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Research Briefs from Crafton Hills Office of Research and Planning

### **Financial Aid POS Results Fall 2009**

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**Overview:** In the fall of 2009, the Financial Aid office administered a Point of Service (POS) evaluation to gain "customer satisfaction" feedback from the students they serve. While the POS evaluation was given to all students visiting the Financial Aid office, not all students necessarily completed it. Additionally, because no identifying information is collected there is no way to know if students completed the survey more than once. The purpose of this report is to disseminate findings of the sixty participants who submitted the half page evaluation.

**Methodology:** The POS evaluation included seven questions using a five point Likert scale with choices ranging from *Strongly Agree* to *Strongly Disagree*, and three open-ended questions. The first open-ended question asked students the reason for their visit to the office. Following the Likert scale questions, the second open-ended question asked for any additional comments or questions they might have. The final open-ended question asked for students' contact information if they wanted to further discuss their comments, questions, or concerns.

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## **RESULTS**

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**Sample:** The Point of Service (POS) evaluation was completed by 60 participants at the Financial Aid office. As shown in Table 1, 90% of the participants indicated they were at the Financial Aid office for a Student I.D, while 5% of the respondents indicated they were there for other information, and the remaining 5% did not include a reason.

Table 1: What was the reason for your visit?					
%	N		%	N	
27%	14	Apply for Financial Aid	8%	4	Questions
20%	10	Turn in documents/signature	6%	3	FAFSA
16%	8	Open file	2%	1	Attend college
12%	6	Pick up grant/check/document	2%	1	Guidance
8%	4	Follow up	100%	51	TOTAL

**Findings:** As Table 2 indicates, none of the respondents disagreed or strongly disagreed with any of the Likert scale questions. When asked to rate their level of agreement with the following statement; "If I had to do it over, I would choose to access this service again", 80% of the respondents strongly agreed. In addition, 100% of the respondents agreed or strongly agreed with the statements "I believe my needs were met," and "In general, I am satisfied with this service."

Table 2	Strongly Disagree		Disagree		Neutral		Agree		Strongly Agree	
	%	N	%	N	%	N	%	N	%	N
This is a high quality service	0	0	0	0	2	1	30	18	69	42
I believe my needs were met	0	0	0	0	0	0	21	13	79	48
I would recommend this service to a friend or fellow student	0	0	0	0	2	1	25	15	74	45
I received exactly the services/information that I needed	0	0	0	0	2	1	22	13	77	46
The services/information that I received will help me maintain or pursue my academic goals	0	0	0	0	7	4	21	13	72	44
In general, I am satisfied with this service	0	0	0	0	0	0	25	15	75	46
If I had to do it over, I would choose to access this service again	0	0	0	0	2	1	18	11	80	49

When given the opportunity to leave additional comments, questions, or concerns the following eight remarks were offered:

- Awesome

- Excellent Service
- Nice and friendly
- Secretary could use an office worker to help with the large volume of students
- They are so cool
- Very fast
- Very polite
- Wish I could have got it sooner

**Conclusion:** Overall, participants were satisfied with the services they receive from Crafton Hills College Financial Aid office. Although the POS evaluation provides some useful information, further efforts to develop and assess both student learning outcomes and service area outcomes are necessary to assess the overall effectiveness and impact of the Financial Aid office. Finally, for future evaluations, the Office of Research and Planning (ORP) recommend that the Financial Aid office and the ORP collaboratively work together to better capture customer service feedback.