





Student Satisfaction Data: Overcoming Barriers and Facilitating Use

Panel Session
June 2020

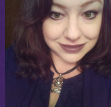
Our Panelists




Julie Bryant
Ruffalo Noel Levitz (Iowa)



Michael Smith
Gateway Technical College (Wisconsin)



Tracy Polinsky
University of Pittsburgh at Greensburg (Pennsylvania)





Brief introduction to the RNL Satisfaction-Priorities Surveys (SPS)

Julie Bryant
Associate Vice President, Retention Solutions

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.
- **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





Why does satisfaction matter?




Student satisfaction has been 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


Four primary ways to use satisfaction data

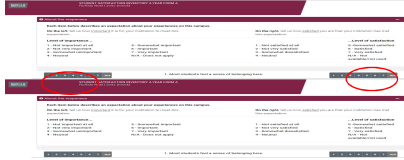
Definition of Satisfaction

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



Schreiner & Juillerat, 1994



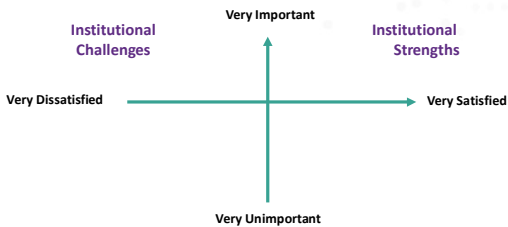


The RNL surveys capture both an importance score and a satisfaction score



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

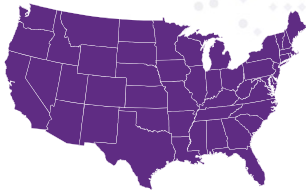





Matrix for prioritizing action



The results are compared with a national comparison group

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

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

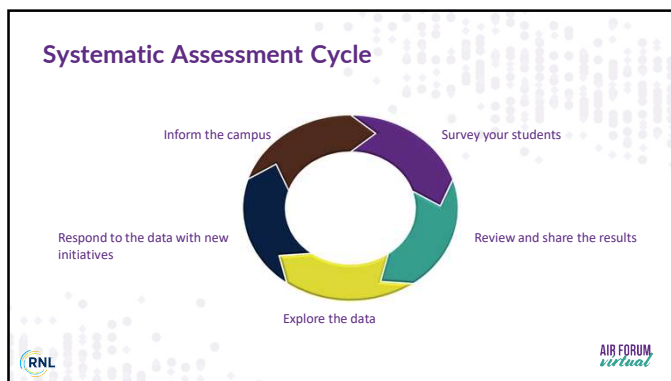



Many campuses assess student satisfaction and student engagement

- National Survey on Student Engagement: Just Freshmen and Seniors
- Student Satisfaction Inventory: Across ALL class levels
- NSSE/CCSSE and SSI results support each other
- RNL has documents which map the individual items on the SSI to the NSSE or CCSEE survey items

Students won't be satisfied if they are not engaged and they won't be engaged if they aren't satisfied.



Gateway Technical College Kenosha, Wisconsin

Michael Smith
Director of Institutional Research

Gateway Technical College Fast Facts

Established: 1911, the first publicly funded technical college in the U.S.

Enrollment: 20,000+ students annually (pre-college, post-secondary, and workforce training)

Campuses and Centers: 9
Programs of Study: 73

RNL Partnership: Since 1995

87% of students from the tri-county district

40% students of color

28 average age of our students

Waukesha Racine Kenosha

Overview

Context: Items to Consider

Overcoming Barriers: Connection to Values

Facilitating Use: Examples

Wrap-up

AIR FORUM virtual

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)

AIR FORUM virtual

Overcoming Barriers: Connection to Values

Symbolic: Theatre “Events”

Human Resource: “Family” Needs

Structural: Organizational Goals

Political: Mission-Centered Advocacy

AIR FORUM virtual

Facilitating Use: Accreditation Site Visit Example

HLC Criterion	Core Component	Area	Self-Report	External Review
3. Mission	3.5.2 The institution's academic programs, student support services and institutional culture are consistent with the higher learning.	Academic Advising	5.00	4.40
		Student Success	5.00	5.00
		2. Student Learning	5.00	5.00
		3. Student Learning	5.00	5.00
		4. Student Learning	5.00	5.00
		5. Student Learning	5.00	5.00
		6. Student Learning	5.00	5.00
		7. Student Learning	5.00	5.00
		8. Student Learning	5.00	5.00
		9. Student Learning	5.00	5.00
		10. Student Learning	5.00	5.00
		11. Student Learning	5.00	5.00
		12. Student Learning	5.00	5.00
		13. Student Learning	5.00	5.00
		14. Student Learning	5.00	5.00
		15. Student Learning	5.00	5.00
		16. Student Learning	5.00	5.00
		17. Student Learning	5.00	5.00
		18. Student Learning	5.00	5.00
		19. Student Learning	5.00	5.00
		20. Student Learning	5.00	5.00
		21. Student Learning	5.00	5.00
		22. Student Learning	5.00	5.00
		23. Student Learning	5.00	5.00
		24. Student Learning	5.00	5.00
		25. Student Learning	5.00	5.00
		26. Student Learning	5.00	5.00
		27. Student Learning	5.00	5.00
		28. Student Learning	5.00	5.00
		29. Student Learning	5.00	5.00
		30. Student Learning	5.00	5.00

Facilitating Use: Assist with Implementation Example

Develop Trust with College Departments: Academic Advising

Academic Advising Redesign under New Leadership.

Outcome Measure Statement

The intended outcome of this project is to increase students' perceptions of their experiences with academic advisors. Students have historically expressed that this is important to them (feeling their advisor is concerned), and are not as satisfied with how they perceive their interactions.

80% of students surveyed in 2019-2020 reported they agreed or strongly agreed with the statement.

2019-2020	4.00	4.70
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Wrap-Up

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

The University of Pittsburgh at Greensburg

Tracy Polinsky
Director of Institutional Research and Planning

About Pitt-Greensburg

- 4-year public in Greensburg, PA
- 1 of 3 regional campuses
- 1,500 students
- 4-year & relocation programs
- 55% commuter/45% residential

About Me

My role:
Institutional Research + Planning

My mission statement:
To empower the administration, faculty, and staff at Pitt-Greensburg to plan strategically for the future and make data-informed decisions that benefit the campus and its students.

My approach to surveys:

1. Use the data or stop collecting it
2. Get the most bang for your buck

Pitt-Greensburg's History with the Student Satisfaction Inventory

Campus began administering SSI in 2013
IR position created in 2017

- Looked at number and characteristics of respondents to ensure reliability of results ✓
- Had conversation with Dean of Students

Dean of Students:
"We haven't really been doing anything with the results."

Me:
"That's about to change."

Questions Answered by SSI Data

SSI Fundamentals

- Why do students choose us?
- What is most important to our students?
- How satisfied are our students – overall and in different areas?
- How has the experience of our students changed over time? (example: Bookstore)

Questions Answered by SSI Data

Additional Analyses

- What aspects of the student experience are driving overall satisfaction?
- In what areas are our leavers significantly less satisfied than our stayers?
- What does the satisfaction of certain groups (examples: military students, under-represented minorities) look like?
- Did the changes we made lead to greater satisfaction? (example: Advising)

What SSI Data Can Help You Determine

What you have the right to brag about

- ↑ New students
- ↑ Student morale
- ↑ Faculty & staff morale

Where to invest your (limited) resources for maximum impact

- ↑ Student satisfaction
- ↑ Retention
- ↑ Word of mouth

Methods of Dissemination and Integration

- Written report (with sound bites) on IR site
- Balanced scorecard
- Strategic plan – performance indicators
- Annual report to the University
- Brag Sheet
- pittbits
- Presentations (example: Campus Retreat)
- EMT/Development of the strategic enrollment management plan
 - SWOT Analysis
 - Prove/Disprove assumptions, hunches, and anecdotal information
 - Inform strategy development
- Ideas for the future: lunch presentation/discussion? video?

Conclusion: Overcoming Barriers & Facilitating Use

Facilitating use

- Weave the data throughout the fabric of the campus
- Infuse the data into discussions & decision making
- Find creative ways to share the information
- Give people examples of how they could use the data
- Tell people when data show they are doing a good job

Overcoming barriers

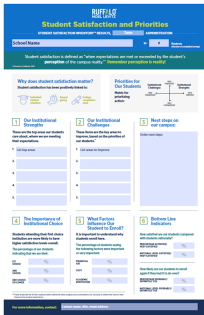
- Communicate
- Educate
- Triangulate



RNL Resources from RNL

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virtual

Resource: Customizable Infographic



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

Versions for the SSI, ASPS & PSOL

www.RuffaloNL.com/InfographicSSI

Blog site: www.RuffaloNL.com/Blog

Search on the word: Satisfaction




A screenshot of the RuffaloNL blog search results for the keyword 'Satisfaction'. The search results show two identical entries for the article 'Freshman Student Satisfaction - Measuring to Get it Done'. A red circle highlights a link in the search results.

Download the current national reports

www.RuffaloNL.com (Resources: Papers & Reports)



Two report covers are shown: the 2019 National Student Satisfaction and Priorities Report and the 2019 National Freshman Motivation to Complete College Report.



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

Thank you for joining us

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