WISCONSIN
UNIVERSITY OF WISCONSIN–MADISON

ADMINISTRATIVE QUALITY SATISFACTION SURVEY

2024 Report

Quantitative and Qualitative Results

Results Summary

The Administrative Quality Satisfaction Survey (AQSS), sponsored by the provost and the vice chancellor for finance and administration was conducted in April 2024. This survey collected information on administrative service quality through quantitative and qualitative measures from employees' perspectives across UW–Madison. This was the second iteration of the survey; the first was conducted in February 2022. The survey was sent to all (28,765) UW–Madison employees, including faculty, academic staff, university staff, and graduate assistants. 3,987 people responded to the 2024 AQSS—a 13.9% response rate—and 71% of those who began the survey completed it.

The AQSS evaluated satisfaction with seven categories of administrative services, known as Standard Activity Models (SAMs). The seven SAMs are Communications, Facilities, Finance, General Administration, Human Resources, Information Technology, and Research Administration . Each SAM has unique sub-activities. Satisfaction ratings were collected at both the campus, or central, level (e.g., Division of Business Services or Office of Human Resources) and the divisional/departmental (decentral) level (e.g., University Housing or School of Human Ecology).

Results from the 2024 AQSS were shared with campus leaders and informed continuous improvement efforts across administrative areas, including communications efforts for the Workday transition, training developments in the Office of Human Resources, and process improvement in the Division of Business Services. Results also serve as evaluative tool for various administrative improvement efforts that occurred between February of 2022 and April of 2024.

Methods and Respondents

The 2024 AQSS survey was sent to all staff and faculty, including graduate assistant employees via email and administered using Qualtrics. In total, 3,987 employees responded to the survey, including 2,352 academic staff, 259 faculty, 559 university staff, 155 graduate assistants, and 29 other respondents.

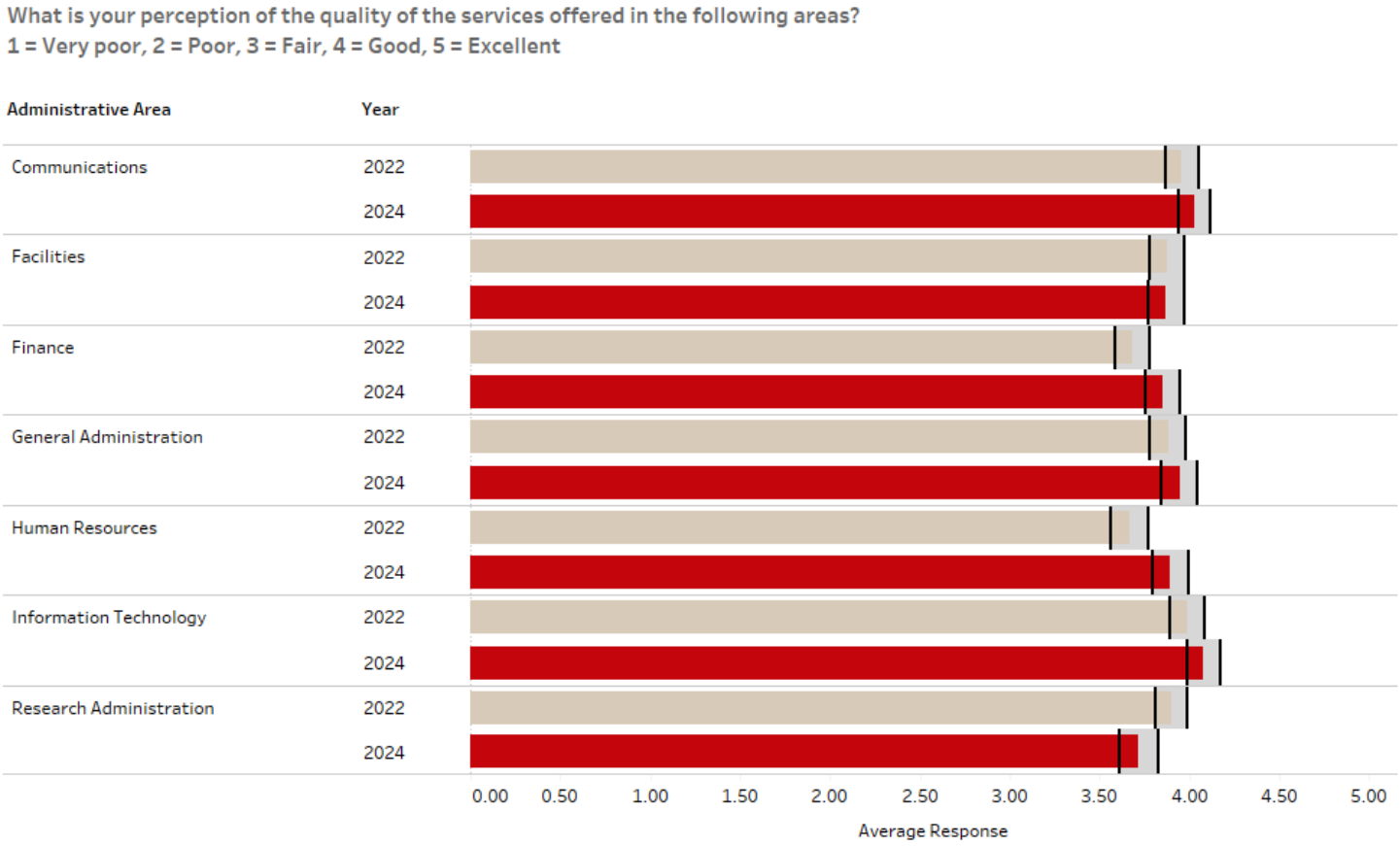
Respondents were asked to report their satisfaction with administrative activities with which they had experience. Their satisfaction with each subcategory was recorded using a 5-point scale:

1 Very Poor; 2 Poor; 3 Fair; 4 Good; 5 Excellent

Results

All SAM activities showed an improvement in satisfaction from 2022 to 20224, except for Research Administration which saw a statistically significant decrease. Improvements in administrative quality satisfaction were also statistically significant in every SAM except Facilities (2024 v. 2022); however, the change was trivial for General Administration, Information Technology, and Communications. There was a meaningful difference from 2022 to 2024 in Human Resources. To learn more about these results, please read the 2024 AQSS technical report.

All aggregate SAM categories received an overall satisfaction score between 3.7 and 4.0 on a 5-point Likert scale. The average satisfaction rating across all SAMs was 3.90, an increase from 3.81 in 2022. This indicates employees are more pleased with the administrative services in 2024, compared to 2022.



Quantitative Satisfaction Summary – 2024

Departmental/divisional satisfaction was higher than central satisfaction in six of the seven SAMs, Communications being the exception. This difference was meaningful in Finance and Research Administration. The difference in divisional/departmental and central satisfaction scores is statistically significant in six out of seven categories. This trend aligns with the 2022 AQSS results and peer institutions.

Quantitative Satisfaction Summary

SAM	Central	Division/Department (Decentral)	Mean
Communications	4.09	3.98	4.02
Facilities	3.81	3.94	3.87
Finance	3.69	3.93	3.85
Human Resources	3.87	3.91	3.89
Information Technology	4.00	4.13	4.08
Research Administration	3.40	3.97	3.72
General Administration	3.92	3.96	3.94

SAM Satisfaction Graph