

## DSAES Assessment Plan for AY 2014-2015

<b>Department Name:</b>	University Centers
<b>Director:</b>	Keith T. Kowalka (Interim)
<b>Assessment Contact(s) (if not the director):</b>	William Schwehr and James Pettijohn
<b>Department Mission Statement:</b>	In celebration of our diverse campus community, the University Center and the UC Satellite enrich the campus life experience by providing quality programs, services and facilities focused on student involvement, student learning and student success.
<b>Department Vision Statement:</b>	NA
<b>Department Goals: (include DSAES strategic plan mapping)</b>	1. Complete the UC Transformation Project, renovating and expanding the existing University Center to provide expanded services to the expanding Tier 1 student body. DSAES 2
	2. Hire Assistant Director of UC Facilities and Operations to act as liaison with Facilities Management and oversee UC projects and contract services. DSAES 6
	3. Continue to review/refine University Centers processes, procedures and policies to ensure services are meeting customers' needs. DSAES 2&4
	4. Identify a strategic financial plan to put in place to ensure the facilities of the University Centers are adequately resourced through an aggressive deferred maintenance plan for the next 40+ years. DSAES 2
	5. Identify/establish timelines for critical and deferred facility repair priorities based on the recommendations of the Facility Condition Report. DSAES 2
	6. Review results and recommendations from annually completed Educational Benchmarking Incorporated (EBI) facility, program or service assessments. DSAES 4
	7. Prioritize needs and implement programs based on results and recommendations of Student Employee Assessment Tool. DSAES 1 & 2

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<b>Program or Services Being Assessed: University Centers Conference and Reservation Services Customer Satisfaction</b>				
<b>Learning Outcome(s) and/or Program Objective(s)</b>	<b>Purpose</b>	<b>Method</b>	<b>Frequency / Timeline</b>	<b>Goal(s) Supported</b>
Program objective: Provide an effective service to all customers that results in high customer satisfaction ratings as compared to previous years.	To measure customer satisfaction and pinpoint room for improvement in reservation request process, event readiness, pricing, and staff training.	Campus Labs survey with random sampling solicited by emails and link on follow-up email.	FY2015	2E
<b>Results:</b>				
Satisfied and Very Satisfied responses are up 23% on average. Details of satisfied and very satisfied responses for the follow. Room Arrangement - up 7.8%, Condition of Space up 21%, process up 33%, CARS staff 41%, AV services 11.2% and Overall Experience up 26.2%.				
<b>Action:</b>				
Continue customer services training. Based on individual responses be more informative on AV services policies to avoid confusion. Work to improve arrangement selection.				
<b>Program or Services Being Assessed: University Centers Games Room Reservation Customer Satisfaction</b>				
<b>Learning Outcome(s) and/or Program Objective(s)</b>	<b>Purpose</b>	<b>Method</b>	<b>Frequency / Timeline</b>	<b>Goal(s) Supported</b>
Program objective: Provide an effective service to all customers that results in high customer satisfaction ratings to use as baseline standard.	To measure customer satisfaction and pinpoint room for improvement in the Games Room request process, event readiness, pricing, and staff training.	Campus Labs survey with random sampling solicited by emails and link on follow-up email.	FY2015	2E

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### Results:

27 respondents

Q10. How satisfied were you with following? – Overall reservation process from start to finish?

85.19% respondents were either very satisfied or moderately satisfied (48.15%/very satisfied and 37.04%/moderately satisfied 1 respondent/3.7% was moderately dissatisfied. No very dissatisfied

Q9. How satisfied were you with following? – Customer service I received during the event

88.89% of respondents were either satisfied or moderately satisfied (66.67%/very satisfied and 22.22%/moderately satisfied 1 respondent/3.7% moderately dissatisfied. No very dissatisfied

55.56% of respondents were UH Main Campus Registered Student Organizations

85.19% of respondents included bowling in their reservation

Comments:

Have better customer services no K email says hello no one says can we help you. I know they are student workers but it doesn't take that much effort smile

An online reservation process would be nice. I'm not sure what a "(WOW)" experience is. Bigger trashcan for trash maybe? Other than that, thank you for hosting us! Our members had a blast! :)

I am very pleased with the customer service, how well-organized, and how friendly & accommodating the staff was for our event. I plan on using this venue in the future! Thank you!

I think the person making a reservation should be able to make a payment over the phone. I had to ask a friend to make the payment for me, which I think was unnecessary.

I would like to see food service options

Make a online calendar with dates that have already been reserved so organizations can plan accordingly

My husband's hand was accidentally sprayed with the disinfectant spary (used for the bowling shoes) by the game room employee. As a result, he is dealing with a strong allergic reaction (cutaneous) and a type of chemical burn.

### Action:

Seek how to make possible / take payments on line vs. with a fax authorization

Make sure student employees are trained in the correct procedure of disinfecting bowling shoes

On line reservation system??

Increase the number of trash cans in the bowling area, especially when we have large groups

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<b>Program or Services Being Assessed: University Centers Shasta's Cones and More Student Staff Job Satisfaction</b>				
<b>Learning Outcome(s) and/or Program Objective(s)</b>	<b>Purpose</b>	<b>Method</b>	<b>Frequency / Timeline</b>	<b>Goal(s) Supported</b>
Program objective: Measure Student Employee Job Satisfaction of Shasta's Cones and More staff	Determine if there is a correlation between employee satisfaction and staff retention	Campus Labs survey of all current Shasta's student employees	FY2015 - Once in spring semester	2B
<b>Results:</b>				
Question 9 / Are you satisfied with your job? 80% indicated they were Slightly Satisfied or higher (25 % extremely satisfied; 45% moderately satisfied; and 10%				
<b>Action:</b>				
Continue evaluation of the student staff and student management team in operations and procedures of Shasta's Cones and More. Encourage student				

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Program or Services Being Assessed: University Centers Program Effectiveness (EBI)				
Learning Outcome(s) and/or Program Objective(s)	Purpose	Method	Frequency / Timeline	Goal(s) Supported
Program objective: Provide effective service to customers that results in high customer satisfaction. Contribute to the enhancement of the campus life experience.	Use survey data to assess UC programs effectiveness or impact in comparison with select (6) peer institutions on identified/selected survey factors	EBI Assessment Tool; Assessment of Factor 2 of the EBI: Measures Student Centers has a Positive Environment. Factor 10: Measures Student Centers' Cleanliness. Factor 12: Student Centers' Overall Program Effectiveness.	Once in spring semester	2B
<b>Results:</b>				
Factor 2: The EBI survey shows a continuation of an improving longitudinal trend. We are just below the Carnegie Class universities and equal to our Select 6 universities. Our score included some include question where we score higher and lower as compared to Carnegie and Select 6. The questions where 1) Is a safe place 2) Is an enjoyable place to spend time 3) Is a place where I feel welcome 4) Is a place to relax 5) Is a place to study				
Factor 10: The EBI survey shows a continuation of an improving longitudinal trend since 2012. We scored higher than both the Carnegie and Select 6 universities. The question where 1) Cleanliness of entrances 2) Cleanliness of hallways 3) Cleanliness of restrooms 3) Atmosphere				
Factor 12: The EBI survey shows a continuation of an improving longitudinal trend for overall program effectiveness. We are still slightly lower than the Carnegie Class universities and our chosen Class 6 university in overall performance. This trend held true for 3 of the 5 question. We ranked equal to Carnegie Class on the last 2 questions. The questions where; 1) When you compare the activity fees you pay to the quality of activities provided, how do you rate the value of the dollars spent? 2)How well does the College Union fulfill its mission as the center of college community life? 3) To what degree would you recommend the services and activities provided by the College Union to a close friend? 4) Overall, how satisfied are you with the College Union?				
<b>Action:</b>				
Factor 2: The survey was given in March of this year. At that time we had not completed parts of the renovation. We were missing some lounge furniture and signage we believe would contributed to our services. We continue to evaluate and enhance the building, resources and services in the building. We have added event schedule display monitors, entertainment TVs and campus event marketing monitors. We continue to look for new and exciting projects to enhance our services.				
Factor 10: We are happy we our score, but we are also aggressively working to maintain the start of the new building. We are working with Plant Operations on a <u>quality housekeeping services and continued building up keep.</u>				
Factor 12: We are focusing on doing a better job of relaying our mission to the student body as well as providing quality activities and programs by working with other areas within the building to bring more items of interest to the Student Center. We also want to maintain the high levels of satisfactions we have received on the last 2 questions by maintaining the building at a high standard in function and appearance. Factor 12 includes question about cost effectiveness, we raised the service fee for the Student Centers at the start of the renovation project and we think this may have some influence on this question.				