



FAMILY AND COMMUNITY ENGAGEMENT PLAN

Customer Service

Directions: After reviewing the districts 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:

We serve a wide variety of students that represent many cultures and backgrounds.

Our school community is diverse, and our many differences is what makes us thrive together. One family had the ideal scenario in which our school personnel went above and beyond to support their child and family during a stressful time. The student would have frequent panic attacks in the morning during the parent drop-off car line.

Identify positive features of this interaction:

Our school staff approached the situation with the utmost level of respect and compassion. Involvement ranged from the school administrators, front office staff, the guidance and support staff to the School Resource Officer (SRO), campus monitor, and the classroom teacher. Each key stakeholder played a pivotal role in accommodating the child in distress, supporting the parents and siblings with the highest level of customer service during these frequent episodes, and providing time and outside references to help the family with counseling, therapy, and strategies that help improve the situation or mitigate escalation over a period of time.

Scenario Two:

Often, parents and families do not receive important documents or information from school. This could be a result of many contributing factors. These can potentially range from students not being organized, parents not following up on what information is being sent home, teachers being out of the class during their absence, or the school communicating via limited communication channels. Our school has been and will continue to help bridge the gap between school and home.

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

Our school sends home hard copies of documents pertaining to school news and events. We also utilize a variety of communication channels including but not limited to email and digital software applications such as ClassDojo or Remind. Often, our school administrators will set up automatic Robo Calls and digital voicemails to communicate clear and time-sensitive information related to school news and events. The school also has a digital marquee on campus which allows us to advertise to the local community.

Comments:

We have also partnered with multiple local community organizations such as the City of Oakland Park, Florida International University (FIU), Kiwanis Club, Broward Sheriff's Office (BSO), and many more. Our school utilizes all key stakeholders and engages in collaboration and solidarity to enhance the support for the students, the teachers, and the school community with successfully accomplishing their goals.