What satisfaction-priority data points are most relevant for various departments on campus?

Data for everyone

- Summary satisfaction and re-enrollment scores
  - Because they are linked to individual student retention and graduate rates

- Top strengths and challenges
  - Because they are priorities for attention

- Scales in order of importance
  - Because helps everyone to understand the value on each area

- General comparison to the national comparison group
  - Because everyone likes to know how we stack up

- Trends in satisfaction over time
  - Because this can be monitored to continue to have the data guide actions

Data for enrollment management

- Percentage of students indicating the institution is their first choice

- Admissions and financial aid items (strengths and challenges, comparison to the national)

- Key areas of higher satisfaction versus national comparison group

- Top strengths for marketing materials

- Data sliced for in-state and out-of-state students; data for just first-year students

Retention starts with recruiting students with a focus on fit.

Data for academic affairs

- Instruction and academic advising items (strengths and challenges, comparison to the national)

- Item: Institutional commitment to academic excellence

- Data sliced by class levels and by students' indicated major/program

Identify key data points to get the faculty interested in the results.

Contact Julie.Bryant@RuffaloNL.com for more information

Data for student affairs

- Campus climate, campus life and support service items (strengths and challenges, comparison to the national)
- Items: Sense of belonging; Made to feel welcome; Tuition paid is a worthwhile investment
- Items related to residence halls, cafeteria, campus activities, career services, orientation, tutoring
- Data sliced by class level, for students living on campus and commuters

How do students feel on campus and what support do they need outside of the classroom?

Data for directors of retention / student success

- Summary satisfaction and re-enrollment scores
- Overall strengths to celebrate and overall challenges as priorities for response
- Campus climate items (strengths and challenges, comparison to the national)
- Items: Sense of belonging; Made to feel welcome; Tuition paid is a worthwhile investment
- Perceptions of institutional choice
- Data sliced by class level and institutional choice

Showing students you care about their experience is an excellent way to keep them enrolled at the institution.

Data for accreditation

- Satisfaction trends over time
- Survey items mapped to regional accreditation (www.RuffaloNL.com/accreditation)
- Satisfaction levels versus regional comparisons
- Summary satisfaction and re-enrollment scores
- Data sliced by enrollment status and class levels

Institutional success and student success go hand in hand.

Data for institutional research

- Program level data for program reviews
- Satisfaction trends over time
- Data points on satisfaction as compared with engagement data points (request documentation from RNL)
- Student voice data for strategic planning efforts

Student satisfaction data can be a key performance indicator for many institutional efforts.

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