



Student Satisfaction and Priorities

ADULT STUDENT PRIORITIES SURVEY™ RESULTS,

ADMINISTRATION

N=

Students

(Number of completed surveys)

Student satisfaction is defined as “when expectations are met or exceeded by the student’s **perception** of the campus reality.”* **Remember perception is reality!**

*Schreiner & Juillerat, 1994

Why does student satisfaction matter?

Student satisfaction has been positively linked to:



Individual student retention



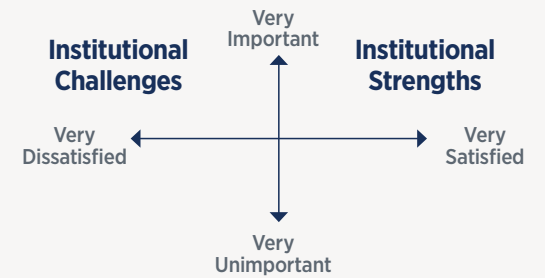
Annual giving



College completion rates

Priorities for Our Students

Matrix for prioritizing action:



1 Our Institutional Strengths

These are the areas that matter most to our students and where they are most satisfied.

- 1.
- 2.
- 3.
- 4.
- 5.

2 Our Institutional Challenges

These items are the key areas to improve, based on the priorities of our students.”

- 1.
- 2.
- 3.
- 4.
- 5.

3 The Importance of Institutional Choice

Students attending their first choice institution are more likely to have higher satisfaction levels overall.

The percentage of our students indicating that we are their:

1ST CHOICE

2ND CHOICE

3RD CHOICE OR LOWER

4 What Factors Influence Our Students to Enroll?

It is important to understand why students enroll here.

The percentage of students saying the following factors were important or very important:

FINANCIAL AID

FUTURE EMPLOYMENT OPPORTUNITIES

ACADEMIC REPUTATION

5 Bottom Line Indicators

How satisfied are our students compared with students nationally?

PERCENTAGE SATISFIED/
VERY SATISFIED

NATIONAL LEVEL SATISFIED/
VERY SATISFIED

How likely are our students to enroll again if they had it to do over?

PERCENTAGE PROBABLY/
DEFINITELY YES

NATIONAL LEVEL PROBABLY/
DEFINITELY YES

**These areas will be further explored with additional data analysis and conversations to determine how to best celebrate the strengths and respond to the challenges to improve the student experience.

For more information, contact: