Report on Customer Service

For Fiscal Years 2012-2013

Angelo State University

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Member of the Texas Tech University System

Crystal M. Braden, M.S.
Director of Accountability
Customer Service Representative, Angelo State University
325-942-2259, crystal.braden@angelo.edu

Angelo State University (ASU) submits the following to comply with Government Code 2114. ASU is a regional comprehensive institution of higher learning offering programs in the liberal and fine arts, sciences, health professions, teacher education, and business administration, as well as courses of study designed to meet entrance requirements for various professional schools. The university is a component of the Texas Tech University System (TTUS). The Texas Tech University System is comprised of the following: the System Administration (TTUSA); Texas Tech University (TTU); Texas Tech University Health Sciences Center (TTUHSC); and Angelo State University. The report summarizes customer service assessments that apply to the student as a customer of the university.

I. Inventory of External Customers Served

Table 1: Customers by General Appropriations Act Strategy

Strategy	Customer
1. INSTRUCTIONS/OPERATIONS	
1.1.1 Operations Support	Students
1.1.3 Staff Group Insurance Premiums	Faculty/staff
1.1.6 Texas Public Education Grants	Students
1.1.7 Organized Activities	Students
2. INFRASTRUCTURE SUPPORT	
2.1.1 E&G Space Support	Faculty/staff /students
2.1.2 Tuition Revenue Bond Retirement	n/a
3. SPECIAL ITEM SUPPORT	
3.1.1 School-based Clinics	Students
3.1.2 Center for Academic Excellence	Students
3.1.3 College of Health and Human Services	
3.2.1 Small Business Development Center	Community
3.2.2 Center for Fine Arts	Students
3.2.3 MGT/Instruction/Research Center (MIR)	Students/faculty
4. INSTITUTIONAL ENHANCEMENT	
4.3.1 Institutional Enhancement	Faculty/staff /students
5. RESEARCH DEVELOPMENT FUND	
5.1.1 Research Development Fund	Faculty

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The priority population of customers at the university is its students, which numbered 7077 in fall of FY12 and 6826 in fall of FY13. The types of services provided to them are instructional and student support services. The surveys listed below are part of either institutional cycles or departmental assessment cycles that lessen the surveying and cost burdens while satisfying accountability and accrediting or supervisory demands.

II. Methodology

Table 2: Main Customer Service Surveys Administered for 2012-2013: As a group, they embrace the university's major customer-service functions.

Survey Name	Services Surveyed	Survey Cycle
National surveys		
National Survey of Student Engagement (NSSE)	academic	Odd Years
Student Opinion Survey (SOS)	various offices/services	Every 3 Yrs.
Chartwells Higher Education Customer Satisfaction	dining	Each Year
Locally-developed surveys		
Finance and Administration offices with major student interface	One Card (ID), health clinic	Each Year
Information Technology	computer labs	Each Year
Library	library	Even Years
Housing and Residential Programs	residence halls, board	Each Year

NSSE was administered electronically over a two-month period in spring 2013 to a random sample of 1,821 freshmen and 755 seniors in order to capture students' perceptions of their educational experiences after they matriculate and as they are about to graduate. Items were rated on Likert-type scales of 1-4. Two hundred thirty-one first-year and 178 seniors responded. The sampling error was roughly six percent. *NSSE* changed significantly in 2013 from previous administration of the survey. Likert scales that used to be varied between topics were normalized and questions were regrouped in a manner to more accurately indicate student engagement. This new grouping does not lent itself to determination of overall satisfaction in the categories required in this report. However, *NSSE* did report that 88% of seniors and 82% of

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first-year students rated their overall experience as 'Excellent' or 'Good' and that 85% of first-year students and 86% of seniors would attend this institution again.

Educational Testing Services' *Student Opinion Survey* (*SOS*) was administered via hardcopy in 80 randomly selected class sections in the spring 2009 in order to capture feedback from a cross-section of all students. Of the 2337 students invited to participate, 1502 (64%) did so. Respondents represent 27% of students enrolled. For each item, students were asked whether they used the service and, if so, how satisfied they were with the service or office. Items were rated on 5-point Likert-type scales. The *SOS* was not administered as planned in spring 2012 due to budget constraints. Since that time, the *SOS* has been discontinued. ASU plans to employ the Noel-Levitz *Student Satisfaction Inventory (SSI)* in spring 2015.

In fall 2013, *Chartwells Higher Education Customer Satisfaction Survey* was administered to randomly selected undergraduates of all classifications. Results were reported by Grass Roots America and included percent responding favorably (i.e., Excellent and Very Good) and item-comparison benchmarks. Guest surveys were conducted at operations throughout Chartwells Higher Education. A total of 79,006 surveys were collected from 703 accounts at 188 campus locations. The ASU campus received 829 responses.

The division of Finance and Administration sent *Administrative Services* surveys electronically from December 2013 through January 2014. The population surveyed included all faculty, staff, and students within the university. A total of 7,700 surveys were distributed with 209 responses received. Students comprised 57% of the respondents, faculty 11%, staff 31%, and community members 1%. Each individual was asked to respond to thirty-five questions divided into four categories: operational goals (five questions), customer service (six questions),

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assessment of administrative departments (twenty-three questions), and demographics (one question). Respondents were asked to rate the quality of customer service on a 5-point scale.

Information Technology administered a computer lab IT survey during a five-week period in spring 2013. A 9-point scale was used. Students were randomly selected and contacted via e-mail and asked to complete the survey online. Three hundred sixty-four students completed the survey. Results are reported on the IT website and compared with those from previous years.

The Porter Henderson Library *Customer Service Survey* was distributed during the spring 2013 semester via email to 1,971 students randomly selected to receive the survey by the ASU IT Department. The 1,971 students came from a student population of 6,888, which represented 28.7% of the ASU student population. Three-hundred and ninety completed surveys were returned, of which 355 were deemed usable after a cleaning to eliminate those with partial responses (excluding those without a completed demographics section). The 355 responses equates to an 18% response rate. The number of completed surveys allows for a 95% confidence level and an acceptable critical error rate of 5% for the survey. A 5-point Likert-type scale was used. At the end of the survey, a series of open-ended questions were also asked to assess any suggestions or recommendations the respondents had for the library. One purpose of this research effort is to determine if students are satisfied with the changes the library has made and to assess where additional positive changes can be made. A second purpose of the effort is to help determine whether it makes sense for the library to move its communication efforts directed to students to some form of social media.

Housing and Residential Programs administered their web-based satisfaction assessment in February 2012 to all students who live on campus. One thousand and forty-nine completed it, for an overall response rate of 61%. Twice each semester, the Resident Assistant staff asks

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students a series of questions whereby they are given the opportunity to provide feedback and

have it recorded. This information is then assessed and used to inform our programming efforts,

as well as allowing the staff members to follow-up with any potential issues that students raise,

such as roommate conflicts or policy violations. During the final assessment, students are asked

to rank their overall experiences at ASU in the areas of satisfaction with the assignments process,

the residential hall staff, and the general environment. Students are also asked to assess their

individual performance and give the RA any information that might be beneficial in helping to

inform future programming or residence hall policy toward the goal of creating an environment

conducive to learning.

Comments about the surveys follow. All data from surveys are, by definition, self

reported, which means that often only students with strong opinions at either end of the scale

respond. Except for the *NSSE* and *Chartwells* surveys, limitations for the above surveys include

low participation rates and/or the absence of random sampling. Undergraduates in all colleges

and at all levels were represented. Taken together, the surveys cover the statutorily required

elements except for printed information, which is assumed under items covering access to

information in general. In an effort to conserve resources, as well as to serve our students' needs

and preferred mode of information access, almost all university business is conducted

electronically. For example, financial aid information, course schedules, catalogs, handbooks,

and admissions forms are all on line and are downloadable. All students have access, via the

Information Technology department, to computers and email accounts.

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III-IV. Levels of Customer-Determined Service Quality and Analysis of Findings

Examples of levels of customer-determined service quality (Table 3A) and customer ratings of statutorily required elements (Table 3B) are included in this section.

Table 3A: Examples of levels of customer-determined service quality items

Quality Element	Survey Items
General/Overall	Overall, I was satisfied with the services I received.
Facilities	How satisfied were you with office hours?
Staff	Staff members were courteous.
Communications	Staff members were knowledgeable.
Internet Sites	The web page is provides information most frequently used.
Complaint Handling Process	How satisfied were you with the department's response to your issues with their policies?
Timeliness	Satisfaction with service promptness
Printed Information	Satisfaction with campus media (e.g., newspaper)

Table 3B: Mean Item Ratings on Student Surveys for Statutorily Required Elements

Survey	Scale	Required Elements						
		General	Facilities	Staff	Communication	Internet Sites	Complaint Handling	Timeliness
NSSE	100%	88%	n/a	n/a	n/a	n/a	n/a	n/a
Chartwells	5 pt.	3.5	3.8	3.8	n/a	n/a	n/a	3.9
Finance & Administration	5 pt.	4.1	3.8	3.9	3.4	4.0	3.8	4.1
One Card	10 pt.	8.3	n/a	n/a	n/a	n/a	n/a	n/a
Health Clinic	10 pt.	8.1	n/a	n/a	n/a	n/a	n/a	n/a
Residential Programs	7 pt.	5.4	5.8	6.1	n/a	n/a	5.7	n/a
Library	5 pt.	3.9	4.0	3.9	n/a	n/a	n/a	n/a

* Scales vary by survey section. Cells describe mean out of (/) points available in the scale.

As shown in Table 3B above, results from all surveys show that a majority of students were satisfied with services they have received at Angelo State University over the past two years. In all cases, higher means represented more satisfaction. ASU has undergone remodeling and updating of key areas. Based on past improved scores for the University Center, Library and physical fitness and recreation facilities after recent upgrades, we anticipate improved scores for other facilities after upgrades in these areas are completed. Such data are not applicable to this report at this time.

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Improvements are made to both services and programs from survey results. Departmental surveys contain drill-down information into areas of importance specific to their operations. Departments listed in this report—the Porter Henderson Library, Information Technology, Housing and Residential Programs, Chartwells, and ASU's division of Finance and Administration—participate in customer-service surveying on an annual or biennial basis. Departments habitually use results to make operational changes. Since the last round of feedback, the library has continued to improve its learning commons to provide a more user friendly space; Information Technology increased the percentage of software that is available in every lab, increased the number of software trainings for lab assistants, and amped up wireless network connectivity in commonly used study spaces. Housing and Residential Programs began offering time management workshops in several residence halls; and Chartwells has continued extended evening service hours and continuous service from breakfast through early evening. In fall 2014, the student meal plans will change to provide an unlimited option to help students meet their nutritional needs every day of the week as well as an improved commuter plan option. As part of an independent company, Chartwells completes an action plan that lists at least three areas to improve, makes appropriate changes, and reports back to the parent company after implementing the changes. This summer, these changes will include an expansion of retail outlet options in the University Center.

Improvements to the survey process are a consideration each time we administer a survey. Most surveys would benefit from greater participation, even with the use of random assignment. With the level of information overload and survey requests that are part of the 21st century, it is difficult to get students to participate, and we constantly look for better ways to

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engage them in providing feedback. Most surveys, with the exception of the *Chartwells Higher Education Customer Satisfaction Survey,* have been migrated to an online only format.

V. Performance Measure Information

STATUTORILY REQUIRED ELEMENTS

> The target for the statutorily required elements is that 75% of students will respond favorably. Favorably is defined as the top one category on a 4-point scale and top two categories on larger scales. Seventy-five percent translates as follows for various scale sizes: a mean rating of 3 on a 4-point scale, 3.75 on a 5-point scale, 5.25 on a 7-point scale, and 6.75 on a 9-point scale.

OUTCOME MEASURES

> Percentage of Surveyed Customer Respondents Expressing Overall Satisfaction with Services Received target is 80%, which translates as follows for various scale sizes: 3.2 on a 4-point scale, 4 on a 5-point scale, 5.6 on a 7-point scale 7.2, and on a 9-point scale.

OUTPUT MEASURES

> Total Customers Surveyed target is 100 when randomly selected.
> Total Customers Served target is 10,000 enrolled students by 2020.

EFFICIENCY MEASURES

> Cost per Customer Surveyed target is to stay within departments' budgets. If a department can use a survey for multiple purposes, it may spend more on it. Many of the surveys only cost time (e.g., to load the survey on the ASU portal, to analyze data). For vendor-produced surveys, the target is to keep the cost to less than $3 per person surveyed.

EXPLANATORY MEASURES

> Total Customers Identified are students.
> Total Customer Groups Inventoried is student.

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