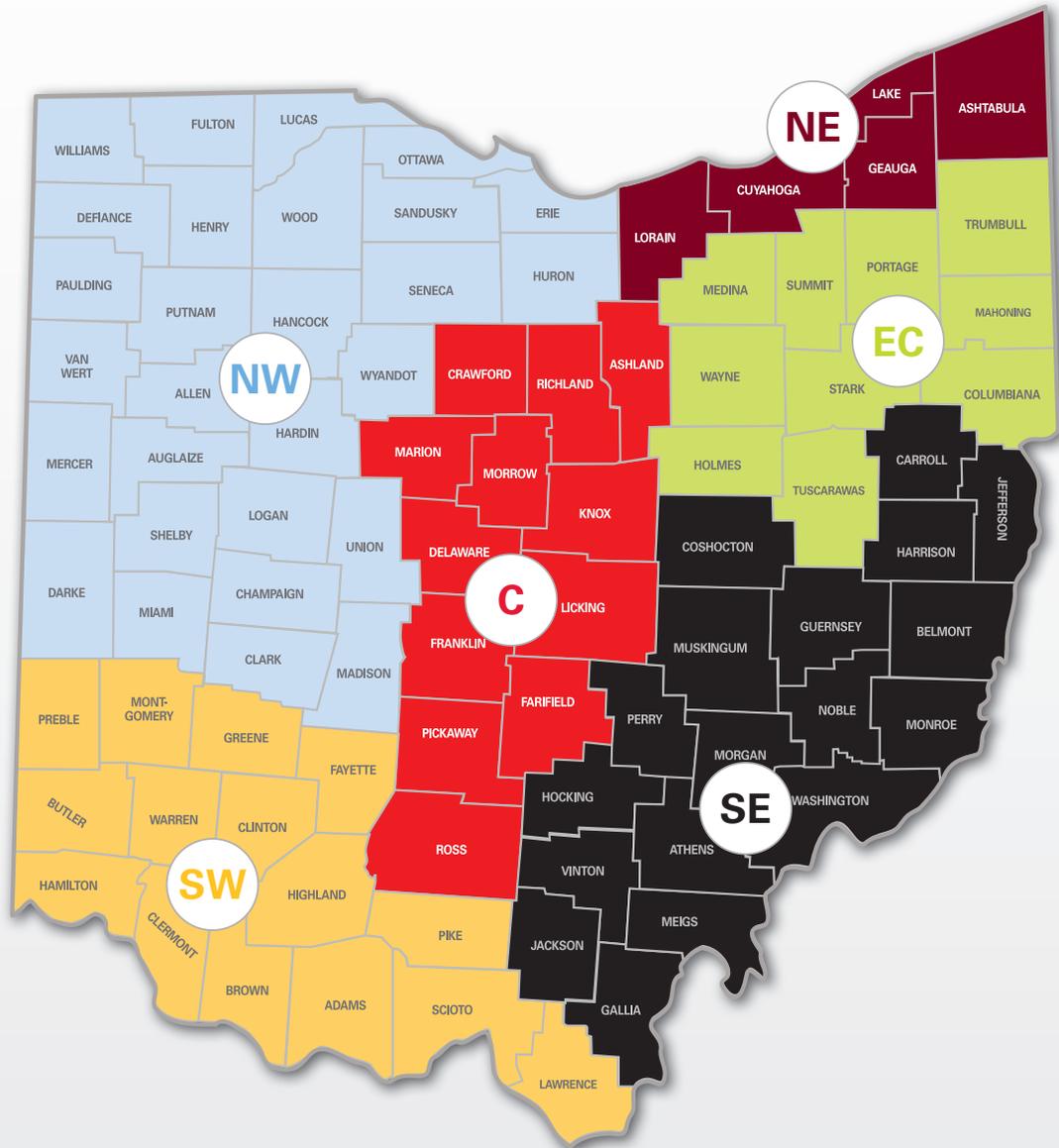


Ohio College Tech Prep

Customer Service Satisfaction Survey Report

Fiscal Year 2013



Board of Regents
Department of Education

Executive Summary

Six Ohio College Tech Prep Regional Centers have been in operation since 2011 with the goal of increasing the number of students enrolled in Career-Technical Education (CTE) Tech Prep programs by expanding the quantity and quality of secondary/postsecondary CTE pathways. These Regional Centers specifically support the facilitation of state-approved Tech Prep/Programs of Study by coordinating curriculum alignment and bilateral articulation agreement development work. As a secondary goal, the Regional Centers assist in the assessment of college readiness for secondary College Tech Prep students and in interventions to aid assessed students in attaining college-ready standards. To complete this work, the Regional Centers are responsible for providing services to all secondary career-technical centers and public community colleges and universities in their assigned region.

In FY 2012, the Ohio Department of Education and Ohio Board of Regents, in collaboration with the Regional Centers, created and distributed the first Customer Service Satisfaction Survey to gather data regarding satisfaction levels from the constituents of these Regional Centers. The survey was developed as an accountability measure to ensure high-level customer service was provided to secondary and postsecondary administrators, faculty and staff. Results from the survey are used to continually improve services.

The FY 2013 Ohio College Tech Prep Customer Satisfaction Survey was sent to 721 recipients with 314 respondents for a 44% response rate. Overall, the majority of the respondents of the survey were satisfied or very satisfied (84.1%) with the services provided by Regional Center personnel. Respondents rated articulation agreement support and Program of Study/CTE-26 support as the most important reasons for contacting the Regional Centers.

Compared to FY 2012 survey data, the respondents were just as likely to contact the Ohio College Tech Prep Regional Center or Regional Center Coordinator/Consultant for assistance (79.6%/FY13; 80.5%/FY12). There was an increase in the accessibility of the Regional Centers in FY13 with 71.3% stating that it is very or extremely convenient to get the support they need compared to 60% in FY12. The respondents were also more satisfied in FY13 with 84.1% stating they were satisfied or very satisfied overall with the Regional Center or Regional Center Coordinator/Consultant; a 9.1% increase from FY12 that showed a 75% satisfaction rate.

Based on the results and in comparison to FY 2012, it can generally be assumed that the constituents of the Ohio College Tech Prep Centers are satisfied with the services provided and view the support they provided as imperative to complete the work required by the state agencies. The general comments suggest that satisfaction could be increased by improving coordination and communication among secondary and postsecondary personnel and also between the state agencies. The need for additional professional development opportunities, especially as it relates to the Program of Study/Articulation process and (CT)² was also suggested, along with the need for more staff and funding for additional services.

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Introduction

In 2011, six (6) Ohio College Tech Prep Regional Centers were created with the goal of increasing the number of students enrolled in Career-Technical Education Tech Prep programs by expanding the quantity and quality of secondary/postsecondary CTE pathways. Their primary mission is to support the facilitation of state-approved Tech Prep/Programs of Study by coordinating curriculum alignment and bilateral articulation development work. The Regional Centers also assist in the assessment of college readiness for secondary College Tech Prep students and interventions to aid assessed students in attaining college-ready standards.

Last spring, the Ohio Department of Education and the Ohio Board of Regents sent constituents of the Regional Centers a customer service satisfaction survey as an accountability measure. This is the second survey in an effort to continue to provide high-level service to Ohio's Career Technical Planning Districts, public colleges and universities.

Objective

The main objective of the Ohio College Tech Prep Customer Service Satisfaction Survey is to determine the constituent satisfaction level of the Ohio College Tech Prep Regional Centers' services. The second objective of the survey is to fulfill the Tech Prep grant requirements and to gather information about the services most requested and received relative to the development of Programs of Study/Articulation Agreements and college-ready diagnostic assessments and mathematics/ELA intervention aided by the Ohio College Tech Prep Regional Centers.

Methodology

The FY 2013 Customer Service Satisfaction Survey was developed in collaboration by the Ohio Department of Education and the Ohio Board of Regents. Questions for the survey remained consistent with the FY 2012 survey so that comparisons could be made with the baseline data established in the first year. A survey committee, consisting of at least one representative from each Regional Center, reviewed last year's survey and made minor modifications to improve the clarity of each question and the flow of the survey. The questions consisted of multiple choice, rating and open-ended questions.

Using Qualtrics survey tool, the survey was sent to secondary and postsecondary faculty and administrators throughout Ohio who have interacted with the Regional Centers during the 2013 fiscal year. On April 24, 2013, the Regional Center Chief Administrators sent a pre-message to their email listservs notifying their constituents that they would receive a survey from the Ohio Department of Education and Ohio Board of Regents in the coming week. The survey was sent out to 721 recipients on May 6, 2013 and was closed on May 20, 2013. To increase the response rate, two reminder emails were sent to the constituents on May 13 and May 16.

Figure 1: Please Select your Ohio College Tech Prep Regional Center

Answer	Responses	%
Central Tech Prep Regional Center	31	9.9%
East Central Tech Prep Regional Center	45	14.3%
Northeast Tech Prep Regional Center	71	22.6%
Northwest Tech Prep Regional Center	56	17.8%
Southeast Tech Prep Regional Center	42	13.4%
Southwest Tech Prep Regional Center	69	22.0%
Total	314	100.0%

Figure 1: All six Ohio College Tech Prep Regional Centers were represented in the responses of the survey. The Northeast Regional Center and Southwest Regional Center received the majority of responses. The Northeast Regional Center received 71 out of 314 or 22.6% and the Southwest Regional Center received 69 out of 314 or 22%. The Central Regional Center received the least amount of responses at 31 out of 314 or 9.9%.

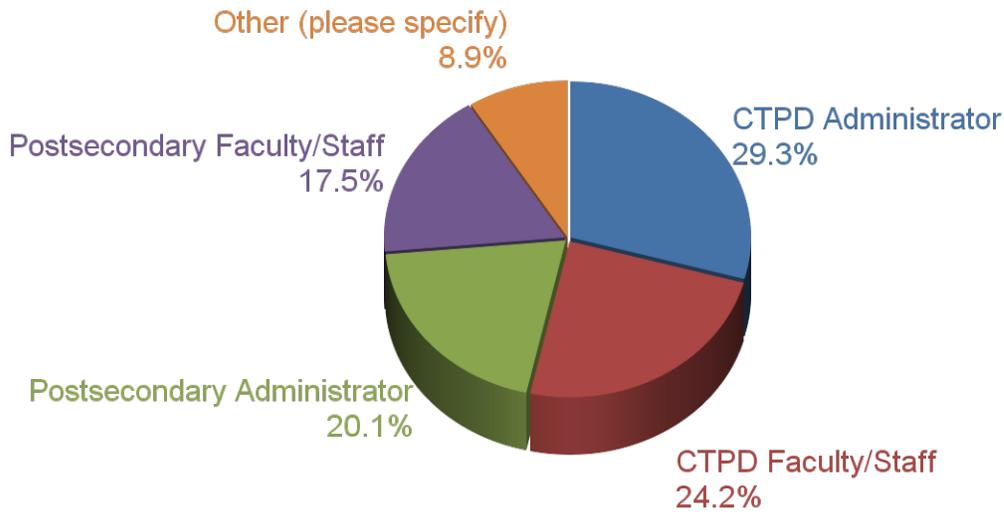


Figure 2: Out of 314 respondents, 168 identified themselves as Career Technical Planning District Administrators, Faculty or Staff, accounting for the majority of responses or 53.5%. Alternately, 118 out of 314 respondents identified themselves as Postsecondary Administrators, Faculty or Staff, or 37.6% of the responses. Respondents choosing "Other" represented 8.9% of responses and listed themselves primarily as secondary and postsecondary business and community consultants, guidance counselors, administrative support or instructors.

In FY 2012, the majority, or 69%, of the respondents were secondary representatives. To close the response gap in FY 2013, The Ohio College Tech Prep Regional Centers were required to submit a constituent list with at least one secondary and one postsecondary representative from each district and institution within their service region. The results show a 6.6% increase in postsecondary responses in FY 2013 with a 37.6% rate compared to 31% in FY 2012.

Figure 3: How likely are you to contact the Ohio College Tech Prep Regional Center or Regional Center Coordinator/Consultant for assistance?

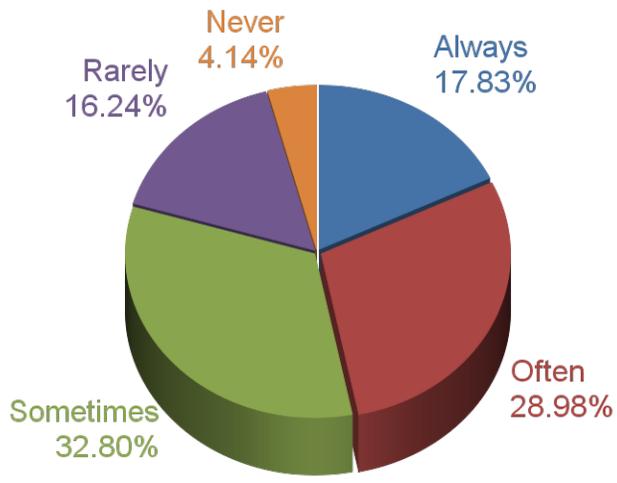


Figure 3: Almost 80% of respondents were likely to contact the Ohio College Tech Prep Regional Center or Regional Center Coordinator/Consultant for assistance in FY 2013. This is the same response rate shown in FY 2012 (80.5%). It is suggested that each Regional Center conduct a regional survey regarding constituent awareness of the Regional Center's existence, services provided and technical assistance needs to ensure those who have not, or have rarely used the services provided are knowledgeable about what the Regional Center has to offer.

Figure 4: What services did you use that were offered by the Ohio College Tech Prep Regional Center or Regional Center Coordinator/Consultant?

Legend

#	Answer Choices
1	Conversions of state-approved secondary CTE or Tech Prep programs to state-approved Tech Prep/Program of Study programs with articulation agreements.
2	Renewals of existing secondary CTE or Tech Prep/Program of Study programs with articulation agreements making them current (e.g., due to conversion from Ohio public college and university quarters to semesters).
3	First-time Tech Prep/Program of Study programs with articulation agreements.
4	Professional Development
5	Assessment of college-readiness of secondary Tech Prep students
6	Intervention to aid students in attaining college-ready standards

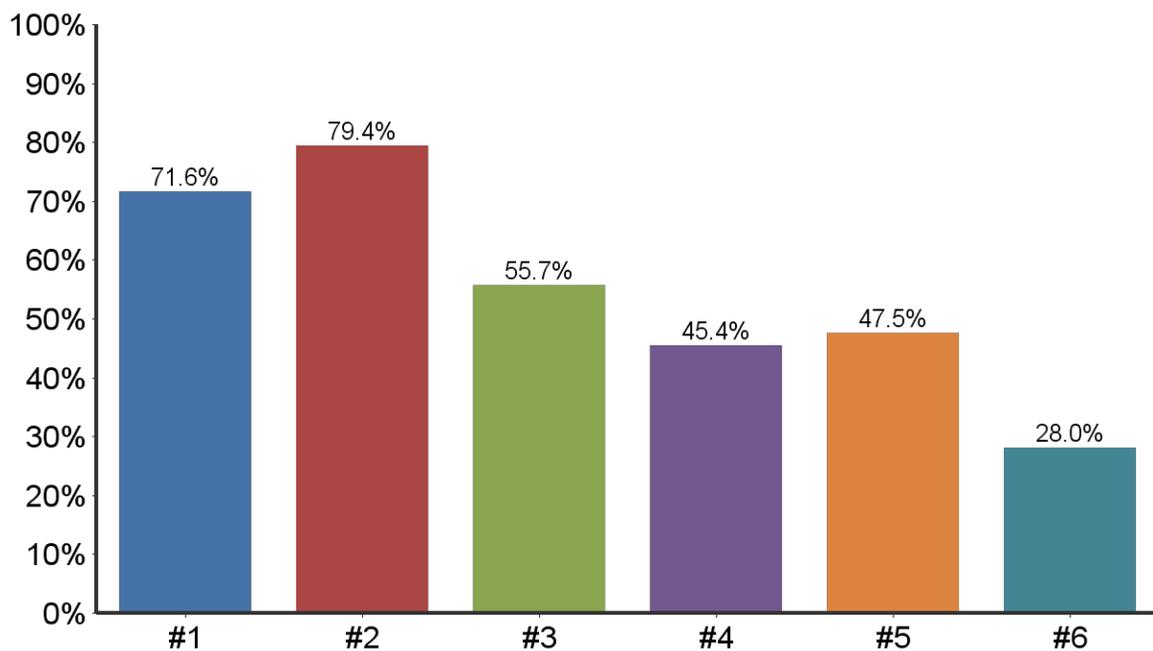


Figure 4: Conversions and renewals of state-approved secondary career technical education programs to state-approved Tech Prep/Program of Study programs with articulation agreements were the two primary reasons for contacting the Ohio College Tech Prep Regional Centers in FY 2013. Approximately 70-80% of respondents ranked these two answers as their primary needs. A close third place reason, or approximately 50% of the time, respondents contacted the Regional Centers for first-time Tech Prep/Program of Study with articulation agreements, professional development and college-readiness assessment needs.

In the FY 2012 survey, approximately 50% rated the same two primary reasons for contacting the Regional Center. The results, however, suggest an increase in utilizing the additional services provided by the Regional Centers in FY 2013.

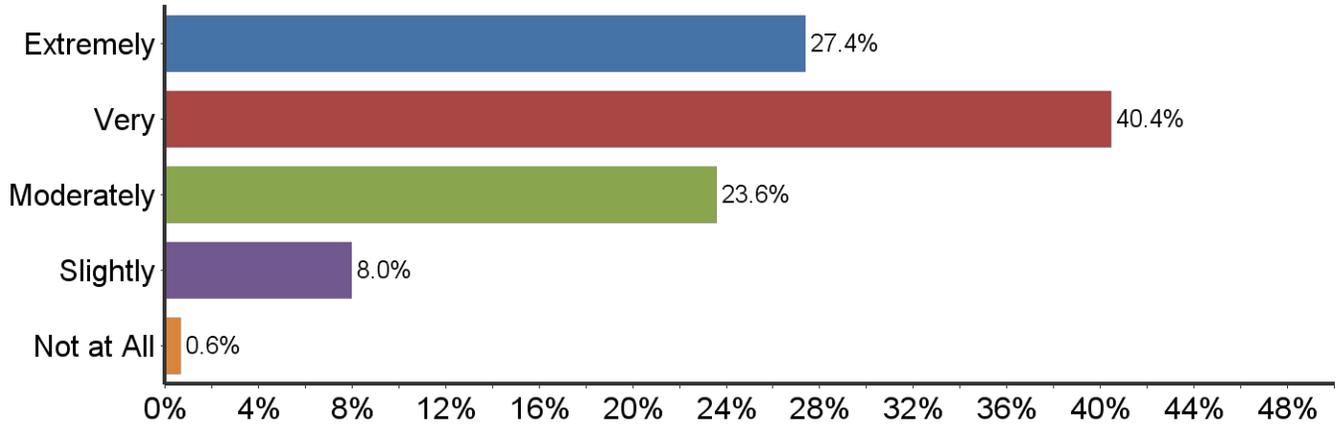


Figure 5: Of the 314 respondents, 91.4% are moderately to extremely knowledgeable about the Program of Study/Articulation Agreement process. This is a 2% increase from FY 2012 when 89.5% were very knowledgeable about the process.

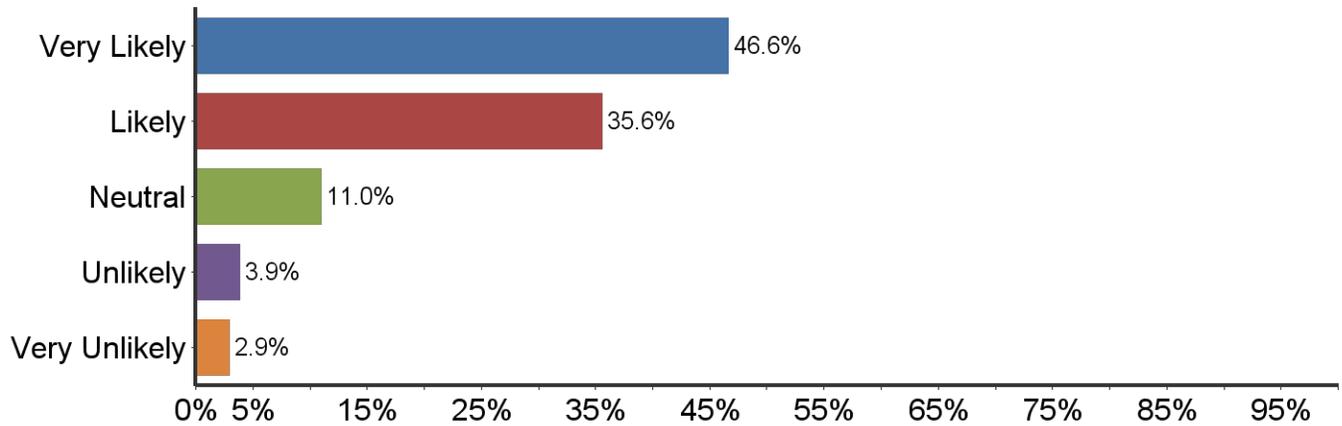


Figure 6: Of the 309 individuals who responded to this question, 82.2% were likely to be involved in the Program of Study/Articulation Agreement process. Five survey respondents did not answer the question. The results are similar to FY 2012 data, where 85% responded that they were likely to be involved in the process. This data indicates that the survey was sent to the appropriate individuals who are familiar with the process.

Figure 7: How important are these services to you?

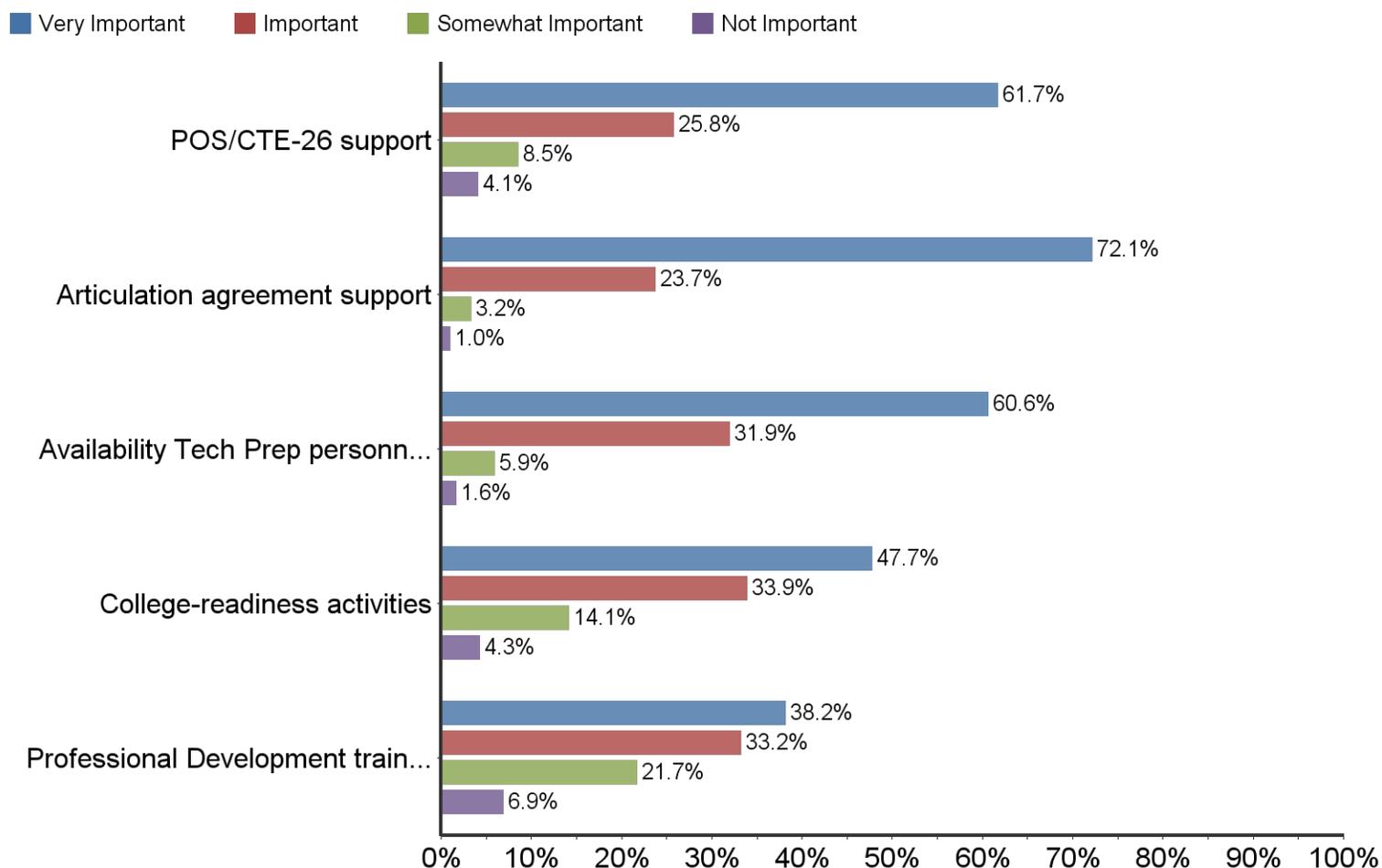


Figure 7: The respondents rated the listed services provided by the Ohio College Tech Prep Regional Centers as very important. Articulation agreement support was rated as the most important at 72.1% of the respondents. Program of Study/CTE-26 support and Availability of Tech Prep personnel were rated second as very important at 61.7% and 60.6% respectively. These services were rated at the same level of importance in the FY 2012 survey data results.

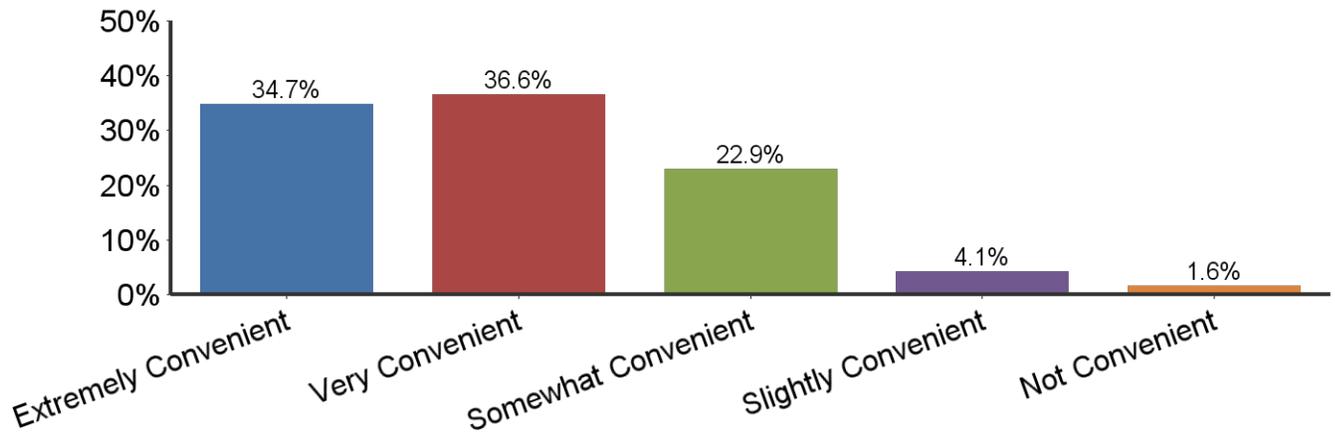


Figure 8: The majority (71.3%) of the respondents, believe it is very or extremely convenient to get the support they need from the Ohio College Tech Prep Regional Centers for the Program of Study/Articulation Agreement process. This is an increase in convenience of 11.3% from the FY 2012 survey data results of 60%. This suggests that the Regional Centers were more accessible to their constituents in FY13.

Figure 9: Please indicate your level of satisfaction with the following items.

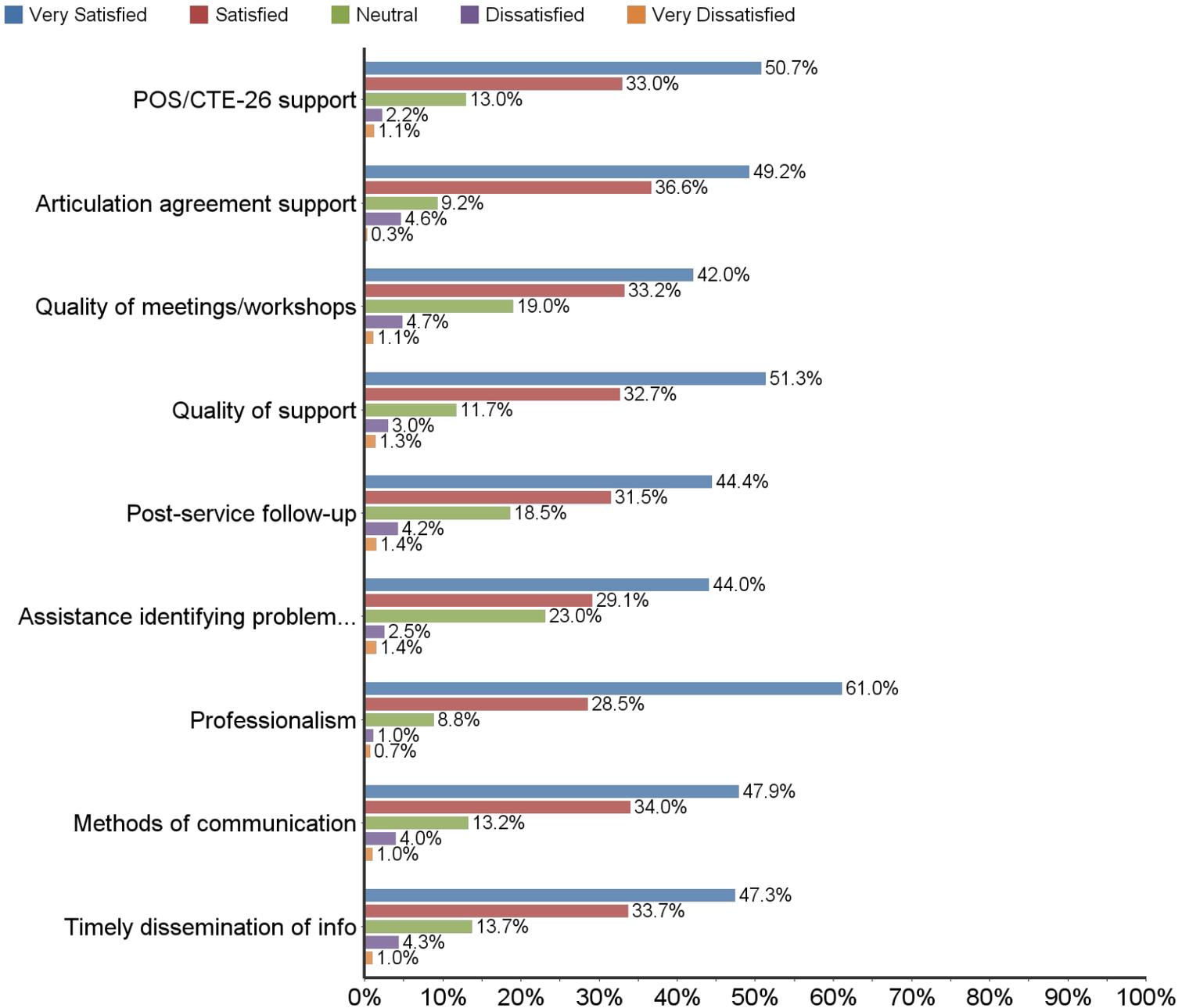


Figure 9: Overall, the respondents are satisfied or very satisfied with all items listed for the question. Professionalism was rated highest overall with 61% stating they are very satisfied. This data is consistent with the FY 2012 survey results.

Figure 10: How would you rate your overall satisfaction with the Ohio College Tech Prep Regional Center or Regional Center Coordinator/Consultant?

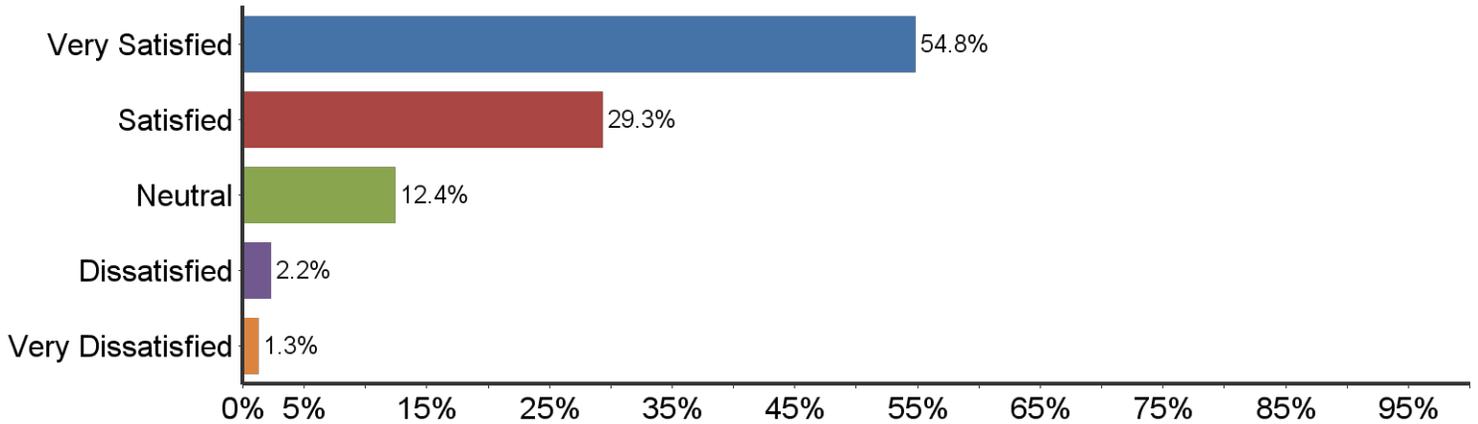


Figure 10: The majority of the 314 respondents (84.1%) are satisfied or very satisfied overall with the Ohio College Tech Prep Regional Center or Regional Center Coordinator/Consultant. This is a 9.1% increase in satisfaction from the FY 2012 survey results that showed a 75% satisfaction rate.

Answer	Responses	%
Yes	66	21.0%
No	248	79.0%
Total	314	100.0%

Figure 11: Sixty-six (21%) respondents provided suggestions for improvement. The most popular suggestion, at 23 comments, was for the Ohio College Tech Prep Regional Centers to increase communication and coordination with secondary and postsecondary administrators and faculty. Some suggested more personal, one-on-one support at their school/institution and others suggested the need for more timely updates regarding changes at the Ohio Department of Education and Ohio Board of Regents. Another suggestion in regards to increased communication was to assist with the promotion of Tech Prep opportunities to students and parents.

In addition to better communication, nine respondents suggested the need for more Regional Center staffing and funding for additional services. A few respondents stated that the Regional Center staff are juggling too many requests within their service region; therefore, the turnaround on assistance is lagging. Another seven respondents gave praise to the Regional Center staff and suggested the need to maintain the current level of services and funding.

Eight respondents suggested the need to simplify the Program of Study/Articulation Agreement process, including (CT)². Some respondents suggested that the articulation agreement process is too cumbersome and inefficient with new and renewal agreements submitted one at a time on an on-going basis instead of on a schedule. Others suggested the need to track students taking advantage of these opportunities.

An additional seven comments stated the need to revitalize Tech Prep to the students as well as to faculty and administrators through additional professional development.

Figure 12: Are there additional services you would like to see offered by the Ohio Tech Prep Regional Center or Regional Center Coordinator/Consultant?

Statistic	Value
Respondents	61

Figure 12: Sixty-one respondents provided comments on additional services they would like to see offered by the Ohio Tech Prep Regional Centers. Although 61 out of 314 selected "yes," after the comments were reviewed, 16 commented "n/a" or "none at this time." Once removed, only 45 or 14% of respondents actually had suggestions on additional services that they provided in the comment box.

Of the 45 suggestions, 16 focused on the need for additional professional development and meeting opportunities, particularly for teachers and the (CT)² process. Another 11 comments focused on praising the current work of the Regional Centers and noted the importance of continuing the services provided. Seven responses suggested more visibility, communication and awareness of the services provided by the Regional Centers. Other comments included the need for additional funding for equipment, curriculum development and additional Regional Center personnel, as well as a better focus on college readiness, the need to bring back the Tech Prep Showcase and the possibility of developing an online Tech Prep training course for CEU or stipend.

Acknowledgement

The Customer Service Satisfaction survey and report is an effort of a customer-centered team at the Ohio Department of Education, Ohio Board of Regents and Ohio College Tech Prep Regional Centers. We sincerely acknowledge and appreciate the interest shown in our survey by secondary and postsecondary administrators, faculty and staff. Your contribution has helped us draw conclusions on the various trends the services provided by the Regional Centers follow so that we can continue to improve them.

The State is determined to provide the highest level of customer satisfaction to its colleges, universities and secondary career and technical institutions. The suggestions provided and areas of improvement offered will assist the State in determining the future goals and strategies for the Ohio College Tech Prep Regional Centers.

Thank you for your time and input.