Assessment Tools From Ruffalo Noel Levitz

Satisfaction Priorities Surveys

STUDENT SATISFACTION INVENTORY™ (SSI)

Assesses the satisfaction and priorities of students. The survey captures how satisfied students are, as well as what issues are most important to them. It provides valuable data for strategic action planning, strengthening student retention and college completion initiatives, meeting accreditation requirements, identifying areas of strength for institutional marketing, charting progress toward campus goals, and improving the quality of student life and learning. The instrument is available in four-year, two-year, and career school versions. National benchmarks specific to the institution type are also provided. Paper and online administrations are available.

Learn more at: www.RuffaloNL.com/SSI

ADULT STUDENT PRIORITIES SURVEY™ (ASPS)

Assesses the satisfaction and priorities of adult students enrolled in evening programs, weekend programs, continuing education, graduate study, and credit and non-credit courses. It includes survey items specific to the adult student experience and reveals what's important to adult students and how satisfied they are. It includes national benchmark data for comparison, with optional graduate and undergraduate specific comparisons. Paper and online administrations are available.

Learn more at: www.RuffaloNL.com/ASPS

ADULT LEARNER INVENTORY™ (ALI)

Measures the satisfaction and priorities of adult students completing undergraduate programs, identifying an institution's strengths and areas for improvement. It is based on the Principles of Effectiveness for Serving Adult Learners (CAEL) and is part of CAEL's ALFI Toolkit. The survey is available in both a four-year version and a community college version and includes national benchmarking. Available for online administration only.

Learn more at: www.RuffaloNL.com/ALI

PRIORITIES SURVEY FOR ONLINE LEARNERS™ (PSOL)

Assesses the satisfaction and priorities of online students with questions that specifically address aspects unique to the online learning experience. The survey is suitable for both online-only programs as well as programs that combine online and classroom learning. Campuses receive national benchmark reports, allowing for comparison to national norms for online learners. Available for online administration only.

Learn more at: www.RuffaloNL.com/PSOL

Visit **www.RuffaloNL.com** to learn more about these assessment tools, or call 800.876.1117.

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INSTITUTIONAL PRIORITIES SURVEY™ (IPS)

Measures the satisfaction and priorities of faculty, staff, and administrators. Used in conjunction with the Student Satisfaction Inventory, it reveals areas of agreement and disagreement between students and campus personnel, allowing campuses to verify the accuracy of students' perceptions, to identify areas for new initiatives that will be well-received campuswide, and to gain an understanding of the campus climate from a faculty/staff perspective. The instrument is available in four-year and two-year versions. Available for online administrations only.
Learn more at: www.RuffaloNL.com/IPS

PARENT SATISFACTION INVENTORY™ (PSI)

Measures the satisfaction levels and priorities of parents of currently enrolled students. Parents are often influencers in students' decisions to stay or leave an institution. This survey captures valuable data to assist institutions with meeting the expectations of parents. The instrument is available in a four-year version that is parallel to the Student Satisfaction Inventory. The results include national benchmarks. Available for online administrations only.
Learn more at: www.RuffaloNL.com/PSI

Motivation Surveys

COLLEGE STUDENT INVENTORY™ (CSI)

Identifies the strengths, challenges, and levels of receptivity to support services for incoming first-year students. Available in Form A (194 items), Form B (100 items), and Form C (74 items), this tool provides valuable retention data that helps campuses prioritize their interventions and intervene earlier in the term, before students decide to withdraw. The motivational assessment data provide information for individual advising sessions, as well as information for retention planning and reporting. The results include individual reports for students and advisors or counselors, along with institutional planning reports. Paper and online administrations are available.
Learn more at: www.RuffaloNL.com/CSI

MID-YEAR STUDENT ASSESSMENT™ (MYSA)

The Mid-Year Student Assessment is a post-test companion to the College Student Inventory, Form B or Form C. It is designed to provide a "reality check" of a student's growth and needs at the mid-point of their first year, and is used by campus professionals to adjust interventions accordingly. In both the individual and aggregate reports, the MSYA and CSI scores are reported together for comparison purposes. Available for online administrations only.
Learn more at: www.RuffaloNL.com/MYSA

SECOND-YEAR STUDENT ASSESSMENT

Identifies the strengths and needs of second-year students and provides data to inform and extend interventions and programs. This instrument assesses students' motivational patterns, coping skills, receptivity to assistance, and satisfaction with their educational experience at your institution. The assessment includes the option to customize text related to specific campus resources. The individual reports for students and advisors provide opportunities for engaging discussion, while the institutional planning reports integrate key themes related to: student academics, student advising, student leadership, student transition, and student finances. Available for online administrations only.
Learn more at: www.RuffaloNL.com/SYSA

STUDENT RETENTION PREDICTOR™

The Student Retention Predictor uses institutional enrollment data and data from the College Student Inventory to deliver a comprehensive student retention analysis and advising program. This advanced statistical tool shows you the probability of each incoming student persisting and the factors that may be putting them at risk. Campus leaders receive a range of student data they can use for both campuswide retention planning and individual student interventions.
Learn more at: www.RuffaloNL.com/SRP

Research Toolkit

COLLEGE EMPLOYEE SATISFACTION SURVEY (CESS)

Assesses faculty and staff perceptions of institutional goals, the campus work environment, satisfaction, and priorities. Provides valuable data for strategic action planning, meeting accreditation requirements, strengthening employee retention initiatives, charting progress toward campus goals, and improving the campus culture and work environment. The survey instrument is flexible and customizable. Paper and online administrations are available. Longitudinal data available through multiple administrations.
Learn more at: www.RuffaloNL.com/ToolKit

ALUMNI OUTCOME

Measures student outcomes through perceptions of graduates. Provides valuable data for increasing alumni loyalty, tracking institutional effectiveness, meeting accreditation requirements, charting progress toward campus goals, and improving the student experience. Survey instruments are flexible and customizable. Paper and online administrations are available. Longitudinal data available through multiple administrations.
Learn more at: www.RuffaloNL.com/ToolKit

WITHDRAWN STUDENT SURVEY

Assesses specific experiences and expectations of students who have withdrawn, including understanding the differences between "stop outs" and "drop outs." Probes beyond the common answers. Provides valuable data for retention action planning, meeting accreditation requirements, charting progress toward campus goals, and improving the student experience on campus. Survey instruments are flexible and customizable. Paper, online, and phone administrations are available. Longitudinal data available through multiple administrations.
Learn more at: www.RuffaloNL.com/ToolKit

COLLEGE CHOICE/NON-MATRICULANT SURVEY

By comparing the responses of the non-enrolling admits with the enrolling admits your campus can get valuable information about how to address low yield issues. It also highlights differences in perceptions of your institution versus competitor schools. Survey instruments are customizable. Online and phone administrations are available. Longitudinal data available through multiple administrations.
Learn more at: www.RuffaloNL.com/ToolKit

EMPLOYER SURVEY

Measures student outcomes through perceptions of employers. Provides valuable data for tracking institutional effectiveness, meeting accreditation requirements, charting progress toward campus goals, and improving the student experience. Survey instruments are flexible and customizable. Paper and online administrations are available. Longitudinal data available through multiple administrations.
Learn more at: www.RuffaloNL.com/ToolKit

CUSTOM RESEARCH

Instruments can be designed to measure specific criteria or answer key questions for future planning. Custom research may be used to measure specific program characteristics and outcomes. Or it may provide data for strategic planning including calculating market share, competitor studies, program demand data, or testing tuition pricing at different levels. Quantitative and qualitative studies are available via online, paper, and telephone.
Learn more at: www.RuffaloNL.com/MarketResearch

Papers and Research

A VARIETY OF PAPERS AND RESEARCH ARE AVAILABLE ON THE RUFFALO NOEL LEVITZ WEBSITE. TOPICS INCLUDE:

- Student recruitment, marketing, and financial aid
- Student retention and college completion
- Fundraising and donor engagement
- Organization-wide strategy

Visit: www.RuffaloNL.com/Papers for links to the latest reports and studies.

About Ruffalo Noel Levitz

Ruffalo Noel Levitz provides higher education and nonprofit organizations with technology-enabled services, software, and consulting for enrollment and fundraising management. More than 3,000 colleges and universities and numerous nonprofit clients worldwide have partnered with us for:

- Student retention and completion
- Student assessments, campus assessment, and institutional research
- Student recruitment, marketing, and financial aid
- Fundraising management

Learn more about how we can help you accomplish your goals at www.RuffaloNL.com.

Sign up to be notified when new resources are available
Go to www.RuffaloNL.com/Subscribe to have the latest white papers, monthly newsletters, and information on upcoming events delivered to your email.

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Questions about these assessment tools?

Please email ContactUs@RuffaloNL.com. We can discuss the options for assessing your campus populations with the variety of tools available.

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