







National Student Satisfaction Observations:
Implications for Your Campus

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 @JulieBryantNL • #StudentSatisfaction • #RNLSPS • #AIRForum2019



-  Are you gathering student satisfaction data on your campus?
-  Regularly?
-  Is your campus leadership using the data to guide decision making?

Three questions we will answer today:

1. How does student satisfaction vary for different student populations?
2. How can the national trends inform your campus analyses?
3. What data slices are the most relevant for different departments?



BONUS QUESTION


Why is student satisfaction important?



Student Satisfaction is Linked With:

| | | | |
|--|--|---|---|
| Individual student retention (higher) | Institutional graduation rates (higher) | Institutional alumni giving (higher) | Institutional loan default rates (lower) |
|--|--|---|---|

Learn more here: www.RuffaloNL.com/benchmark




Informs your work in multiple areas:



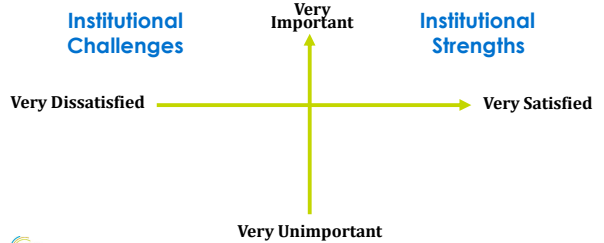
Definition of Satisfaction:

“ When expectations are met or exceeded by the student’s perception of the campus reality”

Schreiner & Juillerat, 1994




Matrix for prioritizing action



Institutional Challenges **Very Important** **Institutional Strengths**

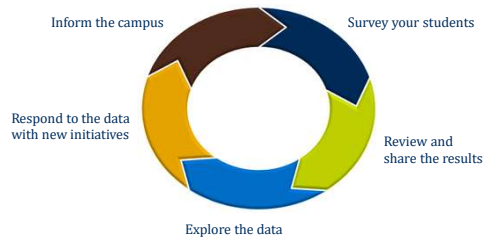
Very Dissatisfied Very Satisfied

Very Unimportant



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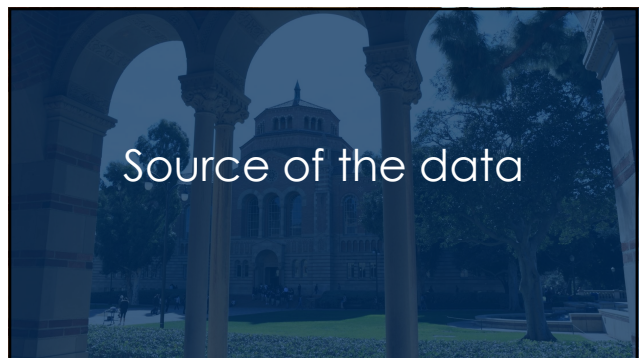
Systematic Assessment Cycle



Inform the campus Survey your students

Respond to the data with new initiatives Review and share the results


Explore the data

The Student Satisfaction Inventory™ (SSI)


- Comprehensive assessment across class levels
- Captures experiences both inside and outside of the classroom
- Completed during the academic year with either an online or paper administration
- Administered by more than 600 institutions annually; most institutions survey on an every-other-year cycle

Learn more at www.RuffaloNL.com/SSI




**Comprehensive survey instrument:
Inside and outside of the classroom**

- Academic advising
- Campus Climate
- Campus Life
- Campus Support Services
- Concern for the Individual
- Instructional Effectiveness
- Recruitment / Financial Aid
- Registration Effectiveness
- Safety and Security
- Service Excellence
- Student Centeredness



Demographic variables captured


- Gender
- Age
- Ethnicity/Race
- Current Enrollment Status
- Current Class Load
- Class Level
- Current GPA
- Educational Goal
- Employment
- Current Residence
- Residence Classification
- Disabilities
- Institution Was My
- Campus Defined Demographic(s)
 - Example: Campus Location
- Campus Defined Major/Programs



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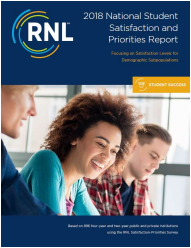
Opportunities to Survey Other Populations:

- **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 Survey™ (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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2018 National Student Satisfaction and Priorities Report



You can download the full report or pick up a copy in the exhibit hall

www.RuffaloNL.com/Benchmark




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Source of data

NATIONAL SAMPLE OF 614,800 STUDENTS FROM 896 COLLEGES AND UNIVERSITIES

| | |
|--|---|
| FOUR-YEAR PRIVATE 213,373 STUDENTS FROM 338 INSTITUTIONS 20% FRESHMEN; 25% SOPHOMORES; 22% JUNIORS; 23% SENIORS | FOUR-YEAR PUBLIC 64,377 STUDENTS FROM 60 INSTITUTIONS 20% FRESHMEN; 1% SOPHOMORES; 24% JUNIORS; 20% SENIORS |
| COMMUNITY AND TECHNICAL COLLEGES 122,908 STUDENTS FROM 158 INSTITUTIONS 65% FULL-TIME; 35% PART-TIME | ONLINE LEARNERS 126,748 STUDENTS FROM 124 INSTITUTIONS 66% UNDERGRADUATE; 34% GRADUATE |
| ADULT UNDERGRADUATES 30,294 STUDENTS FROM 158 INSTITUTIONS 73% FULL-TIME; 27% PART-TIME | ADULT GRADUATE STUDENTS 36,988 STUDENTS FROM 158 INSTITUTIONS 71% FULL-TIME; 29% PART-TIME 94% PRIMARILY ONLINE; 6% PRIMARILY ON-CAMPUS |

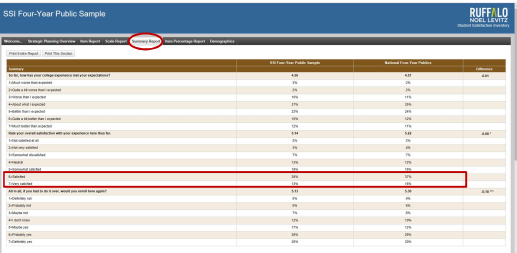
THREE ACADEMIC YEARS OF DATA, AGGREGATED
2015-16 | 2016-17 | 2017-18




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2018 National Student Satisfaction and Priorities Report

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Summary Satisfaction Scores

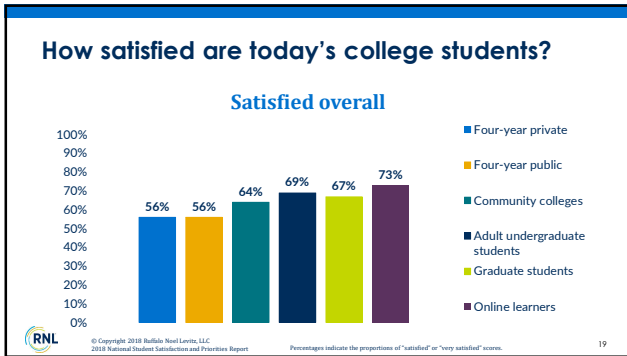


| Category | 2015-16 | 2016-17 | 2017-18 |
|-------------------------|---------|---------|---------|
| Overall Satisfaction | 88% | 88% | 88% |
| Academic Quality | 85% | 85% | 85% |
| Financial Aid | 82% | 82% | 82% |
| Student Services | 80% | 80% | 80% |
| Faculty Quality | 78% | 78% | 78% |
| Administrative Services | 75% | 75% | 75% |
| Physical Plant | 72% | 72% | 72% |
| Library | 70% | 70% | 70% |
| Technology | 68% | 68% | 68% |
| Student Life | 65% | 65% | 65% |
| Career Services | 62% | 62% | 62% |
| International Services | 60% | 60% | 60% |
| Accessibility | 58% | 58% | 58% |
| Health Services | 55% | 55% | 55% |
| Transportation | 52% | 52% | 52% |
| Other | 50% | 50% | 50% |

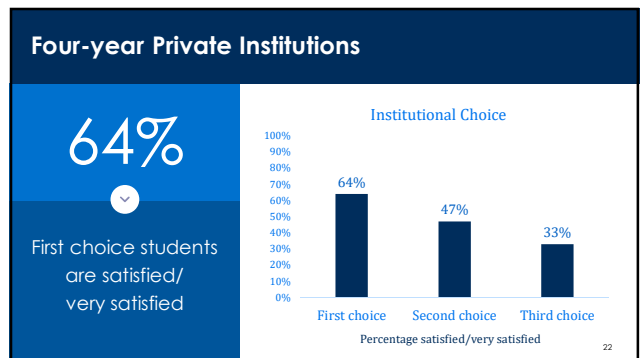


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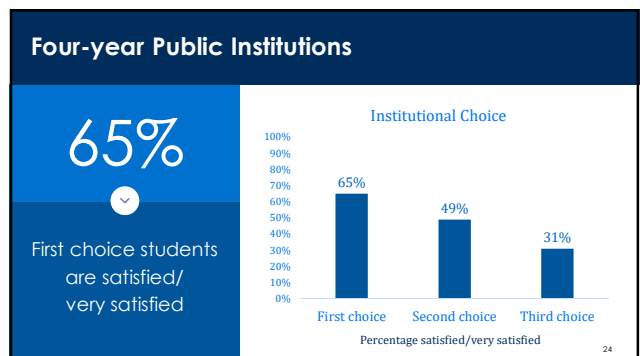
How does student satisfaction vary for different student populations?



Four-year Privates: Overview of Perceptions


- Race/Ethnicity:** Caucasian and Hispanic students have higher satisfaction than African-American and Asian students
- Age:** Satisfaction levels similar for 24 and younger / 25 and older
- Class Level:** Freshmen slightly more satisfied, then satisfaction declines
- Employment:** Students employed part-time on campus have highest satisfaction levels
- Gender:** Females more satisfied than males
- Residence:** Students living on campus more satisfied than students living off campus

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Four-year Publics: Overview of Perceptions

- Race/Ethnicity:** Caucasian and Hispanic students have higher satisfaction than African-American and Asian students
- Age:** Students 25 and older are more satisfied than 24 and younger
- Class Level:** Satisfaction increases with each class level, with seniors most satisfied (opposite of four-year privates)
- Employment:** Students employed part-time on campus have highest satisfaction levels
- Gender:** Females more satisfied than males
- Residence:** Students living off campus more satisfied than students living on campus (opposite of four-year privates)




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Community Colleges

71%

First choice students are satisfied/very satisfied


| Choice | Percentage satisfied/very satisfied |
|---------------|-------------------------------------|
| First choice | 71% |
| Second choice | 54% |
| Third choice | 34% |



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Community Colleges: Overview of Perceptions


- Race/Ethnicity:** Satisfaction levels more similar for Caucasian, African-American and Hispanic students
- Age:** Students 25 and older are more satisfied than 24 and younger
- Gender:** Females more satisfied than males
- Employment:** Satisfaction levels similar for employed part-time on, off and not employed
- Class load:** Similar satisfaction for full-time and part-time students
- Educational goal:** Students with a goal of an Associate's degree slightly more satisfied than students with a goal of transferring to another institution




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General observations


- Institutional choice perception is consistent across institution types, with first-choice students being the most satisfied
- African-American students may be among your most DISSATISFIED students overall (especially at four-year institutions)
- Females generally more satisfied than males
- Older students usually more satisfied
- Students working on campus at four-year institutions more satisfied
- Less differences in satisfaction levels across student groups at community colleges



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How can these data inform your campus analyses?




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Be aware of how your student population may be similar or different than the demographics of your national comparison group:

- More students of color?
- More male students?
- Class level distribution?
- Traditional or non-traditional students?
- Living on-campus or off?

Request the demographic overviews for the national comparison groups from RNL

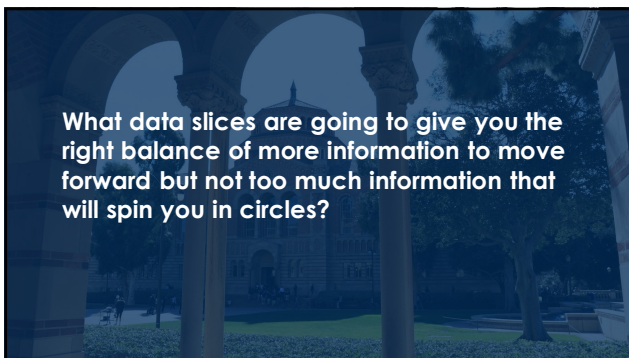


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The power of data slicing by key demographic variables, an illustration:

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What data slices are the most relevant for different departments?

Enrollment Management:

- Institutional Choice
- Freshmen
- In-state / Out-of-state


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Academic Affairs:


- Majors/Programs
- Class Level
- Current GPA

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Student Affairs:



- Class Level
- Residence life students
- In-state / Out-of-state
- Employment



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Other ideas?



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Blog Site: www.RuffaloNL.com/Blog



Search on the word: Satisfaction



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Download the current national reports




www.RuffaloNL.com/Benchmark




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Do you have you would like to discuss?



Meet with me in the Exhibit Hall Booth: 111

We can discuss the best ways to administer the survey or to how to best use the results on your campus (before 3:00pm today)



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Thank you for joining
me today!



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