

CUSTOMER SATISFACTION SURVEY

OFFICE OF THE VICE PRESIDENT, STUDENT AFFAIRS

2018/19

Student Affairs Divisional Administrative Office provides leadership for student advocacy, strategic planning and improvement initiatives, employee professional development, effective information and data sharing, and management of divisional resources.



4.24
OVERALL SATISFACTION WITH OFFICE OF THE VICE PRESIDENT, STUDENT AFFAIRS



25
RESPONDENTS



48
NET PROMOTER SCORE



4.30
MOVING IN A POSITIVE DIRECTION TO MEET CUSTOMER NEEDS

STRENGTHS & OPPORTUNITIES

STRENGTHS

Moving in a Positive Direction
Helpful Staff
Knowledgeable Staff

OPPORTUNITIES FOR IMPROVEMENT

Provides Effective Advice, Guidance
Understands My Needs and Requirements
Effectively Uses Websites, Online Documentation

SURVEY ITEMS



4.24
UNDERSTANDS CUSTOMER NEEDS



4.28
ACCESSIBLE TO CUSTOMERS



4.48
RESPONSIVE TO REQUESTS



4.17
PROVIDES EFFECTIVE ADVICE & GUIDANCE



4.17
RESOLVES PROBLEMS EFFECTIVELY



4.35
KNOWLEDGEABLE STAFF



4.45
HELPFUL STAFF



4.13
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

Office of the Vice President, Student Affairs

Student Affairs Divisional Administrative Office provides leadership for student advocacy, strategic planning and improvement initiatives, employee professional development, effective information and data sharing, and management of divisional resources.

2019
25
respondents

Strengths

- Moving in a Positive Direction
- Helpful Staff
- Knowledgeable Staff

Opportunities

- Provides Effective Advice, Guidance
- Understands My Needs and Requirements
- Effectively Uses Websites, Online Documentation

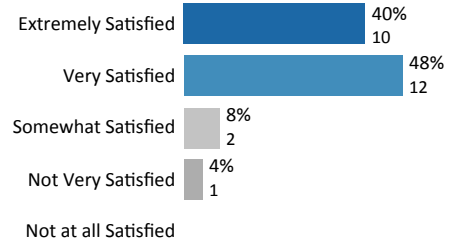
Overall Satisfaction

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?

4.24

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	2019
1	Thinking of your OVERALL experience with the Office of the Vice President, Student Affairs (VPSA), how would you rate your satisfaction with it during past 12 months?	
2	Understands my needs and requirements	
3	Accessible to customers (via phone, voicemail, e-mail, etc.)	
4	Responsive to requests or problems within an acceptable time	
5	Provides effective advice, support and guidance	
6	Facilitates problem resolution	
7	Knowledgeable staff	
8	Helpful staff	
9	Effectively uses websites and systems to provide access to VPSA information and services	
10	Moving in a positive direction to better meet my needs	

Background

-
-
-
-
-
-
-
-



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 VPSA 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

48_{NPS}

57.1% - **9.5%** = 48

Detractor				Passive			Promoter			
			5%		5%	10%	24%	14%	43%	
			1		1	2	5	3	9	

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*.

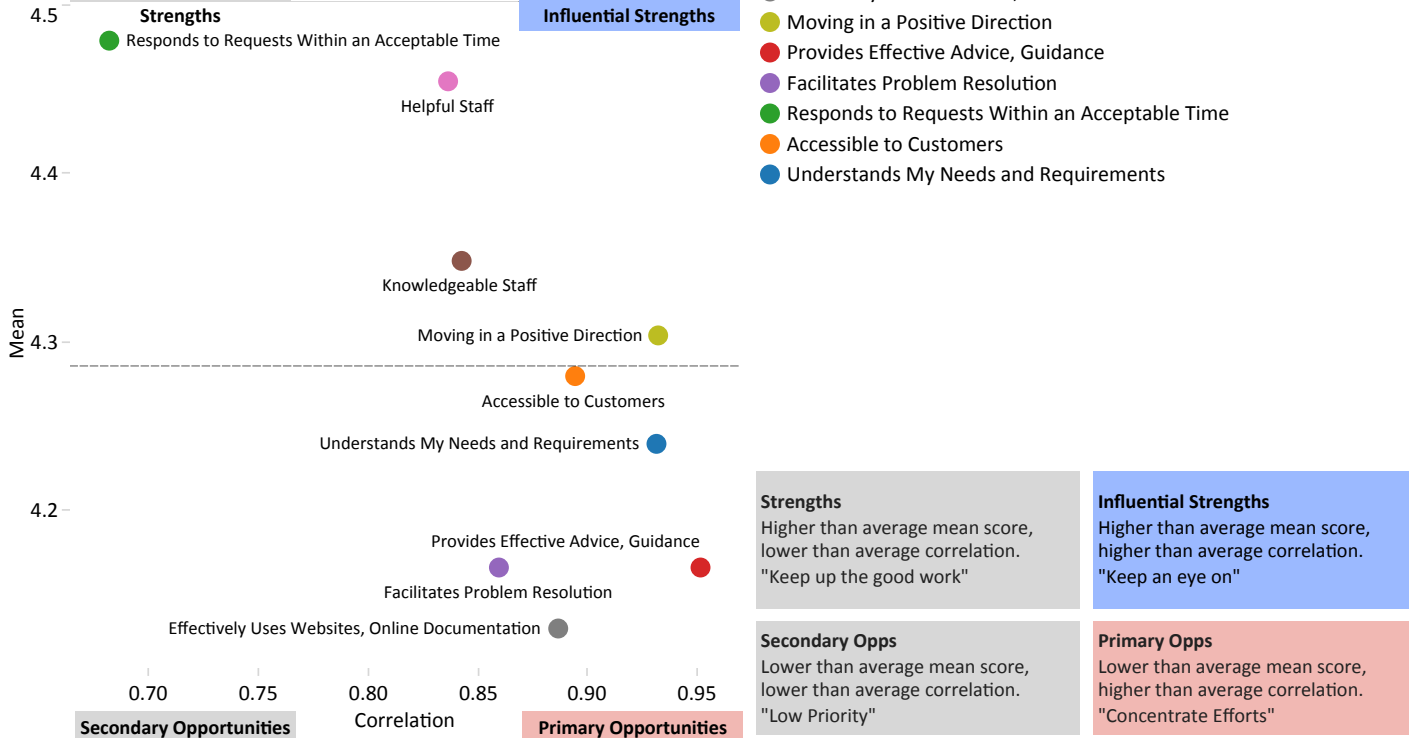


2019 CSU San Marcos CSS Office of the Vice President, Student Affairs

Student Affairs Divisional Administrative Office provides leadership for student advocacy, strategic planning and improvement initiatives, employee professional development, effective information and data sharing, and management of divisional resources.

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

Correlation Coefficient Average = 0.87, Mean Average = 4.29



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	4.24	0.93	PO
3	Accessible to customers (via phone, voicemail, e-mail, etc.)	4.28	0.89	PO
4	Responsive to requests or problems within an acceptable time	4.48	0.68	ST
5	Provides effective advice, support and guidance	4.17	0.95	PO
6	Facilitates problem resolution	4.17	0.86	SO
7	Knowledgeable staff	4.35	0.84	ST
8	Helpful staff	4.45	0.84	ST
9	Effectively uses websites and systems to provide access to VPSA information and services	4.13	0.89	PO
10	Moving in a positive direction to better meet my needs	4.30	0.93	IS



2019 CSU San Marcos CSS
Office of the Vice President, Student Affairs

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	Moving in a Positive Direction
Faculty										
Staff							2		2	

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
Office of the Vice President, Student Affairs

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	Moving in a Positive Direction
Student Affairs	Faculty			0				0			
	Staff			2				3			
University Advancement	Staff			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.