

Customer Satisfaction with Career Services for Students on Selected California State University Campuses

Summary

A customer satisfaction survey was administered in spring 2001 to more than 4700 students on 12 CSU campuses: Chico, Fresno, Fullerton, Hayward, Northridge, Pomona, San Bernardino, San Diego, San Jose, San Luis Obispo, Sonoma, and Stanislaus. Overall, students expressed moderate to high levels of satisfaction with Career Services. Students give high marks to Career services staff on qualities of courtesy, knowledge, and responsiveness. Other highly rated areas include career days and job fairs, usefulness of the Career Services' web site, convenience of office hours, and quality of career and employment-related workshops. Student satisfaction was lowest but still positive in several other areas: assistance in obtaining internships/co-op positions, assistance in finding summer employment, availability of employer interviews, availability of graduate/professional school resources/assistance, assistance in obtaining full- or part-time work, and assistance in finding employment after graduation. The overall level of student dissatisfaction with Career services was low, never exceeding 20 percent and in most areas 10 percent or less. However, student dissatisfaction was highest, however, with the availability of counseling and advisement, graduate or professional school assistance, career/employment workshops, and the quantity of job listings.

Background

This report summarizes the results of a customer survey conducted in spring 2001 to assess student satisfaction with Career Services on 12 California State University (CSU) campuses: Chico, Fresno, Fullerton, Hayward, Northridge, Pomona, San Bernardino, San Diego, San Jose, San Luis Obispo, Sonoma, and Stanislaus. The Career Services survey was one of 14 customer surveys administered under the auspices of the CSU Quality Improvement Program (QI) in spring 2001 on 19 campuses plus the Chancellor's Office in 11 different functional areas.¹ During the past several years the QI program has provided support to campus quality initiatives aimed at improving business processes and customer service through a combination of performance measurement (benchmarking), process mapping, and customer satisfaction survey studies. Administered annually on CSU campuses since fall 1996, customer surveys have played an important role in providing valuable feedback to campuses on services that are functioning well and those that may need to be strengthened. This report will hopefully provide more useful information to support quality improvement in Career Services to students.

Survey Methods

¹ Other surveyed functions besides Career Services included Human Resources, Facilities/Physical Plant, Financial Aid, Health, Library, Mail, Parking, Police, Student Accounts Receivable, and Purchasing.

The survey instrument, campus data collection methods, survey returns and response rates, data processing and analysis procedures, and respondents to the survey are all described next.

Instrument

The Career Services survey instrument was developed jointly in fall 2000 by the CSU systemwide Customer Satisfaction Survey Committee and the CSU Career Services Function Group. Its primary purpose was to assess the level of satisfaction with a wide range of career and employment-related information, advising, and counseling, and various types of career education/training programs. Additionally, the survey was also designed to assess Career Services staff responsiveness and demeanor (e.g., courtesy, friendliness). The survey consists of 34 questions, 27 of which are customer satisfaction measures assessed on a five-point rating scale.² Demographic information (e.g., gender, ethnicity, etc.) was gathered for analytical purposes by means of a separate four-page Student Booklet, which also provided space for respondents to write comments and suggestions for improving services. A copy of the Career Services survey instrument and the Student Booklet can be found in Appendix A.

Data Collection

Data collection methods, the number of completed surveys, and response rates are reported for each campus in Table 1 below:

Table 1. Data Collection Methods, Survey Returns and Response Rates by Campus

Campus	Method	Sample Size	Return Count	Response Rate
Chico	U.S. mail	2000	364	18.2%
Fresno	U.S. mail	1000	110	11.0%
Fullerton	U.S. mail	2487	472	19.0%
Hayward	U.S. mail	2000	342	17.1%
Northridge	U.S. mail	3500	492	14.1%
Pomona	Classroom	1150	948	82.4%
San Bernardino	Classroom	1200	796	66.3%
San Diego	Convenience	NA	127	NA
San Jose	Convenience	NA	118	NA
San Luis Obispo	Classroom	955	499	52.3%
Sonoma	Classroom	1000	418	41.8%
Stanislaus	Convenience	NA	57	NA
Total		15292	4743	31.0%

NA=Not applicable

² Satisfaction rating scale: 5=Very satisfied, 4=Satisfied, 3=Neutral, 2=Dissatisfied, 1=Very dissatisfied

Campuses utilized U.S. mail, in-class administration, and convenience sampling (i.e., collecting data where students are easily accessible, typically at various strategic on-campus locations) to collect survey data from their student target populations. Surveys were distributed to a total of 15,292 students. Of this number 4,743 surveys were completed for an overall response rate of 31 percent. Response rates ranged from 11 percent to 66 percent and were low by survey research standards at several campuses: Chico, Fresno, Fullerton, Hayward, and Northridge. Convenience sampling as a method of data collection is also not designed to ensure that survey respondents are typical of the target population. It is important to emphasize that those campuses with low response rates or campuses that used convenience sampling need to be very cautious about generalizing survey results beyond the sample data.

Data Processing and Analysis

Completed surveys were sent via U.S. mail from each campus to the Institutional Research office at San Jose State where they were processed and electronically scanned. Two data files, one for each campus and a systemwide file combining the data from all campuses, were created. These files and a preliminary statistical report of campus survey results were then made available to each campus via FTP download from a server located at San Jose State. The Director of Institutional Research at CSU, Long Beach analyzed the systemwide survey data using SAS system software. SAS output was exported to Excel, which in turn was transmitted to the Chancellors Office for formatting and production of the statistical tables found in the online Appendices of this report.

Throughout this report a somewhat arbitrary set of points on the five-point satisfaction rating scale was used to describe or denote different levels of customer satisfaction. The purpose of setting these points is to establish a consistent standard for making judgments about whether a customer satisfaction rating is “good” or “bad”. The following analytical scheme is used as a guide for interpreting the results of the survey:

<u>Scale</u>	<u>Definition</u>
4.0 or above	Very high satisfaction.
3.6 to 3.9	Strong or high satisfaction
3.2 to 3.5	Moderate, “lukewarm” satisfaction
3.1 to 3.2	Low satisfaction
3.0	Neutral (neither satisfied nor dissatisfied)
Below 3.0	Not satisfied, dissatisfied

The distribution of percentages of respondents who reported they were either “satisfied” (marked 5 or 4 on the rating scale) or “dissatisfied” (marked 1 or 2 on the rating scale) was also used in conjunction with mean satisfaction ratings to interpret survey results.

Respondents

The typical student who responded to the survey was an upper-division junior or senior (60%), White (50%), female (62%), day student (54%), 21-25 years of age (43%), working (71%), and enrolled at least two years at the campus (63%). There were also significant percentages of Hispanic (18%) and Asian (17%) students as well as students between 18-20 years old (30%). Appendix __, Table __ contains more detailed statistical data on the numbers and distribution of student respondents in terms of class level, gender, ethnicity, age, hours of work, residence, years on campus, and day/evening class attendance.

Results

The survey analysis was guided by three key evaluation questions:

(1) How satisfied overall are students with Career Services?

A major objective of the survey was to provide a general sense of how well campus Career Services are performing based on the experience of students who have used Career Services. This question was addressed by doing a systemwide analysis of the distribution and range of satisfaction ratings across all customer satisfaction measures.

(2) In what areas of Career Services are faculty and staff most and least satisfied?

The purpose of this evaluation question was to identify specific areas of strength and weakness within Career Services at the systemwide level. Strengths and weaknesses were determined by analyzing average (mean) satisfaction ratings and ranking them on the following criteria. A high rating relative to all other ratings and/or a high value on the five-point rating scale (e.g., 4.0 or above) indicated an area of strength. Conversely, a relatively low score and/or an absolute low score on the rating scale (e.g., 3.0 or below) identified a weak area.

(3) How do campuses compare on customer satisfaction with Career Services?

The search for potential “best practice” business processes is an important objective of quality improvement initiatives. High satisfaction ratings may be indicators of effective processes, and campuses that have achieved strong customer satisfaction might, therefore, employ model practices that other campuses could adopt to improve their services. Toward this end campus satisfaction ratings were analyzed and compared. This report specifically identifies the campuses with potential best practices in Career Services.

Table 2 displays the results of CSU systemwide, campus, and customer satisfaction ratings on the Career Services survey. The table is based on more detailed survey results reported in Tables __, __ of Appendix __. Discussion of these results is organized around each of the three guiding questions.

Overall Satisfaction

Overall, students expressed moderate to high levels of satisfaction with Career Services. Of 27 customer satisfaction measures, 13 received solid ratings 3.6 or above and all of the remaining 14 measures were rated from 3.2 to and 3.5 on the five-point rating scale. Percent dissatisfaction (i.e., students reporting they were either “Very dissatisfied” or “Dissatisfied”) was also relatively low across almost all measures. Less than 10 percent of students indicated they were dissatisfied on 12 measures and between 10 percent and 15 percent of students were dissatisfied on 13 measures.

Strengths and Weaknesses

The areas that students rated highest (i.e., from 3.7 to 3.9) were:

- staff courtesy,
- career days and job fairs,
- staff knowledge,
- staff responsiveness,
- usefulness of the Career Services’ web site,
- convenience of office hours (3.71), and
- quality of career and employment-related workshops.

With the exception of one of these highly rated areas, staff knowledge, 60 percent or more of the students reported that they were either “very satisfied” or “satisfied”.

The lowest rated areas, though still positive overall as indicated by rating from 3.3 to 3.5 were:

- assistance in obtaining internships/co-op positions,
- assistance in finding summer employment,
- availability of employer interviews,
- availability of graduate/professional school resources/assistance,
- assistance in obtaining full- or part-time work, and
- assistance in finding employment after graduation.

The areas in which students reported the greatest dissatisfaction were: availability of career counseling/advisement (17%), quantity of job listings (16%), and availability of career and employment workshops (15%).

In summary, students give relatively high marks to Career Services staff on qualities of courtesy, knowledge, and responsiveness and relatively low marks in areas primarily related to employment and graduate/professional school assistance through counseling and advisement, workshops, and job listings.

Highly Rated Campuses

Table 2 lists the top ranked campuses in terms of their average ratings on each on each customer satisfaction measure. The following five campuses were consistently the most highly rated across all 27 measures:

- San Luis Obispo,
- San Diego,
- San Jose,
- Pomona, and
- Fullerton.

Table __ in Appendix __ provides comparative data on student satisfaction for evaluating campus strengths and weaknesses and identifying potential “best practice” campuses in Health Services. It is important to note, however, that differences found among campuses in customer satisfaction might not be reliable due to small samples (i.e., less than 100) at most (seven) campuses.

Table 2. Summary of Career Services (Students) Customer Satisfaction Survey - Spring 2001

Item	CSU Ratings					Campus Ratings (Means) *		
	N	Mean	Sat (%)	Dis (%)	Rank	High	Low	Top Half (descending)
Quality of career and employment-related workshops	775	3.70	63	5	7	3.95	3.55	SLO, SJ, SD, FRE, FUL, POM
Outcome of career counseling sessions	811	3.63	61	10	12	4.00	3.40	SJ, SLO, SD, FUL, POM, HAY
Usefulness of the Career Services' web site	981	3.74	66	8	5	4.09	3.46	CHI, SB, FRE, SD, HAY, SJ
Currency of career resources (videos, software, publications)	673	3.51	51	9	19	3.81	3.10	SLO, FUL, POM, SJ, SB, SON
Quality of career resources (videos, software, publications)	696	3.56	55	9	15	3.79	3.25	SLO, FUL, POM, SJ, SD, NOR
Variety of career resources (video, software, publications)	708	3.51	53	10	19	3.71	3.18	SD, SLO, POM, FUL, FRE, CHI
Career days and job fairs	1151	3.82	68	8	2	4.03	3.56	SD, SLO, POM, FUL, FRE, CHI
Online or virtual job fairs	634	3.55	54	11	16	3.91	3.22	SJ, SLO, SD, FUL, POM, CHI
Quality of job listings (career, part-time, co-op, or internships)	1144	3.64	62	11	10	4.06	3.38	SD, SLO, FUL, SJ, FRE, POM
Quantity of job listings (career, part-time, co-op, or internships)	1141	3.50	56	16	21	3.95	3.21	SD, SLO, SJ, FUL, POM NOR
Convenience of office hours	1173	3.71	65	9	6	3.87	3.46	SLO, CHI, SD, FUL, POM, SJ
Staff courtesy	1229	3.91	61	12	1	4.10	3.60	SD, SLO, SJ, CHI, SON, POM
Staff knowledge	1198	3.81	50	12	3	4.06	3.56	SLO, SJ, CHI, SD, POM, FUL
Staff responsiveness	1180	3.78	61	11	4	4.03	3.54	SLO, SJ, CHI, POM, SD, FUL
Assistance in meeting your career goals	990	3.53	55	9	17	3.83	3.21	SD, SJ, SLO, POM, FUL, CHI

Table 2. Summary of Career Services (Students) Customer Satisfaction Survey - Spring 2001

Item	CSU Ratings					Campus Ratings (Means) *		
	N	Mean	Sat (%)	Dis (%)	Rank	High	Low	Top Half (descending)
Assistance in obtaining internships/co-op positions	750	3.37	62	8	27	4.00	2.91	SD, SLO, POM, FUL, SJ, FRE
Assistance with finding summer employment	637	3.38	53	12	26	4.00	2.86	SD, SLO, POM, SJ, FUL, SON
Assistance in obtaining full- or part-time work	770	3.46	50	13	22.5	4.00	2.93	SD, SLO, SJ, POM, FUL, SON
Assistance in finding potential employment after graduation	608	3.46	74	8	22.5	3.93	2.88	SD, SLO, SJ, POM, FUL, CHI
Staff availability	1020	3.65	68	9	9	3.86	3.42	SLO, SD, CHI, FRE, SJ, POM
Availability of job listings (career, part-time, internships, co-op)	1036	3.63	67	9	12	4.10	3.31	SD, SLO, SJ, FRE, FUL, POM
Availability of employer interviews	666	3.45	53	12	24.5	3.97	3.08	SD, FRE, SLO, POM, SJ, HAY
Availability of career counseling and advisement	838	3.63	47	17	12	4.00	3.36	SD, SLO, FUL, SJ, CHI, POM
Availability of career and employment workshops	730	3.57	45	15	14	3.91	3.33	SLO, SD, SJ, FUL, POM, CHI
Availability of computers in Career Services for electronic career-related resources	820	3.68	51	14	8	4.02	3.27	SJ, SD, FUL, SLO, CHI, POM
Availability of resources to clarify your career direction	837	3.51	49	14	19	4.00	3.18	SD, SLO, SJ, FUL, POM, SON
Availability of graduate/professional school resources/assistance	629	3.45	61	9	24.5	4.00	3.10	SD, SLO, SJ, POM, FUL, SB

* Due to low numbers of respondents (5 or less), Stanislaus was not included in the campus ratings.

B

Customer Satisfaction Survey

Spring 2001

CAREER SERVICES FOR STUDENTS

BOOKLET ID

0 0 0 0 0
1 1 1 1 1
2 2 2 2 2
3 3 3 3 3
4 4 4 4 4
5 5 5 5 5
6 6 6 6 6
7 7 7 7 7
8 8 8 8 8
9 9 9 9 9

IMPORTANT!

**COPY YOUR BOOKLET ID NUMBER
HERE. THIS NUMBER IS PRINTED
IN RED ON THE TOP OF YOUR
BOOKLET.**

1. Have you used your campus Career Services during the last 12 months? ~ Yes - Skip to item #3
~ No - Continue with item #2

2. Listed below are possible reasons why a student may not have used Career Services. Mark all that may apply to you.
- ~ Haven't needed to use it
 - ~ Didn't know about the services
 - ~ Not a priority right now
 - ~ Hours not conducive to schedule
 - ~ Previously had a less-than-positive experience
 - ~ Heard less-than-positive things from others
 - ~ Already have plans following graduation
 - ~ Other: _____

SKIP ITEMS 3 THROUGH 34. GO TO DIRECTIONS ON THE BOTTOM OF SIDE 2.

IF YOU HAVE USED ANY SERVICES DURING THE LAST 12 MONTHS, ANSWER ALL REMAINING ITEMS.

3. During the last 12 months, about how many times have you used your campus Career Services?
(Write the number in the boxes at the right then darken the corresponding oval under each box.)

0 0
1 1
2 2
3 3
4 4
5 5
6 6
7 7
8 8
9 9

4. Career Services assisted me in: (Mark all that apply)

- ~ Selecting a major or minor
- ~ Clarifying career options or identifying career goals
- ~ Connecting with employers at career and job fairs
- ~ Locating internships or co-op positions
- ~ Developing my job search skills, creating a resume or developing interview skills
- ~ Finding a part-time or summer position
- ~ Locating a job upon graduation
- ~ Increasing my employability through career programs/resources
- ~ Gaining information on salaries and/or negotiating salary offers
- ~ Pursuing graduate/professional school opportunities
- ~ Other: _____

5. How did you **first** find out about your campus Career Services? (Mark only one)

- ~ New student orientation
- ~ University catalog/schedule of classes/recruiting brochure
- ~ Friends/roommates/other students
- ~ Mailed announcements
- ~ Student newspaper
- ~ Flyers/posters on campus
- ~ University or Career Services' web site
- ~ Faculty/staff/counselors
- ~ Career Services' workshops/programs
- ~ Career Services' publication, magazine or brochure
- ~ E-mail from Career Services
- ~ Classroom or club presentation
- ~ Other: _____

6. Of the following services, which **three** are the most important to you? (Mark no more than 3)

- ~ Career counseling and advising
- ~ Career Services' web site
- ~ Job listings (career, part-time, summer, co-op or internships)
- ~ Career-related and job search skills workshops
- ~ Career-related job search resources (videos, publications, other non-electronic)
- ~ Electronic career-related resources
- ~ Job fairs and career days
- ~ Employer interviews/on-campus recruitment sponsored by Career Services
- ~ Resources to clarify your career direction
- ~ Graduate/professional school advisement/assistance
- ~ Other: _____

7. By which **three** methods do you prefer to be contacted by Career Services? (Mark no more than 3)

- ~ E-mail
- ~ Personal letter
- ~ Bulletin board flyers/posters
- ~ Campus newspaper
- ~ Center web site
- ~ Through your instructors
- ~ Electronic display/kiosks
- ~ Classroom
- ~ Telephone (Mark preferred time below):
 - ~ AM (7:30 am to noon)
 - ~ PM (noon to 5 pm)
 - ~ Evening (5 pm to midnight)
- ~ Other: _____

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Please rate your level of satisfaction with the following items. If you cannot rate the item (or it's not applicable), darken the oval in the **Don't Know** column.

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
8. Quality of career and employment-related workshops	~	~	~	~	~	~
9. Outcome of career counseling sessions	~	~	~	~	~	~
10. Usefulness of the Career Services' web site	~	~	~	~	~	~
11. Currency of career resources (videos, software, publications)	~	~	~	~	~	~
12. Quality of career resources (videos, software, publications)	~	~	~	~	~	~
13. Variety of career resources (videos, software, publications)	~	~	~	~	~	~
14. Career days and job fairs	~	~	~	~	~	~
15. Online or virtual job fairs coordinated by Career Services	~	~	~	~	~	~
16. Quality of job listings (career, part-time, co-op, or internships)	~	~	~	~	~	~
17. Quantity of job listings (career, part-time, co-op, or internships)	~	~	~	~	~	~
18. Convenience of office hours	~	~	~	~	~	~
19. Staff courtesy	~	~	~	~	~	~
20. Staff knowledge	~	~	~	~	~	~
21. Staff responsiveness	~	~	~	~	~	~
22. Assistance in meeting your career goals	~	~	~	~	~	~
23. Assistance in obtaining internships/co-op positions	~	~	~	~	~	~
24. Assistance with finding summer employment	~	~	~	~	~	~
25. Assistance in obtaining full-or part-time work	~	~	~	~	~	~
26. Assistance in finding potential employment after graduation	~	~	~	~	~	~
27. Staff availability	~	~	~	~	~	~
28. Availability of job listings (career, part-time, internships, co-op)	~	~	~	~	~	~
29. Availability of employer interviews	~	~	~	~	~	~
30. Availability of career counseling and advisement	~	~	~	~	~	~
31. Availability of career and employment workshops	~	~	~	~	~	~
32. Availability of computers in Career Services for electronic career-related resources	~	~	~	~	~	~
33. Availability of resources to clarify your career direction	~	~	~	~	~	~
34. Availability of graduate/professional school resources/assistance	~	~	~	~	~	~

Please write your suggestions and other comments on pages 3 or 4 of your survey booklet and circle letter B. For instance, what additional services would you like to suggest that your campus Career Services offer pertaining to your career development and employment needs?

Appendix B: Demographic Characteristics of Respondents to the Customer Satisfaction Survey of Career Services for Students

Class Level	N	%
Freshmen	635	14.0
Sophomore	564	12.4
Junior	1,116	24.6
Senior	1,598	35.2
Grad/Postbacc	621	13.7
All	4,534	100.0

Ethnicity	N	%
Amer.Ind./Alaskan Nat	0	0.6
Asian	747	17.0
Black/African Amer.	185	4.2
Filipino	144	3.3
Mex. Amer./Hisp.	798	18.2
Pacific Islander	23	0.5
White	2,187	49.8
Other	280	6.4
All	4,389	100.0

Age	N	%
Under 18	11	0.2
18 - 20	1,338	29.6
21 - 25	1,929	42.6
26 - 30	537	11.9
31 - 40	394	8.7
Over 40	316	7.0
All	4,525	100.0

Hours of Work	N	%
Not working	1,309	28.9
1 - 10 hours	448	9.9
11 - 20 hours	1,049	23.2
21 - 30 hours	831	18.3
31 - 40 hours	573	12.7
More than 40 hours	319	7.0
All	4,529	100.0

Residence	N	%
On campus	527	11.7
Off campus	3,990	88.3
All	4,517	100.0

Years on Campus	N	%
New student	257	5.7
Less than 1 year	1,187	26.2
1 - 2 years	1,419	31.4
3 - 4 years	1,172	25.9
5 - 6 years	320	7.1
7 - 8 years	53	1.2
9 - 10 years	22	0.5
More than 10 years	93	2.1
All	4,523	100.0

Day/Evening Student	N	%
Day student	2,427	53.8
Evening student	599	13.3
Both day & evening	1,464	32.5
Weekend student	19	0.4
All	4,509	100.0

Gender	N	%
Female	2,817	62.3
Male	1,707	37.7
All	4,524	100.0

Appendix C: Student Satisfaction with Career Services by Campus - Spring 2001

Table 1. Campus and Systemwide Means Satisfaction Ratings

Satisfaction with ...	Data Type	Chico	Fresno	Fullerton	Hayward	Northridge	Pomona	San Bernardino	San Diego	San Jose	San Luis Obispo	Sonoma	Stanislaus	All
Quality of career/employment workshops	Mean	3.59	3.78	3.72	3.58	3.64	3.72	3.55	3.80	3.94	3.95	3.58	3.50	3.70
	S.D.	0.89	0.83	0.69	0.79	0.96	0.74	0.81	0.93	0.70	0.69	0.86	0.71	0.80
	N	49	9	68	33	73	208	116	46	33	85	53	2	775
Outcome of career counseling sessions	Mean	3.53	3.50	3.66	3.54	3.40	3.63	3.42	3.97	4.00	4.00	3.54	3.00	3.63
	S.D.	0.99	0.85	0.98	0.89	1.06	0.81	1.01	0.83	0.63	0.77	0.93	0.00	0.92
	N	64	10	82	35	82	192	127	37	31	95	54	2	811
Usefulness of web site	Mean	3.71	3.71	3.83	3.46	3.64	3.77	3.52	4.09	3.86	3.92	3.66	3.33	3.74
	S.D.	0.84	0.85	0.98	0.89	1.01	0.77	0.91	0.74	0.83	0.85	1.04	0.58	0.88
	N	58	17	77	50	103	257	133	57	51	117	58	3	981
Currency of career resources	Mean	3.33	3.10	3.60	3.24	3.30	3.60	3.53	3.38	3.57	3.81	3.43	3.00	3.51
	S.D.	0.94	0.57	0.95	0.90	1.03	0.79	0.84	0.95	0.73	0.76	0.86		0.87
	N	43	10	65	33	60	173	108	34	37	63	46	1	673
Quality of career resources	Mean	3.43	3.25	3.62	3.30	3.52	3.61	3.49	3.55	3.58	3.79	3.52	3.00	3.56
	S.D.	0.96	0.97	0.89	0.95	0.99	0.77	0.87	0.94	0.81	0.74	0.84		0.86
	N	40	12	66	33	64	173	114	33	36	70	54	1	696
Variety of career resources	Mean	3.53	3.55	3.59	3.24	3.18	3.63	3.42	3.71	3.49	3.69	3.39	3.00	3.51
	S.D.	0.74	0.82	0.92	0.78	1.01	0.72	0.93	0.89	0.74	0.86	0.96		0.86
	N	36	11	70	34	66	180	112	35	35	74	54	1	708
Career days/job fairs	Mean	3.78	3.79	3.92	3.66	3.66	3.97	3.56	4.03	3.62	3.99	3.72	3.50	3.82
	S.D.	0.86	0.85	1.04	0.94	0.98	0.88	1.02	0.84	0.90	0.87	0.84	0.71	0.93
	N	76	19	109	62	105	298	156	61	53	123	87	2	1151
Online/virtual fairs	Mean	3.40	3.38	3.67	3.22	3.30	3.65	3.36	3.68	3.91	3.78	3.38		3.55
	S.D.	0.87	0.51	1.04	0.97	1.05	0.75	1.08	0.99	0.71	1.04	1.01		0.95
	N	25	13	67	27	57	172	109	25	34	63	42	0	634
Quality of job listings	Mean	3.56	3.68	3.85	3.45	3.49	3.64	3.38	4.06	3.78	3.91	3.41	3.40	3.64
	S.D.	0.89	1.25	1.02	0.89	1.11	0.89	1.08	0.89	0.85	0.78	0.89	0.55	0.96
	N	75	19	96	60	116	284	148	52	49	155	85	5	1144
Quantity of job listings	Mean	3.39	3.21	3.54	3.22	3.43	3.51	3.32	3.95	3.56	3.85	3.30	3.25	3.50
	S.D.	0.95	1.36	1.05	0.96	1.13	0.92	1.15	0.89	0.82	0.85	1.02	0.96	1.01
	N	76	19	98	60	116	278	149	55	48	152	86	4	1141
Convenience of office hours	Mean	3.86	3.57	3.84	3.46	3.50	3.72	3.65	3.86	3.70	3.87	3.66	3.00	3.71
	S.D.	0.86	1.03	0.82	0.86	1.04	0.83	0.93	0.89	0.79	0.77	0.86	1.00	0.88
	N	78	21	110	67	124	273	161	58	50	143	83	5	1173
Avail. of job listings	Mean	3.56	3.81	3.77	3.31	3.40	3.66	3.38	4.10	3.82	3.98	3.32	3.33	3.63
	S.D.	0.91	1.11	0.94	0.95	1.14	0.84	1.12	0.83	0.68	0.72	1.04	1.15	0.96
	N	70	16	90	59	108	246	130	51	45	143	75	3	1036
Avail. of employer interviews	Mean	3.23	3.80	3.36	3.44	3.08	3.51	3.32	3.97	3.47	3.77	3.33	3.67	3.45
	S.D.	0.99	1.23	0.95	0.80	1.24	0.83	1.03	0.77	0.70	0.93	0.81	0.58	0.95
	N	48	10	55	32	53	174	105	33	36	74	43	3	666
Avail. of career counseling/advisement	Mean	3.69	3.40	3.73	3.36	3.51	3.65	3.45	4.00	3.72	3.91	3.45	3.50	3.63
	S.D.	1.00	1.17	1.02	1.11	1.19	0.83	1.04	0.86	0.77	0.81	0.99	0.71	0.97
	N	62	10	92	47	85	190	125	39	43	92	51	2	838
Avail. of career/employment workshops	Mean	3.50	3.50	3.63	3.43	3.35	3.58	3.46	3.80	3.68	3.91	3.33	3.00	3.57
	S.D.	0.86	0.93	0.91	0.92	1.15	0.76	0.99	1.08	0.86	0.77	0.84		0.91
	N	42	8	76	35	72	186	108	41	40	75	46	1	730

Appendix C: Student Satisfaction with Career Services by Campus - Spring 2001

Table 1. Campus and Systemwide Means Satisfaction Ratings

Satisfaction with ...	Data Type	Chico	Fresno	Fullerton	Hayward	Northridge	Pomona	San Bernardino	San Diego	San Jose	San Luis Obispo	Sonoma	Stanislaus	All
Avail. of computers	Mean	3.76	3.36	3.82	3.27	3.59	3.69	3.58	3.87	4.02	3.77	3.53	4.00	3.68
	S.D.	0.74	1.22	0.86	1.04	1.04	0.84	0.92	0.96	0.77	0.89	0.89		0.91
	N	50	14	73	37	91	219	126	38	50	70	49	3	820
Avail. of resources to clarify career direction	Mean	3.40	3.31	3.59	3.23	3.18	3.57	3.36	4.00	3.76	3.81	3.46	4.00	3.51
	S.D.	1.01	1.01	0.92	1.07	1.16	0.78	1.04	0.93	0.76	0.79	0.93		0.95
	N	50	16	87	43	90	202	129	36	42	83	56	3	837
Avail. of grad/prof school resources	Mean	3.31	3.25	3.48	3.10	3.20	3.54	3.34	3.95	3.63	3.72	3.33	4.00	3.45
	S.D.	1.06	1.16	1.00	1.12	1.20	0.78	1.08	1.03	0.75	0.90	0.94		0.99
	N	36	8	62	30	60	150	116	19	32	71	43	2	629
Staff courtesy	Mean	4.05	3.60	3.85	3.72	3.79	3.86	3.85	4.10	4.09	4.10	3.92	4.00	3.91
	S.D.	0.86	0.94	1.03	1.11	1.09	0.86	0.97	0.95	0.83	0.74	0.93	0.00	0.93
	N	85	20	108	69	122	282	175	58	54	162	92	2	1,229
Staff knowledge	Mean	3.95	3.56	3.81	3.78	3.59	3.85	3.61	3.92	4.00	4.06	3.64	4.00	3.81
	S.D.	0.89	0.86	1.04	0.93	1.10	0.82	1.04	0.97	0.91	0.69	0.90	0.00	0.93
	N	82	18	109	68	120	275	176	59	52	150	85	4	1,198
Staff responsiveness	Mean	3.96	3.63	3.81	3.54	3.55	3.82	3.61	3.82	3.98	4.03	3.71	3.67	3.78
	S.D.	0.87	0.96	1.04	1.16	1.16	0.81	1.00	0.95	0.85	0.79	0.90	0.58	0.95
	N	79	19	106	67	117	272	171	57	52	153	84	3	1,180
Assist. in meeting career goals	Mean	3.51	3.43	3.58	3.21	3.28	3.64	3.37	3.83	3.72	3.68	3.41	3.75	3.53
	S.D.	0.98	1.16	1.16	1.02	1.12	0.86	1.07	0.77	0.77	0.90	0.95	0.50	0.99
	N	71	14	105	52	97	224	153	46	47	113	64	4	990
Assist. in obtaining internships	Mean	3.35	3.36	3.50	3.10	2.91	3.51	3.18	3.81	3.48	3.63	3.17	4.00	3.37
	S.D.	0.98	1.63	1.11	1.02	1.33	0.80	1.07	1.00	0.80	0.93	1.15	0.00	1.04
	N	51	11	60	41	70	179	120	37	42	89	48	2	750
Assist. with finding summer employment	Mean	3.19	3.40	3.48	3.00	2.86	3.52	3.10	3.75	3.49	3.63	3.48	4.00	3.38
	S.D.	0.98	1.51	0.97	1.11	1.21	0.80	1.15	0.84	0.82	0.89	1.17	0.00	1.02
	N	31	10	48	30	50	166	105	28	35	88	44	2	637
Assist. in obtaining full-/part-time work	Mean	3.26	2.93	3.39	3.09	3.13	3.55	3.29	4.00	3.67	3.82	3.38	3.67	3.46
	S.D.	1.05	1.59	1.05	1.10	1.25	0.86	1.13	0.91	0.72	0.80	0.99	0.58	1.02
	N	47	14	61	44	64	188	117	37	42	98	55	3	770
Assist. in finding employment after graduation	Mean	3.49	3.33	3.52	2.88	3.02	3.56	3.30	3.93	3.61	3.82	3.12	3.00	3.46
	S.D.	1.01	1.50	1.04	1.07	1.44	0.85	1.09	0.90	0.69	0.83	1.08		1.03
	N	45	9	54	26	42	151	107	28	36	68	41	1	608
Staff availability	Mean	3.77	3.76	3.66	3.42	3.46	3.72	3.54	3.78	3.76	3.86	3.55	3.00	3.65
	S.D.	0.81	0.97	0.95	1.08	1.08	0.87	0.92	0.70	0.72	0.80	0.88	0.00	0.90
	N	73	17	96	60	101	233	154	45	49	121	69	2	1,020

Appendix C: Student Satisfaction with Career Services by Campus - Spring 2001

Table 2 Campus and Systemwide Percent Satisfaction Ratings

Satisfaction With...	Data Type	Bakersfield	Chico	Dominguez Hills	Fresno	Fullerton	Hayward	Los Angeles	Long Beach	Pomona	San Bernardino	San Diego	Sonoma	All
Quality of Career and employment related workshops	Total N	49	9	68	33	73	208	116	46	33	85	53	2	775
	VS/S (%)	59.2	55.6	64.7	51.5	58.9	64.9	54.3	67.4	72.7	76.5	56.6	50.0	62.8
	Neutral (%)	30.6	44.4	32.4	42.4	32.9	31.3	38.8	28.3	27.3	22.4	37.7	50.0	32.4
	D/VD (%)	10.2		2.9	6.1	8.2	3.8	6.9	4.3		1.2	5.7		4.8
Outcome of career counseling sessions	Total N	64	10	82	35	82	192	127	37	31	95	54	2	811
	VS/S (%)	59.4	50.0	69.5	60.0	50.0	60.4	49.6	70.3	80.6	77.9	55.6		61.2
	Neutral (%)	26.6	40.0	19.5	28.6	34.1	33.3	35.4	27.0	19.4	20.0	31.5	100.0	29.3
	D/VD (%)	14.1	10.0	11.0	11.4	15.9	6.3	15.0	2.7		2.1	13.0		9.5
Usefulness of Career resources (videos, software, publications)	Total N	58	17	77	50	103	257	133	57	51	117	58	3	981
	VS/S (%)	65.5	70.6	66.2	52.0	61.2	67.7	57.1	77.2	72.5	73.5	67.2	33.3	66.0
	Neutral (%)	27.6	17.6	26.0	38.0	25.2	27.2	29.3	22.8	23.5	22.2	19.0	66.7	26.2
	D/VD (%)	6.9	11.8	7.8	10.0	13.6	5.1	13.5		3.9	4.3	13.8		7.8
Currency of Career resources (videos, software, publications)	Total N	43	10	65	33	60	173	108	34	37	63	46	1	673
	VS/S (%)	44.2	20.0	53.8	36.4	46.7	58.4	50.0	44.1	48.6	60.3	47.8		51.1
	Neutral (%)	44.2	70.0	35.4	51.5	31.7	35.3	41.7	41.2	48.6	39.7	41.3	100.0	39.8
	D/VD (%)	11.6	10.0	10.8	12.1	21.7	6.4	8.3	14.7	2.7		10.9		9.1
Quality of Career resources (videos, software, publications)	Total N	40	12	66	33	64	173	114	33	36	70	54	1	696
	VS/S (%)	52.5	41.7	59.1	39.4	57.8	56.6	52.6	48.5	50.0	65.7	53.7		54.9
	Neutral (%)	37.5	33.3	33.3	48.5	28.1	36.4	36.8	39.4	44.4	31.4	37.0	100.0	36.2
	D/VD (%)	10.0	25.0	7.6	12.1	14.1	6.9	10.5	12.1	5.6	2.9	9.3		8.9
Variety of Career resources (videos, software, publications)	Total N	36	11	70	34	66	180	112	35	35	74	54	1	708
	VS/S (%)	52.8	54.5	54.3	35.3	40.9	60.0	49.1	65.7	45.7	58.1	46.3		52.5
	Neutral (%)	44.4	36.4	37.1	52.9	37.9	35.6	34.8	22.9	48.6	36.5	38.9	100.0	37.6
	D/VD (%)	2.8	9.1	8.6	11.8	21.2	4.4	16.1	11.4	5.7	5.4	14.8		9.9
Career days and job fairs	Total N	76	19	109	62	105	298	156	61	53	123	87	2	1151
	VS/S (%)	75.0	63.2	64.2	66.1	62.9	73.8	57.7	77.0	62.3	76.4	64.4	50.0	68.4
	Neutral (%)	18.4	31.6	27.5	22.6	24.8	20.8	28.8	18.0	26.4	16.3	28.7	50.0	23.3
	D/VD (%)	6.6	5.3	8.3	11.3	12.4	5.4	13.5	4.9	11.3	7.3	6.9		8.3
Online or virtual job fairs coordinated by career services	Total N	25	13	67	27	57	172	109	25	34	63	42		634
	VS/S (%)	52.0	38.5	58.2	44.4	43.9	57.6	48.6	56.0	70.6	61.9	45.2		53.9
	Neutral (%)	36.0	61.5	29.9	37.0	35.1	39.0	33.0	32.0	29.4	28.6	35.7		34.9
	D/VD (%)	12.0		11.9	18.5	21.1	3.5	18.3	12.0		9.5	19.0		11.2
Quality of job listings (career, part time, co-op, or internships)	Total N	75	19	96	60	116	284	148	52	49	155	85	5	1144
	VS/S (%)	61.3	68.4	62.5	51.7	60.3	62.3	49.3	76.9	63.3	76.8	49.4	40.0	61.5
	Neutral (%)	30.7	15.8	28.1	36.7	19.0	28.2	31.1	19.2	30.6	18.1	36.5	60.0	27.1
	D/VD (%)	8.0	15.8	9.4	11.7	20.7	9.5	19.6	3.8	6.1	5.2	14.1		11.4

Appendix C: Student Satisfaction with Career Services by Campus - Spring 2001

Table 2 Campus and Systemwide Percent Satisfaction Ratings

Satisfaction With...	Data Type	Bakersfield	Chico	Dominguez Hills	Fresno	Fullerton	Hayward	Los Angeles	Long Beach	Pomona	San Bernardino	San Diego	Sonoma	All
Quantity of job listings	Total N	76	19	98	60	116	278	149	55	48	152	86	4	1141
	VS/S (%)	50.0	42.1	48.0	40.0	55.2	56.5	50.3	70.9	56.3	74.3	47.7	50.0	55.7
	Neutral %)	34.2	31.6	38.8	35.0	22.4	29.9	28.2	25.5	33.3	17.1	30.2	25.0	28.5
	D/VD (%)	15.8	26.3	13.3	25.0	22.4	13.7	21.5	3.6	10.4	8.6	22.1	25.0	15.9
Convenience of office hours	Total N	78	21	110	67	124	273	161	58	50	143	83	5	1173
	VS/S (%)	78.2	47.6	69.1	58.2	56.5	64.8	66.5	67.2	58.0	72.0	63.9	40.0	65.3
	Neutral %)	14.1	38.1	26.4	23.9	25.8	28.9	21.7	25.9	38.0	24.5	26.5	20.0	25.7
	D/VD (%)	7.7	14.3	4.5	17.9	17.7	6.2	11.8	6.9	4.0	3.5	9.6	40.0	9.0
Staff courtesy	Total N	85	20	108	69	122	282	175	58	54	162	92	2	1,229
	VS/S (%)	81.2	50.0	73.1	69.6	68.9	72.0	72.0	77.6	77.8	83.3	71.7	100.0	74.0
	Neutral %)	12.9	40.0	16.7	17.4	19.7	22.7	18.3	13.8	18.5	13.6	20.7		18.6
	D/VD (%)	5.9	10.0	10.2	13.0	11.5	5.3	9.7	8.6	3.7	3.1	7.6		7.5
Staff knowledge	Total N	82	18	109	68	120	275	176	59	52	150	85	4	1,198
	VS/S (%)	72.0	55.6	68.8	69.1	58.3	70.9	61.9	66.1	67.3	83.3	56.5	100.0	68.1
	Neutral %)	23.2	33.3	18.3	20.6	25.8	24.4	23.9	25.4	28.8	14.7	32.9		23.3
	D/VD (%)	4.9	11.1	12.8	10.3	15.8	4.7	14.2	8.5	3.8	2.0	10.6		8.6
Staff responsiveness	Total N	79	19	106	67	117	272	171	57	52	153	84	3	1,180
	VS/S (%)	75.9	52.6	70.8	62.7	57.3	68.0	60.2	59.6	67.3	81.0	65.5	66.7	67.1
	Neutral %)	20.3	36.8	19.8	19.4	25.6	26.1	25.7	33.3	30.8	15.7	22.6	33.3	23.8
	D/VD (%)	3.8	10.5	9.4	17.9	17.1	5.9	14.0	7.0	1.9	3.3	11.9		9.1
Assistance in meeting your career goals	Total N	71	14	105	52	97	224	153	46	47	113	64	4	990
	VS/S (%)	54.9	57.1	57.1	40.4	42.3	58.5	47.1	65.2	57.4	59.3	50.0	75.0	53.6
	Neutral %)	33.8	21.4	24.8	40.4	38.1	35.7	35.3	32.6	40.4	34.5	35.9	25.0	34.5
	D/VD (%)	11.3	21.4	18.1	19.2	19.6	5.8	17.6	2.2	2.1	6.2	14.1		11.8
Assistance in obtaining internships/co-op positions	Total N	51	11	60	41	70	179	120	37	42	89	48	2	750
	VS/S (%)	49.0	54.5	45.0	39.0	40.0	50.3	38.3	62.2	47.6	56.2	43.8	100.0	47.2
	Neutral %)	35.3	9.1	43.3	34.1	20.0	43.0	40.8	27.0	42.9	34.8	29.2		36.3
	D/VD (%)	15.7	36.4	11.7	26.8	40.0	6.7	20.8	10.8	9.5	9.0	27.1		16.5
Assistance with finding summer employment	Total N	31	10	48	30	50	166	105	28	35	88	44	2	637
	VS/S (%)	38.7	50.0	50.0	36.7	32.0	47.6	35.2	57.1	48.6	53.4	52.3	100.0	45.4
	Neutral %)	41.9	30.0	35.4	30.0	32.0	47.0	39.0	39.3	45.7	37.5	31.8		39.4
	D/VD (%)	19.4	20.0	14.6	33.3	36.0	5.4	25.7	3.6	5.7	9.1	15.9		15.2
Assistance in finding full or part time work	Total N	47	14	61	44	64	188	117	37	42	98	55	3	770
	VS/S (%)	42.6	42.9	44.3	38.6	40.6	52.7	42.7	70.3	61.9	68.4	50.9	66.7	51.2
	Neutral %)	36.2	14.3	39.3	36.4	32.8	38.8	36.8	24.3	33.3	27.6	32.7	33.3	34.4
	D/VD (%)	21.3	42.9	16.4	25.0	26.6	8.5	20.5	5.4	4.8	4.1	16.4		14.4

Appendix C: Student Satisfaction with Career Services by Campus - Spring 2001

Table 2 Campus and Systemwide Percent Satisfaction Ratings

Satisfaction With...	Data Type	Bakersfield	Chico	Dominguez Hills	Fresno	Fullerton	Hayward	Los Angeles	Long Beach	Pomona	San Bernardino	San Diego	Sonoma	All
Assistance in finding potential employment after graduation	Total N	45	9	54	26	42	151	107	28	36	68	41	1	608
	VS/S (%)	57.8	55.6	44.4	26.9	40.5	53.0	42.1	64.3	55.6	61.8	36.6		49.2
	Neutral %)	28.9	22.2	44.4	34.6	26.2	39.7	40.2	32.1	41.7	35.3	36.6	100.0	37.2
	D/VD (%)	13.3	22.2	11.1	38.5	33.3	7.3	17.8	3.6	2.8	2.9	26.8		13.7
Staff availability	Total N	73	17	96	60	101	233	154	45	49	121	69	2	1,020
	VS/S (%)	68.5	64.7	62.5	48.3	55.4	63.1	54.5	62.2	67.3	68.6	55.1		60.7
	Neutral %)	26.0	23.5	27.1	33.3	25.7	32.2	33.1	37.8	28.6	27.3	31.9	100.0	30.3
	D/VD (%)	5.5	11.8	10.4	18.3	18.8	4.7	12.3		4.1	4.1	13.0		9.0
Availability of job listings	Total N	70	16	90	59	108	246	130	51	45	143	75	3	1036
	VS/S (%)	60.0	75.0	64.4	45.8	52.8	60.6	51.5	78.4	71.1	79.0	49.3	66.7	61.4
	Neutral %)	30.0	12.5	27.8	32.2	25.9	32.1	26.9	17.6	26.7	18.2	30.7		26.9
	D/VD (%)	10.0	12.5	7.8	22.0	21.3	7.3	21.5	3.9	2.2	2.8	20.0	33.3	11.7
Availability of employer interviews	Total N	48	10	55	32	53	174	105	33	36	74	43	3	666
	VS/S (%)	39.6	70.0	40.0	50.0	34.0	51.7	45.7	75.8	47.2	66.2	41.9	66.7	49.7
	Neutral %)	41.7	20.0	47.3	37.5	39.6	39.7	38.1	21.2	47.2	24.3	46.5	33.3	38.0
	D/VD (%)	18.8	10.0	12.7	12.5	26.4	8.6	16.2	3.0	5.6	9.5	11.6		12.3
Availability of career counseling and advisement	Total N	62	10	92	47	85	190	125	39	43	92	51	2	838
	VS/S (%)	67.7	50.0	67.4	48.9	57.6	60.0	52.0	74.4	65.1	69.6	58.8	50.0	61.1
	Neutral %)	21.0	20.0	19.6	29.8	25.9	33.2	31.2	20.5	32.6	27.2	25.5	50.0	27.7
	D/VD (%)	11.3	30.0	13.0	21.3	16.5	6.8	16.8	5.1	2.3	3.3	15.7		11.2
Availability of career and employment workshops	Total N	42	8	76	35	72	186	108	41	40	75	46	1	730
	VS/S (%)	54.8	50.0	52.6	45.7	47.2	57.0	50.9	65.9	60.0	68.0	43.5		54.8
	Neutral %)	38.1	37.5	38.2	42.9	36.1	37.6	34.3	24.4	35.0	30.7	45.7	100.0	36.3
	D/VD (%)	7.1	12.5	9.2	11.4	16.7	5.4	14.8	9.8	5.0	1.3	10.9		8.9
Availability of computers for electronic career related resources	Total N	50	14	73	37	91	219	126	38	50	70	49	3	820
	VS/S (%)	72.0	50.0	68.5	43.2	61.5	64.8	57.9	63.2	72.0	58.6	57.1	100.0	62.4
	Neutral %)	24.0	35.7	26.0	35.1	26.4	28.3	31.0	28.9	28.0	35.7	30.6		29.1
	D/VD (%)	4.0	14.3	5.5	21.6	12.1	6.8	11.1	7.9		5.7	12.2		8.4
Availability of resources to clarify your career direction	Total N	50	16	87	43	90	202	129	36	42	83	56	3	837
	VS/S (%)	52.0	37.5	51.7	41.9	41.1	55.9	46.5	75.0	61.9	60.2	55.4	100.0	52.8
	Neutral %)	32.0	50.0	36.8	32.6	34.4	37.6	38.0	16.7	35.7	38.6	30.4		35.4
	D/VD (%)	16.0	12.5	11.5	25.6	24.4	6.4	15.5	8.3	2.4	1.2	14.3		11.8
Availability of graduate/professional school resources/assistance	Total N	36	8	62	30	60	150	116	19	32	71	43	2	629
	VS/S (%)	50.0	50.0	50.0	40.0	45.0	54.0	46.6	68.4	46.9	54.9	46.5	100.0	50.2
	Neutral %)	30.6	12.5	35.5	36.7	28.3	40.0	37.1	21.1	53.1	40.8	37.2		36.7
	D/VD (%)	19.4	37.5	14.5	23.3	26.7	6.0	16.4	10.5		4.2	16.3		13.0