

# CUSTOMER SATISFACTION SURVEY

## INSTITUTIONAL PLANNING & ANALYSIS

### 2018/19

Responsible for the development and maintenance of centralized data resources to provide information to the University community for strategic planning and decision making. This includes but is not limited to official enrollment statistics, grant reporting, student success and equity analytics, academic program review data, course evaluations, university surveys, and ad hoc data requests.



**4.26**  
OVERALL SATISFACTION WITH  
INSTITUTIONAL PLANNING &  
ANALYSIS



**43**  
RESPONDENTS



**4.26**  
MOVING IN A POSITIVE DIRECTION  
TO MEET CUSTOMER NEEDS

### STRENGTHS & OPPORTUNITIES

#### STRENGTHS

Helpful Staff  
Knowledgeable Staff  
Responds to Requests Within an Acceptable Time

#### OPPORTUNITIES FOR IMPROVEMENT

Effectively Uses Websites, Online Documentation  
Understands My Needs and Requirements  
Accessible to Customers

### 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 Institutional Planning & Analysis

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2019

**43**  
respondents

### Strengths

Helpful Staff  
Knowledgeable Staff  
Responds to Requests Within an Acceptable Time

### Opportunities

Effectively Uses Websites, Online Documentation  
Understands My Needs and Requirements  
Accessible to Customers

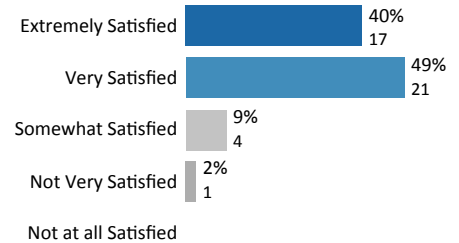
### Overall Satisfaction

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?

**4.26**

mean

Standard Deviation  
0.72



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

#	Question	2019
1	Thinking of your OVERALL experience with Institutional Planning & Analysis, how would you rate your satisfaction with it during the past 12 months?	4.26
2	Understands my needs and requirements	4.18
3	Accessible to customers (via phone, voicemail, e-mail, etc.)	4.21
4	Responsive to requests or problems within an acceptable time	4.37
5	Provides effective advice, support and guidance	4.36
6	Knowledgeable staff	4.35
7	Helpful staff	4.49
8	Effectively uses websites and systems to provide access to Institutional Planning & Analysis information and services	4.20
9	Moving in a positive direction to better meet my needs	4.30

### Background

- Survey Period: February 20 to March 8, 2019
- 32 departments across campus participated
- 16,786 - 902 staff, 900 faculty, and 14,984 students were invited to take the survey
- 1,815 (11%) total responded. Staff - 357, Faculty - 119, Student - 1,339
- 10 standard satisfaction questions + 1 NPS (optional) + up to 5 supplemental questions were asked in each survey department
- Verbatim comments: 2 standard (Like best, Improve) plus up to 2 burning questions for each department
- Contact us at [vpfas@csusm.edu](mailto:vpfas@csusm.edu) if you have any questions about this report or would like additional in-depth analysis of your survey data

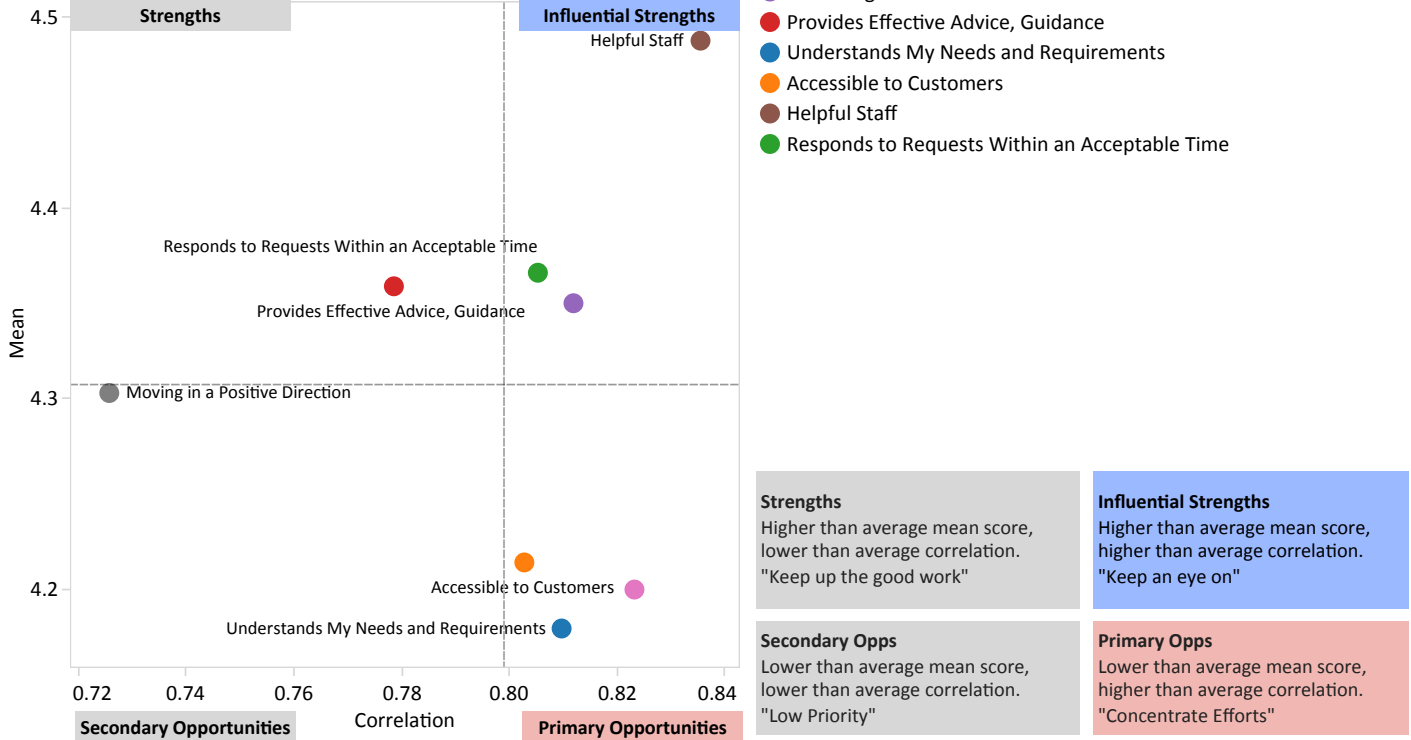


## 2019 CSU San Marcos CSS Institutional Planning & Analysis

Responsible for the development and maintenance of centralized data resources to provide information to the University community for strategic planning and decision making. This includes but is not limited to official enrollment statistics, grant reporting, student success and equity analytics, academic program review data, course evaluations, university surveys, and ad hoc data requests.

### Strengths and Opportunities by Survey Question With Axes at the Average Question Mean and Average Question by Overall Satisfaction Correlation

Correlation Coefficient Average = 0.80, Mean Average = 4.31



### 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	4.18	0.81	PO
3	Accessible to customers (via phone, voicemail, e-mail, etc.)	4.21	0.80	PO
4	Responsive to requests or problems within an acceptable time	4.37	0.81	IS
5	Provides effective advice, support and guidance	4.36	0.78	ST
6	Knowledgeable staff	4.35	0.81	IS
7	Helpful staff	4.49	0.84	IS
8	Effectively uses websites and systems to provide access to Institutional Planning & Analysis information and services	4.20	0.82	PO
9	Moving in a positive direction to better meet my needs	4.30	0.73	SO



**2019 CSU San Marcos CSS**  
**Institutional Planning & Analysis**

**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	Knowledgeable Staff	Helpful Staff	Effectively Uses Websites, Online Documentation	Moving in a Positive Direction
Faculty	4.14 (7)	4.33 (6)	4.17 (6)	4.14 (7)	4.40 (5)	4.33 (6)	4.50 (6)	4.40 (5)	4.33 (6)
Staff	4.28 (36)	4.15 (33)	4.22 (36)	4.41 (34)	4.35 (34)	4.35 (34)	4.49 (35)	4.17 (30)	4.30 (27)

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**  
**Institutional Planning & Analysis**

**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	Knowledgeable Staff	Helpful Staff	Effectively Uses Websites, Online Documentation	Moving in a Positive Direction
Academic Affairs	Staff	4.36 (11)	4.40 (10)	4.36 (11)	4.45 (11)	4.36 (11)	4.36 (11)	4.45 (11)	4.30 (10)	4.22 (9)
CHABSS	Faculty	4.00 (5)	4.25	4.25	4.00 (5)	4.33	4.00	4.25	4.00	4.25
CSM	Faculty	4.50	4.50	4.00	4.50	4.50	5.00	5.00	5.00	4.50
Finance and Administrative Services	Staff	4.20 (10)	4.00 (9)	4.00 (10)	4.22 (9)	4.20 (10)	4.10 (10)	4.40 (10)	4.43 (7)	4.13 (8)
Office of the President	Staff	4.50	4.50	4.50	5.00	5.00	5.00	5.00	4.00	5.00
Student Affairs	Staff	4.40 (10)	4.11 (9)	4.30 (10)	4.30 (10)	4.22 (9)	4.33 (9)	4.40 (10)	4.25 (8)	4.29 (7)
University Advancement	Staff	3.67	3.67	4.00	5.00	5.00	5.00	5.00	3.00	5.00

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.



### Institutional Planning and Analysis - Supplemental Questions

