University Police Department
Customer Satisfaction
Assessment Report

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Choose One: Service Interaction Assessment

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Purpose of Assessment
The mission of the University Police Department is to provide a safe and secure environment for the University Community. The department provides these services fairly, with integrity, respect and in a manner that meets or exceeds the standards of our profession. At the conclusion of a contact with any member of the department we hope to assess if customers feel they have been treated professionally and respectfully and in a manner consistent with our mission statement.

Targeted Learning Outcome
Cal Poly Pomona Students, Staff, and Faculty and campus visitors, our customers, will report if the were treated with respect and in a professional manner.

Assessment Methodology
A post card was developed which ask the recipient to respond to 5 specific questions and a sixth optional questions which allowed the recipient to give specific details about their interaction. The questions:

1. Campus Affiliation: Student, Staff, Faculty, or Campus Visitor
   - Response to Emergency or Call for Service
   - Police Report
   - Live Scan/Fingerprinting
   - Escort Service
   - Access/Alarm Services
2. What was the nature of the service(s) provided by the CPP University Police Department?
   - Stop Violence Office
   - Emergency Preparedness
   - Class Project
   - Other (Please specify):
3. With whom did you interact?
   - Police Dispatcher
   - Police Officer
   - Community Service Officer (CSO)
   - Volunteer
   - Department Administrative Personnel
4. Using the Following Scale please rate the interaction:
   - Friendly and helpful
   - Satisfactory (as courteous as possible given the situation)
   - Unhelpful
5. Please rate the Overall interaction with the University Police Department.
   - Excellent
   - Good
   - Satisfactory
   - Poor

Recipients of the postcard survey were randomly selected from a combination of citations in our records management system, the department’s computer aided dispatch system, all contacts with the detective bureau, Community Service Officer contacts, Livescan fingerprinting, emergency services exercises, and randomly in the field by patrol officers and at campus events.
Results
280 cards were mailed and 57 recipients responded to the survey for a return rate of 20%.

Campus affiliations:
- Students 60%
- Staff 30%
- Faculty 3%
- Campus Visitors 7%

Nature of Services:
- Patrol 72%
- Emergency Preparedness 13%
- Other 11%
- CSO Services 2%
- Alarm Services 2%

Overall Interaction with the University Police:
- Excellent 69%
- Good 13%
- Satisfactory 10%
- Poor 8%

Conclusion
Initial results validate department training and practices and suggest that generally police department clients feel they were treated with respect and in a professional manner. The findings suggest that department personnel know the mission statement and apply it when interacting with our customers. The mission statement is proudly displayed in the department's training and briefing room and this may explain why department members know and apply the statement in their daily campus interactions. The findings suggest that our clients value the interactions with department personnel.

The nature of policing and enforcing system/campus regulations and laws, can lead to challenging interactions with our clients. This appears not to be the case when our clients interact with department personnel. Although there were a couple of negative comments written in the optional response section the general perception is that our department personnel have very positive interactions and should reinforce training and department practices of providing positive and quality customer service interactions.

Implications for Practice
Department personnel will be encouraged to continue with interactions with campus community and to make frequent opportunities to dialog with community members. This is an excellent way to learn the concerns of community members and is an excellent venue to share what the department is doing to keep the community safe. It is also an excellent way to relieve the stigma that police personnel are unapproachable.

Department personnel will be encouraged to take advantage of the high trust level suggested by the survey results to create methods to solicit information about crime and safety issues community members may have about the campus.

Next year's assessment activity will be more focused on student learning, perhaps through orientations or as it is experienced by our Community Service Officers who are also our students.