

Systemwide Professional Development (SPD) 2007 Customer Satisfaction Survey

Analysis

In reviewing both quantified and qualified responses to Systemwide Professional Development's (SPD) survey, we provide a brief summary of the concerns raised as well as our goals to address these issues. Observations from the survey include:

- lack of awareness of SPD and services and support provided
- delay in response time; seminars held too infrequently; and not held in a variety of locations
- training that is provided is either too general or not specific to the CSU

SPD Goals for 2008

Based on feedback from the Customer Satisfaction Survey, we will focus on:

- increasing visibility and scope of services
- additional staff to focus on marketing/visibility issues
- developing and implementing Central Station U, a virtual "go to resource" that provides a wide spectrum of communication on a variety of CSU and non-CSU topics

See a summary of **quantitative results**.