Texas Tech University Health Sciences Center
Report on Customer Service

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

June 2008

Report prepared by the Earl Survey Research Laboratory

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: Instruction/Operations		
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.1.6. Graduate Medical Education	N/A (Medical Residents are employees)	-----
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. Goal: Provide Research Support		
B.1.1. Research Enhancement	N/A	-----

C. Goal: 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 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 - Medical	N/A	-----
D.1.7. Medical Resident and Physician Assistant Program Expansion	Undergraduate Students Graduate Students	Provides support to train students in the Physician Assistant Program
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	-----
E. Goal: Tobacco Funds		
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. Tobacco - Permanent Health Fund	N/A	

Section 2

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

The Texas Tech University Health Sciences Center student survey was developed in response to Texas Government Code, Section 2114, 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 process, timely service and accuracy of information. The specific customers to be surveyed are those for which Texas Tech University Health Sciences Center receives state funding (see Section 1). Thus, currently enrolled students became the focus of TTUHSC's survey.

The original student survey instrument was developed in 2001 and administered in 2002. Following this initial administration of the survey, student focus groups helped determined the best terminology to use on future surveys to avoid student confusion, the most efficient method of disseminating the survey to increase the response rate and the groups of students to survey to yield the most reliable data. This revised survey was administered to students in 2004. A slightly modified version of the 2004 survey was administered in 2006.

The student survey administered in 2008 is a modification of the 2006 survey. The following changes were made to the 2006 survey:

- Under the section "*Student Services, Including Financial Aid Applications and the Registrar*," the following statements were added, "I am satisfied with the wait time for services and/or responses" and "I am satisfied with the information about scholarships and grants that I have received."

- Under the section section "*Student Billing and Monetary Disbursement (Bursar's Office*)" the following statement was added "I am satisfied with services provided by the Bursar's Office."

- The section "*Information Technology*" was shortened by two questions.

- Under the section "*Your School's HSC Website*," the following statement was added, "I use my school's website several times per week."

- Under the section "*TechLink"* the following statements were added "My TechLink instructors make an intentional effort to include me as a remote student in their instruction," and "I have full access to student services and activities that support my classroom instruction." One question about WebCT satisfaction was moved from this section to the section titled "*Facilities, Equipment, and Security on Your Campus*."

- A section for "*Online Students"* was added to the survey. This new section has four questions for student evaluation.

- The section titled "*Degree Program"* was renamed "*Academics"* and expanded to include the following statements – "I am satisfied with the quality of instruction that I receive," "I am satisfied with the personal attention that my instructors give me outside of class," and "I am satisfied with the concern for my academic and professional success that is shown by my instructors."

- A section titled "*Student Interactions*" was added to the survey. This section has six questions for student evaluation.

- A section titled *"Would You Recommend TTUHSC to Someone Else"* was added to the survey and the following statement was moved into that section "I would recommend my TTUSHC Degree Program to a friend or family member."

- Students were asked to select their degree program from a list.

There have been several improvements to the survey process implemented in 2008. The survey was administered online to all TTUHSC students. The solicitation for participation was sent on April 14. Several reminders were emailed to students from the Office of Student Services, the President of the Student Government, and several of the Deans and some faculty. In addition to the email reminders, flyers were posted on bulletin boards and all of the schools publicized the survey. As an incentive to encourage participation, respondents from each of the schools were entered into a drawing for a $500 scholarship.

Section 3

Tables detailing the levels of customer-determined service quality

Texas Tech University Health Sciences Center Report on Customer Service, 2008
(numbers represent the percentage of strongly agree plus agree responses to each item)
Student Service Survey – Summary by School
Report on Customer Service – 2008

Positive Trend – 90% and above

Negative Trend – less than 70%

Academic and Career Advising/Mentoring	**Graduate School of Biomedical Sciences** *(n=49)*	**Allied Health Sciences** *(n=183)*	**Medicine** *(n=190)*	**Nursing** *(n=263)*	**Pharmacy** *(n=183)*
In my area of study, I know whom to contact for academic and career advising/mentoring.	98	96.2	87.7	92.7	82.3
Times available for academic advising/mentoring are convenient.	97.9	95.7	83.3	92.1	84.9
My questions are answered and/or problems solved.	87.2	96.1	83.3	89.1	83
Academic and career advising/mentoring personnel are knowledgeable about opportunities in my field.	79.2	97.1	80.6	92.5	91.4

Texas Tech University Health Sciences Center Report on Customer Service, 2008
(numbers represent the percentage of strongly agree plus agree responses to each item)

Student Services, Including Financial Aid Applications and the Registrar	**Graduate School of Biomedical Sciences**	**Allied Health Sciences**	**Medicine**	**Nursing**	**Pharmacy**
Student Services employees are courteous.	95.7	98.3	99.4	97.9	90
Student Services office hours meet my needs.	95.5	96.5	98.3	95.2	91.5
My questions are answered and/or problems solved.	93.4	94.8	96.7	95.8	91.5
I am satisfied with wait times for services and/or responses.	88.3	91.9	96.6	95.2	88.7
I am satisfied with the information about scholarships and grants that I have received.	75.6	79.6	84.3	86.1	92.1

Texas Tech University Health Sciences Center Report on Customer Service, 2008
(numbers represent the percentage of strongly agree plus agree responses to each item)

Student Affairs Office for Your School or Program on Your Campus/Site	**Graduate School of Biomedical Sciences**	**Allied Health Sciences**	**Medicine**	**Nursing**	**Pharmacy**
Student Affairs employees are courteous.	97.7	98.7	98.4	99	93.9
Student Affairs office hours meet my needs.	97.7	100	97.9	97.4	95
My questions are answered and/or problems solved.	95.3	99.3	95.8	97	93.1
I am satisfied with the wait time for services and/or responses.	95.2	98.6	94.7	97	95
Student Affairs has prepared me for the transition to a regional campus.	92.3	92.1	91.6	96.6	90.3

Texas Tech University Health Sciences Center Report on Customer Service, 2008
(numbers represent the percentage of strongly agree plus agree responses to each item)

Student Billing and Monetary Disbursement (Bursar's Office)

	Graduate School of Biomedical Sciences	Allied Health Sciences	Medicine	Nursing	Pharmacy
HSC employees involved in Billing and Monetary Disbursement are courteous.	97.9	97.7	98.7	98.4	98.2
Billing and Monetary Disbursement Hours met my needs.	93.6	95.3	96	95.3	96.8
My questions are answered and/or problems solved.	95.8	95.4	97.4	95	94.2
Wait time for services and/or responses are acceptable.	95.7	92.9	95.3	96.7	96.2
The paper billing is easy to understand.	84.8	95.2	92.5	94	87.4

Texas Tech University Health Sciences Center Report on Customer Service, 2008
(numbers represent the percentage of strongly agree plus agree responses to each item)

Student Health Insurance	**Graduate School of Biomedical Sciences**	**Allied Health Sciences**	**Medicine**	**Nursing**	**Pharmacy**
I know where to obtain information explaining student health care services. (insurance plans; where to go for health care, etc.)	68.3	66.6	56.4	71.1	66.4
I am satisfied with my choices for health insurance coverage at TTUHSC.	56.1	67.6	48.6	76	41.8
I am satisfied with the information on health insurance plans that I am given by TTUHSC.	57.1	70.1	54.4	70	55.1

Texas Tech University Health Sciences Center Report on Customer Service, 2008
(numbers represent the percentage of strongly agree plus agree responses to each item)

Student Health Care Provider For Your Campus/Site	Graduate School of Biomedical Sciences	Allied Health Sciences	Medicine	Nursing	Pharmacy
Student health care provider's office employees are courteous.	80.8	84.8	91.3	84.4	81.7
Student health care provider's office hours meet my needs.	88	83.1	79.7	82.3	78.9
My questions are answered and/or problems solved.	83.3	82.7	86.3	88.6	72.6
I am satisfied with the wait time for services and/or responses.	68	73.7	71.7	71.9	56.7
I am satisfied with the availability of pharmaceutical services through the provider for my campus/site.	72	78.5	76.8	85.8	69.3
I know whom to contact for mental health counseling.	50	55.9	60.7	50.5	61.1
I had a positive experience during my first encounter with a TTUHSC health provider (applicable only to those who had their first encounter with a TTUHSC health provider during AY 2007-2008).	95	76.9	89.1	86.5	71.6

Texas Tech University Health Sciences Center Report on Customer Service, 2008
(numbers represent the percentage of strongly agree plus agree responses to each item)

Library Resources On Your Campus/Site	**Graduate School of Biomedical Sciences**	**Allied Health Sciences**	**Medicine**	**Nursing**	**Pharmacy**
The books, journals and other materials that I need are readily accessible in the library.	75.5	90.1	91.8	91.3	85.2
The librarians are helpful in locating resources.	95.9	92.5	98.8	92.6	96.3
Search software such as OVID, Micromedex, and MD Consult are easily accessible.	91.6	92.4	95.7	94.4	98.1
Library hours are convenient.	87.3	80.4	75.9	92.2	85.4
The library is comfortable, quiet, and clean.	93.9	92	91.3	97.1	93.4
I am satisfied with the library's study facilities.	85.7	81.6	80.2	93.7	81.5

Texas Tech University Health Sciences Center Report on Customer Service, 2008
(numbers represent the percentage of strongly agree plus agree responses to each item)

Facilities, Equipment and Security on Your Campus/Site	Graduate School of Biomedical Sciences	Allied Health Sciences	Medicine	Nursing	Pharmacy
I am satisfied with the physical size of my classrooms.	79.6	91.9	97.9	98.6	57.5
I am satisfied with the audio-visual equipment used in classrooms.	63.6	82.2	90.4	94.2	63.5
I am satisfied with the way in which WebCT is used in my classes.	76.7	90.4	77.3	93.1	87.2
I am satisfied with the housekeeping and maintenance of classrooms.	91.7	94.2	98.9	98.6	92.2
I am satisfied with the computer equipment available to me at my campus.	73.5	76.1	85.1	91.3	72.7
I am satisfied with the online access on my campus.	75	86.2	77	89.4	87.8
I am satisfied with the quality of equipment in my laboratory facilities.	85.1	87.3	94.3	97.1	90.8
I am satisfied with the safety of laboratory facilities.	93.8	98.8	99.4	99.3	98
I am satisfied with the level of security on my campus.	87.7	92.6	93.7	94	89.1

Texas Tech University Health Sciences Center Report on Customer Service, 2008
(numbers represent the percentage of strongly agree plus agree responses to each item)

	Graduate School of Biomedical Sciences	Allied Health Sciences	Medicine	Nursing	Pharmacy
Information Technology -- Computer Services					
Help Desk employees are courteous.	84	98	95.8	98.7	88.2
Help Desk employees are knowledgeable.	74.4	96.6	87.4	97.9	86
The Help Desk employees are easily accessible.	74.5	95.9	89.5	93.6	76.5
My questions are answered and/or problems solved.	68.2	96.5	83.4	95.3	82.4
I am satisfied with wait times for services and/or responses.	68.2	96.5	89	93.6	83.8
Your School's HSC Website					
I use my school’s website several times per week.	83.7	94.5	76	97.3	92.3
The information/services I need on-line are available on my school's website.	77.6	94.5	84.8	95.8	93.3
My school's website information is easy to find.	69.4	88.5	76.1	93	84.5
My school's website information is accurate and up-to-date.	62.6	93.4	77.9	95.7	88.4

Texas Tech University Health Sciences Center Report on Customer Service, 2008
(numbers represent the percentage of strongly agree plus agree responses to each item)

TechLink	Graduate School of Biomedical Sciences	Allied Health Sciences	Medicine	Nursing	Pharmacy
TechLink classes are equivalent to face-to-face instruction.	52.7	33.3	93.4	89.1	66.7
My TechLink class instructors use the videoconferencing system effectively to provide classroom instruction.	77.8	88.9	93.4	94.1	81.3
My TechLink instructors make an intentional effort to include me as a remote student in their instruction.	87.6	83.4	93.4	93.8	81.3
I have full access to student services and activities that support my classroom instruction.	84.2	96.3	100	96.3	93.9
TechLink technical difficulties do not interfere with my learning experience.	68.4	47.2	93.4	77.4	53.8
TechLink classroom equipment malfunctions are corrected on a timely basis.	94.7	85.5	100	96	84.4
TechLink operations technicians are courteous.	94.7	96.1	100	100	95.5
TechLink Operations technicians are knowledgeable.	94.5	94.2	100	98.1	98.5

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(numbers represent the percentage of strongly agree plus agree responses to each item)

Online Students

	Graduate School of Biomedical Sciences	Allied Health Sciences	Medicine	Nursing	Pharmacy
Clear standards are set in my online course(s) for instructor response time and availability (turn-around time for email, grade posting, etc.)	91.7	91.5	87.6	76.5	87.7
The electronic tools and media in my online course(s) support the learning objectives for the course(s) and are appropriate for an online environment.	91.7	95.6	87.5	90.9	93.9
As an online student I have full access to student services and activities to support my online class experience.	100	100	88.2	90.3	91.7
Learning activities in my online course(s) promote the achievement of the learning objectives of the course(s).	81.8	91.1	81.3	90.3	95.9

Student Senate

I am aware of the role of the Student Senate at the TTUHSC.	74	67.7	67.2	61.3	63.2
I am satisfied with the role of the Student Senate at the TTUHSC.	79.5	83.4	79	71.4	66
I am aware of my school's Student Senate representatives.	78.7	66.7	72.1	51.9	64.3
I am aware of activities sponsored by the Student Senate.	77.1	63.9	66.5	50.5	64.5

Texas Tech University Health Sciences Center Report on Customer Service, 2008
(numbers represent the percentage of strongly agree plus agree responses to each item)

Student Interactions	**Graduate School of Biomedical Sciences**	**Allied Health Sciences**	**Medicine**	**Nursing**	**Pharmacy**
I am satisfied with the racial/ethnic diversity of the TTUHSC student body.	83.7	93.1	85	93.8	89.3
Students at TTUHSC are treated fairly and with respect regardless of their differences.	91.9	93.2	92	92.9	81.3
I feel I have a sense of belonging to the TTUHSC community.	79.6	91.4	88.5	89.5	84.2
I know where to go to file a complaint against another student or a TTUHSC employee.	66	54.7	41.7	57.8	52.9
I believe that any complaints I file against another student or a TTUHSC employee will be handled fairly and promptly.	81.4	90.1	83	87.2	65.7
I believe that I could report unethical activities by another student or a TTUHSC employee without fear of retaliation.	76.6	90.5	81.6	89.4	71.9

Texas Tech University Health Sciences Center Report on Customer Service, 2008
(numbers represent the percentage of strongly agree plus agree responses to each item)

	Graduate School of Biomedical Sciences	Allied Health Sciences	Medicine	Nursing	Pharmacy
Academics					
I am satisfied with the quality of instruction that I receive.	68.7	94.4	69.7	83.3	84
I am satisfied with the personal attention that my instructors give me outside of class.	81.3	93.9	80.5	80.8	83.2
I am satisfied with the concern for my academic and professional success that is shown by my instructors.	68.8	95.5	77.6	84.6	81
Would You Recommend TTUHSC to Someone Else?					
I would recommend my TTUHSC Degree Program to a friend or family member.	69.4	95.6	83.6	90.1	77.8

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(numbers represent the percentage of strongly agree plus agree responses to each item)
Student Service Survey – Summary by Campus
Report on Customer Service – 2008

Positive Trend – 90% and above

Negative Trend – less than 70%

Academic and Career Advising/Mentoring	**Abilene** *(n=23)*	**Amarillo** *(n=161)*	**Dallas** *(n=27)*	**El Paso** *(n=34)*	**Hill Country** *(n=13)*	**Lubbock** *(n=426)*	**Midland /Odessa** *(n=57)*	**Online** *(n=72)*
In my area of study, I know whom to contact for academic and career advising/mentoring.	77.3	90.1	62.9	74.3	100	93.1	89.8	94
Times available for academic advising/mentoring are convenient.	61.2	92.1	76.1	67.8	100	92.4	96.4	92.5
My questions are answered and/or problems solved.	60	91.1	75	68.5	86.7	89.7	94.8	89.4
Academic and career advising/mentoring personnel are knowledgeable about opportunities in my field.	85.7	95.3	78.3	54.5	86.7	90.2	96.4	94.6

Texas Tech University Health Sciences Center Report on Customer Service, 2008
(numbers represent the percentage of strongly agree plus agree responses to each item)

Student Services, Including Financial Aid Applications and the Registrar	**Abilene**	**Amarillo**	**Dallas**	**El Paso**	**Hill Country**	**Lubbock**	**Midland /Odessa**	**Online**
Student Services employees are courteous.	65.2	94.4	92.6	100	100	97.6	100	100
Student Services office hours meet my needs.	60.9	96.8	92.6	97	91.7	97.6	90.4	95
My questions are answered and/or problems solved.	77.2	93.1	92.6	94.1	85.7	96.4	93	97.8
I am satisfied with wait times for services and/or responses.	69.6	91	92.6	94.1	85.7	95.5	83.6	97.6
I am satisfied with the information about scholarships and grants that I have received.	82.6	89.2	96.2	62.5	58.3	85.3	81	88.5

Texas Tech University Health Sciences Center Report on Customer Service, 2008
(numbers represent the percentage of strongly agree plus agree responses to each item)

Student Affairs Office for Your School or Program on Your Campus/Site	Abilene	Amarillo	Dallas	El Paso	Hill Country	Lubbock	Midland /Odessa	Online
Student Affairs employees are courteous.	80	96.6	96.3	100	100	98	100	100
Student Affairs office hours meet my needs.	75	98.6	92.6	94	87.5	98.8	100	98.6
My questions are answered and/or problems solved.	80	97.9	85.2	94.2	87.5	96.6	100	98.6
I am satisfied with the wait time for services and/or responses.	80	97.1	96.3	88.2	100	96.8	97.7	98.6
Student Affairs has prepared me for the transition to a regional campus.	68.8	94	92	81.3	100	95.2	84.2	96.2

Texas Tech University Health Sciences Center Report on Customer Service, 2008
(numbers represent the percentage of strongly agree plus agree responses to each item)

Student Billing and Monetary Disbursement (Bursar's Office)	Abilene	Amarillo	Dallas	El Paso	Hill Country	Lubbock	Midland /Odessa	Online
HSC employees involved in Billing and Monetary Disbursement are courteous.	95	98.6	100	100	93.3	97.7	98.2	100
Billing and Monetary Disbursement office hours meet my needs.	94.7	96.4	95.7	92	92.9	96.1	91	96.6
My questions are answered and/or problems solved.	94.4	94.5	95.8	91.7	93.8	96.2	93	96.8
Wait time for services and/or responses are acceptable.	94.4	95.2	98.8	88	87.5	96.7	89.2	97.9
The paper billing is easy to understand.	72.3	86.6	91.7	88.4	93.4	94	94.7	95.7

Texas Tech University Health Sciences Center Report on Customer Service, 2008
(numbers represent the percentage of strongly agree plus agree responses to each item)

Student Health Insurance	Abilene	Amarillo	Dallas	El Paso	Hill Country	Lubbock	Midland /Odessa	Online
I know where to obtain information explaining student health care services. (insurance plans; where to go for health care, etc.)	59.1	66.9	57.7	46.9	75	64.5	73.9	78.7
I am satisfied with my choices for health insurance coverage at TTUHSC.	55.6	39.8	39.1	35.7	50	66.3	60	75.1
I am satisfied with the information on health insurance plans that I am given by TTUHSC.	55	52.2	48	34.4	50	67.2	66.6	72.7

Texas Tech University Health Sciences Center Report on Customer Service, 2008
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Student Health Care Provider For Your Campus/Site	Abilene	Amarillo	Dallas	El Paso	Hill Country	Lubbock	Midland /Odessa	Online
Student health care provider's office employees are courteous.	53.9	86.7	85.7	91.3	100	87.6	65.5	91.6
Student health care provider's office hours meet my needs.	76.9	81.8	71.4	61.9	100	84	66.7	91.7
My questions are answered and/or problems solved.	63.7	72.7	78.5	81.8	66.6	88.7	58.6	91.6
I am satisfied with the wait time for services and/or responses.	58.4	68.7	78.5	66.7	66.7	73.4	50	91.7
I am satisfied with the availability of pharmaceutical services through the provider for my campus/site.	72.7	72.2	50	54.7	100	84.1	40.7	90
I know whom to contact for mental health counseling.	81.3	65	29.4	28	25	56.2	62.5	64.3
I had a positive experience during my first encounter with a TTUHSC health provider (applicable only to those who had their first encounter with a TTUHSC health provider during AY 2007-2008).	54.6	75.1	75	76.4	50	88	55.2	88.9

Texas Tech University Health Sciences Center Report on Customer Service, 2008
(numbers represent the percentage of strongly agree plus agree responses to each item)

Library Resources On Your Campus/Site	Abilene	Amarillo	Dallas	El Paso	Hill Country	Lubbock	Midland /Odessa	Online
The books, journals and other materials that I need are readily accessible in the library.	46.7	95.2	60	90.9	100	90.6	83	85.5
The librarians are helpful in locating resources.	57.2	100	93.3	100	87.5	95.1	83.7	93.4
Search software such as OVID, Micromedex, and MD Consult are easily accessible.	93.3	98	100	100	100	94	92.9	91.4
Library hours are convenient.	50	88	86.7	69.7	100	85.1	62	95.3
The library is comfortable, quiet, and clean.	72.8	94.5	84.6	84.4	100	94.7	91.5	94.2
I am satisfied with the library's study facilities.	45.5	83.8	66.6	60.6	100	89.1	70	94

Texas Tech University Health Sciences Center Report on Customer Service, 2008
(numbers represent the percentage of strongly agree plus agree responses to each item)

Facilities, Equipment and Security on Your Campus/Site	Abilene	Amarillo	Dallas	El Paso	Hill Country	Lubbock	Midland /Odessa	Online
I am satisfied with the physical size of my classrooms.	100	64.4	37	87.9	100	93.7	96.1	100
I am satisfied with the audio-visual equipment used in classrooms.	68.1	64.5	77.8	84.4	92.4	90.6	79.2	73.7
I am satisfied with the way in which WebCT is used in my classes.	90.9	84.1	85.2	63.6	100	86	92.8	96.3
I am satisfied with the housekeeping and maintenance of classrooms.	90.9	96.3	85.2	100	100	95.6	96.1	100
I am satisfied with the computer equipment available to me at my campus.	85	80.8	48.1	81.8	100	81.1	80.4	100
I am satisfied with the online access at my campus.	95.5	84.4	96.3	75.8	100	81.4	90.8	95.6
I am satisfied with the quality of equipment in my laboratory facilities.	95.5	89.9	91.6	87.5	100	93.4	82.4	100
I am satisfied with the safety of laboratory facilities.	100	97.5	92.3	100	100	98.8	100	100
I am satisfied with the level of security on my campus.	72.7	95.1	65.4	77.6	85.7	93.5	92.3	100

Texas Tech University Health Sciences Center Report on Customer Service, 2008
(numbers represent the percentage of strongly agree plus agree responses to each item)

	Abilene	Amarillo	Dallas	El Paso	Hill Country	Lubbock	Midland /Odessa	Online
Information Technology -- Computer Services								
Help Desk employees are courteous.	100	83.9	100	100	100	96.9	98	97.7
Help Desk employees are knowledgeable.	100	81.5	95.2	76	100	93.6	95.9	96.6
The Help Desk employees are easily accessible.	94.1	69.8	95.2	84.6	84.7	92.6	93.8	81.8
My questions are answered and/or problems solved.	94.1	77.6	95.5	80.8	91.7	90.6	93.9	94.4
I am satisfied with wait times for services and/or responses.	100	74.8	95.5	80	84.7	93	95.9	95.3
Your School's HSC Website								
I use my school’s website several times per week.	78.3	93.8	100	65.7	93.8	88.5	93.1	98.1
The information/services I need on-line are available on my school's website.	82.6	92.5	100	77.1	100	91	94.8	94.2
My school's website information is easy to find.	69.5	84	66.3	61.8	93.8	85.8	84.5	92.3
My school's website information is accurate and up-to-date.	56.5	92	88.9	60	93.8	88	91.2	95.1

Texas Tech University Health Sciences Center Report on Customer Service, 2008
(numbers represent the percentage of strongly agree plus agree responses to each item)

TechLink	Abilene	Amarillo	Dallas	El Paso	Hill Country	Lubbock	Midland /Odessa	Online
TechLink classes are equivalent to face-to-face instruction.	75	59	64.3	100	50	68.7	50	86.7
My TechLink class instructors use the videoconferencing system effectively to provide classroom instruction.	75	81.3	71.4	100	50	97.4	83.4	92.3
My TechLink instructors make an intentional effort to include me as a remote student in their instruction.	100	87.5	53.9	100	50	92.1	82.6	92.3
I have full access to student services and activities that support my classroom instruction.	100	89.4	85.7	100	66.7	100	100	93.3
TechLink technical difficulties do not interfere with my learning experience.	75	53	50	100	25	65.1	75	85.7
TechLink classroom equipment malfunctions are corrected on a timely basis.	100	83.4	85.7	100	100	90.8	100	92.9
TechLink operations technicians are courteous.	100	92.6	100	100	100	98.7	100	100
TechLink Operations technicians are knowledgeable.	100	95.4	100	100	100	96.1	100	100

Texas Tech University Health Sciences Center Report on Customer Service, 2008
(numbers represent the percentage of strongly agree plus agree responses to each item)

Online Students	Abilene	Amarillo	Dallas	El Paso	Hill Country	Lubbock	Midland /Odessa	Online
Clear standards are set in my online course(s) for instructor response time and availability (turn-around time for email, grade posting, etc.)	100	88.6	71.4	100	68.8	81.6	93.1	77
The electronic tools and media in my online course(s) support the learning objectives for the course(s) and are appropriate for an online environment.	66.7	97.6	92.9	50	75.1	92.8	92.9	92
As an online student I have full access to student services and activities to support my online class experience.	100	100	69.2	50	68.8	95.1	100	89.8
Learning activities in my online course(s) promote the achievement of the learning objectives of the course(s).	100	95.4	85.7	50	81.3	91	81.4	93

Texas Tech University Health Sciences Center Report on Customer Service, 2008
(numbers represent the percentage of strongly agree plus agree responses to each item)

Student Interactions	Abilene	Amarillo	Dallas	El Paso	Hill Country	Lubbock	Midland /Odessa	Online
I am satisfied with the racial/ethnic diversity of the TTUHSC student body.	91.3	90.7	84.6	82.3	100	89	91	96.9
Students at TTUHSC are treated fairly and with respect regardless of their differences.	69.5	86.4	85.2	82.5	84.7	92.7	89.4	97.3
I feel that I have a sense of belonging to the TTUHSC community.	87	84.5	84.6	70.6	84.7	91.7	80.4	89.2
I know where to go to file a complaint against another student or a TTUHSC employee.	47.8	58.4	42.3	37.6	61.6	48.5	62.3	69.4
I believe that any complaints I file against another student or a TTUHSC employee will be handled fairly and promptly.	52.2	70.9	72	76.7	83.3	87.5	84.3	86.6
I believe that I could report unethical activities by another student or a TTUHSC employee without fear of retaliation.	56.5	75.5	65.4	75.8	83.3	87.1	89.1	92.8

Texas Tech University Health Sciences Center Report on Customer Service, 2008
(numbers represent the percentage of strongly agree plus agree responses to each item)

	Abilene	Amarillo	Dallas	El Paso	Hill Country	Lubbock	Midland /Odessa	Online
Student Senate								
I am aware of the role of the Student Senate at the TTUHSC.	60	70.1	48.1	50	53.2	73	40	40.3
I am satisfied with the role of the Student Senate at the TTUHSC.	29.4	74.1	68.2	56	30	83.3	55.2	61.3
I am aware of my school's Student Senate representatives.	40	74.1	57.6	54.6	18.2	73	29.3	25.5
I am aware of activities sponsored by the Student Senate.	35	78.5	42.3	33.3	30	70	27.5	20.4
Academics								
I am satisfied with the quality of instruction that I receive.	78.2	82.9	88.9	50.1	81.3	81.6	86.2	89
I am satisfied with the personal attention that my instructors give me outside of class.	82.6	83.3	84.6	58.1	56.3	87.2	83.9	85.2
I am satisfied with the concern for my academic an professional success that is shown by my instructors.	78.2	80.8	88.9	58.1	68.8	84.5	89.4	91.2

Texas Tech University Health Sciences Center Report on Customer Service, 2008
(numbers represent the percentage of strongly agree plus agree responses to each item)

Would You Recommend TTUHSC to Someone Else?	Abilene	Amarillo	Dallas	El Paso	Hill Country	Lubbock	Midland /Odessa	Online
I would recommend my TTUHSC Degree Program to a friend or family member.	78.3	77.8	85.2	66.7	75	88.6	91.5	95.1

Section 4
Analysis of the findings identified from the customer satisfaction assessment

Methodology

The survey analysis was simplified by combining 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 schools and campuses are going above and beyond their customers' expectations. A negative trend as set at 30% to show areas where there is a high dissatisfaction and immediate attention is required.

Summary

Summary by Schools: In general, students in all five schools (Graduate School of Biomedical Sciences, Allied Health Sciences, Medicine, Nursing, and Pharmacy) were overall satisfied with Academic and Career Advising, Mentoring, Student Services, Student Affairs, the Bursar's Office, Library resources, Facilities and equipment, Information Technology, the school websites, TechLink, satisfaction of Online Students, Student interactions, and academics. However, there were a number of exceptions. Graduate School of Biomedical Sciences (GSBS) students noted dissatisfaction with audio-visual equipment used in classrooms, and Pharmacy students noted dissatisfaction with the physical size of the classrooms as well as dissatisfaction with audio-visual equipment used in classrooms. GSBS students noted dissatisfaction with the adequacy of responses and wait times for IT services, as well as dissatisfaction with the accuracy and ease of use of the school's website. Students from the GSBS, Allied Health Sciences, and Pharmacy noted dissatisfaction with the idea that TechLink classes are equivalent to face-to-face instruction, and with the idea that TechLink technical difficulties do not interfere with the learning experience. A large percentage of students from all five schools lacked awareness of where to go to file a complaint against a student or TTUHSC employee. A large proportion of Pharmacy students disagreed that complaints filed against another student or a TTUHSC employee would be handled fairly and promptly. Many students from the GSBS were dissatisfied with the quality of instruction received and with the concern for academic and professional success shown by instructors. A large number of students in Medicine were not satisfied with the quality of instruction received. Many GSBS students would not recommend their degree program to a friend or family member. Students in GSBS, Allied Health Sciences, Medicine, and Pharmacy registered a high level of dissatisfaction with information and choices for health insurance at TTUHSC. Students in all schools had a low level of awareness about whom to contact about mental health counseling. Students from the GSBS and Pharmacy noted dissatisfaction with wait times for health care services and/or responses. Pharmacy students also noted dissatisfaction with pharmaceutical services through campus providers. Finally, students in Allied Health Sciences, Medicine, Nursing, and Pharmacy noted low levels of awareness about the role, representatives, and activities of the Student Senate.

Summary by Campus/group: In general, students from all eight campuses/groups (Abilene, Amarillo, Dallas, El Paso, Hill Country, Lubbock, Midland/Odessa, and Online students) were satisfied overall with Academic and Career Advising and Mentoring, Student Affairs, the Bursar's Office, Library resources, Facilities and equipment, Information Technology, the school websites, TechLink, and satisfaction of Online Students. However, there were exceptions in several areas. Students in Abilene and El Paso expressed dissatisfaction with the times available for advising/mentoring and disagreed that problems are solved in the area of Career advising/mentoring. Students in Dallas lacked awareness about who they should contact about academic and career advising/mentoring. Students in El Paso disagreed that advising personnel are knowledgeable about opportunities in the students' fields. A large proportion of students in Abilene expressed dissatisfaction with the courtesy of student services employees and with the hours the office is open, as well as being dissatisfied with the wait times for services and/or responses. A large number of students in El Paso and in the Hill Country are dissatisfied with the information they have received about scholarships and grants. A large percentage of students in Abilene do not feel as though Student Affairs has prepared them for the transition to a regional campus. All campuses/groups except for online students registered a high level of dissatisfaction with information and choices for health insurance at TTUHSC, as well as a high level of dissatisfaction with the student health care provider for their campus/groups. Students in Abilene expressed dissatisfaction with the library in the area of accessibility of printed materials, helpfulness of librarians, convenience of library hours, and library study facilities. Students in Dallas expressed dissatisfaction with the library in the area of accessibility of printed materials and library study facilties. Students in El Paso expressed dissatisfaction with the library in the areas of library hours and library study facilities. Students in Midland/Odessa expressed dissatisfaction with library hours. Students in the Hill Country expressed a great deal of dissatisfaction with the use of Techlink resources. A large proportion of students in Amarillo, Dallas, Hill Country, Lubbock, and Midland/Odessa disagree that TechLink classes are equivalent to face-to-face instruction. Students in Amarillo, Dallas, Hill Country, and Lubbock feel that TechLink technical difficulties interfere with their learning experience. Online students in the Hill Country do not feel that clear standards are set in online courses, nor do they agree that they have full access to student services. Many online students in Abilene do not agree that the electronic tools and media in their online courses support the learning objectives for the courses. A number of online students in Dallas do not feel they have full access to student services. In El Paso, many students do not agree that the electronic tools in their online courses support the learning objectives for the courses, they do not agree that they have full access to student services, and they do not agree that the learning activities in the courses promot the achievement of the learning objectives of the course. A large percentage of students from all campuses/locations lacked awareness of where to go to file a complaint against a student or TTUHSC employee. A large proportion of Abilene students disagreed that students at TTUHSC are treated fairly and with respect regardless of their differences, that complaints filed against another student or a TTUHSC employee would be handled fairly and promptly, and that the student could report unethical activities without fear of retaliation. Finally, students in Abilene, Dallas, El Paso, Hill Country, Midland/Odessa,

and online students noted low levels of awareness about the role, representatives, and activities of the Student Senate. Students in El Paso and Hill Country expressed dissatisfaction with the quality of instruction and the attention they are given by their instructors.

Improvements to the Survey Process

Several improvements to the survey process were implemented in 2008. The survey was administered to all TTUHSC students (including online students) via a web link sent by email. To increase the response rate, a drawing was held that awarded a $500 scholarship to a survey participant from each school.

Improvements based on 2006 results

Several processes have been improved as a direct result of the 2006 Customer Service Survey.

Student Service's Office: The expansion of the Student Services website now includes a student portal link for ease of navigation to student personal web pages. The addition of a marketing/webmaster to the Student Services staff enhances the ability to provide marketing and communication services to student organizations and student senate. A Student Affairs Workgroup was started to facilitate equitable student support services across the TTUHSC campuses.

Registrar's Office: The Registrar's Office has implemented Banner and MERLIN, two new information systems that will enhance service to students.

Financial Aid Office: The Financial Aid Office is implementing the Banner suite of administrative software solutions. This fully integrated software suite will provide significant enhancements to our student service. These include:

- Individual student web access 24 hours a day, seven days a week, to the financial aid application and award process
- An immediate posting of financial aid disbursement

Paul L. Foster School of Medicine: The Student Affairs Office has made changes in regards to career counseling and mentoring. Every student met with the Associate Dean for Student Affairs during their third year. Another meeting is scheduled for this summer to prepare the students for interviewing for residency programs.

Starting with the class of 2010, the students will meet with the Associate Dean twice in their third year and then in the summer of their fourth year. Career counseling will be addressed as well as identifying a mentor for each student.

The School of Medicine continues to work towards a contract with Thomason Clinic for student health care.

Graduate School of Biomedical Sciences: This is the first time the Graduate School of Biomedical Sciences students have been surveyed. Based on the survey results the

GSBS will focus their efforts on a user-friendly website and improvements to categories listed below 70% on the survey summary. To get at the core issues, the Dean is conducting one-on-one interviews with students.

School of Allied Health Sciences: The School of Allied Health Sciences found three areas of concern.

The survey reports that students are not sure who to contact for mental health counseling and where to obtain information explaining student health care. Both of these services are discussed at new student orientation. Beginning this fall the SOAHS will send an email two weeks after orientation reminding the students of the contact information for mental health counseling and student health insurance as well as where to go for health care services.

TechLink continues to be an area of concern. The SOAHS users of TechLink continue to meet with the TechLink operational staff to improve user skills, investigate better delivery of educational materials as well as consider some adaption of curriculum delivery which is more easily delivered by the TechLink format.

School of Medicine – Lubbock: The focus of improvement in the School of Medicine continues to be the ongoing reform of the medical education curriculum. As part of the reform process, mechanisms for communication between faculty and students through enhanced small group interaction have been put in place in order to achieve fuller integration of the basic and clinical sciences. In addition, faculty leaders for medical student small groups serve as academic advisors. This improved student/faculty communication structure has resulted in notably increased student satisfaction in two specific areas; (1) the answering of questions and/or solution of problems, and (2) the preparation of students for the transition to a regional campus. The efforts to improve communication have also been experienced within the student leadership which is displayed in across the board improvement of student awareness and satisfaction related to the Student Senate.

School of Nursing: The School of Nursing has focused its improvement processes in the following areas:

- Academic Career Advising/Mentoring: Students are better informed regarding academic and career advising/mentoring. Contact information is included in admissions packets and the advisors/mentors are introduced at new student orientation.
- Financial Aid Information: The School's Office of Scholarship and Financial Aid provide contact information at new student orientation.
- Student Health Information: Student health insurance information is included in admissions packets and this information is reviewed at new student orientation. Additional information is located in the TTUHSC Student Handbook.
- Library Hours: Library hours are included in admissions packets and the information is reviewed at orientation. Similar information can be found in the TTUHSC Student Handbook and online at the library homepage.
- Computer Equipment Availability: Students are informed of computer availability, hours of access and locations at new student orientation.

- TechLink: Instructors are provided with instructions on effective use of the videoconferencing system. SON faculty and TechLink administrators are working collaboratively to develop improvement strategies.
- Awareness of Student Senate: The Student Senate President speaks at new student orientation and provides contact and student senate information.

School of Pharmacy: The School of Pharmacy has scored below an acceptable range in preparing students to transition to a regional campus. The school will perform a needs assessment of students who are currently on a regional campus to determine what information would be most beneficial. Once the information is collected, the School of Pharmacy Student Affairs Office and Office of Experiential Programs will work with the Regional Deans to develop a program that addresses students' needs.

Students' knowledge of the availability of health insurance and health care services have scored below an acceptable range on the Customer Service Report. While student health is a combined effort between the institution as a whole and individual schools, the School of Pharmacy proposed to improve knowledge of these areas. The Office of Student Affairs will work in concert with the institution and Regional Deans to develop an orientation program which will address student health care issues. Students will tour the facility and will receive a health care portfolio. These resources will be posted on the web for immediate access.

Section 5

Performance measure information related to customer service standards and customer satisfaction

Outcome Measures:

The majority of our students strongly agreed or agreed that TTUHSC departments are meeting their needs.

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

Output Measures:

The total number of students surveyed was 871.
The total number of students served was 2616.

Efficiency Measures:

The costs associated with the survey were the personnel time to: program the survey into web survey software, time to send out survey solicitations via email, and the time to publicize the survey to students.

Explanatory Measures:

There were 2616 customers identified.
There were several customer groups surveyed:

- Biomedical Sciences Students
- Medical Students
- Allied Health Sciences Students
- Nursing Students
- Pharmacy Students

Estimated performance for fiscal year 2008

TTUHSC will focus on the following areas to improve customer satisfaction scores:

- Student health insurance
- Information about mental health counseling
- Information technology in the Graduate School of Biomedical Sciences
- Making TechLink classes equivalent to face-to-face instruction in the Graduate School of Biomedical Sciences, School of Allied Health Sciences, and the School of Pharmacy
- Increase awareness of the Student Senate