

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

2009 Summary

Random Sample = 2500 students provided from Institutional Research received an e-mail invitation to complete the on-line survey during April, 2009. The response rate was approximately 23%.

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. This alternating year provides different measures, with the pen and paper responses usually higher due to the knowledge users may have over some of the non users the random sample measures.

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.

Factor 1	Publicizes the Union and Promotes the Campus	4.88
Factor 2	College Union has a Positive Environment	5.61
Factor 3	College Union is Student Oriented	5.45
Factor 4	College Union is a Source of Entertainment	5.24
Factor 5	College Union Enhances Life and Leadership	4.18
Factor 6	Union Food, Variety, Quality and Price	4.48
Factor 7	Aspects of Dining Service	5.05
Factor 8	Bookstore Staff	5.58
Factor 9	Bookstore Items Variety and Price	4.52
Factor 10	Union Cleanliness	6.00
Factor 11	Union Staff	5.22
Factor 12	Overall Program Effectiveness	4.38

Top Priority Factors: Union Staff, College Union Enhances Life and Leadership, Publicities 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: A holistic 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.