



Noel-Levitz Student Satisfaction Inventory

Executive Summary

Spring 2011

The Office of Institutional Effectiveness and Accountability

**Noel Levitz Student Satisfaction Inventory (SSI)  
Preliminary Summary  
Spring 2011**

In spring 2011, 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**

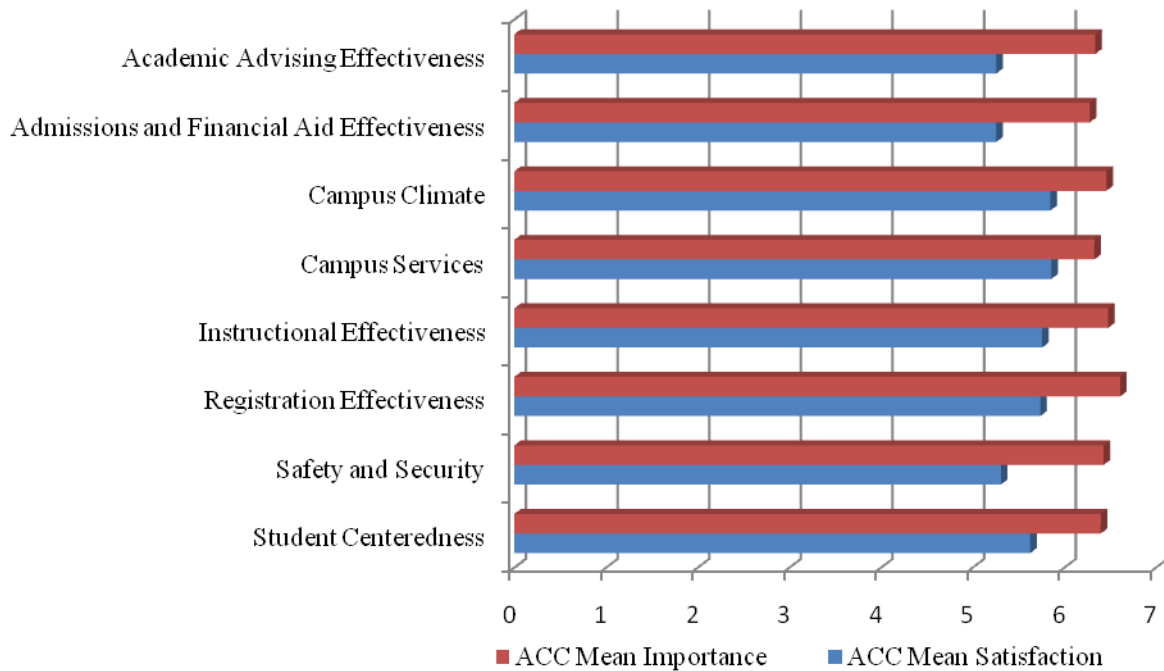
- SSI had 58 items assessing the 8 Scales above.
- For comparison, SSI reported National Group Means based on 178,116 records.
- E-mail invitations to participate went to 45,357 ACC students.
- 3,372 ACC students completed the web-based survey.
- The response rate was 7%.
- Respondents tended to be more female, fulltime students.

**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 survey items which ACC students identified as being high in importance to them and for which they also expressed also high satisfaction. The strengths are listed in descending order of importance.

- SSI Strengths (listed in order of mean ratings of importance by students)
  1. Tuition paid is a worthwhile investment.
  2. I can find up-to-date, accurate major/program or departmental information on the college website
  3. The campus is safe and secure for all students.
  4. This campus provides online access to services I need.
  5. There are convenient ways of paying my school bill.
  6. Faculty are usually available to students outside of class (during office hours, by phone, or by e-mail).
  7. Students are made to feel welcome here.
  8. Coursework is challenging and demands my best effort.

9. Campus police treat students with fairness and respect.
10. Computer labs are adequate and accessible.

#### **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 with a large performance gap that is items which ACC students identified as being of high importance to them, but items for which they expressed lower levels of satisfaction.

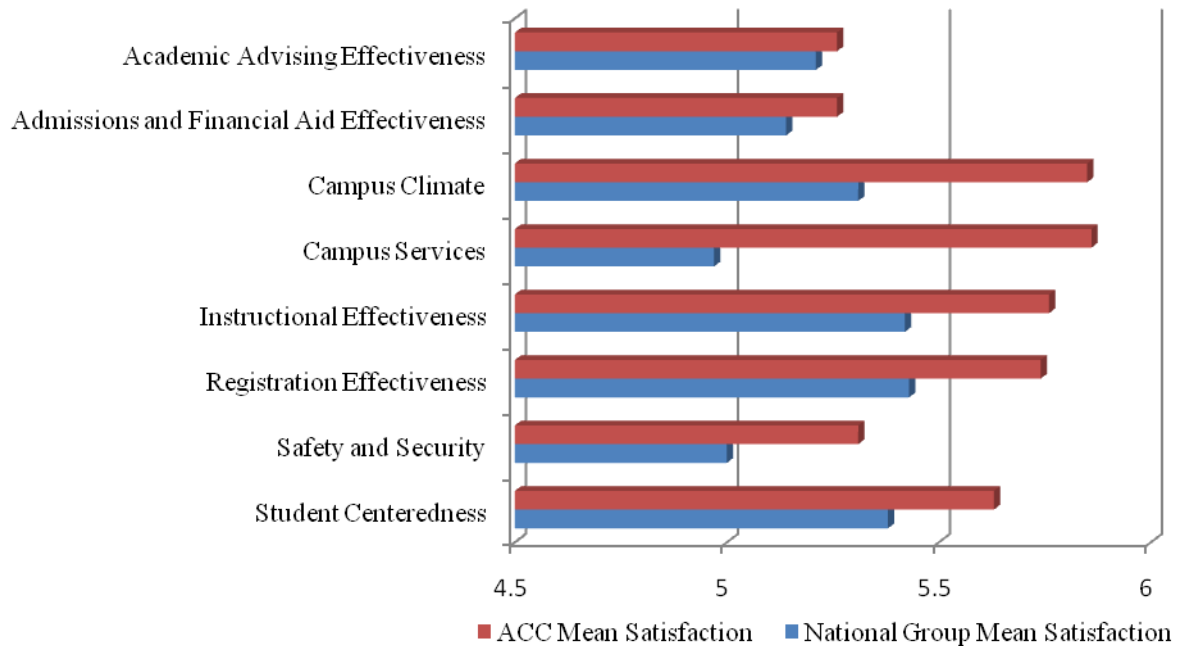
- SSI Challenges (listed in order of mean ratings of importance by students)
  1. The quality of instruction I receive in most of my classes is excellent.
  2. Classes are scheduled at times that are convenient for me.
  3. I am able to register for class I need with few conflicts.
  4. There are sufficient courses within my program of study available each term.
  5. My academic advisor is knowledgeable about my program requirements.
  6. The amount of parking space on campus is adequate.
  7. I seldom get the “run-around” when seeking information on this campus.
  8. My academic advisor is knowledgeable about transfer requirements of other schools.
  9. This insitution helps me to identify resources to finance my education.

#### **Uses of SSI Institutional Challenges**

1. To improve satisfaction as a way 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 has only a marginally higher level of satisfaction in Academic Advising Effectiveness.
- Table 2: ACC and National Group Mean Satisfaction score



## College-wide Ratings

- **College Expectation:** The SSI asked, “So far, how has your college experience met your expectation?” Fifty-seven percent (57%) of ACC respondents indicated that their experience was better than expected, representing a 7 percentage point improvement over the Spring 2008 survey administration.
- **Overall Satisfaction:** The SSI asked students to, “Rate your overall satisfaction with your experience here thus far.” Eighty-five percent (85%) expressed satisfaction with their experience, matching the 85% satisfaction rate of Spring 2008.
- **Enroll Again:** The SSI asked, “All in all, if you had to do it all over, would you enroll here again?” Eighty-nine percent (89%) replied that they would enroll at ACC again, representing a 1 percentage point improvement over Spring 2008.

## **Trends**

The Noel Levitz Survey was previously administered in Spring 2008. As a whole, satisfaction has increased compared to the 2008 survey results. However, such results should be viewed with caution given the lower response rate in 2011 compared to 2008.

### **Higher Satisfaction in Spring 2011 vs. Spring 2008** (listed in order of mean ratings of importance by students)

1. The quality of instruction I receive in most of my classes is excellent. (5.81 vs. 5.68)
2. Tuition paid is a worthwhile investment. (6.08 vs. 5.90)
3. I can find up-to-date, accurate major/program or departmental information on the college web site. (5.97 vs. 5.82)
4. The campus is safe and secure for all students. (6.11 vs. 5.89)
5. Faculty are fair and unbiased in their treatment of individual students. (5.89 vs. 5.77)
6. This campus provides online access to services I need. (6.20 vs. 6.03)
7. Faculty provide timely feedback about my academic progress. (5.68 vs. 5.60)
8. There are convenient ways of paying my school bill. (6.33 vs. 6.05)
9. I am able to take care of college related business at times that are convenient for me. (5.70 vs. 5.59)
10. Faculty are usually available to students outside of class (during office hours, by phone, or by email) (6.09 vs. 5.92)
11. I seldom get the “run-around” when seeking information on this campus. (5.37 vs. 5.25)
12. My academic advisor is knowledgeable about transfer requirements of other schools. (5.30 vs. 5.19)
13. The campus staff are caring and helpful. (5.72 vs. 5.64)
14. The equipment in lab facilities is kept up to date. (5.93 vs. 5.74)
15. Students are made to feel welcome here. (5.99 vs. 5.85)
16. Coursework is challenging and demands my best effort. (6.10 vs. 5.94)

### **Lower Satisfaction in Spring 2011 vs. Spring 2008**

17. I am able to register for the classes I need with few conflicts. (5.43 vs. 5.51)