How To Put Student Satisfaction Data Into Action

Tuesday, November 17, 2020

Today's Agenda and Presenters

Sharing insights on student satisfaction assessment

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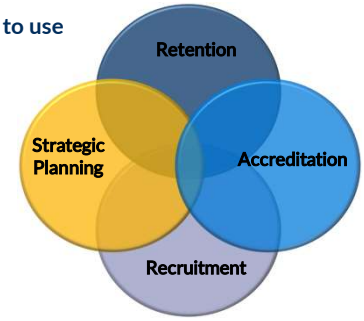
1 Introduction to Satisfaction Surveying

Ruffalo Noel Levitz Satisfaction-Priorities Survey Suite

- **Student Satisfaction Inventory**™ (SSI) is for traditional students at either four-year or two-year institutions.
- **Adult Student Priorities Survey**™ (ASPS) appropriate for undergraduate or graduate adult students.
- **Priorities Survey for Online Learners**™ (PSOL) for students in online programs.
- **Institutional Priorities Survey**™ (IPS) for campus faculty, administration and staff is directly parallel to the SSI.

Four primary ways to use satisfaction data



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To Learn More About the RNL Satisfaction-Priorities Surveys . . .

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ALL IN for Student Success

Southeastern University
Institutional Profile

- Founded as a Bible College in 1935 in New Brockton, AL before the campus moved to its current location in Lakeland, FL
- Christian Liberal Arts institution in Central Florida, serving students in nearly every state as well as internationally.
- 70 UG programs and 32 Graduate programs
- Began doctoral programs in 2014; launched PhD in 2018
- 2,500 total headcount in 2011; nearly 10,000 in 2019
- Rapid expansion of graduate, online, and extension site programs and deliveries

SSI – Administration Timelines & Rationale

- SSI has been administered biennially at SEU for over a decade
- Often administered concurrent to other institutions in our consortium (CCC&U)
- Selected for SEU because of our commitment to data-informed decision-making for continuous improvement and student success – SSI's indicators that are positively associated with retention, persistence, and graduation make it an easy choice for schools with comparable commitments

SSI – Survey Audience & Administration Logistics

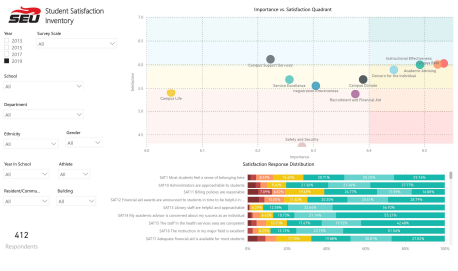
- Audience: We wanted to capture as much of the student voice relative to satisfaction as possible, so we invite all traditional undergraduate students to participate in the survey
- Logistics: In the months leading up to the survey launch, Institutional Effectiveness coordinates with Student Development Marketing, SEU Central, Academic Affairs, and SGA to develop an SSI communication strategy.

SSI – Communicating Results

- Following the close of the SSI administration, the raw data export file is opened, cleaned, and added to our longitudinal data model.
- The data model incorporates demographic data for each respondent to the SSI, allowing for results filtering and slicing by multiple relevant variables and population types.
- Once the model is prepared, the SSI dashboard in Power BI is updated.
- The Power BI report is published to all campus faculty, staff, and administrative stakeholders. Reports can be generated directly from the dashboard for further departmental analysis.
- Institution-wide student success program (ALL IN) analyzes results to inform and improve new and ongoing initiatives

SSI Dashboard

SSI Dashboard



SSI Dashboard

Results Communication Strategy

Data Modeling and Report Publication

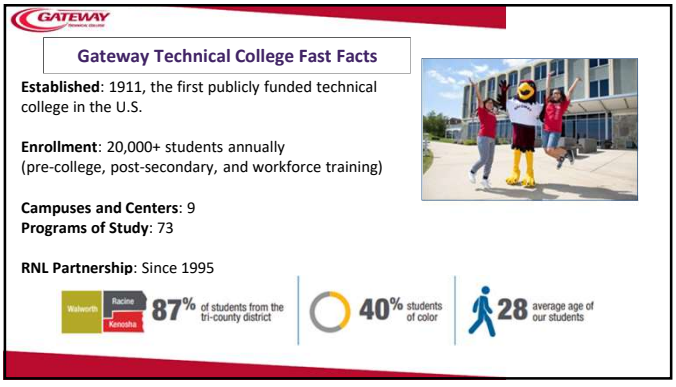
- Results data received from RNL
- Data ETL into Power BI Report
- Report refresh and publication
- Report consumers notified

Campus Communication

- Meetings scheduled with stakeholder groups (student affairs, academic affairs, support services)
- Custom report views prepared
- Strategic Plan alignment, assessment reporting, and formative interventions discussed

Data Use Accountability

- Schedule follow up conversations with department heads
- Assessment report quality checklists
- Strategic Plan updates
- Occasional campus-wide reminder notifications



Overview

Context: Items to Consider

Overcoming Barriers: Connection to Values

Facilitating Use: Examples

Wrap-up

Three Items to Consider

Accreditation Site Visit Approaching

Started November, 2017
Site Visit Feb, 2020

Evidence of Use

1995 until Current State.

Implementation of Results?

What is Valued?

Organizational Sense-making
(Bolman and Deal)

Overcoming Barriers: Connection to Values

Symbolic: Theatre “Events”

Human Resource: “Family” Needs

Structural: Organizational Goals

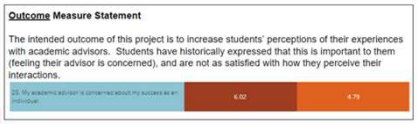
Political: Mission-Centered Advocacy

Facilitating Use: Accreditation Site Visit Example

Facilitating Use: Assist with Implementation Example

Develop Trust with College Departments: Academic Advising

Academic Advising Redesign under New Leadership.



Wrap-Up

“In the middle of every difficulty lies opportunity.”
- Albert Einstein

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Final Thoughts

What's New?

- *Client Portal: Dashboard reporting with data slicing*
- *Flat rate, all-inclusive pricing*

Polling Question: Please indicate

1. I am a current RNL Satisfaction Priorities Survey Client.
2. I am interested in learning more about the Satisfaction Priorities Surveys from RNL.

Learn more about the RNL Satisfaction-Priorities Surveys

RuffaloNL.com/SatisfactionSurveys

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Download the full 2020 National Student Satisfaction and Priorities Report

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2020 National Student Satisfaction and Priorities Report

Thank you for joining us today

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