

Student Life Studies Client Satisfaction - Summer 2020

The electronic survey was developed using Qualtrics®, a survey design software that creates web-based forms and databases. The survey contained one quantitative and two qualitative questions. The survey link was sent to 47 clients via email on August 19, 2020. Non-respondents received up to three reminders before the survey closed on September 3, 2020. Of the 47 clients receiving the survey, 24 completed some part of the survey, yielding a 51% response rate (a 27% decrease to 2019). While the department has assessed client satisfaction several times, this was the second year Student Life Studies assessed client satisfaction utilizing Net Promoter Score®.

Using a Net Promoter Score (NPS) question, clients were asked how likely they are to recommend the services of Student Life Studies (SLS) to their colleagues. The NPS is an index ranging from -100 to +100 and measures the willingness of someone to recommend a product or service to others. Respondents were given the option of zero to 10 with 10 being most likely to recommend SLS to others. Scores of a nine or 10 are promoters, a score of seven or eight are passives, and scores six and below are detractors.

Results on how likely clients were to recommend the services of Student Life Studies were positive, as seen in Table 1; almost all respondents (96%) were considered a promoter and 4% were considered a passive. None were detractors. Additionally, there was a 15% increase compared to last year of clients who selected a rating of 10.

Score	2019-2020 Percentage [n=24]	2019-2020 Breakdown for Promoter, Passive, and Detractor	2018-2019 Percentage [n=40]	2018-2019 Breakdown for Promoter, Passive, and Detractor
10	88%	96%	73%	90%
9	8%		18%	
8	4%	4%	5%	10%
7	--		5%	
6	--	0%	--	0%
5	--		--	
4	--		--	
3	--		--	
2	--		--	
1	--		--	
0	--		--	

Table 1: Recommend Student Life Studies Services

Given the NPS range of -100 to +100, generally, a score above zero is considered a good score. Anything at +50 is considered excellent, and above +70 is considered “world-class.” The Net Promoter Score for clients recommending Student Life Studies was +96; this was a 6% increase to last year (Figure 1, on the following page).

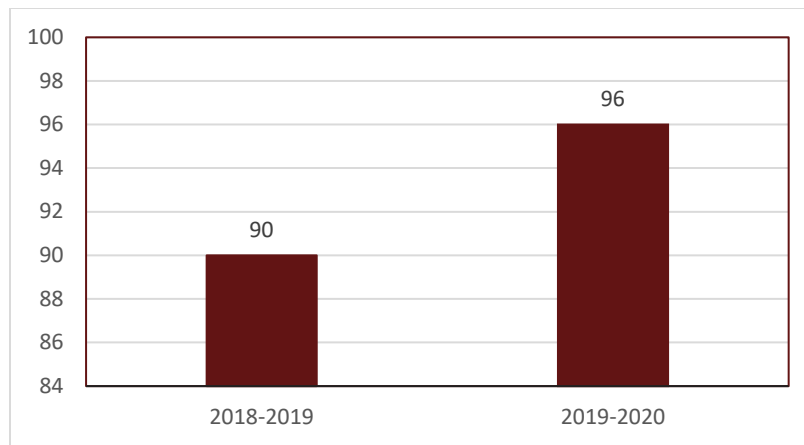


Figure 1: Net Promoter Score

Respondents were provided the opportunity to explain their zero to 10 ratings for recommending Student Life Studies to a colleague and 20 wrote a comment. Similar to last year, the comments were extremely positive expressing appreciation for the department in general. Several described Student Life Studies as helpful, quick or prompt, knowledgeable, accessible, and helpful. Table 2, below and continuing on the following page, provides the complete list of comments.

NPS Rating	Please explain your 0-10 rating. (n=20)
10	Deeply caring staff who gets to know or unearth the why behind your data so that we can make informed decisions for the betterment of our students and university.
10	Everyone has always been helpful and provides a great report at the end.
10	Great service and fast working!
10	I continue to be pleased with the experiences I have had in working with Student Life Studies. The staff are extremely helpful, and play a huge part in helping us develop assessments, collect data, and analyze the information we collect year after year. The work done by Student Life Studies has continued to help me improve the programs I am working with year after year!
10	I worked with Susan, and she was incredibly organized, thorough, and responsive. Especially with most - if not all - programming going virtual for the 20-21 academic year, I was grateful that she was able to work with some of the short turnaround on our requests.
10	It was very easy to work with SLS. Once I submitted a request, there was a prompt reply and clear instructions on how we were to move forward. Susan was very accessible throughout the entire process and answered all of my questions with patience and helpful information. I appreciated her flexibility and thorough report provided.
10	Kelly was amazing to work with on our assessment. She worked quickly and efficiently in working with me to develop questions that reflected what we really wanted to know from our students. In addition, Ligia and Kelly put together an extremely accessible report covering what was found. I always enjoy working with members of the SLS team and could not recommend them enough to my colleagues.
10	knowledgeable, friendly, can-do team
10	Quick, Easy, Accurate collection of the information needed.
10	SLS and the staff that I have worked with have always been quick to respond to requests and emails. They are knowledgeable and always willing to provide advice on a direction. They have an excellent turnaround time on projects and do excellent work. They are a delight to work with.
10	SLS is always so helpful and provides me tools to assess my programs
10	SLS provides an extremely valuable assessment service. The data collected from SLS is helpful in future program planning.

NPS Rating	Please explain your 0-10 rating. (n=20)
10	SLS, and specifically Susan and Kelly are always so helpful and accommodating. I enjoyed working with Susan this year because she had some great ideas on ways to change up our surveys so they would give us more valuable feedback. I really appreciated that! She took the time to get to know me and our program, as well as the goal of the survey.
10	Susan in Student Life Studies is Amazing and super responsive! She has been such a great support on all of our assessment projects!
10	The professional quality as well as the individualized attention to working with SLS is always helpful in designing top-notch assessments.
10	The SLS staff provides excellent and prompt service.
10	Very informative meetings - excellent reports
9	SLS has been an integral partner in our assessment efforts. They are timely, responsive, and provide us great information.
9	Survey staff was great to work with. Met all of my needs. Provided an excellent product.
8	They are able to get us information and have it broken down in a way that there is no way we could get ourselves.

Table 2: NPS Rating Comments

The final question asked respondents for suggestions they have for Student Life Studies and how the department could improve their services as well as if there were any additional services they would like to see offered. There were a variety of comments from 14 respondents. A couple of clients recommended offering training workshops on topics such as using Qualtrics, writing survey questions, having direct and indirect measures, showing best practices, utilizing different assessment tools, and explaining the value of assessment. Other suggestions included helping to connect data collected to annual reports and using less formal assessment language with students. One person indicated wishing they had taken the time for a follow-up meeting after a project ended. Just over half of the responses were positive or indicated no suggestions. The complete list of comments can be found in Table 3, below and continuing on the following page.

NPS Rating	What suggestions would you have for how Student Life Studies could improve their services or any additional services you would like to see offered? (n=14)
10	I believe that you were all offering Qualtrics webinars or in-person training in the past. Now that many staff & administrators are going to be reliant on this software, some virtual training sessions would be helpful. Also, going into depth about how to get the most of surveys - writing the correct types of questions, direct vs. indirect measures, etc.
10	I do not have anything to add. I have always had the greatest experience with SLS staff whether it is a Qualtrics training session or working directly on assessments.
10	I think many people are afraid of assessment because they see it as time-consuming and think of it in terms of "statistics" and "data," which can be a turn-off to people who don't like numbers. So, maybe you could do some presentations at department staff meetings on "why you should love assessment" and talk about how valuable the data can be to make program improvements and how your staff will walk individuals and teams through the process and help them interpret the numbers. Also, AEFIS is a bit intimidating even for those of us who are ok with data. I don't think SLS has control of this, but I'd love a more user-friendly format that didn't require so much back and forth.
10	I think they are doing really well. Susan always checks in with me and that is really helpful
10	I'm struggling to think of a response to this question. It was overall a positive experience!
10	None at this time.

NPS Rating	What suggestions would you have for how Student Life Studies could improve their services or any additional services you would like to see offered? (n=14)
10	None at this time.
10	None at this time. Thanks!
10	None I can think of - extremely satisfied
10	One thing, if any, is using less formal assessment speech when working with undergraduate students. The quality of work was phenomenal, but when working with student organizations I had to summarize or explain some of the lingo later on.
10	This is not necessarily feedback for SLS, but I wish I had taken the time to schedule a follow-up meeting with Susan to go over the final results. Unfortunately, this past spring it came at a time right around March and COVID-19, therefore I was unable to. I do not have any other feedback, and I appreciate all you do!
10	This may be happening and I'm just missing it, but it could be useful if there was some type of update (i.e. 30-minute program, email blast, etc.) with information on best practices, tools, etc. that are being used to assess programs and other things taking place at institutions of higher education.
9	None
8	Have a clearer path/connection between the information we collect and what is really needed and in what fashion for how it is used. (Like for Annual report)

Table 3: Suggestions for Improvement

Report Written by: Kelly Cox
Date: September 3, 2020
Survey Design and Analysis: Kelly Cox