

# *Student Satisfaction with the School of Business Advising Office*

*April 27, 2015*

*Prepared by S. Scott, Associate Dean*

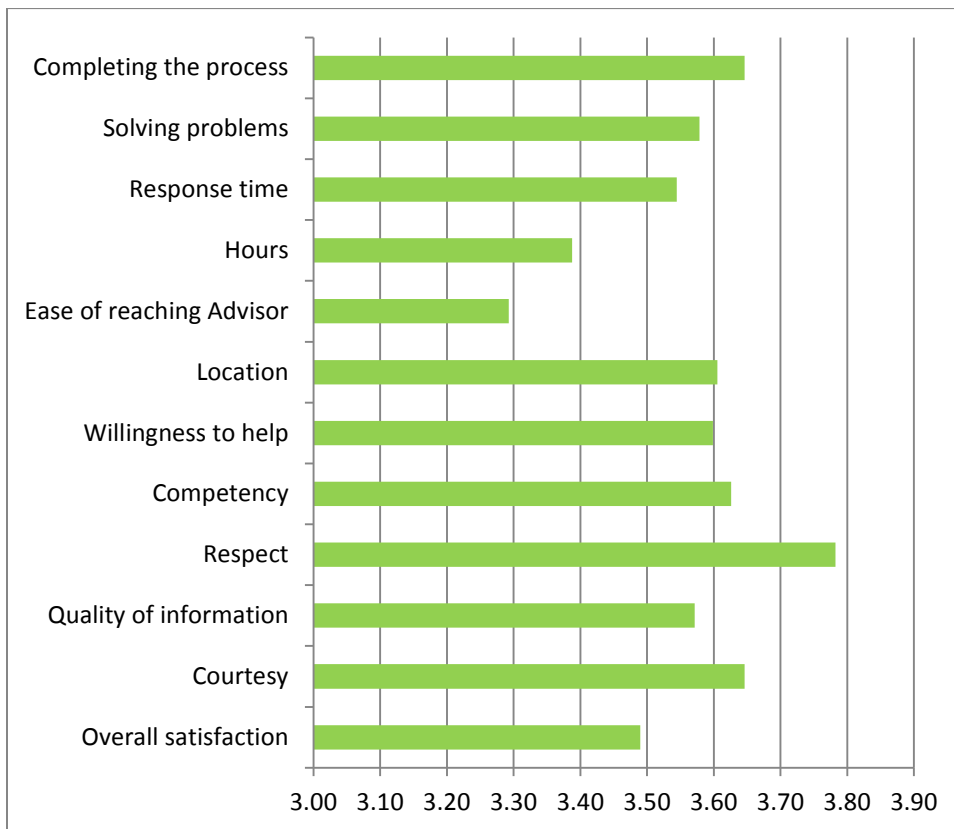
## Introduction

The School of Business Advising Office opened in August 2013 in Whitehead 506 with two full-time academic advisors and one full-time staff member. The mission is student support. During its first six months of operation, the Advising Office had over 2000 student contacts through email, text, and office visit. Traffic is increasing as more and more students become aware of the Advising Office.

The Advising Office serves students that have declared any business major – accounting, finance, management, marketing, and economics. The Advisors provide students substantial assistance in navigating the policies, procedures, and complex structure of Brooklyn College and the School of Business. They also inform students of the Magner Center services, promote internships, review academic requirements, and conduct a variety of workshops.

This report provides information related to student satisfaction with numerous aspects of the School of Business Advising Office during the first 18 months of operation. The survey was completed online, and all business students were invited to reply by email. A total of 147 students responded.

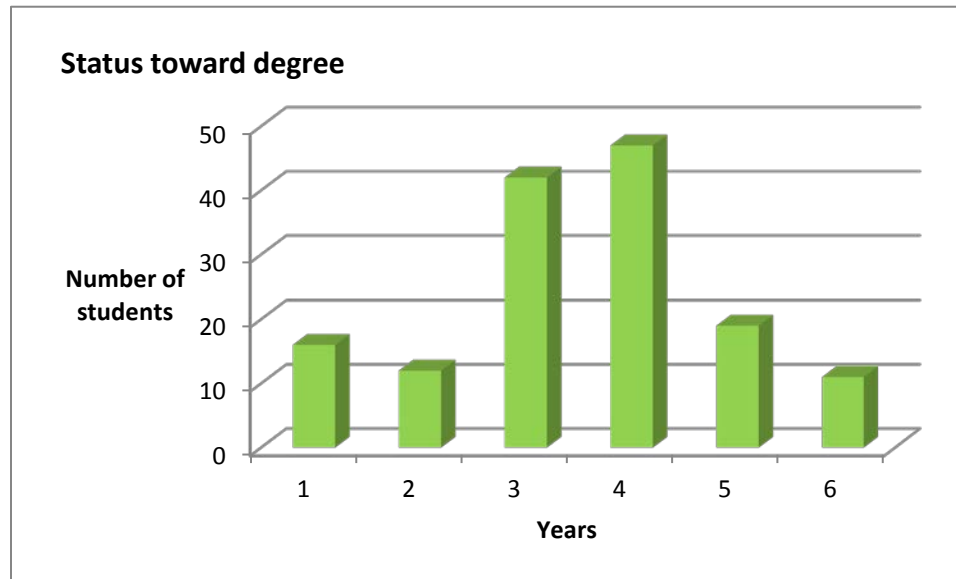
As shown in the chart below, all dimensions of advising were rated as satisfactory or “very satisfactory” by the students with mean values ranging from 3.29 to 3.78 on a scale of 1 to 5. The highest rated satisfaction dimension was for “respect shown by advising staff” and the lowest was for “ease of reaching advisor”. The means for all dimensions are shown on the next page.



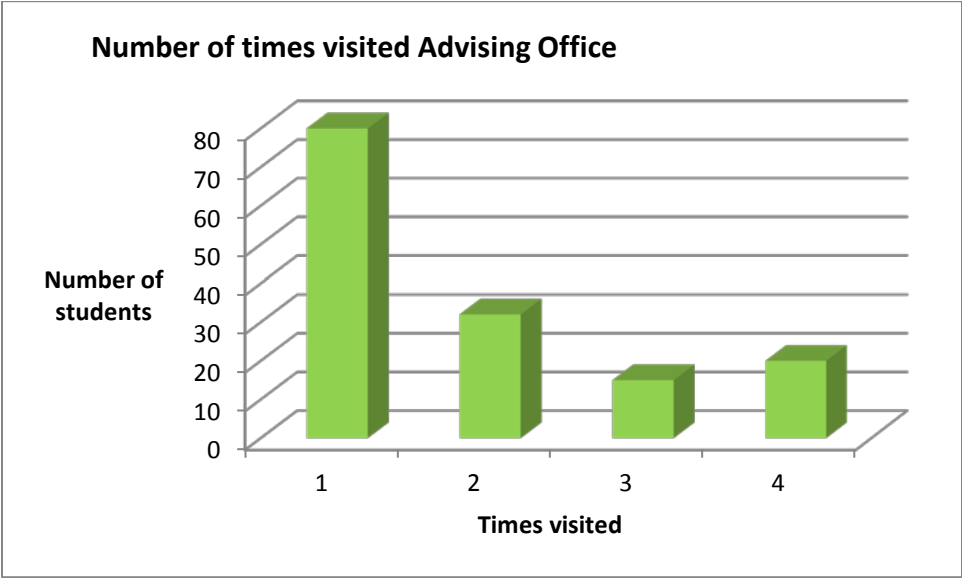
*Descriptive statistics for dimensions of advising satisfaction*

	N	Minimum	Maximum	Mean	Std. Deviation
Overall satisfaction	147	1	5	3.49	1.331
Courtesy	147	1	5	3.65	1.339
Quality of information	147	1	5	3.57	1.345
Respect	147	1	5	3.78	1.301
Competency	147	1	5	3.63	1.299
Willingness to help	147	1	5	3.60	1.353
Location	147	1	5	3.61	1.108
Ease of reaching advisors	147	1	5	3.29	1.315
Hours open	147	1	5	3.39	1.202
Response time from advisors	147	1	5	3.54	1.267
Help solving problems	147	1	5	3.58	1.298
Help completing the process	147	1	5	3.65	1.254

About 50 percent of the students were juniors or seniors. Student ratings did not vary significantly among those with different degree status with the exception of those with 6 or more years of study. This group rated their satisfaction with the responsiveness of the Advising Office and the accuracy of information as significantly more positive than did students at other levels.



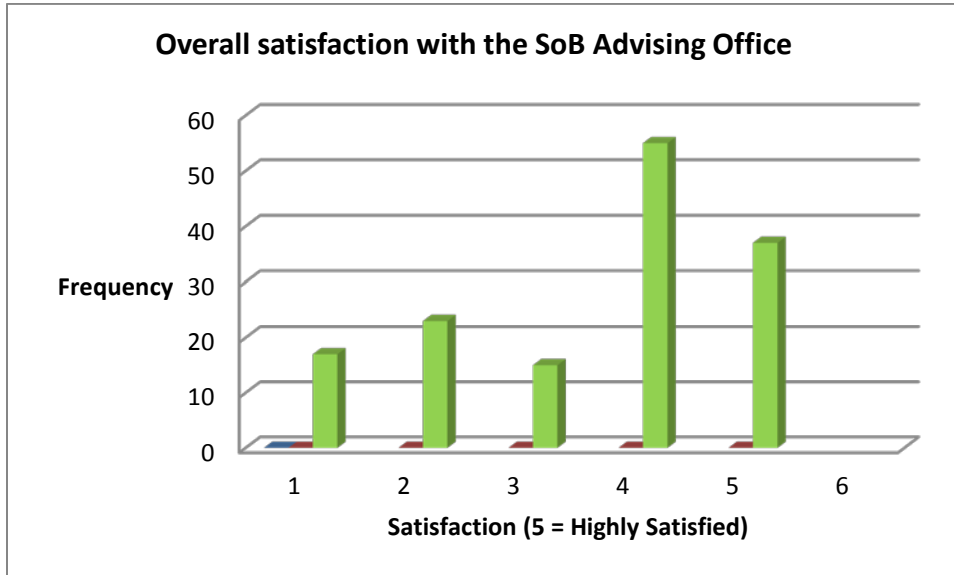
Not surprisingly, over 75 % of responding students had only visited the Advising Office once. But, satisfaction with any of the aspects of advising did not differ with increasing visits, suggesting that once was enough – students got the help they needed and did not return.



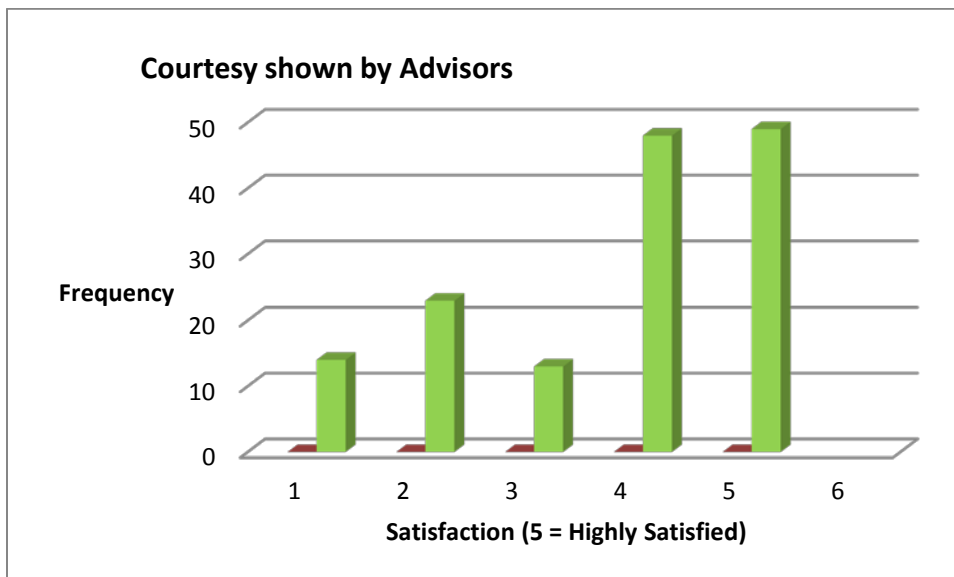
In the following pages, the results for each dimension of satisfaction are displayed.

### Chart for Each Dimension of Satisfaction

Over 62 % of the responding students reported that they were satisfied or highly satisfied with the service provided at the School of Business Advising Office. About 27 % were dissatisfied, and 10.1 % were neutral.



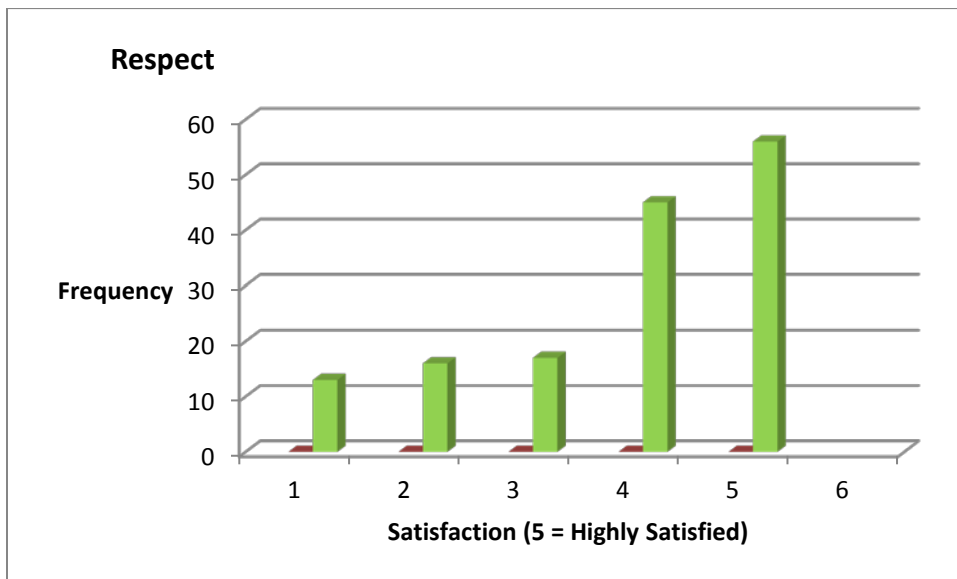
Over 67 % of the students reported that they were satisfied or highly satisfied with the courtesy shown to them by the Advisors. Twenty-five percent were dissatisfied, and 9 % were neutral.



Over 61 % of the students reported that they were satisfied or highly satisfied with the quality of information provided to them by Advisors. Twenty-three percent were dissatisfied, and 16.2 % were neutral.



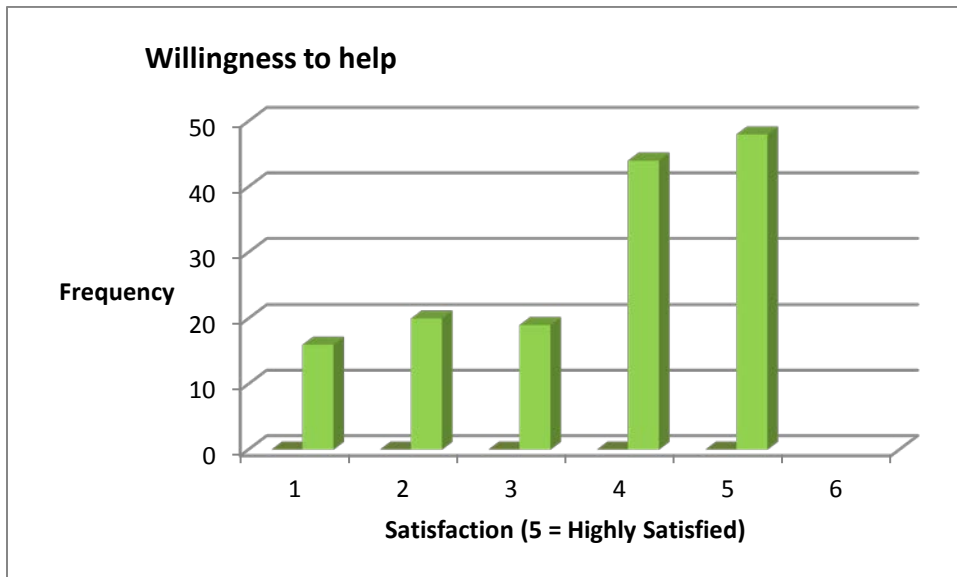
Over 68 % of students reported that they were satisfied or highly satisfied with the respect shown by the Advisors. Nineteen-percent were dissatisfied, and 11 % were neutral.



Over 64 % of students reported that they were satisfied or highly satisfied with the competency of the Advisors. Twenty-five percent were dissatisfied, and 11 % were neutral.



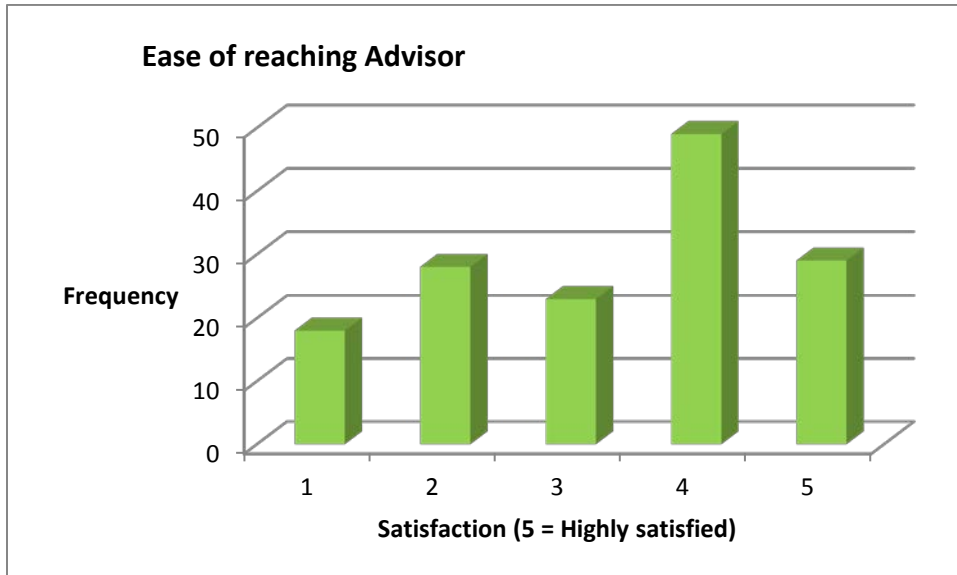
Over 63.0 % of students reported that they were satisfied or highly satisfied with the Advisors' willingness to help. Twenty-five percent were dissatisfied, and 12 % were neutral.



Over 59 % were satisfied or highly satisfied with the location of the Advising Office. Sixteen percent were dissatisfied, and 25 % were neutral.



Over 53 % of students reported that they were satisfied or highly satisfied with the ease of reaching an Advisor. Thirty-one percent were dissatisfied, and 16 % were neutral.

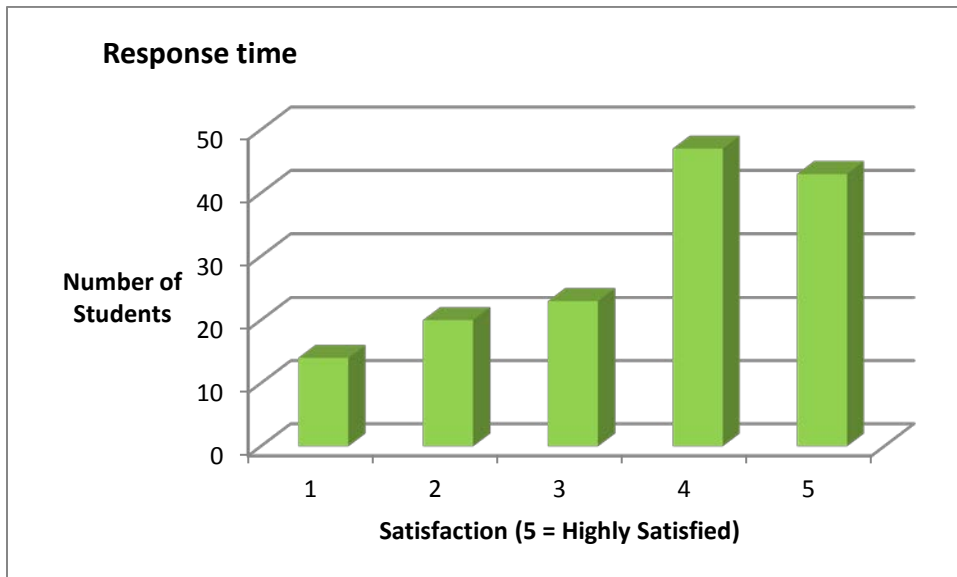




Over 55 % reported that they were satisfied or highly satisfied with the office hours. Twenty-eight percent were dissatisfied, and 19.0 % were neutral.



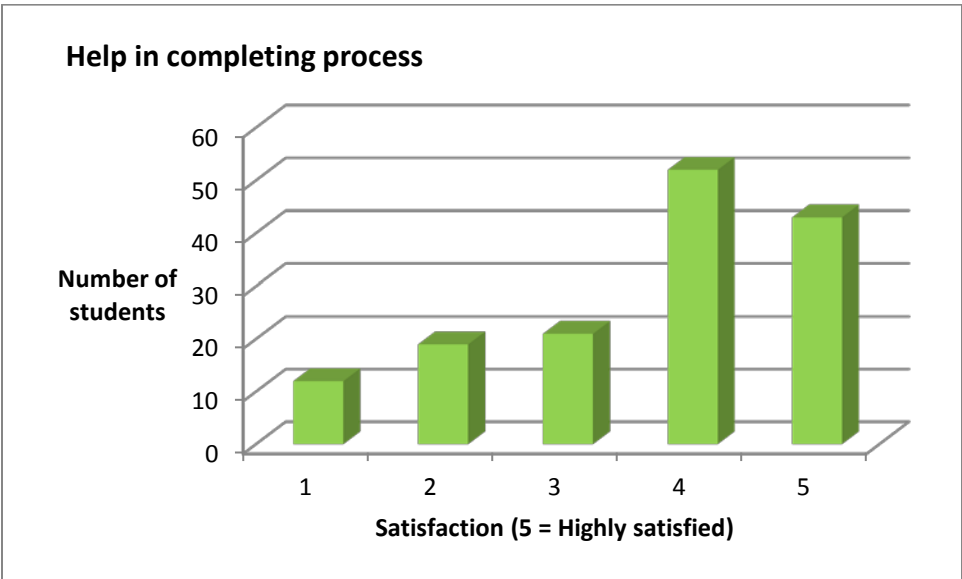
Over 60 % reported that they were satisfied or highly satisfied with the time it took for advisors to respond to them. Twenty-three percent were dissatisfied, and 17 % were neutral.



Over 61 % reported that they were satisfied or highly satisfied with the help they received for solving their problems. Twenty-three percent were dissatisfied, and 16 % were neutral.



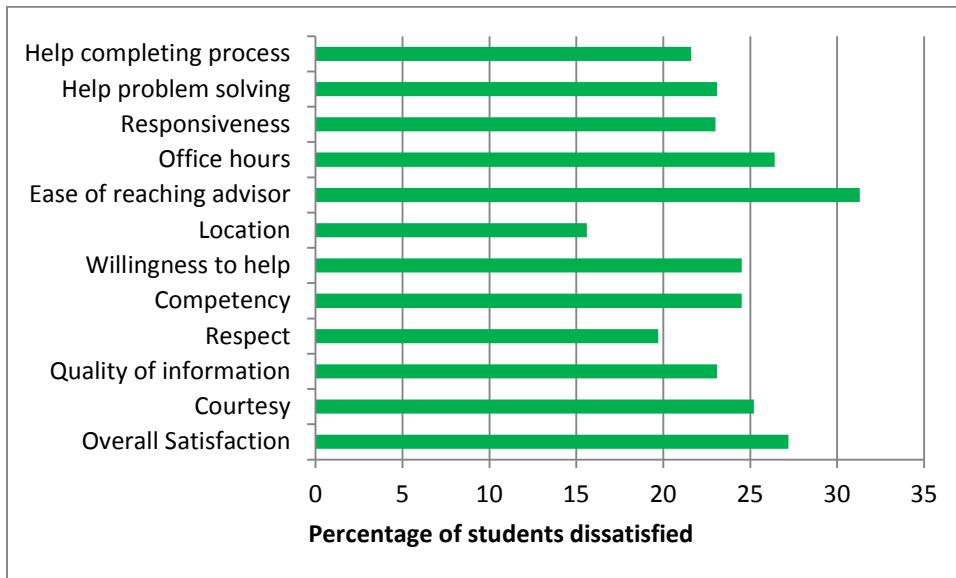
Over 64 % reported that they were satisfied or highly satisfied with the help they received in completing the process needed to fix their problem. Twenty-one percent were dissatisfied, and 15 % were neutral.



## Summary and Closing the Loop

The Advising Office is clearly a critical service for the School of Business students, and most students report positive experiences. This is reflected in the positive mean ratings on all dimensions of satisfaction.

But, there were a significant number of students that were dissatisfied. A closer look at dissatisfaction on each dimension provided a number of avenues for improvement.



Thirty-two percent of students reported dissatisfaction with “ease of reaching advisor” This is closely correlated with “office hours”. Twenty-seven percent of students were dissatisfied with the office hours. The heavy workload in the Office of Advising creates significant problems for advisors. It is not easy to reach advisors who are always in conference with other students, and it is not possible to provide services 12 hours a day.

In order to improve this situation, a new clerical person will be added in summer 2015 and trained to better triage the student problems as they come into the office. This should help relieve some of the pressure on the advisors so that they have some slack time to return phone calls and emails more promptly. In addition, he/she will be trained to screen all phone calls and try to assist students rather than simply taking messages. This person will be responsible for checking messages first thing in the morning, and replying directly to students to assure them that their needs have been paid attention to, they are in the queue to talk to an advisor, and they will be called back.

In addition, a new process has been developed in the Advising Office that will change the dynamic between adviser and student. Students will be assigned to a specific advisor rather than directed to whoever is free. In this way, they will have a specific individual who is already knowledgeable of their particular circumstance and can follow their progress over time. This should help students forge a relationship built on mutual respect and encourage advisors to take “ownership” of their own students.

Finally, the Advisors are now being offered two days each semester to attend workshops offered by CUNY on customer service, managing conflict, and other interpersonal skills. This is in the spirit of continuous improvement.

The survey will be repeated in spring 2016 to see if these improvements reduce the number of dissatisfied students.