

Division of Student Affairs (DSA) Marketing & Communications Customer Satisfaction Survey 2019-2020

Purpose of Assessment

Beginning in December 2019, Division of Student Affairs (DSA) staff members who used the DSA Marketing & Communication services during the 2019-2020 academic year were surveyed regarding their overall satisfaction with these services. This is the second time Student Life Studies has helped DSA Marketing & Communications assess customer satisfaction regarding the quality of their services. This is the second time Student Life Studies has assisted Marketing and Communication in assessing their customers.

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 were analyzed using Qualtrics®.

The survey link was sent through email beginning January 6th through August 31, 2020 to 41 DSA Marketing & Communication customers after the closing of each of their Marketing & Communications projects. Twenty-two responded for a 54% response rate, lower than the 2018-2019 survey 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 +100, which is the highest possible score. The NPS ranges from -100 to 100. A positive NPS (>0) is generally considered good, with the highest performers usually between 50 and 80.



Figure 1: 2020 NPS

- Respondents indicated that they found the Marketing & Communications team professional, easy to work with and responsive. Some complemented specific members of the staff and those comments could be shared with those staff members.
- If DSA Marketing & Communications continues with the customer satisfaction survey, client response rate may increase if they are asked for feedback immediately following the close of their project. As the NPS score was the highest possible, DSA Marketing & Communications may also want to explore other metrics that measure the effectiveness of their client's projects beyond their satisfaction.

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 this year was +100, higher than last year's score of +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 a 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."¹ The frequency percentages of the Net Promoter Scores (NPS) by respondent categories of promoter, passive and detractors are noted below in Table 1.

	2019-2020 Frequency % (n)	2018-2019 Frequency % (n)
Promoter (ratings 9 and 10)	100% (22)	85% (28)
Passive (ratings 7 and 8)	--	12% (4)
Detractor (ratings 6 and below)	--	3% (1)

Table 1: NPS Results by Category

Respondents were asked to explain their ratings. All respondents were considered promoters of the DSA Marketing & Communications services. They indicated that the team provided excellent support, easy to work with and responsive. Some noted specific Marketing & Communications' staff members and complimented their contributions to the project.

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. There is no comparison to last year's responses in Table 2 as the response scale was changed from a five-point scale to a four-point scale. However, last year's responses were also primarily positive, and attitude and communication were also the attributes respondents were most and least satisfied with, respectively. Respondents who chose dissatisfied or very dissatisfied regarding any of the listed components were asked to provide the reason they were dissatisfied. There was one response, and that respondent provided a complimentary response, indicating they like the online submission process, prompt response and help with editing.

¹ <http://www.netpromotersystem.com/about/measuring-your-net-promoter-score.aspx>

Please rate your level of satisfaction or dissatisfaction with each of the following components of your project(s):	Very Satisfied (4)	Satisfied (3)	Dissatisfied (2)	Very Dissatisfied (1)	2020 Mean (sd) [n]
Attitude	95%	--	--	5%	3.86 (.62) [22]
Flexibility	95%	--	--	5%	3.86 (.64) [21]
Quality	90%	5%	--	5%	3.82 (.65) [22]
Efficiency	90%	5%	--	5%	3.82 (.65) [22]
Knowledge	86%	9%	--	5%	3.77 (.67) [22]
Communication	81%	14%	--	5%	3.71 (.70) [21]

Table 2: Satisfaction by Project Component

Background

Per the website <https://studentaffairs.tamu.edu/meet-our-staff/#marcomm>, 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/>. 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/>.

Report prepared for: Sondra White, DSA Marketing & Communications
 Report prepared by: Susan Fox-Forrester, Student Life Studies
 Analysis prepared by: Susan Fox-Forrester, Student Life Studies
 Survey designed by: Susan Fox-Forrester, Student Life Studies
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