

**Executive Summary
Noel Levitz Student
Satisfaction Inventory
Spring 2014**

2014



NOEL LEVITZ STUDENT SATISFACTION INVENTORY (SSI) – 2014

Overview

In spring 2014, ACC administered the Noel-Levitz Student Satisfaction Inventory (SSI) to get our students' perceptions of the various college services. ACC administers the Noel-Levitz survey on a rotation basis with the CCSSE and SENSE. The advantage of this survey is that the student is asked about the importance of a service as well as their satisfaction, therefore, providing a performance gap that allows us to determine where improvements are most needed.

The response rate for the 2014 Noel-Levitz survey was 11.64% (4,608 out of 39,576 students).

Spring 2014 Noel-Levitz (SSI) ACC Outcomes

College-wide Ratings

- **College Expectation:** The Noel-Levitz SSI asked, “So far, how has your college experience met your expectation?”
 - 59% responded it was better than expected.
- **Overall Satisfaction:** The Noel-Levitz SSI asked students to, “Rate your overall satisfaction with your experience here thus far.”
 - 85% expressed satisfaction with their experience.
- **Enroll Again:** The SSI asked, “All in all, if you had to do it all over, would you enroll here again?”
 - 89% responded that they would enroll at ACC again.

Ratings for College Services

When compared to a national comparison group of community colleges, ACC students' mean satisfactions ratings have:

- Higher ratings for satisfaction in all eight areas (scales) than the national comparison group of community colleges
- Higher ratings for importance in all eight scales than the national comparison group of community colleges
- Lower mean performance gaps between importance and satisfaction for seven of the eight scales than the national comparison group of community colleges. ACC's performance gap for Registration Effectiveness is slightly higher than the national comparison group.

The following tables and figures provide the actual highest and lowest mean scores for ACC, compared to the national comparison group.

Table 1 displays Austin Community College SSI mean scale ratings for highest and lowest importance and satisfaction, and the highest performance gap.

Table 1

Mean Scale Ratings: ACC compared to National Group of Community Colleges

Satisfaction Highest Mean ACC Ratings	ACC Mean Satisfaction	National Group Mean Satisfaction
Campus Services	5.95	5.70
Campus Climate	5.90	5.72
Instructional Effectiveness	5.82	5.69
Satisfaction Lowest Mean ACC Ratings	ACC Mean Satisfaction	National Group Mean Satisfaction
Admissions and Financial Aid Effectiveness	5.52	5.32
Academic Advising Effectiveness	5.50	5.38
Importance Highest Mean ACC Ratings	ACC Mean Importance	National Group Mean Importance
Registration Effectiveness	6.60	6.47
Instructional Effectiveness	6.47	6.41
Campus Climate	6.46	6.40
Importance Lowest Mean ACC Ratings	ACC Mean Importance	National Group Mean Importance
Campus Services	6.34	6.24
Admissions and Financial Aid Effectiveness	6.28	6.23
Services with the Largest Performance Gap	ACC Performance Gap	National Group Performance Gap
Academic Advising Effectiveness	0.88	0.95
Registration Effectiveness	0.82	0.81
Safety and Security	0.82	0.91

Even though the above have large performance gaps, ACC satisfaction levels are still higher than the national means and the performance gaps are lower for two of the following three scales.

Figure 2 displays ACC performance gaps ranked from highest to lowest.

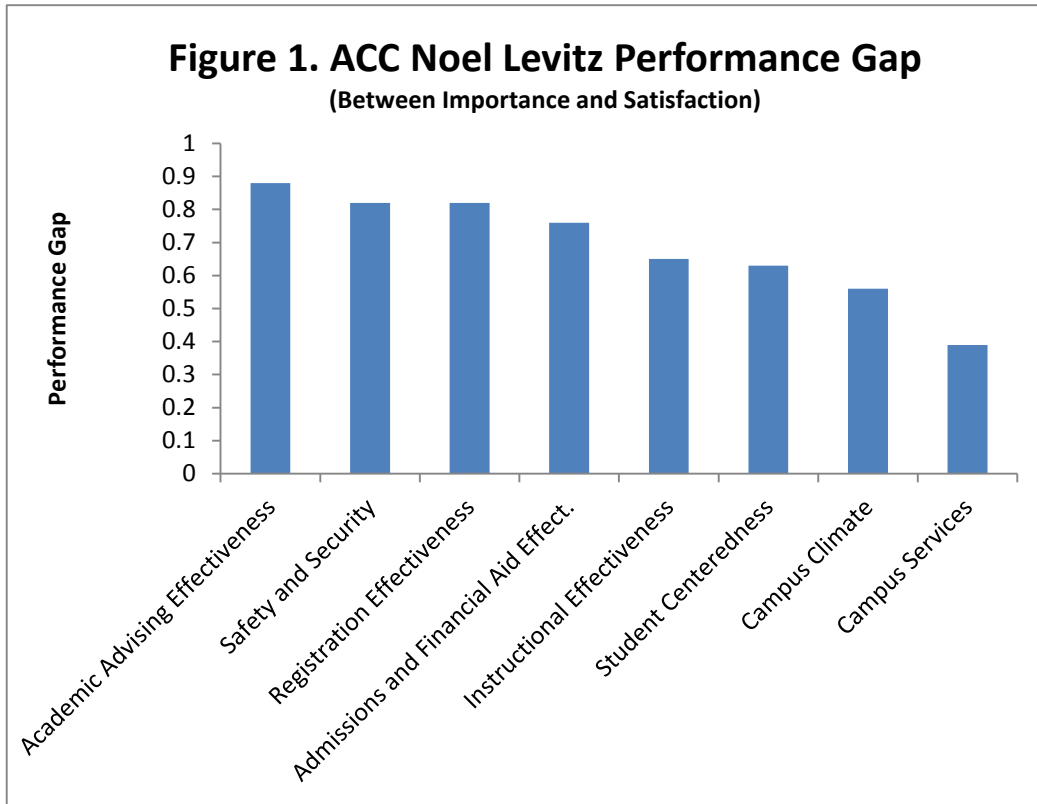


Table 2 displays mean importance ratings, mean satisfaction ratings and the mean performance gaps for all eight scales for ACC, and the national comparison group. Table 2 also displays the significance level of the difference in satisfaction ratings between ACC and the national comparison group.

Table 2 Scale / Item	Austin Community College District - SSI					National Community Colleges Form B					
	Importance	Satisfaction	/	SD	Gap	Importance	Satisfaction	/	SD	Gap	Difference
Registration Effectiveness	6.60	5.78	/	1.03	0.82	6.47	5.66	/	1.08	0.81	0.12***
Instructional Effectiveness	6.47	5.82	/	1.00	0.65	6.41	5.69	/	1.03	0.72	0.13***
Campus Climate	6.46	5.90	/	0.93	0.56	6.40	5.72	/	1.05	0.68	0.18***
Safety and Security	6.44	5.62	/	1.15	0.82	6.27	5.36	/	1.20	0.91	0.26***
Student Centeredness	6.39	5.76	/	1.12	0.63	6.34	5.55	/	1.21	0.79	0.21***
Academic Advising Effectiveness	6.38	5.50	/	1.34	0.88	6.33	5.38	/	1.34	0.95	0.12***
Campus Services	6.34	5.95	/	0.93	0.39	6.24	5.70	/	1.00	0.54	0.25***
Admissions and Financial Aid Effectiveness	6.28	5.52	/	1.32	0.76	6.23	5.32	/	1.29	0.91	0.20***

Institutional Strengths and Challenges identified by Noel-Levitz at the item level

In addition to the mean ratings, Noel-Levitz also identifies areas of strength and areas of challenges for ACC, as shown below.

ACC Institutional Strengths

SSI Strengths are survey items which ACC students identified as being high in importance and also high in satisfaction.

- Tuition paid is a worthwhile investment.
- The campus is safe and secure for all students.
- This campus provides online access to services I need.
- There are convenient ways of paying my school bill.
- Campus item: Campus police treat students with respect and fairness.
- Faculty are usually available to students outside of class (during office hours, by phone, or by e-mail).
- Campus item: The college respects and values differences in culture.
- Computer labs are adequate and accessible.
- Students are made to feel welcome here.
- Campus item: Coursework is challenging and demands my best effort.

ACC Institutional Challenges

SSI Challenges are specific survey items with a large performance gap in items which ACC students identified as high importance but lower levels of satisfaction.

- The quality of instruction I receive in most of my classes is excellent.
- Classes are scheduled at times that are convenient for me.
- I am able to register for the classes I need with few conflicts.
- There are sufficient courses within my program of study available each term.
- Faculty provide timely feedback about my academic progress.
- My academic advisor is knowledgeable about my program requirements.
- My academic advisor is knowledgeable about transfer requirements of other schools.
- The amount of student parking space on campus is adequate.
- I seldom get the "run-around" when seeking information on this campus.
- This institution helps me identify resources to finance my education.

Trends: ACC Noel-Levitz (SSI) results: Spring 2014 vs. Spring 2011

The following table shows the changes in ratings compared to the last administration of the Noel Levitz survey in spring 2011.

Importance Spring 2014	Higher Satisfaction in Spring 2014 vs. Spring 2011 <i>(Items ranked in order of Spring 2014 Importance)</i>	Satisfaction Spring 2014	Satisfaction Spring 2011
6.67	I am able to register for the classes I need with few conflicts.	5.56	5.43
6.61	There are sufficient courses within my program of study available each term.	5.42	5.27
6.57	Faculty are fair and unbiased in their treatment of individual students.	5.97	5.89
6.54	My academic advisor is knowledgeable about my program requirements.	5.57	5.33
6.50	I am able to take care of college-related business at times that are convenient for me.	5.78	5.70
6.48	My academic advisor is knowledgeable about transfer requirements of other schools.	5.51	5.30
6.46	Campus item: Campus police treat students with respect and fairness	6.08	5.99
6.45	The amount of student parking space on campus is adequate.	4.93	4.07
6.43	The campus staff are caring and helpful.	5.85	5.72
6.42	I seldom get the "run-around" when seeking information on this campus.	5.51	5.37
6.41	Campus item: The college respects and values differences in culture.	6.26	6.17
6.40	Computer labs are adequate and accessible.	6.15	6.01

Importance Spring 2014	Lower Satisfaction in Spring 2014 vs. Spring 2011 <i>(Items ranked in order of Spring 2014 Importance)</i>	Satisfaction Spring 2014	Satisfaction Spring 2011
6.62	The campus is safe and secure for all students.	6.03	6.11
6.54	There are convenient ways of paying my school bill	6.27	6.33

Methodology

Spring 2014 Administration and Response Rate

An e-mail invitation was sent to 39,576 students inviting them to complete the survey between Monday March 24th and Monday April 21st. The e-mail offered an incentive to complete the survey: a chance to win one of two mini-iPads or one of 20 \$50.00 gift certificates.

- 4,608 out of 39,576 students completed the survey for a response rate of 11.64%.

How representative these respondents are compared to the student population is an important consideration. Compared to the population the respondents were

- Similar in ethnic distribution.
- The respondents, however, were more likely to be
 - female (64.81% vs. 55.51%) and
 - full-time (42.03% vs. 20.50%).

The Noel-Levitz (SSI) item Scales and Performance Gap Calculation

- Noel Levitz Student Satisfaction Inventory (SSI) is composed of 58 items.
- Students rated importance on a 1 – 7 Likert scale, with 1="not important at all" to 7="very important".
- Students rated Satisfaction on a 1 – 7 Likert scale, with 1="not satisfied at all" to 7="very satisfied".
- Mean Importance and Mean Satisfaction are calculated for each of the 58 survey items.
- Performance Gap is the discrepancy between students' perceived importance and satisfaction (Performance Gap = Mean Importance – Mean Satisfaction).

The Eight Noel-Levitz (SSI) Scales (areas):

1. Academic Advising Effectiveness
2. Admissions and Financial Aid Effectiveness
3. Campus Climate
4. Campus Services
5. Instructional Effectiveness
6. Registration Effectiveness
7. Safety and Security
8. Student Centeredness