

Noel-Levitz[®]

**2016 Student Satisfaction
Inventory (SSI):**

***A Summary
of Results***

Content

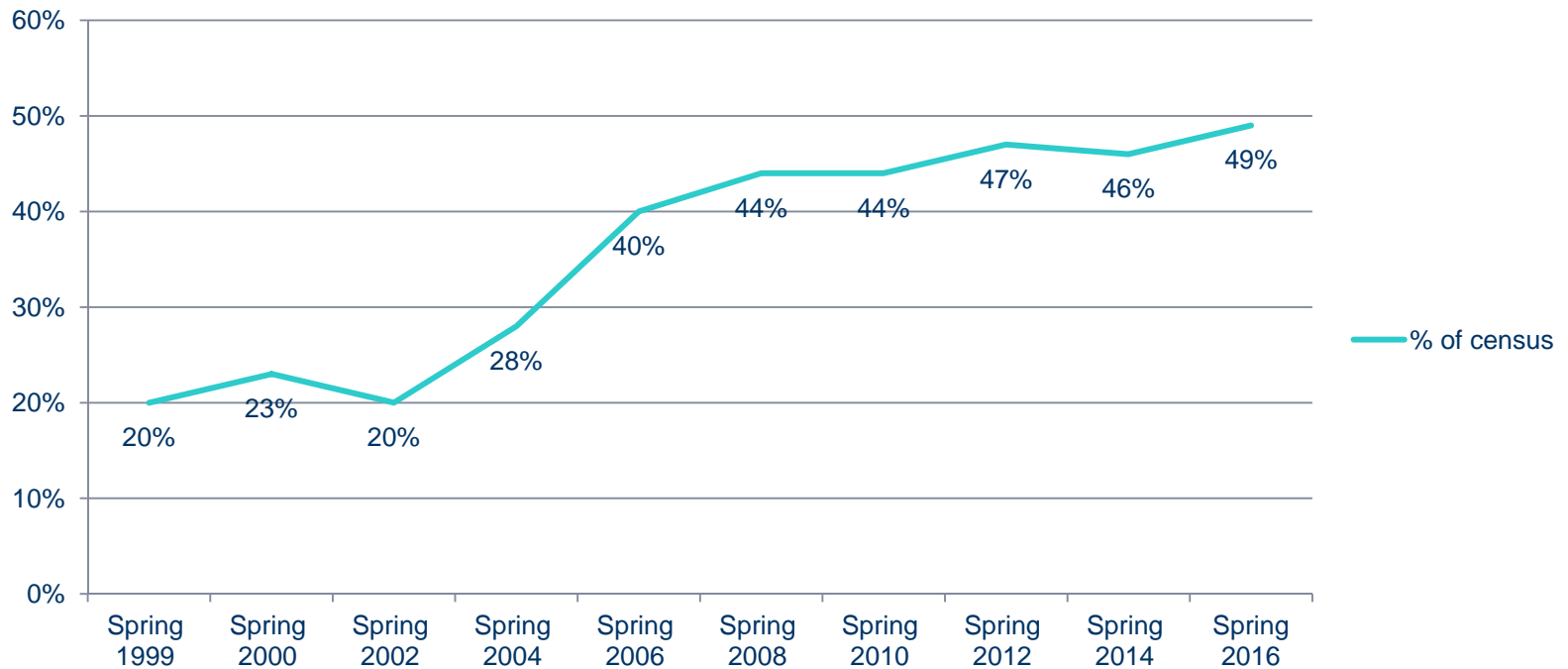
- Measures student expectations and satisfaction
- Main survey includes 83 items covering a wide range of university experiences, programs and services, such as:
 - Student centeredness
 - Campus climate
 - Concern for the individual
 - Recruitment and financial aid
 - Academic advising
 - Registration 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

Respondents as a % of census enrollment



Spring 2016 = 1,609 responses out of 3,308 possible (49%)

2016 Respondent Profile

Current class load	N	%	% est. actual*
Full-time	1400	89.8	67.4
Part-time	159	10.2	32.6

Gender	N	%	% est. actual*
Female	920	59.2	57.1
Male	634	40.8	42.9

Current enrollment status	N	%	% est. actual*
Day student	1201	79.5	na
Evening	249	16.5	na
Weekend	61	4.0	na

Age	N	%	% est. actual*
Traditional aged (18 to 24)	1239	79.6	67.4
Non-traditional aged (> 25)	318	20.4	32.6

Ethnicity/race	N	%	% est. actual*
African-American	195	12.6	16.3
Am. Indian/Alaskan Native	9	0.6	.3
Asian/Pacific Islander	48	3.1	1.3
Caucasian/White	1081	69.9	70.0
Hispanic	53	3.4	2.7
Other race	76	4.9	8.4
Race – prefer not to respond	84	5.4	1.0

Class Level	N	%	% est. actual*
Freshman	369	23.7	17.4
Sophomore	346	22.2	16.8
Junior	345	22.2	19.2
Senior	302	19.4	28.7
Graduate	177	11.4	18.0

Current Residence	N	%	% est. actual*
Residence hall	565	36.4	26.5
Commuter	987	63.6	73.5

Residence classification	N	%	% est. actual*
In-state	1123	72.4	75.9
Out-of-state	362	23.3	19.6
International	67	4.3	4.5

Employment	N	%	% est. actual*
Full-time off campus	347	22.6	na
Part-time off campus	509	33.1	na
Full-time on campus	84	5.5	na
Part-time on campus	217	14.1	na
Not employed	381	24.8	na

* % est. actual from Fall 2015 census

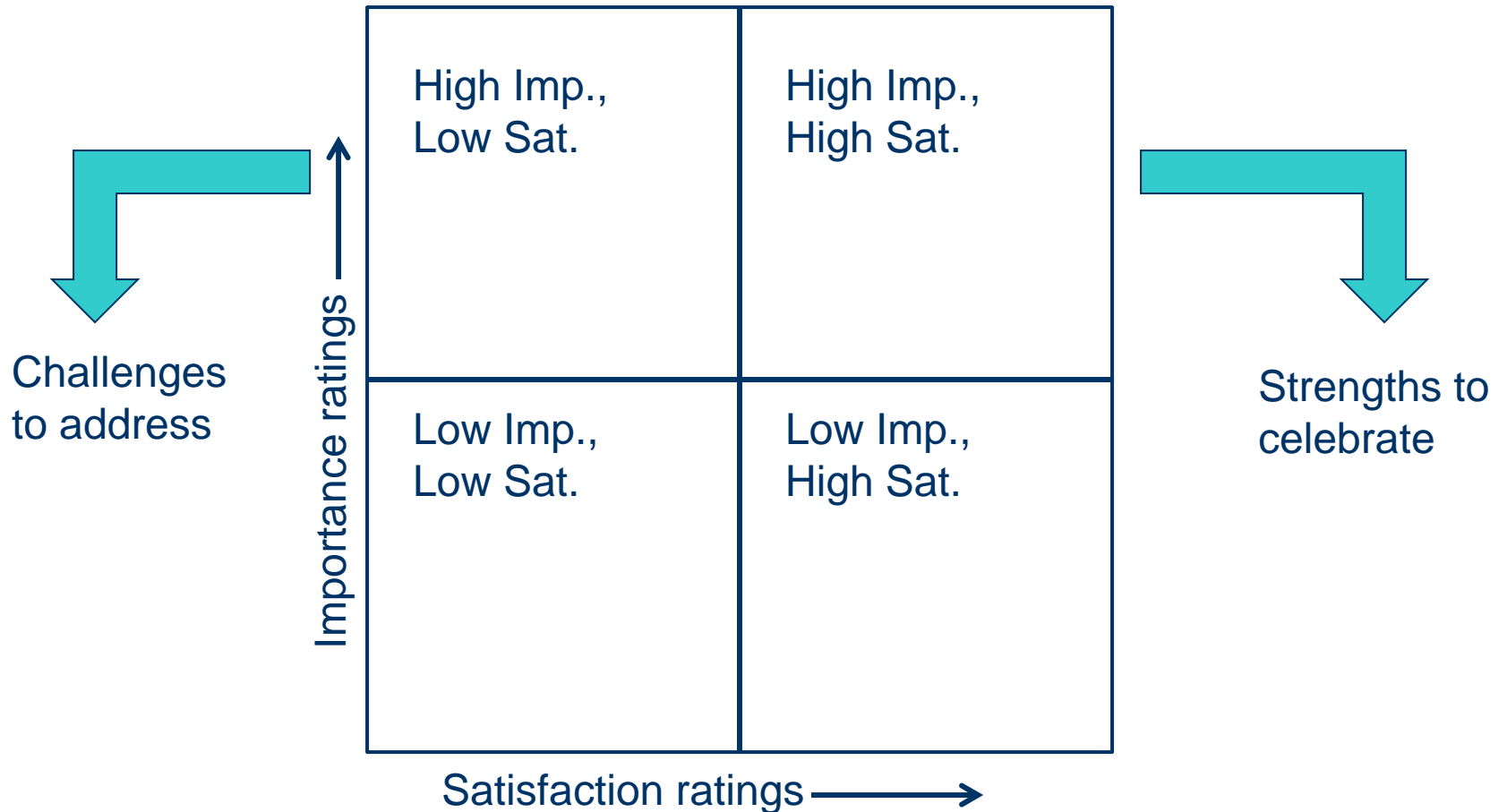
Data Analysis and Interpretation

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



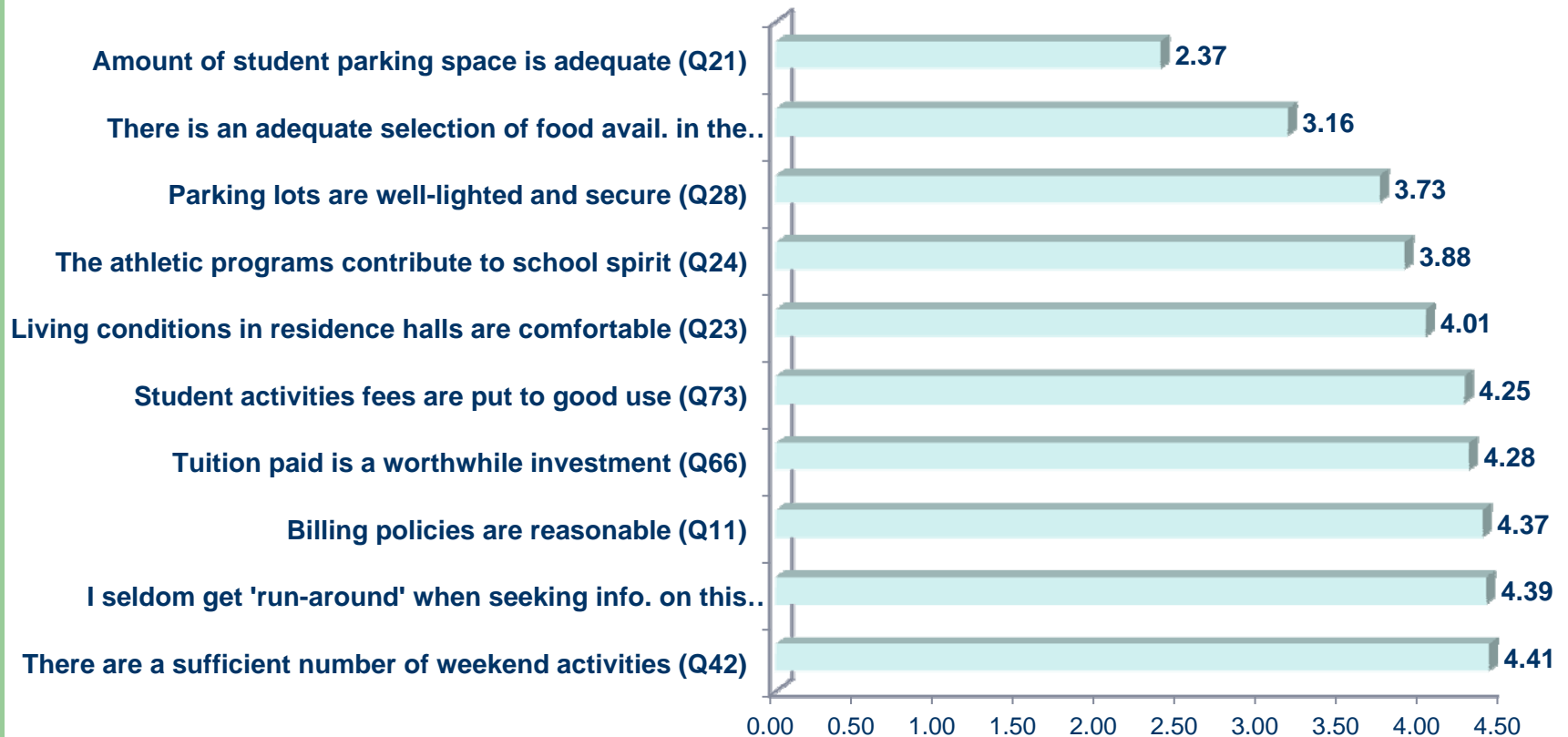
Data Analysis and Interpretation: *Performance Gaps (PG's)*

- 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.

Satisfaction

- Overall, satisfaction ratings increased for 53% of the 81 question items from 2014 to 2016.
- Note: Only Q66 was identified as a “challenge”. The others weren’t important enough.

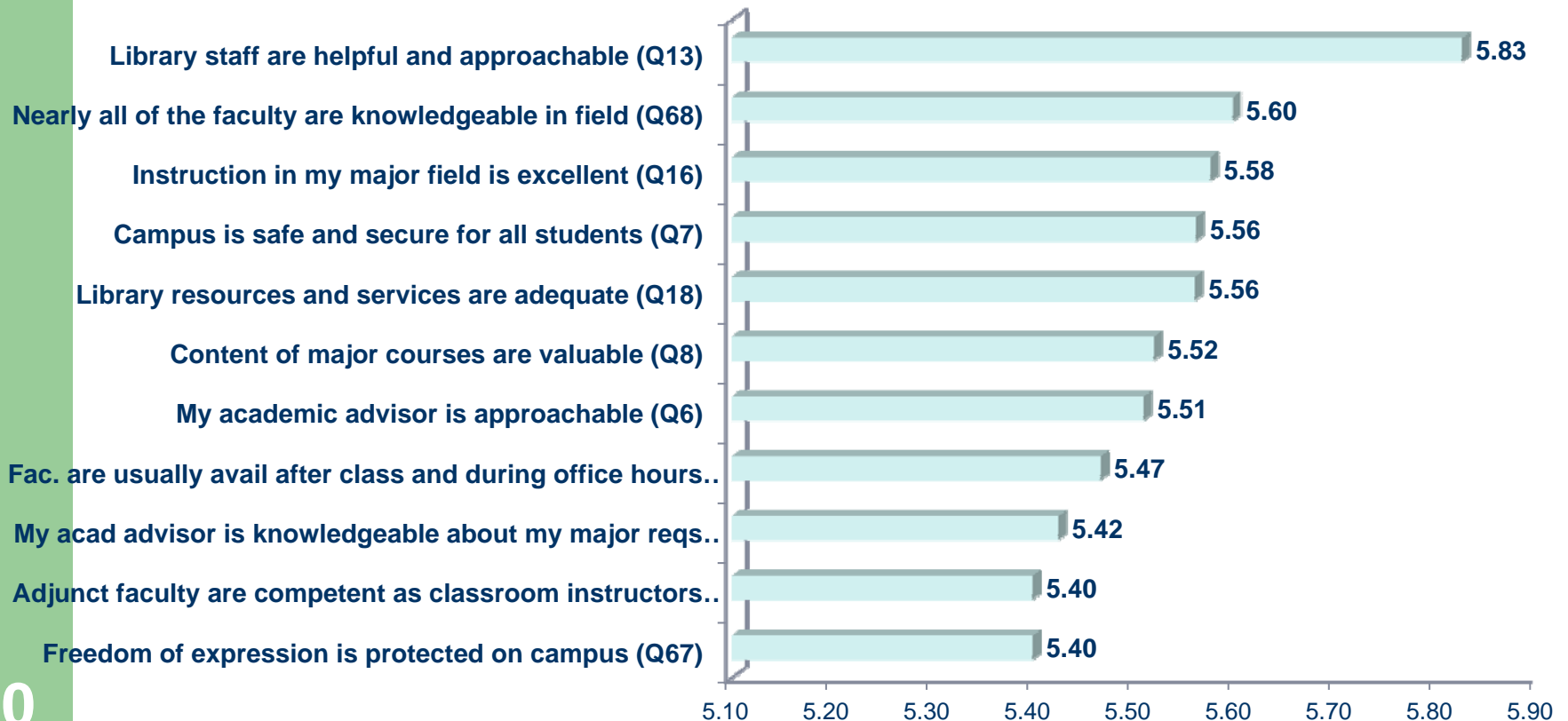
Lowest Satisfaction Ratings



Satisfaction

All but two (Q13, Q18) of the 11 items were calculated “strengths” since they also fell in the top 50% of importance.

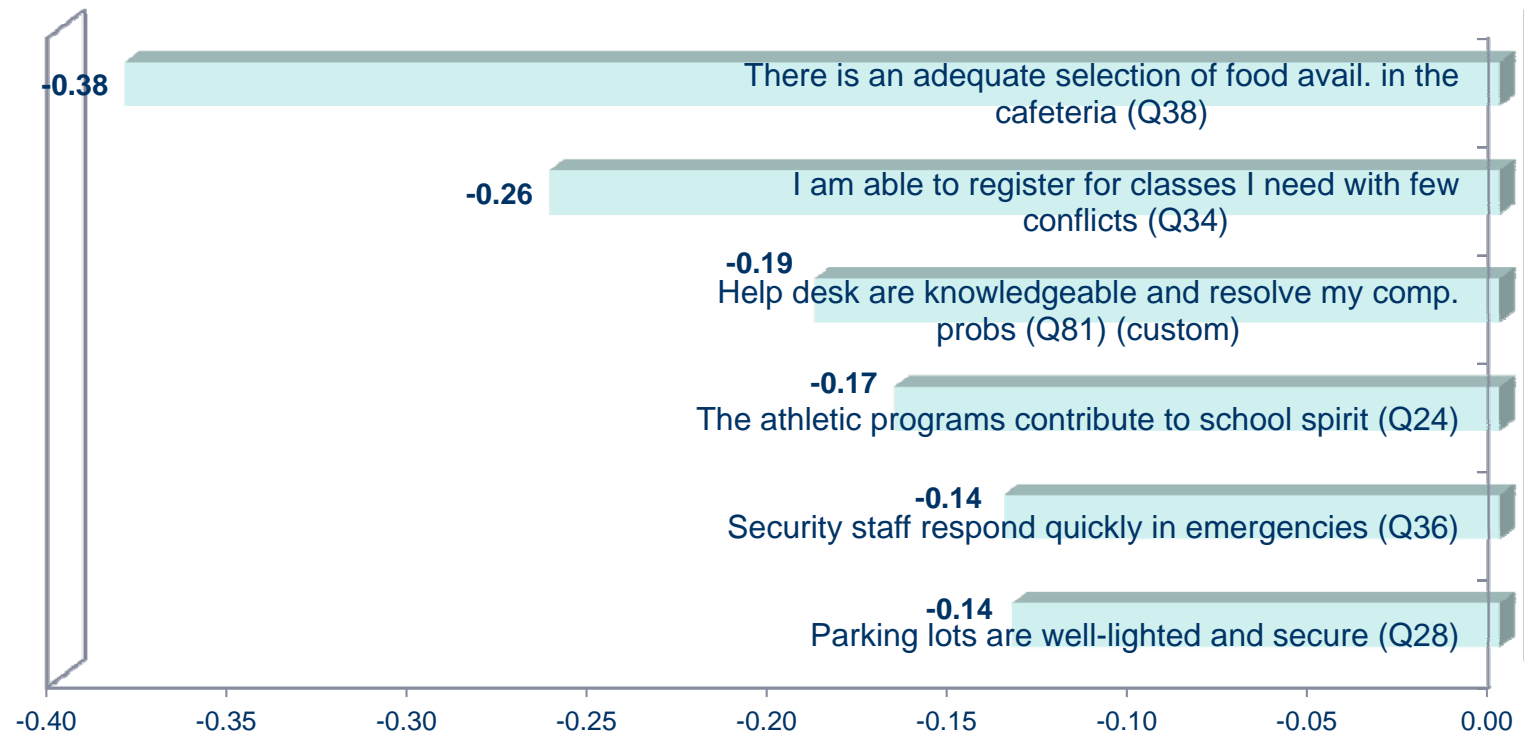
Highest Satisfaction Ratings



Satisfaction

Satisfaction rating differences between 2014 and 2016.

Top decreases in satisfaction from 2014 to 2016

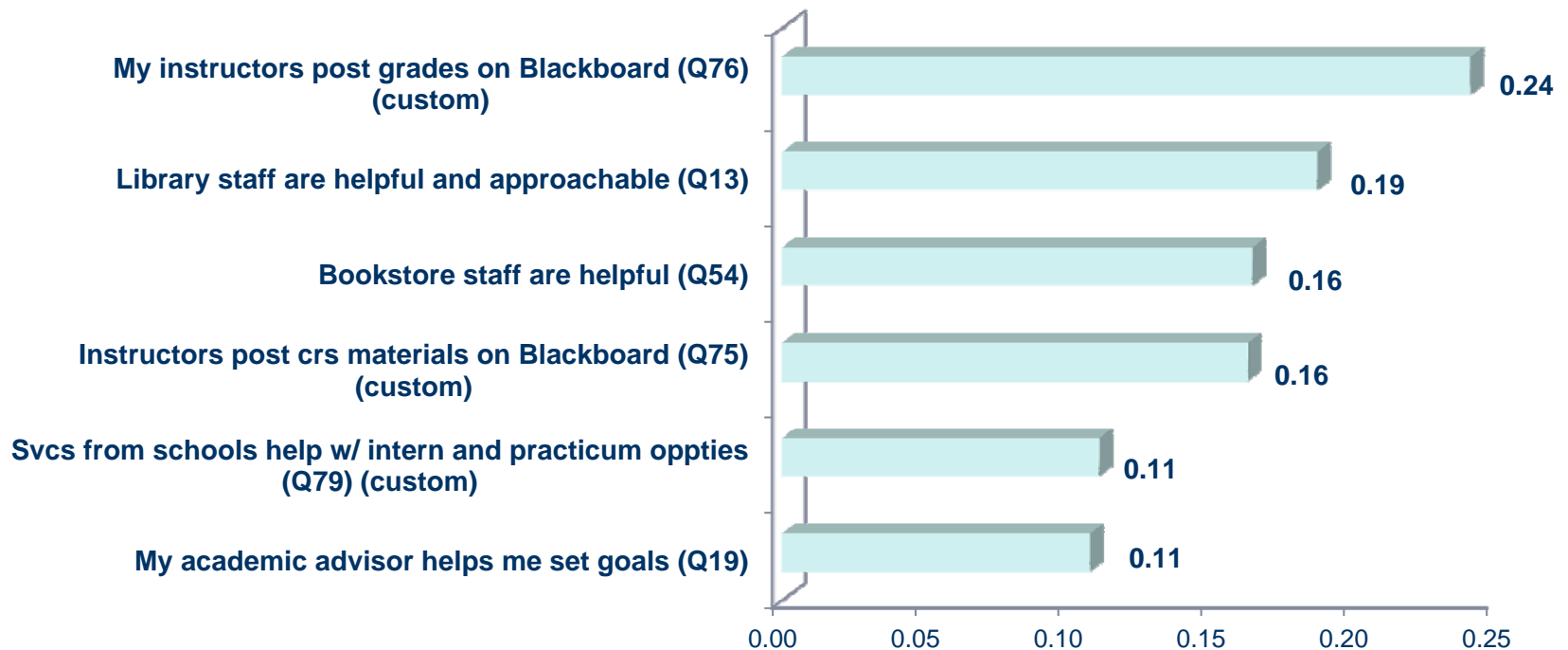


Note: Q34 is identified as a “challenge”

Satisfaction

Satisfaction rating differences between 2014 and 2016.

Top increases in satisfaction from 2014 to 2016



Note: Q76 is a “challenge” even though satisfaction increased.

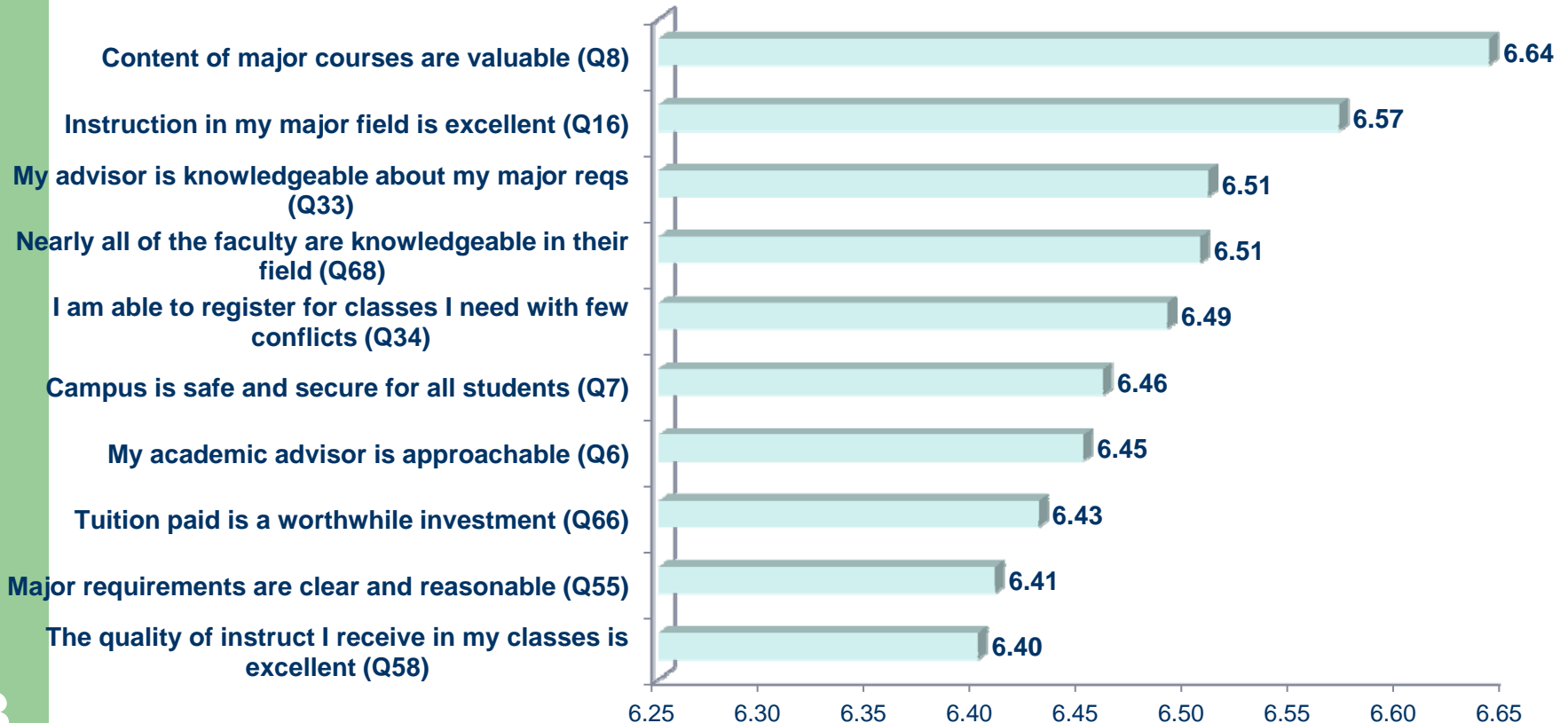
Importance

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

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

Challenges = Q34, Q66

Top 10 most important items

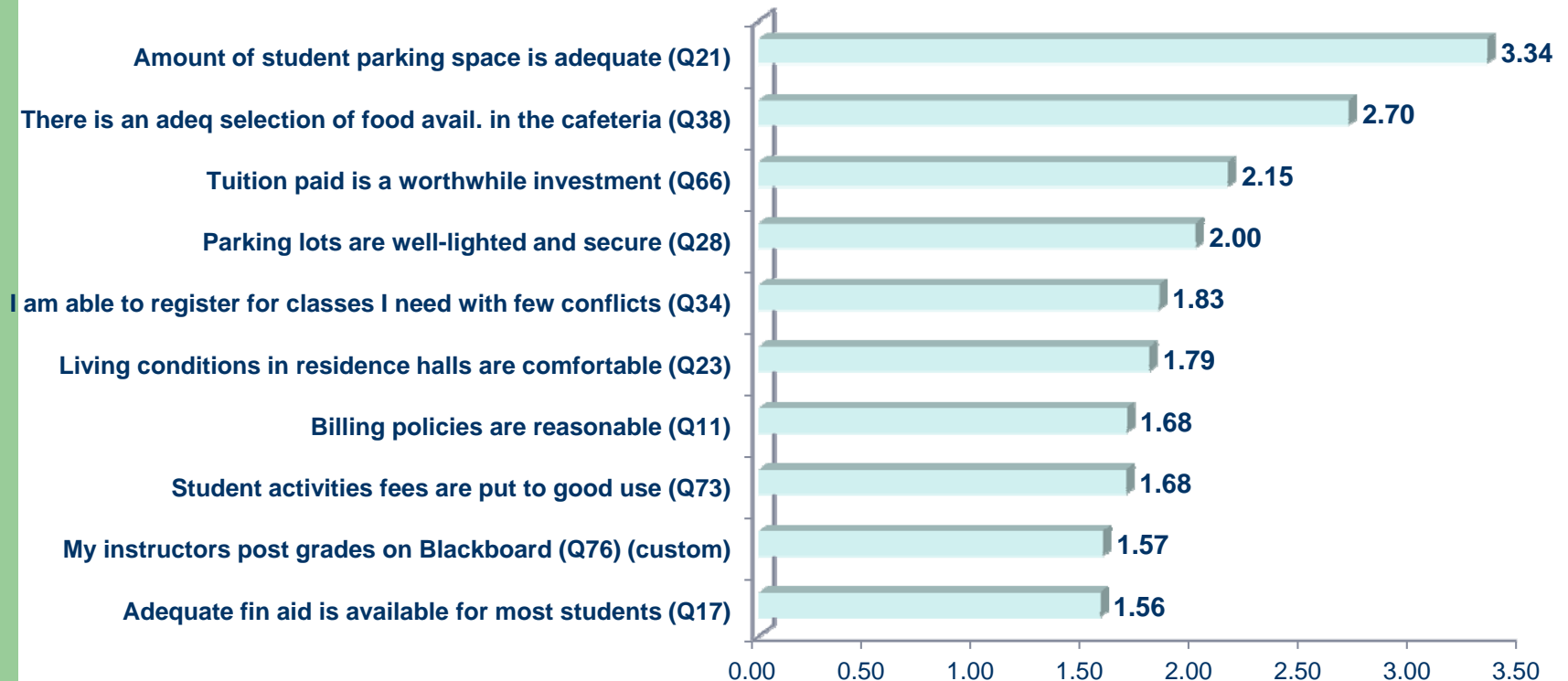


Performance Gaps (PG)

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

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

Top 10 largest performance gaps

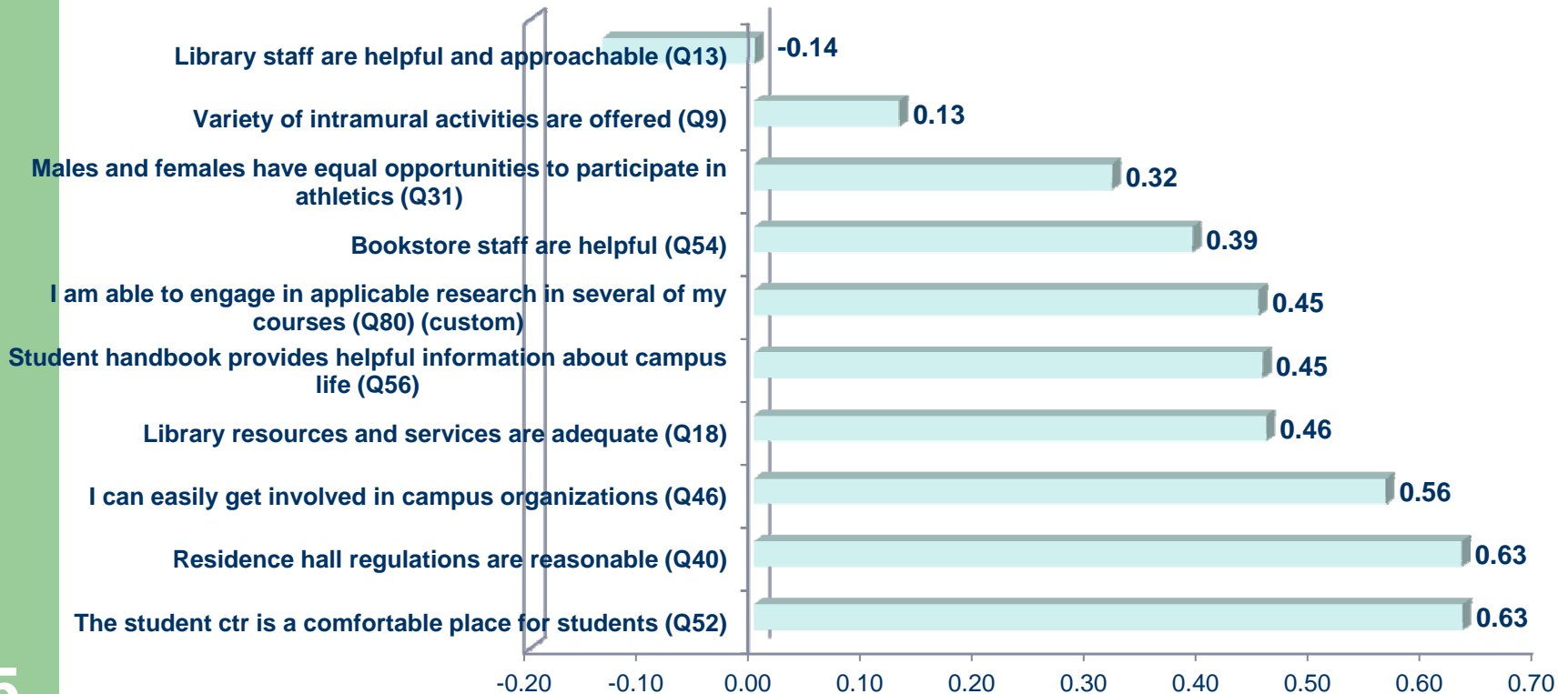


Performance Gaps (PG)

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
	2016	2014		2016		2016	
Worse than expected	19	17	2	15	4	12	7
About what I expected	35	38	-3	31	4	27	8
Better than expected	43	41	2	49	-6	57	-14

Rate your overall satisfaction with your experience here thus far.

	Point Park Univ			All pvt		Peers	
	%	%	Diff	%	Diff	%	Diff
	2016	2014		2016		2016	
Dissatisfied	17	16	1	13	4	9	8
Neutral	12	12	0	10	2	7	5
Satisfied	69	69	0	73	-4	81	-12

2016 Strengths at Point Park Univ

(top half of importance, top quartile of satisfaction) --- TABLE 1

- ❖ Campus staff are caring and helpful (Q2)
- ❖ Faculty care about me as an individual (Q3)
- ❖ My academic advisor is approachable (Q6)
- ❖ Campus is safe and secure for all students (Q7)
- ❖ Content of major courses is valuable (Q8)
- ❖ My advisor is concerned about my success (Q14) – **New strength**
- ❖ 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) -- **New strength**

2016 PPU Strengths (con't)

- ❖ Students are made to feel welcome on this campus (Q45) -- **New strength**
 - ❖ PPU 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)
-

2016 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)
– **New challenge**
 - ❖ Tuition paid is a worthwhile investment (Q66)
 - ❖ My instructors post grades on blackboard (Custom Q76) – **New question/challenge**
 - ❖ Internship/practicum opportunities are readily available (Custom Q77)
-

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	S
Faculty care about me as an individual (Q3)	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
My advisor is concerned about my success (Q14) - NEW	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
I am able to experience intellectual growth here (Q39) - NEW	S	S	S
Students are made to feel welcome on this campus (Q45) - NEW	S	S	S
PPU has a good reputation within the community (Q51)	S	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

Strengths (S)

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

Question item	PPU	All 4 yr pvt	Other peers
There is a commitment to acad excellence on this campus (Q41)		S	S
Major requirements are clear and reasonable (Q55)		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
There is an adequate selection of food avail in cafeteria (Q38)			C
Fac provide timely feedback about student prog in a course (Q47)			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 (Table 1)

The following items have been strengths for at least the last four survey administrations (from 2010 to 2016):

- ❖ Staff are caring and helpful (Q2)
 - ❖ 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)
 - ❖ 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)
-

Trends – Strengths and Challenges at Point Park

❖ Some other notable highlights:

- Challenges in 2014, but not in 2016
 - ❖ Billing policies are reasonable (Q11) – due to decrease in importance.
 - ❖ My advisor helps me set goals (Q19) – due to increased satisfaction (from 4.75 to 4.85)
- Strength in 2014, but not in 2016
 - ❖ Quality of instruction I receive in most of my classes is excellent (Q58) - due to slight decrease in satisfaction (from 5.23 to 5.21) resulting in falling out of top quartile.
 - ❖ On the whole, the campus is well-maintained (Q72) - due to decrease in satisfaction (from 5.28 to 5.21) resulting in falling out of top quartile.
 - ❖ Help desk personnel are knowledgeable and resolve my computer problems (Q81) - due to decrease in satisfaction (from 5.26 to 5.07) resulting in falling out of top quartile.

Strengths and challenges by selected characteristics (see Table 2)

- ❖ 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
 - Freshman, Seniors
- ❖ Allows us to be more precise in pinpointing strengths and challenges

Strengths and Challenges

by Selected Student Characteristics (Table 2)

Some sample findings:

- ❖ Although “I seldom get the run-around...” (Q57) is no longer a challenge for the University overall, it appears to be a challenge for seniors (*row 59, col AF*)
- ❖ “There is an adequate selection of food in cafeteria” (Q38) continues to be a challenge for COPA resident freshmen (*row 40, cols R, V, AD*) .
Note: Could serve as baseline in 2016 to measure improvements.
- ❖ Graduate students perceive a unique set of strengths from undergraduate students. I.e., experiencing intellectual growth, ability to engage in applicable research, etc. These students are part of the “graduate experience” at Point Park. (*col AB*)

Strengths and Challenges

by Selected Student Characteristics (con't)

- ❖ “CSS Coordinators are knowledgeable and helpful” (Q82) is a strength for freshmen (not for seniors) (*row 84, col AD*) – + reasonable validity check
- ❖ The campus is safe and secure for all student populations.
- ❖ “Living conditions in res halls are comfortable” (Q23) continues to be a challenge for COPA freshman residents (*row 25, col V*)

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 2018