



# 2022 CSU San Marcos CSS Office of Financial Aid & Scholarships

Provides assistance with all federal, state, and university financial aid and scholarships.

2022

258  
respondents

### Strengths

- Accessible to Customers
- Effectively Uses Websites, Online Documentation

2019

602  
respondents

### Opportunities

- Quality of Response from Staff
- Provides Effective Advice, Guidance
- Responds to Requests Within an Acceptable Time Frame

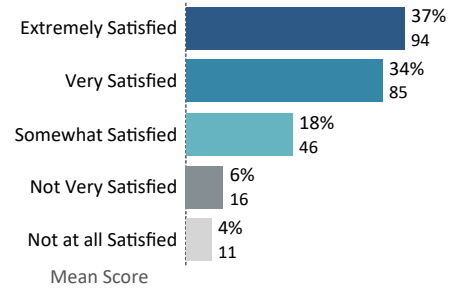
### Overall Satisfaction

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?

3.93

mean

Standard Deviation  
1.09



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

#	Question	2018	2019	2022	2022 change from prior year
1	Thinking of your OVERALL experience with the Office of Financial Aid and Scholarships, how would you rate your satisfaction with it during the past 12 months?				↓
2	Quality of the responses from the Financial Aid staff				↓
3	Accessible via phone, voicemail, e-mail				↑
4	Responsive to requests within an acceptable time frame				↑
5	Provides effective advice, support, and guidance				↓
6	Effectiveness of the website to communicate important information				↑

### Background

- 4th annual Customer Satisfaction Survey
- Survey Period: April 18 - May 20, 2022; 22 departments participated
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- Contact [vpfas@csusm.edu](mailto:vpfas@csusm.edu) for questions about this report or additional analysis of survey data

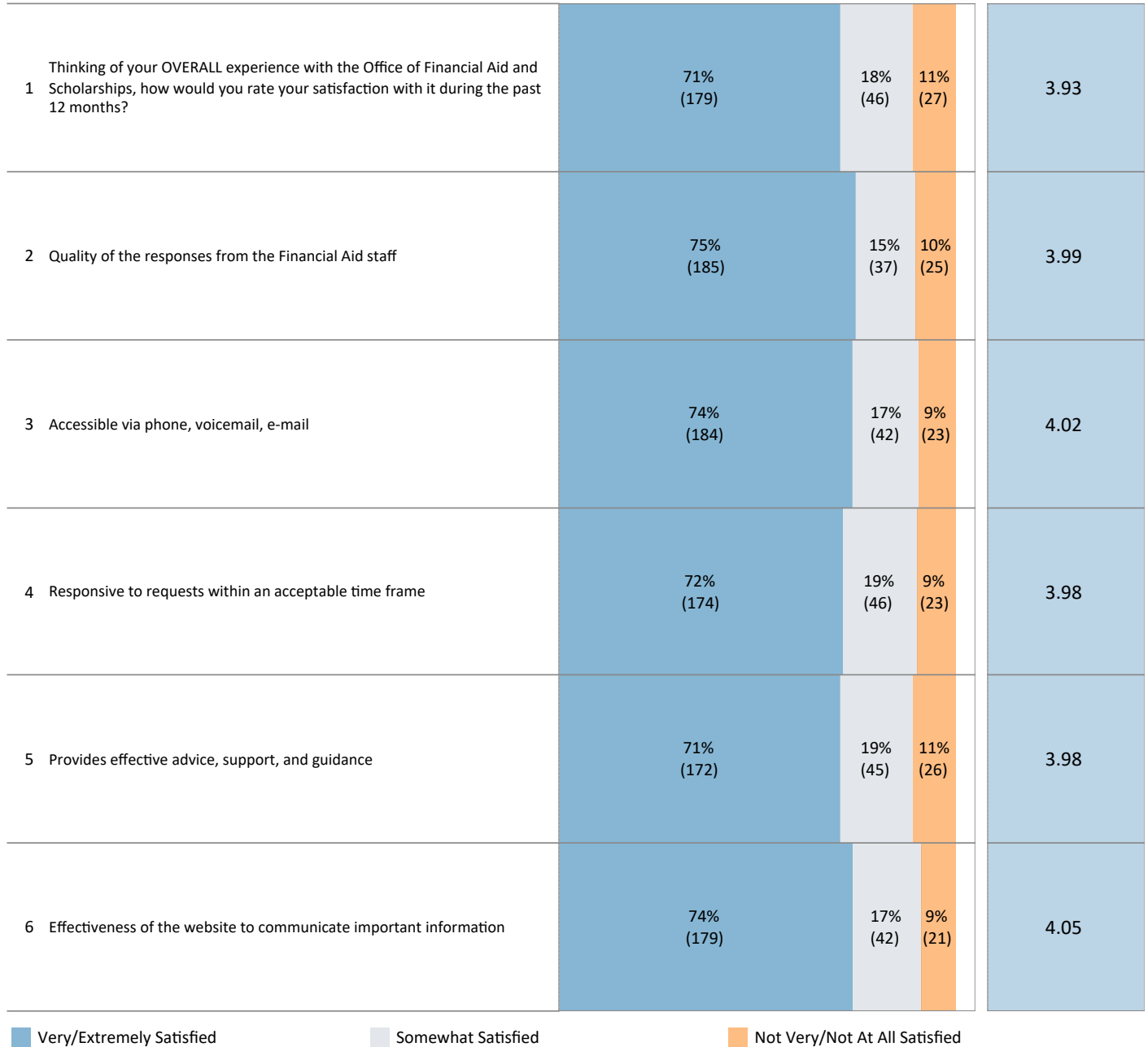
Change - Increase/Decrease of 0.09 or greater



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## 2022 Satisfaction Question Response Frequencies

### Response Frequencies Breakdown



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



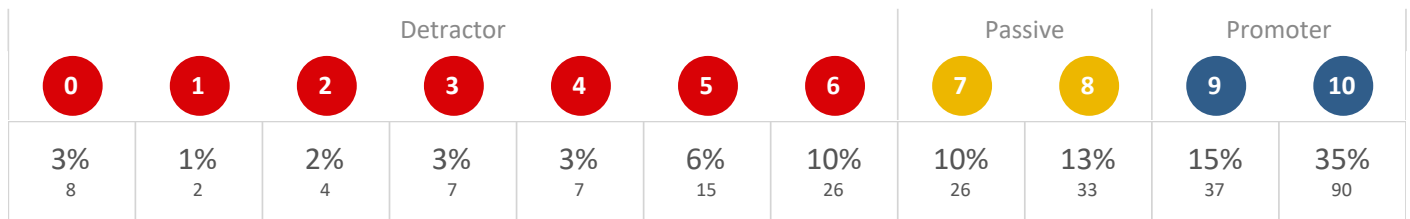
### Net Promoter Score

**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 Office of Financial Aid & Scholarships 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
NPS - =	NPS - =	<b>23</b> NPS 49.8% - 27.1% = 23

### NPS Breakdown for 2022



### 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*.

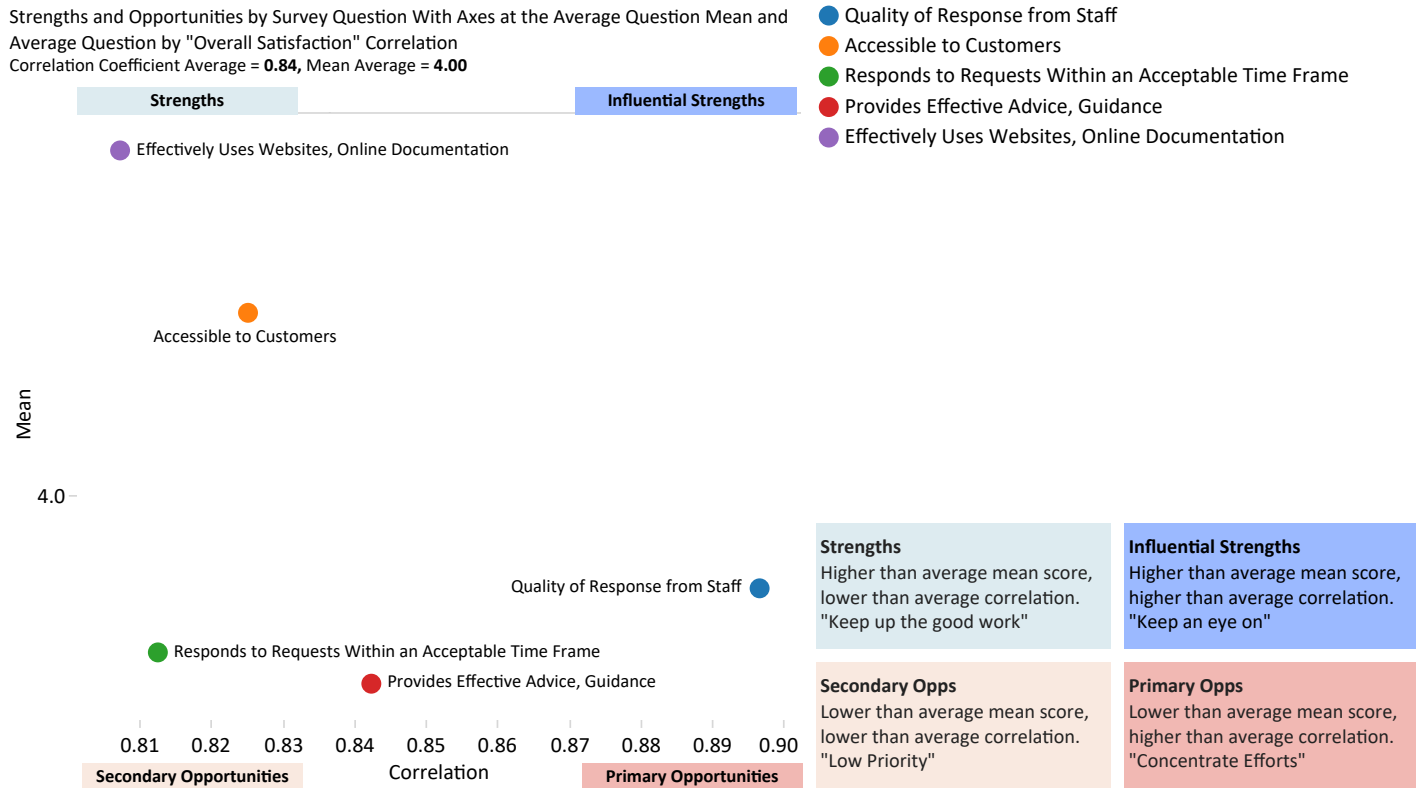


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### Correlation with "Overall Satisfaction"

Strengths and Opportunities by Survey Question With Axes at the Average Question Mean and Average Question by "Overall Satisfaction" Correlation  
Correlation Coefficient Average = **0.84**, Mean Average = **4.00**



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

#	Question	Mean	Corr	Str/Opps
2	Quality of the responses from the Financial Aid staff	3.99	0.90	PO
3	Accessible via phone, voicemail, e-mail	4.02	0.82	ST
4	Responsive to requests within an acceptable time frame	3.98	0.81	SO
5	Provides effective advice, support, and guidance	3.98	0.84	PO
6	Effectiveness of the website to communicate important information	4.05	0.81	ST



**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	Quality of Response from Staff	Accessible to Customers	Responds to Requests Within an Acceptable Time Frame	Provides Effective Advice, Guidance	Effectively Uses Websites, Online Documentation
None	Student	3.93 (252)	3.99 (247)	4.02 (249)	3.98 (243)	3.98 (243)	4.05 (242)

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.



Office of Financial Aid and Scholarships - Supplemental Questions

