

Full Research Proposal: Truman Customer Service Experiences for Sophomore / Junior

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Stat 310: Data Collection & Statistical Communication

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Abstract

The goal of this project is to find out student perceptions of campus offices here at Truman. We are curious about what offices students use most often, and how these offices deliver certain aspects of competent service. We are also interested in what communication methods students prefer, so going forward offices know where to focus most on being available. By the time this project is finished the client will know what campus offices most need to improve on in the future when it comes to serving students.

Record of Client Meetings

On September 13, 2022, we met with the client to discuss research goals and relevant questions. We talked about what should we focus on for better customer service. We made a list of the offices that we're gonna ask students about. We also talked about other things such as familiarity with offices, preferred methods of communication, and expectations of the services. We are planning to meet with the client again in the next week to ensure that the survey structure is adequate, and to have time to change the survey before submission if needed.

Client's Goal

From the sophomores and juniors, we'll find out their experiences at each school office. We'll ask them to pick up to 5 of the most visited offices, and then ask questions about them to determine their satisfaction with accessibility, how quickly they respond, approachability, effectiveness, and overall rate. Based on this information, the client will be able to get feedback and suggestions from students to improve the services in the school. Therefore, Sophomores and

Juniors will attend this school for at least two more years and will experience improved service at Truman State University.

Outside Sources

Houston, K. (2022, June 21). 22 excellent customer service survey questions. The Jotform Blog.

Retrieved October 12, 2022, from

<https://www.jotform.com/blog/customer-service-survey-questions/>

Survey Draft

<https://survey.truman.edu/surveys/552C644C-3238-464C-A7A4-F5D1D06DC51B?test=true>

Pilot Test Protocol


On September 30, 2022, we provided a rough draft of our survey to 12 classmates and also received feedback from them about how to improve the draft survey. We'll ask for participation by sending a mail or asking through Instagram to not-too-close friends from various corners of the campus. Also, we will soon send our new draft to classmates and Dr. Scott Alberts for additional suggestions before the final survey is released.

IRB Form

 STAT 310 IRB - Soph/Junior Group

Sampling Protocol

Our sampling protocol will proceed by using the list of contacts received by Dr. Alberts. After getting the email addresses of sophomores and juniors, we'll send an email to them

including the link to the survey. The email will also include a description of the survey, its purpose of it, and a consent form which they can access before taking the survey. We'll send an email Oct 21, 2022 to sophomores and juniors. And one week after the survey is released (Oct 28, 2022), we'll send a reminder to take the survey if the recipients have not already. We'll close the survey after two weeks on Nov 4, 2022, by which we hope to have at least 100 responses. Our samples will be collected through an online survey site: Checkbox. We'll be able to see the organized results of each question through the site after the survey is closed. After the survey is closed, no one should add or change the sample of the survey. We already submitted the ITS form to the ITS office.  ITS form.pdf

Coding Protocol

We asked questions about demographics regarding their years and majors. Therefore, we can have columns of data listing their year and the school of their major. We used 1-to-5 Likert rating scales for most of the customer service questions. We'll set 1 to imply *not at all / worst quality* and 5 to *extremely / best quality*. So, we'll organize the data using the numbers 1 to 5 to represent students' satisfaction. For their frequently visited offices, we can have a column for each office and list yes or no for each, to get the proportions of the sample that frequent each office. These things will be typed into SPSS.

Draft Analysis Protocol

All questions should be considered important, but offices that students use most frequently like the library, dining places, and financial aid office are more important to our client than others because improvement in those places can affect more students. To make it easier to

classify the survey participants, we analyzed some demographics. First of all, since the participants in our survey are either sophomores or juniors, we first asked about their years. Then, in order to find out whether there is a difference in the frequency of visiting each office according to each student's area of study, a question asking the participants' school was also added. We'll make bar graphs to easily compare the visit rate of each office and try to use other graphs as well. The bar graph will also be used to organize the preferred method of communication, accessibility, how quickly the staff responded, approachability, effectiveness, and the overall rate of each office. We'll use a t-test, chi-square, or perhaps an ANOVA (if applicable) to measure the p-value to determine whether or not to use our alternative hypothesis. These tests will play an important role in judging students' satisfaction with each office and deciding whether to improve or not.