



WHY DOES STUDENT SATISFACTION MATTER?

Student satisfaction has been linked with four key institutional metrics

1 Higher individual student retention

TOP 3 KNOWN VARIABLES IMPACTING STUDENT RETENTION AT FOUR-YEAR INSTITUTIONS



17%

STUDENT SATISFACTION



3-4%

DEMOGRAPHIC CHARACTERISTICS



1-2%

INSTITUTIONAL FEATURES

While 75% of the variation in student retention is unknown, student satisfaction is by far the most influential variable that can be influenced by institutions. Student satisfaction with campus climate items are the strongest predictors of individual student retention at four-year institutions.

Source: Schreiner, L (2009). *Linking student satisfaction and retention*. Cedar Rapids: Ruffalo Noel Levitz.



AT COMMUNITY COLLEGES

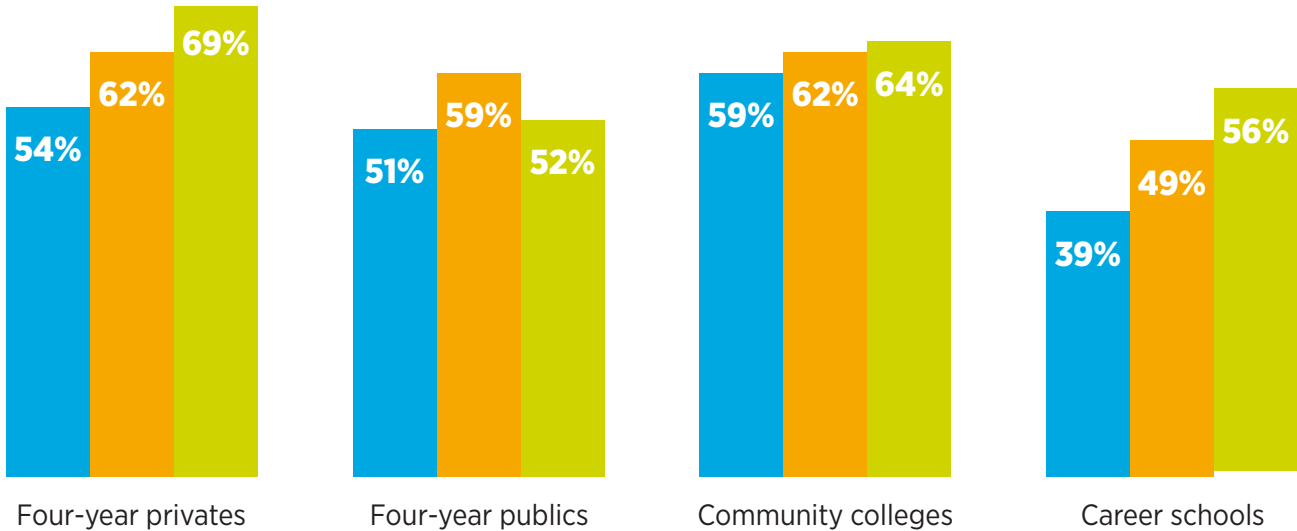
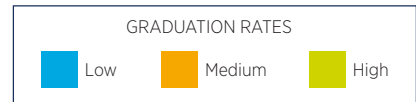
Student satisfaction was positively and significantly associated with individual student retention at community colleges. Satisfaction with "Financial aid counselors are helpful" reflected a strong positive correlation with individual student retention.

Source: Miller, K (2015). *Predicting student retention at community colleges*. Cedar Rapids: Ruffalo Noel Levitz.

2 Higher institutional graduation rates

AVERAGE INSTITUTIONAL SATISFACTION SCORES

The percentage of students satisfied or very satisfied with their overall experience



The bar graphs reflect the average summary satisfaction scores for institutions in each category of low, medium and high graduation rates. In three of the four institution types, overall satisfaction is tied to graduation rates in a linear relationship.

KEY ITEMS WITH CORRELATIONS IN SATISFACTION AND GRADUATION RATES

- There is a commitment to academic excellence
- It is an enjoyable experience to be a student here
- The college shows concern for students as individuals

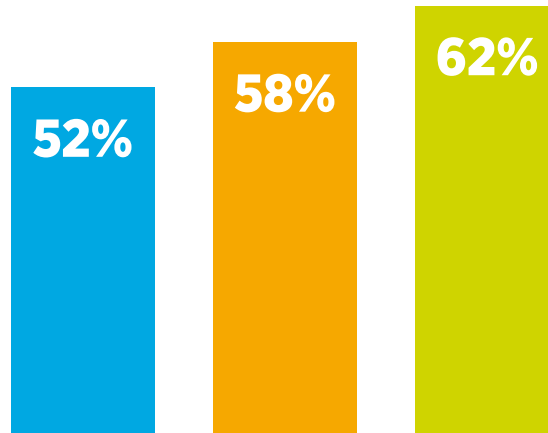
Source: Bryant, J. & Bodfish, S. (2014). *The relationship of student satisfaction to key indicators for colleges and universities*. Cedar Rapids: Ruffalo Noel Levitz

3 Higher institutional alumni giving rates

Increasing student satisfaction has a significant, positive effect on alumni giving at four-year public and private institutions.

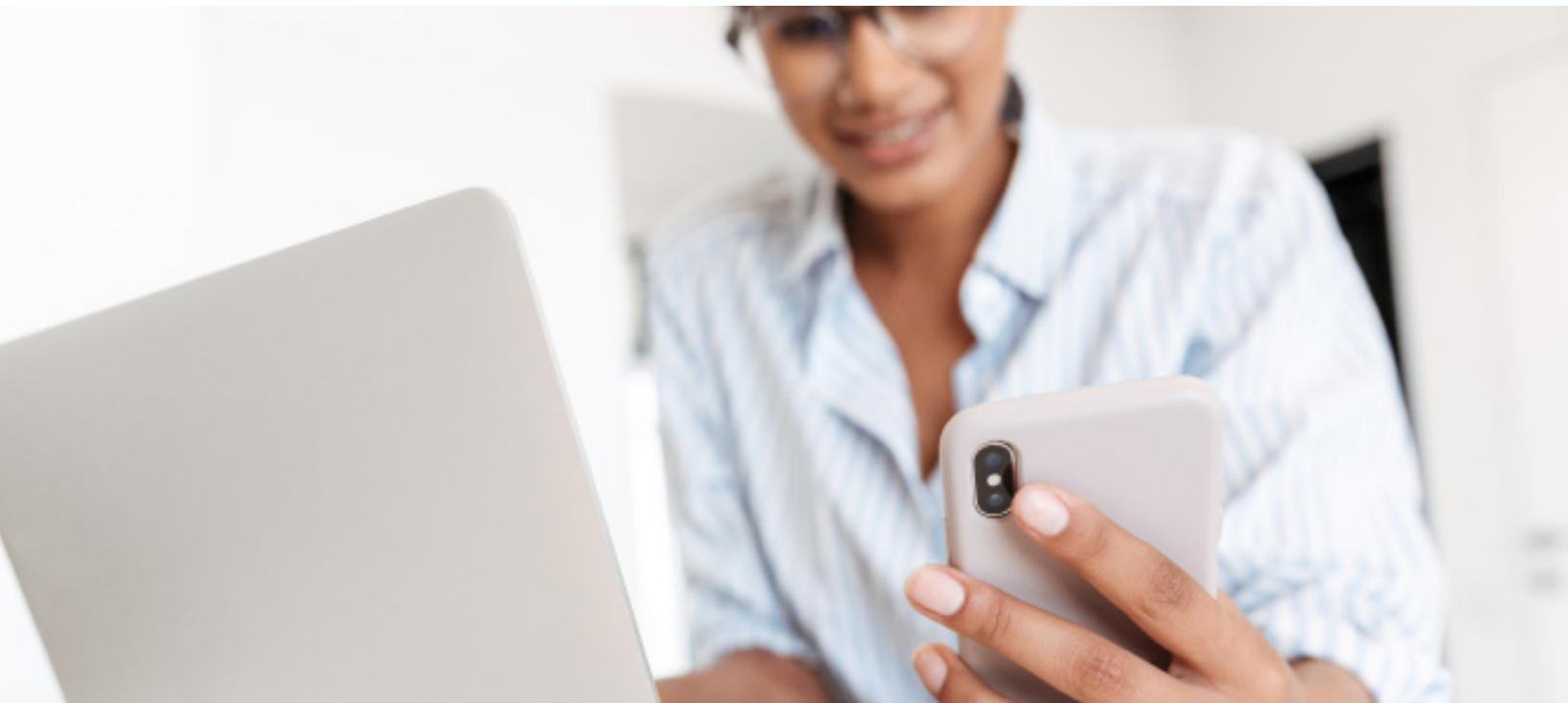
AVERAGE INSTITUTIONAL SATISFACTION SCORES

The percentage of students satisfied or very satisfied with their overall experience



The bar graph reflects the average summary satisfaction scores for institutions in each category of low, medium and high alumni giving rates. Satisfaction with campus involvement and individual relationships had the strongest correlation with greater alumni giving levels.

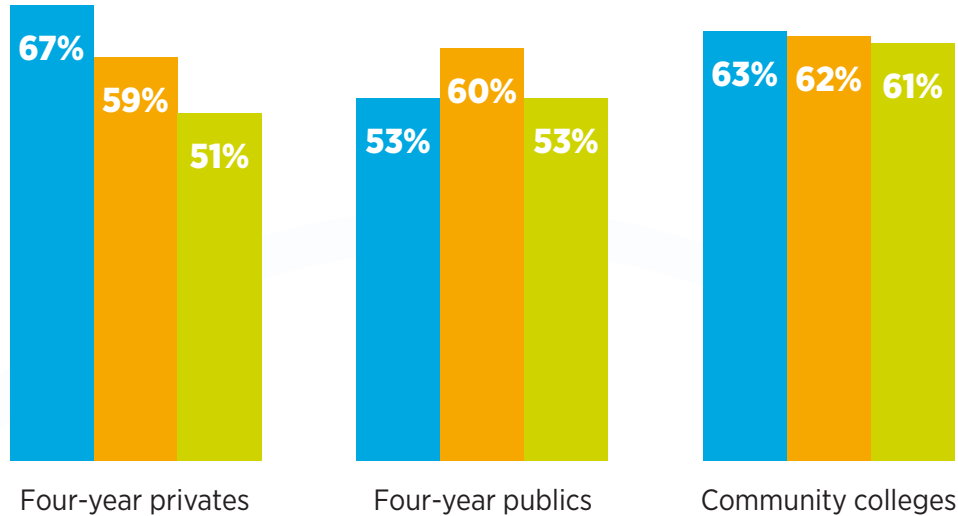
Source: Bryant, J., Bodfish, S. & Stever, D. (2015). *The correlation between college student satisfaction and alumni giving*. Cedar Rapids: Ruffalo Noel Levitz.



4 Lower loan default rates

AVERAGE INSTITUTIONAL SATISFACTION SCORES

The percentage of students satisfied or very satisfied with their overall experience



The bar graphs reflect the average summary satisfaction scores for institutions in each category of low, medium, and high loan default rates. Notice that the relationship between student satisfaction and lower default rates was particularly dramatic at four-year private institutions.

Source: Bryant, J. (2016, September 12). Student satisfaction linked to lower loan default rates. [Blog post]. Retrieved from: <https://www.ruffalonl.com/another-link-with-student-satisfaction-lower-loan-default-rates/>



What can you do on your campus to improve these metrics?

- Assess student satisfaction regularly to document priorities and shifts in satisfaction levels.
- Make improvements in top challenge areas identified by students so they know the institution cares about their experience.
- Create a positive campus climate by getting students involved and by identifying ways to get students and faculty/staff connected inside and outside of the classroom.

Learn more about assessing student satisfaction with the RNL Student Satisfaction Inventory™



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