

Assessment Review/Update Form for Student Affairs (Complete after assessment)

Department: LBJ Student Center
Assessment Title: Benchmark Survey (EBI) Student Center
SAAT Liaison: Lanita Legan

Overview & Response Rate: Provide the methods used to administer the assessment and the timeline. Identify demographics of respondents; include the number mailed or interviewed and the number completed.

Random sample of 3500 students were electronically surveyed during April 2009. Response rate was 824, or 24%. Survey was administered by Educational Benchmarking, Inc. in a partnership with ACUI.

Distribution: List groups that will receive reports (oral or written) from this assessment. Include timeline for when presented.

LBJ Student Center staff, LBJSC director, VPSA, Auxiliary Services, summer 2009

Summary of Findings: Include executive summary, table and figures, if applicable. What did you learn?

The Student Center EBI satisfaction and benchmarking survey was administered in spring 2009. It provided the following results, scaled from 1 (low) to 7 (high) with 5.5 and above considered an acceptable rating. The factors measured as follows: Publicizes the student center and promotes campus-4.88; Positive environment-5.61; Student Oriented-5.45; Source of entertainment-5.24; Enhances life and leadership-4.18; Student Center Cleanliness- 6.00; Student Center staff- 5.22; and Overall program effectiveness -4.38. This survey is sent to a random sample of students in the odd-numbered years, giving us a look at non users as well as users. Even numbered years users are surveyed. Cleanliness is consistently the highest ranking factor, with positive environment, being student oriented, and student center staff also increasing in their scores. Enhancing life and leadership is the hardest factor to track and one nation-wide for which universities receive lower marks. However, the other EBI benchmarking surveys we conduct indicate that students do find leadership and life enhancing experiences in the Student Center. Bridging the branding gap is the full time challenge of the Marketing unit.

Link to Strategic Plan: List the strategic plan supported by this assessment. Specifically identify the results which relate to strategic initiative(s).

Goal VI. Develop a comprehensive marketing and assessment process that addresses all areas of the Student Center...

Objective E. Assess the efficiency and effectiveness of the Student Center programs, services and staff development.

Strategy 3. Participate in a benchmarking survey to measure programs and service satisfaction and needs with similar institutions.

Link to Learning Outcomes: List the learning outcome supported by this assessment. Specifically identify the results which provide evidence of learning.

- A. Customers and users of the LBJSC will have an exceptional customer service experience.
- B. Students who participate in LBJSC sponsored programs will be able to articulate how their involvement is connected to their personal growth.

Recommendations/Action Plan: Describe specific actions or programmatic changes you will make resulting from this assessment. Include semester(s) of implementation and proposed follow up assessment.

Bridging the branding gap between the involvement opportunities found throughout the programs and services of the student center and the actualization of the experience by students is the focus of this year. Students respond that they are engaged, and that their leadership experiences are organizationally connected, but have not fully connected that experience to the Student Center.

Return completed form to VPSA Office, 980 J.C. Kellam, before the end of the semester in which the assessment was conducted.