



**The California State University**

**Spring 2004 Customer Satisfaction Survey  
Systemwide Communication Plan**

**Version 2.10.04**

Quality Improvement  
The California State University

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# Spring 2004 Customer Satisfaction Survey Systemwide Communication Plan

## 1.0 Introduction

This document will serve as the communication plan for the Spring 2004 Customer Satisfaction Survey, define roles and responsibilities and provide details for the administration of the survey.

If you have any questions, please contact Matthew Ceppi at [mceppi@calstate.edu](mailto:mceppi@calstate.edu)

## 2.0 Overview of Web Administration

To reduce the amount of administration effort required by the campus, as well as reduce the systemwide administrative costs, the Chancellor's Office is offering a web-based tool for conducting the 2004 Customer Satisfaction Surveys. This new third party web tool replaces the prior web administration method and has dramatic improvements. Administration of the tool is handled solely by Chancellor's Office staff and responses are completely anonymous to protect the identity of the respondents.

## 3.0 Options for Web Administration

### 3.1 Option 1

#### Key Steps

- Campus coordinator submits email addresses of faculty, staff, and students for each of the surveys in which you are participating to the Chancellor's Office
- Campus submits body text of email invitation and the name of the individual it should come from (i.e. VP, President, etc.) – Sample message included on page 6.
- Chancellor's Office initiates emails to the campus participants, inviting them to participate in the survey (email is from the individual above designated by the campus)
- Chancellor's Office distributes a follow-up reminder to those who have not responded within 10 days prior to the close of the survey (optional)

**Submission Deadlines – Campuses choosing Option 1 should submit email lists, body text of email invitation (see page 5 for format, suggested text), and the email address that the email is to come from by March 10, 2004. See Timeline on page 8 for more information regarding Administration timeline and deadlines.**

#### 3.1.1 File Formats for Email Address Submittal

Email addresses can be submitted via Excel file, Comma Separated Value (.csv), or Text – dependent on the capability of your campus system to export.

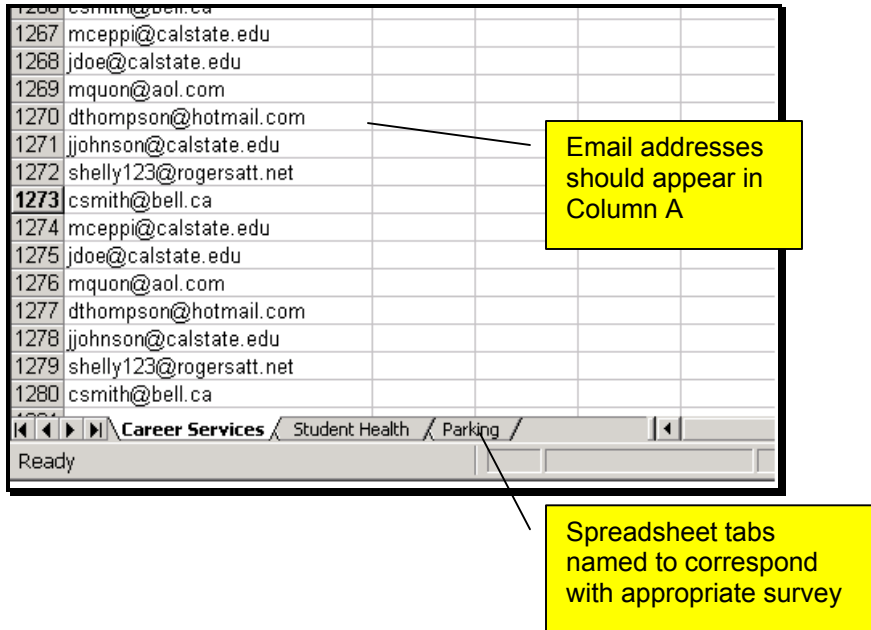
A list of addresses for each of the surveys in which you are participating is required.

- For the *Parking, University Police, Facilities, and Library* surveys – Faculty, Staff, and Student email addresses may all be in the same list, as respondents are asked to indicate their status within the survey.
- *Student Health, Financial Aid, Student Accounts, and Career Services (Student)* surveys should only include student email addresses, as they are only being administered for students.
- *Procurement, Mail Services, and Career Services (Faculty/Staff)* should only include faculty and staff email addresses.
- *Human Resources (Faculty/Staff)* should only include faculty and non-MPP staff email addresses.
- And finally, *Human Resources (MPP)* should only include MPP email addresses. Sampling suggestions are offered further on in this document.

**Note: Email information for survey recipients when entered into the third party tool remains untouched and private and the information is never disclosed to any outside parties.**

## Excel

Submitting email addresses via Excel will allow for multiple lists within one file. Spreadsheet tabs should be named to correspond with the appropriate survey. Email addresses should appear in Column A. See example below.



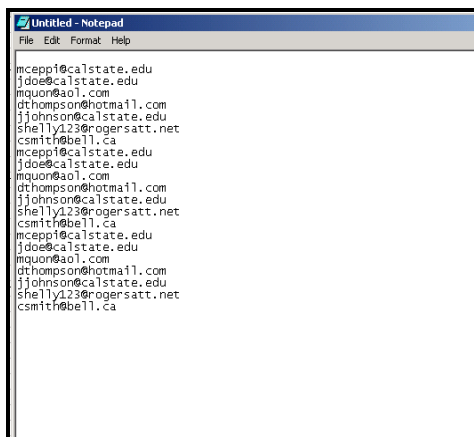
## Comma Separated Value (.csv)



Email addresses can also be submitted via Comma Separated Value (.csv) file, however, because .csv is a flat file and does not allow for multiple spreadsheets within one file, a single .csv file will be required for each survey.

## Text File (.txt)

Email addresses submitted via text (.txt) file should have one email address per line. Each email address should be on a separate line - no commas are necessary. See example below.



### 3.2 Option 2

Key Steps:

- Chancellor's Office sends the links to the surveys for which your campus is participating to the campus coordinator
- Campus distributes emails via campus email server to the campus participants inviting them to participate in the survey with the link to the survey in the email

**Campuses choosing Option 2 will be sent the survey links by March 1, 2004.**

### 3.3 Validity of student emails

Some campuses are concerned about the validity of student emails and have made the decision to either post the survey links on the student portal, or recreate the surveys on the campus and administer them in the classroom. However, dependent on the method of sampling that you use, for example, if you do a blanket census and send a survey to 2,000 students, and only 50%, or possibly even fewer, of those emails were valid, you would still have a representative sample of your population responding to the survey<sup>1</sup>.

1- Pilot survey conducted on a CSU campus in November. 1,000 students were sent emails requesting their participation in the survey. Of those who responded, the response rates closely resembled the demographics of the campus. See table below.

	% Undergraduates	% Respondents
Freshman	19%	20.80%
Sophomore	14%	13.10%
Junior	31%	40.80%
Senior	36%	25.40%
Male	34%	33.10%
Female	66%	66.90%

### 3.4 Obtaining Email Addresses

As all campuses are different, it is difficult to pinpoint where the email addresses are managed on a campus. Experience has shown that the Institutional Research/Planning office typically has access to this information, but it is not always necessarily the case. Here are some suggested campus resource areas:

Student emails – Institutional Planning/Research, Academic Records, Information Technology Services

Faculty/Staff emails – Institutional Planning/Research, Human Resources/Personnel, Information Technology Services

### 4.0 Sampling

It is recommended that an individual only receive one survey, to avoid over-saturation of surveys and multiple requests to respond to surveys.

The campus Institutional Research/Institutional Planning office can typically assist with recommending/conducting sampling strategies.

### 4.1 Random Census Distribution

Probably the simplest method for distribution is to determine the number of functions that the campus is participating in and the number of email addresses you have available and split them over the surveys.

For example:

Sample Campus  
Student Headcount – 17,000  
Faculty/Staff Headcount – 1800

The sample campus is administering eight surveys to students and nine surveys to faculty and staff. If they had 16,000 student email addresses and 1800 faculty/staff email addresses available, they could split it evenly across the functions and most likely get a representative sample in the response rate. See sample below.

Example Survey Distribution

	Student	Faculty/Staff
Career Services – Student	2000	
Career Services - Faculty/Staff		200
Facilities	2000	250
Financial Aid	2000	
Student Health	2000	
Library	2000	150
Parking	2000	250
University Police	2000	250
Student Accounts	2000	
Mail Services		150
Human Resources - Faculty/Staff		200
Human Resources – MPP		150
Procurement (Purchasing)		200

For campuses with a smaller student population, or a smaller faculty/staff population, you might consider targeting surveys to particular constituencies. For instance, the Career Services (Faculty/Staff) survey might only be sent to a limited number of faculty/staff who are most likely to have interaction with the center. The Career Services (Student) survey might only be sent to Juniors or Seniors. The Library survey might only be sent to faculty and students. The Financial Aid survey should only be sent to students who receive Financial Aid. Your Institutional Research/Planning office is a good resource for conducting this level of analysis.

**4.2 Targeted Sampling**

Campuses who wish to do targeted sampling by selecting respondents by demographic or other information can do so, however, it should be noted that this typically is a labor intensive analysis effort that, as noted from the pilot survey example, does not yield dramatically better representation.

**5.0 Sample Email Invite**

When submitting email distribution lists, campuses should also submit text to be included in the email inviting student, faculty, and staff to respond, as well as the email address the email should come from. This does not necessarily need to be from the individual the message is from (i.e. if the message is from the President, the email could be from a general account (i.e. [afd@calpoly.edu](mailto:afd@calpoly.edu)). It is not anticipated that respondents would reply to the email, but there is always the possibility for questions and you may not want those all going to your campus president's email address. A sample email is on the next page.

From: [IRPA@csustan.edu](mailto:IRPA@csustan.edu)

Dear member of the CSU Stanislaus Community:

You have been selected to participate in the Public Safety - University Police survey for 2003. Please take a few minutes to participate in this important survey. Completing this survey will help the campus develop plans to better serve the needs of the students, faculty, and staff at CSU Stanislaus.

You may begin the survey by clicking on the website link below. Please complete the survey as soon as possible, but no later than November 21<sup>st</sup>.

If you have questions please contact [IRPA@csustan.edu](mailto:IRPA@csustan.edu)

Thank you for participating.

Cordially,

Mary Stephens  
Executive Vice President for Business and Finance  
CSU Stanislaus

Campuses may submit one generic email for all functions that they are participating in or individually. For example, for the functions in Student Affairs, the message could come from the VP, Student Affairs, and, for the functions within Administration and Finance, the message could come from the VP, Administration and Finance.

#### **6.0 Overview of Results / Campus Reports**

Within two weeks of the close of the survey, a Summary HTML report will be made available to the campus for each of the functions in which the campus participated, along with any open-ended comments provided by respondents.

Within four weeks of the close of the survey, results will be made available via Comma Separated Value (.csv), which can be opened in Excel, for those campuses wishing to conduct detailed analysis. Instructions for importing to SPSS will also be included. Data will also be downloaded into pbviews for campuses who are utilizing that tool. A systemwide summary report will be issued to provide campuses with systemwide averages and benchmarks for analysis and best practice identification.

## 7.0 Timeline and Checklist for Campus Coordinators

Item	Due By:	✓
Campus notifies Chancellor's Office of the administration option they are choosing (Option 1 or 2). Email <a href="mailto:mceppi@calstate.edu">mceppi@calstate.edu</a>	February 25, 2004	<input type="checkbox"/>
For campuses choosing Option 1, campus coordinator submits email lists, body text of email invitation(s) and individual(s) email is to come from. Submit to <a href="mailto:mceppi@calstate.edu">mceppi@calstate.edu</a>	March 10, 2004	<input type="checkbox"/>
For campuses choosing Option 2, Chancellor's Office sends the links to the surveys in which your campus is participating to the campus coordinator	March 10, 2004	<input type="checkbox"/>
Semester Campus Survey Administration	March 15 – April 30	<input type="checkbox"/>
Quarter Campus Survey Administration	April 15 – May 14	<input type="checkbox"/>
Summary Reports returned to Semester Campuses	May 14	<input type="checkbox"/>
Data files returned to Semester Campuses	June 1	<input type="checkbox"/>
Summary Reports returned to Quarter Campuses	June 1	<input type="checkbox"/>
Data files returned to Quarter Campuses	June 15	<input type="checkbox"/>
Systemwide Means / Benchmarks Available	June 15	<input type="checkbox"/>

## **Appendices**

1. Participation Grid and Campus Coordinators (as of February 10, 2004)

### Customer Satisfaction Survey Participation

Campus	Response	Participating	Service Area													Name	
			Career Services - Student	Career Services - Faculty/Staff	Facilities	Financial Aid	Student Health	Library	Parking	University Police	Student Accounts	Mail Services	Human Resources	Human Resources - Faculty/Staff	Procurement (Purchasing)		
Bakersfield	Yes	Yes	•	•	•	•	•	•	•	•	•	•	•				Bob Brown
Channel Islands	Yes	Yes	•		•	•				•							Joanne Coville
Chico	Yes	Yes			•	•											Gloria Barris
Dominguez Hills	No	?															
Fresno	Yes	Yes	•	•					•								Gary Beddingfield / Bill Stock
Fullerton - Administration & Finance	Yes	Yes	•	•	•	•											Cheryl Perreira
Fullerton - Student Affairs	Yes	Yes								•				•			Dr. Howard S. Wang
Hayward	No	?															
Humboldt	Yes	Yes								•							
Long Beach	Yes	Yes			•						•		•	•			Mishelle Laws
Los Angeles	No	?															
Maritime Academy	Yes	Yes	•	•	•	•	•	•	•	•				•			Mark Nickerson / Earl Summers
Monterey Bay	No	?															Veronica Flores
Northridge	Yes	Yes			•	•											Fred Dukes
Office of the Chancellor	Yes	Yes			•						•			•			Matthew Ceppi
Pomona	Yes	Yes			•								•	•			
Sacramento	Yes	Yes				•	•		•		•						Sarah Whyte
San Bernardino	Yes	Yes			•	•	•	•	•	•	•	•	•	•	•		Beverly Delker Gentry
San Diego	Yes	No															
San Francisco	No	?															
San Jose	No	?															Migdalia Taylor
San Luis Obispo	Yes	Yes	•	•	•	•	•	•	•	•	•	•	• <sup>1</sup>	•	•		Vicki Stover
San Marcos	Yes	Yes			•		•	•	•	•	•	•	•	•	•		Katy Rees
Sonoma	Yes	Yes				•	•										Rose Bruce
Stanislaus	Yes	Yes	•	•	•				•		•						Gary Lowe, Clyta Polhemus