Division of Student Affairs (DSA)  
Marketing & Communications  
Customer Satisfaction Survey  
2018-2019

Purpose of Assessment  
In October 2019, Division of Student Affairs (DSA) staff members who used the DSA Marketing & Communication services during the 2018-2019 academic year were surveyed regarding their overall satisfaction with these services. This is the first time Student Life Studies has helped DSA Marketing & Communications assess customer satisfaction of clients regarding the quality of their services.

Method and Sample  
The survey was produced using Qualtrics®, a software program that creates web-based surveys and databases. The customer satisfaction survey contained seven quantitative questions, and two qualitative questions. Due to branching technology, not all respondents saw all of the questions. The data was analyzed using SPSS®, a statistical software package, and Microsoft Excel®.

The survey link was sent through email beginning October 7, 2019. The survey was successfully sent to 46 current and former DSA staff members who were DSA Marketing & Communication customers during the 2018-2019 academic year. Non-respondents received up to four email reminders before the survey closed on October 30, 2019. Thirty-three started the survey, yielding a 72% response rate.

Key Findings with Recommendations  
Student Life Studies identified several key findings and developed actionable recommendations the department may take based on the results. However, DSA Marketing & Communications staff may identify other findings using their knowledge and understanding of the community. Staff members are strongly encouraged to read all the results and qualitative comments to gain a fuller understanding of their clients’ experiences.

• The opening question of the survey resulted in the Net Promoter Score (NPS), a customer loyalty metric that gauges how willing a customer is to recommend a product or service. The DSA Marketing & Communications services NPS was +82. The NPS ranges from -100 to 100. A positive NPS (>0) is generally considered good, with highest performers usually between 50 and 80.

• Respondents indicated that they found the Marketing & Communications team professional and helpful and their work creative, and of high quality. However, some indicated that communication from the team was lacking, and information about project timelines was not to their expectations.

• DSA Marketing & Communications could increase the number of those clients willing to share their feedback about their experiences (customer satisfaction) if they are asked for feedback nearer to the close of their project, instead of yearly. If the NPS and the project component satisfaction both continue as a part of these surveys, the scales in the survey should display in the same direction. Please contact Student Life Studies if interested in executing more frequent satisfaction surveys.
**Results**

Results are reported as means, standard deviations (sd), and frequency percentages for the number of people (n) who responded to the question. For ease of reading, frequency percentages are rounded to the nearest whole percent, so totals may not add up to exactly 100%. Summary themes are reported; the entire list can be found in a separate document.

The first question asked the respondents how likely they were to recommend the services of the DSA central Marketing & Communications team to colleagues. This question used the Net Promoter Score (NPS); the resulting NPS was +82. The NPS can range from -100 to 100 and was calculated by subtracting the percentage of detractors from the percentage of promoters. Generally, a NPS below zero is an indicator that customers have low satisfaction level or will not recommend a product, service, or experience. A positive NPS (>0) NPS measure is considered “good”, 50 is considered “excellent” and above 70 is considered “world class”. The frequency percentages of the Net Promoter Scores (NPS) by respondent categories of promoter, passive and detractors are noted below in Table 1.

<table>
<thead>
<tr>
<th>Category</th>
<th>N</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Promoter (ratings 9 and 10)</td>
<td>28</td>
<td>85%</td>
</tr>
<tr>
<td>Passive (ratings 7 and 8)</td>
<td>4</td>
<td>12%</td>
</tr>
<tr>
<td>Detractor (ratings 6 and below)</td>
<td>1</td>
<td>3%</td>
</tr>
</tbody>
</table>

Table 1: NPS Results by Category (n=33)

Respondents were asked to explain their rating. Those respondents considered promoters of the DSA Marketing & Communications services indicated that the team provided excellent support, superb products, and were creative and provided helpful feedback to their customers. Those who were passives also indicated they were impressed with the team's work, although clarification and follow through of tasks required to complete their project could have been better. The detractor thought more transparency and communication from the team was needed to improve their experience.

Marketing & Communications also requested feedback from respondents regarding their satisfaction or dissatisfaction with the quality of components of their project. As noted in Table 2, on the following page, respondents were most satisfied with the attitude displayed by Marketing & Communications and least satisfied with the communication component. Respondents who chose dissatisfied or very dissatisfied regarding any of the listed components were asked to provide the reason they were dissatisfied or very dissatisfied. There was only one response, and that respondent talked about the communication from the team, whether as an email or text, as subpar.

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Please rate your level of satisfaction or dissatisfaction with each of the following components of your project(s):

<table>
<thead>
<tr>
<th>Component</th>
<th>Very Satisfied (5)</th>
<th>Satisfied (4)</th>
<th>Neither Satisfied nor Dissatisfied (3)</th>
<th>Dissatisfied (2)</th>
<th>Very Dissatisfied (1)</th>
<th>Mean (sd) [n]</th>
</tr>
</thead>
<tbody>
<tr>
<td>Attitude</td>
<td>85%</td>
<td>11%</td>
<td>--</td>
<td>--</td>
<td>4%</td>
<td>4.78 (.64) [27]</td>
</tr>
<tr>
<td>Quality</td>
<td>82%</td>
<td>14%</td>
<td>--</td>
<td>--</td>
<td>4%</td>
<td>4.75 (.65) [28]</td>
</tr>
<tr>
<td>Knowledge</td>
<td>71%</td>
<td>25%</td>
<td>--</td>
<td>--</td>
<td>4%</td>
<td>4.64 (.68) [28]</td>
</tr>
<tr>
<td>Flexibility</td>
<td>68%</td>
<td>29%</td>
<td>--</td>
<td>--</td>
<td>4%</td>
<td>4.61 (.69) [28]</td>
</tr>
<tr>
<td>Efficiency</td>
<td>57%</td>
<td>39%</td>
<td>--</td>
<td>--</td>
<td>4%</td>
<td>4.50 (.69) [28]</td>
</tr>
<tr>
<td>Communication</td>
<td>57%</td>
<td>32%</td>
<td>--</td>
<td>--</td>
<td>11%</td>
<td>4.36 (.95) [28]</td>
</tr>
</tbody>
</table>

Table 2: Satisfaction by Project Component

**Background**

Per the website [https://studentaffairs.tamu.edu/ovpsa/marketing-communications/](https://studentaffairs.tamu.edu/ovpsa/marketing-communications/) the central Marketing & Communications team in the Division of Student Affairs (DSA) “provides intentional, original and expert communication and marketing support to the Division of Student Affairs. Marketing & Communication also offers innovative and strategic solutions to meet the advertising, news, and messaging needs of the division and its departments.” The team's services include creative services, media relations, editorial, web and social media services.

**Project Details**

The Department of Student Life Studies provides quality assessment services, resources and assessment training for departments in the Texas A&M University Division of Student Affairs and student organizations. Services by Student Life Studies are funded, in part, by the Texas A&M University Advancement Fee. Results of this project and other assessment projects done through Student Life Studies can be found at [https://studentlifestudies.tamu.edu/results/](https://studentlifestudies.tamu.edu/results/). Additionally, division staff can follow Student Life Studies on Facebook.

To work with Student Life Studies for future assessment projects, please fill out the Assessment Questionnaire at [https://slsform.dsaapps.tamu.edu/](https://slsform.dsaapps.tamu.edu/).

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