



Report for Royce Howley 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 24 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	You'd want Royce Howley, my flight instructor for flight school, because he doesn't just teach you how to fly—he teaches you how to think like a pilot. He has this way of breaking things down so they're not overwhelming, but at the same time he pushes you to be sharp and confident in the cockpit. It feels less like you're being lectured and more like you're learning from someone who genuinely wants to see you succeed. He's patient when you need it, but he knows exactly when to challenge you so you don't get too comfortable. That mix of support and high standards is what makes him the kind of instructor who not only gets you through flight school but makes you a better aviator for the long run.
90.00	Royce Howley has my highest recommendation for selection to win the Flight Training Experience Award. Royce is a transformational instructor with a brilliant mind and a humble approach. He displays a professional maturity, intellect, and emotional intelligence that extends beyond himself to his peers and students. He is a natural team builder, shows trust, earns trust, and applies an infectious enthusiasm that galvanizes others to push beyond their perceived flight capabilities. Royce teaches, motivates, and invests in his students. He is a fantastic instructor and will have no issues excelling in whatever instructor task lies ahead. His continuous drive to grow and learn is admirable. I am confident that Royce is well qualified for this award, and he deserves it.
85.00	Royce is very nice, smart too, and will make you think of things differently. As well as a good pilot

90.00	Royce is very patient and cares about his student, he also makes efficient use of a student's time, and never prolong flight or ground time unnecessarily.
90.00	He saves my money
88.00	My brother is a pilot and recently took me up in his plane, and the experience highlighted his professionalism and skill in the cockpit. He explained each step clearly, making me feel both safe and engaged throughout the flight. His patience and enthusiasm for aviation are contagious, which creates a positive learning environment. I believe these qualities make him an excellent candidate for the Flight Training Experience Award.
90.00	I have gone up in the plane with him a few times and always feel very safe. Each time, he has taught me something new about flying and even let me give it a try at the controls. He guided me very well as what to do, I didn't even feel uncomfortable or lost. I've spoken with a few of his normal students and they always tell me how amazing he is and how organized and on top of things he is. I also know he is very good at networking and is always meeting and introducing people, creating a great space for his students to find opportunities.
90.00	This instructor should win because he is very passionate about teaching, clear and patient in his explanations, and truly connects with the student. He creates an environment of comfort and safety that makes you feel confident to learn and fly.
80.00	He's a great instructor and was a fantastic student. He instills the characteristics from when he was a student into his now students
86.00	Royce exhibited both professionalism and enthusiasm during our flight together. I personally have never had a small flight experience and had no idea what to expect. Royce's experience and education of flying was both comforting and encouraging for someone like me who has never been in a small plane. Not only is he a disciplined instructor, it is so obvious that flying is his passion. He is an incredibly motivated and hardworking individual. Royce is a personal friend of mine as well and I can see how deeply he cares about his role and the pursuit of his career as a pilot. Royce is highly deserving of this award because of his consistent dedication to his work. Flying is clearly his passion and it shows through the way he treats his students, coworkers, and everyone in between.
87.00	He meshes very well with his students. Teaches in a way that shows he really cares for you and wants you to improve. He goes above and beyond to help his students whether than means messaging them outside of training time to add notes on how to study or staying after for the post flight debriefing.
86.00	I believe Royce should win a Flight Training Experience Award because he has made a huge difference in my training. As his student, I've seen how patient and encouraging he is, always taking the time to explain things clearly and make sure I understand. He pushes me to be safe and confident in the cockpit, and his dedication has helped me grow into a better and more confident pilot.
90.00	Royce is a great flight instructor, I was one of his first students and from the get go he was organized, knowledgeable and put the effort in to help me with everything he could. He constantly referenced published materials ensuring I was learning the correct things and tried his best to tailor each lesson to my learning styles and goals.
88.00	Royce is an extremely talented young man who shows great enthusiasm in his work. He truly enjoys what he does and takes the time to thoroughly explain certain concepts when I do not fully understand.
82.00	Royce should win this award because he is a very knowledgeable instructor that provides great tips when instructing and will help you reach your goals.
90.00	Royce is the absolute best. Answered every question I had and explained things very thoroughly.
90.00	Royce is a phenomenal young man and pilot. I had the pleasure of flying with him throughout multiple parts of his training, but primarily when he was working on his instrument rating. He always came to our lessons prepared and enthusiastic. He asked appropriate questions and sought a deeper understanding of the material and real world application of concepts. He was never discouraged when he faced challenges. Every flight with Royce was a joy because he has an infectious love of just flying. We would often end our lessons with a bit of sight seeing or maneuvering just for the joy of it. He was a student that broke apart the mundanity of flight instructing and reminded me why I chose this path in the first place. He would be an excellent recipient of this award.
84.00	Just be dry nice man who knows his stuff. Very good communicator

90.00	They should win an award because they are a great instructor who focuses on student success. He ensures the student knows what will be covered prior to each lesson and adapts to more thoroughly cover concepts the student feels less confident on.
86.00	Super knowledgeable, great ability to relate and calmly instruct,
90.00	Great stick and rudder skills, great team member when it came to CRM in actual instrument conditions!
90.00	Royce is thorough, consistent, responsible, knowledgeable and friendly.
86.00	I met Royce as a student. He started his CMEL with me. He then transitioned into a cfi for United flight systems. Royce consistently improves his teaching to each students needs. Every student is very lucky to have him as a cfi.
90.00	Royce should win the Flight Training Experience Award. His love and passion for aviation is revealed in his promoting safety and competency in flying.to his students.

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: 58%

Regional Average: 87

Your regional percentile ranking: 58%

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

National Average: 88

Your national percentile ranking: 62%

Regional Average: 88

Your regional percentile ranking: 62%

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	73	86
Customer Focus	72	86
Community	71	82
Information Sharing	70	83
NetPromoter Score	96	96
Overall Total	65	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: 73

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

National Average: 86

Your national percentile ranking: 13%

Regional Average: 86

Your regional percentile ranking: 13%

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

National Average: 86

Your national percentile ranking: 9%

Regional Average: 86

Your regional percentile ranking: 9%

6.3 Responses per Question

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

Response Choice	Frequency	%
Strongly Agree	23	95.83%
Somewhat Agree	1	4.17%

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

Response Choice	Frequency	%
Strongly Agree	23	95.83%
Somewhat Agree	1	4.17%

I felt safe flying with my CFI.

Response Choice	Frequency	%
Strongly Agree	23	95.83%
Somewhat Agree	1	4.17%

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

Response Choice	Frequency	%
Strongly Agree	24	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: 72

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

National Average: 86

Your national percentile ranking: 12%

Regional Average: 86

Your regional percentile ranking: 12%

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

National Average: 85

Your national percentile ranking: 9%

Regional Average: 85

Your regional percentile ranking: 9%

7.3 Responses per Question

My CFI patiently helped me understand difficult concepts.

Response Choice	Frequency	%
Strongly Agree	24	100%

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

Response Choice	Frequency	%
Strongly Agree	23	95.83%
Somewhat Agree	1	4.17%

My CFI was not invested in my success.

Response Choice	Frequency	%
Strongly Agree	2	8.33%
Strongly Disagree	22	91.67%

My CFI was reliable and on-time for scheduled lessons

Response Choice	Frequency	%
Strongly Agree	22	91.67%
Somewhat Agree	2	8.33%

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: 71

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

National Average: 82

Your national percentile ranking: 18%

Regional Average: 82

Your regional percentile ranking: 18%

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

National Average: 82

Your national percentile ranking: 16%

Regional Average: 82

Your regional percentile ranking: 16%

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	23	95.83%
Neither agree nor disagree	1	4.17%

My instructor expressed that people like me should not fly.

Response Choice	Frequency	%
Neither agree nor disagree	1	4.17%
Strongly Disagree	23	95.83%

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

Response Choice	Frequency	%
Strongly Agree	18	75%
Somewhat Agree	4	16.67%
Neither agree nor disagree	2	8.33%

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	23	95.83%
Somewhat Agree	1	4.17%

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: 70

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

National Average: 83

Your national percentile ranking: 13%

Regional Average: 83

Your regional percentile ranking: 13%

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

National Average: 83

Your national percentile ranking: 10%

Regional Average: 83

Your regional percentile ranking: 10%

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	23	95.83%
Somewhat Agree	1	4.17%

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

Response Choice	Frequency	%
Strongly Agree	2	8.33%
Neither agree nor disagree	3	12.5%
Somewhat Disagree	2	8.33%
Strongly Disagree	17	70.83%

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

Response Choice	Frequency	%
Neither agree nor disagree	2	8.33%
Somewhat Disagree	1	4.17%
Strongly Disagree	21	87.5%

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	23	95.83%
Neither agree nor disagree	1	4.17%

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	23	95.83%
8	1	4.17%

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	23	95.83%
Passive	1	4.17%

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: 96

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

National Average: 96

Your national percentile ranking: 19%

Regional Average: 96

Your regional percentile ranking: 19%

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

National Average: 98

Your national percentile ranking: 23%

Regional Average: 98

Your regional percentile ranking: 23%