



TEXAS SOUTHERN UNIVERSITY

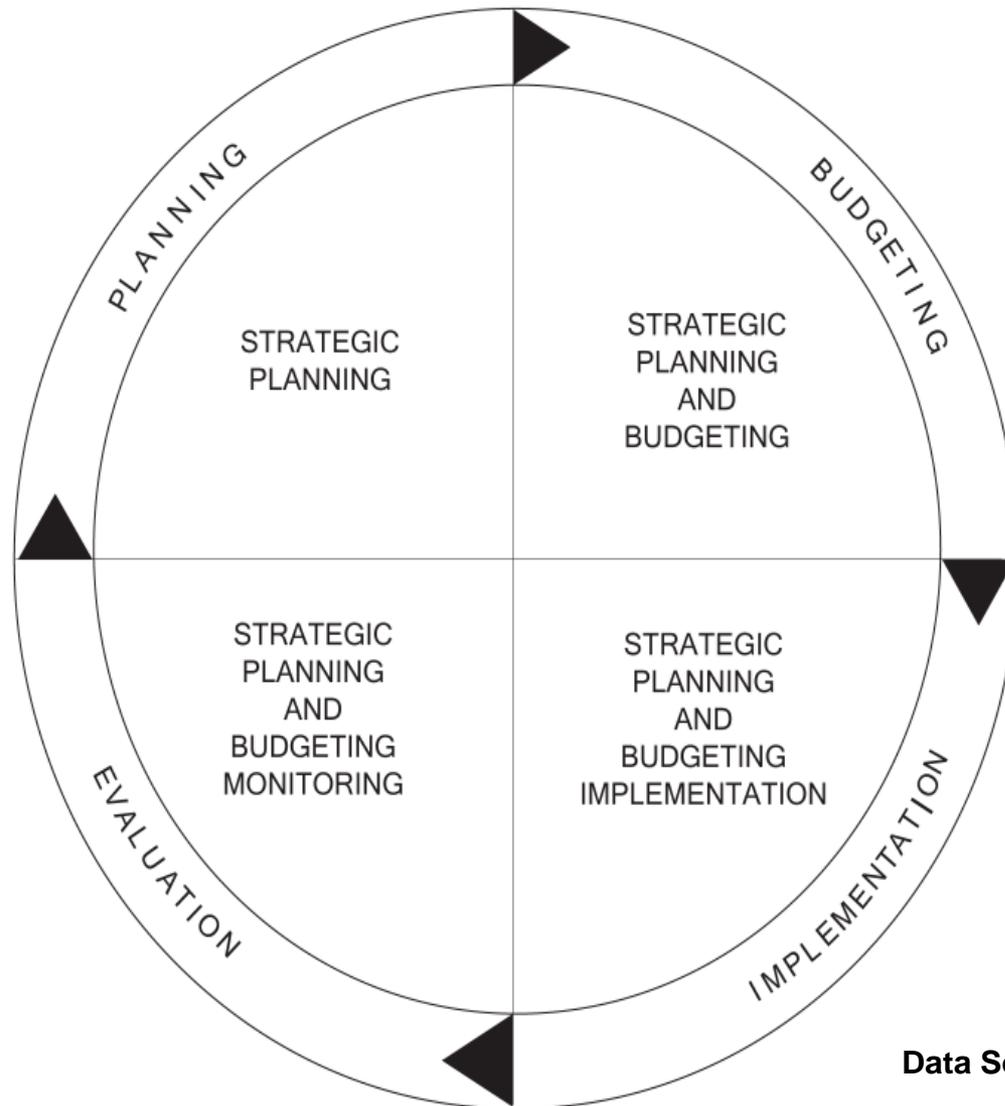
Report on Customer Service

Summer 2010

Purpose of Customer Service Report

- A component of Strategic Planning
- Internal and external customers are surveyed
- Survey methodology
- 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
Registration*	Fall & Spring	Self-Study
Entering Student	Fall	Nation/Other Public 4-year Schools
Student Opinion	Spring	Nation/Other Public 4-year Schools
College Climate **	Fall	Nation/Other Public 4-year Schools
Alumni		
Alumni Survey	Summer	Nation/Other Public 4-year Schools
Graduation Senior Exit Survey	Fall, Spring & Summer	Self-Study
Faculty		
Faculty Survey	Spring	Self-Study

*Survey Discontinued in 2008

**New Survey, initial distribution Fall 2009

Survey Response Rate

Survey & Most Recent Year of Distribution	Number Distributed	Number Completed	Response Rate of Survey Distribution	Total Number Completed To-Date
Registration * (2008)	4,500	1,477	33%	14,216
Entering Student (2008)	1,200	504	42%	6,155
Student Opinion (2009)	4,000	1,030	26%	21,056
College Climate (2010)	934	55	6%	55
Alumni (2009)	1,263	44	4%	1,158
Graduating Senior (2009)	783	466	60%	3,433
Faculty Survey (2008)	300	89	30%	1,343

*Survey Discontinued in 2008; **New Survey:initial distribution Fall 2009

Survey Cost Estimate

	Cost	Unit	Quantity	Total Cost
Alumni				
Blank Mailing Envelopes	\$79.00	per 1000	2	\$158.00
Postage for Mailing Envelopes	\$0.65	ea	2000	\$1,300.00
Blank Return Envelopes	\$79.00	per 1000	2	\$158.00
Postage Paid: for Return Envelopes	\$0.44	ea	2000	\$880.00
Survey Instrument	\$18.00	per 25	60	\$1,080.00
Sub-total				\$3,576.00
Cost per alumni surveyed (approx. 2000)				\$1.79

	Cost	Unit	Quantity	Total Cost
Student Opinion				
Survey Instrument	\$18.00	per 25	160	\$2,880.00
Basic Reporting Package	\$250.00	ea	1	\$250.00
Scan Survey Cost	\$1.10	ea	1100	\$1,210.00
Scan Survey Data File	\$50.00	ea	1	\$50.00
Sub-total				\$4,390.00
Cost per student surveyed (approx.4000)				\$1.10

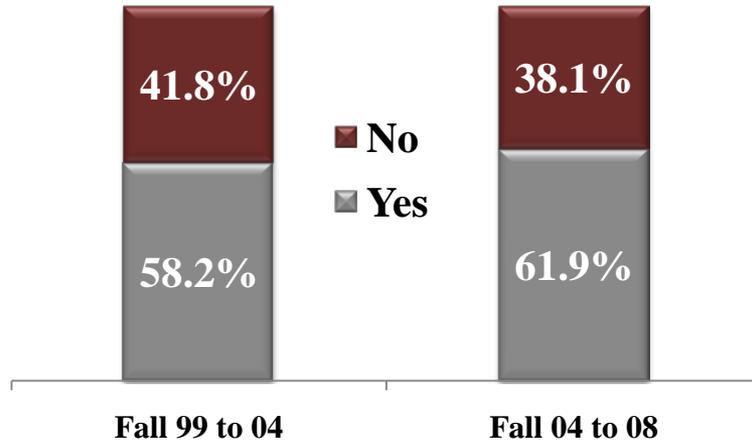
	Cost	Unit	Quantity	Total Cost
Entering Student				
Survey Instrument	\$18.00	per 25	80	\$1,440.00
Basic Reporting Package	\$250.00	ea	1	\$250.00
Sub-total				\$1,690.00
Cost per student surveyed (approx. 2000)				\$0.85

Total Estimated Cost

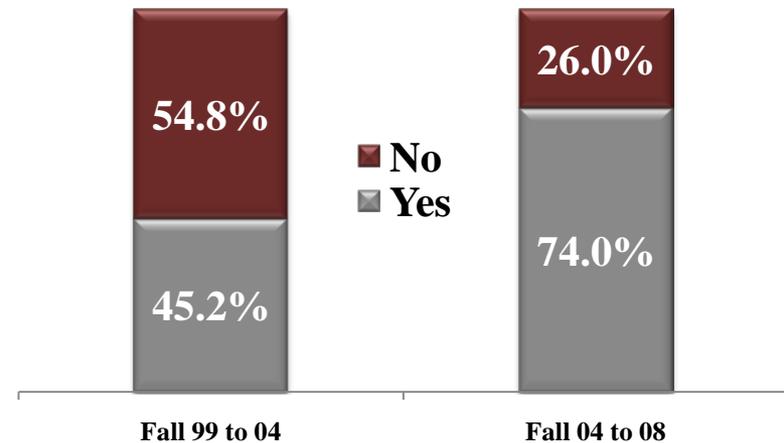
\$9,656.00

Registration Survey

Were communications adequate regarding the registration process?



Did you use the web registration services?



Entering Student Survey

Factors Affecting Student's Choice to Attend This College

Rated Very Important in Affecting Choice	2006	2007	2008	<i>National</i>
Availability of Financial aid or Scholarship	78%	78%	74%	47%
Cost of attending the College	69%	64%	67%	49%
Academic reputation of the college	50%	49%	54%	29%
Location of College	52%	52%	51%	50%

Agreement with Statements about This College ¹

Strongly Agree/Agree with the item	2006	2007	2008	<i>National</i>
College has many activities and organizations for students	74%	72%	66%	60%
There are large number & variety of course offered at this college	64%	60%	58%	64%
College has high-quality program in the subject area I am pursuing	59%	57%	54%	56%
Excellent recreational facilities for individual students	59%	58%	52%	42%
This college provides sufficient financial aid for students who need assistance	54%	54%	50%	47%

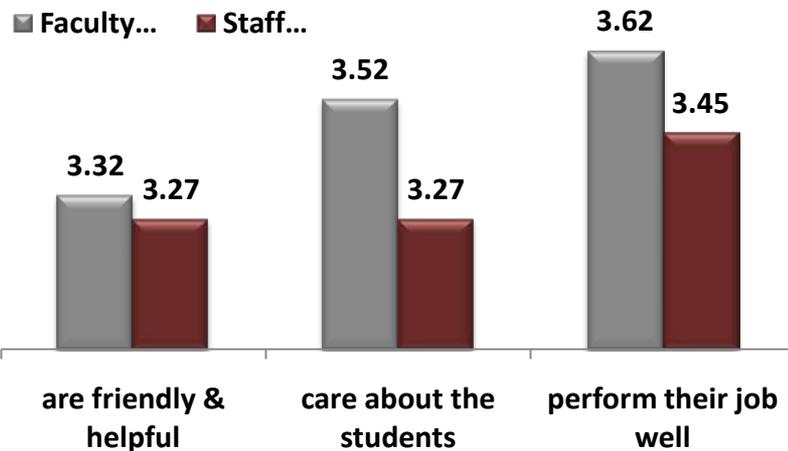
¹Original responses "Strongly Agree" and "Agree" were combined to calculate percentages.

College Climate Survey

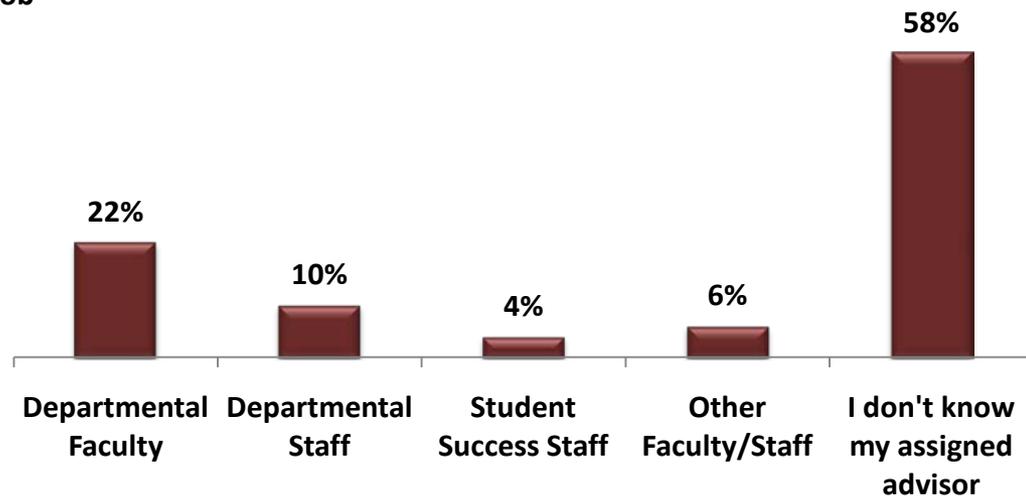
Satisfaction Scale

1=Very Dissatisfied, 2=Dissatisfied, 3=Neutral, 4=Satisfied, 5=Very Satisfied

Satisfaction with Faculty & Staff



Which best describes your academic advisor?

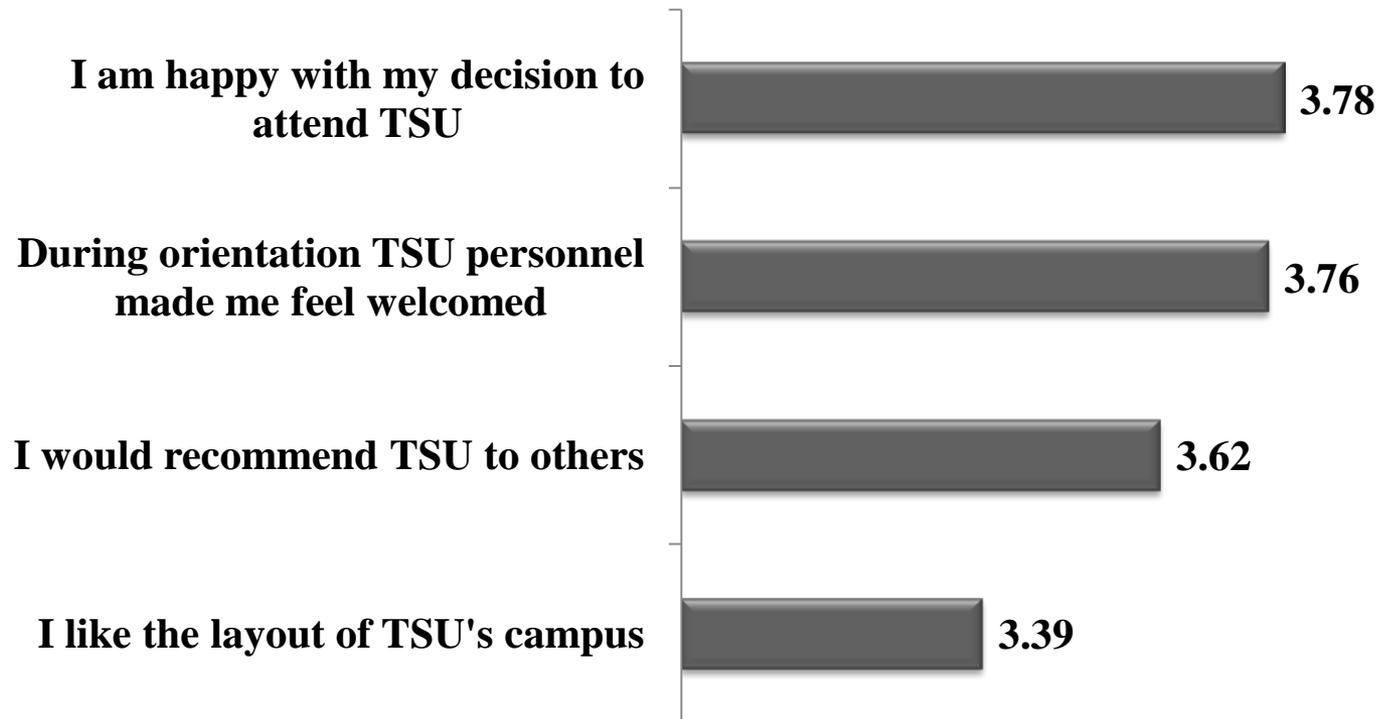


College Climate Survey

Satisfaction Scale

1=Strongly Disagree, 2=Agree, 3=Neutral,
4=Agree, 5= Strongly Agree

Student level of agreement with the following:



Student Opinion Survey

Satisfaction Scale

1=Very Dissatisfied, 2=Dissatisfied, 3=Neutral,
4=Satisfied, 5=Very Satisfied

College Services

Top 5 Mean Difference Scores* (Based on National Comparison)	TSU	Public Colleges		National	
	2009	-v- TSU		-v- TSU	
	Mean Score	Mean Score	Mean Diff.	Mean Score	Mean Diff.
Student Health Insurance Program	3.44	3.36	+.08	3.36	+.08
Honors Program	3.95	3.95	0.0	3.90	+.05
Food Services	3.35	3.45	-.10	3.32	+.03
Student Health Service	3.72	3.78	-.06	3.75	-.03
Parking Facilities	2.57	2.52	+.05	2.66	-.09

**Mean difference scores with a “+” indicate that the 2009 TSU population was more satisfied than the comparison group.*

Student Opinion Survey

Satisfaction Scale

1=Very Dissatisfied, 2=Dissatisfied, 3=Neutral,
4=Satisfied, 5=Very Satisfied

College Environment

Top 5 Mean Difference Scores* (Based on National Comparison)	TSU	Public Colleges		National	
	2009	-v- TSU		-v- TSU	
	Mean Score	Mean Score	Mean Diff.	Mean Score	Mean Diff.
Residence Halls Rules & Regulations	3.26	3.25	+.01	3.26	.00
Rules Governing Student Conflict at School	3.42	3.53	-.11	3.49	-.07
Racial Harmony At This College	3.69	3.74	-.05	3.77	-.08
Course Content In Your Major Field	3.84	3.93	-.09	3.95	-.11
Flexibility To Design Your Own Program of Study	3.48	3.60	-.12	3.61	-.13

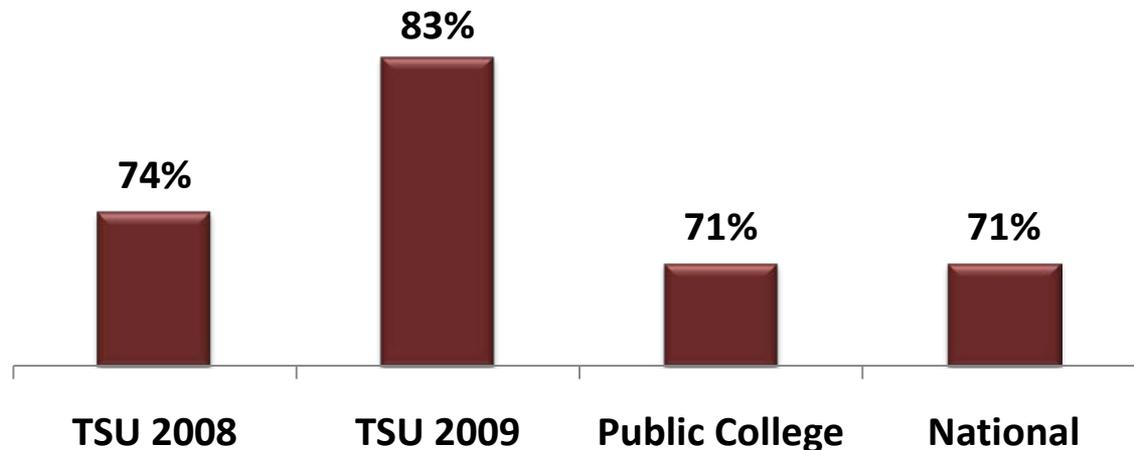
**Mean difference scores with a “+” indicate that the 2009 TSU population was more satisfied than the comparison group.*

Alumni Survey

How much did your education contribute to your personal growth in...[∂]

Survey Item	TSU 2008	TSU 2009	Public Colleges	National
Persisting at Difficult Tasks	74%	81%	86%	86%
Recognizing Rights, Privileges as a Citizen	72%	71%	64%	67%
Making Logical Inferences	69%	71%	84%	84%
Planning and Carrying Out Projects	76%	71%	64%	63%
Working Cooperatively in a Group	72%	78%	87%	87%

How well did college prepare you for your current job? [∂]



[∂]The response categories were: "very well" and "adequately".
Percents reported represent combined responses to "very well" and "adequately".

Faculty Survey

Perceptions of General University Processes, Faculty Indicating Agreement With Statement

	2006	2007	2008
<i>Top Ratings</i>	Percentages		
<i>Faculty Input Important at Departmental Level</i>	89.5	81.7	84.7
<i>Faculty Input Important at Dean Level</i>	87.6	78.2	76.5
<i>Budget Enrollment Driven</i>	85.1	63.6	74.4
<i>Faculty Input Important at Executive Level</i>	70.4	66.7	54.8
<i>Bottom Ratings</i>			
<i>Faculty Assembly Influential In Institutional Policy</i>	52.8	54.7	40.5
<i>Faculty Informed About Major Issues</i>	76.6	45.5	38.7
<i>Consistently Informed About Institutional Policy</i>	62	46.6	32.1
<i>Budget Allocations Adequate</i>	33.3	21.8	12.5

°The response categories were: "Yes" and "No". The above percents reflect the "Yes" responses.

Survey Highlights

Student

- Adequate communication regarding the registration process improved from 58% to 62%.
- **The university improvements coincide with technology enhancements 74% use online web registration services.**
- In comparison to the Nation, a higher percent of TSU entering students (>50%) consider these as very important factors affecting their choice to attend their respective college: availability of financial aid/scholarship, cost of attendance and college academic reputation.
- **TSU yielded higher means than Nation regarding: student health insurance program, honors program and food services. TSU students indicated they were somewhat satisfied with these service offerings.**

Alumni

- Greater than 80% of TSU alumni reported their education contributed to: persisting at difficult tasks, which was similar to the Nation.
- **Greater than 70% reported their education contributed to making logical inferences and working cooperatively in a group., planning & carrying out projects.**
- In 2009, eighty-three percent of TSU's alumni reported their college prepared them well for their current job. This exceeds both the Public College & National percents by +12%.

Survey Highlights

Faculty

- **74% or more of TSU faculty agree that faculty input is important at the departmental and Dean's level. The same percent also agree that TSU budget is enrollment driven.**
- **In 2008, survey items that received less agreement include the following: TSU's budget allocations are adequate (13%), the faculty are consistently informed about institutional policy (32%), and faculty are informed about major issues (39%) .**



Questions or Comments?