Texas Tech University Health Sciences Center Report on Customer Service

Submitted to:
Governor's Office of Budget, Planning and Policy and
Legislative Budget Board

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SECTION 1

Inventory of External Customers by Strategy (with a brief description of types of services provided)

Strategy	Customer	Brief Description of Service Provided
A. Goal Provide Instructional & Operational Support		
A.1.1. Medical Education	Medical Students	Provides medical education for M.D. degree
A.1.2. Biomedical Sciences Training	Graduate Students	Provides graduate level education in the biomedical sciences
A.1.3. Allied Health Professions Training	Undergraduate Students Graduate Students	Provides undergraduate education in clinical laboratory science, occupational therapy, communication disorders, and physician assistance training; provides graduate level education in physical therapy and communication disorders
A.1.4. Nursing Education	Undergraduate Students Graduate Students RN to BSN Students	Provides undergraduate education for the B.S.N. degree; provides graduate level education for the M.S.N. degree
A.1.5. Pharmacy Education	PharmD Students	Provides graduate level education for the PharmD degree
A.3.1. Staff Group Insurance Premiums	N/A	-----
A.4.1. Texas Public Education Grants	Students	Grants for educational programs
A.4.2. Medical Loans	Medical Students	Loans for educational programs
B. Goal: Provide Research Support		
B.1.1. Research Enhancement	N/A	**-----**
B.1.2. Indirect Cost Recovery	N/A	-----
C. Goal: Provide Infrastructure Support		
C.1.1. E & G Space Support	N/A	-----
C.2.1. Tuition Revenue Bond Retirement	N/A	**-----**

D. Goal Provide Special Item Support		
D.1.1. South Texas Professional Education	N/A	-----
D.1.2. Border Support-Academic Expansion	N/A	-----
D.1.3. Academic Support-Border Development	N/A	-----
D.1.4. Integrated Health Network	Students participating in distance education	Provides technology and technical assistance to support distance education across campuses.
D.1.5 Medical Education-Odessa	N/A	**-----**
D.1.6. El Paso- Medical	N/A (Medical Residents are employees)	**-----**
D.2.1. Family Community Medicine Residency	N/A (Medical Residents are employees)	-----
D.2.2. Midland Surgical Residency Training	N/A (Medical Residents are employees)	**-----**
D.2.3. Midland Cardiology Residency	N/A (Medical Residents are employees)	-----
D.2.4. Border Health-Resident Support	N/A (Medical Residents are employees)	-----
D.3.1. Diabetes Research Center	N/A	-----
D.4.1. Rural Health Care	Students and rural communities	-----
D.5.1. Institutional Enhancement	N/A	-----

SECTION 2

Description of the information-gathering methods utilized in obtaining input from institution customers

The TTUHSC currently-enrolled student survey was developed in response to the 76th Legislature's Senate Bill 1563, which requires institutions of higher education to collect data from specific customers to assess quality and satisfaction with services in key areas including accessibility, faculty and staff, communications, Internet site, complaint handling processes, timely service and accuracy of information. The specific customers to be surveyed are those for which the agency receives state funding. Thus currently-enrolled students became the focus of TTUHSC's survey.

President Smith appointed a committee to develop and conduct a currently-enrolled student survey. Members of that committee were Barbara Cherry, Chair, Margaret Duran, Student Services; JoAnn Larsen, SOM; Exa Jackson, SON; Carey Simmonds, SOAH; Mike Smith, Registrar; Sharon Harrison, SOP; Sherry Herzog, Internal Audit; Robby McCasland, Computer Services; and Vice President Richard Butler to provide leadership support. The committee's charge was to:

> ?? Work in conjunction with Institutional Research to develop and conduct a currently-enrolled student survey to assess student's satisfaction with student-related services.

The committee first identified all student-related services that should be included in the survey. The initial student survey questions were developed by Institutional Research and revised to the final form based on several reviews and recommendations by committee members. The committee also agreed that the survey would be conducted through e-mail using Web Surveyor software. All schools agreed to provide updated e-mail addresses for their students and the goal was to conduct the survey at mid- to late-semester in Fall, 2000.

A pilot survey was conducted with members of the TTUHSC Student Senate in early Fall 2000, which led to some revisions of the survey. With the final survey format completed, a presentation about the survey was made to the Student Senate to encourage student participation in the survey. The survey was actually e-mailed to the students in late October 2000 and deadline for submission was November 17th.
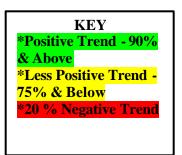
Surveys were e-mailed to 1547 students and 414 students submitted responses electronically for an overall response rate of 26.76%.

SECTION 3

Charts detailing the levels of customer-determined service quality

School of Allied Health Student Scores

	Questions Answered Problems Solved	Easy Access	Courteous Staff	Knowledge-able Staff	Acceptable Wait Times	Accurate Information	Convenient Hours of Operation
Student Affairs & Admissions **84 responses**	89% 6% N 5%	90% 8% N 2%	87% 9% N 4%	87% 9% N 4%	84% 12% N 4%	91% 8% N 1%	86% 9% N 5%
Student Services **59 responses**	95% 2% N 3%	98% 2% N	95% 3% N 2%	90% 8% N 2%	92% 6% N 2%	94% 4% N 2%	95% 5% N
Registrar **79 responses**	87% 12% N 1%	82% 12% N 6%	86% 9% N 5%	85% 12% N 3%	82% 13% N 5% D	89% 8% N 3%	84% 14% N 2%
Financial Aid **80 responses**	89% 5% N 6%	89% 6% N 5%	90% 8% N 2%	90% 5% N 5%	82% 13% N 5%	88% 8% N 4%	86% 8% N 6% D
Bursar **72 responses**	84% 11% N 5%	83% 13% N 4%	78% 11% N 11%	76% 14% N 10%	79% 14% N 7%	81% 14% N 5%	83% 13% N 4%
Library **92 responses**	84% 12% N 4%	88% 11% N 1%	88% 8% N 4%	84% 11% N 5%	77% 17% N 6%	87% 10% N 3%	75% 10% N 15%
Student Health **59 responses**	83% 7% N 10%	80% 8% N 12%	76% 14% N 10%	81% 9% N 10%	72% 7% N 21%	81% 9% N 10%	83% 15% N 2%

I have Accessed TTUHSC Internet Site	TTUHSC Internet is Easily Accessible	TTUHSC Internet Sites Contain Accurate Information	TTUHSC Internet Sites Contain Current Information	KEY
Yes – 75% No – 25% 91 responses	85% 10% N 5% 69 responses	72% 21% N 7% 68 responses	62% 21% N 17% 69 responses	**KEY** *Positive Trend - 90% & Above *Less Positive Trend - 75% & Below *20 % Negative Trend

School of Medicine Student Scores

	Questions Answered Problems Solved	Easy Access	Courteous Staff	Knowledge-able Staff	Acceptable Wait Times	Accurate Information	Convenient Hours of Operation
Student Affairs 120 responses	88% 7% N 5%	86% 9% N 5%	96% 3% N 1%	87% 8% N 5%	86% 10% N 4%	89% 7% N 4%	88% 9% N 3%
Admissions 93 responses	78% 19% N 3%	79% 19% N 2%	76% 19% N 5%	73% 24% N 3%	76% 20% N 4%	80% 19% N 1%	79% 19% N 2%
Student Services 86 responses	91% 7% N 2%	94% 5% N 1%	92% 5% N 3%	86% 10% N 4%	82% 15% N 3%	89% 9% N 2%	83% 10% N 7%
Registrar 72 responses	85% 12% N 3%	82% 16% N 2%	84% 16% N	84% 15% N 1%	78% 16% N 6%	82% 14% N 4%	80% 14% N 6%
Financial Aid 110 responses	94% 6% N	92% 7% N 1%	94% 6% N	93% 6% N 1%	87% 9% N 4%	90% 9% N 1%	84% 13% N 3%
Bursar 87 responses	75% 22% N 3%	77% 15% N 8%	78% 19% N 3%	70% 22% N 8%	65% 26% N 9%	76% 19% N 5%	71% 22% N 7%
Library 121 responses	82% 10% N 8%	87% 8% N 5%	87% 8% N 5%	81% 12% N 7%	84% 12% N 4%	83% 12% N 5%	67% 9% N 24%
Student Health 85 responses	88% 8% N 4%	87% 7% N 6%	86% 8% N 6%	80% 16% N 4%	74% 11% N 15%	81% 16% N 3%	82% 13% N 5%

I have Accessed TTUHSC Internet Site	TTUHSC Internet is Easily Accessible	TTUHSC Internet Sites Contain Accurate Information	TTUHSC Internet Sites Contain Current Information	KEY
Yes – 92% No – 8% 130 responses	90% 6% N 4% 120 responses	81% 13% N 6% 118 responses	67% 23% N 10% 119 responses	***Positive Trend - 90% & Above** ***Less Positive Trend - 75% & Below** ***20 % Negative Trend**

School of Nursing Student Survey Scores

Department	Questions Answered Problems Solved	Easy Access	Courteous Staff	Knowledge-able Staff	Acceptable Wait Times	Accurate Information	Convenient Hours of Operation
Student Affairs & Admissions 76 responses	95% 1% N 4%	92% 6% N 2%	96% 3% N 1%	92% 4% N 4%	90% 9% N 1%	94% 4% N 2%	91% 4% N 5%
Student Services 40 responses	90% 10% N	88% 12% N	85% 9% N 6%	88% 9% N 3%	85% 15% N	90% 7% N 3%	85% 7% N 8%
Registrar 67 responses	97% 3% N	95% 3% N 2%	94% 6% N	95% 5% N	89% 11% N	94% 6% N	91% 4% N 5%
Financial Aid 37 responses	87% 10% N 3%	92% 5% N 3%	92% 2% N 6%	84% 13% N 3%	87% 10% N 3% SD	92% 5% N 3%	92% 8% N
Bursar 52 responses	87% 7% N 6%	87% 5% N 8%	85% 4% N 11%	83% 5% N 12%	85% 13% N 2%	83% 9% N 8%	81% 8% N 11%
Library 75 responses	83% 9% N 8%	85% 11% N 4%	82% 8% N 10%	84% 5% N 11%	85% 11% N 4%	88% 5% N 7%	92% 4% N 4%
Student Health 45 responses	84% 7% N 9%	73% 12% N 15%	73% 14% N 13%	78% 18% N 4%	65% 10% N 25%	84% 11% N 5%	87% 11% N 2%

I have Accessed TTUHSC Internet Site	TTUHSC Internet is Easily Accessible	TTUHSC Internet Sites Contain Accurate Information	TTUHSC Internet Sites Contain Current Information
Yes – 91% No – 9% 80 responses	90% 7% N 3% 73 responses	76% 14% N 10% 71 responses	73% 12% N 15% 69 responses

KEY

*Positive Trend - 90% & Above
*Less Positive Trend - 75% & Below
*20 % Negative Trend

School of Pharmacy Student Satisfaction Survey Scores

	Questions Answered Problems Solved	Easy Access	Courteous Staff	Knowledge-able Staff	Acceptable Wait Times	Accurate Information	Convenient Hours of Operation
Student Affairs & Admissions 76 responses	80% 16% N 4%	81% 15% N 4%	82% 17% N 1%	78% 20% N 2%	79% 17% N 4%	77% 21% N 2%	82% 15% N 3%
Student Services 72 responses	82% 14% N 4%	88% 8% N 4%	75% 18% N 7%	81% 15% N 4%	81% 15% N 4%	80% 16% N 4%	86% 13% N 1%
Registrar 29 responses	76% 14% N 10%	65% 21% N 14%	69% 24% N 7%	69% 21% N 10%	65% 32% N 3%	69% 24% N 7%	73% 24% N 3%
Financial Aid 76 responses	74% 16% N 10%	68% 19% N 13%	80% 18% N 2%	71% 19% N 10%	71% 17% N 12%	75% 13% N 12%	70% 22% N 8%
Bursar 27 responses	70% 23% N 7%	63% 26% N 11% D	59% 30% N 11%	59% 26% N 15%	67% 29% N 4%	64% 29% N 7%	63% 37% N
Library 56 responses	85% 11% N 4%	86% 8% N 6%	82% 14% N 4%	82% 12% N 6%	84% 14% N 2%	88% 10% N 2%	75% 17% N 8%
Student Health 18 responses	56% 10% N 34%	73% 4% N 23%	66% 11% N 23%	67% 10% N 23%	56% 10% N 34%	67% 16% N 17%	61% 28% N 11%

I have Accessed TTUHSC Internet Site	TTUHSC Internet is Easily Accessible	TTUHSC Internet Sites Contain Accurate Information	TTUHSC Internet Sites Contain Current Information		KEY
Yes – 68% No – 14%	93% 5% N 2%	81% 13% N 6%	75% 18% N 7%		***Positive Trend - 90% & Above** ***Less Positive Trend - 75% & Below** ***20 % Negative Trend**
88 responses	76 responses	75 responses	76 responses		

SECTION 4

Analysis of the findings identified from the customer satisfaction assessment

Methodology

The survey analysis was simplified by compressing the strongly agree and agree percentages into one score and the strongly disagree and disagree percentages into one score. A positive trend score of 90% and above was set to designate the areas where departments are going above and beyond their customers' expectations. A less than positive trend was established at 75% and below to designate the specific areas departments can improve. A negative trend was set at 20% to show the areas where there is high dissatisfaction and immediate attention is required.

The scores for the School of Biomedical Sciences are not represented since a minimal number of students participated in the survey.

Summary

The data charts in Section 3 show that most students, with the exception of the School of Pharmacy, scored services at the 75% level. The departments with the majority of their scores in the 90 percentile are Student Services and Financial Aid in the School of Allied Health, Student Services and Financial Aid in the School of Medicine, Student Affairs and Admissions, Student Services, Registrar, and Financial Aid in the School of Nursing. Internet accessibility also rated at the 90% level in all schools except Allied Health. Areas with negative trends are in the processes of addressing improvement opportunities.

Improvements to the Survey Process

We found that many students were confused by the names of the departments used on the survey, so the 2002 survey will be designed to survey according to processes. For example instead of asking students to rate, "Student Affairs and Admissions" we would ask them to rate the " Admissions Process."

A post card soliciting the students' input will be mailed prior to distributing the surveys to increase the response rate.

Improvements to Processes

The Bursar's Office now has its own automated billing process. The bills are produced on the necessary dates for each college/program. The Bursar's Office is able to include information on the billing statement that is pertinent to HSC students and their school. (For example, the date that the financial aid will apply to their accounts.)

The financial aid disbursement is much quicker since the financial aid feeds money directly to the student's account and checks are printed the following morning. Checks are mailed directly to the students at the address that they indicate as their refund check mailing address. The stub of the financial aid check includes the student's billing and

financial aid funds that applied to their account, thus keeping them up-to-date on their financial status.

The automation of the Bursar's Office billing process allowed them to print student refund checks over the Christmas holiday so that the students received their checks before the first day of class. Students are able to access the student system website to update addresses and to view their accounts and make payments online which alleviates the lines at the Bursar's Office.

The Office of Student Services has developed the student announcement page that helps communicate events and changes to policies to all or a specific group of students. Recently, the mail center moved to an inconvenient location for the students, so Student Services installed a mail drop center for students.

The School of Nursing has decentralized its Student Affairs Office. The graduate students now have "one-stop shopping" through the School of Nursing graduate program and undergraduate students have "one-stop shopping" through the School of Nursing undergraduate program. The undergraduate and graduate students are given one contact person to help guide them through the system and answer questions so that no student falls through the cracks.

Texas Tech has also embarked on a system-wide initiative known as *StudentFirst*. The *StudentFirst* vision is to make Texas Tech the most student-friendly university system in the nation. In order to determine the students' vision for a student-friendly Texas Tech, a committee composed of students from each of the TTU colleges and HSC schools was formed to serve as a representative voice for all students in the Texas Tech System. During this process, it became clearly evident that students want to be involved in the evolution of their university and feel as if their opinions, ideas and suggestions are valued. The goals of the *StudentFirst* committee are to 1) assess student satisfaction and identify key issues and barriers to student satisfaction through a variety of tools such as surveys, focus groups, interviews, electronic media (i.e., website), and/or "town hall" meetings; 2) develop recommendations and implementation strategies to address core areas identified in the assessment and evaluation stages; and 3) develop an evaluation methodology with performance measures to allow the Texas Tech System administration to monitor the progress of the StudentFirst initiative and identify areas for continuing improvements.

The StudentFirst committee began its work in December, 2001 and based on assessment activities, developed recommendations, implementation strategies, evaluation methodology and performance measurements in the following core areas: 1) academics, 2) communication, 3) external expansion, 4) internal expansion, and 5) safety and transportation. Recommendations related to each of these core areas have recently been presented to the Board of Regents, Chancellor, and Deans. An administrative response is in the process of being developed.

SECTION 5

Performance measure information related to customer service standards and customer satisfaction

Outcome Measures:

75% to 95% of most students agreed or strongly agreed that the departments of the health sciences center met their customer service needs.

Many of our students wrote comments regarding service delivery. The comments were summarized and distributed to departments for consideration in their customer improvement efforts.

Output Measures:

The total number of students surveyed was 1547.
The total number of students served was 1547.

Efficiency Measures:

The costs associated with the survey were a one-time upgrade to the electronic surveyor and employees' time formatting the survey and analyzing the data.

Explanatory Measures:

There were 1547 customers identified.
There were several customer groups surveyed:
- ?? Medical Students
- ?? Biomedical Sciences Graduate Students
- ?? Allied Health Undergraduate and Graduate Students
- ?? Nursing Education Undergraduate, Graduate - RN and BSN Students
- ?? Pharmacy Education RPh to PharmD Students

Estimated performance for fiscal year 2002

Since the School of Nursing and the Bursar's Office have focused on streamlining their processes, a higher level of satisfaction in all the schools with the billing and financial aid disbursement process and with the admissions process in the School of Nursing is anticipated.