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CARES Vision and Purpose

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]`g`h`X`]`b`H`V`Y`%`U`F`Y`c`f`[`U`b`n`Y`X`]`b`h`c`g`l`d`f`]`a`U`f`n`U`F`Y`U`g`c`Z`Z`W`g`f`L`Z`Y`X`V`U`W`z`f`M`h`f`U`b`]`b`[`z`f`W`

Table 1

CARES Key Implementation Goals for School Year 2019–2020

Focus area	Goals
Feedback	Meet scorecard indicator for customer service scores of at least 60% of campuses receive 75% or more, expand Let’s Talk! platform for accessibility, launch QR code front office polls
Training	Deliver CARES training, and create and deliver specialized.3 (e)-209s 7.7 (a)7.3 (l)10.7 (ea-

Vision:

Austin ISD will embrace a culture of positive relationships through the creation of exceptional customer service for students, families, community members and each other.

Purpose:

AISD CARES aligns with Core Belief 2 from the [AISD 2015–2020 Strategic Plan](#), with a particular emphasis on Commitment 6 which states:

“AISD will commit to creating a positive organizational culture that values customer service and every employee.”

CARES’ purpose also aligns with Core Belief 3 from the AISD 2015–2020 Strategic Plan, and particularly to Commitment 9, which states:

“AISD is committed to engaging authentically with students, parents/guardians, teachers, and community.”

In addition to establishing AISD CARES, customer service was also included as part of the 2015–2020 Strategic Plan and contained in the 2018–2019 scorecard and 2019-2020 scorecard within Constraint 2 (i.e. items CPM 2.1, CPM 2.2, and CPM 2.3).

9j Ui Uhcb UbUnglgfYj YUYX]a d`Ya YbhHjcb`cZ75F9G_ Ym[cUgk YbhUgd`UbbYXZY WdhZcf`a cX] Wjcbg`h Uhk YfY
bYYXXxi Yrc h Y7CJ -8!% `dUbXya]W75F9G`g ddcfhXW`a di gYgk]h ZYXVUW`UbXhfUj]b[`rc`ja dfcj Yh Y]f`
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cZX]Uc[i YgdYf`XUzfYa UjYXghUX]`mLi, "&ci hcZ%SZUbXzh Ya Ucf]lmff +i Ek YfYfYgcbXXhrc k]h]b`cbYXU`h

Let's Talk!

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fYW]j YX(ZSS`"H`YfYZ`fYzh`Ym`fYW]j YXbYU`f`m`ZSS`]b`U`*!`a`cb`h`h`a`Y`d`f`]`c`X`Z`U`b`]`b`W`U`g`Y`Z`f`c`a`h`Y`%`Z`'`S`f`Y`W`]`j`Y`X`
]b`h`Y`b`h`f`Y`&S`%`&S`%`g`W`c`c`n`m`U`Z`U`g`X`]`g`d`U`n`Y`X`]`b`:`][i`f`Y`%`"9j`Y`b`k`]`h`h`g`]`b`W`U`g`Y`]`b`j`c`i`a`Y`zh`Y`7`5`F`9`G`h`U`a`'

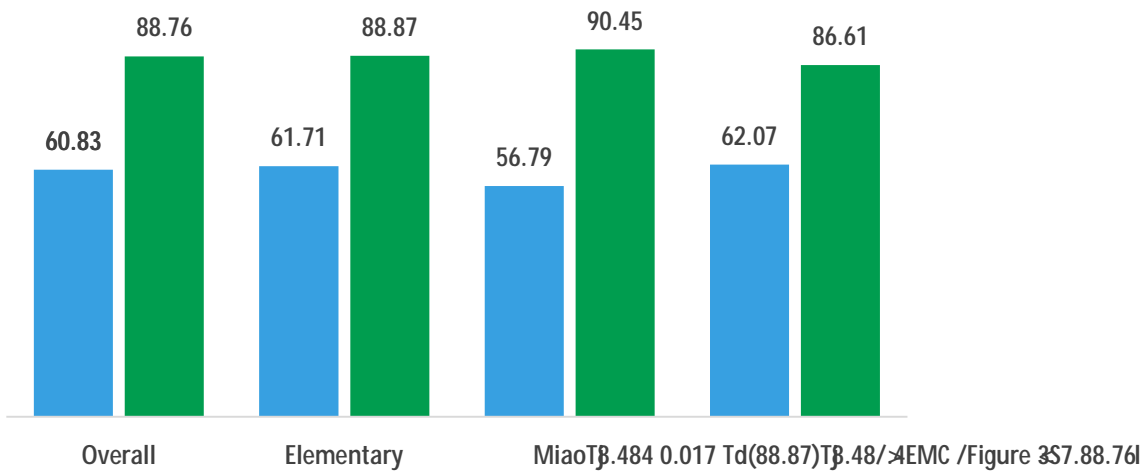
Figure 1
Dialogues received through the Let's Talk! platform increased from 1,330 to 11,806 in 2019–2020.

Figure 2
Customer service feedback ratings for Let's Talk! remained consistently high.



Figure 3

The overall average campus composite customer service score improved from 60.83 in school year 2018–2019 to 88.76 in 2019–2020, exceeding scorecard indicators.



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h`Y` fghnYU`cZ75F9G]a d`Ya YbH]cb`]b`5-C8`f&S%` &S%`L`H`YgYg`fj YngZH9@@zGi`Xbh7`]a UY`G`fj YnzUbXh`Y`
:`Ua`]`nGi`fj YnzUFYX]gf]M`hXYUW`mYU`lc`[`Ua`Yf`XU`Ucb`gHZZ`gZ]a`]`YgZUbXgdi`Xybg`dYFWdh]cbg`8F9VY]`Ub`
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cb`Uj`YfU`YZf`gHZZUhg]dYU`Wa`di`gY`G]a`]`Uf`nzf`h`Ygi`Xybhgi`fj`YnzUMcggU```j`Yg`fj`Ym]hYa`gZU`YfU`Y`

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Uh`h`YA`G`Y`Y`"@UghnzUj`YfU`Y9GfU]b[`gZf`h`Y`Ua`]`nGi`fj`Ynk`YfYgca`Yk`Uhg]a`]`Uf`lc`h`cgYZfca`&S%` &S%`zUbX`
Uj`YfU`YA`GfU]b[`gXfcdYXg][`hmi]`][`i`fY`*`E`

Figure 5

Students' responses improved slightly at special campuses for the item, "At my school, there is

Figure 6

Average responses were similar to previous year for the Family Survey item, "I consistently receive good customer



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Campus Composite Customer Service Score

Each campus undergoes a customer service evaluation process with 3 components making up their total customer service score:

- Audit 50%
- Mystery Calls 30%
- Self-assessment 20%

Customer service audits were conducted in-person by a district customer service specialist. Campuses are expected to receive 2 audits (one in fall and one in spring), 3 mystery calls, and to conduct 2 self-assessment walk-throughs on their campus. This rubric was adapted, however, due to the transition to virtual learning from March 13 through the end of the 2019–2020 school year.

Therefore, each campus' overall score was calculated with 1 audit, and 2 mystery calls. Additionally, campuses were gifted 10 points to count toward a walk-through, since the opportunity to do so was much shorter than expected. Detailed results of campus' composite scores are available upon request.

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- & (2016). , 54(1), 13 2 .
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