



# A Systematic Approach to Increasing Patron Satisfaction

Dr. Kirby A. Lehman, Superintendent  
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## Jenks Public Schools

- 39 square miles including Jenks and south Tulsa
- 9 school sites on 5 campuses
- Approximately 9,700 students

Ethnicity	1990	2005
African American	4%	6%
American Indian	3%	9%
Hispanic	1%	6%
Asian	2%	4%
White/Other	90%	75%



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## Staff

- 685 Certified
  - 277 hold Masters degrees
  - 10 hold Doctoral degrees
- 585 Classified
  - Includes Instructional Assistants, Administrative Assistants, Bus Drivers, Child Nutrition Workers, and others

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## Our Vision and Mission...

**Vision:** “A Tradition of Excellence with a Vision for Tomorrow”

**Mission:** Jenks Public Schools, inspired by a tradition of excellence, is committed to the shared responsibility of preparing all learners for productive, responsible citizenship in an ever-changing world.

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# Our Core Values...

- Compassion
- Courage
- Honesty/Integrity
- Perseverance
- Respect
- Responsibility
- Self-Discipline
- Teamwork/  
Sportsmanship
- Tolerance

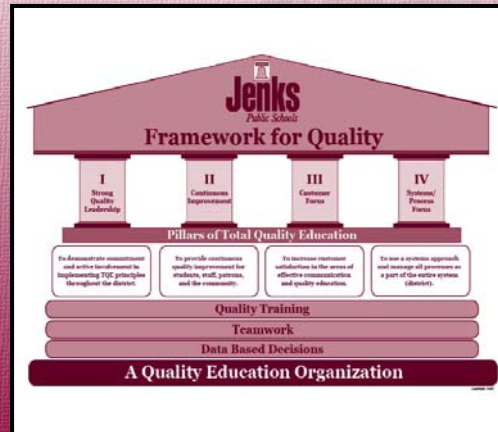


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# Quality Pillars

- Strong Quality Leadership
- Continuous Improvement
- Customer Focus
- Systems/Process Focus



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# District Goals

1. Improve Student Learning
2. Improve Fiscal Stability
3. Improve Community Perception of District via Quality Communications Program



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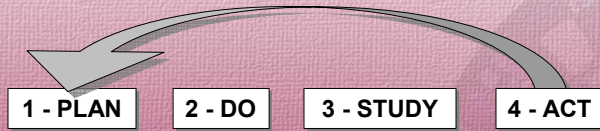
# Systems Alignment



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# Data-Based Decisions



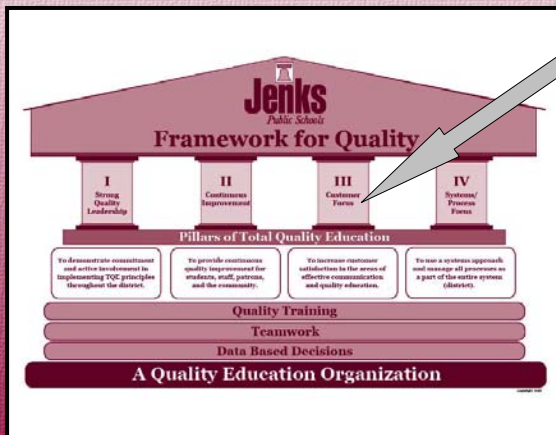
JPS utilizes feedback and information from current, former, and future students and stakeholders to plan offerings, to expand programs, and to develop services.



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# Customer Focus



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# Who are the Jenks Public Schools' Customers?

- Students
- Staff Members
- Parents
- Community

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# How does JPS Listen and Learn?

## **The Communications/Stakeholder Relations Process**

Using Quality Tools to Listen and Learn to Determine  
Students' and Stakeholders' Requirements and  
Expectations

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## Key Communication Tools for Students

- Career Action Planning (CAPs) Conferences
- Classroom/Site/District Web sites
- Classroom/Site Surveys
- Committees
- Course Evaluations
- Edline
- Individualized Education Program (IEP) Meetings

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## Key Communication Tools for Staff

- Advisory Board Membership
- Board of Education Meetings
- Classroom/Site/District Web sites
- Committee Membership
- Jenks Classroom Teachers Association
- Surveys
- Face-to-Face Interaction with Senior Leaders

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## Key Communication Tools for Parents

- Advisory Boards
- Booster Organizations Meetings
- CAPS
- Classroom/Site/District Web sites
- Committee Membership
- Edline
- Parent Teacher Action Groups (PTAG)
- Parent Teacher Organization (PTO) Council
- Surveys

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## Key Communication Tools for the Community

- Advisory Boards
- Classroom/District/Site Web Sites
- Committees
- Community Involvement by Senior Leaders and Students
- JPS Foundation
- Surveys

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## Today's Focus

A Systematic Approach to Increasing Patron (Parent and Community) Satisfaction

- Surveys
- Patron Involvement
- Staff Involvement
- Partnerships

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## Surveys

### Patron Surveys

- 1995, 1998, 2001, 2005
- Independent consultant develops, administers, and analyzes
- Reports to Board of Education
- Action Plans
- Response to Patrons

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## Survey Results

Areas	Year	Results
Communications	2001	3.36
	2005	3.86
Facilities/Equipment	2001	3.54
	2005	4.01
Academics/Instruction	2001	3.45
	2005	3.91
Operations/Administration	2001	3.39
	2005	3.80
Student Social Behavior	2001	3.37
	2005	3.98



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## Action Plans

Communications	Created the Annual Report, Display Goals Posters, Implement Edline, Publish Annual Budget on Web, Create Select Finance Committee, Introduce PhoneMaster, etc.
Facilities/ Equipment	Establish SERT, Refine Safe School Committees, Design Exercises, etc.
Academics/ Instruction	Define Core Values and Character Habits, Include Patrons on Curriculum Committees, Hold In-Services for Families, etc.
Operations/ Administration	Implement Child Nutrition Menu Changes, Develop CAPS program, Add Patrons on Calendar Development Committees, etc.
Student Social Behavior	Create Student Assistant Program



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# Patron Involvement

Involvement on District Committees

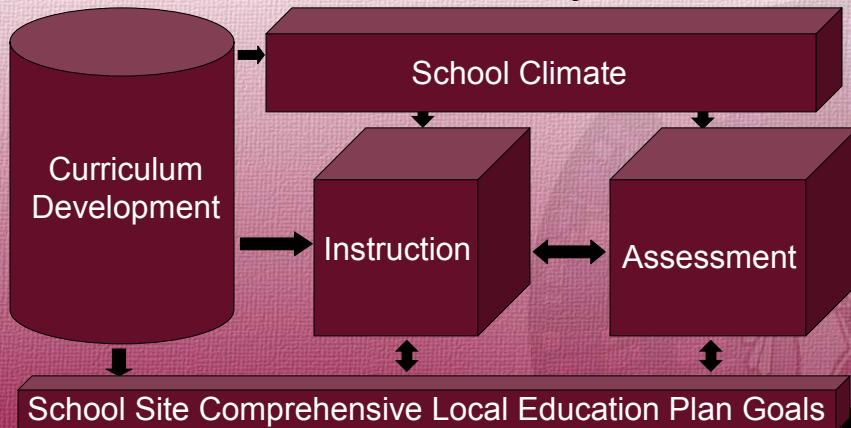
- Select Committee on the Study of School Finance
- Bond Issue Task Force
- Implications Wheels
- Curriculum Committees
- Legislative Activities



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## Curriculum, Instruction, Assessment, and School Climate System



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# Patron Involvement

## Involvement in Organizations

- Parent Teacher Action Groups
- Parent Teacher Organizations
- Booster Clubs
- Volunteerism
- Dynamic Dads



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# Patron Involvement

## Jenks Public Schools Foundation

Since 1987, JPSF has provided over \$1.2 million for the direct benefit of students and built an endowment fund of \$960,000.



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# Patron Involvement

## JPS Community Education

- Programs for Newborns to the Elderly
- Academic, Vocational, and Recreational Programs based on Need of Patrons
- Encourages Utilization of JPS Facilities to District's Taxpayers



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# Patron Involvement

## JPS Community Education

Patron enrollment in Community Education courses has grown by 10% annually and currently serves more than 10,000 patrons in the community.



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## District Involvement in Community

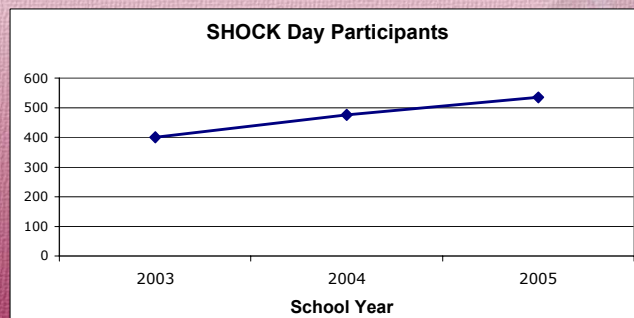
- Administrators on Community Boards
  - American Red Cross
  - Boy Scouts
  - Chamber of Commerce
  - Oklahoma Aquarium
- Staff Service
  - United Way
  - Volunteers
- Student Service

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## Student Service to Community



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## Partnerships with Community

- SERT and Law Enforcement
- Businesses
- Non-Profit Organizations
- Chamber of Commerce

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## Communications

- Our Schools
- Annual Report
- Bond Election Brochure
- Web Site - [www.jenksps.org](http://www.jenksps.org)
- PhoneMaster
- Edline
- Career Action Planning (CAPS)
- Back-to-School Nights

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# Communications

- Elementary
  - Student led Parent/Teacher Conferences
- Secondary
  - Career Actions Planning (CAPS)
    - Parent participation in conferences soared from 20% to more than 90% in less than 10 years.



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# Communications

## Complaint Management

- Board Policy Provides Empowerment
- Issue Drop Boxes Provide Access and Data for Systemic Change



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# Results = Increasing Patron Participation and Satisfaction



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# Results = Community Support

	Yes-Vote Percentages	Amount
2005	73%	\$14,895,000
2003	70%	\$14,500,000
2002	77%	\$13,750,000
2001	76%	\$12,250,000
2000	69%	\$12,150,000
1999	70%	\$11,000,000

**Patrons support bond issue elections for forty of forty-one years.**



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# Questions and Answers

Speakers:

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Ms. Dana Ezell, Director of Personnel



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