

Noel-Levitz®

**2014 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 university assessment

Response rates

Term/Year	Respondents	Census	% of census
Spring 2014	1625	3531	46%
Spring 2012	1732	3662	47%
Spring 2010	1680	3815	44%
Spring 2008	1517	3444	44%
Spring 2006	1286	3240	40%
Spring 2004	860	3100	28%
Spring 2002	590	2883	20%
Spring 2000	590	2565	23%
Spring 1999	490	2464	20%

Respondent Profile

Current class load	N	%	% est. actual*
Full-time	1346	85.3	72.9
Part-time	232	14.7	27.1

Gender	N	%	% est. actual*
Female	949	60.0	56.9
Male	632	40.0	43.1

Current enrollment status	N	%	% est. actual*
Day student	1101	71.2	na
Evening	325	21.0	na
Weekend	121	7.8	na

Age	N	%	% est. actual*
Traditional aged (18 to 24)	1165	71.7	66.9
Non-traditional aged (> 25)	413	25.4	32.4

Ethnicity/race	N	%	% est. actual*
African-American	234	14.9	16.1
Am. Indian/Alaskan Native	11	0.7	.1
Asian/Pacific Islander	49	3.1	1.2
Caucasian/White	1070	68.3	71.7
Hispanic	53	3.4	3.0
Other race	70	4.5	7.1
Race – prefer not to respond	79	5.0	.7

Class Level	N	%	% est. actual*
Freshman	337	21.3	17.9
Sophomore	283	17.9	14.0
Junior	365	23.0	21.5
Senior	373	23.5	30.6
Graduate	199	12.6	16.0

Current Residence	N	%	% est. actual*
Residence hall	504	31.8	24.9
Commuter	1080	68.2	75.1

Residence classification	N	%	% est. actual*
In-state	1139	72.2	78.7
Out-of-state	360	22.8	17.7
International	79	5.0	3.6

Employment	N	%	% est. actual*
Full-time off campus	397	25.4	na
Part-time off campus	494	31.5	na
Full-time on campus	63	4.0	na
Part-time on campus	215	13.7	na
Not employed	397	25.4	na

* % est. actual from Fall 2013 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)

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

- Performance gap (PG) - difference between importance and satisfaction
- According to Noel-Levitz guidelines,
 - A PG score < 0 = exceeding student expectations.
 - 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.

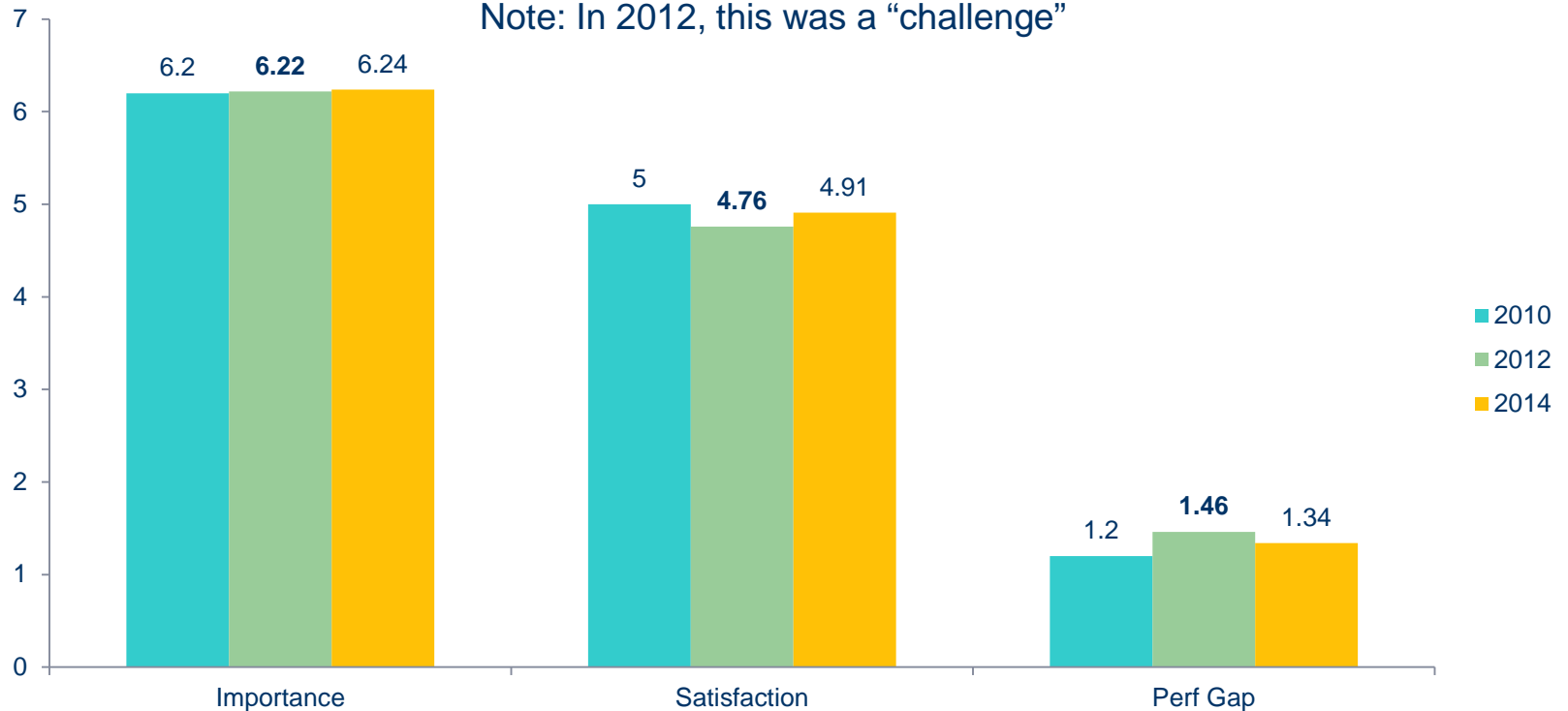
Assessing University Initiatives:

- Providing student feedback
 1. In recent years, student concerns have increased around the issue of feedback. Specifically, students were requesting to have more frequent feedback regarding their progress in courses.
 2. Recent strategies to address this concern:
 1. Implemented mid-term progress reports for students (piloted in SP14).
 2. The Center for Teaching Excellence (CTE) offers workshops on providing useful feedback to students (spring 2014/fall 2014).
 3. CTE has offered 3 workshops in mastering the grade center in Blackboard.
 4. Core fundamentals courses provide students with grades and information through Blackboard.

Q47 results

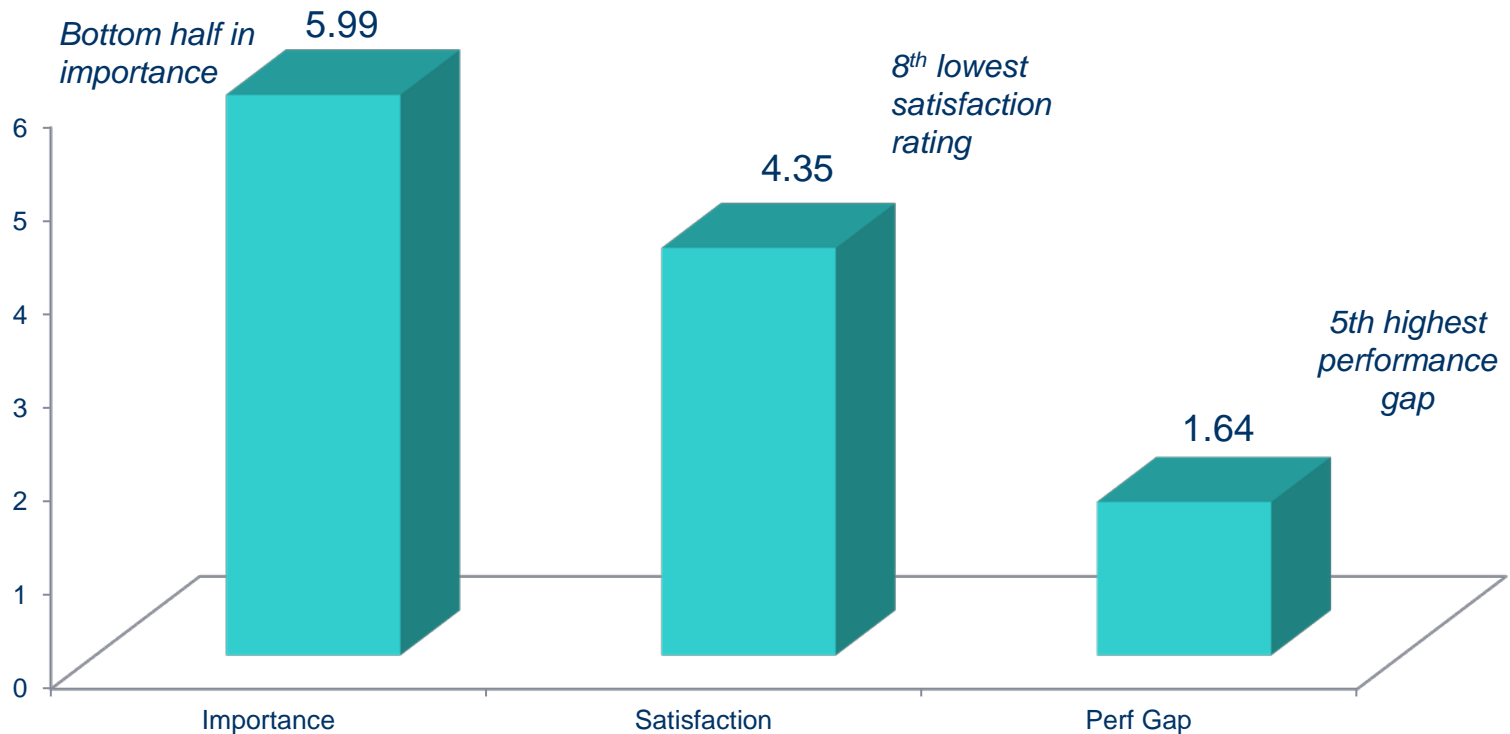
Faculty provide timely feedback about student progress in a course (Q47)

Note: In 2012, this was a “challenge”



Q76 results

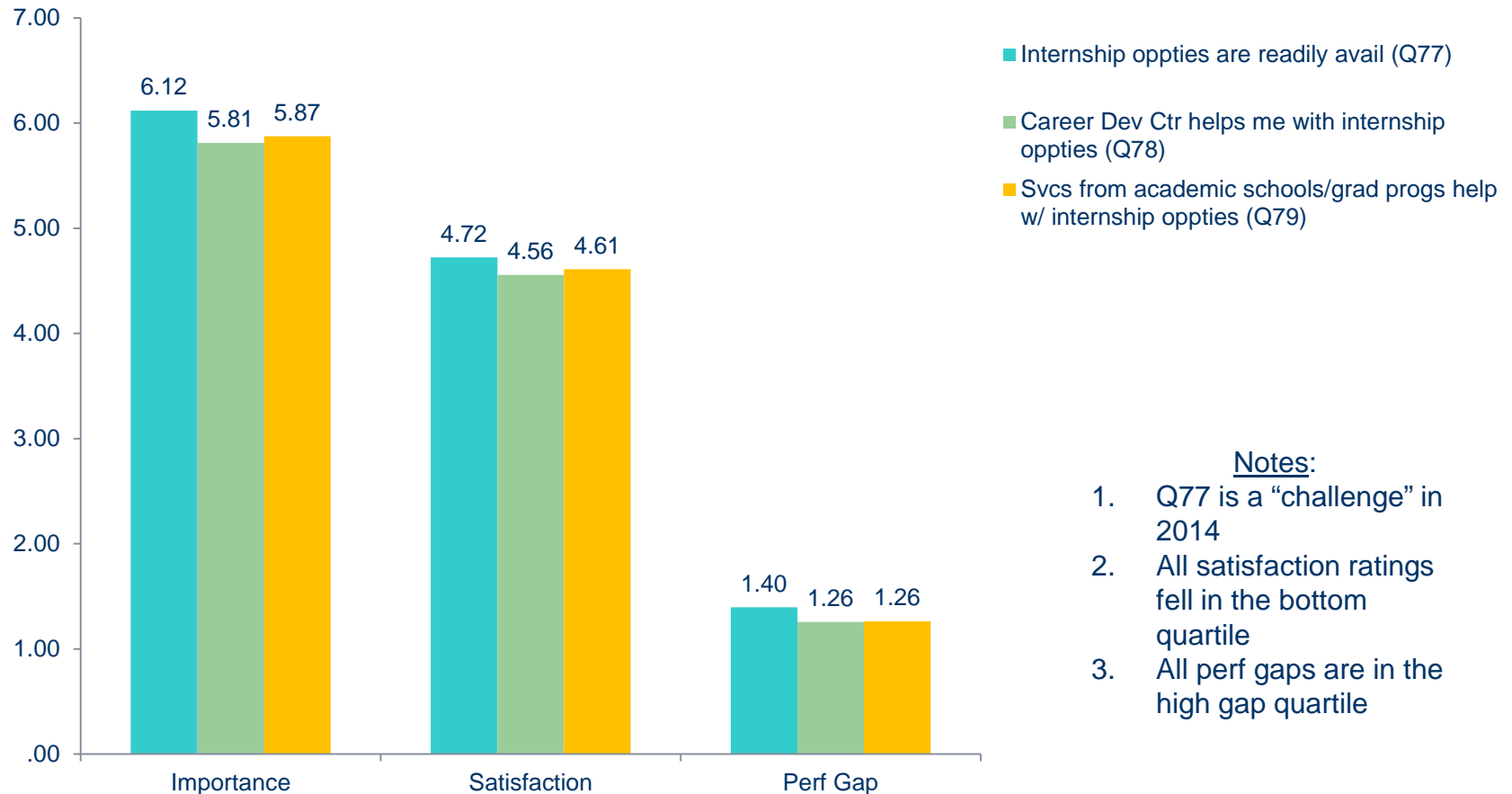
My instructors post grades on Blackboard (Q76) – new custom question Sp14



Internship/practicum opportunities

- A set of custom questions pertaining to internship and practicum opportunities was created to serve as a baseline prior to University-wide initiatives focused on this area.
 - Q77: Internship and/or practicum opportunities are readily available.
 - Q78: The Career Development Center helps me with internship opportunities.
 - Q79: The services I receive from the academic schools or graduate programs help me with internship and practicum opportunities.

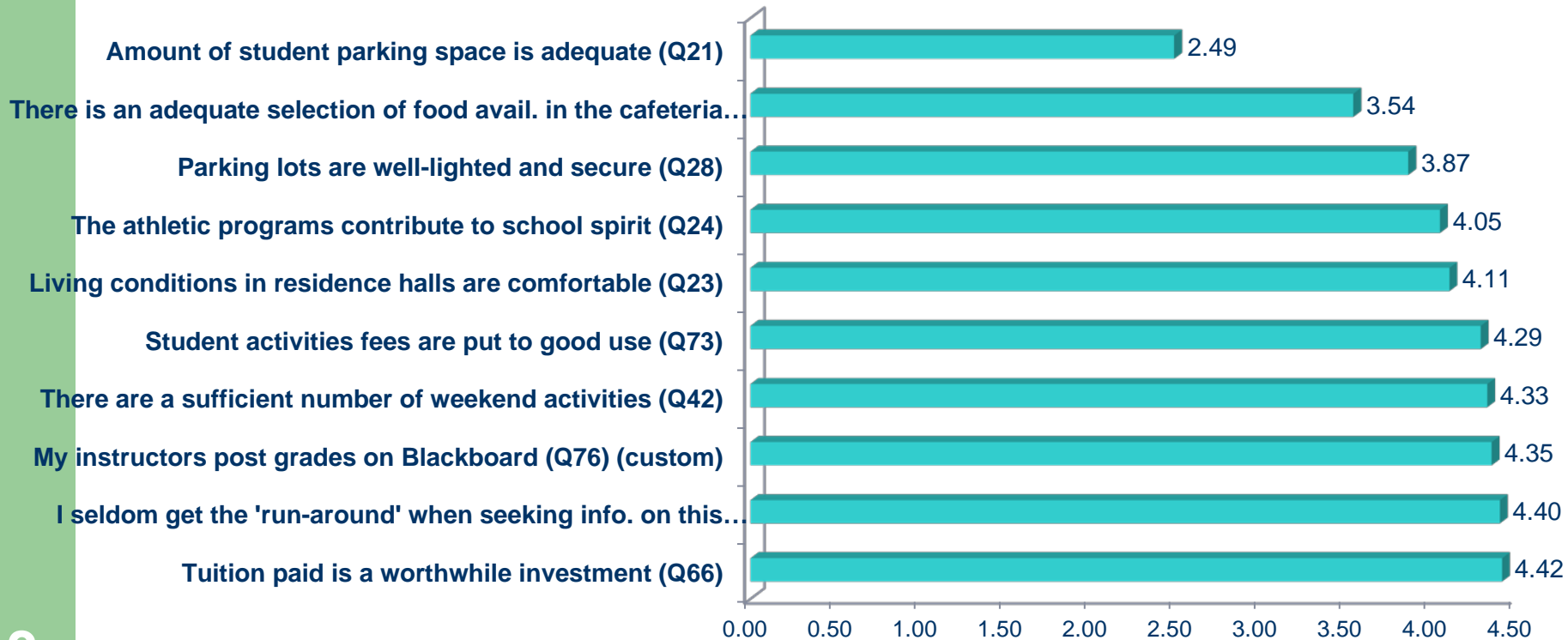
Internship/practicum-related questions



Satisfaction

- Overall, satisfaction ratings increased for 71% of the 76 question items from 2012 to 2014.
- Note: Only Q66 was identified as a “challenge”. The others weren't important enough.

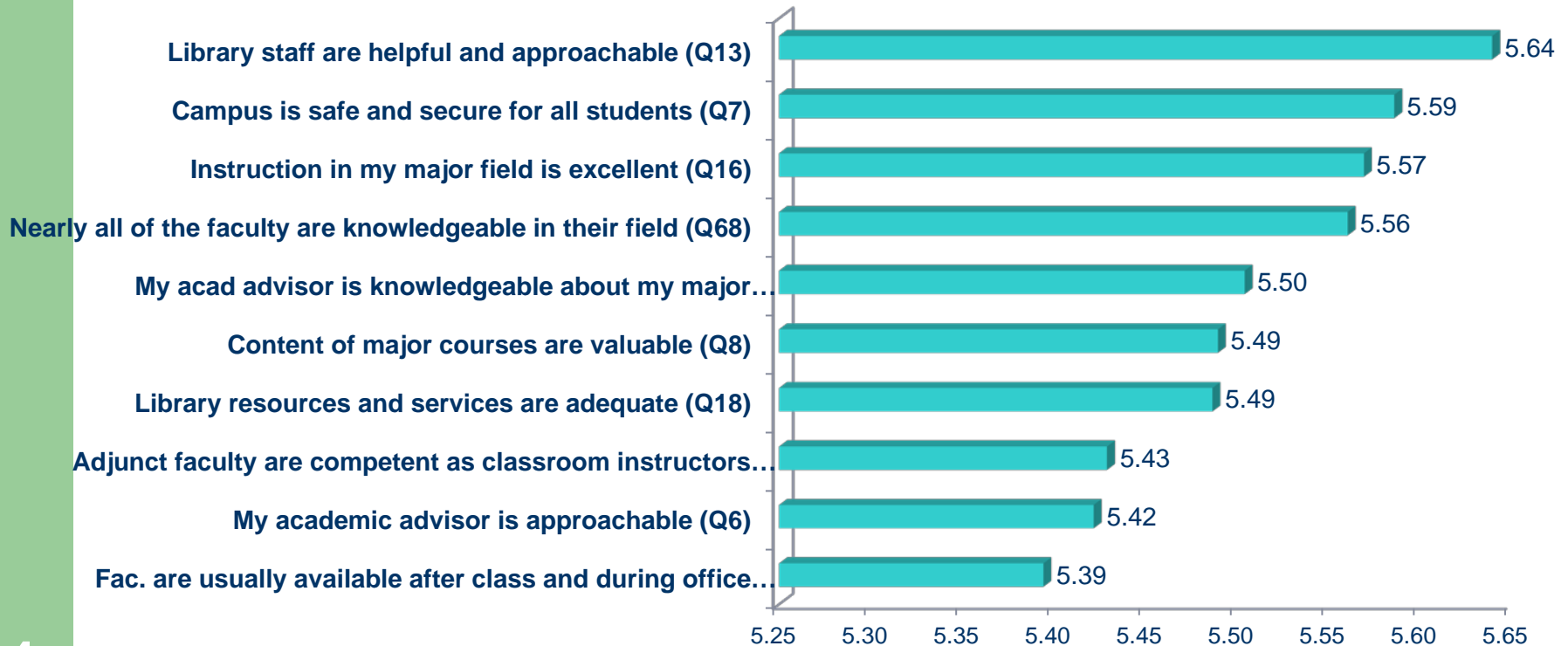
Top 10 lowest satisfaction ratings



Satisfaction

All but two (Q13, Q18) of the ten items were calculated “strengths” since they fell in the top half of importance.

Top 10 highest satisfaction ratings

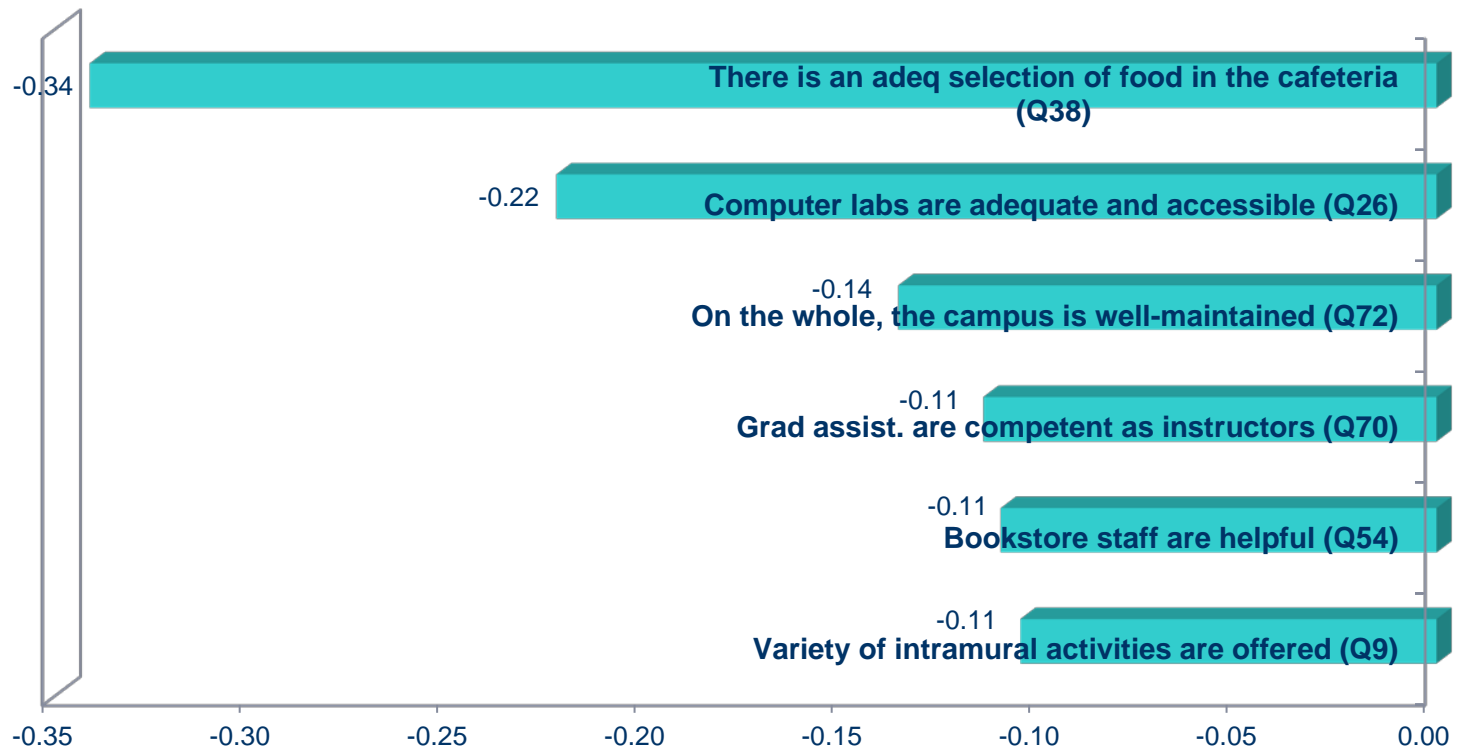


Satisfaction

Satisfaction rating differences between 2012 and 2014.

Note: Q26 and Q72 are identified as “strengths”

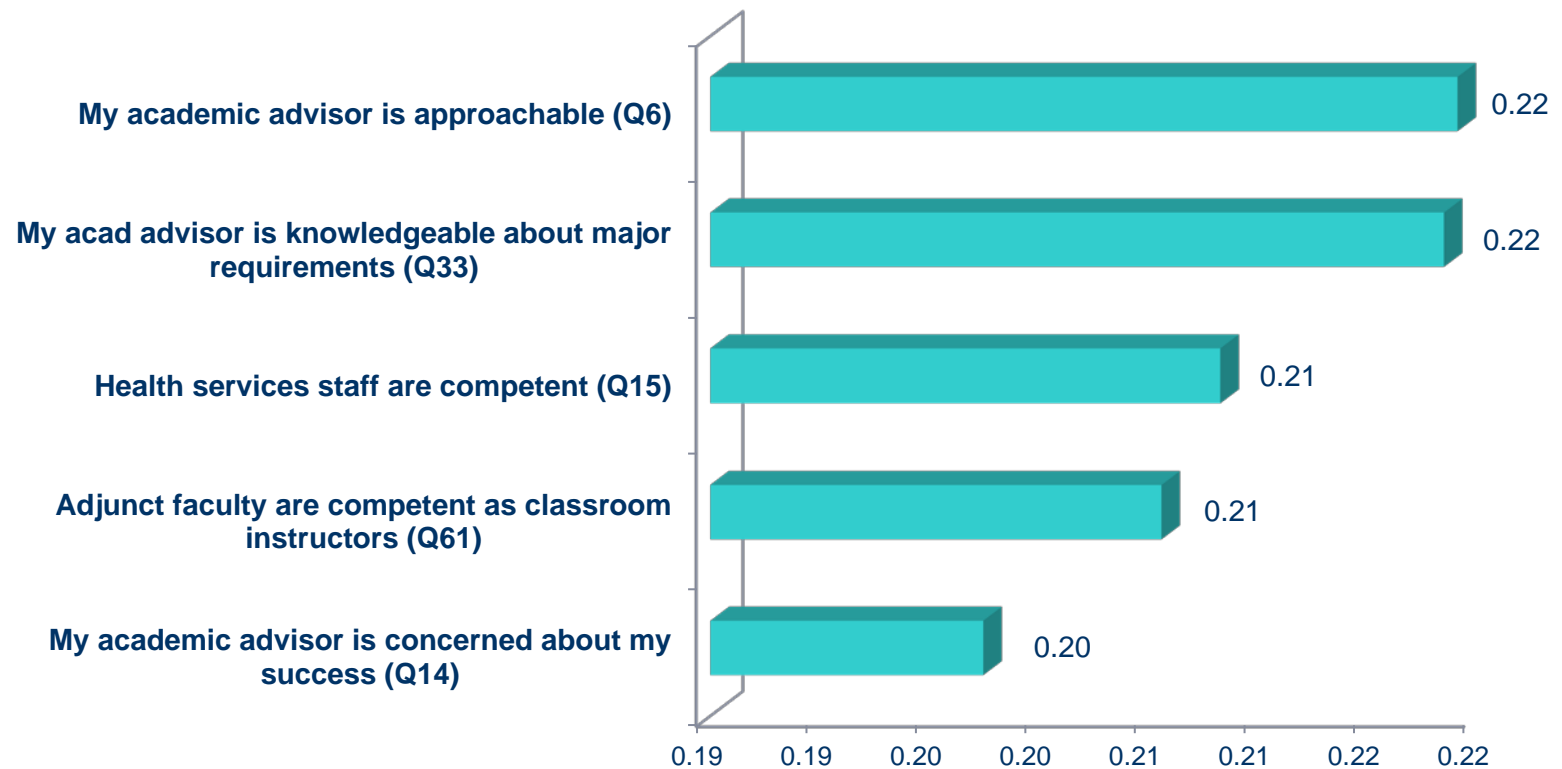
Top 5 decreases in satisfaction from 2012 to 2014



Satisfaction

Satisfaction rating differences between 2012 and 2014.

Top 5 increases in satisfaction from 2012 to 2014



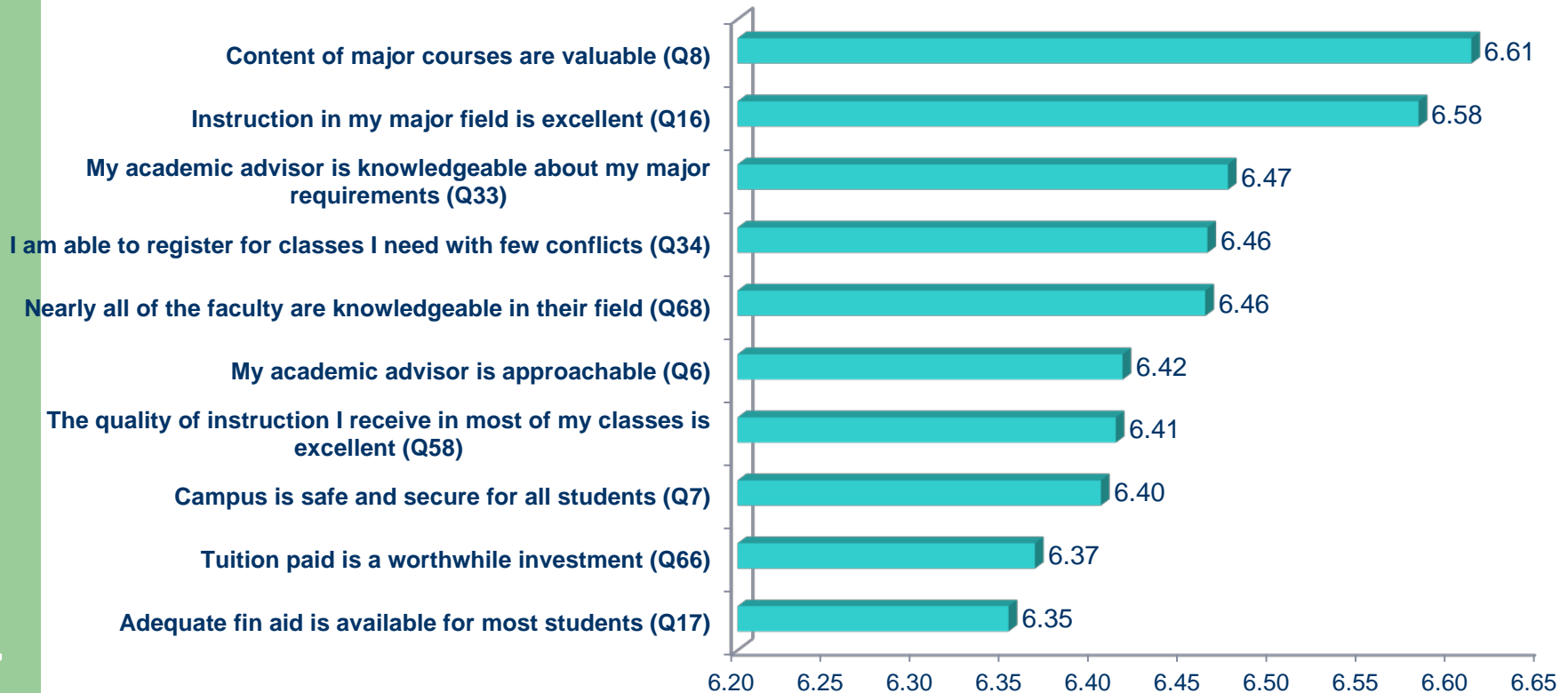
Importance

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

Strengths = Q6, Q7, Q8, Q16, Q33, Q58, and Q68

Challenges = Q66

Top 10 most important items

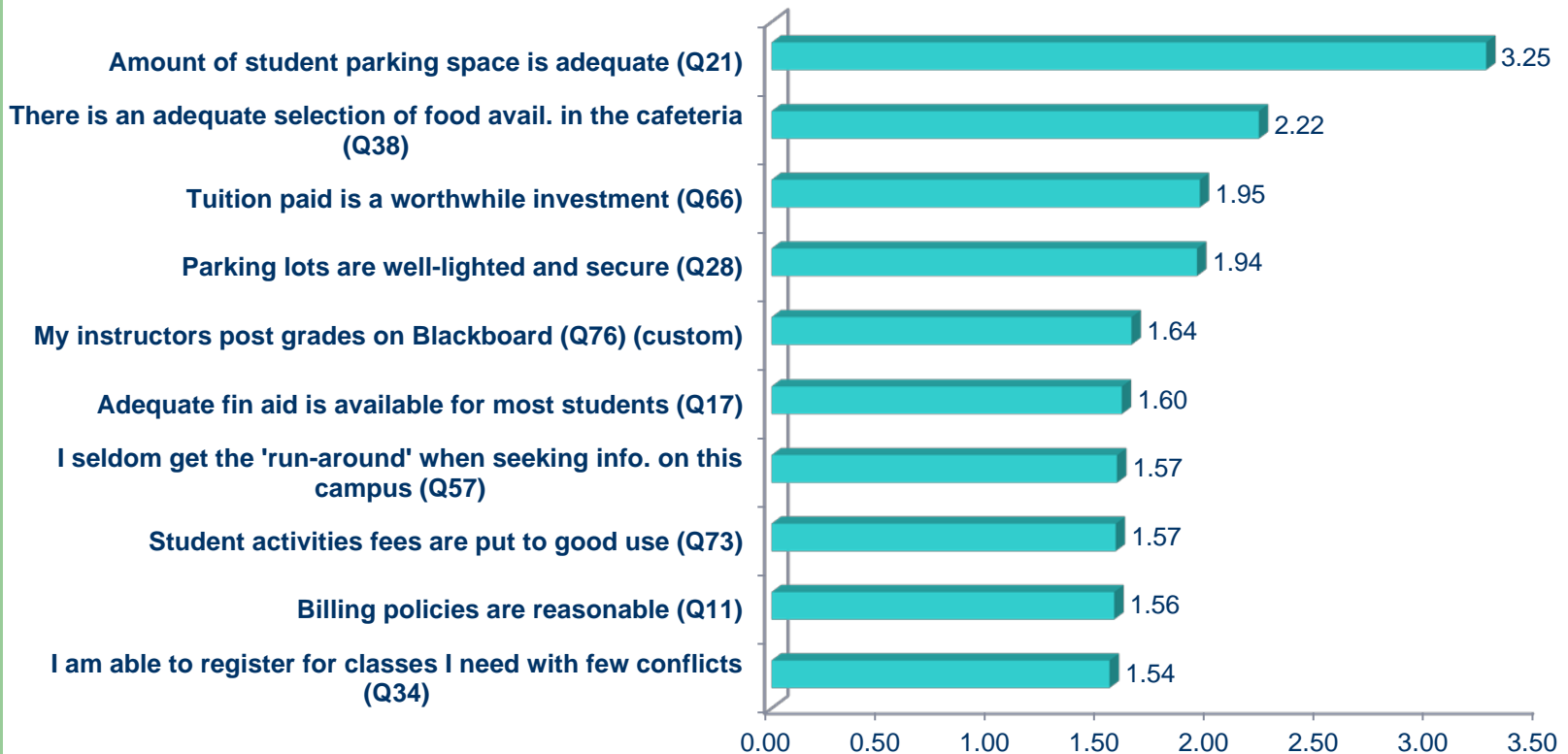


Performance Gaps (PG)

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

Two of the ten items below are identified as "challenges" (Q11 and Q66).

Top 10 largest performance gaps

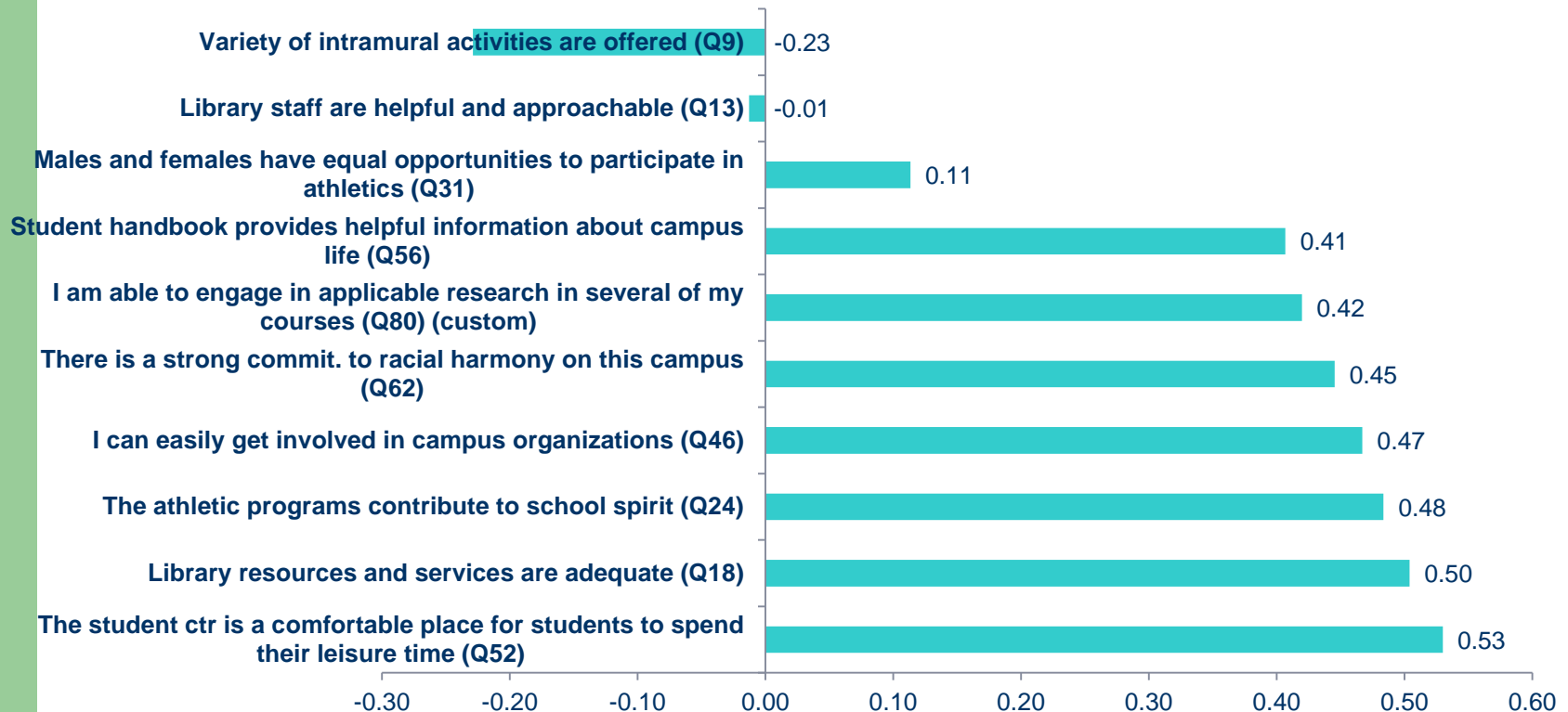


Performance Gaps (PG)

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

None of the items below were identified as strengths or challenges.

Top 10 smallest performance gaps



Summary tables

How has your college experience met your expectations?

	Point Park Univ			All pvt		Peers	
	%	%	Diff	%	Diff	%	Diff
	2014	2012		2014		2014	
Worse than expected	17	17	0	16	1	12	5
About what I expected	38	36	2	32	6	28	10
Better than expected	41	42	-1	49	-8	56	-15

Rate your overall satisfaction with your experience here thus far.

	Point Park Univ			All pvt		Peers	
	%	%	Diff	%	Diff	%	Diff
	2014	2012		2014		2014	
Dissatisfied	16	17	-1	13	3	10	6
Neutral	12	10	2	10	2	6	6
Satisfied	69	68	1	73	-4	80	-11

2014 Strengths at Point Park Univ

(top half of importance, top quartile of satisfaction)

- ❖ Campus staff are caring and helpful (Q2)
- ❖ Faculty care about me as an individual (Q3) – ***NEW strength in 2014***
- ❖ My academic advisor is approachable (Q6)
- ❖ Campus is safe and secure for all students (Q7)
- ❖ 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)
- ❖ PPU has a good reputation within the community (Q51)

2014 PPU Strengths (con't)

- ❖ The quality of instruction I receive in most of my classes is excellent (Q58)
- ❖ 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)
- ❖ On the whole, the campus is well-maintained (Q72)
- ❖ Help desk personnel are knowledgeable and resolve my computer problems (Custom Q81) – ***NEW strength in 2014***
- ❖ My academic program is meeting the goals outlined in Mission Statement (Custom Q83)

2014 Challenges at Point Park Univ.

(top half of importance, bottom quartile of satisfaction)

- ❖ Billing policies are reasonable (Q11)
 - ❖ My academic advisor helps me set goals (Q19) - ***NEW challenge in 2014***
 - ❖ Tuition paid is a worthwhile investment (Q66)
 - ❖ Internship/practicum opportunities are readily available (Custom Q77) – ***NEW challenge in 2014***
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Strengths (S) and Challenges (C) - Comparisons to 4-yr private Univ and a customized peer group

Question item	PPU	All 4 yr pvt	Other peers
Campus staff are caring and helpful (Q2)	S	S	S
Faculty care about me as an individual (Q3) – NEW	S		S
My academic advisor is approachable (Q6)	S	S	S
Campus is safe and secure for all students (Q7)	S	S	S
Content of major courses is valuable (Q8)	S	S	S
Instruction in my major field is excellent (Q16)	S	S	S
Computer labs are adequate and accessible (Q26)	S		
Academic advisor is knowledgeable about major requirements (Q33)	S	S	S
PPU has a good reputation within the community (Q51)	S	S	S
Quality of instruction I receive in classes is excellent (Q58) - NEW	S	S	
Adjunct faculty are competent as classroom instructors (Q61)	S		
Faculty are 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
On the whole, the campus is well-maintained (Q72)	S	S	S

Strengths (S) and Challenges (C)

Comparisons to 4-yr private Univ and Other Peers

Question item	PPU	All 4 yr pvt	Other peers
My academic advisor is concerned about my success (Q14)			S
I am able to experience intellectual growth here (Q39)		S	
There is a commitment to acad excellence on this campus (Q41)		S	
Students are made to feel welcome on this campus (Q45)		S	
Major requirements are clear and reasonable (Q55)		S	S

Strengths (S) and Challenges (C)

Comparisons to 4-yr private Univ and Other Peers

Question item	PPU	All 4 yr pvt	Other peers
Financial aid counselors are helpful (Q5)		C	C
Billing policies are reasonable (Q11)	C	C	
Financial aid awards are announced in timely fashion (Q12)		C	C
Adequate fin aid is available for most students (Q17)		C	C
My academic advisor helps me set goals (Q19) – NEW challenge	C		
Living conditions in residence halls are comfortable (Q23)			C
Faculty are fair and unbiased in their treatment of students (Q25)			C
I am able to register for classes I need with few conflicts (Q34)			C
Security staff respond quickly in emergencies (Q36)			C
Faculty consider student differences as they teach a course (Q53)			C
I seldom get the run around when seeking info on this campus (Q57)		C	C
Tuition paid is a worthwhile investment (Q66)	C		

Trends – Strengths and Challenges at Point Park

- ❖ The following items have been strengths every year that the SSI has been administered (from 1999 to 2014):
 - ❖ My academic advisor is approachable (Q6)
 - ❖ Campus is safe and secure for all students (Q7)
 - ❖ Content of major courses is valuable (Q8)
 - ❖ Instruction in my major field is excellent (Q16)
 - ❖ Academic advisor is knowledgeable about major requirements (Q33)
 - ❖ Faculty are available after class and during office hours (Q65)
 - ❖ 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:
 - Challenges in 2012, but not in 2014
 - ❖ Adequate financial aid is available for most students (Q17) – due to increased satisfaction (from 4.70 to 4.76)
 - ❖ Faculty provide timely feedback about student progress in a course (Q47) – due to increased satisfaction (from 4.76 to 4.91)
 - Strength in 2012, but not in 2014
 - ❖ Major requirements are clear and reasonable (Q55) - due to slight decrease in satisfaction (from 5.23 to 5.20)

Strengths and challenges by selected characteristics

- ❖ Selected characteristics include:
 - Day, evening, weekend
 - Traditional aged, non-traditional aged
 - Full-time, part-time status
 - Conservatory majors, non-conservatory majors
 - Live in residence halls, commuter
 - Undergraduate, graduate
- ❖ Allows us to be more precise in pinpointing strengths and challenges

Strengths and Challenges

by Selected Student Characteristics

- ❖ “I seldom get the run-around...” (Q57) is no longer a challenge for any student category in 2014. It had been a challenge for weekend, part-time, and commuter students in 2012.
- ❖ “Amount of student parking space...”(Q21) continues to be a challenge for part-time, non-traditional, evening and graduate students.
- ❖ “Living conditions in res halls are comfortable” (Q23) continues to be a challenge for resident students.
- ❖ “I am able to experience intellectual growth here” (Q39) is a strength for graduate students.
- ❖ “Internship/practicum opportunities are readily available” (Q77) is a challenge for full-time, commuter, undergraduate.

SSI results by school and department

- ❖ Meetings will be scheduled with various academic departments to review SSI results specific to those departments.

Next steps

- Communicate findings to all departments
- Highlight strengths
 - 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 2016