

2002 Customer Satisfaction Survey Report for Career Services for Students On Participating California State University Campuses

Introduction

In spring, 2002 customer surveys were conducted across 10 CSU campuses¹ plus the Chancellor's Office to assess the level of satisfaction among students, faculty, and staff in 11 administrative functions.² Similar surveys were conducted in 1999, 2000, and 2001 under the umbrella of the CSU Quality Improvement Program as part of an ongoing commitment to improve customer service within the CSU. This report summarizes results from the 2002 Career Services Survey (CSS) that was administered to students at four campuses: Pomona, San Bernardino, San Jose, and San Luis Obispo.

Method

The full CSS, a 34 item printed survey instrument that was used in the previous survey effort (2001), was administered by convenience sampling methods (i.e., point of service, campus table surveying) at Pomona and by campus mail at San Jose. San Bernardino and San Luis Obispo administered a shortened version of the CSS (18 questions) as a web survey, all 18 items of which were identical to key questions in the printed version to allow for historical comparisons. Survey results are reported for these 18 common items for all four campuses in the summary table on the following page. Campus response rates ranged from a low of seven percent (web) to a high of 63 percent (classroom).

Results

Results from the CSS are highlighted below:

- Students expressed moderate to high levels (3.5 and above) of satisfaction on all but one measure of customer satisfaction. Sixty percent or more students reported they were either very satisfied or satisfied on 9 of 18 measures.
- Students registered their highest levels of satisfaction (70% or more) with staff courtesy, knowledge and responsiveness.
- Student dissatisfaction was highest (above 10%) in five areas: assistance with finding summer employment and in finding potential employment after graduation, quality of job listings, assistance in obtaining internships/co-op positions and in obtaining full- or part-time work.

¹ Chico, Long Beach, Northridge, Pomona, Sacramento, San Bernardino, San Jose, San Luis Obispo, San Marcos, Sonoma

² Career Services, Facilities, Financial Aid, Health, Human Resources, Library, Mail, Parking, Purchasing, Student Accounts Receivable, University Police

Overall, survey results suggest that students are satisfied with the delivery of career services and with the information available from a variety of sources. However, students are least satisfied with the help they are getting in finding or obtaining employment.

Summary of the 2002 Customer Satisfaction Survey of Career Services for Students

Survey Item	Overall Ratings					Campus Ratings		
	N	Mean	Sat (%)	Dis (%)	Rank	High	Low	Top Rated
1. Quality of career and employment-related workshops	529	3.78	64.3	5.7	7.5	4.00	3.36	POM
2. Outcome of career counseling sessions	565	3.72	58.2	6.4	9	4.02	3.25	POM
3. Usefulness of the Career Services website	613	3.87	69.3	7.3	4	4.13	3.32	POM
4. Quality of career resources (videos, software, publications)	504	3.68	52.6	4.6	11	3.93	3.27	POM
5. Career days and job fairs	657	3.82	67.1	9.6	6	4.10	3.42	SJ
6. Online or virtual job fairs coordinated by Career Services	510	3.64	50.0	5.7	13	3.98	3.18	POM
7. Quality of job listings (career, part-time, co-op, internships)	642	3.71	62.5	12.8	10	3.97	3.20	POM
8. Staff courtesy	695	4.09	77.3	3.2	1	4.35	3.74	SLO
9. Staff knowledge	684	4.02	74.0	4.4	2	4.23	3.65	POM
10. Staff responsiveness	669	4.01	72.5	4.3	3	4.26	3.58	SLO
11. Assistance in obtaining internships/co-op positions	511	3.51	47.7	12.9	16	3.80	2.90	POM
12. Assistance with finding summer employment	481	3.42	41.0	13.9	18	3.63	2.97	POM
13. Assistance in obtaining full- or part-time work	515	3.53	47.8	11.7	15	3.82	2.93	POM
14. Assistance in finding potential employment after graduation	476	3.50	45.2	11.8	17	3.73	2.94	POM
15. Availability of employer interviews	488	3.61	49.6	8.4	14	3.93	3.12	POM
16. Availability of career counseling and advancement	560	3.78	62.0	7.1	7.5	4.02	3.19	POM
17. Availability of computers in Career Services for electronic career-related resources	555	3.84	62.3	4.5	5	4.10	3.53	POM
18. Availability of graduate/professional school resources/assistance	479	3.65	52.0	5.8	12	3.97	3.32	POM

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

Sat (%) = Combined responses of 5 (Very Satisfied) and 4 (Satisfied)

Dis (%) = Combined responses of 1 (Very Dissatisfied) and 2 (Dissatisfied)