

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

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

Introduction

This document was developed to provide a list of the steps that will be followed by the President to ensure that the annual customer satisfaction survey results and actions recommended by the members of the college community are reviewed.

Through this process, a Program Plan of Action will be developed. AC (Academic Council) will make recommendations and the President will approve what actions will be taken, and by whom, in order to resolve the issues identified.

This is an annual formal review process for each program 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. Assessing effectiveness is something that must take place on an ongoing basis.

DATE

		Step 1:	<u>Customer Satisfaction Surveys are administered:</u>
Sept. 1/ to Aug. 31	2.1		Survey Coordinator distributes each type of customer satisfaction survey throughout the year.
Aug. 31 to Sept. 15	2.2		The Survey Coordinator summarizes all responses and the annual report is developed.
		Step 2:	<u>Managers and staff receive and review survey results:</u>
Sept. 15	2.1		Copies of the Customer Satisfaction Survey Annual Results and "Responses Related to their Program/Department" form are distributed to each Chair/Manager, and team members for their review.
Sept. 15 to Nov. 15	2.2		Chairs/Managers and their team members discuss the results as they relate to their <u>specific program/department</u> . They then prepare a set of action statements.
Nov. 15 to Dec. 15	2.3		Chairs/Managers are to prepare to discuss their <u>specific program/department</u> related issues and recommended action statements with the President at their regular monthly meeting.
Nov. 1 to Dec 1	2.4		The chairs, manager, and team members complete the "Responses Related to <u>Overall College</u> " form in order to prepare for the AC Retreat.

Step 3: AC meets to share their initial views:

3rd Wed. in
December (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 Technique so they may be reviewed and further analyzed.

Step 4: AC reviews and critically analyzes their initial recommendations:

1st Wed. in
January
(AC Mtg.)

- 4.1 Managers should 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 origin of the concern? 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 solution, 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 cost analysis for each solution.
 - We need to know if the solution is already being considered by the President and if so, at what stage is he in decision making.
 - 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 in Facilitator Binder)
 - 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.

Step 5: President reviews AC recommendations:

- 3rd Wed. in
January
(AC Mtg.)
- 5.1 President reviews each area of concern and recommended solutions.
 - 5.2 President identifies any questions that need to be asked in order to seek clarification and understanding of each solution.
 - 5.3 President presents these questions to AC.

Step 6: AC addresses President's questions:

- 1st Wed. in
February
(AC Mtg.)
- 6.1 AC reviews President's questions and prepares responses.
 - 6.2 AC gives responses to President.

Step 7: President approves selected solutions:

- By the 3rd
Week. in
February
- 7.1 President does a review of each 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.
 - 7.2 President presents written statement to chairpersons and managers regarding each solution.
 - 7.3 President and AC determine who will work on what goal by what date.

Step 8: Solutions are implemented and monitored:

- Feb. 15 to
Aug. 31
- 8.1 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.

**Customer Satisfaction Survey Annual Report
AC Retreat Recommended Changes**

Group Leader:	
Group Members:	

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

Survey Name		Date	Project Leader
Question #		Cost	President's Position
Rating			
Area of Concern			

Survey Name		Date	Project Leader
Question #		Cost	President's Position
Rating			
Area of Concern			