

Office of Finance

Expanded Statement of Institutional Purpose

Institutional Mission Reference

The mission and major goal of Old Dominion University can be found in the University Catalog and the 2000-2005 Strategic Plan. The educational experience, including administrative interaction, is an issue addressed in several areas within the mission and goals. "The increasing consumer orientation of its students and other constituencies will require the University to emphasize quality customer service in all its administrative functions."

Institutional Goal(s) Supported

Empowering the consumer by allowing greater access and information regarding the administrative functions enhances overall customer satisfaction. Improved satisfaction will translate favorably towards a more positive educational experience.

Intended Objectives, Methods for Assessment, Criteria for Success, Assessment Results, and Use of Results

Intended Objective 1

Expand support services and hours of operation in Administrative Services.

Method for Assessing Objective 1 and Criterion for Success: Completed a full year of evening services support for students with services provided each weekday until 10:00 p.m. EST.

Summary of Assessment Data Collected for Objective 1: Conducted a Customer Service survey during the opening of the Fall term receiving favorable satisfaction rate on in person services. Received a record number of complimentary letters and other displays of gratitude for services rendered by administrative services staff.

Use of Assessment Results from Intended Objective 1 to Improve Educational Support or Administrative Unit: Actions resulting in positive feedback continue.

Intended Objective 2

Continue to enhance the new information system, including restructuring current operations to improve efficiency.

Method for Assessing Objective 2 and Criterion for Success: During system implementation operational processes were redesigned to enhance system functionality.

Summary of Assessment Data Collected for Objective 2: Processes were redesigned. System modifications were kept to a minimum and only allowed where required by external regulations.

Use of Assessment Results from Intended Objective 2 to Improve Educational Support or Administrative Unit: System modification will continue to be discouraged.

Intended Objective 3

Increase on-line documents available on WWW for the Office of Finance.

Method for Assessing Objective 3 and Criterion for Success: Increased information availability and decreased expenditures on printing and mailing.

Summary of Assessment Data Collected for Objective 3: Printing expenses have decreased by approx 50% while increasing information availability.

Use of Assessment Results from Intended Objective 3 to Improve Educational Support or Administrative Unit: On-Line information will increase as appropriate.