Report:	Assessment Plan Details for: Business Services
	Report Generated by TaskStream
Workspace:	Operational Plan & Assessment Report - OPAR
Assessment Plan:	2009-10 Cycle: Assessment Plan and Assessment Findings
Assessment Plan Template:	OPAR Assessment Plan
Report Generated:	Friday, February 25, 2011

Measures and Findings

1.5.1 Increase the % of undergraduate and graduate students who report high levels of satisfaction with their overall educational experience.

Outcome

1.5.1 Increase the percentage of undergraduates

Mapped to:

- FSU Strategic Priorities, Initiatives, and Indicators: 1.5.1.

Measures & Findings

1. First means of assessment

Details/Description: Receipt of the Graduating Seniors Survey for Spring 2010 conducted by the FSU Office of Institutional Research and UNC General Administration.

Acceptable Target:

Implementation Plan (timeline):

Key/Responsible Personnel:

Supporting Attachments:

Findings for 1. First means of assessment

Summary of Findings: Results of the Spring 2010 survey have not been completed at this time per the Office of Institutional Research.

Results able to be retrieved on 2/7/11 on overall Food Service and Food Services staff responsiveness. Overall Food Services average score for 2010 on scale of 1-4 was 3.4 in comparison to other UNC schools average score of 3.3 down from 3.7 in 2008 compared to the UNC schools average of 3.3 for same time period. Staff responsiveness average score for 2010 on scale of 1-4 was 3.5 in comparison to other UNC schools average score of 3.4 again down from 3.7 in 2008 compared to the UNC schools average of 3.4 for same time period.

Acceptable Target Achievement: Not Met

Recommendations : Recommendation to no longer use this outcome as a means of measuring unit effectiveness due to inability to receive detailed summary of questions and responses to develop an action plan for improvements. Also, only addresses one area (Food Services) of the many departmental units within Business Services.

Reflections/Notes : Timeliness of receipt of data beyond unit's control therefore unable to review and address in a timely manner. In addition surveys to graduating seniors determined to be conducted only every other year, therefore not as valuable a tool as other surveys conducted and therefore will not be included in unit goals for the 2010-11 cycle.

Substantiating Evidence:

2009-10 Graduating Senior Survey.pdf (Adobe Acrobat Document)

2. Second means of assessment

Details/Description: Conducting of the Follett Higher Education Group Annual Customer Service Survey and review of customer comments regarding service, policies, quality products & availability, hours of operation, overall shopping experience; additional products and services to be made available.

Acceptable Target:

Implementation Plan (timeline):

Key/Responsible Personnel:

Supporting Attachments:

Findings for 2. Second means of assessment

Summary of Findings: See attached copy of Customer Service Survey. Overall comments were positive in regards to customer friendly atmosphere, policies and procedures, availability of course materials, and committment to providing high quality products and services. Questions pertaining to the purchase of textbooks may be misleading as majority of textbooks are distributed via mandatory textbook program for undergraduate students and optional for graduate.

Acceptable Target Achievement: Met

Recommendations : Number one concern appeared to the be the pricing of school paraphernalia and supplies; will continue to work with Follett Higher Education Group management on the promotion of vendors offering more cost friendly pricing to be passed on to our customers.

Reflections/Notes : Develop plan with Follett store management to solicit more survey participation in order to better gauge overall customer satisfaction.

Substantiating Evidence:

Oct 2009 Customer Survey.pdf (Adobe Acrobat Document)

3. Third means of assessment

Details/Description: Conducting of the Follett Higher Education Group Secret Shopper program where mystery shoppers visit location unannounced and grade various aspects of Store operations to include cleanliness, friendliness of staff, availability of products, etc.

Acceptable Target:

Implementation Plan (timeline):

Key/Responsible Personnel:

Supporting Attachments:

Findings for 3. Third means of assessment

Summary of Findings: Received 434 points out of a total of 435 (see attached). Categories included telephone experience (evaluates the telephone call to the store prior to visit - 20/20 points; housekeeping to include store appearance - 50/50 points; merchandising (layout & signage, apparel & general merchandise, textbooks - 60/60 points; management accountability (staffing, dress code adherence, name badge) - 59/60 points; sales associate customer service - 95/95; cashier customer service - 150/150 points.

Acceptable Target Achievement: Exceeded

Recommendations : Only missed point was 1 of 3 visible associates not wearing a name badge (management accountability). Management to confirm proper dress prior to associates beginning work shift.

Reflections/Notes : Continue to use current survey format as outline is very detailed and acknowledges specific strengths and weaknesses. Allows for use as a tool for the continued training of seasonal as well as permanent staff.

Substantiating Evidence:

4-19-10 secret shop.pdf (Adobe Acrobat Document)

1.5.2 Increase the % of

students who report high levels of satisfaction with service areas on campus.

Outcome

1.5.2 Increase the # of students who report satisfaction

Mapped to:

- FSU Strategic Priorities, Initiatives, and Indicators: 1.5.2.

Measures & Findings

1. First means of assessment

Details/Description: Conducting of the ARAMARK Campus Dining Styles Survey for 2009-2010 and the achievement of an satisfaction rate of 4.99 or above on a scale of 1-7.

Acceptable Target:

Implementation Plan (timeline):

Key/Responsible Personnel:

Supporting Attachments:

Findings for 1. First means of assessment

Summary of Findings: Currently awaiting results of 2009-2010 survey as performed by ARAMARK Dining Services.

Acceptable Target Achievement: Not Met

Recommendations : No data to compare results for possible improvement at this time.

Reflections/Notes : See attached copy of Means scores as conducted by ARAMARK dining services. Awaiting detail in order to better summarize findings and recommendations for improvement.

Substantiating Evidence:

2009-10 ARAMARK Dining Styles Survey.pdf (Adobe Acrobat Document)

2. Second means of assessment

Details/Description: Conducting of the National Association of Colleges & Universities Food Service Customer Satisfaction Survey for 2009-2010 and the achievement of an satisfaction rate of 3.79 or above on a scale of 1-5.

Acceptable Target:

Implementation Plan (timeline):

Key/Responsible Personnel:

Supporting Attachments:

Findings for 2. Second means of assessment

Summary of Findings: See atttachment: Received an food quality overall rating of 3.60 satisfaction rate in comparison to 3.54 for the same period last year, an increase of 0.06. In the category of overal service achieved a satisfaction rate of 3.71 in comparison to 3.85 for the same period last year, down (.014). Category of overall clenliness of dining facilities acheived satisfaction rate of 3.87 in comparison to 3.71 for the same period last year, up 0.16.

Acceptable Target Achievement: Met

Recommendations : Areas receiving lowest rating and below 3.60 median were variety of vegetarian choices (3.18), variety of healthy menu choices (3.35), variety of menu choices (3.45), value (3.47), nutritional content (3.51). Results to be shared with food services advisory committee and food services contractor to develop plan to address areas for improvement and market to students beginning fall 2010.

Reflections/Notes : Speed of service decline due to maid-to-order grilled services to provide fresher products to students compared to pre-made burgers, hot dogs, etc. Also, experiencing a steady decline in the availablilty of seating due to enrollment growth and the Early College High School program sharing the same dining location. Will be addressed with the proposed expansion of the Rudolph Jones Student Center.

Substantiating Evidence:

NACUFS CS 2009 Report - Fayetteville State University.pdf (Adobe Acrobat Document)

3. Third means of assessment

Details/Description: Receipt of the NC Department of Environment & Natural Resources Health Inspection Report for each quarter and the achievement of an satisfaction rate of 90% (Grade A) or above on a scale of 100%.

Acceptable Target:

Implementation Plan (timeline):

Key/Responsible Personnel:

Supporting Attachments:

Findings for 3. Third means of assessment

Summary of Findings: Received quarterly grades of 93.5% (9/30/2009), 96.5% (12/17/2009), 93.5% (3/31/2010) and 92.5% (5/10/2010) for an overall average of 94.0% for the fiscal year.

Primary concerns focused around the holding temperatures of food; washing and sanitizing of pots and pans, removal and replacement of dented, pitted and burned utensils; proper storage of cleaning chemicals; proper handling and storage of single use utensils to avoid contamination; leaking garabage disposal and pipes.

Acceptable Target Achievement: Met

Recommendations : All areas of concern established measures with ARAMARK management to ensure compliance within two weeks of violation and/or documentation on file on status in case of re-inspection. Management to be proactive in addressing possible concerns prior to future visits.

Reflections/Notes : Insufficient spacing for air drying of utensils prior to storage; will be addressed during proposed expansion of Rudolph Jones Student Center.

Substantiating Evidence:

2009-10 Health Inspections.pdf (Adobe Acrobat Document)

4. Fourth means of assessment

Details/Description: Compilation of data from the fall 2009 and spring 2010 Textbook Adoption Report and the achievement of a satisfaction rate of 90% or above on a scale of 100% on the receipt of textbook adoptions received vs. the number of courses offered. Date to be received: fall/April 15th, spring/October 15th.

Acceptable Target:

Implementation Plan (timeline):

Key/Responsible Personnel:

Supporting Attachments:

Findings for 4. Fourth means of assessment

Summary of Findings: Percentage of textbooks received for fall semester 2009 was 96.5% and for spring semester 2010 was 98.7%, and overall average of 97.6%, well above the UNC requested average of 90%.

The reporting is based on the number of courses offered for each semester and the comparison of textbook adoptions/orders for each particular course. If the adoption is received prior to the established deadline it allows the Bookstore to purchase more used books from students at buyback making used textbooks available for purchase at the beginning of the following semester saving the student money. Late adoptions resort in having to purchase new textbooks from the publisher resulting in higher prices to the student.

Acceptable Target Achievement: Exceeded

Recommendations : Will use data from individuals and departments who failed to meet deadline and call in advance to obtain information in order to achieve 100% compliance.

Reflections/Notes : Having the textbook adoptions in a timely manner will also result in a higher price paid to the students for sell

of the textbook at buyback, 50% of the new textbook cost. If no adoption received student may receive as little as 5% of the new cost and in some instances book may have no value. Due dates for adoption: Fall April 15th, Spring October 15th, Summer I & II March 15th.

Substantiating Evidence:

1.5.3 Increase the number, quality, and participation levels of programs and activities that promote personal development and the health and wellness of students.

Outcome

1.5.3 Increase participation levels of programs

Mapped to:

- FSU Strategic Priorities, Initiatives, and Indicators: 1.5.3.

Measures & Findings

1. First means of assessment

Details/Description: Implement the "Just4U"-Food that fits your lifestyle program and comparison of results from the 2008-09 Campus Dining Styles survey to those of 2009-10 with emphasis on questions soliciting feedback on the availability of nutritional information, healthy options & vegetarian options.

Acceptable Target:

Implementation Plan (timeline):

Key/Responsible Personnel:

Supporting Attachments:

Findings for 1. First means of assessment

Summary of Findings: Currently awaiting results of 2009-2010 survey as performed by ARAMARK Dining Services. Program was implemented beginning with the fall 2009 semester.

Results Received: Satisfaction % with the variety of healthy menu choices; very satisfied (20%), somewhat satisfied (30%), mixed (24%), somewhat dissatisfied (13%), very dissatisfied (12%). Variety of vegetarian menu choices; very satisfied (19%), somewhat satisfied (25%), mixed (28%), somewhat dissatisfied (12%), very dissatisfied (16%).

Acceptable Target Achievement: Met

Recommendations : No data to compare results for possible improvement at this time.

Data received shared with the food services contractor (ARAMARK) marketing department for action and development of plan for improvement; also shared with Student Food Service Advisory Committee for imput.

Reflections/Notes : After review of the survey results we discovered that our incoming freshman students were less likely to be concerned with the variety of healthy and vegetarian options. Will cater our marketing to address this targeted group.

Substantiating Evidence:

2009-10 NACUFS CSBS Healthy Options.pdf (Adobe Acrobat Document)

1.6.3 Increase levels of satisfaction as reported by

faculty and students with FSU physical facilities, maintenance of buildings and grounds.

Outcome

1.6.3 Increase levels of satisfaction by faculty & students

Mapped to:

- FSU Strategic Priorities, Initiatives, and Indicators: 1.6.3.

Measures & Findings

1. First means of assessment

Details/Description: Expand the "Astra Scheduling Software" program to not only include classroom space but now rental and office spaces and collection of revenue for 100% of campus.

Acceptable Target:

Implementation Plan (timeline):

Key/Responsible Personnel:

Supporting Attachments:

Findings for 1. First means of assessment

Summary of Findings: Established initial Astra Scheduling office within University Ticket Office; identified campus meeting and rental facilities; established operational procedures for campus and the scheduling of user training. Scheduling program fully operational at this time.

Attached copy of sample event set-up sheet.

Acceptable Target Achievement: Met

Recommendations : Will use data results to as we identify user needs for the campus to include need for additional facilities (banquet rooms, meeting rooms), facility set-up and breakdown staffing, tables and chairs, audio/video equipment, security, etc.

Reflections/Notes : As program is fully operational, no need to continue use as a unit goal. Continue to monitor use and resources to determine if expansion of staff and resources should be under consideration.

Substantiating Evidence:

Event Reservation #20110204-00021 Status Updated.htm (HTML)

2. Second means of assessment

Details/Description: 100% completion issuing of campus ID cards and building access by June 30, 2010.

Acceptable Target:

Implementation Plan (timeline):

Key/Responsible Personnel:

Supporting Attachments:

Findings for 2. Second means of assessment

Summary of Findings: Issuance of campus ID cards and building access to students and staff approximately 95% complete; faculty at approximately 70% ID card issuance with multiple changes for building access and classroom changes.

Acceptable Target Achievement: Not Met

Recommendations : Results will be used to determine if office is adequately staffed with office personnel, technical personnel, carding/lock equipment, to provide a quality level of service in a timely manner.

Reflections/Notes : Determined this is a goal at 100% that cannot be met due to the constant turnover of staff and students; faculty and staff will not meet the university requirement to have ID card issued and on their person at all times. Goal will not be repeated in 2010-11 as unit cannot control the outcome.

Substantiating Evidence:

5.4.2 Increase by 10% the

number of internships or cooperative experiences available to FSU students.

Outcome

5.4.2 Increase the number of internships

Mapped to:

- FSU Strategic Priorities, Initiatives, and Indicators: 5.4.2.

Measures & Findings

1. First means of assessment

Details/Description: Development of a marketing plan by ARAMARK Higher Education to promote the Food Services field, the responsibilities of the internship and the criteria for the application process.

Acceptable Target:

Implementation Plan (timeline):

Key/Responsible Personnel:

Supporting Attachments:

Findings for 1. First means of assessment

Summary of Findings: Developed targeted group of potential providers of students to include FSU's Office of Career Services and Fayetteville Technical Community College (FTCC).Provided a slideshow to present program, requirement guide and student position description.

Acceptable Target Achievement: Not Met

Recommendations : Unable to implement until spring semester to receive participation from FTCC and will proceed with the fall semester 2010 to achieve better results.

Reflections/Notes : Program never materialized therefore achievement was never met. As program was administered by ARAMARK, our current dining contractor, and beyond our authority control will not be included as a unit goal for 2010-11.

Substantiating Evidence:

2. Second means of assessment

Details/Description: Coordination with the Office of Career Services to develop a collaborative partnership and identification of potential candidates and to support their preparation for the interview process.

Acceptable Target:

Implementation Plan (timeline):

Key/Responsible Personnel:

Supporting Attachments:

Findings for 2. Second means of assessment

Summary of Findings: Established partnership with Ms. Helene Cameron and Ms. Daisy Osborne of the Office of Career Services to pool and screen applicants for possible internships with ARAMARK.

Acceptable Target Achievement: Not Met

Recommendations : Late communication of requirements to Office of Career Services therefore failed to meet expectations due to changes in ARAMARK management. Will begin the promotion of program early fall semester to develop a captive audience.

Reflections/Notes : Interviewed several students for Intern positions with ARAMARK but none were hired; as program is administered by ARAMARK and beyond our authority and control will not include as a unit goal for the 2010-11 cycle.

Substantiating Evidence:

3. Third means of assessment

Details/Description: Compilation of the number of students interviewed for positions, classification, majors and number actually offered positions within ARAMARK Higher Education Group.

Acceptable Target:

Implementation Plan (timeline):

Key/Responsible Personnel:

Supporting Attachments:

Findings for 3. Third means of assessment

Summary of Findings: Received a total of nine (9) potential candidates from the Office of Career Services and conducted interviews with all.

Acceptable Target Achievement: Not Met

Recommendations : No students were offered a managerial internship from interviewed candidates and will review findings with Office of Career Services on further applicant qualifications as we move forward with program.

Reflections/Notes : Interviewed several students for Intern positions with ARAMARK but none were hired; as program is administered by ARAMARK and beyond our authority and control will not include as a unit goal for the 2010-11 cycle.

Substantiating Evidence:

6.4.3 Develop a conservation plan to include reduced energy and water consumption, use of electrical and alternatively-fueled vehicles, as well as expand the Single Stream Recycling Program.

Outcome

6.4.3 Develop a conservation plan

Measures & Findings

Mapped to:

- FSU Strategic Priorities, Initiatives, and Indicators: 6.4.3.

1. First means of assessment

Details/Description: Reduction in the cost of Styrofoam container, paper cups, etc. thru the purchase of recyclable containers and cups by 45% over the same cost paid for fiscal year 2008-2009.

Acceptable Target:

Implementation Plan (timeline):

Key/Responsible Personnel:

Supporting Attachments:

Findings for 1. First means of assessment

Summary of Findings: Reduced expenses of $21,647.64 for fiscal year 2008-09 to $9,687.86 for fiscal year 2009-10 thru the implementation of recyclable containers, a reduction of $11,959.78 or 223%. Another advantage no clogging of our landfills with Styrofoam containers that are not biodegradable.

Acceptable Target Achievement: Exceeded

Recommendations : Overall results were a definite cost savings and would incur minimal costs with the replacement of only lost or damaged containers due to wear. May not be able to proceed with initiative due to concerns from County Health Inspector.

Reflections/Notes : Purchased a NSF certified recyclable containers after receiving approval from Cumberland County Health Inspector at a one time cost for each school year. Will reduce the purchase cost of styrofoam containers approximately 55% each year. As program is fully implemented will no longer include as a unit goal for the 2010-11 cycle.

Substantiating Evidence:

2. Second means of assessment

Details/Description: Reduction in the water consumption for the dining hall thru the implementation of trayless dining by one-third gallon to one-half gallon per person. Assessment thru comparison of water usage from 2008-2009 to 2009-2010.

Acceptable Target:

Implementation Plan (timeline):

Key/Responsible Personnel:

Supporting Attachments:

Findings for 2. Second means of assessment

Summary of Findings: Have been unable to obtain accurate detailed data from Facilities Management on water usage and costs for comparison of years, therefore unable to provide assessment at this time. We do know at this time that 1/3 to 1/2 gallon of water is saved per tray not used.

Acceptable Target Achievement: Not Met

Recommendations : No data to compare results for possible improvement at this time.

Reflections/Notes : Trayless dining has been implemented and running smoothly. Thru the assistance of Facilities Management have been unable to break-out dining hall water usuage from the remainder of campus, therefore unable to determine any accurate true findings and/or savings. Will not include in our unit goals for the 2010-11 cycle due to our inability to measure results.

Substantiating Evidence:

3. Third means of assessment

Details/Description: Reduction in the food waste for the dining hall thru the implementation of trayless dining by 6 oz per person per meal from 2008-2009 to 2009-2010.

Acceptable Target:

Implementation Plan (timeline):

Key/Responsible Personnel:

Supporting Attachments:

Findings for 3. Third means of assessment

Summary of Findings: With the assistance of ARAMARK management have not been able to determine an accurate means for measurement of food waste at this time to provide data for 2009-2010 reporting. Will continue process for future reporting.

Acceptable Target Achievement: Not Met

Recommendations : No data to compare results for possible improvement at this time.

Reflections/Notes : Trayless dining has been implemented and running smoothly. We have determined no accurate means of comparing food waste currently with food waste prior to trayless dining, therefore will no include as in the 2010-11 cycle as a unit goal as we are unable to measure results.

Substantiating Evidence:

Increase the % of undergraduate and graduate students who report high levels of satisfactio with their overall educational experience

Outcome

1.1.1 Students who identify FSU as their first-choice

Mapped to:

- FSU Strategic Priorities, Initiatives, and Indicators: 1.1.1.

Measures & Findings

1. First means of assessment

Details/Description: Receipt of the Graduating Seniors Sruvey for Spring 2010 conducted by teh FSU Office of Institutional Research and UNC General Administration.

Acceptable Target:

Implementation Plan (timeline):

Key/Responsible Personnel:

Supporting Attachments:

Findings for 1. First means of assessment

Summary of Findings: Results of the Spring 2010 survey have not been completed at this time per the Office of Institutional Research.

Results able to be retrieved on 2/7/11 on overall Food Service and Food Services staff responsiveness. Overall Food Services average score for 2010 on scale of 1-4 was 3.4 in comparison to other UNC schools average score of 3.3 down from 3.7 in 2008 compared to the UNC schools average of 3.3 for same time period. Staff responsiveness average score for 2010 on scale of 1-4 was 3.5 in comparison to other UNC schools average score of 3.4 again down from 3.7 in 2008 compared to the UNC schools average of 3.4 for same time period.

Acceptable Target Achievement: Not Met

Recommendations : No results available at this time.

Recommendation to no longer use this outcome as a means of measuring unit effectiveness due to inability to receive detailed summary of questions and responses to develop an action plan for

improvements. Also, only addresses one area (Food Services) of the many departmental units within Business Services.

Reflections/Notes : Timeliness of receipt of data beyond unit's control therefore unable to review and address in a timely manner. In addition surveys to graduating seniors determined to be conducted only every other year, therefore not as valuable a tool as other surveys conducted and will not be included in unit goals for 2010-11 cycle.

Substantiating Evidence:

2009-10 Graduating Senior Survey.pdf (Adobe Acrobat Document)

2. Second means of assessment

Details/Description: Conducting of the National Association of Colleges & Universities Food Service Customer Satisfaction Survey for 2009-2010 and the achievement of an satisfaction rate of 3.79 or above on a scale of 1-5.

Acceptable Target:

Implementation Plan (timeline):

Key/Responsible Personnel:

Supporting Attachments:

Findings for 2. Second means of assessment

Summary of Findings: See atttachment: Received an food quality overall rating of 3.60 satisfaction rate in comparison to 3.54 for the same period last year, an increase of 0.06. In the category of overal service achieved a satisfaction rate of 3.71 in comparison to 3.85 for the same period last year, down (.014). Category of overall clenliness of dining facilities acheived satisfaction rate of 3.87 in comparison to 3.71 for the same period last year, up 0.16.

Acceptable Target Achievement: Met

Recommendations : Areas receiving lowest rating and below 3.60 median were variety of vegetarian choices (3.18), variety of healthy menu choices (3.35), variety of menu choices (3.45), value (3.47), nutritional content (3.51). Results to be shared with food services advisory committee and food services contractor to develop plan to address areas for improvement and market to students beginning fall 2010.

Reflections/Notes : Speed of service decline due to maid-to-order grilled services to provide fresher products to students compared to pre-made burgers, hot dogs, etc. Also, experiencing a steady decline in the availablilty of seating due to enrollment growth and the Early College High School program sharing the same dining location. Will be addressed with the proposed expansion of the Rudolph Jones Student Center.

Substantiating Evidence:

NACUFS CS 2009 Report - Fayetteville State University.pdf (Adobe Acrobat Document)

3. Third means of assessment

Details/Description: Conducting of the ARAMARK Campus Dining Styles Survey for 2009-2010 and the achievement of an satisfaction rate of 4.99 or above on a scale of 1-7.

Acceptable Target:

Implementation Plan (timeline):

Key/Responsible Personnel:

Supporting Attachments:

Findings for 3. Third means of assessment

Summary of Findings: Currently awaiting results of 2009-2010 survey as performed by ARAMARK Dining Services.

Acceptable Target Achievement: Not Met

Recommendations : No data to compare results for possible improvement at this time.

Reflections/Notes : See attached copy of Means scores as conducted by ARAMARK dining services. Awaiting detail in order to better summarize findings and recommendations for improvement.

Substantiating Evidence:

2009-10 ARAMARK Dining Styles Survey.pdf (Adobe Acrobat Document)