

2002 Customer Satisfaction Survey Report for Human Resources 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 Human Resources Survey (HRS) that was administered to faculty and staff at four campuses: Long Beach, Northridge, San Bernardino, and San Marcos.

Method

The HRS is a 20 item web survey that was administered by the Chancellor's Office to gather information on faculty and staff participation in HR training programs and satisfaction with various HR services. Nine of the 20 survey questions were specifically measures of customer satisfaction. However, a problem with the administration of the survey on the web resulted in obtaining faulty responses to three items: "Advising and counseling", "benefits administration", and "grievance and complaint handling." Survey results are reported on the remaining six items in the summary table on the following page. Campus response rates were low, ranging from 2.8 percent to 7.0 percent. Therefore, appropriate caution should be exercised about generalizing results beyond those who completed the survey.

Results

Results from the HRS are briefly highlighted below:

- Overall, customer satisfaction was generally low to moderate, no higher than 3.6 and as low as 2.7. Reported satisfaction rates peaked at 65 percent and bottomed out at slightly below 28 percent.
- Satisfaction on average was highest for three items: "payroll services", "job openings and inquiries", and "personnel policy questions".

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

- Customer satisfaction was lowest for “Career development advising” and “classification determination”.
- Dissatisfaction was as high as 40 percent and on four of six measures was greater than 20 percent. The area of greatest dissatisfaction found on the survey was “career development advising.”
- San Bernardino achieved the highest customer satisfaction ratings on five of the six measures. Long Beach rated highest in one area: “Career development advising”.
- Customer satisfaction surveys that have been conducted in the CSU during the past three years do not typically produce satisfaction ratings below 3.0 and such high levels of dissatisfaction as those found on the HRS. These low ratings could possibly be attributable to non-response bias (i.e., tendency for faculty and staff who have had positive experiences with HR not to respond to the survey).
- Administrator/Managers were consistently more satisfied with HR services than faculty and staff (6 out of 6 items).

Summary of the 2002 Customer Satisfaction Survey of Human Resources

Survey Item	Overall Ratings					Campus Ratings			Customer Ratings (Means)		
	N	Mean	Sat (%)	Dis (%)	Rank	High	Low	Top Rated	Adm/Mgr	Faculty	Staff
1. Personnel policy questions	275	3.35	54.9	26.2	3	3.70	3.00	SB	3.65	3.25	3.35
2. Payroll services	294	3.65	65.0	15.0	1	3.79	3.41	SB	3.79	3.7	3.65
3. Classification determination	230	2.99	36.5	29.6	5	3.25	2.58	SB	3.37	2.86	2.99
4. Leave accounting	205	3.31	49.3	21.5	4	3.58	2.73	SB	3.38	3.3	3.31
5. Career development advising	145	2.71	27.6	40.0	6	3.23	2.21	LB	3.14	2.49	2.71
6. Job openings and inquiries	240	3.43	56.3	17.1	2	3.64	3.22	SB	3.64	3.43	3.43

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)