Customer Satisfaction Survey

March 2025

Kentucky Department of
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About the Survey

The Customer Satisfaction Survey was conducted from **March 4 to March 31, 2025.**

It targeted key district-level stakeholders across Kentucky who interact with KDE for support, including superintendents, district administrators, principals, teachers, student support staff and others.

Respondents answered 29 questions across three domains: communication, leadership and service.

Survey results will help KDE leadership identify areas for improvement and track progress on key metrics in the KDE Strategic Plan.

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Who took the survey?

- Superintendent - 40%
- District Administrator - 44%
- Principal - 3%
- Student Support Staff - 1%
- Teacher - 4%
- Other - 7%
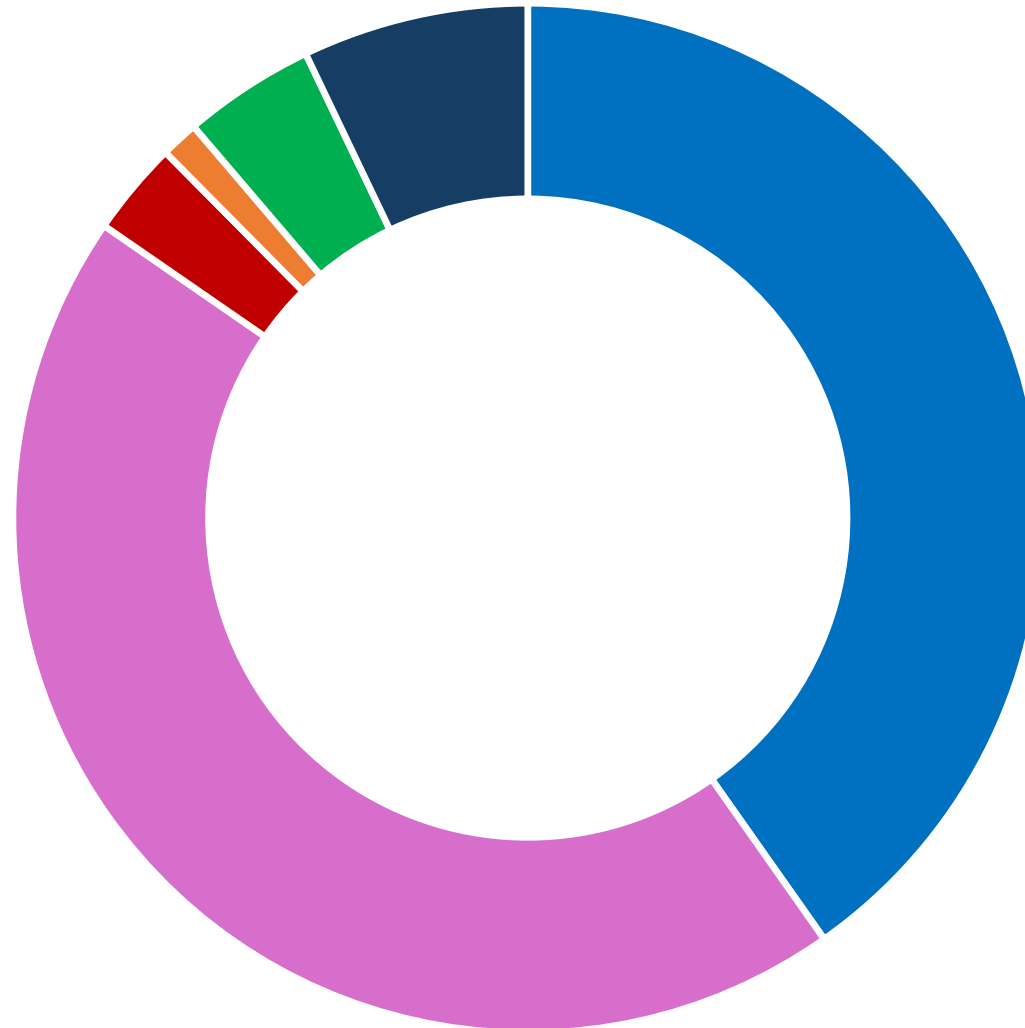
* For the 2025 survey, respondents were asked how frequently they worked with KDE in any capacity. Those who selected "Never" were excluded from the final results. (*n=10*)

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Number of Respondents

The table shows the number and percent of total respondents with valid survey results for all constructs. The most recent survey deployment saw a 60% decrease in the total number of respondents. All respondent categories saw a decrease in the number of respondents.

	Fall 2021 N	Fall 2021 %	Jan. 2023 N	Jan. 2023 %	Jan. 2024 N	Jan. 2024 %	March 2025 N	March 2025 %
Superintendent	82	2%	59	2%	65	10%	68	40%
District Administrator	212	5%	220	8%	102	16%	75	44%
Principal	172	4%	131	5%	68	11%	5	3%
School Administrator	126	3%	115	4%	29	5%	0	0%
Teacher	2107	55%	1458	55%	200	31%	7	4%
Student Support Staff	519	13%	283	11%	73	11%	2	1%
Other	636	16%	365	14%	102	16%	12	7%
Total	*3861*		*2631*		*639*		*169*	
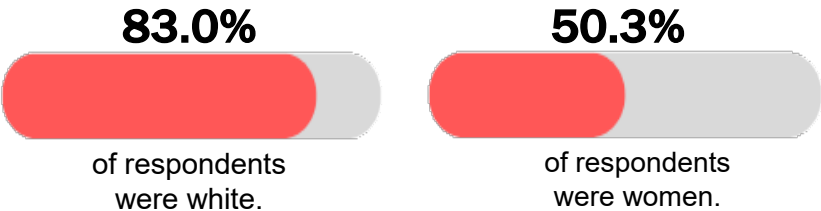
Totals may not equal 100% due to rounding.

83.0%

of respondents were white.

50.3%

of respondents were women.

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How Often Do Respondents Work with KDE Offices?

KDE Office	% of respondents who work with this office at least "Some of the Time"
Office of Continuous Improvement and Support	69%
Office of Teaching and Learning	66%
Office of Assessment and Accountability	65%
Office of Educator Licensure and Effectiveness	60%
Office of Finance and Operations	57%
Office of the Commissioner	54%
Office of Special Education and Early Learning	52%
Office of Career and Technical Education	43%
Office of Education Technology	38%
Office of Legal Services	28%

Excluding those respondents who answered that they never work with KDE in any capacity, respondents were asked how often they worked with each individual office.

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Overall Progress

The longitudinal analysis shows the change in average LIKERT score ratings (1-5) where 1 is strongly disagree and 5 is strongly agree.

- - Leadership   · · · · Communication   —•— Service

note: in 2021 there was an additional question in the leadership construct and in 2023 there were two additional questions in the service construct. For year-to-year comparison these questions were removed from the averages represented. No data was collected in 2020 due to the pandemic. 2022 data was not used due to technical issues.

Leadership Average Percent Agreement

	Strongly Disagree	Disagree	Neither Disagree nor Agree	Agree	Strongly agree
KDE demonstrates integrity.	2%	4%	12%	45%	37%
KDE sets high expectations for educators and school leaders in the Commonwealth.	2%	4%	14%	44%	36%
KDE actively seeks opportunities to collaborate.	2%	5%	15%	42%	36%
KDE is a leader in the field of education.	3%	4%	16%	45%	33%
KDE prioritizes work that aims to close the achievement gap.	2%	8%	13%	42%	35%
KDE is proactive in addressing educational issues in the Commonwealth.	4%	7%	16%	43%	31%

Legend: ■ Strongly Disagree ■ Disagree ■ Neither Disagree nor Agree ■ Agree ■ Strongly agree

Leadership By Role (% Agree or Strongly Agree)

	Superintendent *n=68*	District Administrator *n=75*	All Other Staff *n=26*
KDE demonstrates integrity.	83.7%	82.3%	81.0%
KDE is a leader in the field of education.	79.6%	75.8%	76.2%
KDE actively seeks opportunities to collaborate.	79.6%	74.2%	81.0%
KDE prioritizes work that aims to close the achievement gap.	77.6%	72.6%	81.0%
KDE is proactive in addressing educational issues in the Commonwealth.	75.5%	66.1%	85.7%
KDE sets high expectations for educators and school leaders in the Commonwealth.	71.4%	82.3%	90.5%
2025 Overall Average	**77.9%**	**75.5%**	**82.5%**
2024 Average	*50.9%*	*62.5%*	*59.8%*

Over ¾ of superintendents and district level administration agreed or strongly agreed with the questions in the leadership category.

Communication Domain

Communication Average Percent Agreement

Statement	Strongly disagree	Disagree	Neither disagree nor agree	Agree	Strongly agree
KDE communicates in a professional manner.	1%	1%	9%	50%	40%
KDE highlights good work in Kentucky schools.	0%	2%	10%	52%	35%
KDE communicates important information in a timely manner.	2%	8%	14%	48%	28%
KDE values feedback from schools and districts.	3%	8%	15%	42%	32%
I am able to access the information I need on KDE's website.	4%	6%	17%	47%	26%
KDE communicates in a clear manner.	3%	6%	18%	46%	26%
KDE is effective in using different media to communicate its message.	2%	5%	22%	42%	29%
KDE is responsive in its communication.	4%	10%	16%	45%	25%
I know who to contact at KDE to obtain the information I need.	2%	14%	16%	38%	31%
KDE leverages social media effectively.	2%	7%	36%	33%	23%

Legend: ■ Strongly disagree ■ Disagree ■ Neither disagree nor agree ■ Agree ■ Strongly agree

Communications By Role (% Agree or Strongly Agree)

	Superintendent *n=68*	District Administrator *n=75*	All Other Staff *n=26*
KDE communicates in a professional manner.	95.7%	88.7%	76.2%
KDE highlights good work in Kentucky schools.	89.4%	85.5%	90.5%
KDE communicates important information in a timely manner.	83.0%	72.6%	71.4%
KDE values feedback from schools and districts.	75.5%	69.4%	76.2%
KDE is effective in using different media to communicate its message.	71.4%	66.1%	81.0%
KDE communicates in a clear manner.	65.3%	74.2%	76.2%
KDE is responsive in its communication.	65.3%	72.6%	66.7%
I know who to contact at KDE to obtain the information I need.	65.3%	66.1%	76.2%
I am able to access the information I need on KDE's website.	63.3%	77.4%	76.2%
KDE leverages social media effectively.	57.1%	46.8%	52.4%
2025 Overall Average	**72.0%**	**71.9%**	**74.3%**
2024 Average	*53.5%*	*60.3%*	*58.7%*

Over **70%** of superintendents and district admins agreed or strongly agreed with the questions in the communications category, well as over 74% of other staff.

Service Domain

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Service Average Percent Agreement

Statement	Strongly disagree	Disagree	Neither disagree nor agree	Agree	Strongly agree
KDE staff are courteous.	2%	2%	7%	48%	41%
I understand the United We Learn vision.	0%	8%	14%	48%	30%
KDE supports the work I do.	2%	6%	14%	41%	36%
Service provided by KDE meets the needs of districts, schools and students.	2%	6%	18%	44%	29%
KDE produces high quality work.	3%	6%	18%	44%	29%
KDE staff are knowledgeable.	2%	9%	18%	38%	33%
KDE provides high quality service.	3%	7%	18%	44%	27%
I am satisfied with the work being performed at KDE.	2%	10%	18%	41%	29%
KDE staff are accessible to provide the assistance I need.	3%	6%	21%	43%	26%
KDE's service helps me do my work better.	3%	7%	24%	36%	30%
I receive a response within 24 hours of contacting KDE.	6%	15%	15%	38%	26%
KDE's crisis response has been valuable.	0%	3%	33%	34%	29%
KDE employees go above and beyond in the service they provide.	2%	11%	23%	39%	24%

■ Strongly disagree ■ Disagree ■ Neither disagree nor agree ■ Agree ■ Strongly agree

KDE's Service By Role (% Agree or Strongly Agree)

	Superintendent *n=68*	District Administrator *n=75*	All Other Staff *n=26*
I understand the United We Learn vision.	87.2%	72.6%	76.2%
KDE staff are courteous.	83.7%	87.1%	84.2%
KDE produces high quality work.	73.5%	62.9%	84.2%
KDE supports the work I do.	71.4%	74.2%	79.0%
KDE staff are knowledgeable.	69.4%	64.5%	79.0%
Service provided by KDE meets the needs of districts, schools and students.	69.4%	66.1%	84.2%
KDE provides high quality service.	67.3%	64.5%	84.2%
I am satisfied with the work being performed at KDE.	67.3%	62.9%	79.0%
KDE staff are accessible to provide the assistance I need.	63.3%	64.5%	84.2%
I receive a response within 24 hours of contacting KDE.	61.2%	59.7%	63.2%
KDE's service helps me do my work better.	61.2%	62.9%	68.4%
KDE employees go above and beyond in the service they provide.	59.2%	56.5%	79.0%
KDE's crisis response has been valuable.	53.1%	45.2%	52.6%
2025 Overall Average	**68.2%**	**64.9%**	**78.7%**
2024 Average	*53.5%*	*60.3%*	*58.6%*

Over **65%** of superintendents, district administrators and teachers agreed or strongly agreed with the questions in the service category. This represents an improvement over 2024, where only **50%** of respondents in those role groups agreed with questions in this category.

Strategic Plan Goals

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Goal: Increase customer satisfaction based on average favorable agreement for: "I know who to contact to get information" and "KDE values feedback" from 56% in 2024 to 66% in 2029.
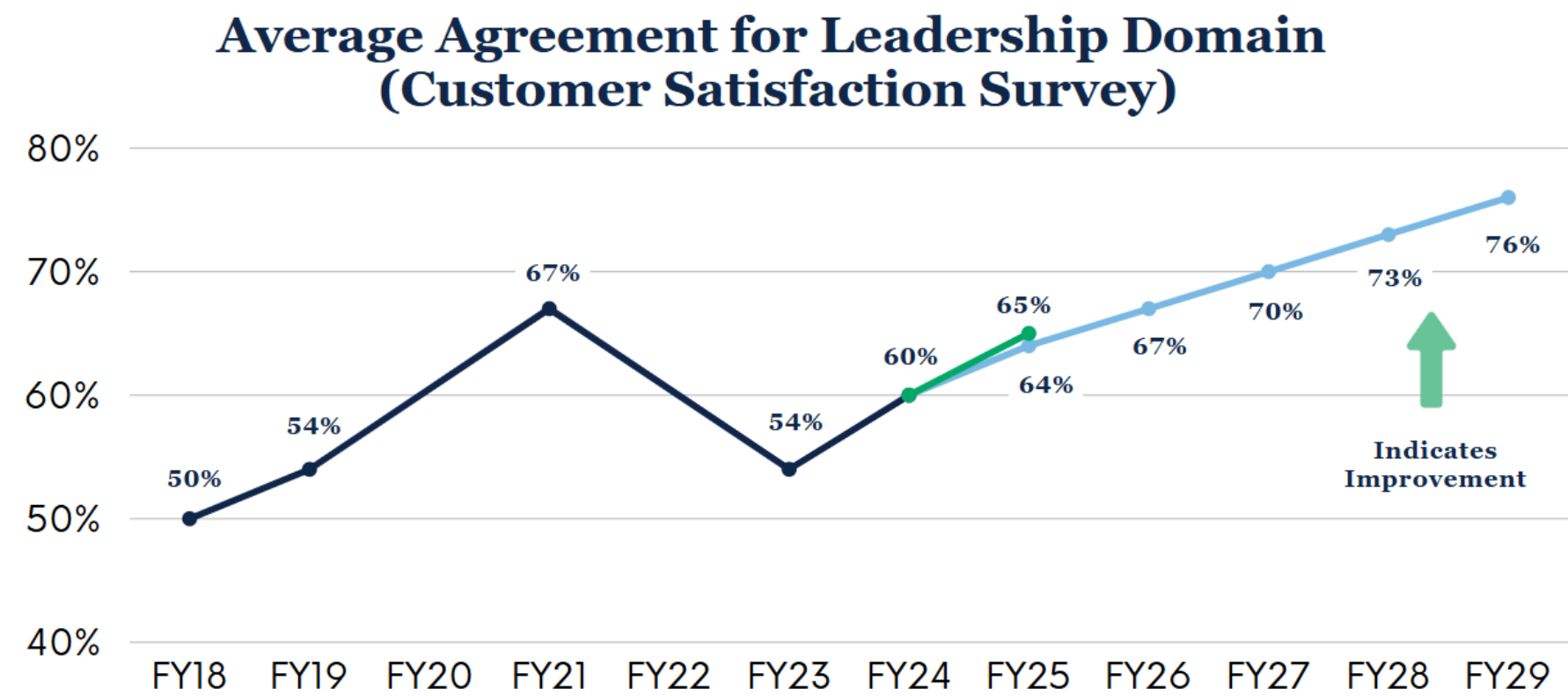

Average Agreement for Selected Questions (Customer Satisfaction Survey)

The indexed score for these two questions in 2025 jumped to 71%, surpassing 2029's goal.
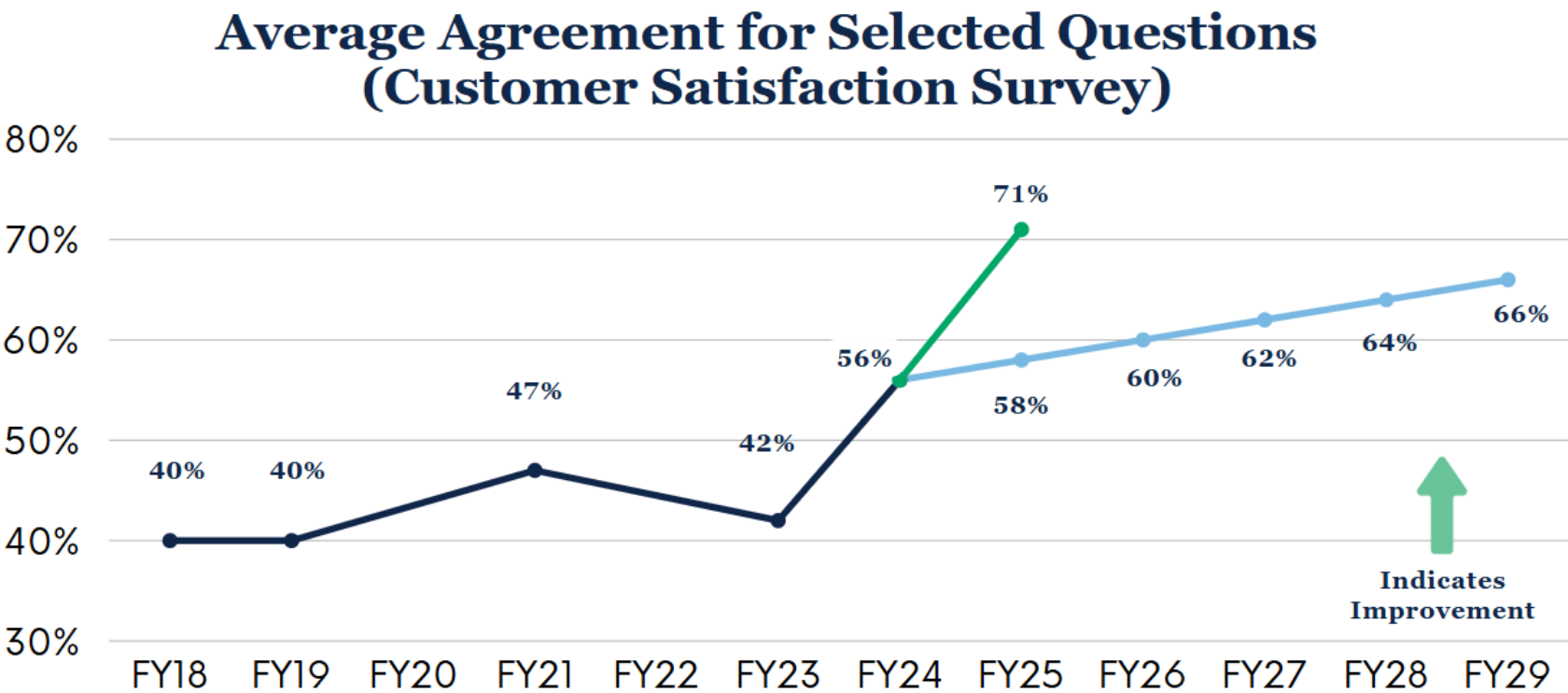
Key Performance Indicators:

- Increase the Superintendent satisfaction rate for - "KDE is responsive in communications" from 50.9% in 2024 **to 65.3% in 2025**

- Increase the District Administrator satisfaction rate for - "KDE leverages social media effectively" from 40.6% in 2024 **to 46.8% in 2025**

Goal: Improve average favorable agreement of the KDE Leadership Domain in the Customer Satisfaction Survey from 60% in 2024 to 76% in 2029.

Average Agreement for Leadership Domain (Customer Satisfaction Survey)

80%
70%
60%
50%
40%

50% — FY18
54% — FY19
67% — FY21
54% — FY23
60% — FY24
65% — FY25
64%
67% — FY26
70% — FY27
73% — FY28
76% — FY29

Indicates Improvement

Key Performance Indicators for this goal include data from the annual Employee Survey, which will be administered next in June of 2025.

The overall average for this domain improved from 60% in 2024 to 65% in 2025, on track towards 2029's goal.

Open-Ended Questions

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Feedback from Open Ended Responses

Overall, 29 unique responses were extracted from the survey results. Only responses with specific feedback were analyzed.

Responses were centered around 3 primary themes/issues.

Communication

+ Interactions are prompt and supportive

– Challenges in getting responses from some offices

Leadership

+ Very supportive of Commissioner Fletcher

+ Praise for individual offices and staff

+ Support for new accountability system

Operations

– Concern regarding efficiency and spending

– Concern for the new accountability model

– Support not matching district needs

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Thank you!

Questions?

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