



Accountability In Action Program 2001-03 Survey Years Customer Satisfaction and Futures Survey Executive Summary

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The views and perceptions of Utah State University Extension's customers are critical as we engage those we serve in meaningful dialogue on performance improvement and collaborative programs. USU Extension has established a three-year Accountability in Action Program that systematically tests customer satisfaction against benchmarks established from research conducted with nearly 3,000 customers' statewide over four seasonal periods in 1999-2000.

Customers were asked to share their opinions on the importance of issue-based programs that would affect their personal and family well being in the next five years. Over the three survey years 2001-03, 1318 randomly selected Extension customers from twenty-six counties were surveyed. The combined results of the 2001, 2002 and 2003 Accountability in Action Program Customer Satisfaction and Futures surveys are highlighted in this report.

Customer Satisfaction Extension Benchmarks

1. Meeting Informational Expectations

1999-2000 Extension Benchmark

94% reported that their expectations were met.

2001-03 Customer Satisfaction and Futures survey

98% reported that their expectations were met. Extension continues to be perceived by customers as meeting their informational expectations.

2. Usefulness of Information Received

1999-2000 Extension Benchmark

79% said yes, they had put the information into use.

2001-03 Customer Satisfaction and Futures survey

94% reported that they had an opportunity to put the information received from USU Extension to use. The utility of information received is a good indicator of the value of that information to our customers. Extension customers continue to value and use the information they are receiving.

3. Sharing Information with Others

1999-2000 Extension Benchmark

72% said yes, they had shared the information with someone else.

2001-03 Customer Satisfaction and Futures survey

84% reported that they had shared the information received. The increased level of Extension customers sharing information in the 2001-03 surveys is most likely the result of customers having had the information received over a longer period of time and thus the increased propensity to share that information with someone else.

4. Extension Service Quality

1999-2000 Extension Benchmark

96% said yes, that USU Extension handled their request exceptionally well and satisfactorily. Of this total, 70% of the respondents indicated - exceptionally well.

2001-03 Customer Satisfaction and Futures survey

97% indicated that USU Extension handled their requests exceptionally well and satisfactorily. Of this total, 56% indicated that their requests had been handled exceptionally well.

5. New Extension Customers

1999-2000 Extension Benchmark

25% said this was their first contact with Extension. 1 in 4 of our customers had never experienced Extension programs and activities.

2001-03 Customer Satisfaction and Futures survey

16% indicated that this was their first experience with Extension programs and activities. In the four period 1999-2000 Extension Benchmark study, first time users of Extension were consistently lowest in rural customer areas. Rural areas reported 18% new customers.

6. Frequency of Customer Contact

1999-2000 Extension Benchmark

60% said they had contacted Extension 1-5 times during the past 12 months.

2001-03 Customer Satisfaction and Futures survey

72% indicated that they had contacted Extension during the past 12 months 1-5 times. Continued and sustained increase use of Extension is occurring with customers. 14% said that they had contacted Extension more than 9 times in the past 12 months alone.

7. Customers Are Contacting Extension Increasingly

1999-2000 Extension Benchmark

23% said yes, their contact with Extension was more than in the previous year.

2001-03 Customer Satisfaction and Futures survey

Extension customers continued an increased use of Extension. 17% indicated that they had indeed used Extension more than the previous year. Urban users continue to be the highest increase users of Extension when comparisons are made with all statewide geographical groupings.

8. Customers Frequent Uses of Extension

1999-2000 Extension Benchmark

Customers contacted Extension the most, in descending order for programs and information on (1) gardening and ornamental horticulture, (2) home economics – family and consumer science, (3) 4-H youth programs, and (5) agriculture and environment related.

2001-03 Customer Satisfaction and Futures survey

Extension customers continued their sustained uses of Extensions most popular program and activity areas in (1) gardening and ornamental horticulture, (2) 4-H youth programs, (3) family and consumer science (4) production agriculture, and (5) non-credit programs

9. Web Use By Extension Customers

1999-2000 Extension Benchmark

1 in 5 Extension customers indicated that they had visited the Extension web site with 61% indicating that they found the web site to be helpful to them in their quest for information or to resolve a problem.

2001-03 Customer Satisfaction and Futures survey

13% of Extension customers indicated that they had visited the Extension web site with 69% indicating they found it useful to them. Another 25% believe that the site was somewhat useful. 67% of those visiting the site printed out information from the site. Increased frequency of use in the 2003 survey also occurred.

Are Local USU Extension Programs Meeting Customer Needs

2001-03 Customer Satisfaction and Futures survey

98% indicated that local Extension programs were meeting their needs to somewhat but not entirely meeting their needs. 84% said yes, that the programs were meeting their needs. Only 2% indicated that their needs were not being met at all.

Issue-Based Program Areas - Customer Perceptions

Family and Consumer

Four issues were listed as high priority issue-based program areas for the family and consumer. Customers were asked to indicate the importance of the issue to their own personal and family well being during the next five years. The issue-based programs ranked from greatest importance to least importance by customers were:

- 86% safe foods, healthy diets, sound health practices.
- 84% strong families, sound parenting.
- 78% informed consumers, family financial management.
- 63% safe/affordable options for child and elder care.

Youth

Three issues were listed as high priority issue-based program areas for youth. Customers were asked to indicate the importance of the issue to their own personal and family well being during the next five years. The issue-based programs ranked from greatest importance to least importance by customers were:

- 82% adult's ability and willingness to nurture and guide youth.
- 80% youth ability to reason, make responsible choices, seek and apply knowledge in new situations.
- 79% youth character-building and life skills; preparation for family; student, work, and civic roles/responsibilities.

Agriculture and Natural Resources

Seven issues were listed as high priority issue-based program areas in agriculture and natural resources. Customers were asked to indicate the importance of the issue to their own personal and family well being during the next five years. The issue-based programs ranked from greatest importance to least importance by customers were:

- 84% water resources and water resource management.
- 66% population pressure on agricultural lands, natural resources, and communities; land use planning/management.
- 58% applied agricultural and natural resources research and publications.
- 55% farm and ranch profitability/sustainability.
- 53% small-acreage management of crop/livestock, natural and horticultural resources – esp. plots 10 acres or less.
- 50% value-added processing of raw agricultural, forest and wildlife products; value-added enterprise development.
- 47% organic or naturally produced agricultural commodities.

Civic and Business

Seven issues were listed as high priority issue-based program areas in the civic and business communities. Customers were asked to indicate the importance of the issue to their own personal and family well being during the next five years. The issue-based programs ranked from greatest importance to least importance by customers were:

- 75% working with other citizens to address mutual concerns.
- 71% securing and maintaining an adequate job and income; workforce preparation.
- 69% retaining and expanding businesses in my community.
- 69% participating in public-private activities in which cooperation is high.
- 59% securing adequate and affordable housing.
- 50% expansion of educational programs for Utah's growing minority populations.

Continuing Education

Four issues were listed as high priority issue-based program areas in continuing education. Customers were asked to indicate the importance of the issue to their own personal and family well being during the next five years. The issue-based programs ranked from greatest importance to least importance by customers were:

- 78% affordability of higher education programs.
- 70% accessibility and convenience to distance and on-line education courses, degree programs, and training updates.
- 66% quality of high tech (web-based, satellite) delivery of courses, degree programs, and training updates.
- 33% day care for dependents while participating in higher education programs

2001-03 Survey Years

Top Issue-Based Program Areas Ranked of Greatest Importance to Utah Extension Customers in the Next Five Years

- 86% safe foods, healthy diets, sound health practices.
- 84% strong families, sound parenting.
- 84% water resources and water resource management.
- 82% adult's ability and willingness to nurture and guide youth.
- 80% youth ability to reason, make responsible choices, seek and apply knowledge in new situations.
- 79% youth character building and life skills; preparation for family; student, work, and civic roles/responsibilities.
- 78% informed consumers, family financial management.
- 78% affordability of higher education programs.
- 77% working with other citizens to address mutual concerns.
- 71% securing and maintaining an adequate job and income; workforce preparation.
- 69% retaining and expanding business in my community..
- 69% participating in public-private activities in which cooperation is high.
- 66% population pressure on agricultural lands, natural resources and communities; land use planning/management.
- 66% quality of high tech (web-based, satellite) delivery of courses, degree programs, and training updates.
- 63% safe/affordable options for child and elder care.

Information About The 2001-03 Accountability in Action Surveys

Survey was conducted March 2001 and November/December 2001 and 2002
(Two different US government fiscal years)

1318 survey respondents from 26 Utah Counties
(Survey not conducted in Daggett, Garfield, and Rich Counties)

Gender 35% Male 65% Female

Age

18-20	.6%
21-25	1.9%
26-30	3.6%
31-40	20.2%
41-50	31.7%
51-60	20.2%
60+	21.5%

Dependency	
Married/w dependent children	61.9%
Married with no dependent children	27.6%
Single/w dependent children	3.7%
Single/w out dependent children	5.7%

Born or raised in or near this community

56% yes
64% had moved into the community since 1980
36% had moved into the community since 1990

Employment Status

Employed full-time	44.4%
Employed part-time	21.6%
Unemployed	4.7%
Not in labor force	29.4%

Educational Background

High School	18%
Some college no degree	34%
Degree Assoc/Bach/Grad	45%

What do you tell your friends about USU Extension	
• It's great – mostly positive things	84%
• Neither negative nor positive things	16%
• It's not great	.1%

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