

# Fall 2010 Student Satisfaction Inventory

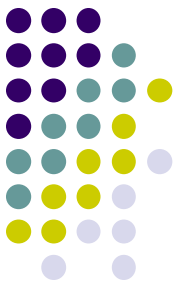
---

## Summary of Results

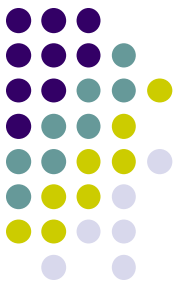
Dr. Mary Schaal, Bryan Doak and Lori Stofft,  
Arizona Western College



# How we got here and where we are going



Self-Study/Recommendation - Ask Students & Listen	Spring 2009
Strategic Objective: Plan to Collect Feedback	2009-2010
Student Satisfaction Inventory (SSI)	Fall 2010
Analyze/Share/Understand SSI	Spring 2011
Community College Survey of Student Engagement (CCSSE) & Faculty Survey of Student Engagement (FSSE)	Fall 2011
Implement Response to SSI	2011-2012
Analyze/Share/Understand CCSSE/FSSE	Spring 2012
Student Satisfaction Inventory (SSI)	Fall 2012
Implement Response to CCSSE/FSSE	2012-2013



# Why SSI?

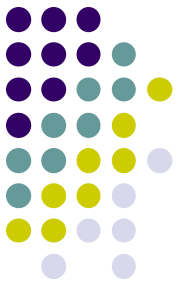
- Quality instrument for reasonable price
- Focus on student satisfaction, especially with Student Services functions
- Short version offered
- Peer comparisons available
- Data on importance and satisfaction provide valuable information
- Results available quickly to inform planning

# Survey Sample Fall 2010



- Collected during class  
2<sup>nd</sup> week of September
- 1487 respondents;  
61% response rate
- 17% of fall students
- All campus locations
- Similar to institutional  
demographics





# About SSI measurements

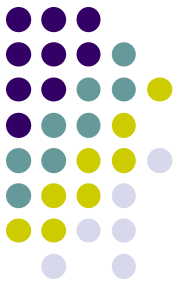
- Importance and Satisfaction on 50 items
- 7 point scale
  - 1=not satisfied at all                      AND            1=not important at all
  - 2=not very satisfied                      AND            2=not very important
  - 3=somewhat dissatisfied                      AND            3=somewhat unimportant
  - 4=neutral                      AND            4=neutral
  - 5=somewhat satisfied                      AND            5=somewhat important
  - 6=satisfied                      AND            6=important
  - 7=very satisfied                      AND            7=very important
- “Gap” between Importance and Satisfaction
- Results can be sorted by campus location

# What does the survey measure?



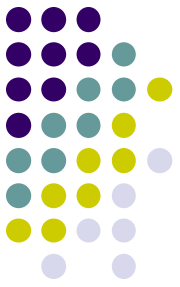
- Academic advising effectiveness
  - Advisor available + knowledgeable about program & transfer requirements + helps me apply career goals + ongoing feedback about progress
- Admissions and financial aid effectiveness
  - Financial aid awarded soon enough to plan + financial aid counseling if needed + personalized attention prior to enrollment + accurate recruiting + help identifying resources to finance my education
- Campus climate
  - Caring/helpful staff + safe/secure campus + well-maintained campus + students feel welcome + administrators available to hear students' concerns + tuition is a worthwhile investment + seldom get the "run-around"
- Campus services
  - Library resources/services + available counseling + adequate/accessibile computer labs + up to date lab equipment + career services + tutoring services + online services + reasonable assessment/course placement procedures

# What does the survey measure?



- **Instructional effectiveness**
  - Excellent quality of instruction + fair/unbiased faculty + timely feedback about academic progress + variety of technology and media used in the classroom + faculty available to students outside of class + most classes deal with practical experiences/applications + sufficient courses w/in program of study each term
- **Registration effectiveness**
  - Classes at convenient times + few conflicts among classes + convenient processes/procedures, ways to pay & times for college-related business
- **Safety and security**
  - Prompt security response + parking lots well-lighted/secure + safe/secure campus + adequate amount of parking space
- **Student centeredness**
  - Caring/helpful staff + students feel welcome + administrators available to hear students' concerns + seldom get the "run-around"

# AWC Questions

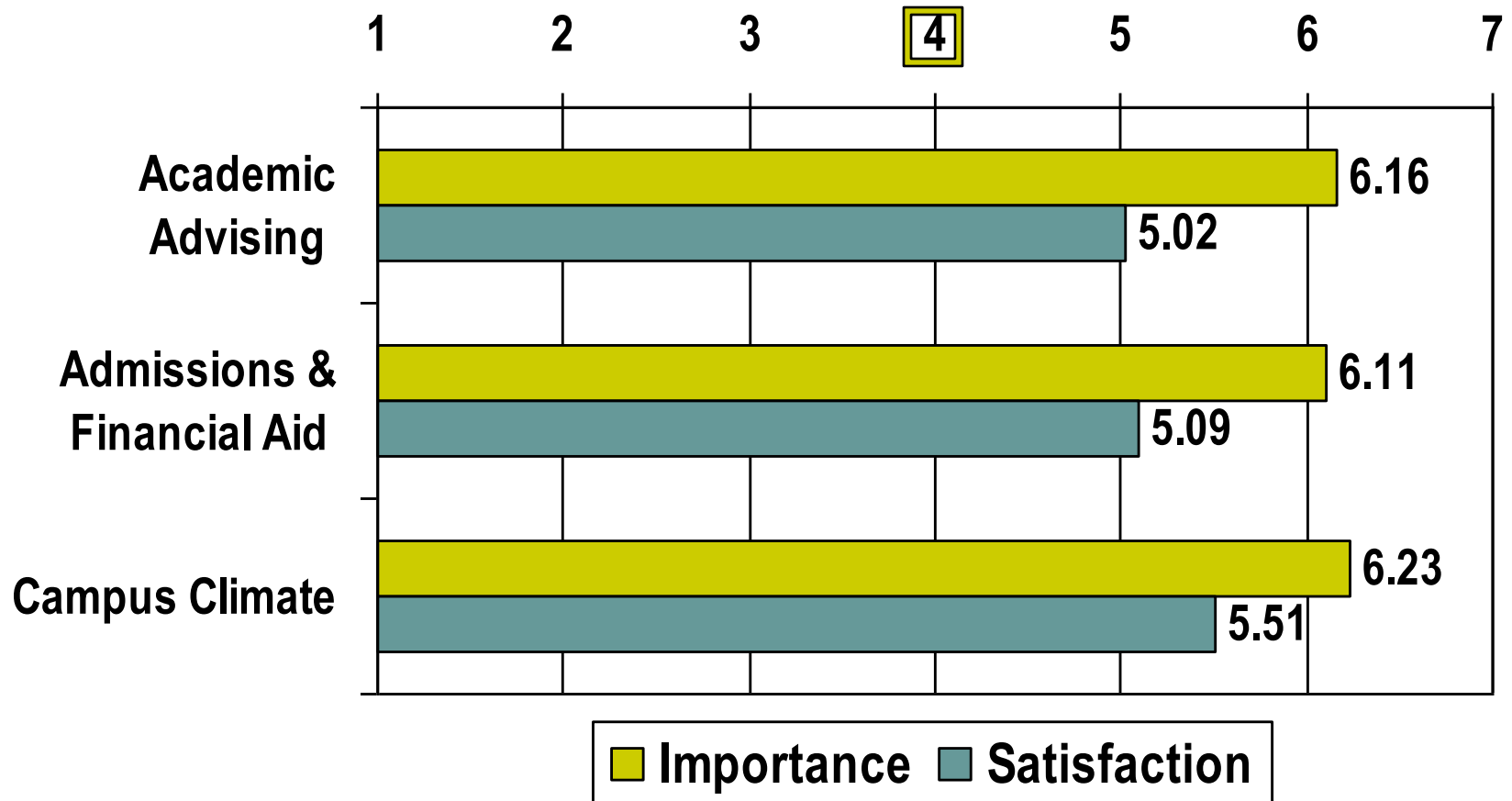


1. Channels for expressing student complaints are readily available.
2. Financial aid advisors are helpful.
3. I can easily get involved in campus organizations.
4. My academic advisor is approachable.
5. The student handbook provides helpful information about campus life.
6. Personnel in the Veterans' Services program are helpful.
7. A printed schedule of classes with date/time/location is important to me.
8. I am satisfied with the way Arizona Western College serves Latino students.
9. A smoke-free environment is important to me.
10. Did either of your parents graduate from a four-year college or university?  
(In "importance to me" column, 7=yes, Does not apply=no)

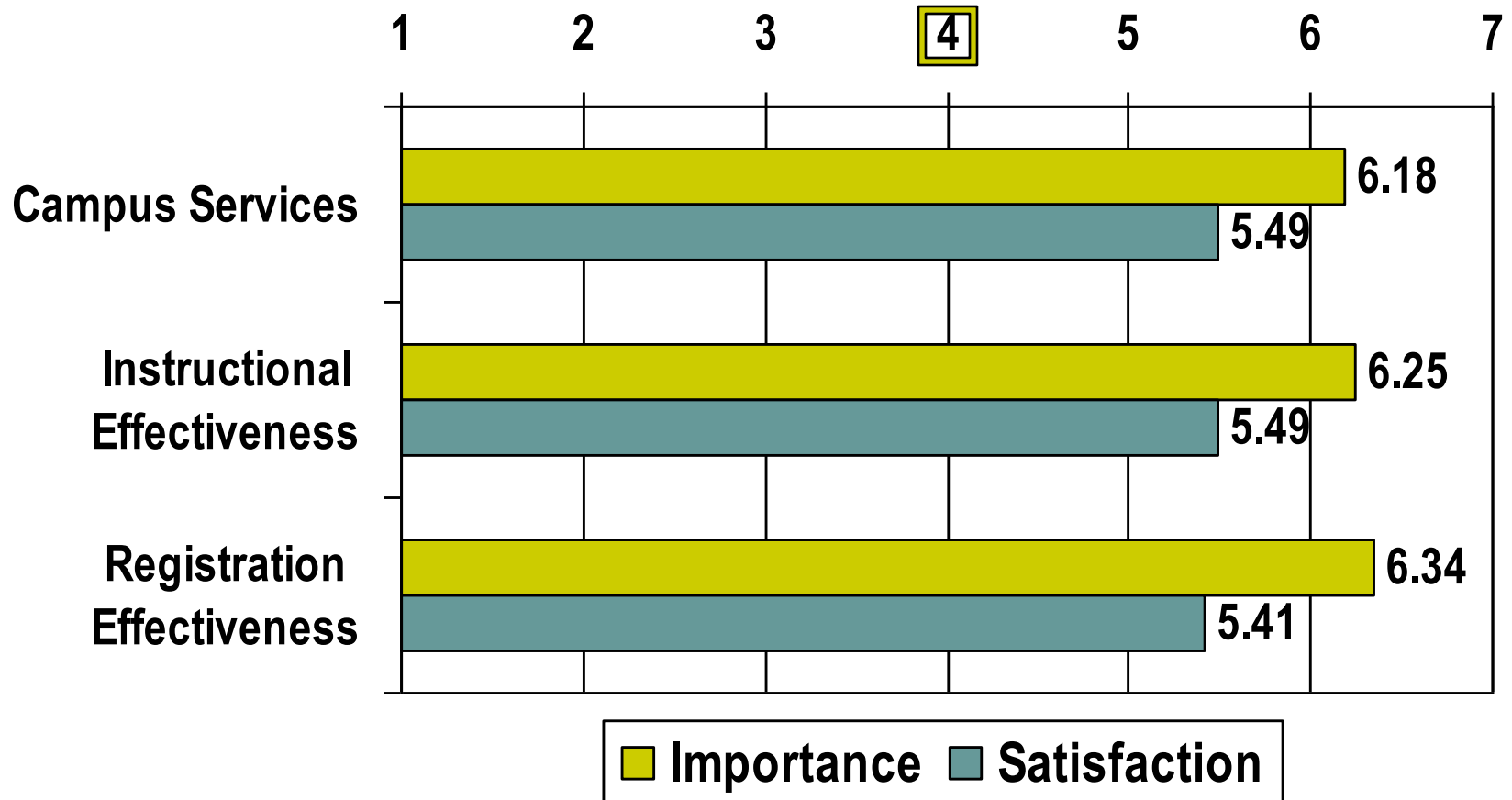
I am taking this survey in a class located at: 1. Main Campus 2. San Luis or Somerton 3. La Paz County 4. Entrepreneurial Center 5. Wellton 6. Other



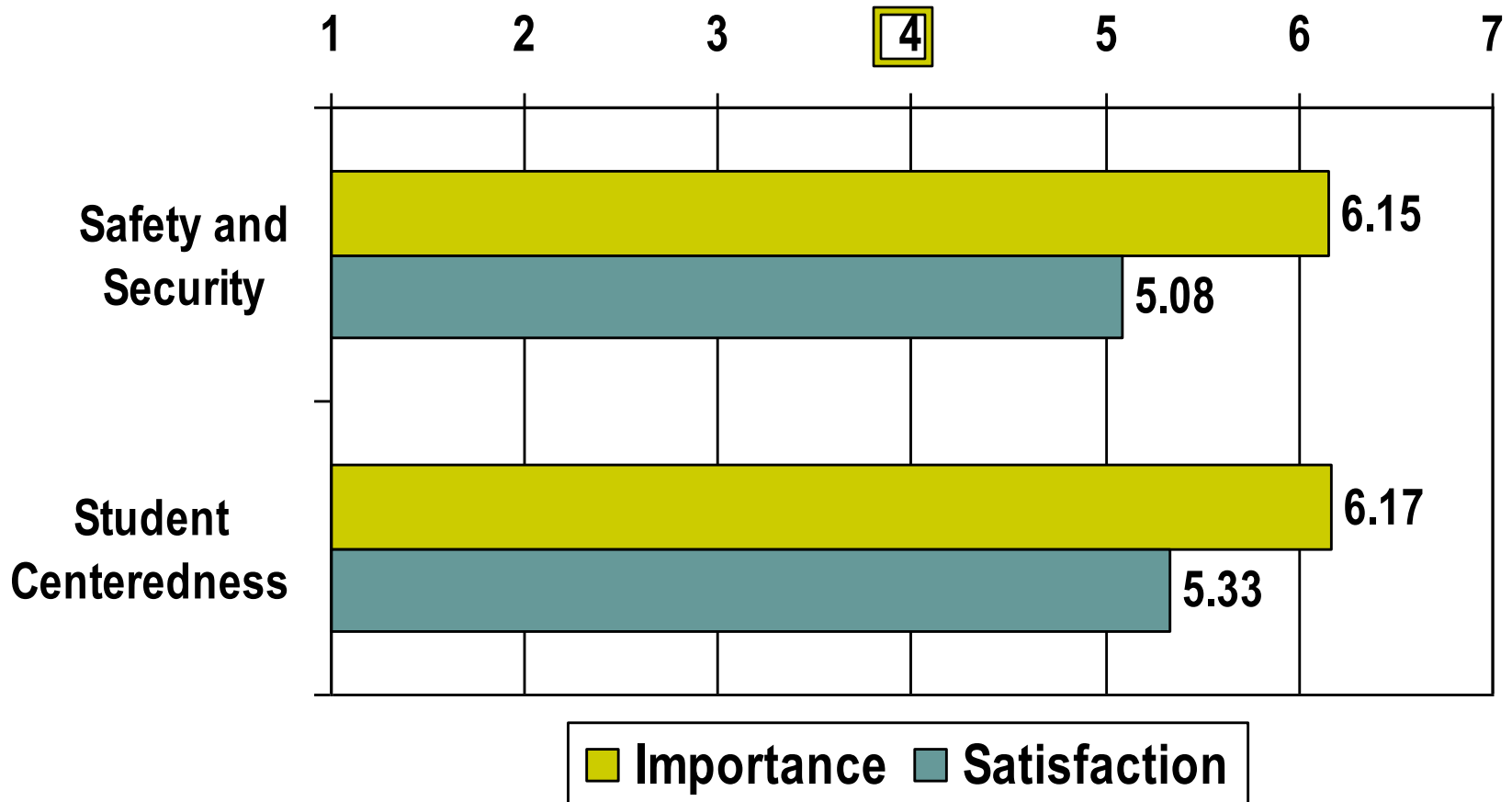
# What did students say?



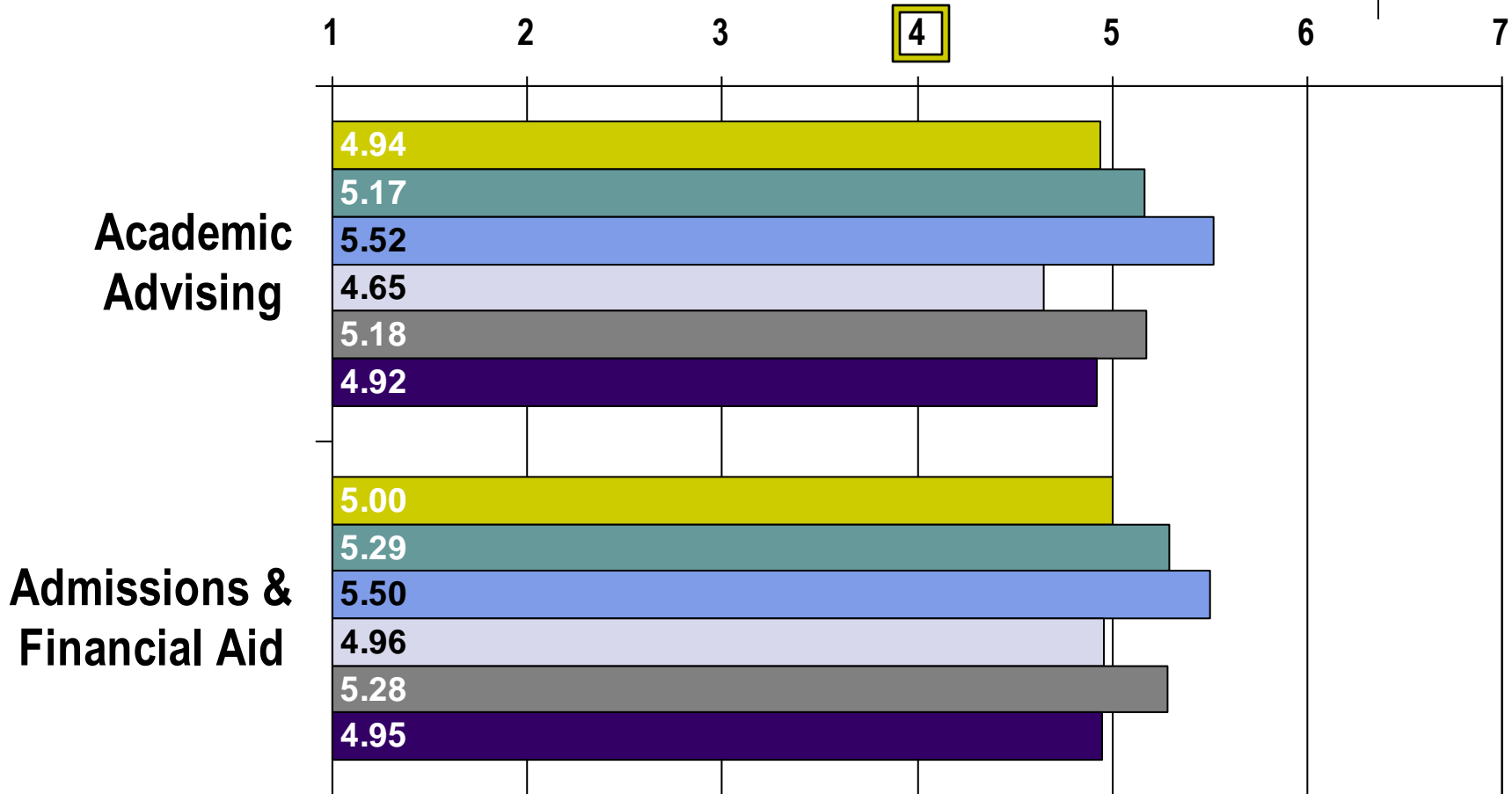
# Students said... Continued



# Students said... Continued

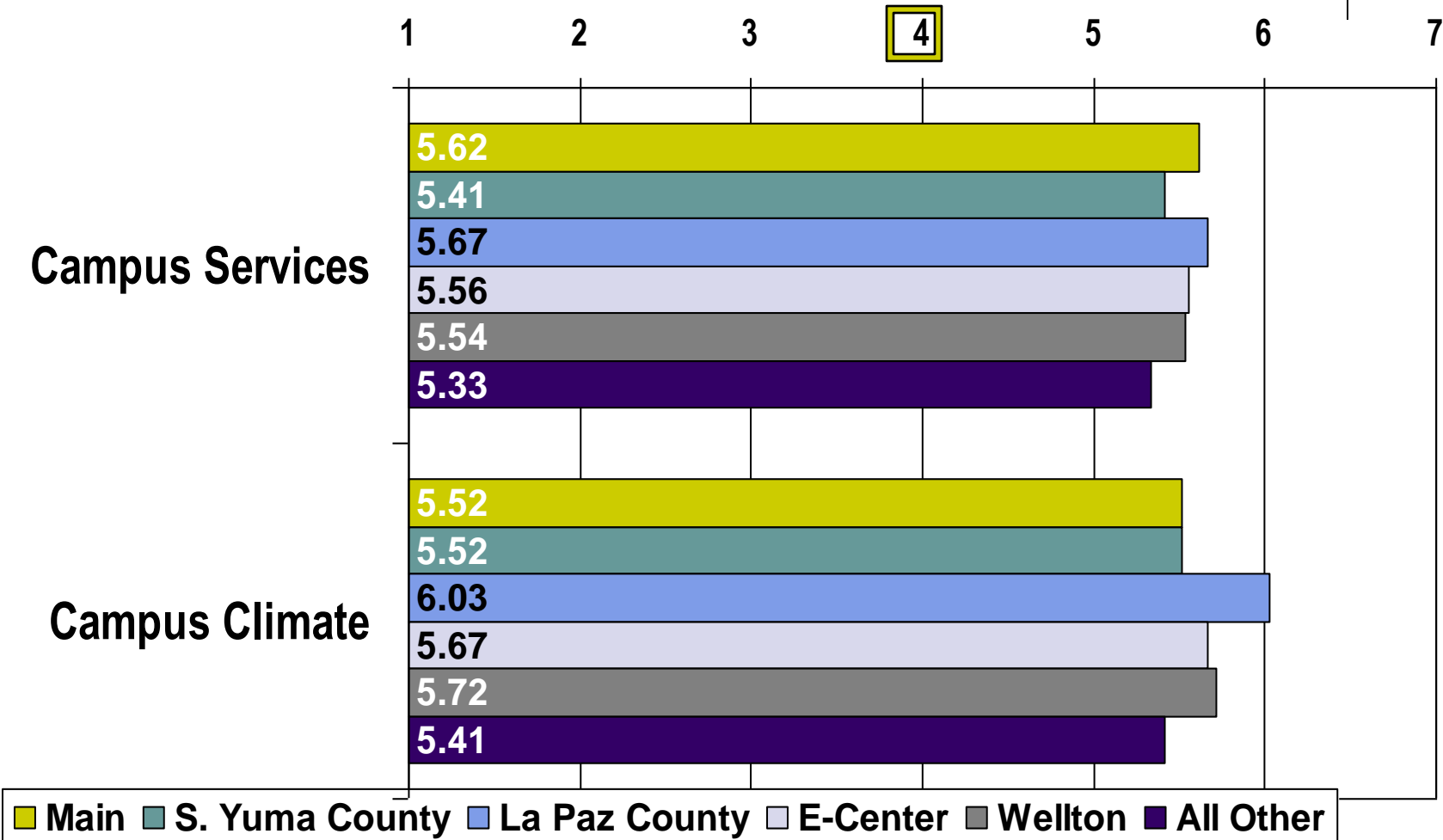


# Did satisfaction differ by campus?

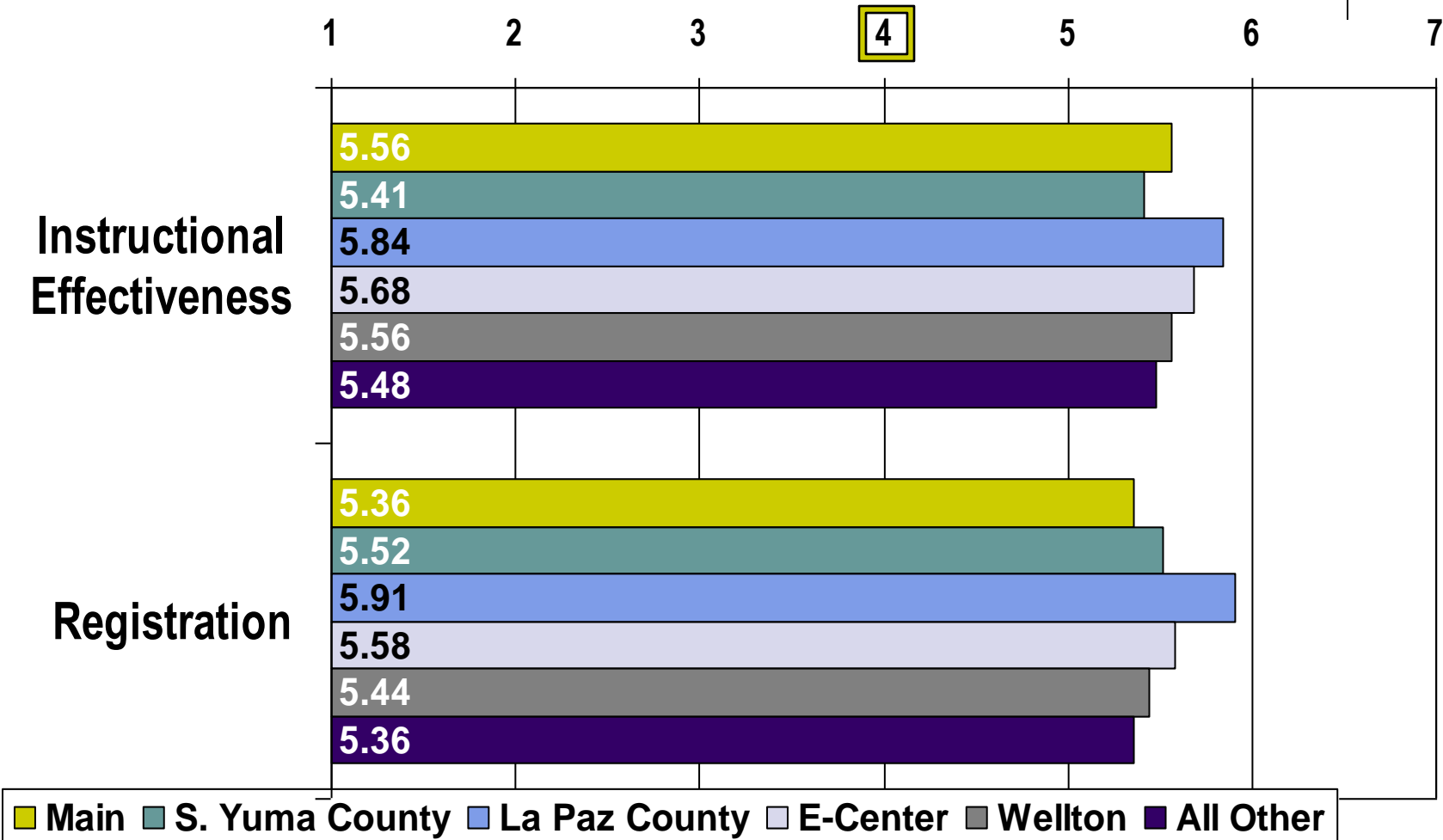


■ Main ■ S. Yuma County ■ La Paz County ■ E-Center ■ Wellton ■ All Other

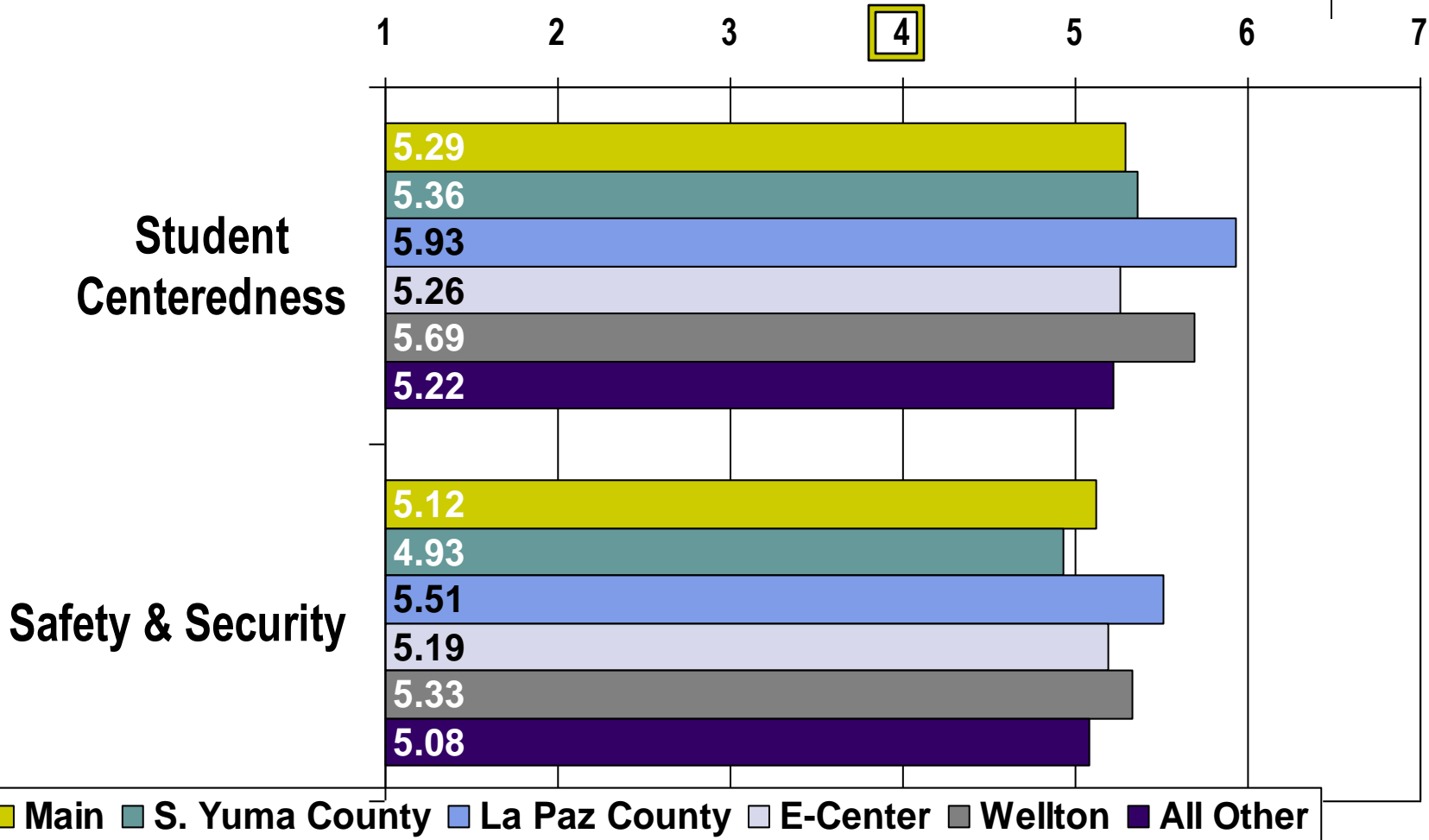
# Satisfaction by campus - Continued



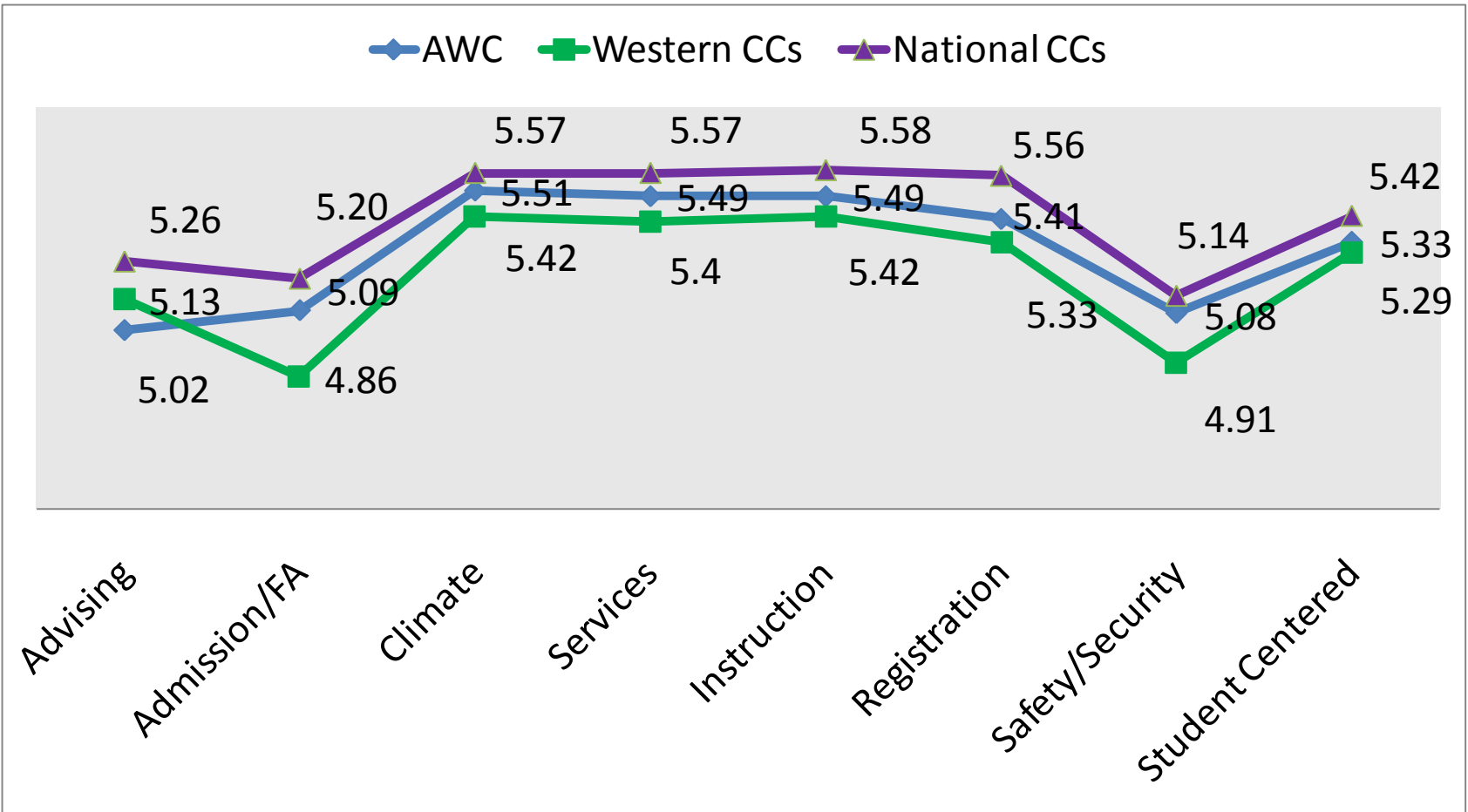
# Satisfaction by campus - Continued



# Satisfaction by campus - Continued

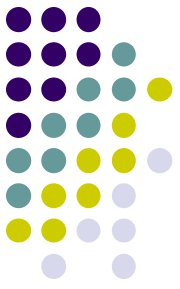


# How do we compare?





# What scored highest/lowest re: student satisfaction?



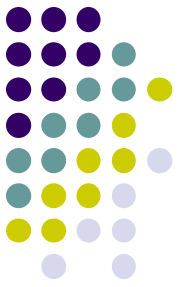
## Highest

- Printed schedule of classes with date/time/location
- Campus is well-maintained
- Computer labs are adequate and accessible.
- The campus is safe and secure for all students.
- The quality of instruction I receive in most of my classes is excellent.
- The campus provides online access to services I need.
- Students are made to feel welcome

## Lowest

- The amount of parking space on campus is adequate.
- Readily available channels for expressing student complaints
- I can easily get involved in campus organizations.
- Personnel in the Veterans' Services program are helpful.
- I receive ongoing feedback about progress toward academic goals
- My academic advisor is knowledgeable about transfer requirements of other schools.

# What is most/least important to students?



## Most

- The quality of instruction I receive in most of my classes is excellent.
- Classes are scheduled at times that are convenient for me.
- A printed schedule of classes with date/time/location is important to me.
- The campus is safe and secure for all students.
- There are sufficient courses within my program/study each term.
- The campus provides online access to services I need.
- Tuition is a worthwhile investment.

## Least

- Personnel in Veterans' Services program are helpful.
- I can easily get involved in campus organizations.
- Channels for expressing student complaints are readily available.
- The student handbook provides helpful info about campus life.
- Security staff respond quickly to calls for assistance.
- Admissions counselors accurately portray program offerings in their recruiting practices.

# Where are the largest gaps between Importance and Satisfaction?



Item	Imp.	Sat.	Gap
Amount of student <u>parking</u> space on campus is adequate	6.23	4.24	1.99
There are <u>sufficient courses</u> in my program of study each term	6.39	5.09	1.30
AWC helps me <u>identify resources</u> to finance my education	6.27	5.02	1.25
<u>Financial aid advisors</u> are helpful	6.35	5.14	1.21
Advisor is <u>knowledgeable about transfer requirements</u> of other schools	6.14	4.93	1.21
Advisor helps me apply my program of study to <u>career goals</u>	6.19	5.00	1.19
Ongoing <u>feedback about progress</u> toward my academic goals	6.10	4.92	1.18
Financial aid awards are <u>announced in time</u> to be helpful in college planning	6.25	5.13	1.12
<u>Administrators are available</u> to hear students' concerns	6.16	5.05	1.11
Advisor is <u>knowledgeable about program requirements</u>	6.28	5.18	1.10

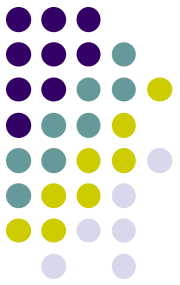


# Now what?

- Sharing results campus-wide and receiving recommendations/feedback
- Analyzing how best to respond to concerns
- Propose strategic objectives for 2011-12
- Changes will happen over time at departmental and institutional levels
- Compare fall 2012 SSI results to baseline to evaluate improvement

# Questions? Comments?





# Want to know more?

- Detailed results are available at [www.azwestern.edu/institutional\\_research](http://www.azwestern.edu/institutional_research)
- We are collecting recommendations at the same website.
- We want to hear from you!