



Reviewing the Satisfaction-Priorities Surveys (SPS) Raw Data

The raw data from the SPS results are provided as a separate file and allow you to conduct your own in-depth analysis of the results. The raw data includes all of the individual responses to each survey item as well as all of the demographic responses. The raw data file is also the one place that provides the individual record identifier (i.e. student ID, or unique passcode from the online administration). If needed, this field can be matched back to the file loaded into the SPS web administration site, using the passcode for the crosswalk. This will allow you to append the file with institutionally-captured variables (typically demographic) for additional analysis.

Raw data is provided as a single .csv file along with a Word document with the file format reference.

One of the goals with the new reporting platform is that you will need to spend less time in your raw data. However, we do understand the potential interest with loading the data into your own dashboards, appending the data with other institutional identifiers and the interest in creating cross-tab reports, so the raw data is included automatically as a deliverable.

Types of Data Reflected

Students respond to each item on a 1 to 7 Likert scale, with 7 being high. Averages for importance are typically in the range of 5 to 6 and average satisfaction scores are typically in a range of 4 to 5.

There are three types of data:

1. Responses of 1 through 7 on the Likert scale
2. Data that is zero, which equals Not Available or Not Used; and
3. Data that is blank because there was no response.

RNL calculates averages based only on the first group, the responses of 1 to 7. We do not count zero as a valid response. Zeros should be treated as blanks or invalid responses, and are not used to calculate averages.

The averages for the importance score are calculated separately (based on just the number of responses 1 to 7 of importance) from the satisfaction score (which is based on the number of responses 1 to 7 of satisfaction).

The performance gap is the importance average minus the satisfaction average.

IMPORTANT: Averages are calculated excluding any blanks, N/A and asterisks. Importance and satisfaction are calculated independently of each other.

Calculating Items Using the Raw Data

Means for importance and satisfaction for **individual items** are calculated by summing the respondents' ratings (for those who responded to that specific item) and dividing by the number of respondents. The item calculation is based on the number of respondents to that item (not the total in the data set) and is unique for the responses to the importance segment separately from the satisfaction segment. Only the responses of 1-7 are included; zero responses (for not applicable/not used) and blanks are not included when creating the average score.

Calculating Scales Using the Raw Data

The scale score equals all valid responses to items within the scale, divided by the number of responses. It is NOT the average of the averages. The importance and satisfaction scores are calculated separately.

Example for calculating the importance score for a scale:

- 55 responses to item one
- 110 responses to item two
- 80 responses to item three
- 105 responses to item four

If the sum of the 350 responses equals 2290, divided by 350 = 6.54 importance score

Example for calculating the satisfaction score for a scale:

- 50 responses to item one
- 100 responses to item two
- 75 responses to item three
- 100 responses to item four

If the sum of the 325 responses equals 1740, divided by 325 = 5.35 satisfaction score

The performance gap is NOT the average of the performance gaps. It is the importance scale score minus the satisfaction scale score.

General Direction on Using the Raw Data

Institutions often work with the Institutional Research office to conduct the additional analysis. The raw data makes it possible for an institution to do its own demographic data slicing analysis, to do additional cross-tabbing (First-year Females) or to collapse the data (Sophomore, Junior and Senior into Upperclass students), or to append the data with additional demographic information from campus records.

Please keep in mind that RNL *does not* recommend analysis of the data on an individual student basis, nor should you use the responses to the survey for any individual follow-up with a person who indicates low satisfaction. The Satisfaction-Priorities Surveys are designed for analysis on an aggregate or subpopulation basis, and not individually. You are expected to keep individual responses confidential.

Please contact RNL if you need technical support with the raw data.