



For Immediate Release

March 19, 2007

San José Unified School District

Inspiring and Preparing for Success!

For more information contact:

Karen Fuqua
San José Unified School District
karen_fuqua@sjusd.org
408.535.6444 Cell: 408.313.5303

San José Unified is Puttin' on the Ritz

March 19, 2007, San José, CA: San José Unified's Board of Education adopted a Board Resolution on October 12, 2006 regarding Customer Service. Since then, the District has been actively bringing the resolution to life by implementing a full blown comprehensive Customer Service Initiative. Our commitment is to respond to your needs with courtesy and respect.

Tonight, **March 19th**, the District will hold its 3rd Community Conversation of the Year. The topic is **Customer Service and Customer Responsibility**. It will be held at **Gunderson High School, 622 Gaundabert Lane, San José, 95136 at 6:30**. We have had 2 prior successful elementary schools meetings this month with over 240 participants.

This is the 10th year San José Unified has held the Community Conversations. In 2006, San José Unified received the *Magna Award* from the National School Boards Association for our Public Engagement practices, highlighting this program. The Community Conversations are a process designed for administrators, staff, students and parents from all schools, to come together to hear a common message. The schools then work in their own groups with a facilitator, developing action plans based on data to bring back to their own sites. Areas such standards, bullying, caring school climate, and college going culture have been the topics of conversation in the past.

Administrators, classified, grounds and operations personnel all have received staff development training in customer service. An employee recognition program has been initiated and implemented through our Customer Satisfaction Survey. Our customers can provide feedback to us – their compliments or their concerns. This can be done through available paper surveys, web survey, or a dedicated phone feedback line. Our District office Customer Star of the Month earns the coveted Employee Parking Spot. Starbucks gift cards are presented as well as recognition on San José Unified's web site. We have also begun to initiate the program at the school sites as they develop their plans through the Community Conversations

San José Unified uses the Baldrige Model of Continuous Improvement, a management system that is used in business. One of the basic purposes of Baldrige is Customer Requirements (Student and Stakeholder Focus). With the Board of Education adopting the Resolution on Customer Service, we now will initiate various ways, both qualitative and quantitative, to measure the data on the affect of our Customer Service Initiative. San José Unified is surveying our customers (internally & externally) to see if they are treated with courtesy and respect.

####