	15.15% 488	7.76% 250	3.04% 98	9.40% 303	3,222
- Grant information is useful.	12.07% 387	38.85% 1,245	22.40% 718	3.09% 99	1.34% 43	22.25% 713	3,205
- Educator preparation & certification information is useful.	19.44% 626	48.54% 1,563	13.51% 435	3.23% 104	1.37% 44	13.91% 448	3,220
- Overall, I am satisfied with the information I receive from TEA.	16.93% 547	52.12% 1,684	17.49% 565	7.34% 237	2.82% 91	3.31% 107	3,231
- TEA’s requests for information from the educators are reasonable.	11.32% 365	41.47% 1,337	22.52% 726	8.72% 281	4.37% 141	11.60% 374	3,224
- TEA allows adequate time for me to respond to their requests.	11.70% 376	44.35% 1,426	22.33% 718	5.60% 180	2.74% 88	13.28% 427	3,215

10. Please respond to the following questions regarding your overall experience with TEA's printed information:

	Strongly Agree –	Agree –	Neutral –	Disagree –	Strongly Disagree –	N/A –	Total –
Printed information is available by request.	14.77% 475	50.58% 1,626	17.76% 571	2.05% 66	0.56% 18	14.28% 459	3,215
Printed information is accurate.	15.56% 500	50.02% 1,607	19.89% 639	3.14% 101	0.68% 22	10.71% 344	3,213
Printed information is understandable.	13.84% 442	48.03% 1,534	20.01% 639	6.23% 199	2.00% 64	9.89% 316	3,194

11. Have you visited the TEA website (www.tea.state.tx.us)?

	Responses –
Yes	96.16% 3,132
No	3.84% 125
Total	3,257

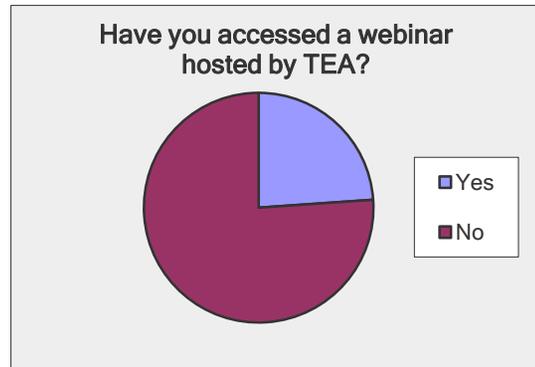


12. Please respond to the following questions regarding your experience with the TEA website:

	Strongly Agree –	Agree –	Neutral –	Disagree –	Strongly Disagree –	N/A –	Total –
The TEA website is easy to locate.	33.81% 1,039	56.00% 1,721	4.78% 147	4.04% 124	1.27% 39	0.10% 3	3,073
It is easy to find information I need on the website.	12.39% 380	38.92% 1,194	17.05% 523	23.76% 729	7.76% 238	0.13% 4	3,068
The website content is accurate.	18.16% 555	56.82% 1,737	18.74% 573	4.29% 131	1.18% 36	0.82% 25	3,057
The information on the website is easy to understand.	13.88% 425	51.29% 1,571	18.90% 579	12.83% 393	3.00% 92	0.10% 3	3,063
Services are easy to find on the website.	12.00% 367	38.02% 1,163	20.95% 641	22.23% 680	5.52% 169	1.27% 39	3,059
Programs are easy to find on the website.	12.13% 370	39.92% 1,218	20.68% 631	20.58% 628	5.15% 157	1.54% 47	3,051
I am able to easily find Contact Information for the agency.	14.99% 458	48.36% 1,478	17.21% 526	11.85% 362	4.19% 128	3.40% 104	3,056
It is easy for me to locate complaint procedures.	7.35% 224	22.60% 689	22.89% 698	8.59% 262	4.36% 133	34.21% 1,043	3,049
It is easy for me to locate the Compact With Texans.	6.73% 204	18.90% 573	24.97% 757	7.42% 225	3.63% 110	38.36% 1,163	3,032
I am satisfied with the content quality.	13.17% 401	48.47% 1,476	23.38% 712	10.02% 305	3.71% 113	1.25% 38	3,045
The overall organization of the website makes it easy to locate what I am looking for.	12.10% 370	37.98% 1,161	20.38% 623	20.61% 630	8.54% 261	0.39% 12	3,057
My visits to the website meet my needs.	14.55% 444	49.05% 1,497	21.00% 641	11.21% 342	3.90% 119	0.29% 9	3,052

13. Have you accessed a webinar hosted by TEA?

	Responses –
Yes	23.87% 767
No	76.13% 2,446
Total	3,213

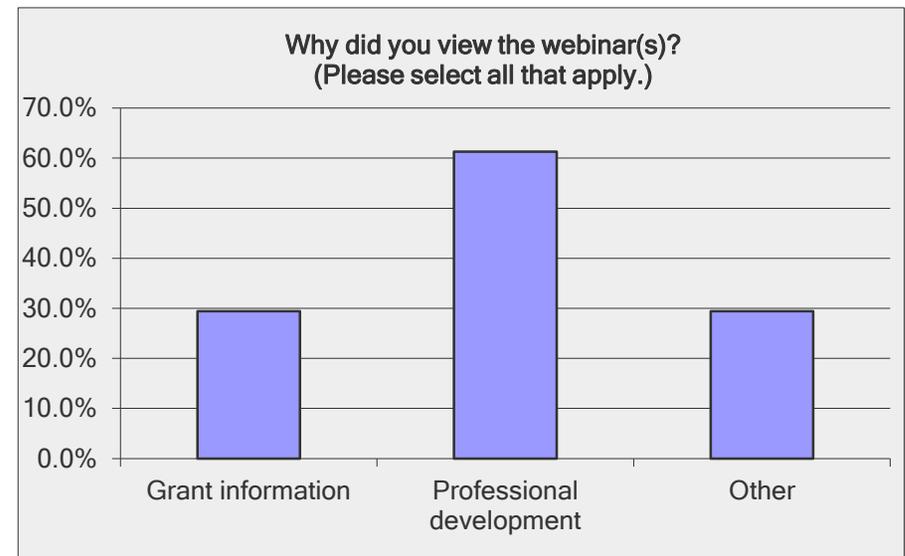


14. How did you hear about the webinar(s)? (Please select all that apply.)

	Responses –
TEA	68.81% 461
School District Administrator	38.36% 257
School Principal	7.91% 53
Colleague	15.67% 105
Total Respondents:	670
Comments(157)	

15. Why did you view the webinar(s)? (Please select all that apply.)

	Response Percent	Response Count
Grant information	29.4%	218
Professional development	61.3%	455
Other	29.4%	218
Other (please specify)		183
<i>answered question</i>		742
<i>skipped question</i>		3285



16. Please respond to the following questions regarding your overall experience with TEA Webinars.

	Strongly Agree –	Agree –	Neutral –	Disagree –	Strongly Disagree –	N/A –	Total –
I receive clear instructions for using webinars.	23.94% 180	63.70% 479	8.38% 63	2.39% 18	0.53% 4	1.06% 8	752
It is easy for me to access webinars.	24.60% 184	61.63% 461	8.96% 67	2.54% 19	0.80% 6	1.47% 11	748
The information provided in webinars is understandable and useful.	21.33% 160	59.20% 444	12.93% 97	4.80% 36	1.07% 8	0.67% 5	750
Webinars are a good format for learning.	27.79% 209	54.26% 408	12.10% 91	3.86% 29	1.33% 10	0.66% 5	752
I would recommend a webinar to my colleagues.	25.90% 194	55.27% 414	12.42% 93	4.27% 32	1.47% 11	0.67% 5	749

17. Have you accessed Project Share educator training in the last two-years (since September 1, 2012)?

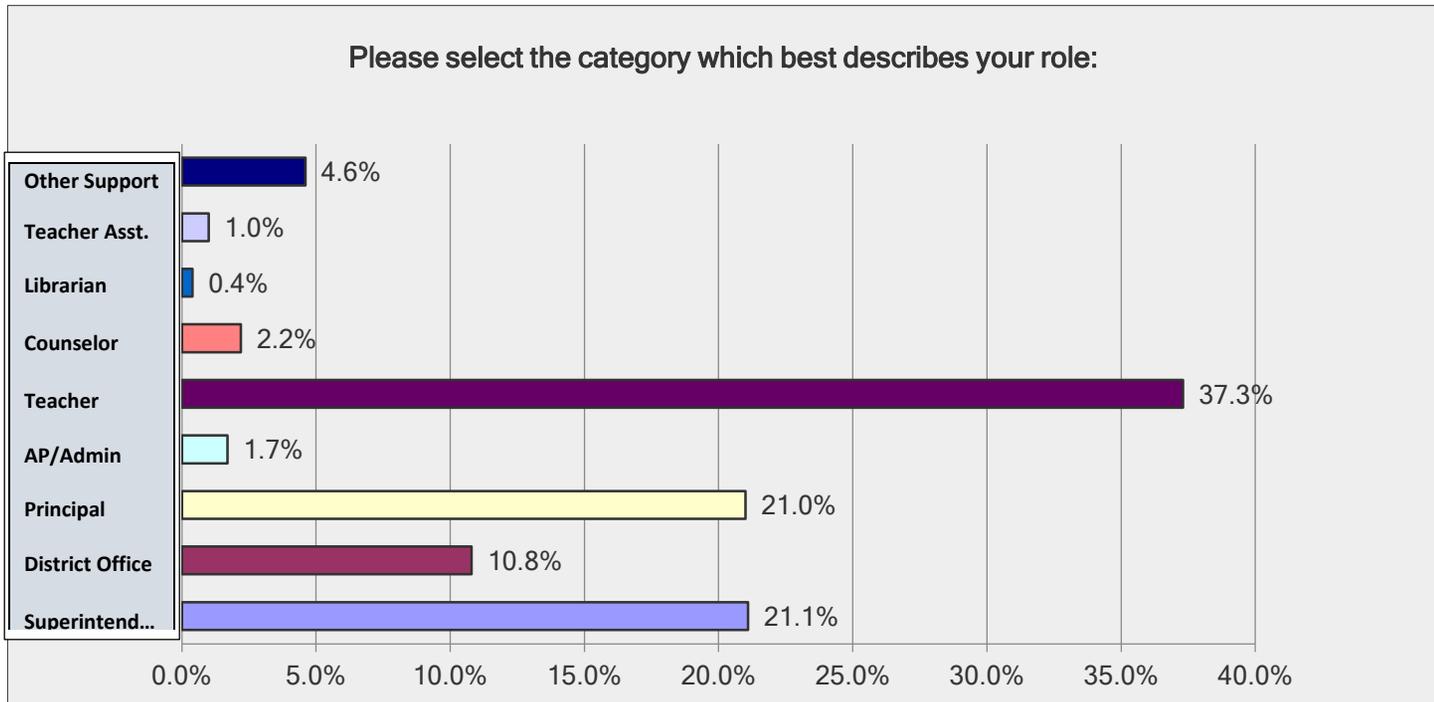
	Response Percent	Response Count
Yes	23.4%	751
No	76.6%	2457
<i>answered question</i>		3208
<i>skipped question</i>		819



18. Please respond to the following questions regarding your overall experience with Project Share educator training.

	Strongly Agree –	Agree –	Neutral –	Disagree –	Strongly Disagree –	N/A –	Total –
- It is easy for me to access Project Share information.	11.28% 83	46.74% 344	16.03% 118	19.57% 144	5.16% 38	1.22% 9	736
- I receive clear instructions for using Project Share.	10.40% 76	41.45% 303	18.74% 137	21.75% 159	6.29% 46	1.37% 10	731
- The information provided in Project Share is clear and understandable.	11.40% 83	46.29% 337	19.92% 145	16.35% 119	4.67% 34	1.37% 10	728
- The information provided is useful.	14.17% 104	49.46% 363	21.25% 156	9.54% 70	3.95% 29	1.63% 12	734
- Project Share is a good format for learning.	14.89% 109	44.40% 325	21.17% 155	12.57% 92	5.60% 41	1.37% 10	732
- I would recommend Project Share to my colleagues.	13.82% 101	37.62% 275	25.44% 186	14.23% 104	7.66% 56	1.23% 9	731

19. Please select the category which best describes your role:



	Responses –
- District Superintendent or Assistant Superintendent (or other district office administrator)	21.09% 671
- District Office Staff	10.78% 343
- School Principal	20.97% 667
- Assistant Principal (or other school administrator)	1.70% 54
- Teacher	37.32% 1,187
- Counselor	2.17% 69
- Librarian	0.38% 12

Continued...

	Responses –
- Teacher Assistant	1.04% 33
- Other Support Staff	4.56% 145
Total	3,181

20. Please select the Education Service Center (ESC) region where your school district resides:

	Responses –
- ESC Region 1	5.00% 159
- ESC Region 2	2.20% 70
- ESC Region 3	1.85% 59
- ESC Region 4	10.63% 338
- ESC Region 5	2.07% 66
- ESC Region 6	3.24% 103
- ESC Region 7	6.19% 197
- ESC Region 8	2.61% 83
- ESC Region 9	2.67% 85
- ESC Region 10	10.25% 326
- ESC Region 11	9.62% 306
- ESC Region 12	3.99% 127

Continued...

	Responses –
-	
ESC Region 13	5.78% 184
ESC Region 14	5.94% 189
ESC Region 15	2.64% 84
ESC Region 16	7.51% 239
ESC Region 17	3.11% 99
ESC Region 18	5.41% 172
ESC Region 19	1.76% 56
ESC Region 20	7.51% 239
Total	3,181

21. Do you have a suggestion to improve customer service at TEA? (Please do not include confidential or personally identifiable information. Thanks!)

TEA received 731 individual responses (18% of total respondents). Many commented on the topics addressed in the survey, some were respondents thanking TEA for their support and assistance.