



Student Satisfaction Data: Overcoming Barriers and Facilitating Use  
Webinar Presentation  
October 2018

# Student Satisfaction Data: Overcoming Barriers and Facilitating Use

October 23, 2018



## Welcome! Thank you for joining us today!



**Shannon Cook**  
Ruffalo Noel Levitz

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### Our agenda today

- 1 Introduction to satisfaction surveying: Shannon Cook
- 2 Springfield College: Raldy Laguilles
- 3 Florida Polytechnic University: Kevin Calkins
- 4 Liberty University: Jonathan Susman
- 5 Resources / Questions and discussion

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### Our featured speakers today



Springfield College  
Raldy Laguilles  
Director of Institutional Research  
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Florida Polytechnic University  
Kevin Calkins  
Director of Institutional Research  
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Liberty University  
Jonathan Susman  
Assistant Director of Analytics  
Institutional Effectiveness  
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### Ruffalo Noel Levitz Satisfaction-Priorities Survey Suite

- **Student Satisfaction Inventory™ (SSI)** is for traditional students, primarily enrolled on campus
- **Institutional Priorities Survey™ (IPS)** for campus faculty, administration and staff is directly parallel to the SSI.
- **Adult Student Priorities Survey™ (ASPS)** appropriate for undergraduate or graduate adult students.
- **Adult Learner Inventory™ (ALI)** developed in cooperation with CAEL and appropriate for adult undergrads at four-year or two-year institutions. (Online only)
- **Priorities Survey for Online Learners™ (PSOL)** for students in online distance learning programs. (Online only)
- **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

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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%

2017 Ruffalo Noel Levitz Effective Practices Report for Student Success, Retention and Completion 7

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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)

Learn more here: [www.RuffaloNL.com/benchmark](http://www.RuffaloNL.com/benchmark)

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## Four primary ways to use satisfaction data

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## Core concepts regarding student satisfaction

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## Definition of satisfaction

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

Schreiner & Jullerat, 1994

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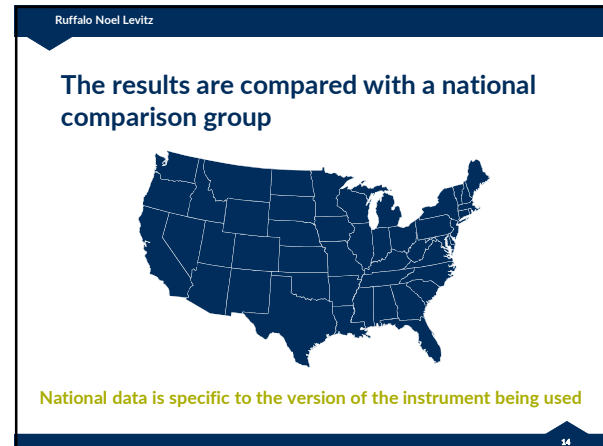
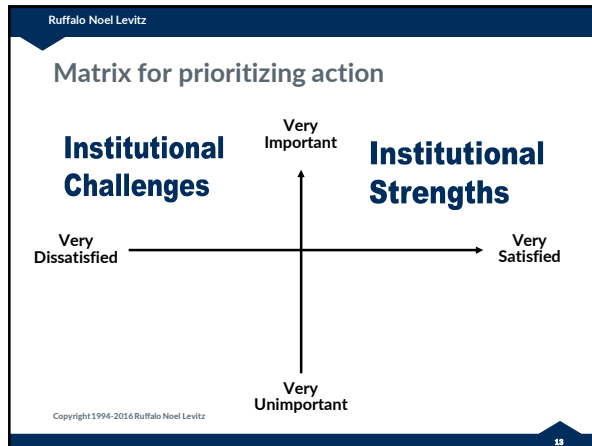
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## The RNL surveys capture both an importance score and a satisfaction score

The combination allows you to review your satisfaction results within the context of what is most important to your students.

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SSI Four-Year Private Sample [www.RuffaloNL.com/SSISamples](http://www.RuffaloNL.com/SSISamples) RUFFALO NOEL LEVITZ Student Satisfaction Inventory

Home Report Scale Report Summary Report Item Percentage Report Demographics

Print Entire Report | Print This Section

Set on each column to use data from report to insert

Item	SSI Four-Year Private Sample				National Four-Year Privates				Difference
	Importance	Satisfaction	SD	Cap %	Importance	Satisfaction	SD	Cap %	
1. Most students feel a sense of belonging here.	0.64	5.45	1.34	0.61	0.02	5.28	1.48	0.74	0.15**
2. The campus staff are caring and helpful.	0.44	5.74	1.20	0.70	0.37	5.61	1.35	0.76	0.15**
3. Faculty care about me as an individual.	0.33	5.05	1.28	0.70	0.26	5.55	1.39	0.71	0.08
4. Admissions staff are knowledgeable.	0.19	5.00	1.27	0.59	0.20	5.41	1.47	0.79	0.19***
5. Financial aid counselors are helpful.	0.30	5.45	1.44	0.61	0.26	5.16	1.65	1.10	0.29***
6. My academic advisor is approachable.	0.58	6.11	1.29	0.47	0.42	5.75	1.55	0.87	0.36***
7. The campus is safe and secure for all students.	0.56	5.06	1.19	0.67	0.40	5.74	1.40	0.71	0.15**
8. The content of the courses within my major is valuable.	0.60	5.73	1.26	0.60	0.61	5.70	1.33	0.91	0.02
9. A variety of extracurricular activities are offered.	0.30	5.42	1.26	0.48	0.19	5.06	1.57	1.10	0.54***
10. Administrators are approachable to students.	0.18	5.42	1.26	0.48	0.08	5.38	1.42	0.88	0.74***
11. Dining options are reasonable.	0.10	5.17	1.46	0.66	0.16	4.77	1.68	1.39	0.46***
12. Financial aid awards are announced to students in time to be helpful in college planning.	0.38	5.58	1.39	0.68	0.27	5.09	1.65	1.18	0.41***
13. Library staff are helpful and approachable.	0.09	5.73	1.21	0.54	0.77	5.70	1.33	0.67	0.03
14. My academic advisor is concerned about my success as an individual.	0.51	5.06	1.27	0.52	0.33	5.55	1.58	0.78	0.64***
15. The staff in the health services area are competent.	0.24	5.80	1.47	0.64	0.01	5.12	1.62	0.88	0.80***
16. The instruction in my major field is excellent.	0.64	5.78	1.30	0.68	0.59	5.68	1.36	0.96	0.08
17. Adequate financial aid is available for most students.	0.44	5.11	1.32	1.35	0.39	5.05	1.60	1.38	0.11

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- ## 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

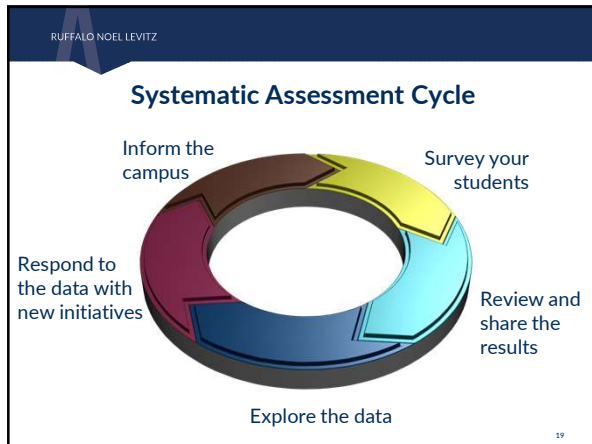
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## Since the surveys first became available...

- 2,980 institutions
- 6.7 million individual student, campus personnel and parent survey responses

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- ## Many campuses assess student satisfaction and student engagement
- National Survey on Student Engagement: Just Freshmen and Seniors
  - Student Satisfaction Inventory: Across ALL class levels
  - NSSE and SSI results support each other
  - Students won't be satisfied if they are not engaged and they won't be engaged if they aren't satisfied.

# Student Satisfaction Data: Overcoming Barriers and Facilitating Use Webinar Presentation October 2018



## Springfield College

Raldy Laguilles  
Director of Institutional Research  
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**SPRINGFIELD COLLEGE**

### Our Mission

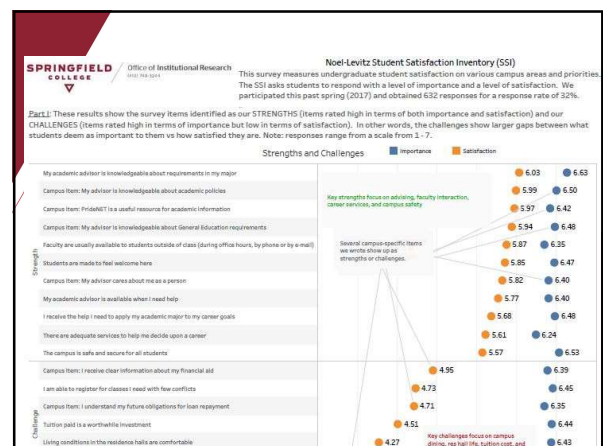
The mission of Springfield College is to educate the whole person in spirit, mind, and body for leadership in service to others.

INSTITUTION	STUDENTS	EMPLOYEES	IR OFFICE
4-year private college	2,228 Undergraduate students	202 Full-time Faculty	Under Academic Affairs
Master's - Larger Programs	1,018 Graduate students	461 Staff	2 FTEs – Director and Analyst
	978 Non-traditional adult students at regional campuses in eight states		Graduate student; Undergraduate work-study student

**SPRINGFIELD COLLEGE**

- ## SSI Administration
- Most recent administration was in 2017 (previously 2013)
  - Online administration
  - Institutional Support
    - Senior Leadership (President; VP Student Affairs)
    - Additional questions from Academic Advising, Student Activities, Administration and Finance
  - Incentive – iPad minis
  - Response Rate: 32%
- SPRINGFIELD COLLEGE**

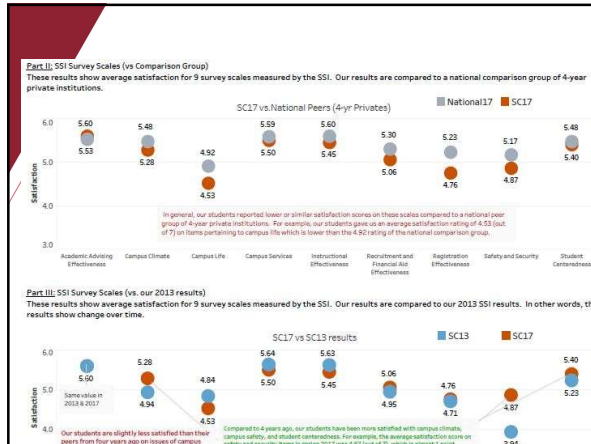
- ## Communication of Results
- High-Level Summary for Cabinet, VPs
  - Academic Success Group
  - Individual Depts/Offices Visits
    - Student Affairs
    - Enrollment Management
    - Administration and Finance
- SPRINGFIELD COLLEGE**



# Student Satisfaction Data: Overcoming Barriers and Facilitating Use

## Webinar Presentation

### October 2018



### Advice/Next Steps

- Be proactive in talking about the SSI
- For Senior Leadership, hit the high points
- Offer to meet with individual departments
- Suggest other institutional use of results
  - Strategic planning metrics
  - Regional accreditation

## Florida Polytechnic University

Kevin Calkins  
 Director of Institutional Research  
 kcalkins@floridapoly.edu

### Florida Polytechnic University - Background

- 12<sup>th</sup> State University (Public) – 100% STEM
  - Beginning 5<sup>th</sup> year of operation
  - 1,426 students (fall 2018)
  - 8 majors; 6 UG, 2 GR
- Conducted SSI for past three years
  - 33% response rate (2018), 28% in 2017
  - Incentive; 4 \$100 Foundation gift cards
  - Purchased the raw data to further analyze results
    - Benchmarked; prior year data and other national four-year institutions
    - Demographic parsing of data
  - Tied to strategic plan and Presidential goals/priorities
  - Added 10 institutional questions (campus items)

### Survey Results - By Category

Category/Questions	Florida Poly		2017 National Four-Year Public		2016 Satisfaction Gap %	2017 Satisfaction Gap %	
	Importance 2016	2017	Satisfaction Rate 2016	2017			
Academic Advising Effectiveness	5.90	5.96	5.06	5.19	-8%	-4%	
Campus Climate	6.10	6.15	5.74	5.82	6.24	5%	-7%
Campus Life	5.90	5.96	4.84	4.76	4.84	0%	-2%
Campus Services	5.95	6.03	5.54	5.56	5.46	0%	2%
Instructional Effectiveness	6.36	6.38	5.34	5.46	5.41	-3%	1%
Recruitment and Financial Aid	6.06	6.08	5.46	5.54	5.07	6%	9%
Registration Effectiveness	6.33	6.33	4.96	5.00	5.05	-4%	-1%
Safety and Security	6.02	6.19	5.86	5.86	5.06	16%	12%
Student Centeredness	6.14	6.21	5.54	5.56	5.25	-12%	6%

- Areas where satisfaction decreased from 2016 include:
  - Adequate food selection (campus life)
  - Good use of student activity fees (campus life)
  - Adequate student parking space (safety and security)
- Areas of greatest challenge include:
  - Advising (academic, career)
  - Registration/Course Offerings

### KPI: Strategic Plan (Board)

- Rate your overall satisfaction with your experience):

Scale	2017 Florida Poly Percentage	2018 Florida Poly Percentage	2018 to 2017 Variance	2017 National Percentage	Florida Poly Gap to National (2017)
Very Satisfied to Satisfied	60%	63%	↑	52%	8%
Somewhat Satisfied	23%	17%	↓	19%	4%
Neutral	5%	9%	↑	13%	-8%
Somewhat Dissatisfied	6%	5%	↓	7%	-1%
Not very satisfied to not satisfied at all	2%	3%	↑	5%	-3%

- So far, how has your college experience met your expectations.

Scale	2017 Florida Poly Percentage	2018 Florida Poly Percentage	2018 to 2017 Variance	2017 National Percentage	Florida Poly Gap to National (2017)
Very Satisfied to Satisfied	60%	63%	↑	52%	8%
Somewhat Satisfied	23%	17%	↓	19%	4%
Neutral	5%	9%	↑	13%	-8%
Somewhat Dissatisfied	6%	5%	↓	7%	-1%
Not very satisfied to not satisfied at all	2%	3%	↑	5%	-3%

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### October 2018

### President's Operational Priorities

Priority 4: Deliver excellent services and foster a climate of active and engaged student life.

- 4.1 Improve satisfaction with career support to within 5% of the national averages for public Universities. (Academic Support Services)
- 4.3 Foster a climate of student-centeredness to within 5% of the national averages for public Universities. (Student Development)
- 4.4 Improve satisfaction with student engagement programs by engaging 70% of incoming freshman in a program and increasing overall participation in student life events by 5%. (Student Development)

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### Digging Deeper: Raw Data Helped to Understand Gaps & Challenges

#### By Cohort Year

Question Number	Description	Satisfaction		
		2014-15	2015-16	2016-17
4	The content of the courses within my major is valuable.	43%	53%	62%

#### By Program

Question Number	Description	Satisfaction					
		CE	EE	ME	AT	CS	STM
4	The content of the courses within my major is valuable.	45%	58%	59%	58%	50%	67%

#### By Rank

Question Number	Description	Satisfaction			
		Freshman	Sophomore	Junior	Senior
4	The content of the courses within my major is valuable.	60%	53%	66%	52%

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### In-Depth Analysis - Gender

- 12 questions selected for gender analysis. Enrolling factors were excluded.

Description	Female			Male			Gender Variance
	2016 Satisfaction	2017 Satisfaction	% Δ	2016 Satisfaction	2017 Satisfaction	% Δ	
The campus staff are caring and helpful.	65%	64%	▼ 1%	66%	68%	▲ 3%	-4
The campus is safe and secure for all students.	79%	77%	▼ 2%	85%	90%	▲ 5%	-15
Administrators are available to hear students' concerns.	67%	53%	▼ 14%	54%	57%	▲ 3%	-4
Admissions staff provide personalized attention prior to enrollment.	70%	56%	▼ 14%	66%	60%	▼ 6%	-5
Faculty are fair and unbiased in their treatment of individual students.	62%	69%	▲ 7%	70%	71%	▲ 1%	-2
Counseling services are available if I need them.	72%	65%	▼ 7%	60%	68%	▲ 8%	-4
Students are made to feel welcome here.	65%	64%	▼ 1%	73%	66%	▼ 7%	-2
Admissions counselors accurately portray the campus in their recruitment practices.	59%	65%	▲ 6%	55%	46%	▼ 9%	-1
There is a strong commitment to diversity on this campus.	51%	37%	▼ 14%	52%	53%	▲ 1%	-15
Student disciplinary procedures are fair.	64%	51%	▼ 13%	60%	41%	▼ 19%	-10
Students are free to express their ideas on this campus.	66%	64%	▼ 2%	72%	71%	▼ 1%	-7
Mentors are available to guide my life and career goals.	56%	41%	▼ 15%	44%	44%	▼ 0%	-2

1. Arrow indicator is defined as the variance from year to year.  
2. Percent change (%Δ) is calculated using 2016 results as a benchmark.

- Satisfaction among female students decrease for most items.
- Highest gender variance is observed with campus safety and security and commitment to diversity

Spring 2017 Student Satisfaction Inventory

Florida Polytechnic University 33

### Actions Taken to Improve Operations (a sub-set)

#### Climate of Student-Centeredness

1. New food service vendor (more options in fall 2018)
2. Bookstore offering more services based on demand
3. Working with housing partner to offer more programming
4. Registration process improvement

#### Student Engagement Satisfaction

1. Intramural sports have increased not only with activities but participants
2. Clubs and Orgs. are doing more events geared toward personal and academic growth
3. Volunteer Opportunities to engage in Community Events
4. Soft skill workshops to aid in personal growth

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### Follow-up - Communication

Ruffalo Noel Levitz Survey administered again this past Spring (with plans for Spring 2019)

Communication strategies (show results plus actions taken):

- Board of Trustees
- Leadership
- Student Body (Student Government)

Reflection at each level

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### Liberty University



Jonathan Susman  
Assistant Director of Analytics  
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# Student Satisfaction Data: Overcoming Barriers and Facilitating Use

## Webinar Presentation

### October 2018

#### About Liberty University

- One of the largest Christian Universities in the world
- Carnegie – R3 Doctoral University
- Size – total enrollment ~ 100,000
  - Online ~ 85,000
  - Residential ~15,500
- More than 600 programs of study



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#### SSI/PSOL Administration

- Conducts SSI/PSOL on a three-year cycle
  - SSI: Sent to all residential students (excl. professional degrees)
  - PSOL: Sent to a sample of online students
- Open late September – November 2017
- Promotion: Slides for faculty to share in class, etc.
- Incentives
  - Gift cards
  - Signed sports apparel
  - Theatre/Concert tickets



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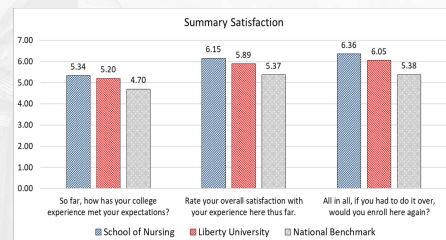
#### SSI/PSOL Data Analysis

- Factor Analysis
  - Using regression to determine which items impact overall satisfaction
- Longitudinal Comparisons
  - Examining how items moved between 2014 and 2017
- School Profiles
  - Comparison to university overall and national benchmarks
  - Strengths & Challenges for each school/college
  - Scales by Class Level
  - Diversity and Freedom of Expression
- Demographic Profiles
  - Ethnicity
  - Visa Status



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#### School Profile Example



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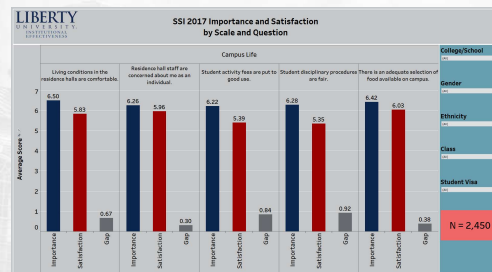
#### Overcoming Barriers

- Making results meaningful and easily consumable
- Transitioning from spreadsheets/word documents to data visualization



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#### Overcoming Barriers through Data Visualization




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## Disseminating Results and Analysis

- Presentation to the Provost and Vice-Provosts
- Individualized profile for each school
- Relevant item analyses to co-curricular departments



## Initiatives

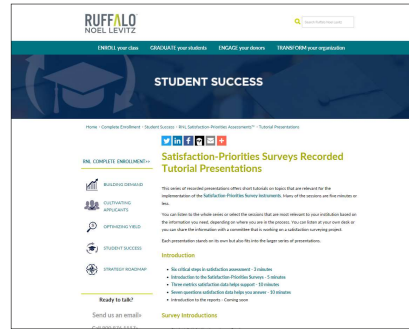
- Supporting ongoing initiatives
- Diversity and Equity
  - Providing data to quantify satisfaction across various demographic groups
- Online Faculty Response Time
  - Gauging effectiveness/progress of changes



## Resources to Support Your Efforts

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



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<http://blogem.RuffaloNL.com/>  
Search: satisfaction



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2018 National Student Satisfaction and Priorities Report  
Focusing on Satisfaction Levels for Demographic Subpopulations

**Just released!**  
**Download the full report from here:**  
[www.RuffaloNL.com/Benchmark](http://www.RuffaloNL.com/Benchmark)

Results from the RNL Student Satisfaction Inventory™ (SSI), RNL Adult Student Priorities Survey™ (ASPS) or the RNL Priorities Survey for Online Learners™ (PSOL)

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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 Web site:  
[www.RuffaloNL.com/accreditation](http://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](http://www.RuffaloNL.com/SatisfactionSurveyTutorials)

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

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**Questions**



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**Thank you for joining us today**

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