



Report for Jay (Ford) Proctor 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 10 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
89.00	Ford is my primary instructor while I am working on my PPL. He is a very competent pilot as well as a great teacher, and I believe will make a great choice for this award. It is a special combination to have an expert who can also relate and instruct proficiently. In addition, being a working professional, my schedule can be quite variable, and Ford is able to adapt the lesson plan and goals for flights as needed. He is very knowledgeable of the subject matter (both ground and flying), and I am very thankful he is my instructor.
90.00	Ford has been nothing but amazing since I started taking lessons with him about 11 months ago. I am currently a flight attendant for United Airlines so I spend a lot of time around veteran pilots and Ford checks off all the boxes when it comes down to communication, caring, making sure we're on the same page, safety and most importantly flying the airplane. Ford has a very bright future in the aviation industry and he very much deserves this award !
90.00	This instructor should win this award due to his patience with me as a new student, and his teaching style with not rushing new and confusing material. Additionally, due to his positive and honest feedback.
81.00	He is a great instructor who cares for his students' success. He goes above and beyond in order to provide great instruction and you can really tell he cares more about your progress than anything else.

90.00	Ford has been great with me since I started instrument training with him at the end of August this year. He is very knowledgeable and very patient when training both on-ground lessons and in the air. The details and how he explains things have been making my training very easy to understand and comprehend. It really makes a difference when you have an instructor like Ford.
88.00	I recently completed my biannual flight review and IPC with Ford after being away from flying for over 12 years. Ford is an exceptional flight instructor—personable, patient, consistent, and extremely knowledgeable. He made the entire experience both enjoyable and confidence-building. One aspect I particularly appreciated was his detailed notes on each maneuver during the flight, which he used to provide a thorough and insightful post-flight debrief. This level of attention and feedback really helped me understand where I could improve and reinforced what I was doing well. Ford's professionalism, clear communication, and commitment to his students make him stand out. I would 100% recommend Ford to any aviation enthusiast looking to learn to fly or expand their existing flight knowledge.
82.00	Ford has been an excellent instructor for my PPL. He is incredibly professional, always on time and prepared for our lesson, and a great teacher. He has also helped in my goal to progress quickly, while being thorough in teaching. Ford consistently gives great advice and makes safe decisions during our flights. I would strongly recommend Ford for a Flight Training Experience Award
90.00	Ford has been more than a CFII. He is very thorough in training, and teaches me how I need to be taught. Instead of correcting me immediately, he will let me mess up and ask a question as to why we are doing that, and that "Oh shoot" moment is where I learn the best. He never lets us get in danger, but will help me to figure out for myself. When my Dad went in the hospital suddenly, and for the last time we flew. Not instruments, just a cross country. I wouldn't have done it by myself, because I wouldn't have passed the IMSAFE. We didn't talk much, he listened and when we got back, Ford prayed for my Dad and Me. I believe in prayer, and not to many folks will pray for someone like that. I appreciate what Ford did that day.
77.00	Young, enthusiast and very knowledgeable, will make you feel safe and confident that you're doing well, always corrected me at the right time, never got in my way and very flexible instructor, will not make you feel like he's above you or intimidate you. He's chasing a dream just like all the students he's taking and always trying to help you to achieve that goal
90.00	Ford should win the Flight Training Experience Award. He puts his heart and soul into providing a great training experience to his students. Safety, competence and enjoyment are paramount to Ford.

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: 87

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

National Average: 87

Your national percentile ranking: 26%

Regional Average: 87

Your regional percentile ranking: 26%

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

National Average: 88

Your national percentile ranking: 24%

Regional Average: 88

Your regional percentile ranking: 24%

5. SubScore Summary for at

Region: Awards Consideration (includes report card)

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	91	86
Customer Focus	89	86
Community	84	82
Information Sharing	88	83
NetPromoter Score	90	96
Overall Total	80	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: 91

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

National Average: 86

Your national percentile ranking: 63%

Regional Average: 86

Your regional percentile ranking: 63%

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

National Average: 86

Your national percentile ranking: 74%

Regional Average: 86

Your regional percentile ranking: 74%

6.3 Responses per Question

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

Response Choice	Frequency	%
Strongly Agree	10	100%

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

Response Choice	Frequency	%
Strongly Agree	10	100%

I felt safe flying with my CFI.

Response Choice	Frequency	%
Strongly Agree	10	100%

Strongly Agree	10	100%
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My CFI helped me feel prepared for unexpected situations in flight.

Response Choice	Frequency	%
Strongly Agree	9	90%
Somewhat Agree	1	10%

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: 89

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

National Average: 86

Your national percentile ranking: 57%

Regional Average: 86

Your regional percentile ranking: 57%

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

National Average: 85

Your national percentile ranking: 65%

Regional Average: 85

Your regional percentile ranking: 65%

7.3 Responses per Question

My CFI patiently helped me understand difficult concepts.

Response Choice	Frequency	%
Strongly Agree	10	100%

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

Response Choice	Frequency	%
Strongly Agree	9	90%
Somewhat Agree	1	10%

My CFI was not invested in my success.

Response Choice	Frequency	%
Strongly Agree	1	10%
Strongly Disagree	9	90%

My CFI was reliable and on-time for scheduled lessons

Response Choice	Frequency	%
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Strongly Agree	10	100%
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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: 84

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

National Average: 82

Your national percentile ranking: 52%

Regional Average: 82

Your regional percentile ranking: 52%

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

National Average: 82

Your national percentile ranking: 58%

Regional Average: 82

Your regional percentile ranking: 58%

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	8	80%
Somewhat Agree	1	10%
Neither agree nor disagree	1	10%

My instructor expressed that people like me should not fly.

Response Choice	Frequency	%
Strongly Agree	1	10%
Neither agree nor disagree	1	10%
Strongly Disagree	8	80%

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

Response Choice	Frequency	%
Strongly Agree	8	80%
Neither agree nor disagree	2	20%

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	%
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Strongly Agree	7	70%
Somewhat Agree	2	20%
Neither agree nor disagree	1	10%

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: 88

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

National Average: 83

Your national percentile ranking: 60%

Regional Average: 83

Your regional percentile ranking: 60%

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

National Average: 83

Your national percentile ranking: 71%

Regional Average: 83

Your regional percentile ranking: 71%

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	9	90%
Somewhat Agree	1	10%

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

Response Choice	Frequency	%
Somewhat Agree	1	10%
Somewhat Disagree	2	20%
Strongly Disagree	7	70%

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

Response Choice	Frequency	%
Somewhat Disagree	2	20%
Strongly Disagree	8	80%

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.

Response Choice	Frequency	%
Strongly Agree	10	100%

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?

Response Choice	Frequency	%
10	9	90%
8	1	10%

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.

Response Choice	Frequency	%
Promoter	9	90%
Passive	1	10%

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: 90

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

National Average: 96

Your national percentile ranking: 13%

Regional Average: 96

Your regional percentile ranking: 13%

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

National Average: 98

Your national percentile ranking: 14%

Regional Average: 98

Your regional percentile ranking: 14%