



Summary of Results
Noel Levitz Student
Satisfaction Inventory
Spring 2017

2017

NOEL LEVITZ STUDENT SATISFACTION INVENTORY (SSI) – 2017

Overview

In spring 2017, ACC administered the Noel-Levitz Student Satisfaction Inventory (SSI) to a sample of ACC students to assess our students' perceptions of the various college services. ACC administers the Noel-Levitz survey on a rotation basis with the Community College of Student Engagement (CCSSE) and the Survey of Entering Student Engagement (SENSE). The advantage of the Noel-Levitz survey is 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 2017 Noel-Levitz survey was 8.19% (1,584 out of 19,318 students).

Highlights

The results of the survey show that the majority of ACC students:

- Would enroll again if they had to do it all over (87%)
- Feel satisfied with their experience thus far (83%)
- Believe that ACC has met their expectations (61%)

Top 5 ratings of satisfaction for College Services (1=not satisfied at all to 7=very satisfied):

1. Campus Services (6.14)
2. Campus Climate (5.99)
3. Instructional Effectiveness (5.91)
4. Student Centeredness (5.89)
5. Registration Effectiveness (5.87)

Top 5 ratings of importance for College Services (1=not important at all to 7=very important):

1. Registration Effectiveness (6.59)
2. Safety and Security (6.51)
3. Campus Climate (6.50)
4. Instructional Effectiveness (6.49)
5. Campus Services (6.46)

Top 5 performance gaps between ACC student ratings of importance and satisfaction:

1. Academic Advising Effectiveness (0.78)
2. Safety and Security (0.75)
3. Registration Effectiveness (0.72)
4. Admissions and Financial Aid (0.67)
5. Instructional Effectiveness (0.58)

Spring 2017 Noel-Levitz (SSI) ACC Outcomes

College-wide Ratings

- **Enroll Again:** The SSI asked, “All in all, if you had to do it all over, would you enroll here again?”
 - 87% responded that they would enroll at ACC again (2017)
 - Compared to 81% for a national cohort of community colleges
 - 89% responded that they would enroll at ACC again (2014)
 - Compared to 82% for a national cohort of community colleges

- **Overall Satisfaction:** The Noel-Levitz SSI asked students to, “Rate your overall satisfaction with your experience here thus far.”
 - 83% expressed satisfaction with their experience (2017)
 - Compared to 79% for a national cohort of community colleges
 - 85% expressed satisfaction with their experience (2014)
 - Compared to 79% for a national cohort of community colleges

- **College Expectation:** The Noel-Levitz SSI asked, “So far, how has your college experience met your expectation?”
 - 61% responded it was better than expected (2017)
 - Compared to 56% for a national cohort of community colleges
 - 59% responded it was better than expected (2014)
 - Compared to 54% for a national cohort of community colleges

2017 Ratings for College Services

When compared to a national comparison group of community colleges, ACC students' mean satisfaction (1="not satisfied at all" to 7="very satisfied") have:

- Higher ratings for satisfaction in all eight areas (scales) than the national comparison group of community colleges
 - Campus Services (6.14 vs 5.80)
 - Campus Climate (5.99 vs 5.81)
 - Instructional Effectiveness (5.91 vs 5.76)
 - Student Centeredness (5.89 vs 5.69)
 - Registration Effectiveness (5.87 vs 5.76)
 - Safety and Security (5.76 vs 5.55)
 - Admissions and Financial Aid (5.71 vs 5.49)
 - Academic Advising Effectiveness (5.62 vs 5.53)

- Higher ratings for importance in all eight scales than the national comparison group of community colleges. Students rated importance on a 1 – 7 Likert scale, with 1="not important at all" to 7="very important".
 - Registration Effectiveness (6.59 vs 6.47)
 - Safety and Security (6.51 vs 6.28)
 - Campus Climate (6.50 vs 6.41)
 - Instructional Effectiveness (6.49 vs 6.41)
 - Campus Services (6.46 vs 6.24)
 - Student Centeredness (6.44 vs 6.36)
 - Academic Advising Effectiveness (6.40 vs 6.35)
 - Admissions and Financial Aid (6.38 vs 6.24)

- Lower mean performance gaps between importance and satisfaction for six of the eight scales than the national comparison group of community colleges. Performance Gap is the discrepancy between students' perceived importance and satisfaction (Performance Gap = Mean Importance – Mean Satisfaction).
 - Academic Advising Effectiveness (0.78 vs 0.82)
 - Admissions and Financial Aid (0.67 vs 0.75)
 - Instructional Effectiveness (0.58 vs 0.65)
 - Student Centeredness (0.55 vs 0.67)
 - Campus Climate (0.51 vs 0.60)
 - Campus Services (0.32 vs 0.44)

- ACC's performance gap for Registration Effectiveness and Safety and Security are slightly higher than the national comparison group.
 - Safety and Security (0.75 vs 0.73)
 - Registration Effectiveness (0.72 vs 0.71)

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

Table 1 2017

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

Satisfaction Highest Mean ACC Ratings	ACC Mean Satisfaction	National Group Mean Satisfaction	Difference in Mean Satisfaction
Campus Services	6.14	5.80	0.34
Campus Climate	5.99	5.81	0.18
Instructional Effectiveness	5.91	5.76	0.15

Satisfaction Lowest Mean ACC Ratings	ACC Mean Satisfaction	National Group Mean Satisfaction	Difference in Mean Satisfaction
Admissions and Financial Aid Effectiveness	5.71	5.49	0.22
Academic Advising Effectiveness	5.62	5.53	0.09

Importance Highest Mean ACC Ratings	ACC Mean Importance	National Group Mean Importance	Difference in Mean Importance
Registration Effectiveness	6.59	6.47	0.12
Safety and Security	6.51	6.28	0.23
Campus Climate	6.50	6.41	0.09

Importance Lowest Mean ACC Ratings	ACC Mean Importance	National Group Mean Importance	Difference in Mean Importance
Campus Services	6.46	6.24	0.22
Admissions and Financial Aid Effectiveness	6.38	6.24	0.14

ACC Services with the Largest Performance Gap	ACC Performance Gap	National Group Performance Gap	Difference in Performance Gap
Academic Advising Effectiveness	0.78	0.82	-0.04
Registration Effectiveness	0.72	0.71	0.01
Safety and Security	0.75	0.73	0.02

Figure 1 displays the performance gaps from highest to lowest.

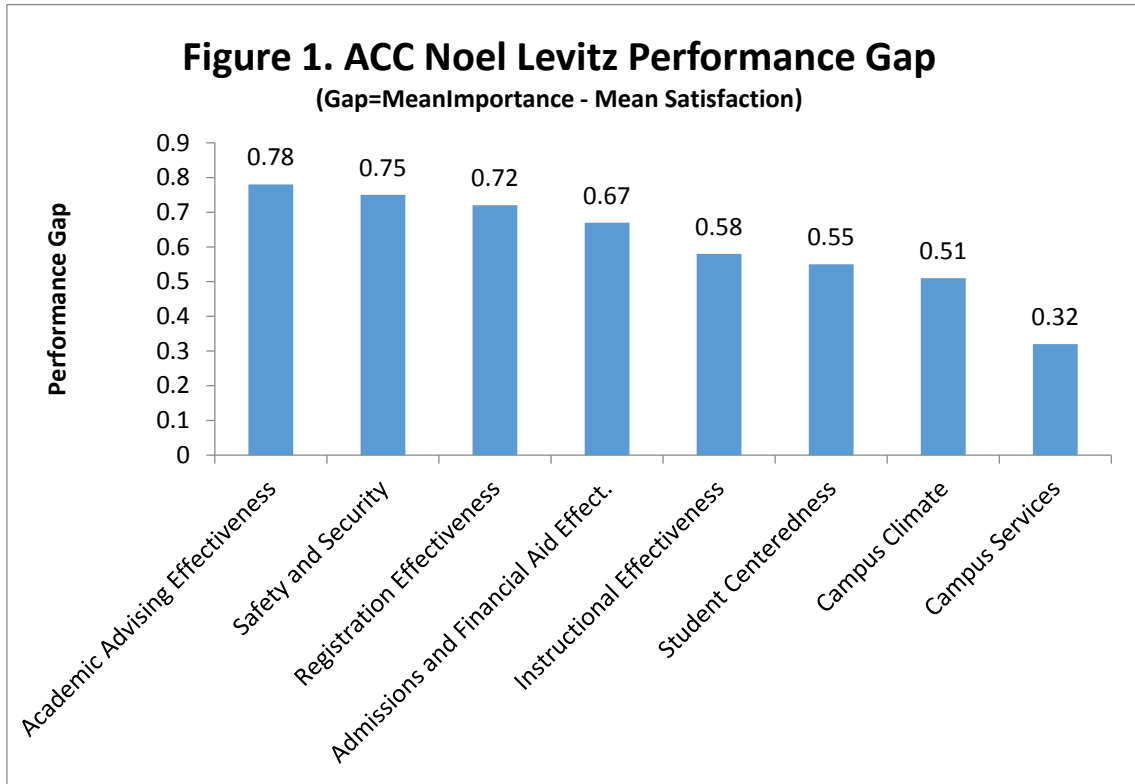


Table 2 displays mean importance ratings, mean satisfaction ratings and the mean performance gaps for all eight scales for ACC, and the national comparison group. Table 2 also displays the significance level of the difference in satisfaction ratings between ACC and the national comparison group.

Scale	Austin Community College			National Community Colleges			Difference
	Importance	Satisfaction/SD	Gap	Importance	Satisfaction/SD	Gap	
Registration Effectiveness	6.59	5.87/1.01	0.72	6.47	5.76/1.06	0.71	0.11***
Safety and Security	6.51	5.76/1.11	0.75	6.28	5.55/1.18	0.73	0.21***
Campus Climate	6.50	5.99/0.92	0.51	6.41	5.81/1.04	0.60	0.18***
Instructional Effectiveness	6.49	5.91/0.94	0.58	6.41	5.76/1.05	0.65	0.15***
Campus Services	6.46	6.14/0.87	0.32	6.24	5.80/1.00	0.44	0.34***
Student Centeredness	6.44	5.89/1.09	0.55	6.36	5.69/1.18	0.67	0.20***
Academic Advising Effectiveness	6.40	5.62/1.31	0.78	6.35	5.53/1.33	0.82	0.09**
Admissions and Financial Aid Effectiveness	6.38	5.71/1.28	0.67	6.24	5.49/1.27	0.75	0.22***

Notes: *Difference statistically significant at the .05 level, ** Difference statistically significant at the .01 level, *** Difference statistically significant at the .001 level

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.

- Campus item: Campus police treat students with respect and fairness.
- This campus provides online access to services I need.
- There are convenient ways of paying my school bill.
- Security staff respond quickly to calls for assistance.
- Campus item: The College respects and values differences in culture.
- Computer labs are adequate and accessible.
- Students are made to feel welcome here.
- The equipment in the lab facilities is kept up to date.
- Faculty are usually available to students outside of class (during office hours, by phone, or by e-mail).
- Campus item: The College values and promotes completing a certificate or an associate's degree.

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.
- Campus item: Courses are available at convenient times for me .
- There are sufficient courses within my program of study available each term.
- I am able to register for the classes I need with few conflicts.
- Classes are scheduled at times that are convenient for me.
- Registration processes and procedures are convenient.
- Campus item: Courses are available at my preferred location.
- My academic advisor is knowledgeable about my program requirements.

Trends: ACC Noel-Levitz (SSI) results: Spring 2017 vs. Spring 2014

The following table shows the changes in satisfaction ratings by comparing the Noel-Levitz results from spring 2017 to spring 2014.

Importance Spring 2017	Higher Satisfaction in Spring 2017 vs. Spring 2014 <i>(Items ranked in order of Spring 2017 Importance)</i>	Satisfaction Spring 2017	Satisfaction Spring 2014
6.62	Q40. There are sufficient courses within my program of study available each term.	5.63	5.42
6.62	Q9. I am able to register for the classes I need with few conflicts.	5.70	5.56
6.61	Q12. Faculty are fair and unbiased in their treatment of individual students.	6.10	5.97
6.61	Q2. Classes are scheduled at times that are convenient for me.	5.70	5.54
6.61	Q47. Campus item: Campus police treat students with respect and fairness	6.41	6.08
6.60	Q28. This campus provides online access to services I need.	6.33	6.21
6.56	Q4. Security staff respond quickly to calls for assistance.	6.21	5.89
6.56	Q48. Campus item: the college respects and values differences in culture	6.37	6.26
6.54	Q25. Faculty provide timely feedback about my academic progress	5.83	5.74
6.52	Q18. Computer labs are adequate and accessible.	6.37	6.15
6.52	Q32. I am able to care of college-related business at times that are convenient for me.	5.90	5.78
6.51	Q20. Students are made to feel welcome here.	6.20	6.05
6.50	Q22. My academic advisor is knowledgeable about transfer requirements of other schools.	5.73	5.51
6.50	Q24. The equipment in the lab facilities is kept up to date.	6.14	5.96
6.50	Q34. Faculty are usually available to students outside of class (during mean office hours, by phone, or by e-mail).	6.18	6.09
6.49	Q1. The campus staff are caring and helpful.	5.93	5.85

Importance Spring 2017	Lower Satisfaction in Spring 2017 vs. Spring 2014 <i>(Items ranked in order of Spring 2014 Importance)</i>	Satisfaction	
		Spring 2017	Spring 2014
6.64	Campus item: Courses are available at convenient times for me.	5.61	6.08
6.55	Campus item: Courses are available at my preferred location.	5.12	5.96

Methodology

Spring 2017 Administration and Response Rate

An e-mail invitation was sent to a sample of 19,318 ACC students inviting them to complete the survey between 2/10/2017 and 4/7/2017. The e-mail offered an incentive to complete the survey: a chance to win one of twenty \$50 gift certificates

- 1,584 out of 19,319 students completed the survey for a response rate of 8.2%.

How representative these respondents are compared to the student population is an important consideration. Compared to the population of all ACC students 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