



Report for Brian Rose at KDWL

Region: Awards Consideration (includes report card)

Below is a summary of scores and feedback from all the usable evaluations which were submitted for you during the 2026 Flight Training Experience Award application period. Many flight training providers receive exceptionally high scores so we also share with you the distribution of the overall aggregate scores for comparison.

1. Eligibility

To be eligible for an award, you needed to receive at least 5 unique evaluations, each at least 80% complete

A survey response was considered 'usable' if the respondent answered at least 80% of the questions required for scoring.

A CFI was considered 'eligible' for an award if they received at least 5 unique, usable responses.

Average scores were based on all usable responses received and have been rounded where necessary.

Your percentile rank was calculated by comparing your score to scores of all other (nominated/eligible) CFIs. Percentile ranks were calculated at both national and regional levels and may have been rounded.

Your performance (percentile rank) compared to all other eligible CFIs in your region was one of many factors that informed award decisions.

You received 11 evaluations.

2. Free Responses

At the end of each evaluation, we ask the following open-ended question:

Why should or shouldn't your CFI win a Flight Training Experience Award?

3. Individual Overall Scores & Responses

Total Score	Student Review
90.00	<p>Why Mr. Brian Rose Should Win: As an international student, I believe Mr. Brian Rose deserves the Flight Training Experience Award because he consistently exceeded expectations. He demonstrated exceptional patience, understanding, and dedication throughout my training. He didn't just teach me how to fly—he taught me how to learn. Whenever I struggled with a concept, Mr. Rose adapted his teaching style—using clear explanations, analogies, and breaking things down—making it possible for me to follow along, ask questions, and truly understand. His emphasis on safety, his ability to build confidence, and his consistent support helped me grow in ways I never anticipated. Because of him, I gained not just skills, but belief in myself. For all these reasons, Mr. Brian Rose is absolutely deserving of this award.</p>
81.00	<p>During my early stages of flight school I struggled with tasks like radio communications and simple landings or maneuvers and I never seemed to be improving until I started training with Brian. Brian makes flight training simple and personal and instead of just being a flight instructor I could call him a friend which makes the training more fun and easier to have conversations about what I need help on.</p>
80.00	<p>Brian should win this award because he is a very professional instructor. While also providing a safe but fun flying experience. That allows students to understand key concepts in flight, while also growing the students love for aviation.</p>

88.00	Brian wins an award because he is a dedicated Teacher of the aviation arts. His student is proof of the heart Brian has for flying.
90.00	Brian is very courteous and patient in the plane and provides a welcoming environment for learning. He allows the student to learn and fosters a supportive environment
90.00	Teaches well and is the reason my landings are smooth.
89.00	Brian is one of the most patient instructors I've had. He is great at guiding students to just the extent they need to become self sufficient without creating too much of a dependency. He also excels at letting the student make mistakes and learn from it, rather than constantly over-correcting them. His positive demeanor and willingness to help are excellent attributes. I strongly recommend him for this award.
88.00	I had been training for my private for a while before I met Brian. My previous instructor didn't fit me very well, but when I started working with Brian everything clicked. I was able to breeze through the rest of my training and secure my private pilots license.
89.00	Brian has been an excellent flight instructor by being organized and having a thorough plan in our training. Flight and ground instruction has been very valuable and easy to understand with Brian's explanations.
88.00	I've had 3 flight instructors throughout my training and Brian is by far the best I've every gotten the chance to work with. Brian's calm approach is very helpful when situations can be somewhat hectic. He allows students to make mistakes and learn from those mistakes, instead of just taking over. In summary, Brian made flying fun, I looked forward to every lesson I had with Brian, and always felt very confident and safe with him in the right seat.
90.00	Brian Rose is one of the most curious and dedicated instructors I've ever flown with. He always goes above and beyond to find the answer to any question I have, and he never hesitates to take the extra time to explain things in a way that makes sense. What I really like about Brian is that he understands the student perspective really well because he knows what it's like to be in training and makes every lesson comfortable and productive. We're always asking each other questions and learning together, which makes every flight a fun experience. He's patient, easy to talk to, and truly wants to see his students improve. You can tell he passionately loves what he does, and that makes learning from him even better. Overall, Brian is not just a great instructor but also a great person to fly with. He makes every lesson enjoyable, educational, and motivating. I'm really grateful to have him as my instructor.

4. Aggregate Overall Score (Range: 0 to 100)

This is the overall score you received from your customers in the 2026 Flight Training Experience Award application period:

Your Score: 88

4.1 Compared to All Nominees (those with at least 1 evaluation)

National Average: 87

Your national percentile ranking: 47%

Regional Average: 87

Your regional percentile ranking: 47%

4.2 Compared to All Eligible Nominees (those with at least 10 evaluations)

National Average: 88

Your national percentile ranking: 49%

Regional Average: 88

Your regional percentile ranking: 49%

5. SubScore Summary for at

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The remaining sections summarize your individual subscores (range: 0 to 100) as they apply to each of the four areas from our Flight Training Experience Research: Educational Quality, Customer Focus, Community, and Information Sharing. You will also find national and regional averages, for benchmarking.

Subscore Summary:

	Your Score	National Avg
Educational Quality	78	86
Customer Focus	79	86
Community	74	82
Information Sharing	77	83
NetPromoter Score	100	96
Overall Total	70	76

6. Educational Quality Scale (Range: 0 to 100)

This is the score you received from your customers, derived solely from the questions related to Educational Quality; offering effective training from professional instructors who are dedicated to students' success

Your Score: 78

6.1 Compared to All Nominees (those with at least 1 evaluation)

National Average: 86

Your national percentile ranking: 21%

Regional Average: 86

Your regional percentile ranking: 21%

6.2 Compared to All Eligible Nominees (those with at least 10 evaluations)

National Average: 86

Your national percentile ranking: 20%

Regional Average: 86

Your regional percentile ranking: 20%

6.3 Responses per Question

My CFI consistently used a training syllabus that I could consult.

Response Choice	Frequency	%
Strongly Agree	9	81.82%
Somewhat Agree	2	18.18%

My CFI tailored their lessons plans to accommodate my personal strengths and weaknesses.

Response Choice	Frequency	%
Strongly Agree	10	90.91%
Somewhat Agree	1	9.09%

I felt safe flying with my CFI.

Response Choice	Frequency	%
Strongly Agree	11	100%

My CFI helped me feel prepared for unexpected situations in flight.

Response Choice	Frequency	%
Strongly Agree	10	90.91%
Somewhat Agree	1	9.09%

7. Customer Focus Scale (Range: 0 to 100)

This is the score you received from your customers, derived solely from the questions related to Customer Focus; adding value by demonstrating professionalism and engagement with students

Your Score: 79

7.1 Compared to All Nominees (those with at least 1 evaluation)

National Average: 86

Your national percentile ranking: 27%

Regional Average: 86

Your regional percentile ranking: 27%

7.2 Compared to All Eligible Nominees (those with at least 10 evaluations)

National Average: 85

Your national percentile ranking: 25%

Regional Average: 85

Your regional percentile ranking: 25%

7.3 Responses per Question

My CFI patiently helped me understand difficult concepts.

Response Choice	Frequency	%
Strongly Agree	10	90.91%
Somewhat Agree	1	9.09%

I feel like my CFI made efficient use of my time.

Response Choice	Frequency	%
Strongly Agree	11	100%

My CFI was not invested in my success.

Response Choice	Frequency	%
Strongly Disagree	11	100%

My CFI was reliable and on-time for scheduled lessons

Response Choice	Frequency	%
Strongly Agree	11	100%

8. Community Focus Scale (Range: 0 to 100)

This is the score you received from your customers, derived solely from the questions related to Community; emphasizing social connections and accomplishments.

Your Score: 74

8.1 Compared to All Nominees (those with at least 1 evaluation)

National Average: 82

Your national percentile ranking: 21%

Regional Average: 82

Your regional percentile ranking: 21%

8.2 Compared to All Eligible Nominees (those with at least 10 evaluations)

National Average: 82

Your national percentile ranking: 19%

Regional Average: 82

Your regional percentile ranking: 19%

8.3 Responses per Question

After training with my CFI, I feel like a member of the general aviation community.

Response Choice	Frequency	%
Strongly Agree	9	81.82%
Somewhat Agree	2	18.18%

My instructor expressed that people like me should not fly.

Response Choice	Frequency	%
Neither agree nor disagree	2	18.18%
Strongly Disagree	9	81.82%

My CFI introduced me to students, new pilots, and members of the local aviation community.

Response Choice	Frequency	%
Strongly Agree	8	72.73%
Somewhat Agree	1	9.09%

Neither agree nor disagree	2	18.18%
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My CFI shared relevant information to help me continue flying after training (e.g. how to find flying clubs, purchase an aircraft, or start an aviation career)

Response Choice	Frequency	%
Strongly Agree	9	81.82%
Somewhat Agree	1	9.09%
Somewhat Disagree	1	9.09%

9. Information Sharing Scale (Range: 0 to 100)

This is the score you received from your customers, derived solely from the questions related to Information Sharing; educating and empowering students to make informed decisions about flight training investments.

Your Score: 77

9.1 Compared to All Nominees (those with at least 1 evaluation)

National Average: 83

Your national percentile ranking: 29%

Regional Average: 83

Your regional percentile ranking: 29%

9.2 Compared to All Eligible Nominees (those with at least 10 evaluations)

National Average: 83

Your national percentile ranking: 27%

Regional Average: 83

Your regional percentile ranking: 27%

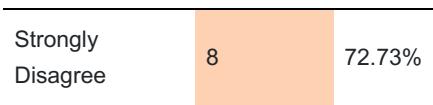
9.3 Responses per Question

I always understood the steps required to reach my flight training goals with my CFI.

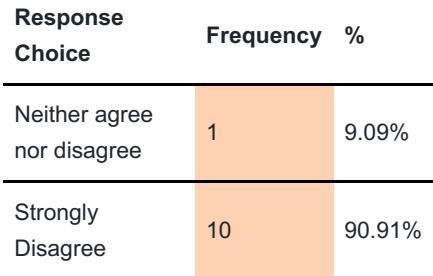
Response Choice	Frequency	%
Strongly Agree	10	90.91%
Somewhat Agree	1	9.09%

My flight training with my CFI has required more time and/or money than I expected.

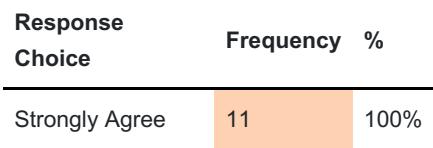
Response Choice	Frequency	%
Neither agree nor disagree	1	9.09%
Somewhat Disagree	2	18.18%



Sometimes I did not know what my flight lessons would cover.



My CFI introduced me to online resources (like flight planning tools or weather sources) and showed how they can be used to aid my decision making.

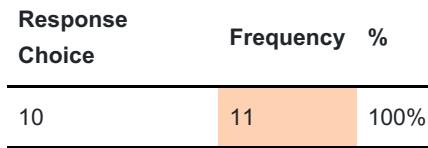


10. Net Promoter Score

10.1 Questionnaire Responses

The Net Promoter Score is generated by asking customers how likely they would be to recommend a given product or service - in this case, your services as a flight instructor to another potential customer, on an 11 point scale.

How likely are you to recommend your CFI to someone interested in flight training?



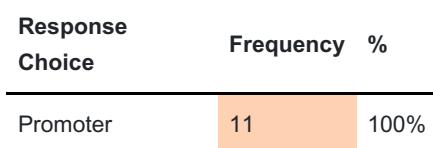
10.2 NPS Grouping

Responses to this question are then used to sort customers into one of three groups:

Detractor: Less likely to use your services again and may not speak highly of your services to others.

Passive: Generally somewhat satisfied, passive respondents likely won't help or hurt your business in talking to other people.

Promoters: Ideally, all of your customers would be promoters. Promoters would fly with you again in the future and would tell others how great they think you are.



10.3 Standardized Score Calculation

The overall Net Promoter Score is calculated by subtracting the percentage of your customers who are 'detractors' from the percentage of your customers you are 'promoters.' Thus, the overall Net Promoter Score can range from -100 to 100.

For more information on the Net Promoter Score and how to interpret it, check out: <https://www.medallia.com/net-promoter-score>

Your Score: 100

10.3.1 Compared to All Nominees (those with at least 1 evaluation)

National Average: 96

Your national percentile ranking:  60%

Regional Average:  96

Your regional percentile ranking:  60%

10.3.2 Compared to All Eligible Nominees (those with at least 10 evaluations)

National Average:  98

Your national percentile ranking:  63%

Regional Average:  98

Your regional percentile ranking:  63%