

Career Closet Patron Satisfaction Student Government Association Spring 2016

Background

According to its website, www.tamucareercloset.com, the mission of the Career Closet is “to enhance the professionalism of Texas A&M students while alleviating the financial burden that is inherently associated with launching a career.” Starting in the spring of 2016, Career Closet provided various business attire (dress shirts, ties, suits, skirts, etc.) available for rent by any Texas A&M University student for up to five business days. Before the student returns the attire, they must get the borrowed items dry cleaned for a small fee by Career Closet’s partnered dry cleaners. Along with executive staff, volunteers have been trained to help run the Career Closet by providing assistance for students. The Student Government Association has teamed up with the Career Center in order to help fulfill the Career Closet’s mission.

The Career Closet executive staff contacted Student Life Studies to assist them in developing an assessment of the patron satisfaction at Career Closet. Although Student Life Studies has worked with the Student Government Association before, this is the first time working with the Career Closet on this project.

Method and Sample

The survey was developed using Teleform[®], survey design software that creates scannable forms and databases. The quantitative data was analyzed using SPSS[®], a statistical software package and Microsoft Excel[®]. The survey contained nine questions, seven were quantitative, and two were qualitative. One hundred forty-one patrons out of the total 223 who received a survey responded, yielding a 63% response rate.

Results

Results include frequency percentages, means, and standard deviations (sd) for the number of people (n) who responded to the question. For ease of reading, frequency percentages have been rounded to the nearest whole percent, so totals may not add up to exactly 100%. Table results will be listed in descending mean order. Summary themes are included in this report. A full list can be found in a separate document.

Demographic information was pulled from COGNOS and Financial Aid Office, based on the UINs that were given to the Career Closet at the time of renting. As seen on the following page, in Tables 1 and 2, most of the patrons were white, male, senior engineers and non-first generation students, this was consistent with the overall demographics at Texas A&M. The family income of the majority of patrons fell within the \$80,000 or more range, which is similar to the Texas A&M population overall, where 50% of students come from families with incomes of \$80,000 or more. However the second largest group of patrons (21%) came from families whose income was less than \$20,000, which is almost double the percentage of Texas A&M students overall. The average GPR for the patrons that visited the Career Closet was 3.04.

Demographics		
Classification	Career Closet Percentage (n=146)	Texas A&M Overall Spring 2016
Senior	36%	--
Junior	23%	--
Sophomore	17%	--
Masters	17%	--
Freshman	6%	--
Doctoral	1%	--
College	Career Closet Percentage (n=146)	Texas A&M Overall Spring 2016
Engineering	29%	25%
Liberal Arts	16%	16%
Agriculture	12%	14%
Architecture	12%	5%
Business	12%	11%
Education	8%	12%
Science	4%	5%
Rural Public Health	3%	<1%
Geosciences	2%	2%
Bush	1%	--
General Studies	1%	--
Sex	Career Closet Percentage (n=146)	Texas A&M Overall Spring 2016
Male	68%	51%
Female	32%	49%
First Generation Student	Career Closet Percentage (n=146)	Texas A&M Overall Spring 2016
No	52%	69%
Yes	27%	26%
Unknown	21%	4%
Ethnicity	Career Closet Percentage (n=146)	Texas A&M Overall Spring 2016
White	39%	64%
Hispanic or Latino of any Race	26%	22%
International	17%	1%
Asian	7%	6%
Black Only +2 or more/1 Black	7%	4%
2 or More/Excluding Black	3%	3%
Native Hawaii	1%	<1%

Table 1: Demographics

Family Income Brackets (FAFSA)	2016 Career Closet Patron Percentage	2016 Texas A&M Overall Percentage
Less than \$20,000	21%	13%
\$20,000-\$39,999	16%	14%
\$40,000-\$59,999	9%	11%
\$60,000-\$79,999	7%	9%
\$80,000 or more	46%	50%

Table 2: Family Financial Brackets

On the survey patrons were asked if this was their first visit to the Career Closet. Out of 141 respondents 86% reported that it was their first visit, while 14% said that it was not. Next students were asked a series of questions regarding their satisfaction with Career Closet. As can be seen in Table 3, patrons were overall satisfied with their visit to the Career Closet, thought that the volunteers were courteous and helpful, and received a suit in good condition.

Please rate your agreement with the following statements.	Strongly Agree (5)	Agree (4)	Neutral (3)	Disagree (2)	Strongly Disagree (1)	2016 Mean (sd) [n]
The suit I received was in good condition.	95%	3%	1%	--	<1%	4.91 (.44) [141]
The Career Closet volunteers are courteous and helpful.	92%	7%	<1%	--	<1%	4.89 (.45) [141]
I would recommend the Career Closet to other Texas A&M students.	93%	5%	<1%	<1%	<1%	4.89 (.45) [141]
The appointment and ordering process is easy to understand, and is well organized.	88%	9%	3%	--	<1%	4.83 (.54) [140]
Overall, I am satisfied as a patron of the Career Closet.	84%	14%	1%	<1%	<1%	4.79 (.57) [141]
Volunteers are well informed about the Career Closet's process.	83%	13%	4%	--	<1%	4.77 (.58) [140]

Table 3: Patron Satisfaction

Next patrons were given the chance to share their personal email address and phone number if they wished to volunteer at the Career Closet. Forty-three visitors provided that information, which can be found on a separate document.

Finally visitors were asked to provide any additional information that would help to improve the Career Closet's services. Sixty-three comments were provided, many of the comments praised the Career Closet for their services and expressed gratitude towards them. However some reoccurring themes in the comments were posting the hours of the Career Closet more visibly so people will know when they are open, being open more than Monday-Thursday, having a larger variety of colors and smaller sizes of clothing, and providing more time to turn in clothing after having it dry cleaned.

Conclusions and Recommendations

Overall clients were satisfied with their experience at the Career Closet and would recommend it to other Aggies looking for similar services. The suits that the patrons received were in good condition and patrons thought that the volunteers were well informed and courteous during their visits.

Patrons did have suggestions regarding how the Career Closet could be improved to accommodate more people. Suggestions of being open for longer during the week and having business hours posted on the website were reoccurring themes in the written comments. Also mentioned was having more colors and variety of sizes for both men's and women's clothing. The Career Closet could consider having a larger inventory of colors and increasing the amount of "outlier" sizes, as many of the comments suggest that the sizes available were too small, too large, or just didn't fit right.

Career Closet staff is encouraged to share the results of this assessment with the Career Center, Student Government Association, and any other stakeholders.

Report Prepared for: Priscilla Barbour and Foster Pugh, SGA Career Closet

Report Prepared by: Tyler Harkrider, Student Life Studies

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Survey Designed by: Tyler Harkrider, Student Life Studies

Survey Analysis by: Katie Reed, Student Life Studies

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