

2013 OSU IT Satisfaction Survey

Voice of the User Community

Executive Summary and Detailed Results

May 2013



Prepared by:

Mohammed Rahman, PhD

Senior Statistical and Reporting Manager, Quality and Process Management

Gene Rogers, CQE, CSSBB

Senior Director, Quality and Process Management

Survey Delivery and Communications:

Ric Hunter

Senior Marketing Communications Strategist



THE OHIO STATE UNIVERSITY

OFFICE OF THE
CHIEF INFORMATION OFFICER

Table of Contents

Executive Summary.....	1
Detailed Results	3
Faculty Satisfaction Trend:.....	3
Staff Satisfaction Trend:.....	4
Graduate Student Satisfaction Trend:	5
Undergraduate Student Satisfaction Trend:.....	6
Constructive Feedback/Complaints:.....	7
Compliments:.....	8
User Base Assessment:	9
Conclusion.....	10
Next Steps:	10
Appendix: 2013 OSU IT Satisfaction Survey Questionnaire.....	11

Executive Summary

The Sample:

For this annual survey, a random sample of 2000 faculty and 2000 staff was selected from a database provided by the Office of Human Resources. Additionally, the Office of the Registrar selected a random sample of 2500 graduate students and 2500 undergraduate students. The survey received a 20% response rate, resulting in an overall margin of error of 2.3% at 95% confidence level. Unlike previous years, all five campuses were included in the samples.

The Questions:

The questionnaire focused on 13 core services aligned into four groups each representing an OCIO Strategic Goal. Comment boxes were added under each grouping, allowing respondents the opportunity to give more feedback than in previous years. As a result, this year the survey received a total of 1599 comments compared to only 460 comments last year. A five-point scale, from “1” (very dissatisfied) to “5” (very satisfied) was presented for each question. New this year, an option for “I have not used this service or it is unfamiliar to me” was added.

Core Services:

13 core OCIO services were included in the survey:

- Email
- HR Applications*
- Financial Applications*
- Student Information Systems
- Buckeye Link
- Mobile Application**
- Wired Networks
- Wireless Networks
- Telephone Services***
- Account and Identity Management
- 8-Help
- Buckeye Bar
- Site Licensed Software

*New in survey this year and not available to students
**New in survey this year and not available to faculty and staff
***Not available to students

High-Level Results:

The satisfaction levels across all services were improved compared to previous years. Substantial improvements (7-13 points) were observed for 7 of 10 services compared to last year. The three most improved services from last year were Site Licensed Software (12.7 point gain), Account and Identity Management (10.7 point gain), and Student Information Systems (9.8 point gain).

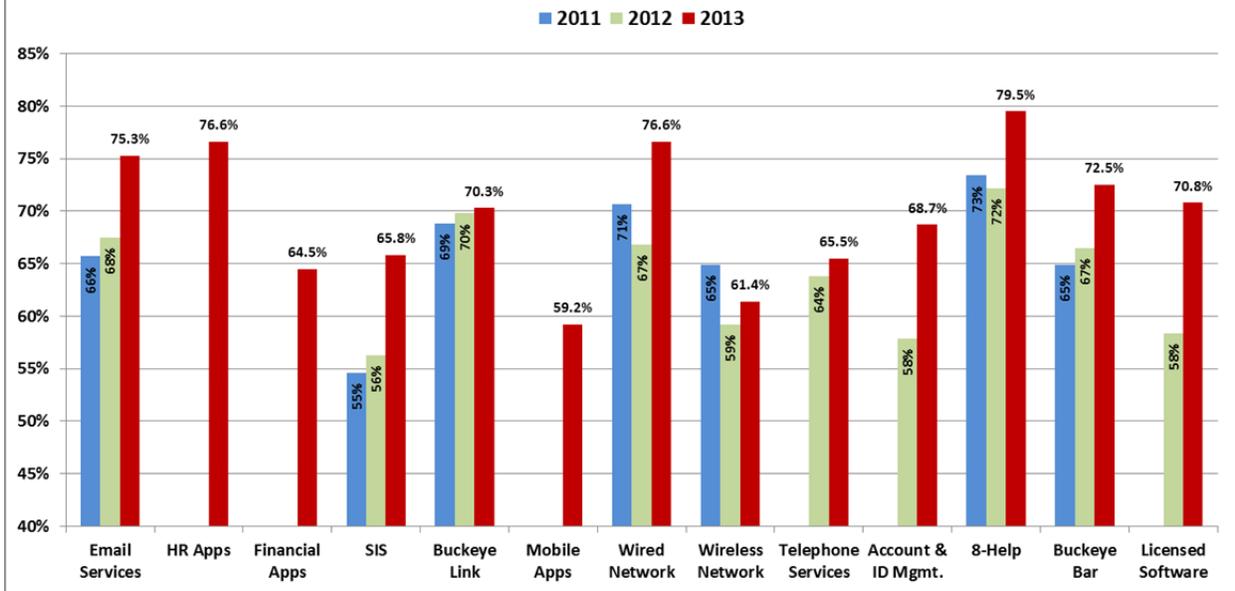
Services that improved the least include Buckeye Link (0.3 point gain), Telephone Services (1.5 point gain), and Wireless Networks (2.4 point gain).

Overall Satisfaction:

Overall satisfaction with IT Services jumped seven points to a high of 75% (based on “satisfied” and “very satisfied” responses). **The FY13 goal of 80% overall satisfaction (based on “neutral”, “satisfied”, and “very satisfied” responses) was significantly exceeded with a 93.1% satisfaction rating.**

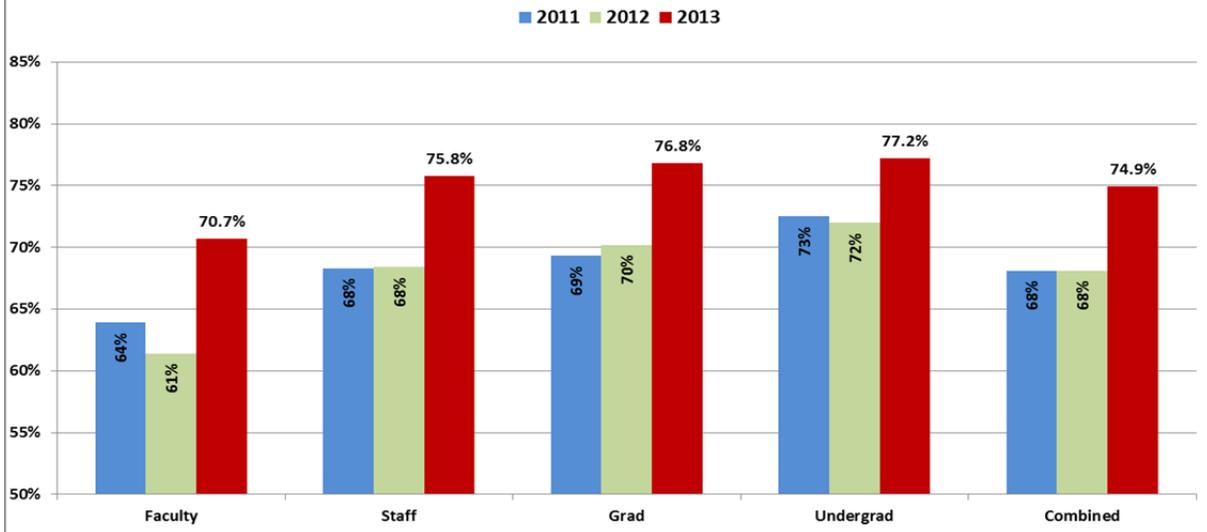


Voice of the Campus Community Satisfaction with Different Services



Note: Computations based on responses: satisfied and very satisfied.

Voice of the Campus Community Overall Satisfaction



Note: Computations based on responses: satisfied and very satisfied.

Detailed Results

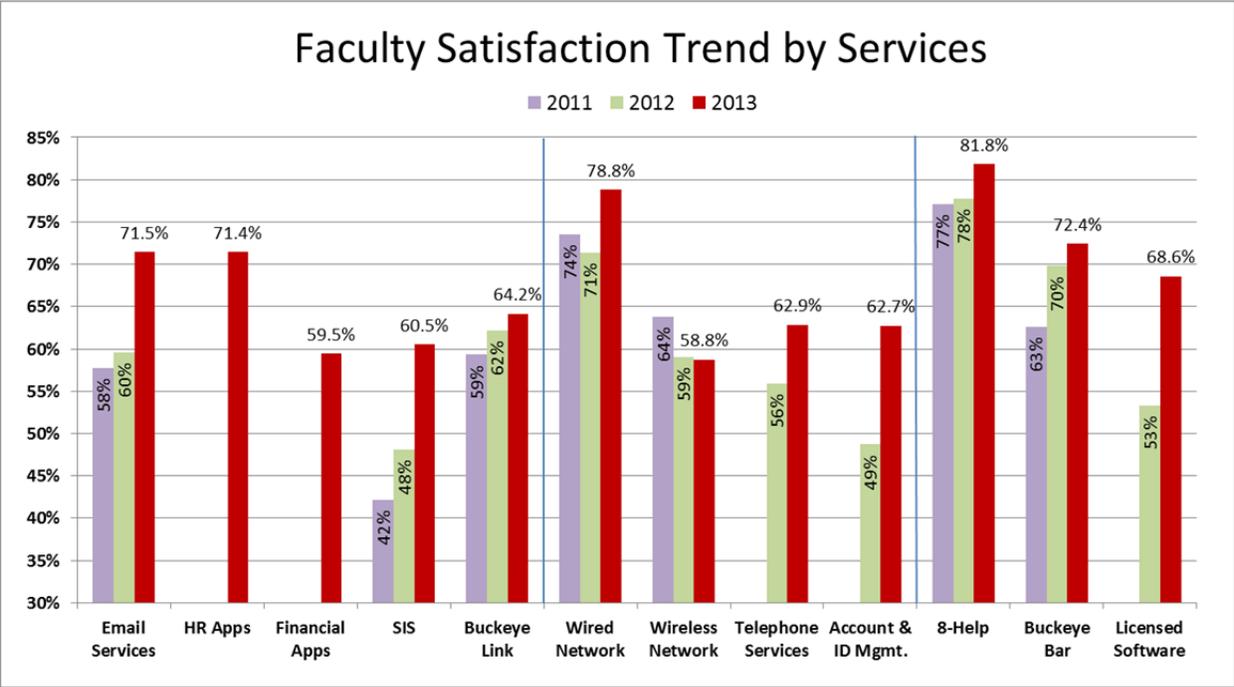
Faculty Satisfaction Trend:

Among faculty, the satisfaction levels for all but one service were improved compared to previous years. 8-Help was the only service which received a satisfaction level of greater than 80%. The most improved services from last year were Site Licensed Software (15.6 point gain), Account and Identity Management (13.7 point gain), SIS (12.5 point gain), and Email Services (11.5 point gain).



8-Help
81.8%
 Satisfaction Rating
 Among Faculty

Services that improved the least include Buckeye Link (2.2 point gain), and Buckeye Bar (2.4 point gain). Compared to last year, the rating for Wireless Network was slightly down (0.2 point drop).

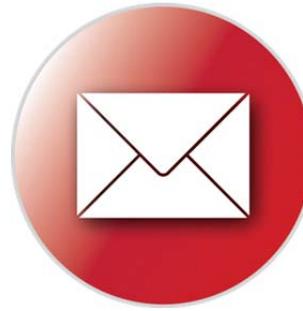


Based on the comments from our faculty, the highlights are as follows:

- SIS, Buckeye Link, Human Resource and Financial Applications: cumbersome, counter-intuitive and non-user-friendly interfaces
- SIS and Buckeye Link: slow system and not available at certain hours
- eStores: poor search functions, hard to find items
- UES: slow system and storage is limited
- OSU Wireless: availability and reliability issues and slow network speed
- Account and ID Management: frequent password change policy is unpopular
- Buckeye Bar: long waiting lines

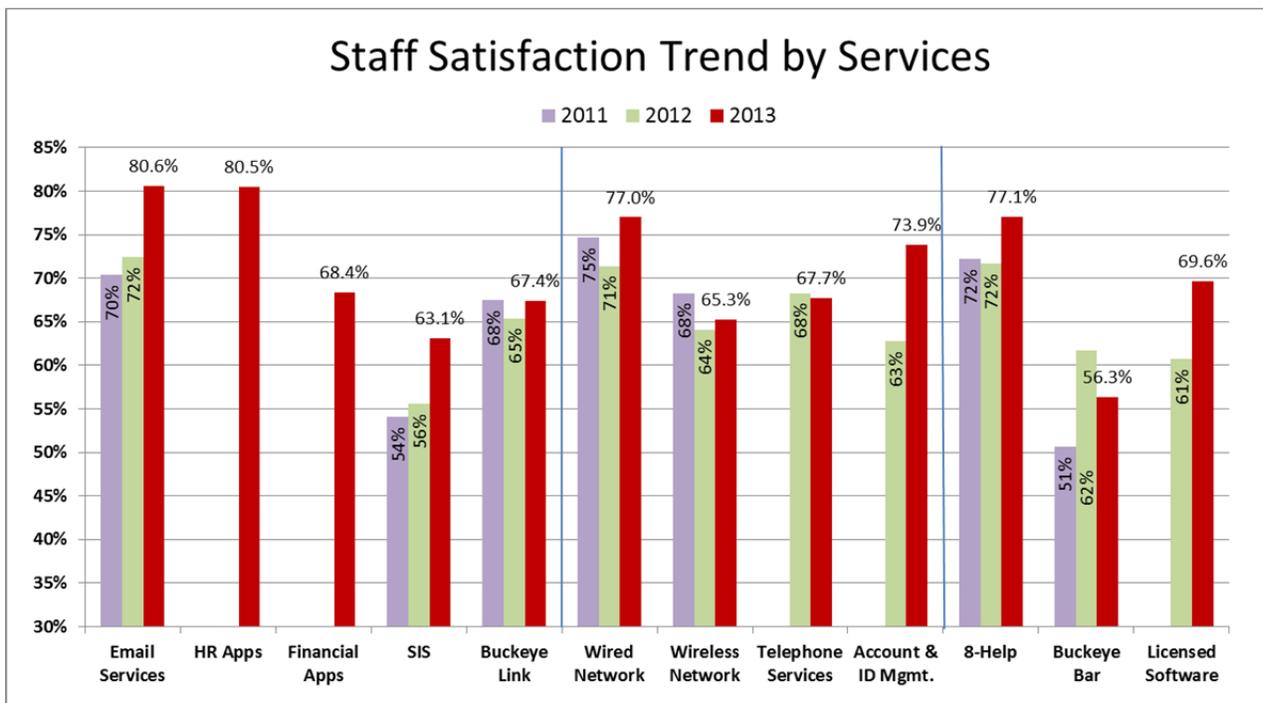
Staff Satisfaction Trend:

Among our staff, improved satisfaction levels were observed for 9 of the 10 services compared to last year. Email Services and Human Resource Applications both received a satisfaction level of greater than 80%. According to staff, the three most improved services, compared to last year, were Account and Identity Management (10.9 point gain), Site Licensed Software (8.6 point gain), and Email Services (8.6 point gain).



Email Services
80.6%
Satisfaction Rating
Among Staff

Compared to last year, services that improved the least include Wireless Network (1.3 point gain) and Buckeye Link (2.4 point gain). The declining satisfaction ratings were observed for both Telephone Services (0.3 point drop) and Buckeye Bar (5.7 point drop).

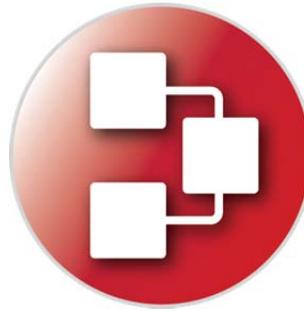


Based on the comments from staff, the highlights are as follows:

- SIS, Buckeye Link, Human Resource, and Financial Applications: cumbersome, counter-intuitive and non-user-friendly interfaces
- eRequests: inadequate search functions and difficult to find archived eRequests
- eStores: poor search functions, hard to find items
- UES: slow system and storage is limited
- OSU Wireless: availability and reliability issues and slow network speed
- Telephone Services: expensive to keep the service and lack of features
- Buckeye Bar: long waiting lines, not enough staff members to assist
- Many staff member are unaware of Buckeye Bar

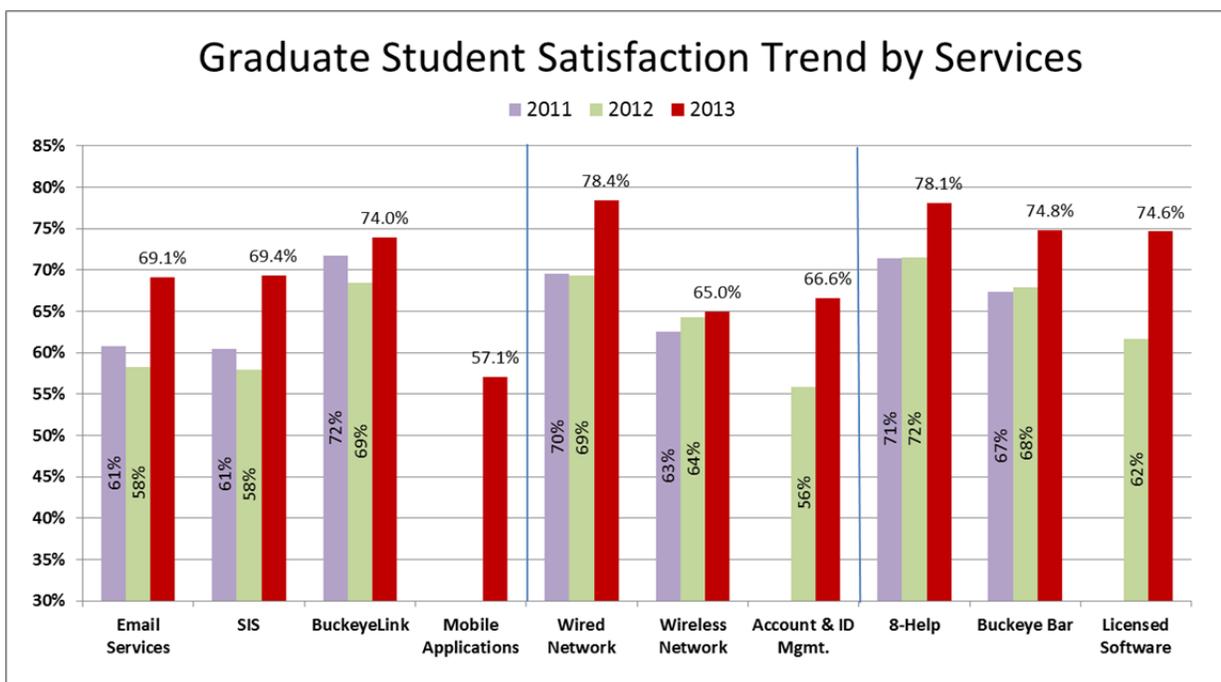
Graduate Student Satisfaction Trend:

Based on responses from the graduate student community, the satisfaction levels across all services were improved compared to previous years. Substantial improvements (5-13 points) were observed for all but one service. The three most improved services from last year were Site Licensed Software (12.6 point gain), Student Information Systems (11.4 point gain), and Email Services (11.1 point gain).



Wired Networks
78.4%
Satisfaction Rating
Among Graduate
Students

Only 57% of our graduate student community was satisfied with Mobile Applications. And the least improved service was Wireless Network (1 point gain).



Based on the comments from the graduate students, the highlights are as follows:

- SIS and Buckeye Link: cumbersome, counter-intuitive and non-user-friendly interfaces
- OSU Mobile App: frequently freezes up and malfunctions in various ways, not-user-friendly and lacking features/options
- Buckeye Mail: inability to block spam and lacking features like searching, archiving, tagging, etc.
- OSU Wireless: availability and reliability issues and slow network speed
- Account and ID Management: frequent password change policy is unpopular
- Buckeye Bar is often too busy to use

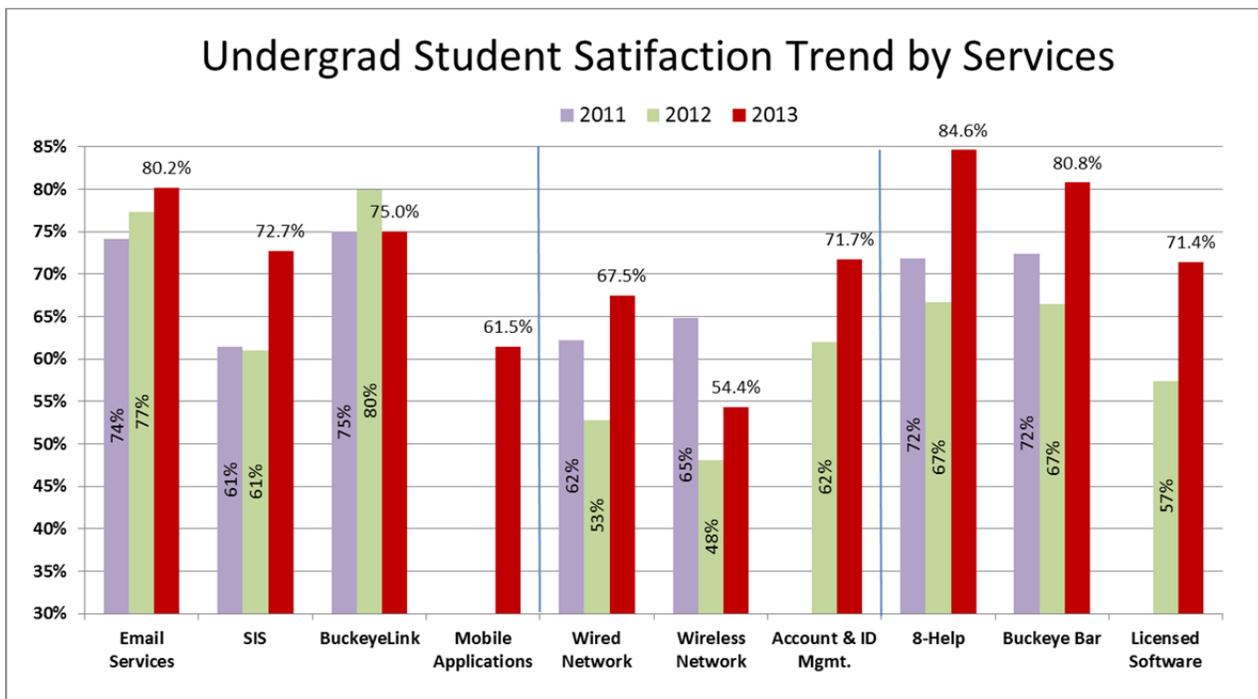
Undergraduate Student Satisfaction Trend:

According to responses from the undergraduate population, improved satisfaction levels were observed for 78% of the services compared to the previous two years. 8-Help, Buckeye Bar, and Email Services received a satisfaction level of greater than 80%. Within this community, the three most improved services from last year were 8-Help (17.6 point gain), Site Licensed Software (14.4 point gain), and Buckeye Bar (13.8 point gain).



8-Help
84.6%
Satisfaction Rating
Among Undergraduate
Students

Compared to last year, Buckeye Link was the only service with a declining satisfaction rating (5 point drop).

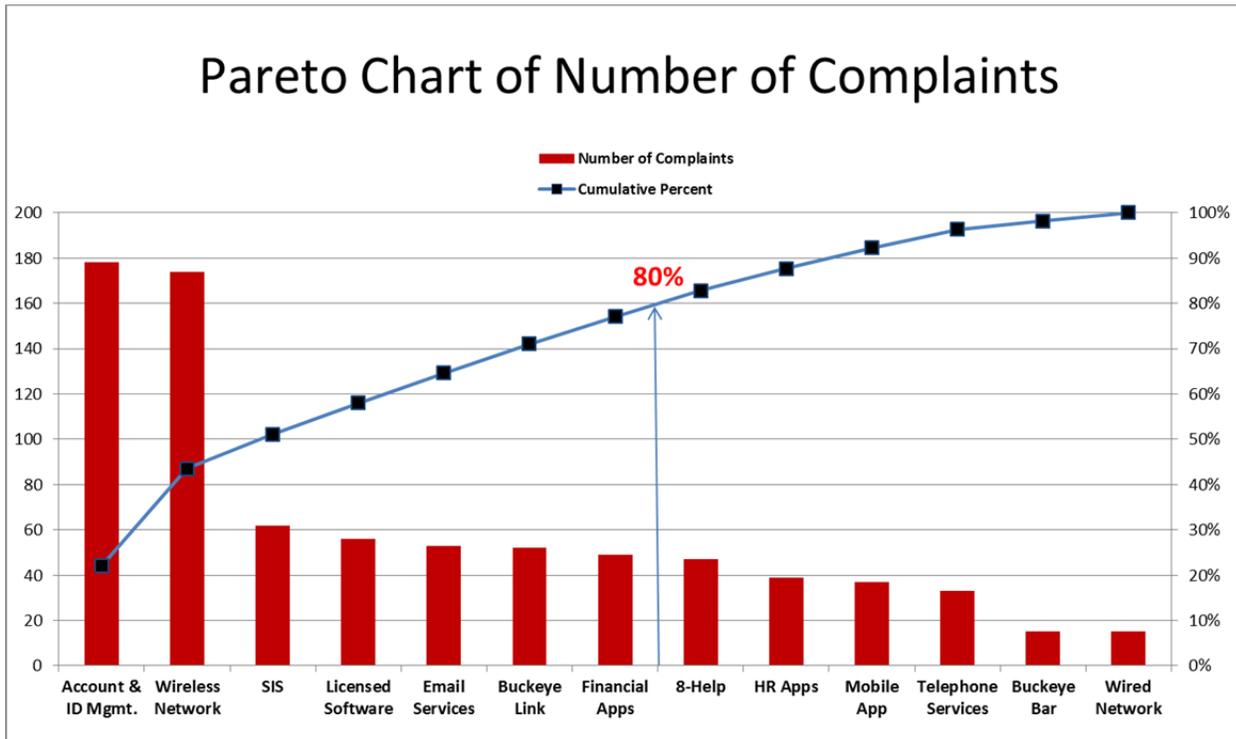


Based on the comments from undergraduate students, the highlights are as follows:

- SIS and Buckeye Link: not very user friendly, outdated interfaces, not available at certain hours
- OSU Mobile App: frequently freezes up and malfunctions in various ways, not-user-friendly and lacking features/options
- Buckeye Mail: too long email address, inability to block spam and lacking features like searching, archiving, tagging, etc.
- OSU Wireless: availability and reliability issues and slow network speed

Constructive Feedback/Complaints:

Although we had good results overall, there is plenty of room for improvement. To prioritize an action plan and focus efforts on the areas of greatest need, a deeper analysis of comments and constructive feedback from the respondents was conducted. Complaints and suggestions were identified and grouped into different service categories and a Pareto chart was produced showing the results.



Based on customer comments alone, the services listed below have the greatest opportunity for improvement:

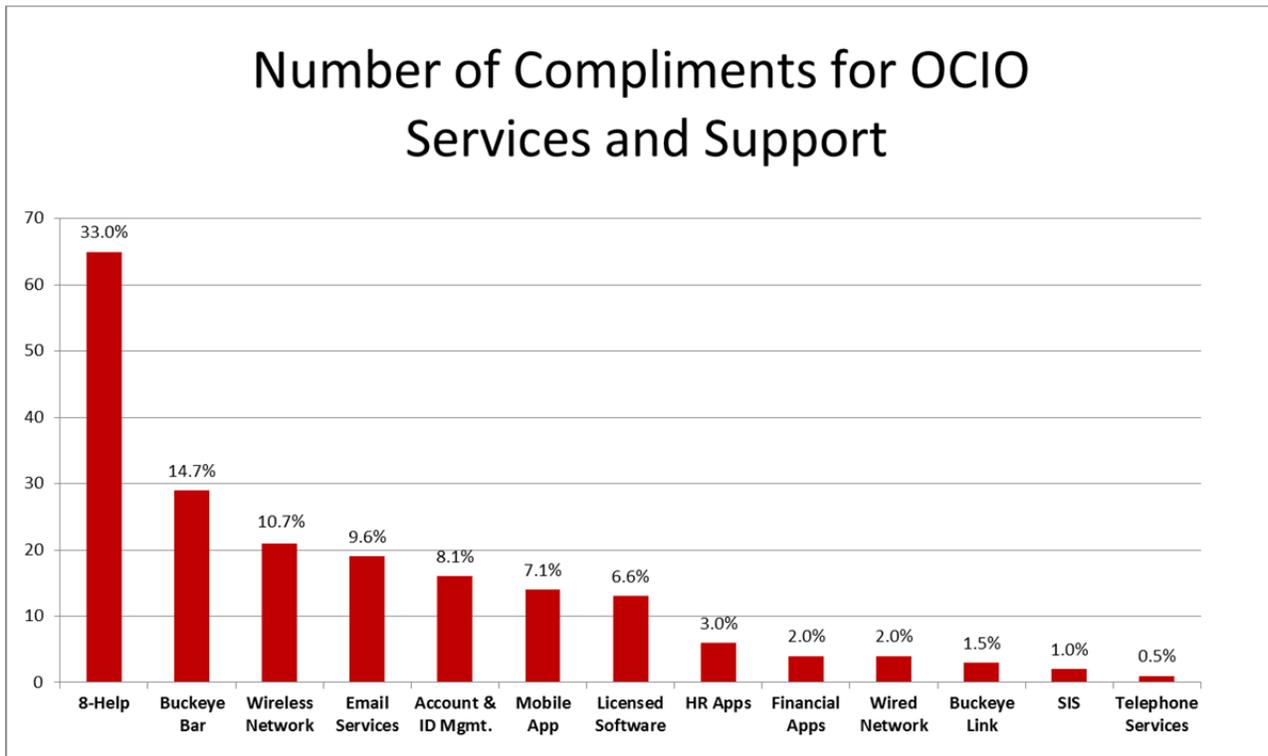
- Account and Identity Management
- Wireless Network
- SIS
- Licensed Software
- Email Services
- Buckeye Link
- Financial Apps

Compliments:

We have also received compliments for the services and support OCIO provide to the community. 197 compliments were identified and grouped into different service categories. A Pareto chart was produced showing the results (below). As indicated in the chart, 8-Help tops the list as it received 33% of all compliments, distantly followed by Buckeye Bar, Wireless Network, and Email Services.

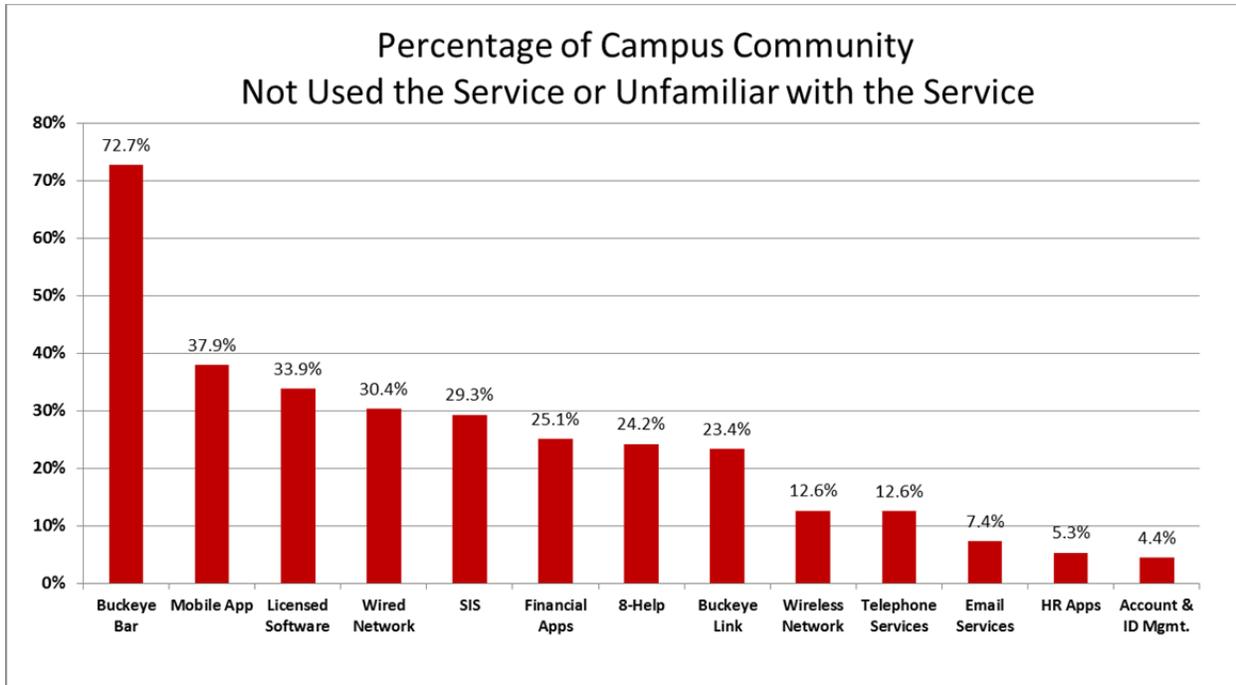


**8-Help
Received
33%
of Compliments**



User Base Assessment:

To assess the user base of the services provided by the OCIO, an option for “I have not used this service or it is unfamiliar to me” was added in this year’s survey. As indicated in the chart below, about one-quarter or more of the community are either unfamiliar with 8 of 13 services or did not use these services. Buckeye Bar tops the list with about three-quarters of the community. Mobile Applications and Site Licensed Software are next in line with percentages of 37.9% and 33.9% respectively.



The recommendation is for the OCIO Communication and Marketing Team to engage with the respective service owners to improve the visibility and use of these specific services.

Conclusion

In order to identify the areas of greatest need for improvement, average ranks were computed (not shown) for each service based on the following:

- Overall satisfaction rating
- Number of complaints
- Unfamiliarity or no-use levels

Based from the computed raking, the following services should be the focus for improvement in FY14 (in rank order):

1. Student Information System
2. Mobile Applications
3. Wireless Networks and
4. Site Licensed Software

Next Steps:

- Each Line of Business should perform a deeper analysis of the complaints and suggestions pertinent to its respective services. Dr. Rahman will assist with the analysis.
- Based on the deeper analysis, each Line of Business should prepare an improvement plan based on the findings and set a defined target for implementing the improvements. The CSI manager, Brian Zieber, will assist with the improvement plans.
- Each Line of Business should review its respective improvement plans with the Senior Leadership Team.

Appendix: 2013 OSU IT Satisfaction Survey Questionnaire

How satisfied are you with the following services and support provided by University IT?

The University IT services that enrich Teaching, Learning and Research:

- Carmen (Learning Management Solution)
- Digital Union (Teaching and Learning Support)
- University Licensed Software
- Student Computing Centers*

The University IT services that enable Business Processes:

- University Email Service (UES)
- Human Resource Applications (eBenefits, Employee Self Service, eLeave, eTime, HR Action Request, Employee Recruitment, payroll, etc.) **
- Financial Applications (eRequest, eStores, eTravel, General Ledger, Grants, Purchasing, etc.) **
- Student Information System (Faculty Center, SIS)
- Buckeye Link (Ohio State's Online Academic Center)
- OSU Mobile App*

The University IT Services that enhance Core IT Capabilities:

- OSU Wired Network
- OSU Wireless Network
- Telephone Services**
- Account and Identity Management (my.osu.edu)

The University IT services that deliver Operational Excellence:

- 8-Help, IT Service Desk
- Buckeye Bar - Walk-in Technical Consultation
- Classroom Support (support for Technology Enabled classrooms) ***

Overall Experience with University IT services:

- Based on your experiences with the services listed above, rate your overall satisfaction.

Please indicate your level of agreement with the following statement:

The university is proactively providing IT support and services to meet the technology needs of faculty, staff and students.

*Not available to faculty and staff

**Not available to students

***Not available to staff and students