



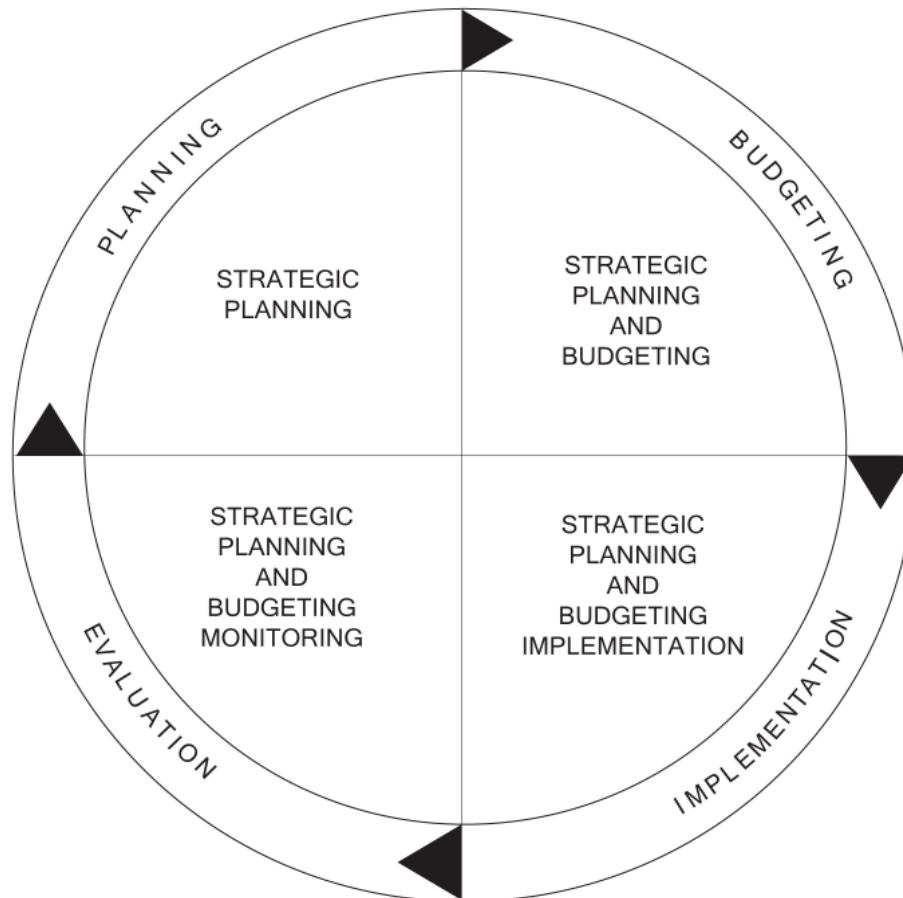
Report on Customer Service

Prepared:
Summer 2014

Purpose of Customer Service Report

- A component of Strategic Planning
- Internal customers are surveyed
- Services offered are reported
- Required of Higher Education State Agencies
- Submitted to the Governor's Office of Budget, Planning & Policy (GOBPP) and the Legislative Budget Board (LBB)

Purpose of Customer Service Report



Surveys of Review

Student Surveys	Semester of Distribution	Comparison Group
NSSE (National Survey of Student Engagement)	Spring	Nation/Other Public 4-year Schools
BCSSE (Beginning College Survey of Student Engagement)	Fall	Nation/Other Public 4-year Schools
Entering Student	Fall	Nation/Other Public 4-year Schools
Alumni		
Graduation Senior Exit Survey	Fall, Spring & Summer	Self-Study

Survey Response Rate

Survey & Most Recent Year of Distribution	Number Distributed	Number Completed	Response Rate of Survey Distribution
NSSE (National Survey of Student Engagement) (2011 & 2013)	2,829	327	12%
BCSSE (Beginning College Survey of Student Engagement) (2010 & 2011)	1,334	307	23%
Entering Student (2007, 2008, 2011)	4,300	1,457	34%
Graduating Senior (2007-2012)	3,565	1,606	45%

NSSE (National Survey of Student Engagement)

Scale: 1=Never, 2=Sometimes, 3=Often, 4=Very often

Academic and Intellectual Experiences	Class	TSU	Southwest	Carnegie	NSSE
		Mean	Public Mean	Mean	Mean
Made a class presentation	Freshmen	2.24	2.10	2.31	2.26
	Seniors	3.16	2.71	2.85	2.77
Included diverse perspectives (different races, religions, genders, political beliefs, etc.) in class discussions or writing assignments	Freshmen	2.61	2.69	2.84	2.79
	Seniors	2.95	2.78	2.92	2.83
Worked with other students on projects during class	Freshmen	2.30	2.42	2.43	2.44
	Seniors	2.88	2.57	2.63	2.56
Worked with classmates outside of class to prepare class assignments	Freshmen	2.44	2.46	2.37	2.45
	Seniors	3.18	2.82	2.76	2.79

NSSE (National Survey of Student Engagement)

**Scale: 0=Have not decided, Do not plan to do, Plan to do;
1=Done.**

Enriching Educational Experiences	Class	TSU	Southwest	Carnegie	NSSE
		Mean	Public Mean	Mean	Mean
Community service or volunteer work	Freshmen	.24	.40	.40	.39
	Seniors	.73	.55	.59	.60
Participate in a learning community or some other formal program where groups of students take two or more classes together	Freshmen	.20	.21	.18	.18
	Seniors	.48	.25	.28	.27
Work on a research project with a faculty member outside of course or program requirements	Freshmen	.10	.05	.06	.05
	Seniors	.18	.17	.18	.20
Culminating senior experience (capstone course, senior project or thesis, comprehensive exam, etc.)	Freshmen	.04	.02	.03	.02
	Seniors	.44	.21	.32	.32

NSSE (National Survey of Student Engagement)

Rating: Percentage responding "Very much" or "Quite a bit" about how much the institution emphasized...

Supportive Environment	Class	TSU	Southwest	Carnegie	NSSE
		Mean	Public Mean	Mean	Mean
Providing support to help students succeed academically	Freshmen	71%	77%	76%	78%
	Seniors	57%	71%	73%	72%
Using learning support services (tutoring services, writing center, etc.)	Freshmen	76%	79%	75%	78%
	Seniors	50%	68%	72%	67%
Attending campus activities and events (performing arts, athletic events, etc.)	Freshmen	73%	69%	62%	68%
	Seniors	55%	58%	42%	56%
Attending events that address important social, economic, or political issues	Freshmen	64%	53%	50%	53%
	Seniors	46%	46%	38%	45%

BCSSE

(Beginning College Survey of Student Engagement)

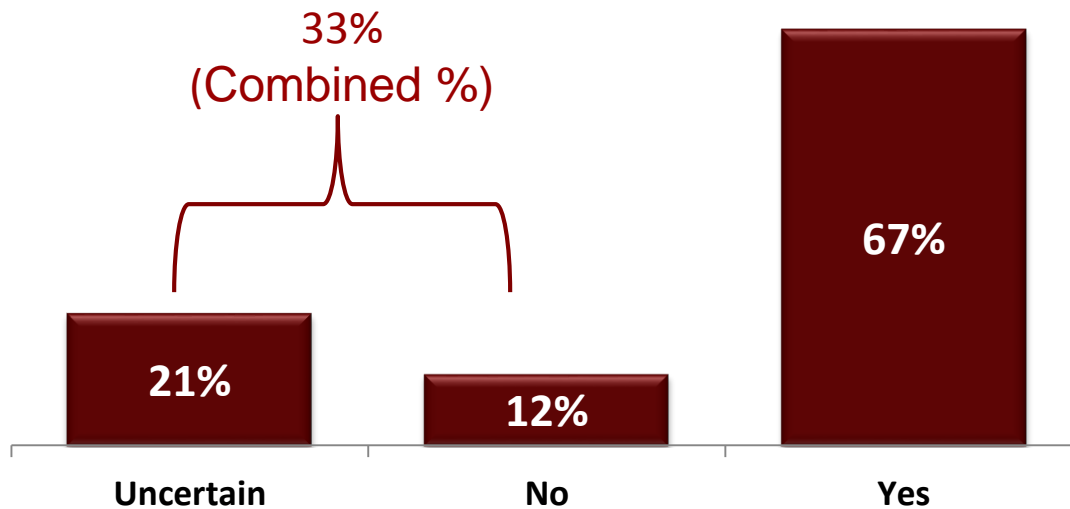
Highlighted Survey Questions	TSU Mean
How important is it to you that your college or university provides a supportive environment?	76%
How important is it to you that your college or university provides opportunities to interact with students from different economic, social, and racial or ethnic backgrounds?	56%
How important is it to you that your college or university provides assistance coping with your non-academic responsibilities (work, family, etc.)?	53%
How important is it to you that your college or university provides opportunities to attend campus events and activities?	59%
During the coming school year, how difficult do you expect the following to be? Managing your time	58%
During the coming school year, how difficult do you expect the following to be? Paying college expenses	38%

Note: Survey responses combined to reflect "Very" & "Quite a Bit"

BCSSE

(Beginning College Survey of Student Engagement)

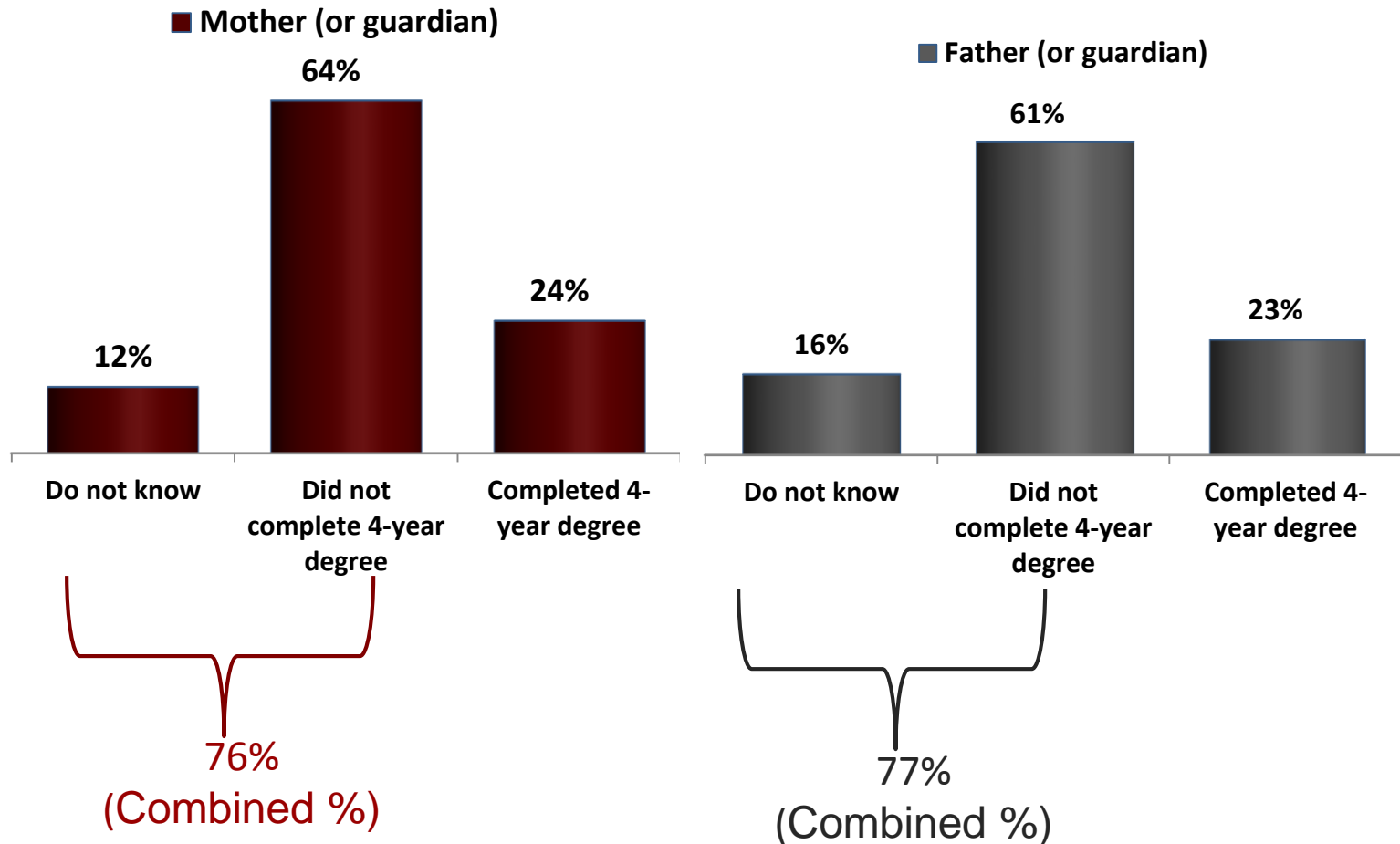
Do you intend to graduate from this college?



BCSSE

(Beginning College Survey of Student Engagement)

Did your parent or guardian complete a 4-year degree?



Entering Student Survey

Top 5 Factors Affecting Student's Choice to Attend TSU

Rank	Rated Very Important in Affecting Choice	2007	2008	2011	National
1	Availability of Financial aid or Scholarship	78%	74%	75%	47%
2	Cost of attending the College	64%	67%	67%	47%
3	Availability of a Particular Program of Study	50%	48%	61%	50%
4	Academic reputation of the college	49%	54%	51%	33%
5	Location of College	52%	51%	49%	45%

Entering Student Survey

50% or More Agreement with Statements about TSU¹

Rank	Strongly Agree/Agree with the item	2007	2008	2011	National
1	College has many activities and organizations for students	72%	66%	74%	62%
2	There are large number & variety of course offered at this college	60%	58%	64%	64%
3	College has high-quality program in the subject area I am pursuing	57%	54%	63%	60%
4	College has high-quality academic programs	50%	47%	63%	66%
5	College has a strong Inter-collegiate Athletic Program	30%	40%	61%	33%
6	Excellent recreational facilities for individual students	58%	52%	60%	44%
7	This college provides sufficient financial aid for students who need assistance	54%	50%	57%	49%
8	Students from various ethnic backgrounds get along well	46%	48%	57%	43%
9	Cost of attending this college is reasonable	45%	46%	57%	64%
10	The foreign language requirement at this college is too strict	13%	15%	57%	6%
11	This college offers many cultural events and programs	46%	44%	53%	34%
12	This college offers many job related courses	51%	46%	52%	43%

¹Original responses “Strongly Agree” and “Agree” were combined to calculate percentages.

Graduating Senior Survey

Surveying : Perceptions of TSU

Survey Item	Year	Agree ^o	Neutral	Disagree ^o
Students are treated with dignity at TSU.	2007	51%	33%	16%
	2008	55%	31%	14%
	2009	62%	28%	10%
	2011	54%	21%	25%
	2012	56%	20%	24%
TSU has clear goals for its students.	2007	56%	32%	12%
	2008	57%	34%	9%
	2009	66%	27%	7%
	2011	62%	20%	18%
	2012	61%	25%	14%
TSU has clear expectations for its students.	2007	60%	30%	10%
	2008	63%	29%	8%
	2009	68%	25%	7%
	2011	65%	17%	18%
	2012	68%	21%	11%

Graduating Senior Survey

Surveying : Perceptions of Faculty by Graduates

Item	Year	Agree ^o	Neutral	Disagree ^o
The academic leadership in my department was of high quality.	2007	68%	22%	10%
	2008	73%	19%	8%
	2009	77%	17%	6%
	2011	74%	11%	15%
	2012	73%	16%	11%
I feel that I have been treated unfairly by TSU's faculty.	2007	29%	26%	45%
	2008	23%	23%	54%
	2009	22%	21%	57%
	2011	34%	16%	50%
	2012	22%	20%	58%

Graduating Senior Survey

Surveying: Resources & Administration

Item	Year	Agree ^o	Neutral	Disagree ^o
The university resources to help me plan a career were readily available and adequate.	2007	51%	32%	17%
	2008	50%	34%	16%
	2009	55%	31%	14%
	2011	44%	26%	30%
	2012	49%	23%	28%
The university administration solicits feedback from students regarding the University's effectiveness.	2007	44%	33%	23%
	2008	49%	36%	15%
	2009	53%	33%	14%
	2011	43%	30%	27%
	2012	50%	25%	25%

Survey Highlights

Student

- TSU Seniors obtained a higher mean scores in comparison to their peers regarding many of the Academic & Intellectual Experience areas. Survey items like *making a class presentation* and *being exposed to diverse perspectives in class discussions* yielded higher mean scores for TSU Seniors in comparison to Peer institutions. Similar findings were reported regarding Seniors working with students on projects during and outside class.
- TSU Seniors also obtained a higher mean scores in comparison to their peers regarding many of the Enriching Educational Experiences survey items. This area included such experiences as *participation in community service or volunteer work* (TSU=70%¹; Peers=approximately 60%¹) and *participating in culminating senior experience projects like capstone coursed and/or senior projects, etc.*
- TSU Freshmen exceeded their peers in reference to attending *campus activities and events* and *attending events that address important social, economic & political issues.*

¹ Original score converted from a decimal to a percent.

Survey Highlights

Student

- TSU entering freshmen reported that it is important the University provides a supportive environment (76%).
- More than half (53%) of the entering freshmen considered it important that they be provided assistance coping with non-academic responsibilities.
- Nearly 60% reported anticipating having difficulty with managing time; 38 % anticipated having difficult paying for college expenses.
- Although 67% of the entering freshmen reported planning to graduate from TSU, 21% were uncertain about completing their degree at TSU and 12% indicated they did not plan to graduate from TSU.
- Items such as availability of financial assistance, cost of attendance, availability of specific programs and the academic reputation were the most important factors affecting the students choice to attend TSU.

Survey Highlights

Alumni

- In the most recent reporting period, 56% of graduating Seniors indicated they feel they were *treated with dignity at TSU*. A similar percent, 58% feel they have been treated fairly by the faculty.
- 61% of graduates reported that *TSU has clear goals for their students*. Similarly, in 2012, 68% of graduates reported that *TSU has clear expectations for its students*, this matches the highest percent of agreement in the 5-year period.
- 73% of graduates believe the academic leadership in their department was high quality.
- Approximately half of the graduates reported that university resources to help career planning were available and adequate. Similarly, about 50% of graduates indicated they perceive that the *university administration solicits feedback from student's regarding University's effectiveness*.