

The University of Texas at San Antonio

Report on Customer Service 2010

The University of Texas at San Antonio (UTSA) provides academic, administrative, athletic, business, economic development, student life, and outreach programs and services to students, faculty, staff, and the community. UTSA is committed to excellence throughout the organization and in providing service to customers.

As one of the fastest growing public universities in Texas, UTSA requires flexible and streamlined policies and procedures in order to serve customers effectively. A number of customer service assessment methods have been implemented to assess and to facilitate communication, responsiveness, and programmatic support to meet the needs of UTSA's constituents.

1. Customer Inventory

For purposes of this report, UTSA's primary customers are the student body of 28,955 (Fall 2009). Students are the main focus of customer service assessments and of this report.

2. Information Gathering Methods

UTSA utilized various information gathering methods to assess customer program and service satisfaction including, but not limited to, internally and/or externally administered surveys in manual or electronic (Internet) format, customer service satisfaction cards, and focus groups to assess and discuss specific programs and/or services. The formal surveys are designed and/or analyzed by data specialists, either external or within the university, to assure conformity with survey standards, including confidence levels and error/response rates.

The assessments contained questions on program (academic or co-curriculum) and service dimensions including but not limited to satisfaction with facilities, staff courtesy, service timelines, complaint/problem resolution, effective publications and display of internet information.

Survey Name	Survey Method	Number of Surveys Issued	Number of Respondents (N=)	Budget Strategy
Graduating Student Survey	Internet	11,623	10,498	All
The Office of Institutional Research, reporting through the Provost and Vice Provost for Accountability and Institutional Effectiveness, administers this survey annually to students scheduled to receive a degree. From June 1, 2008 through April 13, 2010, 10,498 surveys were completed. The survey focused primarily on issues of satisfaction with the quality of education received. Survey results are analyzed, summarized, and presented to academic affairs administrative staff.				

Library Student Satisfaction Survey	Internet	28,955	1,001	All
The UTSA Library, reporting through the Office of the Provost and Vice President for Academic Affairs, conducted a survey during March and April 2010 that included student satisfaction with staff courtesy and knowledge, support for learning and research needs, and overall quality of library services. The entire survey respondent data is being analyzed and used for collections, staffing and service improvements.				

Career Services Student Appointment Survey	Handout	1,163	1,163	All
Career Services, reporting through the Vice President for Student Affairs, utilized student evaluations at the conclusion of individual counseling sessions to address concerns and improve service. The services evaluated included staff courteousness, knowledge and helpfulness.				

Orientation Program Student Satisfaction Survey	Handout	7,591	6,264	All
The Orientation Program, reporting through the Vice President for Student Affairs, conducted a survey following each orientation session for the period of Fall 2008 through Fall 2009 that included student satisfaction with learning resources and success preparation.				

Housing and Residential Life Resident Student Satisfaction Survey	Handout	111	111	All
Housing and Residential Life, reporting through the Vice President for Student Affairs, conducted resident student surveys regarding satisfaction with providing a safe environment, social opportunity, effective programs, staff effectiveness and communication.				

Health Services Patient Satisfaction Survey	Handout	249	249	All
Health Services, reporting through the Vice President for Student Affairs, administered surveys to student patients for the period of August 2009 through March 2010 that focused on satisfaction with staff treatment, information provided, and wait times.				

Campus Recreation Student Satisfaction Survey	Handout	129	129	All
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Campus Recreation, reporting through the Vice President for Student Affairs, conducted surveys for the period of August 2009 through March 2010 that measured student satisfaction with facility cleanliness, available equipment and court space, hours of operation, services and programs.

University Center Room Reservation Survey	Internet	1,949	31	All
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The University Center, reporting through the Vice President for Student Affairs, administered surveys to student customers who reserved meeting spaces for the period of August 2009 through April 2010. The survey focused on satisfaction with the quality of services for response time, staff courtesy and helpfulness, facility cleanliness, problem resolution, event setup and equipment, and overall satisfaction.

Business Auxiliary Services Customer Satisfaction Survey	Internet	27,183	753	All
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Business Auxiliary Services, reporting through the Vice President for Business Affairs, conducted a web-based student satisfaction survey during March 2010 to assess customer satisfaction for the services of Food Service, Bookstore, ID Card Office, Parking, Shuttle Buses, Vending, and Copying. The survey evaluated facility location and cleanliness, product quality and variety, hours of operation, customer service and complaint responsiveness, and overall satisfaction.

Fiscal Services Customer Service Cards	Handout	305	305	All
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The Fiscal Services Offices, reporting through the Vice President for Business Affairs, collected customer service comment cards for the period of June 2008 through April 2010 to evaluate feedback and use this information to resolve concerns and improve service. The service evaluated included wait time, staff courteousness and knowledge, and overall satisfaction.

University Police Customer Satisfaction Survey	Handout	1,444	204	All
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The University Police, reporting through the Vice President for Business Affairs, surveyed complainants and victims regarding the responding police officer for the period of June 2008 through March 2010. The survey information was evaluated and used to assess the quality of the service for staff knowledge, courtesy and conduct, information provided, and response timeliness.

Other Methods	Various			All
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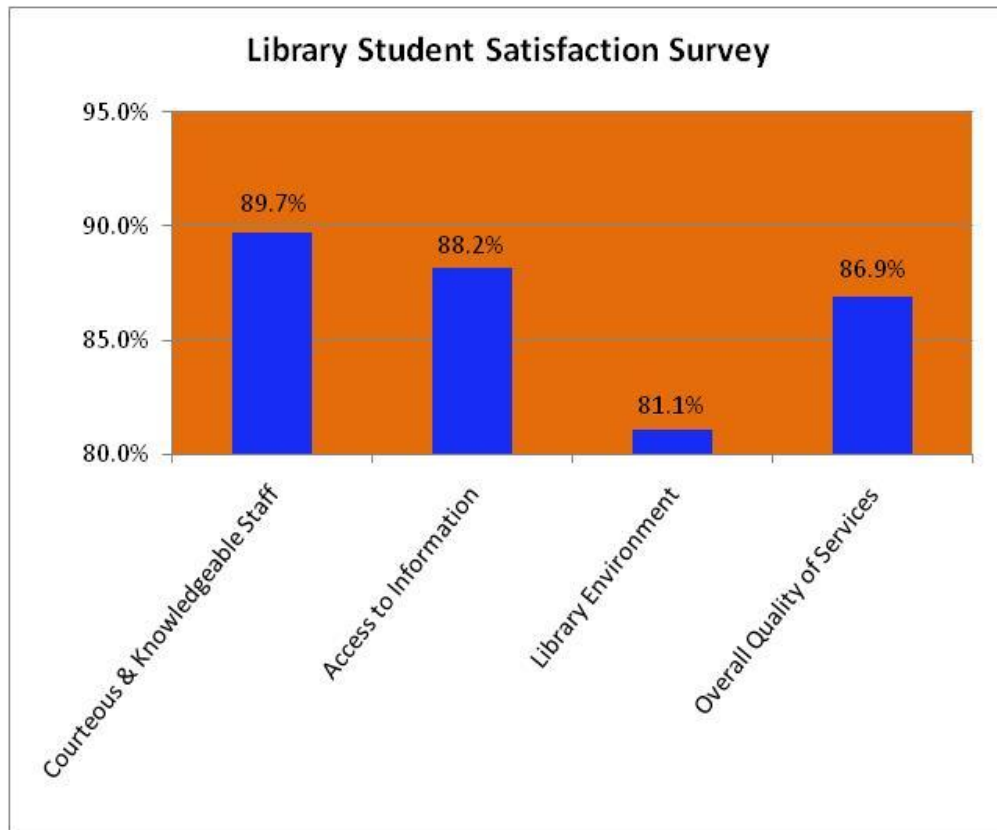
Survey Highlights:

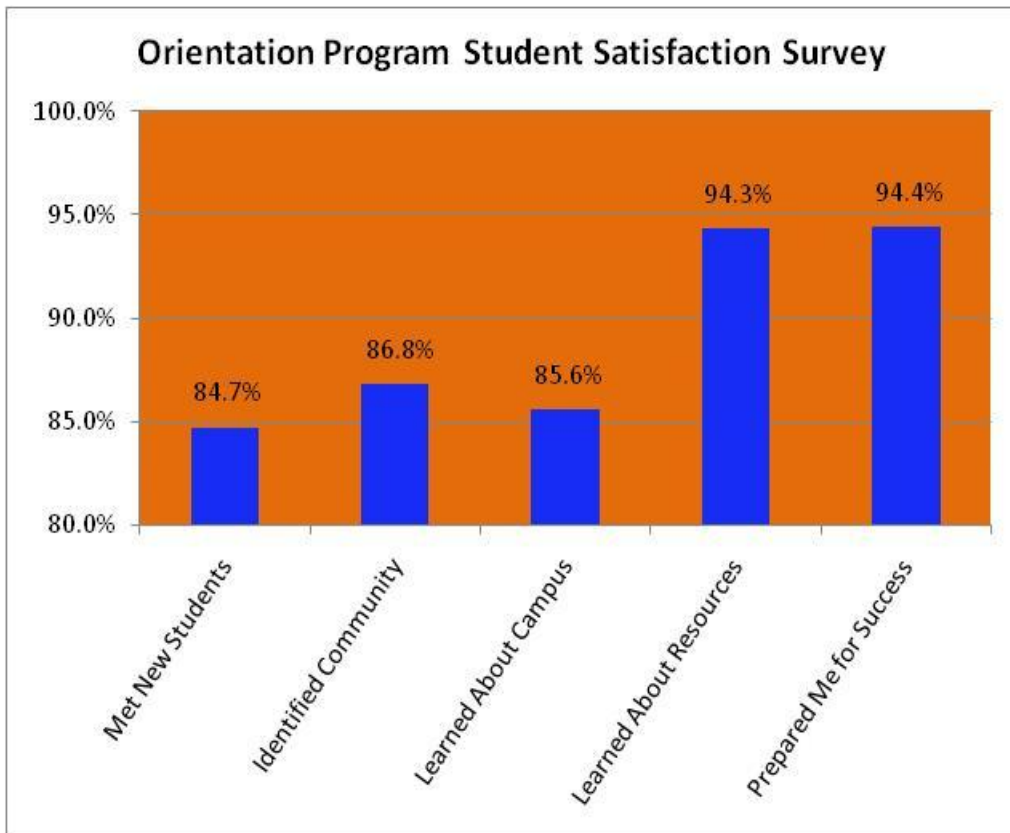
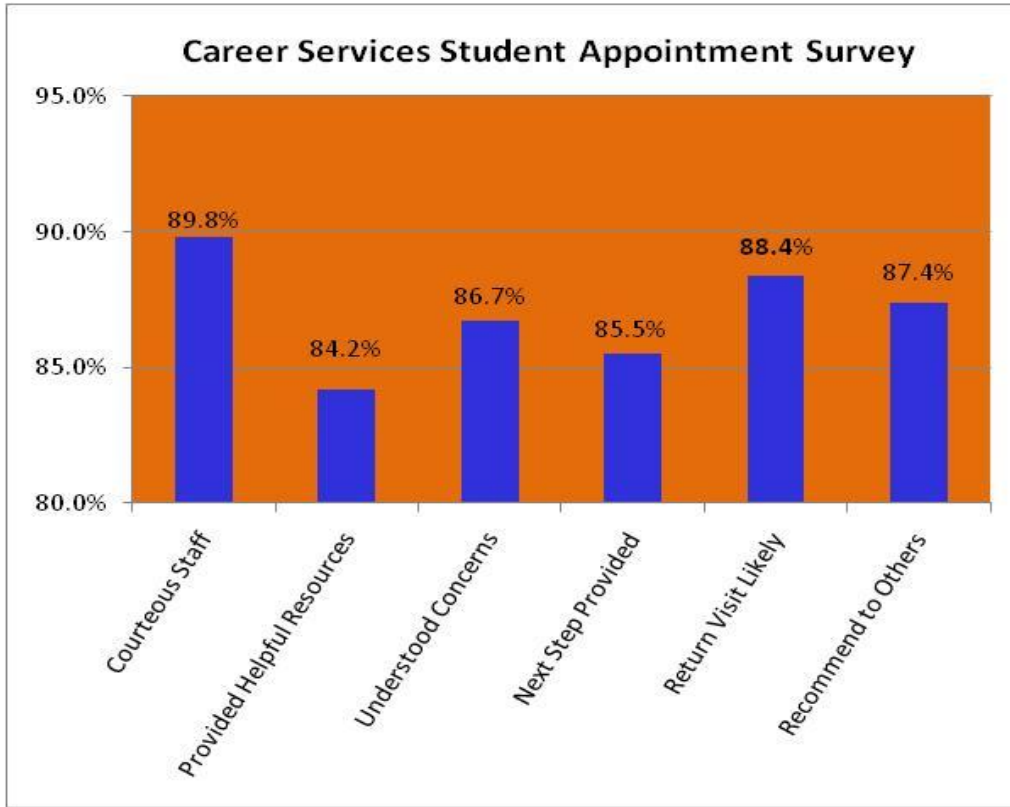
Graduating Student Survey

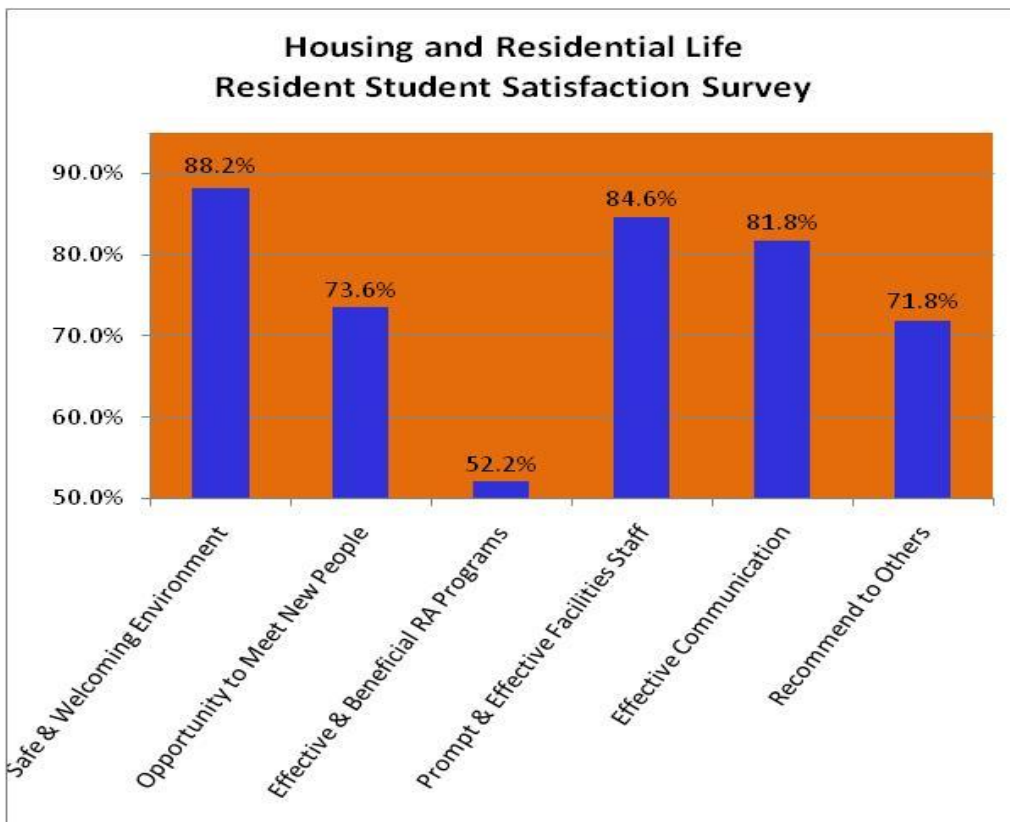
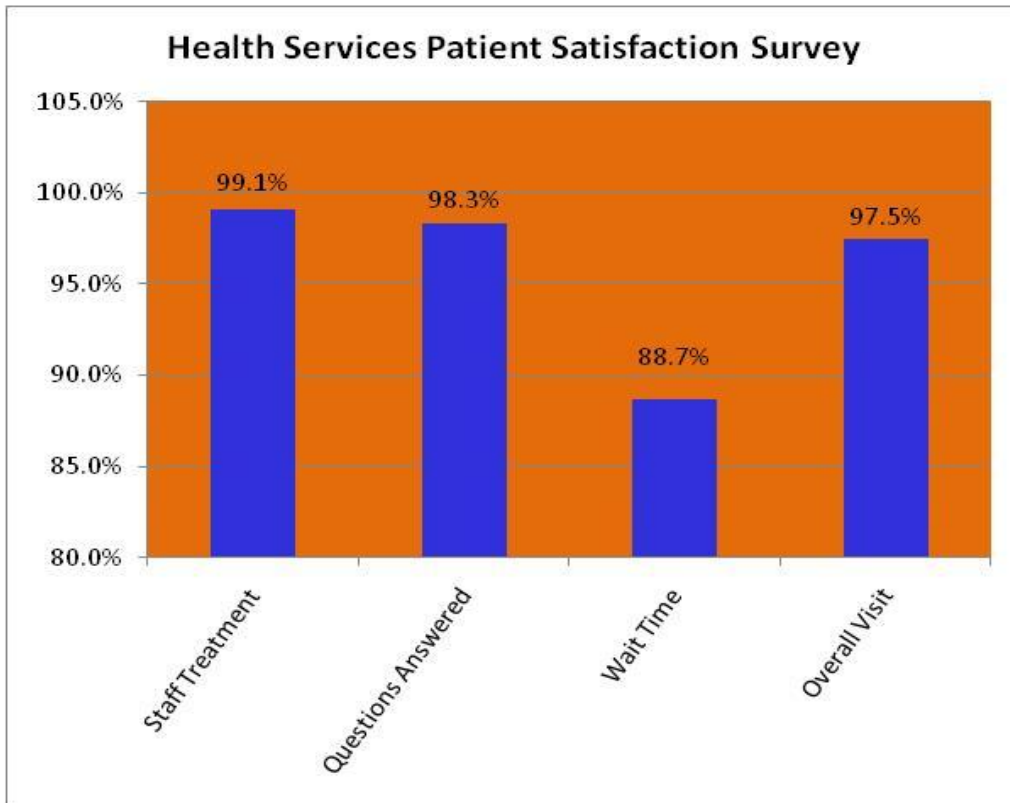
- 77% of undergraduates, 89% of graduate students and 94% of doctoral students who responded agreed that their overall education at UTSA was first rate.
- 91% of undergraduates, 97% of graduate students and 97% of doctoral students who responded agreed that their overall education at UTSA enabled them to accomplish their educational goals.

3. Customer Determined Service Quality

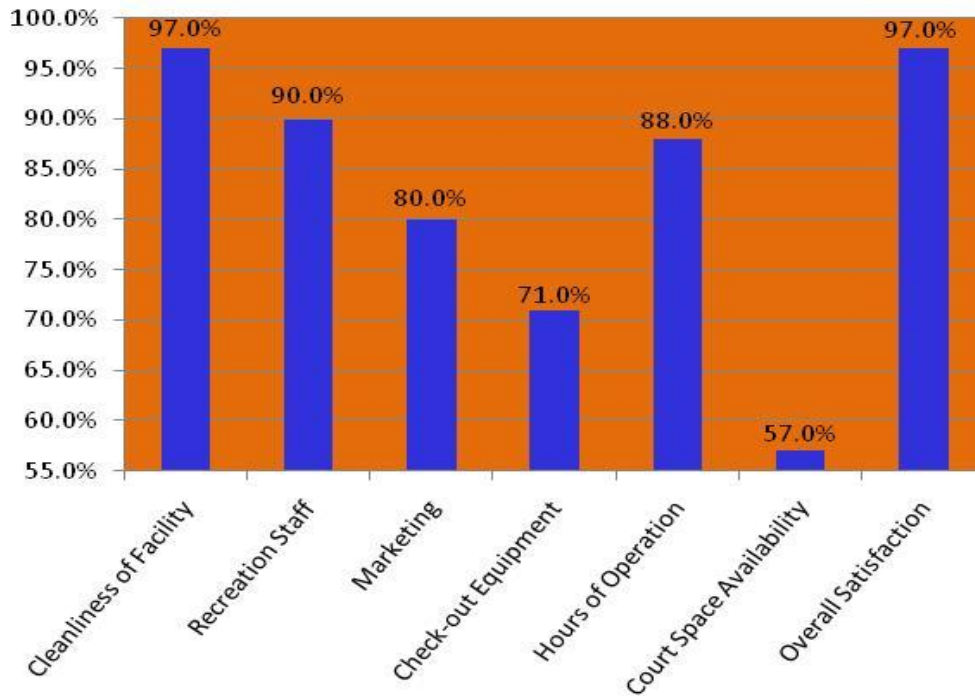
Service Dimensions: Service dimension ratings are based on respondents indicating that they were satisfied with the particular services provided and are displayed in percentage for the following surveys:



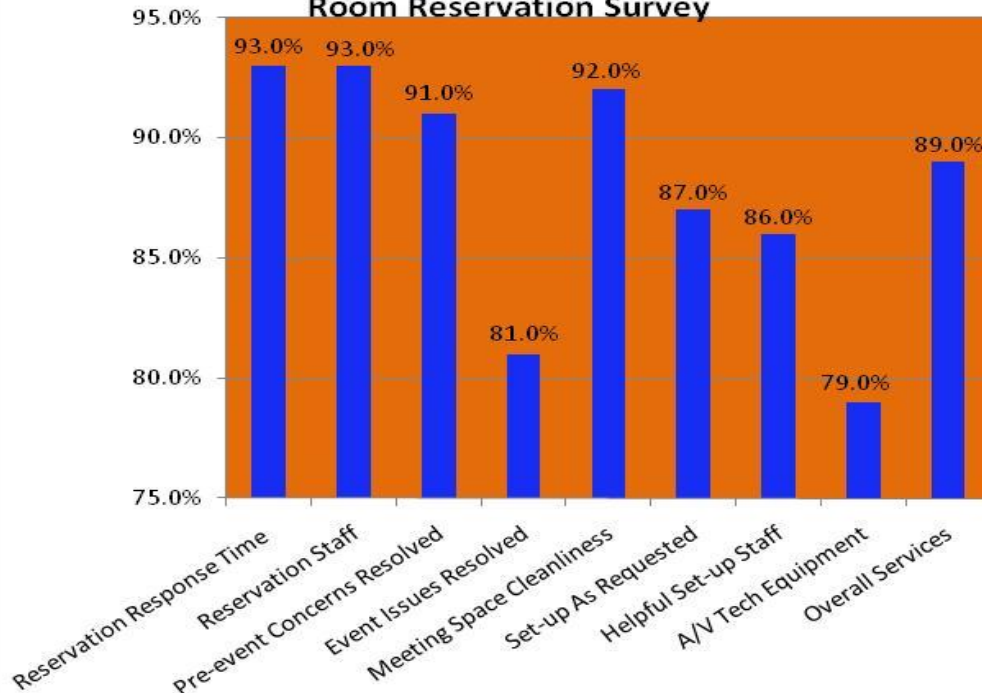


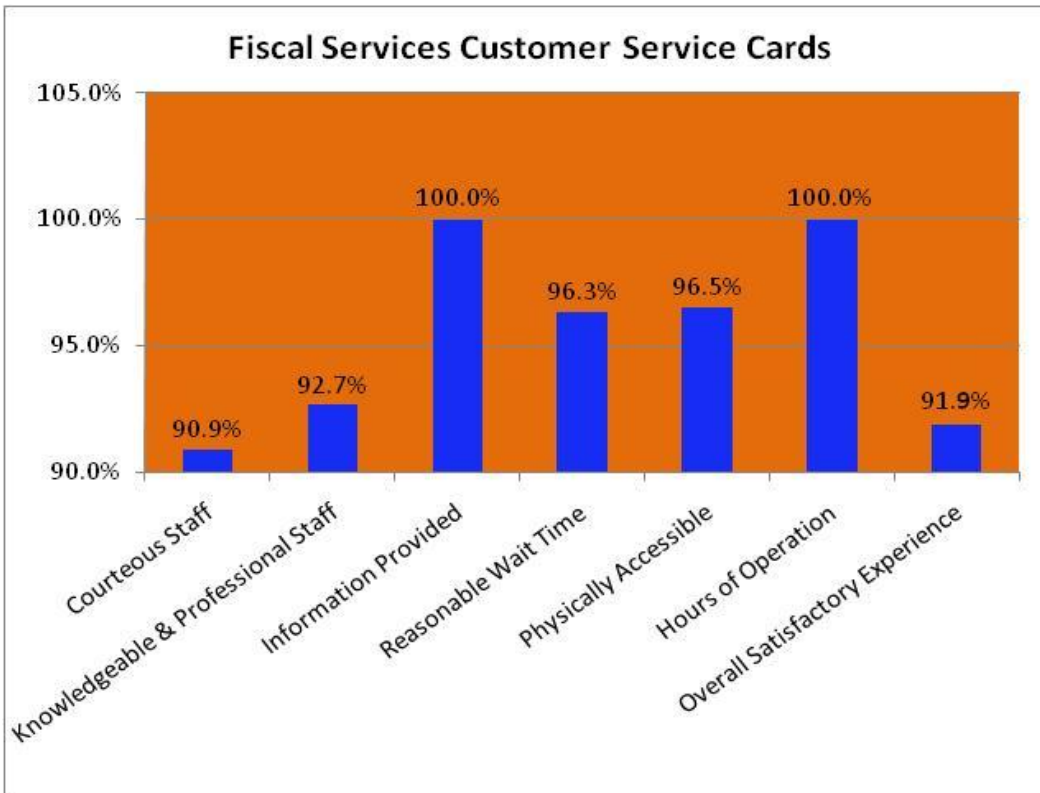
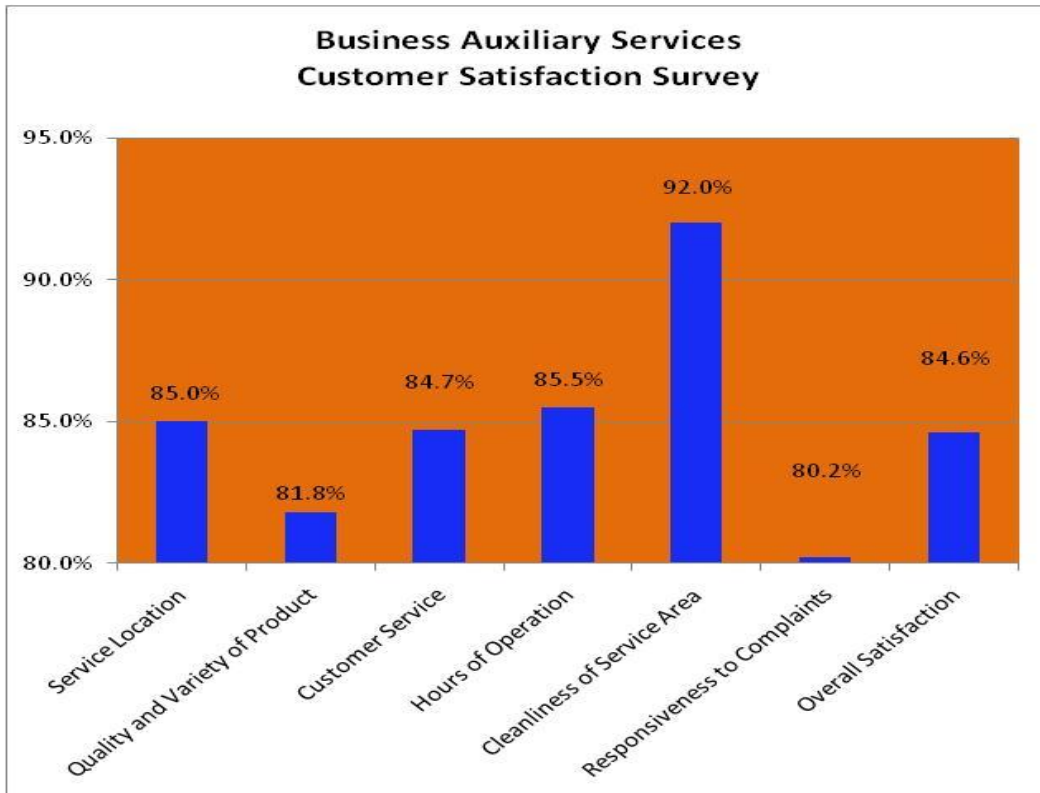


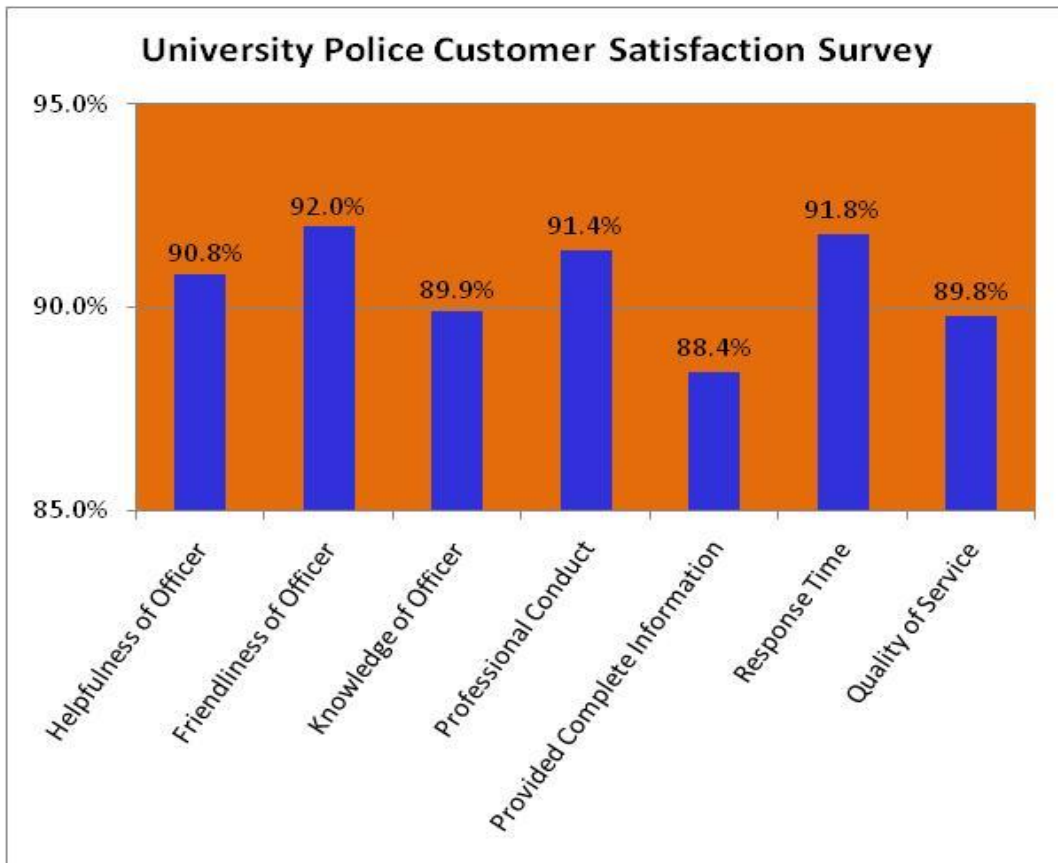
Campus Recreation Student Satisfaction Survey



University Center Room Reservation Survey







4. Improvements Made in Response to Assessment

Improvements and changes implemented in response to customer feedback, designed to ensure quality of administrative programs and customer satisfaction:

Library

- Implemented services including laptop lending, group study room reservation, course material web links, desktop delivery of interlibrary loaned and library owned articles, and free document scanner use.
- Enhanced electronic search tools with direct links to full text resources, and improved online catalog with Web 2.0 features including social networking and texting tools.
- Nearly doubled the collection size with on-demand electronic book access and on-demand purchase of materials requested via interlibrary loan.
- Improved facilities including new furnishings, lighting, computer equipment and faster network connections, 14 additional group study rooms, new enlarged Special Collections suite, new multipurpose room with enhanced multimedia technology, and new Applied Engineering and Technology library.

Distance Learning and Academic Technology

- Upgraded 51 classrooms with new multi-media technology: data projectors, digital document cameras, DVD players, audio reinforcements, speakers, microphones, and devices allowing remote equipment control and monitoring via computer.
- Support of interactive video courses (ITV) with 12,237 students enrolled in 212 ITV courses.
- Sustained streaming video technology of 428 course lecture recordings available 24/7 over the internet with approximately 33,179 students having access.

Student Computing Services

- Implemented student organization event advertisements on lab computers.
- Initiated Student Government request for printing efficiencies, creating student cost savings and paper waste reduction.
- Enhanced patron services for wireless connectivity support, password and navigation assistances, plug-in/recharge facilities, and relaxed lab policy for drink restrictions.
- Implemented patron interactive maps for PC status and availability, and reduced printing wait times for PDF and Power Point files.
- Installed and upgraded lab equipment including informational screens, scanners, Apple systems, classroom PC towers, and cable news TVs.
- Implemented staff triage and real-time electronic log for timely information sharing, systems maintenance, and problem resolution.

Admissions

- Conducted Saturday morning walking tours benefiting 478 students.
- All applicants received immediate email responses with ID access to the automated student program *ASAP*.
- For spring semester 2010 all incomplete applicants received information for future terms.
- Accommodated working families and students with once a month *Twilight* campus tours.

Registrar

- Improved graduation processes include enhanced online graduation application, heavily publicized application dates, electronic eligibility notifications, and commencement ceremony FAQ digital screens.
- Increased awareness of the Tuition Rebate Program through added web links.
- Improved online publications with redesigned navigation and accessibility for information bulletin, undergraduate and graduate catalogs, past catalog archive, and an academic three year calendar.
- Enhanced student records management and access with online course withdrawal and reinstatement, grade and academic standing notifications, and updated transcript ordering and electronic exchange processes.
- Improved VA benefit services with staff training and certification document streamlining.
- Increased student communication with over 420 mass informational emails sent to all students during the period of June 2008 through April 2010.

Financial Aid and Enrollment Services

- Enhanced website with FAQ, orientation video, and Facebook and Twitter links.
- Improved efficiencies for front line and call center staffing, and workload processing.
- Increased financial aid outreach through additional events and applicant specialist staffing.
- Increased general scholarship applications with online processing.

Career Services

- Implemented a weekly no appointment needed student walk-in counseling service.
- Staff and student employees received intensive customer service training.

Health Services

- Facilitated informational health events and fairs with 752 students attending between October 2008 and April 2009.
- Increased communications with students utilizing Twitter, Facebook, text messaging, and additional email addresses.

University Center

- Enhanced activities schedule with popular poetry jams and casino nights.
- Improved marketing and communication of programs and services with added staffing.
- Improved building services, coverage and cleanliness through increased staffing, adjusted schedules, specific training, and student worker orientation.

Student Affairs

- Campus Recreation created student staff development program and training components.
- Housing and Residential Life enhanced front desk staff communications, provided RA training, and increased marketing staffing and outreach.
- Orientation and Family Programs enriched orientation tours with leader training curriculum and key resource requirements.
- Student Activities enhanced website with electronic processes and forms, reducing student organizations' wait times.

Business Auxiliary Services

- Upgraded existing campus dining facilities with expansions including national food franchises, a convenience store, DVD rental, and enhanced meal plan options.
- Expanded dining hall by 7000 sq ft with additional seating and food stations.
- Installed dining hall TV and audio systems to facilitate theme nights.
- Renovated both campus bookstore facilities, increased book in-stock inventories, and enhanced variety of soft goods and memorabilia offerings.
- Added on-line ID card and meal plan features for patron deposits, viewing of balances and usage, and meal plan contracts.
- Completed construction of additional parking garage with 479 spaces, and doubled the number of campus short-term paid spaces.
- Improved parking patron conveniences including on-line printable dashboard permit, *Fast Pass*, prepaid garage debit card, and added payment options.
- Added larger shuttle buses with digital signage to fleet for improved service and greater passenger capacity.
- Improved shuttle service routes to new off-campus apartment complexes, and enhanced Saturday shopping shuttle service operations.

Facilities

- Created *Standards of Customer Service* as a staff guide to meet or exceed customer expectations.
- Implemented modifications for various accessibility accommodations; and enhanced, repaired, or modified instructional spaces including classroom furniture, paint, flooring, lighting and signage.
- Renovated or built new student service facilities for Admissions, Registrar, Financial Aid, Tomas Rivera Center, Business Auxiliary Services, Library and various foodservice venues.
- Launched a *lean process improvement initiative* and conducted customer focus groups to improve renovation processes.
- Enhanced the preventive maintenance program, improving the reliability of classroom, laboratory and building infrastructure systems, and reducing the number of closures.

Fiscal Services

- Improved customer wait times with new larger location, additional service windows, and updated service and security monitoring equipment.
- Enhanced website with application *Intelliresponse* for electronic FAQs.
- Implemented VA payment tracking and veteran reimbursement enhancements.
- Improved student refund processes.
- Initiated monthly staff team building and customer service training.

Human Resources

- Training and Development provided customer service classes tailored to meet the needs of specific areas; classes were attended by 530 employees and included *Serving the Student as Customer*, *Partners in Customer Service*, *Telephone Etiquette and Customer Service*, and *A Customer Service Model*.
- Through scheduled sessions and events provided job opportunity and training information to students, and benefits orientation for student employees.
- Compensation and Employment provided enhanced processes for maintaining competitive student employee salary ranges and employment documentation.

University Police

- Enhanced security with increased officer and guard staffing, surveillance and access equipment installations, targeted surveillance operations, and behavioral intervention team.
- Initiated use of GPS and tracking software for efficient offender detection and stolen property recovery.
- Engaged community and student groups through various forums, crime prevention, awareness and training programs.
- Coordinated web-based and classroom/office/dorm room installation of *Community Emergency Response Guide*; and initiated Business Continuity Plan with university stakeholders.
- Enhanced website with improved navigation and information access.

UTSA

- The University adopted a Quality Enhancement Plan (QEP) titled “Quantitative Scholarship: From Literacy to Mastery” to significantly improve student learning by focusing on enhancing students’ abilities to read and interpret data in order to make well-informed decisions.

5. Performance Measure Information

Outcome Measure

- 88.8% of surveyed customer respondents expressed overall satisfaction with services received.

Output Measures

- Number of Customers Surveyed by means identified in this report: 20,708
- Number of Customers Served as indicated in this report: 28,955 students

Efficiency Measures

- Cost per customer surveyed: \$0.41/per individual respondent

Explanatory Measures

- UTSA students were identified as the primary focus of the report: >28,955.
- The 11 groups surveyed are subgroups of the comprehensive student population.