



Student Satisfaction Data: Overcoming Barriers and Facilitating Use
Panel Session

Justin Rose,, Joann Stryker, Priyank Shah, David Sweeley, Julie Bryant

@JulieBryantNL • #StudentSatisfaction • #RNLSPS • #AIRForum2019

Ruffalo Noel Levitz (RNL) 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)

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

Four primary ways to use satisfaction data

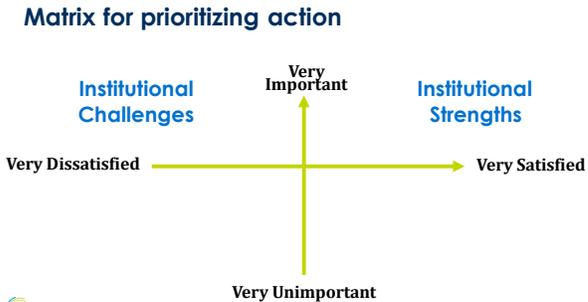


Definition of Satisfaction:

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

Schreiner & Juillerat, 1994

Matrix for prioritizing action



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

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.

The results are compared with a national comparison group

National data is specific to the version of the instrument being used

SSI Four-Year Private Sample

www.RuffaloNL.com/SSISamples

Item	Importance	Satisfaction	SD	Gap	Importance	Satisfaction	SD	Gap	Difference
1. Most students feel a sense of belonging here.	0.64	0.43	1.34	0.61	0.62	0.28	1.46	0.74	0.15**
2. The campus staff are caring and helpful.	0.44	0.74	1.20	0.70	0.37	0.61	1.35	0.70	0.13**
3. Faculty care about me as an individual.	0.33	0.67	1.28	0.70	0.26	0.55	1.36	0.71	0.08
4. Admissions staff are knowledgeable.	0.19	0.66	1.27	0.59	0.25	0.41	1.47	0.70	0.19**
5. Financial aid counselors are helpful.	0.36	0.45	1.44	0.91	0.26	0.16	1.05	1.10	0.29**
6. My academic advisor is approachable.	0.58	0.11	1.29	0.47	0.42	0.75	1.55	0.67	0.36**
7. The campus is safe and secure for all students.	0.56	0.89	1.19	0.67	0.43	0.74	1.40	0.71	0.15**
8. The content of the courses within my major is valuable.	0.66	0.73	1.26	0.50	0.61	0.70	1.33	0.67	0.03
9. A variety of educational activities are offered.	0.36	0.62	1.28	0.66	0.16	0.66	1.57	0.70	0.69**
10. Administrators are approachable to students.	0.08	0.62	1.26	0.46	0.56	0.36	1.42	0.69	0.24**
11. Billing policies are reasonable.	0.16	0.17	1.40	0.96	0.16	0.77	1.68	1.39	0.40**
12. Financial aid awards are announced to students in time to be helpful in college planning.	0.38	0.58	1.39	0.88	0.27	0.59	1.65	1.19	0.41**
13. Library staff are helpful and approachable.	0.69	0.73	1.21	0.54	0.77	0.70	1.33	0.67	0.03
14. My academic advisor is concerned about my success as an individual.	0.51	0.66	1.27	0.52	0.33	0.55	1.56	0.70	0.44**
15. The staff in the health services area are competent.	0.34	0.60	1.47	0.84	0.51	0.12	1.42	0.89	0.48**
16. The instruction in my major field is excellent.	0.64	0.76	1.30	0.68	0.58	0.68	1.36	0.90	0.08
17. Adequate financial aid is available for most students.	0.44	0.11	1.52	1.33	0.39	0.50	1.66	1.30	0.11

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

Since the surveys first became available...

- More than 2,900 institutions
- 6.8 million individual student, campus personnel and parent survey responses

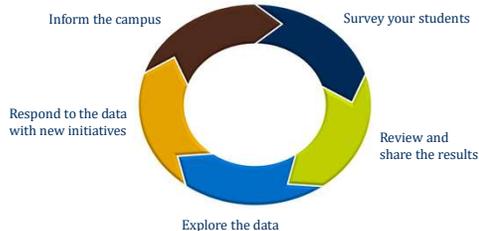
Many campuses assess student satisfaction and student engagement

- National Survey on Student Engagement: Just Freshmen and Seniors
- Student Satisfaction Inventory: Across ALL class levels
- NSSE/CCSSE 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.



13

Systematic Assessment Cycle



14



Introducing Our Panelists

Southeastern University
Lakeland, FL

Justin Rose
Associate Director of Institutional Effectiveness
jerose@seu.edu



Southeastern University

Enrollment (fall 2018): 8,759

Private, Christian institution serving traditional on-campus, extended and online undergraduate, graduate, and doctoral students.

We have used the RNL SSI, exclusively online survey method, for the past decade. We administer it to identify areas for intervention and improvement and to enhance student success in general.



17

Montana State University Billings
Billings, MT

Joann Stryker
Institutional Research Director
joann.stryker@msubillings.edu



Montana State University Billings

Fall 2018 Census: 4,315 enrollment
 High Non-Traditional Age Undergraduate (40%) • Veterans • American Indian
 Most recent: 2017 Spring Semester: Online administration
 Moving forward on a three year rotation

Originally used in 2006, 2008, 2010 as part of a RNL retention consultation.
 Going forward from 2017, as part of regular institutional assessment cycle

Working to build a "culture of assessment use" rather than a culture of assessment administration.




19

Rochester Community Technical College

Rochester, MN

Priyank Shah, PhD
 Director of Institutional Research
 priyank.shah@rctc.edu



Rochester Community Technical College

Enrollment:
 Approx. Annual unduplicated - 7,500 credit seeking students
 23% Students of Color
 Small City - 115,000 - Anchored by Mayo Clinic
 Serving Urban and rural students
 Key Areas of Study: Liberal Arts & Sciences, Nursing,
 Allied Health (Surgical Tech, Radiography), Law Enforcement, and Carpentry.
 Newest Program: Aviation, commercial pilot training.

Spr 2006	SSI
Spr 2008	SSI
Spr 2010	SSI
Spr 2012	SSI
Fa 2016	SSI
Spr 2018	SSI
Spr 2020	SSI

Utilize: SSI Approximately every two years • In-class/paper-pencil
 Courses selected by IR to be representative of key areas of study: Liberal Arts, Career-Technical, and Sciences.

Administered on campus: To better understand student needs and their experience at RCTC. Aim is to identify opportunities to improve student experiences in efforts to advance student success. Use SSI results as performance indicators for services areas and metrics for strategic plan implementation.



21

Montgomery County Community College

Blue Bell, PA

David Sweeley
 Assistant Director of Institutional Research
 dsweeley@mc3.edu



Montgomery County Community College

- Main campus is located 20 miles NE of Philadelphia in suburban Blue Bell, PA
- 100+ 2-year degree and certificate programs
- ~17,000 credit students
- ~70% of students part-time
- ~45% transfer rate (six-year rate)
- SSI survey has been administered every two years in the fall since 1997
- IPS survey has been administered along with the SSI since 2007
- PSOL was administered in 2016
- We utilize the RNL instruments for several purposes: Internal and external benchmarking, accreditation with Middle States, and KPIs




23





Strategic Planning Overview

Strengths Identified by Noel-Levitz¹

Strengths: Survey Items Listed in Descending Order of Importance

- 08. The quality of instruction I receive in most of my classes is excellent.
- 13. The campus is safe and secure for all students.
- 12. Faculty are fair and unbiased in their treatment of individual students.
- 20. Students are made to feel welcome here.
- 01. The campus staff are caring and helpful.
- 28. This campus provides online access to services I need.
- 45. My College coursework develops my critical thinking skills.*
- 34. Faculty are usually available to students outside of class (during office hours, by phone, or by e-mail).
- 39. On the whole, the campus is well-maintained.
- 18. Computer labs are adequate and accessible.
- 48. My instructors promote an active and collaborative learning environment.*
- 49. The college respects and values differences in culture.*

* RCTC Custom Item

¹ Strengths are items with high importance and high satisfaction. Identified as items above the mid-point in importance (top half) and in the upper quartile (25 percent) of satisfaction scores.




Strategic Planning Overview

Challenges Identified by Noel-Levitz¹

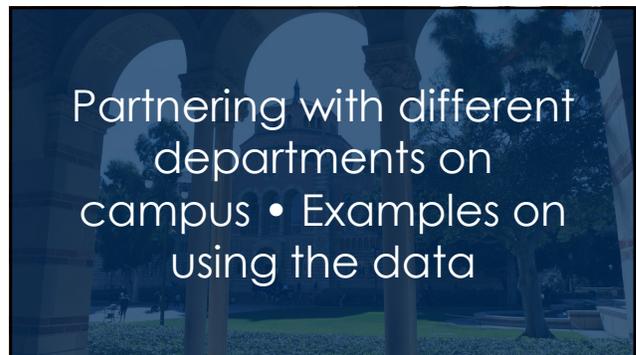
Challenges: Survey Items Listed in Descending Order of Importance

- 14. My academic advisor is knowledgeable about my program requirements.
- 02. Classes are scheduled at times that are convenient for me.
- 09. I am able to register for the classes I need with few conflicts.
- 40. There are sufficient courses within my program of study available each term.
- 25. Faculty provide timely feedback about my academic progress.
- 36. Tuition paid is a worthwhile investment.
- 47. My instructors assess my learning using methods other than just test scores.*
- 22. My academic advisor is knowledgeable about transfer requirements of other schools.
- 21. The amount of student parking space on campus is adequate.

* RCTC Custom Item

¹ Challenges are items with high importance and low satisfaction or large performance gap. Identified as items above the mid-point in importance (top half) and in the lower quartile (25 percent) of satisfaction scores or items above the mid-point in importance (top half) and in the top quartile (25 percent) of your performance gap scores.





Integrated Planning and Advising Services (IPAS) Grant

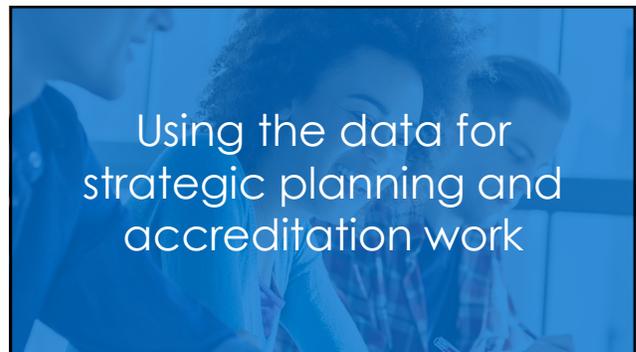
- Starfish launched in spring 2014
- Ellucian Colleague's Student Planning tool launched shortly after Starfish
- CCRC monitored implementation and progress as it related to the grant
- Career Planning tool launched in spring 2016 – custom question was added to study impact

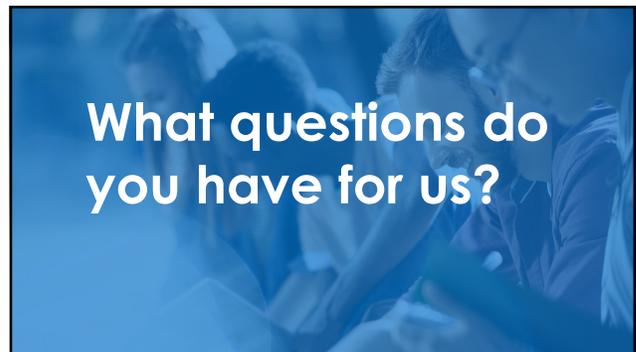
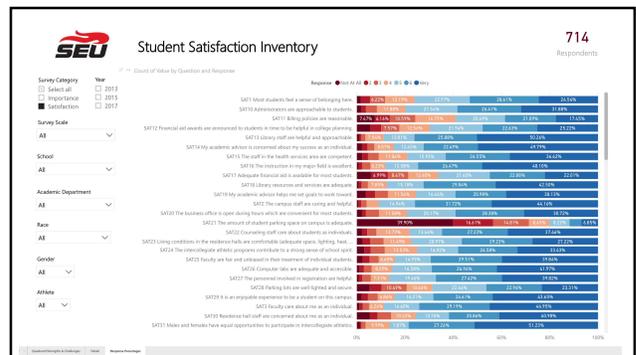
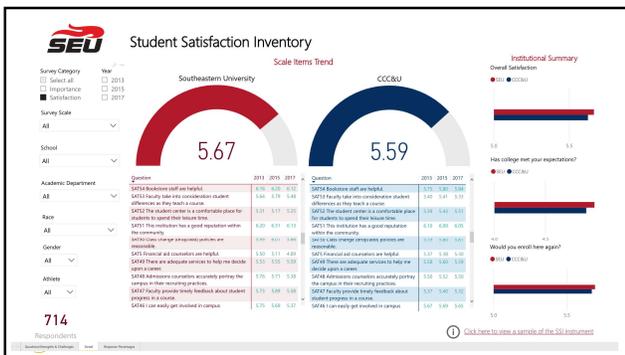
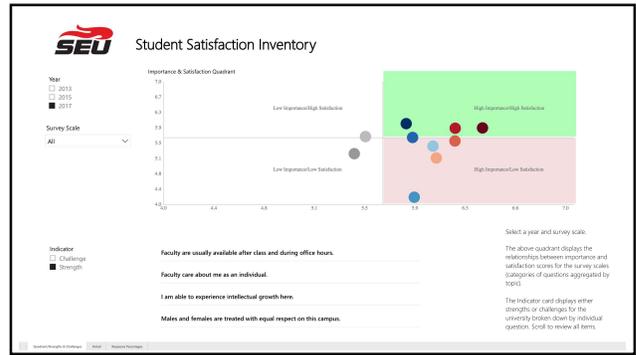
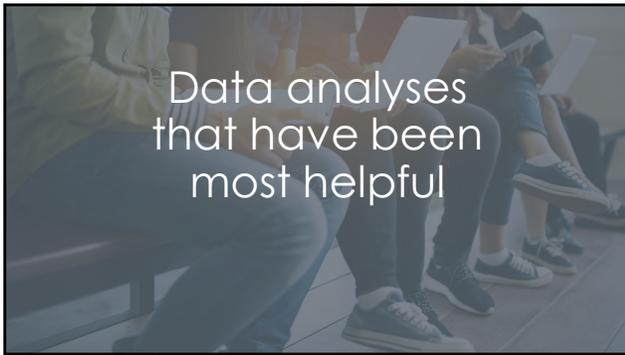
Advising Focus: Student Satisfaction

Year	6. My academic advisor is approachable	12. My academic advisor helps me set goals to work toward	25. My academic advisor is concerned about my success as an individual	32. My academic advisor is knowledgeable about my program requirements	40. My academic advisor is knowledgeable about the transfer requirements of other schools	78. Campus items: My academic advisor helps me figure out what career I want to pursue
2011	5.05	4.66	4.59	4.93	4.73	
2014	5.57	5.22	5.31	5.57	5.44	
2016	5.59	5.36	5.37	5.48	5.39	5.13
2018	5.57	5.37	5.42	5.75	5.56	5.25



29







Guidance for reviewing and using the data

Interpretive Guide

Satisfaction Survey Tutorials

www.RuffaloNL.com/SatisfactionSurveyTutorials

New Resource: Customizable Infographic

Assists you with identifying important data points and sharing these data in an easy to read format.

www.RuffaloNL.com/InfographicSSI

Blog Site: www.RuffaloNL.com/Blog

Search on the word: Satisfaction

Download the current national reports

www.RuffaloNL.com/Benchmark

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

Schedule a free one-hour report review conversation to review your results together



43



RNL NC 2019 July 24-26
Nashville, Tennessee
Gaylord Opryland Resort & Convention Center



National Student Satisfaction Observations: Implications for Your Campus

Thursday, May 30 at 8:00am • Room 110

Do you have more questions or areas to discuss?



Meet with Julie 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



Thank you for joining us today

Julie Bryant Ruffalo Noel Levitz Julie.Bryant@RuffaloNL.com	Justin Rose Southeastern University jeros@seu.edu	Joann Stryker Montana State University Billings joann.stryker@msubillings.edu
Priyank Shah, PhD Rochester Community Technical College Priyank.shah@rctc.edu	David Sweeley Montgomery County Community College dsweeley@mc3.edu	

All material in this presentation, including text and images, is the property of RNL. Permission is required to reproduce information.