

2002 Customer Satisfaction Survey Report for University Police 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 University Police Services Survey (UPS) that was administered at four campuses: Northridge, Sacramento, San Bernardino, and San Marcos.

Method

The full UPS, a 27 question printed survey instrument that was used in the previous survey effort (2001), was administered at Sacramento to students in selected classrooms. All four campuses administered a shortened version of the UPS (13 questions) to faculty and staff as a web survey. Sacramento and San Bernardino also used the web version of the survey to survey students. All web survey items were identical to key questions in the printed version to allow for historical comparisons. Campus response rates ranged from a low of 5.4 percent to a high of 32.4 percent. Survey results are reported for all four campuses in the summary table on the following page.

Results

Results from the UPS are highlighted below:

- Overall, respondents expressed moderate levels of satisfaction (3.3 to 3.8) on ten items and somewhat less satisfaction (3.0 to 3.2) on three items.
- A majority of respondents reported they were satisfied with UPS on five measures, while less than half were satisfied on eight measures.
- Respondents gave high ratings to the professionalism of UPS employees (3.8) and feel strongly that UPS serve an essential role on campus (3.7).
- Dissatisfaction among survey respondents exceeded 20 percent on two measures: "presence of uniformed personnel on foot patrol" and "crime prevention presentations."

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

- More than 20 percent of respondents did not feel strongly that UPS provides “adequate communication regarding matters affecting the campus community” or that it “contributes to the University’s mission of teaching and learning“.
- San Marcos was rated highest in satisfaction with UPS on 10 of 13 measures.
- Staff ratings reflected higher satisfaction with UPS on 12 of 13 measures compared with ratings of faculty and students. Students were the least satisfied group on 9 measures.

Summary of the 2002 Customer Satisfaction Survey of Police Services

Survey Item	Overall Ratings				Campus Ratings			Customer Ratings (Means)		
	N	Mean	Sat (%)	Dis (%)	High	Low	Top Rated	Staff	Faculty	Student
1. Evening guide/escort services	620	3.30	41.9	18.1	3.74	3.13	SM	3.62	3.47	3.23
2. Crime prevention presentations	652	3.18	35.6	20.6	3.63	3.07	NOR	3.39	3.05	3.13
3. Procedure for reporting crimes	668	3.36	43.9	13.6	3.73	3.18	SB	3.69	3.36	3.26
4. Presence of uniformed personnel on foot patrol	1106	3.00	35.0	32.0	3.37	2.68	SM	3.15	2.89	2.97
5. Overall University Police services	1083	3.34	44.2	14.5	3.61	3.25	SM	3.64	3.32	3.27
6. Ease of contact with University Police (e.g., accessibility, emergency phone, etc.)	1005	3.58	55.7	10.9	4.09	3.46	SM	4.03	3.82	3.46
7. Timeliness of services provided by University Police	780	3.43	47.9	15.3	3.82	3.32	SM	3.74	3.47	3.32
8. University Police services contribute to the University's mission of teaching and learning	924	3.31	46.1	21.1	3.48	3.27	SM	3.53	3.36	3.25
9. University Police provide adequate communication regarding matters affecting the campus community.	922	3.14	41.8	28.5	3.51	2.85	SB	3.34	2.92	3.10
10. University Police serve an essential role on my campus.	1227	3.71	61.6	13.4	4.04	3.66	SM	3.99	4.03	3.64
11. When you contact University Police with a problem, are they concerned about helping you resolve your problem?	645	3.54	57.5	16.9	3.85	3.37	SM,SB	3.86	3.48	3.41
12. The conduct of University Police employees is professional.	890	3.80	67.5	10.0	3.94	3.73	SM	4.00	3.86	3.73
13. University Police employees are sensitive to the cultural diversity of the campus.	599	3.58	56.3	14.2	3.91	3.51	SM	3.85	3.45	3.50

Items 1 to 7: 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)

Items 8 to 13: Sat (%) = Combined responses of 5 (Very Much So) and 4

Dis (%) = Combined responses of 1 (Not at All) and 2