



# 2022 CSU San Marcos CSS Student Health & Counseling Services (SHCS)

Provides health and wellness services to CSUSM students as they strive to achieve their academic goals.

2022

182  
respondents

2019

375  
respondents

### Strengths

- Helpful Staff
- Knowledgeable Staff
- Responsive to Medical Appointment Requests

### Opportunities

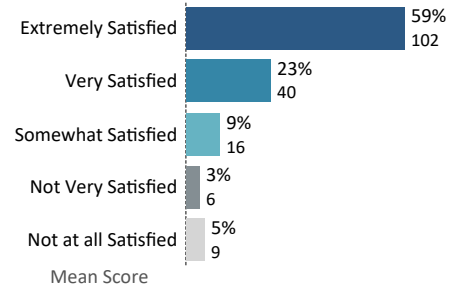
- Understands My Needs and Requirements
- Ease of Counseling Appointments
- Ease of Obtaining Phone Consultations

### 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?

4.27  
mean

Standard Deviation  
1.10



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 Student Health & Counseling Services (SHCS), how would you rate your satisfaction with it during the past 12 months?	4.39	4.26	4.27	
2	Understands my needs and requirements	4.42	4.32	4.32	
3	Accessible to customers (via phone, voicemail, e-mail, etc.)	4.34	4.34	4.32	
4	Knowledgeable staff	4.44	4.43	4.46	
5	Helpful staff	4.46	4.39	4.42	
6	Effectively uses website and social media to provide access to information and services	4.28	4.26	4.36	↑
7	Responsive to requests for medical appointments within an acceptable time frame		4.34	4.34	
8	Responsive to requests for counseling appointments within an acceptable time frame		4.03	4.24	↑
9	Phone consultations with counselors are easy to obtain			4.10	

### Background

- 4th annual Customer Satisfaction Survey
- Survey Period: April 18 - May 20, 2022; 22 departments participated
- 
- 
- 
- and 3 open-ended questions (like, improve, recognition)
- 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

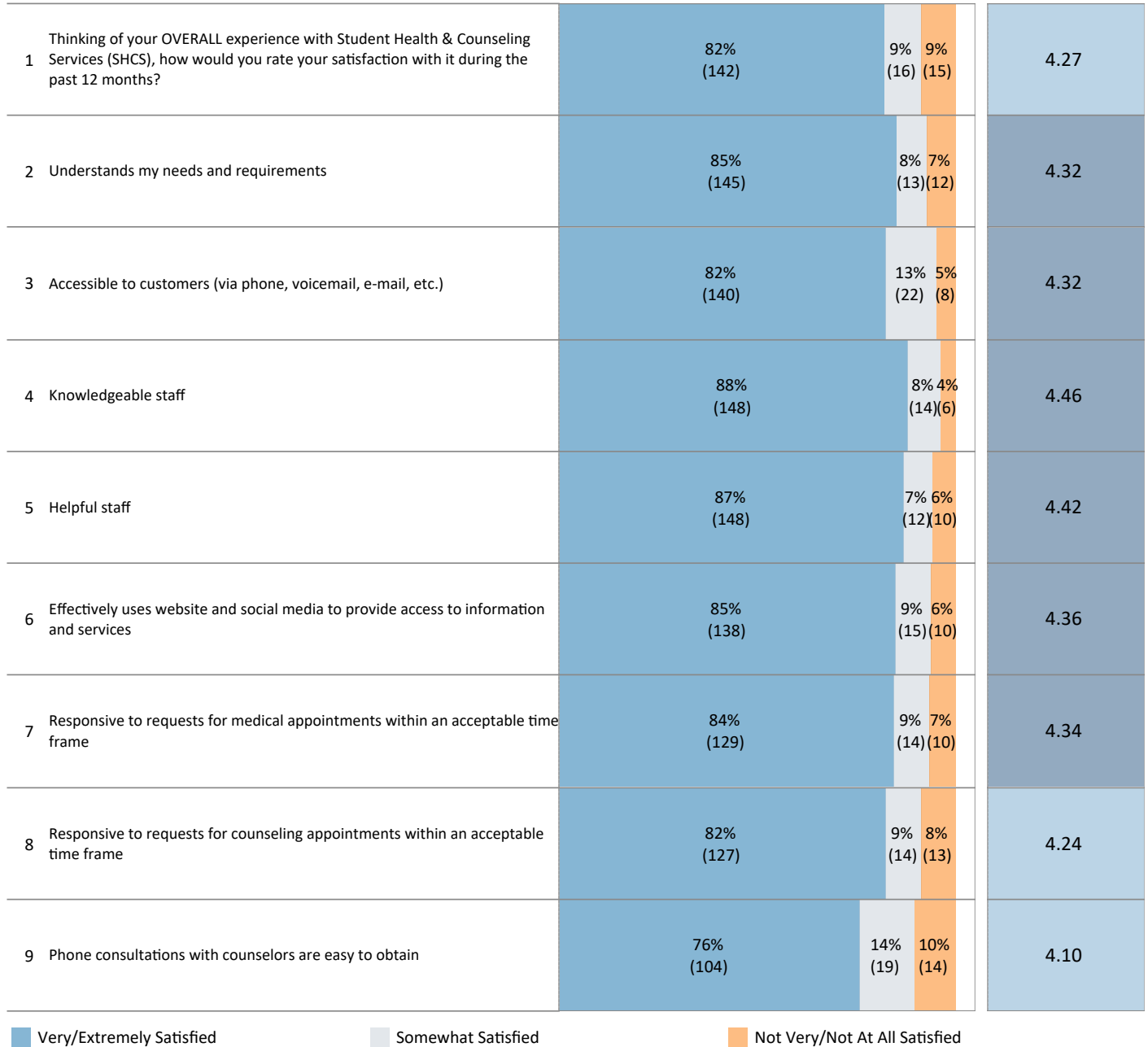


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### 2022 Satisfaction Question Response Frequencies

#### 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



## 2022 CSU San Marcos CSS

### Student Health & Counseling Services (SHCS)

#### 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 Student Health & Counseling Services (SHCS) 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
<b>53</b> NPS	<b>50</b> NPS	<b>44</b> NPS
65.3% - 12.0% = 53	64.9% - 14.4% = 50	61.5% - 17.8% = 44

#### NPS Breakdown for 2022

Detractor							Passive		Promoter	
0	1	2	3	4	5	6	7	8	9	10
3%	1%	2%	2%	1%	5%	5%	10%	11%	15%	47%
6	1	3	3	1	9	8	17	19	26	81

#### 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*.

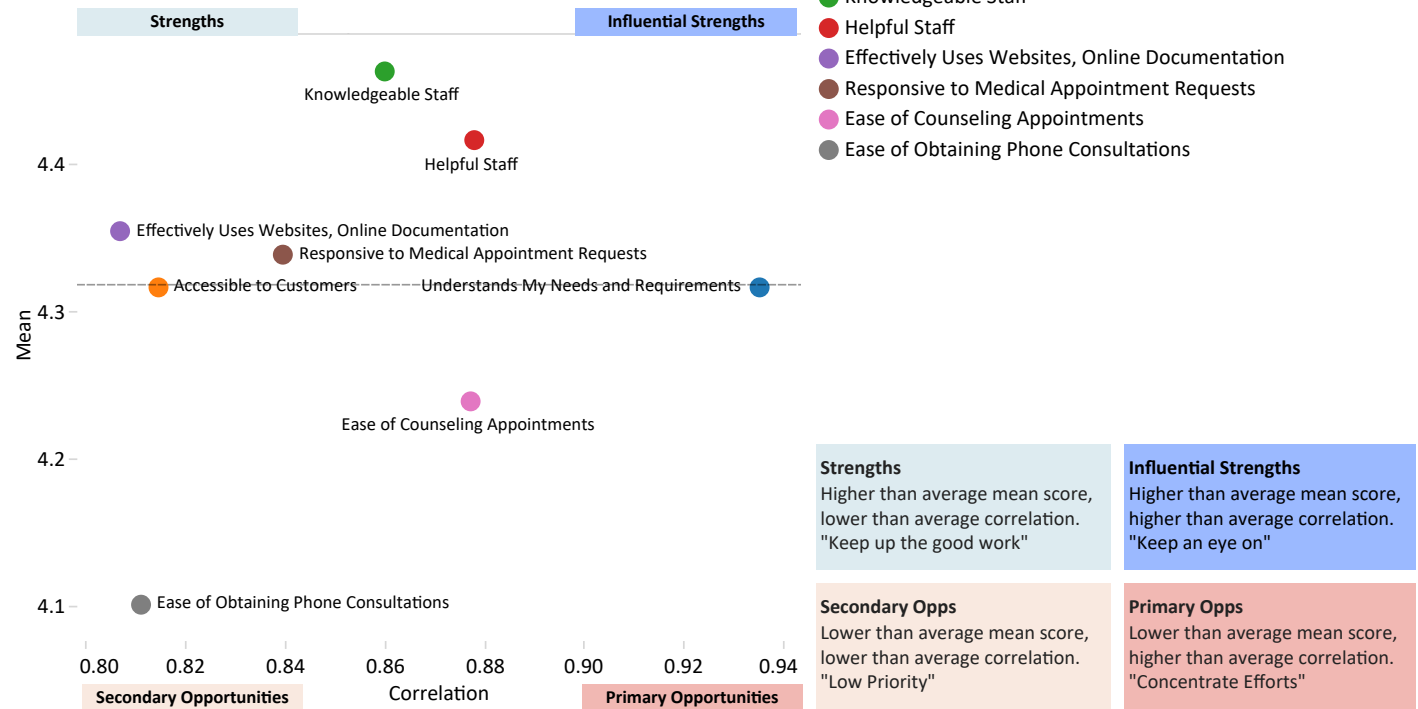


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### Correlation with "Overall Satisfaction"

Strengths and Opportunities by Survey Question With Axes at the Average Question Mean and Average Question by "Overall Satisfaction" Correlation  
Correlation Coefficient Average = **0.85**, Mean Average = **4.32**



- Understands My Needs and Requirements
- Accessible to Customers
- Knowledgeable Staff
- Helpful Staff
- Effectively Uses Websites, Online Documentation
- Responsive to Medical Appointment Requests
- Ease of Counseling Appointments
- Ease of Obtaining Phone Consultations

<b>Strengths</b> Higher than average mean score, lower than average correlation. "Keep up the good work"	<b>Influential Strengths</b> Higher than average mean score, higher than average correlation. "Keep an eye on"
<b>Secondary Opps</b> Lower than average mean score, lower than average correlation. "Low Priority"	<b>Primary Opps</b> 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	4.32	0.93	PO
3	Accessible to customers (via phone, voicemail, e-mail, etc.)	4.32	0.81	SO
4	Knowledgeable staff	4.46	0.86	IS
5	Helpful staff	4.42	0.88	IS
6	Effectively uses website and social media to provide access to information and services	4.36	0.81	ST
7	Responsive to requests for medical appointments within an acceptable time frame	4.34	0.84	ST
8	Responsive to requests for counseling appointments within an acceptable time frame	4.24	0.88	PO
9	Phone consultations with counselors are easy to obtain	4.10	0.81	SO



**2022 CSU San Marcos CSS**  
**Student Health & Counseling Services (SHCS)**

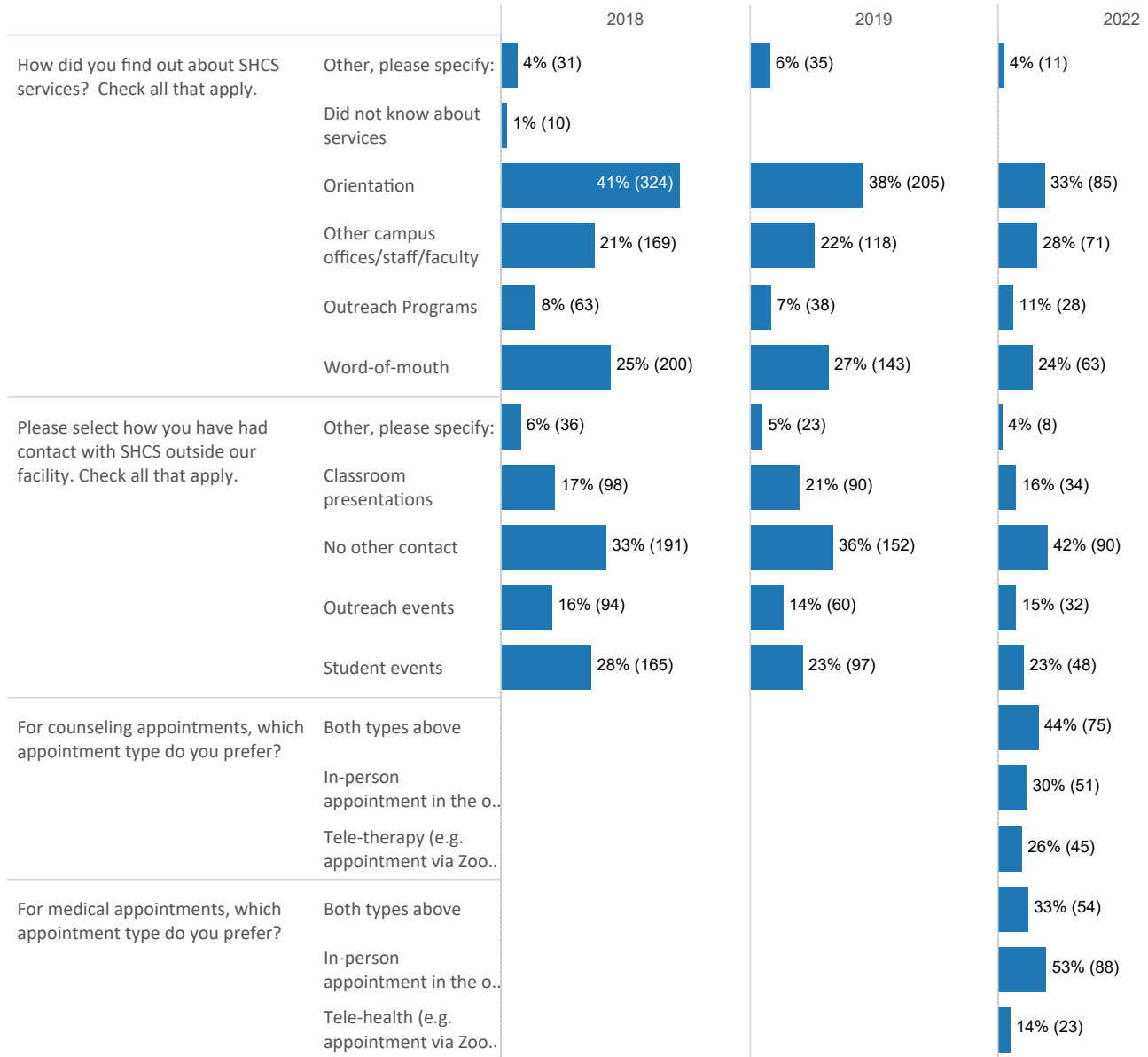
**Satisfaction Mean Scores by Division and Classification** **Below 3.00 - Low** | **3.00 to 3.59 - Marginal** | **3.60 to 4.29 - Good** | **4.30 & above - Excellent**

		Overall Satisfaction	Understands My Needs and Requirements	Accessible to Customers	Knowledgeable Staff	Helpful Staff	Effectively Uses Websites, Online Documentation	Responsive to Medical Appointment Requests	Ease of Counseling Appointments	Ease of Obtaining Phone Consultations
None	Student	4.27 (173)	4.32 (170)	4.32 (170)	4.46 (168)	4.42 (170)	4.36 (163)	4.34 (153)	4.24 (154)	4.10 (137)

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.



Student Health and Counseling Services (SHCS) - Supplemental Questions





Student Health and Counseling Services (SHCS) - Supplemental Other

Question Text	Answer Text	
How did you find out about COVID Testing SHCS services? Check all that apply.		1
<hr/>		
	CSUSM Website	1
<hr/>		
	Email/ University Website	1
<hr/>		
	Flyer and promotions	1
<hr/>		
	i got in trouble	1
<hr/>		
	I paid several hundred dollars for it	1
<hr/>		
	Other campus offices/staff/faculty	54