



Report for Roger Coffman at KHWY

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 13 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 |
|-------------|---|
| 88.00 | I've been away from flying since 1974, Roger has been extremely patient bringing me up to speed on not only the recurrent flying part but all the new regulations and airspace since 911. |
| 87.00 | Roger is an amazing flight instructor and has over 40year of doing this job which required an immense amount of patience. Roger never gets rattled and gives the student a great sense of calmness. I just installed new avionics in my A-36 getting rid of the original six pack design and installing a modern flat panel with vacuum instruments. I installed a Garmin 750xi and a Garmin 650xi. Also installed was a Garmin GFC 500 autopilot. |
| 82.00 | Roger is an excellent instructor, his vast knowledge and professional demeanor allow training to be extremely beneficial and more importantly fun. |
| 89.00 | Roger is always very thoughtful of the pilot's (student's) needs. As someone with my own aircraft, Roger adapts well to varying avionics and aircraft types when conducting biennial reviews. He offers suggestions for improvement on matters large and small that help the student become a better pilot. He engages in discussion, presenting his own practical experiences in various situations and connecting them to the current flight environment. |

| | |
|-------|---|
| 90.00 | <p>I would like to share my experience as a student of Mr. Roger Coffman, Certified Flight Instructor. I am a retired Air Force Colonel who spent a career “flying a desk,” always admiring those who took to the skies. Now, later in life, I have the privilege of pursuing my lifelong dream of learning to fly—not for a career in aviation, but for the pure joy and challenge of flight. Having Roger as my CFI has made that dream both attainable and profoundly rewarding. Roger is far more than an instructor; he is an exceptional teacher and mentor. A lifelong aviator, he served his country flying C-141 aircraft in the Air Force during the Vietnam era and later continued his passion by earning his civilian ratings and instructor certification. Over the years, he has trained hundreds of students, sharing not only his extensive aviation knowledge but also his deep respect for the art and discipline of flight. In my opinion what distinguishes Roger is his ability to teach with clarity, patience, and purpose. He simplifies complex concepts without oversimplifying them, ensuring that each my lessons builds my confidence, my skills, and my understanding. He maintains high standards, emphasizing safety and precision, yet his encouragement and calm demeanor inspire confidence in every flight. After approximately ten lessons, I can say without hesitation that Roger Coffman exemplifies the finest qualities of what I would want in a flight instructor—professionalism, integrity, and a genuine love of aviation. I am honored to be one of his students.</p> |
| 86.00 | <p>Professional communication skills throughout the instructional process, keeps a positive attitude and motivates continually. Roger knows how to evaluate customer progress and documents 'goods and others'.</p> |
| 87.00 | <p>Roger has been my instructor for 10 months over the past 2 years, guiding me through both my Instrument Rating and Commercial Pilot Certificate. From the start, Roger has exemplified the qualities outlined in the FAA Aviation Instructor's Handbook—creating a positive, safe, and student-centered learning environment that inspires confidence and promotes continual growth. He demonstrates exceptional professionalism and organization, maintaining detailed notes to track my progress and identifying both strengths and areas for improvement. Each lesson is thoughtfully planned with a clear objective, and Roger brings creativity to every session to keep training engaging and effective. Thanks to his structured approach, I became proficient in the commercial maneuvers early in our training, allowing time to refine skills and focus on aeronautical decision-making. One of Roger's greatest strengths is his adaptability. As a full-time professional with a family of three young children, my schedule can be demanding, yet Roger consistently accommodates changes and ensures continuity in training. His commitment helped me achieve my goal of earning my Commercial Certificate by early October—an accomplishment that reflects his dedication and mentorship. Roger consistently applies the FAA's fundamentals of effective instruction: preparation, patience, evaluation, and positive reinforcement. After every lesson, he conducts a thoughtful debrief, ensuring I understand what went well and what to improve, leaving me more confident and capable each time we fly. As a Liberty University student, I know Roger manages significant administrative duties—CTA inputs, ATLAS daily and weekly logs, and other requirements—yet he remains responsive and fully invested in his students. He truly goes the extra mile. Roger is the kind of instructor every pilot hopes for: professional, encouraging, committed, and passionate about his students' success. As the saying goes, “Be the boss you'd want to work for.” Roger is truly the instructor you'd want to be a student for.</p> |
| 88.00 | <p>Roger is a very good instructor and has years of real-world experience that he often uses to help students learn about the world of aviation.</p> |
| 88.00 | <p>Roger was extremely thorough with his instruction and, during my training period, gave me the necessary training and experience that I needed to regain my confidence to fly in instrument conditions again.</p> |
| 86.00 | <p>I received my Instrument training from Roger in 2022 and continue to fly with him every couple of months. His instrument training program is extremely organized and thorough was excellent. Each lesson builds upon the last. Prior to each flight you receive an email detailing where you will fly and what will be emphasized. After each flight you receive an email evaluation. The reason I continue to fly with Roger is because I learn something new every time.</p> |
| 88.00 | <p>Roger is extremely experienced as a flight instructor and has been tremendous in supporting my endeavors to learn how to fly. Since the beginning of my flying lessons with him, he has been teaching me to fly by making every lesson joyful and if unexperienced. He balances between making sure that all safety precautions and checklist are followed properly and the ability to demonstrate to me how to fly and enjoy the journey. I think flying is or can be very hard if the instructor is not there for the student to make the class joyful but yet helpful that's why I'm recommending him.</p> |

84.00

Dear Members of the Awards Committee, It is my honor to enthusiastically recommend Roger Coffman for recognition as one of the nation's Best Flight Instructors in this year's AOPA Flight Training Experience Awards. I have had the privilege of training and flying with Roger since 2017 and can say with absolute confidence that he exemplifies everything this award is meant to celebrate: exceptional instructional skill, unwavering commitment to safety, and a genuine passion for helping students become confident, capable aviators. When I began my private pilot journey in 2015, I struggled through several instructors who, though well-intentioned, could not connect the "why" behind the "how." Then I met Roger — and the experience transformed my training. Roger combines over five decades of real-world flying experience with a natural talent for teaching. He adapts his methods to each student's learning style, explains complex aeronautical concepts through relatable scenarios, and instills both technical proficiency and decision-making confidence. When a particular concept didn't click, Roger would never hesitate to adjust his approach — trying a new technique, sharing a story from the field, or setting up a scenario that brought the lesson to life. Under Roger's instruction, I completed both my Private Pilot Certificate and later my Instrument Rating. He made each stage of training deeply relevant by incorporating real-world conditions: instrument approaches to actual IMC minimums, long-range cross-country flights to unfamiliar "non-easy" airports, and simulated edge-case emergencies designed to build resilience. Roger's focus has always been on preparing pilots not just to pass a checkride, but to be competent, safe, and confident aviators for life. Even now, I continue regular instrument proficiency flights with him — and each session still reveals new insights or refinements that make me a safer pilot. Beyond his technical expertise, Roger's ethic of safety and mentorship has a ripple effect across the aviation community. His students frequently speak of how his patience and storytelling make complex topics approachable. It's not uncommon during a training flight to hear from another pilot on frequency — often one of Roger's former students — reminding me, "You're training with the best." That reputation is well-earned. Roger has not only taught the mechanics of flight; he has built a legacy of safe, skilled aviators who carry his lessons forward. For these reasons and more, I can think of no individual more deserving of this honor. Roger represents the best of what flight instruction can be — combining experience, adaptability, and an enduring passion for aviation education. His influence has directly shaped my development as a pilot and continues to make our skies safer. Should you need additional details about my experience training with Roger or examples of his instructional methods and outcomes, I would be happy to provide them at your convenience. I can be reached at kodawari@me.com or 703-435-5142. With great respect and gratitude, Matthew Friedman Instrument-Rated Private Pilot Certificate No. 3883553

87.00

Roger has been my primary instructor for about a year now and he has dedicated countless hour to helping me succeed. He has a very distinguished background in aviation and has an astonishing amount of knowledge in all areas of the field. He helped me reach my goals of passing the instrument written with a score of 97% and passing the checkride on my first attempt. One thing that really stands out to me is how much he cares about his students success. Roger would go out of his way to make sure I was getting enough lessons each week to stay on track and even took some late night calls to help me understand difficult concepts when I was studying. Roger always showed great patience when I didn't fully grasp a new concepts right away. He always provided me with great feedback and helped me become prepared for each lesson. Most importantly, he taught me to be a safe pilot. From the preflight to the debrief, Roger always emphasis the importance of how we can make the safest decisions during all stages of the flight. Roger has helped me make great strides in becoming a better pilot this year and that is why I think he is the ideal candidate for this award.

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: 29%

Regional Average: 87

Your regional percentile ranking: 29%

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

National Average: 88

Your national percentile ranking: 29%

Regional Average: 88

Your regional percentile ranking: 29%

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 | 87 | 86 |
| Customer Focus | 84 | 86 |
| Community | 82 | 82 |
| Information Sharing | 82 | 83 |
| NetPromoter Score | 100 | 96 |
| Overall Total | 76 | 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: 87

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

National Average: 86
Your national percentile ranking: 43%

Regional Average: 86
Your regional percentile ranking: 43%

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

National Average: 86
Your national percentile ranking: 46%

Regional Average: 86
Your regional percentile ranking: 46%

6.3 Responses per Question

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

| Response Choice | Frequency | % |
|-----------------|-----------|--------|
| Strongly Agree | 12 | 92.31% |
| Somewhat Agree | 1 | 7.69% |

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

| Response Choice | Frequency | % |
|-----------------|-----------|---|
|-----------------|-----------|---|

| | | |
|----------------|----|------|
| Strongly Agree | 13 | 100% |
|----------------|----|------|

I felt safe flying with my CFI.

| Response Choice | Frequency | % |
|-----------------|-----------|------|
| Strongly Agree | 13 | 100% |

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

| Response Choice | Frequency | % |
|-----------------|-----------|------|
| Strongly Agree | 13 | 100% |

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: 84

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

National Average: 86

Your national percentile ranking: 38%

Regional Average: 86

Your regional percentile ranking: 38%

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

National Average: 85

Your national percentile ranking: 40%

Regional Average: 85

Your regional percentile ranking: 40%

7.3 Responses per Question

My CFI patiently helped me understand difficult concepts.

| Response Choice | Frequency | % |
|-----------------|-----------|------|
| Strongly Agree | 13 | 100% |

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

| Response Choice | Frequency | % |
|-----------------|-----------|------|
| Strongly Agree | 13 | 100% |

My CFI was not invested in my success.

| Response Choice | Frequency | % |
|-----------------|-----------|-------|
| Strongly Agree | 1 | 7.69% |

| | | |
|-------------------|----|--------|
| Strongly Disagree | 12 | 92.31% |
|-------------------|----|--------|

My CFI was reliable and on-time for scheduled lessons

| Response Choice | Frequency | % |
|-------------------|-----------|--------|
| Strongly Agree | 12 | 92.31% |
| Strongly Disagree | 1 | 7.69% |

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: 82

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

National Average: 82

Your national percentile ranking: 46%

Regional Average: 82

Your regional percentile ranking: 46%

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

National Average: 82

Your national percentile ranking: 51%

Regional Average: 82

Your regional percentile ranking: 51%

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 | 12 | 92.31% |
| Somewhat Agree | 1 | 7.69% |

My instructor expressed that people like me should not fly.

| Response Choice | Frequency | % |
|----------------------------|-----------|--------|
| Strongly Agree | 1 | 7.69% |
| Neither agree nor disagree | 2 | 15.38% |
| Strongly Disagree | 10 | 76.92% |

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

| Response Choice | Frequency | % |
|----------------------------|-----------|--------|
| Strongly Agree | 11 | 84.62% |
| Somewhat Agree | 1 | 7.69% |
| Neither agree nor disagree | 1 | 7.69% |

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 | 10 | 76.92% |
| Somewhat Agree | 2 | 15.38% |
| Neither agree nor disagree | 1 | 7.69% |

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: 82

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

National Average: 83

Your national percentile ranking: 40%

Regional Average: 83

Your regional percentile ranking: 40%

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

National Average: 83

Your national percentile ranking: 44%

Regional Average: 83

Your regional percentile ranking: 44%

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 | 13 | 100% |

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

| Response Choice | Frequency | % |
|-----------------|-----------|-------|
| Strongly Agree | 1 | 7.69% |

| | | |
|----------------------------|---|--------|
| Somewhat Agree | 1 | 7.69% |
| Neither agree nor disagree | 2 | 15.38% |
| Somewhat Disagree | 3 | 23.08% |
| Strongly Disagree | 6 | 46.15% |

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

| Response Choice | Frequency | % |
|-------------------|-----------|--------|
| Somewhat Disagree | 1 | 7.69% |
| Strongly Disagree | 12 | 92.31% |

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 | 13 | 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 | 13 | 100% |

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 | 13 | 100% |

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%