



# Educational Benchmarking Inc. (EBI)

## 2000-2014 Summary

### **Overview:**

The Educational Benchmarking Inc. (EBI) was founded in 1994 to provide “administrative benchmarking information to MBA programs.” Since that time EBI has expanded to provide benchmarking information to university housing, nursing education, first-year of college survey, Fraternity life, military housing, and college unions. The EBI is conducted annually across the nation by numerous colleges and universities, surveys over a million people nationwide and has over a 50% response rate. Institutions that participate in EBI receive a custom report of their data which also includes comparative data of up to six other institutions of their choice.

At Florida State University, the Oglesby Student Union has been administering the EBI since 2000. The Oglesby Union serves several thousand students on a daily basis. Participating in the EBI allows the Oglesby Union to see what areas are performing well as well as areas in need of improvement. The next few pages will highlight eight out of the twelve factors that were studied in the survey. We have chosen not to highlight four of the factors because they are not areas that are exclusively run by the Oglesby Union. These factors include: food variety, dining services, bookstore staff, and bookstore variety/pricing. The factors being highlighted below are all factors that are impacted directly by Oglesby Union staff and administration.

### **Highlights:**

Each of the tables below highlights one of the EBI factors that reference an aspect of the Oglesby Union. The tables highlight the percentage of students who are satisfied. Our goal is to raise the number of satisfied students to within the 95% to 100% range.

#### **Factor 1. Publicizes the Union and Promotes Campus**

<i>The percentage of students satisfied with the extent to which the Union...</i>	<i>Average 2000-2013</i>	<i>2014</i>
Publicizes opportunities to join student organizations	64	75
Publicizes activities sponsored by the college union	71	78
Promotes a sense of community on campus	70	79
Promotes programs of interest to students	74	82
Involves students in the decisions about college union activities	53	61

#### **Factor 2. College Union has a Positive Environment**

<i>The percentage of students satisfied with the extent to which the Union...</i>	<i>Average 2000-2013</i>	<i>2014</i>
Is an enjoyable place to spend time	81	88
Is a safe place	84	89
Is a place where I feel welcome	85	89
Is a place to relax	75	79
Is a place to study	61	69

### Factor 3. College Union is Student Oriented

<i>The percentage of students satisfied with the extent to which the Union...</i>	<i>Average 2000-2013</i>	<i>2014</i>
Provides information for learning about campus events	78	82
Is a student oriented facility	85	90
Is open convenient hours	76	84
Is a place to get involved in campus life	80	86
Is a central meeting place for students	83	87

### Factor 4. College Union is a Source of Entertainment

<i>The percentage of students satisfied with the extent to which the Union...</i>	<i>Average 2000-2013</i>	<i>2014</i>
Is a source for a wide variety of entertainment	79	86
Is a source for reasonably priced entertainment	78	86
Is a source for events I find interesting	75	83
Provides a variety of services	82	90

### Factor 5. College Union Enhance Life and Leadership

<i>The percentage of students satisfied with the extent to which the Union activities...</i>	<i>Average 2000-2013</i>	<i>2014</i>
Expand understanding of others whose backgrounds differ from yours	82	88
Expand understanding of your role as a citizen of the college community	80	89
Enhance ability to interact socially	88	93
Expose you to new and different ideas	87	92
Provide leadership training	75	85
Provide opportunities for you to assume a leadership role	78	88
Enhance your appreciation of the arts	83	87
Enhance you appreciation of the value of volunteerism	79	87

### Factor 10. Union Cleanliness

<i>The percentage of students satisfied with the quality of the following aspects of the Union...</i>	<i>Average 2000-2013</i>	<i>2014</i>
Cleanliness of entrances	75	84
Cleanliness of hallways	75	83
Cleanliness of restrooms	63	77
Overall quality of Union atmosphere	77	83

### Factor 11. Union Staff

<i>The percentage of students satisfied with the extent to which the Union...</i>	<i>Average 2000-2013</i>	<i>2014</i>
Staff is available	88	93
Staff is Knowledgeable	91	96
Staff is courteous	92	97

## **Factor 12. Overall Program Effectiveness**

<i>The percentage of students who believe...</i>	<i>Average 2000-2013</i>	<i>2014</i>
The Union activities enhance overall educational experience	84	91
In the value of activity fees spent	72	82
The Union fulfills its mission as a center for college community life	86	94
They would recommend union activities/services to a friend	88	94
Overall level of satisfaction is	79	82

### **Conclusion:**

From the factors highlighted in this report, we can see we are satisfying the majority of students who attend Oglesby Union programs and events. Factor 12 shows that in 2013, 88% of students surveyed were satisfied overall with the Oglesby Union. The information that EBI has provided will be useful to each department within the Oglesby Union to pinpoint areas of improvement.