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# DEPLOYMENT PROJECT

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## RESPECTFUL & RESPONSIVE SERVICE

**INCEPTION DATE: 3/06/09**

**SPAC UPDATE: 4/20/09**

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**THIS PROJECT SUPPORTS THE FOLLOWING DISTRICT FOCUS AREAS OUTLINED IN THE GCS STRATEGIC PLAN 2012:**

- I. Improving Academic Achievement
- II. Supportive Family & Community Involvement
- III. Strategic Human Resource Management
- IV. Respectful & Responsive Service
- V. Safe Schools & Character Development
- VI. Optimal Operations
- VII. Transformational Technology
- VIII. Clear Baseline & Equitable Standards

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**THIS PROJECT SUPPORTS THE FOLLOWING GCS STRATEGIC PLAN 2012 MEASURABLE OBJECTIVES:**

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Goals are aligned with those located in the  
[GCS Strategic Plan 2012: Achieving Education Excellence.](#)

Goal #	Goal description
IV.A	Improve the percentage of community members, parents, students and employees who indicate information, responses to inquiries and services are provided in a timely and efficient manner as measured by an annual survey.
IV.B	Increase the percentage of employees who consider GCS a “preferred place” (culture/climate) to work as measured by an annual survey.

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**THIS PROJECT SUPPORTS THE FOLLOWING GCS STRATEGIC PLAN 2012 STRATEGIES:  
(PLEASE NOTE WHEN A STRATEGY IS SHARED WITH ANOTHER DEPLOYMENT PROJECT)**

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Strategies are aligned with those located in the  
[GCS Strategic Plan 2012: Achieving Education Excellence.](#)

Goal #	Strategy #	Strategy description	Shared with another project (Y/N)
IV.B	IV.1	Strengthen internal communication to employees through internal communication plans.	GCS will provide quality, timely and cost-effective support to schools by reorganizing the schools and district resources into geographic regions. Provide additional district support to selected schools. Develop superintendent advisory councils. Develop more content across multiple channels of communication.
IV.B	IV.1	Implement key communicator programs.	GCS will provide quality, timely and cost-effective support to schools by reorganizing the schools and district resources into geographic regions. Develop more content across multiple channels of communication.

Goal #	Strategy #	Strategy description	Shared with another project (Y/N)
IV.B	IV.1	Create an employee feedback program.	GCS will provide quality, timely and cost-effective support to schools by reorganizing the schools and district resources into geographic regions.  Develop more content across multiple channels of communication.
IV.B	IV.1	Begin an ongoing recognition program recognizing outstanding achievement.	N
IV. A	IV.2	Increase awareness among employees regarding the need for improving service by sharing the results of the “Mo Wants to Know” campaign.	Develop more content across multiple channels of communication.  Increase transparency/flow of information within the organization and to external publics, including parents, and fait, business and community leaders.
IV.A	IV.2	Develop a quick-reference service guide	Develop more content across multiple channels of communication.  Increase the percentage of “paperless” organizational systems.
IV.A	IV.2	Offer training to ensure exceptional service	N
IV.A	IV.3	Develop service improvement plans to improve service across the district.	N
IV.A, IV.B	IV.4	Provide innovative services to our internal and external customers to increase overall customer satisfaction and employee retention.	N
IV.A	IV.5	Gauge the level of service provided within the district by developing multiple means of assessing the level of service, including “secret shoppers.”	N
IV.B	IV.6	Consider the feasibility of creating a GCS service unit to provide service training and support.	N
IV.B	IV.6	Develop and implement uniform service standards	N

Goal #	Strategy #	Strategy description	Shared with another project (Y/N)
IV.A	IV.7	Develop information packets for new and potential GCS families in order to market the extensive educational opportunities offered to students.	Increase the use of technology to improve the effectiveness and efficiency of communication throughout the organization.
IV.B	IV.8	Expand the recognition of excellence to recognize accomplishments by students, employees, former students and former employees.	Host an annual "State of our Schools" event.
Notes :	GCS believes that by anticipating our customers' needs and wants, and by treating all with respect, the district will further strengthen its partnership with employees, students, parents and community members.		

<b>Project Overview</b>		
<b>Project Introduction and Context</b>		
<p>Parents, volunteers and other community members want to know GCS cares about them, as well as the children and community the district serves. They want their public school employees to respond quickly and respectfully when they need information, have a question, want to take a tour or need help solving an issue or concern. GCS employees feel the same way. They want and expect to be treated with dignity, respect and courteousness at all times. They want fast and accurate answers to questions so they, in turn, can provide the kind of thoughtful service our external customers want and deserve.</p>		
<b>Desired Results</b>		
<ul style="list-style-type: none"> <li>• Improved employee morale</li> <li>• Improved perception of GCS in the community</li> <li>• Increased customer satisfaction</li> <li>• Increased employee retention</li> <li>• Increased recognition and appreciation of the amazing things happening every day in GCS</li> </ul>		
<b>Project Oversight</b>		
Role	Description	Person Responsible
Sponsor	Ultimate authority. Responsible for the project, its desired results and specific outcomes.	Nora Carr

<p>Project Manager (Champion)</p>	<p>Assists in developing the Deployment Project and project plans, performs project reviews and disposes of issues and change requests.</p> <p>Develops and maintains Deployment Project and plans, performs reviews, tracks issues and change requests, manages budget and is responsible for technical quality of solution.</p>	<p>Lillian M. Govus</p>
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**Project Deployment Team (PDT)**

<p>Le Boler – Chief Administrative Office          Deb Graves – Transportation          Barbara Williams – Office support, Facilities          Tracey Dungee – Human Resources          Jennifer Landes – District Relations          Pete Kashubara – Principal, Weaver Academy          Eric Brown – Technology          Patrice Brown – Principal, Archer Elementary          Linda Aydelette – Office support, Southeast Middle          Patty Kinkade – Benefits          Debbie Dowd – Social Worker, Eastern High</p>	<p>Susan Parker – School Support Office          Christy Hartmann – School Nutrition Services Lorie          Rainey – Assistant Principal, Jamestown Middle          Eva Cheek – Office support, Hairston Middle          Sara Nachtrab – Curriculum Facilitator, Gateway Education Center          Vanessa Thomas – Curriculum Facilitator, Murphey Traditional Academy          Dave Owens – Maintenance          Cynthia Vaughn – Media Specialist, High Point Central High          Julie Hughes – Superintendent’s Office</p>
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**Advisory Team**

<p>American Express Rep TBD          Mary Hall, Chic-Fil-A          Judy Morton, Action Greensboro          Bridget McGrath, Bouvier Kelly          Rodney Wilds, Principal, Jackson Middle          Ed Gagnon, Customer Service Solutions          Tim Vangel, Assistant General Manager, Greensboro Grasshoppers          Aaron Wall, High Point Regional Hospital          Mark Jewell, GCAE          Denise Schroeder, Principal, Reedy Fork Elementary          Victoria Sadeq, Teacher, GCS Newcomers School          Jeff Nash, Customer Service Center Director, Wake County Schools          Diane Blackwood, VP Customer Care, Time Warner Cable</p>
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**Clients**

<ul style="list-style-type: none"> <li>• Parents</li> <li>• Employees</li> <li>• Students</li> <li>• Community Members</li> <li>• Business Leaders</li> <li>• Tax Payers</li> <li>• Contractors</li> </ul>
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## Major Project Scope and Deliverables

**Deliverable:** A specific product or event to result from a project. Examples include such things as a training session, a document, a software product, a process definition, etc.

Deliverables	Person Responsible	Start Date	Completion Date
Develop internal communication plans for all major initiatives	Govus	2/09	ongoing
Develop and evaluate internal communication campaign	Landes/Govus	3/09	ongoing
Research various models for great service	Govus/Williams	2/16/09	4/10/09
Conduct consultation visit with Wake County Schools Customer Service Center	Govus	2/27/09	2/27/09
Identify high-quality, low-cost reproducible service training materials and tools	Govus/Owens/ Kinkade/Dowd/ Parker/Hartmann	3/13/09	5/26/09
Review Area IV with Project Team	Govus	3/24/09	3/24/09
Establish district's vision for service standards	Govus	3/24/09	4/24/09
Identify internal and external services provided in Area IV	Govus	3/24/09	5/26/09
Use research to identify best practices and common components of service improvement plans	Govus/Vaughn/ E. Brown	3/24/09	4/24/09
Conduct SWOT analysis of district's service	Govus	3/24/09	3/24/09
Establish guiding principles for district-wide service	Govus	3/24/09	3/31/09
Develop Area IV Web page	Govus/E. Brown/ Rainey/Parker	3/09	6/09
Identify key questions to gauge central office service quality	Boler/Rainey/ Nachtrab/Thomas/ Dowd/P. Brown	3/24/09	5/26/09
Develop internal key communicator program	Landes	4/09	8/09
Research ideas for employee feedback program	Landes/Dungee/ Kinkade/Boler/Parker	4/09	6/09
Identify key components of quick service reference guide	Govus/Boler/Cheek/ Williams/ Dowd	4/1/09	7/1/09

<b>Deliverables</b>	<b>Person Responsible</b>	<b>Start Date</b>	<b>Completion Date</b>
Identify materials needed in the new family information packets	Govus/Kashubara/ P. Brown/ Thomas/ Nachtrab	4/20/09	6/1/09
Identify local experts who can provide high-quality service training at a reasonable cost using the train-the-trainer format	Landes/Dungee	4/20/09	5/2/09
Establish service standards	Govus	4/24/09	5/13/09
Develop K-12 Insight Survey of principals to gauge central office service quality	Boler/ Hughes	5/26/09	6/2/09
Analyze results of survey and share with groups creating service guides, training materials and new family packets	Landes/Kashubara/ P.Brown/ Dungee	6/2/09	8/2/09
Identify means of incorporating training tools into multiple mediums	Landes/E. Brown/ Kinkade/Dungee/ Vaughn/ Williams/P. Brown	5/26/09	10/1/09
Develop service improvement plan templates	Boler/Hughes	6/09	1/10
Implement employee feedback program	Landes/Govus	6/09	8/09
Identify other districts' employee recognition programs and highlight relevant areas of interest	P. Brown/Hartmann/ Cheek/Thomas/ Vaughn/ Nachtrab/ Graves/ Cheek	6/09	8/09
Produce new family information packets	Govus	6/1/09	1/10
Implement training sessions that support employee development using the train-the-trainer service model (regionalization included)	Landes/Dungee	6/13/09	10/09/09
Produce quick service reference guide	Govus	7/1/09	10/09
Create service questions to integrate into screening and employee evaluations	Dungee/Kinkade/ Brown	7/1/09	8/1/09
Explore feasibility of hosting one major employee recognition event	Boler/Aydelette/ Cheek	8/09	9/09
Using ideas gained from researching other districts, create GCS Employee Hall of Fame	Dungee/Landes/ Williams	9/09	6/10

Deliverables	Person Responsible	Start Date	Completion Date
Provide customer service training for regional staff (bottom-to-top, top-to-bottom) in accordance with Area I	Govus/Carr	TBD	TBD

## ***Project Impacts***

Identify other projects that relate to, that affect, or may be affected by, this project being planned. Identify major organization groups, processes, policies, etc. that could affect, or be affected by, this project. Document each related project's (and/or other entity's) relationship to your project, the interdependencies among projects (and/or other entities), and a degree of impact of "High", "Medium" or "Low." In addition, indicate when the impact will be resolved.

Project Impact	Description of Impact	Degree of Impact	Impact Resolution Date
Improved employee perception of GCS students/parents/families as measured by an annual survey (Area II)	Improving the perception of GCS starts at home. Improving employee morale and retention as outlined in Area IV translates into improved perceptions in Area II	Medium	Ongoing
Volunteer recruitment and recognition (Area II)	The public will be more inclined to volunteer their time with institutions that demonstrate superior levels of service, therefore making volunteers feel more appreciated	Medium	October 2009
Increased transparency and flow of information within the organization (Area II)	Improved communication from the inside out gives employees a sense of importance, thus boosting morale and the perception	Medium	Ongoing
Streamlining the organization	Utilizing service improvement plans and quick reference guides takes the guesswork out of initial interactions with the public and frees the impacted employees to utilize their resources to the greatest benefit of all involved	High	January 2010
Embracing respectful and responsive service	The level to which GCS departments and schools buy into the service ideas directly impacts the success of the program	High	Ongoing

## Project Budget Summary

The budget and costs reflected in the Deployment Project should account for all contracted services, materials and supplies, etc., required to achieve the stated scope and objectives. It does not imply automatic approval and budgeting. Approval, commitment and funding must be obtained from the SPAC. Indicate whether each item is budgeted or unbudgeted.

Budget Categories	Person Responsible	Budgeted Amount	Budgeted (Y/N/Pending)	Budget Code
Contracted Services for customer service training	Landes/Dungee	\$2,000	pending	
Parent Resource Toolkit	Govus	\$10,000	pending	
New family information packets	Govus	\$2,000	pending	
Key communicator materials	Govus	\$500	pending	
Customer service training materials	Govus	\$500	pending	
Travel to Visit Wake County's Customer Service Center	Govus	GCS transportation	done	
Rental of War Memorial Auditorium for district-wide recognition event	Aydelette	\$2,500	pending	
Catering for district-wide recognition event	Aydelette	\$2,000	pending	
Secret Shopper	Govus	\$40,000	pending	
<b>TOTAL:</b>		<b>\$57,000</b>		
Notes:	Budget could be affected based on committee's findings.			

## New Positions Required

Staffing Summary Resource Type	# of FTE	Duration	Hours	Budgeted (Y/N/Pending)
N/A	#	# of days/months	#	
Notes:	No new staffing positions are recommended.			

## Project Assumptions

Document any assumptions that could significantly affect the project (e.g. facilities usage, budget approval, etc.).

Project Assumptions	Description
<ul style="list-style-type: none"> <li>Budget</li> </ul>	<ul style="list-style-type: none"> <li>Without budget dollars, no print materials can be designed or printed for parent toolkits or quick reference guides</li> </ul>
<ul style="list-style-type: none"> <li>District-wide buy-in for customer service strategies</li> </ul>	<ul style="list-style-type: none"> <li>Success is contingent upon full support from the district of the respectful and responsive service ideals</li> </ul>
<ul style="list-style-type: none"> <li>Continued sponsorship from Sam's Club for Employee of the Month program</li> </ul>	<ul style="list-style-type: none"> <li>Sam's Club has sponsored the EOM program at a cost of \$600 per year (\$50/month).</li> </ul>
<ul style="list-style-type: none"> <li>Sponsors for district-wide recognition event</li> </ul>	<ul style="list-style-type: none"> <li>While some dollars may be transferred from the Celebration of Excellence budget, it is assumed that sponsorships will be needed to support a district-wide recognition event</li> </ul>
<ul style="list-style-type: none"> <li>Staffing</li> </ul>	<ul style="list-style-type: none"> <li>While no new staffing positions have been requested, each GCS department/school will need to designate a customer service liaison for "train the trainer" model</li> </ul>

## Project Approval

<input checked="" type="checkbox"/>	<b>Approved</b>	
<input type="checkbox"/>	<b>Approved as Noted</b>	
<input type="checkbox"/>	<b>Rejected (See Note)</b>	
Additional Comments:		
Last Revised:		

## Project Status Reports

Complete attached Project Status Report for updates to SPAC.