Executive Summary: Office of Admissions Customer Satisfaction Survey

Overview
An annual goal of the Admissions Office at Bluegrass Community and Technical College (BCTC) is to monitor and improve customer service. The aspects of customer service in this study related to the initial admissions process (contacting Admissions Office, filling out application forms, using written information such as maps and the campus catalog). Admissions worked with Institutional Research (IR) to develop and administer a survey to students who were recently admitted to BCTC. Survey questions focused on: in-person customer service; telephone communications; electronic/web admissions’ services; and publications & materials. In addition to objective questions in each of these areas, respondents were given the opportunity to write comments for each (as well as overall comments at the end of the survey). Results of the survey were compiled by the Office of Institutional Research.

Method
The Satisfaction Survey was designed jointly by Admissions and IR. In Spring 2006, IR met with the entire Admissions staff to determine important areas to be measured in the survey. A smaller work group fine-tuned the survey for pilot testing in the IR office. The survey was sent to students accepted for entry into BCTC (whether by traditional paper application or online application) along with a postage-paid return envelope. The surveys were mailed to the students approximately one week after the Acceptance Letter packet was sent. The surveys were sent in two groups in order to reach students who had been accepted earlier and to allow for students who were not accepted until later in the summer. Upon receipt by the Admissions Office, the surveys were forwarded to the Office of Institutional Research for scanning and scoring.

Sample
A total of 167 valid surveys were returned to the Admissions Office (out of roughly 1,500 distributed). The response rate of 11.1% is lower than expected. This may be because August is a busy time for new college students who are more focused on their upcoming college experience which includes moving, signing up for classes, buying books, etc.; also, because the survey was anonymous, it was not possible to follow up with non-respondents. Respondents listed the following information on their surveys:

- 42.8% indicated their first contact with the Admissions Office was by telephone, followed by walk-in (30.8%), Internet (22.0%).

- 71.1% received service primarily from Cooper Drive. Less than 10% received service from each of Danville, Lawrenceburg, Leestown, and Winchester. No students indicated they received service from Regency.

- 100.0% of respondents described themselves as “new freshman.” Other choices were Re-Admit, Transfer, Non-Degree, Visiting.

- Approximately two-thirds of respondents (66.9%) did not take a campus tour.
Results

A complete copy of survey results may be found in the appendix. Highlights include:

**Customer Service**

**Friendliness** 85.5% of respondents agreed with the statement “I was greeted in a friendly way.” This was also identified in the write-in responses & comments, where there were 52 mentions of “friendliness, friendly, friendly staff, friendly service, etc.”

**Accuracy** 81.9% of respondents indicated they received accurate information. Only 4.5% of respondents disagreed. Distribution by campus: Cooper 82.4%; Danville 78.6%; Lawrenceburg 80.0%; Leestown 66.7%; Winchester/Clark Co. 100.0%. (Caution: Lawrenceburg & Winchester had n<10, suggesting that results from those locations are not conclusive.)

**Overall Rating** When asked to rate Admission’s customer service on a 1-10 scale, 76.0% rated it an 8 or higher. (Average rating by 117 respondents was 7.98.)

**Write-in themes** Positives for Customer Service related to the staff’s friendliness and approachability, staff’s tendency to provide requested information, and response time (in most cases it was acceptable). Negatives included: difficulty with parking; concerns about the phone system (being transferred multiple times or put on hold for a long time); desire for Admissions staff to be able to provide more information. Some respondents also mentioned that Admissions staff should be more courteous, and should respond in a more timely fashion.

**Web Services**

**Response time** 100.0% of respondents “agreed” or “somewhat agreed” that the length of time from email inquiry to response was acceptable. Of interest was the fact that 0.0% indicated disagreement with the statement.

**Ease of use** In general, over 70% of respondents indicated that Admissions’ webpage was easy to use. Specific questions asked about different aspects of the webpage:

- “Admissions’ main webpage was easy to access” (70.2% agreed)
- “Admissions’ main webpage was easy to navigate” (73.1%)
- “Instructions on the webpage were understandable” (71.9%)
- “Wording of instructions was clear” (73.6%)

This trend was supported by a large number of write-in responses such as “What ever information you wished to obtain it was there and accurate”; “The information was clear and easy to understand”; “Very Very easy to navigate.”
Write-in themes

A number of respondents mentioned that the required information was available on the webpage. On the other hand, several respondents stated that information could be more complete as well as kept updated more regularly.

Publications and Materials

Online catalog

96.3% of respondents either “agreed” or “somewhat agreed” that the BCTC online catalog was useful. The remaining 3.7% “somewhat disagreed” that they found the catalog useful.

Printed catalog

96.6% of respondents either “agreed” or “somewhat agreed” that the BCTC printed catalog was useful. The remaining 3.4% “somewhat disagreed” or “disagreed” with the statement.

Acceptance letter packet

95.1% of respondents either “agreed” or “somewhat agreed” that the acceptance letter packet was useful. Only 6 respondents (5.0%) “somewhat disagreed” or “disagreed” that the packet was useful.

Write-in themes

Positive comments centered around the usefulness of the course catalog, schedule of classes, and acceptance letter packet. However, several respondents mentioned they did not receive either a map, acceptance letter, or packet. Others said it would be helpful to provide contact information for each program area.

Comments

A complete list of comments is attached. Some general themes emerged:

- Roughly half (51.9%) of the 52 comments were positive (ex: “Great staff”; “Nice campus, friendly staff”; “Keep up the good work!”).

- 28.8% of comments tended toward the negative (ex: “Parking was confusing!”; “It seems the right hand doesn’t know what the left hand is doing – not organized”; “Poor poor phone service”).

- The remaining 10 comments could be categorized as suggestions, such as “When people take the COMPASS test, you need to explain to them carefully and in depth what they need to do…”; More information concerning financial aid…”; “I just would like to see a list of things new students need to get done complete with the deadlines”.

The above is only a sample of comments. The complete list of comments (found in the appendix) contains other observations and suggestions.