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