

Student Success: Gather and Use Data to Impact the Student Experience Across Your Campus

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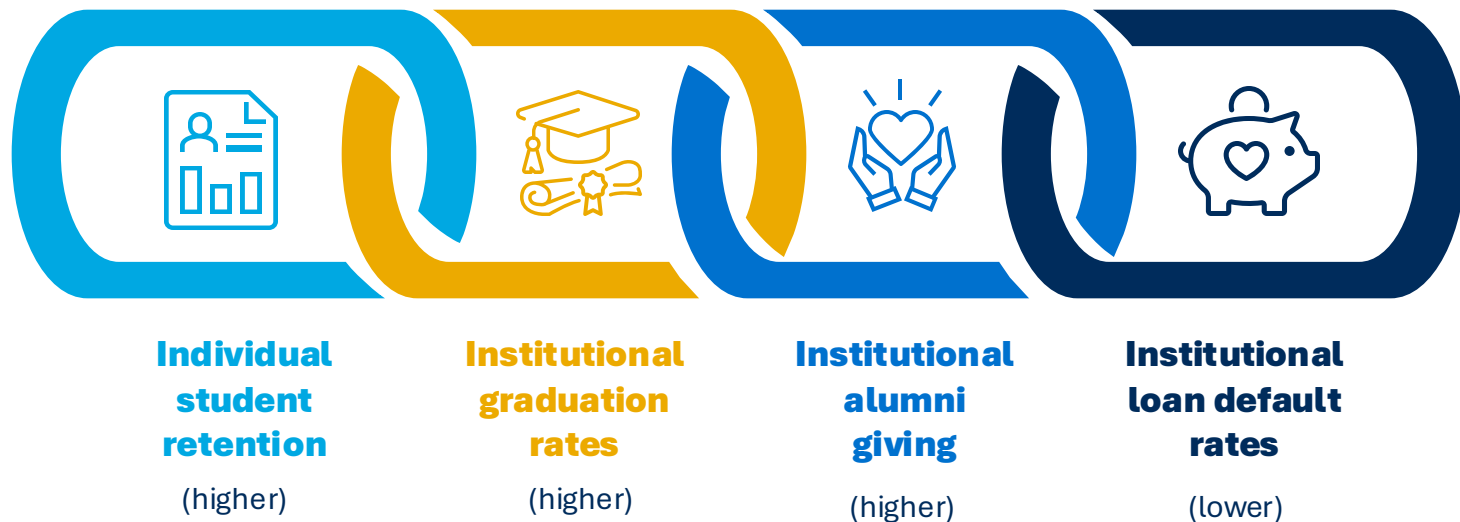
Susan Davies, Ph.D., Executive Vice President, Enrollment & Student Affairs, Augusta University

Why assess student satisfaction?



Student satisfaction matters for the health of your institution

Student satisfaction has been positively linked with:



Understand the priorities of your currently enrolled students

Satisfaction within
the context



of what is **Important**
to your students

Satisfaction-Priorities Surveys™ (SPS)

- Comprehensive assessment across all class levels
- Captures experiences both inside and outside of the classroom
- Completed during the academic year (either fall or spring) with an online administration
- Ability to customize segments of the surveys
- Results available in an interactive dashboard within three weeks with national benchmarks
- Typically administered at least once every two years to track satisfaction shifts

RNL Satisfaction-Priorities Surveys

Select the version(s) based on the institution type and the student populations being served

Student Satisfaction Inventory (SSI):

Students on-ground
at four-year and two-
year institutions

Adult Student Priorities Survey

(ASPS): Adult
Graduate and
Undergrad

Priorities Survey for Online Learners

(PSOL): Students in
Online Learning
Programs

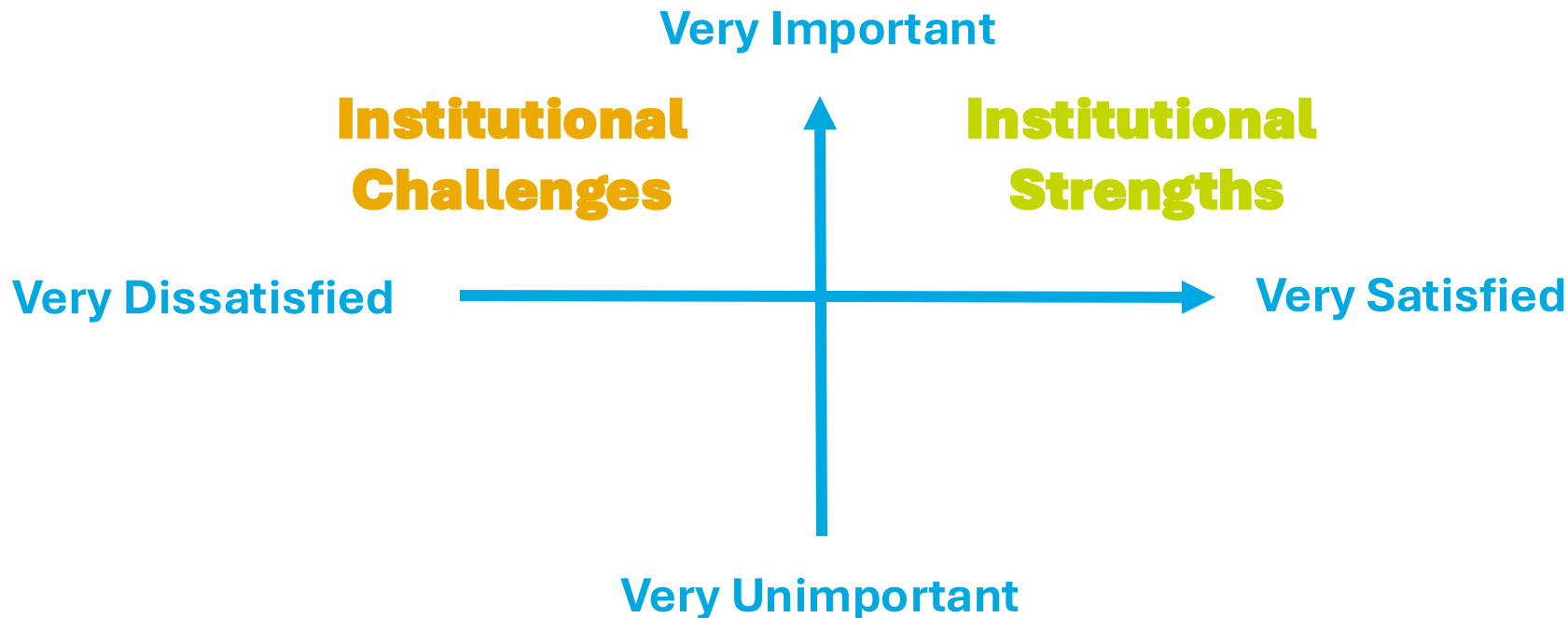


Definition of Satisfaction:

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

-Schreiner & Juillerat, 1994

Matrix for prioritizing action



Our panelists



Kurtis Watkins, Ed.D. **Dean of Student Affairs**



- Division of Student Affairs
 - Student Activities and Events
 - International Student Services (DSO)
 - Counseling Services (BeWell)
 - Health Services (Accommodations)
 - Student Leadership Development
 - Student Conduct and Community Standards
 - Enrollment Management
 - Transfer, readmissions
 - Behavioral Intervention
 - Academic Counselors
 - Academic Success Center
 - Degree Progress Audits
 - Course Registration
 - Dean's/ Chancellor's List
 - Special Projects
 - Institutional Assessment
 - Quality Enhancement Program
 - New Student Orientation
 - Commencement and Pinning Ceremonies

South University Savannah, GA

- Founded in 1899 as Draughon's Practical Business College, offering over 40 academic programs both in-person and online.
- Private, independent university based in Savannah, Georgia serving over 10,000 students across 11 campus locations.
- 2024 celebrated our 125-year anniversary along with the successful completion of our 10-year reaffirmation with Southern Association of Colleges and Schools Commission on Colleges (SACSCOC).
- Key Academic Programs: Physician Assistant (PA), Anesthesiologist Assistant (AA), Pharmacy Doctorate (PharmD), Physical Therapist Assistant (PTA), Nursing (BSN).
- Recipients of the 2024 DAISY Award for Extraordinary Nurse Educators and Nursing Students, with over 90 nominations.
- Quality Enhancement Program Pillars:
Purpose • Self-Awareness • Mindfulness • Self-care • Positive relationships



Susan Davies, Ph.D. **Executive Vice President,** **Enrollment and** **Student Affairs**



- Chief Enrollment Officer, providing leadership for the creation of the Strategic Enrollment Management Plan designed to reach our aspirational goal of 16,000 by 2030.
- Leads 4 units, 20 departments across Enrollment and Student Affairs.
 - **Enrollment Management**
 - Undergraduate Admissions
 - Graduate Admissions Operations
 - Financial Aid
 - New Student & Family Transitions
 - **Student Success**
 - Academic Advising
 - Academic Success Center
 - Career Services
 - Health Professions Outreach
 - **Belonging**
 - Access, Success, and Belonging
 - Military & Veteran Services
 - Multicultural Student Engagement
 - Testing & Disability Services
 - Student Life & Engagement
 - Maxwell Theater
 - **Holistic Wellness**
 - Campus Recreation
 - Office of the Dean of Students
 - Housing & Residence Life
 - Student Counseling & Psychological Services
 - Student Health Services
 - Student Wellness Programs

Augusta University

Augusta, GA

- Ranked in the top 11% for best colleges for value.
- Georgia's only public academic health science center.
- Enrollment of 11,500+ students – about half undergraduate and half graduate, professional, and post-professional.
- 4 campuses in the Augusta area, plus 3 sites across the state to support the university's Medical College of Georgia.
- 11 colleges and schools with more than 150 academic programs
- Founded in 1828. Two campus were consolidated in 2014 to form what is now Augusta University.





**How was the survey
administered on your
campus?**

OVERVIEW:

- Annual Administration
- Adult Student Priorities Survey (ASPS)
- Survey Cycle (Spring) February 1 – March 3

Survey Completion Rates

Campus	2023	2024	2025
Savannah	55%	62%	71%



Response rate = 521 / 737

STRATEGY:

- Pre-Launch: Emails, fliers, faculty engagement
- 30 days of Incentives
- Daily communication
- Daily completion tracking
- Every 100 completer
- RNL email tool (scheduled reminders)
- Programmatic outreach / faculty in-class completion
- Campus-wide celebration upon completion



Survey Administration: Shared Responsibility

- 5,288 invitations, 1,046 completed surveys.
- Response was representative of Augusta University's demographics and response across classes.

Incentives: Ask Students

- Drawings twice a week.
 - ✓ \$50 in Flex Dining Dollars.
 - ✓ \$50 at JagStore.
- Grand Prize: Lunch with the President for two students.

**20%
Response
Rate**

Advertising: Where are Students Waiting

- Yard Signs: Bus Stops.
- Posters: Campus office waiting areas, stall walls, gym walls.
- Student events: Prior to events.
- Reels on social.

What would YOU like to see improved or changed at Augusta University?

Undergraduate students, you can make a difference by filling out our Student Satisfaction Survey.

It only takes 15 minutes!

Submit the survey **NOW** to be entered into a raffle for amazing prizes!

Deadline: February 28

AUGUSTA UNIVERSITY

Undergraduate students, fill out the Student Satisfaction Survey today to be entered into a raffle for amazing prizes!

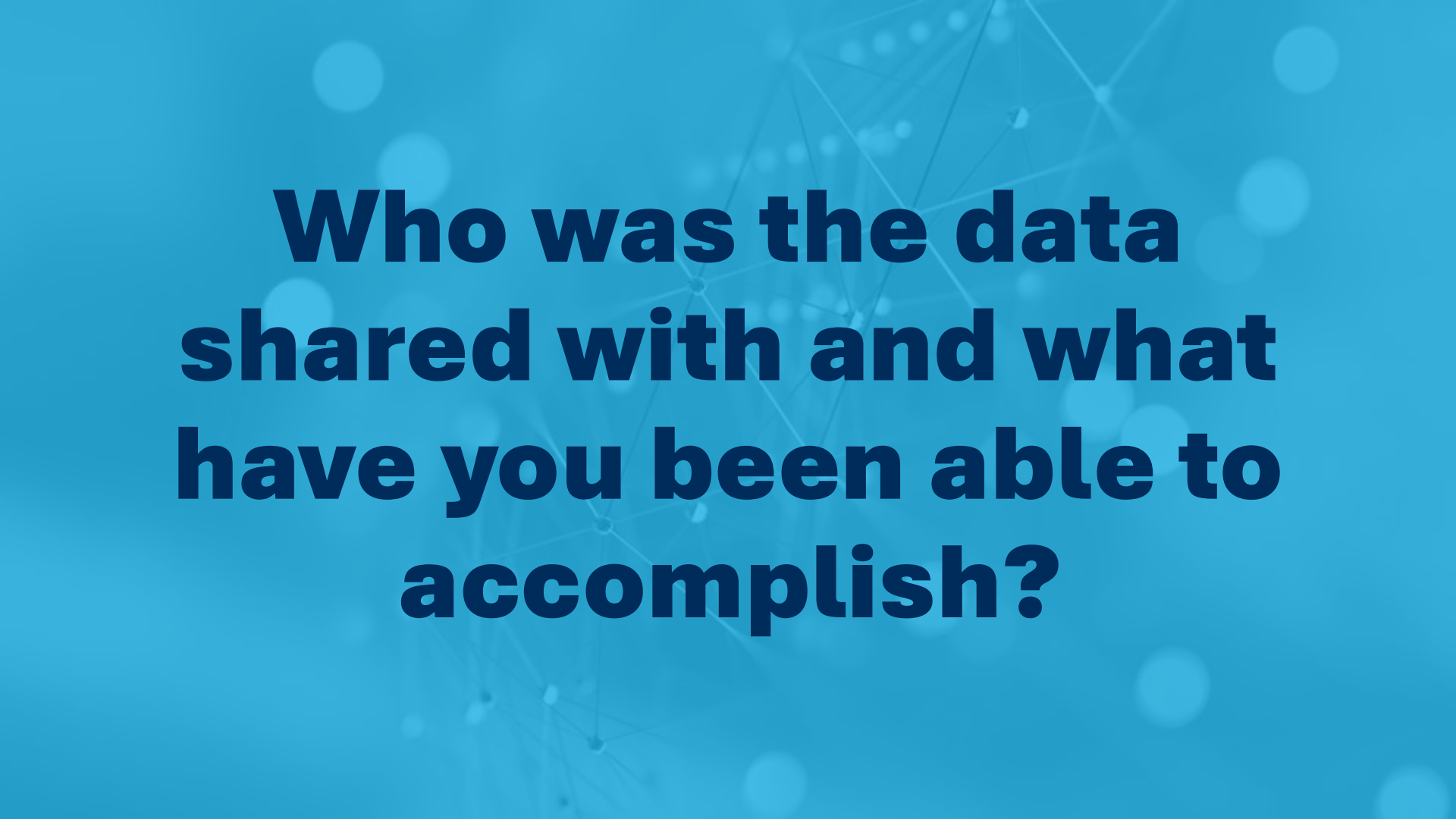
We have a WINNER!!

CONGRATULATIONS
Mykala Bester
Kinesiology

Prizes include a \$50 Roar Store gift card, \$50 in Flex Dining Dollars or lunch with the President!!

MAKE YOUR VOICE HEARD!
DEADLINE IS FEBRUARY 28.

AUGUSTA UNIVERSITY



**Who was the data
shared with and what
have you been able to
accomplish?**

SHARED DATA

- Executive Committee
- Faculty
- Program Directors
- Staff and Students
- Campus-wide celebration for completion rates
- Townhall meetings with students & staff
- Utilization: Arc-PA, CAAHEP, QEP, SACSCOC

INITIATIVES BASED ON RESULTS

- 30 Day call cycle (academic advising)
- Campus beautification (campus pride)
- Extended library hours (academic support)
- Student wellness initiatives (in line with QEP)
- Weekly food trucks (comments on satisfaction)
- Technology upgrades (comments on satisfaction)
- Refrigerators in lounges (comments on satisfaction)
- Resource guide expansion (student support services)



Our institutional strengths

These are the top areas our students care about, where we are meeting their expectations:

- Nearly all of the faculty are knowledgeable in their field.
- D2L is easily accessible and clear to use.
- University Police respond quickly in emergencies.
- Computers and/or Wi-Fi are adequate and accessible.
- I am able to experience intellectual growth here.
- There is a commitment to academic excellence at Augusta University.
- I know where to go if I need academic help or support.
- Tutoring services are readily available.
- The staff in the health services area are competent.



Our institutional strengths

These are the top areas our students care about, where we are meeting their expectations:

- Faculty are usually available after class and during office hours.
- On the whole, the campuses are well-maintained.
- Students are made to feel welcome on campus.
- Freedom of expression is protected on campus.
- Graduate teaching assistants are competent as classroom instructors.
- Student disciplinary procedures are fair.
- Library resources and services are adequate.
- There is a strong commitment to racial harmony on campus.
- There are undergraduate research opportunities.



Our institutional challenges

These are the key areas to improve, based on the priorities of our students:

- Campus is safe and secure for all students.
- The quality of instruction I receive in most of my classes is excellent.
- I am able to register for classes I need with few conflicts.
- Tuition paid is a worthwhile investment.
- Admissions staff are knowledgeable.
- Campus transportation is accessible and on-time.
- Adequate financial aid is available for most students.
- This institution shows concern for students as individuals.
- Faculty provide timely feedback about student progress in a course.



Sharing the Data

Phase I (Completed)

Groups were invited to an overview of the results, given an opportunity to respond and discuss potential next steps. These included:

- Student Focus Group
- Enrollment and Student Affairs Leadership
- Faculty and Staff Council Leaders
- Deans and Associate Deans
- Academic Chairs
- President's Cabinet

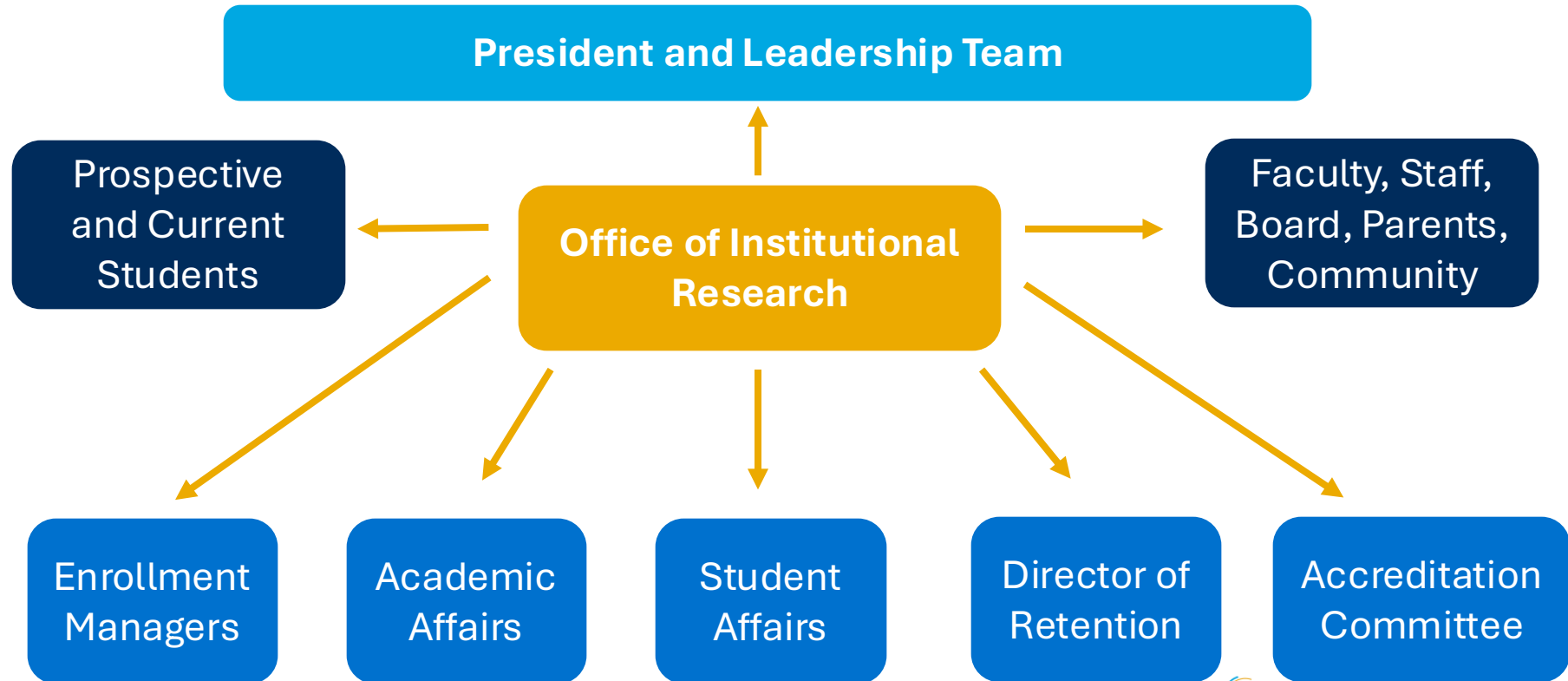
Phase II (In Process)

More specific data is being distributed to colleges and auxiliary service units.

Phase III (Now What?)

Augusta University Police Department: Safety Officer and Student Advisory Council

Student satisfaction is relevant across campus



The background of the slide features a blue-tinted image of a graduation cap (mortarboard) and a diploma, symbolizing higher education.

**Why is
student satisfaction
data valued at your
institution?**

The Value of Student Satisfaction

- Improved retention
- Enhances reputation
- Data-driven decision-making

Key Metrics

- SPS Year to Year Report (annual progress)
- SPS Verses Report (YTY/group codes)
- Single Group Report (class level)
- Raw Data (comments)

SURVEY 2024

SURVEY 2025

Scale	Importance	Satisfaction	SD	Gap	Importance	Satisfaction	SD	Gap	Difference	SS
Instructional Effectiveness	6.55	5.94	1.22	0.61	6.53	6.10	1.10	0.43	-0.16	★
Academic Advising	6.52	6.03	1.34	0.49	6.49	6.20	1.12	0.29	-0.17	★
Campus Climate	6.48	5.63	1.33	0.85	6.46	5.87	1.22	0.59	-0.24	★★
Service Excellence	6.44	5.37	1.66	1.07	6.40	5.71	1.44	0.69	-0.34	★★★
Admissions and Financial Aid	6.42	5.12	1.69	1.30	6.42	5.62	1.47	0.80	-0.50	★★★
Safety and Security	6.41	5.95	1.22	0.46	6.40	5.92	1.18	0.48	0.03	
Registration Effectiveness	6.40	5.83	1.30	0.57	6.43	6.05	1.15	0.38	-0.22	★★
Academic Services	6.39	5.46	1.57	0.93	6.37	5.65	1.35	0.72	-0.19	★

What will an RNL satisfaction assessment tell your institution?

This is what you can learn about your student population.

- How your students FEEL about their experience, inside/outside of the classroom
- Percentage of students who identify them as their first-choice institution
- Your institutional strengths (high importance/high satisfaction) and challenges (high importance/low satisfaction)
- How your students' satisfaction levels compare with students nationally
- Perceptions of subset student populations (by class level, major/program, etc.)
 - Strengths and challenges identified for targeted initiatives
- Shifts in student satisfaction over time
- How importance various factors were in the decision to enroll
- Bottom line satisfaction and likelihood to re-enroll scores

**Student satisfaction is a key
component to student success**

**If we want students to value their
experience, we need them to know
they are VALUED!**

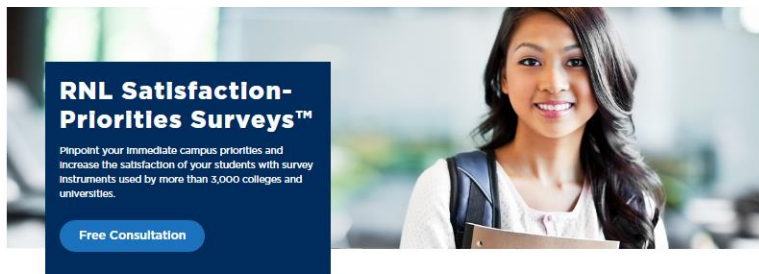


Resources



Learn more on the RNL website

[RNL.com/SPSOverview](https://rnl.com/SPSOverview)



[Home](#) » [Enrollment Management Solutions](#) » [Student Success](#) » [RNL Satisfaction-Priorities Surveys™](#)

Strengthen the Quality of Student Life and Learning on Your Campus

Successful campuses continuously strive to improve the quality of the student experience. In order to do that, you need to know where to focus your efforts.

The **RNL Satisfaction-Priorities Surveys (SPS)** help you pinpoint those challenges and priorities. They allow you to look at your institution inside and outside of the classroom, so you can analyze a wide spectrum of issues that affect the student experience. You'll see a clear picture of what you need to do now to improve student life, learning, and success.

Institutions regularly assess student satisfaction to:

- Strengthen student success initiatives
- Guide strategic action planning
- Meet accreditation requirements
- Identify areas of strength for institutional marketing
- Chart progress toward campus goals

See four ways campuses use student satisfaction data.

Introduction to Satisfaction Surveying

What makes RNL satisfaction assessments unique?

- Measure importance and satisfaction
- Comprehensive assessment of issues inside and outside the classroom
- Capture experiences both on and off campus
- National benchmark data across all institution types
- Ability to align the results with your accreditation standards
- Efficient turnaround time for set up and delivery of results
- Data is actionable
- Regional accreditation mapping
- Cost efficient
- Free access to review of your results, available upon request

Interested in learning how you can implement satisfaction assessment on your campus? Ask for a free consultation with our team.

[Request free consultation](#)

Download the 2024 National Student Satisfaction and Priorities Report

RNL.com/Satisfaction



2024 National Student Satisfaction and Priorities Report

Focusing on class-level subpopulation results with data
from nearly 400,000 students at 693 institutions



Questions



Thank you for joining us today!



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