2022 CSU San Marcos CSS
University Library

The University Library is an essential partner in teaching and learning, research, and community engagement at CSUSM. It creates and provides user-centered learning experiences, welcoming environments, and accessible information resources.

Strengths

Knowledgeable Staff
Provides Effective Advice, Guidance
Helpful Staff
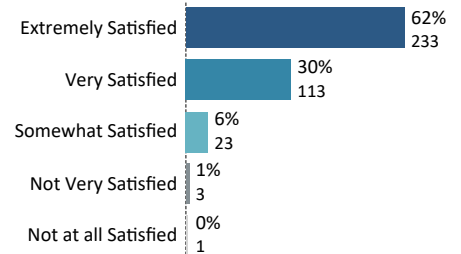
2022

382
respondents

Opportunities

Understands My Needs and Requirements
Facilitates Problem Resolution
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?

4.54
mean

Standard Deviation 0.67

Rating	%	Count
Extremely Satisfied	62%	233
Very Satisfied	30%	113
Somewhat Satisfied	6%	23
Not Very Satisfied	1%	3
Not at all Satisfied	0%	1

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
1	Thinking of your OVERALL experience with the University Library, how would you rate your satisfaction with it during the past 12 months?	4.54
2	Understands my needs and requirements	4.50
3	Accessible to customers (via phone, voicemail, e-mail, etc.)	4.54
4	Responsive to requests within an acceptable time frame	4.50
5	Provides effective advice, support, and guidance	4.54
6	Facilitates problem resolution	4.52
7	Knowledgeable staff	4.60
8	Helpful staff	4.59
9	Effectively uses website to provide access to information and services	4.52
10	Moving in a positive direction to better meet my needs	4.55
14	Over the last 12 months, the Library has had a positive impact on my success at CSUSM.	4.57
15	The Library has contributed to the affordability of textbook and other course materials for CSUSM students.	4.26

Background

-
-
-
-
-

  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 the University Library, how would you rate your satisfaction with it during the past 12 months?	93% (346)	6% (23)	1% (4)	4.54
2	Understands my needs and requirements	92% (340)	6% (22)	2% (6)	4.50
3	Accessible to customers (via phone, voicemail, e-mail, etc.)	93% (319)	6% (21)	1% (3)	4.54
4	Responsive to requests within an acceptable time frame	91% (308)	8% (27)	1% (2)	4.50
5	Provides effective advice, support, and guidance	92% (325)	8% (27)	1% (3)	4.54
6	Facilitates problem resolution	91% (298)	8% (25)	1% (4)	4.52
7	Knowledgeable staff	95% (343)	4% (16)	1% (3)	4.60
8	Helpful staff	94% (341)	4% (16)	1% (5)	4.59
9	Effectively uses website to provide access to information and services	92% (337)	6% (21)	2% (7)	4.52
10	Moving in a positive direction to better meet my needs	94% (328)	5% (17)	1% (4)	4.55
14	Over the last 12 months, the Library has had a positive impact on my success at CSUSM.	93% (309)	6% (20)	1% (4)	4.57
15	The Library has contributed to the affordability of textbook and other course materials for CSUSM students.	81% (243)	15% (45)	4% (13)	4.26

■ 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
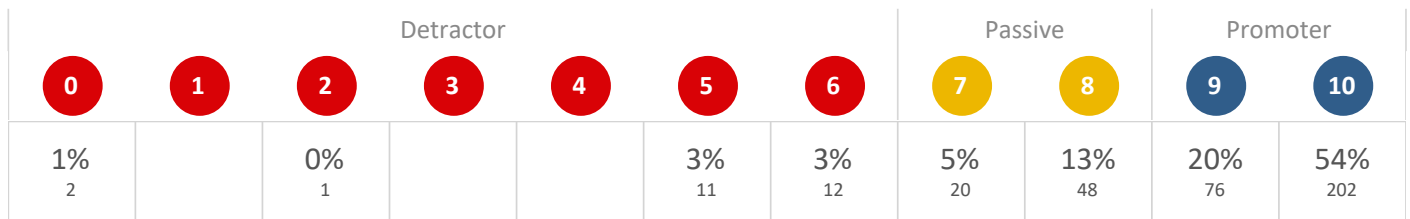
Net Promoter Score

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 the University Library 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.

2022

68 NPS

74.7% - 7.0% = 68

NPS Breakdown for 2022
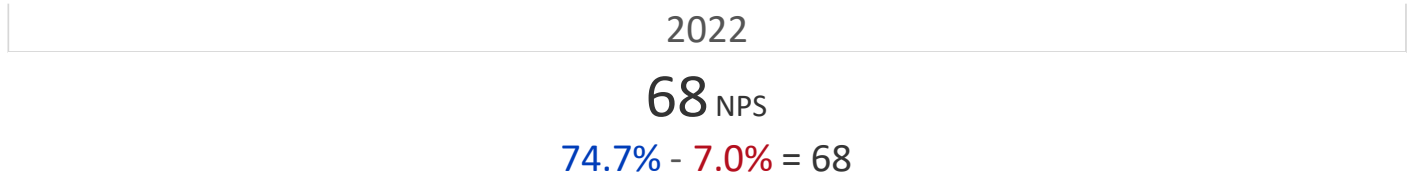
		Detractor						Passive		Promoter	
0	1	2	3	4	5	6	7	8	9	10	
1%		0%			3%	3%	5%	13%	20%	54%	
2		1			11	12	20	48	76	202	

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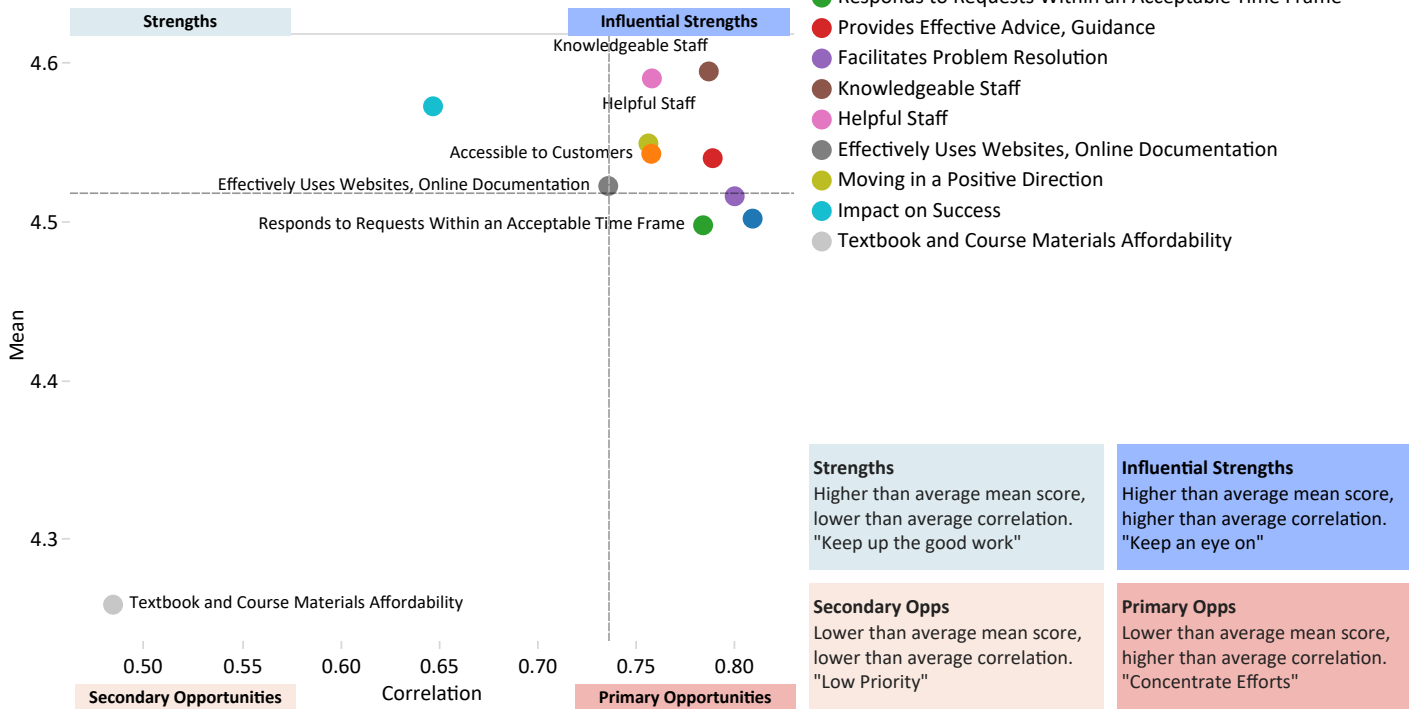
[1] Reichheld, Frederick F. (December 2003). "One Number You Need to Grow". Harvard Business Review.

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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 = **0.74**, Mean Average = **4.52**

Strengths	**Influential Strengths**
Higher than average mean score, lower than average correlation. "Keep up the good work"	Higher than average mean score, higher than average correlation. "Keep an eye on"
Secondary Opps	**Primary Opps**
Lower than average mean score, lower than average correlation. "Low Priority"	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	4.50	0.81	PO
3	Accessible to customers (via phone, voicemail, e-mail, etc.)	4.54	0.76	IS
4	Responsive to requests within an acceptable time frame	4.50	0.78	PO
5	Provides effective advice, support, and guidance	4.54	0.79	IS
6	Facilitates problem resolution	4.52	0.80	PO
7	Knowledgeable staff	4.60	0.79	IS
8	Helpful staff	4.59	0.76	IS
9	Effectively uses website to provide access to information and services	4.52	0.74	ST
10	Moving in a positive direction to better meet my needs	4.55	0.76	IS
14	Over the last 12 months, the Library has had a positive impact on my success at CSUSM.	4.57	0.65	ST
15	The Library has contributed to the affordability of textbook and other course materials for CSUSM students.	4.26	0.48	SO

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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	Impact on Success	Textbook and Course Materials Affordability
Academic/Faculty	4.50 (16)	4.31 (16)	4.50 (16)	4.63 (16)	4.44 (16)	4.50 (16)	4.63 (16)	4.44 (16)	4.38 (16)	4.44 (16)		
Staff	4.38 (21)	4.42 (19)	4.40 (20)	4.38 (21)	4.43 (21)	4.42 (19)	4.52 (21)	4.57 (21)	4.16 (19)	4.33 (18)		
Student	4.55 (336)	4.52 (333)	4.56 (308)	4.50 (300)	4.55 (318)	4.52 (292)	4.60 (324)	4.60 (325)	4.55 (330)	4.57 (315)	4.57 (333)	4.26 (301)

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.

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	Impact on Success	Textbook and Course Materials Affordability
Academic Affairs	Academic/Faculty	4.50 (16)	4.31 (16)	4.50 (16)	4.63 (16)	4.44 (16)	4.50 (16)	4.63 (16)	4.44 (16)	4.38 (16)	4.44 (16)		
	Staff	4.46 (13)	4.58 (12)	4.62 (13)	4.62 (13)	4.62 (13)	4.67 (12)	4.69 (13)	4.85 (13)	4.67 (12)	4.64 (11)		
Finance and Administrative Services	Staff	4.25	4.33	4.00	3.75	4.25	4.33	4.25	4.00	3.00	3.67		
None	Student	4.55 (336)	4.52 (333)	4.56 (308)	4.50 (300)	4.55 (318)	4.52 (292)	4.60 (324)	4.60 (325)	4.55 (330)	4.57 (315)	4.57 (333)	4.26 (301)
Non-division Areas (e.g., CRUE, IPC, IPA, OIE, and Communications)	Staff	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	3.00	4.00		
Student Affairs	Staff	4.33	4.00	4.00	4.33	4.00	3.67	4.33	4.33	3.67	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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