



Noel Levitz Student Satisfaction Inventory

- One of the leading student satisfaction surveys - widely used nationally
- Measures what matters most to students (importance) and how satisfied students are
- Administration:
 - All undergraduates
 - Online survey
 - Late spring 2014
- Joint venture between Student Affairs and Academic Affairs

- Long Form – Form A
 - 70 questions
 - 10 institution specific questions
 - 15 demographic items – SRU major, college choice, employment, residence
 - 6 specific group questions
 - 9 factors to enroll
 - 3 overall experience questions

- Uses a 1-7 Likert scale
 - 1 is lowest
 - 7 is highest
- Most survey questions ask respondents to rank
 - Level of importance AND
 - Level of perceived satisfaction

- Response Rate – 23.6% (1679/7103)
 - NSSE – First year
 - 501 respondents
 - 26%
 - NSSE – Seniors
 - 550 respondents
 - 35%

Who Took the Survey

- Gender
 - Female 68%
- Residency

	N	%
In-state	1426	87.16%
Out-of-state	197	12.04%
International (not U.S. citizen)	13	0.79%
Total	1636	100%
No Answer	43	

Who Took the Survey

Class Level		N	%
	Freshman	412	25.05%
	Sophomore	366	22.25%
	Junior	408	24.80%
*	Senior	436	26.50%
	Special student	4	0.24%
	Graduate/Professional	6	0.36%
	Other class level	13	0.79%
	Total	1645	100%
	No Answer	34	

Who Took the Survey

I started at SRU most recently as a:		N	%
*	Freshman student	1183	71.96%
	Transfer student	448	27.25%
	Post-baccalaureate student	13	0.79%
	Total	1644	100%
	No Answer	35	

Who Took the Survey

Institution was my		N	%
*	1st choice	1135	69.17%
	2nd choice	391	23.83%
	3rd choice or lower	115	7.01%
	Total	1641	100%
	No Answer	38	

- The Student Satisfaction Inventory provides:
 - Mean scores of students' perceived importance of specific items
 - Mean scores of students' perceived satisfaction with specific items
 - Comparison data from national four-year publics is provided

Results Analysis

- Mean scores of importance and satisfaction
- A Performance Gap is calculated

Performance Gap =



Mean Importance Score – Mean Satisfaction Score

- Comparison data from national four-year publics is provided

Difference =

Satisfaction Score (SRU) – Satisfaction Score (4-Yr Publics)

Results Analysis

- Demographics
- Strategic Planning Overview
 - Summary of results for immediate action planning
 - Strengths - high importance and high satisfaction
 - Challenges - high importance and low satisfaction and/or large performance gap
 - Additional Indicators
 - Item is significantly higher in satisfaction (reflected with a plus sign for significantly greater) 
 - Item is significantly lower in satisfaction (shown with a minus sign for significantly less) as compared with your comparison group 

Results Analysis - Strategic Planning Overview

- Strengths – high importance and high satisfaction

Strengths ⓘ	vs. Comparison ⓘ
8. The content of the courses within my major is valuable.	+
33. My academic advisor is knowledgeable about requirements in my major.	+
16. The instruction in my major field is excellent.	+
6. My academic advisor is approachable.	+
68. Nearly all of the faculty are knowledgeable in their field.	+
55. Major requirements are clear and reasonable.	+
29. It is an enjoyable experience to be a student on this campus.	+
39. I am able to experience intellectual growth here.	+
78. Campus item: The information on My Rock Audit is useful for understanding my degree requirements.	
69. There is a good variety of courses provided on this campus.	+
65. Faculty are usually available after class and during office hours.	+
72. On the whole, the campus is well-maintained.	+
45. Students are made to feel welcome on this campus.	+
23. Living conditions in the residence halls are comfortable (adequate space, lighting, heat, air, etc.)	+
67. Freedom of expression is protected on campus.	+

Results Analysis - Strategic Planning Overview

- Challenges – high importance and low satisfaction and/or high performance gap

Challenges ¹	
8. The content of the courses within my major is valuable.	+
34. I am able to register for classes I need with few conflicts.	
74. Campus item: The coursework in my major prepares me for my career.	
66. Tuition paid is a worthwhile investment.	+
58. The quality of instruction I receive in most of my classes is excellent.	+
47. Faculty provide timely feedback about student progress in a course.	+
25. Faculty are fair and unbiased in their treatment of individual students.	+
17. Adequate financial aid is available for most students.	+
3. Faculty care about me as an individual.	+
12. Financial aid awards are announced to students in time to be helpful in college planning.	+
73. Student activities fees are put to good use.	+
76. Campus item: It is easy to take classes at other colleges/universities and have them count toward my degree here.	
53. Faculty take into consideration student differences as they teach a course.	+
19. My academic advisor helps me set goals to work toward.	+

- Summary Report
 - Average score for the responses to the summary items on the survey:
 - So far, has your college experience met your expectations?
 - Rate your overall satisfaction with your experience here thus far.
 - All in all, if you had to do it over, would you enroll here again?
 - Percentage of responses for each of the scale items

Results Analysis - Summary

	Slippery Rock University of Pennsylvania - SSI	National Four- Year Publics	Difference	
So far, how has your college experience met your expectations?	4.92	4.53	0.39***	
1=Much worse than expected	1%	2%		
2=Quite a bit worse than I expected	1%	2%		
3=Worse than I expected	6%	11%		
4=About what I expected	29%	38%		
5=Better than I expected	29%	23%		
6=Quite a bit better than I expected	16%	11%		
7=Much better than expected	14%	10%		

Results Analysis - Summary

	Slippery Rock University of Pennsylvania - SSI	National Four-Year Publics	Difference	
Rate your overall satisfaction with your experience here thus far.	5.75	5.19	0.56***	
1=Not satisfied at all	0%	2%		
2=Not very satisfied	2%	4%		
3=Somewhat dissatisfied	4%	8%		
4=Neutral	7%	11%		
5=Somewhat satisfied	13%	19%		
6=Satisfied	44%	38%		
7=Very satisfied	27%	15%		

Results Analysis - Summary

	Slippery Rock University of Pennsylvania - SSI	National Four- Year Publics	Difference	
All in all, if you had to do it over, would you enroll here again?	5.73	5.24	0.49***	
1=Definitely not	2%	4%		
2=Probably not	5%	7%		
3=Maybe not	4%	6%		
4=I don't know	5%	10%		
5=Maybe yes	10%	12%		
6=Probably yes	30%	28%		
7=Definitely yes	41%	29%		

Results Analysis – Item Report

- Item Report - responses for each individual item on the survey
- Item Percentage Report - reflects the percent of responses for answers 6 and 7 for all items on the survey

Factors to Enroll

Item	SRU Satisfaction	National Four-Year Publics Satisfaction
90. Cost as factor in decision to enroll.	6.35	6.28
91. Financial aid as factor in decision to enroll.	6.09	6.09
92. Academic reputation as factor in decision to enroll.	6.11	6.03
93. Size of institution as factor in decision to enroll.	5.66	5.32
94. Opportunity to play sports as factor in decision to enroll.	3.65	3.65
95. Recommendations from family/friends as factor in decision to enroll.	5.08	4.92
96. Geographic setting as factor in decision to enroll.	5.57	5.59
97. Campus appearance as factor in decision to enroll.	5.67	5.36
98. Personalized attention prior to enrollment as factor in decision to enroll.	5.48	5.38

SRU Items

	Item	Slippery Rock University of Pennsylvania Importance	Slippery Rock University of Pennsylvania Satisfaction	Performance Gap
Challenge	74. Campus item: The coursework in my major prepares me for my career.	91%	69%	22%
	75. Campus item: I am content with the international experiences available, such as studying, working, or service-learning abroad.	76%	68%	8%
Challenge	76. Campus item: It is easy to take classes at other colleges/universities and have them count toward my degree here.	81%	56%	25%
	77. Campus item: Mentors are available to guide my life and career goals.	77%	59%	18%
Strength	78. Campus item: The information on My Rock Audit is useful for understanding my degree requirements.	89%	74%	15%
	79. Campus item: There is an adequate selection of online courses offered.	73%	52%	21%
	80. Campus item: Leadership development outside of the classroom enhances my college experience.	75%	66%	9%
	81. Campus item: The requirements of the Liberal Studies Program are clear and reasonable.	80%	54%	26%
	82. Campus item: Having successful athletic teams was a consideration when I chose to enroll at this institution.	38%	46%	-8%
	83. Campus item: At this institution, there are sufficient opportunities for post-graduate coursework that would further my career.	74%	59%	15%

Biggest Gap Items

	Item	SRU Importance	SRU Satisfaction	Gap
	21. The amount of student parking space on campus is adequate.	6.20	3.63	2.57
Challenge	34. I am able to register for classes I need with few conflicts.	6.61	4.99	1.62
	38. There is an adequate selection of food available in the cafeteria.	6.21	4.88	1.33
Challenge	73. Student activities fees are put to good use.	6.28	4.99	1.29
Challenge	17. Adequate financial aid is available for most students.	6.43	5.19	1.24
Challenge	66. Tuition paid is a worthwhile investment.	6.55	5.37	1.18
	57. I seldom get the "run-around" when seeking information on this campus.	6.19	5.18	1.01
Challenge	53. Faculty take into consideration student differences as they teach a course.	6.26	5.27	0.99
Challenge	25. Faculty are fair and unbiased in their treatment of individual students.	6.44	5.46	0.98
Challenge	47. Faculty provide timely feedback about student progress in a course.	6.45	5.48	0.97
	11. Billing policies are reasonable.	6.23	5.28	0.95
Challenge	58. The quality of instruction I receive in most of my classes is excellent.	6.54	5.62	0.92
Challenge	76. Campus item: It is easy to take classes at other colleges/universities and have them count toward my degree here.	6.27	5.36	0.91

Top Importance Items

	Scale / Item	SRU Importance	SRU Satisfaction	Performance Gap
Challenge	08. The content of the courses within my major is valuable.	6.64	5.83	0.81
Strength	33. My academic advisor is knowledgeable about requirements in my major.	6.62	5.96	0.66
Challenge	34. I am able to register for classes I need with few conflicts.	6.61	4.99	1.62
Strength	16. The instruction in my major field is excellent.	6.61	5.85	0.76
Challenge	74. Campus item: The coursework in my major prepares me for my career.	6.59	5.78	0.81
Strength	06. My academic advisor is approachable.	6.58	5.92	0.66
Strength	68. Nearly all of the faculty are knowledgeable in their field.	6.57	5.91	0.66
Challenge	66. Tuition paid is a worthwhile investment.	6.55	5.37	1.18
Challenge	58. The quality of instruction I receive in most of my classes is excellent.	6.54	5.62	0.92
Strength	55. Major requirements are clear and reasonable.	6.52	5.89	0.63
	07. The campus is safe and secure for all students.	6.52	5.8	0.72
Strength	29. It is an enjoyable experience to be a student on this campus.	6.51	5.88	0.63
Strength	39. I am able to experience intellectual growth here.	6.5	5.94	0.56

Bottom Importance Items

Scale / Item	SRU Importance	SRU Satisfaction	Performance Gap
94. Opportunity to play sports as factor in decision to enroll.	3.65		
82. Campus item: Having successful athletic teams was a consideration when I chose to enroll at this institution.	4.12	4.96	-0.84
95. Recommendations from family/friends as factor in decision to enroll.	5.08		
09. A variety of intramural activities are offered.	5.35	5.81	-0.46
24. The intercollegiate athletic programs contribute to a strong sense of school spirit.	5.48	5.34	0.14
98. Personalized attention prior to enrollment as factor in decision to enroll.	5.48		
96. Geographic setting as factor in decision to enroll.	5.57		
93. Size of institution as factor in decision to enroll.	5.66		
97. Campus appearance as factor in decision to enroll.	5.67		
13. Library staff are helpful and approachable.	5.69	5.72	-0.03
56. The student handbook provides helpful information about campus life.	5.71	5.54	0.17
31. Males and females have equal opportunities to participate in intercollegiate athletics.	5.8	5.87	-0.07
54. Bookstore staff are helpful.	5.82	5.8	0.02

Top Satisfaction Items

	Scale / Item	SRU Importance	SRU Satisfaction	Performance Gap
Strength	72. On the whole, the campus is well-maintained.	6.41	6.04	0.37
Strength	33. My academic advisor is knowledgeable about requirements in my major.	6.62	5.96	0.66
	52. The student center is a comfortable place for students to spend their leisure time.	6.07	5.95	0.12
Strength	78. Campus item: The information on My Rock Audit is useful for understanding my degree requirements.	6.49	5.95	0.54
	32. Tutoring services are readily available.	6.1	5.94	0.16
	51. This institution has a good reputation within the community.	6.23	5.94	0.29
Strength	39. I am able to experience intellectual growth here.	6.5	5.94	0.56
Strength	45. Students are made to feel welcome on this campus.	6.4	5.93	0.47
Strength	69. There is a good variety of courses provided on this campus.	6.47	5.93	0.54
Strength	06. My academic advisor is approachable.	6.58	5.92	0.66
	46. I can easily get involved in campus organizations.	6.21	5.91	0.3
Strength	65. Faculty are usually available after class and during office hours.	6.45	5.91	0.54
Strength	68. Nearly all of the faculty are knowledgeable in their field.	6.57	5.91	0.66

Bottom Satisfaction Items

	Scale / Item	SRU Importance	SRU Satisfaction	Performance Gap
	21. The amount of student parking space on campus is adequate.	6.20	3.63	2.57
	38. There is an adequate selection of food available in the cafeteria.	6.21	4.88	1.33
	82. Campus item: Having successful athletic teams was a consideration when I chose to enroll at this institution.	4.12	4.96	-0.84
Challenge	73. Student activities fees are put to good use.	6.28	4.99	1.29
Challenge	34. I am able to register for classes I need with few conflicts.	6.61	4.99	1.62
	42. There are a sufficient number of weekend activities for students.	5.91	5.08	0.83
	57. I seldom get the "run-around" when seeking information on this campus.	6.19	5.18	1.01
Challenge	17. Adequate financial aid is available for most students.	6.43	5.19	1.24
	79. Campus item: There is an adequate selection of online courses offered.	6.00	5.27	0.73
	71. Channels for expressing student complaints are readily available.	6.10	5.27	0.83
Challenge	53. Faculty take into consideration student differences as they teach a course.	6.26	5.27	0.99
	11. Billing policies are reasonable.	6.23	5.28	0.95
	30. Residence hall staff are concerned about me as an individual.	5.85	5.31	0.54
	81. Campus item: The requirements of the Liberal Studies Program are clear and reasonable.	6.18	5.32	0.86

Results Analysis

- SRU students' mean level of importance exceeds four-year public universities
- SRU students' mean level of satisfaction exceeds four-year public universities
- Students' concerns are financial related

Next Steps

- Purchase detail data - analysis by college, departments
- List of 7 aspirational peers and 7 peers

- **Scale Report – items clustered by:**
 - Academic Advising Effectiveness
 - Campus Climate
 - Campus Life
 - Campus Support Services
 - Concern for the Individual
 - Instructional Effectiveness
 - Recruitment and Financial Aid Effectiveness
 - Registration Effectiveness
 - Responsiveness to Diverse Populations
 - Safety and Security
 - Service Excellence
 - Student Centerdness



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