

Gay, Lesbian, Bi-Sexual and Transgender (GLBT) Resource Center Presentation Evaluation Survey 2018-2019

Purpose of Assessment

In the fall of 2018, the GLBT Resource Center wanted to measure the satisfaction of those who requested presentations from the Center, which are typically provided to classes and student organizations. A short electronic survey was developed and sent to presentation requesters from October 2018 through May 2019.

Method and Sample

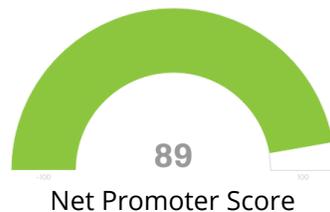
The survey was developed using Qualtrics®, a software program for creating web-based surveys. Student Life Studies evaluated the results using SPSS®, a statistical software package, and Microsoft Excel®. The survey consisted of five questions: Two quantitative, one qualitative and two demographic questions.

The surveys were initiated by GLBT Resource Center staff and distributed via campus email between October 2018 and May 2019 to 28 faculty, staff, community members and students who had requested presentations. Nine responded to at least one question in the survey, resulting in a 32% response rate.

Key Findings with Recommendations

Student Life Studies identified key findings and developed actionable recommendations the GLBT Resource Center may take based on the results. However, 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 their customers' experience.

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 NPS ranges from -100 to 100. A positive NPS (>0) is generally considered good, with highest performers usually between 50 and 80.



Respondents are categorized as promoters, passives or detractors using NPS. No respondents were detractors and 89% were promoters. All respondents also agreed or strongly agreed that they believed the presentations' participants became more aware of how peoples' multiple identities impact their experience.

The positive responses or rationales provided by respondents for recommending the GLBT Resource Center presentations could be used in marketing materials to attract other campus partners to GLBT Resource Center offerings.

Results

Results include frequency percentages 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%. Summary themes are reported in this report; the entire list of qualitative responses can be found in a separate document.

The first question asked the respondents on a scale from 0-10, how likely they were to recommend the presentations offered by the GLBT Resource Center to a friend or colleague. This question used the Net Promoter Score (NPS). The NPS was +89, with the NPS ranging from -100 to 100. The NPS was found 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) is generally considered good, with highest performers usually between 50 and 80. The breakdown of the net promoter scores (NPS) are noted below in Table 1.

	N	Percent
Promoter (9 or 10 rating)	8	89%
Passive (7 or 8 rating)	1	11%
Detractor (rating 6 or below)	--	0%

Table 1: Recommend GLBT Resource Center Presentations (n=9)

Respondents were given the opportunity to explain their rating for recommending the presentations offered by the GLBT Resource Center and seven responded. They indicated the presentations were informative, well presented and fit their learning objectives, leading to beneficial discussions among the attendees.

Respondents were also asked about their perception of the impact of the presentation on its audience. When asked to rate their level of agreement to the statement "During this presentation, I believe the participants have become more aware of how peoples' multiple identities impact their experience", 68% of the respondents agreed and 33% strongly agreed with the statement (mean=3.33/4.0, sd=.50, n=9). No one selected disagree or strongly disagree.

Respondents were asked to select their classification. Table 2 shows that among the respondents, undergraduates most frequently requested the presentations.

	Respondents Percentage (n=9)
Undergraduate Student	57%
Faculty and Staff	33%
Graduate Student	11%

Table 2: Respondent Classification

If the respondents selected Faculty and Staff or Graduate student as their classification, the respondent was then asked to select the affiliated college, division, department or organization for which this presentation was requested. Table 3, on the next page, notes that respondents selected the "not listed" option most frequently as their affiliated college, division, department or organization, which allowed for a text entry responses. Those responses were LAUNCH and Athletics.

	Respondents Percentage
Not Listed	50%
College of Liberal Arts	25%
College of Education & Human Development	25%
Mays Business School	--
College of Architecture	--
College of Agriculture and Life Sciences	--
College of Engineering	--
College of Science	--
Health Science Center	--
School of Public Health	--
College of Veterinary Medicine and Biomedical Science	--
College of Geosciences	--
Department within the Division of Student Affairs	--
Department within the Division of Finance and Administration	--
Bush School of Government and Public Policy	--
Department within the Division of Enrollment and Academic Services	--
Student Organization	--

Table 3: Affiliated College, Division, Department or Organization (n=4)

Background

The Gay, Lesbian, Bisexual, Transgender Resource Center (GLBT Resource Center) has been part of the Offices of the Dean of Student Life since September 2007. Per the GLBT Resource Center website <https://studentlife.tamu.edu/glb/what-we-do/>:

The Gay, Lesbian, Bisexual, and Transgender Resource Center at Texas A&M University strives to create a thriving environment supporting the success of every student through the education, advancement, and championing of the broad spectrum of sexual, affectional, and gender identities in the spirit of the Aggie Core Values.

The GLBT Resource Center provides education, support, advocacy, and outreach for All Aggies in the form of programs, resources, referrals, and presentations.

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/>.

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