

CMC Satisfaction

Applied Regression Analysis – Columbia Business School

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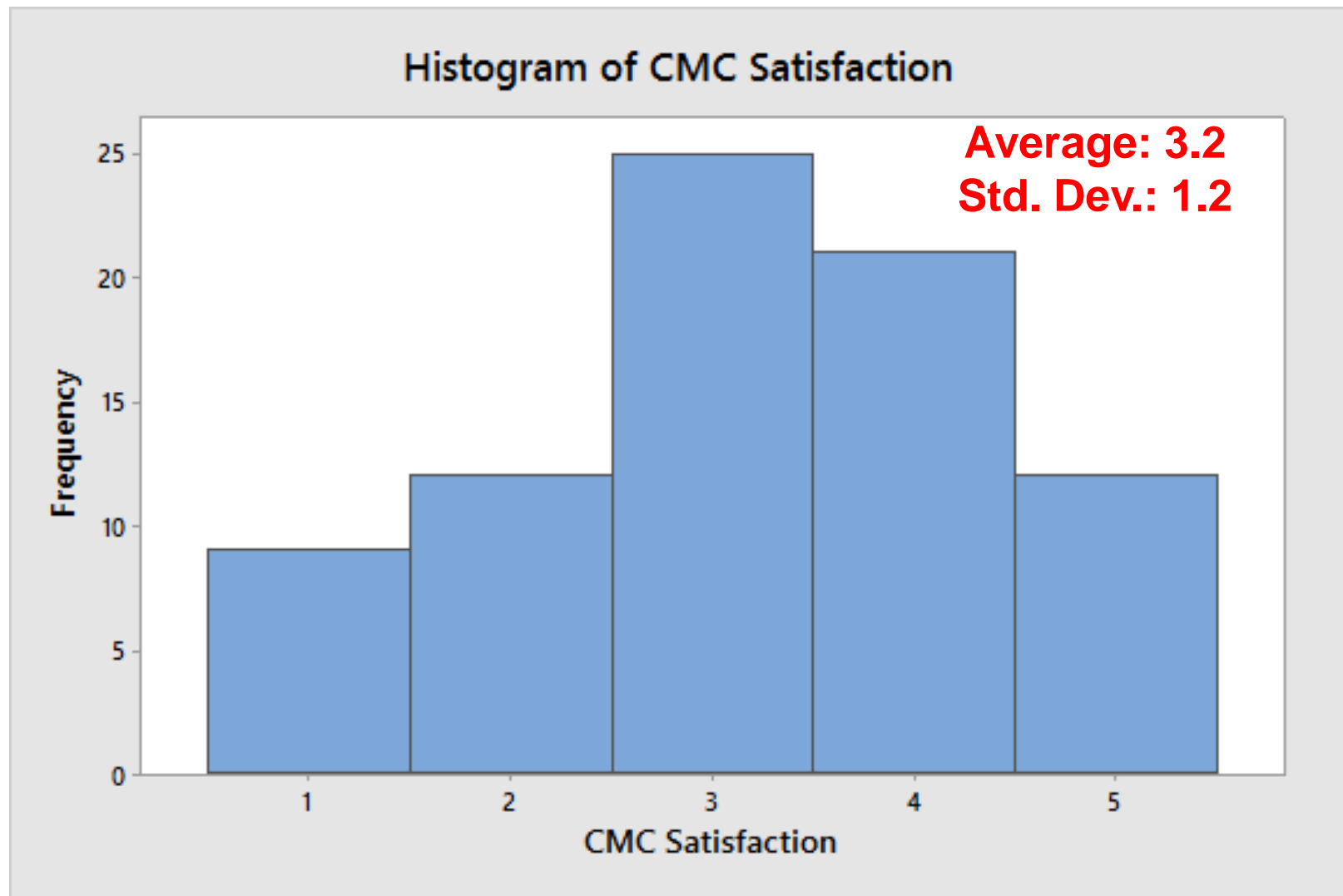
February 28th, 2017

Survey Summary

- **Question:** How do students rate CMC and where are the opportunities for CMC to improve student satisfaction?
- **Respondents:** 81 CBS Students

Collected Data Highlights

CMC Satisfaction: Please rate, on a scale of 1 to 5, your overall satisfaction with CMC



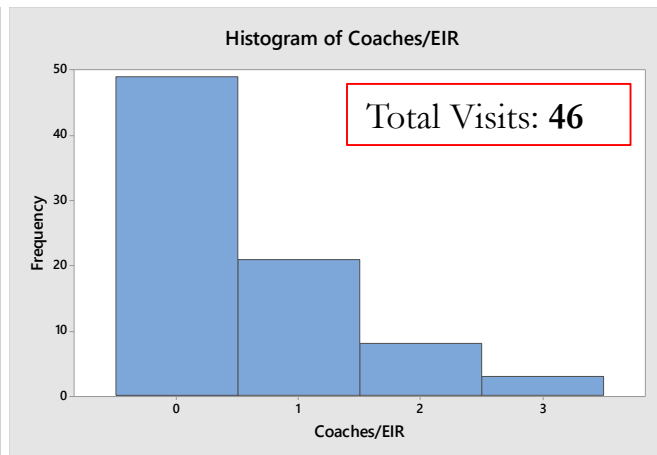
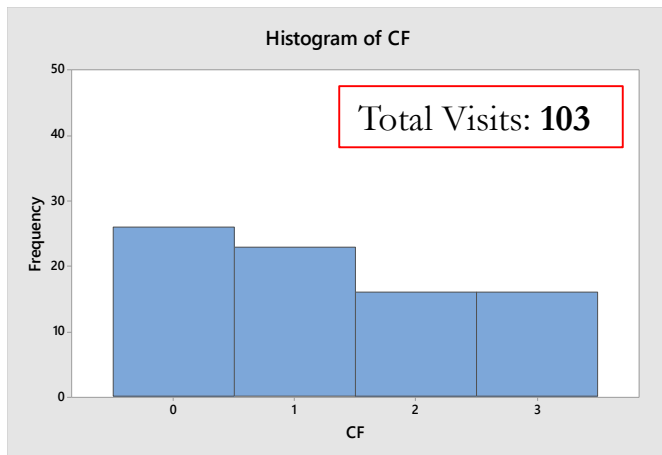
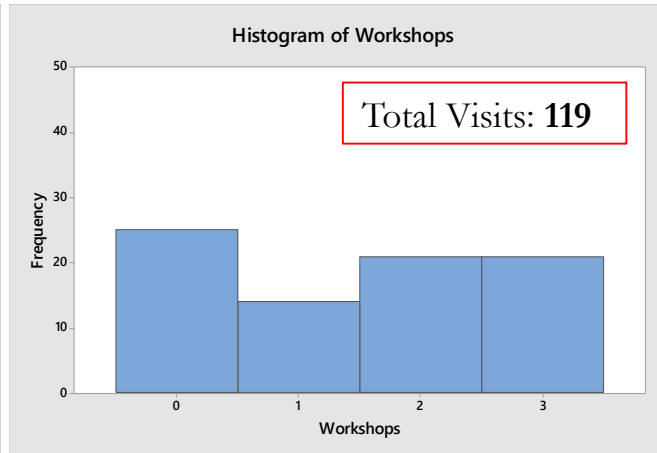
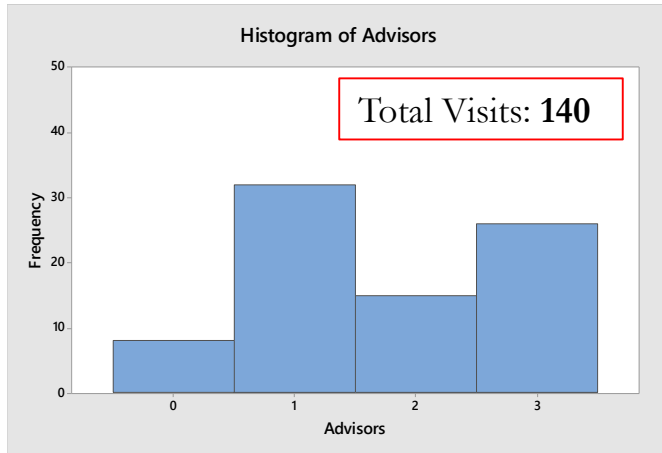
Collected Data Highlights

CF: # of interactions with Career Fellows

Workshops: # of CMC workshops one participated

Coaches/EIR: # of interactions with Coached or Executives-in-Residence

Advisors: # of interactions with CMC Advisors



Findings:

- 79 of 81 students took advantage of at least 1 CMC offering.
- The most heavily used were the Advisors with 73 of 81 total students using this service.
- But those that used Workshops had the most positive rating of the CMC.

Insights: This could imply that the students value the Advisor resource most and potentially are scoring the CMC based off of this interaction.

Survey Summary

■ Key Takeaways:

- Students are relatively neutral to CMC performance, neither positive nor negative.
- Students pursuing Entrepreneurship and Tech rate the CMC the lowest.
 - Beta's statistically significant and lower than zero
- Very Active professional club members rate the CMC the highest. Board Members effect is unclear. Potential opportunity for CMC to work more closely with Club Boards.

- **Recommendation:** CMC should survey students on Club Boards, as well as, those pursuing Entrepreneurship and Tech to determine what actionable steps can be taken for CMC to improve overall student satisfaction.