

RUFFALO
NOEL LEVITZ

**2020 Student Satisfaction
Inventory (SSI):**

***A Summary
of Results***

Content

- Measures student expectations and satisfaction
- Main survey includes 83 items covering a wide range of university experiences, programs and services, such as:
 - Student centeredness
 - Campus climate
 - Concern for the individual
 - Recruitment and financial aid
 - Academic advising
 - Registration effectiveness
 - Safety and security
 - Service excellence
 - Campus support service
 - Campus life
 - Responsiveness to diverse populations

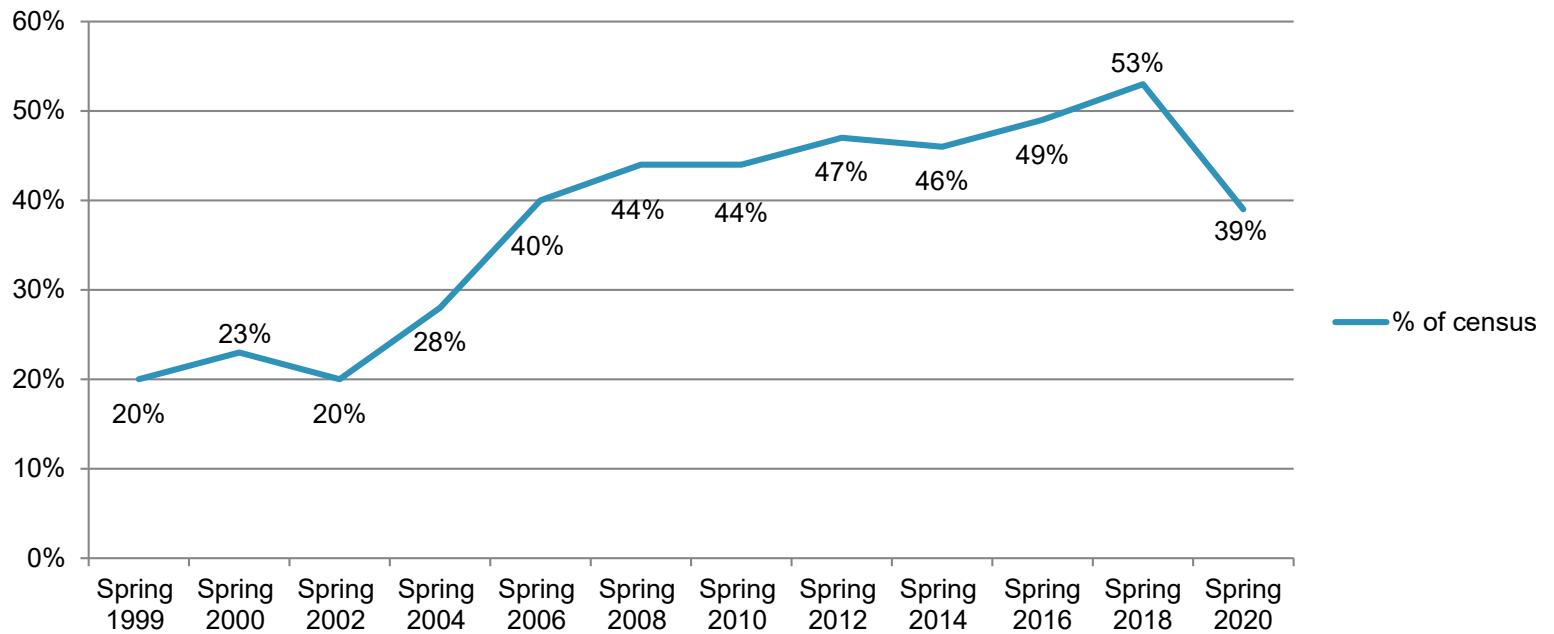
Background

- Collects students' perceptions of importance and satisfaction
- Scaled from 1 ('not at all') to 7 ('very')
- Reliability and validity are very strong
- Hundreds of 4-year private colleges/universities participate every year providing benchmarking capabilities
- Commonly used for assessment purposes (indirect)
- Extensively used at Point Park in planning and accreditation

Response rates

Decrease in response rate in Spring 2020

Respondents as a % of census*



Spring 2020 = 1,112 responses out of 2,825 possible (39%)

* Does not include students in online programs

2020 Respondent Profile

Current class load	N	%	% est. actual*
Full-time	1017	94.1	72.0
Part-time	64	5.9	28.0

Gender	N	%	% est. actual*
Female	673	62.5	61.0
Male	404	37.5	39.0

Current enrollment status	N	%	% est. actual*
Day student	949	89.4	na
Evening	110	10.4	na
Weekend	3	0.3	na

Age	N	%	% est. actual*
Traditional aged (18 to 24)	971	89.9	66.7
Non-traditional aged (25+)	109	10.1	33.3

Ethnicity/race	N	%	% est. actual*
African-American	138	12.8	14.1
Am. Indian/Alaskan Native	1	0.1	0.2
Asian/Pacific Islander	28	2.6	1.4
Caucasian/White	781	72.4	71.0
Hispanic	65	6.0	5.3
Other race	36	3.3	7.4
Race – prefer not to respond	29	2.7	0.6

Class Level	N	%	% est. actual*
Freshman	269	24.8	20.3
Sophomore	298	27.5	17.4
Junior	266	24.5	17.9
Senior	171	15.8	23.2
Graduate	54	5.0	21.1

Current Residence	N	%	% est. actual*
Residence hall	442	40.7	26.7
Commuter	643	59.3	73.3

Residence classification	N	%	% est. actual*
In-state	760	70.1	74.6
Out-of-state	284	26.2	21.8
International	40	3.7	3.6

Employment	N	%	% est. actual*
Full-time off campus	146	13.6	na
Part-time off campus	431	40.2	na
Full-time on campus	58	5.4	na
Part-time on campus	127	11.8	na
Not employed	311	29.0	na

* % est. actual from Fall 2019 census

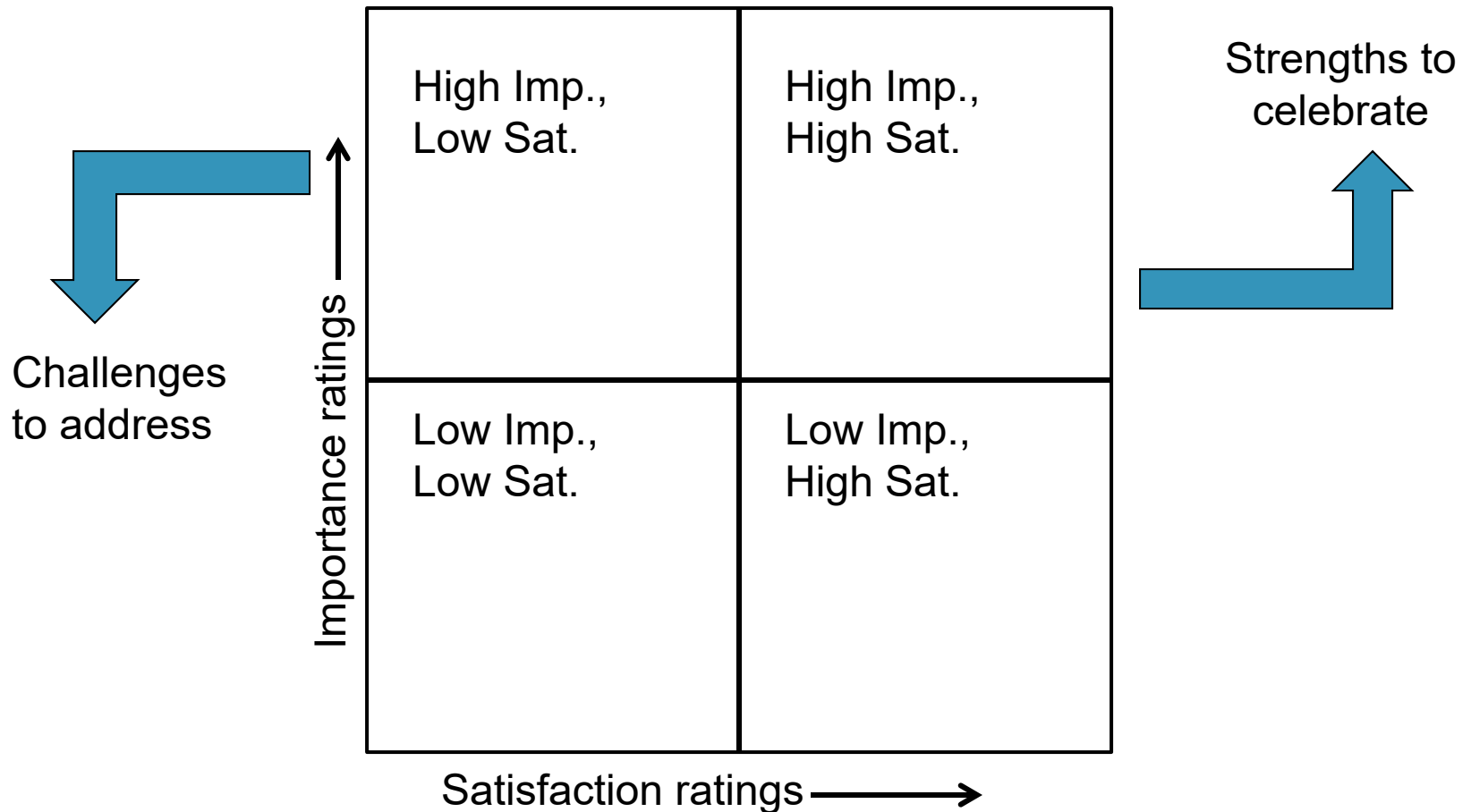
Data Analysis and Interpretation

Strengths and Challenges

- Strength – any question item with a mean rating in *top half of importance* and in *top quartile of satisfaction*
- Challenge – any question item with a mean rating in *top half of importance* and in *bottom quartile of satisfaction*

Allows Point Park to focus on those items that are important to students (the positive and the negative)

Using SSI data and setting priorities



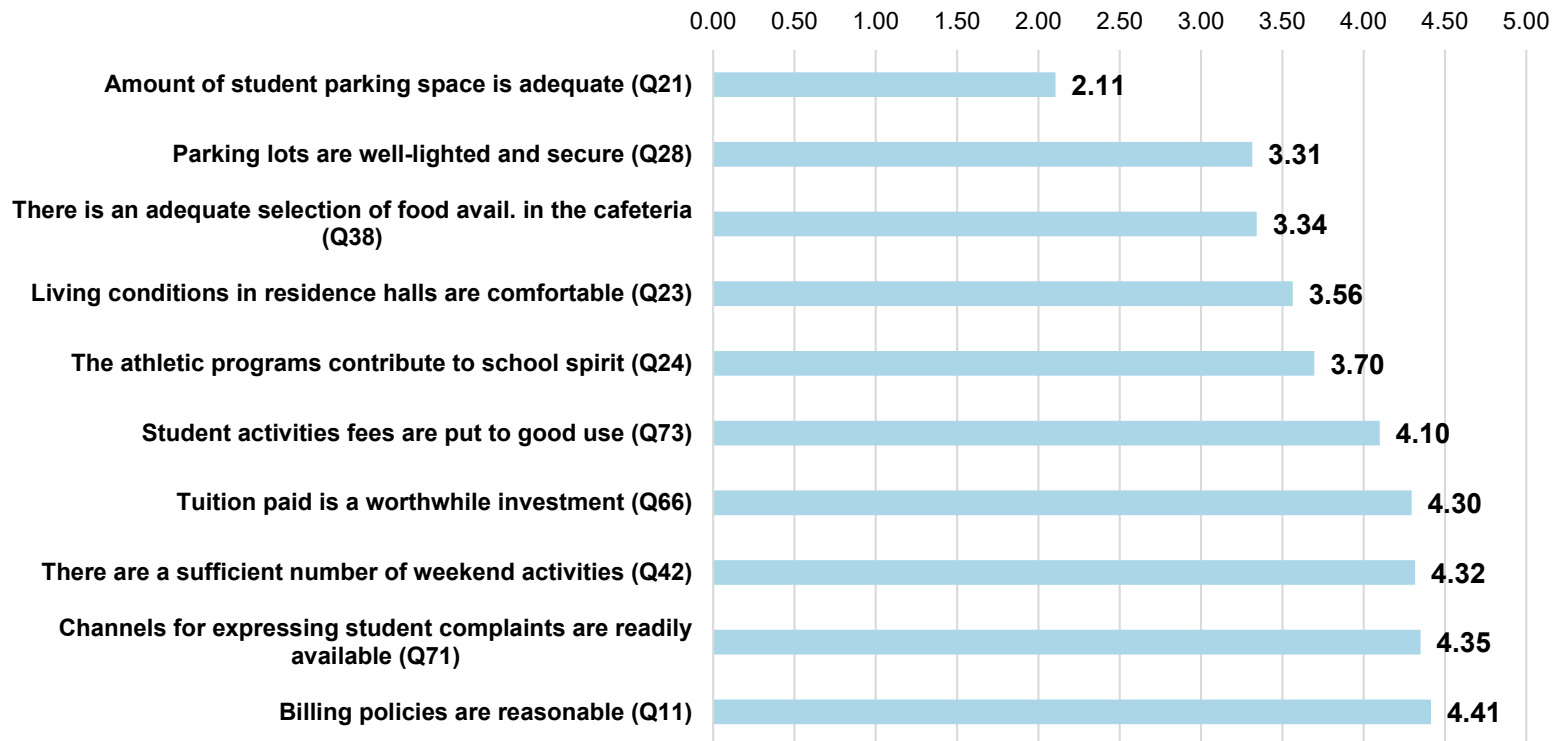
Data Analysis and Interpretation: *Performance Gaps (PG's)*

- Performance gap (PG) - difference between importance and satisfaction
- According to RNL guidelines,
 - A PG score < 0 = exceeding student expectations. *I.e., satisfaction is higher than importance.*
 - A PG score between zero and 1.49 = marginally meeting student expectations.
 - Large PG's (i.e., those > 1.49) = does not meet student expectations.

Satisfaction

- Overall, satisfaction ratings decreased for 77.5% of the 80 question items from 2018 to 2020.
- Note: Only Q11 and Q66 were identified as a “challenge”. The others weren’t important enough.

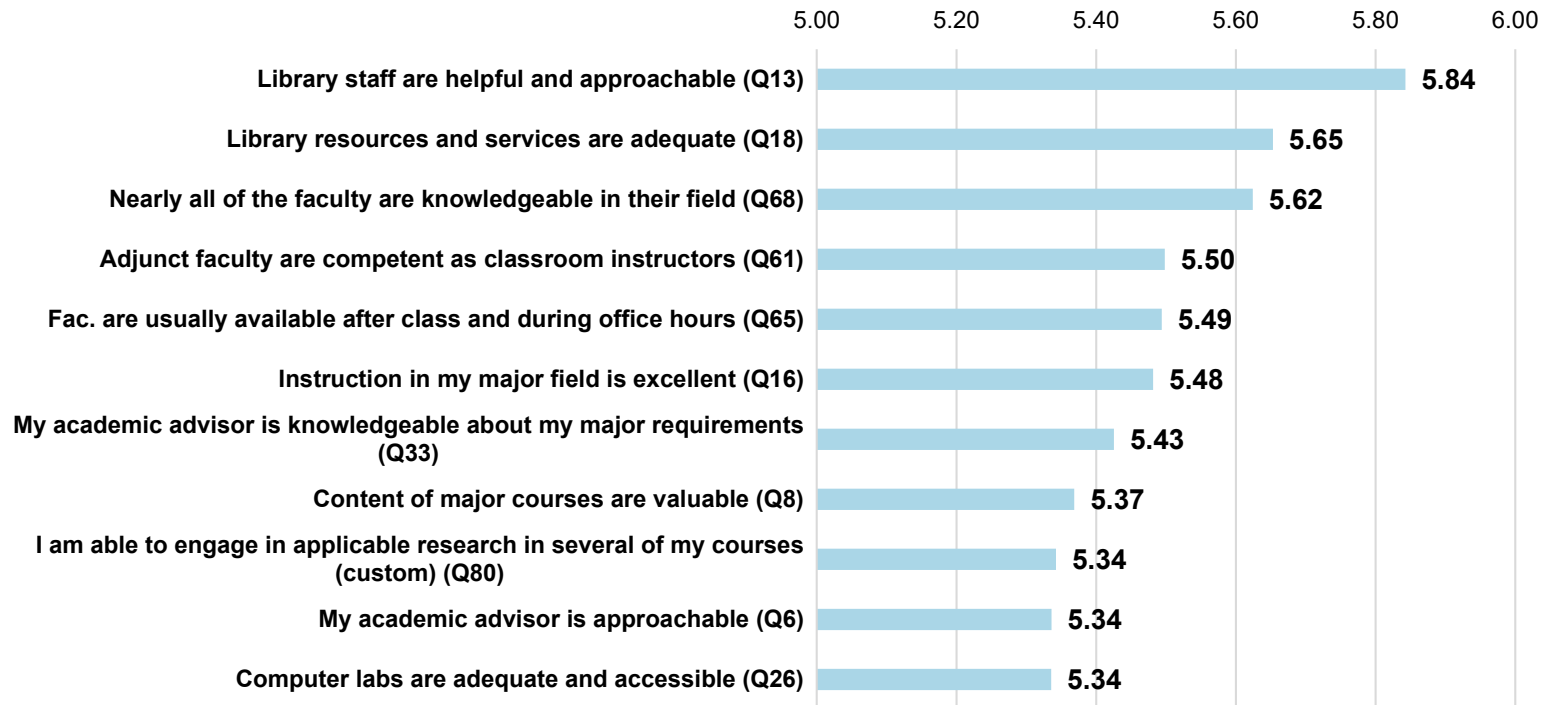
Lowest Satisfaction Ratings (2020)



Satisfaction

All but three (Q13, Q18, Q80) of the 11 items were calculated “strengths” since they also fell in the top half of importance.

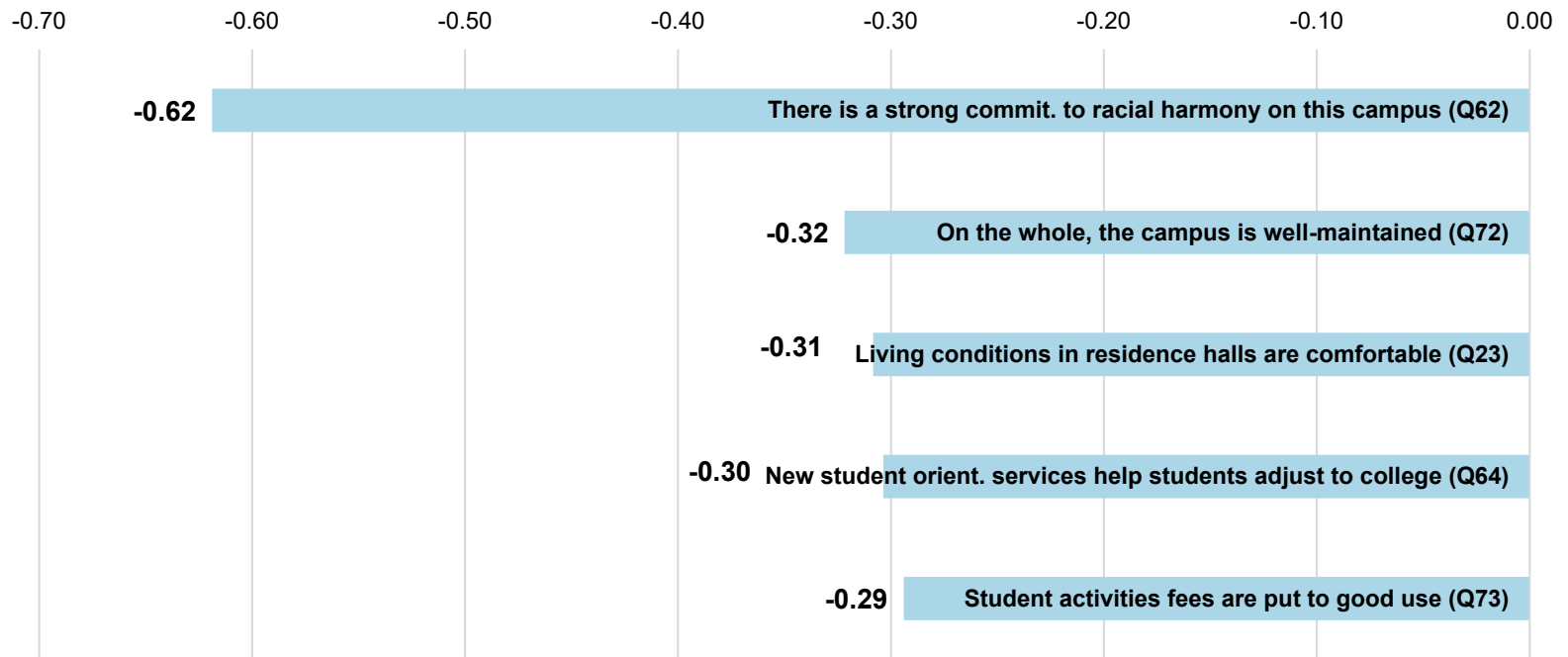
Highest Satisfaction Ratings (2020)



Satisfaction

Satisfaction rating differences between 2018 and 2020.

Top decreases in satisfaction from 2018 to 2020

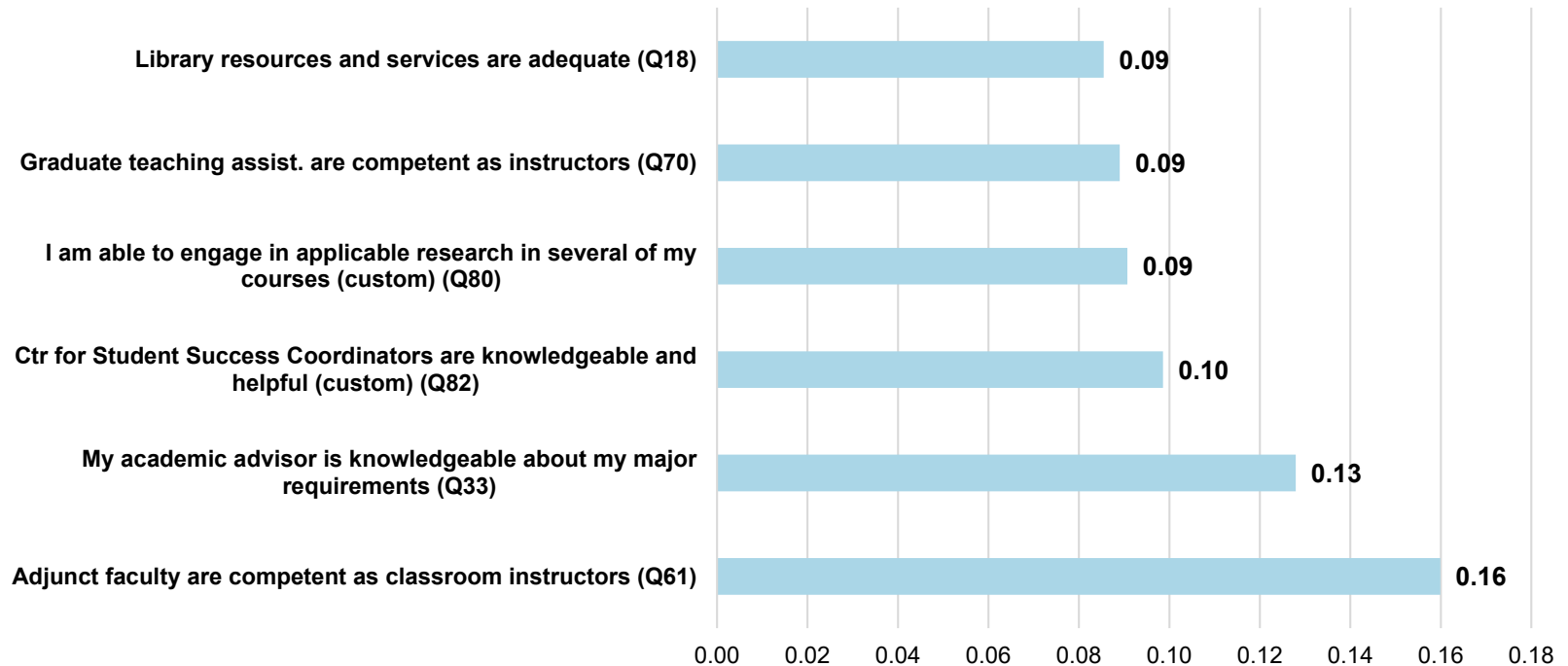


Notes: Q62 was identified as a “strength” in 2018. Q72 was identified as a “challenge” for the first time since 2002.

Satisfaction

Satisfaction rating differences between 2018 and 2020.

Top increases in satisfaction from 2018 to 2020



Notes: Only Q33 and Q61 were identified as “strengths.”

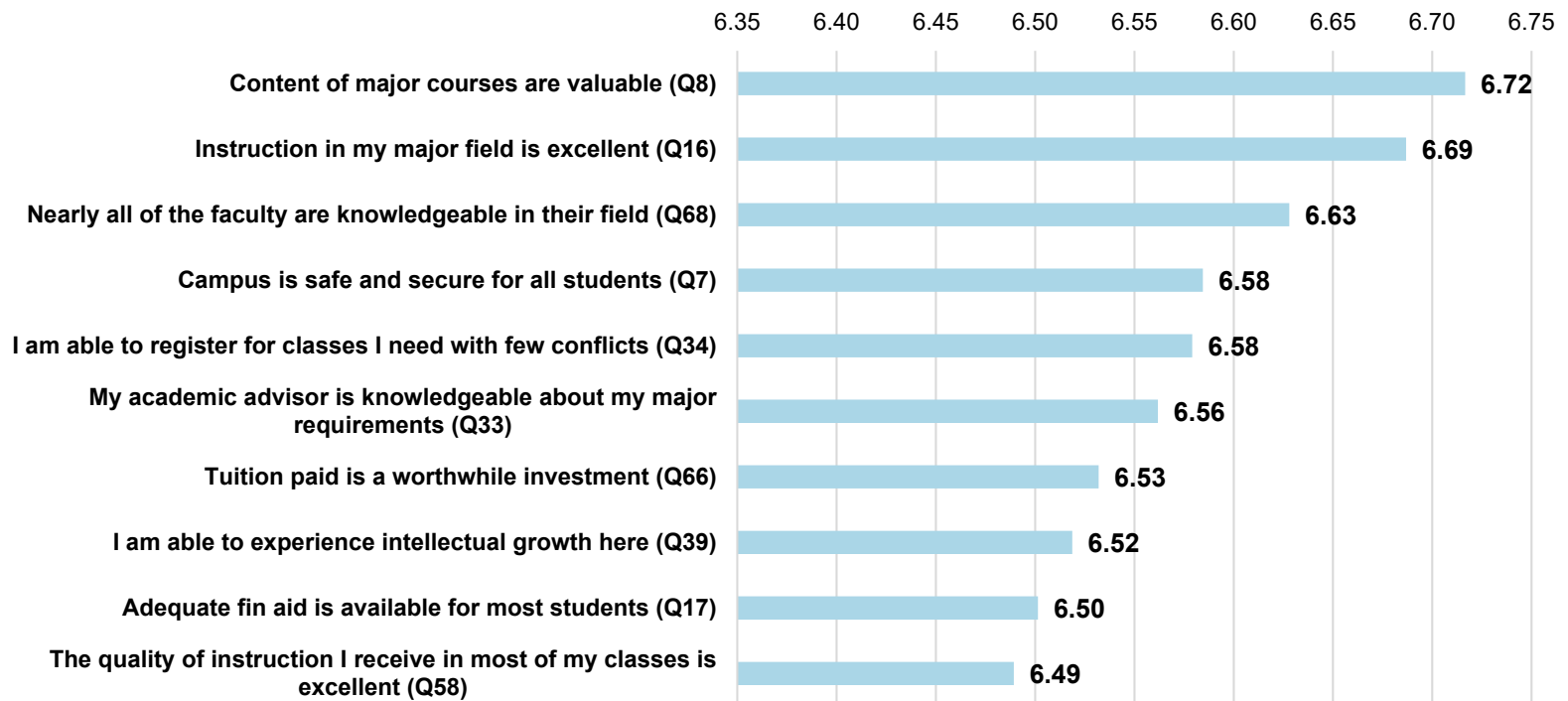
Importance

7 of the 10 items were either identified as strengths or challenges.

Strengths = Q8, Q16, Q33, Q39, Q58, Q68

Challenges = Q66

Top 10 most important items (2020)



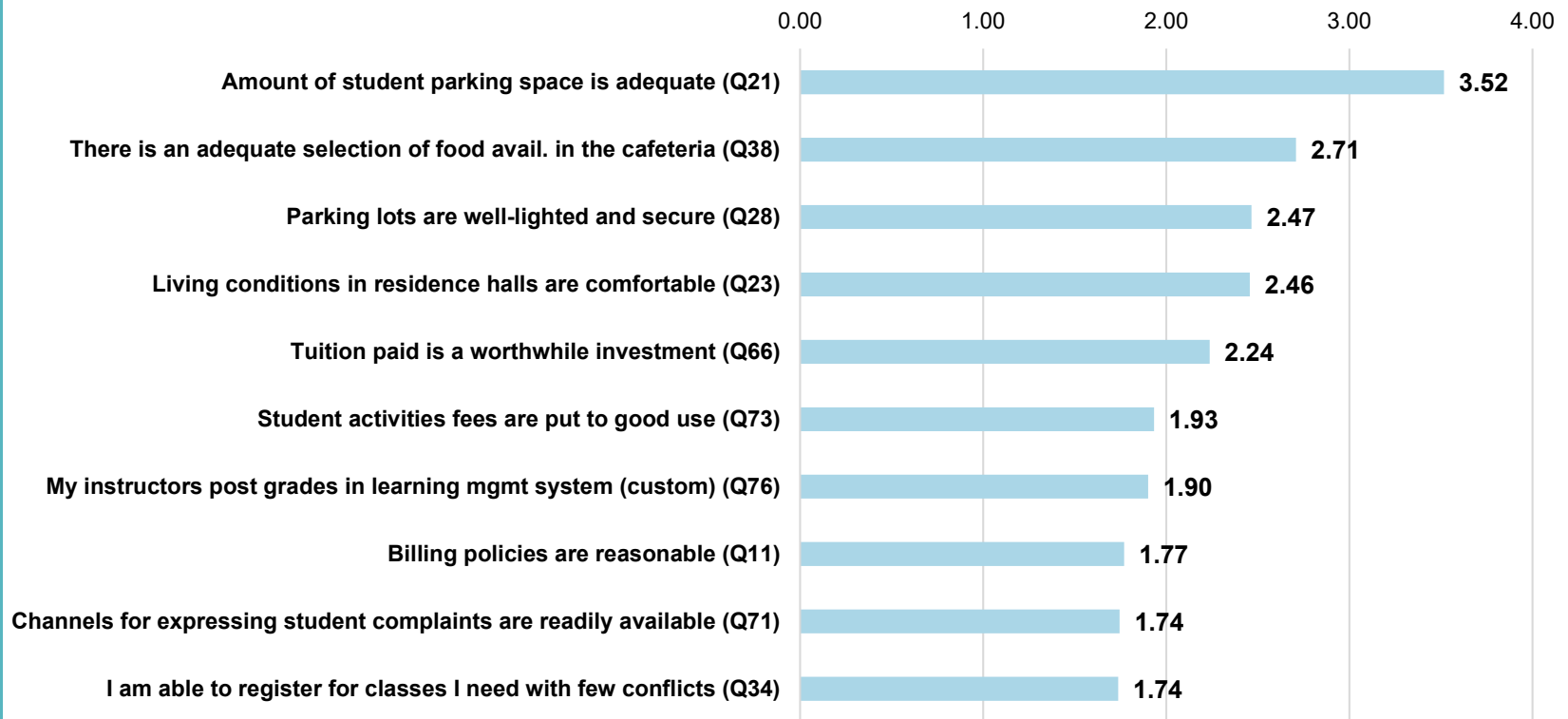
Performance Gaps (PG)

PG's greater than 1.49 are those areas in which Point Park is NOT meeting student expectations.

There were 20 items with a PG greater than 1.49 in 2020.

3 of the 10 items below are identified as "challenges" (Q11, Q66, Q76).

Top 10 largest performance gaps (2020)



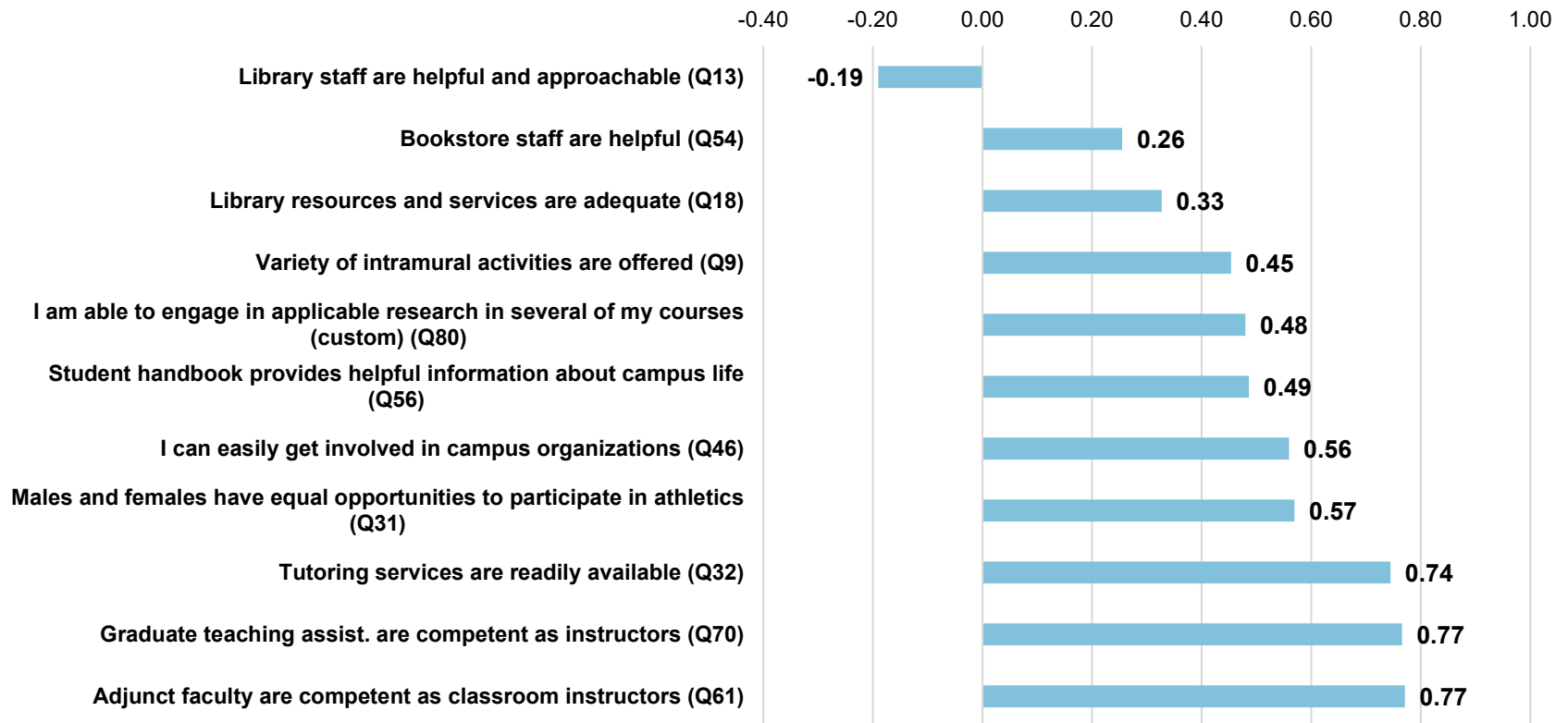
Performance Gaps (PG)

PG's less than 1.00 are those areas in which Point Park is meeting student expectations.

There were 24 items with a PG less than 1.00 in 2020.

Only Q61 was identified as a "strength".

Top 11 smallest performance gaps (2020)



Summary tables

How has your college experience met your expectations?

	Point Park Univ.			All private		Peers	
	%	%		%		%	
	2020	2018	Diff	2020	Diff	2020	Diff
Worse than expected	19	18	+1	16	+3	16	+3
About what I expected	38	38	0	30	+8	28	+10
Better than expected	40	42	-2	51	-11	52	-12

Rate your overall satisfaction with your experience here thus far.

	Point Park Univ.			All private		Peers	
	%	%		%		%	
	2020	2018	Diff	2020	Diff	2020	Diff
Dissatisfied	18	15	+3	13	+5	12	+6
Neutral	13	14	-1	10	+3	9	-4
Satisfied	65	68	-3	73	-8	75	-10

2020 Strengths at Point Park Univ

(top half of importance, top quartile of satisfaction)

- ❖ Campus staff are caring and helpful (Q2)
- ❖ My academic advisor is approachable (Q6)
- ❖ Content of major courses is valuable (Q8)
- ❖ Instruction in my major field is excellent (Q16)
- ❖ Computer labs are adequate and accessible (Q26)
- ❖ My advisor is knowledgeable about major requirements (Q33)
- ❖ I am able to experience intellectual growth here (Q39)
- ❖ Students are made to feel welcome on this campus (Q45)
- ❖ Major requirements are clear and reasonable (Q55)
- ❖ The quality of instruction I receive in most of my classes is excellent (Q58)

2020 PPU Strengths (con't)

- ❖ Adjunct faculty are competent as classroom instructors (Q61)
 - ❖ Faculty are available after class and during office hours (Q65)
 - ❖ Freedom of expression is protected on campus (Q67)
 - ❖ Nearly all of the faculty are knowledgeable in their field (Q68)
 - ❖ There is a good variety of courses provided on this campus (Q69) – **first-time strength**
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2020 Challenges at Point Park Univ.

(top half of importance, bottom quartile of satisfaction)

- ❖ Billing policies are reasonable (Q11)
 - ❖ Counseling staff care about students (Q22) – **first-time challenge**
 - ❖ Point Park shows concern for students as individuals (Q59) – **first-time challenge**
 - ❖ Tuition paid is a worthwhile investment (Q66)
 - ❖ On the whole, the campus is well-maintained (Q72)
 - ❖ My instructors post grades in our LMS (Custom Q76)
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Strengths (S)

Comparing PPU Strengths to 4-yr private Univ and customized peer group

Question Item	PPU	All 4 Yr Private	Other Peers
Staff are caring and helpful (Q2)	S	S	
My academic advisor is approachable (Q6)	S	S	S
Content of major courses are valuable (Q8)	S	S	
Instruction in my major field is excellent (Q16)	S	S	S
Computer labs are adequate and accessible (Q26)	S		
My academic advisor is knowledgeable about my major requirements (Q33)	S	S	S
I am able to experience intellectual growth here (Q39)	S	S	S
Students are made to feel welcome on this campus (Q45)	S	S	
Major requirements are clear and reasonable (Q55)	S	S	S
The quality of instruction I receive in most of my classes is excellent (Q58)	S		
Adjunct faculty are competent as classroom instructors (Q61)	S		
Fac. are usually available after class and during office hours (Q65)	S	S	S
Freedom of expression is protected on campus (Q67)	S		
Nearly all of the faculty are knowledgeable in their field (Q68)	S	S	S
There is a good variety of courses provided on this campus (Q69) - NEW	S		

Strengths (S)

Comparing strengths at 4-yr private Univ and Other Peers to PPU.

Question Item	PPU	All 4 Yr Private	Other Peers
The campus is safe and secure for all students. (Q7)		S	S
My academic advisor is concerned about my success as an individual. (Q14)		S	S
There is a commitment to academic excellence on this campus. (Q41)		S	S
This institution has a good reputation within the community. (Q51)		S	S
On the whole, the campus is well-maintained. (Q72)	C	S	S
Counseling staff care about students as individuals. (Q22)	C		S
Tutoring services are readily available. (Q32)			S

Challenges (C)

Comparisons to 4-yr private Univ and Other Peers

Question Item	PPU	All 4 Yr Private	Other Peers
Financial aid counselors are helpful. (Q5)		C	C
Billing policies are reasonable (Q11)	C		
Financial aid awards are announced to students in time to be helpful in college planning. (Q12)		C	C
Adequate financial aid is available for most students. (Q17)		C	C
Counseling staff care about students (Q22) - NEW	C		
Living conditions in the residence halls are comfortable (adequate space, lighting, heat, air, etc.) (Q23)		C	C
I am able to register for classes I need with few conflicts. (Q34)		C	C
Faculty provide timely feedback about student progress in a course. (Q47)			C
My university shows concern for students as individuals (Q59) - NEW	C		
Tuition paid is a worthwhile investment (Q66)	C	C	C
On the whole, the campus is well-maintained (Q72)	C		

Trends – Strengths and Challenges at Point Park

The following items have been strengths for at least the last four survey administrations (from 2014 to 2020):

- ❖ Staff are caring and helpful (Q2)
 - ❖ My academic advisor is approachable (Q6)
 - ❖ Content of major courses is valuable (Q8)
 - ❖ Instruction in my major field is excellent (Q16)
 - ❖ Computer labs are adequate and accessible (Q26)
 - ❖ Academic advisor is knowledgeable about major requirements (Q33)
 - ❖ Adjunct faculty are competent as classroom instructors (Q61)
 - ❖ Faculty are available after class and during office hours (Q65)
 - ❖ Freedom of expression is protected on campus (Q67)
 - ❖ Nearly all of the faculty are knowledgeable in their field (Q68)
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Trends – Strengths and Challenges at Point Park

❖ Some other notable highlights:

- Challenge in 2018, but not in 2020:
 - ❖ I am able to register for classes I need with few conflicts (Q34) – due to increased satisfaction (from 4.77 to 4.84) moving this item out of the bottom quartile.
- Strengths in 2018, but not in 2020:
 - ❖ Faculty care about me as an individual (Q3) - due to decrease in satisfaction (from 5.30 to 5.18) dropping this item out of the top quartile.
 - ❖ Point Park has a good reputation within the community (Q51) - despite a decrease in satisfaction (from 5.36 to 5.22) this item remained in top quartile. However it dropped out of the top half of importance.
 - ❖ There is a strong commitment to racial harmony on this campus (Q62) - due to decrease in satisfaction (from 5.55 to 4.93) dropping this item out of the top quartile. This was the largest decrease in satisfaction between 2018 and 2020.
 - ❖ My university experience is meeting goals outlined in the Mission Stmt (Q83) - due to decrease in satisfaction (from 5.35 to 5.09) dropping this item out of the top quartile.

Strengths and challenges by selected characteristics

- ❖ Data is available for selected student characteristics that include:
 - Day, evening
 - Traditional aged, non-traditional aged
 - Full-time, part-time status
 - Conservatory majors, non-conservatory majors
 - Live in residence halls, commuter
 - Undergraduate, graduate
 - Class level (FR, SO, JR, SR)
- ❖ Allows us to be more precise in pinpointing strengths and challenges

SSI results by school and department

- ❖ Reports showing strengths and challenges for academic areas will be sent to Department Chairs
- ❖ Meetings can be scheduled with various departments to review SSI results specific to those departments.

Next steps

- Continue communicating findings to the University community (faculty and staff)
- Find opportunities to highlight “strengths” in:
 - Admissions literature
 - Marketing materials
 - Public relations
- Select challenges for improvement and measure progress towards goals
- Fully document strategies and assessment
- Prepare for follow-up in Spring 2022

Thank you!

Any questions or requests for follow-up, please contact the Office of Institutional Research or visit our webpage for additional information.

Phone: 412-392-3905

Email: cchoncek@pointpark.edu

Webpage:

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