

Student Housing Summer Conferences | 2014



GOALS & OUTCOMES:

- Participants who utilize the KU Student Housing summer conference program will report high satisfaction with the check-in/check-out process, accommodations, and staff interactions
- Participants who utilize the KU Student Housing summer conference program will report feeling valued as a consumer

DATA HIGHLIGHTS:

CHECK-IN/CHECK-OUT PROCESS:

- Participants rated the check-in and check-out process as highly important for choice of conference venue
- KU met or exceeded expectations in all categories except “process was efficient”

ACCOMMODATIONS:

- Size of spaces and # of spaces not as important to choice of conference venue as lobby space and cleanliness
- KU met or exceeded expectations in all categories except “lobby space met our needs”

MATERIALS SUPPLIED:

- Good internet access was a very important consideration in choice of conference venue
- KU exceeded expectations for giving out a clear conference guide; however, KU could improve on creating an easier to read card system, internet access, and better linens

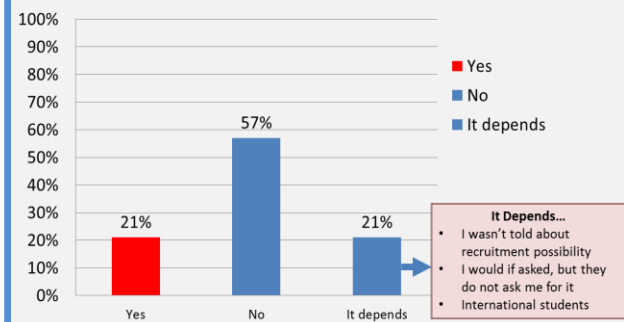
DESK STAFF:

- Desk staff interactions were rated high for most categories. Some areas of improvement include:
 - Getting to know campers by name
 - Introducing campers to other campers
 - Interacting with campers regularly
 - Modeling what it means to be a Jayhawk in a positive way
 - Making KU info available to interested parties

Survey Administration

One time data collection
 On-line survey, campuslabs
 N = 19 (74% female)
 ~ 81 campers per camp
 Participants have been using KU housing for their summer camps on average 7 years

Do you share your campers' info with KU admissions?



ACTION STEPS AS RESULT OF ASSESSMENT EFFORTS:

- The assessment demonstrated several areas that could use attention, specifically:
 - Running an efficient check in/check out process
 - Sending invoices in a timely manner
 - Addressing lobby space needs
 - Ensuring an easy to read card system
 - Providing high quality internet services
- Front desk workers need additional training on interacting with campers to help create an inviting atmosphere
- Some coordinators unaware of KU recruitment; build in more ways to address this with camps

Select survey items... we asked “indicate your agreement” and “how important is each”

