



FAMILY AND COMMUNITY ENGAGEMENT PLAN 2024/2025

Customer Service

Directions: After reviewing the draft customer service standards, consider two scenarios: one providing exceptional interaction and one that should be improved. Identify the positive interaction that demonstrates exceptional customer service. Elaborate on the positive features of the interaction. Identify an interaction that could have been handled differently. Elaborate on the scenario needing improvement and identify actions to improve the level of customer service in the future.

Scenario One:

At the beginning of the school, we always have an influx of new students; they may transfer from local schools, school districts, and often from out of state. This year again we have an increased number of students transferring from various school; new students were greeted with a welcoming spirit the Peer Counseling Department (educators and students) created Falcon Welcome Bags. The bags included the following items: SY24-25 School Planner, pencil, pen, I.D. lanyard and sleeve, and a \$5.00 Falcon Buck. So now, every new student upon enrollment receives a Sunrise Middle Welcome Bag.

Identify positive features of this interaction:

The positive feature of this interaction is for every new student to feel welcomed and wanted. Often, during the enrollment process new students receive their schedule and are escorted to their current class. This process does not reflect Sunrise's P.R.I.D.E. values and does not demonstrate our desire to promote a positive academic environment.

Scenario Two:

Sunrise Middle School promotes a multi-ethnic and inclusive environment through school-wide activities that benefit the students and parents. Oftentimes parents do not receive advanced notice of such events, and this causes an issue in planning their schedules. Parents have experienced missed deadlines for field trips, important meetings, and social events. Sunrise has made great strides to notify parents and stakeholders of upcoming activities, deadlines, and events but there is still work to be done.

Identify actions to improve the level of customer service in scenario two:

Sunrise has implemented utilization of SBBC Parent Link, Canvas LMS, and Sunrise's marquee and website. On the school's website, parents can access all information pertaining to activities, events, and deadlines through the school's digital calendar. In addition, Sunrise's twitter account will be used to push out reminders as needed.

Comments:
