OUTCOME
Residents and clients will experience quality service from the Housing and Residence Engagement and Food Service staff.

OUTCOME SUPPORTS
☑ University: Goal 1
☑ Division: Goal 5
☐ Department:
☐ Other:

OUTCOME TYPE
☑ Performance Outcome
☐ Student Learning Outcome

ASSESSMENT APPROACH
☑ Direct assessment
☐ Indirect assessment

DATA COLLECTION METHODS
- Surveys

METHODS AND MEASURES
Housing and Residential Engagement (HRE) is committed to providing residents and clients quality service and experiences. It is the goal of the HRE as department to ensure that residents and clients believe the customer service they receive when utilizing housing, dining, and facilities services, is of high quality. The following surveys will be used to gather the needed data from residents and clients:
- After Service Surveys will be sent to residents and clients after the following service/experiences:
  o Work Order Requests
  o Reservations/Events/Conferences Meeting Room Reservations
  o Housing Tours
- An end of year survey will be sent to all residents to gather their experience with housing and dining service staff. The following areas will be used to determine quality:
  o Customer Service
  o Ability to answer questions
  o Timeliness
  o Dining Services

After Service Surveys were sent through email after each service was completed. The end of the year survey was also sent through email to all residents towards the end of the spring semester. Incentives were used for the end of the year survey.

CRITERIA OF SUCCESS
- 70% of respondents to the after-service surveys will agree/strongly agree that they received quality service.
- 70% of respondents will agree/strongly agree that the services provided by the housing and dining staff was of high quality.
- 70% of respondents will be satisfied with the overall service received from Housing and Residential Engagement.
DATA COLLECTION AND ANALYSIS
Of the approximate 1,900 students who live on campus, 455 residents responded (23.9% response rate) to an end of the year online survey that was distributed via email in the last week of April 2018. The survey was sent to all current 2017-2018 “in room” status residents. Residents were encouraged to respond within a two-week time frame, and upon completion they had the option to participate in an opportunity drawing to win an experience (movie passes, tickets to Knott’s Berry Farm or an annual pass to Universal Studios). HRE’s response rate increased significantly in comparison to the 10.74% response rate from the 2016-2017 academic year. A total of 374 respondents completed the maintenance, conference services, meeting room, and tour after service surveys.

The HRE assessment committee believes that the timing of the survey release, in addition to the incentives and shortened survey, contributed to the higher response rate for the end of year survey. The committee was able to eliminate a significant amount of questions, taking the survey from 122 questions to a maximum of 67 (not all questions are applicable to all residents nor are all questions required). Apart from decreasing the number of questions in the end of year survey, after service surveys were created for work order completions, housing tours, and meeting room reservations. After service surveys were sent out after each service was provided. Per previous years’ improvement actions, HRE also aligned language in the survey with the criteria for success. These improvements, new and suggested from previous assessments, allowed HRE to gather data that could be used to accurately measure the outcome. The data from the surveys revealed the following:

- 94.02% of respondents for the after-service surveys agreed/strongly agreed that they received quality service. The criteria for this was met and surpassed by over 24%, a great improvement in comparison to last year where this criteria was not assessed.
  - Maintenance/work order surveys: 90.05% of respondents agreed/strongly agreed.
  - Reservations/events/conferences meeting room survey: 94.44% of respondents agreed/strongly agreed.
  - Housing tour surveys: 97.57% of respondents agreed/strongly agreed.
- 73.89% of respondents agreed/strongly agreed that the services provided by the housing and dining staff was of high quality. This criteria of success was met. The following information was used to determine quality of services.
  - Customer service: 79.77% of respondents agreed/strongly agreed that they received excellent customer service (73.59% agree/strongly agree for gastronome staff; 81.28% agree/strongly agree for front office housing staff; 84.44% agree/strongly agree for maintenance and custodial staff).
  - Ability to answer questions: 81.28% agree/strongly agree that the front office housing staff was able to answer their questions/concerns.
  - Timeliness: 79.03% agreed/strongly agreed that their requests were responded to in a timely manner (79.01% agree/strongly agree for resident advisors; 79.06% agree/strongly agree for front office housing staff)
  - Dining Services: 55.5% agree/strongly agree that their dinning needs were met.
- 77.76% of respondents were satisfied with the overall service received. Although this criteria was also met, this percent only includes residents experience with dinning services and is not representative of all of housing services.
**IMPROVEMENT ACTIONS**

Although all criteria of success were met, the committee will continue to review the gap between number of respondents who agree with those who somewhat agree. The committee will also reflect on the use of the “somewhat agree” option and determine its’ potential impact on survey results. The department plans to further review the criteria of success and the surveys used in order to find a clearer alignment to the definition of quality amongst the very different areas of housing, where applicable. Possible solutions may include a consistent question or other forms of collecting data, such as focus groups or small group analysis.