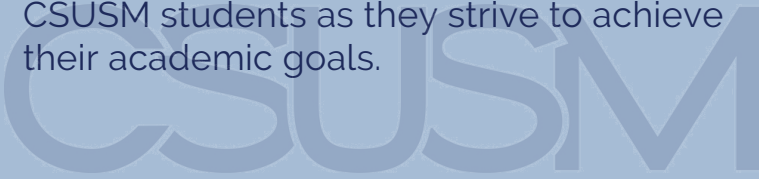


CUSTOMER SATISFACTION SURVEY

STUDENT HEALTH & COUNSELING SERVICES

2018/19

Provides health and wellness services to CSUSM students as they strive to achieve their academic goals.



4.26
OVERALL SATISFACTION WITH
STUDENT HEALTH &
COUNSELING SERVICES



376
RESPONDENTS



50
NET PROMOTER SCORE

STRENGTHS & OPPORTUNITIES

STRENGTHS

Understands My Needs and Requirements
Provides Effective Advice, Guidance
Knowledgeable Staff

OPPORTUNITIES FOR IMPROVEMENT

Effectively Uses Websites, Online Documentation
Ease of Counseling Appointments

SURVEY ITEMS



4.32
UNDERSTANDS
CUSTOMER NEEDS



4.34
ACCESSIBLE TO
CUSTOMERS



4.33
PROVIDES EFFECTIVE
ADVICE & GUIDANCE



4.43
KNOWLEDGEABLE STAFF



4.39
HELPFUL STAFF



4.26
EFFECTIVELY USES
WEBSITE

Below 3.0: Low
3.00-3.59: Marginal

3.60 - 4.29: Good
4.30 & above: Excellent



2019 CSU San Marcos CSS Student Health & Counseling Services (SHCS)

Provides health and wellness services to CSUSM students as they strive to achieve their academic goals.

2019

376
respondents

2018

496 respondents

Strengths

- Understands My Needs and Requirements
- Provides Effective Advice, Guidance
- Knowledgeable Staff

Opportunities

- Effectively Uses Websites, Online Documentation
- Ease of Counseling Appointments

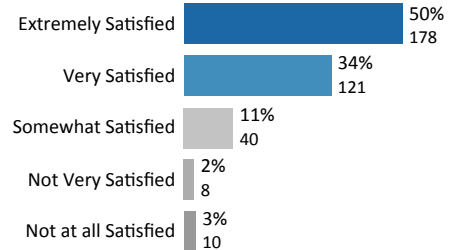
Overall Satisfaction

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
0.94



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 Student Health & Counseling Services (SHCS), how would you rate your satisfaction with it during the past 12 months?				↓
2	Understands my needs and requirements				↓
3	Accessible to customers (via phone, voicemail, e-mail, etc.)				
4	Provides effective advice, support, and guidance				↑
5	Knowledgeable staff				↑
6	Helpful staff				↑
7	Effectively uses websites and systems to provide access to Student Health & Counseling Services (SHCS) information and services				↑
8	Responsive to requests for medical appointments within an acceptable time				
9	Initial Counseling appointments are easy to obtain				

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 Student Health & Counseling Services (SHCS) 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

50 NPS

64.9% - **14.4%** = 50

2018

53 NPS

65.3% - **12.0%** = 53

Detractor					Passive			Promoter		
2%	1%	1%	1%	2%	4%	5%	7%	13%	16%	48%
7	2	5	2	6	13	16	26	47	58	171

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 Student Health & Counseling Services (SHCS)

Provides health and wellness services to CSUSM students as they strive to achieve their academic goals.

Strengths and Opportunities by Survey Question With Axes at the Average Question Mean and Average Question by Overall Satisfaction Correlation
Correlation Coefficient Average = 0.77, Mean Average = 4.30



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	4.32	0.88	IS
3	Accessible to customers (via phone, voicemail, e-mail, etc.)	4.34	0.72	ST
4	Provides effective advice, support, and guidance	4.33	0.87	IS
5	Knowledgeable staff	4.43	0.82	IS
6	Helpful staff	4.39	0.81	IS
7	Effectively uses websites and systems to provide access to Student Health & Counseling Services (SHCS) information and services	4.26	0.77	PO
8	Responsive to requests for medical appointments within an acceptable time	4.34	0.75	ST
9	Initial Counseling appointments are easy to obtain	4.03	0.55	SO



2019 CSU San Marcos CSS
Student Health & Counseling Services (SHCS)

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**

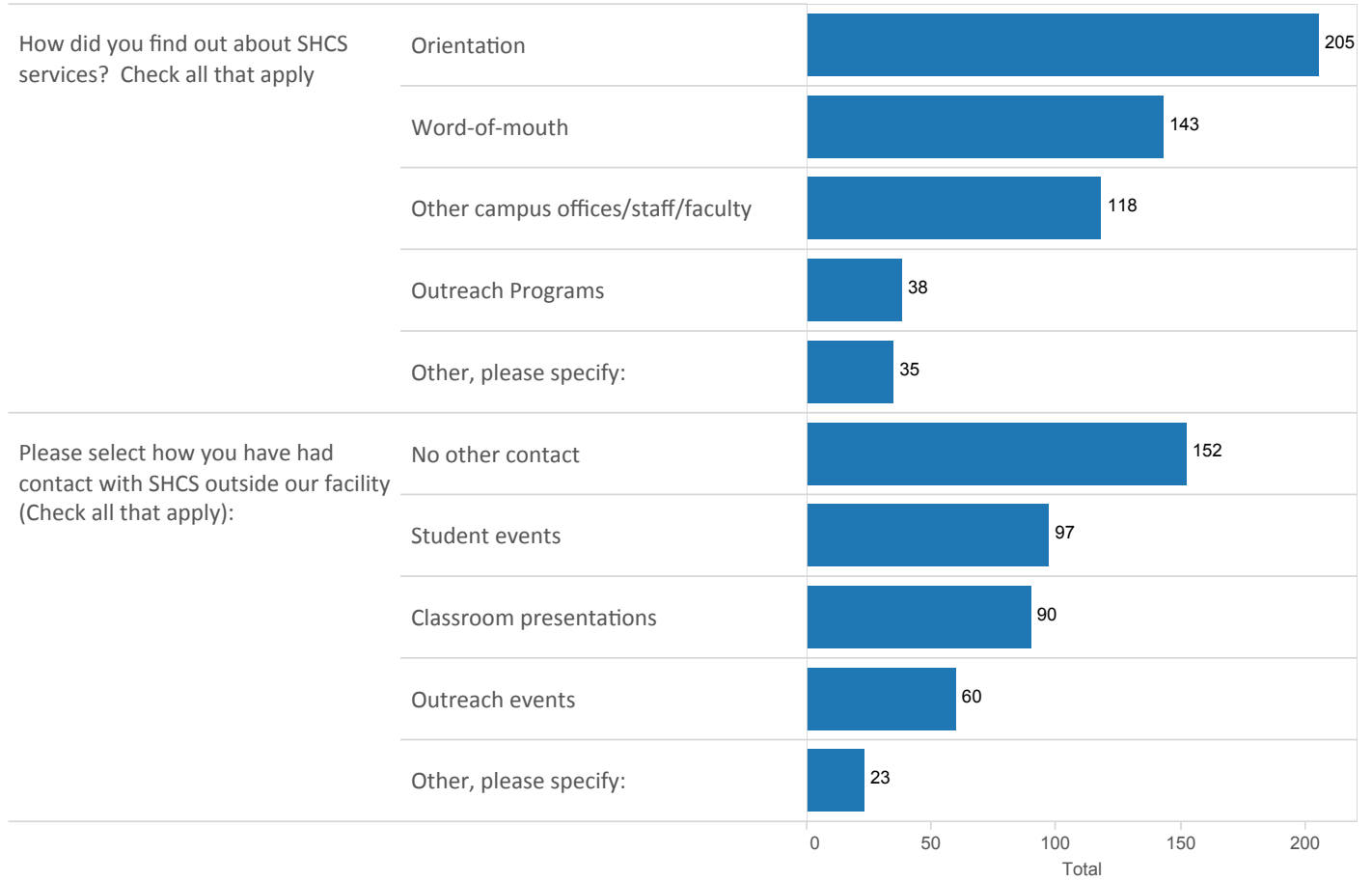
		Overall Satisfaction	Understands My Needs and Requirements	Accessible to Customers	Provides Effective Advice, Guidance	Knowledgeable Staff	Helpful Staff	Effectively Uses Websites, Online Documentation	Responsive to Medical Appointment Requests	Ease of Counseling Appointments
CEHHS	Student									
CHABSS	Student		3							
CoBA	Student									
CSM	Student	2						1		
Open University	Student							0	0	
Transitory	Student	0	0					0	0	
Undeclared	Student								0	
Undeclared EE	Student	0	0					0	0	

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.





Student Health and Counseling Services (SHCS) - Supplemental Questions





Student Health and Counseling Services (SHCS) - Supplemental Other

Question Text	Answer Text
How did you find out about SHCS services? Check all that apply	Athletics
	being on campus
	Csum website
	EDUC 350 class
	Email
	Events and programs
	Extended Learning center
	fellow student
	fliers
	had take paper work there
	Had to get something from there
	Immunization record submission
	In the map
	internet
	Looked
	Looked for info on CSUSM website
	Looked up options
	MMR hold



Student Health and Counseling Services (SHCS) - Supplemental Other

Question Text	Answer Text
How did you find out about SHCS services? Check all that apply	N/A never heard
	Online
	Other campus offices/staff/faculty



Student Health and Counseling Services (SHCS) - Supplemental Other

Question Text	Answer Text
How did you find out about SHCS services? Check all that apply	Other, please specify
	professors
	School website
	student
	They emailed me requesting records.
	Training for Resident Advisor role at CSUSM Housing
	UVA and Quad Housing
	walk in for class presentation
	Website
	when they sent an email that said I was not cleared to continue classes because they had no medical records of me
Please select how you have had contact with SHCS outside our facility (Check all that apply):	Appointment
	counselor
	Csum website
	Drop in counseling
	E-mail
	Email
	Forced to take me too class onlone



Student Health and Counseling Services (SHCS) - Supplemental Other

Question Text	Answer Text
Please select how you have had contact with SHCS outside our facility (Check all that apply):	getting medication when I had a cold
	I walk in regularly
	immunization records and TB
	Never
	One time to get a TB test for work
	Other, please specify:
	personal
	personal gmail
	Requirement for class
	Sports through the school
	turning in shot record
	Walk-in
	Walking to campus
	Went in myself