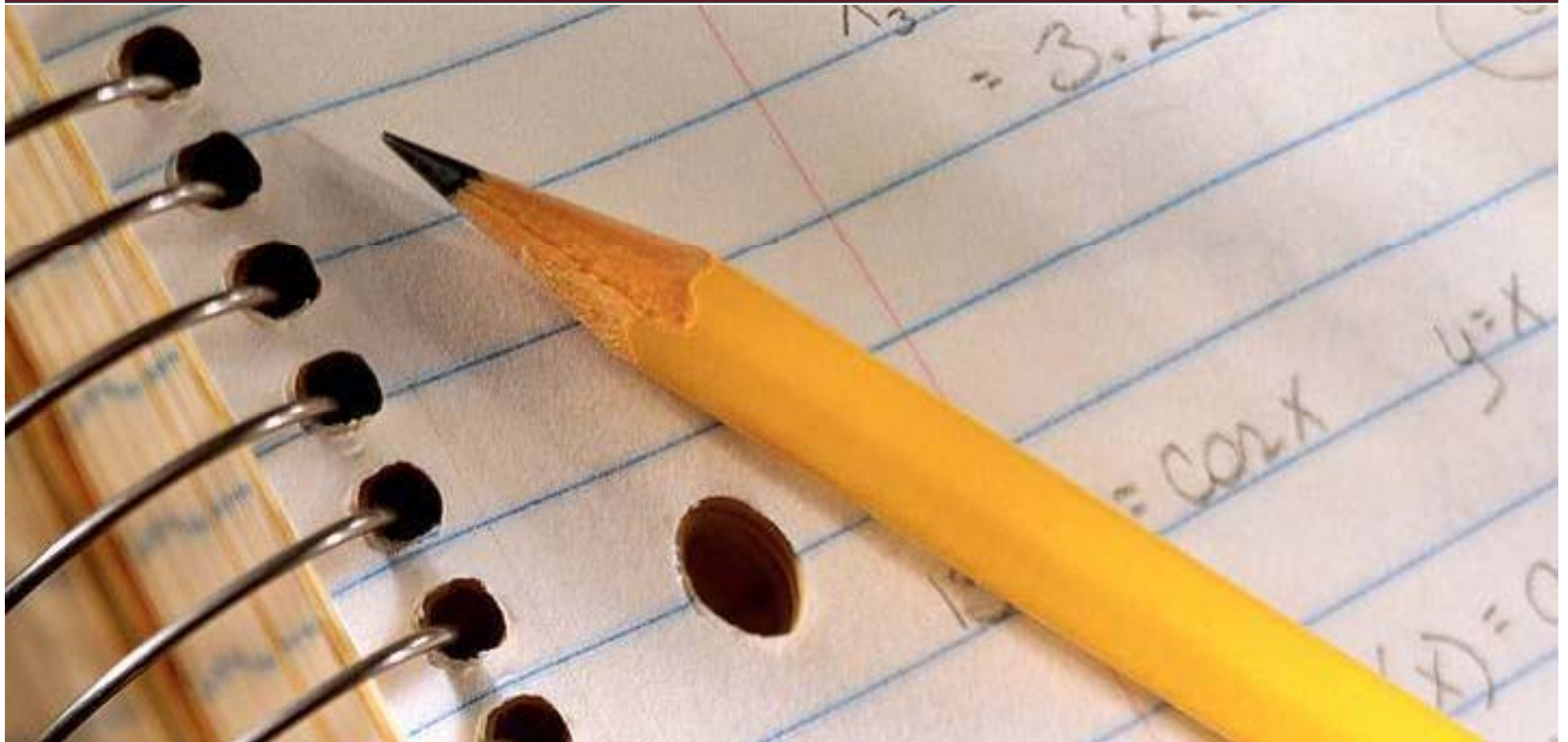


Using Student Satisfaction Assessment to Prioritize Your Retention Agenda

To best serve students, you must understand how satisfied your students are with their educational experience within the context of what your students value most



By systematically assessing student satisfaction and levels of importance, you can focus limited resources in the areas that matter most to students



The SSI assesses
the student
experience inside
and outside of the
classroom



The Student Satisfaction Inventory from Noel-Levitz

Each item below describes an expectation about your institution to meet this expectation. Use the right-hand column to indicate how important it is to you.

	1 - not important at all	2 - not very important	3 - somewhat unimportant	4 - neutral	5 - somewhat important	6 - important	7 - very important
1. The campus staff are caring and helpful.	1	2	3	4	5	6	7
2. Faculty care about me as an individual.	1	2	3	4	5	6	7
3. Admissions staff are knowledgeable.	1	2	3	4	5	6	7
4. Financial aid counselors are helpful.	1	2	3	4	5	6	7
5. My academic advisor is approachable.	1	2	3	4	5	6	7
6. The campus is safe and secure for all students.	1	2	3	4	5	6	7
7. The content of the courses within my major is helpful.	1	2	3	4	5	6	7
8. A variety of intramural activities are available.	1	2	3	4	5	6	7
9. Administrators are approachable.	1	2	3	4	5	6	7
10. Billing policies are reasonable.	1	2	3	4	5	6	7
11. Financial aid awards are announced in a timely manner.	1	2	3	4	5	6	7
12. Library staff are helpful.	1	2	3	4	5	6	7
13. My academic advisor is helpful.	1	2	3	4	5	6	7
14. The staff in the health center are helpful.	1	2	3	4	5	6	7
15. The instruction in my major is helpful.	1	2	3	4	5	6	7
16. Adequate financial resources are available.	1	2	3	4	5	6	7

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 students.

8. The content of the courses within my major is helpful.

9. A variety of intramural activities are available.

10. Administrators are approachable.

11. Billing policies are reasonable.

12. Financial aid awards are announced in a timely manner.

13. Library staff are helpful.

14. My academic advisor is helpful.

15. The staff in the health center are helpful.

16. Adequate financial resources are available.

Web administration via e-mail invitation



Campus-defined items



Each item below describes an expectation about your experiences on this campus.

On the *left*, tell us how important it is for your institution to meet this expectation.

On the *right*, tell us how satisfied you are that your institution has met this expectation.

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

does not apply

...My level of satisfaction

- not available/not satisfied - 7
- very satisfied - 6
- satisfied - 5
- somewhat satisfied - 4
- neutral - 3
- somewhat dissatisfied - 2
- not very satisfied - 1
- not satisfied at all - 0

Importance to me...								...My level of satisfaction							
1	2	3	4	5	6	7	does not apply	1	2	3	4	5	6	7	
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This is a comprehensive assessment

- Academic Advising
- Campus Climate
- Campus Services
- Instructional Effectiveness
- Recruitment and Financial Aid
- Registration Effectiveness
- Safety and Security
- Student Centeredness

You can prioritize your responses based on your students' perceptions

Importance — Satisfaction

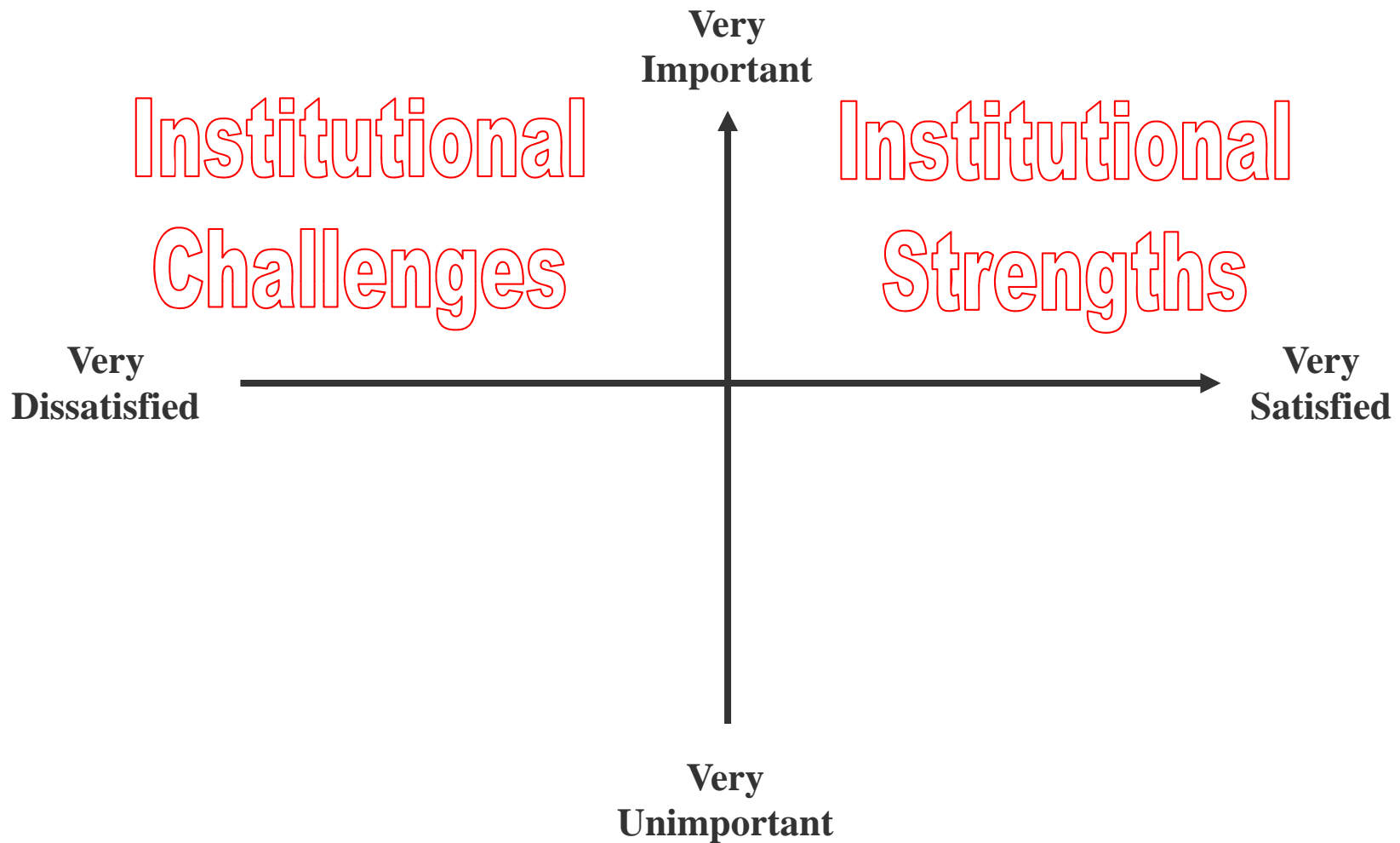
= Performance Gap

Importance
↑ ↓
Satisfaction

Importance
↑ ↓
Satisfaction

	Austin Community College			National Group			
Scale	Import	Satis	Gap	Import	Satis	Gap	Difference
Campus Services	6.30	5.73	0.57	6.07	5.38	0.69	0.35
Campus Climate	6.45	5.71	0.74	6.11	5.41	0.70	0.30
Registration Effectiveness	6.60	5.76	0.93	6.24	5.38	0.86	0.29
Instructional Effectiveness	6.48	5.65	0.83	6.21	5.43	0.22	0.22
Student Centeredness	6.40	5.53	0.87	6.06	5.30	0.76	0.23
Academic Advising Effectiveness	6.35	5.23	1.12	6.20	5.24	0.96	-0.01
Admissions and Financial Aid Effectiveness	6.23	5.23	1.00	5.92	4.99	0.93	0.24
Safety and Security	6.41	5.15	1.26	6.10	4.98	1.12	0.17

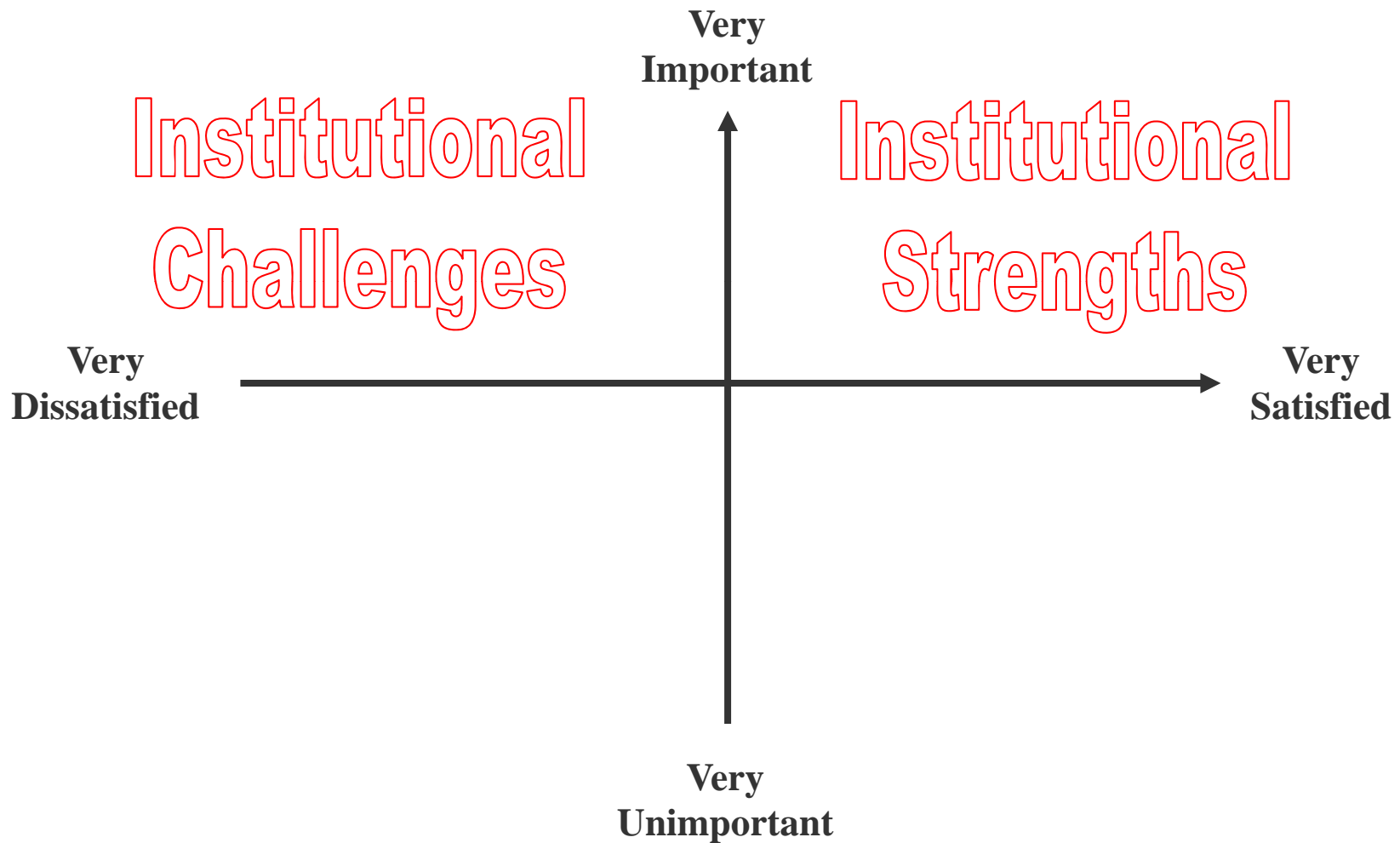
Matrix for prioritizing action



ACC SSI Strengths

1. Tuition paid is a worthwhile investment.
2. I can find up-to-date, accurate major/program or departmental information on the college web site.
3. I have access to computers when needed.
4. The campus is safe and secure for all students.
5. This campus provides online access to services I need.
6. There are convenient ways to pay my school bill.
7. Faculty are usually available outside of class (during office hours, by phone, or by e-mail).
8. I am encouraged by faculty to think critically and to analyze information I am given in class or read in course material.
9. Campus police treat students with respect and fairness.
10. Coursework is challenging and demands my best effort.

Matrix for prioritizing action



ACC SSI Challenges

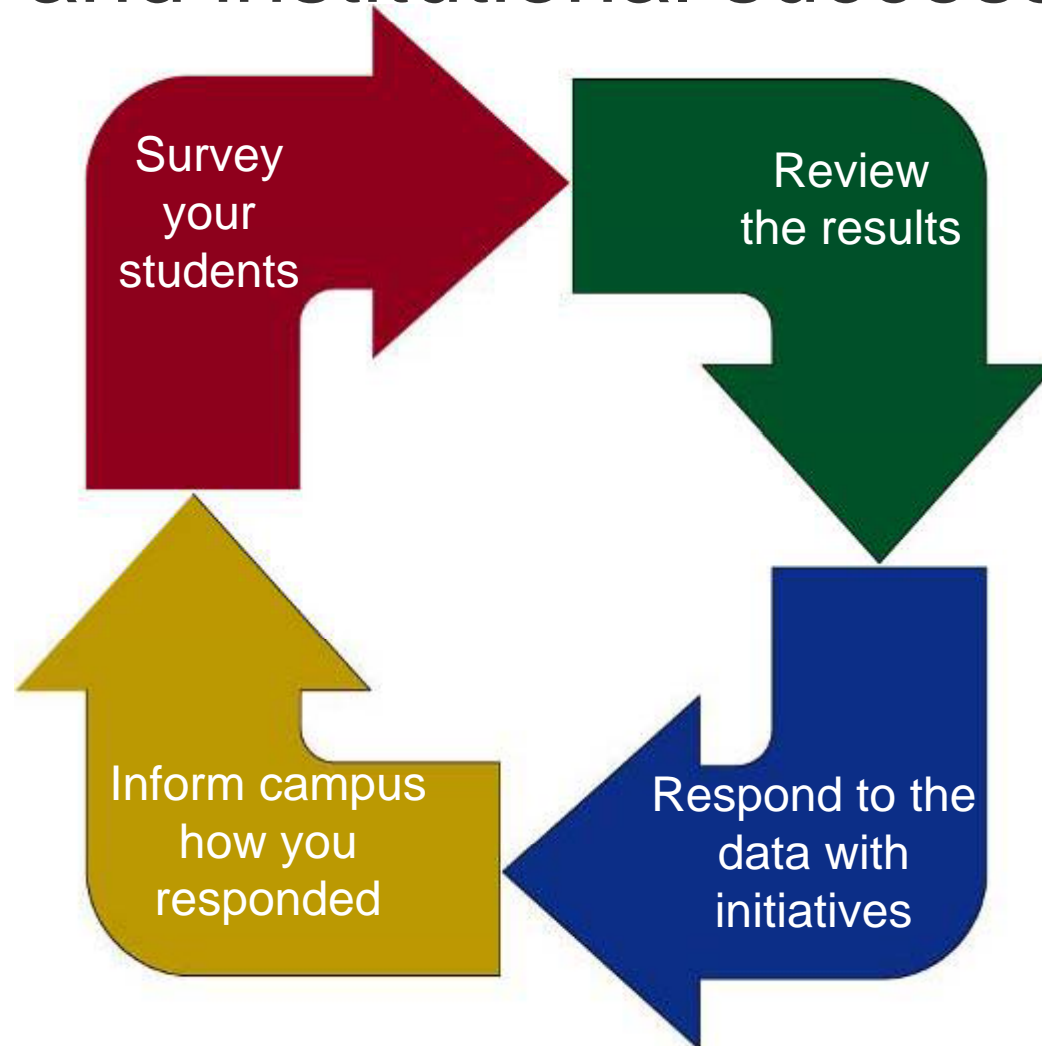
1. The quality of instruction I receive in most of my classes is excellent.
2. Classes are scheduled at times that are convenient for me.
3. I am able to register for classes I need with few conflicts
4. There are sufficient courses within my program of study available each term.
5. My academic advisor is knowledgeable about my program requirements.
6. The amount of student parking space on campus is adequate.
7. My academic advisor is knowledgeable about transfer requirements of other schools.
8. I seldom get the “run-around” when seeking information on this campus.

- The SSI asked, “So far, how has your college experience met your expectation?” Fifty-three percent (53%) of ACC respondents indicated that their experience was better than expected.
- The SSI asked students to, “Rate your overall satisfaction with your experience here thus far.” Eighty-five percent (85%) expressed satisfaction with their experience.
- The SSI asked, “All in all, if you had to do it all over, would you enroll here again?” Eighty-eight percent (88%) replied that they would enroll at ACC again.

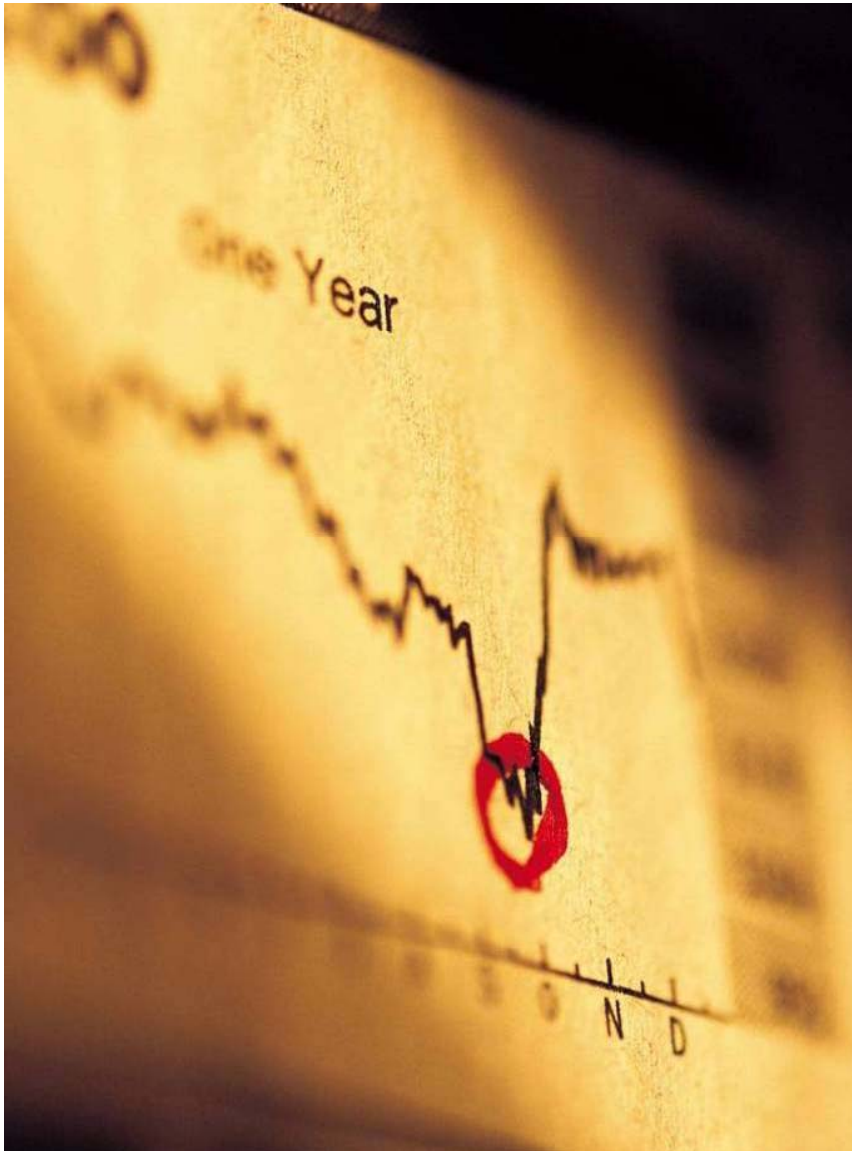
Raw data for additional internal analysis



Taking action as a result of the data is critical to improving student satisfaction and institutional success

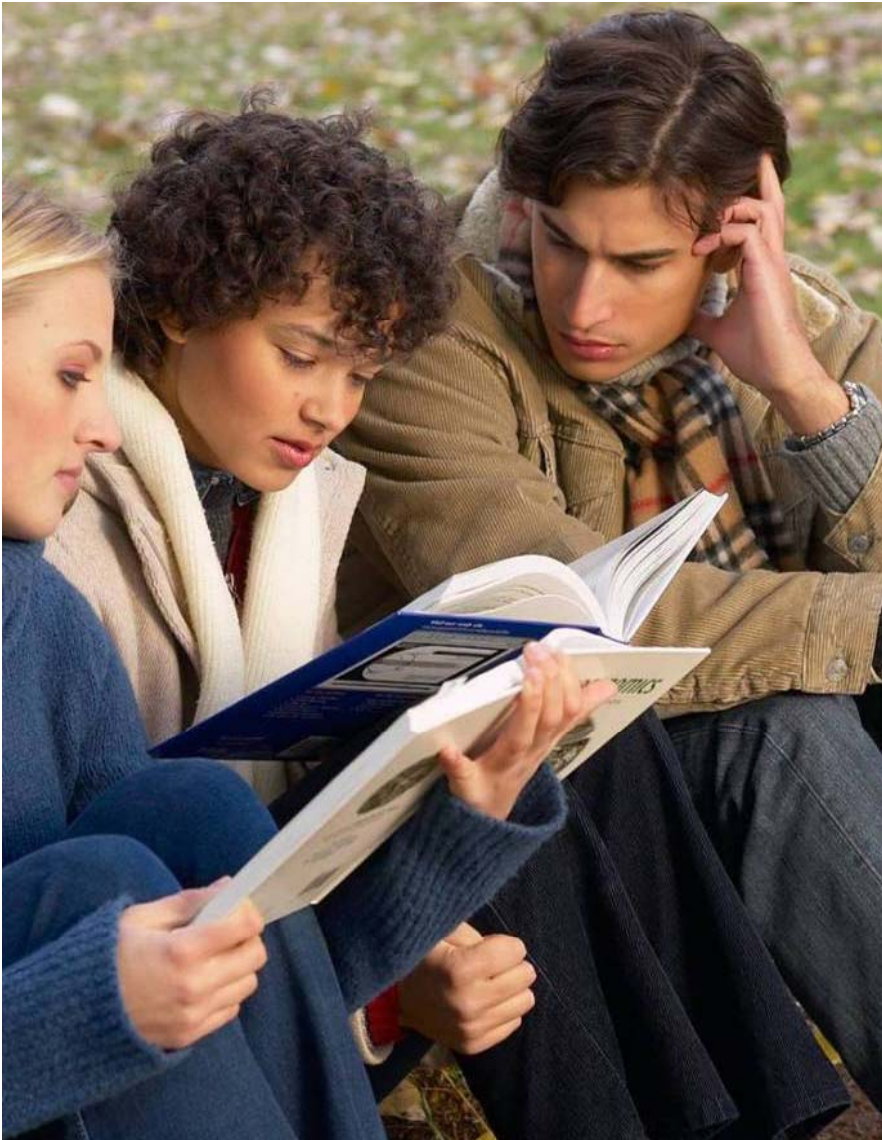


Strategic plan



- Utilized in the progress reports that we update each year
- Helped identify key areas that needed attention
- Provided comparative information with like schools across the nation

University initiatives



- Strategic Plan
- Academic Quality Improvement Program (Higher Learning Commission accreditation program)
- Recruitment Initiative
- Retention Initiative

Higher satisfaction

- The campus staff are caring and helpful.
- Faculty provide timely feedback about my academic progress.
- My academic advisor is knowledgeable about requirements in my major.
- My academic advisor helps me set goals to work toward

