A Customer Buys Goods and Services from an Organization. Are College Students Customers of Their Colleges?

Are you or have you been a college or university (later I will refer to college for both) student?

☐ Yes
☐ No

Did you attend a private or a public college?

☐ Private
☐ Public

Do you think you were treated like a customer the way Starbucks or Amazon treats customers?

☐ Yes
☐ No

If you were not treated as a customer, do you think you
should have been treated that way?

☐ Yes
☐ No
☐ Not Applicable

If you were treated as a customer, did this create a better study environment for you?

☐ Yes
☐ No
☐ Not Applicable

Should college administrations serve students as customers?

☐ Generally, administration should be sensitive to students' availability?
☐ Generally, students must fit in with administration's schedules.

Should college professors treat students like customers and be sensitive and responsive to particular student needs?

☐ Yes, but that's not realistic because of number of students professors must deal with.
☐ No, that's not the professor's job; that's what happens in high school.
☐ Yes, as much as feasible that should be the professors' focus.

Do you think students are customers?

☐ Yes, but only relative to the administrative aspects, not academics
☐ Yes, they pay and so they must be treated like customers.
☐ No, academia is different from business. Students are not customers.
Are you male or female

☐ Male
☐ Female

May I have your brief comments on this subject?

This survey was created with SurveyNuts.com