

Institutional Effectiveness



Student Satisfaction Survey (2019) Results

In March 2019, Clarkson College students completed **Student Satisfaction Surveys** (based on course environment) administered by Ruffalo Noel Levitz. The Student Satisfaction Surveys are national tools that gives an institution the opportunity to take the *pulse of the student body* to determine what *matters* to students and how *satisfied* the students are across a broad spectrum of college life. This year, 29% of the student body participated to let their “opinion count”.

Why does student satisfaction matter?

Student satisfaction has been positively linked to:
Individual student retention | Annual giving | College completion rates

Clarkson College **STRENGTHS** as rated by students:

ON CAMPUS

51. This institution has a good reputation within the community.
41. There is a commitment to academic excellence on this campus.
70. Graduate teaching assistants are competent as classroom instructors.
39. I am able to experience intellectual growth here.
68. Nearly all of the faculty are knowledgeable in their field.
65. Faculty are usually available after class and during office hours.
15. The staff in the health services area are competent.
6. My academic advisor is approachable.
72. On the whole, the campus is well-maintained.
43. Admissions counselors respond to prospective students' unique needs and requests.
7. The campus is safe and secure for all students.
32. Tutoring services are readily available.
62. There is a strong commitment to racial harmony on this campus.
2. The campus staff are caring and helpful.
45. Students are made to feel welcome on this campus.
16. The instruction in my major field is excellent.
44. Academic support services adequately meet the needs of students.

ONLINE

21. Adequate online library resources are provided.
12. There are sufficient offerings within my program of study.
18. Registration for online courses is convenient.
10. This institution responds quickly when I request information.
1. This institution has a good reputation.

Clarkson College AREAS FOR IMPROVEMENT as rated by students:

ON CAMPUS

5. Financial aid counselors are helpful.
25. Faculty are fair and unbiased in their treatment of individual students.
66. Tuition paid is a worthwhile investment.
59. This institution shows concern for students as individuals.
12. Financial aid awards are announced to students in time to be helpful in college planning.
58. The quality of instruction I receive in most of my classes is excellent.
34. I am able to register for classes I need with few conflicts.

ONLINE

20. The quality of online instruction is excellent.
4. Faculty provide timely feedback about student progress.
11. Student assignments are clearly defined in the syllabus.
3. Instructional materials are appropriate for program content.

Clarkson College ACTION PLAN:

Simulation and Skills Lab Update (Summer 2019)
Acquisition and renovation of new building (In progress)
Creation of Enrollment & Advising Department (Completed Spring 2019)
Faculty Development Trainings for new and veteran faculty (Ongoing)

The Importance of Institutional Choice:

Students attending their first-choice institution are more likely to have higher satisfaction levels overall. The percentage of students indicating that we are their:

Course Environment	1 st Choice	2 nd Choice	3 rd Choice
ON CAMPUS	79%	21%	

What Factors Influence Our Student to Enroll?

It is important to understand why students enroll here.

The percentage of students saying the following factors were important or very important:

Course Environment	Cost	Financial Aid	Personalized attention prior to enrolling	Reputation of Institution
ON CAMPUS	89%	90%	83%	92%
Course Environment	Work Schedule	Flexible pacing for completing a program	Convenience	Reputation of Institution
ONLINE	97%	96%	95%	93%

Bottom Line Indicators:

	So far, how has your college experience met your expectations?	Rate your overall satisfaction with your experience here thus far.	All in all, if you had to do it over, would you enroll here again?
ON CAMPUS			
Clarkson College	88%	85%	87%
National 4-Year Private	80%	74%	69%
ONLINE			
Clarkson College	90%	86%	86%
National Online Learners	88%	84%	82%

Positive responses only

On all of the items surveyed, *Clarkson College students expressed greater satisfaction as compared to other national 4-year private institutions or national online learners.* We believe these results reflect the efforts made by Clarkson College in addressing and anticipating student needs and concerns. Thank you for your participation in the 2019 Ruffalo Noel Levitz – Student Satisfaction Surveys. We are proud of our survey results and we want to continue to exceed your expectations. We are using the data to build on our strengths, to improve the quality of our academic programs and campus life, and to guide our commitment of financial resources to areas needing improvement.