2014 Office of the CIO Technology Poll
Voice of the Campus Community

Executive Summary and Detailed Results

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Executive Summary

The Sample:
For this annual survey, a random sample of 2,000 faculty and 2,000 staff was selected from a database provided by the Office of Human Resources. Additionally, the Office of the Registrar selected a random sample of 2,500 graduate students and 2,500 undergraduate students. All five OSU campuses were included in the samples. The survey received a 22% response rate, resulting in an overall margin of error of 2.2% at 95% confidence level.

The Questions:
This year, the questionnaire focused on 29 business facing services aligned into six broad groups each representing an OCIO service type. Only 11 of these 29 services were also featured in 2013. Comment boxes were available under each grouping, allowing respondents the opportunity to provide more feedback. This year the survey received a total of 1,691 comments compared to 1,599 comments last year. A five-point scale, from “1” (very dissatisfied) to “5” (very satisfied) was presented for each question. Like last year, an option for “I have not used this service or it is unfamiliar to me” was also available for each question this year.

Business Facing Services:
The following 29 business facing services were included in the survey:

<table>
<thead>
<tr>
<th>Both in 2013 and 2014</th>
<th>New in 2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Email Services</td>
<td>• Co-location**</td>
</tr>
<tr>
<td>• Wired Network</td>
<td>• Web Hosting</td>
</tr>
<tr>
<td>• Wireless Network</td>
<td>• BuckeyeBox</td>
</tr>
<tr>
<td>• Telephone Services</td>
<td>• Mailing Lists</td>
</tr>
<tr>
<td>• Student Information Systems</td>
<td>• Audio Conferencing*</td>
</tr>
<tr>
<td>• HR Applications*</td>
<td>• Call Center Services</td>
</tr>
<tr>
<td>• Financial Applications**</td>
<td>• Cellular Telephones*</td>
</tr>
<tr>
<td>• OSU Mobile App***</td>
<td>• BuckiQ*</td>
</tr>
<tr>
<td>• Account and ID Management</td>
<td>• Data Warehouse**</td>
</tr>
<tr>
<td>• The IT Service Desk/8-HELP</td>
<td>• eReports**</td>
</tr>
<tr>
<td>• Site Licensed Software</td>
<td>• Data Access Management**</td>
</tr>
</tbody>
</table>

*Not available to students
**Not available to students and faculty
***New this year for faculty and staff

High-Level results:
The satisfaction levels were improved for nine services compared to previous years. The three most improved services from last year were Account and Identity Management (9.3 point gain), Wireless Network (5.5 point gain) and Student Financial Applications (5 point gain). Satisfaction levels were slightly down for the IT Service Desk/8-HELP (1.7 point drop) and Telephone Services (0.2 point drop) compared to last year. eReports (74.4%), Data Access Management (73.3%) and BuckeyeBox (68%) received the highest satisfaction ratings among the 18 services that were added in 2014. Data Loss Prevention (49%), Technology Research (Gartner) (52.5%) and Co-location (50.9%) show the lowest scores.

Overall Satisfaction:
This year, the overall satisfaction with IT Services (74.3%) was statistically same as the satisfaction level of 74.9% in 2013 but slightly higher than the Information Industry benchmark of 72.3 (Source: ACSI).
Voice of the Campus Community
Satisfaction with OCIO Services

2014

<table>
<thead>
<tr>
<th>Service</th>
<th>Satisfaction</th>
</tr>
</thead>
<tbody>
<tr>
<td>Co-location</td>
<td>50.9%</td>
</tr>
<tr>
<td>Web Hosting</td>
<td>62.7%</td>
</tr>
<tr>
<td>BuckeyeBox</td>
<td>68.0%</td>
</tr>
<tr>
<td>Mail Lists</td>
<td>60.3%</td>
</tr>
<tr>
<td>Audio Conferencing</td>
<td>64.2%</td>
</tr>
<tr>
<td>Call Center Services</td>
<td>58.9%</td>
</tr>
<tr>
<td>Cellular Telephones</td>
<td>53.9%</td>
</tr>
<tr>
<td>BuckIQ</td>
<td>65.2%</td>
</tr>
<tr>
<td>Data Warehouse</td>
<td>74.4%</td>
</tr>
<tr>
<td>eReports</td>
<td>73.3%</td>
</tr>
<tr>
<td>Data Access Management</td>
<td>61.5%</td>
</tr>
<tr>
<td>BuckleyNet</td>
<td>65.8%</td>
</tr>
<tr>
<td>BuckleyPass</td>
<td>49.0%</td>
</tr>
<tr>
<td>Data Loss Prevention</td>
<td>61.2%</td>
</tr>
<tr>
<td>Doc Management</td>
<td>60.0%</td>
</tr>
<tr>
<td>IT Security Awareness</td>
<td>58.2%</td>
</tr>
<tr>
<td>Network Management</td>
<td>52.5%</td>
</tr>
<tr>
<td>Technology Research (Gartner)</td>
<td></td>
</tr>
</tbody>
</table>
Faculty Satisfaction Trend:
Among faculty, the satisfaction levels for six of nine services were improved compared to previous years. Wired Network was the only service which received a satisfaction level of greater than 80%. The most improved services from last year were Account and Identity Management (12.1 point gain), Wireless Network (6.9 point gain), Site Licensed Software (3.3 point gain) and SIS (3 point gain).

The IT Service Desk/8-HELP (7.7 point drop), Telephone Services (6.1 point drop), and HR Applications (2.8 point drop) are the only three services that received lower ratings compared to last year.

BuckIQ (67.7%), BuckeyeBox (64.1%) and BuckeyePass (57.8%) received the highest satisfaction ratings among the 10 services that were added for faculty survey in 2014. On the other hand, OSU Mobile App (43.4%), Call Center Services (44.1%) and Cellular Telephones (45.9%) are the three services with the lowest satisfaction scores.
Based on the comments from our faculty, the highlights are as follows:

- **Account and ID Management:** too frequent password change; restrictions in password requirements
- **OSU Wireless:** issues with availability, reliability and network speed (slow); issues with connecting to the network
- **SIS and Human Resource Applications:** cumbersome, counter-intuitive and non-user-friendly interfaces
- **Email Services:** limited storage; incapable spam filters; issues with MS outlook client.
- **Site Licensed Software:** more software offerings; renewal issues
- **BuckeyeBox:** non-user-friendly interface; need more features; issues with syncing
- **Telephone Services:** outdated equipment; limited features
- **OSU Mobile App:** student focused app; add more features (library resources, email, ESS, etc.)
- **IT Service Desk/8-HELP:** long response time; various support issues
**Staff Satisfaction Trend:**

Among our staff, improved satisfaction levels were observed for nine of the ten services compared to last year. Wired Network (83.8%), Account and ID Management (83%), HR Applications (82.5%) and Email Services (81.2%), all 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 (9.1 point gain), Wired Network (6.8 point gain) and Wireless Network (6.4 point gain).

Compared to last year, services that improved the least include Email Services (0.6 point gain), and Financial Applications (1.1 point gain). The lower satisfaction rating was observed only for Site Licensed Software (1.1 point drop).

Among the 19 services added for staff this year, eReports (74.4%), Data Access Management (73.3%), and BuckeyeBox (73%) received the highest satisfaction. Data Loss Prevention (49%), Co-location (50.9%) and Technology Research (Gartner) (52.5%) received the lowest satisfaction scores.
Based on the comments from staff, the highlights are as follows:

- **SIS, 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
- **Email Services**: slow system, limited storage, lack of features and issues with archiving mails
- **OSU Wireless**: availability and reliability issues and slow network speed
- **Telephone Services**: lack of features, outdated phone and support issues
- **Account and ID Management**: frequent password change and password policy/rules
- **IT Service Desk/8-HELP**: various support issues.
- **Site License Software**: more options for software and support issues
- **BuckeyeBox**: un-friendly interfaces, too slow and syncing issues
Graduate Student Satisfaction Trend:

Based on responses from the graduate student community, the satisfaction levels for seven of eight services were improved compared to previous years. The three most improved services from last year were Account and Identity Management (10.2 point gain), Site Licensed Software (6.6 point gain) and OSU Mobile App (6.2 point gain).

Satisfaction level was slightly down for Wired Network (1.6 point drop) and the least improved service was SIS (2.7 point gain).

Only six new services were included in the student version of the survey. According to the graduate students, Web Hosting (74.5%), and IT Security Awareness, Policy and Standards (73.5%) were the top two services. Graduate students gave lower satisfaction scores to Call Center Services (65.1%).
Based on the comments from the graduate students, the highlights are as follows:

- **SIS:** cumbersome, counter-intuitive and non-user-friendly interfaces
- **OSU Mobile App:** not user friendly and lacking features/options (Carmen, library resources)
- **OSU Wireless:** availability and reliability issues and slow network speed. Login issues after changing password
- **UES:** issues with spam filter, dislikes MS Outlook client, long account name for BuckeyeMail
- **Account and ID Management:** frequent password change and password policy/rules, allow recycling password
- **Site License Software:** more options for software and complex process for software obtaining
- **IT Service Desk/8-HELP:** various support issues
- **BuckeyeBox:** un-friendly interfaces
Undergraduate Student Satisfaction Trend:
According to responses from the undergraduate population, improved satisfaction levels were observed only for 4 of 8 services compared to previous last. None of the services received a satisfaction level of greater than 80%. Within this community, the two most improved services from last year were the OSU Mobile App (10 point gain) and Wired Network (5.2 point gain).

According to the responses received from this group, declining satisfaction ratings were observed for IT Service Desk/8-HELP (10.4 point drop), SIS (5 point drop), Email Services (4.3 point drop) and Site Licensed Software (1.9 point drop).

Among the six services added for undergrads this year, Web Hosting (66.7%), and IT Security Awareness, Policy and Standards (68.9%) received the highest satisfaction scores. Undergrads were least satisfied with Mailing Lists (51.1%).
Based on the comments from undergraduate students, the highlights are as follows:

- **Account and ID Management**: too frequent password change; restrictions in password requirements
- **OSU Wireless**: issues with availability, reliability and network speed (slow); issues with connecting to the network
- **OSU Mobile App**: slow response; freezes up; add more features (Carmen, email, class schedule, etc.)
- **IT Service Desk/8-HELP**: long some support issues
- **SIS**: non-user-friendly interfaces; slow system
- **Email Services**: interface is not user friendly
- **OSU Wireless**: availability and reliability issues and slow network speed
Constructive Feedback and Improvement Opportunities:
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. As indicated in the chart, Account and ID Management tops the list as it received 18.5% of all complaints/suggestions, closely followed by Wireless Network (17.4%).

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

- Account and Identity Management
- Wireless Network
- SIS
- Email Services
- OSU Mobile App
- HR Applications
- BuckeyeBox
- Telephone Services
Customer Compliments:
OCIO received compliments via poll DATA for 16 services provided to the community. A total of 187 compliments were identified and grouped by service to produce the chart below. Chart data shows that the IT Service Desk/8-HELP tops the list as it received 24.1% of all positive comments and compliments, followed by Account and Identity Management (13.4%) and Site Licensed Software (12.3%).
Conclusion

Overall poll results are positive. In three of the four customer segments the OCIO scored slightly higher than the national average of 72.3%. Staff, Graduate Students and Undergraduate Students scored within 3 percentage points of each other. 75.3%, 77.7%, and 76.6% respectively.

Faculty is the least satisfied customer segment based on the following issues:
1. Frequency of password changes
2. Call Center Services geared toward students and staff
3. OSU Mobile is lacking faculty-based features
4. Limited solutions to aid research

Recommendation:
Poll data indicates that Faculty respondents believe they are underserved by OCIO. A strategy is needed to address their concerns in FY15.

In the short-term a few small, but significant, wins will improve satisfaction quickly.
1. Extend the time between password changes
2. Create a separate queue for faculty at the BuckeyeBar
3. Add faculty features to OSU Mobile (or create a Faculty mobile app)

Longer-term the faculty needs a more user-friendly interface to SIS. There are a significant volume of comments on the clunky/cumbersome interface of Faculty Center. Suggestions from the faculty for improvement include the following:
1. For grade entry in the Roster, list the grades in the correct descending order A, A-, B+, B, B-, etc.
2. Allow Excel uploads for entering grades
3. Input grades in Gradebook instead of Roster
4. Modify printer setting so the Roster print is in larger font

Aside from Faculty respondents, poll data indicates the remaining customer segments are well served. There are, however, opportunities for improvement in several services. In order to identify the services that have greatest need for improvement, average ranks were computed (not shown) for each service based on their respective net-satisfaction score (satisfied minus dissatisfied) and the total number of complaints.

Based the computed ranking the following services ranked the lowest.
1. Wireless Network
2. OSU Mobile
3. Cellular Telephones
4. SIS

Note that cellular phone services are not a high-profile offering. Additionally, the fulfillment of cellular orders was outsourced mid-year. If the OCIO is to make significant gains in customer satisfaction, it must focus on service improvements that will return the biggest benefits for the time invested. Investing time into improving cellular phone fulfillment will produce marginal improvement. Therefore, it is recommended that the OCIO focus on the three remaining services in FY15.
1. Wireless
2. SIS
3. OSU Mobile

**Next Steps:**

1. **Address Faculty concerns:**
   - Create a FY15 strategy for addressing faculty satisfaction
   - Consider adding functionality to Faculty Center as listed above
   - Consider extending the time between password changes for faculty

2. **Address issues with Wireless, SIS and OSU Mobile:**
   - Each service owner (for the three identified services) will perform a deeper analysis of the complaints and suggestions pertinent to its respective services. Statistical and Reporting Management will assist with the analysis
   - Based on the deeper analysis, each service owner will 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 service owner will review its respective improvement plans with the Senior Leadership Team
Appendix: 2014 Questionnaire

How satisfied are you with the following services provided by the Office of the CIO?

Account and ID Management Services, Data Center Services and Hosted Services:
  • Account and Identity Management (my.osu.edu)
  • Co-location**
  • Web Hosting

Application Services:
  • BuckIQ*
  • Data Access Management**
  • Data Warehouse**
  • eReports**
  • Financial Applications**
  • Human Resource Applications*
  • Student Information Applications (SIS)

IT Security Services:
  • BuckeyePass*
  • Data Loss Prevention**
  • IT Security Awareness, Policy and Standards
  • Log Management Hosting**
  • Network Vulnerability Management **
  • Secure Socket Layer (SSL) Certificates**

Messaging and Collaboration Services and Network Services:
  • Email (University Email Service)
  • BuckeyeBox (File Sharing and Collaboration)
  • Mailing Lists
  • OSU Wired Network
  • OSU Wireless Network

Technology Resources and Software Services:
  • IT Service Desk (BuckeyeBar, 688-HELP (4357))
  • OSU Mobile App***
  • Technology Research (Gartner)**
  • Site Licensed Software

Voice Services:
  • Audio Conferencing*
  • Call Center Services
  • Cellular Telephones*
  • Telephone Services

Overall Experience with OCIO IT services:
  • Based on your experiences with the services listed above, rate your overall satisfaction.

*Not available to students
**Not available to students and faculty
***New this year for faculty and staff