


**Student Satisfaction and Engagement:
Using the Data for Student Success**

Tuesday, October 29, 2019

Today's Agenda

1. Introduction to the survey instruments: Shannon Cook
2. Eckerd College: Jacqueline MacNeil
3. Cornell College / Mary Baldwin University: Bethany Miller
4. Southwest Wisconsin Technical College: Mandy Henkel
5. Resources to support your efforts: Shannon Cook
6. Questions & answers






Today's Presenters

 <p>Shannon Cook Ruffalo Noel Levitz Senior Director Retention Solutions Shannon.Cook@RuffaloNL.com</p>	 <p>Bethany Miller Cornell College / Mary Baldwin Univ. Director of Institutional Research blmiller@marybaldwin.edu</p>
 <p>Jacqueline MacNeil Eckerd College Executive Director, Institutional Effectiveness macneilj@eckerd.edu</p>	 <p>Mandy Henkel Southwest Wisconsin Technical College Research Analyst, Department of College Effectiveness mhenkel@swtc.edu</p>

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.

Introduction to the Survey Instruments


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 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)



A variety of student experiences are assessed

- Academic advising
- Academic services
- Admissions and financial aid
- Campus climate
- Campus support services
- Concern for the individual
- Instructional effectiveness
- Registration effectiveness
- Responsiveness to diverse populations
- Safety and security
- Service excellence
- Student centeredness



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Informs your work in multiple areas:





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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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Definition of satisfaction:

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


Schreiner & Juillerat, 1994



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Matrix for prioritizing action

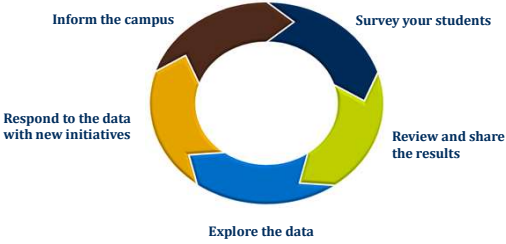

	Very Dissatisfied	Very Satisfied
Very Important	Institutional Challenges	Institutional Strengths
Very Unimportant		



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Integrate the results into planning and implementation

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Assessing Engagement


- **National Survey on Student Engagement (NSSE)** is for students at four-year institutions
 - Administered to first-year and senior students only
 - During the spring semester
- **Community College Survey on Student Engagement (CCSSE)** is for students at two-year community colleges
 - During the spring semester



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Engagement surveys


The NSSE and CCSSE asks students to identify the amount of time and effort they put into their studies and other educational activities. The engagement surveys also capture student perceptions on the ways their institution provides resources, organizes the curriculum and encourages students to participate in activities that have been linked to student learning outcomes.



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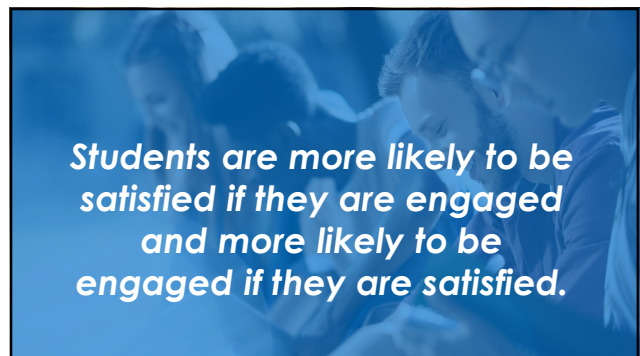
Why assess both satisfaction and engagement?

- Engagement instruments focus more on academic/classroom dimensions while the satisfaction surveys focus more broadly on the total student experience.
- Both instruments yield information designed to illuminate and improve student and institutional performance.
- Both surveys provide timely, systematic and relevant information on various facets of the undergraduate experience.
- The results from satisfaction and engagement surveys play an important role in crafting retention activities that improve student and institutional performance.



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Students are more likely to be satisfied if they are engaged and more likely to be engaged if they are satisfied.




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ECKERD COLLEGE



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ECKERD COLLEGE
 Jacqueline MacNeil
 Executive Director for Institutional Effectiveness



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Why two surveys?


- Long-time NSSE school – helpful data, useful in College-wide assessments, but little change in results from year to year
- Great reports, but slower return on data
- Decided to try SSI because of the fast turnaround time – able to make changes to impact student experience within the same academic year
- SSI provides actionable data to multiple units across the College, helpful in the unit-level assessment process



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Survey administration 2018-19

<p>SSI</p> <ul style="list-style-type: none"> • Sophomores and juniors • Fall administration • Response rate ~30% 	<p>NSSE</p> <ul style="list-style-type: none"> • First years and seniors • Spring administration • Response rate ~ 30%
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Connections: Belonging, Engagement, Satisfaction

Students work, live, play at Eckerd


- Physical needs/safety/belonging necessary before engagement – “you have to Maslow before you can Bloom”
- Belonging and engagement pre-cursors to satisfaction
- NSSE and SSI are complementary, provide data up and down the pyramid




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Connections...

<p>SSI (live, work, play):</p> <ul style="list-style-type: none"> • Academic Advising • Campus Climate • Campus Life • Campus Support Services • Concern for Individual • Instructional Effectiveness • Recruitment & Financial Aid • Registration Effectiveness • Response to Diverse Populations • Safety & Security • Service Excellence • Student Centeredness 	<p>NSSE (work, play, live):</p> <ul style="list-style-type: none"> • Academic Challenge • Campus Environment • Experiences with Faculty • Learning with Peers • High Impact Practices
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Use of Results

SSI

- Primary interest: student support services/student affairs
- Shared results with Assessment Group (department heads, anyone with interest)
- Listening sessions with students, departmental representatives involved for immediate feedback
- Re-administering this year, email to students will address impacts from last year’s survey

NSSE


- Primary interest: academic findings
- Shared results with College Council (VP Academic, chairs)
- Listening session with students on key questions
- Feedback to College Council



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Results in action 1

- A low score on “(t)he campus is safe and secure for all students” was a surprising result for us
- Student feedback sessions identified the (very specific) issue: lack of lighting in specific areas on campus where students like to go for runs early morning/late evening
- Information passed along to Campus Safety, folded into existing plan for improvements to lighting across campus



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Results in action 2

- While students are generally very satisfied with faculty and academic programs some specific concerns were identified, aligned with what we have previously seen in NSSE results (e.g. timely feedback)
- Took both SSI and NSSE results to faculty leadership
- Two different surveys with similar findings had more impact, led to academic-focused questions for student Listening Sessions (e.g. what do students consider to be "timely"?)
- Need to pick results back up this year for further follow-up, but an important conversation has been started



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Lessons learned

- SSI = fast, actionable data, NSSE = longer range benchmarking
- Passive sharing of data (IE website) piques interest
- Direct invitations to occasional optional meetings (with donuts) leads to useful questions – what do they mean by.....?
- Presenting faculty with "bad news" also leads to useful questions
- Listening sessions (with stickers) are popular with students
- Students have the answers we are looking for



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Forward planning

- NSSE every 4 years for College-wide benchmarking, longitudinal analysis of incoming classes
- SSI at least twice in the intervening years to identify issues as they develop and to assist with focusing in on issues identified by first-year students through NSS
- Student Listening Sessions are here to stay, need to develop Eckerd-appropriate mechanism for providing feedback to students



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**Cornell College
Mary Baldwin University**

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Survey Administration 2017-18

NSSE

- First years and seniors
- Spring administration
- Response rate ~ 30%
- Demographics:
 - More female respondents

SSI


- All students
- Spring administration
- Response rate ~30%
- Demographics:
 - More female respondents (65% 36%)
 - More white respondents (71%/28%)



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NSSE


- Every 3 years
- Engagement/ HIPS
- Administered with the FSSE (last two cycles)
- Triangulation to support other efforts/ changes on campus
- Engaging others
- Dissemination



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SSI


- Administration every other year
- Entire population
- Lots of support from the Team at RNL
- Working with others
- Strategies to improve response rates
- Dissemination



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Lessons learned

- People want to see the data
- People want help knowing how they can digest and use data in their work
- Close the loop with students as well as other stakeholders
- Evolution of how we use and share data




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New institution...Same data



- Fall 2019: Hello Mary Baldwin University
- Data available: NSSE, SSI, and PSOL
- Data Use: TONS of opportunity
- Where do I start?
- Next steps....



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Southwest Wisconsin
Technical College

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**Satisfied
vs
Engaged**



Southwest Wisconsin Technical College
Fennimore, WI



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Southwest Tech - Overview

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 Tech - Overview


- 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 2019 we served 6,932 students
 - 4,991 were non-degree enrollees
 - 1,941 were degree (or program) enrollees

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SSI, PSOL & CCSSE


- Spring 2010 to 2018: SSI administered
- Spring 2019: first administration of the Community College Survey of Student Engagement (CCSSE)
 - Future plan: CCSSE survey in odd years and SSI in even years
- November 2017: PSOL was administered for the first time due to an ever increasing number of online students.
 - November 2019: Second administration is scheduled



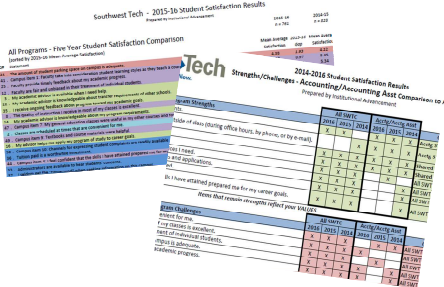

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Why SSI/PSOL & CCSSE?


- Continued support for the SSI/PSOL has been emphasized in recent years
- Increased interest in student engagement as it correlates to student success spurred us to look at using the CCSSE
- Both surveys offer benefits to SWTC such as:
 - Ease of making change based on data
 - Alignment with HLC accreditation work
 - Inclusion in annual Instructional/Institutional Vitality Process (IVP)



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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.
- Small Group / Departmental Meetings (Ex: Advisors)




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Advisors Use CCSSE Results

Guided Pathway Add-on Example

- "At this college, have you participated in one or more of the following activities to explore career interests?"
- Results:** 66% of Southwest Tech students had neither visited an employer or work site, nor job shadowed.
- Action:** Advisors are looking more critically at how and when these activities are offered to students and how they can help or encourage students to prioritize these activities. Formal plans are currently being developed, while informally, advisors can incorporate their support and encouragement whenever the appropriate situation arises.




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Marketing Uses SSI/PSOL Results

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: 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



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SSI & Accreditation: HLC Report


Learning Outcomes	Response Ability	Action	Tool(s)	Frequency
Student Experience	Student Service 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.	<ul style="list-style-type: none"> 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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Lessons learned

-  Population selection differences
-  Education and communication is key

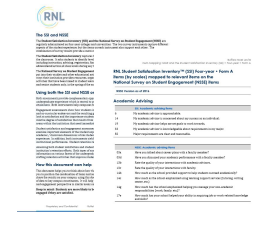


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5 Resources to Support your Efforts

NEW RESOURCE



Request the SSI / NSSE Mapping Documents

Specify SSI Four-year Form A or Form B

Email: Julie.Bryant@RuffaloNL.com

You can also ask to be informed when SSI / CCSSE documents are available.



Download the 2019 National Student Satisfaction and Priorities Report

www.RuffaloNL.com/Satisfaction




The 2018 NSSE Annual Results are available on the NSSE website

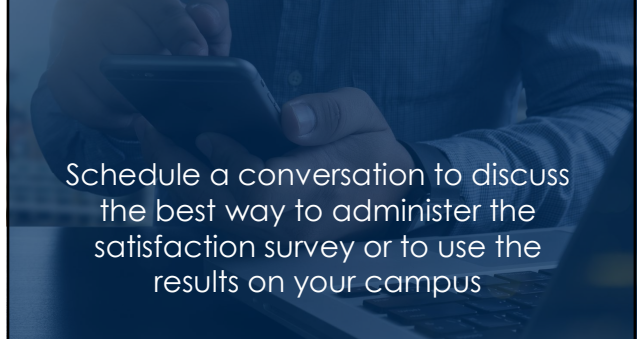
The 2019 results are expected to be available in November

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





Schedule a conversation to discuss the best way to administer the satisfaction 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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Thank you for joining today

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