

Resolution 1213R-012

by Director Bonds

WHEREAS, Milwaukee Public Schools is facing increased competition from private and voucher schools, which has resulted in approximately 40% of Milwaukee children now attending non-MPS schools; and

WHEREAS, When families shop for schools, the first impressions are often the most critical, making it crucial for MPS to become more cognizant of our reputation in the community and of our role as an educational organization; and

WHEREAS, Creating a culture of exceptional customer service may be an effective way for MPS to increase its market share; and

WHEREAS, Our internal customers are defined as all employees of MPS, while our external customers are defined as our parents, students, and community stakeholders; and

WHEREAS, We recognize that our external customers are the primary motivation for our work, not an interruption of our work, and, therefore, our focus must be to satisfy them as best we can; and

WHEREAS, Acknowledging a sense of urgency about the quality of our customer service, valuing our customers, and demonstrating respectful behavior are all examples of the exceptional customer service that MPS must provide; and

WHEREAS, Employees must create an internal culture of superior customer service by developing a team-oriented work environment, cooperating across departments and upholding the goals of the district's Strategic Plan; and

WHEREAS, The more that employees, as internal customers, have positive and productive interactions with one another, the better they will treat the external customers that MPS serves; and

WHEREAS, Our commitment to superior customer service must permeate every aspect of the organization in order for MPS to position itself as a school district of choice; now, therefore, be it

RESOLVED, That representatives from the Administration, the Office of Board Governance, and the Office of Accountability and Efficiency are to develop a framework for the creation of a Customer Service Bureau; and be it

FURTHER RESOLVED, That the framework is to include identification of customer-service standards, professional development opportunities to improve customer service, and a timeline for implementation; and be it

FURTHER RESOLVED, That a 24-hour call center, potentially to be managed by members of the MPS security team, be included as a component of the Customer Service Bureau's framework; and be it

FURTHER RESOLVED, That the Administration, the Office of Board Governance, and the Office of Accountability and Efficiency are to report back to the Board with this framework no later than the March 2013 Board cycle.

November 29, 2012