



## IR Customer Satisfaction Survey

### TEXAS STATE FAST FACTS Spring 2009

- **Enrollment:**
  - Undergraduate 23,199
  - Graduate 4,305
- **Enrollment by Gender:**
  - Male 12,157
  - Female 15,347
- **Enrollment by Ethnicity:**
  - White 67.8%
  - African American 5.7%
  - Hispanic 23.3%
  - Other 3.2%
- **Enrollment by College (Undergrad/Grad):**
  - Applied Arts 2,281/294
  - Business 3,057/464
  - Education 3,510/1,421
  - Fine Arts 3,978/249
  - Health Professions 1,223/414
  - Liberal Arts 4,542/966
  - Science 2,585/492
  - University College 2,023/5\*
- **Semester Credit Hours:**
  - Lower-level 158,723
  - Upper-level 134,232
  - Graduate 27,440
- **Retention Rate by Ethnicity:**
  - White 77.8%
  - African American 81.1%
  - Hispanic 77.2%
  - Other 69.0%
  - Total 77.6%
- **Graduation Rate by Ethnicity:**
  - White 54.8%
  - African American 60.1%
  - Hispanic 50.7%
  - Other 51.5%
  - Total 54.3%

\* Students pursuing a 2nd bachelor's degree.

In Spring 2009, Institutional Research conducted a survey of satisfaction with its services. The survey was distributed to 160 primary clientele of vice presidents, associate vice presidents, assistant vice presidents, deans, assistant deans, school directors, department chairs, academic program directors, and selected faculty and staff who are frequent users of our services. A total of 77 responses were received from 11 vice presidents, associate vice presidents, and assistant vice presidents; 26 deans, assistant deans, school directors, chairs, and academic program directors; 25 staff directors and supervisors; 9 faculty; and 6 staff for a 48% overall response rate.

Two-thirds of respondents (67%) indicated they use Institutional Research (IR) services at least once a semester. Eighty-two percent of respondents were always or usually able to find information they needed on the IR website. Respondents indicated they receive the information they request by the time they expect it or sooner 97% of the time. All respondents (100%) indicated they get what they ask for and that their requests are handled in a courteous way. Ninety-eight percent of respondents rated the overall quality of IR services as good or excellent. Full results of the survey can be viewed on the IR homepage [www.ir.txstate.edu](http://www.ir.txstate.edu) by clicking on the 'IR Customer Satisfaction Survey Results-2009' link under the Quick Links.

Respondents did not provide many comments about ways to improve IR services. However, one area mentioned more than once was the need for better agreement of numbers released by IR with numbers released by other offices. Data inconsistencies are a frustration for Institutional Research employees as well. The ability to generate reports at Texas State is decentralized and data sources used to generate reports differ by office and type of request. As a result, reports that one might expect to show the same information are actually based on different data sources and do not match. To overcome this problem, IR is working with employees of the Information Technology (IT) division to design and build a data warehouse that we hope will become the single source of public reports at Texas State. This is a complicated endeavor that competes with other important IR and IT projects, so progress has been slower than any of us would like. However, we continue to work on this project and will update you as we get closer to deploying a user-friendly reporting tool for use by Texas State employees.



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## IR Projects

- Data Warehouse Development
- US News Survey
- CUPA & AAUP Faculty Salary Surveys
- SACS Financial Profile
- Princeton Review Survey
- National Science Foundation Survey
- THECB Accountability System Update
- THECB Closing the Gaps Update
- THECB Cost Study

- Room & Board Survey
- Spring '09 Grade Distribution Reports
- NCAA Graduation Rates

These are just a few of IR's Spring projects. For more information about these or other IR projects, contact us at 245-2386 or visit our home page at:

<http://www.ir.txstate.edu/>

You may also request an ad hoc project or survey by clicking on either the 'Project Requests' or 'Survey Requests' links under the Quick Links on the IR homepage.

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