

Phantom Shopper Program 2008

Evaluation Report



Become a
Phantom Shopper

You give the
grade this time

- make money
- rate services
- it's easy

Make up to \$75 in Bronco Bucks
and a chance to win an iPod Shuffle.

All you have to do is visit departments
within the Division of Student Affairs
and grade how they are doing.

Contact Fernando Estrada
for an application by April 15
(909) 869-3064 or estrada

DIVISION OF

STUDENT AFFAIRS

CAL POLY POMONA



To the Members of the Division of Student Affairs:

The 2008 Phantom Shopper Program (PSP), part of the Student Affairs Divisional Assessment Committee under the Division of Student Affairs at California State Polytechnic University, Pomona has been completed. On behalf of the PSP committee, it is my pleasure to present you with this executive summary.

The PSP serves as a student-led assessment tool and provides valuable information regarding services frequently used by our students. For this reason, the PSP has become a staple in the division's annual assessment of student services. This year, we are delighted to report that 109 applications were submitted by students interested in participating as a phantom shopper, 53 completed the mandatory orientation, and 39 submitted evaluations. In the end, 28 women and 11 men conducted over 270 in-person visits and over 130 phone calls and website visits to 37 departments/programs. Consistent with previous years there were more female participants (72%) compared with male participants (28%) and 72% of Shoppers were enrolled in 13-16 units. Results indicate an impressive average of 4.48 (out of 5) across departments for their timeliness in addressing student questions and concerns. The lowest average across departments was calculated at 4.3 for length of time on hold.

In addition, the committee implemented for the first time the use of two new technology supported services. The PSP employed Symlicity EMS and StudentVoice for the registration and data collection process, respectively.

We would like to acknowledge all the PSP committee members for their exceptional work on this project. We would also like to thank Mr. Koji Uesugi and the rest of the Student Affairs Division Assessment Committee for their feedback and support.

The charge from our Vice President for Student Affairs, Dr. Doug Freer, was to coordinate the PSP for 2008 in order to better serve our students and as this summary shows, there is not only much to be proud of within our division, there is also more that can be done to help our students achieve their potential at Cal Poly Pomona!

Yours in service,

Handwritten signature of Fernando Estrada in black ink.

Fernando Estrada, Co-chair

Handwritten signature of Edwin Romero in black ink.

Edwin Romero, Co-chair

Committee Members:

Mery Hernandez

Yen Nguyen

2008 Phantom Shopper Program Overview

Student Affairs Divisional Assessment Committee

The Student Affairs Divisional Assessment Committee (SADAC) aims to continuously improve programs and services for our students by directly coordinating two established division-wide assessment strategies, identifying opportunities to provide training to divisional leaders on assessment best practices, and serving as a resource to departments for their assessment efforts.

The Phantom Shopper Program (PSP), coordinated by SADAC, is an assessment program used by the Division of Student Affairs at Cal Poly Pomona to assess the quality of services within the division. PSP is designed to capture and report student experiences and perceptions as they evaluate various departments and programs within the division. Although this is a valuable tool to review departmental and programmatic services, it is important to note that it is a snapshot of time based on the limited experience the shopper has with the departments and programs.

Committee

The committee consisted of 4 members of the Division of Student Affairs as listed below:

Fernando Estrada, *Office of Student Life & Cultural Centers (Co-Chair)*

Mery Hernandez, *Student Support and Equity Programs*

Yen Nguyen, *University Housing Services*

Edwin Romero, *Office of Student Life & Cultural Centers (Co-Chair)*

Marketing and Recruitment

Marketing and recruitment of shoppers was accomplished by posting the PSP marketing materials (see flier) at locations across campus including the Bronco Student Center, University Housing Services residence halls, The Village- Foundation Housing and various academic buildings. In addition, an electronic version of the PSP flier was distributed to hundreds of students via email. The marketing flier was developed and printed at Cal Poly Pomona by GAS Creative Group- Associated Student Inc.

Over 100 students submitted the online application by the deadline using Symplicity EMS while 39 students actually met the requirement of shopping and submitting the Department Evaluation Tool (see attached).

Orientation/Training

In order for interested participants to serve as phantom shoppers, it was required that they attend one orientation/training session. Three identical one-hour orientation/ training sessions were offered to be conscious of the different schedules of the potential shoppers. To keep consistency within the sessions, a PowerPoint presentation was utilized so the information was the same at each session. The committee named these "orientation/ training" sessions in order to present an overview of the program to the shoppers and they were given the opportunity to stay or leave if the program was something other than what they expected. Light snacks and refreshments were provided at each session.

During the Orientation & Training Sessions, the PSP Committee covered the background, purpose, and goals of the PSP. The PSP Committee also shared the values held by the Division of Student Affairs. Communicating the values of the Division in conjunction with a description of PSP gave the Phantom Shoppers a framework and context to conduct their shopping.

Next, the Department Evaluation Tool was explained. The Department Evaluation Tool included six areas of assessment: Physical Environment, Quality of Interpersonal Contact, Pertinent Knowledge of the Staff, Timeliness in Addressing Questions and Concerns, Usefulness of Referrals and Resources, and Overall Experience of Department Contact. Phantom Shoppers used a likert scale to score the six assessment areas: 5=Excellent, 4=Good, 3=Fair, 2=Needs Improvement, 1=Unacceptable, and N/A=Not Applicable. Phantom Shoppers were also able to provide written comments on the Department Evaluation Tool. The six areas of assessment were covered in depth so that the Phantom Shoppers had a thorough understanding of their shopping expectations.

Phantom Shoppers were asked to conduct the following tasks for each assigned department before completing the Department Evaluation Tool:

- Two in-person visits, at different times during the day or on different days
- One visit via telephone
- One visit via website

During each Orientation & Training Session, the PSP Committee strongly communicated the necessity that Phantom Shoppers go to their assigned departments as if it was the Shopper's first visit, with a clean and objective slate. Shoppers were asked to evaluate their assigned departments both positively and critically. Shoppers were encouraged to fill out the Department Evaluation Tool in a timely fashion to keep their perspective accurate and fresh.

Phantom Shoppers were provided with a list of questions related to each assigned department. The list of questions was created by revising the list of questions from previous PSPs. Additionally, the PSP Committee covertly asked staff members from each department about commonly asked question relating to their area. The list of questions served as a guide for Phantom Shoppers, but Shoppers were given the latitude to develop their own questions based on their experience and comfort level.

Shopping

The 37 Division of Student Affairs departments/programs were shopped between March 31 and April 25, 2008. The PSP Committee assigned departments/programs to the Shoppers as randomly as possible. For example, Shoppers were not assigned to departments/programs in which they worked nor to departments/programs for which they held a strong bias. Each Shopper worked individually and was asked to keep their evaluations to themselves until the Debriefing Session.

The PSP Committee members also acted as liaisons to the Shoppers. Each PSP Committee Member kept in touch with approximately 13 Phantom Shoppers. As liaisons, the PSP Committee Members sent deadline reminders to Shoppers, answered questions during the shopping month, and kept Shoppers motivated to complete their Department Evaluation Tools. PSP Committee Members did not act as liaisons for students who were assigned to shop in the department where they work.

Incentives

Phantom Shoppers learned about the tangible and intangible benefits of being involved in the PSP during the Orientation & Training Sessions. The PSP Committee explained to the Shoppers that the PSP results would be presented to The Leadership Group and directors of the departments/programs shopped. They learned that their comments and evaluations were ways to have a voice on campus and that the results would be highly valued. Additionally, each Phantom Shopper who attended one Orientation & Training Session, completed a Department Evaluation Tool for each of their assigned departments/programs, and attended one Debriefing Session received a \$75 Foundation Gift Card and was entered in an opportunity drawing to win an iPod Shuffle.

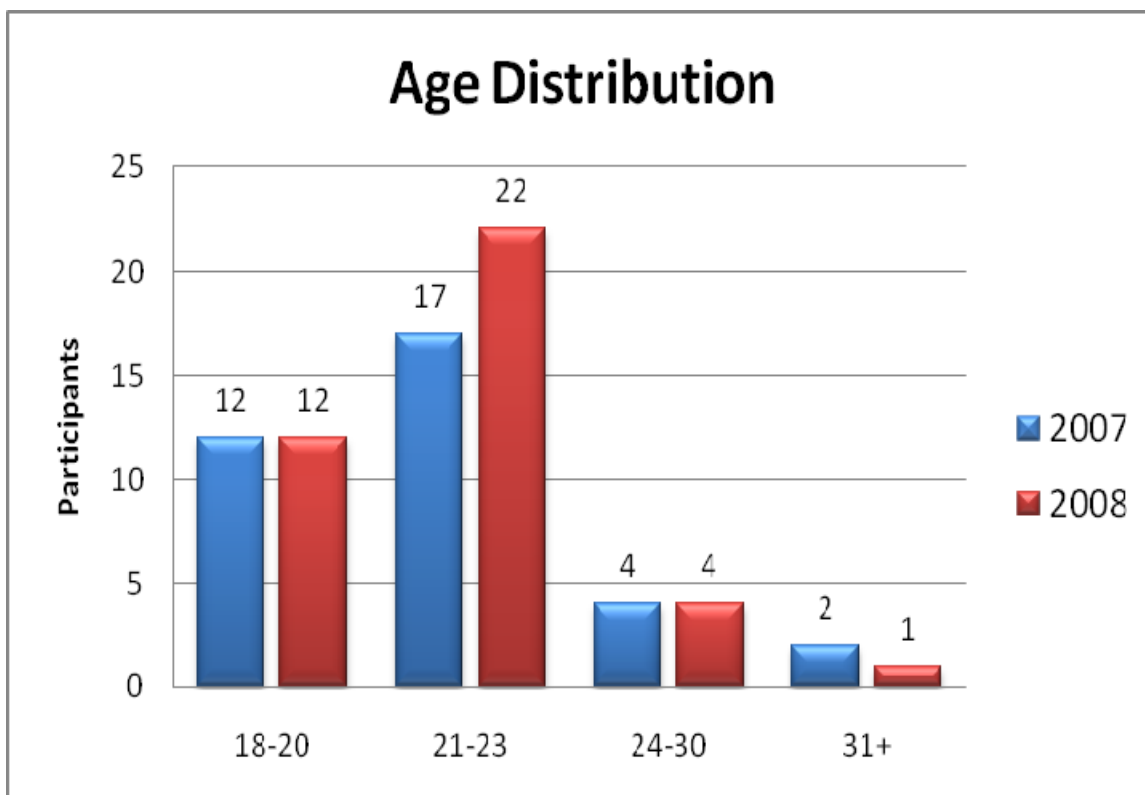
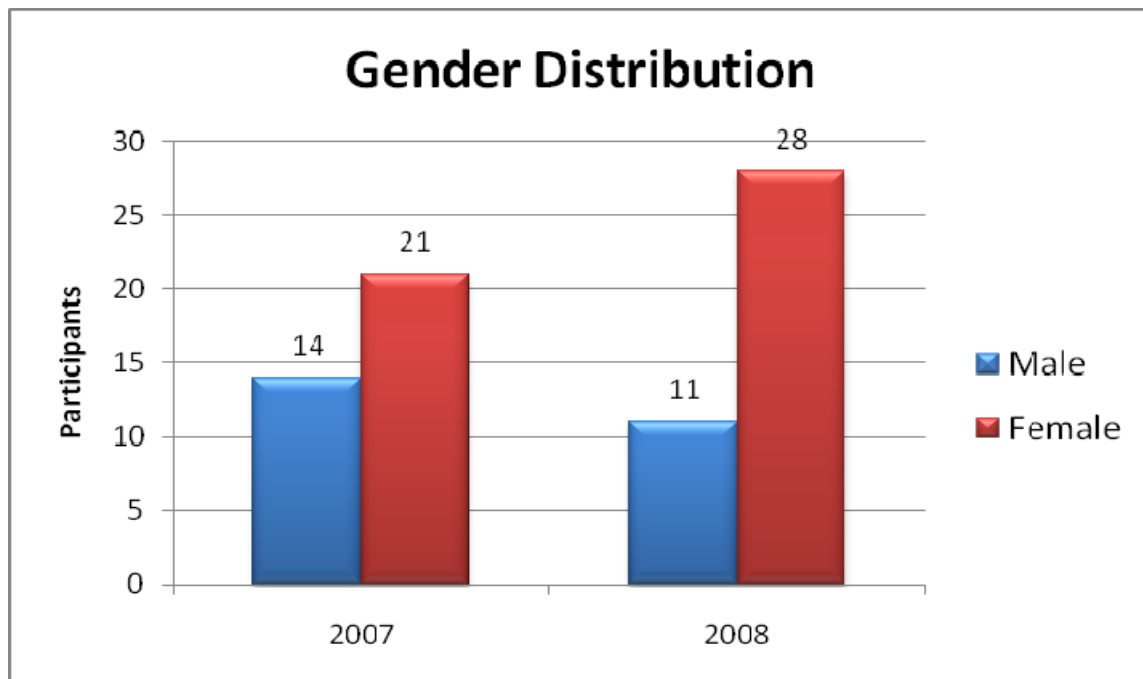
Debriefing

Three identical one-hour Debriefing Sessions were offered to be conscious of the different schedules of the Shoppers. Each Phantom Shopper was required to attend one of the three sessions to turn-in their Department Evaluation Tools and to fill out a sheet of debriefing questions. Shoppers candidly answered debriefing questions regarding their experience with the PSP. The PSP Committee gathered information about the usefulness of the Orientation & Training Sessions, the benefit of the liaisons, suggestions to improve the Department Evaluation Tool, and recommendations to enhance the PSP.

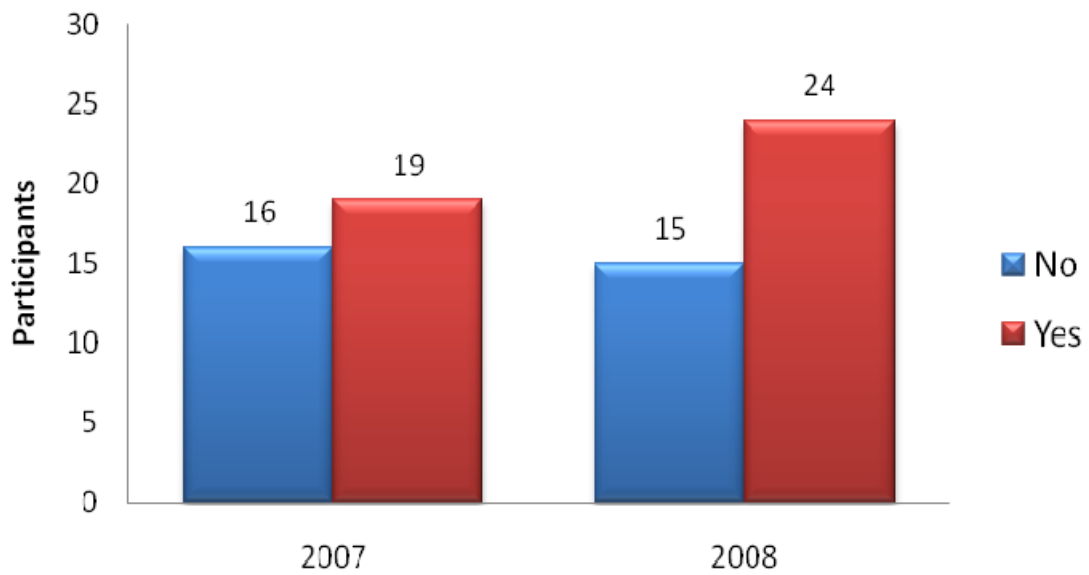
Evaluation Results

The individual departmental results were developed based on the Department Evaluation Tool submitted from each Phantom Shopper assigned to the individual departments. The data on the Department Evaluation Tools were inputted by students onto the StudentVoice online evaluation and compiled for each department yielding an average score for each question relating to the six assessment areas. Additionally, the comments reported by the Shoppers were included in the results. Incomplete Department Evaluation Tools were not included in the final results to maintain validity and reliability.

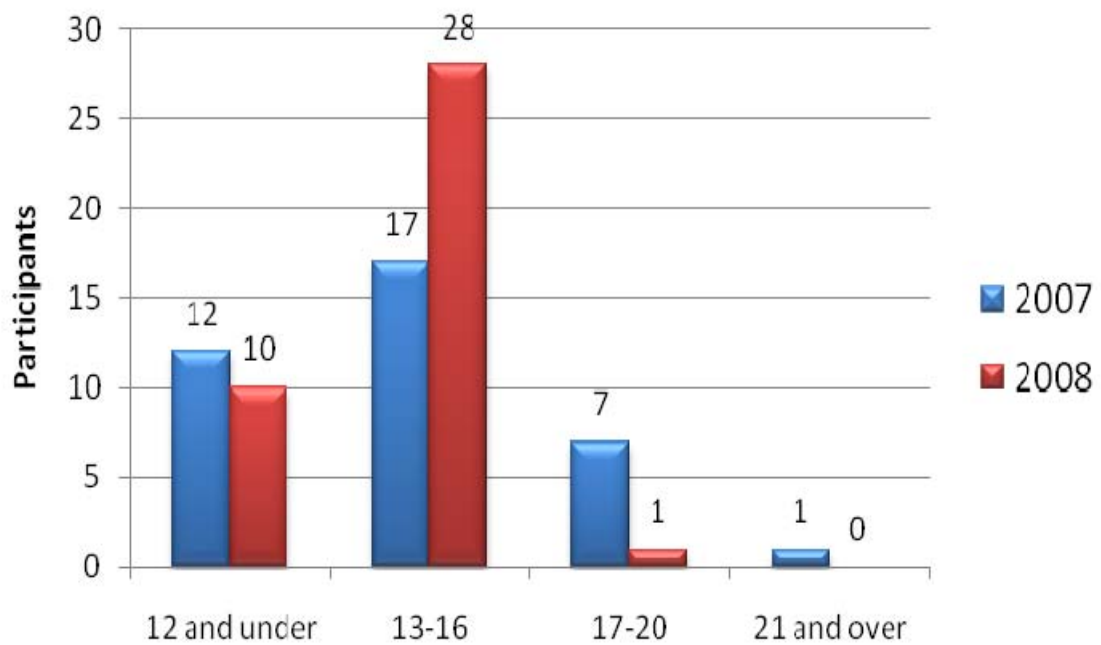
2007 and 2008 Shoppers' Profile Comparison



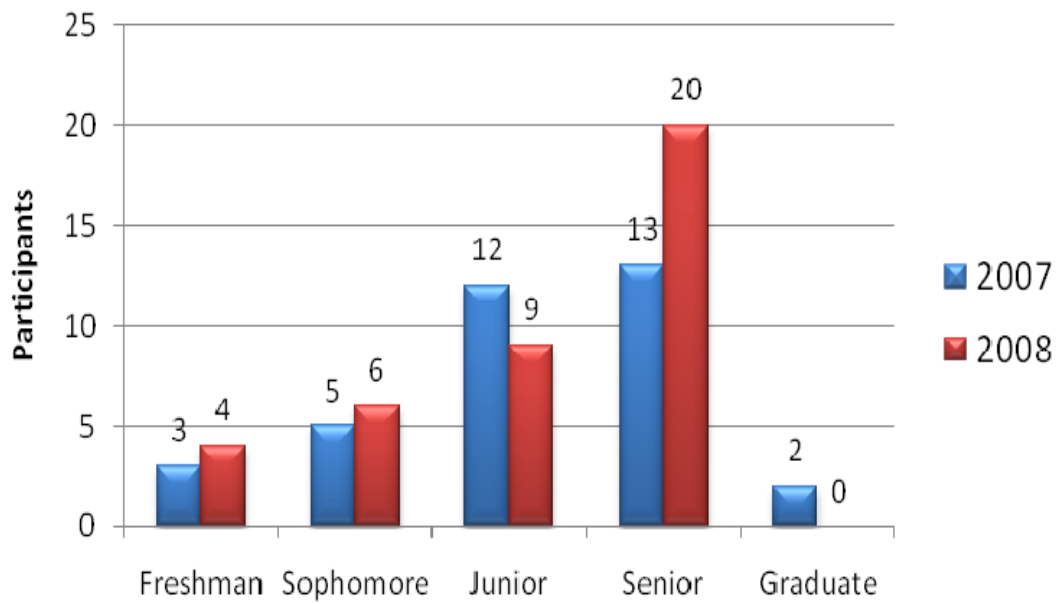
Do They Live on Campus?



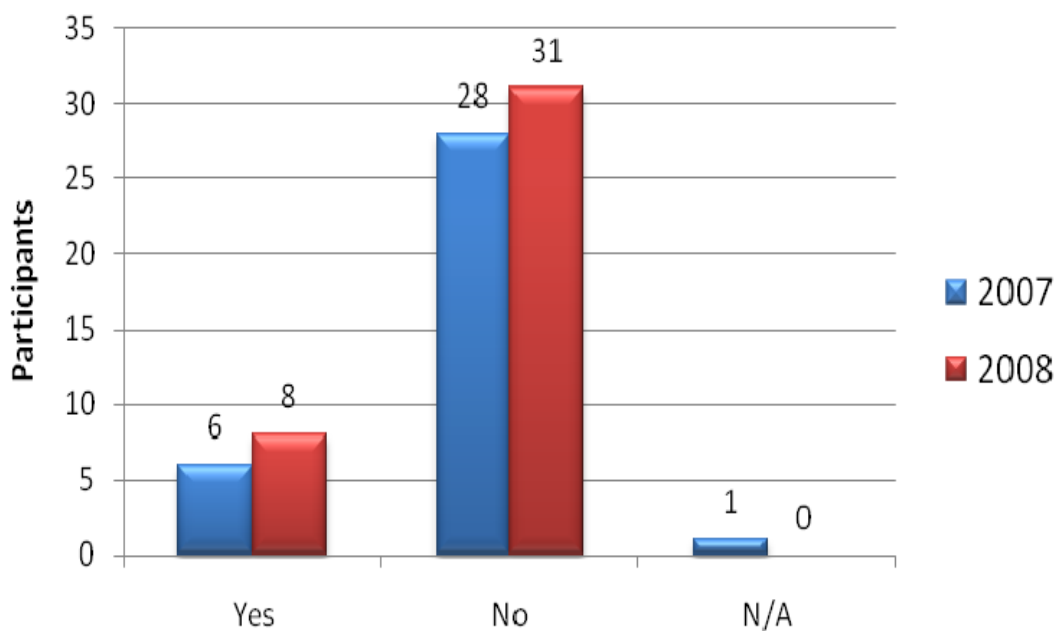
Units Enrolled



Class Standing



Previous Phantom Shopper



Interpreting the Results

The Phantom Shopper Program evaluations in this report are intended to reflect a snap-shot of the departments within the Division of Student Affairs. We recognize that campus services are multi-leveled and complex in nature and thus the data gathered only evaluates a small component of the departments during limited interactions with the shoppers. In an attempt to capture the dynamic nature of student services, student shoppers were encouraged to visit departments at varying times of the day and week. The comments in the evaluations are meant to be suggestions and are not definitive.

Recommendations from the Phantom Shopper Committee and Shoppers

The committee would like to encourage continued use of technology in future Phantom Shopper Program (PSP) initiatives. Symplicity EMS proved to be a valuable resource in the registration component of the PSP. Symplicity EMS streamlined the registration process by allowing students to register online. Additionally, the PSP committee utilized StudentVoice, the off-campus, contracted assessment provider for Cal Poly Pomona. With StudentVoice, shoppers were able to input their evaluations online and the committee had instant access to the data.

This year, the committee decided to extend the marketing and registration timeline by one month. We believe this, along with the use of Symplicity EMS, helped to significantly increase the number of applicants from 60 to 109. The committee encourages future PSP to allow two months for marketing and registration. Furthermore, the PSP relies on hardcopy versions of the evaluation tool to allow shoppers to immediately and more accurately capture their shopping experience. As a result, the committee recommends that an exact replica of the online evaluation tool be used for the hardcopy version to avoid confusion when transferring the data from paper to computer.

Finally, the committee would like to recommend that future implementations of the PSP vary the month in which students evaluate departments. For the first time in over four years the “shopping” month was moved up to the beginning of spring quarter. This differed from previous years where the “shopping” took place, consistently, at the end of spring quarter. This would allow a more balanced and complete picture of departments.

Comments/Recommendations from the Shoppers:

The following comments are excerpts from the Phantom Shopper Debriefing Sessions held April 29-May 1, 2008.

Do you find the PSP Orientation helpful? Why/not?

- Yes, straightforward and clear
- Yes, showed me what to do
- Yes because I wasn't sure what to do
- No, I've done it before
- Yes, helped me understand what I had to do
- No, it could have easily been an email
- Yes, got an idea of what it was about
- Yes, helped me gain information
- Yes, let me know what to expect and what was expected of me
- Yes, reassured me
- No, I participated last year
- Yes, but too long and not precise enough
- Yes, let me know what was expected of me
- Yes, it explain in depth
- It was helpful and made it easier
- Yes, helped me better understand
- Yes, questions were answered and let me know what I got into
-

Was it helpful to have a PSP liaison? Explain?

- No, orientation had covered everything
- It was helpful for my questions
- Yes, made me feel more comfortable
- Yes, my questions were answered
- Yes because I could ask for help
- Yes, my questions were answered
- I didn't need one
- No, I did not contact them
- Yes, it guided me
- I never had to contact them
- Not really, never contacted them
- Yes, made it easier
- No, never talked to mine
- Yes, I knew who to contact when I had questions
- Yes because I hadn't received emails that my liaison ended up giving to me
- Yes, if it weren't for my liaison I wouldn't have visited the departments
- Yes, reminded me a lot
- Yes, gave me guidance
- Not sure. Never asked for help
- No, never contacted them
- Never used mine
- Yes, had someone I could ask for help
- Yes, gave me someone to contact. Loved it
- Yes, helped me find a department
- Yes, gave a contact to help me
- Yes, made things clearer and easier

Do you feel that the PSP allowed you to accurately assess the Student Affairs Departments?

- Yes, it helped me learn about different departments
- Yes, it is a great idea
- Yes, but some of the questions didn't apply
- Yes, all the questions seemed to apply
- Yes because I was able to leave comments
- Not always because I had to get creative with the questions, but it is a good idea
- Yes. The e-mails helped me a lot.
- Yes, PSP gave suggested what to do and look for
- Yes, the guide was helpful
- Yes, but I wish that there was some background info given on the depts.
- Yes, but not the phone assessment
- No. I think that the cultural center workers need to be evaluated on their willingness to accept diversity
- Yes, but it would have been better to include a comment box for each dept on the site
- Yes because visits were random
- Yes, two visits were adequate

What did you like the best/least?

- I loved it because I got to act
- I liked being anonymous and the depts. not knowing why I was there
- I wish there was more time
- The best part was shopping the depts.
- I discovered new depts.
- I liked visiting depts. that I never had before
- It was a new experience
- It helped me learn more about Cal Poly and the depts. in it
- I liked what I have learned
- I liked exploring the campus but not interacting with people in the depts..
- I liked learning about different depts.
- Being assigned 4 depts. was too much, but the incentives were great
- I was kept up-to-date and informed
- Gave me a chance to approach the depts.
- I liked the different types of assessment, but not visiting the depts. twice
- I enjoyed visiting depts. that I never knew existed
- I liked the assessing part, but there needs to be more questions
- I enjoyed being undercover
- The best thing was the time frame
- I enjoyed learning about different programs
- The best was shopping different depts.
- I liked that I was able to make a difference
- I liked the month given to complete, but not that we were given the depts. without the location

What are your recommendations to improve the PSP?

- Give more info about where the depts. are
- Give a few more sample questions
- Let students pick their depts.
- A little more variety in sample questions
- The online evaluate without glitches
- Two sections on the form for in-person visits
- Visit depts. only once so that we aren't obviously shoppers
- Send more reminders and give more time
- Have students write additional information and write what set each dept. apart from each other
- Liaisons should call and check up. Also, students given 4 depts. should be given more time.
- It's fine the way it is
- Fix the online sheet and let students choose depts. they shop
- Buddy shopping and get different perspectives on the same person
- Make it quicker, give the dept. page, and give contact info
- Allow students to enter data after each visit and save it
- Make questions focus more on peoples' knowledge of their dept.
- More reminder emails
- A few more visits for better results
- Have more than one person assess the dept.

Do you have any suggestions to improve the Department Evaluation Tool?

- No, it was easy to fill out
- No, I really like the digital form
- Make it a paper copy so that there can be comments instead of rating
- The Internet one was convenient, so no
- Be more specific on how we should evaluate web pages
- Include an area where we could submit extra comments
- Let us save and log in whenever
- Update the site for multiple visits
- Clear up the confusion with filling out the paper
- No, it works well
- Just fix the web site for the 2 dates thing
- Keep communication during the shopping month so it won't be forgotten

Was the time frame adequate?

- Yes because it's not by midterms or finals
- Yes, perfect time length
- Yes, plenty of time
- One more week would be helpful
- Another week would have been good
- Yes, it was near the middle of the quarter
- No, very hard to schedule time to visit
- I think it should be done in the Fall since everyone tends to slack off in the Spring
- More than adequate
- One month is enough time
- Yes, I had enough time
- Wish we had an extra week
- Yes, it's the end of the year when depts. might slack off

Was the compensation adequate?

- More than enough
- Very generous
- Yes, but something other than a Bronco card would be nice
- Yes, it helped pay for a book
- Yes, it's generous
- More than adequate
- Yes, it's a good deal
- Cash would be better
- It is good
- Heck yes
- Yes, but there should also be a phantom shopper button
- Yes, it was great
- A hundred would be better

Additional comments

- It was a good experience, but more publicity for it would be better
- Interesting. I'd do it again
- It was fun
- It has improved since last time
- Fun, great experience, and I learned a lot

- Make sure the online and sheet questions match up
- Have PSP a year
- It was a great experience
- It was a good experience that I would do again and recommend to others
- Gift cards should come in one \$50 card
- I think it went well
- Very fun and I learned a lot. I will do it again
- Keep up the good work
- I liked it and would gladly participate again