

2026 Kentucky Department of Education (KDE) Customer Survey Results

presented by:

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Survey Overview: Purpose

Purpose

- To gather candid, actionable feedback from a variety of customers to inform continuous improvement in support of the Kentucky *United We Learn* vision and operational improvement within KDE.



**Measurement
and Reflection**

About the Survey

Survey Structure

- Survey captured respondent role, frequency of engagement with KDE, including specific offices, demographic information, etc.
- Quantitative evaluation across three core domains: **leadership, communication and customer service**
- Qualitative insights include open-ended responses analyzed for sentiment and recurrent themes

All responses were confidential and are reported in aggregate form only.



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Survey Overview: Survey Screenshot

* How often do you work with each of the KDE offices?

	Never	Rarely	Some of the time	Most of the time	Exclusively	I don't know
Office of Assessment and Accountability	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Office of Career and Technical Education	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Office of the Commissioner (Includes Division of Communications)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



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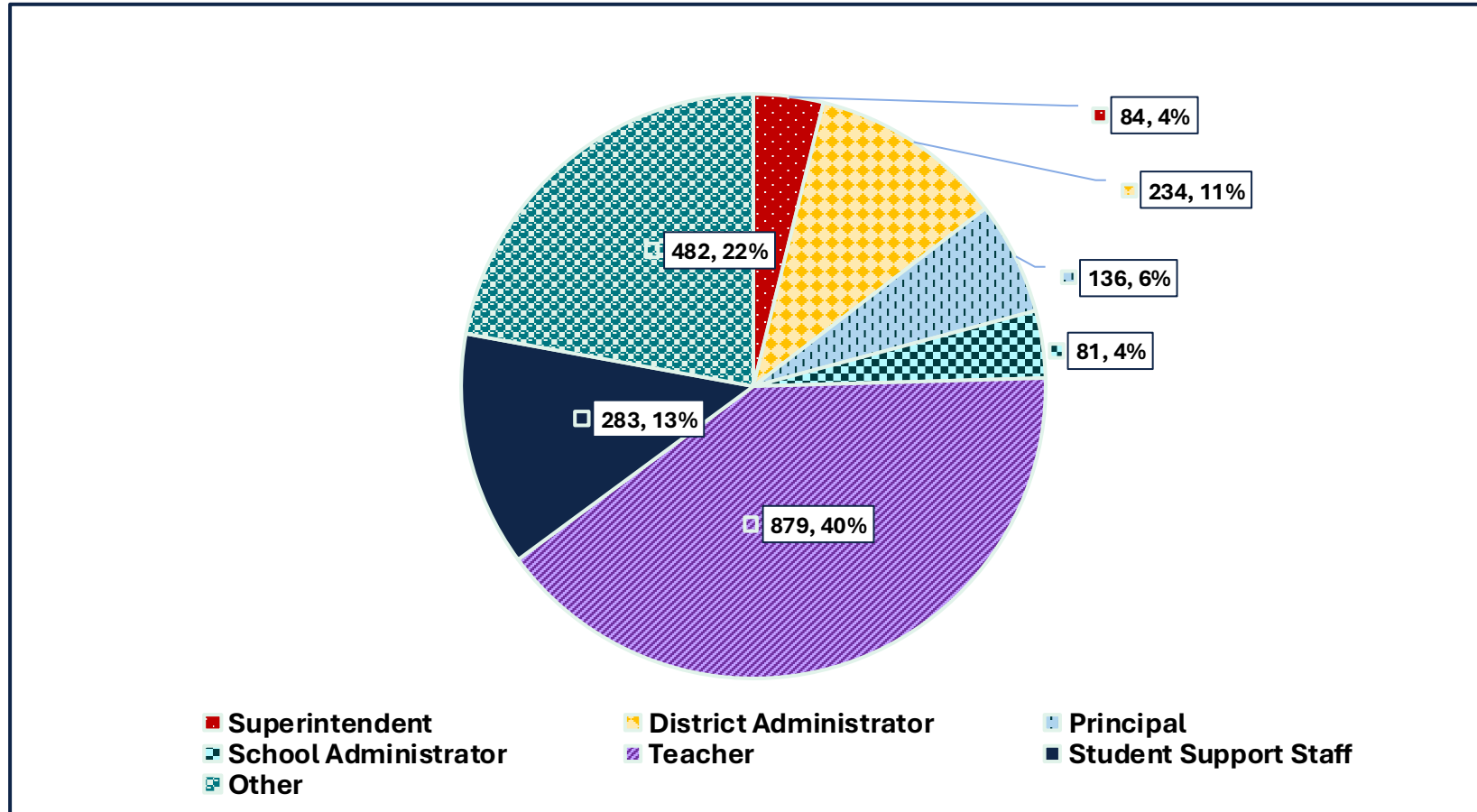
Survey Overview: Data Cleaning

- All responses included in calculations, with “N/A” responses included to reflect total respondent sentiment and to avoid inflated agreement rates
- Domain results based on average favorable responses (Agree + Strongly Agree) across items to summarize overall perceptions
- Qualitative responses coded by sentiment and theme, allowing for multiple tags and mixed sentiment per comment
- Denominators (n counts) vary by question due to respondent choice and survey attrition

Survey Overview: Statistics

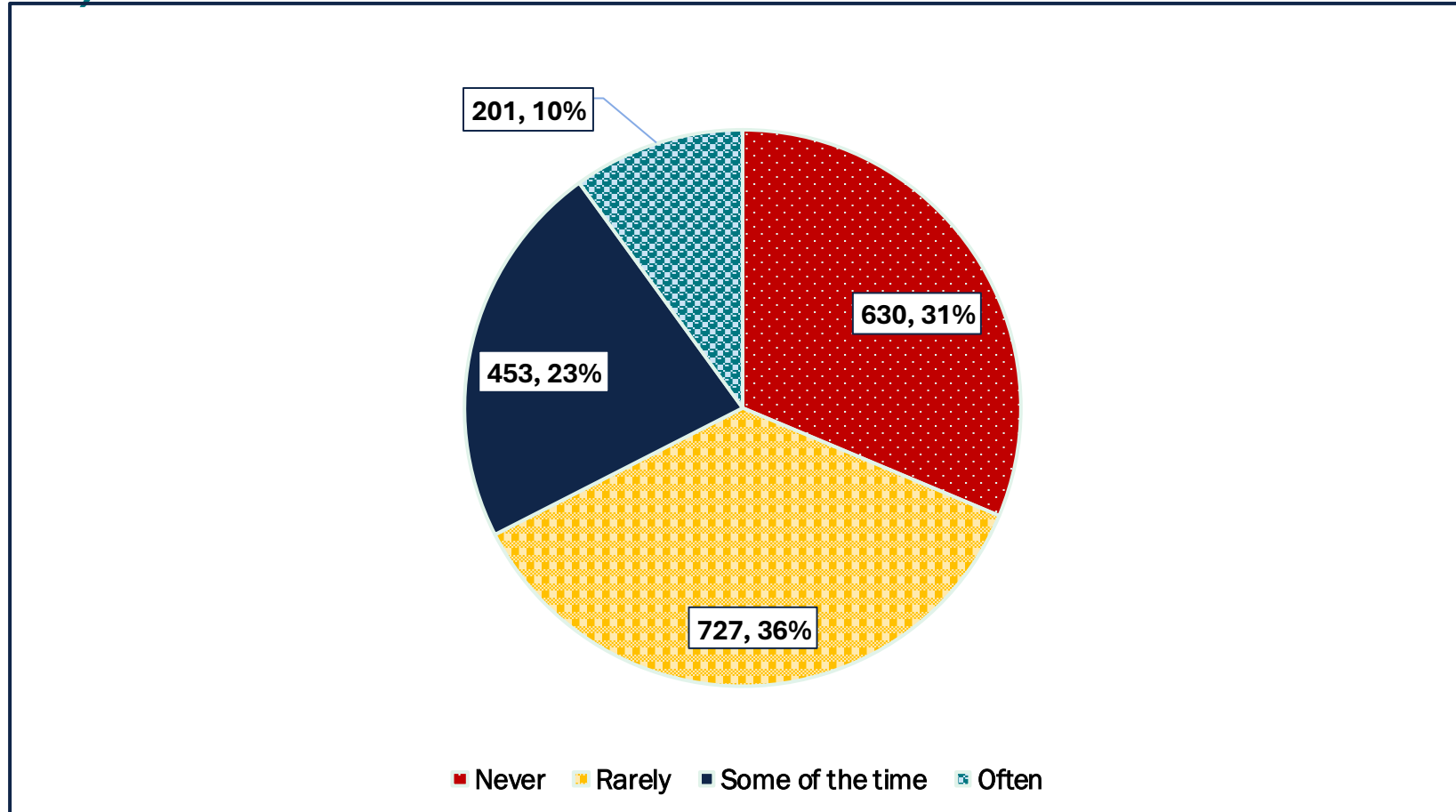
- Administration Window: **2/5/2026 – 3/5/2026 (30 days open)**
- Number of Questions: **11**
- Total responses initiated: **2,179**
- Surveys Discontinued Due to “Never” Response on Question 2: **630**
- Total Responses After Disqualification: **1,381**
- Estimated Completion Rate: **82%**
- Approximate Completion Time: **5 minutes**

About the Respondents: Role Description (n= 2,179)



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About the Respondents: Frequency Working with KDE Chart (n= 2,011)



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About the Respondents: Frequency Working with KDE Table (n= 2,011)

Role	Never	Rarely	Some of the time	Often
Superintendent	2.38%	14.29%	63.1%	20.24%
District Administrator	1.28%	18.38%	49.15%	31.2%
Principal	9.7%	57.46%	26.12%	6.72%
School Administrator	12.66%	56.96%	21.52%	8.86%
Teacher	36.2%	45.4%	13.98%	4.42%
Student Support Staff	55.42%	22.92%	14.58%	7.08%
Other	41.19%	28.54%	20.1%	10.17%



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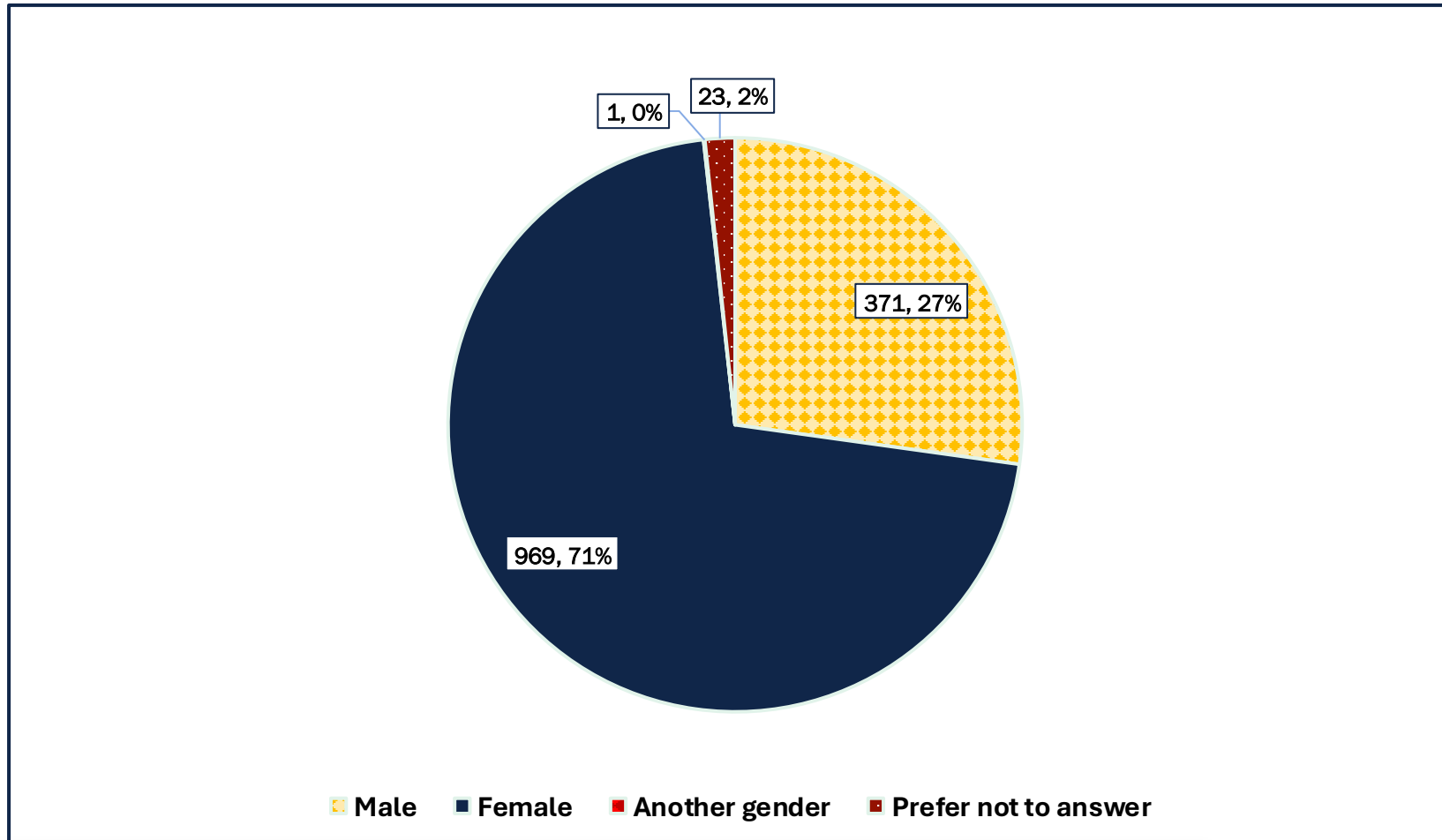
Frequency of Work by Role Insights

- Superintendents and District Administrators are KDE's most frequent partners, with over 80% of each group reporting they consult with KDE "some of the time" or "often."
- Principals, School Administrators, Teachers, and Student Support Staff report far less direct contact. More than half of Support Staff and over a third of Teachers report never consulting with KDE.
- These engagement gaps provide important context for the domain scores in this summary. Those roles with least direct contact consistently rated the agency lower.

About the Respondents: Race Data Table (n= 1,364)

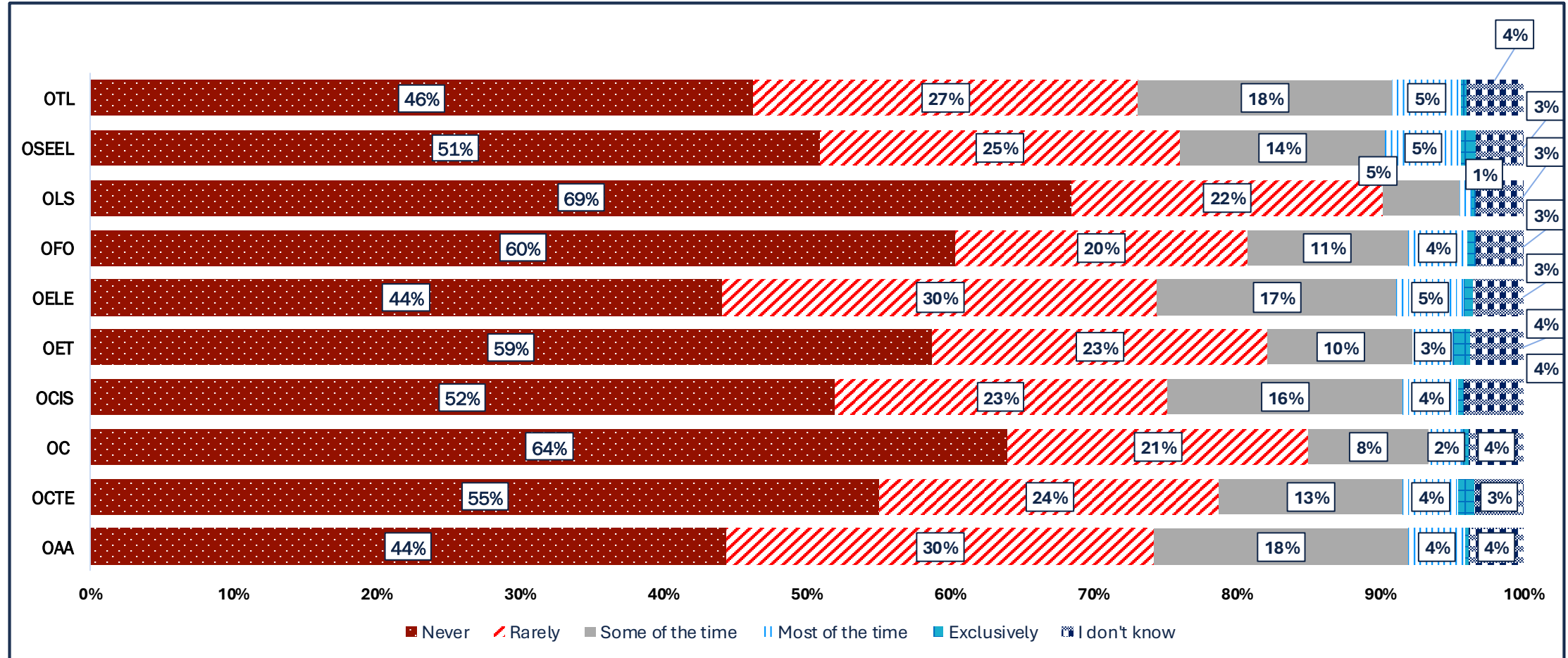
Selection	Number of Respondents (1,364 total)	Percentage
American Indian or Alaska Native	3	0.22%
Asian or Asian American	1	0.07%
Black or African American	21	1.54%
Hispanic or Latino	9	0.66%
Native Hawaiian or other Pacific Islander	0	0%
White or Caucasian	1,287	94.35%
Another Race	2	0.15%
Prefer not to answer	41	3.01%

About the Respondents: Gender (n= 1,364)



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About the Respondents: Frequency of Work with KDE Offices (n= 1,219)

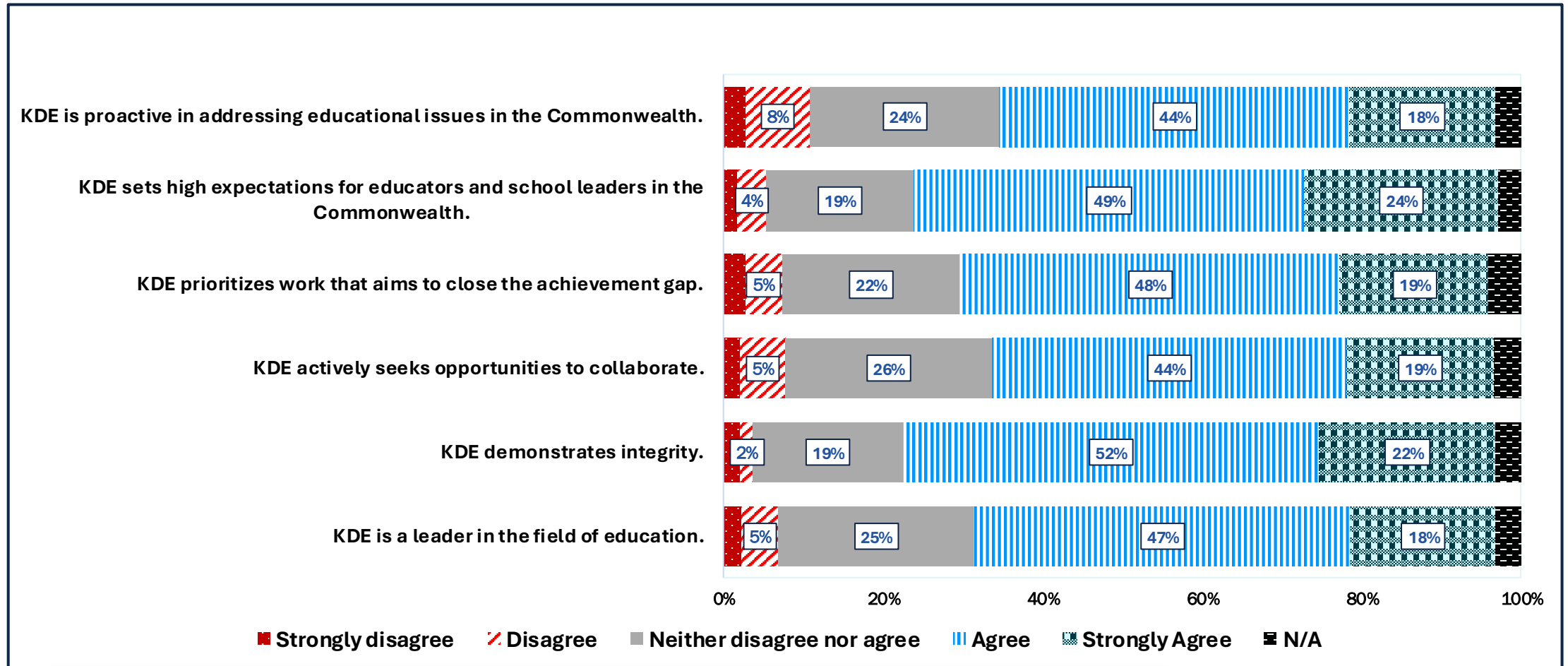


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Frequency of Work by Office Insights

- Office of Legal Services (OLS) is the least engaged office by those who responded to this survey; 69% of respondents report never working with OLS.
- Office of Educator Licensure and Effectiveness (OELE) and Office of Assessment and Accountability (OAA) see the most engagement, with 56% of respondents reporting some interaction.
- Across all offices, “Never” is the most common response – even for the most-consulted offices, fewer than half of respondents report any regular contact.

Leadership Domain Agreement (n= 1,112)



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Leadership Domain Agreement by Job Role (n= 1,112)

Statement	Supt.	District Admin	Principal	School Admin	Teacher	Student Support	Other	Overall % Agree
Respondents per role	n=80	n=208	n=101	n=53	n=428	n=74	n=168	
KDE is a leader in the field of education.	83.8%	73.1%	63.4%	64.2%	61.7%	68.9%	57.1%	65.5%
KDE demonstrates integrity.	91.2%	81.7%	75.2%	79.2%	71.7%	73.0%	62.5%	74.4%
KDE actively seeks opportunities to collaborate.	80.0%	71.6%	63.4%	62.3%	55.4%	63.5%	62.5%	62.9%
KDE prioritizes work that aims to close the achievement gap.	85.0%	72.6%	66.3%	62.3%	61.9%	71.6%	60.1%	66.4%
KDE prioritizes work focused on diversity, equity, inclusion and belonging.								
KDE sets high expectations for educators and school leaders.	83.8%	71.6%	79.2%	71.7%	73.6%	74.3%	66.1%	73.3%
KDE is proactive in addressing educational issues.	80.0%	67.3%	60.4%	56.6%	57.9%	64.9%	59.5%	62.1%
KDE sets clear priorities and expectations for its work.								
DOMAIN % AGREEMENT	84.0%	73.0%	68.0%	66.0%	63.7%	69.4%	61.3%	67.4%



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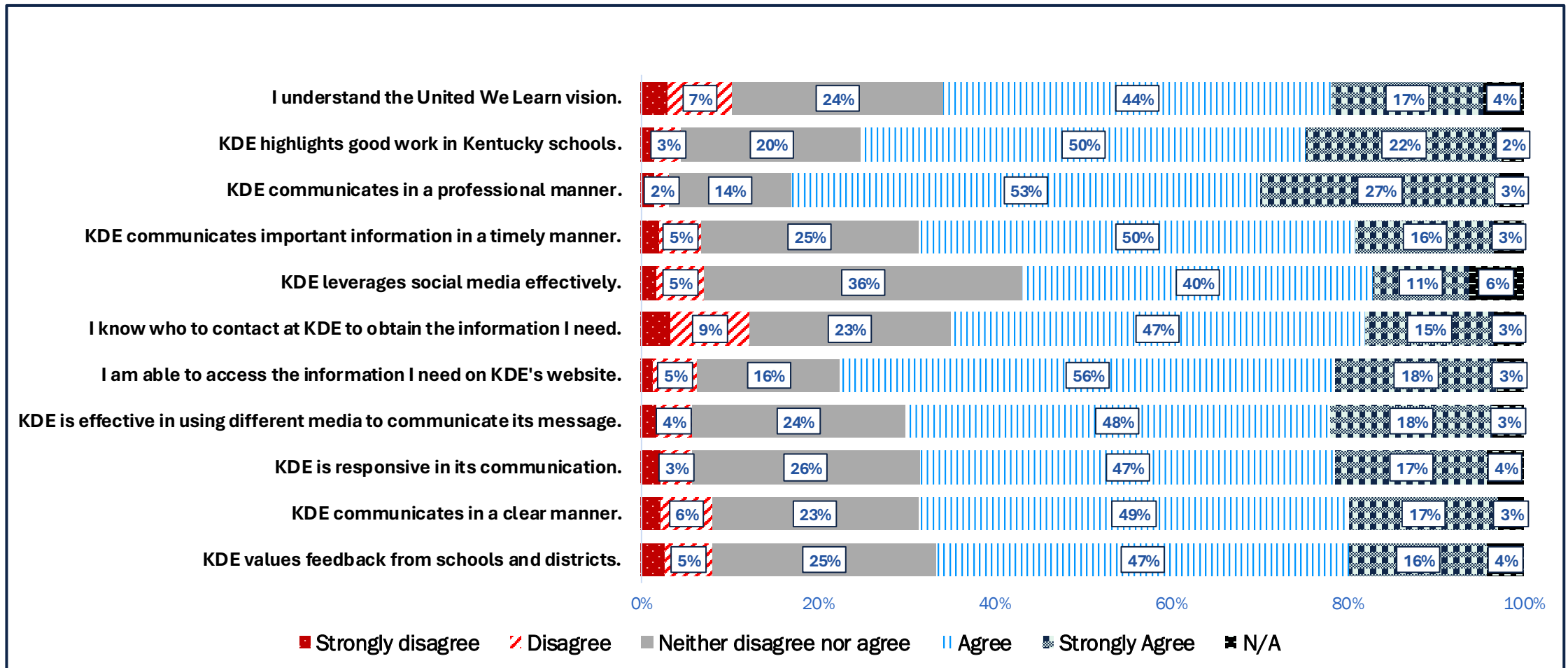
Leadership Insights

- Superintendents rate KDE leadership most favorably, with 84% agreement.
- “KDE demonstrates integrity” is the highest-rated leadership statement overall at 74% agreement, but agreement drops sharply among teachers and other respondents.
- “KDE is proactive in addressing educational issues” is the lowest-rated statement at 62% agreement.
- Overall favorable agreement is at 67% but with significant disparity amongst respondents.



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Communication Domain Agreement Chart (n= 1,056)



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Communication Domain Agreement Table (n= 1,056)

Statement	Supt.	District Admin	Principal	School Admin	Teacher	Student Support	Other	Overall % Agree
Respondents per role	n=79	n=198	n=98	n=51	n=405	n=73	n=152	
KDE values feedback from schools and districts.	83.5%	66.7%	55.1%	72.5%	55.3%	75.3%	59.9%	62.4%
KDE communicates in a clear manner.	84.8%	72.2%	64.3%	74.5%	60.0%	65.8%	61.2%	65.8%
KDE is responsive in its communication.	84.8%	76.3%	59.2%	66.7%	56.3%	65.8%	61.2%	64.3%
KDE is effective in using different media to communicate.	89.9%	73.7%	64.3%	76.5%	57.5%	74.0%	64.5%	66.7%
I am able to access the information I need on KDE's website.	86.1%	75.8%	75.5%	84.3%	72.8%	76.7%	65.8%	74.4%
I know who to contact at KDE to obtain information I need.	84.8%	75.3%	55.1%	54.9%	54.3%	63.0%	57.2%	61.6%
KDE leverages social media effectively.	74.7%	46.0%	49.0%	56.9%	47.4%	60.3%	47.4%	50.7%
KDE communicates important information in a timely manner.	84.8%	72.2%	58.2%	72.5%	60.2%	67.1%	61.2%	65.3%
KDE communicates in a professional manner.	96.2%	89.4%	80.6%	86.3%	76.3%	79.5%	69.7%	80.4%
KDE highlights good work in Kentucky schools.	93.7%	81.8%	75.5%	78.4%	64.7%	75.3%	65.8%	72.6%
I understand the United We Learn vision.	89.9%	67.7%	60.2%	62.7%	55.6%	57.5%	55.3%	61.3%
DOMAIN % AGREEMENT	86.7%	72.5%	63.4%	71.5%	60.0%	69.1%	60.8%	66.0%



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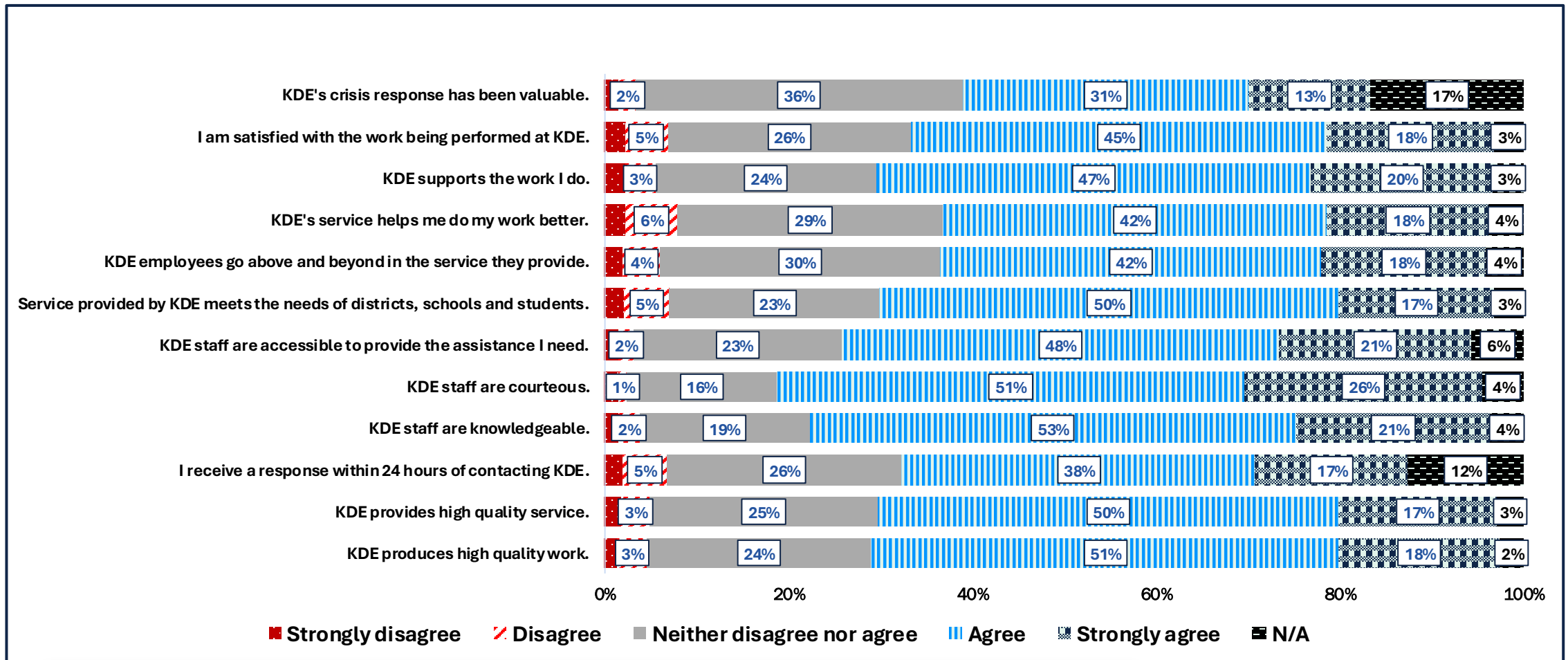
Communication Insights

- Superintendents rate KDE communication at 87% agreement vs. a low of 60% for Teachers – the largest role gap of any domain in the survey.
- “KDE communicates professionally” is the highest rated statement at 80% and is most consistent across roles.
- “KDE leverages social media effectively” is the lowest rated statement in the survey, notably lowest among District Administrators at 46% – this a key performance indicator in the KDE Strategic Plan.
- Awareness of *United We Learn* shows sharpest role divide between Superintendents (90%) and Teachers (56%).



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Customer Service Domain Agreement Chart (n= 1,009)



**Measurement
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Customer Service Domain Agreement Table (n= 1,009)

Statement	Supt.	District Admin	Principal	School Admin	Teacher	Student Support	Other	Overall % Agree
Respondents per role	n=78	n=193	n=97	n=50	n=386	n=63	n=142	
KDE produces high quality work.	84.6%	75.1%	66.0%	76.0%	64.8%	71.4%	58.5%	68.5%
KDE provides high quality service.	79.5%	78.8%	61.9%	76.0%	61.4%	76.2%	59.2%	67.5%
I receive a response within 24 hours of contacting KDE.	83.3%	71.5%	57.7%	56.0%	46.1%	49.2%	42.3%	55.1%
KDE staff are knowledgeable.	83.3%	83.9%	75.3%	80.0%	68.7%	79.4%	65.5%	74.1%
KDE staff are courteous.	93.6%	89.6%	75.3%	88.0%	71.2%	73.0%	64.8%	76.9%
KDE staff are accessible to provide the assistance I need.	87.2%	80.8%	69.1%	74.0%	63.7%	60.3%	57.0%	68.7%
Service provided by KDE meets needs of districts, schools and students.	83.3%	77.2%	67.0%	72.0%	60.1%	76.2%	56.3%	66.9%
KDE employees go above and beyond in the service they provide.	73.1%	66.3%	54.6%	66.0%	55.4%	63.5%	52.8%	59.5%
KDE's service helps me do my work better.	76.9%	73.1%	57.7%	66.0%	52.1%	58.7%	50.7%	59.5%
KDE supports the work I do.	83.3%	81.3%	61.9%	70.0%	61.7%	66.7%	57.0%	67.2%
I am satisfied with the work being performed at KDE.	79.5%	74.1%	59.8%	68.0%	56.7%	66.7%	58.5%	63.5%
KDE's crisis response has been valuable.	55.1%	40.9%	42.3%	48.0%	43.0%	49.2%	45.8%	44.5%
DOMAIN % AGREEMENT	80.2%	74.4%	62.4%	70.0%	58.7%	65.9%	55.7%	64.3%



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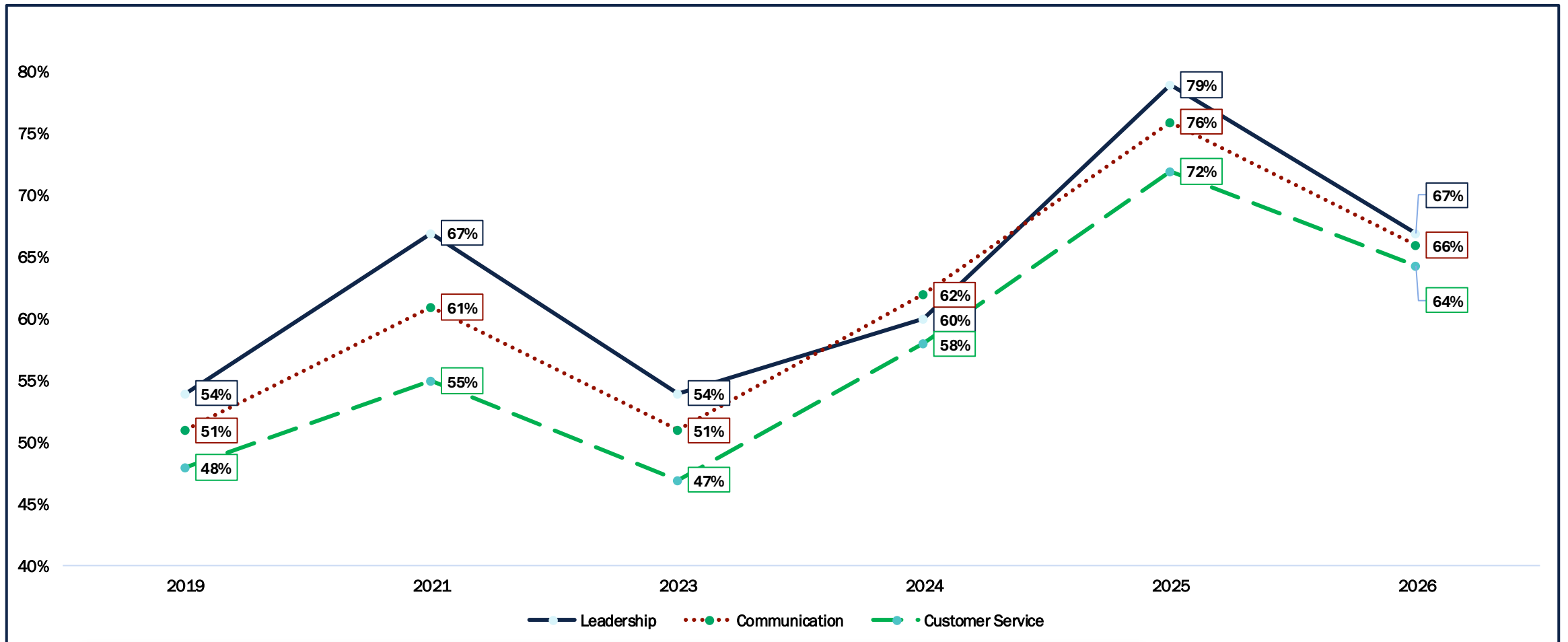


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Customer Service Insights

- KDE staff are recognized for courtesy (76.9%) and knowledge(74.1%) across all roles, suggesting interpersonal interactions are an organizational strength.
- “24-hour response” and “goes above and beyond” are the weakest service statements at 55% and 60% respectively. Among teachers, fewer than half (46%) agree they receive timely responses, suggesting a gap at the classroom level.
- “KDE’s crisis response has been valuable” is the lowest-rated statement at 45%. A high-rate of “N/A” responses (17%) relative to this data, suggest crisis support may not have been needed or sought by respondents.

Domain Agreement Percentage Trend Data Chart



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Strategic Plan Goals Update: Communication

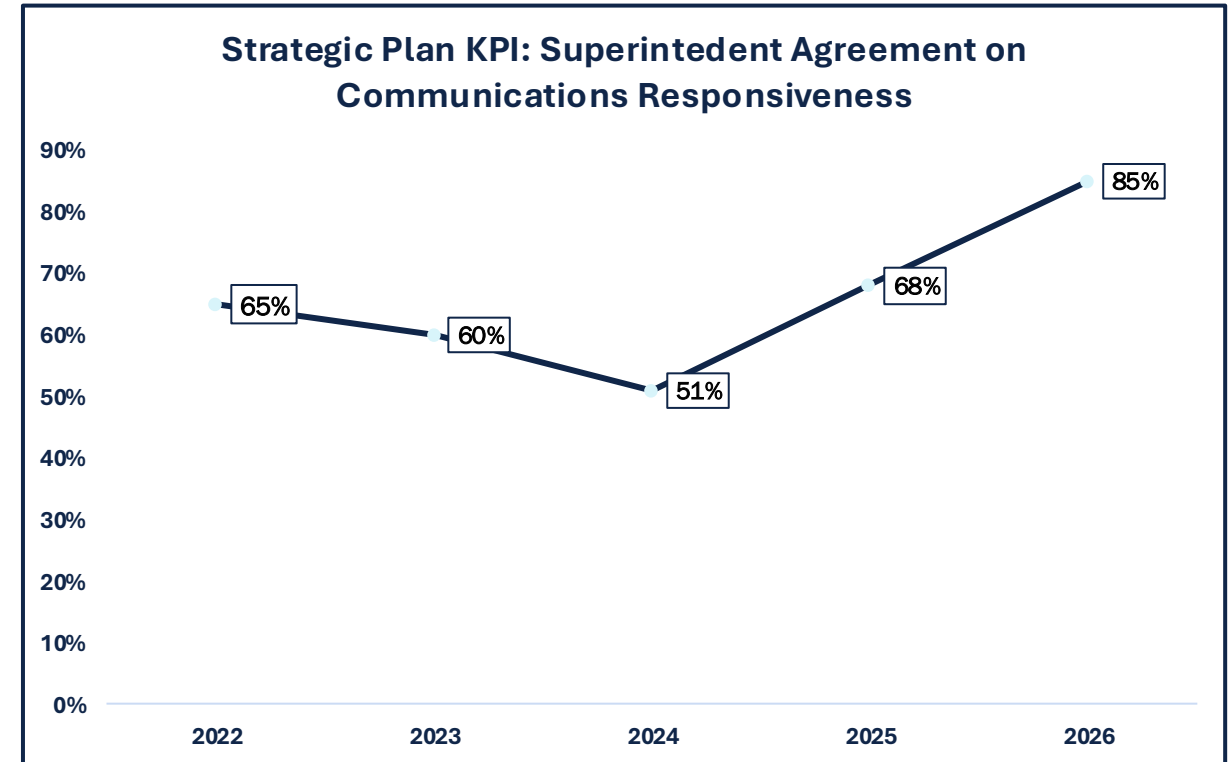
- In its Strategic Plan, KDE outlines the following goal related to Communication:
Increase customer satisfaction based on average favorable agreement for: “I know who to contact to get information” and “KDE values feedback” from 56% in 2024 to 66% in 2029.
- The most recent results place customer satisfaction based on those two metrics at 62.03%.



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Strategic Plan Goals Update: Customer Satisfaction Key Performance Indicator (KPI) 1

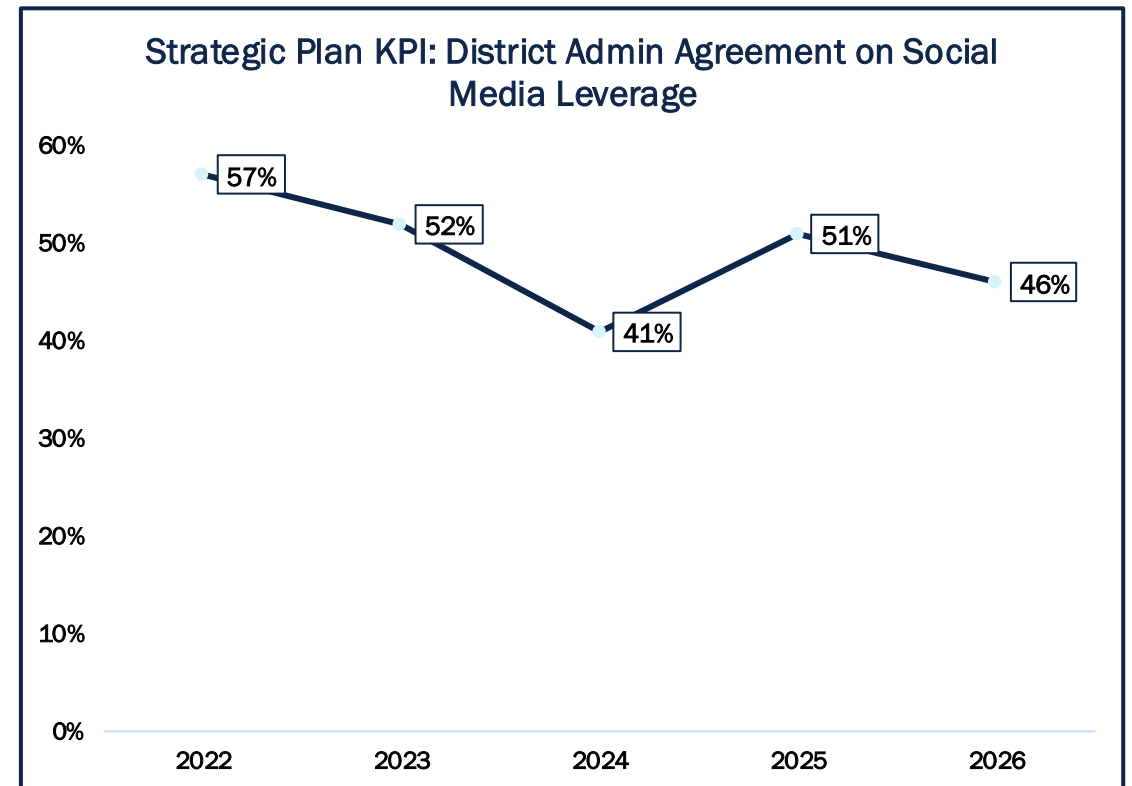
- KPI 1 for Customer Satisfaction: Increase the superintendent satisfaction rate for “KDE is responsive in communications.”
- In 2025, Superintendents responded 68% favorable agreement. In 2026, that rate rose to 84.81%, reflecting agreement from 67 of the 79 superintendents who took the survey.



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Strategic Plan Goals Update: Customer Satisfaction Key Performance Indicator (KPI) 2

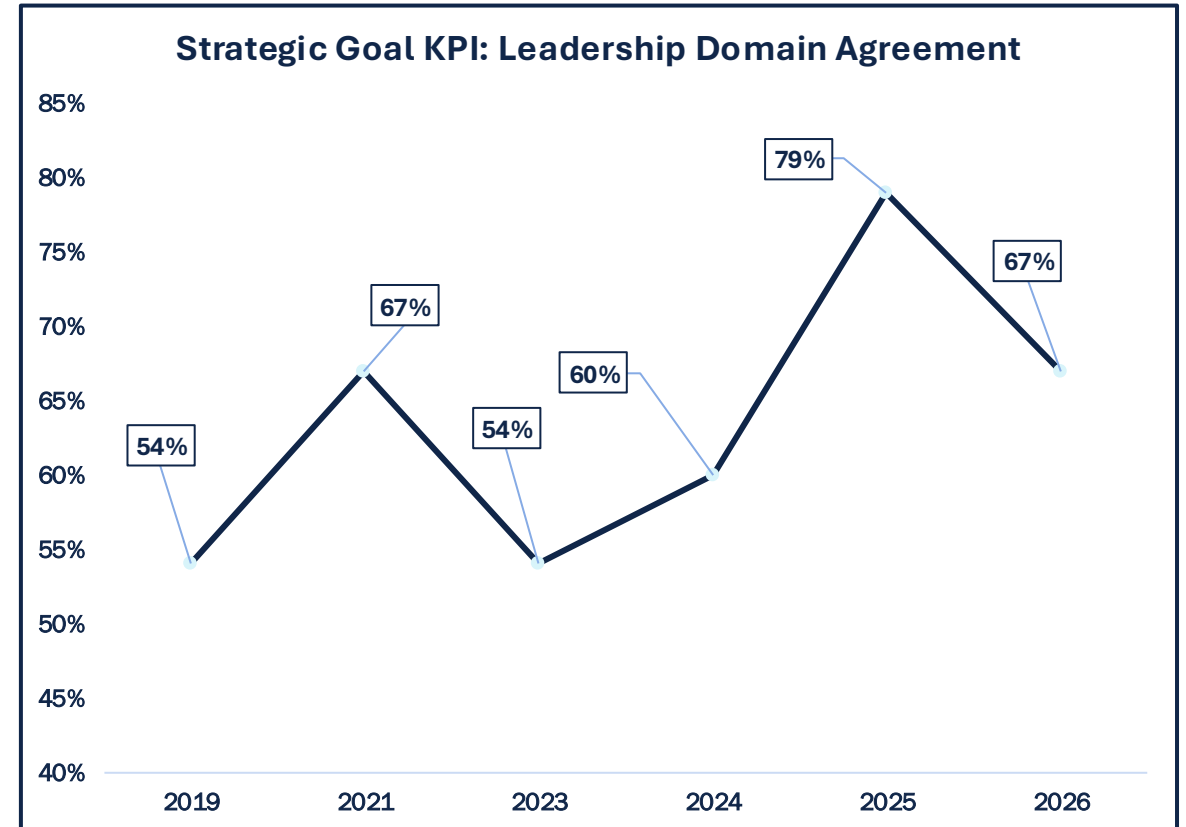
- KPI 2 for Customer Satisfaction:
Increase the district administrator satisfaction rate for “KDE leverages social media effectively.”
- In 2025, District Administrators responded 51% favorable agreement. In 2026, that decreased to 46% of 198 respondents. This KPI reflects the lowest average agreement across the Communication domain and district administrators reflect the lowest rating group of respondents.



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Strategic Plan Goals Update: Leadership Domain Goal

- The Strategic Plan outlines the following goal related to perceptions of leadership in the customer survey:
Improve average favorable agreement of the KDE Leadership domain in the customer survey from 60% in 2024 to 76% in 2029.
- In 2026, the average favorable agreement in the leadership domain is 67.42%.



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Open-Ended Responses

- Responses were reviewed and coded for sentiment (positive, negative, mixed or neutral) and thematic content.
- Of the 517 responses to the two open-ended questions, 309 (59.8%) were classified as uninformative (N/A entries, statements of no change, etc.) and excluded from analysis.
- 208 substantive responses were coded across three themes.
- Themes were established if they represented a minimum of 15% of substantive responses, representing at least 32 comments.
 - Open-ended responses were also analyzed by respondent role but no themes were revealed by responded group.

Open-Ended Responses Themes

- The three themes that emerged from the open-ended questions:
 - **Responsiveness and Customer Service**
 - **Leadership and Direction**
 - **Policy, Guidance and Accountability**



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Responsiveness and Customer Service

- The majority of respondents who commented on service reported positive experiences, citing helpful staff, improved response times, and a more accessible agency – though variability across offices and individuals remains a consistent concern.



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Leadership and Direction

- Confidence in KDE's current leadership is a clear strength, with many respondents citing the commissioner's district-level background as a meaningful asset — however, a notable share expressed concern that strategic initiatives are not consistently reaching or resonating with classroom-level educators.



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Policy, Guidance and Accountability

- This was the most critically rated theme in the qualitative analysis – every substantive response was coded negative or mixed, with respondents consistently citing regulatory burden, unclear implementation timelines, and a perceived disconnect between state policy expectations and on-the-ground capacity in schools and districts.



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Insights and Next Steps

- Overall favorability remains positive across all three domains, with staff courtesy, professionalism and integrity as top-rated items.
- Areas for continued attention include **teacher engagement and service strategies, social media effectiveness among district administrators and clarity around agency contacts.**



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Questions?

- Happy to address any questions, comments or concerns.



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