

Using Student Satisfaction for Retention, Strategic Planning, Accreditation, and Recruitment

Julie Bryant



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Julie Bryant
Associate Vice President for Retention Solutions

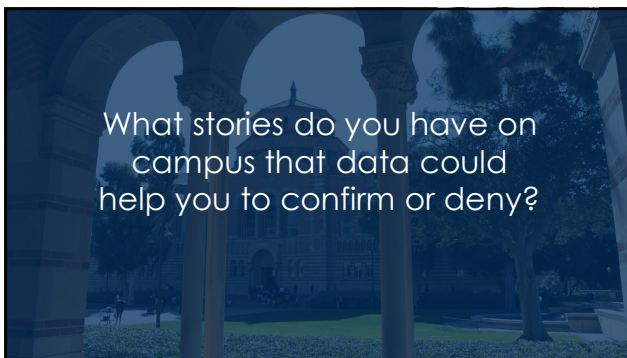
@JulieBryantNL • #StudentSatisfaction • #RNLSPS • #RNLNC19

“ In the absence of data, we will always make up stories.

Brene Brown • Rising Strong




What stories do you have on campus that data could help you to confirm or deny?



Possibilities:

- Parking issues are a priority concern.
- Students want better food in the cafeteria.
- Access to the classes students need is an issue.
- Students want timely feedback from faculty.



Data can help you:

-  Know what students think
-  Know what your students are experiencing
-  Know what they think you are doing well
-  Know what are their priorities for improvement



Are you assessing student satisfaction on your campus?

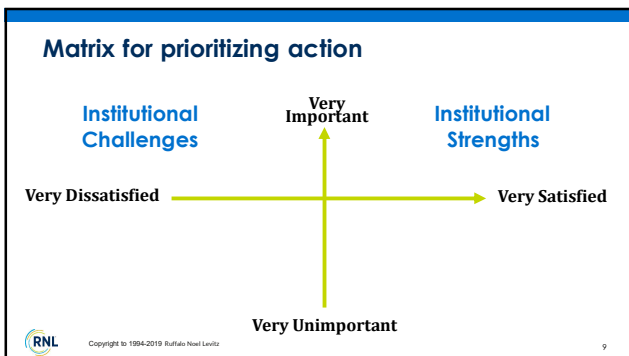





Definition of Satisfaction:

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

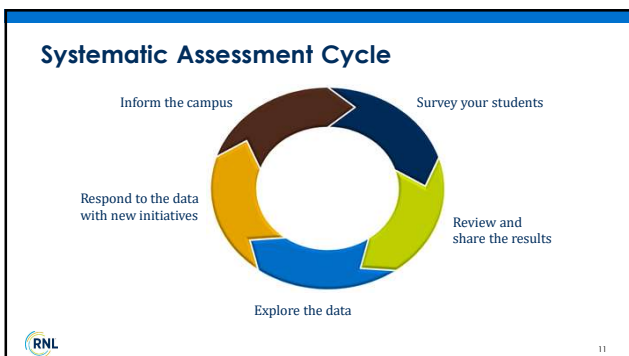

Schreiner & Juillerat, 1994



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





Retention / Student Success

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

Impacting retention:

- 1 Focus on campus climate items
- 2 Celebrate your strengths
- 4 Improve items students care about
- Communicate regarding changes made

Campus climate items:


- The campus is safe and secure for all students.
- Tuition paid is a worthwhile investment.
- It is an enjoyable experience to be a student on this campus.
- The campus staff are caring and helpful.
- This institution shows concern for students as individual.
- Students are made to feel welcome on this campus.
- Most students feel a sense of belonging here.

Examples of priority areas of challenge:

- I am able to register for classes with few conflicts.
- Adequate financial aid is available for most students.
- Financial aid counselors are helpful.
- Financial aid awards are announced in time to be helpful in college planning.
- Faculty provide timely feedback about student progress in a course.
- Students are notified early in the term if they are doing poorly.
- Faculty are fair and unbiased in their treatment of individual students.

Posters on campus are a powerful communication tool

You said this . . .
We've done that . . .





Guiding strategic planning:

- Challenges that cannot be fixed immediately
- Align budget dollars on top priority issues
- Compare externally with aspirant institutions

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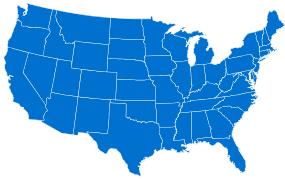
Examples of challenge items that may require more resources:

- The quality of instruction in most of my classes is excellent.
- I am able to register for classes with few conflicts.
- Adequate financial aid is available for most students.
- The amount of student parking on campus is adequate.
- Living conditions in the residence halls are comfortable.

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The results are compared with a national comparison group

Also have the opportunity to select a minimum of seven institutions to compare against.



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Using satisfaction data for accreditation:


- Match satisfaction survey items to accreditation criteria
- Respond to challenge items
- Document strengths
- Show improvement over time




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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 website: www.RuffaloNL.com/Accreditation
- Applies to all surveys in the Satisfaction-Priorities Suite of surveys



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Versions for each survey type

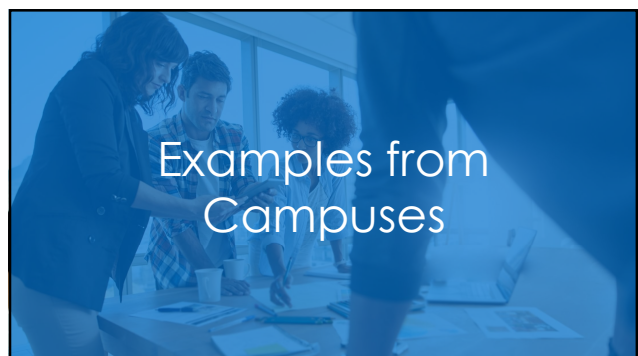
- Shows the criteria and the items that provide support to that criteria

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SSI Four-Year Private Sample Year to Year

Item	2017	2018	2019	2020	2021	2022	2023
1. The institution's mission and vision are clear.	1.0	1.0	1.0	1.0	1.0	1.0	1.0
2. The institution's strategic plan is clear and actionable.	1.0	1.0	1.0	1.0	1.0	1.0	1.0
3. The institution's financial plan is clear and actionable.	1.0	1.0	1.0	1.0	1.0	1.0	1.0
4. The institution's academic plan is clear and actionable.	1.0	1.0	1.0	1.0	1.0	1.0	1.0
5. The institution's student success plan is clear and actionable.	1.0	1.0	1.0	1.0	1.0	1.0	1.0
6. The institution's diversity, equity, and inclusion plan is clear and actionable.	1.0	1.0	1.0	1.0	1.0	1.0	1.0
7. The institution's sustainability plan is clear and actionable.	1.0	1.0	1.0	1.0	1.0	1.0	1.0
8. The institution's risk management plan is clear and actionable.	1.0	1.0	1.0	1.0	1.0	1.0	1.0
9. The institution's information technology plan is clear and actionable.	1.0	1.0	1.0	1.0	1.0	1.0	1.0
10. The institution's governance plan is clear and actionable.	1.0	1.0	1.0	1.0	1.0	1.0	1.0
11. The institution's accreditation plan is clear and actionable.	1.0	1.0	1.0	1.0	1.0	1.0	1.0
12. The institution's marketing plan is clear and actionable.	1.0	1.0	1.0	1.0	1.0	1.0	1.0
13. The institution's research plan is clear and actionable.	1.0	1.0	1.0	1.0	1.0	1.0	1.0
14. The institution's community engagement plan is clear and actionable.	1.0	1.0	1.0	1.0	1.0	1.0	1.0
15. The institution's internationalization plan is clear and actionable.	1.0	1.0	1.0	1.0	1.0	1.0	1.0
16. The institution's innovation plan is clear and actionable.	1.0	1.0	1.0	1.0	1.0	1.0	1.0
17. The institution's social impact plan is clear and actionable.	1.0	1.0	1.0	1.0	1.0	1.0	1.0
18. The institution's cybersecurity plan is clear and actionable.	1.0	1.0	1.0	1.0	1.0	1.0	1.0
19. The institution's disaster preparedness plan is clear and actionable.	1.0	1.0	1.0	1.0	1.0	1.0	1.0
20. The institution's privacy plan is clear and actionable.	1.0	1.0	1.0	1.0	1.0	1.0	1.0






Recruitment

Using satisfaction data for recruitment:

- Identify factors in the decision to enroll
- Highlight your strengths in your recruitment materials
- Understand student perceptions of admissions and financial aid



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Factors in decision to enroll


Two-year community and technical colleges

Enrollment factors rated for two-year community and technical colleges	Importance
Cost	84%
Financial aid	78%
Academic reputation	72%
Geographic setting	63%
Personalized attention prior to enrollment	60%
Campus appearance	55%
Size of institution	53%
Recommendations from family/friends	50%
Opportunity to play sports	30%


Percentages indicate the proportion of "important"/"very important" scores

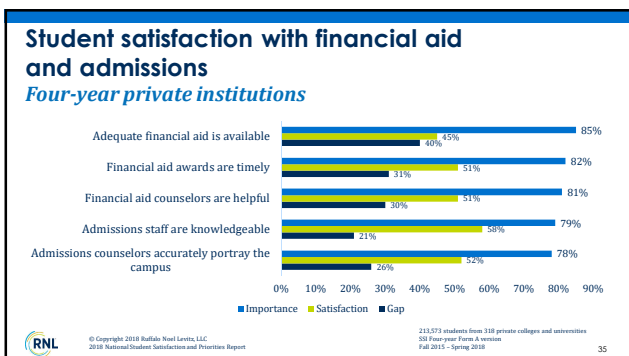
© Copyright 2018 Buffalo Road Levels, LLC
2018 National Student Satisfaction and Priorities Report

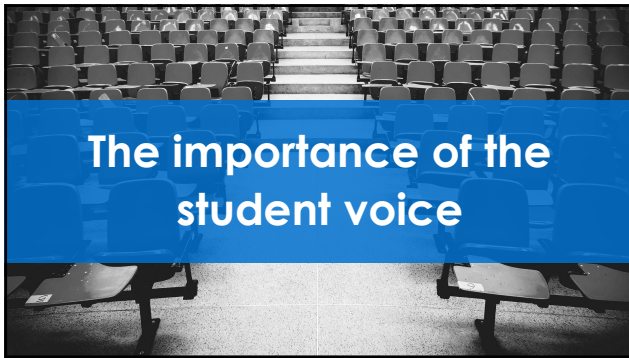
142,906 students from 135 community and technical colleges
592 Community College Form A version
Fall 2015 - Spring 2018



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- ### Examples of strengths to highlight:
- There is a commitment to academic excellence on this campus.
 - The instruction in my major field is excellent.
 - Faculty are usually available after class and during office hours.
 - I am able to experience intellectual growth here.
 - My academic advisor is approachable.
 - The campus staff are caring and helpful.
 - Students are made to feel welcome on this campus.
 - This institution has a good reputation within the community.
 - There is a good variety of courses provided on this campus.
 - The campus is safe and secure for all students.
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Guidance for administering the surveys and using the data

Satisfaction Survey Tutorials

STUDENT SUCCESS

Home | Complete Feedback | Student Success | RNL Satisfaction Priorities Assessment™ | Tutorial Presentations

Satisfaction-Priorities Surveys Recorded Tutorial Presentations

The series of recorded presentations offers short tutorials in topics that are relevant for the implementation of the Satisfaction Priorities Survey instruments. Many of the sections are 5-10 minutes in length.

You can click on the video window or directly to the content that you wish to view. You can also click on the information you need, depending on where you are in the process. You can filter on your own date or you can share the information with a colleague that is working on a satisfaction surveying project.

Each presentation stands on its own but also fits into the larger series of presentations.

Introduction

- An critical steps in satisfaction assessment - Introduction
- Introduction to the Satisfaction Priorities Survey - Introduction
- Three priority satisfaction data for the survey - Introduction
- Seven essential satisfaction data for the survey - Introduction
- Introduction to the survey - Getting started

www.RuffaloNL.com/SatisfactionSurveyTutorials

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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

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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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Schedule a free quick consultation during the conference or a phone conversation in the future



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Thank you for joining me today!



Julie Bryant
Associate Vice President,
Retention Solutions

Julie.Bryant@RuffaloNL.com
@JulieBryantNL
RuffaloNL.com

800.876.1117 toll free
319.247.4735 office

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