



2022 CSU San Marcos CSS Procurement & Contracts

Supports the University mission by strategically providing value added and optimal solutions to the university community through campus partnerships, education, clarity, and service.

2022

64
respondents

Strengths

- Provides Effective Advice, Guidance
- Effectively Uses Websites, Online Documentation
- Helpful Staff

2019

116
respondents

Opportunities

- Moving in a Positive Direction
- Training on Procedures
- Understands My Needs and Requirements

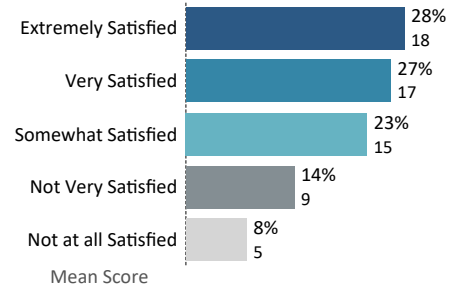
Overall Satisfaction

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
1.25



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	2018	2019	2022	2022 change from prior year
1	Thinking of your OVERALL experience with Procurement & Contracts, how would you rate your satisfaction with it during the past 12 months?	3.98	3.95	3.53	↓
2	Understands my needs and requirements	4.04	4.02	3.42	↓★
3	Accessible to customers (via phone, voicemail, e-mail, etc.)	4.06	3.96	3.76	↓
4	Responsive to requests within an acceptable time frame	3.99	3.96	3.56	↓
5	Provides effective advice, support, and guidance	4.05	4.02	3.65	↓
6	Facilitates problem resolution	3.98	4.04	3.63	↓
7	Knowledgeable staff	4.19	4.17	3.94	↓
8	Helpful staff	4.21	4.15	3.90	↓
9	Effectively uses website to provide access to information and services	3.92	3.82	3.71	↓
10	Moving in a positive direction to meet my needs	4.04	3.94	3.53	↓
11	Provides adequate training on procedures and processes			3.30	

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

★ Change from prior year is statistically significant

Change - Increase/Decrease of 0.09 or greater



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2022 Satisfaction Question Response Frequencies

Response Frequencies Breakdown

Response Frequencies Breakdown				Mean	
1	Thinking of your OVERALL experience with Procurement & Contracts, how would you rate your satisfaction with it during the past 12 months?	55% (35)	23% (15)	22% (14)	3.53
2	Understands my needs and requirements	52% (33)	23% (15)	25% (16)	3.42
3	Accessible to customers (via phone, voicemail, e-mail, etc.)	63% (40)	21% (13)	16% (10)	3.76
4	Responsive to requests within an acceptable time frame	56% (35)	21% (13)	24% (15)	3.56
5	Provides effective advice, support, and guidance	59% (37)	21% (13)	21% (13)	3.65
6	Facilitates problem resolution	58% (36)	18% (11)	24% (15)	3.63
7	Knowledgeable staff	63% (39)	27% (17)	10% (6)	3.94
8	Helpful staff	67% (42)	17% (11)	16% (10)	3.90
9	Effectively uses website to provide access to information and services	58% (30)	23% (12)	19% (10)	3.71
10	Moving in a positive direction to meet my needs	56% (35)	19% (12)	24% (15)	3.53
11	Provides adequate training on procedures and processes	50% (28)	20% (11)	30% (17)	3.30

■ 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



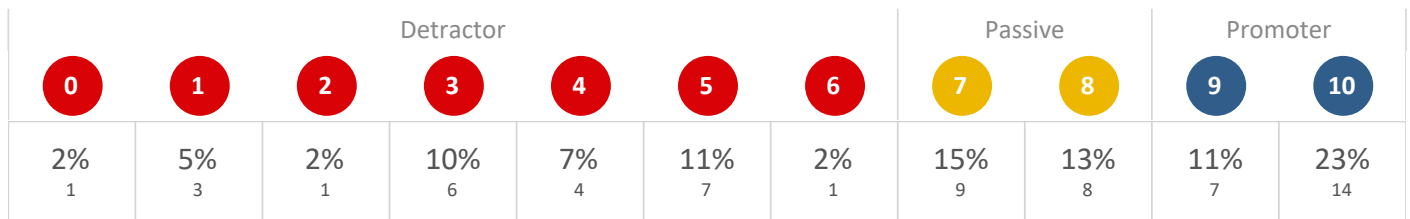
Net Promoter Score

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 Procurement & Contracts 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	-3 NPS
- =	- =	34.4% - 37.7% = -3

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.

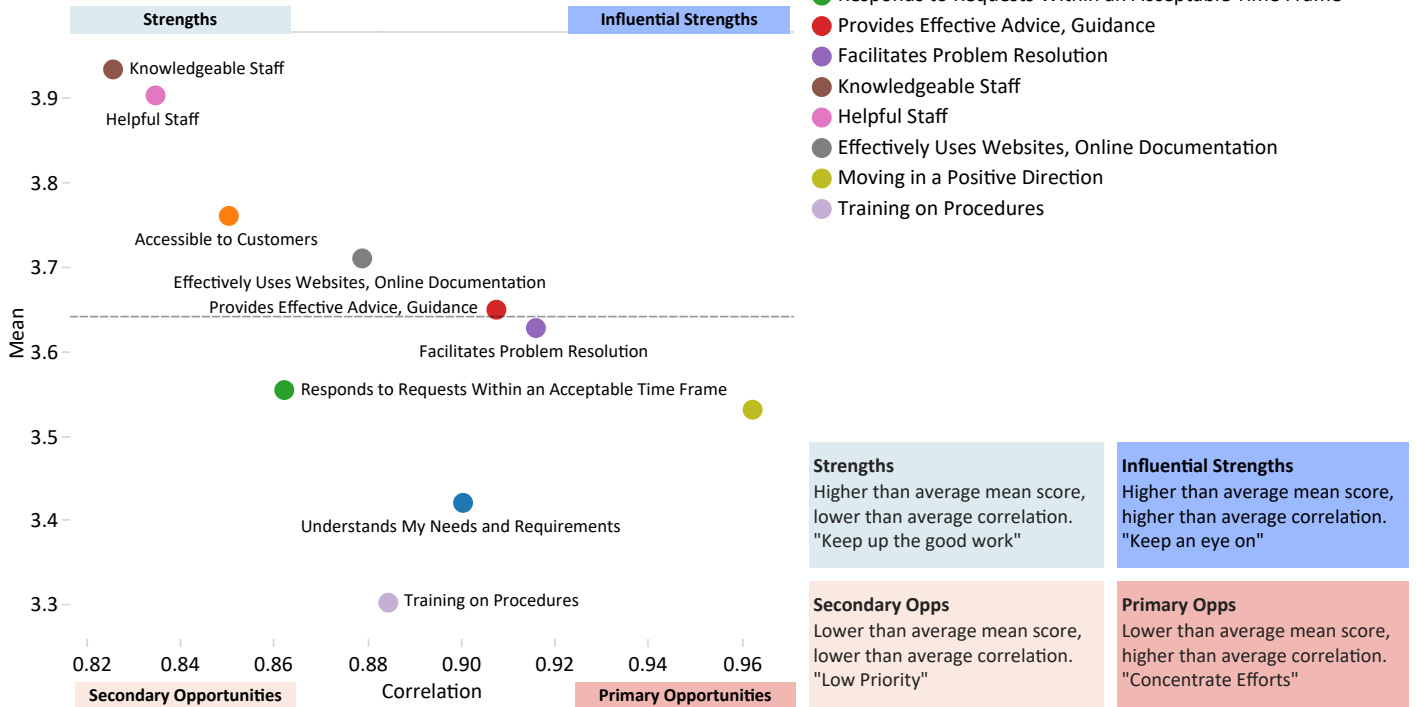
[1] Reichheld, Frederick F. (December 2003). "One Number You Need to Grow". Harvard Business Review.



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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 = **0.88**, Mean Average = **3.64**



- 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
- Training on Procedures

<p>Strengths Higher than average mean score, lower than average correlation. "Keep up the good work"</p>	<p>Influential Strengths Higher than average mean score, higher than average correlation. "Keep an eye on"</p>
<p>Secondary Opps Lower than average mean score, lower than average correlation. "Low Priority"</p>	<p>Primary Opps Lower than average mean score, higher than average correlation. "Concentrate Efforts"</p>

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	3.42	0.90	PO
3	Accessible to customers (via phone, voicemail, e-mail, etc.)	3.76	0.85	ST
4	Responsive to requests within an acceptable time frame	3.56	0.86	SO
5	Provides effective advice, support, and guidance	3.65	0.91	IS
6	Facilitates problem resolution	3.63	0.92	PO
7	Knowledgeable staff	3.94	0.83	ST
8	Helpful staff	3.90	0.83	ST
9	Effectively uses website to provide access to information and services	3.71	0.88	ST
10	Moving in a positive direction to meet my needs	3.53	0.96	PO
11	Provides adequate training on procedures and processes	3.30	0.88	PO



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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	Training on Procedures
Academic/Faculty	2.43 (7)	2.00 (7)	2.83 (6)	2.17 (6)	2.67 (6)	2.50 (6)	3.00 (5)	3.17 (6)	2.67	2.57 (7)	1.50
Staff	3.67 (57)	3.60 (57)	3.86 (57)	3.70 (57)	3.75 (57)	3.75 (56)	4.02 (57)	3.98 (57)	3.78 (49)	3.65 (55)	3.44 (52)

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	Training on Procedures
Academic Affairs	Academic/Faculty	2.43 (7)	2.00 (7)	2.83 (6)	2.17 (6)	2.67 (6)	2.50 (6)	3.00 (5)	3.17 (6)	2.67	2.57 (7)	1.50
	Staff	3.48 (23)	3.39 (23)	3.70 (23)	3.52 (23)	3.48 (23)	3.57 (23)	3.74 (23)	3.70 (23)	3.67 (21)	3.41 (22)	3.36 (22)
Finance and Administrative Services	Staff	4.04 (26)	4.12 (26)	4.19 (26)	4.00 (26)	4.23 (26)	4.20 (25)	4.46 (26)	4.35 (26)	4.24 (21)	4.12 (25)	3.83 (23)
Non-division Areas (e.g., CRUE, IPC, IPA, OIE, and Communications)	Staff	3.00	3.00	3.00	3.00	2.00	2.00	3.00	2.00	2.00	2.00	2.00
Student Affairs	Staff	2.25	1.25	2.25	2.25	2.25	2.00	2.75	3.00	2.50	2.00	2.00
University Advancement	Staff	4.00	4.00	4.67	4.67	4.33	4.33	4.33	5.00	3.50	4.33	3.50

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