How to Integrate Student Satisfaction Data to Deliver a Quality Experience and Impact Retention

Thursday, April 22, 2019

Today's Agenda

1. Introduction to Satisfaction Surveying: Shannon Cook
2. Tabor College: Emir Ruiz Esparza
3. Southwest Wisconsin Technical College: Mandy Henkel
4. Resources to Support your Efforts: Shannon Cook
5. Questions & Answers

Today's Presenters

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Polling Question:

I am participating today because…

- The poll is located on the panel on the right side of your screen.
- Please go to the panel now and select your answer.

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1 Introduction to Satisfaction Surveying

Ruffalo Noel Levitz Satisfaction-Priorities Survey Suite

- **Student Satisfaction Inventory**™ (SSI) is for traditional students, primarily enrolled on campus
- **Adult Student Priorities Survey**™ (ASPS) appropriate for undergraduate or graduate adult students.
- **Priorities Survey for Online Learners**™ (PSOL) for students in online distance learning programs. (Online only)
- **Institutional Priorities Su**rvey™ (IPS) for campus faculty, administration and staff is directly parallel to the SSI.
- **Parent Satisfaction Inventory**™ (PSI) for parents of currently enrolled students at four-year institutions (Online only)

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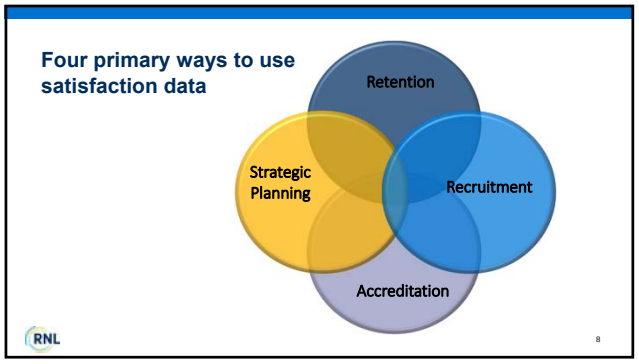
The case for satisfaction assessment and why we are unique


Four primary ways to use satisfaction data
Retention
Strategic Planning
Recruitment
Accreditation
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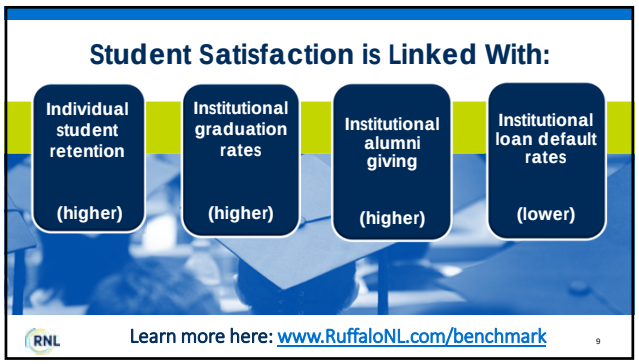
Student Satisfaction is Linked With:
Individual student retention
(higher)
Institutional graduation rates
(higher)
Institutional alumni giving
(higher)
Institutional loan default rates
(lower)
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Learn more here: www.RuffaloNL.com/benchmark
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What makes RNL satisfaction assessment unique?

- Measure both importance and satisfaction
- National benchmark data specific to your institution type
- Efficient turnaround time for delivery of results
- Data is actionable
- Regional accreditation mapping
- Cost effective
- Free one-hour review of your results available upon request

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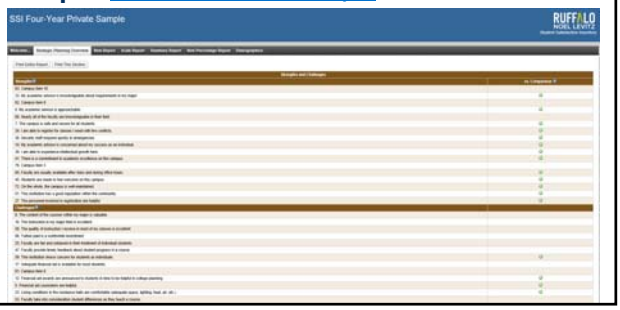
Sample www.RuffaloNL.com/ssisamples



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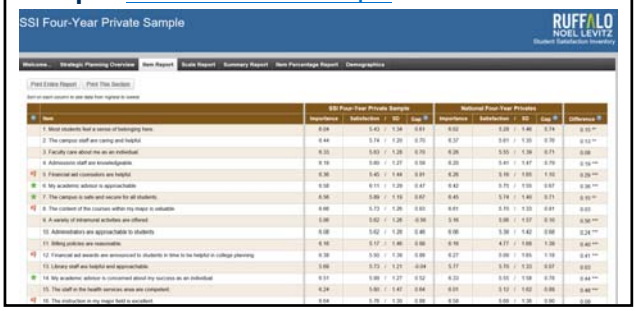

Effective Practices for Student Success, Retention and Completion

Effectiveness of retention practices

	Institution type	Using method	Very or somewhat effective
Using student satisfaction assessment data to make changes to address attrition	4-Year Public	85.2%	60.9%
	4-Year Private	91.0%	87.3%
	2-Year Public	88.9%	68.8%

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Tabor College

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Tabor College • Hillsboro, KS

Institutional Profile

- Private four-year Christian liberal arts college owned and operated by the Mennonite Brethren Church of Central Kansas
- 650 students with 550 Traditional Undergraduate
- Bachelor's and Master's programs
- 37 Majors

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Why the Student Satisfactory Inventory

1. Leadership's Desire to Improve Student Experience
2. Need for Retention Strategies
3. Data Driven Decisions
4. Suggestion from Leadership

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Vision for Retention Task Force

Information - Collaboration - Innovation - Complexity

Creating Value

- Academic Support/Student Success
- Community Engagement/ Navigation
- Data Gathering and Analysis
- Student Experience/ Services

Each team was made up of professors, staff from every major office, and athletic coaches

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SSI Logistics

- Sent SSI to all students in late October
- Announcement made at chapel prior to first email
- Set up three automated emails in SSI platform
- Sent one additional follow up email from the Dean's office with two days left
- 25 Student will be randomly drawn to receive $25 on their Jay Card
- Response rate was 34%

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Immediate Impact of SSI

- Open Hours
- New Cafeteria Equipment

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Example Email to Student

The process below to address "open hours" was influenced by leadership's desire to improve the student experience, Student Senates' desire to have the student's voice be heard, and the results from the Student Satisfactory Inventory (SSI) that was given this past fall semester.

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Example Email to Students (continued)

1. SSI Area of Challenge: **29. It is an enjoyable experience to be a student on this campus.**
2. SSI Comment: **Dissatisfaction with Open Hours was a theme from SSI comments.**
3. A desire to respond to the students' voice that is in keeping with Tabor's core values: Christ-Centered, Learning, Involvement, Community, & Service.
4. Student Senate and Student Focus Groups led and helped shape the initial open hours proposal.
5. Further collaborative efforts by Executive Team, Organizational Leadership Team (OLT), Student Life, and Student Senate.
6. Gauge student preference to various scenarios in chapel.
7. Consideration of the practical and structural elements Residence Life must do to execute new open hours policy into the future.
8. A proposal is created incorporating the aforementioned elements
9. Final proposal sent to the Executive Leadership Team.
10. Approval granted.

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Statistics and Comparisons

SPSS Explore Statistics (Histograms) - Gender and Ethnic Groups

- All in all, if you had to do it again, would you enroll here?
- Rate your overall satisfaction with your experience here thus far.
- All in all, if you had to do it all over again, would you enroll hear?

Comparisons

- National
- Midwestern
- 7 Colleges/Universities

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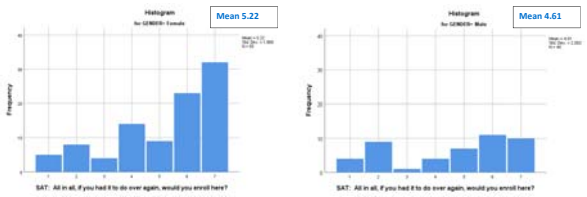
SPSS Explore Statistics



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Presentation of Results

- Retention Task Force – RNL initial presentation
- Faculty
- Facilities
- Student Body through email and chapel
- Enrollment Management/Financial Aid
- Athletic Coaches and Personnel
- Student Life
- Office Personnel
- Executive Team

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Innovation

Information - Collaboration - Innovation - Complexity

Creating Value

Title: First Year Experience Advisor

Overview: Provide a proactive and strategic first-year experience to at-risk freshman that guides them in clarifying personal, academic and career goals to put them on a solid path toward graduation. Provide excellent, holistic academic counseling to students by advising them about degree program requirements and planning, majors, and career choices. Direct students to additional academic and emotional support services, as needed. Provide hospitable personal assistance to help students navigate college policies and procedures, understand financial aid processes and payment options. Provide ongoing communication about ways to access additional resources, so students are progressing towards their graduation date.

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Southwest Wisconsin Technical College

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Southwest Tech

From Satisfied to Very Satisfied

SOUTHWEST TECH CHARGERS

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Southwest Wisconsin Technical College

Institutional Profile

Primary Purpose: To provide apprenticeship, certificate, technical diploma, and associate degree programs that:

- Respond to district workforce needs
- Prepare students to obtain family-sustaining jobs
- Assist individuals with career advancement

COLLEGE VALUES

Learning – Integrity – Accountability – Partnerships – Innovation – Continuous Improvement

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Southwest Wisconsin Technical College

Fennimore • Wisconsin

- District includes 30 K12 school districts
- Part of the Wisconsin Technical College System (WTCS), which includes 16 total technical colleges
- 70 programs, including 10 completely online (17 programs with online course options)
  - Unique programs include: Golf Course Management & Direct Entry Midwife
- In 2018 we served 7,679 students
  - 5,676 were non-degree enrollees
  - 2,003 were degree (or program) enrollees

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SSI & PSOL

- SSI has been administered annually from 2010 to 2018.
  - For spring 2019 we have chosen to skip SSI and administer the Community College Survey of Student Engagement (CCSSE) for the first time, will resume SSI for the 2019-20 academic year
  - Plan moving forward: CCSSE survey in odd years and SSI in even years
- PSOL was administered for the first time in November 2017 due to an ever increasing number of online students.

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The Right Fit for Southwest Tech

- Buy-in and support for using the SSI has grown every year, and we have always maintained the support from Administration and Faculty
- Continued support for the SSI has been emphasized in the last 3 years due to:
  - Ease of making change based on data
  - Alignment with HLC accreditation work
  - Inclusion in new annual Instructional/Institutional Vitality Process (IVP)
- Need for maintaining interest and value from the SSI requires us to continuously look at new and different ways to report the results

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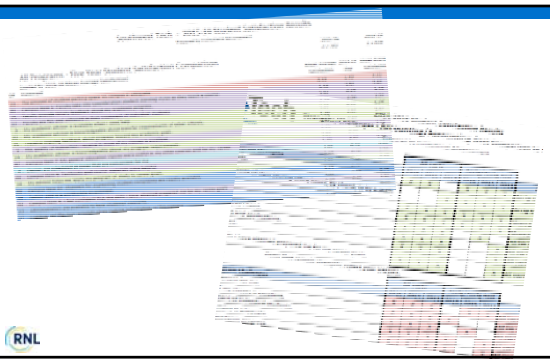

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Survey Audience and Logistics

Student Satisfaction Inventory (SSI)

- Audience = Face-to-Face Program Students
- Scheduled in as many Program courses as possible
- Administered primarily in spring term, but throughout the year for any short-term programs outside of that timeframe
- Administered during class time by College Effectiveness staff
- Paper/Pencil

Priority Survey for Online Learners (PSOL)

- Audience = Online Program Students
- Scheduled in as many online Program courses as possible
- Administered only in fall term
- Administered electronically via link embedded in online course using Schoology (learning management system)

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Sharing the Results

- Executive and Leadership Teams
- Program Advisory Committees
- College-wide via Charger Hub (intranet) = transparency
- Instructional/Institutional Vitality Process (IVP)
  - Instructional - faculty
  - Institutional – service departments
    - Evaluation of data points informs areas for celebration and opportunities for improvement.
    - Faculty/Staff groups create Team Action Plans (TAPs) based on these areas and work on them as projects throughout the year.
    - Example TAP: Building Trades-Carpentry program wanted to increase student satisfaction with the timely feedback on their academic progress. To achieve this, faculty set aside time in class to review progress using Schoology until students felt comfortable reviewing on their own. They started with a mean average satisfaction score of 4.73 and set a goal to reach 4.90. Goal was met with a score of 6.00!

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Data Splits & Comparisons

Data splits have been a valuable way for us to determine the perspectives of certain pockets of students. We have split data by:

- Demographics – Age, gender, 1st/2nd year student, and more
- Program

Comparisons and Benchmarking of our results help us determine where we excel or have opportunities for improvement.

- National Comparison Group
- Wisconsin Technical College System (WTCS)
- Trends

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Marketing Uses SSI/PSOL Results

- Position ourselves as the college that can over deliver on the wants/needs that students have for a college.
- Use quotes from students in marketing pieces.
- Use the data to determine what NOT to focus on when students indicate that it is not important to them.
  - Example: Students reported low level of importance that *"channels for expressing complaints are readily available"* therefore we would not focus marketing efforts in this area.
- Careful to focus any broad marketing statements advertising our college on true areas of strengths for the college.
  - Example: Students responded that *"Students are made to feel welcome here"* was a strength for them, therefore we added statements like *"Where you belong"* to new parking lot banners.

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College Strategic Initiatives

Example 1: Welding & Building Trades programs worked on a Team Action Plan (TAP) to improve student satisfaction with SSI #25 "Faculty provide timely feedback about my academic progress." – item identified as both a College and a Program Challenge.

- 2016-17: Mean average satisfaction = 4.73 (Set goal of 4.9)
- 2017-18: Mean average satisfaction = 6.00 (Goal Met!)

Example 2: Project Team metrics aligned with College Health Indicators

- SSI Summary Item: "Rate your overall satisfaction with your experience here thus far."

College Health Indicators Spring 2019	2018-19 Target	2018-19 Actual	2018-19 Benchmark	2019-20 Target
Increase Student Access and Success				
CHI.5. Student Satisfaction	5.65	5.63	5.65 / 5.59	5.65

SSI & Accreditation: HLC Report

Action Plan and Implementation Timeline

Learning Outcomes	Responsibility	Action	Tool(s)	Frequency
Student Experience	Student Services Staff Program Faculty	Assess Student Experience through course evaluations, faculty evaluations, program satisfaction surveys, college-wide culture surveys, and specific programming assessment conducted by Student Services.	• Noel-Levitz • Course and Faculty Evaluation	Each academic year (with IVP cycle)
Year 1 September 1, 2017	Review Noel-Levitz results related to student involvement and student activities Examine the impact of student involvement on rate of student success			
Year 2 2017-2018	Review Noel-Levitz results related to student involvement and student activities			

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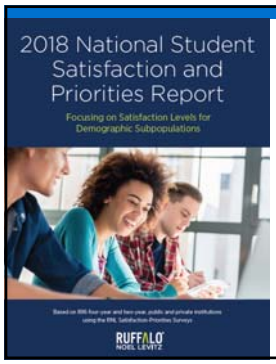
Resources to Support your Efforts



Download the National Student Satisfaction and Priorities Report

www.RuffaloNL.com/Benchmark

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Accreditation Support:

- Documents to map the individual surveys to the criteria for:
  - SACS
  - HLC
  - Middle States (MSCHE)
  - NEASC
  - WASC (WSCUC)
  - ACCJC
  - Northwest Commission (NWCCU)
- Available through links on the SSI website: www.RuffaloNL.com/Accreditation
- Applies to all surveys in the Satisfaction-Priorities Suite of surveys

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How do I do this?

- When do I survey?
- Who do I survey
- How do I survey?
- What do I survey?
- What is the cost?

www.RuffaloNL.com/SatisfactionSurveyTutorials

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Schedule a conversation to discuss the best way to administer the survey or to use the results on your campus

Polling Question:

I would like a phone conversation to learn more about using these satisfaction-priorities assessments

- The poll is located on the panel on the right side of your screen.
- Please go to the panel now and select your answer.

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QUESTIONS & ANSWERS

Thank you for joining us today

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