



# Satisfaction-Priorities Surveys

Interpretive Guide Addendum:  
Adult Student Priorities Survey™



## Contents

<b>Versions of the ASPS .....</b>	<b>3</b>
<b>Item Structure on the ASPS.....</b>	<b>3</b>
<b>The Scales.....</b>	<b>4</b>
ASPS: 8 scales .....	4
<b>Description of Scales.....</b>	<b>4</b>
Academic Advising Effectiveness: .....	4
Academic Services:.....	4
Admissions and Financial Aid Effectiveness:.....	4
Campus Climate: .....	4
Instructional Effectiveness: .....	4
Registration Effectiveness: .....	4
Safety and Security:.....	4
Service Excellence:.....	4
<b>Reliability and Validity .....</b>	<b>5</b>
<b>The Inventory Development.....</b>	<b>5</b>
<b>Contact us.....</b>	<b>5</b>
<b>For More Information .....</b>	<b>6</b>

## Addendum: The Adult Student Priorities Survey™

The Adult Student Priorities Survey (ASPS) is appropriate for students 25 years of age and older. These adult students are typically completing undergraduate degrees at four-year institutions or enrolled in graduate-level programs. The ASPS is similar in structure and design to the Ruffalo Noel Levitz (RNL) Student Satisfaction Inventory (SSI), but the items have been modified to be appropriate for adult students.

The ASPS gives the institution an opportunity to examine the priorities of their adult undergraduate or graduate students as a unique group. The data help you to identify what matters to your adult students and how satisfied these students are. With this information, colleges and universities can target areas most in need of improvement in order to retain adult students.

The Adult Student Priorities Survey asks students to respond with a level of importance and a level of satisfaction. A performance gap is calculated by subtracting the satisfaction score from the importance score.

### Versions of the ASPS

There is only one version of the Adult Student Priorities Survey. It is appropriate for administration to adult students in either undergraduate or graduate programs. Specific norm groups isolating responses for students based on class level are available in the Single Group Report formats.

### Item Structure on the ASPS

- There are 50 standard items rated for importance and satisfaction on the ASPS.
- The ASPS includes 20 items which may be defined by the institution and rated for importance and satisfaction. If the survey was administered online, the reports include the text for the campus defined items. If the survey was done with a paper administration, consult your survey administrator for the text of the campus defined items.
- The survey includes nine items that assess pre-enrollment factors. These items only ask for an importance rating and do not include satisfaction or performance gap scores.
- Three summary items are included the survey.
- There are 13 standard demographic items on the ASPS.
- The ASPS includes two optional demographic items with up to six responses (students may only select one response). Consult your survey administrator for details on the items requested by your institution.
- The survey also includes an optional demographic item to capture the students' major or program with a four-digit numeric code. Again, consult your survey administrator for details on the corresponding major or programs.

## The Scales

The items on the ASPS have been analyzed statistically and conceptually to form comprehensive scales. Note that some items appear on more than one scale. A description of the scales follows.

### ASPS: 8 scales

- Academic Advising Effectiveness
- Academic Services
- Admissions and Financial Aid
- Campus Climate
- Instructional Effectiveness
- Registration Effectiveness
- Safety and Security
- Service Excellence
- *Item not on a scale: 36*

### Description of Scales

**Academic Advising Effectiveness:** Assesses the comprehensiveness of your academic advising program. Academic advisors and counselors are evaluated on the basis of their knowledge, competence, and personal concern for student success, as well as on their approachability.

**Academic Services:** Assesses services students utilize to achieve their academic goals. These services include the library, computer labs, tutoring, and study areas.

**Admissions and Financial Aid Effectiveness:** Assesses your institution's ability to enroll students in an effective manner. This scale covers issues such as competence and knowledge of admissions counselors, as well as the effectiveness and availability of financial aid programs.

**Campus Climate:** Assesses the extent to which your institution provides experiences that promote a sense of campus pride and feelings of belonging. This scale also assesses the effectiveness of your institution's channels of communication for students.

**Instructional Effectiveness:** Assesses your students' academic experience, the curriculum, and the campus's overriding commitment to academic excellence. This comprehensive scale covers areas such as the effectiveness of your faculty in and out of the classroom, and the effectiveness of your part-time faculty.

**Registration Effectiveness:** Assesses issues associated with registration and billing. This scale also measures your institution's commitment to making this process as smooth and effective as possible.

**Safety and Security:** Assesses your institution's responsiveness to students' personal safety and security on your campus. This scale measures the effectiveness of both security personnel and campus facilities.

**Service Excellence:** Assesses the perceived attitude of your staff, especially front-line staff, toward students. This scale pinpoints the areas of your campus where quality service and personal concern for students are rated most and least favorably.

The items which contribute to each scale can be viewed within your results. Use the filter in the upper left on the Item Report segment to see the items within each scale.

## Reliability and Validity

The Adult Student Priorities Survey has high reliability. Cronbach's coefficient alpha for the importance score was .93 and .90 for the satisfaction items. The test-retest reliability estimate of mean importance scores was .82 and .81 for the mean satisfaction scores.

The validity of the ASPS was assessed both quantitatively and qualitatively. First, the quantitative assessment was conducted by correlating mean importance and satisfaction scores on the instrument with mean importance and satisfaction scores on the Student Satisfaction Inventory, a RNL satisfaction instrument with exceptionally high reliability and validity. The Pearson correlation between the SSI and ASPS was .74 for importance and .67 for satisfaction ( $P < .0001$ ), suggesting that the two instruments have commonalities as well as their own distinctive features.

A qualitative validity assessment was conducted by correlating respondents' scores on the ASPS with their interview responses on a qualitative protocol reflecting the content of the instrument. The interviews with the adult students were conducted six weeks in advance of the written survey. The mean cross-method validity coefficients were .66 for importance scores and .62 for satisfaction scores; the individual scale correlations between the interview responses and the survey responses ranged from .91 to .53 for the importance scales and from .82 to .47 for the satisfaction scales. All scale correlations were significant at the .05 level, thus indicating that the instrument adequately reflects the construct it was designed to measure.

## The Inventory Development

The Adult Student Priorities Survey was modeled on the Student Satisfaction Inventory. The text of the items was modified by RNL to be appropriate for adult student responses.

The ASPS was piloted in 2000 and became available that same year.

## Contact us

For general questions about reviewing your results or to order materials for a future administration, please contact:

- Shannon Cook, Senior Director of Retention Solutions, [Shannon.Cook@RuffaloNL.com](mailto:Shannon.Cook@RuffaloNL.com)

To schedule an in-depth report discussion phone call at **no charge** or to explore opportunities to have a consultant come to campus to present your results (additional fees apply), please contact:

- Julie Bryant, Associate Vice President of Retention Solutions, [Julie.Bryant@RuffaloNL.com](mailto:Julie.Bryant@RuffaloNL.com)

For questions regarding the raw data, please contact

- [StudentSuccessTech@RuffaloNL.com](mailto:StudentSuccessTech@RuffaloNL.com)

## For More Information

Ruffalo Noel Levitz.  
1025 Kirkwood Parkway SW  
Cedar Rapids, IA 52404

Phone: 800-876-1117

Email: [ContactUs@RuffaloNL.com](mailto:ContactUs@RuffaloNL.com)

Website: [www.RuffaloNL.com](http://www.RuffaloNL.com)

Download this document and the separate addendum documents for the specific survey versions from this location: [www.ruffaloNL.com/SPSInterpretiveGuides](http://www.ruffaloNL.com/SPSInterpretiveGuides).

All material in this document is copyright © by RNL, LLC. Permission is required to redistribute information from RNL, LLC. either in print or electronically. Please contact us at [ContactUs@RuffaloNL.com](mailto:ContactUs@RuffaloNL.com) about reusing material from this document.

Updated January 2021