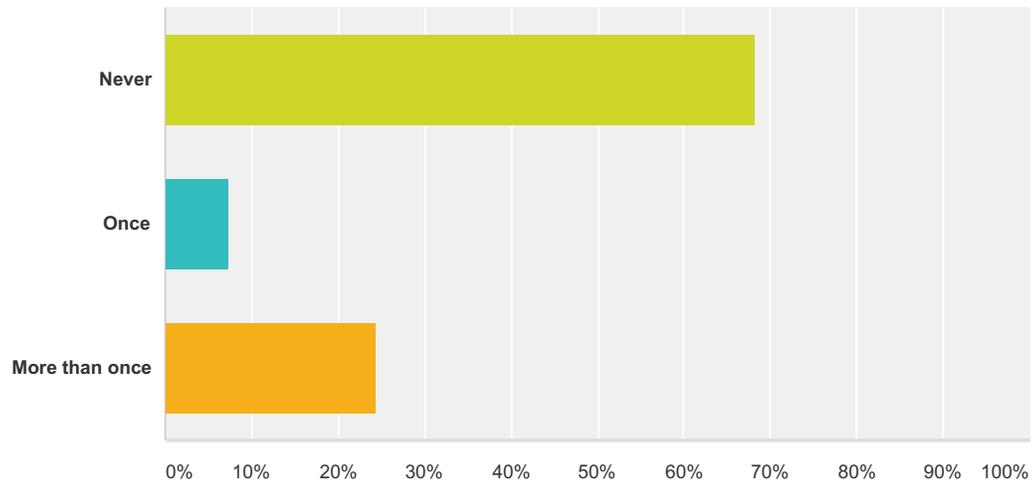


Q36 How often have you utilized the services of Public Information in the past year?

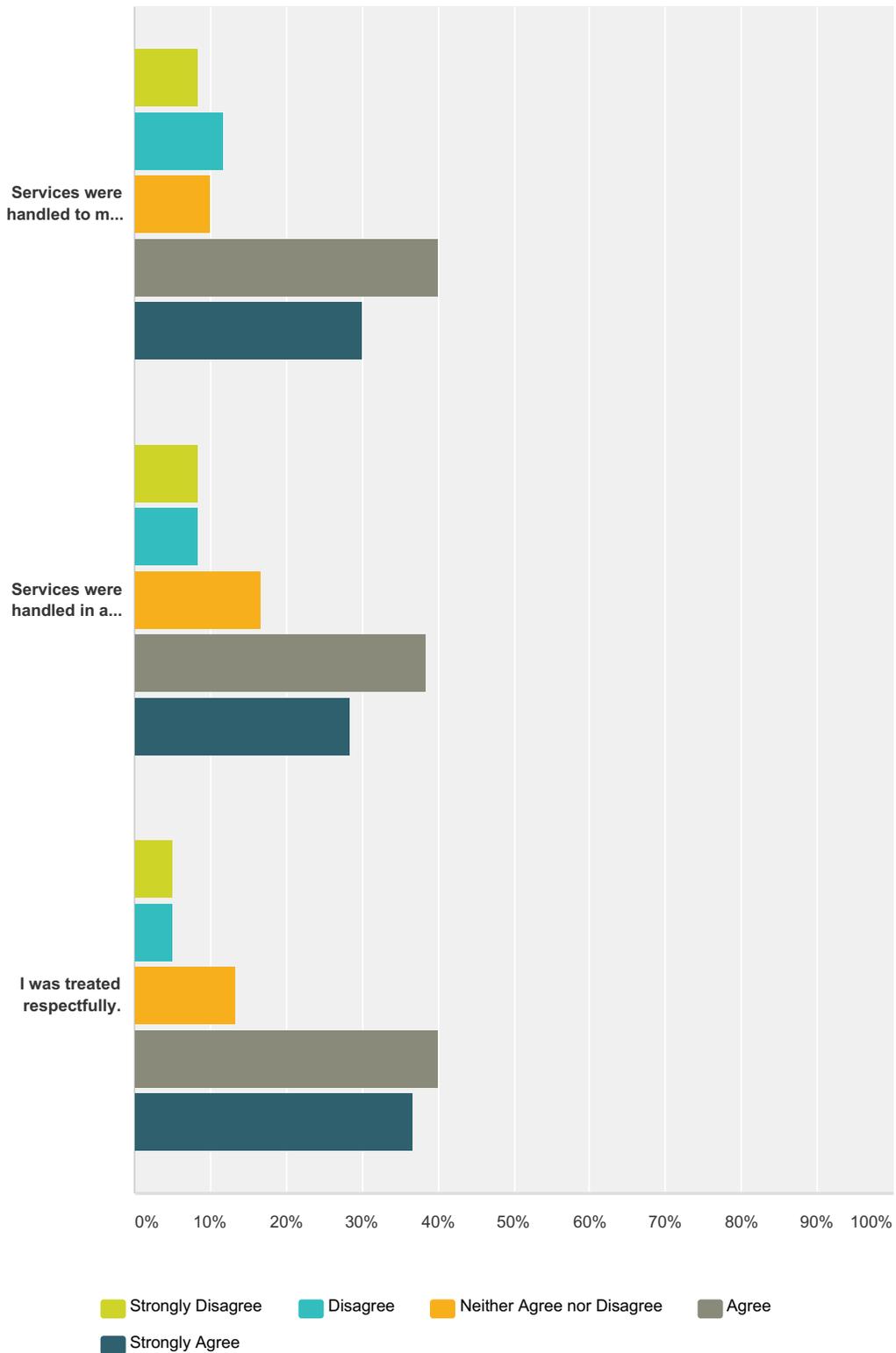
Answered: 189 Skipped: 26



Answer Choices	Responses	
Never	68.25%	129
Once	7.41%	14
More than once	24.34%	46
Total		189

Q37 How strongly do you agree or disagree with the following statements about your experiences with Public Information?

Answered: 60 Skipped: 155



Peralta District Service Centers Customer Satisfaction Survey - Fall 2015

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree	Total
Services were handled to my satisfaction.	8.33% 5	11.67% 7	10.00% 6	40.00% 24	30.00% 18	60
Services were handled in a timely manner.	8.33% 5	8.33% 5	16.67% 10	38.33% 23	28.33% 17	60
I was treated respectfully.	5.00% 3	5.00% 3	13.33% 8	40.00% 24	36.67% 22	60

Q38 Please provide us with any additional feedback about Public Information that you would like to share

Answered: 13 Skipped: 202

#	Responses	Date
1	I suggest that the content of text messages and social media posts be reviewed. Much of the broadcasts are too vague.	12/16/2015 11:32 AM
2	They should not attempt to do the academic calendar. They always put the wrong dates.	12/16/2015 10:52 AM
3	Great staff. It seems that they could play a stronger role developing internal morale through internal communications.	12/16/2015 10:43 AM
4	Can deliver information--busy people, not sure what to say.	12/10/2015 9:27 AM
5	It seems this department does little but outsource what appear to be their duties.	12/10/2015 9:18 AM
6	Joe Sullivan from PTV is very talented and helpful.	12/10/2015 8:46 AM
7	I have had to fix other people's web pages and remove their names since they had been dead for years. Web pages suck and the Public Information Department does not care. Or they just propaganda for the administration?	12/9/2015 10:33 PM
8	This office does not need to exist. PIO should be college function.	12/9/2015 8:51 PM
9	I do work this department a lot, but I think we could do better at putting Peralta in a better light. The PI office needs to use current media, but do some good old fashion marketing. Get student employees to be our be ambassadors, but you need to train them.	12/9/2015 7:19 PM
10	I have requested PCTV to cover our semi annula plant sale numerous times, and have been told that because this is a weekend event the costs are too high. This is a 20 plus year ongoing event. I feel the scheduling of weekend events should be considered across the district.	12/9/2015 6:18 PM
11	I have no idea what they do. Are they supposed to advertise our classes and foster community involvement? Are they supposed to help us recruit more students? Not sure what they do.	12/9/2015 6:04 PM
12	Knowledgable and competent staff.	12/9/2015 4:50 PM
13	My experiences with Public Information staff have been good, in that they provide timely responses. However, I believe that Public Information has some deficiencies - they do not consult the colleges at times before publishing information and the tools they use are outdated. The new 'mobile-friendly' schedule flipbook is not mobile friendly at all. In addition, the colleges would rather direct students to Passport, as the printed schedule is inaccurate. An app that links or connects to Passport would me much more useful.	12/9/2015 4:42 PM

Peralta District Service Centers “Customer Satisfaction” 2015 Survey Report

This report describes the results of the 2015 District Service Centers “Customer Satisfaction” Survey which was conducted to evaluate the quality of the services provided by thirteen District Service Centers. Comparisons between Fall 2015 and Fall 2013 surveys results were also conducted to assess potential fluctuations in the quality of services provided by the District Service Centers.

Methodology

In December, 2015 the faculty, staff and administrators of the Peralta Community College District (4 colleges and district office) were asked to complete an anonymous “customer satisfaction” survey rating each district service area. Participants were asked to rate their experiences with each of the thirteen District Service Centers during the past year. Specifically, respondents were asked how often they utilized the services of each service center: never, once, or more than once. If participants did not have any interaction with a particular service center, then they were automatically skipped to the next section of the survey. Otherwise, they were asked three questions concerning whether their experiences with each service center were...

- 1) handled to their satisfaction (accommodation),
- 2) handled in a timely manner (timeliness), and
- 3) whether they were treated respectfully (respectfulness).

To each of these questions, respondents could choose one of five options: strongly disagree, disagree, neither agree nor disagree, agree, or strongly agree.

Results

We first present the response rates by college and position. Second, we present the utilization and satisfaction level findings for the District Service Centers for Fall 2015, followed by comparisons of the results between Fall 2015 and Fall 2013 surveys. The last section provides charts showing survey results from both years for each service area.

Fall 2015 Survey Response Rates

A total of 215 respondents completed the Fall 2015 survey, approximately 14.4% of the population (N = 1,491; data from Fall 2014 MIS Faculty and Staff Demographic Report). Approximately 19% of the respondents were from Berkeley City College, 14% from College of Alameda, 22% from Laney College, 18% from Merritt College, and 32% from the District Office. In terms of respondents’ positions at PCCD, approximately 43% were faculty, 42% were staff, 13% were administrators, and 4% were contractors/other. Data for Fall 2015 survey are provided in Appendix A.

Utilization of District Service Centers

Utilization was operationalized as respondents having at least one interaction with a service center in the past year (i.e., combined “once” and “more than once” responses). Of the 13 Service Centers, Human Resources had the highest utilization rate (85.1%), followed by Information Technology (77.4%), Admissions and Records (61.9%), Finance (61.1%), and General Services (51.5%). The remaining Service Centers each had interaction with less than 50% of the respondents (see table below for the Fall 2015 interaction rates for each Service Center).

Service Center	2015 Rate	2013 Rate	Change
Admissions & Records	61.9%	58.8%	3.1%
Chancellor's Office	45.3%	34.3%	11.0%
Educational Services	49.3%	39.8%	9.5%
Finance	61.1%	47.1%	14.0%
Financial Aid	21.0%	NA	NA
General Counsel	30.5%	28.4%	2.1%
General Services	51.5%	40.2%	11.3%
Human Resources	85.1%	66.1%	19.0%
Information Technology	77.4%	61.7%	15.7%
International Education	28.6%	NA	NA
Institutional Research	36.0%	NA	NA
Public Information	31.8%	25.4%	6.4%
Risk Management	40.2%	30.8%	9.4%

Satisfaction Level of Service Centers

For this report, “strongly disagree” and “disagree” responses were combined as “dissatisfied” with the service-related experiences (i.e., accommodation, timeliness, and respectfulness), and “strongly agree” and “agree” responses were combined as “satisfied” with the services. (See the charts below for each service center results.)

Chancellor’s Office received the highest satisfaction ratings for the 3 service-related experiences: accommodation (77.4%), timeliness (76.4%), and respectfulness (79.6%). Public Information had the next highest satisfaction ratings (70.0%, 66.7% and 76.7%, respectively), followed by Admissions and Records (68.2%, 62.1% and 74.2%, respectively) and Office of International Education (64.8%, 61.1% and 79.6%, respectively).

In contrast, less than 50% of the respondents expressed satisfaction with accommodation and timeliness of the services provided by Risk Management, General Services, Finance, and Information Technology. Of these, Risk Management received higher dissatisfaction than satisfaction ratings for accommodation (44.2% vs. 36.4%) and timeliness (57.1% vs. 27.3%). In addition, Finance, Information Technology, and General Services had higher dissatisfaction than satisfaction ratings for timeliness (Finance 52.5% vs. 32.8%, Information Technology 44.9% vs. 38.8%, General Services 43.0% vs. 36.0%).

For all 13 Service Centers, respectfulness had higher satisfaction ratings (ranged from 50.6% to 79.6%) in comparison to accommodation (ranged from 36.4% to 77.4%) and timeliness (ranged from 27.3% to 76.4%) ratings.

Comparison of Fall 2015 and Fall 2013 District Service Centers Survey Results

To assess whether the utilization of and satisfaction with the services provided by the District Service Centers had changed between Fall 2013 and Fall 2015, the results for the 10 Service Centers that were evaluated for both periods were compared.

In Fall 2013, 286 respondents completed the survey, about 19.6% of the population (N = 1,459; data from Fall 2013 MIS report). Approximately 12% of the participants were from Berkeley City College, 14% from College of Alameda, 27% from Laney College, 17% from Merritt College, and 22% from the district office. For positions at PCCD, approximately 46% were faculty, 39% were staff, 14% were administrators, and 1% were contractors.

Similar to Fall 2015, Human Resources had the highest utilization rate (66.1%), followed by Information Technology (61.7%), Admissions and Records (58.8%), Finance (47.1%), and General Services (40.2%) in Fall 2013. The utilization rates for all 10 Service Centers in Fall 2013, however, were lower than for Fall 2015 (see Table 1). Human Resources, Information Technology, Finance, General Services, and Chancellor's Office exhibited over 10% increase in the utilization rates in Fall 2015.

Although a higher proportion of the respondents utilized the 10 District Service Centers in Fall 2015 in comparison to Fall 2013, they generally reported lower levels of satisfaction with accommodation and timeliness of the services provided in Fall 2015 than in Fall 2013. Specifically, Risk Management evidenced substantial decreases in the satisfaction level for accommodation (23.4%) and timeliness (28.6%) from Fall 2013 to Fall 2015. General Services also showed decreases for accommodation (15.8%) and timeliness (11.7%); as well as Information Technology for accommodation (10.7%) and timeliness (13.7%). Both Admissions and Records (14.3%) and Finance (11.9%) exhibited decreases in the satisfaction level for timeliness between the two periods.

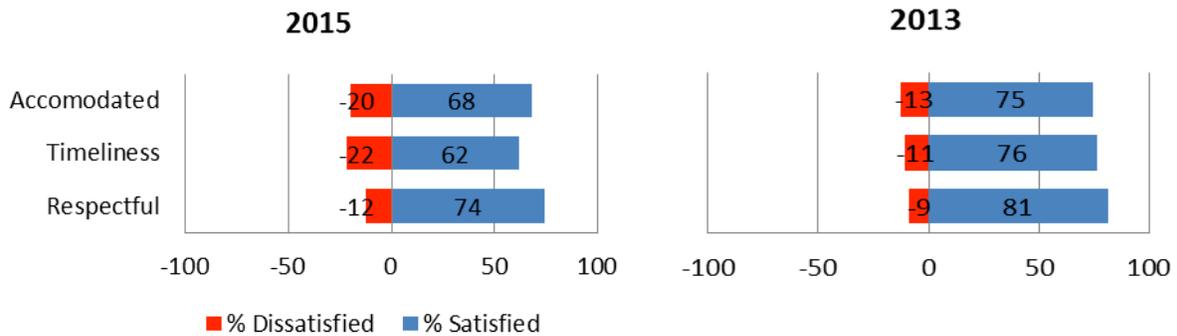
The only service center to exhibit positive changes in all 3 service-related experiences was Educational Services, with the largest increase for accommodation (14.1%), followed by timeliness (8.9%) and respectfulness (5.3%). Chancellor's Office showed moderate increases for accommodation (5.9%) and timeliness (8.2%).

Respectfulness showed higher satisfaction ratings in comparison to accommodation and timeliness for all 10 Service Centers in Fall 2013, and generally evidenced little change between the two periods. Two exceptions were General Services and Risk Management, which showed decreases in respectfulness from Fall 2013 to Fall 2015 (17.2% and 17.0%, respectively).

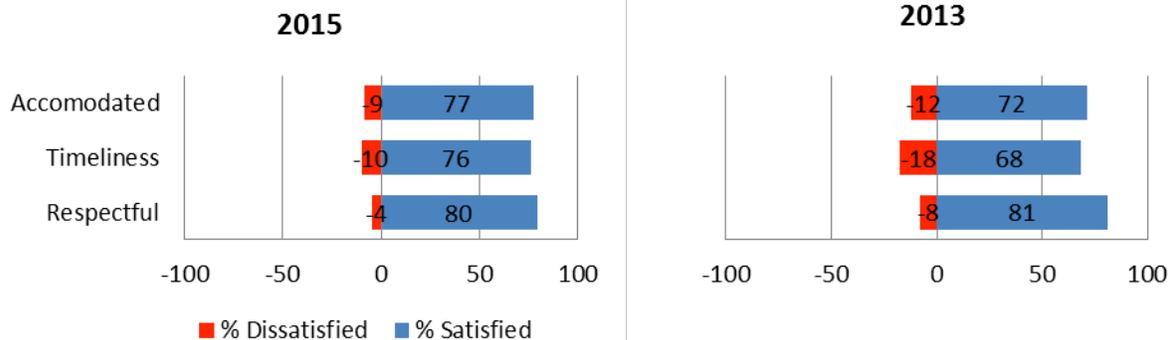
Satisfaction Level for District Service Centers Charts

The charts below summarize, for each service area, the level of satisfaction reported by respondents in 2013 and 2015. For this report, “strongly disagree” and “disagree” responses were combined as “dissatisfied” with the service-related experiences (i.e., accommodation, timeliness, and respectfulness), and “strongly agree” and “agree” responses were combined as “satisfied” with the services. Red bars indicate dissatisfaction and blue bars indicate satisfaction.

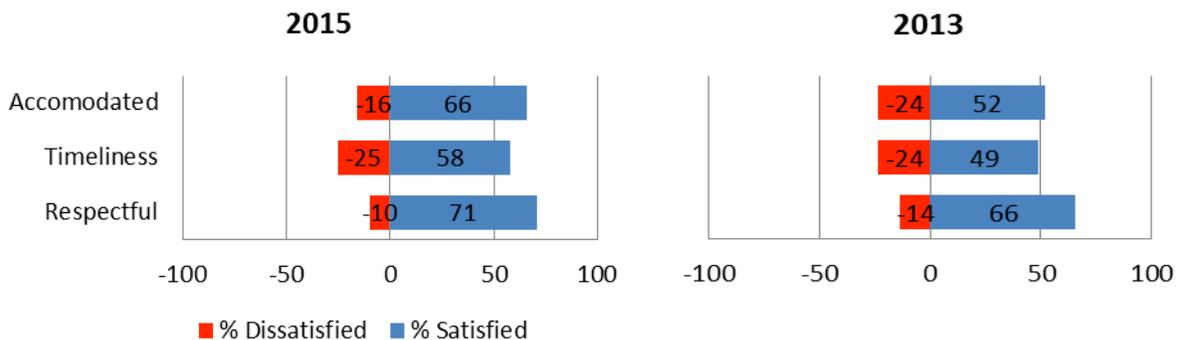
Admissions & Records



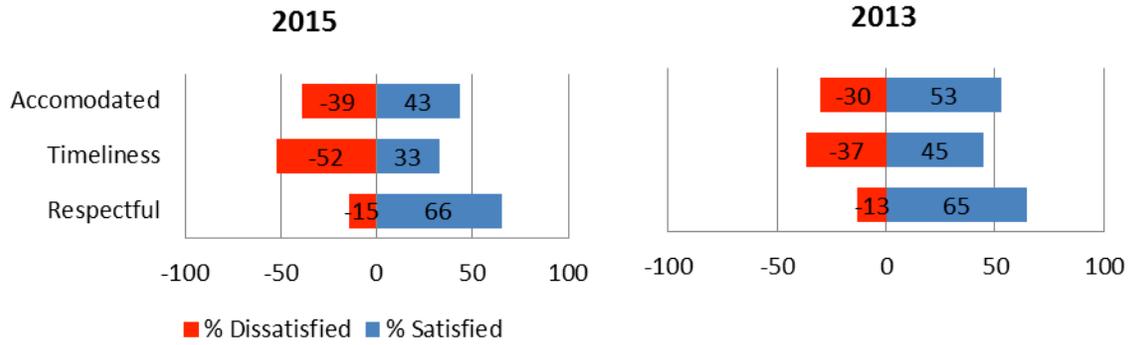
Chancellor's Office



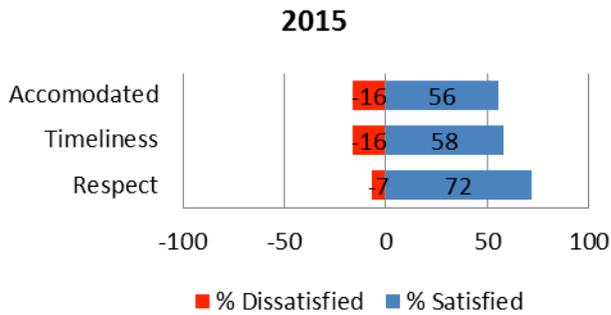
Educational Services



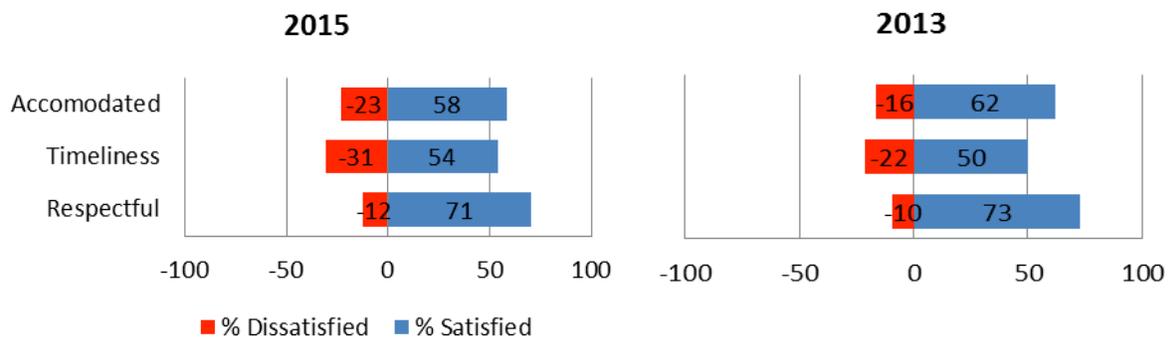
Finance



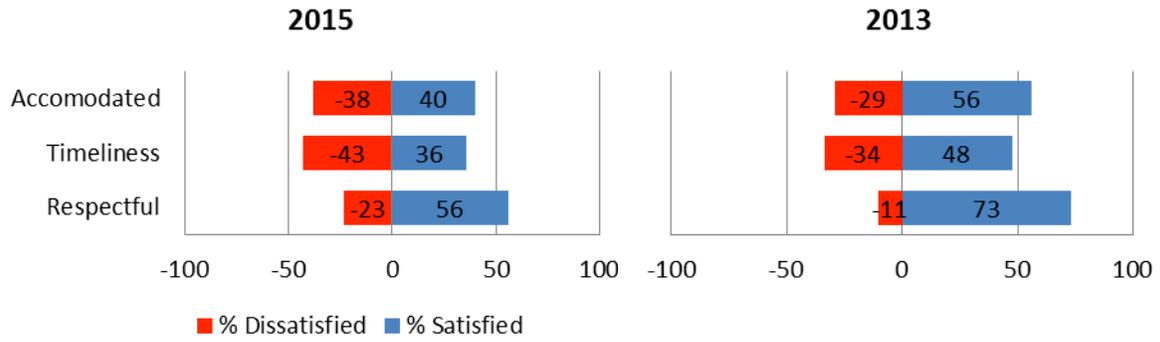
Financial Aid



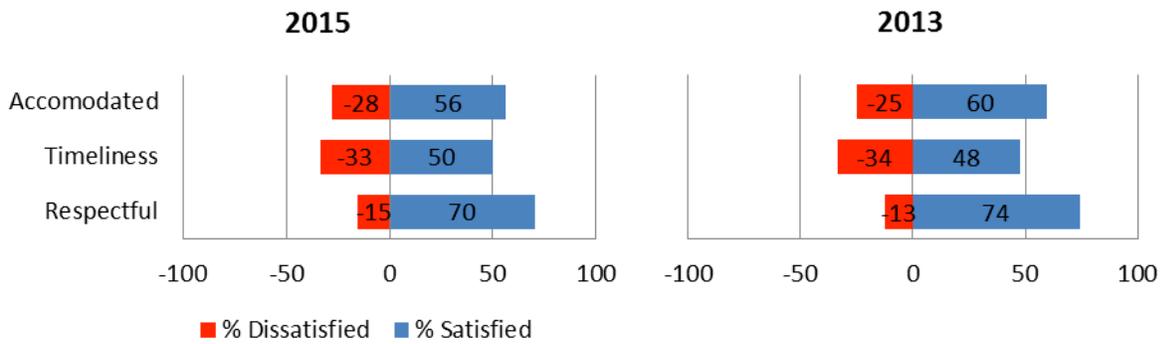
General Counsel



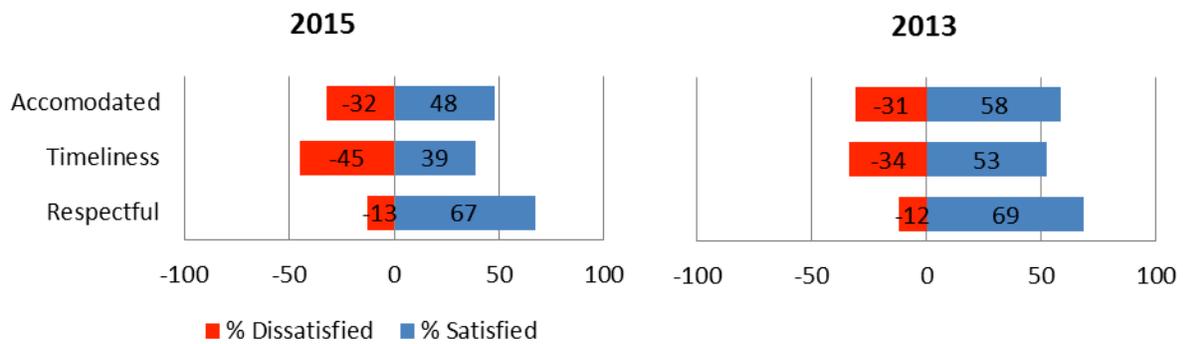
General Services



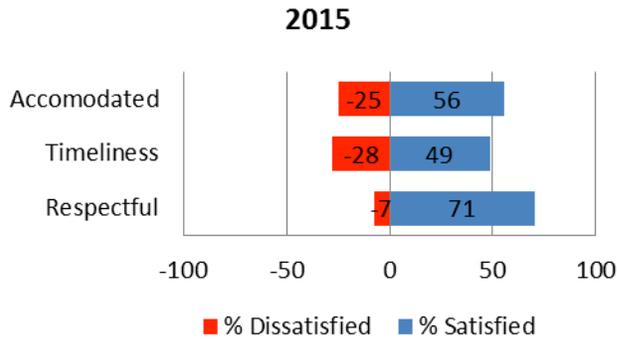
Human Resources



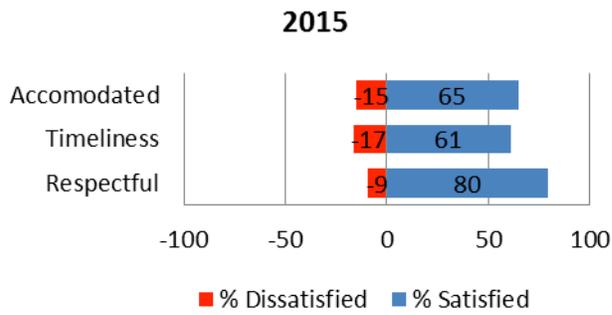
Information Technology



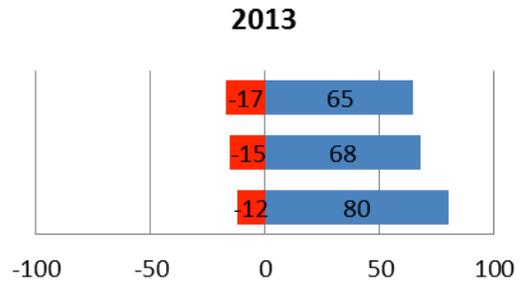
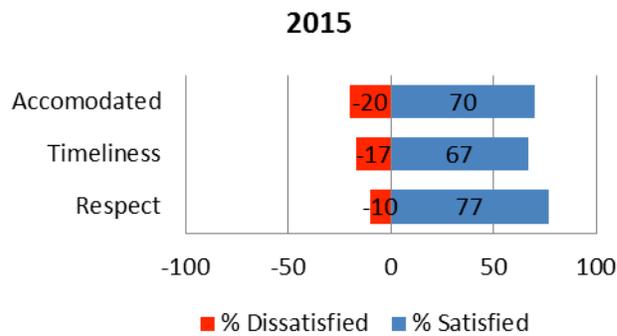
Institutional Research



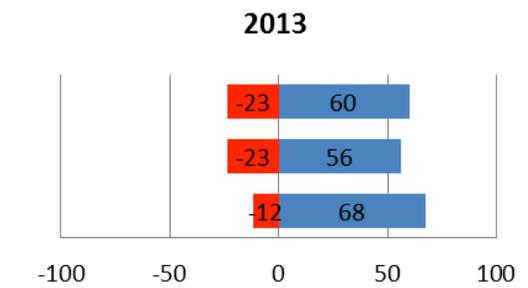
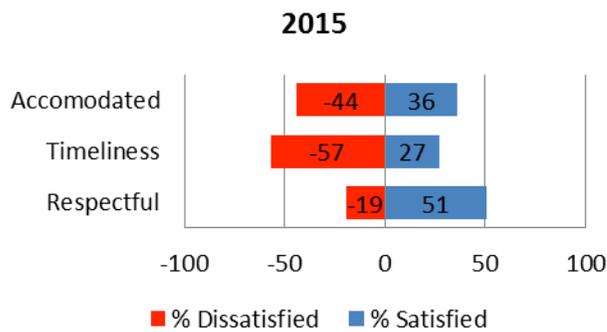
International Education



Public Information



Risk Management



Conclusion

The results of the two surveys indicate variations in the rate of utilization and satisfaction level with the District Service Centers. First, for both time periods, Human Resources, Information Technology, Admissions and Records, Finance, and General Services evidenced the most interactions. Moreover, the utilization of all 10 District Service Centers had increased from Fall 2013 to Fall 2015; over 10% for Human Resources, information Technology, Finance, General Services, and Chancellor's Office.

Second, a majority of the District Service Centers provided satisfactory accommodation and timeliness services, when defined as at least 50% of the respondents were satisfied with the services they received. However, 4 District Service Centers were below this standard for accommodation and timeliness in Fall 2015: Risk Management, General Services, Finance, and Information Technology. Moreover, Risk Management, General Services, and Information Technology evidenced substantial decreases in the satisfaction level for accommodation and timeliness over the two periods.