2022 CSU San Marcos CSS
Planning, Design & Construction

Strategic planning, design and construction of the university facilities, space management and campus moves.

2022

44
respondents

2019
75 respondents

Strengths

Moving in a Positive Direction
Helpful Staff
Provides Effective Advice, Guidance

Opportunities

Responds to Requests Within an Acceptable Time Frame
Understands My Needs and Requirements
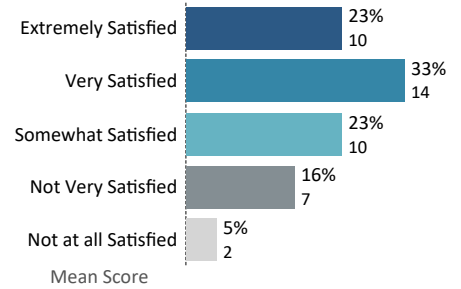Effectively Uses Websites, Online Documentation

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?

3.53
mean

Standard Deviation 1.15

Extremely Satisfied		23% / 10
Very Satisfied		33% / 14
Somewhat Satisfied		23% / 10
Not Very Satisfied		16% / 7
Not at all Satisfied		5% / 2

Mean Score

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

#	Question	2019	2022	2022 change from prior year
1	Thinking of your OVERALL experience with Planning, Design & Construction, how would you rate your satisfaction with it during the past 12 months?	4.03	3.53	
2	Understands my needs and requirements	3.96	3.56	
3	Accessible to customers (via phone, voicemail, e-mail, etc.)	3.94	3.70	
4	Responsive to requests within an acceptable time frame	3.81	3.33	
5	Provides effective advice, support, and guidance	4.01	3.78	
6	Facilitates problem resolution	4.01	3.71	
7	Knowledgeable staff	4.23	4.02	
8	Helpful staff	4.19	3.93	
9	Effectively uses website to provide access to information and services	4.02	3.39	★
10	Moving in a positive direction to better meet my needs	4.07	3.65	
11	Project timelines were clearly communicated at the start of the project.	3.83	3.41	
12	Project expectations were clearly communicated at the start of the project.	3.86	3.50	

★ Change from prior year is statistically significant

Change - Increase/Decrease of 0.09 or greater

Background

- 4th annual Customer Satisfaction Survey
- Survey Period: April 18 - May 20, 2022; 32 departments participated
- •
- •
- •
- 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	Very/Extremely Satisfied	Somewhat Satisfied	Not Very/Not At All Satisfied	**Mean**
1	Thinking of your OVERALL experience with Planning, Design & Construction, how would you rate your satisfaction with it during the past 12 months?	56% (24)	23% (10)	21% (9)	3.53
2	Understands my needs and requirements	53% (23)	30% (13)	16% (7)	3.56
3	Accessible to customers (via phone, voicemail, e-mail, etc.)	58% (25)	28% (12)	14% (6)	3.70
4	Responsive to requests within an acceptable time frame	57% (24)	12% (5)	31% (13)	3.33
5	Provides effective advice, support, and guidance	68% (28)	15% (6)	17% (7)	3.78
6	Facilitates problem resolution	66% (27)	17% (7)	17% (7)	3.71
7	Knowledgeable staff	71% (30)	21% (9)	7% (3)	4.02
8	Helpful staff	71% (30)	14% (6)	14% (6)	3.93
9	Effectively uses website to provide access to information and services	44% (16)	36% (13)	19% (7)	3.39
10	Moving in a positive direction to better meet my needs	60% (24)	23% (9)	18% (7)	3.65
11	Project timelines were clearly communicated at the start of the project.	57% (21)	19% (7)	24% (9)	3.41
12	Project expectations were clearly communicated at the start of the project.	56% (20)	25% (9)	19% (7)	3.50

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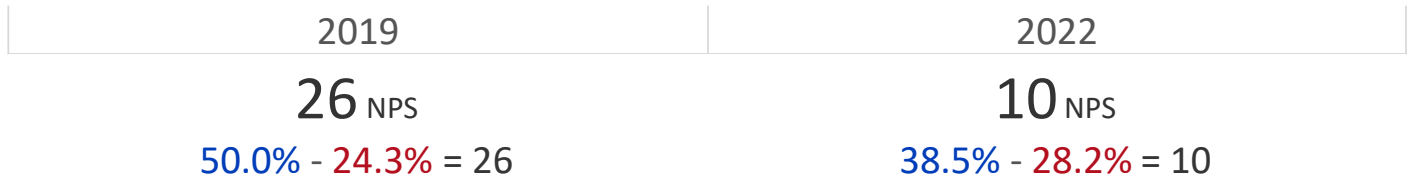- Not Very/Not At All Satisfied

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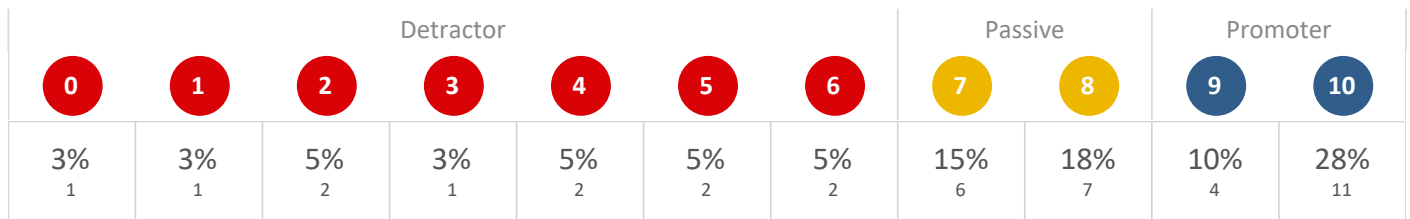
Net Promoter Score

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 Planning, Design & Construction 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.

2019	2022
26 NPS	**10** NPS
50.0% - 24.3% = 26	38.5% - 28.2% = 10

NPS Breakdown for 2022

			Detractor					Passive		Promoter	
0	**1**	**2**	**3**	**4**	**5**	**6**	**7**	**8**	**9**	**10**	
3%	3%	5%	3%	5%	5%	5%	15%	18%	10%	28%	
1	1	2	1	2	2	2	6	7	4	11	

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
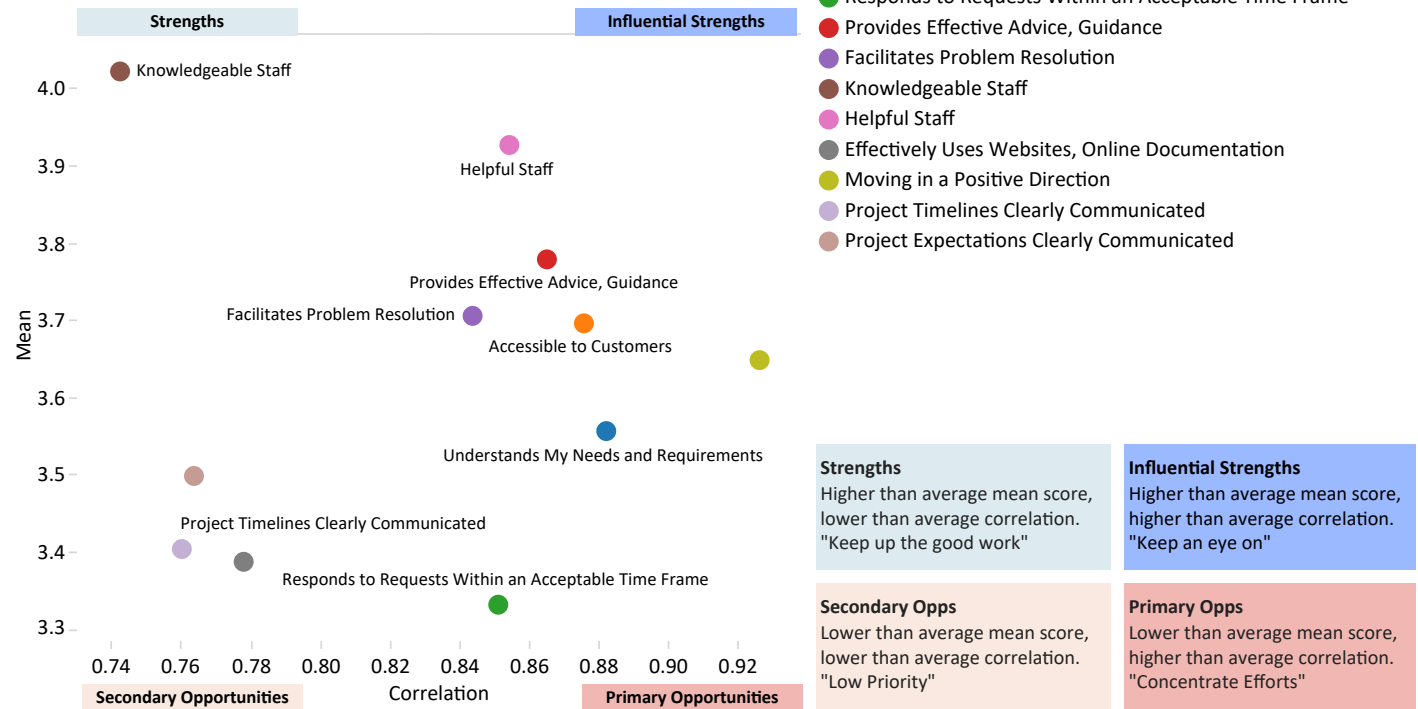20 to 49 – GOOD
50 & above - EXCELLENT

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 = **0.83,** Mean Average = **3.63**

Legend:
- 🔵 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
- ⚫ Effectively Uses Websites, Online Documentation
- 🟡 Moving in a Positive Direction
- 🟪 Project Timelines Clearly Communicated
- 🟫 Project Expectations Clearly Communicated

Strengths
Higher than average mean score, lower than average correlation. "Keep up the good work"

Influential Strengths
Higher than average mean score, higher than average correlation. "Keep an eye on"

Secondary Opps
Lower than average mean score, lower than average correlation. "Low Priority"

Primary Opps
Lower than average mean score, higher than average correlation. "Concentrate Efforts"

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	3.56	0.88	PO
3	Accessible to customers (via phone, voicemail, e-mail, etc.)	3.70	0.88	IS
4	Responsive to requests within an acceptable time frame	3.33	0.85	PO
5	Provides effective advice, support, and guidance	3.78	0.86	IS
6	Facilitates problem resolution	3.71	0.84	IS
7	Knowledgeable staff	4.02	0.74	ST
8	Helpful staff	3.93	0.85	IS
9	Effectively uses website to provide access to information and services	3.39	0.78	SO
10	Moving in a positive direction to better meet my needs	3.65	0.93	IS
11	Project timelines were clearly communicated at the start of the project.	3.41	0.76	SO
12	Project expectations were clearly communicated at the start of the project.	3.50	0.76	SO

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	Effectively Uses Websites, Online Documentation	Moving in a Positive Direction	Project Timelines Clearly Communicated	Project Expectations Clearly Communicated
Academic/Faculty	2.00 (5)	2.40 (5)	2.00	1.25	2.00	1.75	3.25	2.25	1.67	2.00 (5)	1.75	2.25
Staff	3.74 (38)	3.71 (38)	3.87 (39)	3.55 (38)	3.97 (37)	3.92 (37)	4.11 (38)	4.11 (38)	3.55 (33)	3.89 (35)	3.61 (33)	3.66 (32)

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.

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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 Ti...	Provides Effective Advice, Guidance	Facilitates Problem Resolution	Knowledgeable Staff	Helpful Staff	Effectively Uses Websites, Online Docu...	Moving in a Positive Direction	Project Timelines Clearly Communicated	Project Expectations Clearly Communicated
Academic Affairs	Academic/Faculty	2.00 (5)	2.40 (5)	2.00	1.25	2.00	1.75	3.25	2.25	1.67	2.00 (5)	1.75	2.25
	Staff	3.64 (11)	3.91 (11)	3.83 (12)	3.36 (11)	4.09 (11)	4.09 (11)	4.33 (12)	4.17 (12)	3.78 (9)	4.11 (9)	3.50 (8)	3.29 (7)
Finance and Administrative Services	Staff	3.82 (22)	3.68 (22)	3.91 (22)	3.73 (22)	3.95 (21)	3.86 (21)	4.05 (21)	4.14 (21)	3.53 (19)	3.86 (21)	3.70 (20)	3.90 (20)
Student Affairs	Staff	3.00	3.00	3.33	2.33	3.33	3.33	3.33	3.00	2.67	3.00	3.00	2.67
University Advancement	Staff	4.50	4.00	4.50	4.50	4.50	4.50	4.50	5.00	4.00	4.50	4.00	4.00

Number of respondents in parenthesis: (n). The (n) is not shown when the number of respondents is fewer than five.
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