

CUSTOMER SATISFACTION SURVEY

EMERGENCY MANAGEMENT

2018/19

Responsible for emergency response, preparedness education, continuity of services and support for students, faculty and staff, before, during and after an event or incident.



4.09
OVERALL SATISFACTION WITH
EMERGENCY MANAGEMENT



32
RESPONDENTS



47
NET PROMOTER SCORE

STRENGTHS & OPPORTUNITIES

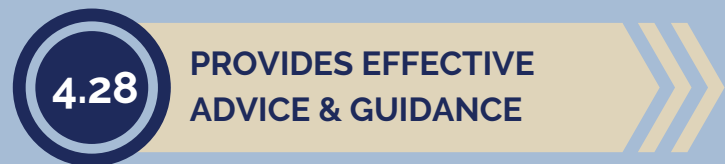
STRENGTHS

Helpful Staff
Facilitates Problem Resolution
Knowledgeable Staff

OPPORTUNITIES FOR IMPROVEMENT

Understands My Needs and Requirements
Accessible to Customers
Responds to Requests Within an Acceptable Time

SURVEY ITEMS



Below 3.0: Low 3.60 - 4.29: Good
3.00-3.59: Marginal 4.30 & above: Excellent



2019 CSU San Marcos CSS Emergency Management

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2019
32
respondents

2018
40 respondents

Strengths

- Helpful Staff
- Facilitates Problem Resolution
- Knowledgeable Staff

Opportunities

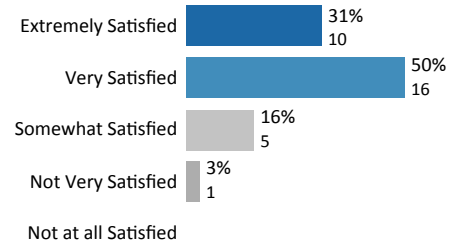
- Understands My Needs and Requirements
- Accessible to Customers
- Responds to Requests Within an Acceptable Time

Overall Satisfaction

Thinking of your OVERALL experience with this department, how would you rate your satisfaction with it during the past 12 months in meeting your department's needs?

4.09
mean

Standard Deviation
0.76



Mean Scores **Below 3.00 - Low** | **3.00 to 3.59 - Marginal** | **3.60 to 4.29 - Good** | **4.30 & above - Excellent**

#	Question	Mean Score			2019 change from prior year
		2017	2018	2019	
1	Thinking of your OVERALL experience with Emergency Management, how would you rate your satisfaction with it during the past 12 months?	3.60	3.60	3.60	↓
2	Understands my needs and requirements	3.60	3.60	3.60	↓
3	Accessible to customers (via phone, voicemail, e-mail, etc.)	3.60	3.60	3.60	↓
4	Responsive to requests or problems within an acceptable time	3.60	3.60	3.60	↓
5	Provides effective advice, support, and guidance	3.60	3.60	3.60	↓
6	Facilitates problem resolution	3.60	3.60	3.60	↔
7	Knowledgeable staff	3.60	3.60	3.60	↔
8	Helpful staff	3.60	3.60	3.60	↓
9	Effectively uses websites, announcements, and the Emergency Notification System (when needed during an emergency) to provide access to emergency information and services	3.60	3.60	3.60	↔

Background

★ Change from prior year is statistically significant

Change of 0.09 or greater

-
-
-
-
-
-
-



Net Promoter Score

Below 0 - Low | 0-19 - Marginal | 20-49 - Good | 50 & above - Excellent

The Customer Satisfaction Survey includes the question “How likely is it that you would share a positive impression of Emergency Management with others?” answered on a scale from 0 to 10. The Net Promoter Score is calculated as follows: the percent falling in the lowest segment (red section below) is subtracted from the percent falling in the highest segment (blue section below) to determine the Net Promoter (NPS) score.

2019	2018
47 NPS	49 NPS
60.0% - 13.3% = 47	60.0% - 11.4% = 49

Detractor					Passive			Promoter		
					7%	7%	10%	17%	23%	37%
					2	2	3	5	7	11

About NPS

The Net Promoter Score (NPS) is widely used in business to determine growth potential [1]. Different types of customers can have positive or negative effects on the success of the survey unit. The NPS identifies them as follows:

Detractors

Score 0-6 on the Recommend question. These are dissatisfied customers who will not promote or recommend the survey unit at all and may provide negative information to others.

Passives

Score in the neutral sections of the Recommend question (7-8). These are passive, neutral customers, who, while perhaps satisfied, are likely to do nothing to actively contribute to the success of the survey unit.

Promoters

Score 9-10 on the Recommend question. These are satisfied and enthusiastic customers.

The NPS score can potentially range from +100, where all customers are Promoters, to -100, where all customers are Detractors. Evaluation of the NPS is based on the following scale:

- Below 0 – LOW
- 0 to 19 – MARGINAL
- 20 to 49 – GOOD
- 50 & above - EXCELLENT

The cut-off points were developed by examining the distribution of NPS scores from over 300 survey departments rated by over 24,000 total customers from seven Universities (CSU Cal Poly, CSU Chancellor's Office, CSU Fullerton, CSU San Marcos, UC Davis, UC Riverside, and UC San Diego) participating in customer surveys. Along with Overall Satisfaction and unit Strengths and Opportunities, the NPS provides an externally-validated benchmark to help track progress over the course of future evaluations.

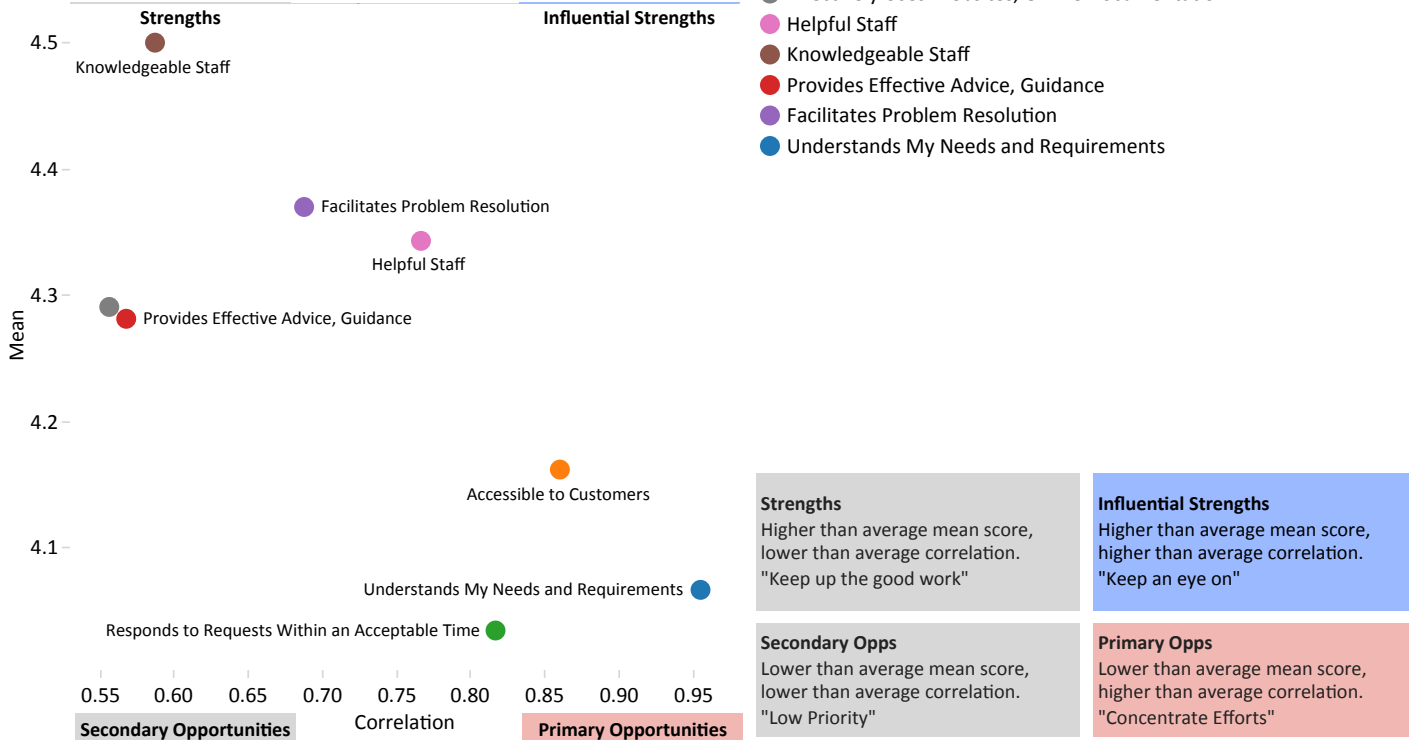
[1] Reichheld, Frederick F. (December 2003). "One Number You Need to Grow". *Harvard Business Review*.



2019 CSU San Marcos CSS Emergency Management

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Strengths and Opportunities by Survey Question With Axes at the Average Question Mean and Average Question by Overall Satisfaction Correlation
Correlation Coefficient Average = 0.72, Mean Average = 4.26



- Responds to Requests Within an Acceptable Time
- Accessible to Customers
- Effectively Uses Websites, Online Documentation
- Helpful Staff
- Knowledgable Staff
- Provides Effective Advice, Guidance
- Facilitates Problem Resolution
- Understands My Needs and Requirements

Strengths Higher than average mean score, lower than average correlation. "Keep up the good work"	Influential Strengths Higher than average mean score, higher than average correlation. "Keep an eye on"
Secondary Opps Lower than average mean score, lower than average correlation. "Low Priority"	Primary Opps Lower than average mean score, higher than average correlation. "Concentrate Efforts"

List of Strengths & Opportunities by Question ST - Strength | IS - Influential Strength | PO - Primary Opportunity | SO - Secondary Opportunity

#	Question	Mean	Corr	Str/Opps
2	Understands my needs and requirements	4.07	0.95	PO
3	Accessible to customers (via phone, voicemail, e-mail, etc.)	4.16	0.86	PO
4	Responsive to requests or problems within an acceptable time	4.03	0.82	PO
5	Provides effective advice, support, and guidance	4.28	0.57	ST
6	Facilitates problem resolution	4.37	0.69	ST
7	Knowledgable staff	4.50	0.59	ST
8	Helpful staff	4.34	0.77	IS
9	Effectively uses websites, announcements, and the Emergency Notification System (when needed during an emergency) to provide access to emergency information and services	4.29	0.56	ST



2019 CSU San Marcos CSS
Emergency Management

Satisfaction Mean Scores by Classification **Below 3.00 - Low** | **3.00 to 3.59 - Marginal** | **3.60 to 4.29 - Good** | **4.30 & above - Excellent**

	Overall Satisfaction	Understands My Needs and Requirements	Accessible to Customers	Responds to Requests Within an Acceptable Time	Provides Effective Advice, Guidance	Facilitates Problem Resolution	Knowledgeable Staff	Helpful Staff	Effectively Uses Websites, Online Documentation
Faculty									
Staff									

Number of respondents in parenthesis: (n). The (n) is not shown when the number of respondents is fewer than five





2019 CSU San Marcos CSS
Emergency Management

Satisfaction Mean Scores by Division and Classification Below 3.00 - Low | 3.00 to 3.59 - Marginal | 3.60 to 4.29 - Good | 4.30 & above - Excellent

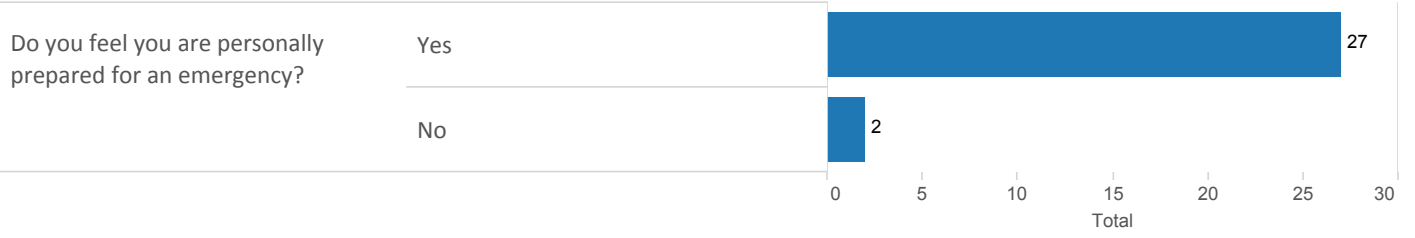
		Overall Satisfaction	Understands My Needs and Requirements	Accessible to Customers	Responds to Requests Within an Acceptable Time	Provides Effective Advice, Guidance	Facilitates Problem Resolution	Knowledgeable Staff	Helpful Staff	Effectively Uses Websites, Online Documentation
Academic Affairs	Staff	3	3							
Finance and Administrative Services	Staff	8								
Office of the President	Staff	0						0		
President's Office	Staff	0	0					0	0	
Student Affairs	Faculty	0	0					0	0	
	Staff	3	3					3	3	

Number of respondents in parenthesis: (n). The (n) is not shown when the number of respondents is fewer than five.
Blank cells: respondents did not provide an answer to the question.





Emergency Management - Supplemental Questions





Emergency Management - Supplemental Rank Question #12

	Please rank the training offerings based on your level of interest in participating, where 1 indicates the most interested:				
	1	2	3	4	5
Active Shooter Response (Learn Run, Hide, Fight, and your role during an Active Shooter..	18	6	4		2
Stop the Bleed Training (Train how to help in a bleeding emergency before professionals arr..	6	5	11	4	4
Community Emergency Response Team (CERT) training - Requires morning classes on..	2	9	4	8	6
Building Evacuation Training (Learn how to safely evacuate your building or area in an e..	4	8	3	9	6
Earthquake Preparedness (Learn how to prepare and respond to a major earthquake)		2	7	9	11