2022 CSU San Marcos CSS
CSUSM Corporation Office of Sponsored Projects (OSP)

Provides post-award grant and contracts services. Partners with faculty and staff to provide high-quality administration by stewarding external funding and promoting sound management practices.

2022

22
respondents

2019
22 respondents

Strengths

Helpful Staff
Knowledgeable Staff
Moving in a Positive Direction

Opportunities

Understands My Needs and Requirements
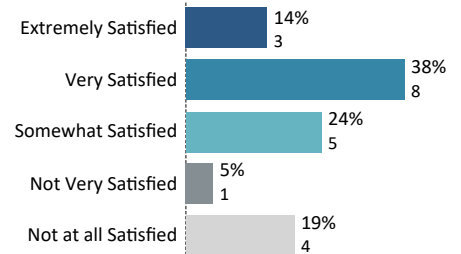Provides Effective Advice, Guidance
Facilitates Problem Resolution

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?

3.24
mean

Standard Deviation 1.31

Rating	%	n
Extremely Satisfied	14%	3
Very Satisfied	38%	8
Somewhat Satisfied	24%	5
Not Very Satisfied	5%	1
Not at all Satisfied	19%	4

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 2018	Mean Score 2019	Mean Score 2022	2022 change from prior year
1	Thinking of your OVERALL experience with CSUSM Corporation - Office of Sponsored Projects (OSP), how would you rate your satisfaction with it during the past 12 months?	3.55	3.14	3.24	▲
2	Understands my needs and requirements	3.70	3.29	3.20	▼
3	Accessible to customers (via phone, voicemail, e-mail, etc.)	3.74	3.65	3.50	▼
4	Responsive to requests within an acceptable time frame	3.59	3.29	3.50	▲
5	Provides effective advice, support, and guidance	3.47	3.10	3.25	▲
6	Facilitates problem resolution	3.45	3.30	3.42	▲
7	Knowledgeable staff	3.57	3.19	3.55	▲
8	Helpful staff	3.78	3.48	3.60	▲
9	Moving in a positive direction to meet my needs	3.39	3.48	3.53	▪
10	Effectively uses website to provide access to information and services	3.52	3.22	3.50	▲

Change - Increase/Decrease of 0.09 or greater

Background

- 4th annual Customer Satisfaction Survey
- Survey Period: April 18 - May 20, 2022, 22 departments participated
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-
-
- and 3 open-ended questions (like, improve, recognition)
- Contact vpfas@csusm.edu for questions about this report or additional analysis of survey data

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2022 Satisfaction Question Response Frequencies

Response Frequencies Breakdown

Mean

#	Question	Very/Extremely Satisfied	Somewhat Satisfied	Not Very/Not At All Satisfied	Mean
1	Thinking of your OVERALL experience with CSUSM Corporation - Office of Sponsored Projects (OSP), how would you rate your satisfaction with it during the past 12 months?	52% (11)	24% (5)	24% (5)	3.24
2	Understands my needs and requirements	60% (12)	10% (2)	30% (6)	3.20
3	Accessible to customers (via phone, voicemail, e-mail, etc.)	55% (11)	30% (6)	15% (3)	3.50
4	Responsive to requests within an acceptable time frame	65% (13)	10% (2)	25% (5)	3.50
5	Provides effective advice, support, and guidance	55% (11)	15% (3)	30% (6)	3.25
6	Facilitates problem resolution	63% (12)	11% (2)	26% (5)	3.42
7	Knowledgeable staff	65% (13)	10% (2)	25% (5)	3.55
8	Helpful staff	70% (14)	10% (2)	20% (4)	3.60
9	Moving in a positive direction to meet my needs	74% (14)	5% (1)	21% (4)	3.53
10	Effectively uses website to provide access to information and services	61% (11)	17% (3)	22% (4)	3.50

■ Very/Extremely Satisfied ■ Somewhat Satisfied ■ Not Very/Not At All Satisfied

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

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 CSUSM Corporation - Office of Sponsored Projects (OSP) with others? (10 being extremely likely and 0 being not at all likely)"** 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.

2018	2019	2022
-18 NPS	-40 NPS	-10 NPS
35.7% - 53.6% = -18	10.0% - 50.0% = -40	23.8% - 33.3% = -10

NPS Breakdown for 2022

	Detractor							Passive		Promoter	
0	1	2	3	4	5	6		7	8	9	10
5%	5%	10%	5%	10%				14%	29%	5%	19%
1	1	2	1	2				3	6	1	4

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 <u>dissatisfied</u> 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 <u>passive, neutral customers</u>, 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 <u>satisfied and enthusiastic</u> 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). <u>"One Number You Need to Grow"</u>. <u>Harvard Business Review</u>.

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 Frame	Provides Effective Advice, Guidance	Facilitates Problem Resolution	Knowledgeable Staff	Helpful Staff	Moving in a Positive Direction	Effectively Uses Websites, Online Documentation
Academic/Faculty	2.29 (7)	2.17 (6)	2.67 (6)	2.57 (7)	2.14 (7)	2.50 (6)	2.50 (6)	2.67 (6)	2.33 (6)	2.75
Staff	3.71 (14)	3.64 (14)	3.86 (14)	4.00 (13)	3.85 (13)	3.85 (13)	4.00 (14)	4.00 (14)	4.08 (13)	3.71 (14)

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.

Survey and analytics powered by Triton*lytics™*, Organizational Assessments and Strategy, UC San Diego

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 Frame	Provides Effective Advice, Guidance	Facilitates Problem Resolution	Knowledgeable Staff	Helpful Staff	Moving in a Positive Direction	Effectively Uses Websites, Online Documentation
Academic Affairs	Academic/Faculty	2.29 (7)	2.17 (6)	2.67 (6)	2.57 (7)	2.14 (7)	2.50 (6)	2.50 (6)	2.67 (6)	2.33 (6)	2.75
	Staff	3.50 (10)	3.40 (10)	3.60 (10)	3.78 (9)	3.56 (9)	3.56 (9)	3.90 (10)	3.80 (10)	3.78 (9)	3.40 (10)
Finance and Administrative Services	Staff	4.25	4.25	4.50	4.50	4.50	4.50	4.25	4.50	4.75	4.50

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.