Report for Campbell Potter at KAPC

Region: Pacific

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 21 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	Campbell Potter SHOULD win a Flight Training Experience Award because of his expertise, high training standards, and drive for student's success. Campbell goes above and beyond what an instructor is expected of every single day and ensures all flight training for his students and other instructors is running smoothly.
90.00	Campbell is dynamite! He's passionate about what he does, knowledgeable, and patient. He has an even demeanor and I never get the sense he's flustered or bothered with me when I can't get it right. He's a true academic, which with some people can be boring, but he has an uncanny ability to make the material relatable and seems to really enjoy teaching. He was born for it. I've had over 10 instructors in my flying career and Campbell is far and away the best!

90.00	I can't say enough about what a good instructor Campbell Potter is. He makes the material and the flights understandable and works at the level I am at to bring me along in my training. I don't believe he has ever said anything that I didn't understand without explaining it, or letting me know that we'll get back to it at the appropriate time, and yet, even though the concepts are difficult and the knowledge requirements are vast, he has brought me to the point where I am ready for my check ride, all while keeping the relevant information within my reach. Since I have been working with Campbell, I have not felt that anything was beyond grasping or too difficult at any time. He always communicates with students at the level they are at while introducing new concepts to build on the last lesson and lead to the next. I recently attended a class where newer student pilots were being instructed by Campbell and I was amazed to realize that he was able to bring the lesson down to their level, without condescension, to make it accessible to them, and though I have advanced past that point now, I realized to what a degree he had done that for me throughout my training. He is extremely patient and works well with me and everyone I have seen him interact with. I never felt pressured nor as if any mistakes were beyond my ability to rectify. As a student pilot, I have made plenty of mistakes but Campbell was able to make a useful lesson out of each one without any feelings of inadequacies or deficiencies, only another great opportunity to learn. I would absolutely suggest that Campbell is worthy of the Flight Training Experience Award based on my training with him. It has been a great experience to work with such an excellent instructor! Jeremiah James
90.00	I have had the privilege to work with Campbell Potter as a student as well as a coworker. In both roles I have benefited greatly from the wealth of knowledge and passion for aviation he brings to our flight school. For each lesson, Campbell goes above and beyond to ensure that each student is prepared not just for a checkride but is equipped to become a successful aviator beyond. It is clear that he is passionate about the aviation community at large and cares to create knowledgeable, safe pilots who will become apart of it. To further illustrate this point, Campbell is working on his A&P, is heavily involved in his local chapter of the EAA and regularly teaches a ground school for them, and is working to develop an aircraft brokering business. He is not just in this job for the hours. I find him to be an inspiration to myself and how I strive to show up with my own students, and I always look forward to getting to learn more from him as I work towards my CFII. Campbell is a valuable asset to this industry and exceedingly deserving of this award.
87.00	Campbell is an exemplary flight instructor, chief pilot, steward of aviation, and encompasses what it means to be an aviator. He is more than a pilot, more than an instructor; he is a true mentor. No matter how much he has going on, his timeliness, attention to detail, and depth of knowledge makes each student feel like he is truly invested in your flight training. Campbell preaches safety above all else, and he is excellent at adapting his teaching style to his students' learning style, which truly highlights how deeply he understands the information. I know of no more deserving instructor than Campbell Potter. I would not be where I am today in aviation without his teaching, guidance, and support. Please heavily consider him for any AOPA awards he is eligible for.
90.00	Great instructor, very good at teaching difficult concepts, friendly, funny, and incredibly professional.
88.00	Hands-down, the best instructor I have ever worked with. There is no reason why Campbell should not win this award. He is innovative, smart, and a really great teacher!
89.00	I used Campbell for my commercial rating, In my 8 years of flying I continuously seek out flight instruction to continue my learning, as a result I've flown with many flight instructors. Campbell is one of the top 2 instructors I've ever flow with. He has an easy personality that promotes learning and his ability to express concepts both on the ground and in the air is great. He has a deep and varied flying experience and a passion for instruction that shows.
88.00	Campbell Potter absolutely deserves to win a Flight Training Experience Award. He has an incredible work ethic and is one of the most organized and dedicated people I've ever met. Every lesson is thoughtfully planned, efficient, and tailored to help students succeed. What really sets him apart is the way he connects with each student. He takes the time to understand how every person learns best and adapts his teaching style so everyone has the chance to truly grasp the material and grow as a pilot. Beyond the classroom, his dedication to aviation is unmatched. He volunteers his time flying kids for free through EAA Young Eagles events, runs a free ground school to help aspiring pilots get started, and is deeply involved in promoting aviation throughout the community. His passion for flight and for helping others succeed is evident in everything he does. He doesn't just teach people to fly; he inspires them to love aviation as much as he does.
90.00	Campbell is an outstanding flight instructor who consistently demonstrates kindness, patience and professionalism. He takes the time to explain concepts clearly, using sound fundamentals of instructing and ADM which build confidence and strong foundational skills. His calm demeanor and supportive teaching style creates a great learning environment. I highly recommend him to anyone looking for an instructor.

90.00	Campbell is great in all aspects of flight training. He teaches using real world scenarios from his experience and is very knowledgeable. He is also very knowledgeable about the mechanical systems of the airplane and its power plant
89.00	Campbell Potter SHOULD win this award. He is a passionate flight instructor that will go to great lengths to ensure that every student has the proper knowledge and flying ability to not only pass a checkride, but to be a safe pilot. He's constantly busy with not just his own, but other students looking for help during their flight training. When he's not working he helps the Santa Rosa EAA chapter with free ground for people looking to start their flight training. He's a great instructor and ambassador for general aviation.
90.00	This flight instructor is the most honest and most respected and down to earth person you could ever meet. He is also very good at his profession as a flight instructor. Easily grasp the material when he explains and shows it to you. He makes things very understandable and he's very knowledgeable in his field. If you don't understand something he will take the ottmost time and patience with his student so that they will fully understand.
86.00	Very patient, knowledgeable, and helpful
82.00	An excellent method of judging the character of another is experiencing what that person is willing to do for others, without asking for anything in return. Mr. Potter, in cooperation with the local EAA chapter, taught a 16 week ground school test prep class to 50+ students, free of charge. He spent 2 hours a week of his own time helping others. This is the extent of my contact with Mr. Potter, but for me it speaks volumes about his charecter.
85.00	None
84.00	Very knowledgeable, humble, clear presentation of material, willingness to answer questions and explain difficult topics, humorous
90.00	Campbell definitely deserves this award. He did my Commercial training, and I passed on my first try — but what really stuck with me was how much I learned from him that went way beyond the ACS. Everything he taught was practical and made sense in real flying, not just for checkrides. Now that I'm working on my CFI and CFII, he still keeps in touch and helps out whenever I need advice or guidance. He genuinely cares about his students and wants to see them grow, even after the checkride's over. Campbell's the kind of instructor who makes you a better pilot, not just one who helps you pass.
86.00	Campbell is able to explain complex concepts in a way that makes them easy to understand. He is patient and will answer any and all your questions before and after class. He has a relatable teaching style and makes learning fun and really conveys a passion for aviation!
80.00	Campbell should win this award bcz his ability and passion in which he transmits the knowledge is exceptional. He makes it clear and easy for the student to understand the information without diminishing the importance of any particular subject. He is happy to repeat himself and make sure his student grasp the material to the fullest. Not all instructors are equal in this regard. It's obvious he is passionate about what he does and it's so important to his success as an instructor. We appreciate him truly.
90.00	Campbell is the most invested teacher/learner I've seen for a long time. His passion is so evident. He continues his own learning at a very intense level and shares that with his students. He spends all his time flying and teaching and like all good teachers, continually learning.

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: 86
Your national percentile ranking: 60%

Regional Average: 87
Your regional percentile ranking: 58%

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

National Average: 87

Your national percentile ranking: 63%

Regional Average: 87
Your regional percentile ranking: 64%

5. SubScore Summary for at KAPC

Region: Pacific

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	99	98
Customer Focus	99	97
Community	95	92
Information Sharing	97	94
NetPromoter Score	95	95
Overall Total	97	95

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: 99

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

National Average: 98
Your national percentile ranking: 42%

Regional Average: 99
Your regional percentile ranking: 46%

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

National Average: 99
Your national percentile ranking: 46%

Regional Average: 99
Your regional percentile ranking: 43%

6.3 Responses per Question

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

Response Choice	Frequency	%
Strongly Agree	20	95.24%
Somewhat Agree	1	4.76%

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

Response Choice	Frequency	%
Strongly Agree	20	95.24%
Somewhat Agree	1	4.76%

I felt safe flying with my CFI.

Response Choice	Frequency	%
Strongly Agree	21	100%

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

Response Choice	Frequency	%
Strongly Agree	20	95.24%

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: 99

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

National Average: 97
Your national percentile ranking: 50%

Regional Average: 98
Your regional percentile ranking: 27%

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

National Average: 98
Your national percentile ranking: 62%

Regional Average: 99
Your regional percentile ranking: 36%

7.3 Responses per Question

My CFI patiently helped me understand difficult concepts.

Response Choice	Frequency	%
Strongly Agree	21	100%

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

Response Choice	Frequency	%
Strongly Agree	21	100%

My CFI was not invested in my success.

Response Choice	Frequency	%
Neither agree nor disagree	2	9.52%
Strongly Disagree	19	90.48%

My CFI was reliable and on-time for scheduled lessons

Response Choice	Frequency	%
Strongly Agree	21	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: 95

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

National Average: 92
Your national percentile ranking: 53%

Regional Average: 94
Your regional percentile ranking: 58%

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

National Average: 94
Your national percentile ranking: 55%

Regional Average: 93
Your regional percentile ranking: 50%

8.3 Responses per Question

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

Response Choice	Frequency	%
Strongly Agree	18	85.71%
Somewhat Agree	3	14.29%

My instructor expressed that people like me should not fly.

Response Choice	Frequency	%
Strongly Agree	2	9.52%
Neither agree nor disagree	5	23.81%
Strongly Disagree	14	66.67%

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

Response Choice	Frequency	%
Strongly Agree	20	95.24%
Neither agree nor disagree	1	4.76%

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	21	100%

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: 97

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

National Average: 94
Your national percentile ranking: 65%

Regional Average: 95
Your regional percentile ranking: 58%

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

National Average: 95
Your national percentile ranking: 74%

Regional Average: 95
Your regional percentile ranking: 64%

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	19	90.48%
Somewhat Agree	1	4.76%
Neither agree nor disagree	1	4.76%

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

Response Choice	Frequency	%
Neither agree nor disagree	2	9.52%

Somewhat Disagree	3	14.29%
Strongly Disagree	16	76.19%

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

Response Choice	Frequency	%
Neither agree nor disagree	1	4.76%
Somewhat Disagree	1	4.76%
Strongly Disagree	19	90.48%

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	21	100%

10.Net Promoter Score

10.1 Questionaire 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	19	90.48%
9	1	4.76%
8	1	4.76%

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	20	95.24%
Passive	1	4.76%

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: 95

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

National Average: 95
Your national percentile ranking: 17%

Regional Average: 99
Your regional percentile ranking: 12%

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

National Average: 97
Your national percentile ranking: 20%

Regional Average: 98
Your regional percentile ranking: 21%