



Noel-Levitz Student Satisfaction Inventory

Executive Summary

Spring 2008

The Office of Institutional Effectiveness and Accountability

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In spring 2008, Austin Community College administered the Noel-Levitz Student Satisfaction Inventory (SSI) to determine what aspects of college life matter most to students and how satisfied students are with them.

The SSI assessed the importance that students place on and their satisfaction with

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

The Survey Instrument and Administration

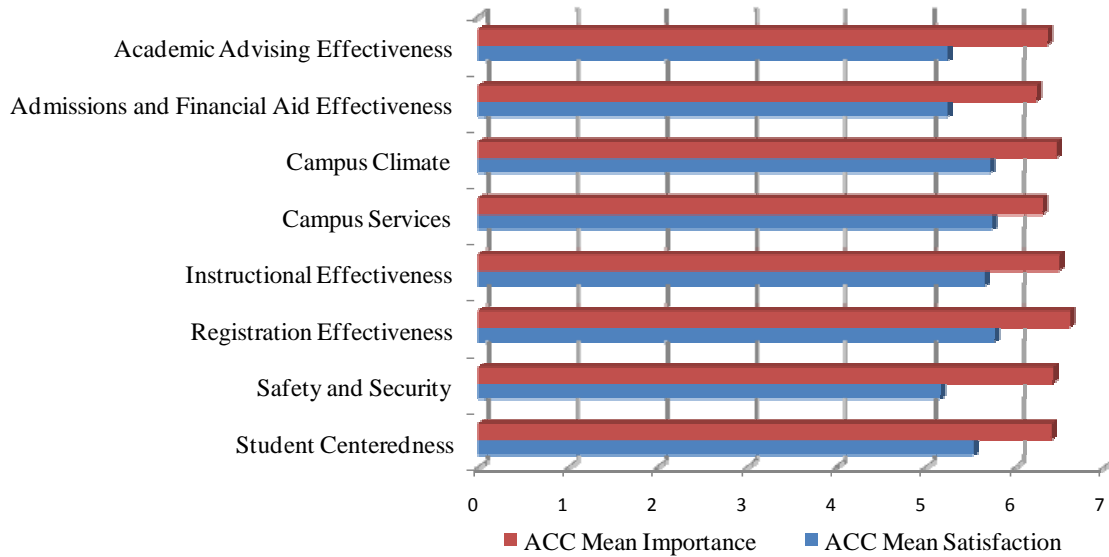
- SSI had 58 items assessing the 8 Scales above
- For comparison, SSI reported National Group Means based on 237,524 records
- E-mail invitations to participate went to 26,647 ACC students
- 4,977 ACC students completed the web-based survey
- The response rate was 18.7%
- Respondents tended to be more female, full-time, and somewhat older than the general student population

How to Interpret SSI Outcomes

- Students rated Importance on a 1 – 7 Likert scale, with 7 being highest
- Students rated Satisfaction on a 1 – 7 Likert scale, with 7 being highest
- Mean Importance and Mean Satisfaction were calculated for each of the 58 survey items
- Mean Importance – Mean Satisfaction = Gap was calculated for each item
- Gap is the discrepancy between students' perceived importance and satisfaction with aspects of college life

SSI Outcomes

- The Noel-Levitz literature reports and the Nation Group data show that students typically rate importance higher than satisfaction, creating a positive Gap
- Graph 1: Austin Community College SSI Importance Means, Satisfaction Means, and Gap (as indicated by difference in length of the paired lines).



Noel-Levitz Institutional Strengths

- SSI Strengths are specific survey items which ACC students identified as important and for which they also expressed satisfaction
- SSI Strengths listed in descending order of importance
 - I have access to computers when needed
 - There are convenient ways to pay my bill
 - Coursework is challenging and demands my best effort
 - The campus provides online access to services I need
 - Campus police treat students with respect and fairness
 - Faculty are usually available outside of class (during office hours, by phone, or by e-mail)
 - I am encouraged by faculty to think critically and to analyze information I am given in class or read in course material

- The campus is safe and secure for all students
- Tuition paid is a worthwhile investment
- I can find up-to-date, accurate major/program or departmental information on the college website

Uses of SSI Institutional Strengths

1. Outcomes assessment for instructional and non-instructional program review
2. Guidance for recruitment and media materials

Noel-Levitz Institutional Challenges

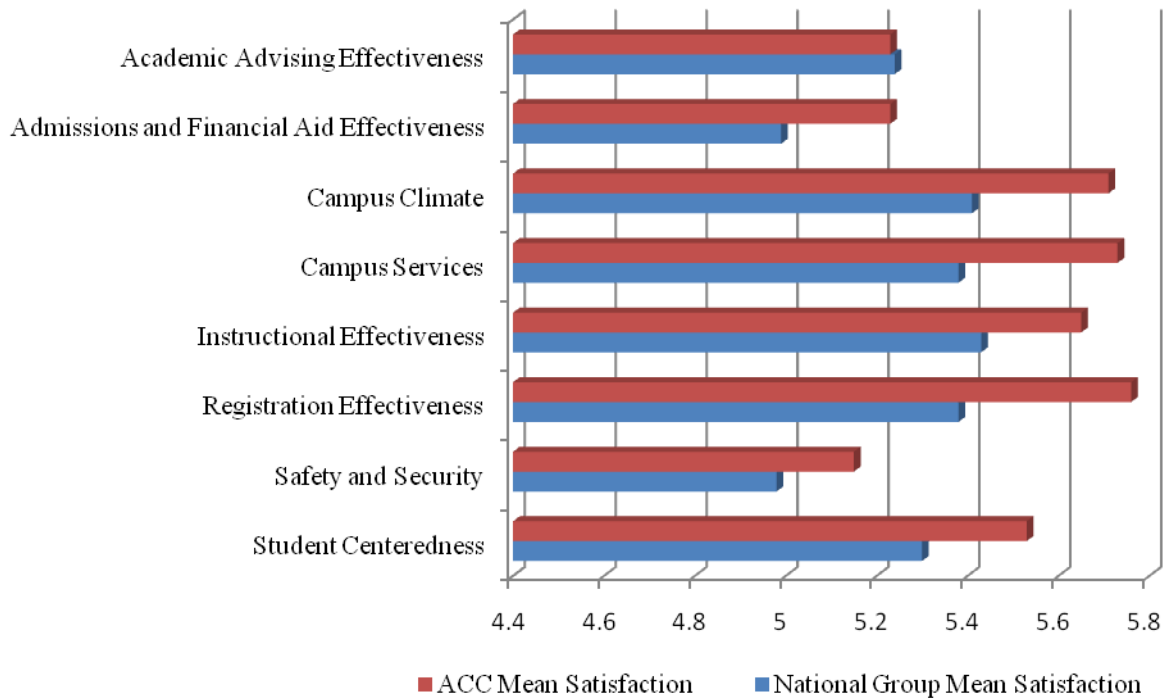
- SSI Challenges are specific survey items which ACC students identified as important but for which they expressed lower levels of satisfaction
- SSI Challenges in descending order of importance
 - The amount of parking space on campus is adequate
 - There are sufficient courses within my program of study available each term
 - My academic advisor is knowledgeable about transfer requirements of other schools
 - I seldom get the “run-around” when seeking information on this campus
 - Classes are scheduled at times that are convenient for me
 - My academic advisor is knowledgeable about my program requirements
 - I am able to register for class I need with few conflicts
 - The quality of instruction I receive in most of my classes is excellent

Uses of SSI Institutional Challenges

1. To be responded to in order to improve satisfaction to increase enrollment, retention and graduation rates
2. Outcomes assessment for instructional and non-instructional program review
3. To inform goal-setting, planning, and Master Planning processes

National Comparisons

- ACC students expressed significantly higher levels of satisfaction than students in the National Group on 7 of the 8 Scales. ACC trails only on Academic Advising Effectiveness. The difference is statistically insignificant but it does show that ACC is not a leader in this Scale.
- Table 2: ACC and National Group Mean Satisfaction score



College-wide Ratings

- 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.

Additional Resources

[The Student Satisfaction Inventory Interpretive Guide](#)

Includes

- Description of the Student Satisfaction Inventory
- In-depth Description of Scales
- Reliability and Validity measures

[The Austin Community College SSI HTML Reports](#)

From the drop-down box you may select, sort, or print

- Austin Community College Strategic Planning Overview
 - Lists SSI Strengths and Challenges
 - Benchmarks comparing ACC to National Group
- Item Report
 - Individual analysis of the all 58 survey items
- Scale Report
 - Analysis of the 8 survey Scales
- Austin Community College Institutional Summary
 - Importance Means, Satisfaction Means, Gaps,
 - Mean Differences for ACC and the National Group
- Demographics