

ACUI/EBI Benchmarking Satisfaction Survey
Texas State University – San Marcos
LBJ Student Center

April 2008 Summary

Random Sample = 500 students filled out paper surveys at various locations and at various times in the Student Center April 21-2,2008.

Useable Surveys = 98%

The survey has been administered in alternate formats each year. Even numbered years are administered a paper and pencil survey of users in the Student Center over a strategic period of time during the week to gather a sampling of all users in all areas of the Student Center. Odd numbered years are administered a random sampling via email.

Survey measured 12 Factors for Program Effectiveness on a scale of 1-7. **The target rating is at least 5.5 on the scale.** The Factors and their respective mean rating are as follows. Change from 2007 indicated in ().

Factor 1	Publicizes the Union and Promotes the Campus	5.12 (+.10)
Factor 2	College Union has a Positive Environment	5.79 (+.13)
Factor 3	College Union is Student Oriented	5.62 (+.07)
Factor 4	College Union is a Source of Entertainment	5.44 (+.14)
Factor 5	College Union Enhances Life and Leadership	4.75 (+.56)
Factor 6	Union Food, Variety, Quality and Price	4.32 (+.10)
Factor 7	Aspects of Dining Service	5.29 (+.37)
Factor 8	Bookstore Staff	5.29 (-.18)
Factor 9	Bookstore Items Variety and Price	4.37 (-.02)
Factor 10	Union Cleanliness	5.88 (no change)
Factor 11	Union Staff	5.49 (+.31)
Factor 12	Overall Program Effectiveness	4.84 (+.43)

Top Priority Factors: Union Staff, College Union Enhances Life and Leadership, Publicizes the Union and Promotes the Campus.

Recommendation: Increase efforts in these areas, as performance is below goal value and improvement of these factors should impact Overall Program Effectiveness

Action Plan: Students do not tend to associate all of their out of classroom involvement as connected to the Student Center. While other organizations or departments may host an event, the facility still supports it. Marketing, both internally and externally, will be focused upon to maximize the exposure of the Student Center. Outreach efforts will be undertaken to take the message that the Student Center is the community center of the campus. A wholistic approach to the branding of the department will be emphasized. More deliberate marketing and needs analysis will be used to continue to tell our story.