

2002 Customer Satisfaction Survey Report for Financial Aid Services 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 Financial Aid Survey (FAS) that was administered to students at four campuses: Chico, San Bernardino, San Luis Obispo, and Sonoma.

Method

The full FAS, a 29 question printed survey instrument that was used in the previous survey effort (2001), was administered by U.S. mail at Chico and in selected classrooms at Sonoma. San Bernardino and San Luis Obispo administered a shortened version of the FAS (eight-questions) as a web survey. Six of the web survey items were identical to key questions in the printed version to allow for historical comparisons. Survey results are reported for these six 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 38 percent (classroom).

Results

Results from the FAS are highlighted below:

- Students expressed relatively high levels of satisfaction on all six measures. The mean satisfaction rating approached (3.9 or higher) or exceeded 4.0 on four measures.
- Over 70 percent of students indicated they were satisfied with: "Overall services of Financial Aid Office" (79%), "Accuracy of answers to questions" (74%), "Timeliness of receiving financial aid disbursement" (72%), and "Timeliness of receiving financial aid award notice" (71%).

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

- The lowest rated area of financial aid services was “Service hours of the Financial Aid office”, although it received a respectable mean satisfaction score of 3.7 and a 63 percent rate of satisfaction.
- Despite high satisfaction ratings, student dissatisfaction was greatest in the areas of “timeliness of receiving financial aid disbursement” (12%) and “waiting time to be served in the Financial Aid Office” (10%).
- San Luis Obispo (SLO) was the top rated campus on all six satisfaction measures, obtaining average ratings exceeding 4.0 in all but one area.

Overall, survey findings suggest that students generally feel they are receiving timely and efficient services as well as accurate information from their campus financial aid offices, although timeliness of disbursement and wait time to be served are potential areas for further improvement.

Summary of the 2002 Customer Satisfaction Survey of Financial Aid Services

Survey Item	Overall Ratings					Campus Ratings		
	N	Mean	Sat (%)	Dis (%)	Rank	High	Low	Top Rated
1. Timeliness of receiving financial aid award notice	1198	3.91	71.0	8.6	4	4.08	3.58	SLO
2. Timeliness of receiving financial aid disbursement	1166	3.96	72.3	12.4	3	4.22	3.39	SLO
3. Waiting time to be served in the Financial Aid Office	1135	3.75	63.3	10.7	5	4.08	3.32	SLO
4. Accuracy of answers to questions	1199	3.97	74.1	8.1	2	4.18	3.63	SLO
5. Service hours of Financial Aid Office	1147	3.74	63.0	9.8	6	3.83	3.43	SLO
6. Overall services of Financial Aid Office	1198	4.03	78.8	4.5	1	4.22	3.68	SLO

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)