COMMUNICATION & SERVICE STANDARDS IN BLOOMFIELD HILLS SCHOOLS

Bloomfield Hills Schools

RELATIONSHIPS

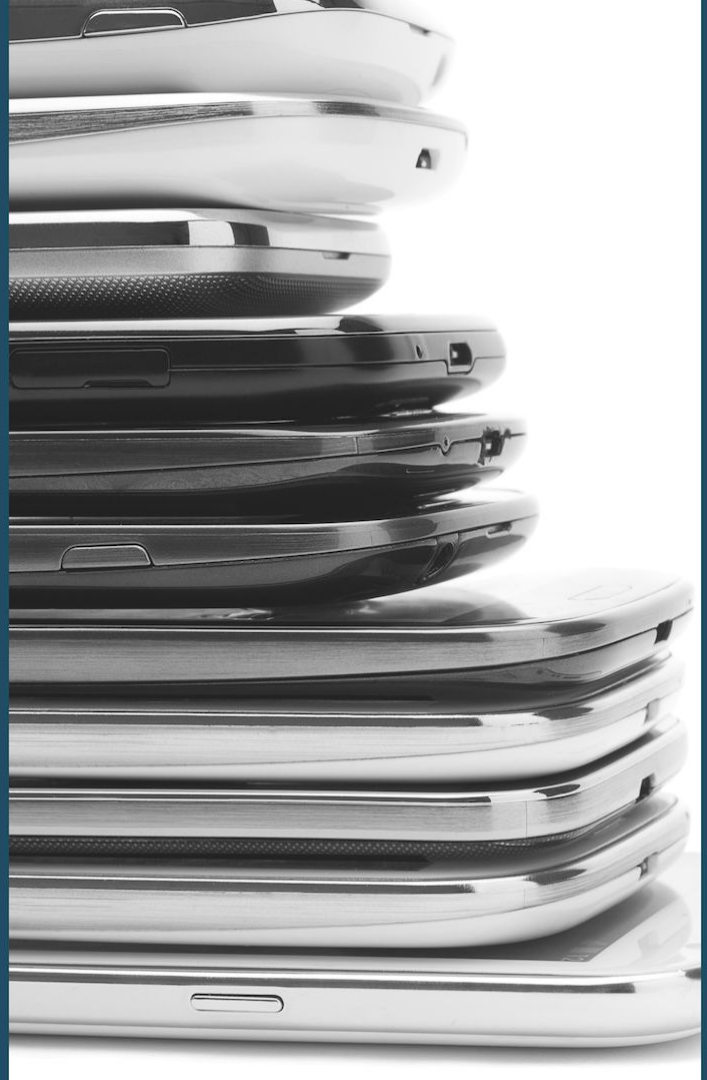
CONTENT & CLASSROOM

STAFF/INTERNAL

COMMUNITY

OUTREACH

- Farm on the Spot
- Senior Gold Card
- Meeting Participation
- Annual Survey
- Ambassadors
- Many tools!



OUR TOOLS

- Website
- Email newsletter ("eNotify")
- Q Communication
- Printed newsletter
- Social media
- State of the Staff
- Local Web
- BHStv
- BIFF
- Postcards & other mail
- Banners in front of schools
- Posters

FAMILY AMBASSADORS

LEAH

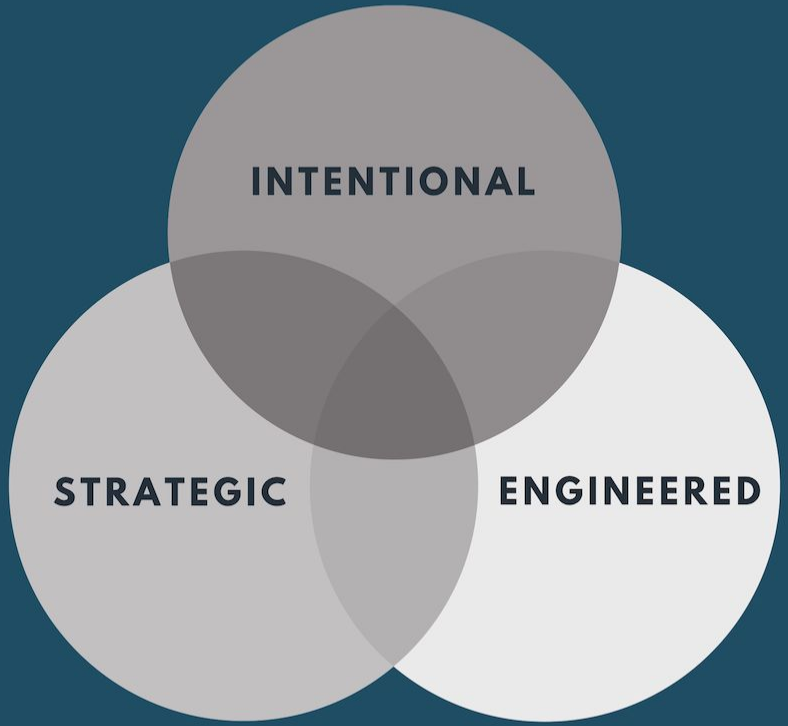
CORRIE

BETH

SERVICE STANDARDS

Service Standards Are

"Exceptional service is about systems, standards, and processes."
-Disney



FIRST...

Step one

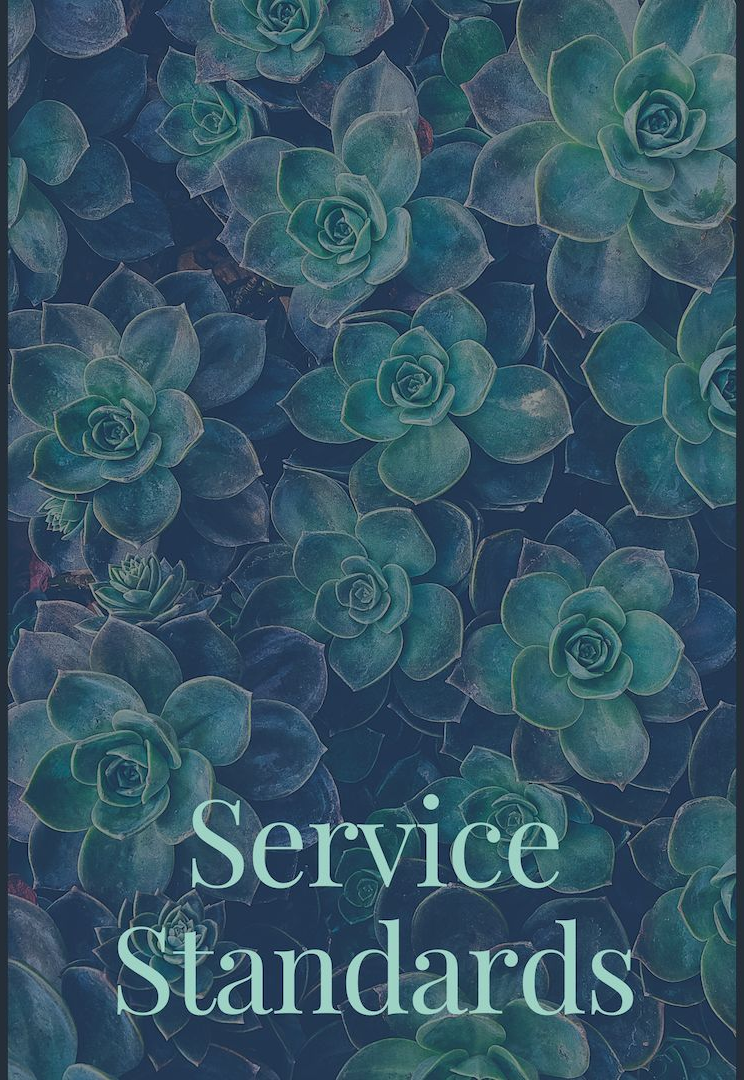
QUALITY STANDARDS

Quality Standards guide consistency and provide parameters for all service delivery. They are organized in priority order to avoid presenting staff with irreconcilable tie-breaks.

Bloomfield Hills Schools is committed to providing a

SAFE
CARING
&
RESOURCEFUL

service experience.



Service Standards

SAFE CARING & RESOURCEFUL

Safe: Providing for the physical, emotional, and social safety of our students, staff, and visitors.

Caring: Engaging every individual with respect, warmth, and compassion in a supportive, positive, and equitable way.

Resourceful: Serving students, staff, and all community members in a manner that is inviting, helpful, informative, responsive, and efficient.

HOW?

CREATING SERVICE SYSTEMS

Identify the service moments and map them within the service experience through storyboarding.

Where are we promising service and where are we delivering it?

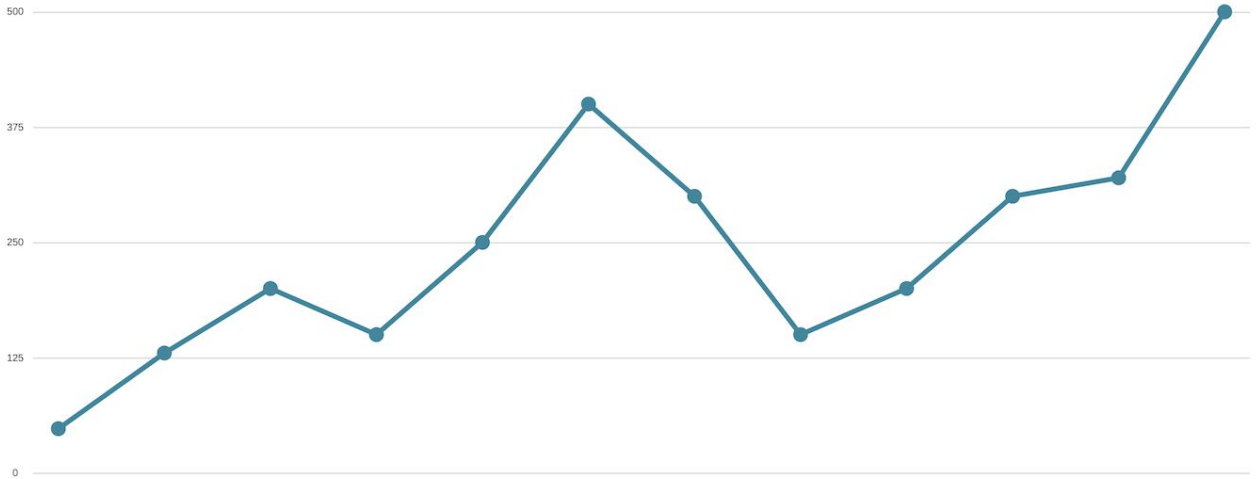
Delivering Exceptional Service

People: All those who have a part of the process - even 3rd party vendors

Place: Anywhere the customer meets us (including our website and break rooms)

Process: Intentional, strategic, engineered

SERVICE
RECOVERY



No one owns the customer. No one owns the blame.
Everyone owns the moment.

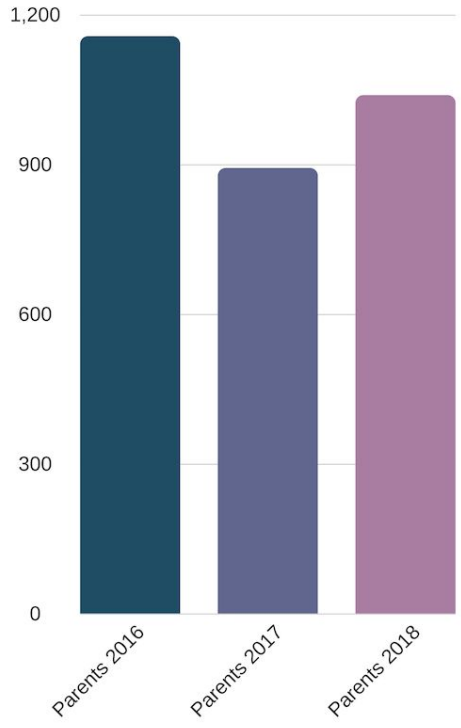
EXCEPTIONAL SERVICE IS
BUILT
TOGETHER

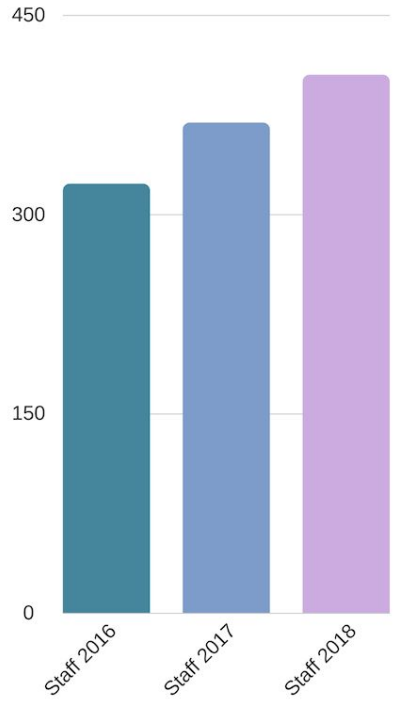
- HR hiring process
- School visitors during the instructional day
- Telephone tree/system
- Student/Family graduation experience
- District enrollment process
- District forms
- Preschool registration (annual)
- Preschool enrollment
- Bus accident protocol & communication
- Latchkey registration
- Starting the school year
- Student arrival
- Student dismissal
- HR recruiting process
- Student staff recognition ceremonies
- Music selection across the district
- The transition from Bloomin' to kindergarten
- Schedule selections/choice
- Emergency closing process
- Employee recognition throughout a career
- Wing Lake registration
- Kindergarten round-up
- Wing Lake communication
- Employee benefits enrollment
- Conferences
- Sharing data with the community (ie. test scores)
- Exchange students & host family welcome/support
- Student entry process - welcome to BHS
- IA enrollment
- HR employee exit
- Wing Lake enrollment
- IA applications
- Facility use
- Student lunch experience
- Employee lunch experience
- 504/Special Ed process
- Recreation in BHS
- IA registration
- Club & athletic participation
- 9th-grade orientation
- The transition from elementary to middle school
- Farm & Nature Center field trips

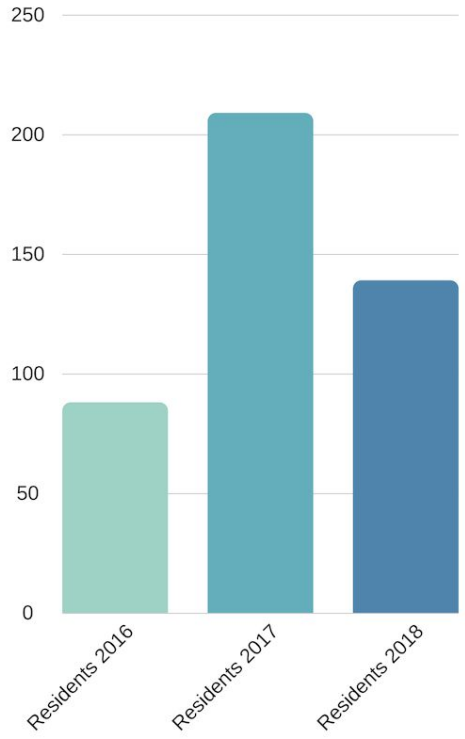
The Community Survey

Aiming Higher

"MOST OF THE WORLD WILL MAKE DECISIONS BY EITHER GUESSING OR USING THEIR GUT. THEY WILL BE EITHER LUCKY OR WRONG."
- Suhail Doshi, CEO, Mixpanel



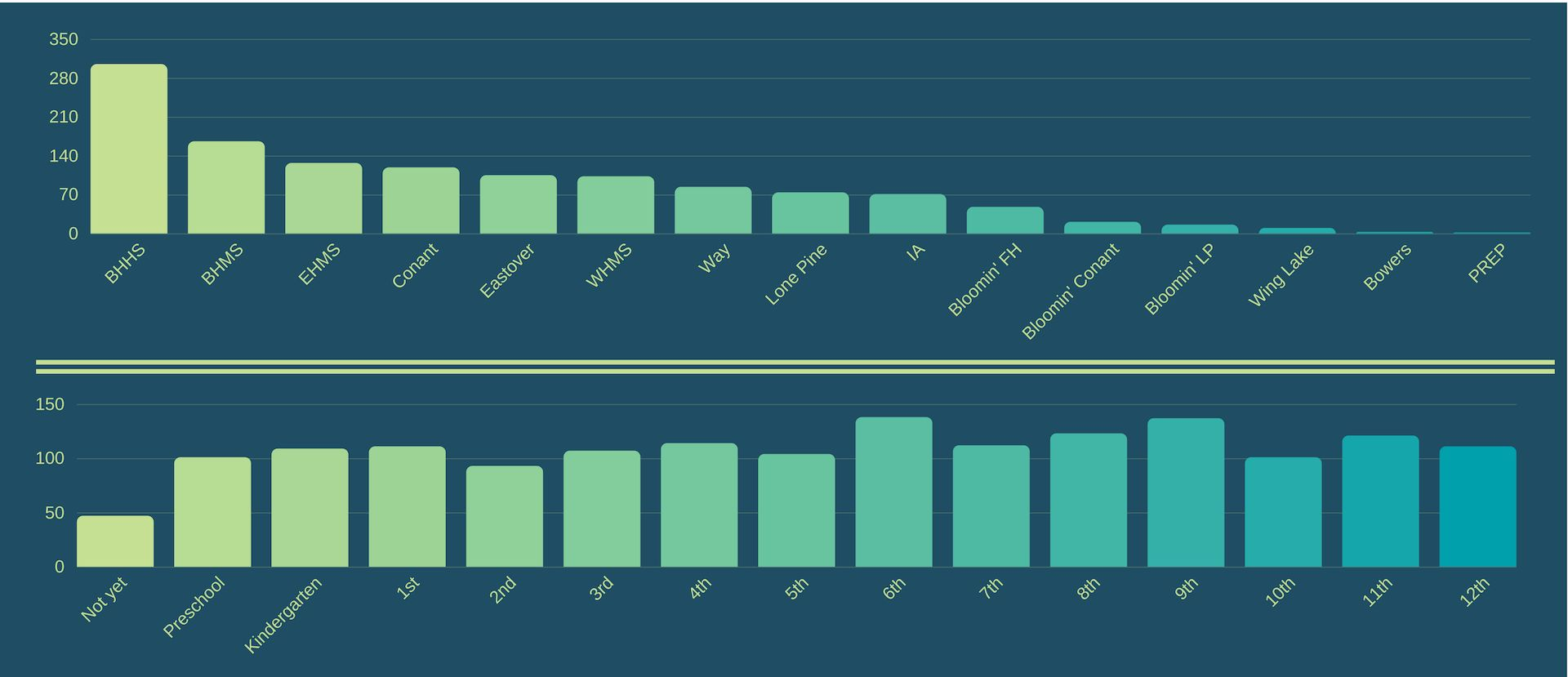




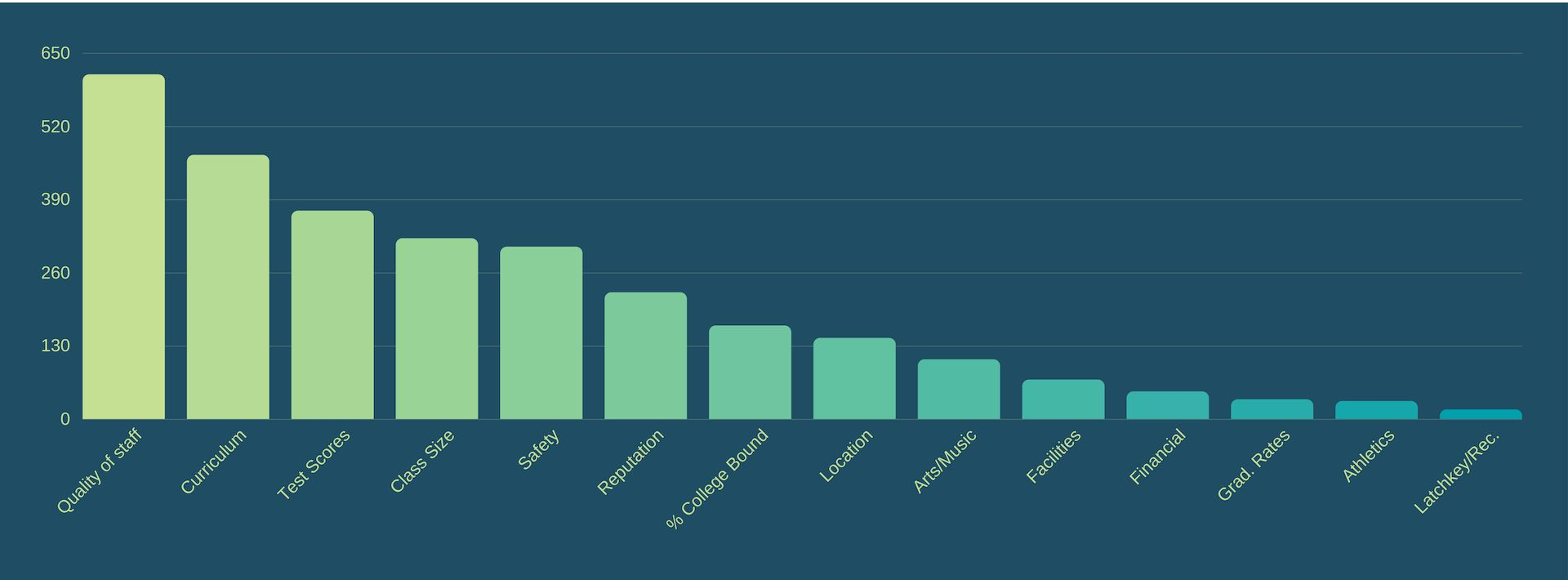
For the first time this year, 1,567 students took the survey (it was combined with LACO)

LACO: Learning Achievement Coalition - Oakland

IN WHICH SCHOOL(S) & GRADES DO YOU CURRENTLY HAVE CHILDREN?



WHAT ARE THE THREE MOST IMPORTANT FACTORS IN CHOOSING A SCHOOL FOR YOUR CHILD?



THINGS WE DO WELL

Technology Integration

"I feel connected as a partner in my child's education"

District Employees

Science

Financial management (well-spent/well-managed)

ELA

Challenges students to reach their fullest potential

Math

District Communication

Preparing students for the future

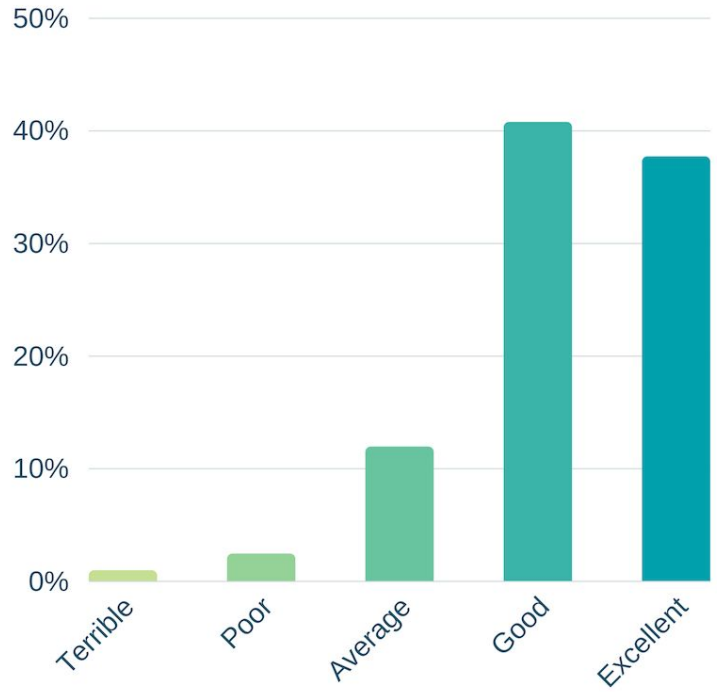
PE & Health

Fine & Performing Arts

Social Studies

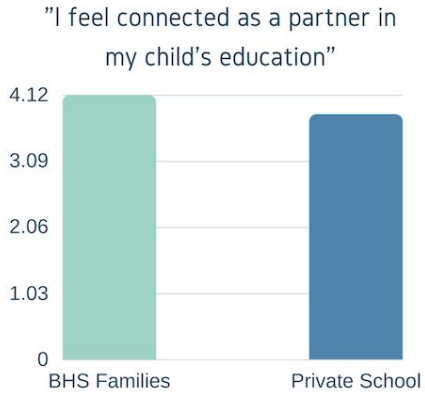
All of these look like

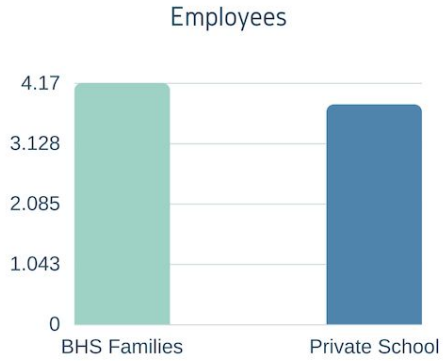
THIS

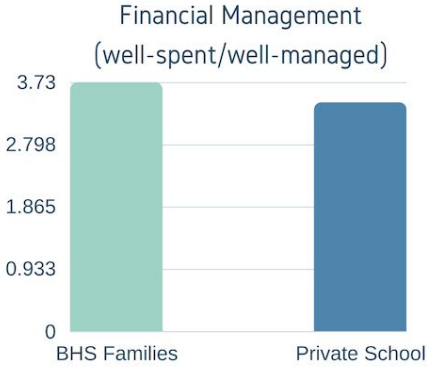


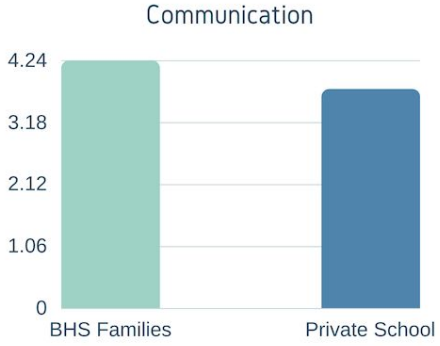
EXAMPLE OF COMPARISON BY SCHOOL TYPE

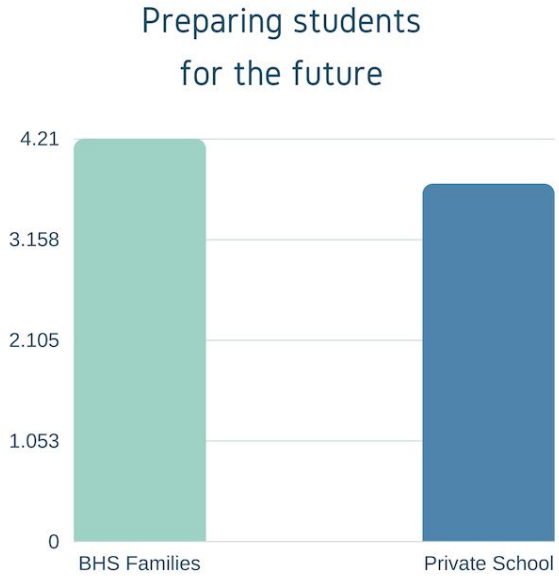
*Mean represented





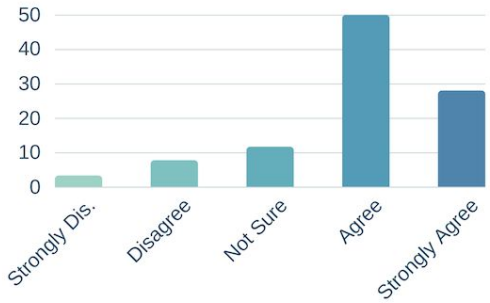




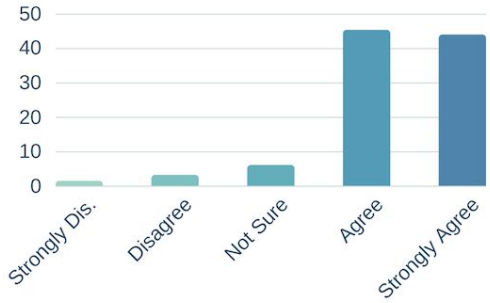


POSITIVE STUDENT FEEDBACK

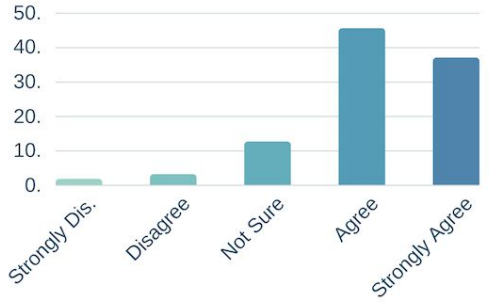
"I like my school"



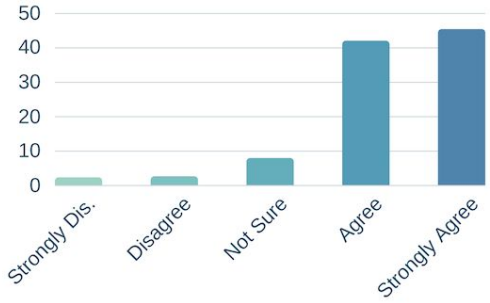
"I want to learn at school"



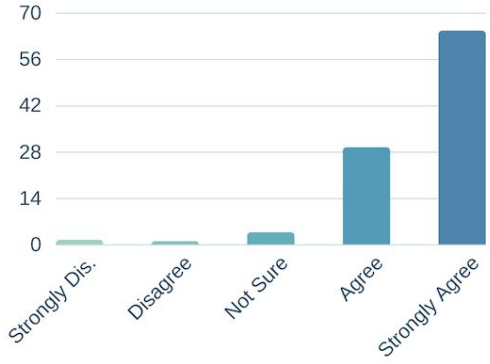
"Student learning is a priority at my school"



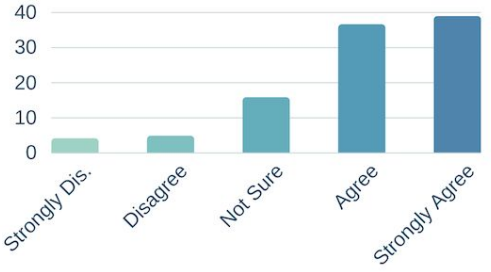
"I know what to do if there is an emergency or dangerous situation during the school day"



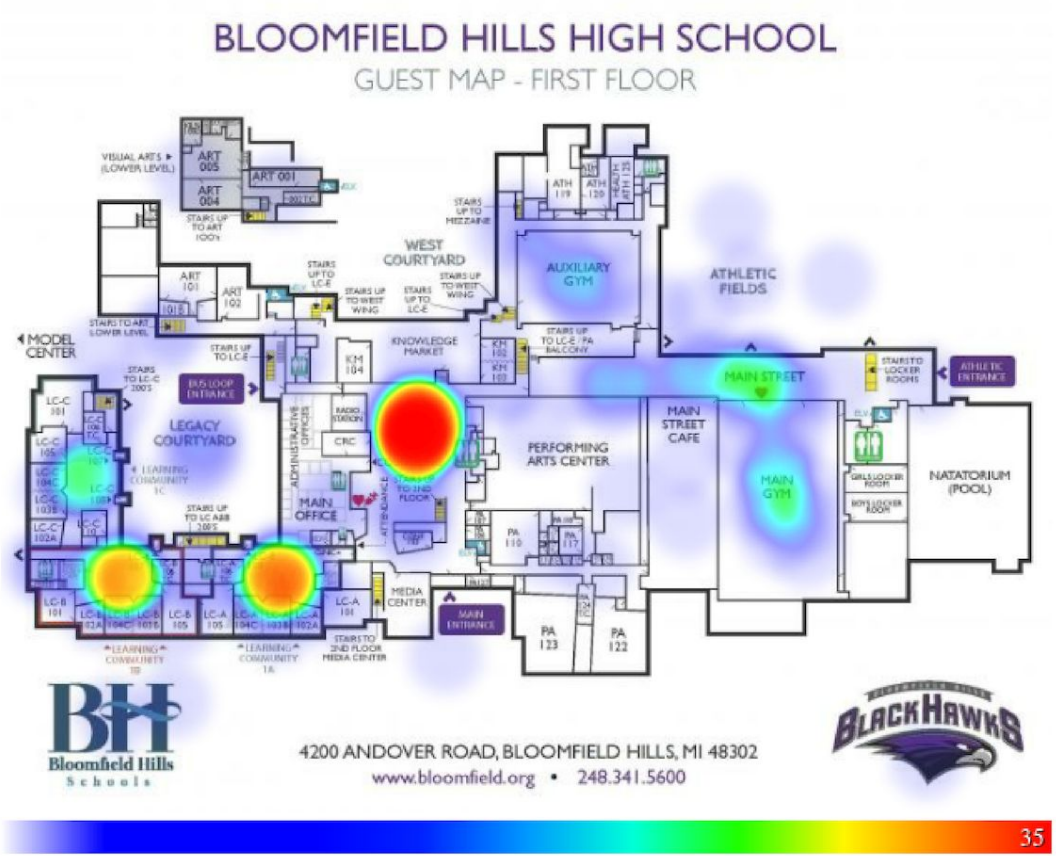
"I respect the principal"



"I am proud to be a student at this school"

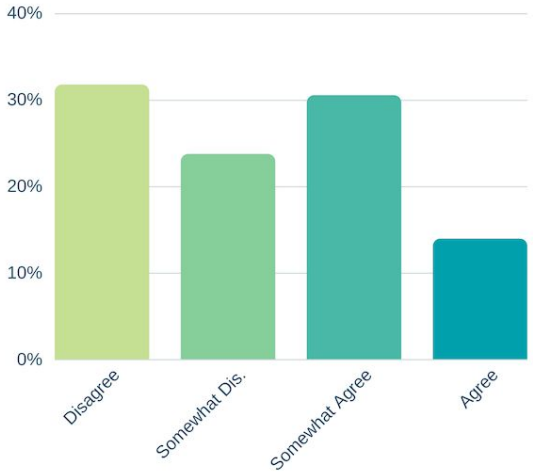


Please indicate where bullying typically occurs by clicking on the map. You may click up to 5 times on this map. To remove a dot, click on it again.

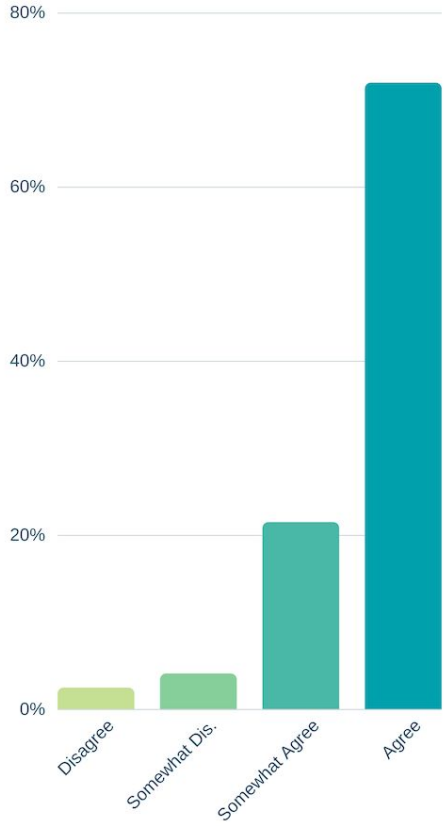


IT DOESN'T ALWAYS

Line up



Standardized testing has great value in a child's education.



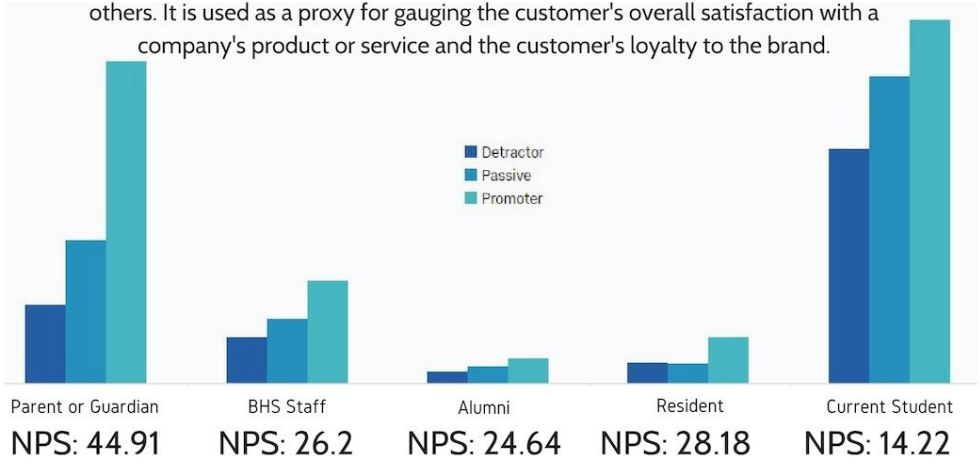
Play is an important part of a child's day.

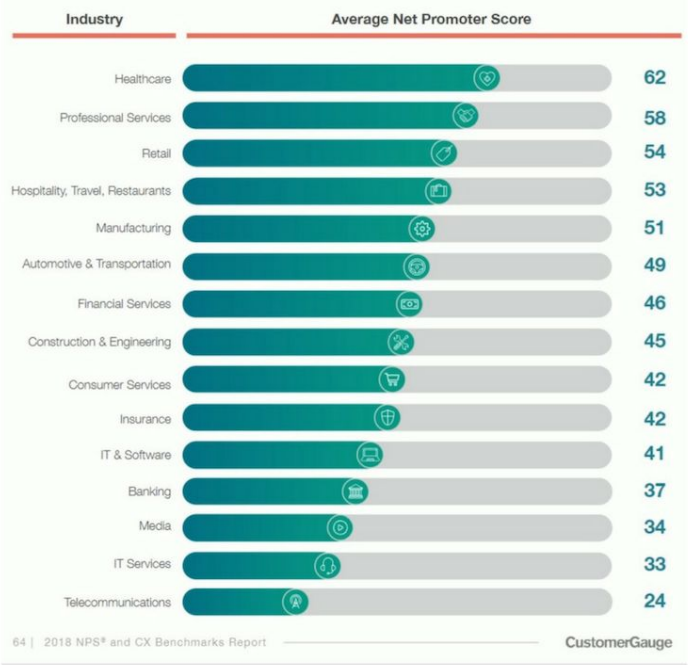
IT'S NOT ALL
Sunshine & Roses...

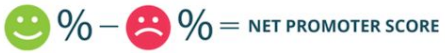
NPS SCORE

Net Promoter Averages
36.55 in 2017 | 25.54 in 2018

The Net Promoter Score is an index ranging from -100 to 100 that measures the willingness of customers to recommend a company's products or services to others. It is used as a proxy for gauging the customer's overall satisfaction with a company's product or service and the customer's loyalty to the brand.

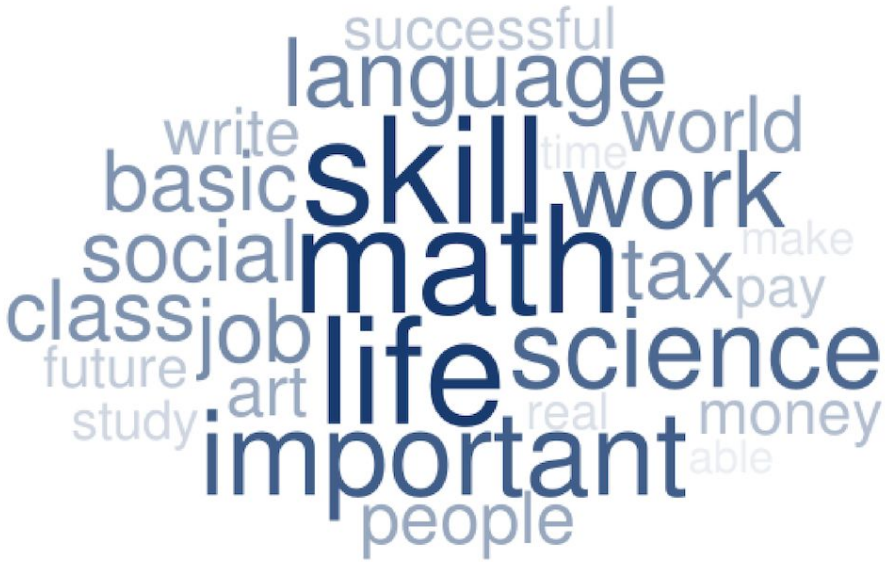


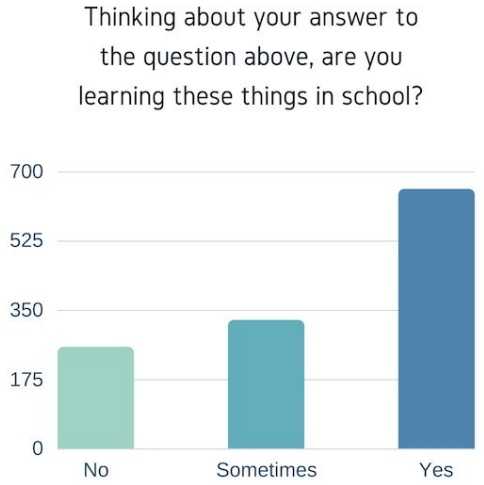




"Compared to detractors, promoters are almost six times as likely to forgive, are more than five times as likely to repurchase, and are more than twice as likely as detractors to actually recommend a company." -Temkin Group

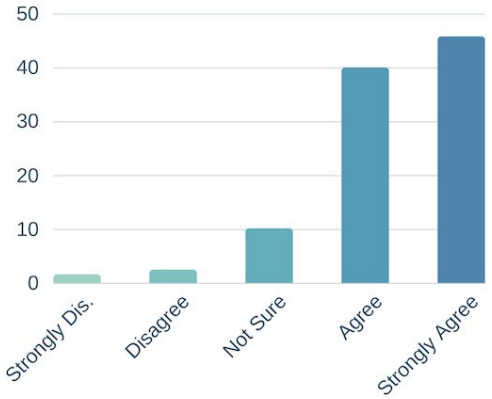
What are the most important things students should learn in school in order for them to be successful later on in life?



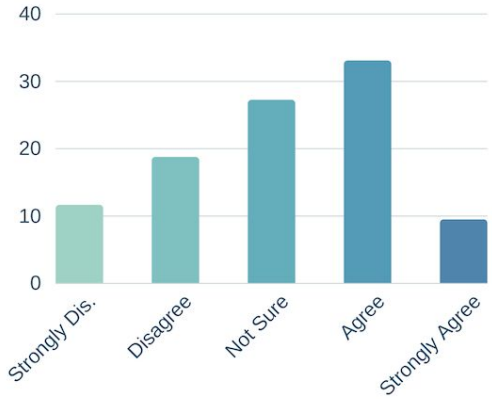


More of our focus areas based on student feedback...

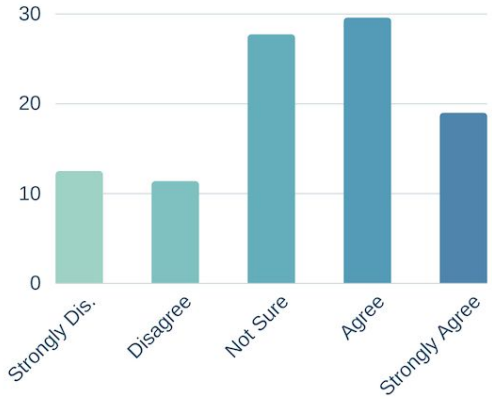
There are students at my school that care about me.



Students treat each other with respect.



We can talk openly about racial issues in my classes.



"I WOULD BE SURPRISED IF THIS COMMENT EVEN GETS READ. EVERY YEAR I TAKE THE TIME TO FILL OUT THIS SURVEY AND EVERY YEAR NOTHING CHANGES. IF YOU WANT TO ENGAGE ME, CONTACT ME, OTHERWISE, THIS IS THE LAST SURVEY I WILL FILL OUT."
-ANONYMOUS

OPEN-ENDED
Text Analysis

WHY ATTEND Bloomfield

Reputation
Academics
Curriculum
Diversity
Rank
Rigor
Kindergarten
Preschool

IMPROVING Bloomfield

Classrooms
Bullying
Curriculum
Recess (more outdoor time)
Hallways
Cafeteria
Custodial
Renovate

THANK YOU!

Questions?