COLUMBIA COLLEGE
Customer Satisfaction Survey Annual Results
Review and Decision Making Process

Note:	Clarification of Terms
Must; Shall; Will:	These words or phrases indicate actions or activities that are essential or mandatory.
Should:	This word implies that it is highly desirable to perform certain actions or activities, but not essential or mandatory.
May or Could; Can:	These words imply freedom or liberty to follow an alternative to the action or activity being presented in a document.

Introduction

This document was developed to provide a list of the steps that will be followed by members of the College to review the Customer Satisfaction Survey Annual Results.

This is an annual formal review process for each program/department and the College as a whole. This annual process does not replace periodic formal or informal reviews that are initiated by Department Managers, Chairpersons or the President. Continuous improvement is something that must take place on an ongoing basis.

Date

	Step 1:	Customer Satisfaction Surveys are Administered
Sep 1 to Jul 31	1.1	Survey Coordinator distributes each type of customer satisfaction survey throughout the year.
Jun 1 to Sept 1	1.2	The Survey Coordinator summarizes all responses and the annual report is developed.
	Step 2:	Managers and staff receive and review survey results:
Sep 1	2.1	Chairs/Managers receive the Customer Satisfaction Survey Results from the Registrar's Office and Survey Coordinator.
Sep 1 to Oct 1	2.2	Chairs/Manager and their team members discuss the results as they relate to their specific program/department. They then prepare a set of action statements and list them in the Program/Dept. Analysis Document. The document is then submitted to the President Oct 1 for review and discussion at the Program/Dept. Monthly Meeting.
Sep 1 to 3rd Thur in Nov	2.3	Chairs/Managers and their team members discuss the results as they relate to the Overall College. The "Responses Related to Overall College" form is completed to prepare for the AC retreat.

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Document Number: ADM-P070
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Step 3: <u>**AC meets to share their initial views**</u>

3rd Thur in Nov (AC Mtg)

3.1   The chairs and managers meet as a group to review and discuss their views of the overall College responses and develop a set of recommendations for the President to consider. Recommendations should be presented on the attached form. Their objectives are to:

- Identify up to 3 areas of concern per survey that need to be addressed;
- Prioritize their items from most important to least important;
- Recommend initial solutions for each item;
- Identify who should take responsibility for implementation and procedures, including costs;
- Summarize initial solutions using the SMART Techniques so they may be reviewed and further analyzed.

3.2   Managers will break into smaller groups to critically review each recommended solution by asking the following questions:

- What exactly is the problem? Are we sure we understand what it is and the <u>origin of the concern?</u> Do we need to go back to our customers and ask them to more clearly describe the problem as they see it?
- Instead of us assuming we know the <u>solution</u>, should we go back and ask our customers what they feel the best solution would be?
- For each solution we have identified, we need to ask if our solution will solve the identified problem. Then we need to prioritize our solutions from most to least helpful.
- The analysis should include input from others who may be involved and all costs associated with the solution.
- We need to be open to new solutions that have not yet been considered, and we need to critically analyze them as well.
- We need to do a force-field analysis of this solution in order to assist us in analyzing its advantages and disadvantages.
- We need to consider other analytical tools that could help us to analyze the problem and solution more objectively and thoroughly. (See Problem Solving documents on Document Manager)
- We need to do a cost-benefit analysis of each solution. This will help us to compare the solutions and determine what will give us the greatest benefit for the least cost.
- The best 1-3 solutions for each problem are to be presented to the president by each group leader by the second Thursday in January.

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Step 4: President reviews each group's recommendations:

2nd Thur in Jan (AC Mtg.)

4.1 President reviews each area of concern and recommended solutions.

4.2 President identifies any questions that need to be asked in order to seek clarification and understanding of each solution.

4.3 President presents these questions to each group leader. The group leader then meets with their group to address the President's feedback .

Step 5: Each group addresses President's questions

Before the 3rd Thur in Jan (AC Mtg.)

5.1 Each group reviews President's questions and prepares responses.

5.2 Each group leader gives responses to President.

Step 6: President approves selected solutions:

By the 3rd Thur in Jan

6.1 President does a final review of each group's recommended solution and decides:

- If it will be implemented immediately;
- If it will be considered for implementation in the future;
- If it requires further analysis;
- If it will not be considered at this time.

6.2 President presents a response to AC members regarding each solution.

6.3 Any AC member requiring clarity will discuss it with their group leader and, if needed, the President.

6.4 If needed, a special AC meeting will be called by the President.
6.5 Copies of the identified issues and planned solutions are shared with the Board and College community.

Step 7: Solutions are implemented and monitored:

Feb 1 to Aug 1

7.1 President, chairpersons, managers, and other team members assess the effectiveness of each solution as they are implemented.

8.2 Results of the year-end Customer Satisfaction Survey Annual Report are reviewed to see if the solutions actually helped increase satisfaction to the desired level.

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8.3   Those solutions not completed by Aug 1 will be added to short-to-midterm goals for the next year and presented to the President for approval.

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Customer Satisfaction Survey Annual Report
AC Retreat Recommended Changes

Group Leader:	
Group Members:	

1 / 2 Survey Information	3 Change Or Action Needed	4 / 5 Implementation Date/Cost	6 /7 Lead/ Position
Survey Name		Date	Project Leader
Question #			
Rating		Cost	President's Position
Area of Concern			

1 / 2 Survey Information	3 Change Or Action Needed	4 / 5 Implementation Date/Cost	6 /7 Lead/ Position
Survey Name		Date	Project Leader
Question #			
Rating		Cost	President's Position
Area of Concern			

1 / 2 Survey Information	3 Change Or Action Needed	4 / 5 Implementation Date/Cost	6 /7 Lead/ Position
Survey Name		Date	Project Leader
Question #			
Rating		Cost	President's Position
Area of Concern			

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