

Date: February 18, 2005
 To: Campus
 From: Bill Slinger, Director of Institutional Research and Analysis
 Re: Student Satisfaction results

Attached is the executive summary of the NDSU Student Satisfaction Inventory results for fall's 1999 and 2002 and spring 2004. This is for the undergraduate responses only. PowerPoint presentations of the undergraduate results for campus, colleges, and departments have been distributed on CDs as indicated in the table below. Excel table results for both undergraduate and graduate student results have been distributed on CD as indicated in the table below. There are 82 items on the SSI instrument. Noel-Levitz Centers, Inc., the company that owns the instrument, uses 12 overlapping subsets of 77 of the items to form 12 "scales" of a wide variety of college experiences using a scale of 1-7.

Many thanks to the students who took the time to complete the survey.

The third page is a synopsis of the campus results. Its initial motivation was to provide maximums, minimums, and ranges as a reminder to those who seriously digest the PowerPoints of the satisfaction results that the scale of the left hand axes of the PowerPoints is a constant (0% to 100%), while the scales of the right hand axes vary somewhat, i.e., the PowerPoints are best interpreted by noting: 1) relative positions of the plotted (satisfaction) means, 2) general overall mean of the item (7 being the maximum), 3) range of the right hand scale, and 4) the relative percentages of blue (very satisfied) and red (dissatisfaction).

The synopsis probably also provides, with a little study, all you want to know at the campus level. For instance in my opinion, 1) the gap between the high importance areas of Instructional Effectiveness, Academic Advising, Registration Effectiveness, and Concern for the Individual and their respective satisfactions are probably a little larger than we would like; 2) the ranking of "scales/general satisfaction questions" did not change much from 2002 to 2004; 3) 2004 satisfaction means are higher than those of 2002; and 4) two of the three general satisfaction items are much in our favor. However, the third general satisfaction question, "has experience met expectations?" is our lowest both years; I am thinking a deeper understanding of why this response is as it is would inform our institutional responses to several of the "scale" areas. These results for 1999 are on the PowerPoints and in the excel tables of the CDs.

	Provost	Dean of College _i	Dept. chair _j of College _i	President's Council
Campus power point (.ppt)	Yes	Yes	Yes	Yes
Campus excel (.xls)	Yes	Yes	Yes	Yes
College _i power point (.ppt)	Yes for all i	Yes for i	Yes for i	
College _i excel (.xls)	Yes for all i	Yes for i	Yes for i	
Department _j of College _i power point (.ppt)	Yes for all i and j	Yes for all j within i	Yes for j within i	
Department _j of College _i excel (.xls)	Yes for all i and j	Yes for all j within i	Yes for j within i	

Executive Summary - NDSU Student Satisfaction Inventory for fall's 1999 and 2002 and spring 2004

The SSI is a national instrument of Noel-Levitz Centers, Inc. (N-L). It was administered to NDSU students falls 1999 and 2002 and spring 2004 with response numbers of 1113, 891, and 576, respectively. The SSI was administered paper and pencil in-class 1999 and as a mail survey 2002. The 2004 administration was Web-based. This executive summary is of the results for undergraduates only, for which sample sizes were 1092, 857, and 424 for 1999, 2002, and 2004 respectively. Comparisons were made to the responses of University of North Dakota undergraduates surveyed at the same time and in the same manner as NDSU students 2002 and 2004. Eighty-two of the instrument's items ask students to rate importance and satisfaction of a wide variety of college experiences using scales of 1-7. Summaries of the fifteen N-L "scale/questions" are provided below. A multitude of CDs with campus, college, and department results, as appropriate, in both PowerPoint and Excel (undergraduate and graduate) formats were distributed to members of the President's Council and department heads and others February 2005.

In General: Both NDSU and UND scored considerably higher spring 2004 compared to fall 2002. This is in spite of the national generalization that students are less satisfied spring semesters. UND scored higher than NDSU for twelve of the fifteen scale/questions and 63 of the 82 items. An important caveat is NDSU's rebounding from 2002 for the three "general satisfaction" items, while UND lost ground in all three of these items. However, UND still averaged higher than NDSU for these three "general satisfaction" items. NDSU trends from 1999 to 2004 are generally up (for 11 of 15 scale/questions and 50 of 82 items), encouragingly so for the two scales of Instructional Effectiveness and Academic Advising. A negative of note is the NDSU negative trends in "tuition being a worthwhile investment" and "activity fees being put to good use." This is also the case for UND. NDSU students became as demanding, i.e., same importance averages, as students at other national four-year public institutions 2002 and remain so.

*High importance to NDSU students (*UND 2004 mean satisfaction higher than that of NDSU)*

Instructional Effectiveness*: Percentage very satisfied continues to grow; percentage in the three dissatisfied categories shrank to less than 1999 percentage; UND's very satisfied higher and dissatisfied lower than NDSU's.

Academic Advising: NDSU much improved at both ends of satisfaction scale; its mean now just above UND's.

Safety and Security: NDSU trend continues rapidly positive and satisfaction higher than UND.

Registration Effectiveness*: NDSU continued its upward trend since 1999 and now nearly equals UND; both means are now 5 of a possible 7, i.e., general satisfaction (however neither campus satisfied with number of class conflicts).

*Medium importance to NDSU students (*UND 2004 mean satisfaction higher than that of NDSU)*

Concern for the Individual: Big jump for NDSU 2004 to now exceed UND, which also improved.

Student Centeredness*: NDSU jumped considerably 2004; UND declined slightly, but still ahead of NDSU.

Recruitment and Financial Aid*: NDSU continued its improvement, but UND leapfrogged over NDSU 2004.

Campus Climate*: NDSU jumped 2004 because of desirable changes at both ends of the satisfaction scale; UND improved slightly but still ahead of NDSU.

Responsiveness to Diverse Populations*: Positive trends continue for both campuses for all six of the student categories, with UND higher than NDSU for all six. (importance not asked for this item)

*Low importance to NDSU students (*UND 2004 mean satisfaction higher than that of NDSU)*

Service Excellence*: Both NDSU and UND jumped 2004; UND higher because of more satisfied students and lower percentage of neutral students, i.e., percentages dissatisfied equal.

Campus Support Services*: NDSU continued its positive trend; UND improved also, and its mean is notably higher than NDSU's because of higher percentages of very satisfied and satisfied students.

Campus Life*: NDSU continued positive trend, but remains below UND, which improved slightly 2004.

*General Satisfaction questions (*UND 2004 mean higher than that of NDSU)*

So far, how has your college experience met your expectations*? NDSU substantially increased from 2002 to 2004 (equals national 4-yr publics); UND's mean now 2% higher than NDSU's, down from 10% higher 2002.

Rate your overall satisfaction with your experience at NDSU thus far*. NDSU substantially increased from 2002 to 2004 (above 4-yr publics @ P>.001); UND's mean now 2.5% higher than NDSU's, down from 9% higher 2002.

All in all, if you had it to do over again, would you enroll at NDSU*? NDSU substantially increased from 2002 to 2004 (above 4-yr publics @ P>.01); UND's mean now 2% higher than NDSU's, down from 6% higher 2002.

Examples of other details: 1) Rank of factors for deciding to enroll at NDSU remained the same: Cost (highest), Academic reputation, Financial aid, Geographic setting, Size, Personalized attention, Campus appearance, and Recommendation from family/friends (lowest) and 2) Freshmen are most satisfied, followed in order, by Sophomores, Juniors, and then Seniors.

12 Scales in order (H to L) of importance to SU students:	Undergraduate students surveyed spring 2004 (satisfaction)								Undergraduate students surveyed fall 2002 (satisf.)							
	Max	Min				Avg. of the eight college means			Max	Min				Avg. of the eight college means		
	of the eight college means		Range (max – min)			H M L			of the eight college means		Range (max-mi)			H M L		
			High	Medium	Low						H	M	L			
Instructional Effectiveness 6.31 ^a	5.47	4.49	.98			5.07 (5) ^b			5.48	4.71	.77			5.07 (4) ^b		
Academic Advising 6.30	5.71	4.88		.83		5.19 (4)			5.21	4.60	.61			5.04 (5)		
Safety & security (include parking) 6.24	4.74	4.05			.69			4.52 (13)	4.49	4.23			.26			4.35 (14)
Registration Effectiveness 6.11	5.31	4.71			.60		4.96 (8)		5.21	4.77		.44			4.98 (6)	
Concern for the Individual 6.05	5.33	4.61			.72		4.95 (9)		5.02	4.46	.56					4.78 (13)
Student Centeredness 6.03	5.46	4.61		.85		5.06 (6)			5.17	4.66	.51				4.94 (8)	
Recruitment and Financial Aid 6.02	5.12	4.67			.45			4.87 (12)	5.12	4.63		.49			4.86 (10)	
Campus Climate 5.99	5.38	4.57		.81		5.01 (7)			5.21	4.72		.49			4.96 (7)	
Responsiveness to Diverse Populations ^c	5.36	4.31	1.05					4.91 (10)	5.05	4.68			.37		4.87 (9)	
Service Excellence 5.87	5.32	4.55		.77			4.95 (9)		5.12	4.63		.49				4.83 (12)
Campus Support Services 5.87	5.59	4.81		.78		5.20 (3)			5.38	4.98			.40	5.15 (2)		
Campus Life 5.52	5.38	4.51		.87				4.90 (11)	5.06	4.57		.49				4.84 (11)
Satisfaction: (overall)																
So far, how has your college experience met your expectations?	4.79	3.73	1.06					4.38 (14)	4.48	4.10			.38			4.29 (15)
Rate your overall satisfaction with your experience at NDSU thus far.	5.74	4.55	1.19			5.26 (2)			5.49	4.73	.76			5.13 (3)		
All in all, if you had it to do over again, would you enroll at NDSU?	5.83	4.55	1.28			5.30 (1)			5.43	5.07			.36	5.26 (1)		
^a Importance means for 2004; 2002 means and ranking nearly the same as for 2004				^c Importance not asked for this item			^b Ranks of the 15 satisfaction means						^b Ranks of the 15 satisfaction means			