

## UNIT REPORT

**FY24 Assessment Plan**

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**Center For Student Media Mission Statement****Description:**

Grounded in professional ethics and best practices, the Center for Student Media supports and empowers student-driven expression, publishing, and broadcasting.

**Date last revised:** 01/09/2018

**Center Student Media Vision Statement****Description:**

The Center for Student Media aspires to be a cutting-edge multi-platform laboratory that prepares collaborative, innovative and creative students for real-world leadership.

**Date last revised:** 09/03/2018

**1 FY 24 Media Services Assessment**

**Program/Service Being Assessed:** CSM Media Services

**Assessment Method:** Quantitative

**Description of Assessment Activity:**

The objective of this quantitative customer satisfaction assessment is to measure the satisfaction levels of customers utilizing CSM Media Services. The assessment aims to gather data on various aspects of the service, identify areas for improvement, and ensure a high level of customer satisfaction.

**Frequency / Timeline of Assessment Activity:**

This assessment will be sent the customer after their media service request is fulfilled.

**Methodology:**

1. Survey Design: Develop a structured questionnaire comprising closed-ended questions with a rating scale, ensuring clarity and ease of response. Include sections covering different dimensions of customer satisfaction, such as service quality, responsiveness, professionalism, and overall satisfaction.
2. Rating Scale: Use a Likert scale (e.g., 1-5 or 1-7) to measure customer satisfaction levels. Provide response options ranging from strongly disagree to strongly agree or from very dissatisfied to very satisfied. This will allow customers to indicate their satisfaction level for each question.
3. Key Areas of Assessment: Include questions addressing key areas such as:
  - Service quality: Assess the quality of media services provided, including equipment, technical support, and production value.
  - Timeliness and responsiveness: Evaluate how promptly Media Services responds to customer requests and addresses concerns.
  - Staff professionalism: Gauge the professionalism, expertise, and helpfulness of Media Services staff.
  - Communication and collaboration: Measure the effectiveness of communication and collaboration between Media Services and customers.
  - Overall satisfaction: Capture customers' overall satisfaction level with CSM Media Services.

**Connection to Goals/Mission:****2 CSM Advertising**

**Program/Service Being Assessed:** CSM Advertising Sales and Services

**Assessment Method:** Quantitative

**Description of Assessment Activity:**

The objective of this quantitative customer satisfaction assessment is to evaluate the satisfaction levels of customers who have utilized CSM Advertising Sales and Services, specifically their experience working with MediaMate. The assessment aims to gather data on various aspects of the MediaMate experience, identify strengths and areas for improvement, and ensure a high level of customer satisfaction.

1. **Survey Design:** Develop a structured questionnaire consisting of closed-ended questions with a rating scale to ensure a clear and straightforward response process. Include sections covering different dimensions of customer satisfaction, such as platform usability, customer service, campaign performance, and overall satisfaction.
2. **Rating Scale:** Utilize a Likert scale (e.g., 1-5 or 1-7) to measure customer satisfaction levels. Offer response options ranging from strongly disagree to strongly agree or from very dissatisfied to very satisfied. This will allow customers to indicate their satisfaction level for each question.
3. **Key Areas of Assessment:** Include questions addressing key areas related to the MediaMate experience, such as:
  - **Service usability:** Evaluate the ease of navigating advertising purchases, including ad placement, campaign setup, and tracking features.
  - **Customer service:** Measure the responsiveness, helpfulness, and professionalism of the Advertising Sales and Services team in assisting customers with their advertising needs.
  - **Campaign performance:** Assess the effectiveness and success of ad campaigns conducted through MediaMate, including reach, engagement, and return on investment.
  - **Reporting and analytics:** Evaluate the quality and comprehensiveness of the reporting and analytics provided by MediaMate, including campaign performance metrics and insights.
  - **Overall satisfaction:** Capture customers' overall satisfaction level with CSM Advertising Sales and Services - MediaMate

**Frequency / Timeline of Assessment Activity:**

Conduct the customer satisfaction assessment periodically to track changes in satisfaction levels over time. This will enable CSM Advertising Sales and Services to monitor the impact of improvement efforts and ensure ongoing customer satisfaction. This assessment will be utilized throughout the year after each department or vendor's advertising campaigns are complete.

**Connection to Goals/Mission:**

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