

AGENCY REPORT ON CUSTOMER SERVICE

For the period January 2004 – April 2006

By

THE UNIVERSITY OF TEXAS AT AUSTIN



JUNE 1, 2006

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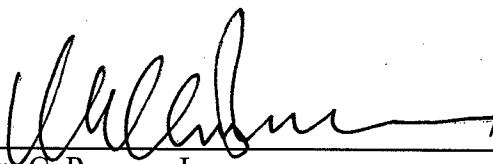
By

THE UNIVERSITY OF TEXAS AT AUSTIN

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William C. Powers, Jr.
President, The University of Texas at Austin

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Report on Customer Service

Introduction

During the winter of 1999-2000, pursuant to administrative and legislative interest per S.B.1563 in University-wide assessment, the administration of The University of Texas at Austin identified numerous groups of “customers” of the University who could inform the administration as to the effectiveness of the University’s programs and services, other than as regards the instructional enterprise itself. Significant attention and discussion was given to the question of whether students fall under the nomenclature of “customer.” It was concluded that, while The University of Texas at Austin recognizes that students are the beneficiaries of the investment of funds made by the legislature of the State of Texas in its academic enterprise, and that the University has a duty to the students to provide an educational opportunity “of the first class,” and also that students should be participants in academic exercises with the faculty, the current administration of the University does not subscribe to the proposal that they are “customers” of the academic enterprise as that term has been used traditionally.

“Customer” is a term of commerce and it appears in dictionaries such as the Oxford English Dictionary or Black’s Law Dictionary as meaning “One who frequents a place of sale for the purpose of purchasing or having business dealings with a tradesman or business person.” The Random House Dictionary of the English Language narrows it further to “one who purchases goods from another.” The word implies an arm’s length transaction where a good or service is sold without further relationship, interaction or control of one person upon the other. Therefore, the University considers that students are customers with regard to the purchase of housing and food services, financial aid, and health services, but not with regard to the academic exercise. Students in their role as students are more akin to a “client,” who is defined in the referenced dictionaries as “one under the protection or patronage of another”, “a dependant, adherent or follower of a master.” The differentiating quality in this relationship is that of judgment upon the lesser by the greater in knowledge, understanding or power.

I. Inventory of External Customers

Goal A: Instruction/Operations

Strategy per General Appropriations Act

A.1.1. Operations Support

Customers: Visitors to University facilities; Students as re: housing, food service, financial aid, and health services.

Services Provided:

1. Instruction
2. Libraries
3. Research Facilities
4. Artistic exhibitions and performances
5. Extended education programs
6. Public broadcasting
7. Housing
8. Food
9. Entertainment events
10. Financial aid
11. Health center
12. Athletic events – not state funded

A.1.2. Teaching Experience Supplement

Customers: No external customers.

Services Provided:

A.1.3. Growth Supplement

Customer: No external customers.

Services Provided:

A.1.4. Staff Group Insurance Premiums

Customers: No external customers.

Services Provided:

A.1.5. Workers' Compensation Insurance

Customers: No external customers.

Services Provided:

A.1.6. Unemployment Compensation Insurance

Customers: No external customers.

Services Provided:

A.1.7. Texas Public Education Grants

Customers: Eligible students.

Services Provided: Financial aid.

A.1.8. Indirect Cost Recovery

Customers: No external customers.

Services Provided:

Goal B: Infrastructure Support

B.1.1. E & G Space Support

Customers: Visitors to University facilities, students as re: housing, food, financial aid, and health center.

Services Provided:

1. Instruction
2. Libraries
3. Research Facilities
4. Artistic exhibitions and performances
5. Extended education programs
6. Public broadcasting
7. Housing
8. Food
9. Entertainment events
10. Financial aid
11. Health center
12. Athletic events – not state funded

B.1.2. Tuition Revenue Bond Retirement.

Customers: No group of “direct recipients of state services.”

Services Provided:

B.1.3. Skiles Act Revenue Bond Retirement.

Customers: No group of “direct recipients of state services.”

Services Provided:

Goal C: Special Item Support

<p>C.1.1. TX-Pharm Program Customers: No group of “direct recipients of state services” per page 19, Instructions or special item customers not easily identified per page 88, Instructions.</p>	<p>Services Provided:</p>
<p>C.2.1. Marine Science Institute Customers: Visitors to facility.</p>	<p>Services Provided: Scientific information and interaction.</p>
<p>C.2.2. Institute for Geophysics Customers: No group of “direct recipients of state services,” special item customers not easily identified.</p>	<p>Services Provided:</p>

<p>C.2.3. Bureau of Economic Geology Customers: No group of “direct recipients of state services,” special item customers not easily identified.</p>	<p>Services Provided:</p>
<p>C.2.4. Bureau of Business Research Customers: No group of “direct recipients of state services,” special item customers not easily identified.</p>	<p>Services Provided:</p>
<p>C.2.5. McDonald Observatory Customers: Visitors to McDonald Observatory.</p>	<p>Services Provided: Scientific information and interaction.</p>
<p>C.2.6. Center for Advanced Studies in Astronomy Customers: Visitors to McDonald Observatory.</p>	<p>Services Provided: Scientific information and interaction.</p>
<p>C.3.1. Texas Memorial Museum Customers: Visitors to Texas Memorial Museum.</p>	<p>Services Provided: Historic/anthropological exhibits and lectures.</p>
<p>C.3.2. Public Policy Institute Customers: No group of “direct recipients of state services,” special item customers not easily identified.</p>	<p>Services Provided:</p>
<p>C.3.3. Center for Policy Dispute Resolution Customers: No group of “direct recipients of state services,” special item customers not easily identified.</p>	<p>Services Provided:</p>
<p>C.4.1. Institutional Enhancement Customers: 1. Scholarships: Students receiving culturally/economically disadvantaged scholarships. 2. Faculty Enhancement: No external customers</p>	<p>Services Provided: 1. Financial aid.</p>

Many customers are external (non-faculty, staff or student) users of University facilities falling under strategies such as E & G Support Service Support or Operations Support. Students are customers under those strategies as they relate to housing, food service, health services, and financial aid. Other groups of external customers fall under Special Item support, such as visitors to McDonald Observatory.

It is nearly impossible to determine accurately the total number of “customers served” at University facilities since many persons who are counted use facilities multiple times. For example, turnstile counts at General Libraries indicate over 9,012,083 visitors a year, obviously including many repeat visitors. Some of these persons who enter the library are, in fact, not intending to receive a library service at all, but merely meeting a friend at a location within the library.

II. Information-gathering Methods

Customer service surveys were administered over several months by the Survey of Organizational Excellence ("SOE") at The University of Texas at Austin’s School of Social Work for twenty-nine individual units at The University of Texas at Austin. The Executive Officers of the University discussed and approved the proposed "customer list" before it was included in the Strategic Plan in June 2002. The units selected represent a variety of programs and services at the University of Texas at Austin. The intent of the survey was to measure the perceptions of customer satisfaction from the direct recipients of each individual unit services.

The following is a list of the twenty-nine units surveyed.

Teaching and Attendant Services	
1.	Admissions Center
2.	Distance Education Center
3.	Office of Student Financial Services
4.	Professional Development Center
5.	University Food Service
6.	University Housing
7.	University Health Services
8.	Recreational Sports
Public Service	
1.	Performing Arts Center
2.	Frank Erwin Center
3.	General Libraries
4.	John Nance Garner Museum
5.	Winedale Historical Center
6.	McDonald Observatory
7.	Intercollegiate Athletics for Men - Football
8.	University Outreach Centers
9.	Admissions Office - Campus Tours
10.	Texas Union Informal Classes
11.	University Interscholastic League
12.	Thompson Conference Center
13.	Intercollegiate Athletics for Men - Disch-Falk Field
14.	Longhorn Music Camp
15.	Intercollegiate Athletics for Women - Sports Camps
16.	Marine Science Institute
17.	Texas Memorial Museum
18.	HUB vendors
19.	U.T. Press
20.	KUT Radio
21.	Intercollegiate Athletics for Men - Sports Camps

Survey Methodology

Survey Instrument

The design process incorporated three objectives. First, the survey was created to provide meaningful customer service survey data for strategic planning and organizational initiatives. Second, the survey was designed to accurately portray and represent (through use of standard and tested surveying techniques) the perceptions of UT-Austin customers. Lastly, implementing the survey established an open forum in which both the citizens of Texas and those directly receiving services from the U.T. Austin units could evaluate the University, recognize outstanding service, or offer insights into how the unit delivered service and where the unit needed to improve.

To accomplish these objectives nine survey areas were created. The purpose of the areas was to categorize the various perceptions of the customer into distinct and concrete units. This distinctiveness allows for an organization to more thoroughly assess whether or not they are successfully meeting customer expectations on a given area of operation. Both the quantitative and qualitative data provided through the survey process reaffirms areas of strength and draws attention to potential areas of concern.

The dimensions or survey areas are facilities, staff, communications, Internet sites, complaint-handling, printed information, overall perceptions. Each unit then had the option to add unit-specific questions. The constructs for *facilities* include adequacy and impressions. Constructs for *staff* are staff courtesy, and helpfulness, while those for *communication* include telephone, letter, and email procedures. *Internet sites* includes ease and organization of the unit website, as well as whether it contains clear and accurate information. *Printed information* inquires about written information provided to the customer. The construct *complaint handling* includes processes and intervention around customer problems and concerns. *Overall customer perception* includes constructs of general satisfaction and lasting impact. The final dimension is *unit specific* and address issues of unique service or program areas.

The following table outlines the specific questions used for each of the dimensions on The University of Texas at Austin Customer Service survey.

Survey Questions	Dimensions
1. If I visited the facility it was clean and orderly.	<i>Facilities</i>
2. If I interacted with the staff, the staff members were helpful.	<i>Staff</i>
3. If I interacted with the staff, the staff members were courteous.	<i>Staff</i>
4. The web site was easy to use and well organized.	<i>Internet sites</i>
5. The web site contained clear and accurate information.	<i>Internet sites</i>
6. If I wrote, phoned, or e-mailed, I received the information I needed in a reasonable amount of time.	<i>Communication</i>
7. If I received printed material, it contained helpful and accurate information.	<i>Printed information</i>
8. If I complained, the complaint I made was addressed in reasonable manner.	<i>Complaint handling</i>
9. This organization makes it easy to offer suggestions.	<i>Complaint handling</i>
10. Overall, I am satisfied with my experience.	<i>Overall</i>
11-20. Customized questions	<i>Unit specific service</i>

For each dimension, the survey participants were asked to review items and mark how strongly they agreed or disagreed with the item. These perceptions were measured

on a Likert-type scale with six possible responses (strongly disagree, disagree, neutral, agree, strongly agree, and non applicable). Point values ranging from 5 for strongly agree to 1 for strongly disagree were assigned upon processing the data. Non-applicable responses received 0 point value. The higher the number of the response, the more strongly respondents agreed with the items. All items were positively worded so that higher values are representative of higher levels of agreement or more positive perceptions of customer service.

Two additional survey areas were demographics and open-ended responses. The possible responses for the demographic items were defined in descriptive lists. Participants were asked to select from a descriptive list such as their ethnicity, gender or age. The open-ended item, provided at the end of the survey, asked respondents to offer any additional comments and/or to identify employees who provided outstanding services. The open-ended section was designed to allow for sources of input not directly addressed in the printed survey items. Moreover, asking customers to identify individuals who provided outstanding service assists in identifying employees who excel in providing exemplary service to customers.

Types of Surveys

Two types of survey instruments were used. The first was a hard copy, paper and pencil, optical mark recognition (OMR) version. An OMR survey is one in which respondents are asked to bubble in their responses on the sheet. OMR surveys are then optically scanned with participant's responses recorded and compiled directly into electronic databases. The use of OMR instruments is efficient, cost effective and highly accurate. The front of the instrument contained the survey items. The back had an area for comments and also served as a business reply address so that respondents could complete the instrument and drop it into any U.S. postal box. Each survey included a control/access number and instruction on how to take the survey via the Internet. Each control number was unique and not related or assigned to any particular survey respondent. Given the option to complete the survey either online or by hardcopy, the control number was issued to assure that only one survey from an individual was validated.

The second type of survey was an online version. Utilizing both HTML and Common Gateway Interface (cgi scripting), the survey was made available via the World Wide Web at an individual unit internet address (<http://www.survey.utexas.edu/>). The equipment used to serve the website and the corresponding database of responses (a Unix based system) handles thousands of simultaneous requests and performs routine data backups both incrementally and daily. Respondents receiving the OMR version of the survey could take the survey online by entering in the website address and by entering their survey's control number (both printed on the survey instrument). In the event that a control number entered online was in conflict (the two numbers were the same) with a control number received from a hardcopy survey, the online survey data would be removed from the possible responses. For this dataset, there were no conflicting control numbers.

The survey was designed to be succinct for several reasons. First, the survey served as a general customer service diagnostic that assessed customer perceptions in broad topical areas. While many inferences can be made from the survey data, low scoring areas may require additional assessment to determine underlying causes. Conversely, further examination of high scoring dimensions may produce examples of an

organization's "best practices" that can be shared among other parts of the university. Furthermore, the general nature of the survey enables the University to use the instrument in different settings and therefore, allows for comparison of dimensional areas across the organization. Second, instruments such as these (voluntary questionnaires of customers) are concise so that the respondent can complete the survey in only a few minutes. Typically, long questionnaires (due to the specificity of items and considerable length of time to complete the survey) discourage participation. A typical response rate for these types of surveys ranges from 15% to 30%. Third, providing survey participants the opportunity to comment in an open-ended section shapes the preparation of follow-up surveys. Customers' suggestions are often used to modify the content of future customer service survey items.

Process for Working with Units

Each unit surveyed was asked to designate a contact person to work with the Survey of Organizational Excellence group to prepare specific items for their survey and to provide necessary materials to develop and distribute the customer service surveys, including a graphic logo and name of the unit in order to individualize the survey. Each unit within the University could develop up to two category types that focused on specific customer categories related to their unit. In addition, each unit was asked to develop up to five additional items specific to their unit. These items must be answered using the same scale that ranges from STRONGLY AGREE to STRONGLY DISAGREE and NON APPLICABLE.

Each unit also chose a method of distribution. The surveys could be mailed directly to customers from the SOE group or units could choose to distribute surveys at the point of service. Included in either of these methods was an option to email the surveys to customers, which allowed customers to complete the survey on-line. The units and the SOE group worked together to establish an estimated date for survey distribution and a date for data collection to end. After the data was collected and returned to the SOE group, it was processed by the SOE and returned to each unit, as well as the Office of Institutional Compliance.

Overview of Customer Service Survey Results

Survey Distribution and Response Rates

The following table lists The University of Texas at Austin units that were surveyed, the number of surveys distributed, and the number and percentage of surveys returned. The table also provides the total number of surveys distributed and returned for all twenty-nine units. Units chose different methods of distributing the surveys, as will be discussed in the following section.

Unit	Method	Distributed	Returned	% Response Rate
Performing Arts Center	Online	5500	934	16.98
Frank Erwin Center	Online	8900	757	8.51
General Libraries	Online	1800	489	27.17
Admissions Center	Online	9000	1304	14.49
John Nance Garner Museum	Hard copy/online	100	98	98.00
Winedale Historical Center	Hard copy/online	100	27	27.00
McDonald Observatory	Online	450	86	19.11
Distance Education Center	Online	2300	166	7.22
Intercollegiate Athletics for Men-Football	Online	1150	461	40.09
University Outreach Centers	Online	1000	195	19.50
Admissions Office-Campus Tours	Online	610	132	21.64
Office of Student Financial Services	Online	5200	1538	29.58
Professional Development Center	Online	680	270	39.71
University Food Service	Online	3000	804	26.80
University Housing	Online	3000	159	5.30
Texas Union Informal Classes	Online	4500	650	14.44
University Interscholastic League	Online	2800	927	33.11
Thompson Conference Center	Online	300	100	33.33
Athletics, Disch-Falk Field	Online	1000	528	52.80
Longhorn Music Camp	Online	850	321	37.76
Women's Sport Camp	Online	2000	499	24.95
Marine Science Institute	Hard copy/online	100	11	11.00
Texas Memorial Museum of Science and History	Online	150	39	26.00
University Health Services	Online	1150	352	30.61
Recreational Sports	Online	900	284	31.56
HUB (Historically Underutilized Businesses) Program	Online	440	48	10.91
U.T.	Online	900	147	16.33
KUT Radio	Online	900	235	26.11
Intercollegiate Athletics for Men Sports Camps	Online	350	59	16.86
TOTALS		59130	11620	26.44

Method of Distribution

Each unit within U.T. was offered different methods of distribution for survey administration. All but three of the units (John Nance Garner Museum, Winedale Historical center and Marine Science Institute) chose to conduct surveys exclusively online.

General Analysis/Process

Survey responses were compiled and analyzed by the SOE office. For the demographic items, frequency counts and percentage of respondents are tabulated. The scaled items, average scores, standard deviations, frequency counts and percentages of response type

were calculated. Once item averages were calculated, dimensional averages were computed by taking an average of all the average responses of items comprising the dimension. Open-ended responses were returned, in their entirety by photocopying the written responses from the back of the survey instrument, directly to the units. Customers using the on-line version of the survey also had an opportunity to email comments to the U.T. Customer Service Representative as well as the Unit's Customer Service contact.

Demographic Information

The following tables provide information regarding the overall demographics of the customers surveyed for all twenty-nine units. The specific areas are gender, age, residence, and ethnicity. Individual unit demographics are found in the following section.

** Totals may not represent the number of participants because some chose not to respond to the demographical items.*

Age

My age (in years)

Response	Count	%
Under 20 years	3336	28.93
20-29 years	2486	21.56
30-39 years	1711	14.84
40-49 years	1845	16.00
50-59 years	1424	12.35
60 and older	731	6.34
Total	11,533	100

Ethnicity

My race/ethnicity

Response	Count	%
African-American/Black	404	3.53
Mexican-American/Hispanic	1622	14.18
Anglo-American/White	7999	69.92
Asian-American	890	7.78
Multiracial/Other	525	4.59
Total	11,440	100

Gender

I am a

Response	Count	%
Male	4819	41.94
Female	6670	58.06
Total	11,489	100

Residence

I have lived in Texas for...

Response	Count	%
Less than 1 year	4729	41.60
2 to 5 years	3629	31.92
More than 5 years	3010	26.48
Total	11,368	100

Interaction

Over the past 12 months, I have interacted with this organization ...

Response	Count	%
Once	3250	28.90
2 to 5 times	5301	47.14
More than 5 times	2695	23.96
Total	11,246	100

Cost

The costing structures varied depending on the method of administrating the customer service survey. Given that several surveys were distributed and collected directly at events, the average fixed cost per respondent was approximately \$.60 per survey.

Customers Not Surveyed

Because of the size and variety of groups served by The University of Texas at Austin, it was impossible to survey all customers at one time. It was decided that the best approach would be to establish a rotational basis upon which to survey groups of customers, sometimes within subgroups or larger groups of customers, e.g. Intercollegiate Athletics, where football and baseball patrons were selected for this rotation.

A. LBJ Library Patrons

The Office of Institutional Compliance had previously contacted management of the Library regarding conducting surveys, and was informed by the Assistant Director that federal regulations govern the function of the library and said regulations prohibit the taking of such surveys.

B. Intercollegiate Athletics

Not all Intercollegiate Athletics groups were surveyed during this period because of the great number of sports involved and relatively small public attendance at many of them, as compared to those sports whose customers were surveyed (football and baseball).

C. Public Broadcasting

The University of Texas at Austin elected to survey customers of KUT instead of those customers of KLRU.

III. Chart Detailing Customer-determined Service Quality

	Facilities	Staff	Overall	Internet Site	Communications	Printed	Complaint Handling	Unit Average
Performing Arts Center	4.51	4.41	4.36	4.08	4.2	4.3	3.71	4.22
Frank Erwin Center	4.23	4.15	4.12	3.91	3.96	4.12	3.48	4.00
General Libraries	4.53	4.55	4.42	4.16	4.26	4.35	3.87	4.31
Admissions Center	4.13	4	3.81	3.82	3.78	3.95	3.51	3.86
John Nance Garner Museum	5	4.94	4.88	4.31	4.22	4.64	4.43	4.63
Winedale Historical Center	4.73	4.71	4.3	3.89	4.28	4.31	4.14	4.34
McDonald Observatory	4.83	4.85	4.82	4.46	4.52	4.53	4.14	4.59
Distance Education Center	4.54	4.3	4.08	3.98	3.91	4.15	3.69	4.09
Intercollegiate Athletics for Men-Football	4.21	4.18	4.1	3.91	4.05	4.14	3.55	4.02
University Outreach Centers	4.46	4.51	4.55	4.31	4.36	4.49	4.38	4.44
Admissions Office-Campus Tours	4.4	4.45	4.39	4.07	4.1	4.26	3.93	4.23
Office of Student Financial Services	4.42	4.09	3.87	3.68	3.62	3.93	3.47	3.87
Professional Development Center	4.5	4.47	4.39	4.12	4.31	4.34	4.01	4.31
University Food Service	4.12	4.08	3.79	3.69	3.56	3.77	3.38	3.77
University Housing	4.23	4.33	4.18	3.76	4.15	4.22	3.66	4.08
Texas Union Informal Classes	4.23	4.33	4.18	3.76	4.15	4.22	3.66	4.08
University Interscholastic League	4.42	4.51	4.33	4.35	4.47	4.47	4.13	4.38
Thompson Conference Center	4.51	4.66	4.49	4.12	4.54	4.45	4.37	4.45
Athletics, Disch-Falk Field	3.61	4.15	3.97	3.79	4.01	4.09	3.31	3.85
Longhorn Music Camp	4.24	4.4	4.32	3.78	4.28	4.28	3.62	4.13
Women's Sport Camp	4.34	4.45	4.42	4.3	4.3	4.47	3.9	4.31
Marine Science Institute	4.8	4.86	4.5	4.5	4.5	4.67	4.56	4.63
Texas Memorial Museum of Science and History	4.69	4.65	4.68	4.27	4.42	4.53	4.08	4.47
University Health Services	4.69	4.44	4.23	3.9	4.21	4.24	3.63	4.19
Recreational Sports	4.44	4.24	4.25	3.84	4.05	4.13	3.55	4.07
HUB (Historically Underutilized Businesses) Program	4.2	4.26	3.66	3.8	4	3.91	3.61	3.92
UT Press	4.06	4.44	4.39	4.25	4.39	4.39	4.41	4.33
KUT Radio	4.17	4.39	4.38	4.13	4.24	3.94	3.84	4.16
Intercollegiate Athletics for Men Sports Camps	4.48	4.57	4.4	4.32	4.54	4.49	4.19	4.43
Averages	4.40	4.43	4.28	4.04	4.19	4.27	3.87	4.21

5 = Strongly agree

4 = Agree

3 = Neutral

2 = Disagree

1 = Strongly disagree

0 = Non applicable

Dimension Averages

The overall results from the customer surveys for all twenty-six units at The University of Texas at Austin are positive and represent no overall general dissatisfaction in any area, with each dimension receiving a score of **3.3 or higher**, and with each unit scoring an average of **3.75 or higher**. For comparison and summary purposes the following table provides overall customer satisfaction scores presented in each of the nine survey areas and is further aggregated for each unit. From the unit dimension scores an overall average is calculated. Individual unit scores with the corresponding item responses are found in the previous chart.

The first dimension is *facilities*, which captures the customers' perceptions of the organization's physical location, including cleanliness and orderliness. This area received an average score of 4.40, with each unit receiving high scores ranging from 5.0 at the John Nance Garner Museum to 3.61 at Disch-Falk Field. The scores for Distance Education, KUT and the University Outreach Centers have been included, however, the representatives from these units originally asked to omit these questions. Most customers do not visit the facilities, which are primarily used for administrative purposes.

The next dimension is *staff*, which looks at whether the staff is helpful and courteous, with an average score of 4.43, with unit averages ranging from 4.94 at the John Nance Garner Museum to 4.0 at the Admissions Center.

The *Internet* dimension had scores with a range from a 3.68 for the Office of Student Financial Services to a 4.5 for the Marine Science Institute and an average of 4.04.

Communications, the dimension that looks at telephone calls, email responses, and letters being answered in a reasonable amount of time, received an average score of 4.19, with averages ranging from 3.56 for University Food Service to 4.54 for the Thompson Conference Center and Intercollegiate Athletics for Men Sports Camps.

Printed information, which looks at the accuracy and thoroughness of printed materials distributed by the unit, received an average of 4.27, with ranges from 3.77 for University Food Service to 4.67 for the Marine Science Institute.

Complaint handling, which measures the customer's perceptions of how complaints are handled, as well as the ease to make suggestions, received a score of 3.87, with a range of scores from 4.56 for the Marine Science Institute to 3.31 for Disch-Falk Field.

The *overall* dimension, which asks respondents to rate the overall satisfaction with their experience with the unit, received a score of 4.28, with averages ranging from 4.88 for John Nance Garner Museum to 3.66 for Historically Underutilized Businesses (HUB) Program.

IV. Analysis of Findings

No unit of The University of Texas at Austin surveyed during this period of surveys scored, on average, less than 3.66 on the overall satisfaction average score for all dimensions with only 5 units averaging below 4.0.

Actual results for each unit follow:

Performing Arts Center
Number of Respondents: 934

Age

Response	Count	Percentage
Under 20 years	10	1.08%
20-29 years	146	15.75%
30 - 39 years	173	18.66%
40 - 49 years	266	28.69%
50 - 59 years	211	22.76%
60 years or older	121	13.05%

Race/Ethnicity

Response	Count	Percentage
African-American/Black	6	0.65%
Mexican-American/Hispanic	67	7.30%
Anglo-American/White	779	84.86%
Asian-American	35	3.81%
Multiracial/Other	31	3.38%

Gender

Response	Count	Percentage
Male	387	42.02%
Female	534	57.98%

Interaction

Response	Count	Percentage
Once	255	27.72%
2 to 5 times	593	64.46%
More than 5 times	72	7.83%

Dimension Areas and Related Items

The survey was designed to encompass dimensional areas specifically addressed in the Customer Service Standards Act. Dimension scores are calculated by taking an average of the average responses for the items related to the dimension. Below is a summary table of the dimension scores, along with scores from the two previous reporting cycles for comparison.

Dimension Area	Current Score	2004 Score	2000 Score
Facilities	4.51	4.44	4.44
Staff	4.41	4.33	4.50
Internet Site	4.08	3.91	3.57
Communications	4.20	4.11	3.77
Printed Information	4.30	4.34	4.14
Complaint Handling	3.71	3.71	4.00
Overall	4.36	4.03	4.31

Frank Erwin Center
Number of Respondents: 757

Age

Response	Count	Percentage
Under 20 years	16	2.12%
20-29 years	152	20.16%
30 - 39 years	305	40.45%
40 - 49 years	173	22.94%
50 - 59 years	82	10.88%
60 years or older	26	3.45%

Race/Ethnicity

Response	Count	Percentage
African-American/Black	25	3.35%
Mexican-American/Hispanic	130	17.40%
Anglo-American/White	544	72.82%
Asian-American	23	3.08%
Multiracial/Other	25	3.35%

Gender

Response	Count	Percentage
Male	238	31.82%
Female	510	68.18%

Interaction

Response	Count	Percentage
Once	303	40.45%
2 to 5 times	395	52.74%
More than 5 times	51	6.81%

Dimension Areas and Related Items

The survey was designed to encompass dimensional areas specifically addressed in the Customer Service Standards Act. Dimension scores are calculated by taking an average of the average responses for the items related to the dimension. Below is a summary table of the dimension scores, along with scores from the two previous reporting cycles for comparison.

Dimension Area	Current Score	2004 Score	2000 Score
Facilities	4.23	3.78	4.37
Staff	4.15	4.13	4.41
Internet Site	3.91	3.76	3.96
Communications	3.96	4.12	3.98
Printed Information	4.12	3.89	4.03
Complaint Handling	3.48	3.32	4.12
Overall	4.12	3.67	4.24

General Libraries

Number of Respondents: 489

Age

Response	Count	Percentage
Under 20 years	4	0.82%
20-29 years	74	15.26%
30 - 39 years	127	26.19%
40 - 49 years	111	22.89%
50 - 59 years	110	22.68%
60 years or older	59	12.16%

Race/Ethnicity

Response	Count	Percentage
African-American/Black	7	1.47%
Mexican-American/Hispanic	41	8.60%
Anglo-American/White	359	75.26%
Asian-American	31	6.50%
Multiracial/Other	39	8.18%

Gender

Response	Count	Percentage
Male	282	58.51%
Female	200	41.49%

Interaction

Response	Count	Percentage
Once	48	9.96%
2 to 5 times	205	42.53%
More than 5 times	229	47.51%

Dimension Areas and Related Items

The survey was designed to encompass dimensional areas specifically addressed in the Customer Service Standards Act. Dimension scores are calculated by taking an average of the average responses for the items related to the dimension. Below is a summary table of the dimension scores, along with scores from the two previous reporting cycles for comparison.

Dimension Area	Current Score	2004 Score	2000 Score
Facilities	4.53	4.26	4.09
Staff	4.55	4.15	3.88
Internet Site	4.16	4.08	3.86
Communications	4.26	4.30	3.56
Printed Information	4.35	4.18	3.92
Complaint Handling	3.87	3.79	3.62
Overall	4.42	4.12	3.89

Admissions Center
Number of Respondents: 1304

Age

Response	Count	Percentage
Under 20 years	1078	83.05%
20-29 years	201	15.49%
30 - 39 years	12	0.92%
40 - 49 years	5	0.39%
50 - 59 years	1	0.08%
60 years or older	1	0.08%

Race/Ethnicity

Response	Count	Percentage
African-American/Black	46	3.55%
Mexican-American/Hispanic	229	17.70%
Anglo-American/White	732	56.57%
Asian-American	180	13.91%
Multiracial/Other	107	8.27%

Gender

Response	Count	Percentage
Male	586	45.04%
Female	715	54.96%

Interaction

Response	Count	Percentage
Once	325	25.73%
2 to 5 times	609	48.22%
More than 5 times	329	26.05%

Dimension Areas and Related Items

The survey was designed to encompass dimensional areas specifically addressed in the Customer Service Standards Act. Dimension scores are calculated by taking an average of the average responses for the items related to the dimension. Below is a summary table of the dimension scores, along with scores from the two previous reporting cycles for comparison.

Dimension Area	Current Score	2004 Score	2000 Score
Facilities	4.13	4.15	3.67
Staff	4.00	4.40	3.67
Internet Site	3.82	4.05	3.70
Communications	3.78	4.23	4.10
Printed Information	3.95	4.29	4.0
Complaint Handling	3.51	3.88	3.80
Overall	3.81	4.01	3.70

John Nance Garner
Number of Respondents: 98

Age

Response	Count	Percentage
Under 20 years	5	5.56%
20-29 years	4	4.44%
30 - 39 years	13	14.44%
40 - 49 years	9	10.00%
50 - 59 years	6	6.67%
60 years or older	53	58.89%

Race/Ethnicity

Response	Count	Percentage
African-American/Black	2	2.13%
Mexican-American/Hispanic	18	19.15%
Anglo-American/White	72	76.60%
Asian-American	0	0.00%
Multiracial/Other	2	2.13%

Gender

Response	Count	Percentage
Male	38	46.91%
Female	43	53.09%

Interaction

Response	Count	Percentage
Once	45	91.84%
2 to 5 times	4	8.16%
More than 5 times	0	0.00%

Dimension Areas and Related Items

The survey was designed to encompass dimensional areas specifically addressed in the Customer Service Standards Act. Dimension scores are calculated by taking an average of the average responses for the items related to the dimension. Below is a summary table of the dimension scores, along with scores from the two previous reporting cycles for comparison.

Dimension Area	Current Score	2004 Score	2000 Score
Facilities	5.0	4.78	4.27
Staff	4.94	4.83	4.21
Internet Site	4.31	2.53	3.89
Communications	4.22	4.60	4.04
Printed Information	4.64	3.35	4.16
Complaint Handling	4.43	4.48	3.89
Overall	4.88	4.72	4.08

Winedale Historical Center

Number of Respondents: 27

Age

Response	Count	Percentage
Under 20 years	1	3.85%
20-29 years	1	3.85%
30 - 39 years	1	3.85%
40 - 49 years	3	11.54%
50 - 59 years	10	38.46%
60 years or older	10	38.46%

Race/Ethnicity

Response	Count	Percentage
African-American/Black	0	0.00%
Mexican-American/Hispanic	0	0.00%
Anglo-American/White	26	96.30%
Asian-American	0	0.00%
Multiracial/Other	1	3.70%

Gender

Response	Count	Percentage
Male	7	25.93%
Female	20	74.07%

Interaction

Response	Count	Percentage
Once	7	25.93%
2 to 5 times	14	51.85%
More than 5 times	6	22.22%

Dimension Areas and Related Items

The survey was designed to encompass dimensional areas specifically addressed in the Customer Service Standards Act. Dimension scores are calculated by taking an average of the average responses for the items related to the dimension. Below is a summary table of the dimension scores, along with scores from the two previous reporting cycles for comparison.

Dimension Area	Current Score	2004 Score	2000 Score
Facilities	4.73	4.41	4.49
Staff	4.71	4.47	4.51
Internet Site	3.89	4.32	3.59
Communications	4.28	4.73	4.43
Printed Information	4.31	4.35	4.68
Complaint Handling	4.14	4.35	4.33
Overall	4.30	4.32	4.55

McDonald Observatory
Number of Respondents: 86

Age

Response	Count	Percentage
Under 20 years	1	1.18%
20-29 years	6	7.06%
30 - 39 years	13	15.29%
40 - 49 years	21	24.71%
50 - 59 years	28	32.94%
60 years or older	16	18.82%

Race/Ethnicity

Response	Count	Percentage
African-American/Black	0	0.00%
Mexican-American/Hispanic	5	5.81%
Anglo-American/White	79	91.86%
Asian-American	0	0.00%
Multiracial/Other	2	2.33%

Gender

Response	Count	Percentage
Male	48	56.47%
Female	37	43.53%

Interaction

Response	Count	Percentage
Once	42	51.22%
2 to 5 times	33	40.24%
More than 5 times	7	8.54%

Dimension Areas and Related Items

The survey was designed to encompass dimensional areas specifically addressed in the Customer Service Standards Act. Dimension scores are calculated by taking an average of the average responses for the items related to the dimension. Below is a summary table of the dimension scores, along with scores from the two previous reporting cycles for comparison.

Dimension Area	Current Score	2004 Score	2000 Score
Facilities	4.83	4.76	4.65
Staff	4.85	4.74	4.64
Internet Site	4.46	4.37	3.88
Communications	4.52	4.37	3.76
Printed Information	4.53	4.58	4.46
Complaint Handling	4.14	4.52	4.36
Overall	4.82	4.73	4.59

Distance Education Center
Number of Respondents: 166

Age

Response	Count	Percentage
Under 20 years	57	34.34%
20-29 years	76	45.78%
30 - 39 years	17	10.24%
40 - 49 years	10	6.02%
50 - 59 years	5	3.01%
60 years or older	1	0.60%

Race/Ethnicity

Response	Count	Percentage
African-American/Black	4	2.45%
Mexican-American/Hispanic	19	11.66%
Anglo-American/White	125	76.69%
Asian-American	11	6.75%
Multiracial/Other	4	2.45%

Gender

Response	Count	Percentage
Male	66	40.00%
Female	99	60.00%

Interaction

Response	Count	Percentage
Once	42	25.77%
2 to 5 times	74	45.40%
More than 5 times	47	28.83%

Dimension Areas and Related Items

The survey was designed to encompass dimensional areas specifically addressed in the Customer Service Standards Act. Dimension scores are calculated by taking an average of the average responses for the items related to the dimension. Below is a summary table of the dimension scores, along with scores from the two previous reporting cycles for comparison.

Dimension Area	Current Score	2004 Score	2000 Score
Facilities	4.54	4.24	4.16
Staff	4.30	3.96	4.03
Internet Site	3.98	3.94	4.04
Communications	3.91	4.05	4.29
Printed Information	4.15	4.07	4.31
Complaint Handling	3.69	3.66	3.89
Overall	4.08	3.77	4.00

Intercollegiate Athletics for Men - Football

Number of Respondents: 461

Age

Response	Count	Percentage
Under 20 years	0	0.00%
20-29 years	23	5.01%
30 - 39 years	102	22.22%
40 - 49 years	117	25.49%
50 - 59 years	129	28.10%
60 years or older	88	19.17%

Race/Ethnicity

Response	Count	Percentage
African-American/Black	5	1.10%
Mexican-American/Hispanic	42	9.27%
Anglo-American/White	396	87.42%
Asian-American	2	0.44%
Multiracial/Other	8	1.77%

Gender

Response	Count	Percentage
Male	351	79.17%
Female	95	20.83%

Interaction

Response	Count	Percentage
Once	53	11.80%
2 to 5 times	266	59.24%
More than 5 times	130	28.95%

Dimension Areas and Related Items

The survey was designed to encompass dimensional areas specifically addressed in the Customer Service Standards Act. Dimension scores are calculated by taking an average of the average responses for the items related to the dimension. Below is a summary table of the dimension scores, along with scores from the two previous reporting cycles for comparison.

Dimension Area	Current Score	2004 Score	2000 Score
Facilities	4.21	4.10	4.22
Staff	4.18	4.12	4.00
Internet Site	3.91	3.97	3.56
Communications	4.05	4.12	3.56
Printed Information	4.14	4.36	4.02
Complaint Handling	3.55	3.52	3.38
Overall	4.10	3.90	3.90

University Outreach Centers
Number of Respondents: 195

Age

Response	Count	Percentage
Under 20 years	195	100.00%
20-29 years	0	0.00%
30 - 39 years	0	0.00%
40 - 49 years	0	0.00%
50 - 59 years	0	0.00%
60 years or older	0	0.00%

Race/Ethnicity

Response	Count	Percentage
African-American/Black	43	22.16%
Mexican-American/Hispanic	141	72.68%
Anglo-American/White	3	1.55%
Asian-American	3	1.55%
Multiracial/Other	4	2.06%

Gender

Response	Count	Percentage
Male	51	26.15%
Female	144	73.85%

Interaction

Response	Count	Percentage
Once	23	11.92%
2 to 5 times	90	46.63%
More than 5 times	80	41.45%

Dimension Areas and Related Items

The survey was designed to encompass dimensional areas specifically addressed in the Customer Service Standards Act. Dimension scores are calculated by taking an average of the average responses for the items related to the dimension. Below is a summary table of the dimension scores, along with scores from the two previous reporting cycles for comparison.

Dimension Area	Current Score	2004 Score	2000 Score
Facilities	4.46	4.32	4.33
Staff	4.51	4.54	4.42
Internet Site	4.31	3.87	3.84
Communications	4.36	4.39	4.30
Printed Information	4.49	4.54	4.50
Complaint Handling	4.38	4.46	4.28
Overall	4.55	4.49	4.44

Admissions Office - Campus Tours

Number of Respondents: 132

Age

Response	Count	Percentage
Under 20 years	125	96.15%
20-29 years	4	3.08%
30 - 39 years	0	0.00%
40 - 49 years	1	0.77%
50 - 59 years	0	0.00%
60 years or older	0	0.00%

Race/Ethnicity

Response	Count	Percentage
African-American/Black	8	6.11%
Mexican-American/Hispanic	17	12.98%
Anglo-American/White	87	66.41%
Asian-American	12	9.16%
Multiracial/Other	7	5.34%

Gender

Response	Count	Percentage
Male	45	34.35%
Female	86	65.65%

Interaction

Response	Count	Percentage
Once	71	56.35%
2 to 5 times	45	35.71%
More than 5 times	10	7.94%

Dimension Areas and Related Items

The survey was designed to encompass dimensional areas specifically addressed in the Customer Service Standards Act. Dimension scores are calculated by taking an average of the average responses for the items related to the dimension. Below is a summary table of the dimension scores, along with scores from the two previous reporting cycles for comparison.

Dimension Area	Current Score	2004 Score	2000 Score
Facilities	4.40	4.11	4.13
Staff	4.45	4.26	4.34
Internet Site	4.07	3.96	3.91
Communications	4.10	4.06	4.03
Printed Information	4.26	4.24	4.41
Complaint Handling	3.93	3.83	3.95
Overall	4.39	3.92	3.97

Office of Student Financial Services

Number of Respondents: 1538

Age

Response	Count	Percentage
Under 20 years	528	34.46%
20-29 years	867	56.59%
30 - 39 years	101	6.59%
40 - 49 years	30	1.96%
50 - 59 years	6	0.39%
60 years or older	0	0.00%

Race/Ethnicity

Response	Count	Percentage
African-American/Black	73	4.80%
Mexican-American/Hispanic	326	21.43%
Anglo-American/White	813	53.45%
Asian-American	230	15.12%
Multiracial/Other	79	5.19%

Gender

Response	Count	Percentage
Male	510	33.38%
Female	1018	66.62%

Interaction

Response	Count	Percentage
Once	409	27.10%
2 to 5 times	894	59.24%
More than 5 times	206	13.65%

Dimension Areas and Related Items

The survey was designed to encompass dimensional areas specifically addressed in the Customer Service Standards Act. Dimension scores are calculated by taking an average of the average responses for the items related to the dimension. Below is a summary table of the dimension scores, along with scores from the two previous reporting cycles for comparison.

Dimension Area	Current Score	2004 Score	2000 Score
Facilities	4.42	4.48	4.41
Staff	4.09	3.98	3.97
Internet Site	3.68	3.82	4.08
Communications	3.62	3.88	3.97
Printed Information	3.93	3.94	3.99
Complaint Handling	3.47	3.53	3.65
Overall	3.87	3.76	3.88

Professional Development Center

Number of Respondents: 270

Age

Response	Count	Percentage
Under 20 years	0	0.00%
20-29 years	28	10.57%
30 - 39 years	90	33.96%
40 - 49 years	92	34.72%
50 - 59 years	51	19.25%
60 years or older	4	1.51%

Race/Ethnicity

Response	Count	Percentage
African-American/Black	24	9.16%
Mexican-American/Hispanic	45	17.18%
Anglo-American/White	180	68.70%
Asian-American	6	2.29%
Multiracial/Other	7	2.67%

Gender

Response	Count	Percentage
Male	89	33.71%
Female	175	66.29%

Interaction

Response	Count	Percentage
Once	99	38.08%
2 to 5 times	122	46.92%
More than 5 times	39	15.00%

Dimension Areas and Related Items

The survey was designed to encompass dimensional areas specifically addressed in the Customer Service Standards Act. Dimension scores are calculated by taking an average of the average responses for the items related to the dimension. Below is a summary table of the dimension scores, along with scores from the two previous reporting cycles for comparison.

Dimension Area	Current Score	2004 Score	2000 Score
Facilities	4.50	4.35	4.23
Staff	4.47	4.29	4.22
Internet Site	4.12	4.19	3.61
Communications	4.31	4.37	3.94
Printed Information	4.34	4.30	3.87
Complaint Handling	4.01	3.93	3.55
Overall	4.39	4.12	3.82

University Division of Housing & Food: Food Service

Number of Respondents: 804

Age

Response	Count	Percentage
Under 20 years	574	71.66%
20-29 years	225	28.09%
30 - 39 years	1	0.12%
40 - 49 years	0	0.00%
50 - 59 years	1	0.12%
60 years or older	0	0.00%

Race/Ethnicity

Response	Count	Percentage
African-American/Black	48	6.08%
Mexican-American/Hispanic	98	12.42%
Anglo-American/White	410	51.96%
Asian-American	192	24.33%
Multiracial/Other	41	5.20%

Gender

Response	Count	Percentage
Male	297	37.13%
Female	503	62.88%

Interaction

Response	Count	Percentage
Once	252	33.78%
2 to 5 times	215	28.82%
More than 5 times	279	37.40%

Dimension Areas and Related Items

The survey was designed to encompass dimensional areas specifically addressed in the Customer Service Standards Act. Dimension scores are calculated by taking an average of the average responses for the items related to the dimension. Below is a summary table of the dimension scores, along with scores from the two previous reporting cycles for comparison.

Dimension Area	Current Score	2004 Score	2000 Score
Facilities	4.12	4.02	4.26
Staff	4.08	3.86	3.73
Internet Site	3.69	3.45	3.83
Communications	3.56	3.48	3.75
Printed Information	3.77	3.80	3.78
Complaint Handling	3.38	3.16	3.30
Overall	3.79	3.06	3.41

University Division of Housing & Food: Housing

Number of Respondents: 159

Age

Response	Count	Percentage
Under 20 years	128	81.01%
20-29 years	30	18.99%
30 - 39 years	0	0.00%
40 - 49 years	0	0.00%
50 - 59 years	0	0.00%
60 years or older	0	0.00%

Race/Ethnicity

Response	Count	Percentage
African-American/Black	9	5.77%
Mexican-American/Hispanic	30	19.23%
Anglo-American/White	81	51.92%
Asian-American	24	15.38%
Multiracial/Other	12	7.69%

Gender

Response	Count	Percentage
Male	57	36.31%
Female	100	63.69%

Interaction

Response	Count	Percentage
Once	40	27.21%
2 to 5 times	55	37.41%
More than 5 times	52	35.37%

Dimension Areas and Related Items

The survey was designed to encompass dimensional areas specifically addressed in the Customer Service Standards Act. Dimension scores are calculated by taking an average of the average responses for the items related to the dimension. Below is a summary table of the dimension scores, along with scores from the two previous reporting cycles for comparison.

Dimension Area	Current Score	2004 Score	2000 Score
Facilities	4.23	3.95	4.02
Staff	4.33	3.82	3.76
Internet Site	3.76	3.42	3.77
Communications	4.15	3.61	3.70
Printed Information	4.22	3.79	3.78
Complaint Handling	3.66	3.36	3.60
Overall	4.18	3.45	3.59

Texas Union Informal Classes

Number of Respondents: 650

Age

Response	Count	Percentage
Under 20 years	10	1.54%
20-29 years	166	25.62%
30 - 39 years	166	25.62%
40 - 49 years	126	19.44%
50 - 59 years	129	19.91%
60 years or older	51	7.87%

Race/Ethnicity

Response	Count	Percentage
African-American/Black	9	1.40%
Mexican-American/Hispanic	65	10.14%
Anglo-American/White	489	76.29%
Asian-American	28	4.37%
Multiracial/Other	50	7.80%

Gender

Response	Count	Percentage
Male	200	30.82%
Female	449	69.18%

Interaction

Response	Count	Percentage
Once	292	45.70%
2 to 5 times	308	48.20%
More than 5 times	39	6.10%

Dimension Areas and Related Items

The survey was designed to encompass dimensional areas specifically addressed in the Customer Service Standards Act. Dimension scores are calculated by taking an average of the average responses for the items related to the dimension. Below is a summary table of the dimension scores, along with scores from the two previous reporting cycles for comparison.

Dimension Area	Current Score	2004 Score	2000 Score
Facilities	4.23	4.02	3.96
Staff	4.33	4.16	4.08
Internet Site	3.76	4.07	4.07
Communications	4.15	4.22	4.15
Printed Information	4.22	4.29	4.32
Complaint Handling	3.66	3.66	3.68
Overall	4.18	3.89	3.94

University Interscholastic League

Number of Respondents: 927

Age

Response	Count	Percentage
Under 20 years	0	0.00%
20-29 years	102	11.03%
30 - 39 years	264	28.54%
40 - 49 years	358	38.70%
50 - 59 years	185	20.00%
60 years or older	16	1.73%

Race/Ethnicity

Response	Count	Percentage
African-American/Black	47	5.11%
Mexican-American/Hispanic	94	10.22%
Anglo-American/White	771	83.80%
Asian-American	3	0.33%
Multiracial/Other	5	0.54%

Gender

Response	Count	Percentage
Male	444	48.26%
Female	476	51.74%

Interaction

Response	Count	Percentage
Once	124	13.57%
2 to 5 times	427	46.72%
More than 5 times	363	39.72%

Dimension Areas and Related Items

The survey was designed to encompass dimensional areas specifically addressed in the Customer Service Standards Act. Dimension scores are calculated by taking an average of the average responses for the items related to the dimension. Below is a summary table of the dimension scores, along with scores from the two previous reporting cycles for comparison.

Dimension Area	Current Score	2004 Score	2000 Score
Facilities	4.42	4.29	4.21
Staff	4.51	4.50	4.25
Internet Site	4.35	4.38	4.20
Communications	4.47	4.51	4.17
Printed Information	4.47	4.46	4.23
Complaint Handling	4.13	4.12	4.03
Overall	4.33	4.29	4.16

Thompson Conference Center

Number of Respondents: 100

Age

Response	Count	Percentage
Under 20 years	0	0.00%
20-29 years	8	8.08%
30 - 39 years	20	20.20%
40 - 49 years	31	31.31%
50 - 59 years	32	32.32%
60 years or older	8	8.08%

Race/Ethnicity

Response	Count	Percentage
African-American/Black	4	4.08%
Mexican-American/Hispanic	19	19.39%
Anglo-American/White	70	71.43%
Asian-American	1	1.02%
Multiracial/Other	4	4.08%

Gender

Response	Count	Percentage
Male	17	17.17%
Female	82	82.83%

Interaction

Response	Count	Percentage
Once	25	26.04%
2 to 5 times	42	43.75%
More than 5 times	29	30.21%

Dimension Areas and Related Items

The survey was designed to encompass dimensional areas specifically addressed in the Customer Service Standards Act. Dimension scores are calculated by taking an average of the average responses for the items related to the dimension. Below is a summary table of the dimension scores, along with scores from the two previous reporting cycles for comparison.

Dimension Area	Current Score	2004 Score	2000 Score
Facilities	4.51	4.47	4.29
Staff	4.66	4.50	4.24
Internet Site	4.12	4.06	3.59
Communications	4.54	4.48	4.55
Printed Information	4.45	4.46	4.22
Complaint Handling	4.37	4.26	4.06
Overall	4.49	4.32	4.08

Intercollegiate Athletics for Men - Baseball (Disch-Falk Field)

Number of Respondents: 528

Age

Response	Count	Percentage
Under 20 years	0	0.00%
20-29 years	3	0.57%
30 - 39 years	55	10.50%
40 - 49 years	102	19.47%
50 - 59 years	190	36.26%
60 years or older	174	33.21%

Race/Ethnicity

Response	Count	Percentage
African-American/Black	0	0.00%
Mexican-American/Hispanic	26	5.00%
Anglo-American/White	488	93.85%
Asian-American	2	0.38%
Multiracial/Other	4	0.77%

Gender

Response	Count	Percentage
Male	413	79.58%
Female	106	20.42%

Interaction

Response	Count	Percentage
Once	42	8.25%
2 to 5 times	185	36.35%
More than 5 times	282	55.40%

Dimension Areas and Related Items

The survey was designed to encompass dimensional areas specifically addressed in the Customer Service Standards Act. Dimension scores are calculated by taking an average of the average responses for the items related to the dimension. Below is a summary table of the dimension scores, along with scores from the two previous reporting cycles for comparison.

Dimension Area	Current Score	2004 Score	2000 Score
Facilities	3.61	4.02	4.11
Staff	4.15	4.12	3.96
Internet Site	3.79	4.05	3.87
Communications	4.01	3.90	3.79
Printed Information	4.09	4.13	4.14
Complaint Handling	3.31	3.28	3.32
Overall	3.97	3.65	3.66

Longhorn Music Camp
Number of Respondents: 321

Age

Response	Count	Percentage
Under 20 years	17	5.33%
20-29 years	0	0.00%
30 - 39 years	31	9.72%
40 - 49 years	210	65.83%
50 - 59 years	60	18.81%
60 years or older	1	0.31%

Race/Ethnicity

Response	Count	Percentage
African-American/Black	8	2.54%
Mexican-American/Hispanic	32	10.16%
Anglo-American/White	255	80.95%
Asian-American	14	4.44%
Multiracial/Other	6	1.90%

Gender

Response	Count	Percentage
Male	84	26.50%
Female	233	73.50%

Interaction

Response	Count	Percentage
Once	157	49.68%
2 to 5 times	147	46.52%
More than 5 times	12	3.80%

Dimension Areas and Related Items

The survey was designed to encompass dimensional areas specifically addressed in the Customer Service Standards Act. Dimension scores are calculated by taking an average of the average responses for the items related to the dimension. Below is a summary table of the dimension scores, along with scores from the two previous reporting cycles for comparison.

Dimension Area	Current Score	2004 Score	2000 Score
Facilities	4.24	4.22	4.25
Staff	4.40	4.45	4.57
Internet Site	3.78	4.16	4.10
Communications	4.28	4.30	4.44
Printed Information	4.28	4.24	4.40
Complaint Handling	3.62	4.06	4.07
Overall	4.32	4.36	4.37

Intercollegiate Athletics for Women - Sports Camps

Number of Respondents: 499

Age

Response	Count	Percentage
Under 20 years	448	91.06%
20-29 years	1	0.20%
30 - 39 years	17	3.46%
40 - 49 years	22	4.47%
50 - 59 years	4	0.81%
60 years or older	0	0.00%

Race/Ethnicity

Response	Count	Percentage
African-American/Black	5	1.03%
Mexican-American/Hispanic	54	11.11%
Anglo-American/White	396	81.48%
Asian-American	12	2.47%
Multiracial/Other	19	3.91%

Gender

Response	Count	Percentage
Male	119	24.29%
Female	371	75.71%

Interaction

Response	Count	Percentage
Once	309	63.84%
2 to 5 times	147	30.37%
More than 5 times	28	5.79%

Dimension Areas and Related Items

The survey was designed to encompass dimensional areas specifically addressed in the Customer Service Standards Act. Dimension scores are calculated by taking an average of the average responses for the items related to the dimension. Below is a summary table of the dimension scores, along with scores from the two previous reporting cycles for comparison.

Dimension Area	Current Score	2004 Score	2000 Score
Facilities	4.34	Not surveyed in this cycle	4.23
Staff	4.45		4.39
Internet Site	4.30		3.88
Communications	4.30		4.31
Printed Information	4.47		4.15
Complaint Handling	3.90		3.89
Overall	4.42		4.20

Marine Science Institute
Number of Respondents: 11

Age

Response	Count	Percentage
Under 20 years	1	9.09%
20-29 years	4	36.36%
30 - 39 years	0	0.00%
40 - 49 years	2	18.18%
50 - 59 years	3	27.27%
60 years or older	1	9.09%

Race/Ethnicity

Response	Count	Percentage
African-American/Black	0	0.00%
Mexican-American/Hispanic	0	0.00%
Anglo-American/White	10	90.91%
Asian-American	1	9.09%
Multiracial/Other	0	0.00%

Gender

Response	Count	Percentage
Male	4	36.36%
Female	7	63.64%

Interaction

Response	Count	Percentage
Once	5	45.45%
2 to 5 times	2	18.18%
More than 5 times	4	36.36%

Dimension Areas and Related Items

The survey was designed to encompass dimensional areas specifically addressed in the Customer Service Standards Act. Dimension scores are calculated by taking an average of the average responses for the items related to the dimension. Below is a summary table of the dimension scores, along with scores from the two previous reporting cycles for comparison.

Dimension Area	Current Score	2004 Score	2000 Score
Facilities	4.80	Not surveyed in this cycle	4.44
Staff	4.86		4.58
Internet Site	4.50		3.99
Communications	4.50		4.43
Printed Information	4.67		4.44
Complaint Handling	4.56		4.25
Overall	4.50		4.45

Texas Memorial Museum
Number of Respondents: 39

Age

Response	Count	Percentage
Under 20 years	0	0.00%
20-29 years	5	12.82%
30 - 39 years	8	20.51%
40 - 49 years	10	25.64%
50 - 59 years	6	15.38%
60 years or older	10	25.64%

Race/Ethnicity

Response	Count	Percentage
African-American/Black	0	0.00%
Mexican-American/Hispanic	8	20.51%
Anglo-American/White	29	74.36%
Asian-American	1	2.56%
Multiracial/Other	1	2.56%

Gender

Response	Count	Percentage
Male	16	41.03%
Female	23	58.97%

Interaction

Response	Count	Percentage
Once	10	25.64%
2 to 5 times	18	46.15%
More than 5 times	11	28.21%

Dimension Areas and Related Items

The survey was designed to encompass dimensional areas specifically addressed in the Customer Service Standards Act. Dimension scores are calculated by taking an average of the average responses for the items related to the dimension. Below is a summary table of the dimension scores, along with scores from the two previous reporting cycles for comparison.

Dimension Area	Current Score	2004 Score	2000 Score
Facilities	4.69	4.76	4.35
Staff	4.65	4.65	4.11
Internet Site	4.27	4.45	4.03
Communications	4.42	4.29	3.79
Printed Information	4.53	4.57	4.07
Complaint Handling	4.08	4.37	3.95
Overall	4.68	4.53	4.09

University Health Services
Number of Respondents: 352

Age

Response	Count	Percentage
Under 20 years	65	18.52%
20-29 years	240	68.38%
30 - 39 years	39	11.11%
40 - 49 years	5	1.42%
50 - 59 years	0	0.00%
60 years or older	2	0.57%

Race/Ethnicity

Response	Count	Percentage
African-American/Black	11	3.16%
Mexican-American/Hispanic	41	11.78%
Anglo-American/White	228	65.52%
Asian-American	45	12.93%
Multiracial/Other	23	6.61%

Gender

Response	Count	Percentage
Male	103	29.34%
Female	248	70.66%

Interaction

Response	Count	Percentage
Once	45	12.89%
2 to 5 times	202	57.88%
More than 5 times	102	29.23%

Dimension Areas and Related Items

The survey was designed to encompass dimensional areas specifically addressed in the Customer Service Standards Act. Dimension scores are calculated by taking an average of the average responses for the items related to the dimension. Below is a summary table of the dimension scores, along with scores from the two previous reporting cycles for comparison.

Dimension Area	Current Score	2004 Score	2000 Score
Facilities	4.69	4.52	4.53
Staff	4.44	4.30	4.36
Internet Site	3.90	3.88	3.91
Communications	4.21	4.15	4.17
Printed Information	4.24	4.24	4.26
Complaint Handling	3.63	3.78	3.78
Overall	4.23	3.87	3.93

Recreational Sports

Number of Respondents: 284

Age

Response	Count	Percentage
Under 20 years	27	9.54%
20-29 years	99	34.98%
30 - 39 years	77	27.21%
40 - 49 years	38	13.43%
50 - 59 years	30	10.60%
60 years or older	12	4.24%

Race/Ethnicity

Response	Count	Percentage
African-American/Black	15	5.34%
Mexican-American/Hispanic	19	6.76%
Anglo-American/White	201	71.53%
Asian-American	21	7.47%
Multiracial/Other	25	8.90%

Gender

Response	Count	Percentage
Male	121	43.06%
Female	160	56.94%

Interaction

Response	Count	Percentage
Once	9	3.25%
2 to 5 times	37	13.36%
More than 5 times	231	83.39%

Dimension Areas and Related Items

The survey was designed to encompass dimensional areas specifically addressed in the Customer Service Standards Act. Dimension scores are calculated by taking an average of the average responses for the items related to the dimension. Below is a summary table of the dimension scores, along with scores from the two previous reporting cycles for comparison.

Dimension Area	Current Score	2004 Score	2000 Score
Facilities	4.44	4.56	4.39
Staff	4.24	4.26	4.12
Internet Site	3.84	3.83	3.87
Communications	4.05	3.75	3.88
Printed Information	4.13	4.23	4.29
Complaint Handling	3.55	4.00	3.93
Overall	4.25	4.34	4.16

Historically Underutilized Businesses

Number of Respondents: 48

Age

Response	Count	Percentage
Under 20 years	0	0.00%
20-29 years	1	2.13%
30 - 39 years	8	17.02%
40 - 49 years	16	34.04%
50 - 59 years	19	40.43%
60 years or older	3	6.38%

Race/Ethnicity

Response	Count	Percentage
African-American/Black	1	2.13%
Mexican-American/Hispanic	18	38.30%
Anglo-American/White	22	46.81%
Asian-American	5	10.64%
Multiracial/Other	1	2.13%

Gender

Response	Count	Percentage
Male	21	44.68%
Female	26	55.32%

Interaction

Response	Count	Percentage
Once	17	42.50%
2 to 5 times	17	42.50%
More than 5 times	6	15.00%

Dimension Areas and Related Items

The survey was designed to encompass dimensional areas specifically addressed in the Customer Service Standards Act. Dimension scores are calculated by taking an average of the average responses for the items related to the dimension. Below is a summary table of the dimension scores, along with scores from the two previous reporting cycles for comparison.

Dimension Area	Current Score	2004 Score	2000 Score
Facilities	4.20	4.54	4.28
Staff	4.26	4.41	4.27
Internet Site	3.80	4.10	4.21
Communications	4.00	4.08	3.92
Printed Information	3.91	3.97	3.93
Complaint Handling	3.61	3.84	3.63
Overall	3.66	3.99	3.89

University of Texas Press
Number of Respondents: 147

Age

Response	Count	Percentage
Under 20 years	0	0.00%
20-29 years	11	7.59%
30 - 39 years	20	13.79%
40 - 49 years	21	14.48%
50 - 59 years	55	37.93%
60 years or older	38	26.21%

Race/Ethnicity

Response	Count	Percentage
African-American/Black	2	1.39%
Mexican-American/Hispanic	14	9.72%
Anglo-American/White	121	84.03%
Asian-American	1	0.69%
Multiracial/Other	6	4.17%

Gender

Response	Count	Percentage
Male	83	56.85%
Female	63	43.15%

Interaction

Response	Count	Percentage
Once	103	71.03%
2 to 5 times	39	26.90%
More than 5 times	3	2.07%

Dimension Areas and Related Items

The survey was designed to encompass dimensional areas specifically addressed in the Customer Service Standards Act. Dimension scores are calculated by taking an average of the average responses for the items related to the dimension. Below is a summary table of the dimension scores, along with scores from the two previous reporting cycles for comparison.

Dimension Area	Current Score	2004 Score	2000 Score
Facilities	4.06	4.38	4.33
Staff	4.44	4.49	4.57
Internet Site	4.25	4.39	4.17
Communications	4.39	4.46	4.48
Printed Information	4.39	4.19	4.50
Complaint Handling	4.41	4.20	4.32
Overall	4.39	4.17	4.43

KUT Radio

Number of Respondents: 235

Age

Response	Count	Percentage
Under 20 years	1	0.43%
20-29 years	13	5.60%
30 - 39 years	50	21.55%
40 - 49 years	59	25.43%
50 - 59 years	73	31.47%
60 years or older	36	15.52%

Race/Ethnicity

Response	Count	Percentage
African-American/Black	0	0.00%
Mexican-American/Hispanic	12	5.19%
Anglo-American/White	201	87.01%
Asian-American	7	3.03%
Multiracial/Other	11	4.76%

Gender

Response	Count	Percentage
Male	105	45.06%
Female	128	54.94%

Interaction

Response	Count	Percentage
Once	69	31.65%
2 to 5 times	104	47.71%
More than 5 times	45	20.64%

Dimension Areas and Related Items

The survey was designed to encompass dimensional areas specifically addressed in the Customer Service Standards Act. Dimension scores are calculated by taking an average of the average responses for the items related to the dimension. Below is a summary table of the dimension scores, along with scores from the two previous reporting cycles for comparison.

Dimension Area	Current Score	2004 Score	2000 Score
Facilities	4.17	4.02	n/a
Staff	4.39	4.31	4.11
Internet Site	4.13	4.16	3.92
Communications	4.24	4.39	4.13
Printed Information	3.94	4.32	4.14
Complaint Handling	3.84	4.03	4.07
Overall	4.38	4.23	4.49

Intercollegiate Athletics for Men – Summer Camps

Number of Respondents: 59

Age

Response	Count	Percentage
Under 20 years	46	79.31%
20-29 years	0	0.00%
30 - 39 years	1	1.72%
40 - 49 years	9	15.52%
50 - 59 years	1	1.72%
60 years or older	1	1.72%

Race/Ethnicity

Response	Count	Percentage
African-American/Black	2	3.45%
Mexican-American/Hispanic	12	20.69%
Anglo-American/White	42	72.41%
Asian-American	1	1.72%
Multiracial/Other	1	1.72%

Gender

Response	Count	Percentage
Male	31	54.39%
Female	26	45.61%

Interaction

Response	Count	Percentage
Once	34	61.82%
2 to 5 times	14	25.45%
More than 5 times	7	12.73%

Dimension Areas and Related Items

The survey was designed to encompass dimensional areas specifically addressed in the Customer Service Standards Act. Dimension scores are calculated by taking an average of the average responses for the items related to the dimension. Below is a summary table of the dimension scores, along with scores from the two previous reporting cycles for comparison.

Dimension Area	Current Score	2004 Score	2000 Score
Facilities	4.48	4.33	4.27
Staff	4.57	4.50	4.21
Internet Site	4.32	4.31	3.89
Communications	4.54	4.45	4.04
Printed Information	4.49	4.44	4.16
Complaint Handling	4.19	3.94	3.89
Overall	4.40	4.45	4.08

V. Standard Measures

Outcome Measure

Percentage of survey customer respondents expressing “overall satisfaction” with services received - 100%. No unit had an average score below 3.6 on the universal question of overall satisfaction or any other dimension surveyed.

Output Measure

- Number of customers surveyed: 59,130; of which 11,620 returned surveys
- Number of customers served: 51,617,356

Because of the many types of services offered to customers of The University of Texas at Austin, and the manner in which such services are rendered, it is almost impossible to provide an absolutely accurate count of the total number of customers served. For example, turnstile counts of persons entering the General Libraries may count the same person multiple times on the same or different days. Also the count is entered regardless of whether the person entering actually entered in order to receive a library service, or simply to meet a friend. Further, when an individual enters a campus website, it may be intentional or in error, but a “hit” is recorded nevertheless. With that understanding, the following are the estimated numbers as they are available, in the order in which surveys of said customer groups was conducted.

Performing Arts Center	350,000
Frank Erwin Center	1,866,667
General Libraries	9,012,083
Admissions Center	305,000
John Nance Garner Museum	7,584
Winedale Historical Center	23,333
McDonald Observatory	171,111
Distance Education Center	38,026
Intercollegiate Athletics for Men - Football	996,000
University Outreach Centers	7,198
Admissions Office - Campus Tours	11,665
Office of Student Financial Services	146,533
Professional Development Center	9,205
University Division of Housing and Food: Food Service	7,700,000
University Division of Housing and Food: Housing	43,867
Texas Union Informal Classes	46,667
University Interscholastic League participants	4, 248,376
Thompson Conference Center	540,582
Intercollegiate Athletics for Men - Baseball (Disch-Falk field)	228,000
Longhorn Music Camp	1,604
Intercollegiate Athletics for Women – Sports Camps	10,000
Marine Science Institute	148,932
Texas Memorial Museum	186,667
University Health Services	628,679
Recreational Sports	201,910
Historically Underutilized Businesses	4,667
University of Texas Press	70,000
KUT Radio	24,600,000
Intercollegiate Athletics for Men - Summer Camps	13,000
Approximate Total (not including website hits)	51,617,356

Efficiency Measure

- Approximate cost per customer surveyed: \$0.60

Explanatory Measure

- Number of customers identified: 51,617,356
- Number of customer groups inventoried: 29