Performance Gap Between Student Satisfaction and Expectations

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Student Satisfaction Survey at Missouri S&T

- Missouri S&T is one of the nation’s top technological research universities with more than 6,000 undergraduate and graduate students.
- The student satisfaction survey was originated by one of the objectives of the University’s strategic plan.
- The Noel-Levitz’s Student Satisfaction Inventory (SSI) measures student satisfaction and priorities.
Survey Administration

- Instrument: Student Satisfaction Inventory from Noel-Levitz (www.noellevitz.com)
- Administered online in Spring 2008
- Population: 5,667 Missouri S&T students (Undergraduate and Graduate) enrolled in Spring 2008
- 1,230 responses received (22% response rate)
Student Satisfaction Inventory (SSI) by Noel-Levitz

- SSI has established a high validity and a high reliability.
- Students were asked to indicate levels of importance and satisfaction (Likert scale: 1-7, with 7 being highest).
- SSI includes:
  - 45 items
  - 10 campus developed items
  - 3 summary items
  - 16 demographic and informative questions
Respondents

- **Gender**
  - Female: 31% (23%)
  - Male: 69% (77%)

- **Age**
  - 18 and younger: 3%
  - 19-24: 71%
  - 25-34: 18%
  - 35 and older: 8%

- **Race/Ethnicity**
  - White/Caucasian: 76%
  - Asian: 12%
  - African American: 5%
  - Hispanic/Latino: 3%
  - Native American: 1%
  - Multi-racial: 1%
  - Other race: 2%
Respondents (cont’d)

- **Residence Status**
  - In-state: 70%
  - Out-of-state: 19%
  - International: 11%

- **Class Level**
  - Freshman: 9%
  - Sophomore: 15%
  - Junior: 20%
  - Senior: 28%
  - Graduate: 27%
  - Other: 1%

- **Study Fields**
  - STEM*: 92%
  - Non-STEM: 7%
  - Undecided: 1%

  *STEM: Science, Technology, Engineering, Mathematics

- **Institutional Choice**
  - 1\textsuperscript{st} choice: 74%
  - 2\textsuperscript{nd} choice: 18%
  - 3\textsuperscript{rd} or lower choice: 8%
SSI Standardized Scales

- The items have been analyzed statistically and conceptually to produce scale scores.
- Scales provide an overview of what areas or categories matter to our students (importance and satisfaction).
- SSI results include 9 scales:
  - Academic advising effectiveness
  - Campus climate
  - Campus life
  - Campus services
  - Instructional effectiveness
  - Recruitment and financial aid effectiveness
  - Registration effectiveness
  - Safety and security
  - Student centeredness
Student Satisfaction and Importance

How well are we meeting our students’ expectations?

- Instructional Effectiveness: Satisfaction 5.28, Importance 6.36
- Registration Effectiveness: Satisfaction 5.15, Importance 6.22
- Academic Advising Effectiveness: Satisfaction 5.28, Importance 6.19
- Student Centeredness: Satisfaction 5.08, Importance 6.09
- Campus Climate: Satisfaction 5.10, Importance 5.99
- Campus Services: Satisfaction 5.31, Importance 5.93
- Safety and Security: Satisfaction 4.77, Importance 5.92
- Recruitment and Financial Aid Effectiveness: Satisfaction 4.91, Importance 5.85
- Campus Life: Satisfaction 4.42, Importance 5.85

Satisfaction | Importance
--- | ---
5.28 | 6.36
5.15 | 6.22
5.28 | 6.19
5.08 | 6.09
5.10 | 5.99
5.31 | 5.93
4.77 | 5.92
4.91 | 5.85
4.42 | 5.85
Performance Gap
Between Importance and Satisfaction
(in descending order)

1. Campus Life
2. Safety and Security
3. Instructional Effectiveness
4. Registration Effectiveness
5. Student Centeredness
6. Recruitment and Financial Aid Effectiveness
7. Academic Advising Effectiveness
8. Campus Climate
9. Campus Services
Understanding Students’ Needs

- Top Important Items:
  1. The content of the courses within my major is valuable.
  2. The quality of instruction I receive in most of my classes is excellent.
  3. Tuition paid is a worthwhile investment.
  4. My academic advisor is knowledgeable about requirements in my major.
  5. There are sufficient courses within my program of study available each term.
  6. I am able to register for classes I need with few conflicts.
Items with High Importance and High Satisfaction

1. The content of the courses within my major is valuable. Satisfaction: 5.39
2. My academic advisor is knowledgeable about requirements in my major. Importance: 6.69
3. Online student self-service program (Joe'SS). Importance: 6.54
4. Faculty are usually available to students outside of class (during office hours, by phone or by e-mail). Satisfaction: 5.71
5. This campus provides online access to services I need. Importance: 6.36
6. Computer labs are adequate and accessible. Importance: 6.35
7. The university's expectations on academic integrity. Importance: 6.35
8. The campus is safe and secure for all students. Importance: 6.31
9. Career Opportunities Center services. Importance: 6.30
10. My academic advisor is available when I need help. Importance: 6.27
11. The campus staff are caring and helpful. Importance: 6.22
12. Registration process and procedures are convenient. Importance: 6.15

Legend:
- **Satisfaction**
- **Importance**

Scale: 1 to 7
Items with Large Performance Gap

The content of the courses within my major is valuable.

The quality of instruction I receive in most of my classes is excellent.

Tuition paid is a worthwhile investment.

There are sufficient courses within my program of study available each term.

I seldom get the "run-around" when seeking information on this campus.

Student health services.

Student activity fees are put to good use.

Satisfaction  Importance

1  2  3  4  5  6  7
So far, how has your college experience met your expectations?

Rate your overall satisfaction with your experience here thus far.

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

*No statistical significance
So far, how has your college experience met your expectations? *  
Rate your overall satisfaction with your experience here thus far.  
All in all, if you had to do it over, would you enroll here again? *

*Statistically significant

Mean Scores of Summary Items by Gender

<table>
<thead>
<tr>
<th>Question</th>
<th>Female Score</th>
<th>Male Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>So far, how has your college experience met your expectations? *</td>
<td>4.66</td>
<td>4.40</td>
</tr>
<tr>
<td>Rate your overall satisfaction with your experience here thus far.</td>
<td>5.41</td>
<td>5.26</td>
</tr>
<tr>
<td>All in all, if you had to do it over, would you enroll here again? *</td>
<td>5.56</td>
<td>5.32</td>
</tr>
</tbody>
</table>

*Statistically significant
Mean Scores of Summary Items by Race

<table>
<thead>
<tr>
<th>Item</th>
<th>White</th>
<th>Non-White</th>
</tr>
</thead>
<tbody>
<tr>
<td>So far, how has your college experience met your expectations?</td>
<td>4.48</td>
<td>4.49</td>
</tr>
<tr>
<td>Rate your overall satisfaction with your experience here thus far.*</td>
<td>5.38</td>
<td>5.12</td>
</tr>
<tr>
<td>All in all, if you had to do it over, would you enroll here again?*</td>
<td>5.51</td>
<td>5.09</td>
</tr>
</tbody>
</table>

*Statistically significant
4.59
5.48
5.68

1st Choice
2nd Choice
3rd Choice or lower

Mean Scores of Summary Items by Institutional Choice

So far, how has your college experience met your expectations?
Rate your overall satisfaction with your experience here thus far.
All in all, if you had to do it over, would you enroll here again?

*Statistically significant
Mean Scores of Summary Items by Residence Classification

- **So far, how has your college experience met your expectations?**
  - In-state: 4.46
  - Out-of-state: 4.58
  - International: 4.45

- **Rate your overall satisfaction with your experience here thus far.**
  - In-state: 5.33
  - Out-of-state: 5.44
  - International: 5.00

- **All in all, if you had to do it over, would you enroll here again?**
  - In-state: 5.48
  - Out-of-state: 5.48
  - International: 4.72

*Statistically significant
So far, how has your college experience met your expectations?

Rate your overall satisfaction with your experience here thus far.*

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

*Statistically significant
Taking Actions

- Celebrating the strengths!
- Taking action on big performance gaps!
  - **Academic Affairs**
    - Content of courses
    - Quality of instruction
    - Availability of classes
  - **Student Affairs**
    - Delivery of campus information and resources
    - Effectiveness of student health services
    - Quality of campus activities
Focusing on Student Groups

- Male students
- Race/ethnicity minority students
- Students who choose this institution as their 2nd or lower choice
- International students
- Non-STEM students
Thank You!