



**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)**

<b>Strategy</b>	<b>Customer</b>	<b>Brief Description of Service Provided</b>
<b>A. Goal: Instruction/Operations</b>		
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	Students RPh to PharmD Students	Provides graduate level education for the PharmD degree
A.2.1. Staff Group Insurance Premiums	N/A	
A.2.2. Workers' Compensation Insurance	N/A	
A.3.1. Texas Public Education Grants	Students	Grants for educational programs
A.3.2. Medical Loans	Medical Students	Loans for educational programs
<b>B. Goal: Provide Research Support</b>		
B.1.1. Research Enhancement	N/A	-----
B.1.2. Indirect Cost Recovery	N/A	-----

<b>C. Goal: Infrastructure Support</b>		
C.1.1. E & G Space Support	N/A	-----
C.2.1. Tuition Revenue Bond Retirement	N/A	-----
<b>D. Goal: Provide Special Item Support</b>		
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 Continuing Education Participants	Provides technology and technical assistance to support distance education across campuses.
D.1.5 Medical Education-Odessa	N/A	-----
D.1.6. El Paso- Four Year Medical School	N/A	-----
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	N/A	-----
D.5.1. Institutional Enhancement	N/A	-----
<b>E. Goal: Tobacco Funds</b>		
E.1.1. Tobacco Earnings Tx Tech HSC El Paso	N/A	
E.1.2. Tobacco Earnings Tx Tech Univ HSC	N/A	
E.1.3. Permanent Health Fund	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 76<sup>th</sup> 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.

Student focus groups were conducted in February of 2003 to determine: the best terminology for the departments on the survey to avoid student confusion, the most efficient method of disseminating the survey to increase the response rate, the student classifications that would yield the most reliable data.

Based on student focus group input the following questions were added to the survey: Academic Advising personnel were knowledgeable about opportunities in my field, I received adequate information about scholarships/grants, Student Affairs prepared me for the transition to a regional campus. The following areas of student satisfaction were added to the survey: TechSIS System, Student Health Insurance, Adequacy of each school's website, and Computer Services Help Desk.

The schools represented in the focus groups, with the exception of Pharmacy, reported that the best method of disseminating the survey would be in person using paper and pen. The School of Pharmacy students were in favor of sending the survey through e-mail. The focus group findings led to the survey being disseminated to School of Medicine year 2 & 3, School of Nursing and Allied Health Junior and Seniors, and Pharmacy year 3 to obtain the most reliable or usable data.

The surveys were distributed to 112 2nd year Medical students and 107 3<sup>rd</sup> year Medical students; 81 Junior and 77 Senior Nursing students; 32 Junior and 53 Senior Allied Health Students; and 75 3<sup>rd</sup> year Pharmacy students during the months of May, June, and July 2003. A facilitator using paper and pen to the Schools of Medicine, Nursing and Allied Health distributed the surveys. The School of Pharmacy survey was sent out through e-mail using the Web surveyor. The Biomedical Sciences students were not surveyed due to the small enrollment. The overall response rate for all four schools was 74%.

The survey data was scanned and reports including mean scores, item responses by topic and comments were compiled and validated by the Earl Research Center on the Texas Tech University Campus.

Section 3

Charts detailing the levels of customer-determined service quality

Allied Health –Lubbock –2003 Student Scores

	Courteous Staff	Knowledgeable Staff	Convenient Hours of Operation	Questions Answered Problems Solved	Acceptable Wait Times	Adequate Information about Scholarships	Knowledgeable about Opportunities in my Field	Prepared me for Regional Campus	Paper Billing Understandable
Academic Advising			28% 72%	38% 62%			81% 19%		
Student Services including Financial Aid and the Registrar	99% 1%		94% 6%	98% 2%	96% 4%	82% 18%			
Student Affairs	100%		99% 1%	99% 1%	98% 2%			93% 7%	
Student Billing & Financial Aid Disbursement	99% 1%		98% 2%	98% 2%	99% 1%				96% 4%
Student Health Care Provider	94% 6%		97% 3%	96% 4%	88% 12%				
Information Technology Help Desk	97% 3%	98% 2%	93% 7%	95% 5%	98% 2%				

	Availability of Books and Journals	Librarians Helpful in Locating Resources	Search Software were easily accessible	Convenient Hours of Operation	Comfortable, Quiet & Clean Space	Adequate Study Facilities
Library	96% 4%	96% 4%	90% 10%	95% 5%	98% 2%	95% 5%

	Availability of Information & Services	Easy Access of Website Information	Accurate Website Information	Up-to-Date Website Information
Adequacy of School's Website	92% 8%	95% 5%	95% 5%	95% 5%

	I know where to obtain information	I received adequate information	There are adequate choices of coverage
Student Health Insurance	59% 41%	67% 33%	90% 10%

	Easy to use	Timely Assistance	I Need More Instruction
TechSIS System	97% 4%	93% 7%	20% 80%

Key

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

**School of Medicine –Amarillo –2003 Student Scores**

	Court- eous Staff	Knowl- edgeable Staff	Convenient Hours of Operation	Questions Answered Problems Solved	Acceptable Wait Times	Adequate Information about Scholarships	Knowledge- able about Opportunities in my Field	Prepared me for Regional Campus	Paper Billing Understand- able
Academic Advising			100%	100%			94% 6%		
Student Services including Financial Aid and the Registrar	100%		93% 7%	100%	100%	85% 15%			
Student Affairs	93% 7%		93% 7%	93% 7%	93% 7%			93% 7%	
Student Billing & Financial Aid Disbursement	96% 4%		96% 4%	92% 8%	96% 4%				93% 7%
Student Health Care Provider	100%		100%	100%	100%				
Information Technology Help Desk	100%	100%	100%	100%	100%				

	Availability of Books and Journals	Librarians Helpful in Locating Resources	Search Software were easily accessible	Convenient Hours of Operation	Comfortable, Quiet & Clean Space	Adequate Study Facilities
Library	90% 10%	93% 7%	97% 3%	75% 25%	86% 14%	66% 34%

	Availability of Information & Services	Easy Access of Website Information	Accurate Website Information	Up-to-Date Website Information
Adequacy of School's Website	92% 8%	88% 12%	96% 4%	96% 4%

	I know where to obtain information	I received adequate information	There are adequate choices of coverage
Student Health Insurance	79% 21%	76% 24%	43% 57%

	Easy to use	Timely Assistance	I Need More Instruction
TechSIS System	69% 31%	92% 8%	28% 72%

Key

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

School of Medicine –El Paso –2003 Student Scores

	Court- eous Staff	Knowl- edgeable Staff	Convenient Hours of Operation	Questions Answered Problems Solved	Acceptable Wait Times	Adequate Information about Scholarships	Knowledge- able about Opportunities in my Field	Prepared me for Regional Campus	Paper Billing Understand- able
Academic Advising			81% 19%	84% 16%			91% 9%		
Student Services including Financial Aid and the Registrar	98% 2%		83% 17%	95% 5%	98% 2%	72% 28%			
Student Affairs	100%		93% 7%	96% 4%	100%			65% 35%	
Student Billing & Financial Aid Disbursement	97% 3%		84% 16%	91% 9%	94% 6%				89% 11%
Student Health Care Provider	100%		89% 11%	93% 7%	86% 14%				
Information Technology Help Desk	90% 10%	84% 16%	90% 10%	87% 13%	84% 16%				

	Availability of Books and Journals	Librarians Helpful in Locating Resources	Search Software were easily accessible	Convenient Hours of Operation	Comfortable, Quiet & Clean Space	Adequate Study Facilities
Library	82% 18%	100%	100%	65% 35%	87% 13%	73% 28%

	Availability of Information & Services	Easy Access of Website Information	Accurate Website Information	Up-to-Date Website Information
Adequacy of School's Website	75% 25%	81% 20%	80% 20%	74% 26%

	I know where to obtain information	I received adequate information	There are adequate choices of coverage
Student Health Insurance	50% 50%	41% 59%	17% 83%

	Easy to use	Timely Assistance	I Need More Instruction
TechSIS System	82% 18%	81% 19%	21% 79%

Key

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

**School of Medicine –Lubbock –2003 Student Scores**

	Court- eous Staff	Knowl- edgeable Staff	Convenient Hours of Operation	Questions Answered Problems Solved	Acceptable Wait Times	Adequate Information about Scholarships	Knowledge- able about Opportunities in my Field	Prepared me for Regional Campus	Paper Billing Understand- able
Academic Advising			90% 10%	92% 8%			78% 22%		
Student Services including Financial Aid and the Registrar	98% 2%		94% 6%	98% 2%	97% 3%	63% 37%			
Student Affairs	92% 8%		80% 20%	85% 15%	86% 14%			70% 30%	
Student Billing & Financial Aid Disbursement	94% 6%		94% 6%	91% 9%	94% 6%				86% 14%
Student Health Care Provider	79% 21%		75% 25%	78% 22%	78% 22%				
Information Technology Help Desk	98% 2%	91% 9%	92% 8%	96% 4%	96% 4%				

	Availability of Books and Journals	Librarians Helpful in Locating Resources	Search Software were easily accessible	Convenient Hours of Operation	Comfortable, Quiet & Clean Space	Adequate Study Facilities
Library	93% 7%	94% 6%	89% 11%	78% 22%	96% 4%	92% 8%

	Availability of Information & Services	Easy Access of Website Information	Accurate Website Information	Up-to-Date Website Information
Adequacy of School's Website	86% 14%	77% 23%	84% 16%	77% 23%

	I know where to obtain information	I received adequate information	There are adequate choices of coverage
Student Health Insurance	48% 52%	44% 56%	19% 81%

	Easy to use	Timely Assistance	I Need More Instruction
TechSIS System	75% 25%	73% 27%	20% 80%

Key

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



### School of Nursing –Lubbock –2003 Undergraduate Student Scores

	Courteous Staff	Knowledgeable Staff	Convenient Hours of Operation	Questions Answered Problems Solved	Acceptable Wait Times	Adequate Information about Scholarships	Knowledgeable about Opportunities in my Field	Prepared me for Regional Campus	Paper Billing Understandable
Academic Advising			96% 4%	96% 4%			96% 4%		
Student Services including Financial Aid and the Registrar	98% 2%		97% 3%	97% 3%	99% 1%	87% 13%			
Student Affairs	99% 1%		98% 2%	99% 1%	98% 2%				
Student Billing & Financial Aid Disbursement	95% 5%		95% 5%	98% 2%	96% 4%				91% 9%
Student Health Care Provider	91% 9%		92% 8%	91% 9%	80% 20%				
Information Technology Help Desk	98% 2%	98% 2%	92% 8%	94% 6%	95% 5%				

	Availability of Books and Journals	Librarians Helpful in Locating Resources	Search Software were easily accessible	Convenient Hours of Operation	Comfortable, Quiet & Clean Space	Adequate Study Facilities
Library	95% 5%	87% 13%	78% 22%	96% 4%	99% 1%	99% 1%

	Availability of Information & Services	Easy Access of Website Information	Accurate Website Information	Up-to-Date Website Information
Adequacy of School's Website	94% 6%	96% 4%	98% 2%	94% 6%

	I know where to obtain information	I received adequate information	There are adequate choices of coverage
Student Health Insurance	51% 49%	31% 69%	37% 63%

	Easy to use	Timely Assistance	I Need More Instruction
TechSIS System	95% 5%	82% 18%	8% 92%

Key

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

**School of Pharmacy P3 –Amarillo/Dallas/Lubbock –2003 Student Scores**

	Courteous Staff	Knowledgeable Staff	Convenient Hours of Operation	Questions Answered Problems Solved	Acceptable Wait Times	Adequate Information about Scholarships	Knowledgeable about Opportunities in my Field	Prepared me for Regional Campus	Paper Billing Understandable
Academic Advising			95% 5%	83% 6% 11% NA			80% 17% 3% NA		
Student Services including Financial Aid and the Registrar	92% 4% 4% NA		92% 4% 4% NA	90% 4% 6% NA	88% 6% 6% NA	88% 8% 4% NA			
Student Affairs	65% 9% 26% NA		70% 4% 26% NA	61% 11% 28%	65% 7% 28% NA			50% 15% 35% NA	
Student Billing & Financial Aid Disbursement	89% 11% NA		85% 2% 13% NA	85% 15% NA	83% 2% 15% NA				83% 9% 9% NA
Student Health Care Provider	45% 9% 47% NA		43% 11% 47% NA	38% 13% 49% NA	41% 13% 47% NA				
Information Technology Help Desk	75% 21% 4% NA	55% 38% 6% NA	60% 36% 4% NA	55% 38% 6% NA	60% 34% 6% NA				

	Availability of Books and Journals	Librarians Helpful in Locating Resources	Search Software were easily accessible	Convenient Hours of Operation	Comfortable, Quiet & Clean Space	Adequate Study Facilities
Library	51% 43% 6% NA	62% 9% 30% NA	87% 9% 4% NA	64% 23% 13% NA	70% 15% 15% NA	55% 34% 11% NA

	Availability of Information & Services	Easy Access of Website Information	Accurate Website Information	Up-to-Date Website Information
Adequacy of School's Website	88% 8% 4% NA	88% 10% 2% NA	83% 15% 2% NA	79% 19% 2% NA%

	I know where to obtain information	I received adequate information	There are adequate choices of coverage
Student Health Insurance	36% 58% 6% NA	21% 67% 13% NA	11% 49% 40% NA

	Easy to use	Timely Assistance	I Need More Instruction
TechSIS System	92% 8%	55% 17% 28% NA	2% 92% 6% NA

Key

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

**School of Pharmacy P3 –Amarillo/Dallas/Lubbock –2003 Student Scores**

	Classes are equivalent to face-to-face	Equipment Malfunctions corrected on timely basis	Staff provided timely in-room assistance	Staff members were courteous	Staff members were knowledgeable	Staff members were receptive to student input regarding issues with distance learning
HealthNet	88% 8% 4% NA	88% 10% 2% NA	83% 15% 2% NA			79% 19% 2% NA%

HealthNet	HealthNet transmission problems (audio or video) occurred	Less than one time per class period 39%	Tow to four times per class period 47%	More than four times per class period 14%
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**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.

Summary

The data charts in Section 3 show that most of our students, with the exception of the School of Pharmacy, scored our 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. The areas requiring immediate attention are in Student Health and the Library’s hours of operation.

Improvements to the Survey Process

The survey process will be improved by publishing a survey calendar so that the students and the schools will know when the surveys will be done and reports published.

### Improvements to Processes

The students are now allowed to take food and drink into the Library. This has been met with higher student satisfaction scores.

The Student Services area, which includes Financial Aid and the Registrar, has extended hours of operation from 8:00 a.m. – 4:00 p.m. to 8:00 a.m. – 5:00 p.m. This year there were fewer comments regarding lengthening hours of operation.

The Office of Student Services has been relocated to the 2<sup>nd</sup> floor of the C wing across the new Synergistic Center, which is the newly created student center. The new location is also adjacent to the new academic classroom building thus providing easier access for student traffic. Student Services continues to utilize the student announcement page and email to communicate events and changes to policies to all or a specific group of students.

The Lubbock Campus Student Affairs Office extended their hours to include availability during the lunch hour so that students can be seen from 8:00-5:00 M-F.

The School of Nursing has placed emphasis on improving communication between the students and administration by developing Dean's Advisory Councils for the undergraduate and graduate programs.

## **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.

The Dean and Regional Dean's of the School of Medicine requested student focus groups to be conducted to further clarify the student comments. The results of these focus groups were shared with the Student Affairs personnel on all campuses.

**Output Measures:**

The total number of students surveyed was 537.  
The total number of students served was 2057.

**Efficiency Measures:**

The costs associated with the survey were the personnel time to: conduct student focus groups, typeset the survey, travel to the campuses to conduct and retrieve the surveys. Other direct costs were paper and travel expenses to the campuses.

**Explanatory Measures:**

There were 2057 customers identified.  
There were several customer groups surveyed:

- Medical Students
- Allied Health Undergraduate
- Nursing Education Undergraduate
- Pharmacy Education RPh to PharmD Students

**Estimated performance for fiscal year 2004**

Since the HSC schools will focus heavily on Health Insurance, better communication regarding scholarships and grants, providing information to students about opportunities in their fields, and preparing students for their transition to regional campuses the over all satisfaction scores will improve.