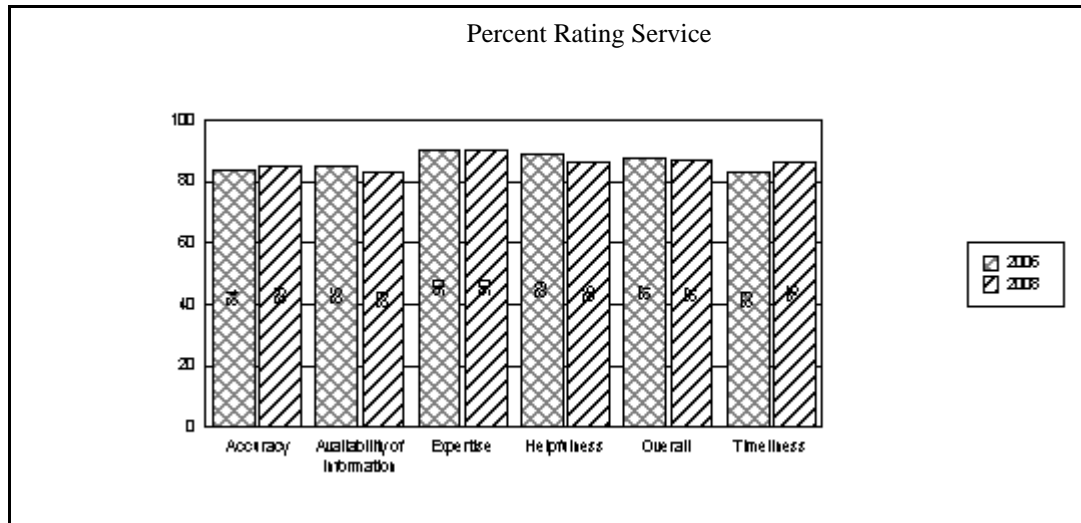


KPM #29	CUSTOMER SERVICE - Percent of customers rating their satisfaction with the agency's customer service as "good" or "excellent": overall, timeliness, accuracy, helpfulness, expertise, availability of information.	2005
Goal	Quality: increase quality of existing programs - customer's views	
Oregon Context	OBM26 - College completion.	
Data Source	OUS Strategic Programs and Planning, customer surveys	
Owner	OUS Strategic Programs and Planning, Performance Measurement and Outcomes, Charles Triplett (503) 725-5717	



1. OUR STRATEGY

Ensure high quality and responsiveness in meeting the needs of students and other constituents throughout all OUS activities.

2. ABOUT THE TARGETS

This measure was new in 2006 and no targets were established.

3. HOW WE ARE DOING

Improvements to the survey methodology in 2008, including an expansion of the survey population, do not allow for direct comparisons to 2006 results. In 2008, almost 87% of OUS students expressed satisfaction with the overall quality of service provided by their institution. Respondents were most satisfied with the knowledge and expertise of the OUS faculty and staff, with 90.4% providing a rating of “excellent” or “average.” Students also expressed satisfaction with the helpfulness of OUS faculty and staff and timeliness of services, rated 86.4% and 86.1% respectively. It should be noted, however, that these results are based on a response rate of just 16%. These findings are consistent with those obtained through a long-standing survey of OUS graduates and reported in KPM #6. Among class of 2007 graduates, 87.6% rated the overall quality of their educational experience as a 4 or 5 on a 5-point scale in which 1 is “poor” and 5 is “excellent.”

4. HOW WE COMPARE

There are no national standards on which to compare OUS performance on this measure with other public universities or systems. Every Oregon state agency is required to implement a standard customer satisfaction survey of a constituent population.

5. FACTORS AFFECTING RESULTS

OUS institutions strive to provide excellent service to all students and meet the needs of their unique student populations. All institutions seek to use the expertise and knowledge of faculty and staff to provide services and information that is accurate, timely, and helpful.

6. WHAT NEEDS TO BE DONE

As Oregon public universities begin to implement student support programs and enhance faculty support after the prolonged reduction in state funding it is important to assess student satisfaction. The challenge is to pinpoint areas of needed improvement and implement policies to improve both the overall quality of education, timeliness, accuracy, helpfulness, expertise, and the availability of information. On an ongoing basis, each university and individual departments monitor student satisfaction through course evaluations, and exit and alumni surveys.

7. ABOUT THE DATA

Beginning in 2008, the satisfaction survey was implemented on-line. Invitations to participate in the survey were sent via email to all juniors and seniors (over 36,000) enrolled at all seven OUS institutions in late May. Students had approximately two weeks to respond to the survey. The response rate was just under 16%. Individual results were weighted by the likelihood of being selected (a weight derived by the population of

juniors and seniors at the specific institutions and the number of responses from that institution). Results were compiled and reported in aggregate.