

The University of Texas at Arlington

Report on Customer Service

June 2009

I. External Customers

In keeping with the increasing emphasis on University-wide assessment, The University of Texas (UT) at Arlington has identified several groups who can provide feedback regarding the effectiveness of programs and services. These constituencies include potential students, new students, continuing students, non-returning students, graduating seniors and alumni. Programs and services for these constituencies include, but are not limited to, courses in a variety of academic programs and disciplines, three campus libraries, University Center, housing and food services, distance education, technologically advanced research centers and facilities, alumni association, cooperative and continuing education, academic advising, counseling and career development, health services, intercollegiate athletics, recreational sports facilities and programs, student-published newspaper and social/academic organizations.

In Academic Years 2007-2008 and 2008-2009, the Office of Institutional Research, Planning and Effectiveness (IRPE) targeted five of the constituencies identified above for customer satisfaction assessment. In spring of 2008, the National Survey of Student Engagement was administered to a sample of 2,209 UT Arlington students (1,090 first-year students and 1,119 seniors). In the spring of 2008, the Student Experience Survey was administered to a cross-section of 1,855 currently enrolled students. In the summer of 2008, the Nonreturning Student Survey was administered to 1,721 students who were enrolled in fall 2007 but did not return to UT Arlington in spring 2008. In addition, the Exit Survey for graduating seniors (2,060) and Alumni Survey (40,992) were administered in the spring of 2009. The recipients of the Alumni Survey were all graduates from 1998 through 2007 with valid addresses. The other identified group, potential students who are admitted to UT Arlington but do not enroll, was excluded from survey efforts this cycle due to very poor response rates on past questionnaires.

II. Data Collection

National Survey of Student Engagement

In 2007-2008, UT Arlington participated in the National Survey of Student Engagement (NSSE) for the eighth time. NSSE is a self-report instrument designed to assess the extent to which students are engaged in “educationally purposeful activities.” Some of the questions also provide insight into students’ satisfaction with various aspects of their collegiate experience. Scales vary depending on the nature of the question.

NSSE is administered by the Center for Postsecondary Research and Planning at Indiana University. In the spring of 2008, Center staff mailed the questionnaire to 2,209 UT Arlington students (1,090 first-year students and 1,119 seniors) randomly selected from a file provided by IRPE. Students were given the option of returning the paper instrument or completing the survey online. Two hundred thirty-one (231) first-year students and 299 seniors responded, for an overall response rate of 24%. The UT System pays \$7,500 towards the cost of the survey for its component institutions. UT Arlington paid an additional \$7,500 to increase the student sample

size. UT Arlington also paid approximately \$506 for letterhead. Thus, the cost to UT Arlington per student surveyed was \$3.62, and the total cost of the project was about \$7.02 per student surveyed.

Nonreturning Students Survey

In the summer of 2008 UT Arlington contracted with ACT to administer the Withdrawing/Nonreturning Student Survey to 1,721 students who were enrolled in fall 2007 but did not return to UT Arlington in spring 2008. The Withdrawing/Nonreturning Student Survey provides a comprehensive snapshot of why students leave an institution before completing their degree program. As is generally the case with this type of survey, the response rate was low. One-hundred and sixty-seven (9.7%) students responded to the survey. The cost of the survey was \$4313 (i.e., \$2.51 per student surveyed).

Alumni Survey

During the fall 2008, IRPE reworked the UT Arlington Alumni Survey with input from an ad hoc committee consisting of deans, directors and central administrators and/or their representatives. The committee concluded that in order to better capture more useful data, the previous version of Alumni Survey would be split into two surveys: (a) an Exit Survey for graduating seniors and (b) an Alumni Survey for alumni who had graduated from the university in the past 2 to 10 years. Both new surveys were in an online format and consisted of core questions (that mostly pertained to employment and additional education) and college-specific questions. In the spring of 2009, 40,992 invitation postcards with the online survey link were mailed to 1998-2007 alumni with valid addresses in the alumni database. Two email reminders were also sent out to 17,056 alumni who had valid email addresses. Of the 40,992 survey invitations, 1,670 alumni responded (a response rate of 4%). The cost of the survey was \$8323.56 (i.e., \$0.20 per alumnus surveyed).

Exit Survey

The exit survey also consisted of core and college-specific questions. The core questions asked graduating seniors about their satisfaction with various aspects of the university and their academic department. It also asked about the students' employment and future education plans.

An invitation to the online Exit Survey was sent via an official graduation checklist email message from the Registrar's Office to all 2,060 spring 2009 graduates one month before commencement. An email reminder was sent out by the IRPE three weeks after the initial invitation. The survey is optional. At the time of this report, the survey is still live and capturing data. To date, 299 students (15%) have responded. The preliminary results shown in Tables 5, 6 and 7 are based on these responses. The cost of the survey was not calculated because the survey was administered online and the recipients were contacted via email.

Student Experience Survey

Beginning in 1973, a locally-developed student survey has been administered every three to five years to a sample of all currently enrolled students. In spring of 2008, IRPE distributed the Student Experience Survey (SES) to a stratified sample of classes. This sampling method was chosen to ensure representation from each subpopulation of students including: (a) day students and night students, (b) undergraduate and graduate students and (c) students from each

school/college. One thousand, eight hundred and fifty-five (1,855) students (7% of the total spring 2008 student population) completed the SES at a cost of \$505 (i.e., \$0.27 per student surveyed).

III. Levels of Service Quality

National Survey of Student Engagement

NSSE results indicated that the majority of the survey respondents were satisfied with their experiences at UT Arlington (see Table 1). Eighty-three percent (83%) of the surveyed students described the quality of their educational experience at UT Arlington as good or excellent and 79% said they would attend UT Arlington again if they had it to do over.

**Table 1: National Survey of Student Engagement
Results Ratings of University Aspects**

	Poor	Fair	Good	Excellent
	%	%	%	%
Overall, how would you evaluate the quality of academic advising you have received at your institution?	8	21	46	25
How would you evaluate your entire educational experience at this institution?	2	15	58	25
	Definitely No	Probably No	Probably Yes	Definitely Yes
If you could start over again, would you go to the same institution you are now attending?	4	17	47	32

*Responses of "Not Applicable" were excluded in calculating these percentages.

Respondents also reported that their experiences at UT Arlington had contributed "quite a bit" or "very much" to their knowledge, skills and personal development in a variety of areas (see Table 2). The areas in which students reported the greatest gains included acquiring a broad, general education (83%), thinking critically and analytically (84%), learning effectively on one's own (74%) and writing clearly and effectively (71%).

**Table 2: National Survey of Student Engagement
Ratings of Preparation in Various Areas**

To what extent has your experience at this institution contributed to your knowledge, skills and personal development in the following areas?	Very Little	Some	Quite a Bit	Very Much
	%	%	%	%
Acquiring a broad general education	3	14	43	40
Acquiring job or work-related knowledge and skills	9	26	36	29
Writing clearly and effectively	6	23	40	31
Speaking clearly and effectively	9	25	39	27
Thinking critically and analytically	2	14	40	44
Analyzing quantitative problems	5	23	40	32
Using computing and information technology	4	19	33	44
Working effectively with others	5	26	39	30
Voting in local, state, or national elections	35	29	22	14
Learning effectively on your own	6	20	42	32
Understanding yourself	17	24	30	29
Understanding people of other racial and ethnic backgrounds	13	31	32	23
Solving complex real-world problems	13	31	31	25
Developing a personal code of values and ethics	20	29	27	24
Contributing to the welfare of your community	26	37	24	13

Nonreturning Students Survey

As Table 3 indicates, the majority of nonreturning students left UT Arlington for personal reasons that were beyond the control of the institution. Only 18% of students indicated that they did not return because of institution-related issues.

**Table 3: Withdrawing/Nonreturning Student Survey
Reasons for Leaving UT Arlington by Category**

Category	%
Personal	46
Monetary	25
Institution-related	18
Transferred	11

The Nonreturning Student Survey also asked students to rate the university services that they were most and least satisfied with. Table 4 provides this data. The majority of students were satisfied with facilities such as the library, classrooms and labs. Students were also satisfied with discipline-specific areas such as class size, course content and instruction. None of the items of least satisfaction were represented by a majority of students. As with many institutions, 47% of

students noted dissatisfaction with campus parking. The remainder of the items that students were dissatisfied with were represented by less than 30% of students.

**Table 4: Withdrawing/Nonreturning Student Survey
Most and Least Satisfying University Services**

Category	Service or Characteristic	%
Most Satisfying	Library facilities and services	71
	Testing/grading system	63
	Class size relative to the type of course	59
	Course content in your major field	57
	General registration procedures	57
	Instruction in major field	55
	Variety of courses offered by this college	55
	Classroom and laboratory facilities	53
	Academic advising services	49
	Out-of-class availability of your instructors	47
	Availability of your advisor	47
Least Satisfying	Parking facilities and services	45
	Availability of the course you want at times you can take them	28
	Academic advising services	25
	Availability of your advisor	25
	Value of the information provided by your advisor	21
	Concern for you as an individual	19
	General registration procedures	19
	Personal security/safety on this campus	16
	Career planning services	16
	Financial aid services	15
	College mass transit services	15
	Class size relative to the type of course	15

Exit Survey

Overall, the 299 graduating senior respondents were satisfied with their experiences at UT Arlington. The majority (87%) rated their academic experience as excellent or good and 61% rated their social experience as such. About 88% indicated that they would attend UT Arlington again if they had it to do over and 93% would recommend the University to a friend or associate.

Graduating seniors were asked to rate various aspects of the University on a scale from excellent to poor. The ratings were converted to numerical values (excellent = 4, good = 3, fair = 2, poor = 1) and average responses were calculated for each item (see Table 5). For the spring 2009 graduates, the average ratings ranged between 3.43 and 2.47, indicating good to fair. The item receiving the most positive ratings was Recreational Facilities, with average ratings of 3.43. The least positively rated item was Food Services, with average rating of 2.47.

Respondents also rated various aspects of their major department on the same scale of 4 (excellent) to 1 (poor). Average responses to the departmental items ranged from 3.12 to 2.73 (see Table 6). Most ratings fell between excellent and good. The item receiving the most positive rating was *Accuracy of printed information about your major* (average of 3.12). *Accuracy of career information* received the least positive rating (average of 2.74).

**Table 5: Exit Survey Results
Ratings of University Aspects**

"How would you rate the following aspects of UT Arlington?"	Spring 2009 Graduates				Avg. Rating
	Excellent (4)	Good (3)	Fair (2)	Poor (1)	
	%	%	%	%	
General/Overall					
Your academic experience	31.5	53.9	12.2	2.4	3.15
Your social experience	19.3	41.8	27.4	11.6	2.69
Safety measures on campus	15.3	48.3	26.4	10.1	2.69
Web Registration	32.7	46.6	15.3	5.4	3.06
Paying tuition/fees online	39.2	47.9	9.0	3.8	3.23
Paying tuition/fees at Bursar's Office	20.6	41.2	25.8	38.2	2.70
Recreational facilities	49.8	42.9	7.3	0.0	3.40
Facilities					
General campus attractiveness	16.3	52.8	24.3	6.6	2.79
Computer labs	31.5	49.8	14.9	3.8	3.09
Library facilities, resources, and services	31.7	53.4	13.8	1.0	3.16
Quality of facilities and equipment, e.g., lab and studios	18.6	46.2	28.3	6.8	2.77
Services					
Food services	8.9	43.1	34.3	13.7	2.47
Bookstore services	21.4	53.1	20.7	4.8	2.91
Health services	25.7	45.6	23.8	4.9	2.92

**Table 6: Exit Survey Results
Ratings of Major Department**

How would you rate the following aspects related to your major department?	Spring 2009 Graduates				Avg. Rating
	Excellent (4)	Good (3)	Fair (2)	Poor (1)	
	%	%	%	%	
Quality of advising in the department	34.2	39.7	14.6	11.5	2.97
Availability of advisor	32.7	39.5	19.4	8.5	2.96
Helpfulness of advisor	36.6	37.3	16.9	9.2	3.01
Accuracy of printed info about the major	36.2	43.4	16.2	4.1	3.12
Availability of printed info about the major	34.6	42.6	19.0	3.8	3.08
Accuracy of online info about major	33.0	44.0	19.9	3.1	3.07
Ease of finding/navigating online info about the major	27.1	43.0	22.0	7.9	2.89
Clarity of degree requirements	32.2	48.5	13.2	6.1	3.07
Adequacy of career info	20.1	42.8	27.6	9.5	2.74
Opportunities for interaction with faculty	31.7	40.7	20.0	7.6	2.97
Helpfulness of office staff	30.7	42.2	20.9	6.3	2.97
Overall quality of assistance provided	32.2	43.8	18.2	5.8	3.02
Sensitivity to cultural needs/differences among students	34.5	43.8	16.1	5.6	3.07
Availability of courses in the major	24.0	40.4	25.7	9.9	2.78
Availability of coop, intern, practicum experience	26.3	41.3	18.6	13.8	2.80
Quality of lower division courses	22.7	50.7	21.6	5.0	2.91
Quality of upper division courses	31.1	46.8	17.1	5.1	3.04

Preparation

The graduates also rated various knowledge/skill areas on a scale from very well (4) to poorly (1) and average ratings were calculated for each item (see Table 7). The average ratings ranged from 3.52 and 2.81 indicating substantial satisfaction with all areas of preparation. *Appreciating the need for life-long learning, both formal and informal* received the highest average rating (3.52), while *Analyzing political and economic phenomena* received the lowest average (2.81).

Additional Comments

Approximately 33% of the respondents offered both positive and negative comments and suggestions. The most frequent subjects for positive comments were having good experience at UT Arlington with teaching and advising. The most frequent subjects for negative comments were communicative ability of some instructors, certain academic program requirements and services for specific groups of students (i.e., transfer and non-traditional students).

**Table 7: Exit Survey Results
Ratings of Preparation in Various Areas**

"As result of your experiences at UT Arlington, how prepared are you in the following areas?"	Spring 2009 Graduates				
	Very Well 4	Adequate-ly 3	Somewhat 2	Poorly 1	Avg. Rating
	%	%	%	%	
Reading and writing formal English	53.1	39.2	6.6	1.1	3.44
Understanding the features and examples of major literary forms	35.6	47.9	14.2	2.3	3.17
Understanding the basic principles of critical thinking, argument and mathematical relationships	42.8	45.7	10.1	1.4	3.30
Understanding the scientific method of problem analysis	37.5	45.7	14.9	1.9	3.19
Applying knowledge of math, science and/or engineering	34.3	41.9	19.2	4.5	3.06
Designing/conducting experiments	26.7	45.4	20.3	7.6	2.91
Gathering, analyzing and interpreting data	36.3	45.8	16.5	1.5	3.17
Seeing the relevance of historical events to current events/issues	32.2	49.8	16.5	1.5	3.13
Analyzing political and economic phenomena	23.4	43.0	24.6	9.0	2.81
Understanding the functioning of national, state and local governments	23.0	46.1	26.2	4.7	2.88
Understanding various forms of art and aesthetic principles	24.3	42.0	25.5	8.2	2.82
Having knowledge of various human cultures	28.9	47.1	20.2	3.8	3.01
Being proficient in oral communication	42.8	45.3	9.4	2.5	3.28
Using computers proficiently	58.5	34.2	6.9	0.4	3.51
Working as a member of a team	55.0	38.8	5.0	1.1	3.48
Appreciating the need for life-long learning, both formal and informal	59.6	33.7	6.0	0.7	3.52
Identifying, formulating and solving problems	49.1	43.8	6.4	0.7	3.41
Understanding professional and ethical responsibilities	58.0	35.2	5.7	1.1	3.50
Being a confident and competent new professional in work setting	48.1	42.4	8.1	1.4	3.37

Alumni Survey

The majority of 1,670 alumni respondents were satisfied with their experiences at UT Arlington. About 91% rated the overall quality of education received as excellent or good and 87% rated their academic experience as excellent or good. However, when it came to social experience only 55% rated their experiences as excellent or good.

About 70% of alumni rated the preparation at UT Arlington for their career path as excellent or good and the preparation for further education was rated as excellent or good by over 75% of the respondents. About 89% indicated that they would attend UT Arlington again if they had it to do over and 93% would recommend the university to a friend or associate.

Eighty-one percent of the respondents reported having full-time jobs and 6.2% part-time jobs. Whereas about 7% reported not being employed but currently looking for employment, about 6% indicated not being employed and not seeking employment. For those who are employed, 59% reported that they were extremely well or very well prepared by UT Arlington for their current position. Furthermore, more than 82% indicated that their current position is related to the degree received from the university.

Respondents also indicated high levels of job satisfaction. Alumni were very or somewhat satisfied with their current positions regarding their: (a) compensation and benefits (79%), (b) career potential (74%) and (c) geographic location of current position (85%).

On a question pertaining to additional education since graduating from UT Arlington, over 17% have earned additional degrees, 23% are currently pursuing a degree and almost 60% were not currently pursuing any additional degree.

Student Experience Survey

Analysis of the 1,855 completed 2008 SES surveys indicates that currently enrolled students are generally quite satisfied with university programs and services. Aspects with which students expressed the highest satisfaction include University Center (66.9%), University Bookstore (59.1%), advising about educational plans and opportunities (53.6%), and Financial Aid Services (50.9%).

Students were asked to rate various University programs/services on a scale from very satisfied to very dissatisfied. The ratings were converted to numeral values (very satisfied=5, satisfied=4, neutral=3, dissatisfied=2 and very dissatisfied=1). The choice of does not apply/not used was also provided. The average satisfaction ratings were computed for each item with the option does not apply/not used excluded. All but one of the average ratings fell between 3.16 and 3.78 (see Table 8).

The 2008 SES also asked the students to indicate their awareness and level of use on the services they rated on a scale of 1 to 5 (1=not aware of, 2=aware of but never used, 3=almost never use, 4=use a few times during the semester and 5=use two or more times/week). The services that received the highest average ratings of awareness and use were the University Bookstore (2.74) and University Center (2.68). The International Office and SOAR Tutoring Program received the lowest ratings. For further information, see Table 8.

**Table 8: Student Experience Survey Results
Satisfaction with University Services**

Service	Satisfaction					Awareness			
	Very Dissat/ Dissat (1-2)	Neutral (3)	Satisfied/Very Satisfied (4-5)	N/A or not used	Average Rating	Not aware of (1)	Aware buy never used/almost never use (2-3)	Use a few times per semester/2 or more times/ Months (4-5)	Average Rating
	%	%	%	%		%	%	%	
Tutoring through academic department	4.2	20.7	16.2	58.8	3.34	27.0	57.0	16.1	1.22
Tutoring through SOAR Program	3.2	19.5	10.4	66.8	3.26	35.8	55.6	8.6	0.94
Advising about educational plans and opportunities	13.2	23.6	42.5	20.6	3.43	10.4	39.4	50.1	2.15
Career counseling and placement services	7.6	22.8	18.4	51.2	3.25	21.5	62.6	15.9	1.28
Part-time employment services	5.6	20.9	10.8	62.8	3.16	23.3	66.7	10.0	1.09
Personal counseling	4.1	21.2	12.0	62.6	3.27	28.9	60.4	10.7	1.04
Food services (Connection Café, University Center Cafeteria, food court)	12.3	25.5	43.4	18.6	3.46	3.2	39.9	57.0	2.61
Financial aid services	11.4	24.4	37.1	27.1	3.43	5.9	48.5	45.5	2.11
Campus Bookstore	11.0	27.5	55.7	5.7	3.56	1.1	25.4	73.4	2.74
University Center	3.2	25.0	56.9	14.9	3.78	4.4	33.5	62.1	2.68
International Office	3.3	22.9	11.2	65.8	3.28	42.5	44.3	13.1	0.93
Campus Parking	47.3	23.8	20.3	8.7	2.45	N/A	N/A	N/A	N/A
Bursars' Office	11.8	38.0	34.6	15.7	3.28	N/a	N/A	N/A	N/A

Students were asked to respond to a series of statements concerning various expectations and satisfaction with UT Arlington. The students rated the expectations on a scale of very important (4), important (3), somewhat important (2) and not important at all (1). The choice of does not apply was also provided. The students expressed high expectations for the university. They rated all items between somewhat important and important with the averages ranging from 3.56 on the *cost of attending UT Arlington is reasonable* to 3.21 on *university offices open at convenient times for me* (see Table 9 for details).

**Table 9: Student Experience Survey Results
Ratings of Expectation with UT Arlington**

Expectations	Very Important	Important	Somewhat important	Not important	N/A	Average Rating
	(4)	(3)	(2)	(1)		
	%	%	%	%	%	
The process of transferring from a community college is smooth.	33.4	18.3	6.4	1.1	40.7	3.42
Faculty members are available to assist students outside of class	47.1	34.4	13.8	1.4	3.3	3.32
Faculty members assist students in a helpful, understanding, considerate manner.	56.4	32.1	8.5	1.0	2.0	3.47
Offices in my academic department are adequately staffed to assist students in a timely manner.	45.3	38.0	11.3	1.6	3.8	3.32
Offices in my academic department are open at convenient times for me.	41.3	41.2	12.8	1.6	3.1	3.26
Inquiries to my academic department have been answered quickly, clearly and accurately.	43.9	40.3	9.8	1.2	4.8	3.33
Office staff members in my academic department assist students in a helpful, understanding, considerate manner.	46.1	38.3	10.9	1.3	3.5	3.34
University offices staff assist students in a helpful, understanding, considerate manner.	40.4	40.8	13.9	1.4	3.5	3.25
University offices are adequately staffed to assist students in a timely manner.	38.5	42.7	13.7	1.5	3.5	3.23
University offices are open at convenient times for me	38.9	41.1	15.2	1.5	3.4	3.21
Inquiries to University offices have been answered quickly, clearly and accurately.	39.2	41.0	12.9	1.5	5.3	3.24
Course grades are available in a timely manner.	54.2	33.6	9.6	0.9	1.7	3.34
Web-based registration is efficient.	56.7	33.0	7.3	1.0	2.1	3.48
Web-based tuition and fee payment is efficient.	54.6	33.3	7.8	1.2	3.2	3.46
Useful information is available on the UT Arlington web site.	46.4	39.1	11.5	1.3	1.7	3.33
The class sizes at UT Arlington are appropriate.	42.0	39.4	14.7	2.4	1.5	3.23
The cost of attending UT Arlington is reasonable.	63.5	26.7	7.1	0.9	1.8	3.56
Adequate opportunities for internship exist.	41.4	28.9	13.8	3.3	12.6	3.24
UT Arlington demonstrates a commitment to meet my needs.	49.6	36.4	10.6	1.4	2.0	3.37

Internet Site Information

In response to the statutorily required element of internet sites, UT Arlington used the results of the Student Affairs Survey that was administered in spring 2008. Twenty-six percent of the respondents reported that they know where to go to express complaints and/or suggestion and 53% said they know there are places to go to express their complaints but they are not sure where. A search of UT Arlington web sites revealed that information about grade appeals and other types of grievances is widely available online, through the undergraduate and graduate catalog pages and on various academic and support department websites. Some instructors even include appeal and grievance procedures on their course syllabi. It therefore seems probable that the low number of students familiar with the policy is due to the lack of a perceived need to know on the part of most students – presumably they could find the information on the web if a need arose.

Table 10 show the level of quality for statutorily required elements and Table 11 provides of snapshot of the aforementioned performance measures in table form.

Table 10: Level of Quality for Statutorily Required Elements

Element	Customer Group	Question	Level of Quality
Facilities	UTA spring 2009 Graduates	Computer labs	81.3% Excellent/Good
	UTA spring 2009 Graduates	Library facilities, resources, and services	85.1% Excellent/Good
	UTA spring 2009 Graduates	Quality of facilities and equipment such as laboratories and studios	64.8% Excellent/Good
	Enrolled Students Spring 2008	University Center	66.9% Satisfied/Very Satisfied
	Enrolled Students Spring 2008	Apartment and residence life	58.5% Satisfied/Very Satisfied
Faculty/ Staff	UTA spring 2009 Graduates	Availability of advisor	72.2% Excellent/Good
	UTA spring 2009 Graduates	Helpfulness of advisor	73.9% Excellent/Good
	UTA spring 2009 Graduates	Helpfulness of office staff	72.9% Excellent/Good
	Enrolled Students Spring 2008	Faculty members are available to assist students outside of class.	63.8% Satisfied/Very Satisfied
	Enrolled Students Spring 2008	Faculty members assist students in a helpful, understanding, considerate manner.	65.0% Agree/Strongly Agree Satisfied/Very Satisfied
	Enrolled Students Spring 2008	Office staff members in my academic department assist students in a helpful, understanding, considerate manner.	62.6% Satisfied/Very Satisfied
Communications	Enrolled Students Spring 2008	Inquiries to my academic department have been answered quickly, clearly and accurately.	60.3% Satisfied/Very Satisfied
	Enrolled Students Spring 2008	Inquiries to University offices have been answered quickly, clearly and accurately.	53.3% Satisfied/Very Satisfied
Internet sites	Enrolled Students Spring 2008	Web-based registration is efficient.	69.8% Satisfied/Very Satisfied
	Enrolled Students Spring 2008	Web-based tuition and fee payment is efficient.	69.3% Satisfied/Very Satisfied
	Enrolled Students Spring 2008	Useful information is available on the UT Arlington web site.	70.0% Satisfied/Very Satisfied
	UTA spring 2009 Graduates	Ease of finding and navigating online information about the major	70.1% Excellent/Good
	UTA spring 2009 Graduates	Accuracy of on-line information about the major	77.0% Excellent/Good
Service Timeliness	Enrolled Students Spring 2008	Do you feel there are places where you can go to express complaints and/or suggestions?	26.3% Yes, and know where to go 53.0% Yes, but unsure where to go
	Enrolled Students Spring 2008	University offices are adequately staffed to assist students in a timely manner.	55.0% Satisfied/Very Satisfied
	Enrolled Students Spring 2008	Offices in my academic department are adequately staffed to assist students in a timely manner.	58.5% Satisfied/Very Satisfied
Printed Information	Enrolled Students Spring 2008	Course grades are available in a timely manner.	68.3% Satisfied/Very Satisfied
	UTA spring 2009 Graduates	Accuracy of printed information about the major	79.6% Excellent/Good
	UTA spring 2009 Graduates	Availability of printed information about the major	77.2% Excellent/Good

IV. Follow-up

Taken together, the results of the surveys of the five customer groups were consistently positive and indicate a high level of satisfaction with most aspects of the university. When examining the

ratings in a comparative sense, some issues emerge that can be addressed to further improve programs and services and increase satisfaction with the institution. These issues include the areas of: (a) campus social activities, (b) financial aid availability and (c) career services. The aforementioned areas for improvement are addressed below.

Campus Social Activities

As an urban institution serving both a large non-traditional student population and a growing resident student body, UT Arlington provides a variety of social activities, programs and services. All units on campus are involved in promoting student activities. The University has over 250 registered student organizations and extensive student governance opportunities.

The main dining hall of the University Center has reopened with double its original capacity. Sam's Click Café, the cyber coffeehouse located in the Central Library, was also recently expanded.

Intercollegiate athletics is an important component of the social environment at the University. UT Arlington recently completed a \$1.5 million renovation program to transform its ballpark into a state-of-the-art facility. Improvements included adding an extensive lighting system to allow for night games, increasing the seating capacity from 1,200 to 1,400 and designing a new entrance for the complex.

The Maverick Activities Center, a \$34.5 million, 190,000 square-foot recreation facility was recently completed and houses, amongst other things, a 20,000 square-foot weight and fitness room, 5 indoor basketball and 9 Volleyball courts and a rock climbing wall. A new 6,500-seat special events center is in the works and will accommodate a wide variety of events, including indoor sports, convocations, commencements, concerts, political debates, speakers and conferences.

Financial Aid

The Office of Financial Aid now provides a bilingual counselor to assist Spanish-speaking students and parents, and both they and the Office of Admissions contract with a firm to perform "secret shopper" calls in order to assess the service students receive. Under the new MAV Promise program, UT Arlington will provide grant assistance to cover all fall and spring in-state tuition and fees for undergraduate Texas residents who have a family income of \$65,000 or less, receive a Federal Pell Grant and who are admitted and complete the financial aid application process by the required deadline. Another recent source of financial aid funds comes from the royalties from the natural gas wells located on UT Arlington's main campus. A portion of the royalties are used to support undergraduate scholarships and graduate fellowships.

Career Services

Career Services has started an additional office in the College of Business Administration and has expanded the outreach to classes. Career Services personnel are providing career related classroom presentations about how to use the services of the office, resume writing, interviewing and other topics as requested. In addition, Career Services mails information to seniors to alert them to various programs and services available to help them in their job search and also provides information tables at orientation and at student activity fairs. UT Arlington Career

Services maintains a website containing a plethora of career search information including job fair listings, on line career resources, company profiles and links and an overview of Career Services activities. Career Services also collaborates with other campus units and external organizations to provide job-related fairs and services.

Career Services has reinstated the practice of holding 2 job fairs per year that have attracted over 70 employers and 1500 students. Student ratings of the job fairs were consistently favorable and employer satisfaction was high.

Career Services also sponsors/co-sponsors a: college majors fair, Graduate School fair and senior/graduate student symposium, offering topics important for the transition from college to work. Career Services has partnered with other campus units including the Book Store, Computer Store, Counseling Services, Student Activities, Graduate Studies, College of Business, School of Social Work, Office of International Education, Academic Advising, School of Education and College of Engineering to increase visibility and promote awareness of services. The department also has partnered with Human Resources, offering job readiness training for student workers. To heighten campus awareness of Career Services, a promotion tent is moved around campus to provide students with information about future programs and services.

Career Services also reaches out to external resources to enhance the availability and quality of career information by using the latest technology to cater to the preferences of UT Arlington's increasing number of traditional students. Interview Stream software was purchased, giving students the ability to conduct virtual mock interviews. Mock interviews can be video-recorded and made available for students and/or counselors to review remotely. Other initiatives include the addition of Pod Casts on the web site. These audio files can be accessed online or downloaded to a digital audio player and address career issues such as resume writing, interviewing, portfolios and internships.

Conclusion

UT Arlington is committed to its students, their education and their success. University-wide assessments of satisfaction help faculty, staff and administrators focus on opportunities to more fully translate this commitment into action. In addition, the UT Arlington planning and evaluation process includes mechanisms whereby each academic or administrative/support unit formulates desired outcomes, action steps, assessment methods, and ways to use assessment information for improvement of programs and services on an annual basis. The goal of the process at both the institutional and the unit levels is to create a culture of continuous improvement through assessment.

Performance Measures
Table 11: Performance Measures

Type of Measure	Measure	Instrument	Results
Required Outcome Measure	Percentage of surveyed customer respondents expressing overall satisfaction with services received	NSSE	93%
		Alumni Survey	87%
Required Outcome Measure	Percentage of surveyed customer respondents identifying ways to improve service delivery	Alumni Survey	27%
		Student Experience Survey (SES)	15%
UT Arlington Outcome Measure	Percentage of surveyed alumni respondents expressing satisfaction with the level of preparation they achieved as a result of their program of study	Alumni Survey	91% rated the overall quality of education received as excellent or good 87% rated their academic experience as excellent or good
UT Arlington Outcome Measure	Percentage of surveyed transfer students expressing satisfaction with the transfer experience from community college to UTA	SES	81%
UT Arlington Outcome Measure	Percentage of surveyed customer respondents expressing satisfaction with courtesy of faculty and staff	NSSE Exit Survey	74% Faculty 73% University Office Staff
UT Arlington Outcome Measure	Percentage of surveyed customer respondents expressing satisfaction with adequacy of hours that departmental and University offices are open	SES	73% Departmental 70% University
UT Arlington Outcome Measure	Percentage of surveyed customer respondents expressing satisfaction with the accuracy of information received from faculty and staff	Exit Survey	80%
UT Arlington Outcome Measure	Percentage of surveyed customer respondents expressing satisfaction with the availability of faculty and staff	SES	85% Faculty
UT Arlington Outcome Measure	Percentage of surveyed customer respondents expressing satisfaction with the clarity, accuracy and currency of printed materials	Alumni Survey	84%
Output	Number of customers surveyed	Total	48,837
	Number of survey responses		4,521
Output	Number of students served	Spring 2009 Enrolled Students	24,144
Efficiency	Cost per customer surveyed	NSSE	\$7.02
		Nonreturning	\$2.51
		Alumni Survey	\$0.20
		SES	\$0.27
		Exit	\$0.00
Explanatory	Number of customer groups identified		6
Explanatory	Number of customer groups inventoried		5