

IMMEDIATE RELEASE

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DoDEA Launches 2008 Customer Satisfaction Survey

ARLINGTON, VA – The Department of Defense Education Activity (DoDEA) will administer its biennial Customer Satisfaction Survey (CSS) from November 1, 2008 through February 28, 2009. The CSS provides valuable feedback to DoDEA from its most important customers - students and parents - about the quality of education it provides and areas needing improvement.

The 2008 DoDEA Customer Satisfaction Survey represents a departure from tradition in that the survey will be administered to students in grades 4-12 and sponsors for each child enrolled in DoD schools from pre-kindergarten through 12th grade. As with prior Customer Satisfaction Surveys, participation remains voluntary and maximum participation is encouraged in order to obtain reliable and valid data.

Historically, teachers, educational support staff, students in grades 4-12, and sponsors for each child enrolled in DoD schools from pre-kindergarten through 12th grade were asked to complete the CSS. This year, parents and students will participate in the CSS while DoDEA Administrators, teachers and educational support staff will participate in a separate survey - the DoDEA Employee Satisfaction Survey, to be administered during March 2009. As with the CSS, participation in the DoDEA Employee Satisfaction Survey is voluntary and maximum participation is encouraged in order to obtain reliable and valid data.

The survey was developed through a review process of various groups, including DoDEA Area Representatives and DoDEA Headquarters Staff, as well as external sources. Some questions were adapted from the *Phi Delta Kappa/Gallup Poll of the Public’s Attitudes Toward Schools* with additional DoDEA-specific questions. Officials estimate it will take approximately 20 minutes to complete the survey which will be available online at www.dodea.edu, and clicking on the CSS link.

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DoDEA 2008 CSS/2-2-2

DoDEA Director, Dr. Shirley A. Miles stressed the importance of the survey to the organization's commitment to continuous improvement.

"The Customer Satisfaction Survey provides us with valuable information to direct our efforts at continuous improvement," she said. "What we learn from the survey is critical to developing our systemic thinking of how we can improve what we do for our students."

Dr. Miles also emphasized the importance of survey participation.

"I want to encourage all parents and students to participate in the survey. A high response rate provides our schools with valuable information about their programs and is part of our continual efforts to improve the quality of education provided to students of military families."

Information derived from the surveys will be used to improve planning efforts at all levels throughout DoDEA. Schools, districts, and areas will use the survey results to gain insight into the satisfaction levels of sponsors and students, which is one of many measures used for future planning of programs and services offered to DoDEA's students. The survey results will also be used to monitor the DoDEA Community Strategic Plan (CSP), which contains the strategic direction for DoDEA for the years 2006-2011.

DoDEA plans, directs, coordinates, and manages the education programs for Department of Defense (DoD) dependents who would otherwise not have access to a high-quality public education. DoDEA consists of the Department of Defense Dependents Schools (DoDDS) located overseas, and the Department of Defense Domestic Dependent Elementary and Secondary Schools (DDESS) located in the United States and its territories and possessions. DoDEA provides education to eligible DoD military and civilian dependents from pre-kindergarten through 12th grade.