

MEMORANDUM FOR AREA DIRECTORS, DISTRICT SUPERINTENDENTS, AND PRINCIPALS

SUBJECT: 2008 Customer Satisfaction Survey Communications Toolkit

The Department of Defense Education Activity will administer its Customer Satisfaction Survey (CSS) from November 1, 2006 through February 28, 2007. The CSS is conducted every other school year in DoD Schools.

Enclosed you will find a Communications Toolkit to provide principals with methods to use to inform teachers, students, and parents about the survey. Use the products to communicate with these groups and assist you in developing strategies to ensure everyone is aware of the survey, its significance, and the importance of every opinion. We've prepared communication tools such as newsletter and newspaper announcements, letters to parents and teachers, talking points, and public service announcements so that you may use them in school newsletters, local newspapers and other communications outlets.

Our office has created and printed posters for principals to use in school and in the community. Posters have been sent in bulk to each DSO for further distribution to schools. Twenty copies will be sent by DSOs to each school for posting in common areas and in community facilities. Principals should coordinate with community agencies to ensure that the posters are placed in highly visible areas and facilities.

A "Principal's Tip Sheet" is attached to further acquaint you with the survey and provide ideas for increasing your school community's survey participation rate. Also attached is a listing of each document or product in the toolkit to help you begin the CSS communications process. Electronic versions of these documents are also attached.

Thank you for your help in communicating the importance of this program to your staff, students, and their sponsors. Their opinions will help all of us improve our educational programs and promote the highest student achievement for all of our students. The DoDEA Communications Office stands ready to you in any way possible. Please feel free to contact us at (703) 588-326 or (703) 588-3265. Questions regarding the actual survey should be directed to Dr. Janet Rope, Administrator, System Accountability and Research at (703) 588-3118.

Frank X. O'Gara
Educational Communications Chief

Communications

Attachments:
As stated

DEPARTMENT OF DEFENSE EDUCATION ACTIVITY 2008 CUSTOMER SATISFACTION SURVEY TOOLKIT

DOCUMENTS:

- **Communications Plan:** A management plan to communicate the 2006 Customer Satisfaction Survey (CSS). This document is for public affairs officers, area directors, superintendents, and principals so they know the scope of the communications efforts. It is not designed for public release.
- **Public Affairs Guidance:** Guidance for use by Public Affairs Officials and school leaders in responding to inquiries about the CSS. It is not for public release but may be given to military public affairs officers who are assisting us in communicating this survey
- **Media Release:** Should be shared with local military PAOs and media outlets at every installation.
- **“Principal’s Tip Sheet:”** A brief summary of the changes to this year’s CSS survey and ideas for generating increased participation.
- **PowerPoint Presentation:** Presentation slides to pick and choose from when preparing briefings for various groups.
- **Template/Sample Letter for Commanders:** This template can be personalized for appropriate level of the organization and sent to commanders along with a copy of the survey.
- **Template/Sample Letter for Staff:** This template can be used to inform employees about the CSS and set expectations for responses.
- **Template/Sample Letter for Sponsors:** This template can be used to inform sponsors about the CSS, emphasize its importance, and set expectations for responses.
- **Template/Sample Sponsor Newsletter Article from Principals:** This template can be used to inform sponsors, personalized for each school, and included in sponsor newsletters.

PUBLICATIONS

- **Poster for schools to use in school and in the community:** Twenty copies will be sent by DSOs to each school for posting in common areas and in community facilities. Posters have been sent in bulk to each DSO for further distribution to schools.

- **Logo:** The logo used on the posters is provided as a graphic to use in all publications. It can be shared with the media as well for them to use in any publicity they generate.

TELEVISION/RADIO PRODUCTS

- **Public Service Announcement (PSA)** DoDEA HQ will prepare a 29-second PSA for television and provide copies to AFN overseas and DDESS for distribution to stateside installations. Area PAOs are encouraged to create and provide scripts for radio readers to AFN and military public affairs offices to generate radio coverage.
- **News Story:** HQ will coordinate with the Pentagon Channel to produce a 2-minute news piece on the launch of the new CSS for distribution to media outlets overseas and through cable access at DDESS locations.

WEB PRESENCE

- The CSS will be posted on the DoDEA website. There will be a link from the DoDEA homepage.

FOR MORE INFORMATION, CONTACT:

Frank X. O’Gara
Educational Communications Officer
Department of Defense Education Activity
4040 N. Fairfax Drive
Arlington, VA 22203
(703) 588-3260
frank.ogara@hq.dodea.edu