



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 2006

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 tech5 1c4. Integrated Health

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 determine 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.

The student survey administered in 2006 is a modification of the 2004 survey. Revisions were based on recommendations from students, faculty and staff. The following changes were made to the 2004 survey:

- The title of section "*Academic Advising*" was changed to "*Academic and Career Advising/Mentoring*" and the following evaluation statement was added, "In my area of study, I know who to contact for academic and career advising/mentoring".
- The section on "*TechSIS System*" was dropped because the Registrar's office is implementing a new student information system that promises to provide added functionality and services to the students, faculty and staff.
- The title of section "*Student Billing and Financial Aid Disbursement (Bursar's Office)*" was changed to "*Student Billing and Monetary Disbursement (Bursar's Office)*."
- The section "*Student Health Insurance*" was divided into two separate sections; "*Student Health Insurance*" with four statements for evaluation and "*Student Health Care Provider on your Campus*" with five statements for evaluation.
- A section was added titled "*Facilities, Equipment and Security on your Campus*"

Student Service Survey – Summary by School
Report on Customer Service - 2006

Positive Trend – 90% and above

Less Positive Trend – 75% and below

Negative Trend – 20% or more

	Allied Health Sciences (n=268)	Medicine (n=82)	Nursing (n=127)	Pharmacy (n=55)
Academic and Career Advising/Mentoring				
In my area of study, I know who to contact for academic and career advising/mentoring.	90 10	88 12	79 21	64 36
Times available for academic advising/mentoring were convenient.	89 11	85 15	82 18	66 34
My questions were answered and/or problems solved.	91 9	87 13	80 20	64 36
Academic and career advising/mentoring personnel were knowledgeable about opportunities in my field.	89 11	83 17	85 15	70 30

HSC Student Services including Financial Aid Applications and the Registrar

Student Services employees were courteous.	98 2	96 4	94 6	96 4
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**Allied Health
Sciences**

	Allied Health Sciences	Medicine	Nursing	Pharmacy
Student Health Insurance				
I know where to obtain information explaining student health care services. (insurance plans; where to go for health care, etc.)	67 33	57 43	57 43	53 47
There are adequate choices of health insurance coverage.	50 50	46 54	59 41	50 50
I received adequate information on health insurance plans.	63 37	43 57	53 47	56 44

Student Health Care Provider on Your Campus:

Student health care provider's office employees were courteous.	84 16	90 10	89 11	82 18
Student health care provider's office hours met my needs.	82 18	81 19	71 29	69 31
My questions were answered and/or problems solved.	80 20	82 18	83 17	84 16
Wait time for services and/or responses was acceptable.	67 33	72 28	67 33	77 23
Pharmaceutical services on my campus are readily available.	69 31	68 32	79 21	75 25

	Allied Health Sciences	Medicine	Nursing	Pharmacy
Adequacy of Library Resources on Your Campus:				
The books, journals and other materials needed were available in the library.	85 15	88 12	96 4	82 18
The librarians were helpful in locating resources.	94 6	96 4	89 11	82 18
Search software such as OVID, Micromedex, and MD Consult were easily accessible.	86 14	90 10	82 18	91 9
Library hours are convenient.	89 11	72 28	75 25	83 17
The library is comfortable, quiet, and clean.	96 4	87 13	98 2	88 12
The library study facilities are adequate.	85 15	69 31	89 11	75 25

	Allied Health Sciences	Medicine	Nursing	Pharmacy
Facilities, Equipment and Security on Your Campus				
I find the size of my classrooms to be adequate.	87 13	91 9	100 0	55 45
I am satisfied with the AV equipment used in classrooms.	87 13	94 6	99 1	64 36
I am satisfied with the housekeeping and maintenance of classrooms.	93 7	99 1	91 2	98 9
I find the computer equipment to be adequate.	89 11	84 16	83 17	71 29
I am satisfied with the availability of computer equipment.	82 18	72 28	72 28	65 35
I find the quality of equipment in the laboratory facilities to be adequate.		9.1	Tf0 10.98 -10.98 0 331.44 46.48 665.7	

Information Technology (Computer Services)

**Allied Health
Sciences**

Medicine

Nursing

Pharmacy

Adequacy of Your School's HSC Website	Allied Health Sciences	Medicine	Nursing	Pharmacy
The information/services I need on-line are available on my school's website.	94 6	90 10	94 6	96 4
My school's website information is easy to find.	91 9	73 27	86 14	76 24
My school's website information is accurate.	91 9	86 14	96 4	85 15
My school's website information is up-to-date.	92 8	82 18	93 7	81 19

TechLink	Allied Health			
	Sciences	Medicine	Nursing	Pharmacy
TechLink classes were equivalent to face-to-face instruction.	21 78	80 20	100 0	45 55
The TechLink class instructor used the videoconferencing system effectively to provide classroom instruction.	77 23	100 0	75 25	82 18
TechLink classroom difficulties did not interfere with my learning experience.	24 76	80 20	100 0	34 66
Any TechLink classroom equipment malfunctions were corrected on a timely basis.	59 41	100 0	80 20	71 29
TechLink operations technicians were courteous.	95 5	100 0	100 0	84 16
TechLink operations technicians were knowledgeable	89 11	100 0	100 0	93 7
I found WebCT to be a valuable learning tool in my TechLink class	80 20	100 0	100 0	89 11

Degree Program

I would recommend my Health Sciences Center Degree Program to a friend.	90 10	74 26	83 17	61 39
Overall, I am highly satisfied with my educational program.	90 10	70 30	74 26	56 44

Student Senate	Allied Health Sciences	Medicine	Nursing	Pharmacy
I am aware of the role of the Student Senate at the TTUHSC.	62 38	54 46	39 61	55 45
I am satisfied with the role of the Student Senate at the TTUHSC.	77 23	60 40	35 65	60 40
I am aware of my school's Student Senate representatives.	70 30	52 48	35 65	65 35
I am aware of activities sponsored by the Student Senate.	58 42	43 57	36 64	50 50

Amarillo

Dallas

El Paso

Lubbock

**Midland/
Odessa**

	Amarillo	Dallas	El Paso	Lubbock	Midland/ Odessa
Student Billing and Monetary Disbursement (Bursar's Office)					
HSC employees involved in Billing and Monetary Disbursement were courteous.	96 4	100 0	93 7	98 2	98 2
Billing and Monetary Disbursement office hours met my needs.	98 2	100 0	86 14	96 4	96 4
My questions were answered and/or problems solved.	94 6	100 0	86 14	96 4	98 2
Wait time for services and/or responses was acceptable.	93 7	100 0	85 15	97 3	96 4
The paper billing is easy to understand.	93 7	92 8	84 16	94 6	90 10

Student Health Insurance					
I know where to obtain information explaining student health care services. (insurance plans; where to go for health care, etc.)	56 44	46 54	49 51	67 33	51 49
There are adequate choices of health insurance coverage.	58 42	60 40	45 55	60 40	46 54
I received adequate information on health insurance plans.	51 49	58 42	49 51	62 38	51 49

	Amarillo	Dallas	El Paso	Lubbock	Midland/ Odessa
Student Health Care Provider on Your Campus:					
Student health care provider's office employees were courteous.	88 12	83 17	89 11	87 13	71 29
Student health care provider's office hours met my needs.	85 15	33 67	68 32	80 20	61 39
My questions were answered and/or problems solved.	82 18	83 17	78 22	85 15	52 48
Wait time for services and/or responses was acceptable.	72 28	100 0	63 37	70 30	45 55
Pharmaceutical services on my campus are readily available.	70 30	80 20	61 39	78 22	28 72

	Amarillo	Dallas	El Paso	Lubbock	Midland/ Odessa
Adequacy of Library Resources on Your Campus:					
The books, journals and other materials needed were available in the library.	77 23	100 0	97 3	91 9	81 19
The librarians were helpful in locating resources.	98 2	75 25	100 0	91 9	92 8
Search software such as OVID, Micromedex, and MD Consult were easily accessible.	87 13	100 0	94 6	85 15	85 15
Library hours are convenient.	87 13	75 25	53 47	85 15	79 21
The library is comfortable, quiet, and clean.	87 13	89 11	80		

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Facilities, Equipment and Security on Your Campus					
I find the size of my classrooms to be adequate.	82 18	77 23	91 9	88 12	91 9
I am satisfied with the AV equipment used in classrooms.	70 30	92 8	88 12	94 6	76 24
I am satisfied with the housekeeping and maintenance of classrooms.	99 1	100 0	97 3	95 5	87 13
I find the computer equipment to be adequate.	86 14	69 31	79 21	87 13	85 15
I am satisfied with the availability of computer equipment.	89 11	61 39	70 30	74 26	85 15
I find the quality of equipment in the laboratory facilities to be adequate.	94 6	100 0	83 17	90 10	80 20
I am satisfied with the safety of laboratory facilities.	97 3	100 0	96 4	98 2	96 4
I am satisfied with the level of security on my campus.	96 4	77 23	73 27	88 12	81 19

**Midland/
Odessa**

93
7

93
7

The Help Desk employees were easily accessible.

84
16

89
11

87
13

86
14

86
14

	Amarillo	Dallas	El Paso	Lubbock	Midland/ Odessa
Adequacy of Your School's HSC Website					
The information/services I need on-line are available on my school's website.	96 4	100 0	88 12	95 5	80 20
My school's website information is easy to find.	85 15	77 23	70 30	87 13	87 13
My school's website information is accurate.	85 15	83 17	84 16	95 5	79 21 85 15

	Amarillo	Dallas	El Paso	Lubbock	Midland/ Odessa
TechLink					
TechLink classes were equivalent to face-to-face instruction.	36 64	31 69		33 67	19 81
The TechLink class instructor used the videoconferencing system effectively to provide classroom instruction.	81 19	85 15		81 19	73 27
TechLink classroom difficulties did not interfere with my learning experience.	46 54	38 62		41 59	27 73
Any TechLink classroom equipment malfunctions were corrected on a timely basis.	64 36	92 8		73 27	42 58
TechLink operations technicians were courteous.	87 13	92 8		93 7	98 2
TechLink operations technicians were knowledgeable	92 8	92 8		92 8	85 15
I found WebCT to be a valuable learning tool in my TechLink class	80 20	92 8		86 14	76 24

Degree Program

I would recommend my Health Sciences Center Degree Program to a friend.	74 26	69 31	57 43	87 13	85 15
Overall, I am highly satisfied with my educational program.	66 34	54 46	54 46	83 17	89 11

Student Senate	Amarillo	Dallas	El Paso	Lubbock	Midland/ Odessa
I am aware of the role of the Student Senate at the TTUHSC.	73 27	36 64	45 55	58 42	16 84
I am satisfied with the role of the Student Senate at the TTUHSC.	73 27	43 57	60 40	74 26	25 75
I am aware of my school's Student Senate representatives.	74 26	64 36	42 58	63 37	13 87
I am aware of activities sponsored by the Student Senate.	64 36	30 70	46 54	53 47	18 82

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 less than positive trend was established at 75% and below to designate the specific areas departments can improve. A negative trend as set at 20% to show areas where there is a high dissatisfaction and immediate attention is required.

Summary

Summary by Schools: Students in the four schools overall gave relatively positive ratings to academic and career advising/mentoring, HSC Student Services including financial aid applications and the Registrar, Student Affairs offices for individual schools, the Bursar's Office, library resources, facilities, equipment, security, information technology and individual school websites. Exception were seen in the School of Pharmacy were students were overall dissatisfied with academic career advising/mentoring, computer resources/services and certain aspects of TechLink. School of Allied Health students were also dissatisfied with certain aspects of TechLink. Students in all the schools were overall dissatisfied with health insurance, health care provider, and the Student Senate. In addition, students in Medicine, Nursing and Pharmacy were generally dissatisfied with their degree programs.

Summary by Campuses: In general, students on all five campuses (Amarillo, Dallas, El Paso, Lubbock and Midland/Odessa) were overall satisfied with Student Services, Student Affairs, student billing and monetary disbursement, library resources, facilities, equipment, security, information technology and school websites. However, there were exceptions. Students on the Dallas and El Paso campuses were overall dissatisfied with academic and career advising/mentoring, library hours of operation, availability of computer equipment, and wireless connectivity. Student on the Amarillo and Midland/Odessa campuses were overall dissatisfied with the adequacy of library study facilities, number of data ports in the classrooms and study areas with network connectivity. Students on all campuses were generally dissatisfied with health insurance, health care providers and the student senate. Finally, students on the Amarillo, Dallas and El Paso campuses were generally dissatisfied with their degree programs.

Improvements to the Survey Process

There are several improvements to the survey process that will be implemented in 2007. The survey will be administered annually to all TTUHSC students. We are converting the paper and pen survey to one that can be completed online. We are also considering incentives to increase the survey return rate.

Improvements to Processes

Several processes have been improved as a direct result of the 2004 Customer Service Survey.

The Office of Student Services was relocated directly across from the student synergistic center, which is a newly created student center. Improvements to the Synergistic Center

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.

