

## II. KEY MEASURE ANALYSIS

Agency Mission: ORS 351.009 – The Legislative Assembly declares that the mission of all higher education in Oregon is to: 1) Enable students to extend prior educational experiences in order to reach their full potential as participating and contributing citizens by helping them develop scientific, professional, and technological expertise, together with heightened intellectual, cultural, and humane sensitivities and a sense of purpose; 2) Create, collect, evaluate, store, and pass on the body of knowledge necessary to educate future generations; 3) Provide appropriate instructional, research, and public service programs to enrich the cultural life of Oregon and to support and maintain a healthy state economy.

KPM #29	CUSTOMER SERVICE : Percent of customers rating their satisfaction with the agency’s customer service as “good” or “excellent”: overall, timeliness, accuracy, helpfulness, expertise, availability of information	Measure since: 2005
<b>Goal</b>	Quality: increase quality of existing programs – customer’s views	
<b>Oregon Context</b>	OBM26 – College completion.	
<b>Data source</b>	OUS Strategic Programs and Planning, customer surveys	
<b>Owner</b>	OUS Strategic Programs and Planning, Performance Measurement and Outcomes, Kimberly Rambo (541) 346-5777	

1. **OUR STRATEGY**

Improve responsiveness to the needs of students and other constituents throughout all OUS activities.

2. **ABOUT THE TARGETS**

As this is a new measure with no historical data, targets were not required.

3. **HOW WE ARE DOING**

OUS students were most satisfied with the knowledge and expertise of OUS faculty and staff, with 90.4% of respondents providing a rating of “excellent” or “good.” Students also felt strongly about the helpfulness and overall service provided by OUS institutions, rated “excellent” or “good” by 88.7% and 87.4%, respectively. Timeliness was the lowest rated customer service criteria, rated “excellent” or “good” by 83.0% of respondents. Overall, over 87% of respondents expressed satisfaction with OUS.

4. **HOW WE COMPARE**

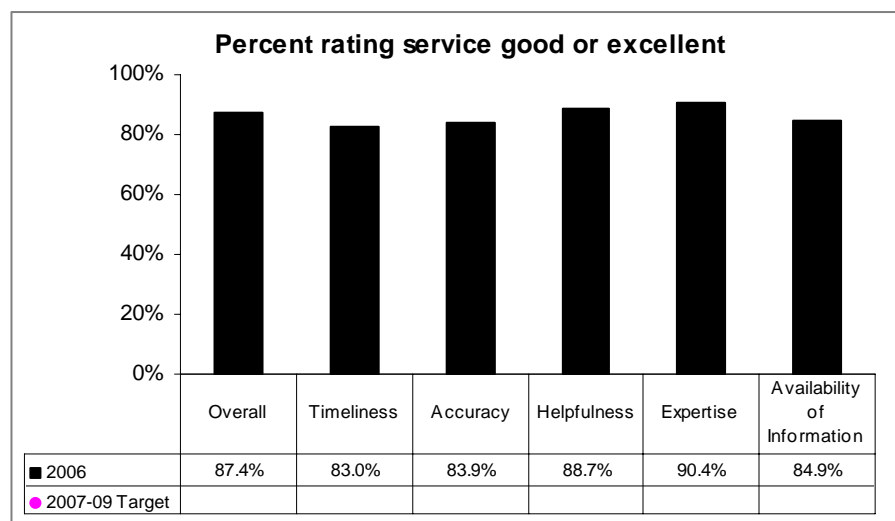
There are no national standards against which to measure OUS performance on this measure.

5. **FACTORS AFFECTING RESULTS**

OUS institutions strive to provide excellent service and meet the needs of all constituents. Each campus designs procedures, policies, and programs that serve students and constituents reflective of their individual populations; however, each institution seeks to use the expertise and knowledge of faculty and staff to provide services and information that is accurate, timely, and helpful.

6. **WHAT NEEDS TO BE DONE**

As Oregon’s public universities feel the impact of a prolonged reduction in state funding and increased tuition and fees, it is important to assess satisfaction of services provided to students. The challenge is to pinpoint areas of needed improvement and implement policies to improve both the overall quality of education, as well as, timeliness, accuracy, helpfulness, expertise, and the availability of information.



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**7. ABOUT THE DATA**

The satisfaction survey was completed by students at one regional and one research institution (Oregon Institute of Technology and University of Oregon, respectively). A cohort of undergraduate students at OIT completed the survey in May 2006. The survey was distributed to students enrolled in a variety of academic disciplines and levels, and was a supplement to an individual campus assessment. At the UO, the survey was distributed with spring term course evaluations to students enrolled in all colleges and class levels. Results from both institutions were compiled and weighted according to the proportion of undergraduates enrolled at each institution during spring term 2006.