



## Maryland State Department of Education Customer Service Overview

The Maryland State Department of Education develops and implements standards and policy for education programs from pre-kindergarten through high school and for Maryland's public libraries, juvenile services education, and vocational rehabilitation services. It is our goal to ensure that all students have access to a world class educational system that prepares them to graduate ready for post-secondary learning, rewarding work, and success in life.

Our mission is as follows:

- **BE EFFECTIVE.** Provide every student with highly effective teachers and educational leaders.
- **BE INCLUSIVE.** Engage with parents, families and community members to improve student outcomes.
- **BE INNOVATIVE.** Integrate evolving technologies, instructional strategies, and emerging skills that enable all students to reach their fullest potential in a globally competitive environment.
- **BE ACCOUNTABLE.** Enhance learning for every student through use of objective, data-driven measures of success determined by state and national standards.
- **BE SAFE.** Promote a safe, healthy environment for students.

Every customer is important to the Maryland State Department of Education as we work to carry out our mission. We are dedicated to providing superior customer service and have developed purposeful and measurable customer service activities. Customer service activities include:

1. Improve the tracking, responsiveness, and time-to-resolution of all electronic, telephone, written, and in-person correspondence.
2. Ensure Maryland State Department of Education employees continue to improve customer service skills through formal training classes and informal coaching on effective practices in customer service.

**CUSTOMER SERVICE PROMISE**  
Larry Hogan, Governor • Boyd Rutherford, Lt. Governor

**The State of Maryland pledges to provide constituents, businesses, customers, and stakeholders with services in the following manner:**

- **Friendly and Courteous:** We will be helpful and supportive and have a positive attitude and passion for what we do.
- **Timely and Responsive:** We will be proactive, take initiative, and anticipate your needs.
- **Accurate and Consistent:** We will always aim for 100% accuracy, and be consistent in how we interpret and implement state policies and procedures.
- **Accessible and Convenient:** We will continue to simplify and improve access to information and resources.
- **Truthful and Transparent:** We will advance a culture of honesty, clarity and trust.

3. Improve the processing times of agency services to help citizens accomplish their goals.
4. Increase the number of services the Department of Education provides online so that stakeholders can utilize self-service, as appropriate.
5. Update online publications, forms, FAQs, and pertinent information on our website so that our constituents can find relevant information quickly and accurately.
6. Use social media to help get the word out about services, events, and news to provide educators and citizens with information important to them.
7. A three question Customer Experience Survey is available on our website for citizens and businesses to provide feedback. Results are used to make improvements to services.

In addition to these core customer service-related activities, we will also analyze our business hours in order to better align them to customer needs; conduct focus group-type meetings with stakeholders, ensure literature is up-to-date, and conduct staff meetings to discuss progress on achieving customer service goals. We will also continue to recognize top performers in our agency for professionalism and courtesy, responsiveness in resolving a customer's needs, and for innovations that improve customer service.

We will monitor the execution of the aforementioned activities, measure performance, and analyze the results in order to continuously improve customer service.

We are committed to providing Maryland citizens, businesses, stakeholders, and other customers with the best customer service. For more information, For more information, please visit our website at <http://www.marylandpublicschools.org>.

[Click here](#) for our three question customer experience survey.