



Noel-Levitz Student Satisfaction Inventory

Executive Summary

Spring 2008

The Office of Institutional Effectiveness and Accountability

# **Noel Levitz Student Satisfaction Inventory**

## **Executive Summary**

### **Spring 2008**

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**

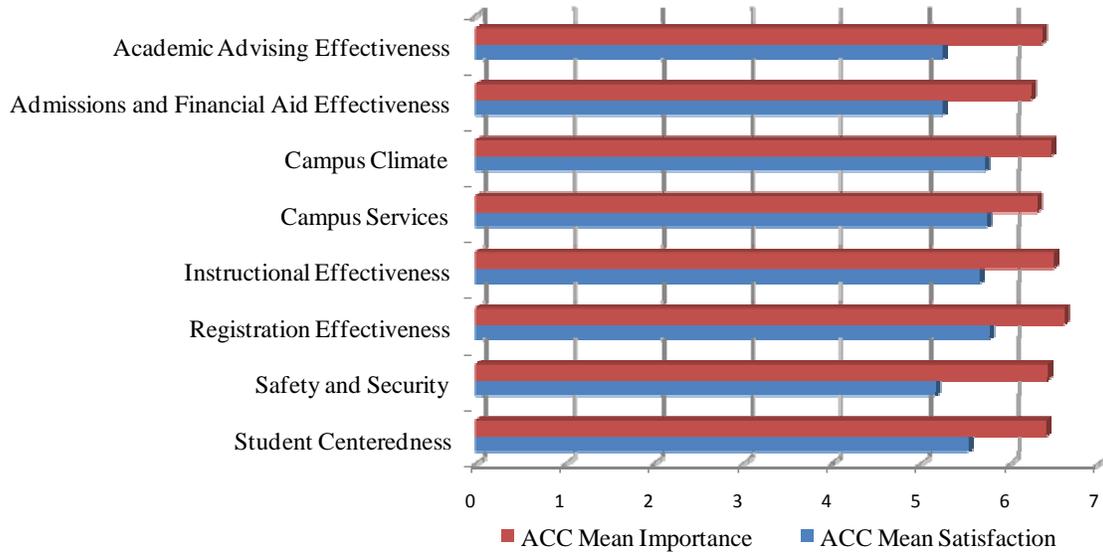
- SSI had 58 items assessing the 8 Scales above
- For comparison, SSI reported National Group Means based on 237,524 records
- E-mail invitations to participate went to 26,647 ACC students
- 4,977 ACC students completed the web-based survey
- The response rate was 18.7%
- Respondents tended to be more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

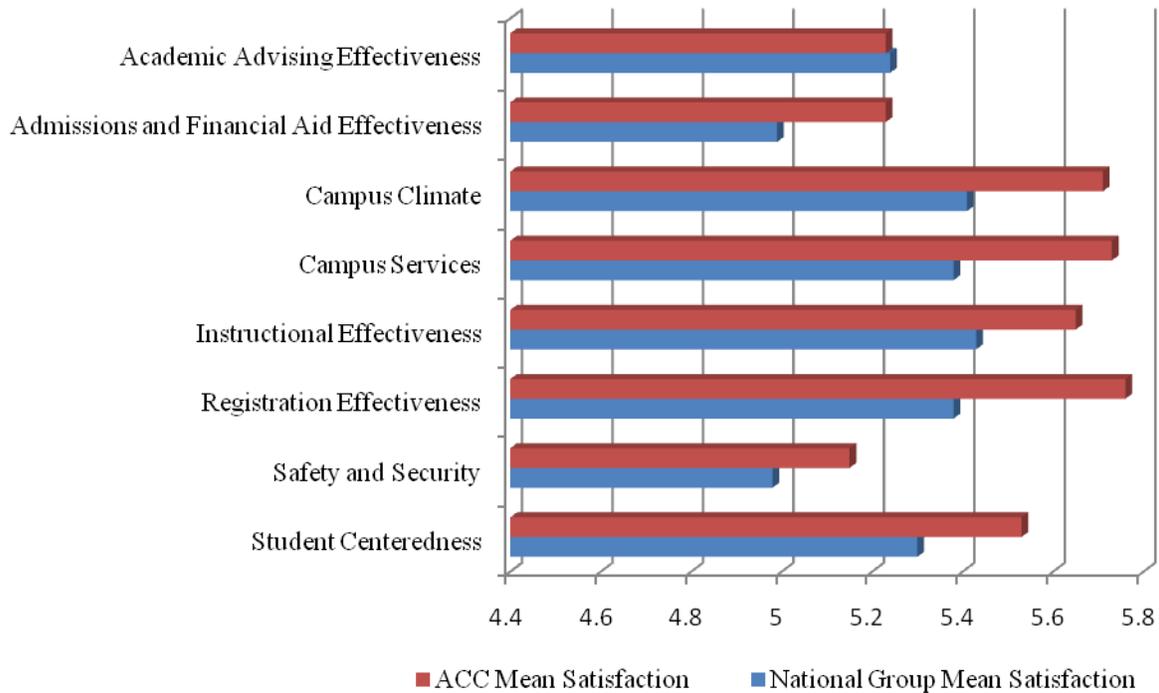
- SSI Challenges are specific survey items which ACC students identified as important but for which they expressed lower levels of satisfaction
- SSI Challenges in descending order of importance
  - The amount of parking space on campus is adequate
  - There are sufficient courses within my program of 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