



The importance of the student voice

How can you use

STUDENT SATISFACTION DATA in multiple ways on campus?



Student Success and Retention

- Focus on campus climate items
- Celebrate your strengths
- Improve items students care about
- Communicate regarding changes made



Strategic Planning

- Identify challenges that cannot be fixed immediately
- Align budget dollars on top priority issues
- Compare externally with aspirant institutions



Accreditation Documentation

- Match satisfaction survey items to accreditation criteria (www.ruffalonl.com/Accreditation)
- Respond to challenge items
- Highlight institutional strengths
- Document improvements over time



Recruitment

- Identify factors in the decision to enroll
- Highlight your strengths in your recruitment materials
- Understand student perceptions of admissions and financial aid