



PRESENTATION HANDOUT



RNL Student Success: An Integrated Program of Assessment, Analytics, Planning, and Implementation



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Our conversation today

1. The dynamics of student success
2. Pre-enrollment analytics
3. Post-enrollment analytics
4. Key takeaways and strategies



The dynamics of
student success

A group of five business professionals are seated around a conference table in a meeting room. The scene is dimly lit and has a blue color overlay. In the foreground, a man with a beard and glasses is gesturing with his hands while speaking. To his right, a woman with glasses is looking towards him. In the background, another man and woman are also engaged in the discussion. A laptop is open on the table, and there are some papers and a green mug. The text "Today's landscape" is centered over the image in a white, sans-serif font.

Today's landscape

Key challenges institutions face in the market

1. Number of high school graduates are projected to peak at 4 million with the class of 2025, but then decline to 3.5 million by 2037 (similar to 2014).
2. 54% of public high school graduates in 2025 will be students of color, which adds more weight to the imperative for postsecondary education to better support students who have traditionally been underserved and address systemic inequities.
3. College costs **continue to increase** as aid decreases.
4. Over a third of schools have **no written retention plan** to guide efforts aimed at student success, retention and completion (45% of four-year privates, 37% of four-year publics and 32% of two-year publics).
5. Roughly 30% of institutions **do not regularly update** their retention/student success plans (24% of four-year privates, 35% of four-year publics, 33% of two-year public).

Noteworthy facts related to student motivation

- More than 1 in 4 first-year students...
 - Question whether a college degree is worth the effort



- Have financial problems that distract them from their education

ITEM	2021	2020
Have financial problems that are distracting	27%	27%
Bad financial position and pressure to earn extra money will interfere with school	22%	21%

Noteworthy priorities related to student satisfaction



It is an enjoyable experience to be a student on this campus.

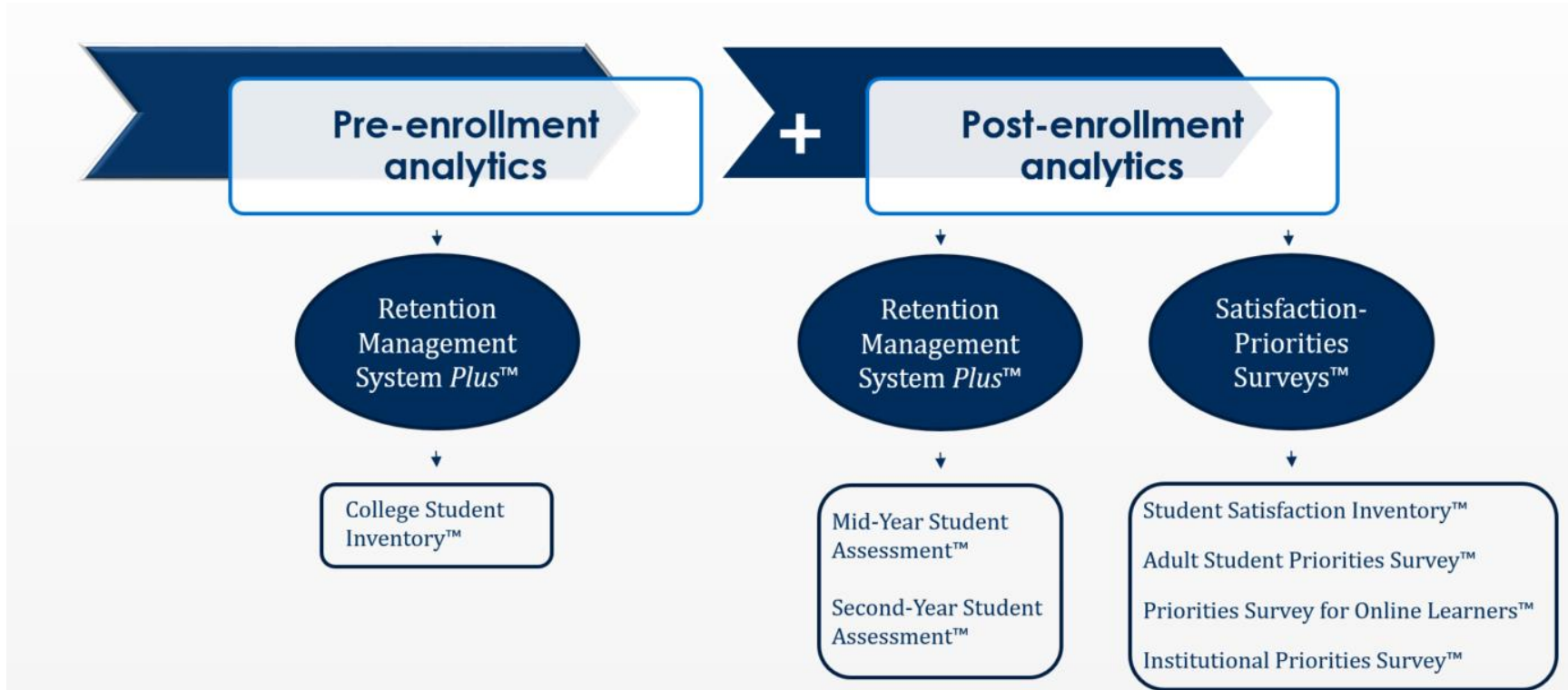
Students are made to feel welcome on this campus.

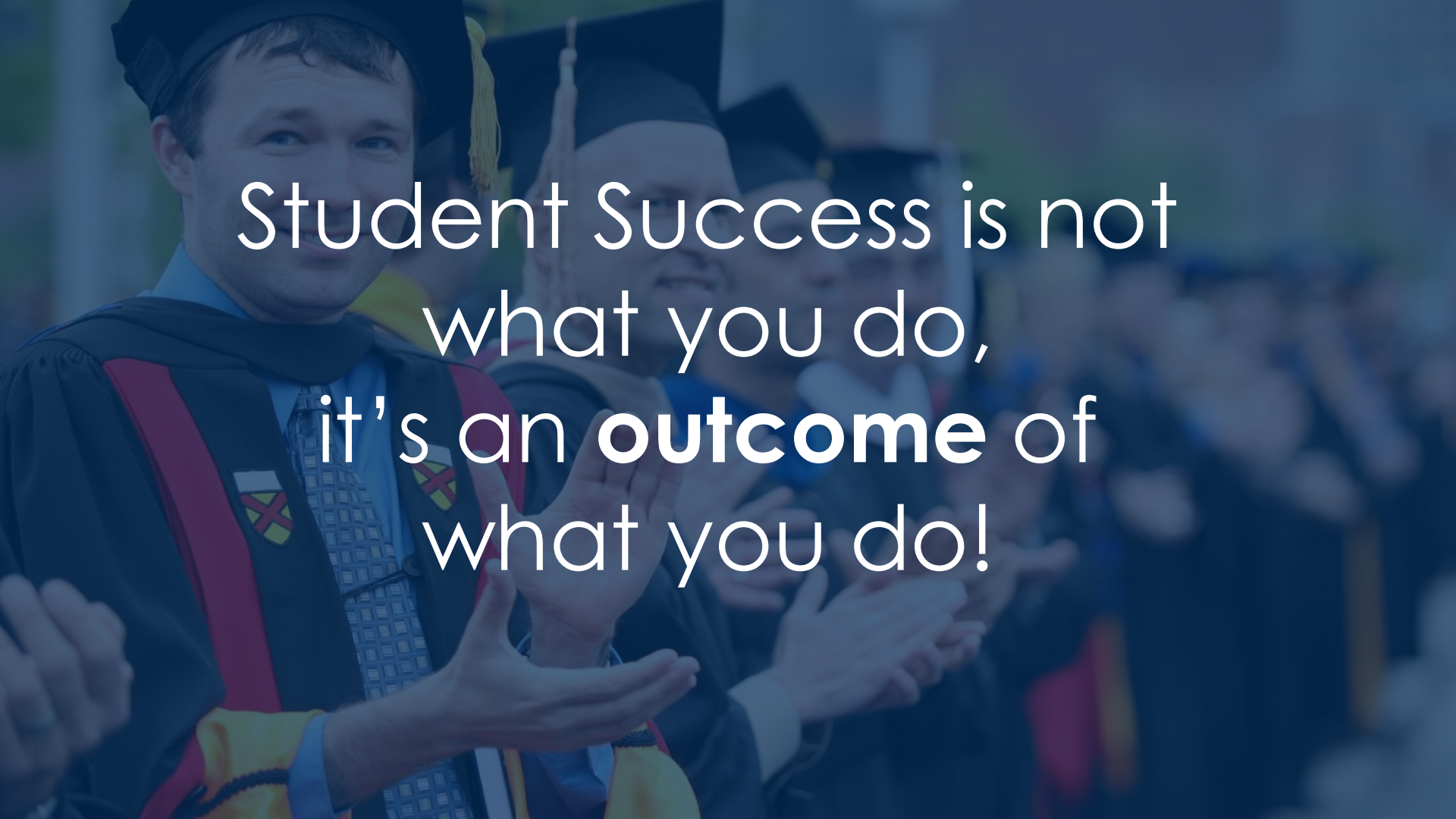
Tuition paid is a worthwhile investment.

The campus is safe and secure for all students.

There is a strong commitment to racial harmony on this campus.

RNL Student Success



A photograph of a graduate in a black cap and gown with red and yellow sashes, clapping. Other graduates are visible in the background, also clapping. The image has a blue tint.

Student Success is not
what you do,
it's an **outcome** of
what you do!



Pre-enrollment analytics

A conceptual framework for retention:

Entering
Student
Variables



Student
Motivation
Variables



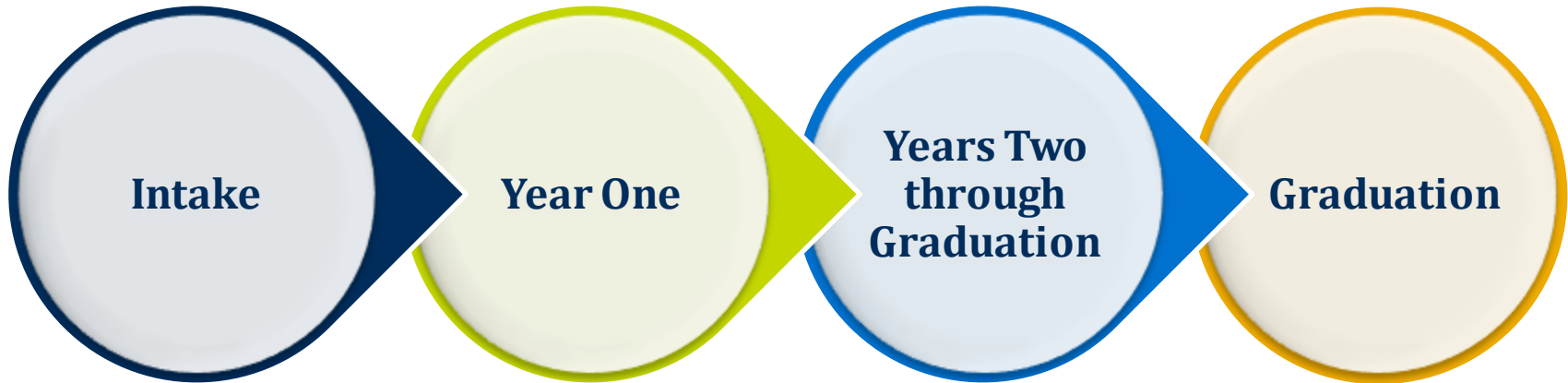
Student
Integration
Variables



Student's
Likelihood
to Persist

Retention Management System *Plus*[™]

Early identification + early intervention to increase student success



CSI

College Student Inventory[™]

MYSA

Mid-Year Student Assessment[™]

SYSA

Second-Year Student Assessment[™]



Retention Management Surveys

A comprehensive suite of student success surveys and analytics that help you **identify** individual undergraduates at risk, **gauge** receptivity to assistance, and **immediately connect** students to campus resources.

For more information see: www.RuffaloNL.com/RMSPlus

Features of the RMS Surveys

1. Provide a holistic view of your students – at the individual, cohort, and sub-cohort levels.
2. Most surveys take approx. 20 minutes to complete.
3. Culminating data and reports are available immediately.
4. Ease of use and no software downloads = easy lift for IT staff.
5. Strong completion rates = greater opportunity to make an impact.

The College Student Inventory (CSI)

- Identifies students' strengths, challenges, and **receptivity to support**
- Recommendations for **early interventions**
- **Link students** to campus resources and services
- Incorporate into **student success plan**



Sample Report: College Student Inventory

College Student Inventory™

Coordinator Report

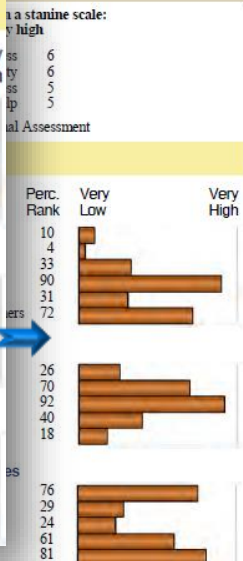
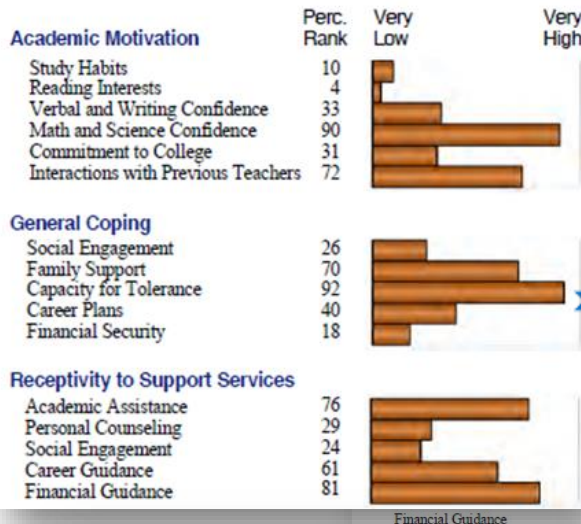
CSI Form B Sample Report

Shane Doe
Male, Age 19, ID#2345678
Sample College
Month DD, YYYY

Instructions

This is a report of Shane's College Student Inventory results. Please give him a thorough explanation of his Student Report. If you agree with the recommendations, gently encourage him to follow them. When possible, try to make the arrangements yourself as a way of reducing motivational barriers. Avoid attempting any psychological counseling if not professionally trained for such work. Above all, be sure to protect the confidentiality of this report. Please see the CSI Advisor's Guide™ for more details.

Motivational Assessment



Specific Recommendations for Shane

The strength of the top 7 recommendations is indicated by its priority score (0 to 3.3 = low, 3.4 to 6.6 = medium, 6.7 to 10.0 = high):

Get help with study habits	8.8
Get help with exam skills	8.3
Get help in finding a part-time job	8.2
Get help in obtaining a scholarship	8.2
Get help with writing skills	8.0
Get tutoring in selected areas	8.0
Get help in selecting an academic program	7.9

Excellent

or Shane
recommendations is indicated by its priority
medium, 6.7 to 10.0 = high):

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Get help with exam skills	8.3
Get help in finding a part-time job	8.2
Get help in obtaining a scholarship	8.2
Get help with writing skills	8.0
Get tutoring in selected areas	8.0
Get help in selecting an academic program	7.9

Student Background Information

High School Academics

Senior Year GPA B Average

Family Background

Racial/Ethnic Origin White/Caucasian

Mother's/Guardian's Education Some College

Father's/Guardian's Education Professional

College Experience

Decision to Enroll Many Months Before

Degree Sought Bachelor's

Plans to Work 11-20 Hours per Week

Notice

Students may request that their report be removed from your file at anytime.

*This information is not shown on the student's copy.



Sample Report: College Student Inventory

Summary Observations*

Summary scores are expressed on a stanine scale:
1 = very low, 5 = average, 9 = very high

Dropout Proneness	6
Predicted Academic Difficulty	6
Educational Stress	5
Receptivity to Institutional Help	5



Predictive Analytics within the CSI



College Student Inventory™

Coordinator Report

CSI Form B Sample Report

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Receptivity to Institutional Help	5

For greater detail, see Motivational Assessment

Student Background Information

High School Academics

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Family Background

Racial/Ethnic Origin White/Caucasian
Mother's/Guardian's Education Some College
Father's/Guardian's Education Professional

College Experience

Decision to Enroll Many Months Before
Degree Sought Bachelor's
Plans to Work 11-20 Hours per Week

Motivational Assessment

Academic Motivation	Perc. Rank	Very Low	Very High
Study Habits	10	[Bar chart showing low score]	
Reading Interests	4	[Bar chart showing very low score]	
Verbal and Writing Confidence	33	[Bar chart showing low score]	
Math and Science Confidence	90	[Bar chart showing high score]	
Commitment to College	31	[Bar chart showing low score]	
Interactions with Previous Teachers	72	[Bar chart showing high score]	

General Coping

Social Engagement	26	[Bar chart showing low score]
Family Support	70	[Bar chart showing high score]
Capacity for Tolerance	92	[Bar chart showing high score]
Career Plans	40	[Bar chart showing low score]
Financial Security	18	[Bar chart showing very low score]

Receptivity to Support Services

Academic Assistance	76	[Bar chart showing high score]
Personal Counseling	29	[Bar chart showing low score]
Social Engagement	24	[Bar chart showing very low score]
Career Guidance	61	[Bar chart showing high score]
Financial Guidance	81	[Bar chart showing high score]

Internal Validity

Excellent

Specific Recommendations for Shane

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Get help with study habits	8.8
Get help with exam skills	8.3
Get help in finding a part-time job	8.2
Get help in obtaining a scholarship	8.2
Get help with writing skills	8.0
Get tutoring in selected areas	8.0
Get help in selecting an academic program	7.9

Notice

Students may request that their report be removed from your file at anytime.

*This information is not shown on the student's copy.

Sample Aggregate Report: College Student Inventory

College Student Inventory™ - Form B
Summary and Planning Report for Demonstration University
 CSI Completion Date: 07/13/2017 to 09/26/2017

The strength of each recommendation is indicated by its mean priority score (0 = low; 10 = high):

**Top 10
 recommendations**

Section B

Recommendations

By Type	Mean Priority Scores	% of Students Requesting Assistance	By Percent of Students Requesting Assistance	Mean Priority Scores	% of Students Requesting Assistance
Get help with exam skills	6.70	69%	Get help with study habits	6.77	72%
Get help with study habits	6.77	72%	Discuss the qualifications for careers	6.62	70%
Get help with writing skills	6.28	58%	Get help with exam skills	6.70	69%
Get help with basic math skills	6.22	58%	Discuss advantages/disadvantages of careers	6.15	60%
Get tutoring in selected areas	6.20	56%	Discuss job market for college graduates	6.26	59%
Get help with reading skills	5.96	53%	Get help with writing skills	6.28	58%
Discuss attitude toward school with counselor	5.50	18%	Get help with basic math skills	6.22	58%
Discuss an unwanted habit with counselor	5.12	28%	Get help in meeting new friends	6.24	57%
Discuss personal relationships and social life with counselor	5.37	34%	Get help in selecting a career	6.04	56%
Discuss family problems with counselor	5.06	27%	Get tutoring in selected areas	6.20	56%
Discuss emotional tensions with counselor	5.29	32%	Get information about clubs and social organizations	5.94	54%
Discuss unhappy feelings with counselor	5.27	32%	Get help in obtaining a scholarship	5.94	53%
Discuss the qualifications for careers	6.62	70%	Get help with reading skills	5.96	53%
Get help in selecting an academic program	5.79	50%	Get help in finding a part-time job	5.90	53%
Discuss job market for college graduates	6.26	59%	Get advice from an experienced student	5.84	50%
Get help in selecting a career	6.04	56%	Get help in selecting an academic program	5.79	50%
Discuss advantages/disadvantages of careers	6.15	60%	Get help in finding a summer job	5.63	49%
Get help in finding a part-time job	5.90	53%	Get information about student activities	5.74	47%
Get help in obtaining a loan	5.15	38%	Get help in obtaining a loan	5.15	38%
Get help in obtaining a scholarship	5.94	53%	Discuss personal relationships and social life with counselor	5.37	34%
Get help in finding a summer job	5.63	49%	Discuss emotional tensions with counselor	5.29	32%
Get help in meeting new friends	6.24	57%	Discuss unhappy feelings with counselor	5.27	32%
Get information about student activities	5.74	47%	Discuss an unwanted habit with counselor	5.12	28%
Get advice from an experienced student	5.84	50%	Discuss family problems with counselor	5.06	27%
Get information about clubs and social organizations	5.94	54%	Discuss attitude toward school with counselor	5.50	18%

Note: The percentage score is based on the number of students whose request for assistance on each item was 6 or higher (in a range of 1-10). Items in the shaded area represent the top ten requests.



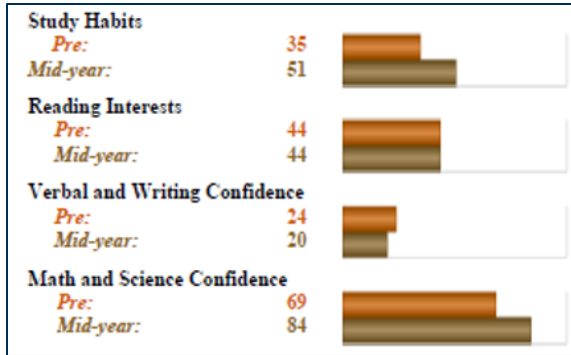
Post-enrollment
analytics

The Mid-Year Student Assessment™ (MYSA)

- Shows student growth and development
- Requests for assistance at mid-year
- Student satisfaction with key service areas
- Plans for next semester and beyond



Sample Report: Mid-Year Student Assessment



Mid-Year Student Assessment™ Advisor/Counselor Report

James Doe
Male, ID#444444
Sample College
Mid-Year Sample

Instructions

This reports details the changes in James' self-reported scores on the College Student Inventory™ (Pre-test) to now. The percentile ranks for both the Pre-test and the Mid-Year Student Assessment show how the scores compare to a larger sample of college students from across the country. Specifically, they indicate the percentage of students whose scores are equal to or less than those shown on this report. (In the absence of a Pre-test, Motivational Assessment scores will not appear.)

Motivational Assessment	%ile Rank	Very Low	Very High	Student Information
Academic Motivation				Academics Senior Year GPA: B+ Average First Term (projected): A Average Academic Knowledge * High School: Highest 20% College: Highest 20% Academic Ability * Pre: Considerably Above Average (top 20%) Mid-year: Considerably Above Average (top 20%) Study Time Needed Mid-year: More Than Expected Work Plans Pre: 1-10 hrs/wk Mid-year: 0 (I do not work) Degree Plans Pre: Bachelor's Mid-year: Bachelor's College Plans * Mid-year: Complete Degree Here Family Background * Racial/Ethnic Origin: White/Caucasian Mother's/Guardian's Education: H.S. Diploma H.S. Father's/Guardian's Education: Diploma
Study Habits				
Pre:	35			
Mid-year:	51			
Reading Interests				
Pre:	44			
Mid-year:	44			
Verbal and Writing Confidence				
Pre:	24			
Mid-year:	20			
Math and Science Confidence				
Pre:	69			
Mid-year:	84			
Commitment to College				
Pre:	68			
Mid-year:	62			
Interactions with Previous Teachers				
Pre:	60			
Mid-year:	66			
General Coping				
Social Engagement				
Pre:	69			
Mid-year:	77			
Family Support				
Pre:	63			
Mid-year:	80			
Capacity for Tolerance				
Pre:	45			
Mid-year:	75			
Career Plans				
Pre:	36			
Mid-year:	31			
Financial Security				
Pre:	35			
Mid-year:	35			



Sample Aggregate Report: Mid-Year Student Assessment

Students' requests for assistance at mid-year

Summary and Planning Report for Sample College

Students' Needs and Interests

Scales and Items	Pre (CSI-Form B)	Mid-year (MYSA)			
	Receptivity Scales (percentile)	Received help already		Would like to receive help or information this term	
		YES	NO	YES	NO
Receptivity Academic Assistance	53				
Exam skills		134	174	101	207
Study habits		157	151	103	205
Writing skills		163	145	124	184
Math Skills		89	219	131	177
Tutoring		101	207	110	198
Reading skills		76	232	80	228
Receptivity to Career Guidance	61				
Qualification for occupations		115	193	165	143
Help with career/job plan		84	224	164	144
Salaries for occupations		66	242	165	143
Advantages/Disadvantages of occupations		72	236	161	147
Help selecting occupation of interest		97	211	163	145

What are your student's enrollment plans at midpoint of their first year?

Reach out to those individuals who are ambivalent regarding their re-enrollment plans



College Plans	N/A	N/A	N	%
I plan to complete my degree/certificate at this college or university.			67	65.05
I plan to transfer to another college or university to complete my degree.			28	27.18
College is not right for me at this time, and I do not plan to re-enroll next term.			1	0.97
I have not made a decision about my plans for next term.			7	6.80

The Second-Year Student Assessment™ (SYSA)

Second-year and Transfer students need our attention, too

How are they faring in these areas?

- Academic Confidence
- Commitment to College
- Engaged Learning
- Leadership
- Transition
- Family Support
- Financial Security

What services do they want assistance in at this time?

- Academic Assistance
- Advising
- Career Planning
- Finances
- Personal Support



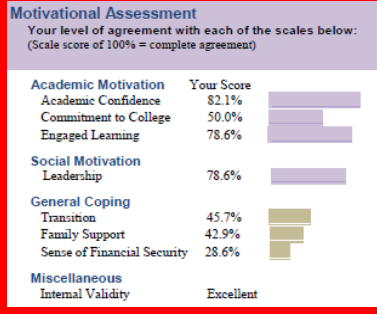
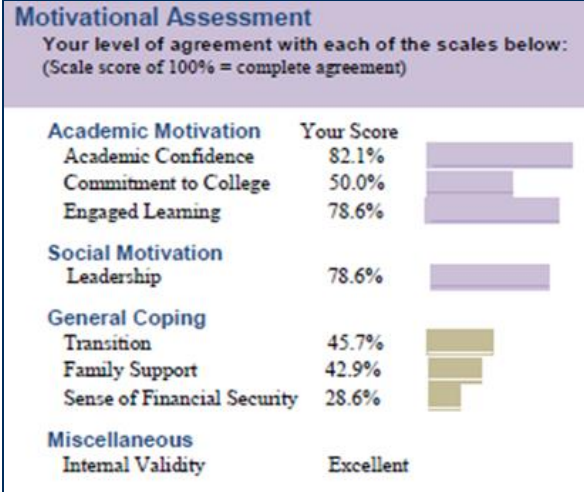
Sample Report: Second-Year Student Assessment

Marie Doe
Student Report

Instructions

Marie, this is a report of your responses to the Second-Year Student Assessment. This institution provides many services to support your success, and we encourage you to take advantage of the assistance available. (See Needs and Interests section.) You should contact your advisor, counselor, or others who can help you connect with these services, especially if:

- your score is less than 50% for any of the individual scales in Motivational Assessment.
- your score is less than 5 on any item in Institutional Impressions.
- you indicated that you want to receive assistance this year in any area of Needs and Interests.



Institutional Impressions
Your level of satisfaction with each of the areas below:
Each item is ranked by its satisfaction score (1 = low, 7 = high)

	Your Score
Variety of majors available here	7
Variety of courses available in my (desired) major	7
Degree of academic challenge in my classes here	7
My overall experience as a student at this institution	6
Frequency of interactions with my instructors	5
Frequency of communication with academic advisor	4
Opportunities, events, and activities related to my major	4
Availability of service learning, internships, etc.	4
Adequacy of financial assistance available to me	4
Leadership opportunities in student government/other	4
Level of interaction with other students	4
Sense of belonging to the college community	4
Social life (both on and off campus)	3

Needs and Interests
Your receptivity to assistance in each area below:

	Did you receive assistance last year?	Do you want to receive assistance this year?	Potential sources of assistance
Academic Assistance			
Get help with study skills (time management, exam skills).	No	No	Talk with your instructors or your advisor about learning skills services available at your institution.
Find tutors in one or more of my courses.	No	Yes	
Advising			
Select an academic program or major.	No	Yes	Talk with your advisor or an instructor for assistance with questions about your major, academic plans, grades, or transfer issues.
Prepare a written academic plan for graduation.	No	Yes	
Figure out the impact of my grades on my desired major.	No	Yes	

Needs and Interests
Your receptivity to assistance in each area below:

	Did you receive assistance last year?	Do you want to receive assistance this year?	Potential sources of assistance
Academic Assistance			
Get help with study skills (time management, exam skills).	No	No	Talk with your instructors or your advisor about learning skills services available at your institution.
Find tutors in one or more of my courses.	No	Yes	
Advising			
Select an academic program or major.	No	Yes	Talk with your advisor or an instructor for assistance with questions about your major, academic plans, grades, or transfer issues.
Prepare a written academic plan for graduation.	No	Yes	
Figure out the impact of my grades on my desired major.	No	Yes	
Discuss transfer questions and issues.	No	Yes	



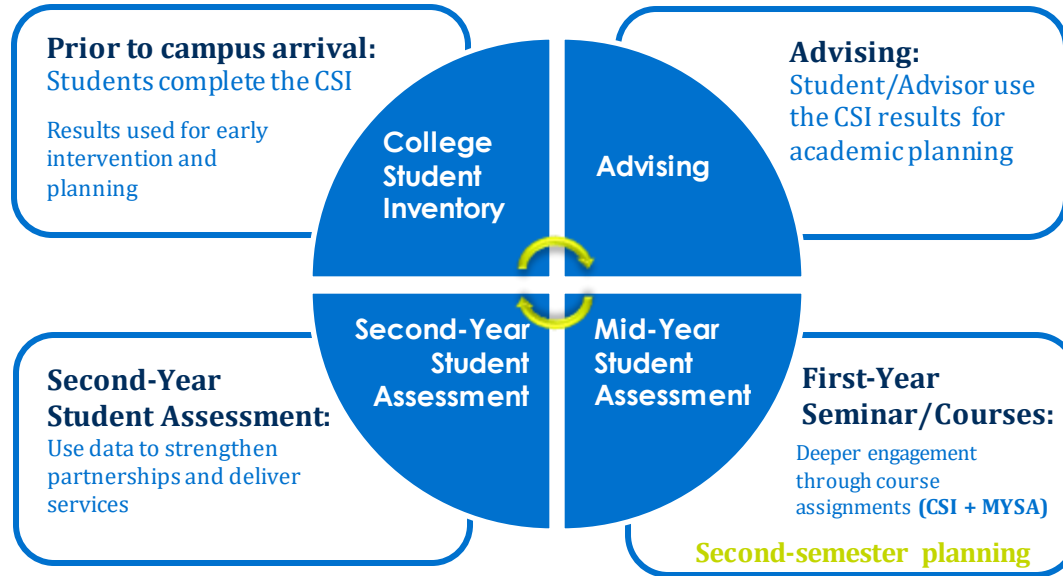
Benefits of the RMS Surveys

1. Identify academic and non-academic factors affecting student success
2. Know the needs of your incoming students
3. Identify students intending to transfer or at risk for attrition
4. Easy access to data providing overview of individual students and specific cohort groups, challenges to success, top needs for assistance
5. Ability to build strong first to fourth term success plan with holistic advising and success coaching

Leads to stronger retention and graduation rates

Integrating RMS Plus

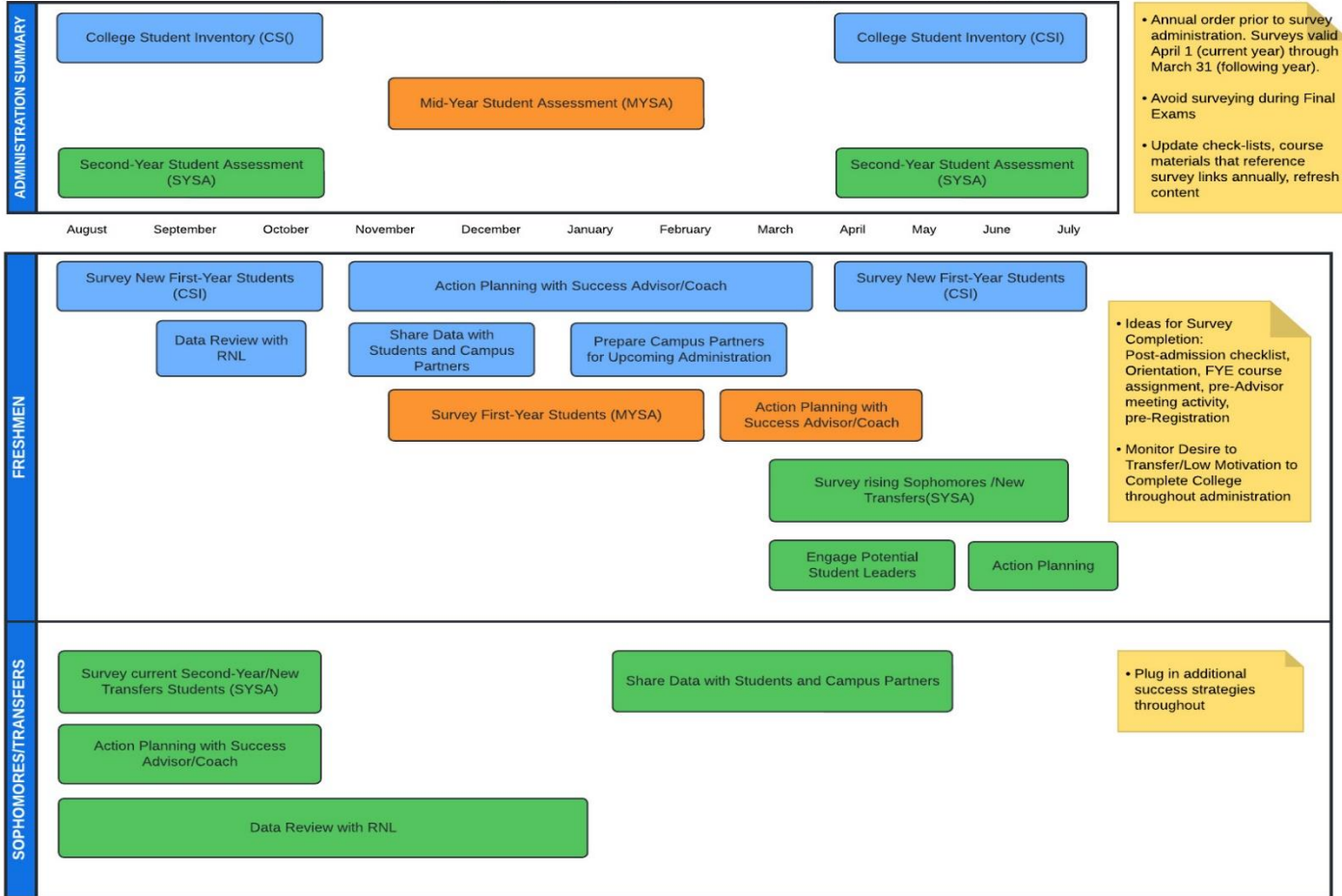
Build a first- through fourth-term student success plan



RNL Retention Management Survey and Success Strategy Timeline

Initiative Key

- CSI
- SYSA
- MYSA
- Other Reminders



A group of people in a meeting, with a woman in the foreground smiling and writing in a notebook. The image is overlaid with a semi-transparent dark blue filter. The text 'Satisfaction-Priorities Surveys' is centered in white. The background shows a woman with glasses and a dark top writing in a notebook, while others look on. There are laptops, a coffee cup, and a smartphone on the table.

Satisfaction-Priorities Surveys

Ruffalo Noel Levitz (RNL) Satisfaction-Priorities Survey Suite

- **Student Satisfaction Inventory™** (SSI) is for traditional students, primarily enrolled on campus
- **Adult Student Priorities Survey™** (ASPS) appropriate for undergraduate or graduate adult students.
- **Priorities Survey for Online Learners™** (PSOL) for students in online distance learning programs. (Online only)
- **Institutional Priorities Survey™** (IPS) for campus faculty, administration and staff is directly parallel to the SSI.

Why use the satisfaction surveys from RNL?



They measure both the level of satisfaction and the level of importance, giving you results that show what truly matters to students.



The surveys capture perceptions of the student experience inside and outside of the classroom.



You can track institutional trends, year over year, to show improvements in student satisfaction.



Most surveys can be completed in just 15 minutes online.



You receive benchmarks within two weeks that compare your students' scores to peer institutions, so you know where your students are significantly more or less satisfied.

Student Satisfaction is linked with:



**Individual
student
retention**
(higher)

**Institutional
graduation
rates**
(higher)

**Institutional
alumni
giving**
(higher)

**Institutional
loan default
rates**
(lower)

Definition of Satisfaction:

“

When expectations are met or exceeded by the student's perception of the campus reality

Schreiner & Juillerat, 1994

The RNL surveys capture both an importance score and a satisfaction score

RUFFALO NOEL LEVITZ STUDENT SATISFACTION INVENTORY 4-YEAR FORM A
Buffalo Noel Levitz (mock)

About the responses

Each item below describes an expectation about your experiences on this campus.

On the left, tell us how important it is for your institution to meet this expectation.

On the right, tell us how satisfied you are that your institution has met this expectation.

Level of importance...			...Level of satisfaction
1 - Not important at all	5 - Somewhat important	1 - Not satisfied at all	5 - Somewhat satisfied
2 - Not very important	6 - Important	2 - Not very satisfied	6 - Satisfied
3 - Somewhat unimportant	7 - Very important	3 - Somewhat dissatisfied	7 - Very satisfied
4 - Neutral	N/A - Does not apply	4 - Neutral	N/A - Not available/not used

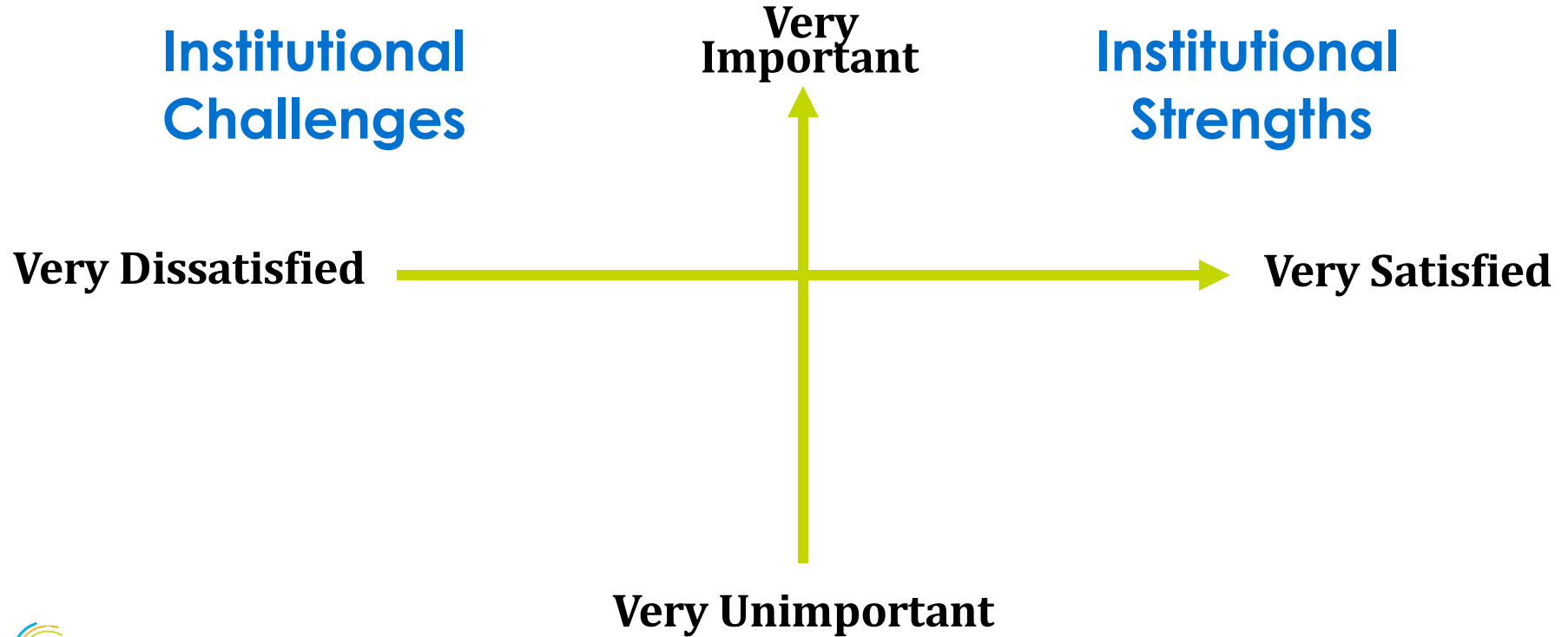
1 2 3 4 5 6 7 N/A

1. Most students feel a sense of belonging here.

1 2 3 4 5 6 7 N/A

The combination allows you to review your satisfaction results within the context of what is most important to your students.

Matrix for prioritizing action



Three Key Benefits

New SmartView Reporting Platform Provides

1. Wealth of data included automatically with your deliverable.
2. The ability to slice and dice your data by all of the demographic variables, on the fly.
3. Internal and external comparison data points.

SPS Results: Clear identification of strengths and challenges

Strategic Planning Overview Segment

RNL University - SSI 11/2019



Strength and Challenges

Benchmarking

Strengths

①

No	Item	vs. Comparison	Imp Rank
★ 8	The content of the courses within my major is valuable.	▲	1
★ 33	My academic advisor is knowledgeable about requirements in my maj...	▲	3
★ 16	The instruction in my major field is excellent.	▲	5
★ 2	The campus staff are caring and helpful.	▲	6
★ 6	My academic advisor is approachable.		8
★ 39	I am able to experience intellectual growth here.	▲	8
★ 68	Nearly all of the faculty are knowledgeable in their field.		13
★ 51	This institution has a good reputation within the community.	▲	16
★ 41	There is a commitment to academic excellence on this campus.	▲	19
★ 55	Major requirements are clear and reasonable.	▲	24
★ 65	Faculty are usually available after class and during office hours.	▲	28
★ 35	The assessment and course placement procedures are reasonable.	▲	31
★ 14	My academic advisor is concerned about my success as an individual.	▲	33
★ 49	There are adequate services to help me decide upon a career.	▲	38
★ 77	Campus item 4		41

Challenges

①

No	Item	vs. Comparison	Imp Rank
🚩 80	Campus item 7		3
🚩 75	Campus item 2		6
🚩 25	Faculty are fair and unbiased in their treatment of individual students.	▼	8
🚩 79	Campus item 6		11
🚩 28	Parking lots are well-lighted and secure.	▼	16
🚩 83	Campus item 10		16
🚩 66	Tuition paid is a worthwhile investment.	▲	21
🚩 74	Campus item 1		21
🚩 17	Adequate financial aid is available for most students.		23
🚩 21	The amount of student parking space on campus is adequate.	▼	26
🚩 47	Faculty provide timely feedback about student progress in a course.	▲	28
🚩 29	It is an enjoyable experience to be a student on this campus.		33
🚩 12	Financial aid awards are announced to students in time to be helpful in...		39
🚩 5	Financial aid counselors are helpful.		42

Main report tab views of the data

RNL University - SSI 11/2019



- Demographic Variables**
- Select options from the list below
- Age
 - Class Level
 - Current Class Load
 - Current Enrollment Status
 - Current GPA
 - Current Residence
 - Classifies
 - Educational Goal
 - Employment
 - Ethnicity/Race
 - Gender
 - Institution Question
 - Institution Question 2
 - Institution Size
 - Residence Classification

Class Level

Demographic Response	N	%
Freshman	12	23.7%
Sophomore	3	5.9%
Junior	128	244.2%
Senior	274	533.5%
Special student	2	3.9%
Graduate/Professional	0	0.0%
Other class level	0	0.0%
Total	418	100.00%
No Answer	30	

RNL University - SSI 11/2019



Strength and Challenges Benchmarking

Strengths

Challenges

No	Item	vs. Comparison	Imp. Rank	No	Item	vs. Comparison	Imp. Rank
8	The content of the courses within my major is valuable.	▲	1	80	Campus Item 7		3
33	My academic advisor is knowledgeable about requirements in my major.	▲	3	75	Campus Item 2		8
16	The instruction in my major field is excellent.	▲	5	25	Faculty are fair and unbiased in their treatment of individual students.	▼	6
2	The campus staff are caring and helpful.	▲	6	79	Campus Item 6		11
6	My academic advisor is approachable.	▲	8	28	Parking lots are well-lighted and secure.	▼	16
39	I am able to experience intellectual growth here.	▲	8	83	Campus Item 10		16
65	Many of the faculty are knowledgeable in their field.	▲	13	66	Tuition paid is a worthwhile investment.	▲	21
51	This institution has a good reputation within the community.	▲	16	74	Campus Item 1		21
41	There is a commitment to academic excellence on this campus.	▲	19	17	Adequate financial aid is available for most students.		23
55	Major requirements are clear and reasonable.	▲	24	21	The amount of student parking space on campus is adequate.	▼	24
65	Faculty are usually available after class and during office hours.	▲	28	47	Faculty provide timely feedback about student progress in a course.	▲	28
35	The assessment and course placement procedures are reasonable.	▲	31	29	It is an enjoyable experience to be a student on this campus.		33
14	My academic advisor is concerned about my success as an individual.	▲	33	12	Financial aid awards are announced to students in time to be helpful in...		39
28	There are safe and secure facilities to have one's vehicle parked on campus.	▲	38	6	Financial aid counselors are helpful.		43

RNL University - SSI 11/2019



This report provides a look at the percentage of responses that indicated an answer of 6 or 7 to the items in the survey. 6 is considered 'important' or 'satisfied' and 7 is considered 'very important' or 'very satisfied'.

RNL University - SSI

National Four-Year Privates (2019)

No	Item	Importance %	Satisfaction %	Gap %	Importance %	Satisfaction %	Gap %	Difference
1	Most students feel a sense of belonging here.	79%	66%	13%	77%	50%	27%	16%
2	The campus staff are caring and helpful.	94%	68%	26%	86%	63%	23%	5%
3	Faculty care about me as an individual.	91%	65%	26%	81%	20%	4%	
4	Admissions staff are knowledgeable.	90%	67%	23%	81%	58%	23%	9%
5	Financial aid counselors are helpful.	85%	52%	33%	62%	51%	31%	1%
6	My academic advisor is approachable.	92%	75%	17%	87%	70%	17%	5%
7	The campus is safe and secure for all students.	95%	67%	28%	89%	66%	23%	1%
8	The content of the courses within my major is valuable.	95%	80%	15%	91%	65%	26%	15%



RNL University - SSI 11/2019



RNL University - SSI

National Four-Year Privates (2019)

Scale	Importance	Satisfaction	SD	Gap	Importance	Satisfaction	SD	Gap	Difference	SS
Academic Advising	6.49	5.88	1.24	0.81	6.39	5.87	1.28	0.72	0.21	***
Campus Climate	6.39	5.96	1.03	0.79	6.27	5.41	1.13	0.86	0.25	***
Campus Life	5.76	5.17	1.13	0.81	5.84	5.11	1.19	0.83	0.08	
Campus Support Services	6.27	5.85	0.95	0.42	6.12	5.85	1.03	0.47	0.20	***
Concern for the Individual	6.40	5.52	1.19	0.88	6.27	5.44	1.18	0.83	0.08	
Instructional Effectiveness	6.90	6.79	1.04	0.72	6.40	6.80	1.05	0.80	0.18	***
Recruitment and Financial Aid	6.26	5.98	1.19	0.86	6.25	5.27	1.24	0.99	0.11	
Registration Effectiveness	6.34	5.53	1.12	0.81	6.21	5.29	1.19	0.92	0.24	***
Responsiveness to Diverse Populations	5.98	5.31	1.31	0.93	6.00	5.38	1.41	0.64	0.30	***
Safety and Security	6.54	4.99	1.29	1.96	6.23	5.00	1.32	1.28	-0.42	***
Service Excellence	6.20	5.85	1.02	0.85	6.14	5.38	1.11	0.78	0.23	***
Student Centerliness	6.40	5.83	1.17	0.77	6.31	5.48	1.20	0.85	0.17	**

RNL University - SSI 11/2019



RNL University - SSI

National Four-Year Privates (2019)

S/C	No	Item	Importance	Satisfaction	SD	Gap	Importance	Satisfaction	SD	Gap	Difference	SS
	1	Most students feel a sense of belonging here.	6.19	5.63	1.40	0.56	6.14	5.27	1.43	0.87	0.36	***
★	2	The campus staff are caring and helpful.	6.60	5.83	1.31	0.77	6.41	5.64	1.33	0.77	0.19	**
	3	Faculty care about me as an individual.	6.57	5.70	1.48	0.87	6.27	5.59	1.39	0.65	0.11	**
★	4	Admissions staff are knowledgeable.	6.44	5.77	1.21	0.67	6.26	5.49	1.44	0.77	0.28	***
★	5	Financial aid counselors are helpful.	6.35	5.10	1.81	1.25	6.29	5.21	1.64	1.08	-0.11	
★	6	My academic advisor is approachable.	6.59	6.00	1.45	0.59	6.46	5.86	1.51	0.60	0.14	**
★	7	The campus is safe and secure for all students.	6.67	5.72	1.49	0.95	6.54	5.71	1.44	0.83	0.01	
★	8	The content of the courses within my major is valuable.	6.71	6.12	1.14	0.59	6.60	5.73	1.33	0.87	0.39	***

RNL University - SSI 11/2019



RNL University - SSI

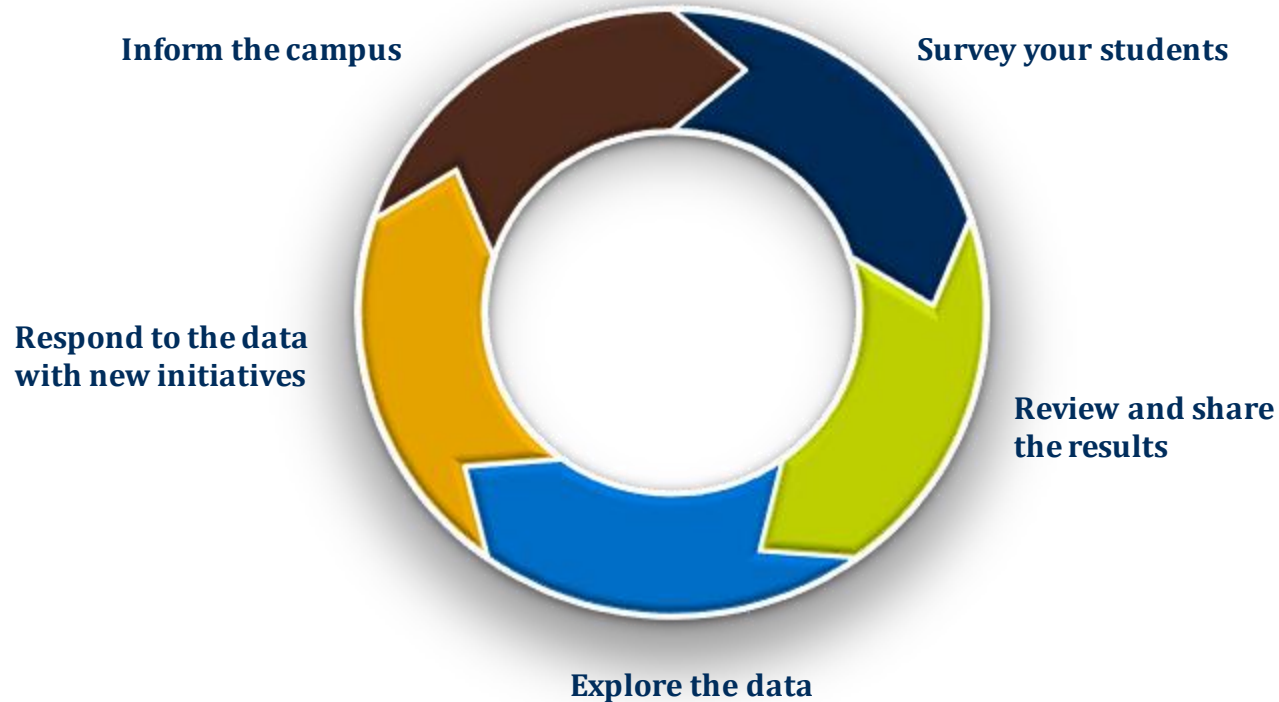
National Four-Year Privates (2019)

Summary	Institution	National Norms	Difference	SS
4= About what I expected	41%	31%		
5= Better than I expected	21%	24%		
6= Quite a bit better than I expected	11%	14%		
7= Much better than I expected	11%	12%		
Rate your overall satisfaction with your experience here thus far.	5.47	5.26	0.21	**
1= Not satisfied at all	1%	1%		
2= Not very satisfied	4%	4%		
3= Somewhat dissatisfied	7%	6%		
4= Neutral	10%	8%		
5= Somewhat satisfied	19%	18%		
6= Satisfied	40%	38%		
7= Very satisfied	21%	18%		
All in all, if you had to do over again, would you enroll here?	5.44	5.21	0.43	***
1= Definitely not	1%	4%		
2= Probably not	2%	7%		
3= Maybe not	2%	7%		
4= I don't know	12%	10%		
5= Maybe yes	2%	12%		
6= Probably yes	31%	24%		
7= Definitely yes	37%	36%		

Four primary ways to use satisfaction data



Systematic Assessment Cycle



Many campuses assess student satisfaction and student engagement

- National Survey on Student Engagement: Just Freshmen and Seniors
- Student Satisfaction Inventory: Across ALL class levels
- NSSE/CCSSE and SSI results support each other
- Students won't be satisfied if they are not engaged and they won't be engaged if they aren't satisfied.

What makes RNL satisfaction assessment unique:

- Measure both Importance and Satisfaction
- National benchmark data specific to your institution type and student population (traditional, adult, online, graduate)
- Efficient turnaround time for delivery of results
- Data is actionable
- Regional accreditation mapping
- Your timeline is our timeline
- Cost effective



Key Takeaways and Strategies

Key takeaways

Aligning strategies, resources, and tools

- Pre and post enrollment data is vital to identify at-risk students and essential services or programs that need to be strengthened.
- Tools are only as good as they are used – all efforts need to be coordinated and monitored using key enrollment/student success data throughout the process.
- Influencing students' decision to continue needs to happen early and throughout their enrollment at your institution.
- Let us help you— we have strategies in place to ensure you have a successful implementation.
- Focusing on student success yields positive results for both overall enrollment and future fundraising efforts.

Six Guiding Principles for Effective Student Success Efforts



Integrate with other programs and services



Rely on student feedback and integrate effectively



Provide quality classroom engagement



Ensure student centeredness



Empower students to develop relationships



Be proactive and intentional

Retention Management: Two Types of Strategies

- Retention Management: Re-Yielding Strategies
 - These are strategies which influence the student to re-enroll, therefore improving the persistence and retention outcomes.
- Retention Management: Student Success Strategies
 - These are strategies which help the student to be more successful, therefore improving the progression and completion outcomes.

All these strategies must work together to improve the persistence, progression, retention, and completion ($P+P+R=C$).

Retention management: Re-yielding strategies

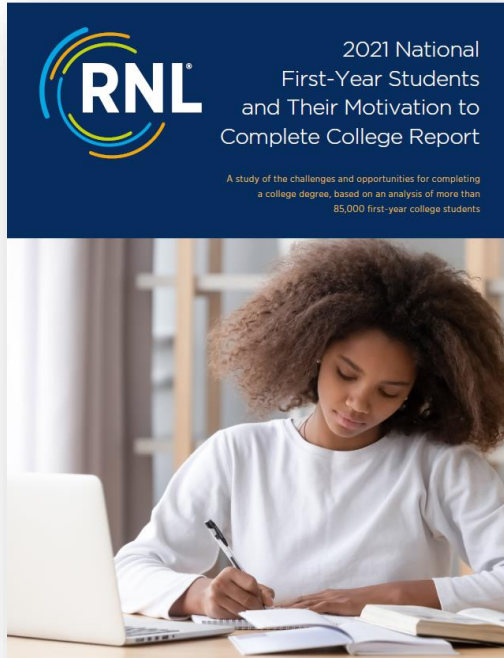
- CAN: Congratulating, Alerting, and Nudging
- Advising and registration campaigns each term
- Affiliation scans each term
- Value messaging
- Rhythm of the first-year parent and family campaigns
- Intent to re-enroll tracking
- Intentional connections to academic units
- Transcript request communication
- Financial aid reminders
- Hold management communication
- Housing/Residence life intent notices
- Qualified recruit-back (fall not spring, spring not fall)
- Second-year transitions beginning in term two
- Summer melt outreach

Retention Management: Student Success Strategies

- First-year transitions (orientation, FYE, and extended orientation)
- Academic advising/degree pathways
- Course success assessment and planning
- Academic support
- Academic recovery
- Co-curricular programming
- Quality of housing and residence life
- Engaged integrated learning
- Quality services (minimization of run-around)
- Career development

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