

Leveraging Longitudinal Student Feedback Data for Strategic Improvement: A Five-Year Case Study from Wilbur Wright College

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Agenda

- Provide snapshot of three iterations of actionable data from the SSI at a two-year college
- Share how this type of data can be leveraged for strategic planning, accreditation reporting, equity-focused work, program review, community outreach, and benchmarking initiatives.

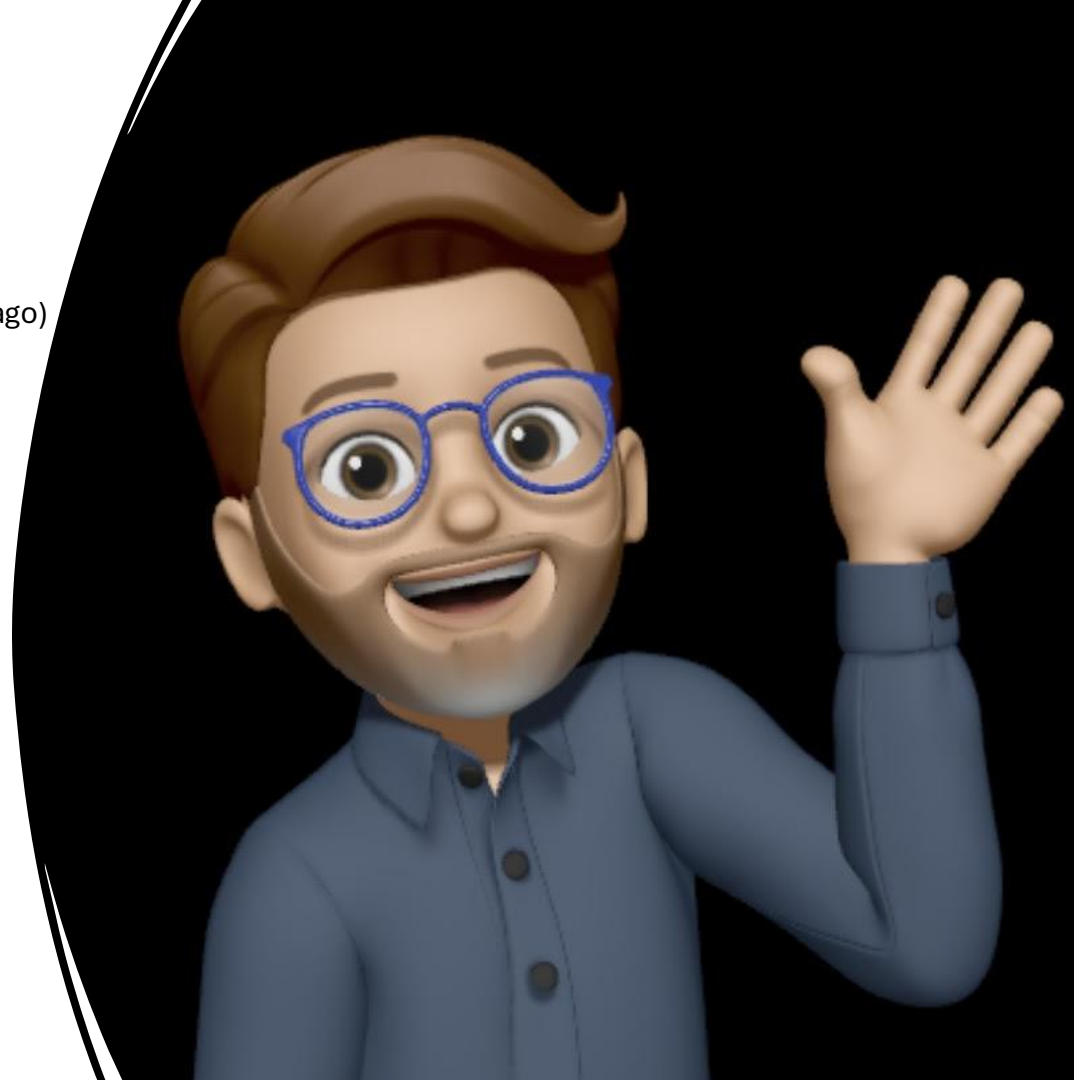
About Me

Gabe Estill, PhD

- Assoc Dean at Wilbur Wright (City Colleges of Chicago)
- Former faculty, VP, dean, and assessment director
- Make some Illinoise! LLCC, WIU, and ISU alum
- Father, husband, podcaster, White Sox fan
- My card:



LinkedIn:

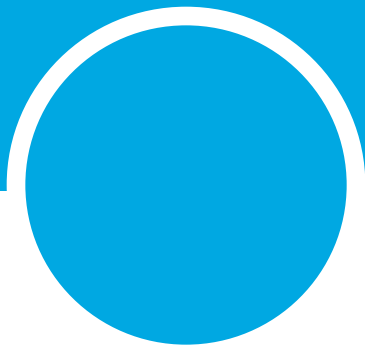


About Wilbur Wright College

Wilbur Wright College is a student-centered, community-based, equity-focused institution of higher education. We provide a culturally responsive education for a diverse body of learners seeking a high-quality education for baccalaureate transfer, workforce preparation, career advancement, and personal development.

- 1 of 7 City Colleges of Chicago
- Northwest Side of city (Dunning neighborhood with satellite in Humboldt Park)
- 5,778 students in spring 2025
- Hispanic-Serving Institution
- Primary transfer destinations: UIC, DePaul, and Northeastern IL
- CTE programs: IT, OTA, Paralegal, Business, Criminal Justice, Manufacturing
- [Seal of Excelencia recipient](#)
- Achieving the Dream college
- [2020 Padrón Award for Institutional Transformation](#)
- [2023 Voter-Friendly Campus Designee](#)
- [2024 Carnegie Classification for Community Engagement](#)

The Process



The SSI at Wright

We have used the SSI during three different years: 2019, 2022, and 2024.

- Needed actionable data on the student experience
- Had used other tools with mixed results and enthusiasm
- Got dinged by HLC for lack of benchmarkable data
- Wanted a tool that was affordable, attractive, and easy to administer

In the beginning...

This is where we started our journey.

- In 2018, internal stakeholders formed the planning team to map out the process and develop custom questions.
- Targeted sections with majority of students who had earned 30 credits or more at Wright
- Pencil and paper survey

Going digital

Ditching pencil and paper

- Took 2021 off
- In 2022, SSI went digital
- Included Adult Ed population
- Cast a wider net
- Incentivized

Staying digital

Continued some strong momentum from 2022

- Make the data more accessible and compartmentalized
- Unit reports
- Competing surveys and initiatives

Onward

What 2026 will look like

- Increase return rate
- Create student ambassadors
- College leadership change
- Achieving the Dream

The Results

2019 Results

Round One

N = 1763

Strengths

Challenges

[Infographic](#) in QR



2022 Results

Round Two

N = 1253

Strengths

Challenges

[Infographic](#) in QR



2024 Results

Round Three

N = 857

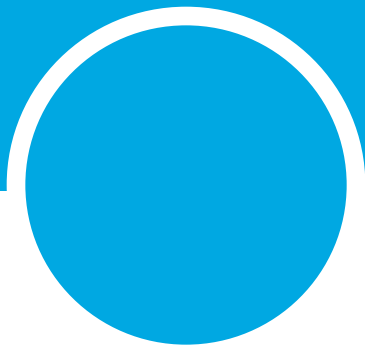
Strengths

Challenges

[Infographic](#) in QR



The Actions



Challenges Addressed

We want to make sure we listened, reflected, and changed.



Summary of Challenges

Some were new and some stuck around every year.

The college implemented targeted improvements across six critical areas:

- **Academic Support Services**

- Enhanced tutoring programs, writing centers, and academic coaching
- Student-centered teaching approaches and inclusive classroom practices

- **Technology Infrastructure**

- Upgraded digital platforms and Wi-Fi connectivity
- Enhanced online learning tools and services

- **Student Life & Engagement**

- Expanded extracurricular offerings
- Improved campus facilities and community-building opportunities

Summary of Challenges Continued

Some were new and some stuck around every year.

- **Communication Channels**

- Streamlined information delivery and policy transparency
- Enhanced student feedback mechanisms

- **Faculty Development**

- Professional development focused on student-centered teaching
- Training in inclusive classroom practices

- **Campus Environment**

- Physical space improvements and accessibility enhancements
- Safety measures addressing student comfort and well-being



One Survey, Multiple Applications

Most colleges have similar issues

Does any of this sound familiar?

Data is scattered rather than housed in a central location

Stakeholder knowledge varies wildly

Staff turnover leads to misplaced data or saying goodbye to institutional knowledge

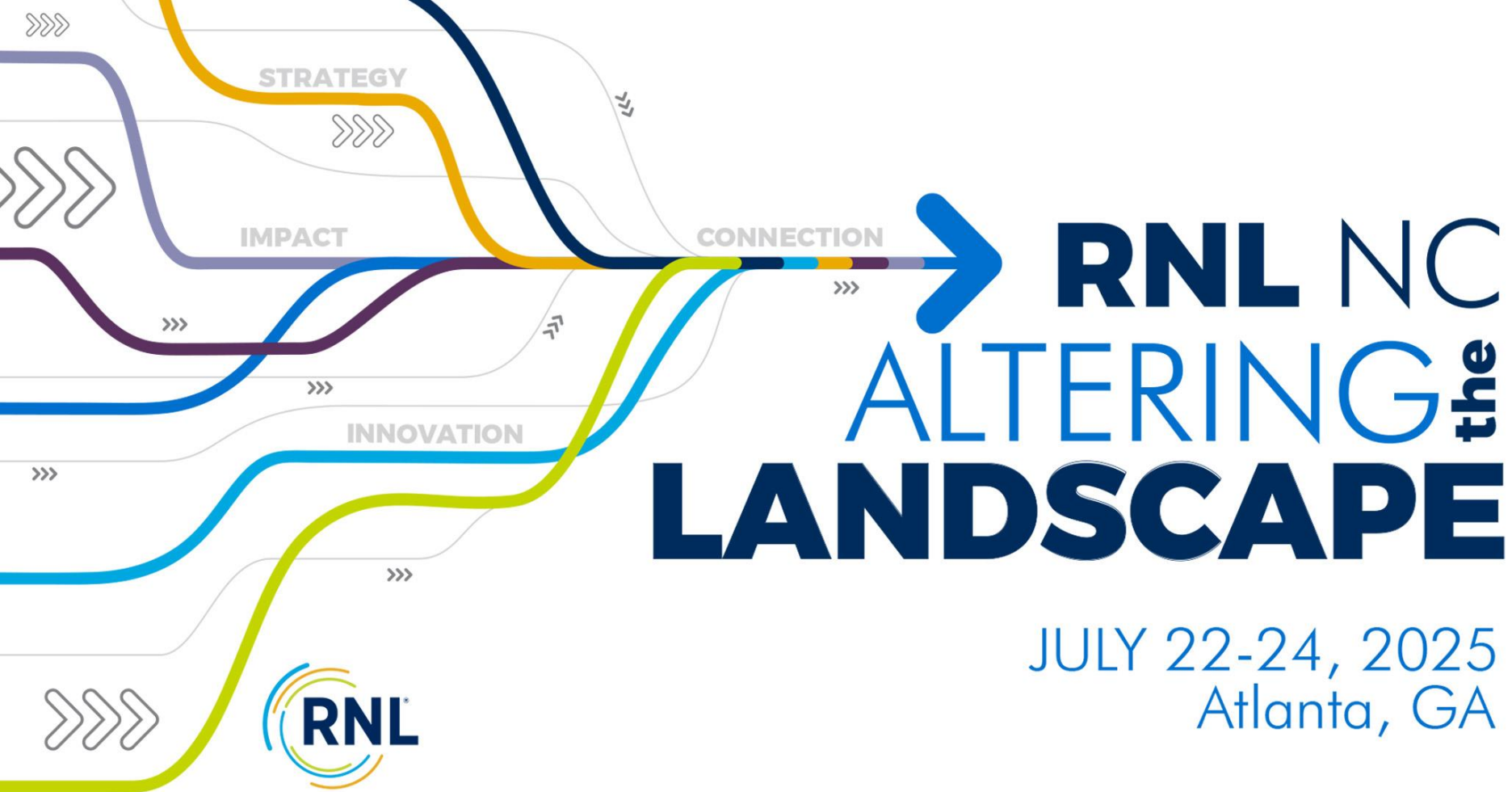
(Insert name of regional accreditor) dinged us

Multiple reports to write and everything is all over the place (OneDrive, emails, hard drives, even paper)





Questions



The 39th Annual National Higher Education Conference