

Student Satisfaction Inventory and Adult Student Priorities Survey Results for Tarleton State University

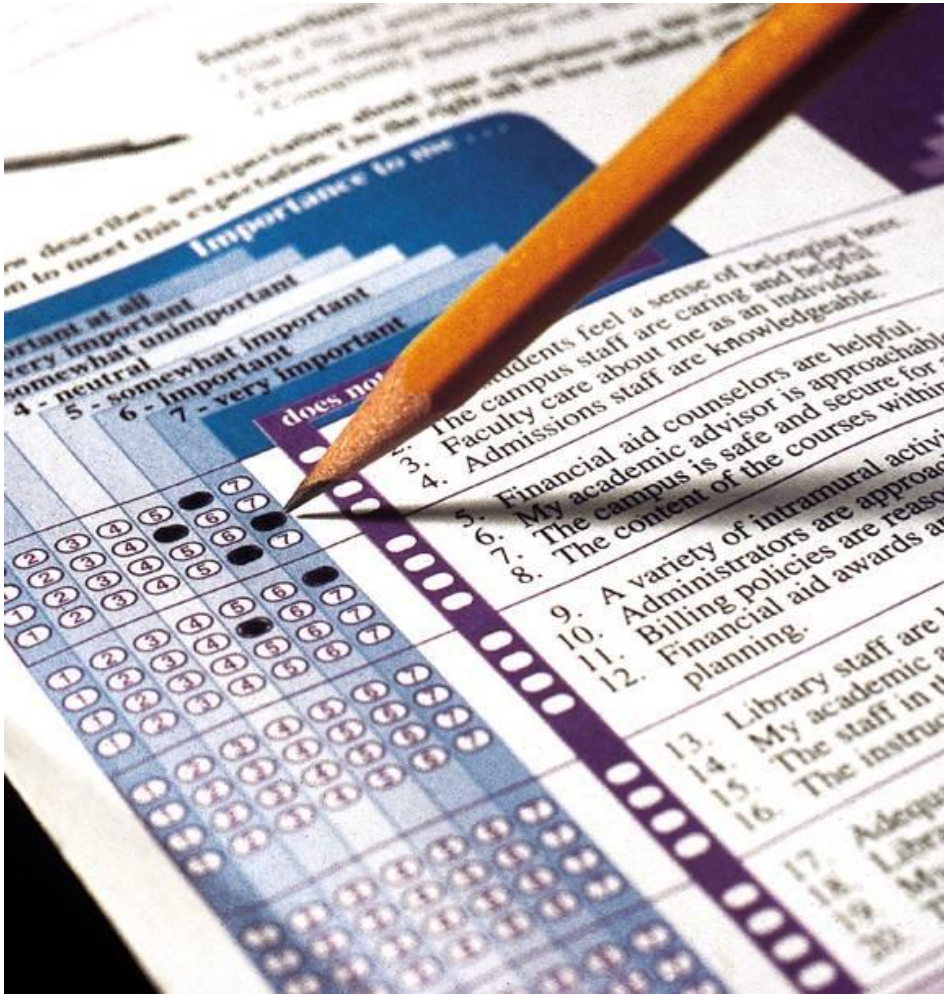
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This Afternoon's Agenda



- 2012 Student Satisfaction Inventory Results
- Comparison of 2012 SSI Results with 2010
- 2012 Adult Student Priorities Survey Results

The Student Satisfaction Inventory

Importance to me

very important
somewhat unimportant
4 - neutral
5 - somewhat important
6 - important
7 - very important
does not

3. The campus staff are caring and helpful.
4. Admissions staff are knowledgeable.
5. Financial aid counselors are helpful.
6. My academic advisor is approachable.
7. The campus is safe and secure for all.
8. The content of the courses within...
9. A variety of intramural activities...
10. Administrators are reasonable.
11. Billing policies are reasonable.
12. Financial aid awards are...
13. Library staff are helpful.
14. My academic advisor is approachable.
15. The staff in the...
16. The instructor...
17. Adequate...
18. Library...
19. My...
20. The...

Definition of satisfaction

“When expectations are met or exceeded by the student’s perception of the campus reality.”

Schreiner & Juillerat, 1994

Captures three scores for prioritizing

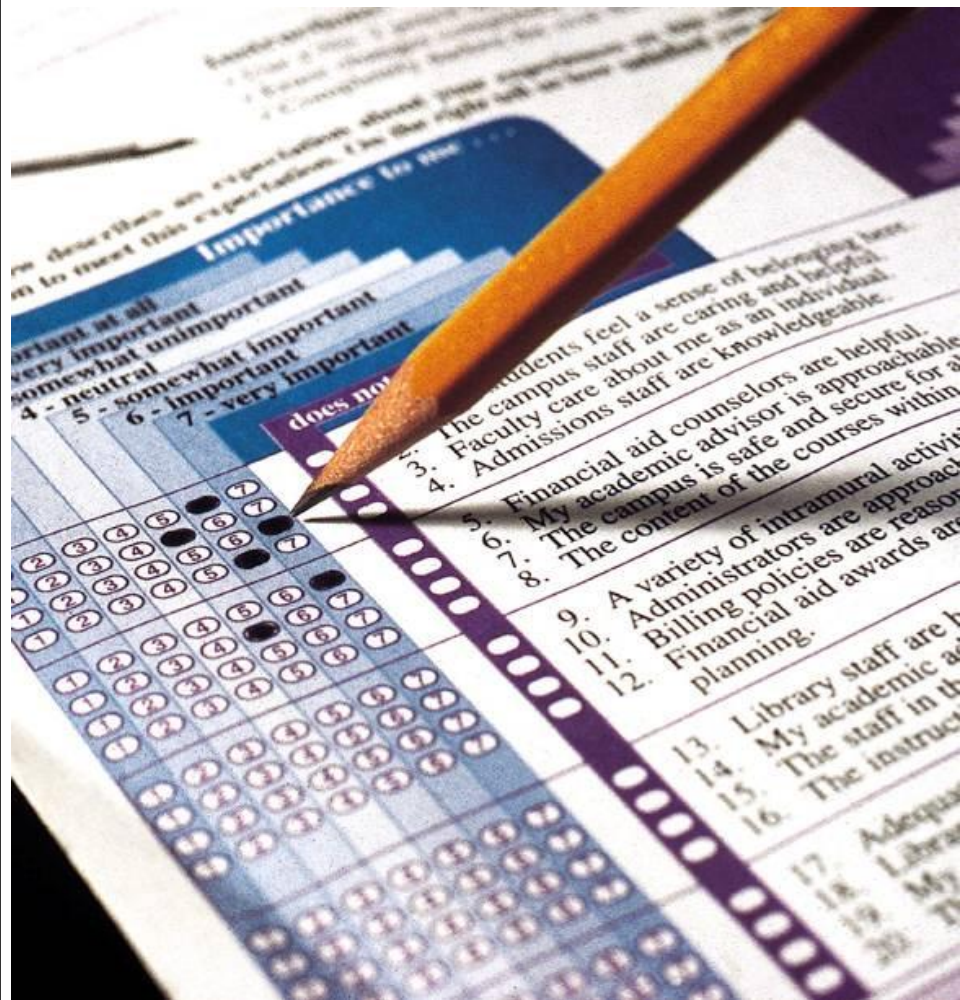
Importance — Satisfaction

= Performance Gap

Importance
↑ ↓
Satisfaction

Importance
↑ ↓
Satisfaction

2012 Student Satisfaction Inventory Results



Spring 2012 Administration details: Tarleton State University

Administered the Student Satisfaction
Inventory, four-year college and university
Form **A**

– 591 surveys completed

The Instrument

- 73 General items
- 10 Tarleton specific items
- 6 ‘Commitment to [student type]’ items
- 9 ‘Factor to Enroll’ items

Demographics



Certain groups tend to be
more satisfied



Tarleton 2012 SSI Demographics

Gender: 56% female; Age: 94% traditional age; 6% 25 or older

Ethnicity/Race: 80% White; 10% Hispanic; 4% African-American; 4% other; 2% prefer not to respond

Enrollment status: 97% full-time

Class level: 26% first year; 30% second year; 28% third year; 15% fourth year;

Employment: 40% not employed; 35% part-time off campus; 11% part-time on campus; 4% full-time off campus;

Current residence: 48% on-campus; 31% rent off-campus; 11% own house; 9% parents' house;

Permanent residence: 96% TX; 2% out-of-state; 2% intl.

Institutional choice: 63% first choice; 28% second choice; 9% third choice

Day students: 97%; Weekend/Evening: 3%

Scales in Order of Importance



Areas of highest value to your students



SSI Scales, Alphabetical Order

Academic Advising

Campus Climate

Campus Life

Campus Support Services

Concern for the Individual

Instructional Effectiveness

Recruitment and Financial Aid

Registration Effectiveness

Safety and Security

Service Excellence

Student Centeredness

Tarleton SSI Scales by Importance

1. Safety and Security
2. Academic Advising
3. Instructional Effectiveness
4. Student Centeredness
5. Registration Effectiveness
6. Recruitment and Financial Aid
7. Campus Climate
8. Concern for the Individual
9. Campus Support Services
10. Service Excellence
11. Campus Life

Comparison
with the
National Four-
Year Public
Group

You **VS** National

National Data Set

SSI four-year public colleges and universities:

81,094 students

87 institutions

Between fall 2008 and spring 2011

Tarleton's SSI National Comparison

Generally, Tarleton students expressed greater satisfaction than the national comparison group. (24 items)

Tarleton's SSI National Comparison

Tarleton students were only less satisfied than the national comparison set on three items.

34. I am able to register for classes I need with few conflicts.

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

47. Faculty provide timely feedback about student progress in a course.

Tarleton's SSI National Comparison

Tarleton students rated four items higher in importance than the national comparison set:

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

29. It is an enjoyable experience to be a student on this campus.

45. Students are made to feel welcome on this campus.

4. Admissions staff are knowledgeable.

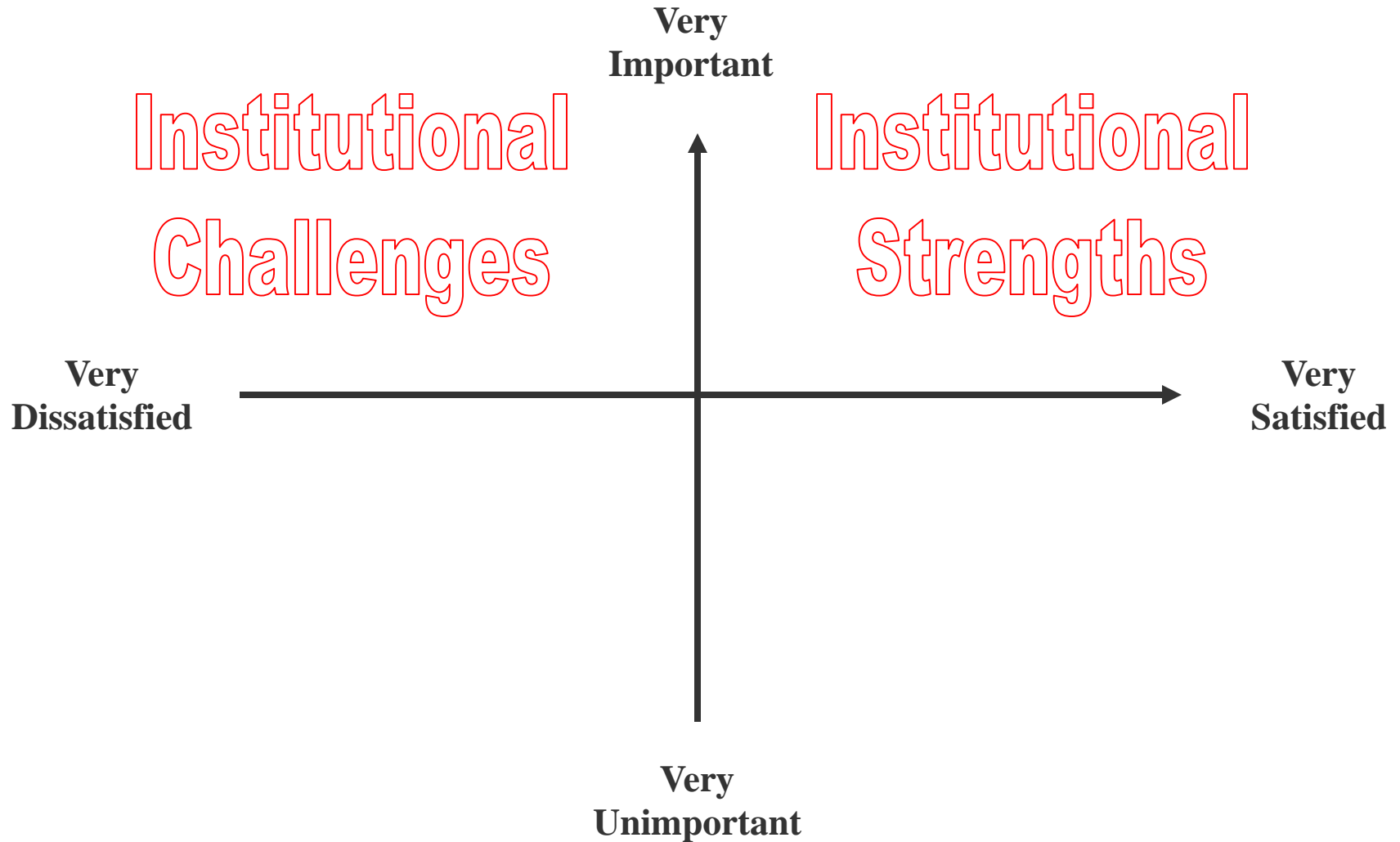
Not the primary way to review the data



Strengths and challenges



Matrix for prioritizing action



Celebrate strengths



Address your challenges



Tarleton SSI Strengths

- 16. The instruction in my major field is excellent.
- 8. The content of the courses within my major is valuable.
- 33. My academic advisor is knowledgeable about requirements in my major.
- 68. Nearly all of the faculty are knowledgeable in their field.
- 7. The campus is safe and secure for all students.
- 6. My academic advisor is approachable.
- 80. Campus item 7: *Tarleton provides ample opportunities for students to get involved outside the classroom.*
- 29. It is an enjoyable experience to be a student on this campus.

Tarleton SSI Strengths, continued

- 45. Students are made to feel welcome on this campus.
- 39. I am able to experience intellectual growth here.
- 65. Faculty are usually available after class and during office hours.
- 72. On the whole, the campus is well-maintained.
- 26. Computer labs are adequate and accessible.
- 51. This institution has a good reputation within the community.
- 83. Campus item 10: *Stephenville is a student friendly community.*

Tarleton SSI Challenges

- 34. I am able to register for classes I need with few conflicts.
- 21. The amount of student parking space on campus is adequate.
- 66. Tuition paid is a worthwhile investment.
- 25. Faculty are fair and unbiased in their treatment of individual students.
- 4. Admissions staff are knowledgeable.
- 17. Adequate financial aid is available for most students.
- 47. Faculty provide timely feedback about student progress in a course.

Tarleton SSI Challenges, continued

- 36. Security staff respond quickly in emergencies.
- 12. Financial aid awards are announced to students in time to be helpful in college planning.
- 5. Financial aid counselors are helpful.
- 28. Parking lots are well-lighted and secure.
- 11. Billing policies are reasonable.
- 73. Student activities fees are put to good use.

The image shows a close-up of a blue, textured surface, likely the cover or endpaper of an old book. The texture is grainy and uneven, with various shades of blue and green. There are faint, illegible markings and patterns scattered across the surface, which appear to be remnants of text or designs that have faded or been worn away. A small, dark, rectangular object, possibly a piece of tape or a small hole, is visible near the bottom center of the frame. The overall appearance is aged and worn.

Overall satisfaction



Likelihood to re-enroll



Tarleton 2012 SSI

Summary scores

Meeting expectations:

- Worse than expected: 8%
- About what I expected: 33%
- Better than I expected: 57%

Overall satisfaction:

- 67% satisfied / very satisfied (+17% somewhat)

Would you enroll if had to do over again?

- 69% probably or definitely yes (10% maybe)

Factors to enroll



Tarleton 2012 SSI Enrollment factors

Cost

Financial aid

Academic reputation

Campus appearance

Size of institution

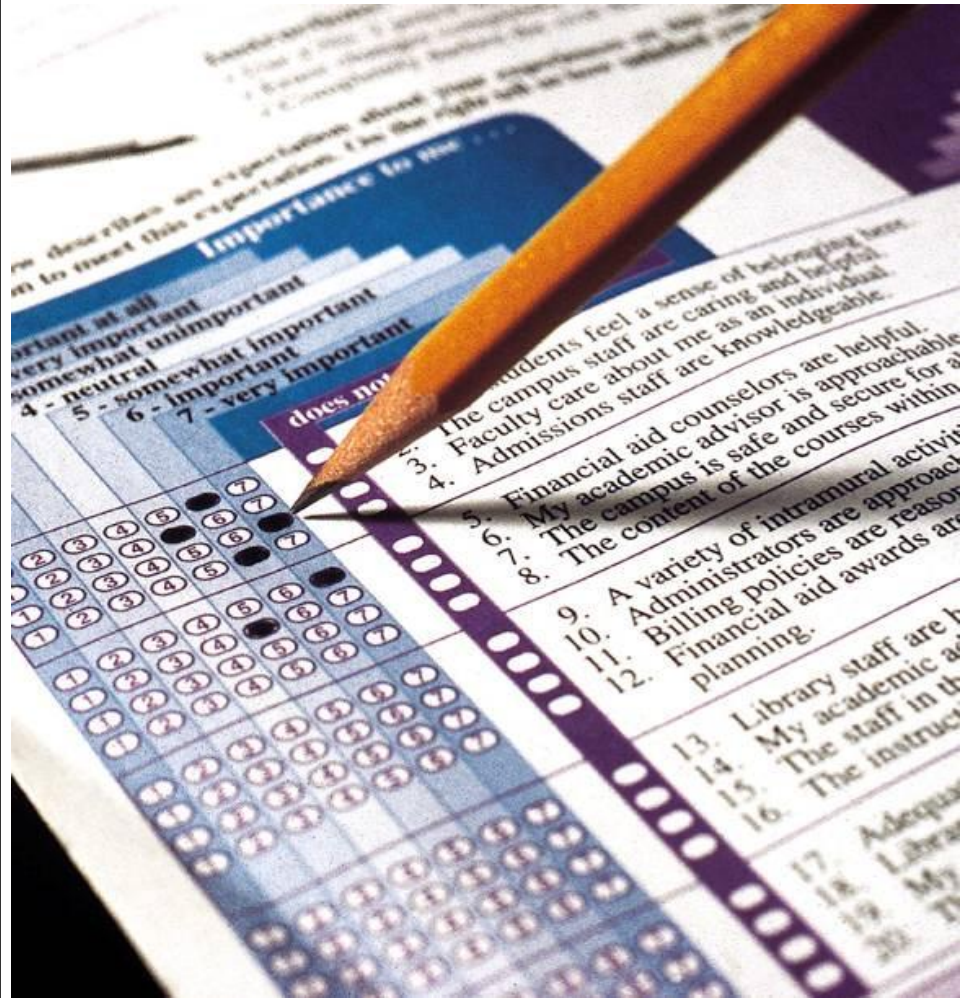
Personalized attention prior to enrolling

Geographic setting

Recommendations from family/friends

Opportunity to play sports

2010 to 2012 Student Satisfaction Inventory Comparison



2010 to 2012 Administration details: Tarleton State University

2010: Form A

- 1,057 surveys completed

2012: Form A

- 591 surveys completed

Note: 543 Adult
Student Priorities
Surveys completed
in 2012

Demographics



Tarleton 2010 to 2012 SSI Demographic Comparison

	2010	2012
Female	55%	56%
Traditional Age	92%	94%
White/Caucasian	81%	80%
Full Time	96%	97%
First Year	22%	26%
Second Year	30%	29%
Third Year	26%	28%
Fourth Year	22%	15%
Not Employed	40%	40%
Part-time off	37%	35%
Part-time on	11%	11%
Full-time off	9%	10%

	2010	2012
On-campus res.	29%	48%
Rent off	43%	31%
Own	15%	11%
Parents	10%	9%
Texas Res.	97%	96%
1st choice	64%	63%
2nd choice	27%	28%
3rd choice	8%	9%

Tarleton 2010 to 2012 SSI Scales Comparison

2010	2012
1. Academic Advising	1. Safety and Security
2. Safety and Security	2. Academic Advising
3. Instructional Effectiveness	3. Instructional Effectiveness
4. Registration Effectiveness	4. Student Centeredness
5. Student Centeredness	5. Registration Effectiveness
6. Campus Climate	6. Recruitment and Financial Aid
7. Recruitment and Financial Aid	7. Campus Climate
8. Campus Support Services	8. Concern for the Individual
9. Concern for the Individual	9. Campus Support Services
10. Service Excellence	10. Service Excellence
11. Campus life	11. Campus Life

2010 to 2012 Increase in Satisfaction, continued

- 2. The campus staff are caring and helpful.
- 17. Adequate financial aid is available for most students.
- 72. On the whole, the campus is well-maintained.
- 12. Financial aid awards are announced to students in time to be helpful in college planning.
- 5. Financial aid counselors are helpful.
- 59. This institution shows concern for students as individuals.
- 28. Parking lots are well-lighted and secure.
- 50. Class change (drop/add) policies are reasonable.

2010 to 2012 Decrease in Satisfaction

34. I am able to register for classes I need with few conflicts.

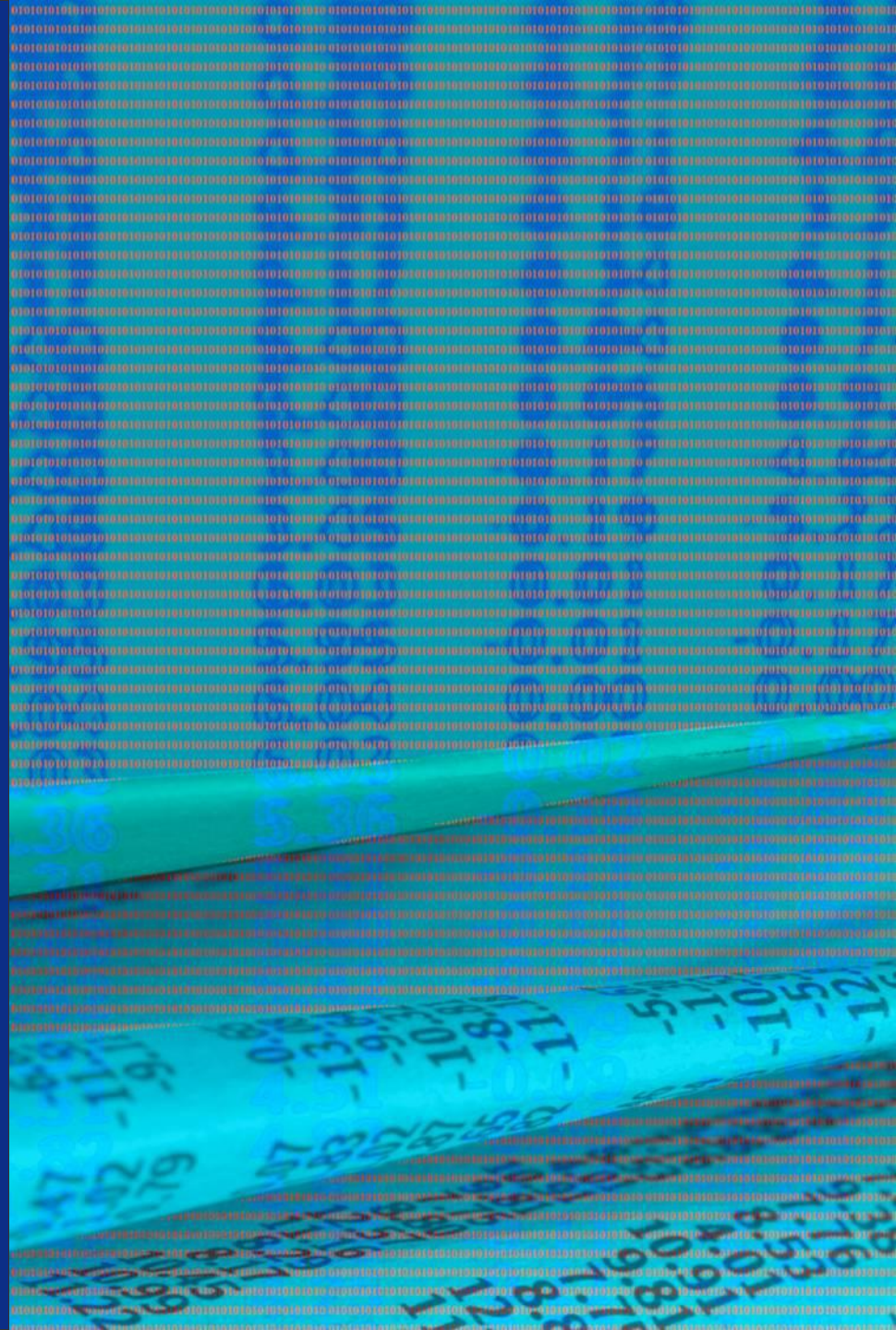
2010 to 2012 Increase in Importance

- 16. The instruction in my major field is excellent.
- 7. The campus is safe and secure for all students.
- 80. Campus item 7: *Tarleton provides ample opportunities for students to get involved outside the classroom.*
- 45. Students are made to feel welcome on this campus.
- 81. Campus item 8: *I am encouraged by faculty to think critically about information I am given in class.*
- 4. Admissions staff are knowledgeable.

2010 to 2012 Increase in Importance, continued

- 2. The campus staff are caring and helpful.
- 17. Adequate financial aid is available for most students.
- 12. Financial aid awards are announced to students in time to be helpful in college planning.
- 5. Financial aid counselors are helpful.
- 49. There are adequate services to help me decide upon a career.

Summary scores



Tarleton 2010 to 2012 SSI

Summary scores

		2010	2012
Meeting expectations			
	Worse than expected	11%	8%
	About what I expected	35%	33%
	Better than I expected	51%	57%
Overall satisfaction			
	satisfied / very satisfied	62%	67%
	somewhat	18%	17%
Would you enroll if had to do over again?			
	probably or definitely yes	68%	69%
	maybe	10%	10%

Factors to enroll

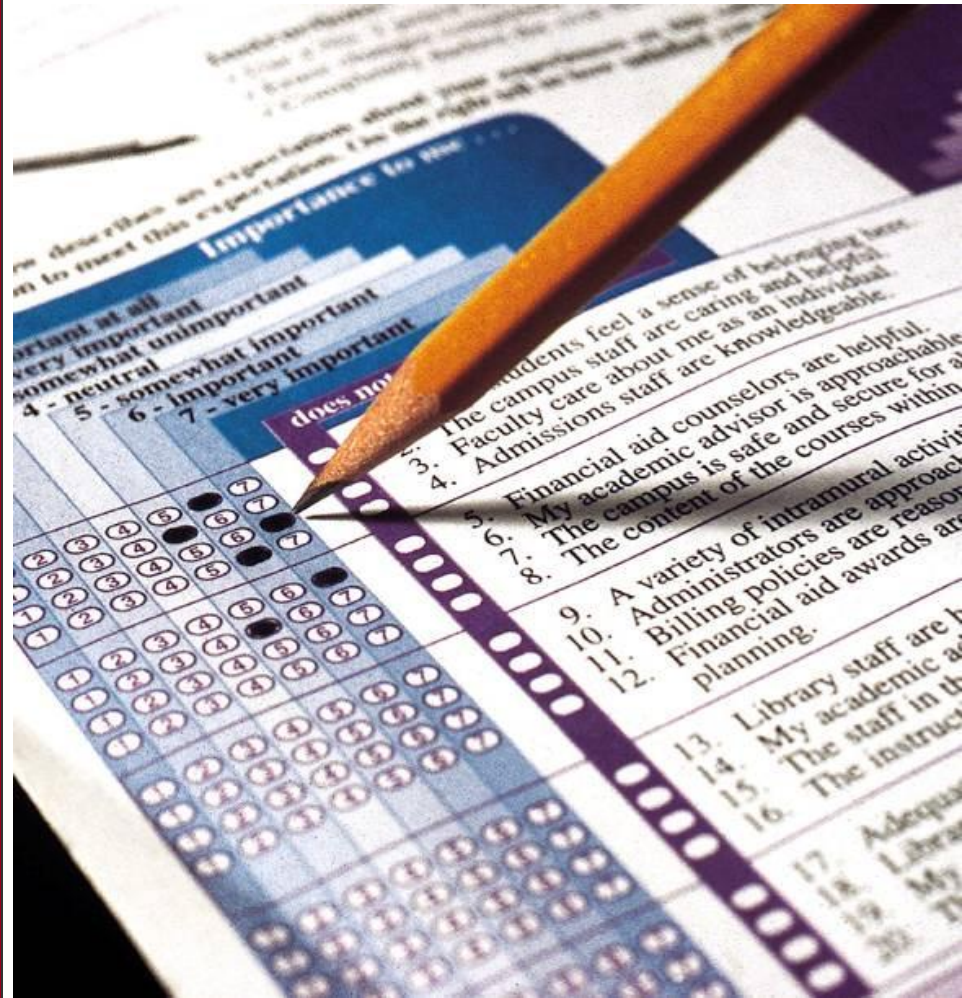


Tarleton 2012 SSI

Enrollment factors

2010	2012
Cost	Cost
Financial aid	Financial aid
Academic reputation	Academic reputation
Size of institution	Campus appearance
Geographic setting	Size of institution
Campus appearance	Personalized attention prior to enrolling
Personalized attention	Geographic setting
Recommendations	Recommendations from family/friends
Opportunities to play sports	Opportunity to play sports

2012 Adult Student Priorities Survey Results



2012 Administration details: Tarleton State University

Administered the Adult Student Priorities
Survey

543 surveys completed

– Spring 2012

The Instrument

- 50 General Items
- 9 'Factor to Enroll' Items

Demographics



Tarleton ASPS Demographics

Gender: 66% female; Age: 33% 24 & under

Ethnicity/Race: 67% White; 12% Hispanic; 10% African-American; 4% Asian; 3 % other; 4% prefer not to respond

Enrollment status: 70% full-time

Class level: 4% first year; 4% second year; 31% third year; 37% fourth year; 19% graduate

Employment: 50% full-time off campus; 25% part-time off campus; 20% not employed; 4% on campus;

Current residence: 46% own house; 37% rent; 16% with relatives

Permanent residence: 98% TX; 2% intl.

Day students: 36%; Evening: 63%

Tarleton ASPS Demographics, continued

Single: 46%; married with children: 25%; Married: 15%; Single with children: 11%

Goal=Bachelor's: 59%; Master's: 32%; Doctorate: 4%; Associates: 2%; Certification: 2%

Institutional choice: 72% first choice; 23% second choice; 5% third choice

Comparison
with the
National Group

You **VS** National

National Data Set

Adult Student Priorities Survey:

92,645 students

217 institutions

Between fall 2008 and spring 2011

Tarleton's ASPS National Comparison

Tarleton students were more satisfied than the national comparison group on five items:

- 4. The content of the courses within my major is valuable.
- 21. Tuition paid is a worthwhile investment.
- 24. There is a commitment to academic excellence at this institution.
- 44. When students enroll at this institution, they develop a plan to complete their degree.
- 31. I am able to register for classes by personal computer, fax, or telephone.

Tarleton's ASPS National Comparison

Tarleton students were less satisfied than the national comparison group on two items:

3. Classes are scheduled at times that are convenient for me.

16. I am able to register for classes I need with few conflicts.

Scales in Order of Importance



Areas of highest value to your students



ASPS Scales, Alphabetical

Academic Advising
Academic Services
Admissions and Financial Aid
Campus Climate
Instructional Effectiveness
Registration Effectiveness
Safety and Security
Service Excellence

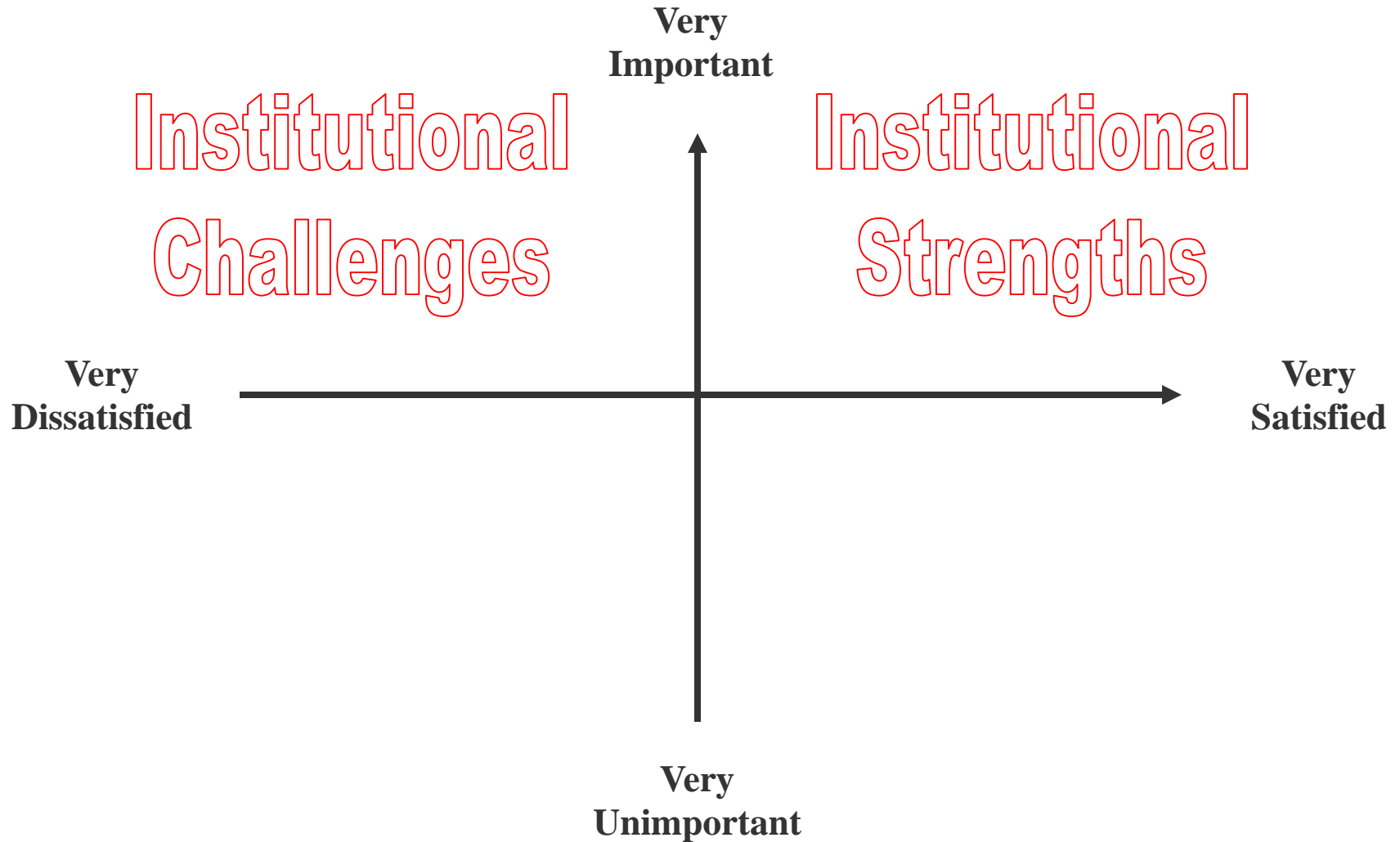
Tarleton ASPS Scales by Importance

Academic Advising
Instructional Effectiveness
Registration Effectiveness
Campus Climate
Safety and Security
Service Excellence
Admissions and Financial Aid
Academic Services

Strengths and challenges



Matrix for prioritizing action



Tarleton ASPS Strengths

- 4. The content of the courses within my major is valuable.
- 35. The quality of instruction I receive in my program is excellent.
- 42. Nearly all faculty are knowledgeable in their field.
- 41. Major requirements are clear and reasonable.
- 45. I am able to complete most of my enrollment tasks in one location.
- 24. There is a commitment to academic excellence at this institution.

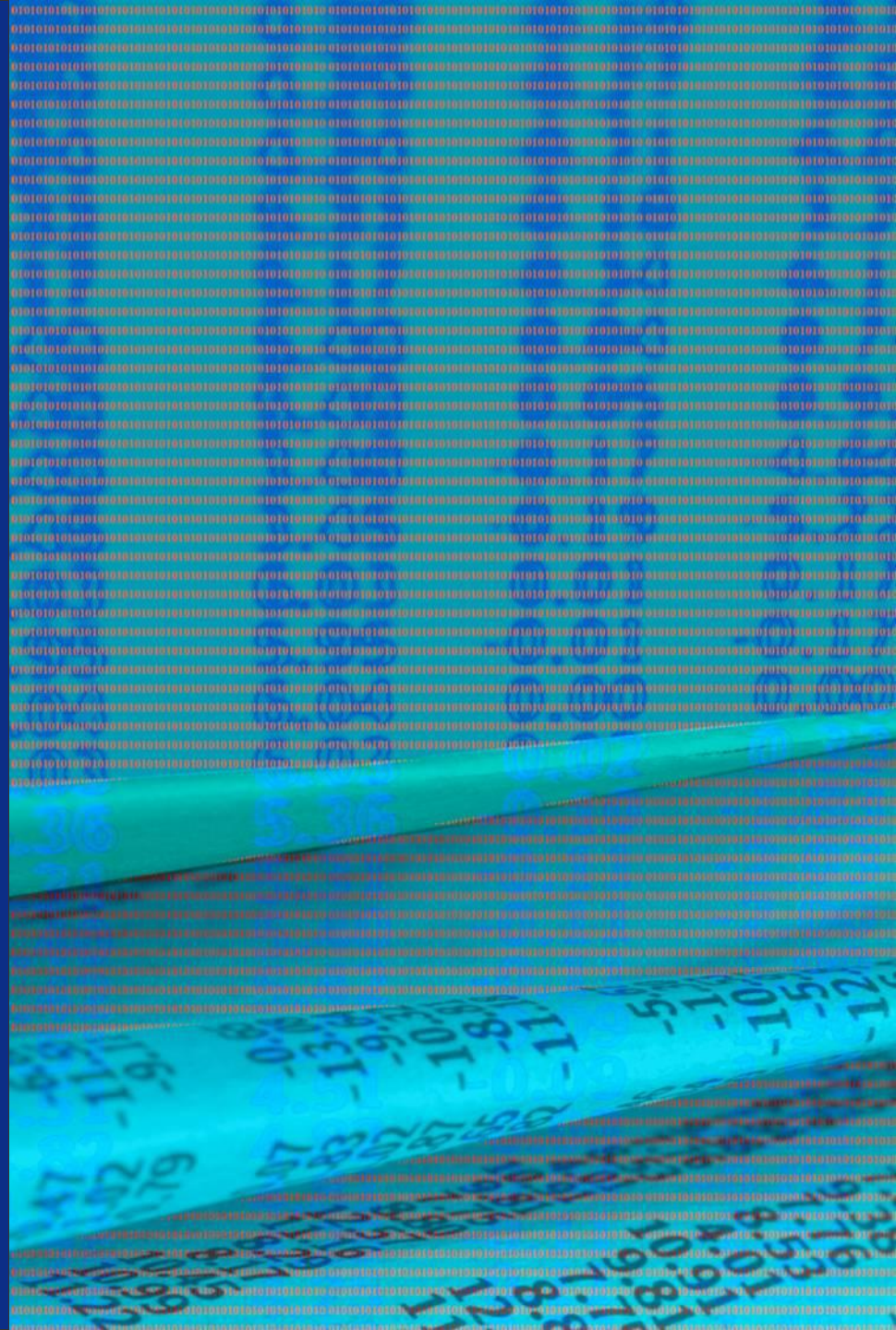
Tarleton ASPS Strengths, continued

- 44. When students enroll at this institution, they develop a plan to complete their degree.
- 5. Classroom locations are safe and secure for all students.
- 40. Faculty are usually available for adult students outside the classroom by phone, by e-mail or in-person.
- 28. My academic advisor is accessible by telephone and e-mail.
- 31. I am able to register for classes by personal computer, fax, or telephone.

Tarleton ASPS Challenges

- 3. Classes are scheduled at times that are convenient for me.
- 16. I am able to register for classes I need with few conflicts.
- 49. There are sufficient options within my program of study.
- 29. I seldom get the "run-around" when seeking information at this institution.
- 50. My advisor helps me apply my academic major to specific career goals.

Summary scores



Tarleton ASPS

Summary scores

Meeting expectations:

- Worse than expected: 9%
- About what I expected: 33%
- Better than I expected: 54%

Overall satisfaction:

- 69% satisfied / very satisfied (+13% somewhat)

Would you enroll if had to do over again?

- 75% probably or definitely yes (7% maybe)

Tarleton ASPS

Enrollment factors

77. Campus location (close to home/work) as factor in decision to enroll.

71. Cost as factor in decision to enroll.

78. Availability of evening/weekend courses as factor in decision to enroll.

72. Financial aid/scholarship opportunities as factor in decision to enroll.

73. Academic reputation as factor in decision to enroll.

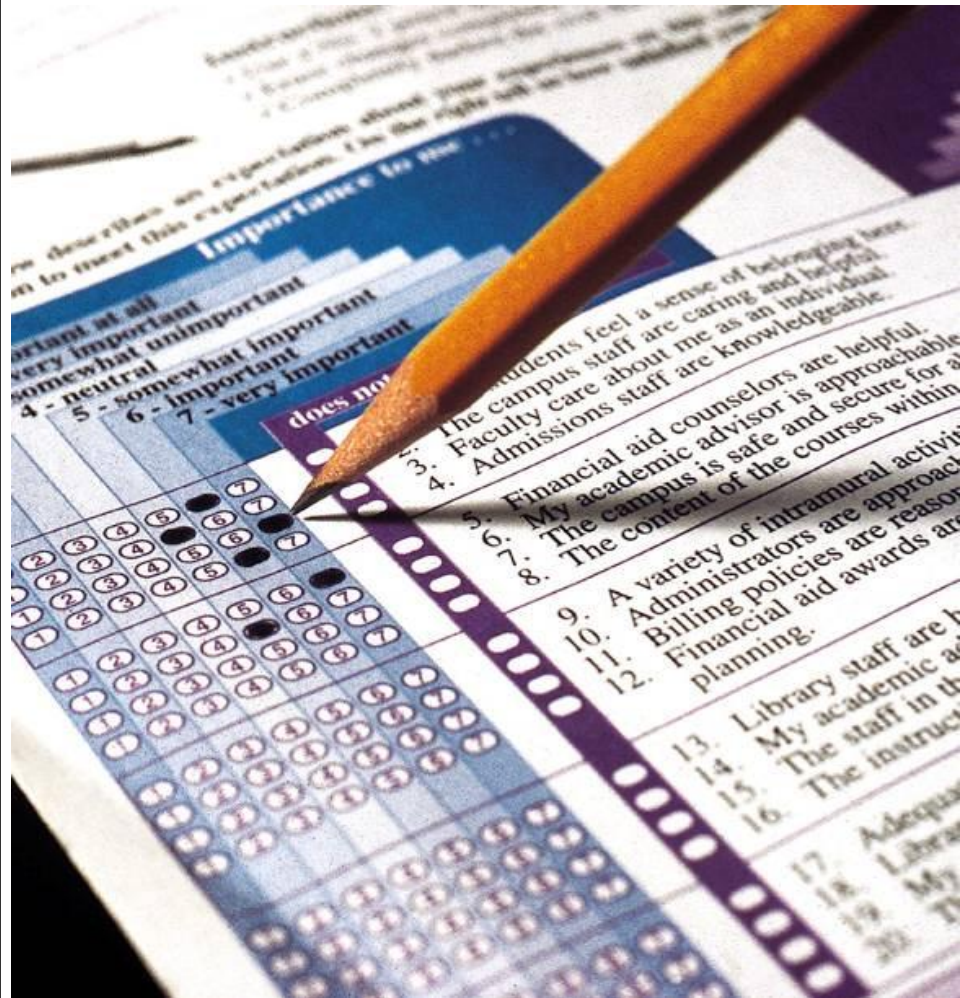
75. Future employment opportunities as factor in decision to enroll.

79. Personalized attention prior to enrollment as factor in decision to enroll.

76. Recommendations from family/friends/employer as factor in decision to enroll.

74. Size of institution as factor in decision to enroll.

Implications



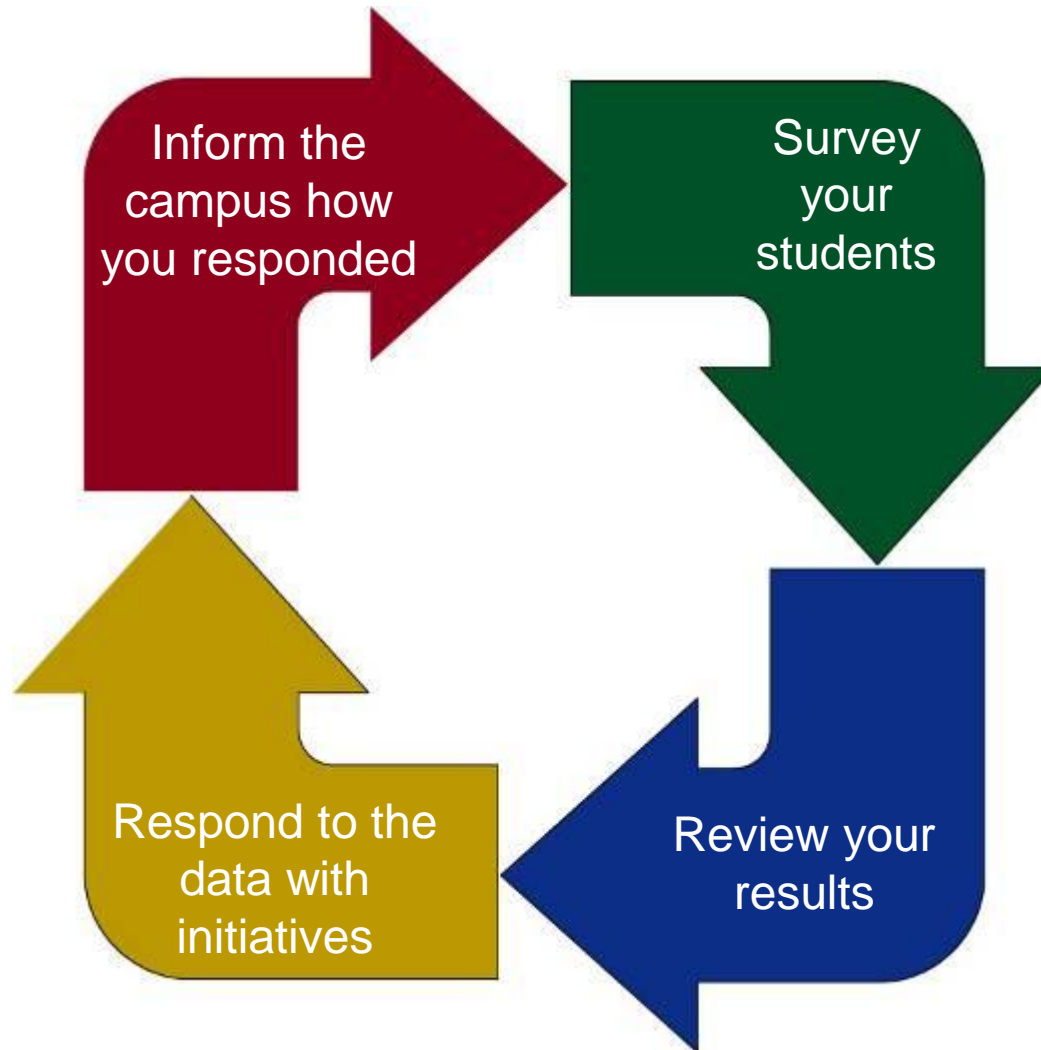
Three key ways to respond to the data

- Changing perceptions with information
- Easy, immediate response items
- Longer term strategic plan items

Focus groups



Systematic assessment



Questions?





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The logo features a red swoosh that starts above the dot of the 'i' in 'Levitz' and curves upwards and to the right, ending above the 'z'.

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