

Satisfaction Survey of Users of the Office of Institutional Research

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Introduction

The Office of Institutional Research (OIR) provides the official data administration function for the University of North Florida. The OIR collects, preserves, interprets, and disseminates information regarding the characteristics, activities, and operations of the University. The OIR develops and participates in statistical analyses and research initiatives, providing support for analytical studies, projections, and intra- or inter-institutional comparisons on issues encompassing all University operations. These issues may pertain to trends in staffing and student enrollment, faculty workloads, budget and space utilization, program and accreditation reviews, and other areas such as planning, evaluation, productivity, accountability, and program effectiveness.

The OIR serves both internal and external users. Most of the OIR users are internal to the University and consist of UNF colleges and departments, the Divisions of Academic Affairs, Administration & Finance, Student Affairs, Institutional Advancement, and the Office of the President. External users are more diverse and include book and magazine publishers (who produce college guides), other colleges and universities, the Florida Board of Regents, parents of current and prospective students, builders and land developers, members of the media, and governmental employees at the state and local levels.

Figure 1 Internal/External User Distribution

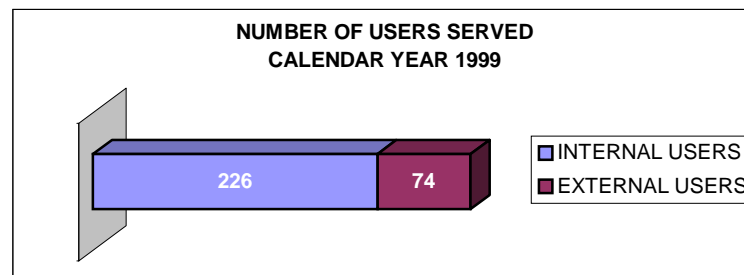
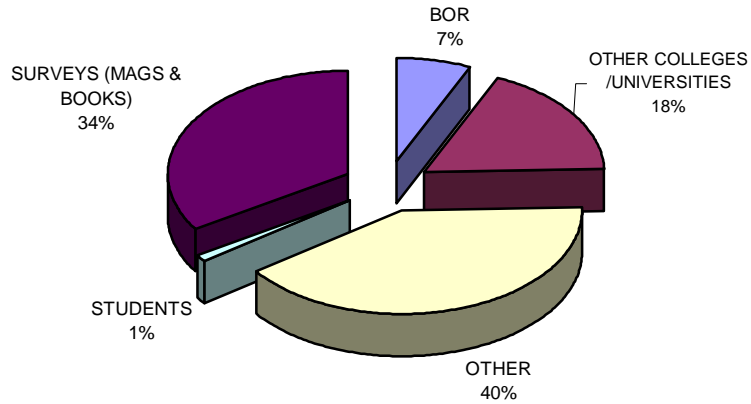
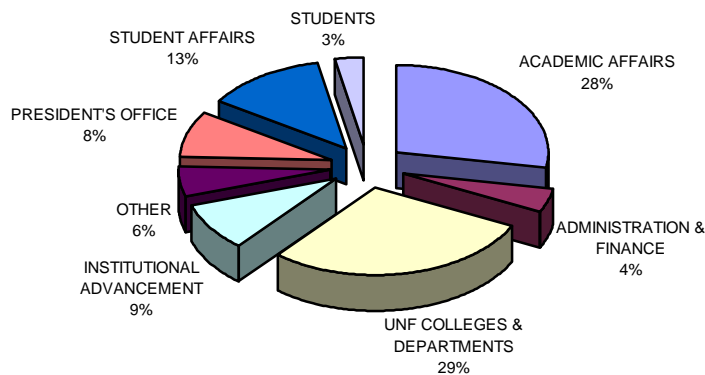


Figure 2: Breakdown of Users by Source

**DISTRIBUTION OF EXTERNAL USERS BY SOURCE
CALENDAR YEAR 1999**



**DISTRIBUTION OF INTERNAL USERS BY SOURCE
CALENDAR YEAR 1999**



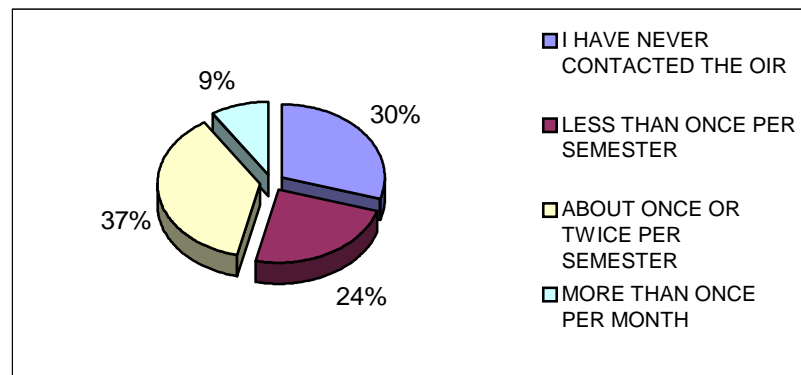
In the interest of improving the quality, effectiveness, and timeliness of data that the OIR provides its users, the OIR developed a web-based user survey. The purpose of the survey was to evaluate user satisfaction with the services they received and to poll them for suggestions on how to improve and broaden these services. The OIR sent a letter, via e-mail, to a list of prior users and potential users (Vice Presidents, Deans, Chairs, and Directors) requesting that they complete the survey located on its web site. Approximately 200 individuals received the e-mail request.

Results

Description of users

The OIR received a total of 63 survey responses. Eight of these had missing data on the first eight questions of the survey. More than 70 percent of the respondents (38 out of 54 who had answered the question) had used the OIR at least one time (Figure 3). Most of these users (27 out of 38 responses) had made their requests for service during the Fall term.

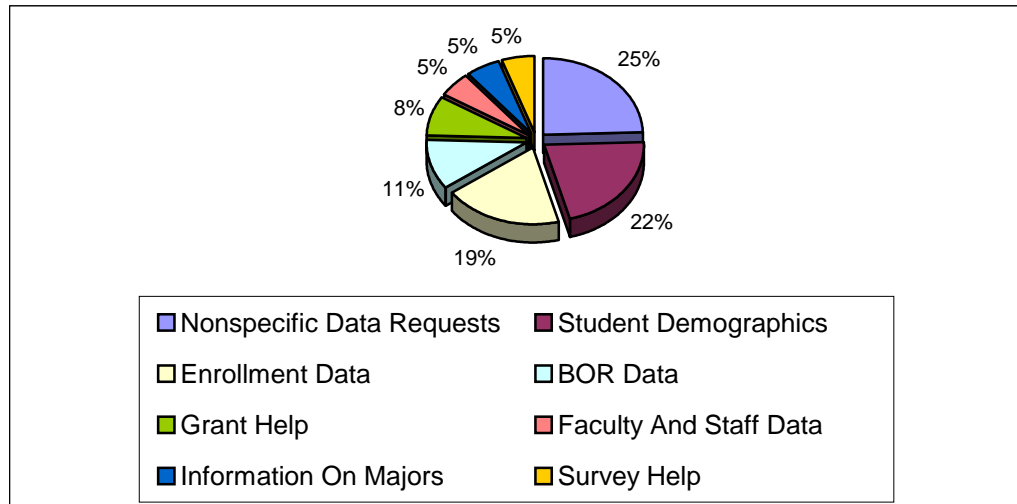
Figure 3 Distribution of Respondents by Frequency of Use



Types of data requests

Primarily, users ask for data on student enrollment and student demographics (Figure 4). Users requests on enrollment pertain to information on current numbers and projected amounts. Users interested in student demographics seek information on ethnographic distributions by college, program and major.

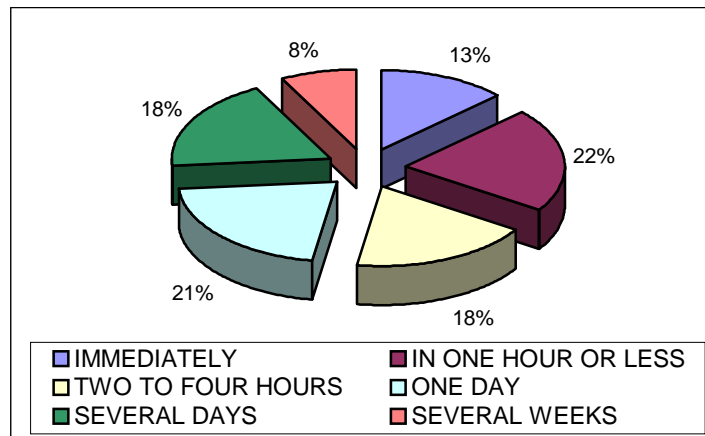
Figure 4 Breakdown of Data Requests by Type



Satisfaction with Time to Complete Data Requests

The amount of time required to complete users' data requests varied from "Immediately" to "Several Weeks" and the numbers of respondents in each category were about equally divided (Figure 5)

Figure 5: Distribution of Users by Time to Complete Data Request



There were three questions on the survey that asked users to rate how quickly their requests were processed and also how satisfied they were with the time required to complete them. Question 5 asked users to indicate whether the time required to complete their request meet their expectations while Questions 8a and 8d asked users to rate their satisfaction with the overall response time. More than half of the users (20 users or 52.6%) indicated that the time required met their needs while about one-third (13 users or 34.2%) said that their request was completed more quickly than expected. Three of the 38 users said that the

time required was more than expected and two replied that they had no time expectations.

Responses to the questions on satisfaction with the timeliness and manner in which the request was handled produced some negative results. There were six respondents who were not pleased with either. They disagreed that their requests were handled promptly (Question 8a) and in a timely manner (Question 8e).

Satisfaction with Level of Service Received

The overall level of satisfaction for all users was high for the information received (Question #6); the level of service provided (Question #7), and the manner in which their request was handled (Questions #8a – 8f):

Table 2: Reported Levels of Satisfaction in Response to Questions 6 Through 8f

QUESTION	VERY DISSATISFIED	DISSATISFIED	NEUTRAL	SATISFIED	VERY SATISFIED
6. How satisfied were you with the information you received?	0.0%	0.0%	2.6%	21.1%	76.3%
7. How satisfied were you with the level of service you received?	0.0%	0.0%	2.6%	21.1%	76.3%
	STRONGLY DISAGREE	DISAGREE	NEUTRAL	AGREE	STRONGLY AGREE
8a. My request was handled promptly	5.3%	7.9%	0.0%	21.1%	65.8%
8b. The person who handled my request was courteous and knowledgeable	5.3%	2.6%	0.0%	18.4%	73.7%
8c. The person who handled my request understood the nature of my request	5.3%	2.6%	7.9%	15.8%	68.4%
8d. The person who handled my request was the person who completed my request	2.7%	2.7%	8.1%	16.2%	70.3%
8e. I received the information I needed in a timely manner	5.3%	7.9%	2.6%	18.4%	65.8%
8f. The information I received was exactly what I expected	5.3%	0.0%	10.5%	18.4%	65.8%

In light of the six negative responses to how requests were handled, the responses to Question 7 were a little surprising given that none of the 38 respondents were dissatisfied with the level of service. Only one person was neutral in response to the service question, and, as might be expected, this person was one of the six respondents unhappy with the handling of their data requests (Person #3 in Table #1). Apparently, there is a distinction to be made here between how OIR handled their initial request and the final product OIR submitted to them. In other words, there were problems at the front end of the service delivery process.

An examination of the responses given by the six dissatisfied users revealed the following:

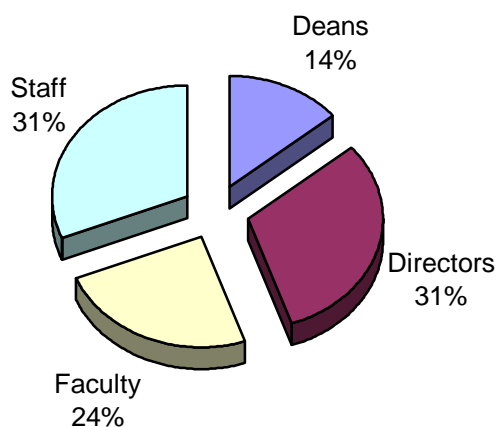
Table 1: Responses to Selected Questions for Six Dissatisfied Users

QUESTION	Person #1	Person #2	Person #3	Person #4	Person #5	Person #6
4. About how long did it take for your request to be completed?	ONE DAY	IMMEDIATELY	SEVERAL WEEKS	IMMEDIATELY	SEVERAL WEEKS	SEVERAL WEEKS
5. Did the time required to complete your request meet your needs?	MET DEADLINE	MET DEADLINE	TOOK LONGER	MET DEADLINE	TOOK LONGER	TOOK LONGER
6. How satisfied were you with the information you received?	VERY SATISFIED	VERY SATISFIED	SATISFIED	VERY SATISFIED	VERY SATISFIED	SATISFIED
7. How satisfied were you with the level of service you received?	VERY SATISFIED	VERY SATISFIED	NEUTRAL	VERY SATISFIED	SATISFIED	NEUTRAL
8a. My request was handled promptly	STRONGLY DISAGREE	STRONGLY DISAGREE	DISAGREE	STRONGLY DISAGREE	DISAGREE	DISAGREE
8b. The person who handled my request was courteous and knowledgeable	STRONGLY DISAGREE	STRONGLY DISAGREE	DISAGREE	STRONGLY DISAGREE	STRONGLY AGREE	AGREE
8c. The person who handled my request understood the nature of my request	STRONGLY DISAGREE	STRONGLY DISAGREE	DISAGREE	STRONGLY DISAGREE	STRONGLY AGREE	NEUTRAL
8d. The person who handled my request was the person who completed my request	DISAGREE	STRONGLY DISAGREE	AGREE	STRONGLY DISAGREE	AGREE	NEUTRAL
8e. I received the information I needed in a timely manner	STRONGLY DISAGREE	STRONGLY DISAGREE	DISAGREE	STRONGLY DISAGREE	DISAGREE	DISAGREE
8f. The information I received was exactly what I expected	STRONGLY DISAGREE	STRONGLY DISAGREE	AGREE	STRONGLY DISAGREE	NEUTRAL	AGREE

Demographics of Users

Only 21 of the 62 total respondents indicated how long they had worked at their current position. Seventeen of the 21 respondents (81%) were OIR users. Of the 21 persons reporting time in their current position, 14 percent were there less than two years, one-third were four years, and one-fourth were there more than nine years. Slightly more respondents (27 out of 62) indicated their department and job title. The job classifications of the 27 respondents are shown below:

Figure 6: Breakdown of Respondents by Classification of Job Title

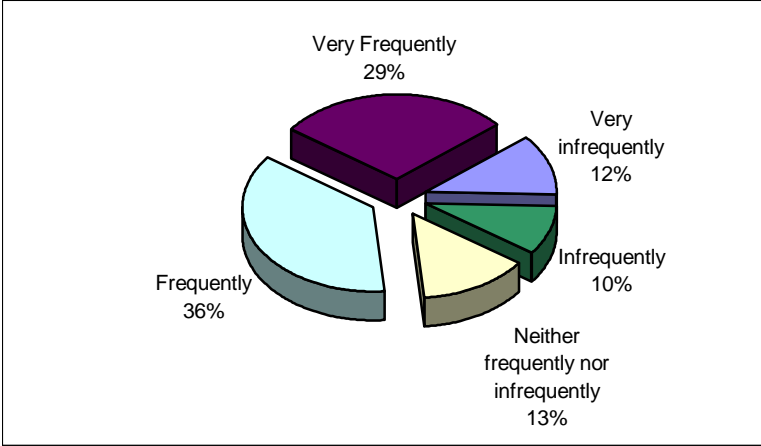


The following is a listing of the departments reported:

Athletic Department	Graduate Studies
Auxiliary Services	Inspector General
Budget Office	Institutional Advancement
College of Business Administration	Math/Stat
College of Education	Music
Communications & Visual Arts	Nursing
Computing Services	Office of Admissions
DSRT	Office of Retention Services
Education/Student Services	Police
Enrollment Services	Political Science/Public Administration
FIE	University Housing
Governmental Affairs	Women's Center

Almost two-thirds of the respondents reported that they frequently use the Internet for tasks other than checking e-mail:

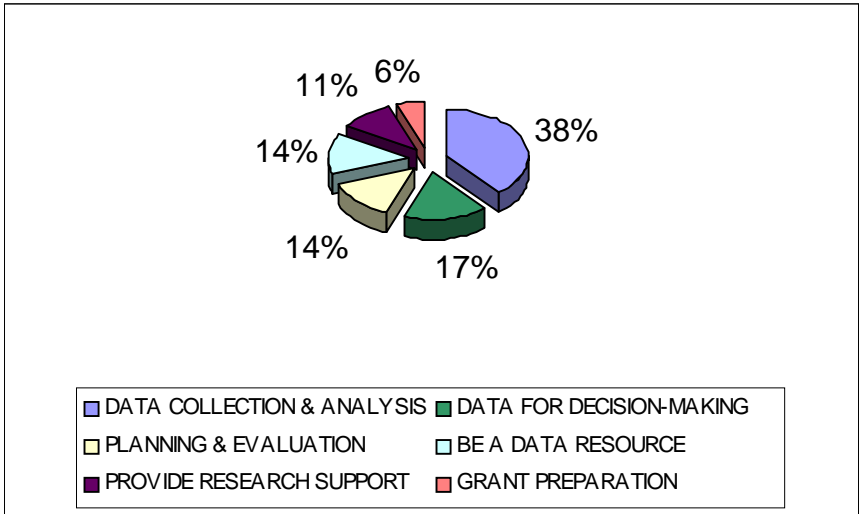
Figure 7: Breakdown of Respondents by Internet Use



Roles and Service Responsibilities of the OIR

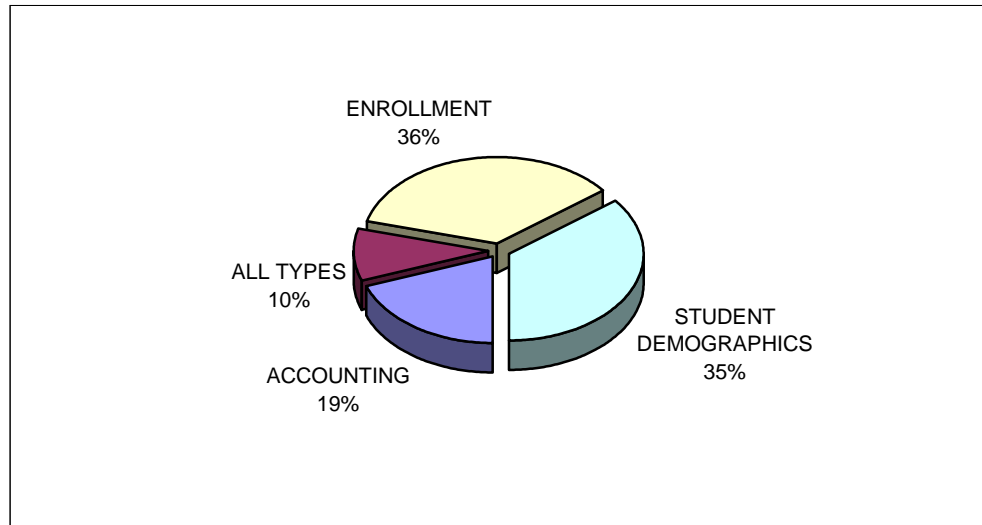
Question #10 asked respondents to suggest what they felt should be the primary role of the OIR. Respondents suggested that the OIR should provide data collection, data analysis and data distribution services, both proactively and on demand. Respondents primarily want the OIR to provide data collection and analysis and data for decision-making and planning purposes:

Figure 8: Breakdown of Respondents by Suggested OIR Roles



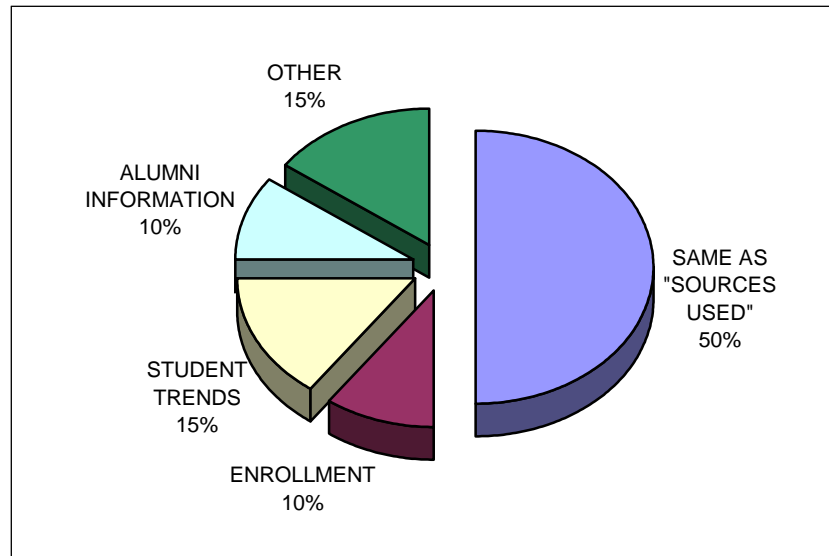
Questions #11 & #12 asked respondents to indicate what data or information they currently use for decision-making purposes as well as what data/information they would like to have. Respondents mostly use student demographic and enrollment data and financial data:

Figure 9: Breakdown of Respondents by Data Sources Used



For data they would like to have, respondents generally indicated the same areas. Additional areas desired include student trends and alumni data:

Figure 10: Breakdown of Respondents by Data Sources Desired



Frequency of Use and Usefulness of OIR documents

In the past, there have been three documents that the OIR produced for specific audiences and general distribution: University Statistical Abstracts, Program Profiles (1997 & 1998 for SACS), and Institutional Profiles (1997 for SACS). University Statistical Abstracts provide institutional data on admissions and matriculation, student characteristics and enrollment, progress and degrees, academic productivity, statewide comparisons, personnel, and budget.

Program Profiles provide information on admissions, student demographics, student enrollment, course enrollment, graduation and retention, and faculty demographics and productivity. Institutional Profiles contain 10-year comparisons on institutional characteristics, undergraduate education, graduate and professional education, research, outreach, diversity, finances, infrastructure, and faculty and staff.

Question #14 asked respondents how often they used each of these documents and Question #15 asked them how useful these documents have been. The results are shown below:

Figure 11: Frequency of Use of OIR Documents by Number of Respondents

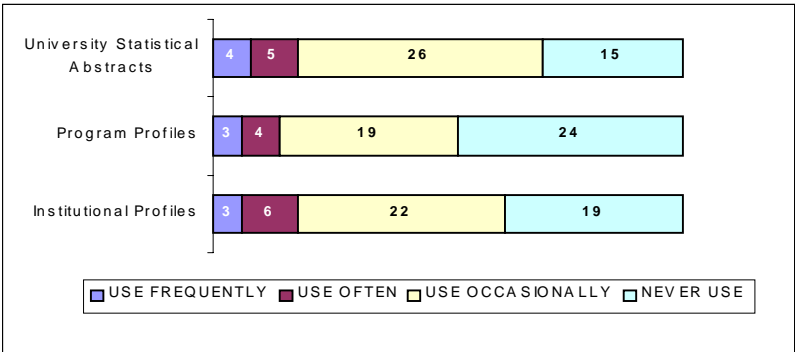
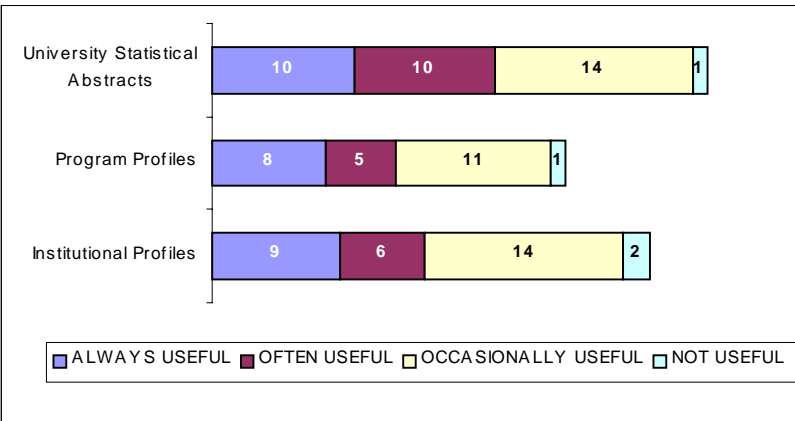


Figure 12: Reported Usefulness of OIR Documents by Number of Respondents



Of the three documents, University Statistical Abstracts are the most frequently used with 70 percent of respondents reporting that they used them; Institutional Profiles are next with 62 percent of respondents using them, while about 50 percent of respondents reporting ever using Program Profiles. Mirroring how they rated their frequency of use, respondents rated the usefulness of these documents (as “Often Useful” or “Occasionally Useful”) in the same order: University Statistical Abstracts were the most useful (57 percent), Institutional Profiles next (52 percent), and Program Profiles last (47 percent).

Suggested Improvements to OIR documents

When asked for suggestions on how to improve the University Statistical Abstracts, Program Profiles, and Institutional Profiles, all of the respondents who provided suggestions (15 out of 62) offered the same suggestions for each of the three documents. There were five respondents who noted that they were unaware the documents were available. Four respondents said that they had no suggestions to offer at this time. Three people suggested to make these available online. Two recommended making the data more timely and current. One person reported that he or she was in a new position and did not feel qualified to answer the questions.

Conclusions and Recommendations

The purpose of this survey was to evaluate user satisfaction with the services they received and to poll them for suggestions on how to improve and broaden these services. The survey was made available online to facilitate anonymity and ease of completion by respondents. Out of the 200 requests to complete this survey, the OIR received 62 responses. The 31 percent response rate may be due to a number of factors including unfamiliarity with web-based surveys and inherent skepticism, apprehension, or apathy towards internal evaluation in general.

Overall, the users who responded to the survey were pleased with both the quality, utility, and timeliness of the data provided. There were, however, six “unhappy campers” who were dissatisfied with how their requests were handled. Unfortunately, there was no follow-up question asking respondents to explain why they were dissatisfied. Thus, we are unsure as to what transpired during the handling of the data request. In light of these results, an effort should be made to review the data request process and document the handling of requests for student assistants.

Suggestions for improving our documents and services offered focused on three areas: relevance, accessibility, and timeliness. Making data available electronically either through our web site or through a public network drive are options that the OIR are currently exploring. Given that some of the respondents were unaware of what the OIR offers, further efforts should be made to revamp the OIR website and make it more user-friendly, informative, and timely.

The timing of the satisfaction survey might have been a problem as well since the initial requests were made just prior to the Thanksgiving and Christmas holidays. Many potential respondents may have been unavailable to complete the survey because of scheduling conflicts.

APPENDIX A

Institutional Research Survey Form

1. About how often do you contact the Office of Institutional Research (OIR) for assistance?

- I HAVE NEVER CONTACTED THE OFFICE OF INSTITUTIONAL RESEARCH
- LESS THAN ONCE PER SEMESTER
- ABOUT ONCE OR TWICE PER SEMESTER
- ABOUT ONCE OR TWICE PER MONTH
- ABOUT TWO TO FIVE TIMES PER MONTH
- MORE THAN FIVE TIMES PER MONTH

2. When did you last contact the OIR for assistance?

Months _____ Year _____

3. Specifically, what was the nature of your last request for assistance?

4. About how long did it take for your request to be completed?

- IMMEDIATELY
- IN ONE HOUR OR LESS
- TWO TO FOUR HOURS
- ONE DAY
- SEVERAL DAYS
- SEVERAL WEEKS

5. Did the time required to complete your request meet your needs?

- MY REQUEST MET MY REQUIRED DEADLINE.
- MY REQUEST WAS COMPLETED MORE QUICKLY THAN I REQUIRED.
- MY REQUEST TOOK LONGER TO COMPLETE THAN I REQUIRED.
- I REALLY HAD NO SPECIFIC TIME REQUIREMENTS.

6. How satisfied were you with the information you received?

- VERY SATISFIED
- SATISFIED
- NEITHER SATISFIED NOR DISSATISFIED
- VERY DISSATISFIED
- DISSATISFIED

APPENDIX A

7. How satisfied were you with the LEVEL OF SERVICE you received?

- VERY SATISFIED
- SATISFIED
- NEITHER SATISFIED NOR DISSATISFIED
- VERY DISSATISFIED
- DISSATISFIED

8. Do you agree with the following statements?

	STRONGLY DISAGREE	DISAGREE	NEUTRAL	AGREE	STRONGLY AGREE
My request was handled promptly	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The person handling my request was courteous and knowledgeable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The person handling my request understood the nature of my request	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The person handling my request was the person who completed my request	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I received the information i needed in a timely manner	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The information i received was exactly what i expected	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

9. For how long have you worked at your current position?

Months _____ Year _____

10. What do you feel should be the primary role(s) of the Office of Institutional Research?

11. What kinds of data/information do you currently use for decision-making purposes?

12. What kinds of data/information would you like to use for decision-making purposes?

APPENDIX A

13. How often do you use the Internet at work for tasks other than checking e-mail?

- VERY INFREQUENTLY
- INFREQUENTLY
- NEITHER FREQUENTLY NOR INFREQUENTLY
- FREQUENTLY
- VERY FREQUENTLY

14. The Office produces three documents: University Statistical Abstracts, Program Profiles, and Institutional Profiles. How often do you use each of these documents?

	USE FREQUENTLY	USE OFTEN	USE OCCASIONALLY	NEVER USE
University Statistical Abstracts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Program Profiles	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Institutional Profiles	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

15. How useful have these documents been?

	ALWAYS USEFUL	OFTEN USEFUL	OCCASIONALLY USEFUL	NEVER USEFUL
University Statistical Abstracts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Program Profiles	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Institutional Profiles	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

16. How would you improve these documents to make them more useful?

UNIVERSITY STATISTICAL ABSTRACTS: _____

PROGRAM PROFILES: _____

INSTITUTIONAL PROFILES: _____

OPTIONAL

What is the name of your department or office?

What is your job title?

APPENDIX B

Method

The *Survey* (Appendix A) was constructed using *InfoPoll Designer*®, a form creation program available for downloading, free of charge, from InfoPoll, Inc. at the following website: www.InfoPoll.com. *InfoPoll Designer* provides tools such as built-in wizards, ready-to-use questions, and questionnaire templates to design HTML forms. After constructing the survey in *InfoPoll Designer*, it was further edited using *Microsoft*® *FrontPage*, an HTML editor.

HTML forms require the use of a small computer program known as a form processor. The form processor (a *CGI script* called FORMPROC) resides on the web server and works by taking the responses from the online survey and sending them to the OIR via email (received by Microsoft® Outlook). The data from each respondent was sent separately to the OIR and appears as plain text in the e-mails. In the body of the e-mail, the responses to each survey question are on separate lines in the following format:

QUESTION NAME = User Response

The data was then transferred to a Microsoft® Excel spreadsheet using a less-than-automated approach: i.e., the text was copied from the e-mail and pasted directly into the Excel worksheet (via the usual way to highlight and copy text from one Windows program to another). When the text is pasted in Excel, it then has to be parsed into columns using Excel's *Text to Columns* command since there is no way to just copy the response part of the e-mail. By specifying the equals sign "=" as the text delimiter, Excel will split the copied text into two columns with the first column containing question names and the second containing the user responses.

Before conducting any data analysis, the data had to be rearranged so as to have questions listed in columns and respondents listed in rows. The first step was to copy the question names from *Column A* of the first worksheet and paste them into *Column A* on a second worksheet. Then, the rows of user responses were copied from the first worksheet and pasted into *Columns B* thru *AF* of a second worksheet using the *Paste Special* command to transpose the data (an Excel macro was created to facilitate the copying and pasting).

The programs used to analyze the data were SPSS/PC and Excel.

Overall, 63 e-mail responses (31.5%) to the survey were received during the four weeks following the initial request for participation. Of these 63, there were eight surveys that had missing data for the questions pertaining to how often and when the OIR had been contacted.