


# How to Assess Student Satisfaction and Priorities

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## Thank you for joining us today

 <p><b>Julie Bryant</b> Associate Vice President Retention Solutions Ruffalo Noel Levitz</p>	 <p><b>Shannon Cook</b> Senior Director Retention Solutions Ruffalo Noel Levitz</p>
 <p><b>Matthew Crull</b> Director of Institutional Research Kishwaukee College</p>	 <p><b>Nathan Miller</b> Senior Director of Student Success Columbia College</p>

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Join the Twitter conversation:  
**@JulieBryantNL**  
**#AssessSatisfaction**



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**Key metrics tied to student satisfaction**

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**#1: Retention**

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**Student Retention and College Completion Practices**

**Effectiveness of retention practices**

	Institution type	Using method	Very or somewhat effective
Using student satisfaction assessments to make changes to minimize attrition	4-Year Public	76.4%	73.8%
	4-Year Private	88.6%	84.3%
	2-Year Public	84.4%	57.4%
Assessing what is important to your currently enrolled students to help ensure their satisfaction and success	4-Year Public	70.9%	64.1%
	4-Year Private	79.7%	82.5%
	2-Year Public	79.7%	58.8%

2015 Student Retention and College Completion Practices Benchmark Report

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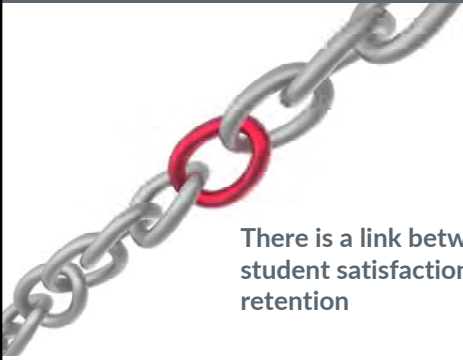
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There is a link between student satisfaction and retention

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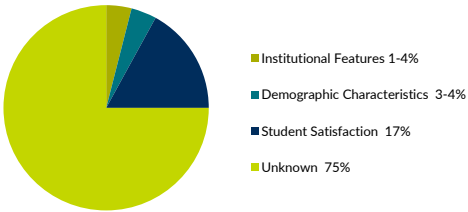
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### Linking Student Satisfaction and Retention

[www.RuffaloNL.com/retentionlink](http://www.RuffaloNL.com/retentionlink)  
Student satisfaction accounts for 17% of the variation in retention at four-year institutions



Category	Percentage
Institutional Features	1-4%
Demographic Characteristics	3-4%
Student Satisfaction	17%
Unknown	75%

Schreiner, Laurie. Linking Student Satisfaction and Retention. Noel-Levitz (2009).

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### Key variable: Campus climate



How do students FEEL on your campus?

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### Campus Climate items

- Institution showing concern for students as individuals
- Enjoyable experience to be a student here
- Institution has a good reputation within the community
- There is a commitment to academic excellence
- Campus staff are caring and helpful
- Students are made to feel welcome
- Students feel safe and secure on campus
- Students seldom get the "run-around"

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### Significant variables that positively affect predicting spring-to-spring retention at two-year institutions

[www.RuffaloNL.com/CCSatisfaction](http://www.RuffaloNL.com/CCSatisfaction)

Variable	Level of Significance
Attending a larger institution	.105***
Students with a higher GPA	.087***
Attending an institution with a larger number of student receiving financial aid	.080***
All in all, if you had it to do over again, would you enroll here	.051**
Rate your overall satisfaction with your experience here thus far	.044*
Attending an institution with a large full-time populations	.034**
Library staff are helpful and approachable (IMP)	.032**
Students carrying a full-time load	.031**
Financial aid counselors are helpful.	.029*

Miler, Karen. Predicting Student Retention at Community College. Noel-Levitz (2015).

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**#2: Graduation Rates**

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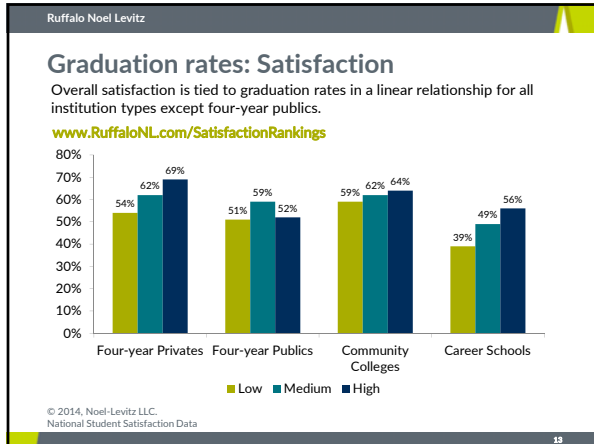
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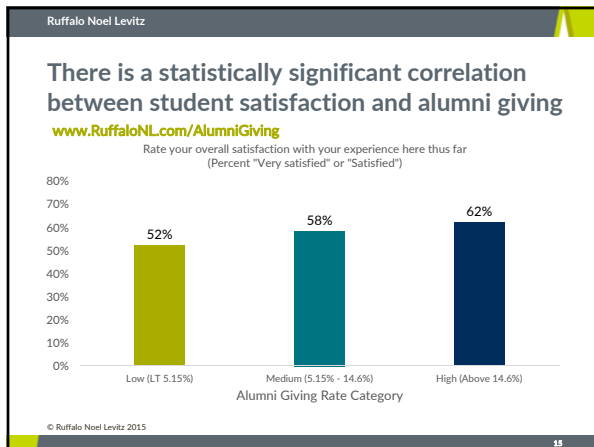
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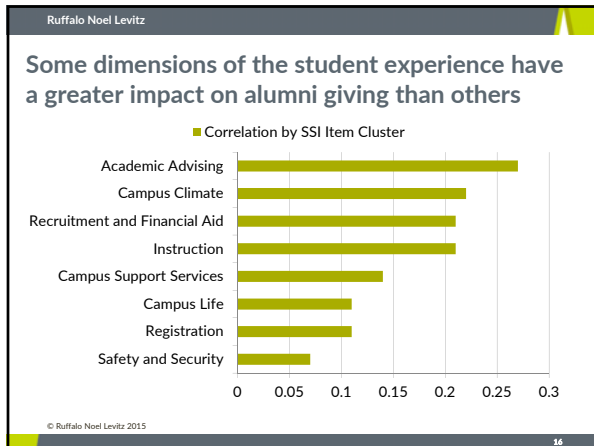
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**Coming soon:**  
Data indicating that satisfaction is also linked with lower loan default rates

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Assessing student satisfaction, taking action in priority areas, and creating environments where you are student-focused can have a positive effect on retention, graduation rates, and alumni giving.



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## Core concepts regarding student satisfaction

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### Definition of satisfaction

“When expectations are met or exceeded by the student’s perception of the campus reality.”

Schreiner & Juillerat, 1994

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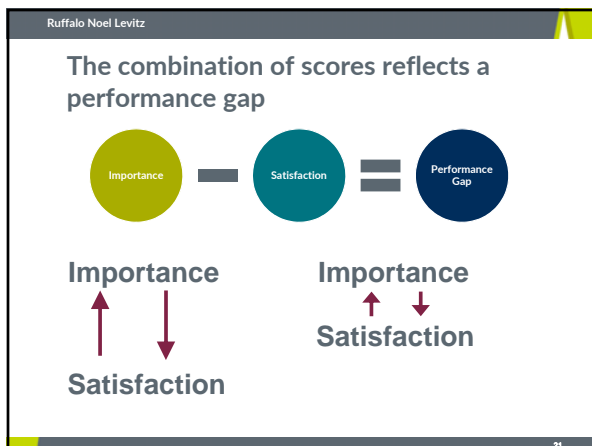
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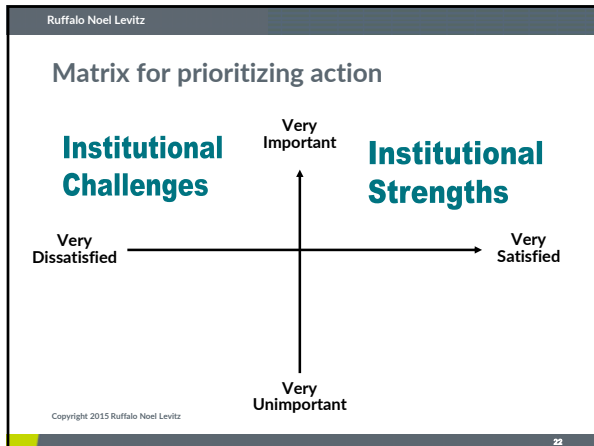
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- Ruffalo Noel Levitz
- ### Ruffalo Noel Levitz Satisfaction-Priorities Survey Suite
- **Student Satisfaction Inventory™ (SSI)** is for traditional students, primarily enrolled on campus.
  - **Institutional Priorities Survey™ (IPS)** for campus faculty, administration and staff is directly parallel to the SSI.
  - **Adult Student Priorities Survey™ (ASPS)** appropriate for undergraduate or graduate adult students.
  - **Adult Learner Inventory™ (ALI)** developed in cooperation with CAEL and appropriate for adult undergrads at four-year or two-year institutions. (Online only)
  - **Priorities Survey for Online Learners™ (PSOL)** for students in online distance learning programs. (Online only)
  - **Parent Satisfaction Inventory™ (PSI)** for parents of currently enrolled students at four-year institutions (Online only)
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### Who are we?

- Malta, Illinois
- Public community college serving approximately 6,000 credit students annually
- About 75% transfer students
- Very diverse population
- HLC Accredited/AQIP

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### Why did we choose Ruffalo Noel Levitz?

- Identified during 2010 AQIP Accreditation Cycle as an "Outstanding Opportunity" to utilize a nationally benchmarked assessment survey.
- Ease of implementation and reporting processes.
- Provided true measurable objectives to attach to strategic planning objectives.



28

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### Communication and Incentive Plan

- Formal announcements at full faculty and cabinet meetings; follow up email of time line to all employees
- Posting on student portal page
- Facebook and Twitter announcements
- Posters and flyers
- Student ambassadors solicited directly on campus with candy
- Five reminders over month period
- 3 free credit hours used for incentive
  - \$100 gift card alternate prize

29

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### Posters around Campus



**Check your student email for the Student Satisfaction Survey**

**Complete the survey by May 1 and be entered to WIN a Tuition Certificate for 3 FREE credit hours\* or \$100 Visa Check Card.**

Drawing winners will be notified May 4th.  
\*The 3 Free Credit Hours of tuition is valued at \$357.



*This is your way to tell us how we're doing.*

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### Sample Information

- Administered in Spring 2011, 2013, 2015
- Spring 2015 Response Rate: 541/3180 = 17%
- Gender: 72% female/28% male
  - Female over-representation
- Ethnicity: 66% White/Caucasian
  - Slight African-American under-representation
- Age: Uniformity
- Status: 70% Full Time
- Program: About even split: Transfer/Occupational
  - Health careers slightly over-represented



31

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### What we're able to show between 2011-15

- Campus wide presentations were held along with Board of Trustees and full cabinet meetings.
- Referendum passed and input from survey was used for several areas during construction.
- Helped put true perspective to what students find important and where we sit on a national level comparatively.
- Portions used for 2012 Strategic Plan
- Ruffalo Noel Levitz data across semesters illustrated several improvements.



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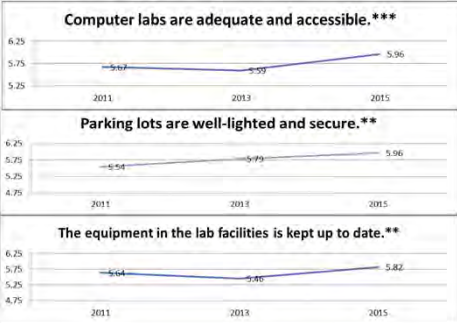
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### Statistically Significant Changes



Statement	2011	2013	2015
Computer labs are adequate and accessible.***	5.67	5.59	5.96
Parking lots are well-lighted and secure.**	5.54	5.73	5.96
The equipment in the lab facilities is kept up to date.**	5.64	5.46	5.82

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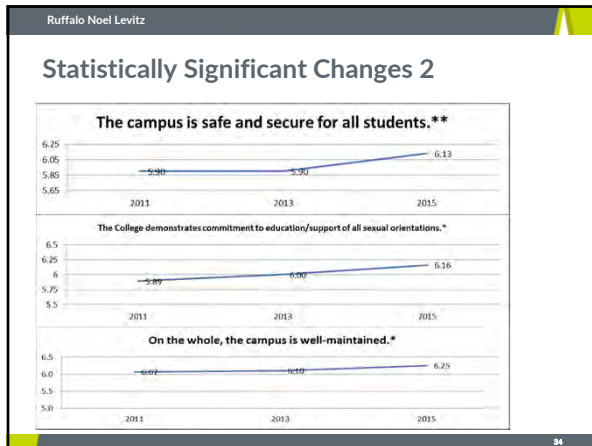
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### Taking it further

- Despite improvements in many areas, the College still faces "Challenges" in Academic Advising, Faculty Feedback, and Section Availability.
- In Fall 2015, Kishwaukee College went even further: Student focus groups using Challenges as the template.
- Invited students for pizza, gear, and input.
- Encouraged students to offer the solution.

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### Focus Group Results

- Very well received focus groups centered on student driven ideas for making the College better for them.
- Ideas were qualitatively analyzed and put into recommendations which will provide the backbone for many initiatives in the 2017 Strategic Plan.
- Direct departmental presentations in progress.
- Continued Ruffalo Noel Levitz SSI data will support if any change occurs in student satisfaction for current challenges.

96

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### Tips, Thoughts, and Wrap-up

- Beef up responses: Faculty endorsement in class
  - Extra credit? Using email tags and enrollment roster, IR can provide list of completers to faculty. (SPSS)
  - For faculty offering extra credit = 35% response rate!
- Raw Data - Get it!
  - Will provide opportunity for cross-tabbing multiple measures.
- With data roll-out make sure entire campus knows of dates, times, and next steps.



37

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### Tips, thoughts, and wrap-up (continued)

- Hardest part is obvious: Initiating change in light of data.
- Be sensitive to people's time, tight budgets, and staffing.
  - At the same time, don't relent towards goals of College once made!
- With Focus Group input, remind that they are student based ideas; not administration, faculty or staff! This can help drive the process knowing that it is from our primary stakeholders.
- Small measurable victories are still measurable victories.
- Data driven decisions with measurable goals are the best way to demonstrate success and RNL provides a clear/consistent tool.

38

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### Columbia College

- Founded in 1851 as Christian College, an all-girls school
- In 1970, transitioned to a four-year, coeducational institution and renamed Columbia College
- In 1972, established relationship with military to provide voluntary education opportunities for service members at off campus locations
- 1975 established the Evening Campus in Columbia, MO
- 2000 established the Online Campus



42

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### Columbia College

- Private, nonprofit institution
- Associate, Bachelors, and Masters degrees
- Accredited by the Higher Learning Commission
- Authorized to operate in-seat in 13 states and Guantanamo Bay and online in all 50 states



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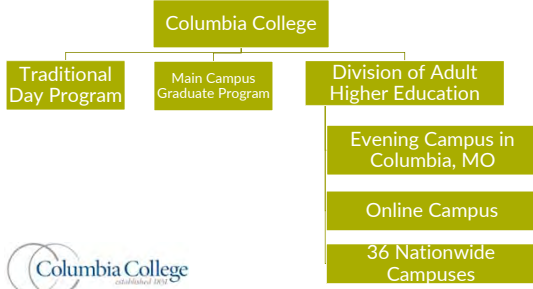
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### Columbia College Venues



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graph TD; CC[Columbia College] --- TD[Traditional Day Program]; CC --- MCGP[Main Campus Graduate Program]; CC --- DAHE[Division of Adult Higher Education]; DAHE --- ECA[Evening Campus in Columbia, MO]; DAHE --- OC[Online Campus]; DAHE --- NWC[36 Nationwide Campuses];
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44

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### Why the SSI, PSOL, ASPS

- Interested in gauging student satisfaction
- Need to identify areas of concern for a large, geographically disparate student population
- One format for three student populations
- Comparison to national data set



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### Administration of Surveys

- Email invitation with four follow-up reminders
- No compensation for completing the survey
- "We need your help . . ."

Survey	Invited	Completed	Rate
SSI	914	228	25%
ASPS	11,417	2,900	25%
PSOL	3,409	898	26%



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### Communication to Students



**Columbia College** The value of academic advisors

**9** out of 10 Columbia College students agree that their academic advisor is a *valuable resource*.



Based on the Noel Levitz 2014 Adult Student Feedback Survey.

47

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### Communication to Faculty and Staff

- Summary of the results with comparison to previous survey administration
- Summary reports for sub-populations
  - Advising
  - Military students
  - Enrollment factors
  - Additional reports ordered from Ruffalo Noel Levitz



48

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## Decision making

- Strategic planning at departmental and divisional level
- Evidence of need for grant proposals
- Accreditation reports
- Program reviews
- Internal review of persistence barriers by academic programs



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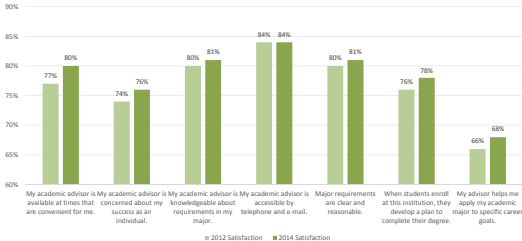
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## Evidence of Improvement - Advising

Satisfied and Very Satisfied Responses to Academic Advising Prompts in the 2012 and 2014 ASPS



Prompt	2012 Satisfaction	2014 Satisfaction
My academic advisor is available at times that are convenient for me.	77%	80%
My academic advisor is concerned about my success as an individual.	74%	76%
My academic advisor is knowledgeable about requirements in my major.	80%	81%
My academic advisor is accessible by telephone and e-mail.	84%	84%
Major requirements are clear and reasonable.	80%	81%
When students enroll at this institution, they develop a plan to complete their degree.	76%	78%
My advisor helps me apply my academic major to specific career goals.	66%	68%

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## Plans for the Future

- Refine college-defined questions
- Improve feedback loop to students on results and outcomes
- Increase use of custom reports and manipulation of raw data for investigation by student sub-population



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# Systematic Assessment Cycle

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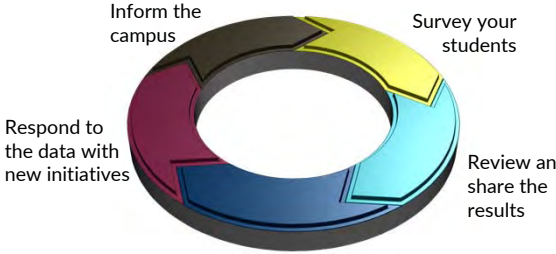
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## Systematic Assessment Cycle



Inform the campus

Survey your students

Review and share the results

Explore the data

Respond to the data with new initiatives

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### How do I do this?

- When do I survey
- Who do I survey
- How do I survey
- What do I survey
- What is the cost



[www.RuffaloNL.com/SatisfactionSurveyTutorials](http://www.RuffaloNL.com/SatisfactionSurveyTutorials)

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Schedule a conversation to discuss the best way to administer the survey or use the results on your campus

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### Polling Question

**“I would like a phone conversation to learn more about using these satisfaction-priorities assessments.”**

- The poll is located on the panel on the right side of your screen
- Please go to the panel now and select your answer



57

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**Thank you for joining us today**

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**RUFFALO**  
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