

**Parent Satisfaction Survey  
Reliability and Validity  
August 2010**

The reliability of the parent satisfaction survey was assessed using Cronbach's Alpha which tests how well a collection of items agree with one another. The commonly accepted rule is that a value above .70 is acceptable as proof of reliability among items. Table 1 presents Cronbach's Alpha for satisfaction and table 2 provides the results for importance. All values but two (Campus Life for satisfaction and Student Centeredness for importance) were above .70. Even those two are just slightly below .70. In both cases, factor analysis was performed among the scale items to determine if there was any multidimensionality but none was detected. That supports the claim that the items within each scale are measuring like concepts. It should be noted, however, that despite the high value for Cronbach's Alpha for the Campus Climate importance scale, factor analysis found questions 1, 2, and 5 to be somewhat unrelated to the rest of the items in that scale.

**Table 1. Cronbach's  $\alpha$  - Satisfaction**

<b>Scale</b>	<b>Cronbach's <math>\alpha</math></b>
Scale 1: Student Centeredness	0.759
Scale 2: Campus Life	<b>0.679</b>
Scale 3: Instructional Effectiveness	0.926
Scale 4: Recruitment and Financial Aid Effectiveness	0.808
Scale 5: Campus Support Services	0.830
Scale 6: Academic Advising Effectiveness	0.869
Scale 7: Registration Effectiveness	0.758
Scale 8: Safety and Security	0.714
Scale 9: Concern for the Individual	0.855
Scale 10: Service Excellence	0.842
Scale 11: Campus Climate	0.930

**Table 2. Cronbach's  $\alpha$  - Importance**

<b>Scale</b>	<b>Cronbach's <math>\alpha</math></b>
Scale 1: Student Centeredness	<b>0.693</b>
Scale 2: Campus Life	0.793
Scale 3: Instructional Effectiveness	0.911
Scale 4: Recruitment and Financial Aid Effectiveness	0.817
Scale 5: Campus Support Services	0.840
Scale 6: Academic Advising Effectiveness	0.805
Scale 7: Registration Effectiveness	0.822
Scale 8: Safety and Security	0.726
Scale 9: Concern for the Individual	0.800
Scale 10: Service Excellence	0.781
Scale 11: Campus Climate	0.911

Due to the absence of another instrument to compare to the parent satisfaction survey, validity was measured by checking the correlation between the individual scales and the question regarding overall satisfaction. The results are provided in Table 3 below. All correlations were positive and significant at the .01 level, an indication that each of the scales are associated with overall satisfaction.

**Table 3. Correlation Between Scales and Overall Satisfaction**

<b>Scale</b>	<b>Correlation</b>
Scale 1: Student Centeredness	0.595
Scale 2: Campus Life	0.129
Scale 3: Instructional Effectiveness	0.418
Scale 4: Recruitment and Financial Aid Effectiveness	0.226
Scale 5: Campus Support Services	0.397
Scale 6: Academic Advising Effectiveness	0.306
Scale 7: Registration Effectiveness	0.216
Scale 8: Safety and Security	0.140
Scale 9: Concern for the Individual	0.261
Scale 10: Service Excellence	0.158
Scale 11: Campus Climate	0.537