

RUFFALO
NOEL LEVITZ

**2018 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

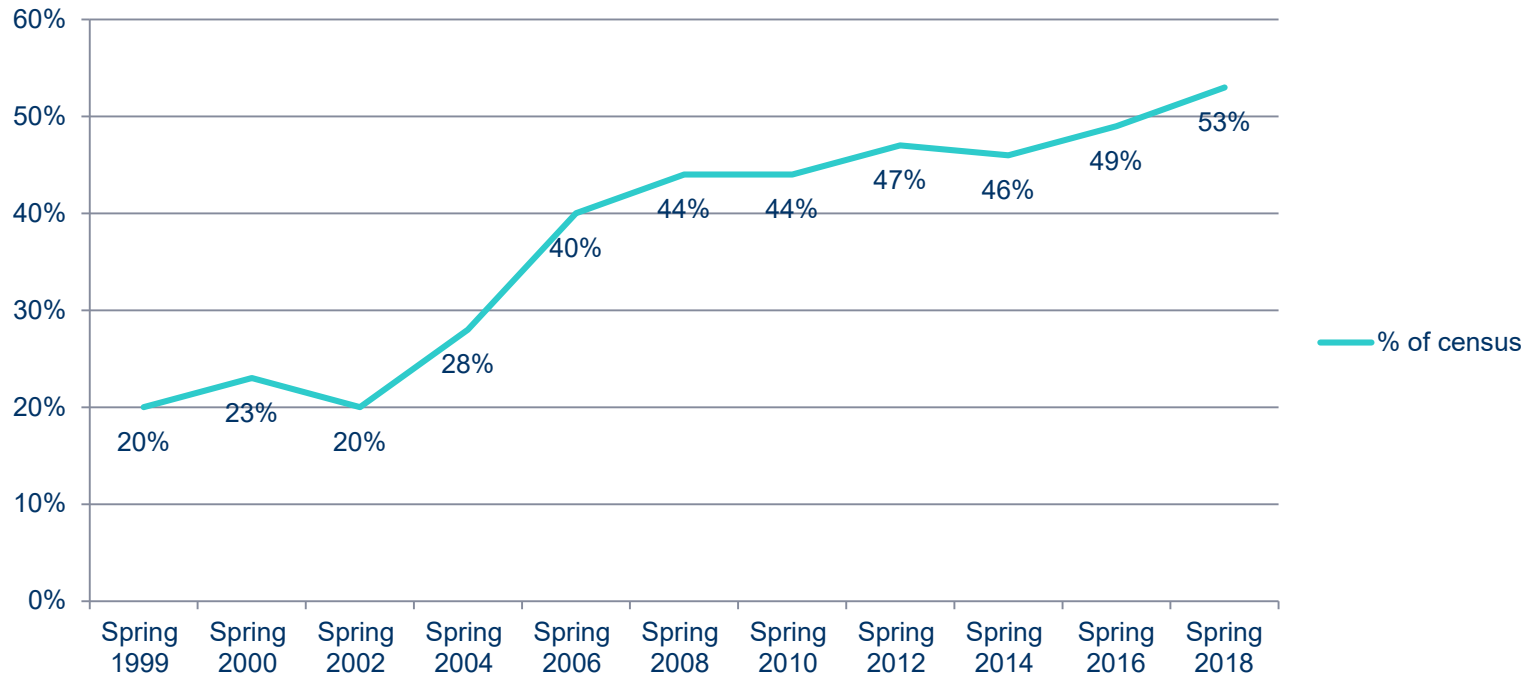
Background

- 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

All-time high response rate in Spring 2018

Respondents as a % of census*



Spring 2018 = 1,669 responses out of 3,130 possible (53%)

* Does not include students in online programs

2018 Respondent Profile

As the data suggest, responses are representative of the student population

Current class load	N	%	% est. actual*
Full-time	1472	90.8	81.6
Part-time	150	9.2	18.4

Gender	N	%	% est. actual*
Female	982	60.8	58.9
Male	634	39.2	41.1

Current enrollment status	N	%	% est. actual*
Day student	1255	79.5	na
Evening	309	19.6	na
Weekend	15	.9	na

Age	N	%	% est. actual*
Traditional aged (18 to 24)	1326	81.9	76.1
Non-traditional aged (> 25)	294	18.1	23.9

Ethnicity/race	N	%	% est. actual*
African-American	196	12.2	14.5
Am. Indian/Alaskan Native	7	0.4	.3
Asian/Pacific Islander	62	3.9	1.5
Caucasian/White	1103	68.7	71.0
Hispanic	92	5.7	2.1
Other race	77	4.8	8.4
Race – prefer not to respond	68	4.2	0.6

Class Level	N	%	% est. actual*
Freshman	388	24.3	18.5
Sophomore	369	23.1	17.8
Junior	357	22.3	17.0
Senior	310	19.4	24.6
Graduate	175	10.9	22.0

Current Residence	N	%	% est. actual*
Residence hall	613	37.9	31.2
Commuter	1005	62.1	68.8

Residence classification	N	%	% est. actual*
In-state	1120	69.2	72.2
Out-of-state	415	25.6	22.6
International	83	5.1	5.3

Employment	N	%	% est. actual*
Full-time off campus	313	19.5	na
Part-time off campus	561	34.9	na
Full-time on campus	80	5.0	na
Part-time on campus	214	13.3	na
Not employed	441	27.4	na

* % est. actual from Spring 2018 census

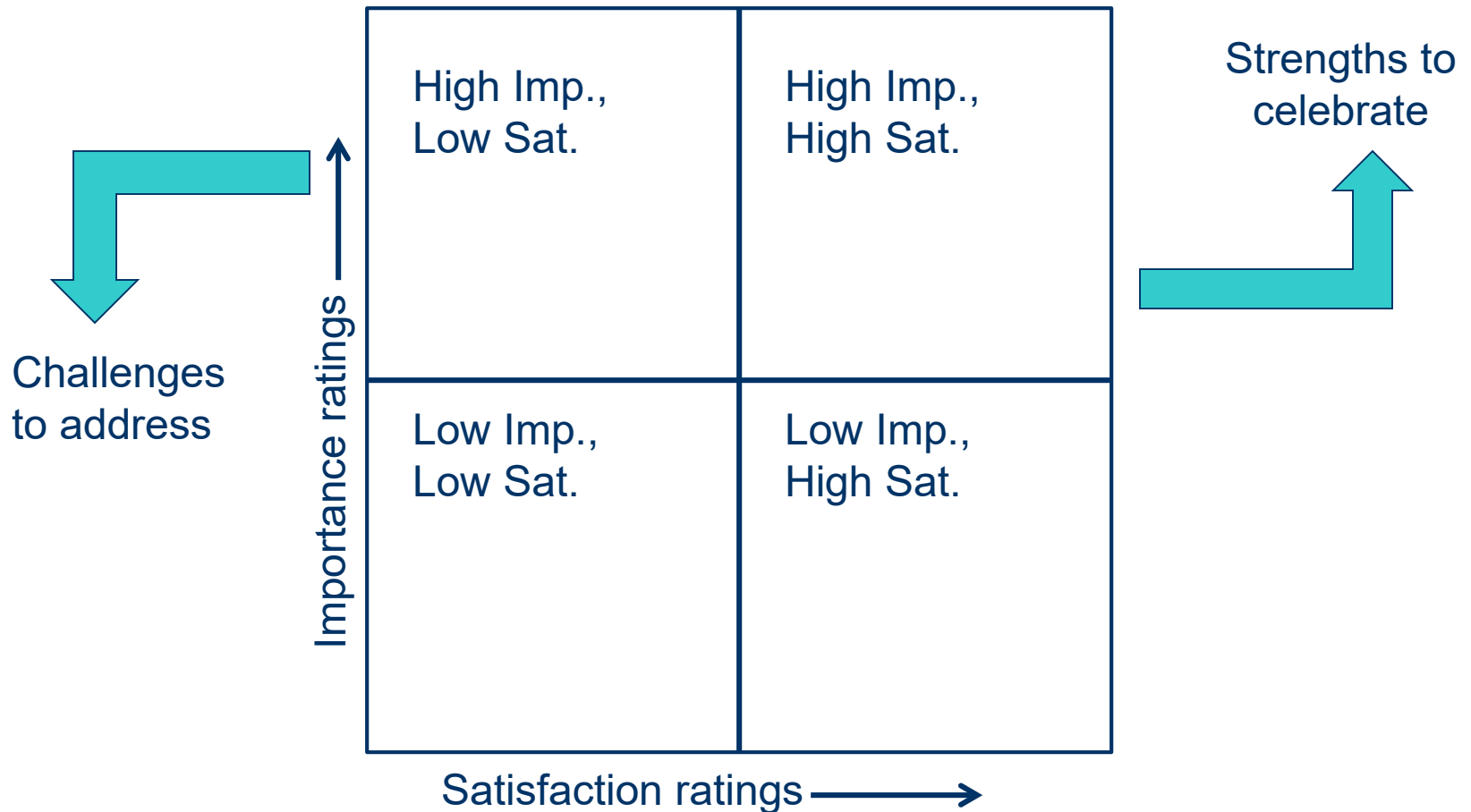
Data Analysis and Interpretation

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



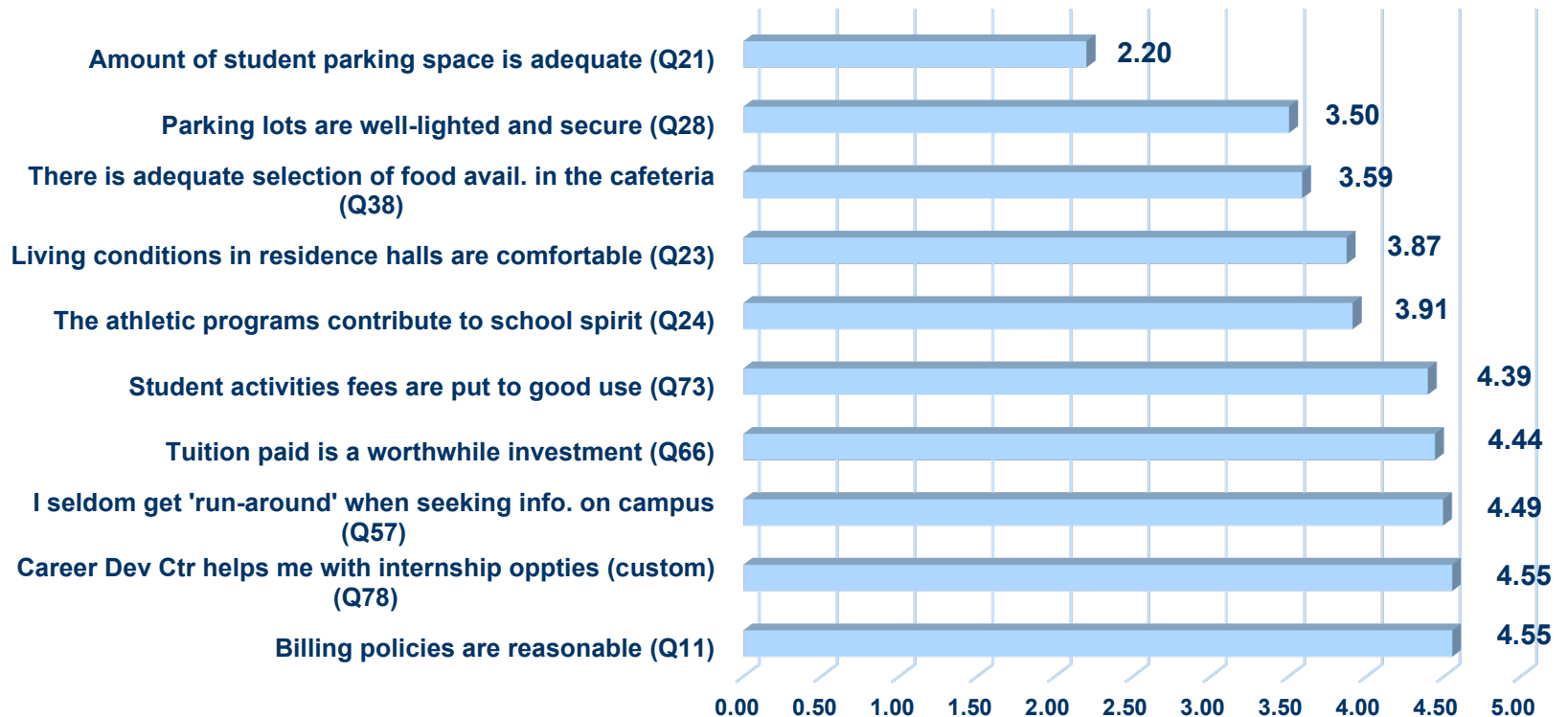
Data Analysis and Interpretation: *Performance Gaps (PG's)*

- 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 34% of the 82 question items from 2016 to 2018.
- Note: Only Q66 was identified as a “challenge”. The others weren’t important enough.

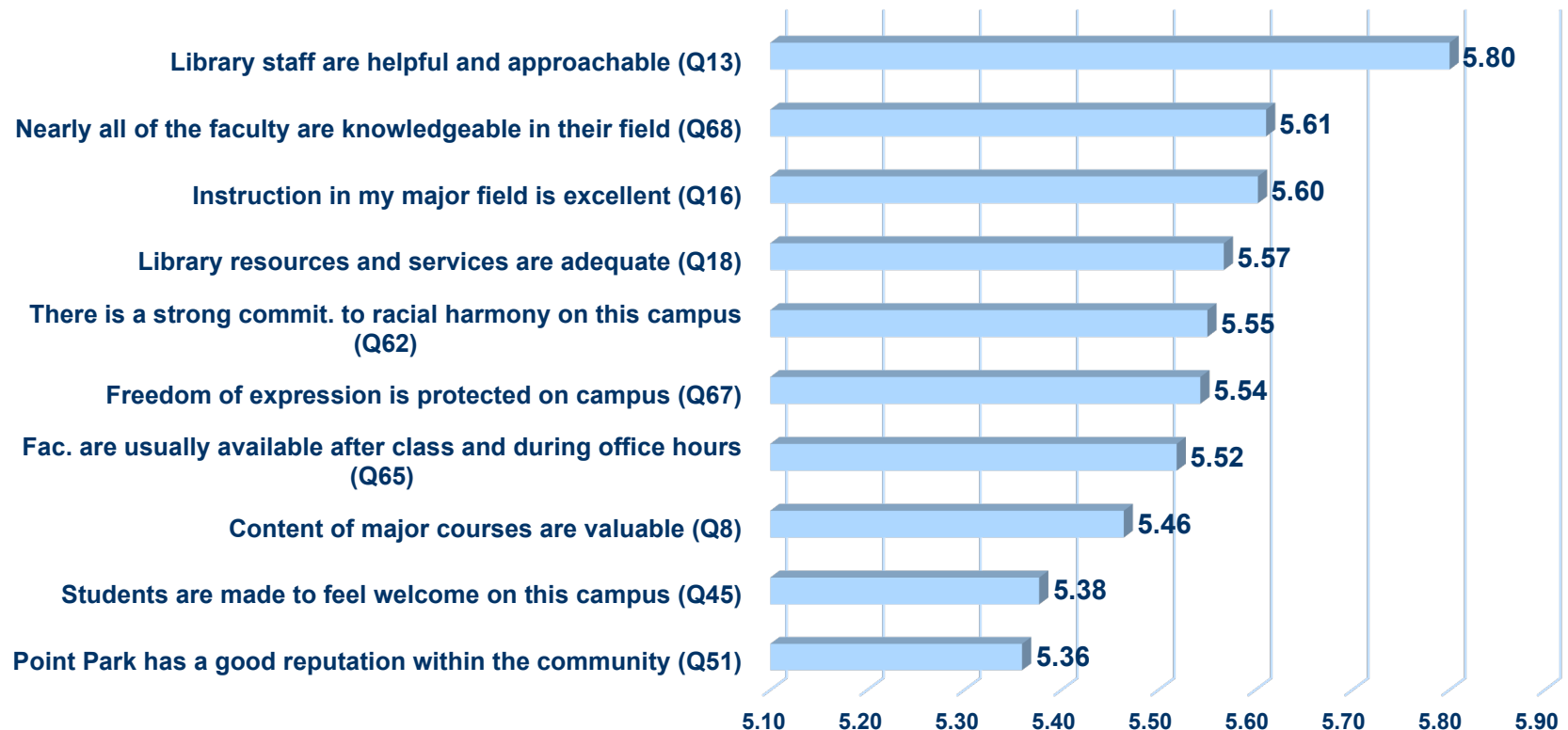
Lowest Satisfaction Ratings (2018)



Satisfaction

All but two (Q13, Q18) of the 10 items were calculated “strengths” since they also fell in the top half of importance.

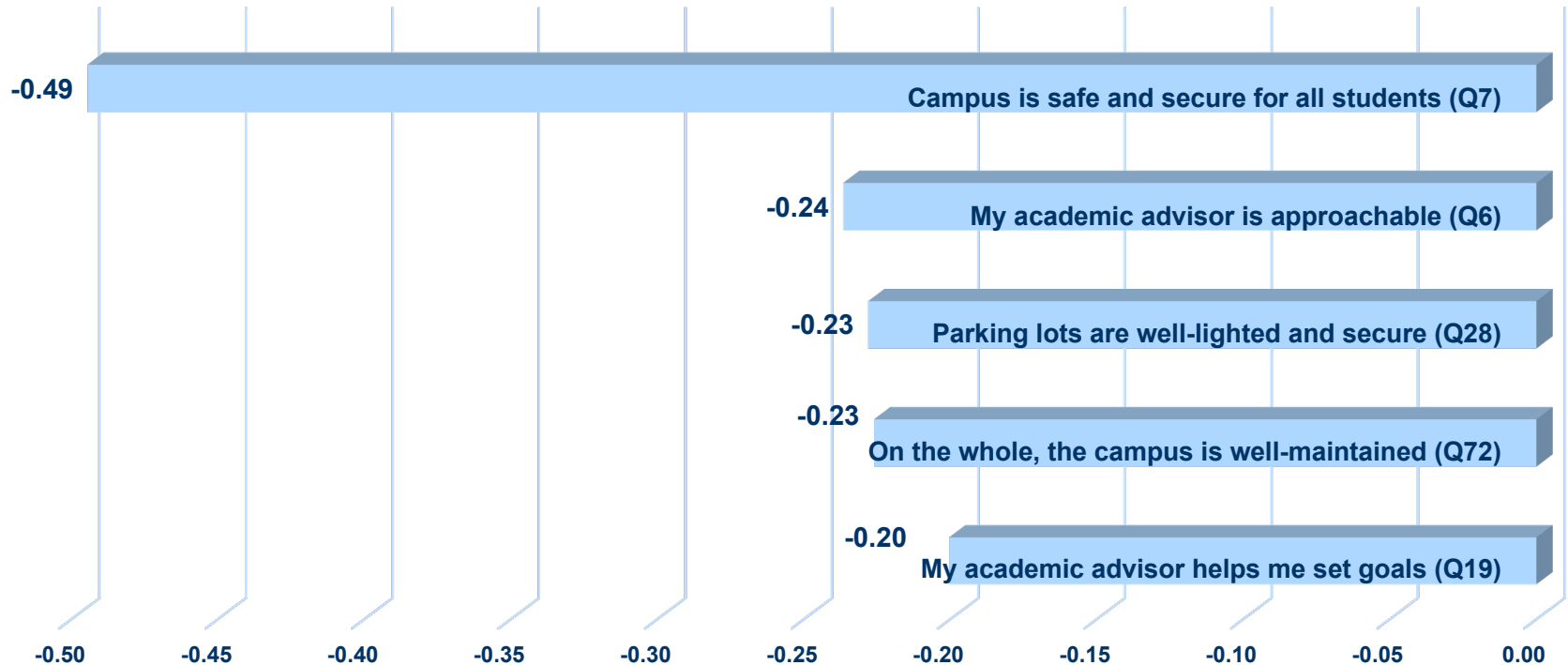
Highest Satisfaction Ratings (2018)



Satisfaction

Satisfaction rating differences between 2016 and 2018.

Top decreases in satisfaction from 2016 to 2018

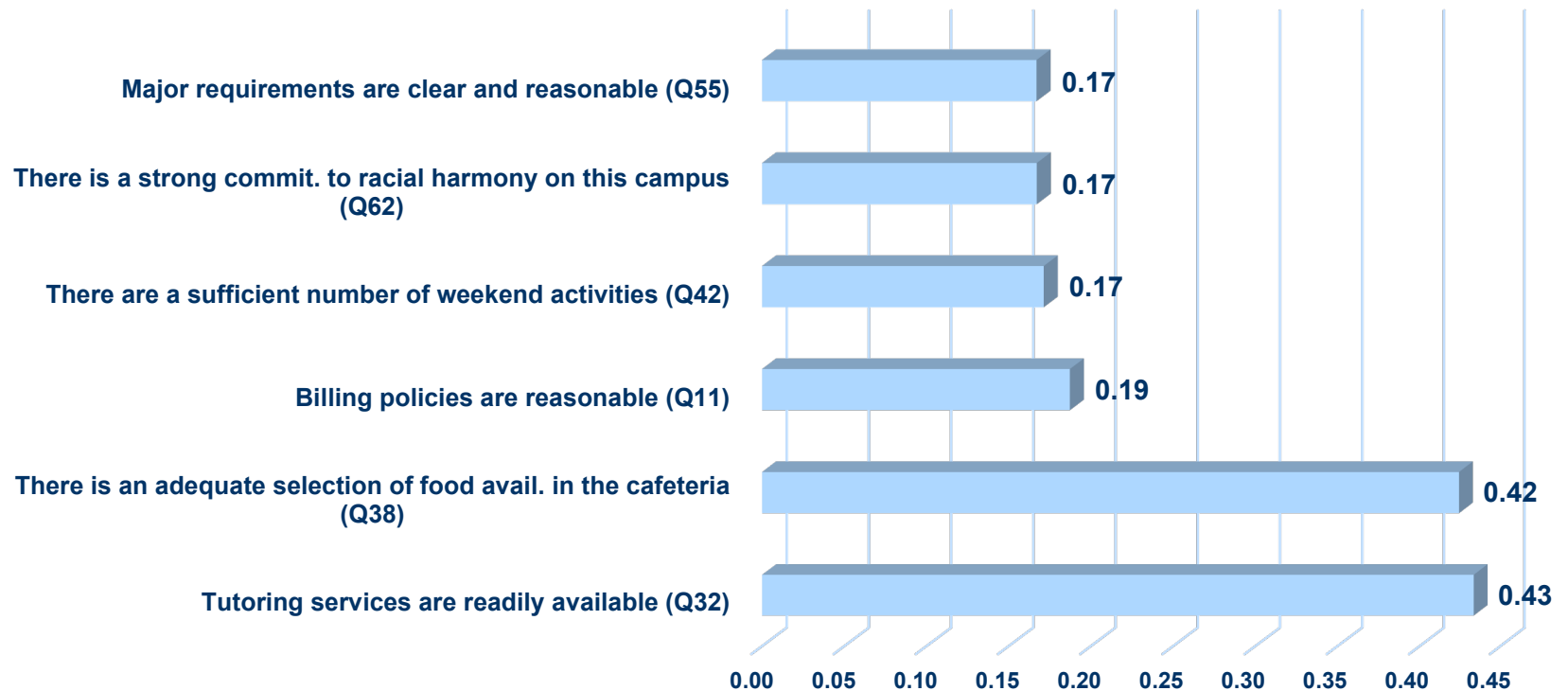


Notes: For the first time, Q6 and Q7 weren't identified as "strengths".

Satisfaction

Satisfaction rating differences between 2016 and 2018.

Top increases in satisfaction from 2016 to 2018



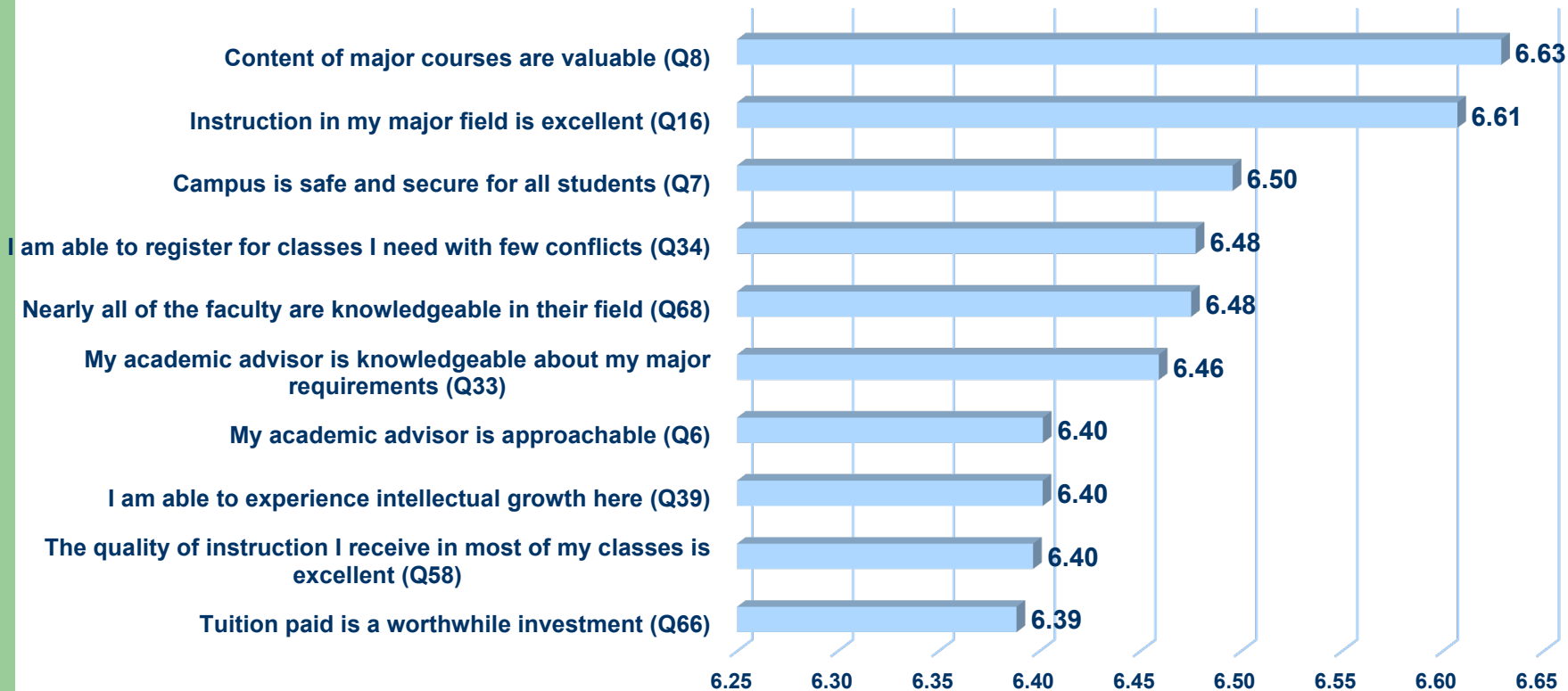
Importance

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

Strengths = Q8, Q16, Q33, Q68

Challenges = Q34, Q66

Top 10 most important items (2018)

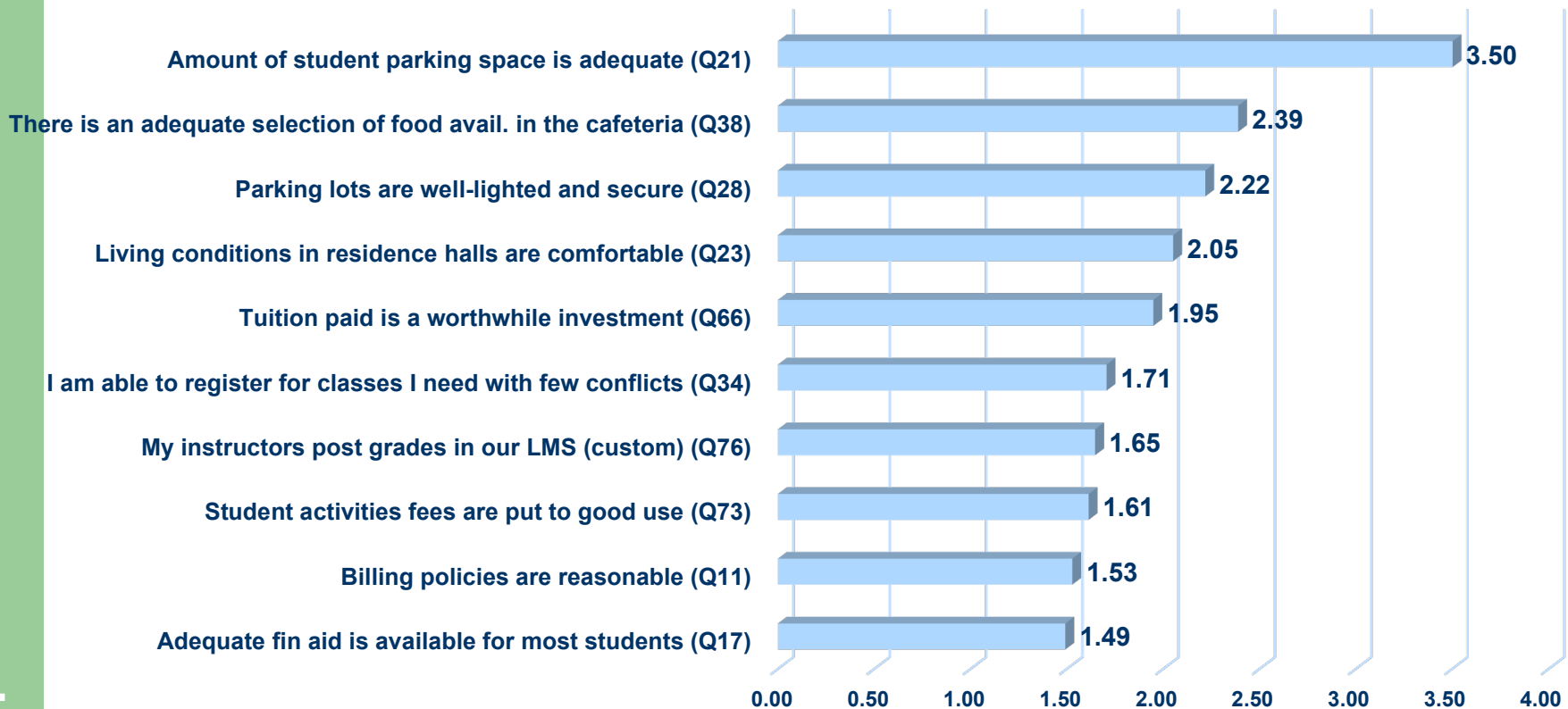


Performance Gaps (PG)

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

3 of the 10 items below are identified as "challenges" (Q34, Q66, Q76).

Top 10 largest performance gaps (2018)

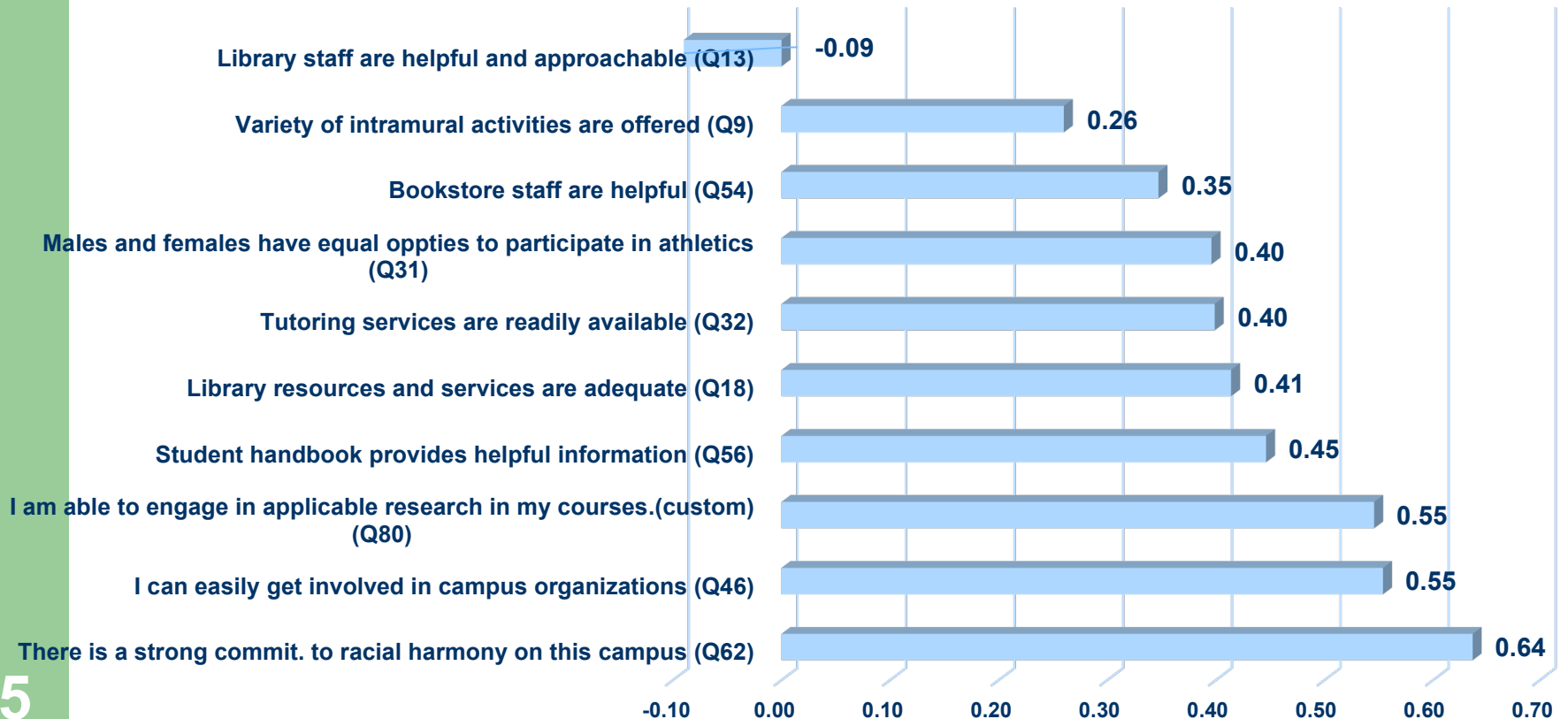


Performance Gaps (PG)

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

Only Q62 was identified as a "strength".

Top 10 smallest performance gaps (2018)



Summary tables

How has your college experience met your expectations?

	Point Park Univ			All pvt		Peers	
	%	%	Diff	%	Diff	%	Diff
	2018	2016		2018		2018	
Worse than expected	18	19	-1	16	+2	15	+3
About what I expected	38	35	+3	32	+6	32	+6
Better than expected	42	43	-1	49	-7	49	-7

Rate your overall satisfaction with your experience here thus far.

	Point Park Univ			All pvt		Peers	
	%	%	Diff	%	Diff	%	Diff
	2018	2016		2018		2018	
Dissatisfied	15	17	-2	14	+1	13	+2
Neutral	14	12	+2	11	+3	9	+5
Satisfied	68	69	-1	72	-4	75	-7

2018 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)
- ❖ 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)
- ❖ Students are made to feel welcome on this campus (Q45)
- ❖ PPU has a good reputation within the community (Q51)
- ❖ Major requirements are clear and reasonable (Q55) – **New strength**
- ❖ Adjunct faculty are competent as classroom instructors (Q61)

2018 PPU Strengths (con't)

- ❖ There is a strong commitment to racial harmony on this campus (Q62) – **First-time strength**
- ❖ 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 University environment supports and encourages a campus climate that values multiple perspectives and experiences (Q79) – **New custom question for 2018**
- ❖ My university experience is meeting the goals outlined in the Mission Statement (Custom Q83) – **First-time strength**

2018 Challenges at Point Park Univ.

(top half of importance, bottom quartile of satisfaction)

- ❖ I am able to register for classes I need with few conflicts (Q34)
 - ❖ Tuition paid is a worthwhile investment (Q66)
 - ❖ My instructors post grades in our LMS (Custom Q76)
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Strengths (S)

Comparing PPU Strengths 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	
Faculty care about me as an individual (Q3)	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
Students are made to feel welcome on this campus (Q45)	S	S	
PPU has a good reputation within the community (Q51)	S	S	S
Major requirements are clear and reasonable (Q55) - NEW	S	S	S
Adjunct faculty are competent as classroom instructors (Q61)	S		
There is a strong commitment to racial harmony here (Q62) - NEW	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

Strengths (S)

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

Question item	PPU	All 4 yr pvt	Other peers
My academic advisor is approachable (Q6)		S	S
Campus is safe and secure for all students (Q7)		S	S
My academic advisor is concerned about my success (Q14)		S	S
Counseling staff care about students (Q22)			S
I am able to experience intellectual growth here (Q39)		S	S
There is a commitment to acad excellence on this campus (Q41)		S	S
Quality of instruction I receive in most of my classes is excellent (Q58)		S	
On the whole, the campus is well-maintained (Q72)		S	S

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
Financial aid awards are announced in timely fashion (Q12)		C	C
Adequate fin aid is available for most students (Q17)		C	C
Living conditions in residence halls are comfortable (Q23)			C
I am able to reg for classes I need with few conflicts (Q34) - NEW	C		C
Faculty consider student differences as they teach a course (Q53)			C
Tuition paid is a worthwhile investment (Q66)	C	C	C

Trends – Strengths and Challenges at Point Park

The following items have been strengths for at least the last four survey administrations (from 2012 to 2018):

- ❖ Staff are caring and helpful (Q2)
 - ❖ 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)
 - ❖ Point Park has a good reputation within the community (Q51)
 - ❖ 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:

- “Tuition paid is a worthwhile investment” (Q66) has been a challenge since 2002, but continues to be a challenge at peer institutions.
- Challenge in 2016, but not in 2018:
 - ❖ Internship and practicum opportunities are readily available (Q77) – due to increased satisfaction (from 4.74 to 4.89)
- Strengths in 2016, but not in 2018:
 - ❖ My academic advisor is approachable (Q6) - due to decrease in satisfaction (from 5.51 to 5.27) dropping this item out of the top quartile.
 - ❖ Campus is safe and secure for all students (Q7) - due to decrease in satisfaction (from 5.56 to 5.07) dropping this item out of the top quartile.
 - ❖ My academic advisor is concerned about my success (Q14) - due to decrease in satisfaction (from 5.30 to 5.11) dropping this item out of the top quartile.
 - ❖ I am able to experience intellectual growth here (Q39) – The satisfaction remained the same (5.24), but the cutpoint for top quartile increased from 5.23 to 5.28.

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 2020

Thank you!

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

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