

Parent Satisfaction Inventory™ (PSI)
Implementation Guidelines

Table of Contents

- Parent Satisfaction Inventory™ (PSI) Implementation Guidelines 3
 - Which inventory version should we use, Form A or Form B? 3
 - What is the survey completion time? 3
 - Can the Parent Satisfaction Inventory be administered without also surveying our students? 3
 - When to administer the PSI 3
 - Getting started 4
 - Sampling guidelines..... 4
 - What response rate can we expect? 4
 - Confirmation for your order of a web-based PSI administration..... 4
 - How to customize the surveys 5
 - Customizing the 10 campus-defined item section for importance and satisfaction 5
 - Customizing the campus-defined demographic questions 5
 - Finishing up the survey administration..... 6
 - Results 6
 - Resources to support your efforts..... 7
 - The satisfaction-priorities survey from Ruffalo Noel Levitz 7
 - Also available from Ruffalo Noel Levitz..... 7
 - Additional questions? 7
 - A word about Ruffalo Noel Levitz 7

Parent Satisfaction Inventory™ (PSI) Implementation Guidelines

The PSI measures the satisfaction and priorities of the parents of currently enrolled students. Used in conjunction with the Student Satisfaction Inventory (SSI), you can accurately measure parent perceptions and find out how to better meet parent expectations using this parallel, companion survey to the four-year college and university versions of the Student Satisfaction Inventory, Forms A or B. Measuring parent perceptions is a powerful way to reveal areas where parents agree or disagree with students' perceptions.

Please note that the PSI is only available for online web-based administrations. A paper administration is not available.

To assist you, we've assembled this information. We are also available for free telephone consultations at 800-876-1117 between 8:30 a.m. and 4:30 p.m. Central time. Please feel free to call or email us at SPS.Tech@RuffaloNL.com with any questions or issues you would like to discuss. Using the surveys takes some planning, but the outcome is worth the effort.

Which inventory version should we use, Form A or Form B?

You will want to administer the Form A or Form B version of the Parent Satisfaction Inventory depending on the version of the Student Satisfaction Inventory that you are currently using on your campus. The survey items are parallel based on the corresponding survey version.

What is the survey completion time?

Parents need approximately 10 to 15 minutes to complete the Parent Satisfaction Inventory. The survey must be completed in one sitting. Individuals who exit the survey part way through will need to start over when they access again.

Can the Parent Satisfaction Inventory be administered without also surveying our students?

Ruffalo Noel Levitz recommends that you survey your students as well as your parents. The data from the Parent Satisfaction Inventory is going to be most meaningful when analyzed in connection with the Student Satisfaction Inventory results. However, you may find that you would like to survey your students and parents in alternating years rather than at the same time. Or you may want to begin with surveying one population currently, such as parents, and add survey administrations of other populations, such as students, in the future. You may also want to consider incorporating the Institutional Priorities Survey™ (IPS) for faculty, administration, and staff into your assessment plan to be able to triangulate the data across the key campus constituencies.

When to administer the PSI

It is appropriate to survey parents in either the fall or the spring semesters. We encourage you to wait at least four to six weeks into the new school year so that parents can form their opinions on a variety of experiences their students are having. In general, we recommend administering the PSI during similar timeframes as your student survey administration. This ensures that data from multiple instruments, especially in combination with the SSI and the IPS, will be gathered from a nearly identical campus environment. You may also want to plan to survey at the same time period over multiple years for appropriate benchmarking.

We have found that there is approximately a 40/60 split between institutions that survey in the fall and those that survey in the spring. You will want to select the time period that works best for your academic calendar, your strategic planning activities, and your accreditation requirements. Also, keep in mind that with the parent survey, you can survey during summer breaks or holiday breaks when students are home from school and may be talking with parents about their experiences.

Getting started

For price quotes or to place your order, go to www.RuffaloNL.com/orderPSI. You will simply need to know an estimated number of parents you will be inviting to complete the order. Keep in mind that you will need to be able to have access to parent email addresses in order to send the survey invitation. Your admissions office or your development office may have captured these parent emails, so you may need to work with them to gain access.

Sampling guidelines

If at all possible, most institutions will want to survey 100 percent of their parents. If that is not possible, you will want to survey at least 50 percent. The sample of parents should be similar to your student sample and parameters. You can invite both parents of a student if you have separate contact information for them. If you chose to invite either the mother or the father (and not both), we encourage you to invite the mother because we have found that females are more likely to respond to the email invitation.

What response rate can we expect?

Typical response rates for the parent survey have been around 30 percent in response to an email invitation and three reminder email messages which are included with the Ruffalo Noel Levitz service. Campuses can help to achieve this response rate by offering additional incentives to parents for completing the survey, including such things as gift certificates for the bookstore or nationwide restaurant chains, and by publicizing the survey's availability on the campus website or through other communication methods.

Confirmation for your order of a web-based PSI administration

When you place your order through our website, by fax, or by phone, your online account will be created and confirmation should arrive via email from SPS.Tech@RuffaloNL.com within five business days.

Here are a few things to consider as you begin preparing for a web administration:

- Determine your survey timeframe: You will want to identify when you would like the first invitation message to be sent, dates for the reminder messages, and a tentative closing date for the online account.
- Parent sample: To invite and remind parents via email, you will need a list of names and email addresses.
- Email messages: Dates and content for emails will be necessary for the web-based administration. Sample text will be sent to you with your online account confirmation.
- Campus-defined items: You may add 10 campus-defined items to your survey. These are rated on the same importance and satisfaction indicators as the standard items of the survey. Typically, the PSI items are parallel to the campus-defined items on your SSI.
- Campus-defined demographic(s): Two demographic items may be added to your survey. These are questions or statements (multiple choice format) that allow for a single response from up to six response options.

How to customize the surveys

You are encouraged to use the custom sections of the PSI. There are two areas of the PSI that may be customized to meet your institution's needs. They are up to you to define.

1. The first section appears after the standard items on the survey and contains 10 campus-defined items to be rated for importance and satisfaction.
2. The demographic section at the end of the survey allows for additional customization. You may add two demographic questions, each with up to six responses (multiple choice format).

You may want to consider aligning your custom items with those asked of the students taking the Student Satisfaction Inventory. This is especially true for the items to be rated for importance and satisfaction.

Customizing the 10 campus-defined item section for importance and satisfaction

This section accommodates up to 10 additional items you create. We can supply sample items upon request. The items must be able to be rated for level of importance and level of satisfaction. This section CANNOT accommodate yes-or-no questions, multiple choice, or fill-in-the-blank custom questions. One tip: be sure that every item you add is stated in positive terms. For example, write: "There are adequate remedial courses available to my child." Do not write: "Remedial courses are inadequate according to my child."

Note: The PSI offers an open-ended comment section that appears as the last item on the survey. Responses will be sent to you in an Excel table with your reports.

Customizing the campus-defined demographic questions

The two demographic items provide an opportunity for you to gather additional demographic information. Be sure to choose these items carefully because your choices will determine your access to additional Target Group Reports. Before you determine your items, be sure to review the standard demographic items that are captured on the survey so you do not repeat items.

The demographic questions can be used for any purpose you deem appropriate. The only requirement is that it should be written to elicit just one response—not multiple responses (see examples below).

You can use these items to collect information such as the parent's interaction with campus services, their household income, or their interaction with their child. Note from Example C that the item you design can include up to six response options.

Example A:

Have you ever attended Family Weekend at the College?

1. Yes
2. No

Example B:

Have you interacted with the Office of Alumni and Parent Services?

1. Yes
2. No

Example C:

What is your total level of annual household income?

1. Less than \$25,000
2. \$25,001-\$50,000
3. \$50,001-\$75,000
4. \$75,001-\$100,000
5. \$100,001-\$150,000
6. Greater than \$150,000

Example D:

Related to my child's educational course selection and individual decisions, I

1. Do not offer suggestions
2. Rarely offer suggestions
3. Occasionally offer suggestions
4. Provide a great deal of direction

Finishing up the survey administration

The End Date at the Administration page marks the close of the survey and automatically notifies the Ruffalo Noel Levitz operations team you are ready for results. The close time is 6:00 a.m. on the stated day. Be sure your communications, including email messages, are clear about survey access times. Extending this ending date is an option and can be accomplished through the Administration page. Be sure to extend the survey before the current close date.

Ruffalo Noel Levitz prepares your results as originally ordered. If changes or additions are necessary, contact SPS.Tech@RuffaloNL.com any time throughout the process and adjustments will be made. If you determine the need for additional reports, these can be requested after the standard results are delivered and reviewed.

Results

Results will be delivered electronically to you approximately 10-12 business days after your online account closes. Your reports are delivered to you electronically through the Ruffalo Noel Levitz secure "SafeMail" in your myRuffaloNL account. If you request a paper copy of your report(s), allow an additional three to five business days for standard FedEx delivery.

Please contact Ruffalo Noel Levitz at 800-876-1117 if you would like to schedule a time to review your results. This conversation can be one-on-one, or you can gather a team on your end. We will be happy to provide you with guidance on how to best interpret your results and provide suggestions on next steps with the data. This phone consultation is complimentary.

Resources to support your efforts

Additional resources and guidance for a successful administration can be found on our website:

- www.RuffaloNL.com/OnlineAdminResources includes sample formats for uploading and suggestions for ways to communicate with students.
- www.RuffaloNL.com/SatisfactionSurveyTutorials has a series of 7 to 10 minute recorded tutorials on a variety of topics, including online administrations and reviewing your results.

The satisfaction-priorities survey from Ruffalo Noel Levitz

- [Student Satisfaction Inventory](#) – for your traditional student population
- [Adult Student Priorities Survey](#) – for your nontraditional undergraduate and graduate students
- [Adult Learner Inventory](#) – for your adult students in undergraduate programs; part of the CAEL Adult Learning Focused Institution Toolkit
- [Priorities Survey for Online Learners](#) - for your students enrolled primarily in online courses
- [Parent Satisfaction Inventory](#) – for the parents of currently enrolled students at four-year institutions
- [Institutional Priorities Survey](#) – for the faculty, administration and staff at your institution; to assess their perceptions of the student experience; this instrument is directly parallel to the Student Satisfaction inventory

Also available from Ruffalo Noel Levitz

- [College Employee Satisfaction Survey](#) – to assess the satisfaction of your campus personnel with their employment. Visit www.RuffaloNL.com/Toolkit for more information.

Additional questions?

We hope you found this document helpful and informative. If you have questions that were not answered here or would like to have a discussion on any of the implementation guidelines, please contact Ruffalo Noel Levitz at 800-876-1117 or email SPS.Tech@RuffaloNL.com.

A word about Ruffalo Noel Levitz

Ruffalo Noel Levitz is a nationally recognized higher education consulting firm that focuses on strategic planning for enrollment and student success as well as fundraising management. Each year, campus executives from throughout the United States meet regularly with Ruffalo Noel Levitz to accomplish their goals for student recruitment, marketing, student retention, financial aid, strategic enrollment management and fundraising.

For more information, visit www.RuffaloNL.com.

Updated May 2017