

CAMPUS QUALITY SURVEY – 2002
VCSU

**Observations and suggestions for Valley City State University provided by
Performance Horizons**

- A review of smallest performance gap items shows that there is general support for continuous quality improvement and the use of teams.
- When reviewing the largest performance gaps, employee rewards/recognition, communication and customer service training stand out as areas for further study and focus.
- Personnel responsible for the highest ratings should be commended for their commitment to providing quality services to students and college personnel. These services, listed in order of ratings are:
 - Switchboard and telephone services
 - Payroll services
 - Business services
 - Media, audio visual, technology services
 - Student activities
- It is recommended that the lowest rated services be examined and improvement efforts concentrated as needed. The areas rated lowest by the overall campus and two or more personnel groups are:
 - Communication with other departments
 - Research and planning services
 - Marketing, advertising, and public relations
 - Basic skills/developmental/alternative programs
- VCSU levels of satisfaction (83%) are higher than the overall NDUS average (75% combined *satisfied* and *very satisfied*).

VCSU respondent overall impression of quality ratings (84%) are above the average NDUS (75% combined *excellent* or *good*).

VCSU has the highest rating of the four year campuses for both of these items. These high ratings indicate that a favorable organizational climate is perceived by most survey respondents.

- Comparing VCSU results with other institutions in the national norm data bank reveals that *How It Is Now* ratings are higher in all eight quality improvement categories than the composite averages of other four year institutions.