SPOTLIGHT ON SERVICES

As part of the University’s ongoing assessment activities, the Office of Research, Assessment and Planning (ORAP) regularly administers surveys concerning a variety of topics pertaining to life at Adelphi. Surveys are administered to students, alumni, faculty, and staff in an effort to monitor the goals set forth in Momentum, the University’s strategic plan, as well as to gain insight into perceptions of processes, satisfaction, engagement, programs, services, work/life balance, campus climate, and more. Some surveys such as the Student Experience Survey, the Newly Enrolled Graduate Student Survey, and the Recent Graduate Survey are developed by ORAP; these surveys are administered on a regular schedule and remain consistent over time so that internal trends can be identified. Other surveys such as the National Survey of Student Engagement (NSSE), the Higher Education Research Institute’s (HERI) Survey of Freshmen, and the HERI Faculty Survey are instruments that are administered nationally and are used to benchmark Adelphi with peer comparison groups. ORAP produces and disseminates reports, research bulletins, and infographics detailing the results of these surveys, as appropriate.

In addition to ORAP’s ongoing assessment initiatives, internal constituents often seek ORAP’s assistance in the development and/or administration of unit-specific surveys. Some surveys are administered on an ongoing basis as part of a unit’s assessment efforts, while others are conducted ad-hoc. In addition, a few surveys begin as unit surveys (e.g., Newly Enrolled Freshmen Survey, Residential Quality of Life Survey, Information Technology Survey, Library Satisfaction Survey, and the National Survey of College & University Food Services Customer Satisfaction Survey) and then, because of the extent of the effort involved in assisting with the survey, as well as the implications for decision-making (thereby requiring more sophisticated analysis), these surveys are added to ORAP’s ongoing assessment schedule (while collaboration with the unit continues).

During the 2016-2017 academic year, ORAP assisted in the development and/or administration of more than 20 surveys (some large, some small, some conducted for University level assessment, others for unit assessment, and a few for very specific initiatives but all done for purposes of improving programs and services). The purpose of this Assessment Spotlight is not to discuss the findings of each of the more than 20 surveys, but rather, to highlight a variety of surveys, focusing on an array of topics, which demonstrate Adelphi’s culture of assessment. Four surveys were selected for inclusion in this report as they reflect a variety of populations, programs, and services. An overview of the survey, a summary of findings, a list of next steps, and future assessment initiatives are provided for each of the highlighted surveys. The individual(s) (referred to herein as collaborator(s)) who assisted in the development of these summaries, and aided in the survey process are also identified; their support for this inaugural Assessment Spotlight is greatly appreciated.

1 To see ORAP’s survey schedule, visit our intranet page https://portal.adelphi.edu/group/orap/  
2 ORAP will produce an Assessment Spotlight each year, highlighting various surveys from the prior academic year. In addition, future Assessment Spotlights will include assessment activities in the academic units in an effort to demonstrate the ongoing, systematic, and sustainable assessment efforts taking place throughout the University.
Library Utilization Survey

Collaborators:
Brian Lym, Dean, University Libraries
Ann Minutella, Associate Dean
Kathleen Bucalo, Assistant to the Dean for Administration

Overview:
The Utilization Survey of Adelphi University Libraries was administered to undergraduate and graduate students at Adelphi in Spring 2017, as part of a larger assessment effort that also included student focus groups and observational data of space utilization. The purpose of this survey was to seek students’ feedback on how they use the University libraries’ facilities and services, as well as their preferences for study space, and overall satisfaction with University Libraries. As such, the results of this survey contribute to Momentum and the transformational goal to “Be Relentlessly Dedicated to Student Success”. Over 1,200 students (843 undergraduates and 395 graduate students) completed the survey for a response rate of 17%. While results were analyzed overall, and by location (Garden City, Manhattan, Hauppauge, and Hudson Valley), the summary that follows pertains to Swirbul Library on the Garden City campus.

Summary of Findings:
- The overwhelming majority of respondents (96%) were either very satisfied or satisfied with the Swirbul Library.
- Most of the respondents indicated that they preferred working in spaces that were located in quiet areas: alone, away from others, in a quiet area (72%), among others, with people nearby, but in a quiet area (43%), and in a room for one to two people, in a quiet area (21%). In addition, 32 percent preferred a room that they could reserve for group study/collaboration studio, and 21 percent indicated they preferred to study at one of the library computers.
- Seventy-six percent indicated that the restrooms were well-maintained (functioning), and were regularly cleaned (71%), but fewer thought there were enough restrooms in the library (59%).
- Twenty percent of respondents were unaware that rooms 100 and 101 (classrooms that can serve as computer labs) were available after hours (both during the semester and during finals week).
- One-quarter of the respondents indicated that they visited the library daily. An additional 21 percent did so at least once per week, and 38 percent noted several times per week.
- Asked to indicate the activities they engaged in most often when visiting the library, the majority (78%) indicated individual study. Using computer, printers, or scanners (66%), group study (48%), writing a paper (48%), and doing research (32%) followed in frequency.
- Activities students engaged in less often included consulting a librarian (6%), checking-out or returning materials (10%), and using the library collection (15%).
- Students were slightly less likely to agree that there are sufficient enough individual study spaces (69%), and that there is a good balance between quiet study space and open, social spaces (76%).
- The balance of natural and artificial light (89%) and the temperature, humidity, and general air quality (87%) were viewed favorably. Students were slightly less likely to agree that the noise level in the library met their needs (71%).
Next Steps:
The following changes have already been implemented:

- Respondents noted the need for more white boards throughout the library; additional white boards have already been ordered, received, and distributed throughout Swirbul.
- Respondents requested more device chargers; additional device chargers have been ordered and are available for loan at the access services desk.
- Improved wifi throughout the building was identified as an area of need. In conjunction with the Office of Information Technology, wifi has been upgraded.
- Respondents requested cleaner work areas, specifically asking for antibacterial wipes near the group study areas; Facilities has been asked to add dispensers.
- Social media has been employed to promote the availability of After Hours Swirbul Study rooms.

As noted previously, the results of this survey are part of a larger study; the findings from each phase are in the process of being integrated and analyzed. While waiting for final approval to move forward with more wide-scale improvements, the following steps have been identified for consideration:

- The need for more space overall, particularly quiet study space, as well as space for both individual and group study has been identified
- The condition and number of restrooms have been discussed with Facilities Management and the Associate Provost
- Additional, and more comfortable furniture has been requested and future discussion will take place with Facilities Management
- Improved signage is needed; outreach has been made to University Communications and Facilities Management to determine the next course of action.
- Additional focus will be given to the Centers. The Dean of University Libraries has met with librarians from each of the Centers to review survey findings, discuss possible changes to improve space and services; these discussion are ongoing, and some improvements to space and services are already being implemented, while others may follow.

Future Assessment Initiatives:

- The Library Satisfaction Survey (different than the above mentioned Library Utilization Survey) is part of the University's ongoing assessment activities and will be administered in Fall 2018.
- With a focus on the Centers, Campus Pulse surveys can be administered, as needed, in order to more quickly evaluate changes in specific areas of service.

Panther Express Shuttle Survey

Collaborators:

Gene Palma, Chief Administration Officer and Associate Vice President
Joseph Goodrich, Manager of Transportation and Parking Services

Overview:

This brief ad-hoc survey was posted on the eCampus portal and accessible to all Adelphi students and employees during the Spring 2017 semester. The results of this survey contribute to two Momentum transformational goals: to “Be Relentlessly Dedicated to Student Success” as it seeks to gauge the satisfaction of the Shuttle’s ridership, and to “Advance Financial Strength and Operational Excellence” as information
obtained from this survey can be used to improve and streamline services. Almost 600 people responded to this survey.

Summary of Findings:

- The majority of respondents were undergraduate students (64%). An additional 15 percent were graduate students, and 22 percent were Adelphi employees.
- Eighty-seven percent of respondents used the Shuttle services.
- Forty percent of respondents used the shuttle between one and three times per week, and an additional 26 percent used it four to six times per week.
- The majority of respondents (62%) used the Shuttle to commute to and from the LIRR or NICE Bus Transportation Centers.
- Thirty-seven percent would be interested in new shuttle locations.
- Maintenance of vehicles, destinations, courtesy of drivers, shuttle routes, and on-term performance yielded the highest ratings.
- The Panther Tracker on AU2Go, the hours of operation, and the presentation of signage on vans/buses yielded the lowest ratings.
- Eighty-four percent of respondents were satisfied with the services provided, and 84 percent indicated that the shuttle service met their needs extremely or somewhat well.

Next Steps:

Passengers would like to see improvements in operational service, tracking, signage, customer service skills, and overall performance. In an effort to address those issues, the following steps will be undertaken in Fall 2017:

- Reconfigure shuttle schedule to better meet passenger needs for service, within the parameters of existing resources. The following changes were made:
  - Increased weekend service to Seventh Street, Stop & Shop, and Hempstead Avenue/Nassau Boulevard.
  - Adjusted service to the Mineola RR to reduce wait time.
  - Added weekend service to the Gallery at Westbury Plaza (containing 31 stores such as Trader Joe’s, Carlo’s Bakery, and Shake Shack).
- Provide additional training to improve driver customer services skills:
  - Use LYND.COM as a resource for training, offering incentives to complete training videos while off-duty.
  - Conduct training sessions in the Public Safety Situation Room and address survey results, safety, and quality improvement.
- Use commuter assistants to serve as shuttle ambassadors at Post Hall and on shuttle buses to assist passengers, monitor feedback, and observe driver customer service.
- Deploy the Adelphi Panther mascot to Post Hall shuttle station at the start of the fall semester to create a positive atmosphere.
- Improve the reliability of the AU2Go Panther Tracker app.
- New driver orientations will emphasize driver customer service, skills, and safety.
- Improve safety at Post Hall by reversing traffic flow, installing sidewalks that will keep pedestrians out of the active roadway.
Future Assessment Initiatives

- Conduct monthly customer service observations by reviewing shuttle vehicle Secure Digital (SD) cards that monitor activity on the buses.
- Deploy the transportation sergeant for field supervision to ensure shuttle service efficacy, and driver customer service. Conduct “ride alongs” and communicate with passengers and drivers to determine satisfaction and areas for improvement.
- The Panther Express Shuttle Survey will be administered again as needed.

National Survey of College & University Food Services Customer Satisfaction Survey

Collaborator:
Alain Lanz, Director of Auxiliary Services

Overview:
In Fall 2016 the National Association of College & University Food Services’ (NACUFS) Customer Satisfaction Survey was administered to all undergraduate students at Adelphi. The purpose of this survey was to seek students’ feedback on food services as it pertains to taste, cleanliness, freshness, service, and value, and to assess both the overall satisfaction with and importance of food services within those categories. In addition, respondents had opportunities to make suggestions for improvement. Adelphi students were asked to evaluate three food service locations: Post Hall, UC Café, and Paws Café. The results of this survey contribute to Momentum, specifically goal five, “Advance Financial Strength and Operational Excellence” as it seeks to provide insights into the ways in which food service operations can be optimized. Indirectly, the findings of this survey also contribute to goal two of Momentum, to “Be Relentlessly Dedicated to Student Success” as student satisfaction with University services plays a role in retention and graduation efforts. Approximately 1,100 Adelphi students completed the survey for a response rate of about 21 percent.

Summary of Findings:

- Overall, food was rated between somewhat and very important (4.54) on a 5-point scale, while the mean overall satisfaction rating (3.34) fell between mixed and somewhat satisfied.
- Adelphi respondents rated taste (4.71) and freshness (4.68) as most important.
- Offering a variety of food choices (4.51), including healthy choices (4.34) were the most important factors pertaining to menu (followed closely by the availability of posted menu items (4.32)).
- Respondents were least satisfied with the variety of vegetarian (2.90), and healthy (2.94) menu options.
- Adelphi students noted the speed of service (4.60), and friendliness of staff (4.51) as most important.
- Friendliness of staff (3.87) and helpfulness of staff (3.78) received the highest satisfaction ratings (approaching somewhat satisfied).
- The cleanliness of eating areas received the lowest satisfaction rating (3.55) in this category.
- Ratings for items pertaining to the dining environment were fairly consistent. Availability of seating (4.29) and comfort (4.26) were rated most important. While both of those items received the lowest satisfaction ratings in this category, (3.73 and 3.89 respectively), results were still approaching somewhat satisfied.
Next Steps:

In response the findings from this survey, the following actions were undertaken in Spring 2017:

- In an effort to address concerns about the variety of food options, the following changes were implemented:
  - Introduced new menu items such as halal chicken, homemade veggie burgers, increased vegetarian/vegan options, New York style pizza, noodle bar and assorted daily specials.
  - Homemade Veggie burgers are a permanent addition to the Back Bar Grill menu, and added a made-to-order kiosk at the Grill.
  - Created Rooted, a vegetarian/vegan station in the Post Hall.
  - Introduced innovative campus programs and monotony breakers such as the largest sushi roll ever, Halloween party, Thanksgiving Dinner, Holiday Parties, cookie decorating, double swipe Valentine’s Day dinner, pancake day, Mardi Gras party, movie night, March Madness viewing party, farmers market, egg decorating/hide the matzah, Master Chef with Nick Nappi Cooking Competition, and national stop food waste day.

- In the UC Café, patrons have the option of having protein on a bun or on a salad, with fresh vegetables on the side.

- To address cleanliness, additional staff were added to the morning rotation to clean and maintain the dining environment.

- Speed of service was addressed by the following:
  - Ongoing training of employees
  - Replaced kiosks in Post Hall with a walk-up ordering system
  - Expedited items added to the Post Hall offerings to reduce wait time
  - Added a manager in Post Hall
  - Added three hourly student workers in Nexus Paws Café during breakfast and dinner hours
  - Added staff at Panther Melts during peak hours
  - Added an express drink kiosk in Nexus Paws Café
  - Introduced “Chat Back,” a way for customers to send a text to management about food related issues. Management then sends a follow up email, whether a thank you or a request for more detail, depending on the comment. Management addresses critical items immediately, while the Director of Auxiliary Services monitors activity monthly.

- The following initiatives were taken to address concerns about value:
  - Monthly Meal Deals featured at all stations on a regular, rotating basis
  - Patrons can create a meal bundle (e.g., a sandwich, soda and a piece of fruit) which is less expensive than purchasing each item separately
  - BOGO deals on all On The Go items
  - Free 20oz bottle of water with the purchase of a calzone/stromboli

Future Assessment Initiatives:

- Between Fall 2016 and Spring 2017, representatives from University Dining Services and Auxiliary Services met with Adelphi students from each Residential Hall, the Resident Student Association, and the Student Athlete Advisory Committee to seek additional insights and suggestions for improvement for a total of 16 meetings.

- The NACUFS survey should be administered again in four years (Fall 2020). In the interim, Campus Pulse surveys can be administered, as needed, in order to more quickly evaluate changes in specific areas of service (e.g., operations, offerings, quality).
Residential Quality of Life Survey

Collaborators:
Joseph DeGeearo, Associate Dean
Guy Seneque, Director of Residential Life and Housing

Overview:

The Office of Residential Life and Housing (RLH), with assistance from the Office of Research, Assessment and Planning, administered the Quality of Life Survey (QLS) to resident students during the spring 2017 semester. Conducted every three to four years as part of the University’s ongoing assessment initiatives, the purpose of this survey is to provide insights into the residential experience on campus. As such, the results of this survey contribute to Momentum’s transformational goal to “Be Relentlessly Dedicated to Student Success”. Administered online, 353 students responded for a response rate of thirty percent.

Summary of Findings:

- Respondents reported slightly more involvement in clubs and organizations in 2017 than in 2013.
- The respondents’ use of new social media technologies was evident in 2017 as almost seven out of ten said they might be interested in connecting with the Office of Residential Life and Housing using Instagram (an increase of 46%), while interest in Facebook declined by 40 percent compared to 2013.
- More respondents were in a converted triple in 2017 than in 2013, and the proportion who said it negatively affected their residential experience almost doubled in that timeframe. However, during that same time period respondents indicated it was less likely to impact their ability to study/do coursework.
- Ratings for the lighting outside of the residence halls rated lower in 2017 than in 2013.
- In 2017, respondents noted that quiet hours are enforced; however, many also indicated they are unable to study because it was too loud.
- Respondents in 2017 agreed more than 2013 respondents that the residential student conduct process was fair.
- 2017 respondents reported higher levels of satisfaction with laundry facilities than those in 2013.
- Although respondents in 2017 reported more maintenance concerns, maintenance problems were reported to be resolved faster in 2013.
- All items pertaining to experiences with other students in the residence halls rated higher in 2013 than in 2017 (e.g., relations among people on my floor are generally positive, residence halls provide opportunities to interact in diverse community, students in residence halls are able to live cooperatively with diverse people, and students in residence halls are tolerant of others).
- The majority of respondents in both 2013 and 2017 dined at the UC Café more often than Post Hall Café.
- Quality and value of food rated higher in 2017 than in 2013.
- The majority of students (83%) in 2017 indicated that their initial expectations for living on campus were met somewhat or extremely well.
- Seventy-three percent of respondents rated their overall experience in the residence halls as either excellent or good; a three percent decrease compared to 2013.
Next Steps:

- As plans for managing enrollment and securing additional off-campus housing facilities take place, discuss the possibility of decreasing (eliminating) converted rooms, as appropriate.
- Investigate the feasibility of replacing converted triple rooms with converted premium quad rooms in New Hall A and B. These rooms have the advantage of semi-private bathrooms, and those buildings also have more lounges and newer facilities.
- Share the results of this survey with Adelphi Dining Services and suggest continued discussions with residential students for feedback on recent improvements.
- Recently, the Facilities Management Department, working with IT, launched a new online maintenance request function on the AU2Go application. RLH will work to promote the use of this new tool, which now provides students with direct access to Facilities Management and removes a layer that should reduce delays. The Director of Residential Life and Housing will continue to work with Facilities Management and IT to make sure that Residence Hall Directors are copied on student work requests via the mobile app so staff can advocate as appropriate.
- Building-specific data from this survey will be shared with Facilities regarding students’ impressions of residence hall public area cleanliness.
- Work with students to evaluate the printer program and access to computer resources in the residence halls. A pilot program that provided printers in the residence halls, started in Fall 2016.
- Continue to work with Facilities to explore the feasibility of an additional laundry room for Earle Hall.
- Explore premium services provided by the laundry service vendor that are marketed to improve customer satisfaction, such as Laundry View, a product that allows students to remotely view from a computer whether a machine is in use or not.

Future Assessment Initiatives:

- In 2017-2018, focus groups will be conducted to ascertain more detailed information with regard to several issues including the availability of technology in the residence halls, possible improvements to laundry facilities, converted triple room policies, and other policy matters such as quiet hours and maintenance protocols.
- The Residential Quality of Life Survey will be administered again in 2021.