

The assessment of student satisfaction is an important part of the College's effort to measure institutional effectiveness. It is conducted as part of a Middle States recommendation for continuous assessment by students of the College's academic programs and services. The information that is provided by the results of this survey serves as a guide for developing strategies to improve student experiences. By administering the survey over time, the College can determine if the student's level of satisfaction with the College's programs and services has changed. The Noel-Levitz Student Satisfaction Inventory was chosen because it measures not only a student's level of satisfaction, but also how important a particular experience or service is to them.

## **Survey Highlights: 2016 Survey**

### **What Was Most Important to Our Students?**

Students were asked to rate the level of importance of each item by answering the question "How important is it that your institution meet this expectation?" **The top three items of importance to our students were:**

- Classes held at convenient times
- High quality instruction
- The campus is safe and secure for all students

### **How Satisfied Were Our Students?**

Students were then asked to rate their level of satisfaction of each item by answering the question "How satisfied are you that your institution has meet this expectation?"

- The campus is well-maintained and the campus is safe and secure were the items that students ranked highest in satisfaction. Student also gave a high satisfaction rating to the statements, "I am able to schedule my classes to avoid conflicts with work, family, and personal obligations" and "Nearly all of the faculty are knowledgeable in their fields."
- The amount of student parking was the area of lowest satisfaction in the survey. It should be noted however that student satisfaction with parking has increased significantly compared to the 2013 Student Satisfaction survey results.

## How Well Are We Meeting Student Expectations?

The following section lists strengths (items of high importance and high satisfaction) and opportunities (items of high importance and low satisfaction and/or large performance gap) from the 2016 survey.

### Strengths (Items of High Importance and High Satisfaction)

The following items reflect areas of strength as indicated by the 2016 survey results. Students completing the 2016 survey rated these items of high importance and high satisfaction.

#### Academic Excellence

- Nearly all of the faculty are knowledgeable in their fields.
- There is a good variety of courses provided on this campus.
- I am able to experience intellectual growth here.

#### Campus Environment

- On the whole, the campus is well-maintained.
- Students are made to feel welcome on this campus.
- The campus staff are caring and helpful.
- Admissions staff are knowledgeable.
- Computer labs are adequate and accessible.
- The equipment in the lab facilities is kept up to date.

#### Campus Security

- The campus is safe and secure for all students.
- Security staff respond quickly in emergencies.
- Parking lots are well-lighted and secure.

#### Registration and Payment

- Policies and procedures regarding registration and course selection are clear and well-publicized.
- There are convenient ways of paying my school bill.

### Opportunities (Items of High Importance and Lower Satisfaction or Large Performance Gap)

When the students' satisfaction score is subtracted from their importance score, the result is unmet expectations or a gap score. The following items reflect opportunities for improvement. The biggest concern students had was related to parking but they also

indicated that they would like more frequent communication related to how they are doing in a course and more advanced notification of financial aid awards.

## **Parking**

- The amount of student parking space on campus is adequate.

As with previous surveys, the amount of student parking received the largest gap score (1.99) and therefore was the students' largest unmet expectation. But this gap has decreased significantly (difference statistically significant at the .001 level) compared to the previous results in 2013. Completion of the campus ring road and improved facilities and infrastructure have helped ease some parking related issues but it still remains a concern.

## **Communication**

### **Course Progress**

- Faculty provide timely feedback about student progress in a course.
- Students are notified early in the term if they are doing poorly in a class.

### **Academic Program Progress**

- My academic advisor is knowledgeable about my program requirements.
- My academic advisor is knowledgeable about the transfer requirements of other schools.

### **Financial Aid Notification**

- Financial aid awards are announced to students in time to be helpful in college planning.

The items above were of high importance but had a lower student satisfaction rating. Students indicated they desired more frequent and timely communication on their progress both within a course and at the program level. This need supports the most recent efforts the College has taken to implement guided pathways to support students in the classroom and along the way to degree completion. Research has shown that assessment and timely feedback both inside and outside of the classroom are essential to student success.

## **Conclusion**

The determination of how satisfied students are with their educational experiences provides the College with a basic understanding of what is important to students and how we are meeting their expectations. The information provided by the survey will assist the College as we develop Institutional Effectiveness Indicators and institutional strategic planning goals and objectives. Items that receive high importance scores, low satisfaction scores are areas that need attention and are being actively addressed in the College's new strategic plan.