AISD CARES – Customer Service Overview

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

**Issue Statement:** Declining enrollment is having a profound effect on Austin ISD. Campuses are facing more and more competition from homeschooling, private and charter schools, which is exacerbated by increasing costs of living and affordability in Austin. Surveys indicate that one of the reasons why parents choose to enroll their children in non-Austin ISD schools is the level of customer service they receive at AISD schools.

**Theory of change:** If AISD creates an environment of exceptional customer service, then we will enable improvements in district and campus culture with long-term outcomes such as increases in student enrollment and decreases in staff turnover. To make this happen, we will deliver training, empower campus staff and leaders to implement the CARES principles, and systematically use data to affect change and drive positive outcomes.

Image: The AISD CARES Implementation of Work – Feedback; Training; Resources; Communication; Collaboration; Recognition; and planning

Image: The AISD CARES Goal – Exceptional Customer Service, i.e., the AISD CARES Brand, Customer-Focused, Action-Oriented, Responsive, Empathetic, and Service-Driven