

Southern State Community College

Student
Satisfaction
Inventory

May 2005



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Overview

The Noel Levitz Student Satisfaction Inventory was selected as a survey instrument for Southern State Community College's assessment of student satisfaction in May 2005. The survey selection was based on the instrument's ability to measure satisfaction and priorities, the flexible administration options, quality final reporting, and the economic value.

Specifically, the survey was designed to address the following:

- Assessment of student satisfaction and priorities, revealing both campus strengths and challenges.
- Improve areas that matter to students.
- Raise the level of student satisfaction, which consequently improves student success.
- Strengthen the overall quality of campus life and learning.

Like surveys done in the past, selection of invitees was based on class lists meeting certain criteria such as freshman or sophomore level, day and evening meeting times, and campus location. The survey administration was facilitated through faculty members leading those select classes.

The survey instrument was web based and required students to access their student email account for pass codes and entry into the survey. A total of 731 students were invited to participate. The survey was available for completion May 16 through June 3, 2005. It was estimated to take approximately 15- 20 minutes to complete.

Through the survey, students could rate issues on level of importance to them personally and then rate their level of satisfaction. The scale was as follows:

Importance to me:

- 1 Not important at all
- 2 Not very important
- 3 Somewhat unimportant
- 4 Neutral
- 5 Somewhat important
- 6 Important
- 7 Very Important

My level of satisfaction:

- 1 Not satisfied at all
- 2 Not very satisfied
- 3 Somewhat dissatisfied
- 4 Neutral
- 5 Somewhat satisfied
- 6 Satisfied
- 7 Very satisfied

Essentially, the "gap" between importance and satisfaction becomes the information from which we will base our assumptions and draw our conclusions.

Executive Summary

To: Dr. Dukes, President
SSCC Board of Trustees
President's Leadership Team

From: Nicole Roades, Dean of Student Services

Date: June 23, 2005

Re: Summary of Student Satisfaction Inventory

It is with pleasure that I am providing you a summary of the 2005 Student Satisfaction Inventory.

Background:

Each year Student Services makes an attempt to gauge student perceptions by conducting focus groups and administering formal surveys on a rotating basis. In years past, the formal survey was an instrument produced by ACT called the Student Opinion Survey. The decision to use a new product was made for several reasons. First, Student Services has partnered with Corporate and Community Services earlier in the year to administer the Noel Levitz Adult Learner Inventory. The ease of administration and the quality reporting were impressive. Secondly, the Noel Levitz product offered the option to complete the survey online which was a feature we had not historically used with any such product. Online completion provided for uninterrupted class time and also served as a means to encourage students to utilize their student email accounts.

Implementation:

Students were invited to complete the survey based on class lists meeting specific criteria such as freshman or sophomore level, day and evening meeting times, and campus location. A total of 731 students were invited and were provided unique pass codes to access the survey through their student email account. A two week window was provided between May 16 -31 and an extension period through June 3.

As with any "first time" initiative, there are always some learning points. In this particular case it was learned that SSCC students aren't as willing to access their student email as we had hoped—only 151 students completed the survey. Although the response was much lower than anticipated, there is still valuable information to be gathered in just the 151 responses.

Results:

A complete statistical institution-wide summary is provided in the chart on the following page. The scale used was 1-7 for both importance and satisfaction with 1 being either not important or satisfied at all and 7 being very important and very satisfied. Essentially, the smaller the gap, the better the College is doing meeting student's expectations.

Scale	Import	Satis / SD	Gap	Import	Satis / SD	Gap	Mean Difference	
Student Centeredness	6.18	5.74 / 0.95	0.44	5.92	5.28 / 1.12	0.64	0.46	***
Instructional Effectiveness	6.37	5.58 / 0.97	0.79	6.15	5.33 / 1.05	0.82	0.25	**
Responsiveness to Diverse Populations		5.84 / 1.10			5.39 / 1.23		0.45	***
Campus Support Services	5.83	5.27 / 1.13	0.56	5.42	4.88 / 1.13	0.54	0.39	***
Safety and Security	6.08	5.73 / 0.91	0.35	5.96	4.84 / 1.20	1.12	0.89	***
Academic Advising/Counseling	6.29	5.54 / 1.27	0.75	6.10	5.13 / 1.29	0.97	0.41	***
Admissions and Financial Aid	6.31	5.69 / 1.11	0.62	5.99	5.03 / 1.21	0.96	0.66	***
Academic Services	6.25	5.73 / 0.96	0.52	6.00	5.34 / 1.05	0.66	0.39	***
Registration Effectiveness	6.32	5.64 / 0.86	0.68	6.13	5.32 / 1.04	0.81	0.32	***
Service Excellence	6.21	5.62 / 0.94	0.59	5.91	5.16 / 1.06	0.75	0.46	***
Concern for the Individual	6.34	5.54 / 1.13	0.80	6.05	5.15 / 1.19	0.90	0.39	***
Campus Climate	6.19	5.63 / 0.94	0.56	5.92	5.21 / 1.05	0.71	0.42	***

In addition to gaining valuable insight into our student's perceptions institution-wide, through the survey instrument we were also able to identify target groups that were of particular interest to our college specifically. Those target groups were identified as follows:

- Age group 19-24
- Age group 25-34
- Enrollment Status - Part-time/Full-time
- Campus Attending – Central, Fayette, North, and South

Individual summaries for each target group can be reviewed in other sections of this report.

Observations:

Overall, SSCC student's considered most of the criteria important and were "somewhat satisfied" in most areas. Compared to national trends, SSCC student ranked each item more important than other students and they also experienced a higher level of satisfaction.

Each criteria consisted of a select set of statements in which students were asked to respond. Their responses to those individual statements determined where each criteria ranked. Institution-wide, the order of importance and satisfaction are listed on the following page:

Order of importance for SSCC students:

1. Instructional Effectiveness	(6.37)
2. Concern for the Individual	(6.34)
3. Registration Effectiveness	(6.32)
4. Admissions and Financial Aid	(6.31)
5. Academic Advising/Counseling	(6.29)
6. Academic Services	(6.25)
7. Service Excellence	(6.21)
8. Campus Climate	(6.19)
9. Student Centeredness	(6.18)
10. Safety and Security	(6.08)
11. Campus Support Services	(5.83)

Order of satisfaction for SSCC students:

1. Responsiveness to Diverse Pop.	(5.84)
2. Student Centeredness	(5.74)
3. Safety and Security	(5.73)
Academic Services	(5.73)
4. Admissions and Financial Aid	(5.69)
5. Registration Effectiveness	(5.64)
6. Campus Climate	(5.63)
7. Service Excellence	(5.62)
8. Instructional Effectiveness	(5.58)
9. Academic Advising/Counseling	(5.54)
Concern for the Individual	(5.54)
10. Campus Support Services	(5.27)

Although “instructional effectiveness” and “concern for the individual” were rated as the top two areas of importance, the most significant gap between importance and satisfaction was in the same two areas. The college most closely met with student’s level of importance and satisfaction in the area of “Safety and Security” and “Student Centeredness.”

Areas with minimal gap between rated importance and satisfaction. (.25 gap or below)

- Most students feel a sense of belonging here.
- Faculty care about me as an individual.
- The personnel involved in registration are helpful.
- Child care facilities are available on campus.
- This campus provides effective support services for displaced homemakers.
- Parking lots are well-lighted and secure.
- Faculty take into consideration student differences as they teach.
- The amount of student parking space on campus is adequate.
- On the whole, the campus is well-maintained.

Areas with a significant gap between importance and satisfaction (1.0 or above)

- Classes are scheduled at times that are convenient for me.
- Students are notified early in the term if they are doing poorly.
- Channels for expressing student complaints are readily available.
- There is a good variety of courses provided on this campus.

Factors in deciding to enroll at Southern State Community College: (provided in order of importance.)

1. Cost
2. Financial aid
3. Geographic setting
4. Academic reputation
5. Personalize attention prior to enrolling
6. Size of institution
7. Campus appearance
8. Recommendation from family/friends
9. Opportunity to play sports

* Nationally, "cost" was also the major factor in deciding to enroll.

Using this report:

As the College begins establishing goals for the new academic year through strategic planning, this survey can be effective in identifying strengths and challenges and providing guidance as to specific areas of improvement. Through dissemination of this information, we will be better equipped to focus our energy and resources on doing more of what we do well and improving our shortcomings.

Demographic Information

The following page provides a complete summary of the participating students. For purposes of this report, it is important to note that 731 students were invited to participate and 151 students responded. Essentially, 30 percent of our student body was invited and 6 percent actually completed the survey. Although this is not near the level of response expected, it still accounts for the opinions of 151 students which should not be ignored.

Target Report I

19-24 Year Old Students

Summary:

Top three important areas for this target group:

1. Instructional Effectiveness
2. Concern for the Individual
3. Admission and Financial Aid

The area where importance and satisfaction were closest: **Safety and Security**

Decision to enroll:

1. Cost
2. Financial Aid
3. Geographic Setting

Detail:

Areas in which satisfaction exceeded level of importance.

- Child Care facilities on campus

Areas with minimal gap between rated importance and satisfaction. (.25 gap or below)

- Students feel a sense of belonging
- Child care facilities
- Quality of instruction
- Security staff are helpful
- Support services for displaced homemakers are available
- Parking lots are well-lighted and maintained

Areas with a significant gap between rated importance and satisfaction (1.0 or above)

- Financial aid available for most students
- Classes scheduled at convenient times
- Career services help students get jobs
- Adequate services to help decide on a career
- Students notified early if doing poorly
- Channels to express student complaints available
- Good variety of courses offered on campus

Target Report II

25-34 Year Old Students

Summary:

Top three important areas for this target group:

1. Instructional Effectiveness
2. Concern for the Individual
3. Registration Effectiveness

The area where importance and satisfaction were closest: **Student Centeredness**

Decision to enroll:

1. Financial Aid
2. Cost
3. Geographic Setting

Detail:

Area(s) in which satisfaction exceeded level of importance.

- **Students feel a sense of belonging**

Areas with minimal gap between rated importance and satisfaction. (.25 gap or below)

- **Support services for displaced homemakers**
- **Library staff are helpful and approachable**

Areas with a significant gap between rated importance and satisfaction (1.0 or above)

- **Faculty care about me as an individual**
- **Security staff are helpful**
- **Financial aid available for most students**
- ****Classes scheduled at convenient times**
- **Internships/practical experiences provided**
- **Security staff respond quickly in emergencies**
- **Academic advisor helps to set goals to work toward**
- **Able to register with few conflicts**
- **Faculty understanding of life circumstances**
- **Faculty consider differences as they teach courses**
- **Tutoring services are readily available**
- **School does what it can to reach educational goals**
- **Students notified early if doing poorly**
- **Good variety of courses offered on campus**

** Gap greater than 2.0

Target Report III Full-time Students

Summary:

Top three important areas for this target group:

1. Instructional Effectiveness
2. Concern for the Individual
3. Admissions and Financial Aid

The area(s) where importance and satisfaction were closest: **Safety and Security**

Decision to enroll:

1. Cost
2. Financial Aid
3. Geographic Setting

Detail:

Area(s) in which satisfaction exceeded level of importance.

- None

Areas with minimal gap between rated importance and satisfaction (.25 gap or below)

- Students feel a sense of belonging
- Registration personnel are helpful
- Support services for displaced homemakers

Areas with a significant gap between rated importance and satisfaction (1.0 or above)

- Classes are scheduled at convenient times
- Faculty are fair/unbiased in treatment of students
- Career services help students to get a job
- Faculty consider differences as they teach
- Students notified early if doing poorly
- Good variety of courses offered on campus

Target Report IV Part-time Students

Summary:

Top three important areas for this target group:

1. Admissions and Financial Aid
2. Registration Effectiveness
3. Instructional Effectiveness

The area(s) where importance and satisfaction were closest: **Campus Support Services**

Decision to enroll:

1. Financial Aid
2. Cost
3. Geographic Setting

Detail:

Area(s) in which satisfaction exceeded level of importance.

- Students feel a sense of belonging
- Child care facilities available on campus
- Library resources and services are adequate
- Veteran's services program are helpful
- Support services for displaced homemakers
- The campus is well-maintained

Areas with minimal gap between rated importance and satisfaction (.25 gap or below)

- Registration personnel are helpful
- People on campus respect/support others
- Parking lots are well-lighted and secure
- Library staff are helpful and approachable
- Enjoyable experience to be on campus
- Academic advisor is knowledgeable about requirements
- Admissions counselors accurately portray campus
- Policies/Procedures. Re: Registration/course selection
- Students made to feel welcome on campus
- Student parking space on campus is adequate
- Admissions staff are knowledgeable
- Equipment in lab facilities is kept up to date
- Class change (drop/add) policies are reasonable
- Institution has good reputation in community
- Admission counselors respond to needs and requests
- Tutoring services are readily available
- Assessment/Course placement procedures are reasonable
- Seldom get "run around" on campus

Areas with a significant gap between rated importance and satisfaction (1.0 or above)

- **Financial aid available for students**
- **Classes scheduled at convenient times**
- **Security staff respond quickly in emergencies**
- **Quality of instruction in classes is excellent**
- **Business office open hours**
- **Channels to express student complaints**
- **Good variety of courses provided on campus**

Target Report V

Central Campus Students

Summary:

Top three important areas for this target group:

1. Instructional Effectiveness
2. Concern for the Individual
3. Registration Effectiveness

The area(s) where importance and satisfaction were closest: **Safety and Security**

Decision to enroll:

1. Cost
2. Financial Aid
3. Geographic Setting

Detail:

Area(s) in which satisfaction exceeded level of importance.

- Students feel a sense of belonging
- Support services for displaced homemakers

Areas with minimal gap between rated importance and satisfaction (.25 gap or below)

- Registration personnel are helpful
- Child care facilities available on campus
- Veterans' services programs are helpful
- Students made to feel welcome on campus
- Student parking space on campus is adequate

Areas with a significant gap between rated importance and satisfaction (1.0 or above)

- Classes are scheduled at convenient times
- Quality of instruction in classes is excellent
- Faculty consider differences as they teach the course
- Channels to express student complaints are available
- Good variety of courses provided on campus

Target Report VI

Fayette Campus Students

Summary:

Top three important areas for this target group:

1. Admissions and Financial Aid
2. Registration Effectiveness
3. Concern for the Individual

The area(s) where importance and satisfaction were closest: **Student Centeredness**

Decision to enroll:

1. Geographic Setting
2. Financial Aid
3. Cost

Detail:

Area(s) in which satisfaction exceeded level of importance.

- Students feel a sense of belonging
- Child care facilities available on campus
- Veterans services program are helpful
- Equipment in lab facilities is kept up to date

Areas with minimal gap between rated importance and satisfaction (.25 gap or below)

- Concern shown for students as individuals
- People on campus respect/support of others
- Parking lots are well lighted and secure
- Campus is safe and secure for all students
- Academic advisor knowledgeable of requirements
- Policies/procedures re: registration/course selection
- Students made to feel welcome on campus
- Faculty consider differences as they teach courses
- Admission staff are knowledgeable
- Institution has good reputation in community
- Faculty provide feedback/progress in courses
- Administrators are approachable to students
- Billing policies are reasonable
- Faculty available after class/during office hours
- The campus is well maintained

Areas with a significant gap between rated importance and satisfaction (1.0 or above)

- Financial aid available for most students
- Classes scheduled at convenient times
- Internships/practical experiences provided
- Financial aid awards announced in time

- Able to register for classes with few conflicts
- Financial aid counselors are helpful
- Good variety of courses offered on campus

Target Report VII North Campus Students

Summary:

Top three important areas for this target group:

1. Academic Services
2. Registration Effectiveness
3. Academic Advising/Counseling

The area(s) where importance and satisfaction were closest: **Student Centeredness**

Decision to enroll:

1. Financial Aid
2. Cost
3. Academic Reputation

Detail:

Area(s) in which satisfaction exceeded level of importance.

- Generally know what's happening on campus

Areas with minimal gap between rated importance and satisfaction (.25 gap or below)

- Registration personnel are helpful
- Faculty knowledgeable in their fields

Areas with a significant gap between rated importance and satisfaction (1.0 or above)

- Faculty care about me as an individual
- Financial aid available for most students
- **Classes scheduled at convenient times
- Child care facilities available on campus
- ***Security staff respond quickly in emergencies
- Academic advisors help set goals to work toward
- Able to register for classes with few conflicts
- Sufficient number of study areas on campus
- Faculty understanding of life circumstances
- Academic advisors concerned about success as individuals
- Faculty fair/unbiased in treatment of students
- Campus is safe and secure for all students
- Academic advisors knowledgeable of requirements
- Faculty consider differences as they teach courses
- Student center is a comfortable place
- Student parking space on campus is adequate
- Academic advisors knowledgeable of transfer requirements
- Faculty interested in my academic problems

- Academic support services meet the needs of students
- Business office hours are convenient
- **Bookstore staff are helpful
- Students notified early if doing poorly
- Channels to express student complaints are available
- The campus is well-maintained
- Good variety of courses provided on campus
- Able to experience intellectual growth here

** Gap greater than 2.0

*** Gap greater than 3.0

Target Report VIII

South Campus Students

Summary:

Top three important areas for this target group:

1. Admissions and Financial Aid
2. Instructional Effectiveness
3. Concern for the Individual

The area(s) where importance and satisfaction were closest: **Safety and Security**

Decision to enroll:

1. Cost
2. Financial Aid
3. Academic Reputation

Detail:

Area(s) in which satisfaction exceeded level of importance.

- None

Areas with minimal gap between rated importance and satisfaction (.25 gap or below)

- Security staff are helpful
- Parking lots are well lighted and secure
- Enjoyable experience to be a student on campus
- Student parking space on campus is adequate
- Institution has good reputation in community
-

Areas with a significant gap between rated importance and satisfaction (1.0 or above)

- Classes scheduled at convenient times
- Child care facilities available on campus
- Concern shown for students as individuals
- Faculty fair/unbiased in treatment of students
- Career services help students to get jobs
- Academic advisors knowledgeable of transfer requirements
- Adequate services to help decide a career
- School does what it can to help reach goals
- Faculty interested in my academic problems
- Orientation services help students adjust
- Bookstore staff are helpful
- Students notified early if doing poorly
- Channels to express student complaints available
- Good variety of courses offered on campus

Summary for Strategic Planning

The following pages include Southern State's strengths, challenges, and benchmarks. These are the comprehensive results of all the students surveyed and should be used a planning tool to assist in establishing goals for the future and resolving blatant student dissatisfaction in particular aspects of the college operations.