An online survey was conducted of SOU students to determine their views on the most important types of technology and support services and to understand where there are opportunities to improve technology and services. This survey will be done each year and, based on the results, improvement strategies will be developed and goals will be set so that improvements are measured on an annual basis.

2010 Survey Results

713 students participated in the survey. The distribution of respondents was:

Freshmen	89	12%	Full time	610	86%
Sophomores	121	17%	Part time	103	14%
Juniors	197	28%			
Seniors	200	28%	On campus	162	23%
Non-adm UG	6	1%	Off campus	547	77%
Graduate	76	11%			
Postbac	24	3%	Have taken online classes	296	41%

The following represent the number of respondents that fall within each category based on whether the student rated the importance of each item

Participated in orientation	297	41%
Have used the Helpdesk	508	71%
Have used labs	601	84%
Have used adaptive tech	212	30%
Have own computer	639	89%
Have used SISWeb	684	96%
Have used Blackboard	665	93%

86% of the respondents indicated that they have adequate technology to support their academic and personal needs at SOU.

Students provided the following feedback regarding communications from the IT Department:

Should there be more?	256	36%
Is there just the right amount?	385	54%
Is there too much?	11	2%
Is it too technical?	54	8%
Is it just right?	526	74%
Should it be more technical?	64	9%

What type of communication would you prefer?

MySOU	120	17%
Email	458	64%
IT web site	29	4%
Siskiyou	6	1%
Printed docs	11	2%
Other	15	2%

The respondents were asked to rate 14 service items as to their importance and the quality of the technology and services associated with the item. The categories that were ranked as **most important** for all students were:

- Campus cell phone service (4.55 for dorm students, 4.34 overall)
- SISWeb (4.39)
- Campus wireless access (4.30)
- Blackboard learning system (4.30)
- MySOU (4.25)

The average importance rating is shown in parenthesis above; using a 1 to 5 scale where 1 is very low and 5 is very high. The least important items were:

- New student training and orientation (3.21)
- Student Help Desk (3.73)
- Support for new and evolving technology (3.77)
- Student Email (3.85)
- Support for personal student computers (3.87)

There were four categories where respondents felt that there was a large gap between the quality of the technology and services and how important it is. These categories that **need improvement** are:

- Cell phone service (2.8 for dorm students, 1.24 overall)
- Support for personal computers (1.61)
- Support for new and evolving technology (1.30)
- Campus wireless access (1.22)

The gap values are shown in parenthesis. They were computed by subtracting the quality rating (1 to 5) from the importance rating (1 to 5) and averaging the individual gap scores. A gap of 0 indicates perfect alignment between how important an item is and how well it is supported. A gap above zero indicates that the quality of the technology and services is not good enough for how important it is. A gap below zero indicates that the technology and services exceed the importance and may be an opportunity to shift resources to those items with larger gap values. The items with the smallest gaps were:

- New student training and orientation (-.04)
- Student Help Desk (.21)
- Student computer labs (.51)
- Classroom technology (.73)
- Adaptive technology (.73)
- Students who live in the residence halls rated several items as follows:

	Importance	Quality	Average Gap
Internet access	4.89	2.94	3.10
Wireless access	4.11	Not asked	NA
Cable TV	2.70	3.27	0.83
Cell phone reception	4.55	2.69	2.80

Improvement Strategies

Following are strategies for improving customer satisfaction in the key categories mentioned in the prior section.

Cell Phones

- Unfortunately, SOU does not have very much control over the cellular service providers in the region.
- In the next year SOU will attempt to exert pressure on the providers with poor coverage on campus. New towers in Ashland and distributed antenna systems may provide solutions if the providers are willing to take action.

Personal Computer Support

- Improve communication on available service options for personal computers
- Evaluate options for computer service center

Support for new and evolving technology

- Change from Netmail to gmail. This change will provide improved support and integration with campus services and smartphones or other handheld and mobile devices.
- Improve access to campus services on mobile devices.
- Pilot projects with faculty and students for new technology that aligns with academic program needs.
- Improve features and content in MySOU.
- Implement new applications and services to improve online services.

Campus Wireless Access

- Begin installation of wireless in SOU Residence Halls summer 2010.
- Improve the wireless access system:
    - self registration of handheld devices
    - longer lease on registrations
- Evaluate use of the perpetual software client to reduce registration frequency