

QUALITY SERVICES IN REGISTRATION & RECORDS
SPRING 2000:

A SUMMARY OF FINDINGS

Requested by:
Jonathan Campbell,
Dean of Enrollment & Student Services

Prepared by:
The Office of Institutional Research
Eleanor Fox & Andrea Taylor, Primary Researchers
July, 2000

QUALITY SERVICES IN REGISTRATION & RECORDS
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A SUMMARY OF FINDINGS

REGISTRATION

- 351 students who registered at OCC during the Spring 2000 registration session, participated in the survey.
- Of the participants, 69% were female and 31% male; 65% were non-minority and 35% were minority group members; and 33% were 16-21yrs. old, 33% were 22-29 yrs., and 34% were 30+yrs. of age.
- 49% of respondents used the telephone to register
- 25% registered in-person
- Of those registering in-person, 69% were novice registrants, the Summer 2000 session being only the 1st or 2nd time they had registered; only 37% of those using the telephone to registers were 1st or 2nd time registrants.
- 26% of respondents reported using a combination of BOTH methods to register for the Spring 2000 session.
- Overall, most people surveyed were quite pleased with the registration process – 95% reported their registration experience as being either ‘pretty easy’ or ‘very easy’ (with 47% selecting ‘very easy’).
- Telephone registrants did not differ significantly from in-person registrants in their perception of the ease of registering. This differs from the findings of the Winter 2000 survey where telephone registration earned notably higher service ratings than did in-person registration.
- In terms of age and gender, there was little difference between those who used the telephone system to register and those who did not.
- Minority students however, were less likely than non-minorities to register by phone – only 59% of minority students vs. 83% of non-minority students utilized the phone registration system in Spring 2000.
- This difference between minorities and non-minorities is likely do to the fact that minority students also tended to be new to OCC’s registration process.
 - 57% of minority students vs. 39% of non-minority students indicated that this was only their 1st or 2nd time registering.
 - This is significant since newer students are less apt to use the telephone registration method to enroll at OCC.

WJMM

Rating Scales for Telephone Registration Service

Individual survey items were collapsed to form indices that measure students' perceptions of: 1) The overall quality of telephone registration; 2) The ease and convenience of telephone registration and 3) The ease and convenience of paying for classes by telephone. Below are the average scores for the 3 indices as well as the average scores for each of the component items.

INDEX SCALE: 4 = STRONGLY AGREE; 3 = SOMEWHAT AGREE; 2 = SOMEWHAT DISAGREE; 1=STRONGLY DISAGREE

- Overall Quality of Telephone Registration Service Index
 - Avg. Index Score = 3.64/4

Overall Quality of Telephone Registration Service Index Components:	Avg. Score /4.00	Percent Who 'Strongly Agree'
Registering by telephone was convenient	3.81	87%
Payment process for telephone registration convenient	3.79	85%
Registering by telephone was simple	3.69	75%
Instructions for telephone registration were clear	3.68	74%
Ample time to register using telephone	3.68	72%
Satisfied with the telephone registration process	3.64	73%
Times of day during which could register adequate	3.53	64%
Encountered no difficulties registering by telephone	3.25	54%

- Ease & Convenience of Telephone Registration Process Index
 - Avg. Index Score = 3.62/4

Ease & Convenience of Telephone Registration Process Index Components:	Avg. Score /4.00	Percent Who 'Strongly Agree'
Registering by telephone was convenient	3.81	87%
Registering by telephone was simple	3.69	75%
Instructions for telephone registration were clear	3.68	74%
Satisfied with the telephone registration process	3.64	73%
Encountered no difficulties registering by telephone	3.25	54%

- Ease of Telephone Payment Process Index
 - Avg. Index Score = 3.83/4

Ease of Telephone Payment Process Index Components:	Avg. Score /4.00	Percent Who 'Strongly Agree'
Payment invoice/ confirmation of payment accurate	3.90	92%
Payment process for telephone convenient	3.79	85%
Paying for classes over telephone was easy	3.77	84%

Telephone Registration Users

Note: The Spring 2000 survey included more questions aimed at measuring the quality of the telephone registration process, than the Winter 2000 did.

- When asked to express their level of agreement with a number of items that depict the quality of the telephone registration process (i.e., the convenience, efficiency, and accuracy of the registration service), students indicated that they were pleased with the service they received.
- According to rating scale scores, students demonstrated the greatest amount of satisfaction with the convenience of the registration process.
- Students displayed the highest levels of agreement with survey items that described as “convenient” both registering by phone and paying by phone.
- Similarly, registering and paying for classes by telephone were also perceived as an easy and relatively simple process.
- More than being able to enroll in courses by telephone, students seemed to appreciate the convenience and facility of paying for their classes over the phone.
- However, responses do reveal that students were slightly less pleased with the hours of telephone registration – 30% of respondents felt that registration hours were too short.
- And despite generally favorable responses to most items, a fair number of students did report experiencing difficulties during telephone registration.
 - For example, 20% of respondents disagreed either somewhat or strongly with the statement: “I encountered no difficulties when registering by phone.”

Looking at differences in perceptions among various categories of students reveals that...

- Students in the 22-29 yrs. age group were most apt to find the telephone registration process to be easy and convenient, and students 30 yrs. of age and older to be least likely to agree with this notion.
 - On items measuring the ease and convenience of telephone registration, the average index score for students in 22-29 yrs. age bracket was 3.70 and only 3.50 for students 30+ yrs. of age.
- Tests also indicate that minority students were not as likely as non-minority students to agree with statements depicting telephone registration as convenient, efficient and accurate.

- The average Overall Quality of Telephone Registration Service Index rating for minority students was 3.55 while for non-minority students it was 3.68.
- Minority students were also more critical of the over-the-phone payment process, than were non-minorities.
 - The average index score for non-minority students on items measuring the ease of telephone payment was 3.88, and only 3.69 for minority students.

Rating Scales for In-person Registration Service

Individual survey items were also collapsed to form indices measuring students' perceptions of: 1) The overall quality of in-person registration service; 2) The ease and convenience of in-person registration and 3) The quality of the interaction between students and registration staff. Below are the average scores for the 3 indices as well as the average scores for each of the component items.

INDEX SCALE: 4 = STRONGLY AGREE; 3 = SOMEWHAT AGREE; 2 = SOMEWHAT DISAGREE; 1=STRONGLY DISAGREE

- Overall Quality of In-person Registration Service Index
 - Avg. Index Score = 3.65

Overall Quality of In-person Registration Service Index Components:	Avg. Score /4.00	Percent Who 'Strongly Agree'
Accomplished what I needed to in a satisfactory manner	3.70	77%
Ample opportunity to register	3.68	76%
Staff was courteous and friendly	3.68	75%
Information I received from the staff was accurate	3.67	75%
Every effort was made to ensure my needs were met	3.66	74%
My business was taken care of in a timely manner	3.65	75%
I was satisfied with the in-person registration process	3.64	72%
The staff was flexible and adapted to my particular situation	3.63	72%
My wait to speak with registration staff was brief	3.63	71%
The staff was very knowledgeable	3.61	71%

- Ease & Convenience of In-person Registration Process Index
 - Avg. Index Score = 3.65/4

Ease & Convenience of In-person Registration Process Index	Avg. Score /4.00	Percent Who 'Strongly Agree'
Ample opportunity to register	3.68	76%
My business was taken care of in a timely manner	3.65	75%
I was satisfied with the in-person registration process	3.64	72%
My wait to speak with registration staff was brief	3.63	71%
Registration office's hours of operation were convenient	3.60	70%

- Quality of Student-Staff Interaction Index
 - Avg. Index Score = 3.67/4

Quality of Student-Staff Interaction Index	Avg. Score /4.00	Percent Who 'Strongly Agree'
Accomplished what I needed to in a satisfactory manner	3.70	77%
Staff was courteous and friendly	3.68	75%
Information I received from the staff was accurate	3.67	75%
Every effort was made to ensure my needs were met	3.66	74%
The staff was flexible and adapted to my particular situation	3.63	72%

In-person User Perceptions

- The quality of in-person registration was examined by asking students about the general convenience, efficiency, and accuracy of the process as well as their experiences interacting with registration staff.
- Broadly speaking, students who registered in-person also expressed high levels of satisfaction with the service they received and were also just as pleased with the overall quality and convenience of their registration experience as were those who registered by phone.
- While there does not seem to be any one aspect of the in-person registration process that was identified as being markedly superior or inferior, students appear to hold the most positive impressions about the quality of service provided by registration staff. This finding is also consistent with responses provided during by Winter 2000 survey participants.
 - In particular, the staff's ability to assist students in accomplishing what they needed to in a satisfactory manner (77% strongly agreed), received the greatest amount of support from students.
- If pressed to identify the least favorable quality of in-person registration, it would be the office hours for registration. A concern also expressed by survey respondents during the Winter 2000 term.
 - Compared to the other survey items, students agreed that registration office hours were convenient and that office hours operation were late enough for them with the least frequency – only 70% and 68% of respondents respectively, strongly agreed with these notions.

In examining the perceptions of various categories of students who registered in-person, it was determined that...

- The campus at which the student registered did not have a statistically significant impact on her/his rating of the quality of registration services.

- However, students who registered at the Highland Lakes campus were *slightly* more likely than registrants at other campuses to provide positive feedback with respect to their overall impressions of registration as well as in terms of convenience and staff performance issues.
- Gender and minority status were not statistically meaningful factors in understanding students' registration experiences.
- Age was significantly related to students' perceptions of the in-person registration process.
- Consistently, students who were in the oldest age category, 30 yrs. or older were less likely than younger individuals to agree that in-person registration was easy and convenient and that staff were efficient, helpful and pleasant.
 - For example, on their rating of the overall quality of in-person registration service, students aged 16-21 yrs. provided an average score of 3.74 out of 4, 22-29 yr. old students' average index score was 3.68, while students 30 yrs. and up gave an average rating of 3.53 out of a possible 4.
 - While the difference between the older and younger students was small it was statistically significant

RECORDS

- All measures indicate that students feel confident that their records are accurate and that requests for unofficial transcripts are handled efficiently.
- 97% of all respondents agreed either somewhat or strongly that their student information had been correctly maintained.
 - However in a statistically meaningful sense, students' impressions varied by campus. Students who primarily attend the Southfield campus were most apt to disagree that their information had been correctly maintained by the college, followed by Highland Lakes students.
 - 14% of Southfield students and 8% of Highland Lakes students, somewhat or strongly disagreed that their personal and/or academic information had been correctly maintained by the college. Whereas only 3% of Auburn Hills students, 2% of Orchard Ridge students and 1% of Royal Oak students shared this sentiment.
- 95% of all respondents somewhat or strongly agreed that their unofficial transcripts had been processed promptly.
 - Further investigation finds that older students had a reduced tendency to agree that their unofficial transcripts were promptly processed.
 - In fact, 10% of students 30 yrs. old and up did not believe, (either strongly or somewhat) that their requests for unofficial transcripts were

processed promptly. Just 4% of 16-22 yr. olds and 0% of students 16-21 yrs. expressed such views.

- 94% of all respondents agree that the Records staff did not make any unexpected changes to registration information.



*Quality Service Survey:
Registration & Records*

Spring 2000

May 11 - 19



An Overview

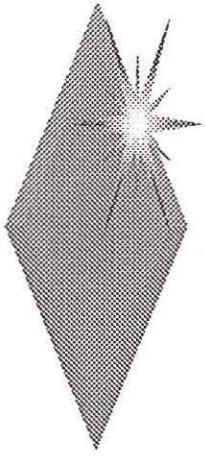
- ◆ **Survey Purpose:** to gather students' opinions & feelings about the quality of the services provided by the Registration and Records offices at OCC.
- ◆ **Requester:** The Dean of Enrollment Services, John Campbell.
- ◆ The survey will be used to identify the strengths and weaknesses of the Registration & Records offices, for the purpose of making improvements.
- ◆ We will conduct these surveys on a regular basis so that efforts to monitor & improve upon the quality of these services will occur on a continuous basis.



Methods:

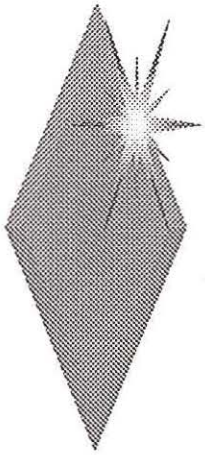
The Population

- ◆ **Population to be surveyed:** a sample will be drawn from all OCC students who participated in the registration process during the Spring 2000 semester.



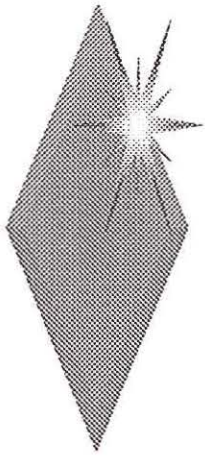
Methods: The Sample

- ◆ **Sample:** approximately 350 students will be surveyed
- ◆ The sample of students surveyed will represent as closely as possible, the entire student population. For this, we will be targeting groups such as age, race, and gender.
- ◆ In this way, we can ensure that individuals from these groups will be surveyed in appropriate numbers.



Methods: The Sample

- ◆ The phone lists you will use will already be stratified by age, race and gender. There will be codes on the labels that indicate different targeted groups or categories.
- ◆ Using the phone list for a particular category, you will simply work on reaching the assigned quota for that category.



The Survey

- ◆ We'll spend about 2 weeks on this project.
- ◆ The survey is moderately long -- it is 4 pages in length.
- ◆ There are a few 'skips,' so take particular care when reading the survey to respondents.



Pick-up & Drop-off

- ◆ You will pick-up your surveys and phone lists from Mary and/or the ‘sign-in’ table.
- ◆ The phone lists will be printed out as labels, so that upon completion you will simply remove the label from the sheet and place it on the first page of the survey.
- ◆ Once your surveys have been completed, return them to Mary so that she may track the survey activity. Eleanor and Andrea will collect the surveys from Mary.



Little but Important Reminders:

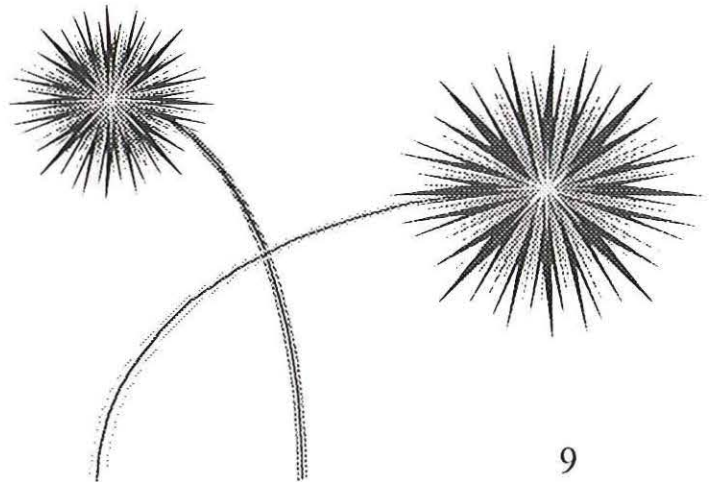
- ◆ Read the survey **precisely** as it is written; please do not take short cuts and avoid adding any unnecessary commentary.
- ◆ Italicized items are only for your information-- **do not** read them to respondents. In most cases this includes the 'don't know' response category.
- ◆ As always, please write neatly, and make sure that the options selected by the respondents are marked clearly.





A Final Note

- ◆ Questions? ASK-- Mary, Eleanor, or Andrea!
- ◆ Improvement is ALWAYS a possibility, so if you have any suggestions or comments, please feel free to make them!!
- ◆ AND, last but not least, **THANK-YOU** for all your hard work!



July 11, 2000

To: Jon Campbell
Dean of Enrollment Services

From: Andrea Taylor
Office of Institutional Research

Re: Quality Services in Registration & Records, Spring 2000 report.

Enclosed is a hard copy of the summary of findings from the Spring 2000 Registration and Records survey that I already sent you electronically. Below, I have also included just a few notes on the methodology of the study. As well you will find a copy of the survey attached to the end of the report.

Once again, students offered overwhelmingly positive responses when asked about the quality of services provided to them by the Registration and Records Offices at OCC. Specifically, students were asked about their opinions regarding the ease, convenience, efficiency, and accuracy of enrolling, dropping and/or paying for classes. Students who registered in-person were also questioned about the performance of registration staff. From these individual items indices measuring the following constructs were built: the overall quality of registration (telephone & in-person), the ease and convenience of the registration process (telephone & in-person), the ease and convenience of paying by telephone, and the quality of student staff interaction.

To create the indices, statistical tests were conducted to identify the items that, when combined would produce the most reliable measurement of a particular construct. (Note: No statistically valid index for Records was identified.) Each of the questions included in an index is on a 4-point scale, with '1' representing strong disagreement, '2' moderate disagreement, '3' moderate agreement, and 4 'strong agreement' with a given statement. Hence, after a set of questions was identified for a particular index, individuals' responses for each of the questions (a value between 1 and 4) were summed and averaged. This average score then became the individual's score for the particular index. Ultimately, these index scores provide a global sense of students' perceptions of the quality of the service they experienced during registration.

Finally, as you know, the Winter 2000 surveys constituted our first attempt at measuring student satisfaction with the services provided by the Registration and Records offices. With this in mind, we regarded this first effort as a pilot of sorts and used it as an opportunity to make any necessary adjustments to the process. Therefore,

there were some differences between the first Registration and Records survey instrument used in the Winter 2000 and the one used in Spring 2000:

- After analyzing the results from the Winter 2000 survey and finding no substantial differences between the responses given by those surveyed on-site vs. those surveyed over the phone, it was determined that ONLY the phone survey would be conducted for the Spring 2000 effort.
- Additional questions pertaining to telephone registration and payment were included in the Spring 2000 survey.
- Questions from the Winter 2000 survey that did not prove to be useful and/or did not garner informative data were omitted from the Spring 2000 survey.
- Because of the modifications made to the Spring 2000 survey, direct comparisons of student responses between the Winter and Spring terms were not possible. However, since no more major changes to the survey are anticipated, such comparisons will be possible, beginning with the Spring 2000 vs. Summer 2000 surveys.

If there are any questions about the study or the findings please contact me via email or at ext. 3885.

Sincerely,

Andrea Taylor
Research Analyst

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- Of the participants, 69% were female and 31% male; 65% were non-minority and 35% were minority group members; and 33% were 16-21yrs. old, 33% were 22-29 yrs., and 34% were 30+yrs. of age.
- 49% of respondents used the telephone to register
- 25% registered in-person
- Of those registering in-person, 69% were novice registrants, the Summer 2000 session being only the 1st or 2nd time they had registered; only 37% of those using the telephone to registers were 1st or 2nd time registrants.
- 26% of respondents reported using a combination of BOTH methods to register for the Spring 2000 session.
- Overall, most people surveyed were quite pleased with the registration process – 95% reported their registration experience as being either ‘pretty easy’ or ‘very easy’ (with 47% selecting ‘very easy’).
- Telephone registrants did not differ significantly from in-person registrants in their perception of the ease of registering. This differs from the findings of the Winter 2000 survey where telephone registration earned notably higher service ratings than did in-person registration.
- In terms of age and gender, there was little difference between those who used the telephone system to register and those who did not.
- Minority students however, were less likely than non-minorities to register by phone – only 59% of minority students vs. 83% of non-minority students utilized the phone registration system in Spring 2000.
- This difference between minorities and non-minorities is likely do to the fact that minority students also tended to be new to OCC’s registration process.
 - 57% of minority students vs. 39% of non-minority students indicated that this was only their 1st or 2nd time registering.
 - This is significant since newer students are less apt to use the telephone registration method to enroll at OCC.

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Individual survey items were collapsed to form indices that measure students' perceptions of: 1) The overall quality of telephone registration; 2) The ease and convenience of telephone registration and 3) The ease and convenience of paying for classes by telephone. Below are the average scores for the 3 indices as well as the average scores for each of the component items.

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Note: The Spring 2000 survey included more questions aimed at measuring the quality of the telephone registration process, than the Winter 2000 did.

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- Students displayed the highest levels of agreement with survey items that described as “convenient” both registering by phone and paying by phone.
- Similarly, registering and paying for classes by telephone were also perceived as an easy and relatively simple process.
- More than being able to enroll in courses by telephone, students seemed to appreciate the convenience and facility of paying for their classes over the phone.
- However, responses do reveal that students were slightly less pleased with the hours of telephone registration – 30% of respondents felt that registration hours were too short.
- And despite generally favorable responses to most items, a fair number of students did report experiencing difficulties during telephone registration.
 - For example, 20% of respondents disagreed either somewhat or strongly with the statement: “I encountered no difficulties when registering by phone.”

Looking at differences in perceptions among various categories of students reveals that...

- Students in the 22-29 yrs. age group were most apt to find the telephone registration process to be easy and convenient, and students 30 yrs. of age and older to be least likely to agree with this notion.
 - On items measuring the ease and convenience of telephone registration, the average index score for students in 22-29 yrs. age bracket was 3.70 and only 3.50 for students 30+ yrs. of age.
- Tests also indicate that minority students were not as likely as non-minority students to agree with statements depicting telephone registration as convenient, efficient and accurate.

- The average Overall Quality of Telephone Registration Service Index rating for minority students was 3.55 while for non-minority students it was 3.68.
- Minority students were also more critical of the over-the-phone payment process, than were non-minorities.
 - The average index score for non-minority students on items measuring the ease of telephone payment was 3.88, and only 3.69 for minority students.

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Individual survey items were also collapsed to form indices measuring students' perceptions of: 1) The overall quality of in-person registration service; 2) The ease and convenience of in-person registration and 3) The quality of the interaction between students and registration staff. Below are the average scores for the 3 indices as well as the average scores for each of the component items.

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 - In particular, the staff's ability to assist students in accomplishing what they needed to in a satisfactory manner (77% strongly agreed), received the greatest amount of support from students.
- If pressed to identify the least favorable quality of in-person registration, it would be the office hours for registration. A concern also expressed by survey respondents during the Winter 2000 term.
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In examining the perceptions of various categories of students who registered in-person, it was determined that...

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- However, students who registered at the Highland Lakes campus were *slightly* more likely than registrants at other campuses to provide positive feedback with respect to their overall impressions of registration as well as in terms of convenience and staff performance issues.
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- Consistently, students who were in the oldest age category, 30 yrs. or older were less likely than younger individuals to agree that in-person registration was easy and convenient and that staff were efficient, helpful and pleasant.
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RECORDS

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processed promptly. Just 4% of 16-22 yr. olds and 0% of students 16-21 yrs. expressed such views.

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