2012 Report on Customer Service
Texas Education Agency

June 1, 2012

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Executive Summary

Results from the 2012 Texas Education Agency (TEA) Customer Satisfaction Survey found that, in general, TEA customers are satisfied with their interaction with TEA. The survey collected information about TEA's printed materials, complaints process, website, webinars, and visiting TEA in person. Overall, school staff responded positively across these services.   A total of 3,504 school- and district-level personnel across the state of Texas responded to the survey. Responses were received from a variety of school staff including superintendents, assistant superintendents, principals, directors, coordinators, teachers and staff in all 20 of the regional Educational Service Centers. The survey was posted from February 21, 2012 through March 16, 2012. Overall satisfaction with the customer service provided by TEA was reported by 81.3% of the respondents.

Introduction

The Texas Education Agency (TEA) conducted the 2012 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, 2010 (Texas Government Code § 2114.002). 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 that agency, the office location, signs, and cleanliness.
- Staff, including employee courtesy, friendliness, and knowledge, and whether staff members adequately identify 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 sites, 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.
- Availability 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 district- and campus-level personnel within the state of Texas between February and March of 2012. The Texas Government Code also states that agencies and higher education institutes within the state are required to submit a report on customer service to the Governor's Office of Budget, Planning and Policy and the Legislative Budget Board no later than June 1 of every even-numbered year (Texas Government Code § 2114.002). 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 the suggested content from the Texas Government Code (Texas Government Code § 2114.002) as well as agency-specific requests. The survey included a range of questions seeking the level of customer satisfaction resulting from the most frequent ways TEA and its customers interact (For example, contact by telephone, email, webinars, and information requests). See Appendix A for the full survey.

Participants and Data Collection

For the purposes of this evaluation, TEA customers were defined as school district- and campus-level personnel who may have had contact with TEA since September 1, 2010. This included primarily superintendents, assistant superintendents, school principals, teachers and other district administrators. In order to obtain a wide sample of respondents from across the state, a list of email addresses for all individuals with those titles listed in the AskTED directory were obtained.

The customer satisfaction survey was sent to all possible respondents through a web-based survey administration system. The survey was voluntary and remained open for data collection from February 21, 2012 through March 16, 2012.

Respondents

A total of 3,504 individuals responded to the online customer satisfaction survey. From the total, 1,766 (46.7%) of the respondents reported they had contacted or been contacted by TEA since September 1, 2010. The remainder of the respondents had not contacted or been contacted by TEA since September 1, 2010.

From the total respondents, 261 individuals did not indicate their role. Of those who indicated their role, 64% were principals, 16.4% were teachers and 9.1% were superintendents or other district administrators.

The state of Texas is divided up into 20 regional Education Service Centers that provide educational support services to school districts within their region. Individuals responded from each of the 20 regions within the state, with the largest percentage of respondents from Region 4 (15.1%) which serves the Houston area. The next two largest response rates came from Regions 10 (11%) and 11 (10.3 %) which serve the Richardson/Dallas area and Fort Worth areas respectively. These areas are also some of the more densely populated regions within the state; therefore, more respondents from these areas would be expected.

Key Findings

The following highlights the responses received from 3,504 school personnel.

- The majority of respondents contacted TEA to seek information about the Assessment Program, Accountability System, Educator Certifications, or Educator Exam Administrations.

- For those who interacted with TEA by telephone, approximately 80% of the respondents reported that the TEA staff were courteous and were treated in a professional manner. Slightly over half of the respondents (Approximately 60%) indicated that they were routed directly and reached a live person quickly.

- Approximately 86% of the respondents indicated that they had not made a visit to the TEA in person since 2010. However, of those who visited TEA, the majority of respondents had a positive experience. In general, approximately 84% of the respondents indicated that TEA staff members were respectful and willing to assist.

- With regard to requesting information from TEA, approximately 75% of the respondents indicated that they received thorough and accurate information and that the printed materials were accurate and understandable. Additionally, approximately 80% of the respondents indicated that electronic correspondence for communicating information is more effective than traditional paper processes.

- The majority of respondents (62.3%) indicated that they had not accessed the TEA complaint process. However, of those who had, less than 1% of the school personnel found it difficult to submit a complaint and approximately 17% reported that complaints were handled in a timely manner.

- With regard to TEA's website, approximately 60% of the respondents reported that it was easy to find information. Most respondents (approximately 75%) found the information on the website easy to understand and were satisfied with the quality of the content. For those who participated in TEA webinars, 73.9% participated for the purposes of professional development. A high percentage of participants (approximately 80%) reported that the information provided in webinars were useful and a good format for learning.

Conclusions

Overall, the survey indicates that school personnel are satisfied with the quality of service received from TEA since September 1, 2010. Although customers were generally satisfied with their interactions with TEA, some areas of TEA that customers had contact with received higher satisfaction ratings than other areas. Respondents gave the highest satisfaction ratings to their experience with interacting with TEA staff in general, which included high agreement with being treated with respect and the willingness of TEA staff to assist. Other services receiving high satisfaction ratings were the website and webinar content. Other areas, such as accessing the complaint process or visiting TEA in person were significantly less frequent or were not applicable to a majority of the respondents. The results of this survey identified areas of strength and needs for TEA to consider as it continually strives to deliver stellar customer service to school personnel and all other individuals who interact with TEA.

The full survey results are below.

Survey Response Summary

  Total Started Survey: 3,778   **Total Completed Survey: 3,504 (92.7%)**

EXPERIENCE WITH TEA

1. Have you contacted (via telephone, in person, or in writing) and/or have you been contacted by TEA since September 1, 2010?

Answered Question: 3,778   Skipped Question: 0

	Response Percent	Response Count
Yes	46.7%	1,766
No	53.3%	2,012

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.)

   Answered Question: 1,521   Skipped Question: 2,257

	Response Percent	Response Count
The Foundation School Program	23.1%	352
The Statewide Educational Programs (e.g. Early Childhood Education)	8.9%	136
Programs for Gifted and Talented Students	5.3%	80
Programs for Students at Risk (e.g. Communities in Schools, 21st Century Community Learning Centers)	10.7%	162
Programs for Students with Disabilities (e.g. Regional Day Schools for the Deaf)	8.6%	131
Programs for School Improvement (e.g. College Readiness Initiative)	11.8%	179
Programs for School Support Services (e.g. Life Skills program)	3.3%	50
Curriculum and Graduation Plans	17.7%	269
State Board of Education (SBOE) Rules	16.5%	251
The Assessment System	36.1%	549
The Accountability System	40.6%	617
Educational Technologies	3.5%	53
Instructional Materials	23.1%	352
Campus Health and Safety	5.4%	82
Improving Educator Quality/Leadership	8.0%	121
Educator Certification and Educator Exam Administration	29.8%	454
Information Systems – Technology (e.g. PEIMS, TEASE)	24.5%	373
Other (please specify) Show Responses		282

3. If you have contact with TEA via telephone, please respond regarding your overall experience with the following:
Answered Question: 1,607   Skipped Question: 2,171

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	N/A	Response Count
Staff members are courteous.	37.4% (599)	42.7% (684)	5.5% (88)	0.9% (14)	0.2% (4)	13.3% (214)	1,603
I gain access to a live person quickly.	20.3%(325)	38.7% (618)	14.8% (236)	9.6% (153)	2.7% (43)	14.0% (223)	1,598
I am routed directly to the proper person.	19.8% (317)	41.3% (659)	15.0% (240)	7.8% (124)	1.4% (22)	14.7% (235)	1,597
I am given a clear explanation.	24.1% (384)	41.5% (661)	13.6% (217)	5.7% (91)	1.6% (26)	13.3% (212)	1,591
I am treated in a professional manner.	37.8% (601)	43.1% (686)	4.8% (76)	0.8% (12)	0.4% (7)	13.1% (208)	1,590
Staff members respond to my telephone request promptly.	24.3% (386)	39.8% (632)	13.4% (212)	6.1% (97)	1.6% (26)	14.7% (233)	1,586

4. If you visit TEA in person, please respond regarding your overall experience with the following:
Answered Question: 1,403   Skipped Question: 2,375

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	N/A	Response Count
I receive accurate directions to approved parking areas.	4.0% (56)	5.0% (70)	3.1% (43)	0.5% (7)	0.1% (2)	87.3% (1,224)	1,402
I receive accurate directions to my agency destination (i.e. floor and room number).	4.9%(68)	5.8% (81)	2.4% (34)	0.1% (1)	0.2% (3)	86.6% (1,207)	1,394
The agency's buildings are clean and orderly.	5.2% (72)	5.4% (75)	3.0% (42)	0.1% (1)	0.0% (0)	86.3% (1,200)	1,390
Offices within the agency's buildings are easy to find.	4.2% (58)	5.3% (73)	2.9% (40)	1.2% (17)	0.1% (2)	86.3% (1,196)	1,386

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

Answered Question: 1,604   Skipped Question: 2,174

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	N/A	Response Count
TEA staff members treat me with respect.	39.3% (629)	46.7% (747)	6.1% (97)	0.7% (12)	0.4% (6)	6.9% (110)	1,601
TEA staff members demonstrate a willingness to assist.	36.6% (584)	46.6% (744)	7.7% (123)	1.6% (26)	0.6% (9)	6.9% (110)	1,596
TEA staff members respond to my email requests promptly.	27.0% (430)	39.4% (629)	11.1% (177)	4.8% (76)	1.2% (19)	16.6% (264)	1,595

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

Answered Question: 1,622   Skipped Question: 2,156

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	N/A	Response Count
TEA provides thorough and accurate information.	24.4% (395)	51.4% (831)	15.5% (251)	5.4% (88)	1.4% (22)	1.8% (29)	1,616
Electronic correspondence for communicating information is more effective than traditional paper processes.	34.0% (549)	48.9% (790)	10.4% (168)	2.2% (35)	0.6% (9)	4.0% (65)	1,616
School financial information is useful.	21.2% (338)	43.1% (688)	13.8% (221)	1.8% (28)	0.3% (5)	19.9% (318)	1,598
Program guidance information is useful.	22.1% (352)	47.8% (762)	14.7% (235)	2.4% (39)	0.8% (12)	12.2% (194)	1,594
School accountability information is useful.	27.0% (433)	48.8% (783)	10.1% (162)	3.4% (54)	1.4% (22)	9.4% (150)	1,604
Grant information is useful.	18.6% (297)	40.7% (650)	16.0% (256)	2.4% (39)	0.5% (8)	21.7% (347)	1,597
Overall, I am satisfied with the information I receive from TEA.	24.9% (400)	55.9% (899)	12.6% (202)	3.6% (58)	1.3% (21)	1.7% (28)	1,608
TEA's requests for information are reasonable.	17.6% (283)	48.3% (776)	20.2% (324)	6.9% (111)	2.9% (46)	4.1% (66)	1,606

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

Answered Question: 1,602   Skipped Question: 2,176

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	N/A	Response Count
Printed information explains services available at the agency location.	19.5% (311)	55.4% (885)	13.9% (222)	1.4% (22)	0.2% (3)	9.7% (155)	1,598
Printed information is available by request.	20.3% (323)	55.6% (887)	12.2% (195)	0.8% (12)	0.3% (4)	10.9% (173)	1,594
Printed information is accurate.	21.4% (339)	54.1% (858)	15.4% (244)	2.1% (33)	0.3% (5)	6.8% (108)	1,587
Printed information is understandable.	20.0% (318)	55.2% (879)	14.8% (236)	3.3% (53)	0.4% (6)	6.3% (100)	1,592

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

Answered Question: 1,578   Skipped Question: 2,200

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	N/A	Response Count
Complaints to TEA are easy to submit.	5.0% (79)	16.3% (256)	13.0% (204)	2.9% (45)	0.4% (7)	62.3% (978)	1,569
My complaints are handled in a timely manner.	4.7% (74)	12.3% (194)	14.5% (228)	2.0% (32)	0.5% (8)	65.9% (1,036)	1,572

9. Overall Satisfaction with TEA

Answered Question: 1,593   Skipped Question: 2,185

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	N/A	Response Count
Overall, I am satisfied with my contact with TEA.	24.2% (385)	57.1% (909)	13.6% (216)	3.3% (52)	1.1% (17)	0.9% (14)	1,593

10. Have you visited the TEA website?

Answered Question: 3,614   Skipped Question: 164

	Response Percent	Response Count
Yes	96.3%	3,482
No	3.7%	132

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

Answered Question: 3,398   Skipped Question: 380

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	N/A	Response Count
The TEA website is easy to locate.	42.4% (1,440)	50.9% (1,729)	3.2% (110)	2.7% (91)	0.6% (19)	0.1% (5)	3,394
It is easy to find information I need on the website.	15.5% (526)	45.0% (1,525)	17.3% (587)	18.0% (610)	4.1% (140)	0.1% (4)	3,392
The website content is accurate.	24.2% (821)	60.5% (2,050)	12.3% (416)	2.1% (71)	0.4% (12)	0.5% (16)	3,386
The information on the website is easy to understand.	19.2% (650)	57.8% (1,956)	14.9% (506)	7.2% (244)	0.7% (25)	0.1% (4)	3,385
Updated information on the website is easy to identify.	19.7% (666)	50.3% (1,705)	18.4% (623)	9.6% (325)	1.4% (46)	0.7% (23)	3,388
Services are easy to find on the website.	13.9% (472)	45.6% (1,542)	21.0% (712)	16.0% (542)	2.1% (72)	1.3% (44)	3,384
Programs are easy to find on the website.	14.0% (474)	46.9% (1,581)	20.1% (677)	15.4% (520)	2.0% (67)	1.6% (55)	3,374
I am able to find clear information on how to contact the agency.	23.8% (805)	55.6% (1,881)	12.7% (431)	5.4% (183)	0.9% (31)	1.6% (55)	3,386
It is easy for me to locate complaint procedures.	9.5% (321)	25.3% (852)	23.4% (789)	6.9% (232)	1.7% (58)	33.2% (1,119)	3,371
It is easy for me to locate the Compact With Texans.	7.5% (250)	20.4% (686)	27.5% (922)	5.6% (187)	1.5% (52)	37.5% (1,258)	3,355
I am satisfied with the content quality.	16.5% (554)	56.3% (1,890)	19.9% (668)	5.5% (185)	1.2% (41)	0.5% (17)	3,355
The overall organization of the website makes it easy to locate what I am looking for.	15.0% (508)	46.1% (1,556)	17.6% (594)	16.6% (560)	4.4% (150)	0.3% (9)	3,377
My visits to the website meet my needs.	18.7% (627)	55.8% (1,874)	16.4% (550)	7.6% (255)	1.5% (50)	0.1% (5)	3,361

12. Have you accessed a webinar hosted by TEA?
Answered Question: 3,528   Skipped Question: 250

	Response Percent	**Response Count**
Yes	21.5%	760
No	78.5%	2,768

13. How did you hear about the webinar(s)? (Please select all that apply.)
Answered Question: 719   Skipped Question: 3,059

	Response Percent	**Response Count**
TEA	56.9%	409
School District Administrator	47.8%	344
School Principal	6.5%	47
Colleague	13.2%	95
Other (please specify) Show Responses		90

14. Why did you view the webinar(s)? (Please select all that apply.)
Answered Question: 674   Skipped Question: 3,104

	Response Percent	**Response Count**
Grant information	32.9%	222
Professional development	73.9%	498
Other (please specify) Show Responses		107

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

Answered Question: 749   Skipped Question: 3,029

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	N/A	Response Count
It is easy for me to register for webinars.	24.3% (182)	62.1% (465)	7.7% (58)	1.6% (12)	0.3% (2)	4.0% (30)	749
It is easy for me to access webinars.	22.9% (171)	61.0% (456)	9.4% (70)	3.1% (23)	0.3% (2)	3.5% (26)	748
I receive clear instructions for using webinars.	22.6% (169)	59.4% (444)	11.9% (89)	2.7% (20)	0.1% (1)	3.2% (24)	747
The information provided in webinars is clear and understandable.	21.4% (159)	58.3% (433)	13.7% (102)	3.6% (27)	1.2% (9)	1.7% (13)	743
The information provided in webinars is useful.	22.4% (166)	61.1% (453)	11.6% (86)	2.7% (20)	0.7% (5)	1.6% (12)	742
Webinars are a good format for learning.	28.7% (213)	54.3% (403)	12.0% (89)	3.6% (27)	0.3% (2)	1.1% (8)	742
Webinars are as effective as a face-to-face meeting.	18.2% (135)	41.2% (306)	18.7% (139)	16.6% (123)	4.2% (31)	1.2% (9)	743
I would recommend a webinar to my colleagues.	24.5% (181)	53.2 (393)	16.0% (118)	4.5 % (33)	0.5% (4)	1.4% (10)	739