



**2022 Student Satisfaction
Inventory (SSI):**

***A Summary
of Results***

Overall Survey 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 life
 - Instructional effectiveness
 - Recruitment and financial aid effectiveness
 - Campus support services
 - Academic advising effectiveness
 - Registration effectiveness
 - Safety and security
 - Concern for the individual
 - Service excellence
 - Responsiveness to diverse populations
 - Campus climate

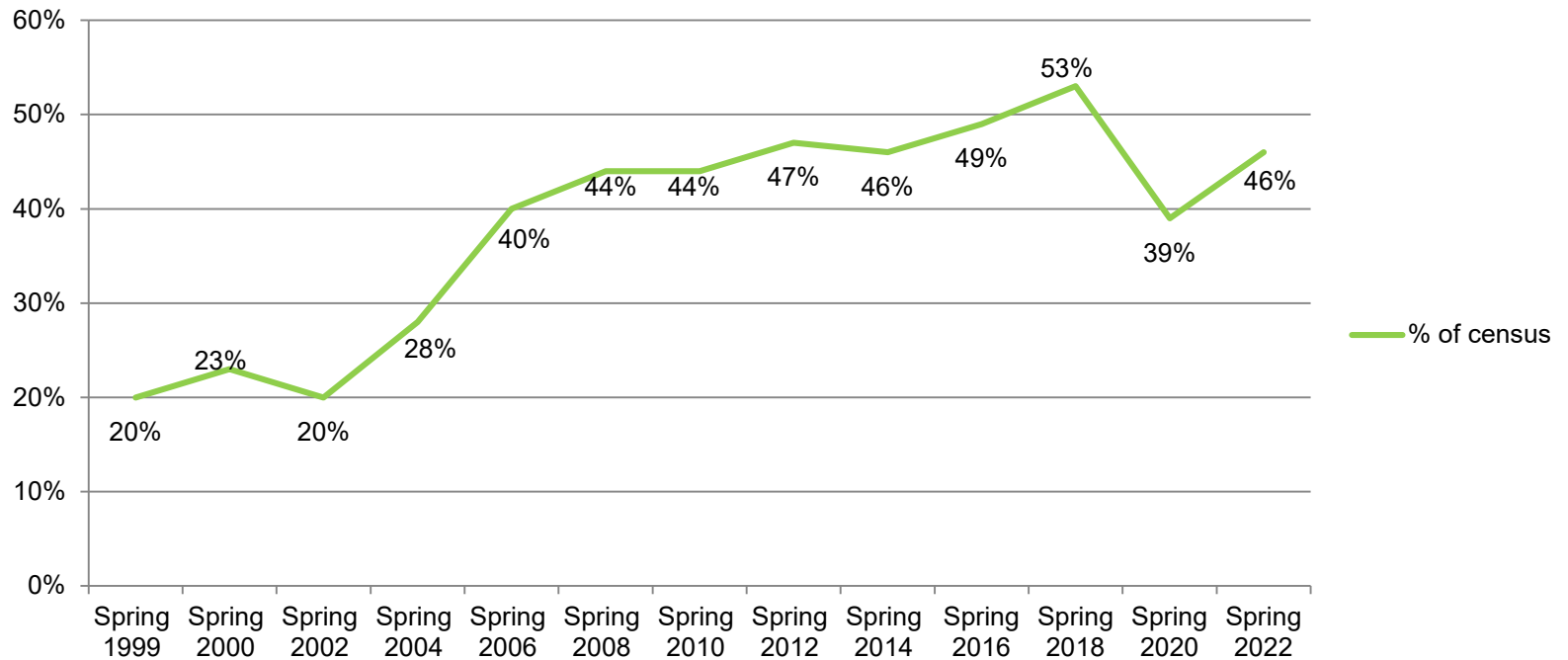
Survey Background

- 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

Increase in response rate in Spring 2022, after a decline in 2020

Respondents as a % of census*



Spring 2022 = 1,101 responses out of 2,387 possible (46%)

* Does not include students in online programs

2022 Respondent Profile

Current Class Load	N	%	% est. actual*
Full-time	1071	97.3	88.2
Part-time	30	2.7	11.8

Gender	N	%	% est. actual*
Female	729	66.2	63.4
Male	372	33.8	36.6

Current Enrollment Status	N	%	% est. actual*
Day student	971	93.5	na
Evening	63	6.1	na
Weekend	4	0.4	na

Age	N	%	% est. actual*
Traditional aged (18 to 24)	1014	92.1	83.9
Non-traditional aged (25+)	87	7.9	16.1

Ethnicity/Race	N	%	% est. actual*
Asian	30	2.7	2.3
Am. Indian/Alaskan Native	2	0.2	0.2
Black or African-American	103	9.4	11.8
Hispanic of any race	95	8.6	8.4
Nat. Hawaiian/Pac. Islander	0	0.0	0.0
Nonresident Alien	40	3.6	3.6
White	776	70.5	68.7
Two or more races	53	4.8	4.0
Race/Ethnicity Unknown	2	0.2	1.0

Class Level	N	%	% est. actual*
Freshman	346	31.4	21.4
Sophomore	214	19.4	19.1
Junior	245	23.1	20.8
Senior	240	21.8	26.3
Graduate	44	4.0	9.9

Current Residence	N	%	% est. actual*
Residence hall	479	43.5	33.1
Commuter	622	56.5	66.9

Residence Classification	N	%	% est. actual*
In-state	681	61.9	64.3
Out-of-state	383	34.8	32.2
International	37	3.4	3.6

Employment	N	%	% est. actual*
Full-time off campus	97	9.4	na
Part-time off campus	383	37.2	na
Full-time on campus	51	5.0	na
Part-time on campus	148	14.4	na
Not employed	350	34.0	na

* % estimated actual from Spring 2021-22 Census students in on-ground programs

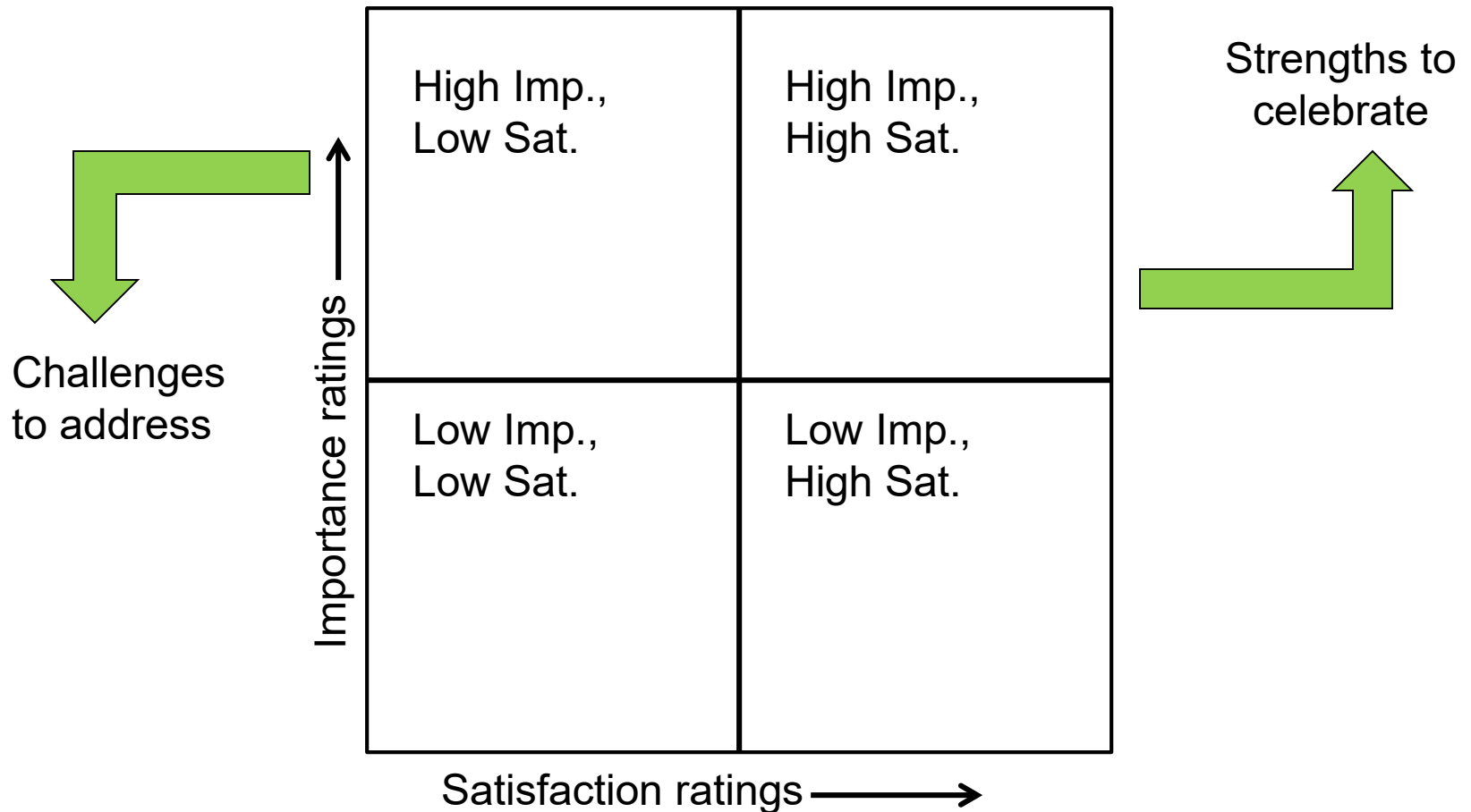
Data Analysis and Interpretation

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



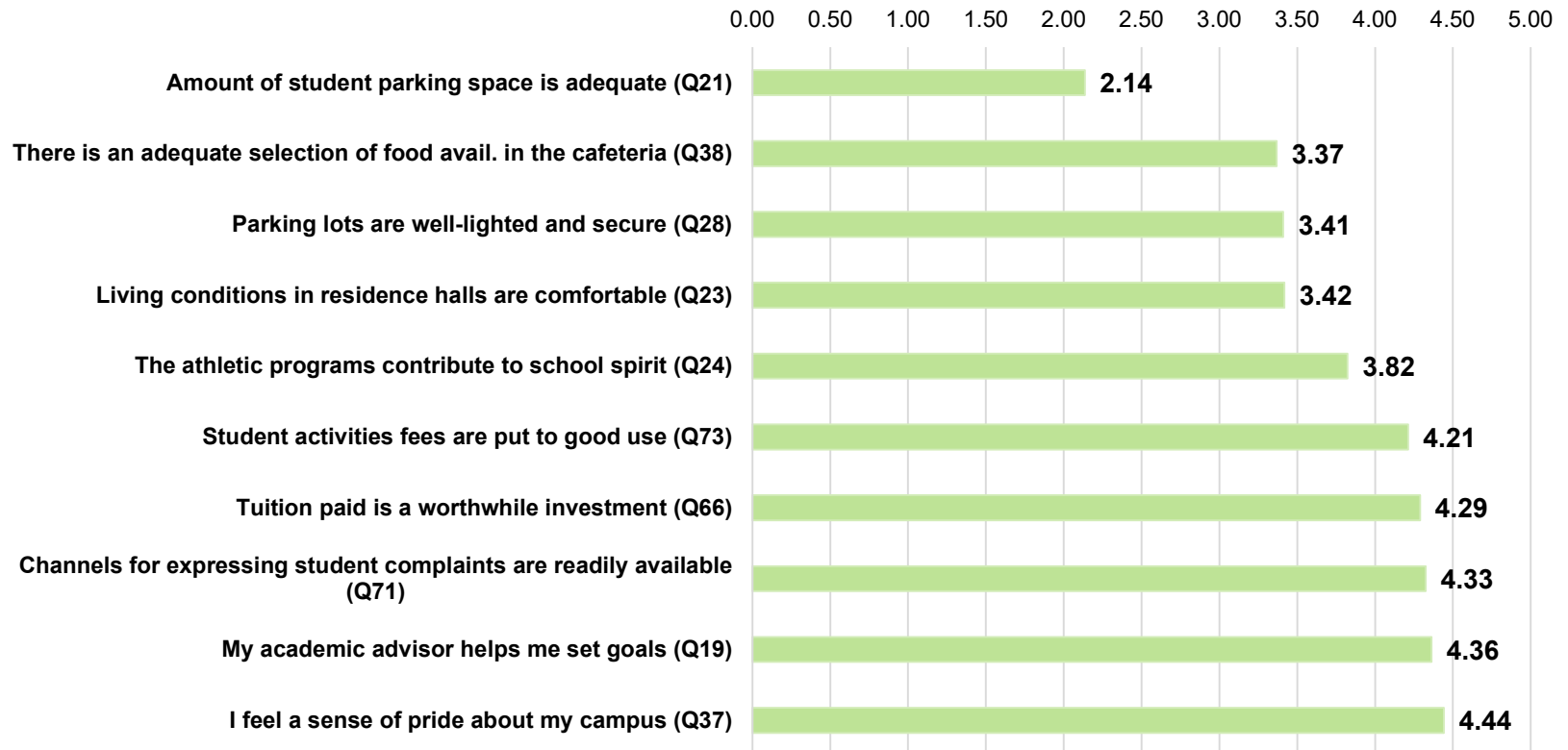
Data Analysis and Interpretation: *Performance Gaps (PG's)*

- 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 increased for 76% of the 80 question items from 2020 to 2022, after decreasing for 78% of questions from 2018 to 2020.
- Note: Only Q23 and Q66 were identified as a “challenge”. The others weren’t important enough.

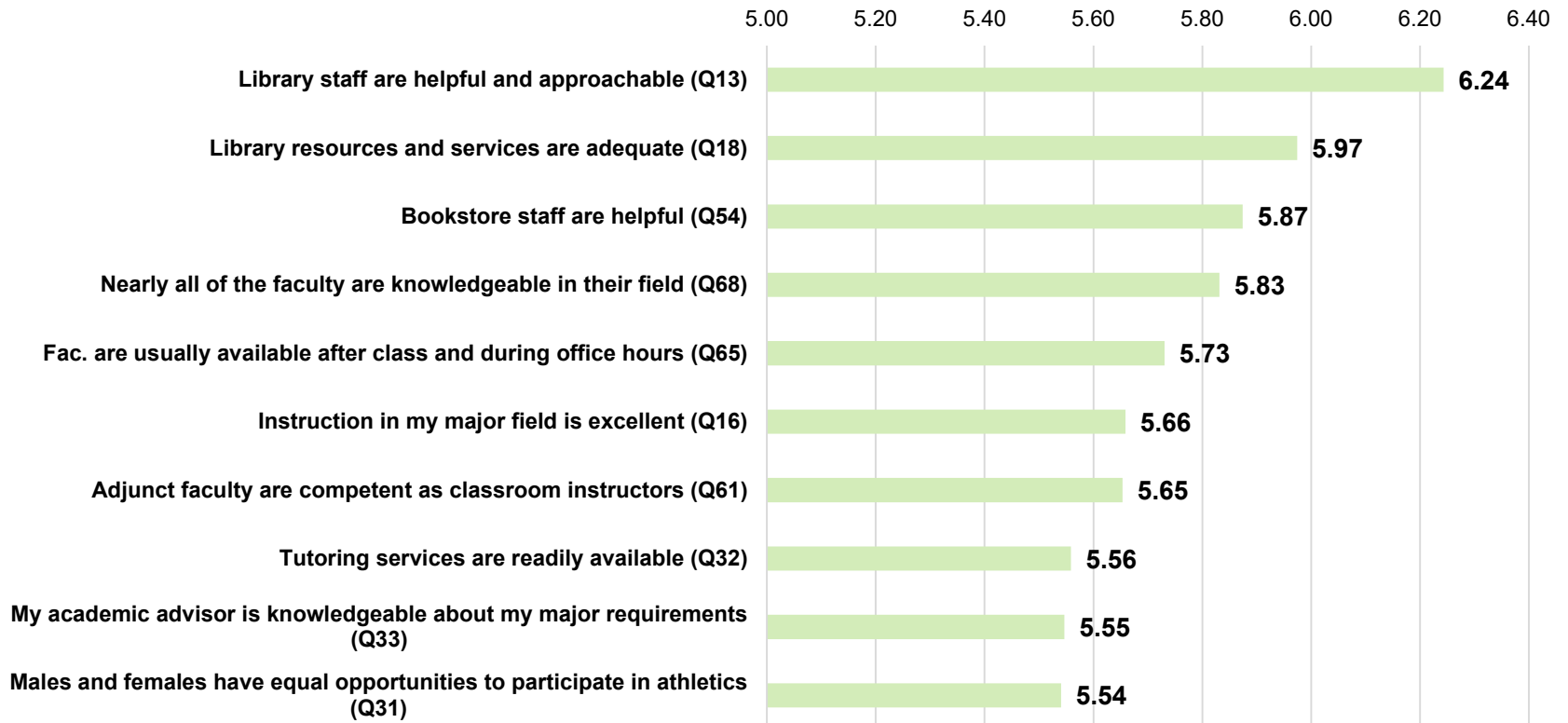
Lowest Satisfaction Ratings (2022)



Satisfaction

Five of the 10 items (Q16, Q33, Q61, Q65, Q68) were calculated “strengths” since they also fell in the top half of importance. In 2020, seven of the 10 highest satisfaction items were rated as “strengths”.

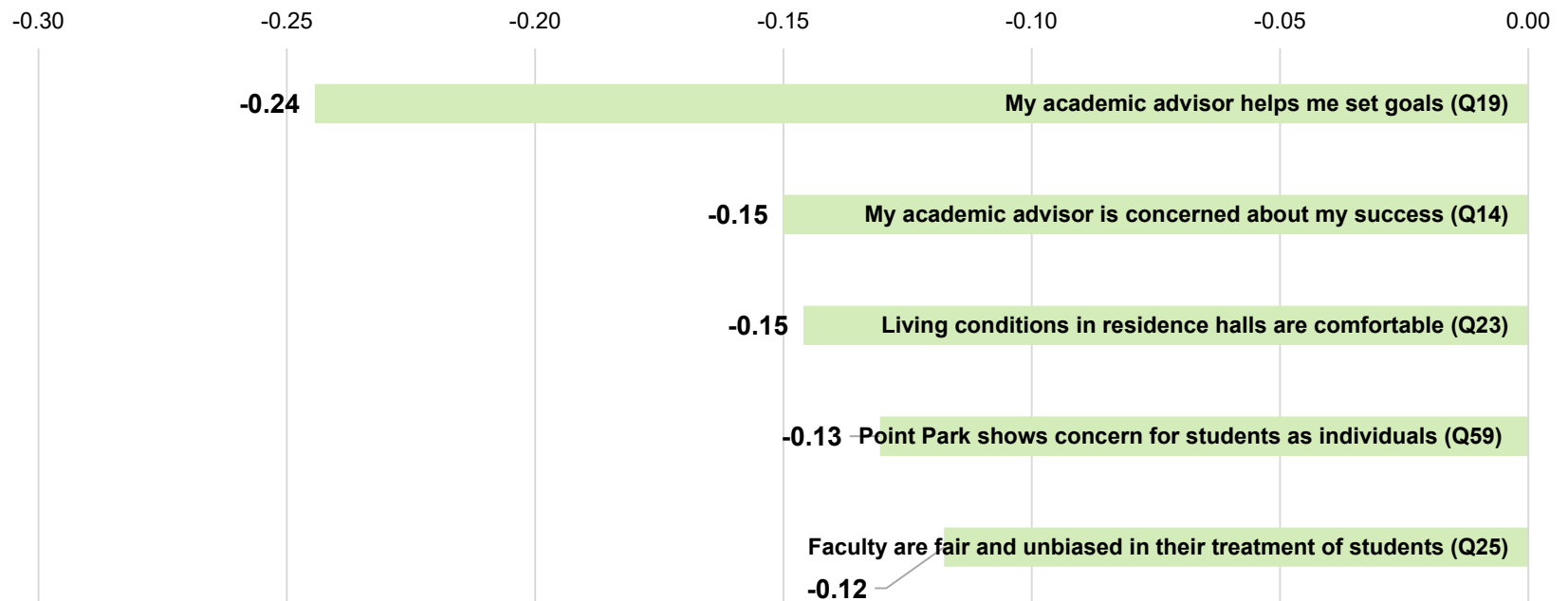
Highest Satisfaction Ratings (2022)



Satisfaction

Satisfaction rating differences between 2020 and 2022.

Top decreases in satisfaction from 2020 to 2022

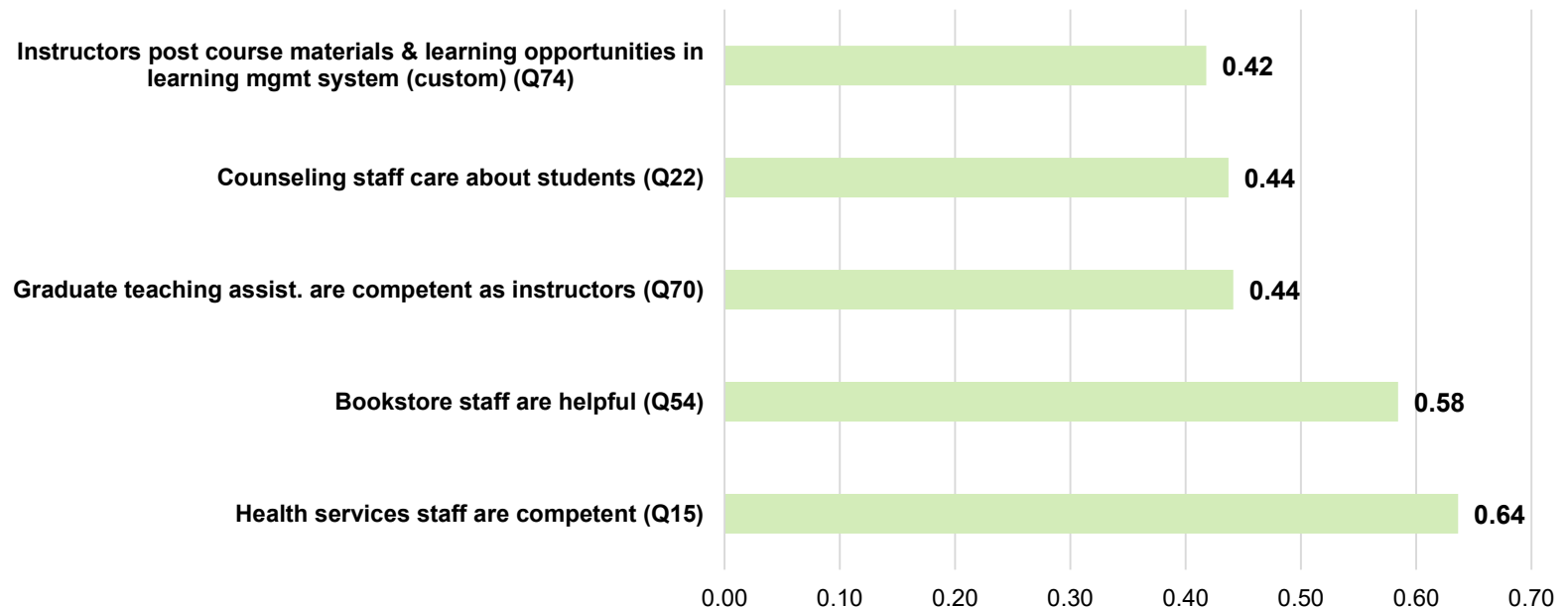


Notes: Q23 and Q25 were identified as a “challenge” for the first time this year. Q59 has been a “challenge” in 2020 and 2022.

Satisfaction

Satisfaction rating differences between 2020 and 2022.

Top increases in satisfaction from 2020 to 2022



Notes: Q74 was identified as a “strength” for the first time this year. Q22 had been identified as a “challenge” in 2020, but no longer is.

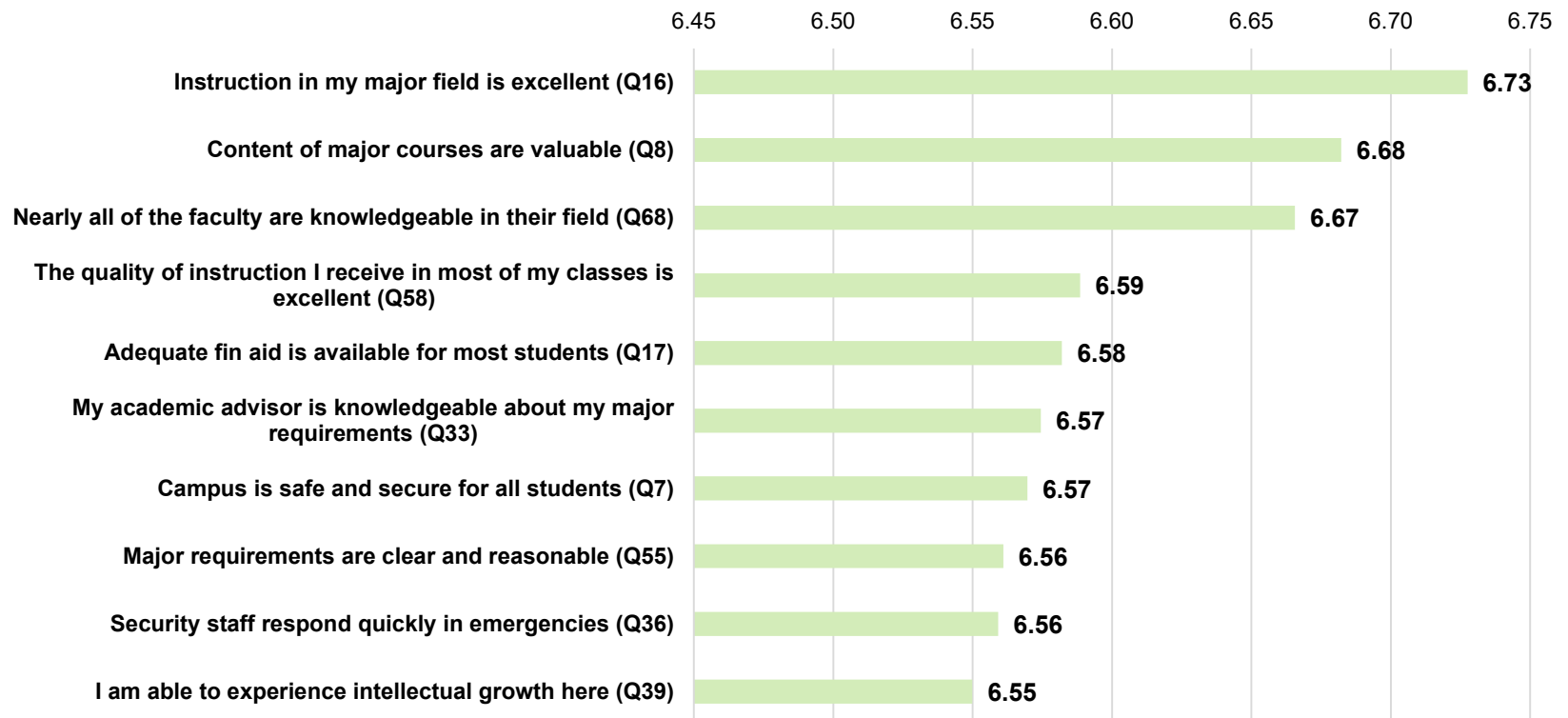
Importance

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

Strengths = Q8, Q16, Q33, Q39, Q55, Q68

Challenges = Q17

Top 10 most important items (2022)



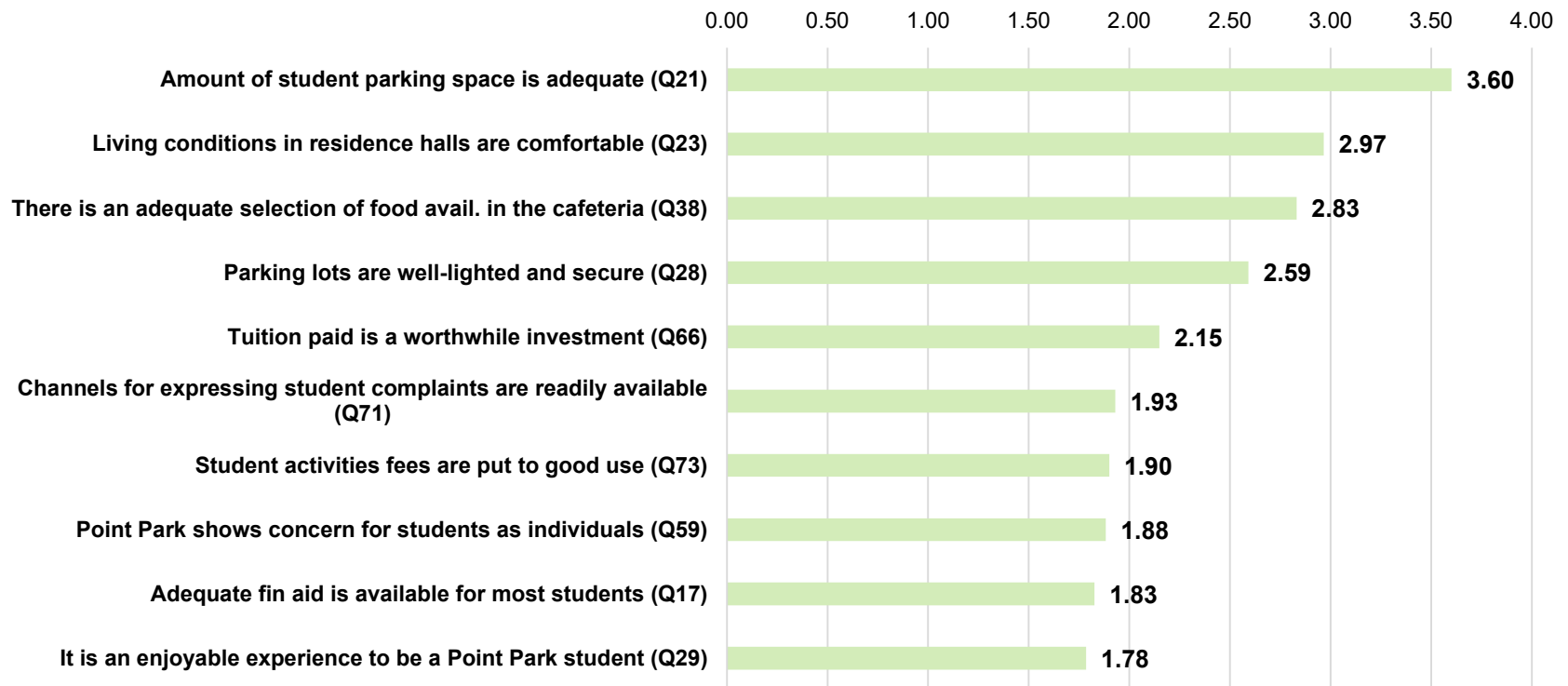
Performance Gaps (PG)

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

There were 22 items with a PG greater than 1.49 in 2022, an increase from 20 in 2020.

5 of the 10 items below are identified as "challenges" (Q17, Q23, Q29, Q59, Q66), an increase from three of 10 items in 2020.

Top 10 largest performance gaps (2022)



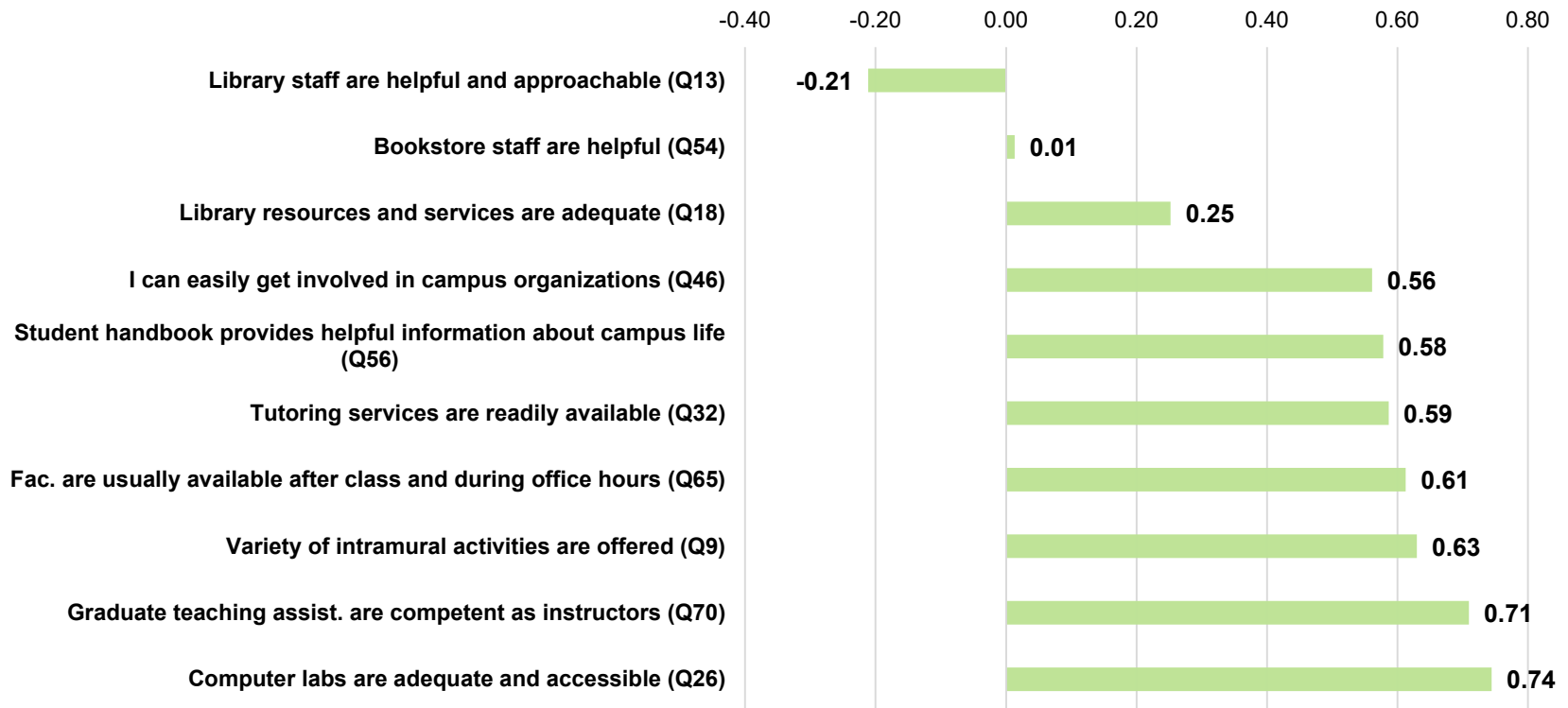
Performance Gaps (PG)

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

There were 19 items with a PG less than 1.00 in 2022, a decrease from 24 in 2020.

Of those below, only Q65 was identified as a “strength”.

Top 10 smallest performance gaps (2022)

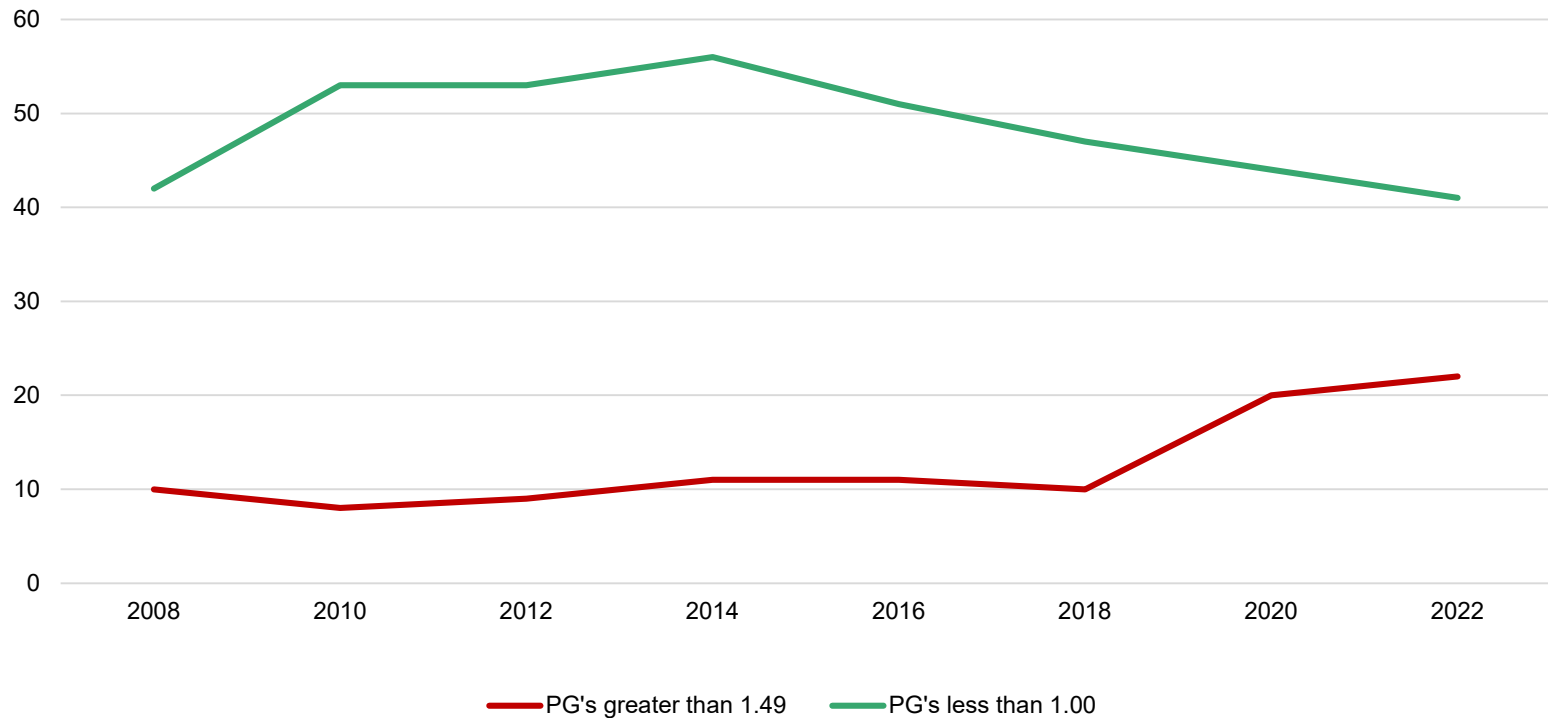


Performance Gaps (PG)

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

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

Number of High & Low PG's over time



Summary Question:

So far, how has your college experience met your expectations?

- 1= Much worse than I expected
- 2= Quite a bit worse than I expected
- 3= Worse than I expected
- 4= About what I expected
- 5= Better than I expected
- 6= Quite a bit better than I expected
- 7= Much better than I expected

	Point Park Univ.			All private		Peers	
	2022	2020	Diff	2022	Diff	2022	Diff
Score out of 7:	4.15	4.38	-0.23	4.66	-0.51	4.50	-0.35

	Point Park Univ.			All private		Peers	
	%	%	Diff	%	Diff	%	Diff
	2022	2020	Diff	2022	Diff	2022	Diff
Worse than expected (1, 2, 3)	27	19	+8	17	+10	20	+7
About what I expected (4)	35	38	-3	30	+5	31	+4
Better than expected (5, 6, 7)	34	40	-6	50	-16	45	-11

Summary Question:

Rate your overall satisfaction with your experience here thus far.

	Point Park Univ.			All private		Peers	
Score out of 7:	2022	2020	Diff	2022	Diff	2022	Diff
	4.80	4.90	-0.10	5.28	-0.48	5.12	-0.32

1= Not satisfied at all
 2= Not very satisfied
 3= Somewhat dissatisfied
 4= Neutral
 5= Somewhat satisfied
 6= Satisfied
 7= Very satisfied

	Point Park Univ.			All private		Peers	
	%	%	Diff	%	Diff	%	Diff
	2022	2020		2022		2022	
Dissatisfied(1, 2, 3)	20	18	+2	13	+7	16	+4
Neutral (4)	14	13	+1	10	+4	11	+3
Satisfied (5, 6, 7)	63	65	-2	73	-10	69	-6

Summary Question:

All in all, if you had it to do over again, would you enroll here?

	Point Park Univ.			All private		Peers	
	2022	2020	Diff	2022	Diff	2022	Diff
Score out of 7:	4.79	4.84	-0.05	5.29	-0.50	5.07	-0.28

1= Definitely not
2= Probably not
3= Maybe not
4= I don't know
5= Maybe yes
6= Probably yes
7= Definitely yes

	Point Park Univ.			All private		Peers	
	%	%	Diff	%	Diff	%	Diff
	2022	2020	Diff	2022	Diff	2022	Diff
No (1, 2, 3)	23	23	0	17	+6	20	+3
I don't know (4)	14	11	+3	10	+4	10	+4
Yes (5, 6, 7)	60	62	-2	71	-11	66	-6

2022 Strengths at Point Park Univ

(top half of importance, top quartile of satisfaction)

- ❖ Content of major courses is valuable (Q8)
- ❖ Instruction in my major field is excellent (Q16)
- ❖ My advisor is knowledgeable about major requirements (Q33)
- ❖ I am able to experience intellectual growth here (Q39)
- ❖ Major requirements are clear and reasonable (Q55)

2022 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)
 - ❖ Instructors post course materials and learning opportunities in Schoology LMS (Custom Q74) – **first-time strength**
-

2022 Challenges at Point Park Univ.

(top half of importance, bottom quartile of satisfaction)

- ❖ Adequate financial aid is available for most students (Q17)
- ❖ Living conditions in residence halls are comfortable (Q23) – **first-time challenge**
- ❖ Faculty are fair and unbiased in their treatment of students (Q25) – **first-time challenge**
- ❖ It is an enjoyable experience to be a PPU student (Q29) – **first-time challenge**
- ❖ Point Park shows concern for students as individuals (Q59)
- ❖ Tuition paid is a worthwhile investment (Q66)
- ❖ On the whole, the campus is well-maintained (Q72)
- ❖ My instructors post grades in our LMS (Custom Q75)

Strengths (S)

Comparing PPU Strengths to 4-year private universities and customized peer group

Question Item	PPU	All 4 Yr Private	Other Peers
Content of major courses are valuable (Q8)	S	S	
Instruction in my major field is excellent (Q16)	S	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
Major requirements are clear and reasonable (Q55)	S	S	S
Adjunct faculty are competent as classroom instructors (Q61)	S		
Faculty 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)	S		

Strengths (S)

Comparing strengths at 4-year private universities and Other Peers to PPU

Question Item	PPU	All 4 Yr Private	Other Peers
My academic advisor is approachable (Q6)		S	S
My academic advisor is concerned about my success (Q14)		S	S
There is a commitment to academic excellence on this campus (Q41)		S	S
My university has a good reputation within the community (Q51)		S	S
On the whole, the campus is well-maintained (Q72)	C	S	S
Campus is safe and secure for all students (Q7)		S	
Tutoring services are readily available (Q32)			S
Academic support services adequately meet the needs of students (Q44)			S

Challenges (C)

Comparisons to 4-year private universities and Other Peers

Question Item	PPU	All 4 Yr Private	Other Peers
Financial aid counselors are helpful (Q5)		C	
Financial aid awards are announced in timely fashion (Q12)			C
Adequate financial aid is available for most students (Q17)	C	C	C
Living conditions in residence halls are comfortable (Q23) - NEW	C	C	C
Faculty are fair and unbiased in their treatment of students (Q25) - NEW	C		
It is an enjoyable experience to be a student at this university (Q29) - NEW	C		
Faculty provide timely feedback about student progress in a course (Q47)			C
My university shows concern for students as individuals (Q59)	C		
Tuition paid is a worthwhile investment (Q66)	C	C	C
On the whole, the campus is well-maintained (Q72)	C	S	S

Trends – Strengths and Challenges at Point Park

The following items have been strengths for at least the last four survey administrations (from 2016 to 2022):

- ❖ Content of major courses is valuable (Q8)
- ❖ Instruction in my major field is excellent (Q16)
- ❖ 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)

The following items have been challenges for at least the last four survey administrations (from 2016 to 2022):

- ❖ Tuition paid is a worthwhile investment (Q66)
- ❖ My instructors post grades in learning management system (Custom Q75)

Trends – Strengths and Challenges at Point Park

Some other notable highlights:

- Challenges in 2020, but not in 2022:
 - ❖ Billing policies are reasonable (Q11) – dropped out of the top half of importance in 2022.
 - ❖ Counseling staff care about students (Q22) – due to increased satisfaction (from 4.49 to 4.93) moving this item out of the bottom quartile.
- Strengths in 2020, but not in 2022:
 - ❖ Staff are caring and helpful (Q2) - due to decrease in satisfaction (from 5.26 to 5.17) dropping this item out of the top quartile.
 - ❖ My academic advisor is approachable (Q6) – due to decrease in satisfaction (from 5.34 to 5.24) dropping this item out of the top quartile.
 - ❖ Computer labs are adequate and accessible (Q26) – despite an increase in satisfaction (from 5.34 to 5.50), this item dropped out of the top half of importance in 2022.
 - ❖ Students are made to feel welcome on this campus (Q45) - due to decrease in satisfaction (from 5.23 to 5.15) dropping this item out of the top quartile.
 - ❖ The quality of instruction I receive in most of my classes is excellent (Q58) – despite an increase in satisfaction (from 5.24 to 5.36), this item did not qualify for 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 and Deans
- ❖ 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 2024

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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