



# Introduction to Satisfaction Surveying



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RNL



Making the case for  
satisfaction assessment

A photograph of a university campus scene, featuring a series of stone arches in the foreground. In the background, a large, ornate building with a central dome is visible, surrounded by trees and a green lawn. The image has a dark blue overlay.

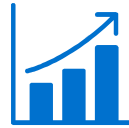
## Student satisfaction data can help you:



Know what your students think



Know what your students are experiencing



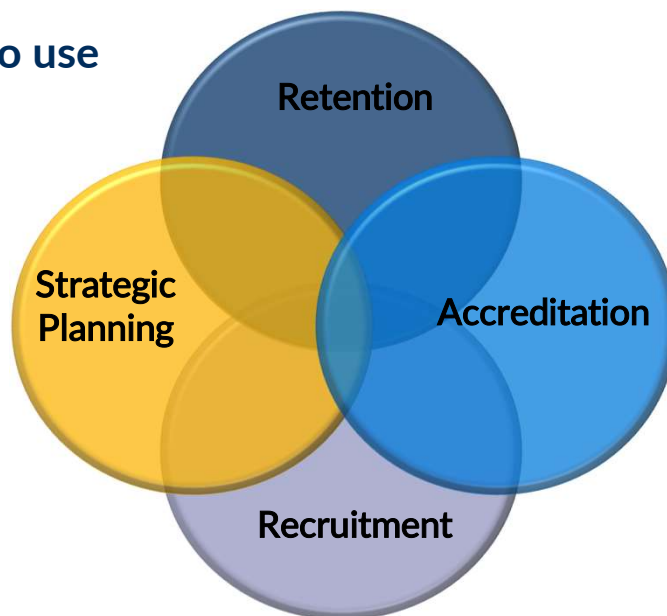
Know what your students believe are your key strengths



Know what your students identify as your top challenges



## Four primary ways to use satisfaction data



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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/assessment](http://www.RuffaloNL.com/assessment)

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# Overview of the Satisfaction-Priorities Surveys



## Ruffalo Noel Levitz Satisfaction-Priorities Survey Suite

- **Student Satisfaction Inventory™ (SSI)** is for traditional students at either four-year or two-year institutions
- **Adult Student Priorities Survey™ (ASPS)** appropriate for undergraduate or graduate adult students.
- **Priorities Survey for Online Learners™ (PSOL)** for students in online programs.
- **Institutional Priorities Survey™ (IPS)** for campus faculty, administration and staff is directly parallel to the SSI.

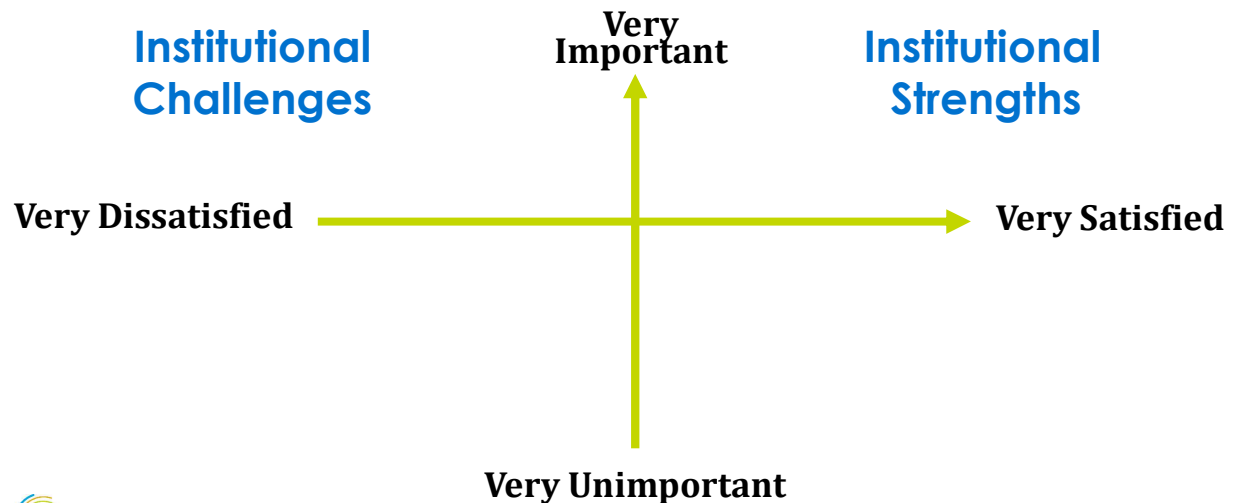


## The Satisfaction-Priorities Surveys capture both an importance score and a satisfaction score

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



## Matrix for prioritizing action



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## What makes RNL satisfaction assessments unique?

- Measure importance and satisfaction
- Comprehensive assessment across class levels
- Captures experiences both inside and outside of the classroom
- National benchmark data specific to your institution type
- Ability to slice the results on all demographic variables
- Efficient turnaround time for set up and delivery of results
- Data is actionable
- Regional accreditation mapping
- Cost effective
- Free one-hour review of your results available upon request



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## Strategic Planning Overview

*Identify institutional priorities to celebrate and to improve*

RNL University - SSI 11/2019

Strength and Challenges    Benchmarking

Strengths      Challenges

No.	Item	vs. Comparison	Imp. Rank	No.	Item	vs. Comparison	Imp. Rank
8	The content of the courses within my major is valuable.	▲	1	30	Campus Item 7	▲	3
23	My academic advisor is knowledgeable about requirements in my major.	▲	2	75	Campus Item 2	▲	6
18	The instruction in my major field is excellent.	▲	3	23	Faculty are fair and unbiased in their treatment of individual students.	▼	8
2	The campus staff are caring and helpful.	▲	4	79	Campus Item 6	▲	11
6	My academic advisor is approachable.	▲	5	25	Parking lots are well-lighted and secure.	▼	16
29	I am able to experience intellectual growth here.	▲	6	83	Campus Item 10	▲	18
60	Nearly all of the faculty are knowledgeable in their field.	▲	13	66	Tuition paid is a worthwhile investment.	▲	21
31	This institution has a good reputation within the community.	▲	16	74	Campus Item 1	▲	21
41	There is a commitment to academic excellence on this campus.	▲	19	17	Adequate financial aid is available for most students.	▲	23
93	Major requirements are clear and reasonable.	▲	24	21	The amount of student parking space on campus is adequate.	▼	26
63	Faculty are usually available after class and during office hours.	▲	25	47	Faculty provide timely feedback about student progress in a course.	▲	26
22	The assessment and course placement procedures are reasonable.	▲	21	29	It is an enjoyable experience to be a student on this campus.	▲	33
14	My academic advisor is concerned about my success as an individual.	▲	33	12	Financial aid awards are announced to students in time to be helpful in...	▲	39
49	There are adequate services to help me decide upon a career.	▲	38	9	Financial aid counselors are helpful.	▲	42
77	Campus Item 4		41				



## Item Report from the Main Results

*One of many ways to review your data*

RNL University - SSI 11/2019



Scale		RNL University - SSI				National Four-Year Privates (2019)						
S/C	No	Item	Importance	Satisfaction	SD	Gap	Importance	Satisfaction	SD	Gap	Difference	SS
	1	Most students feel a sense of belonging here.	6.19	5.63	1.40	0.56	6.14	5.27	1.43	0.87	0.36	***
★	2	The campus staff are caring and helpful.	6.60	5.83	1.31	0.77	6.41	5.64	1.33	0.77	0.19	**
	3	Faculty care about me as an individual.	6.57	5.70	1.48	0.87	6.27	5.59	1.39	0.68	0.11	
	4	Admissions staff are knowledgeable.	6.44	5.77	1.21	0.67	6.26	5.49	1.44	0.77	0.28	***
	5	Financial aid counselors are helpful.	6.35	5.10	1.81	1.25	6.29	5.21	1.64	1.08	-0.11	
★	6	My academic advisor is approachable.	6.59	6.00	1.45	0.59	6.46	5.86	1.51	0.60	0.14	
	7	The campus is safe and secure for all students.	6.67	5.72	1.49	0.95	6.54	5.71	1.44	0.83	0.01	
★	8	The content of the courses within my major is valuable.	6.71	6.12	1.14	0.59	6.60	5.73	1.33	0.87	0.39	***
	9	A variety of intramural activities are offered.	4.68	4.79	1.74	-0.11	5.30	5.20	1.56	0.10	-0.41	***
	10	Administrators are approachable to students.	6.23	5.48	1.48	0.75	6.10	5.39	1.45	0.71	0.09	
	11	Billing policies are reasonable.	6.33	4.80	1.77	1.53	6.13	4.75	1.69	1.38	0.05	
	12	Financial aid awards are announced to students in time to be helpful in college planning.	6.38	5.08	1.79	1.30	6.29	5.21	1.62	1.08	-0.13	
	13	Library staff are helpful and approachable.	6.07	6.19	1.15	-0.12	5.87	5.84	1.30	0.03	0.35	***
	14	My academic advisor is concerned about my success as an individual.	6.45	5.83	1.59	0.62	6.38	5.68	1.56	0.70	0.15	*
	15	The staff in the health services area are competent.	6.33	5.88	1.38	0.45	6.17	5.24	1.65	0.93	0.64	***
★	16	The instruction in my major field is excellent.	6.62	5.96	1.22	0.66	6.58	5.73	1.36	0.85	0.23	***
	17	Adequate financial aid is available for most students.	6.50	5.08	1.67	1.42	6.39	5.03	1.65	1.36	0.05	
	18	Library resources and services are adequate.	6.26	6.09	1.14	0.17	6.15	5.76	1.29	0.39	0.33	***
	19	My academic advisor helps me set goals to work toward.	6.27	5.48	1.74	0.79	6.10	5.24	1.72	0.86	0.24	**
	20	The business office is open during hours which are convenient for most students.	6.27	5.77	1.37	0.50	6.01	5.36	1.48	0.65	0.41	***
	21	The amount of student parking space on campus is adequate.	6.48	2.84	1.95	3.64	6.00	3.81	2.11	2.19	-0.97	***
	22	Counseling staff care about students as individuals.	6.33	5.65	1.48	0.68	6.24	5.44	1.53	0.80	0.21	**
	23	Living conditions in the residence halls are comfortable (adequate space, lighting, heat, ...)	5.63	4.28	1.78	1.35	6.22	4.66	1.76	1.56	-0.38	***

\* Difference statistically significant at the .05 level  
 \*\* Difference statistically significant at the .01 level  
 \*\*\* Difference statistically significant at the .001 level

National Group Means are based on 173,757 records



Majors/Programs Strategic Planning Overview Scale Summary Item Report Item Percentage Summary Report

Powered by RNL

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## New Client Portal with Reporting Dashboards

*Interactive, with a wealth of data provided automatically*

- Main report results vs. national comparison and regional comparison
- Year to year report as appropriate
- Demographic slicing reports:
  - Comparison reports: multi-column reports to compare responses across demographic subpopulations
  - Single group reports: demographic slices compared with the same demographic group on the national level
  - Versus reports: this demographic group compared with that demographic group
- PLUS: Access to the raw data files for additional analysis in Excel or SPSS



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## How do I do this?



- **When do I survey?**
  - When it fits with your assessment calendar
- **Who do I survey?**
  - All class levels
  - Traditional students, Adult learners, Graduate students, Online learners
- **How do I survey?**
  - Online or paper
  - Resource: [www.RuffaloNL.com/OnlineAdminResources](http://www.RuffaloNL.com/OnlineAdminResources)
- **What is the cost?**
  - New flat rate pricing based on enrollment



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## SPS Pricing structure

### *Flat rate pricing based on your enrollment*

Online Administrations:

Number of invited students	Flat Rate Price
1-499	<b>\$1000</b>
500-2499	<b>\$2000</b>
2500-4999	<b>\$3,500</b>
5000-9999	<b>\$5,500</b>
10,000 -14,999	<b>\$8,000</b>
15,000-19,999	<b>\$12,000</b>
20,000+	<b>Contact RNL for a pricing proposal</b>

Paper Administrations:

\$3.00 per answer sheet (any quantity) + \$600 processing fee.



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

## Learn more about the RNL Satisfaction-Priorities Surveys

[RuffaloNL.com/SatisfactionSurveys](http://RuffaloNL.com/SatisfactionSurveys)



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