

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](http://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

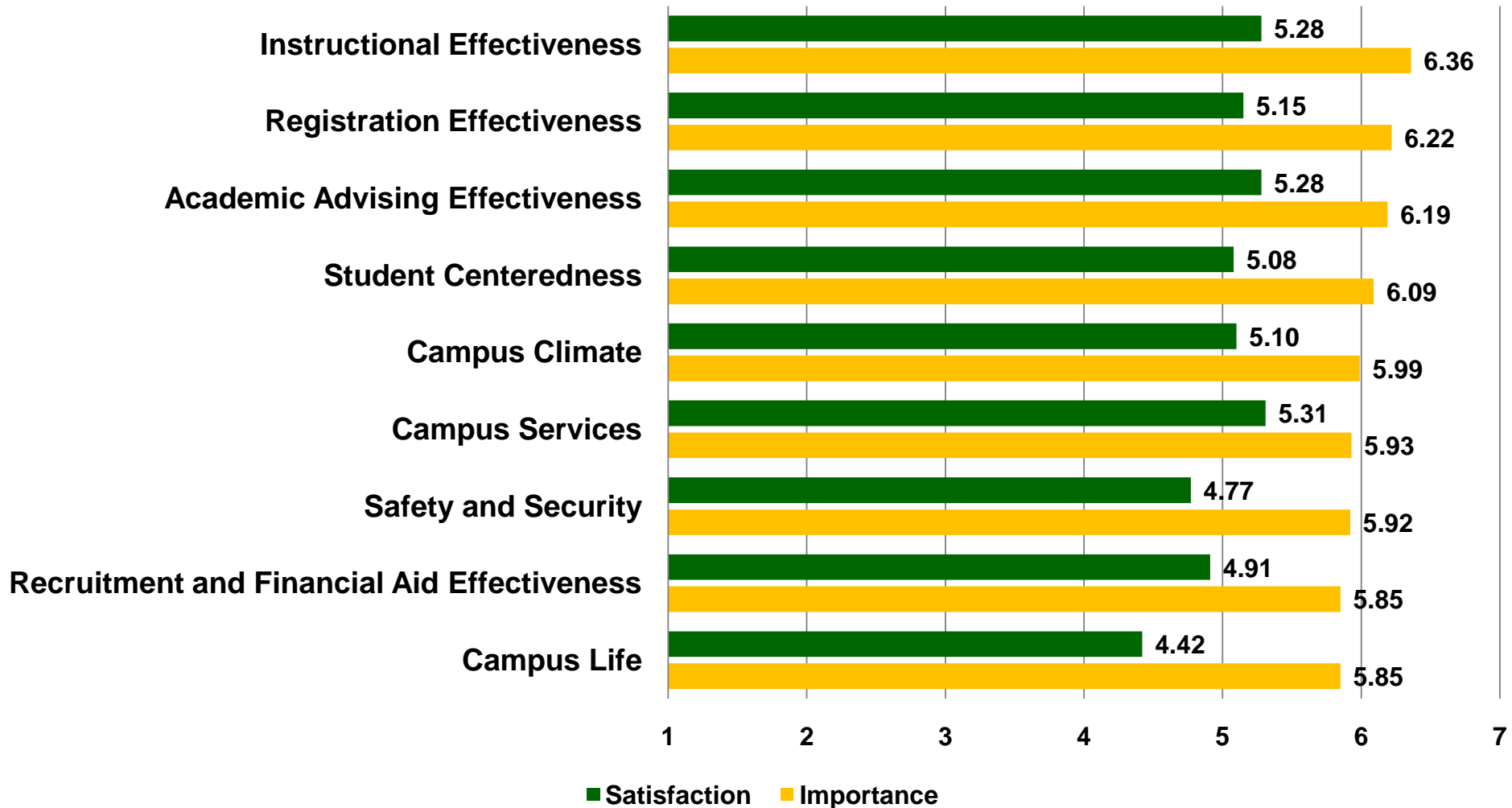
- 1st choice: 74%
- 2nd choice: 18%
- 3rd or lower choice: 8%

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?



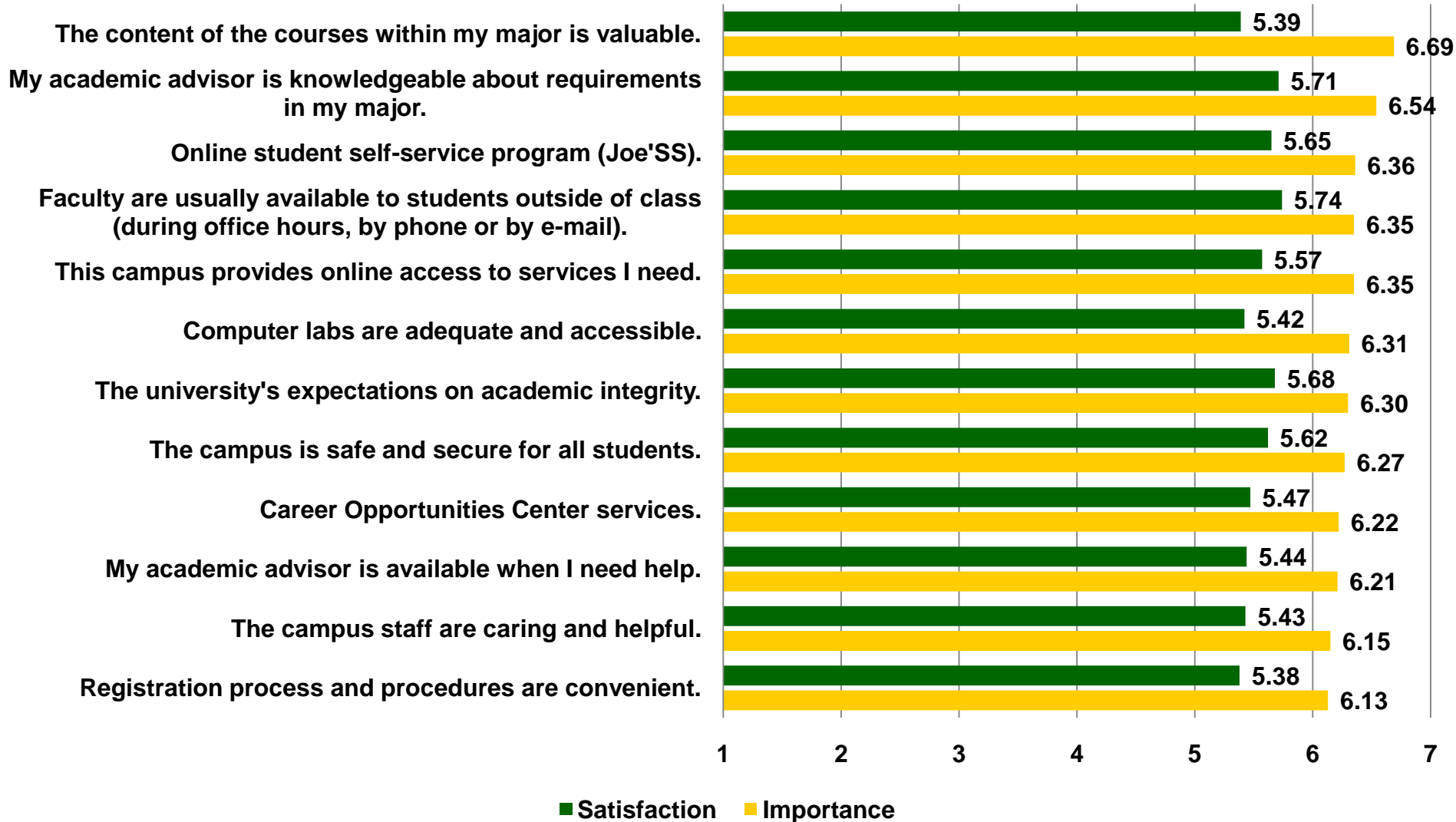
Performance Gap Between Importance and Satisfaction (in descending order)

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

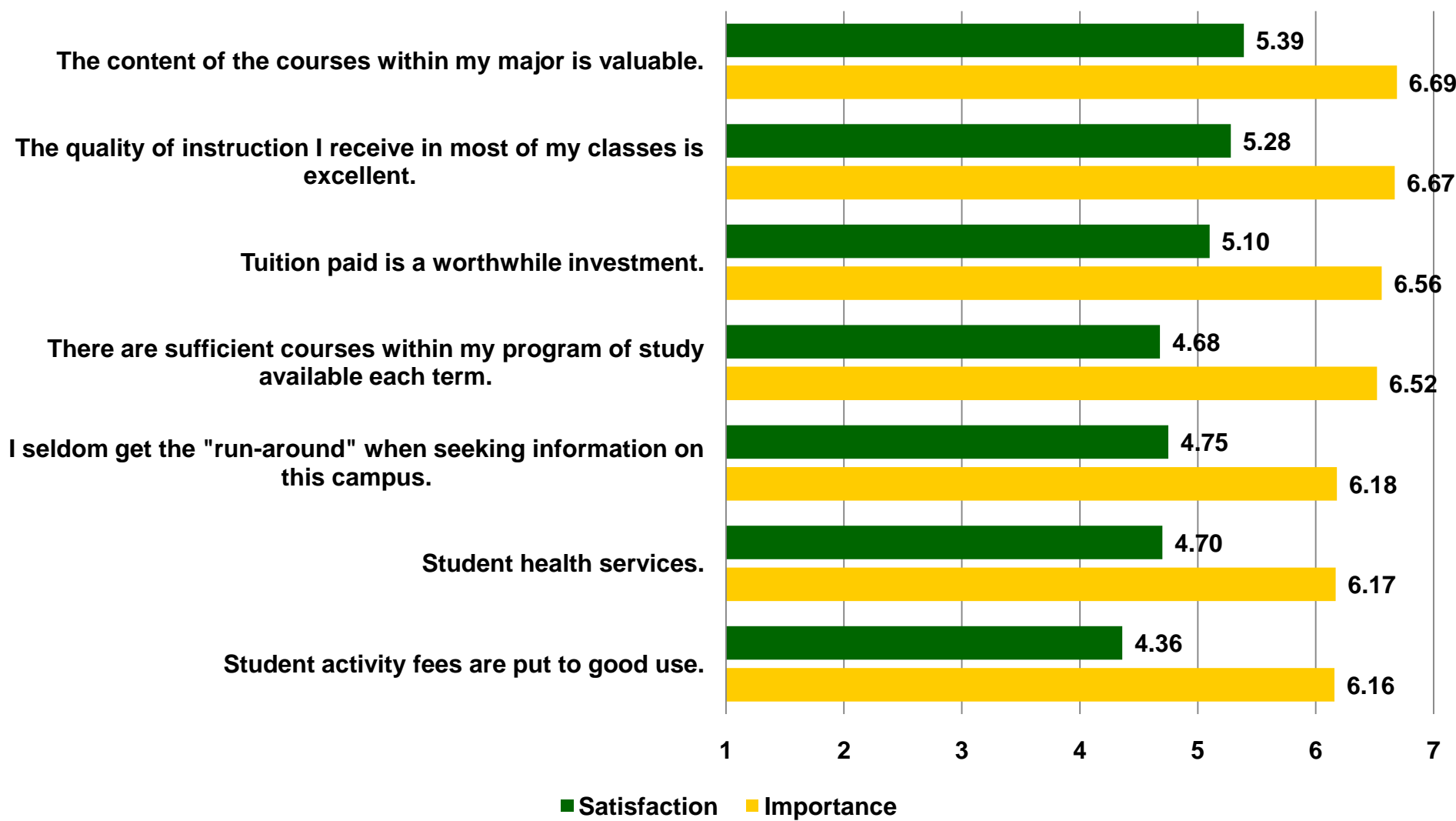
Understanding Students' Needs

- 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.

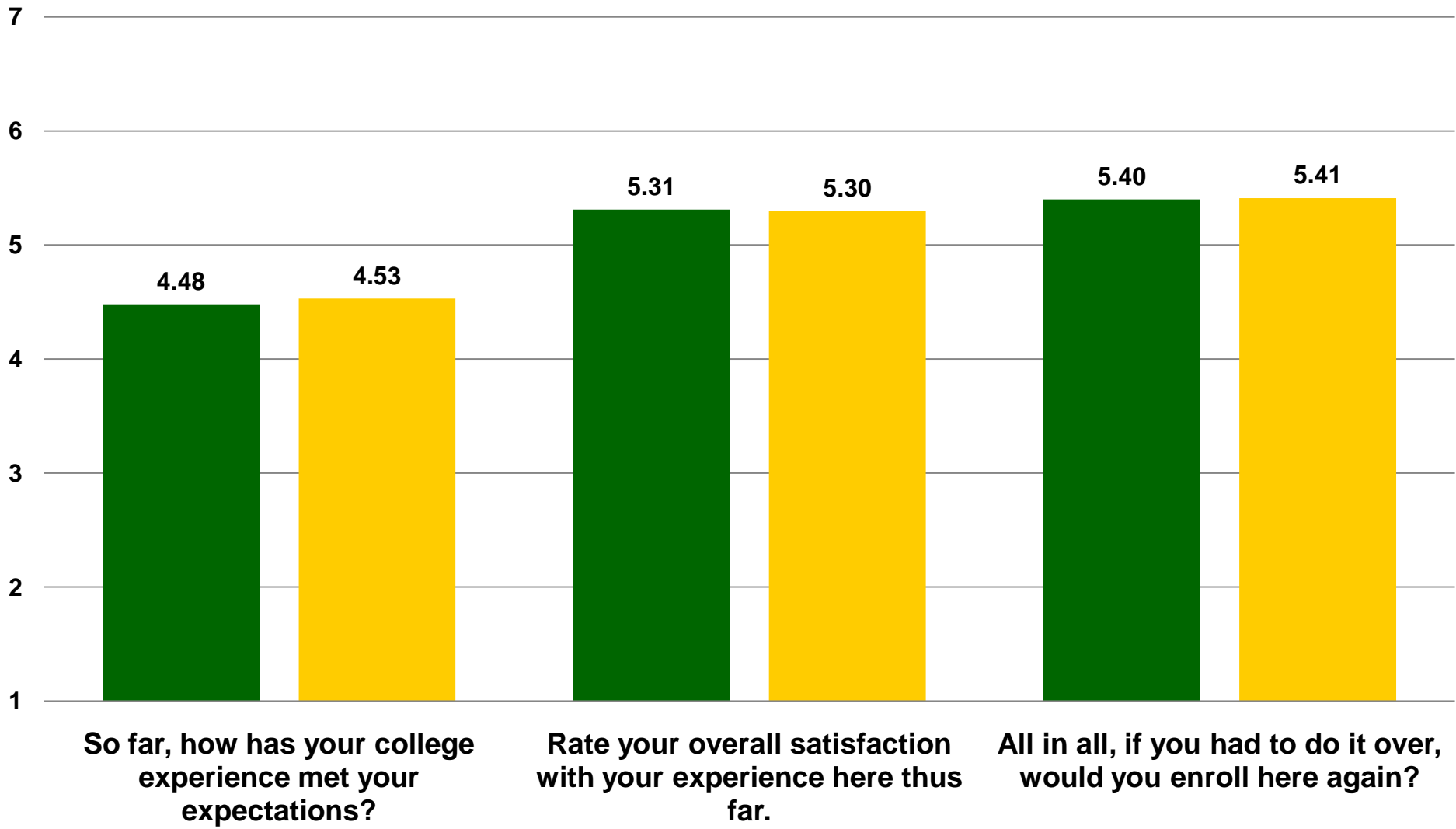
Items with High Importance and High Satisfaction



Items with Large Performance Gap



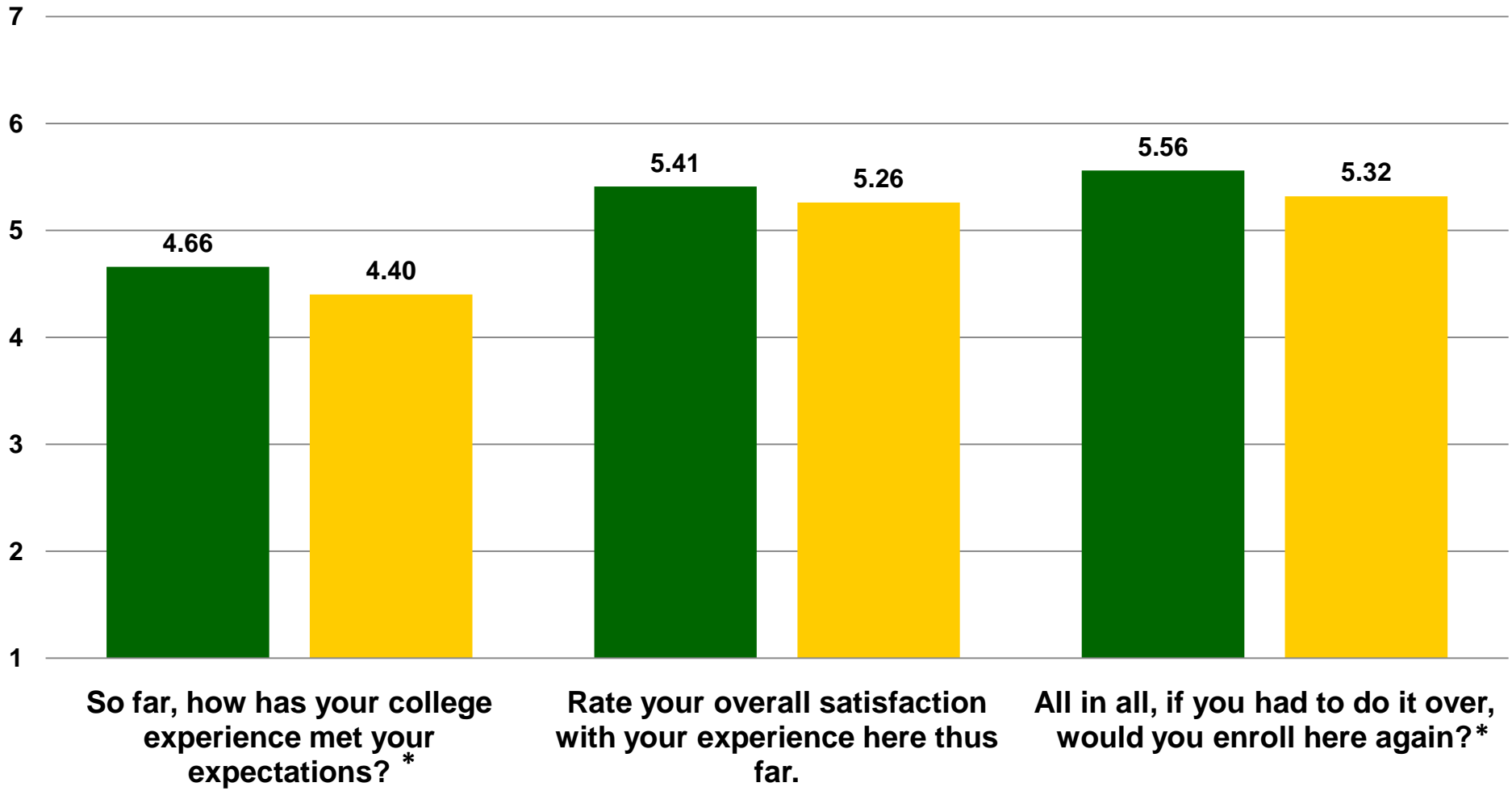
Mean Scores of Summary Items



*No statistical significance

■ Missouri S&T ■ National 4-yr publics

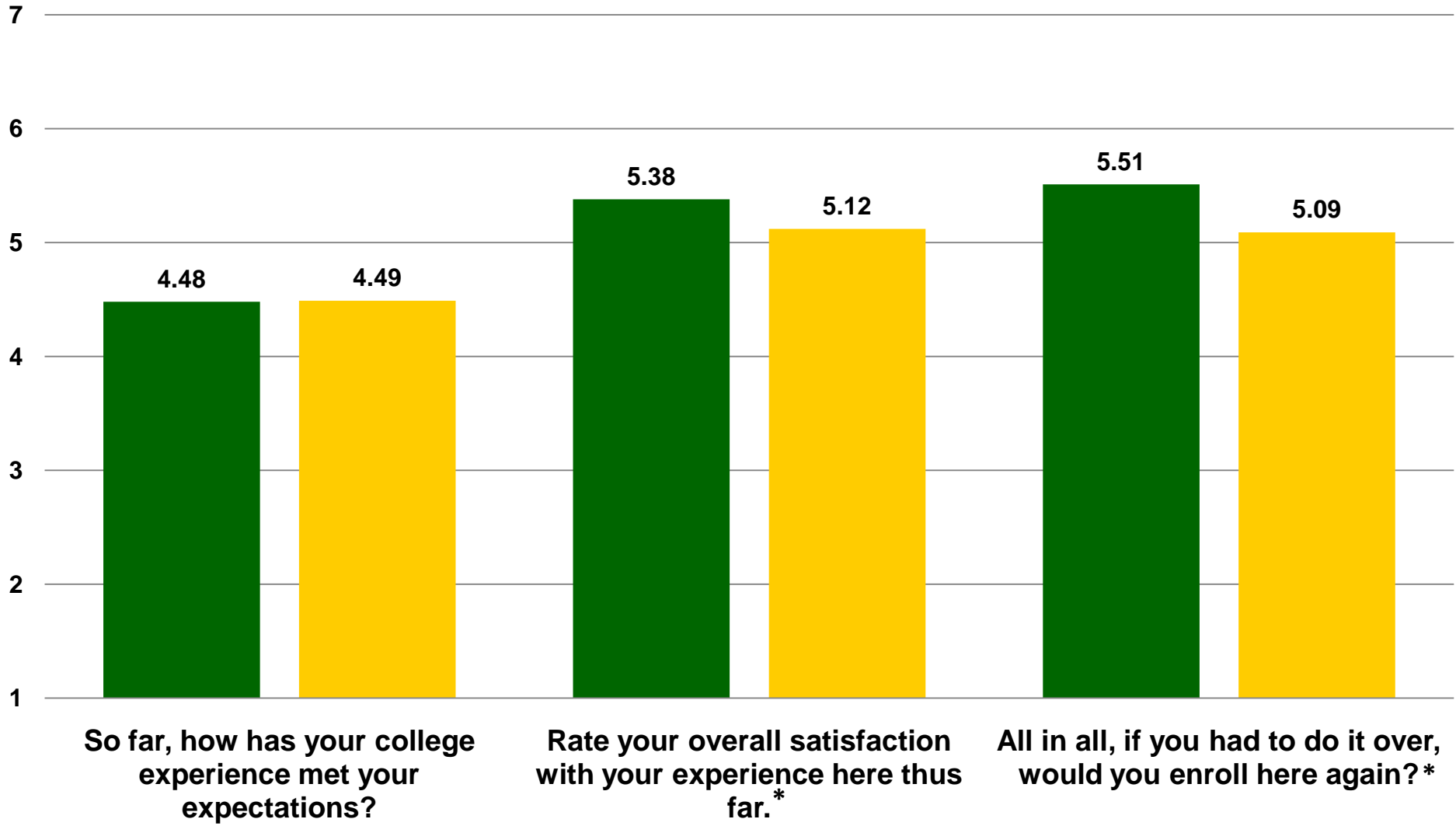
Mean Scores of Summary Items by Gender



*Statistically significant

■ Female ■ Male

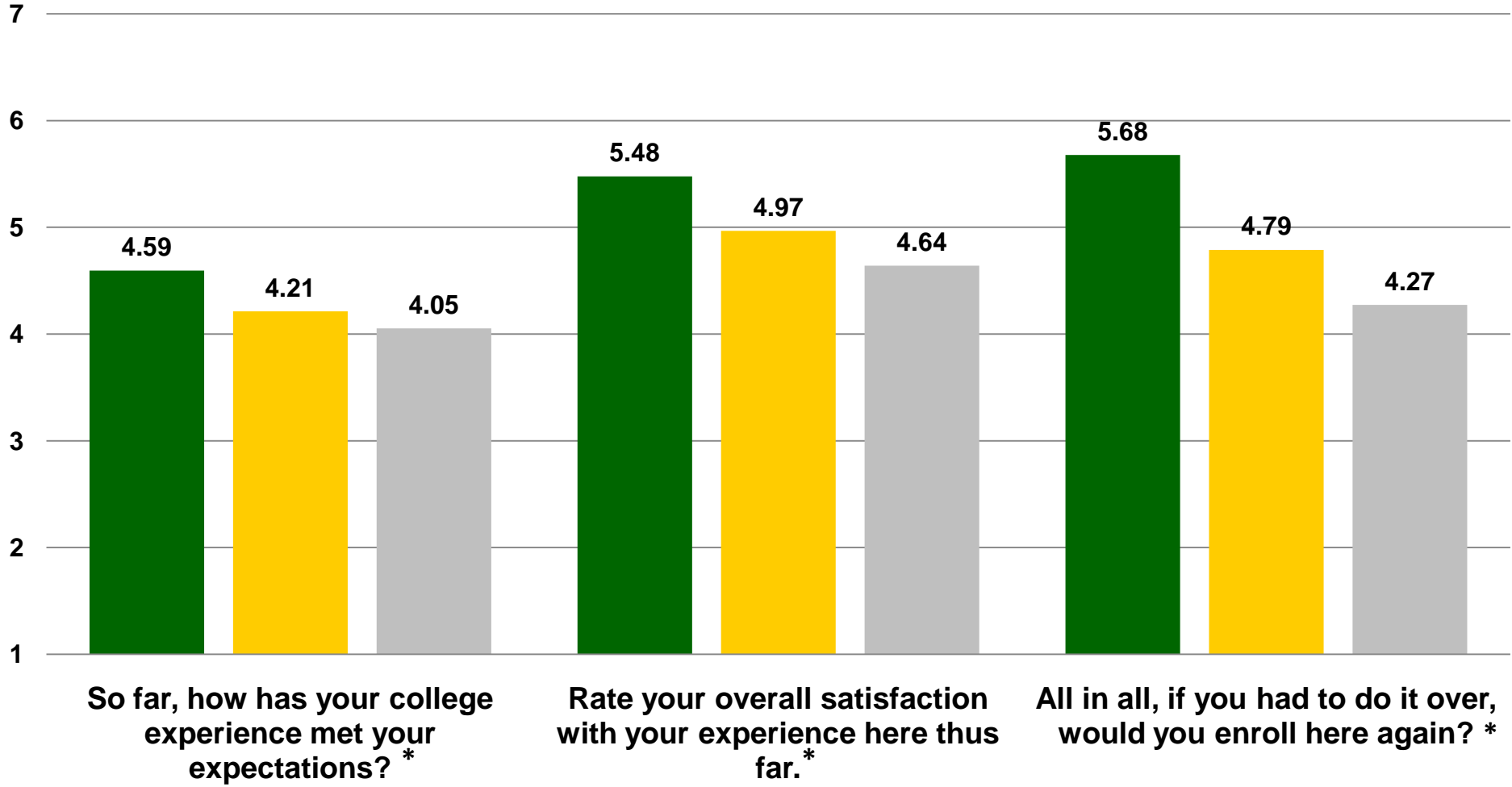
Mean Scores of Summary Items by Race



*Statistically significant

■ White ■ Non-White

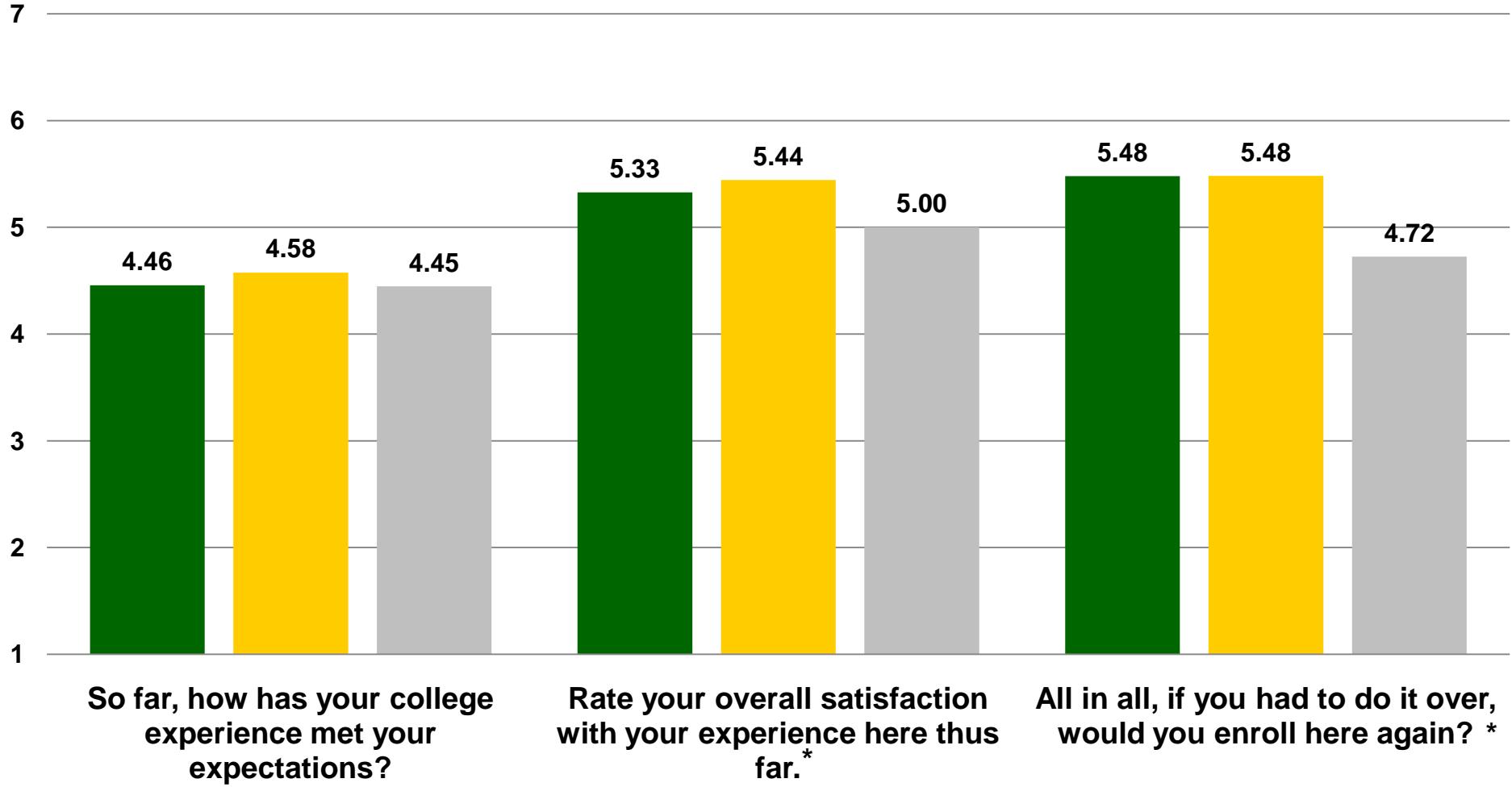
Mean Scores of Summary Items by Institutional Choice



*Statistically significant

■ 1st Choice ■ 2nd Choice ■ 3rd Choice or lower

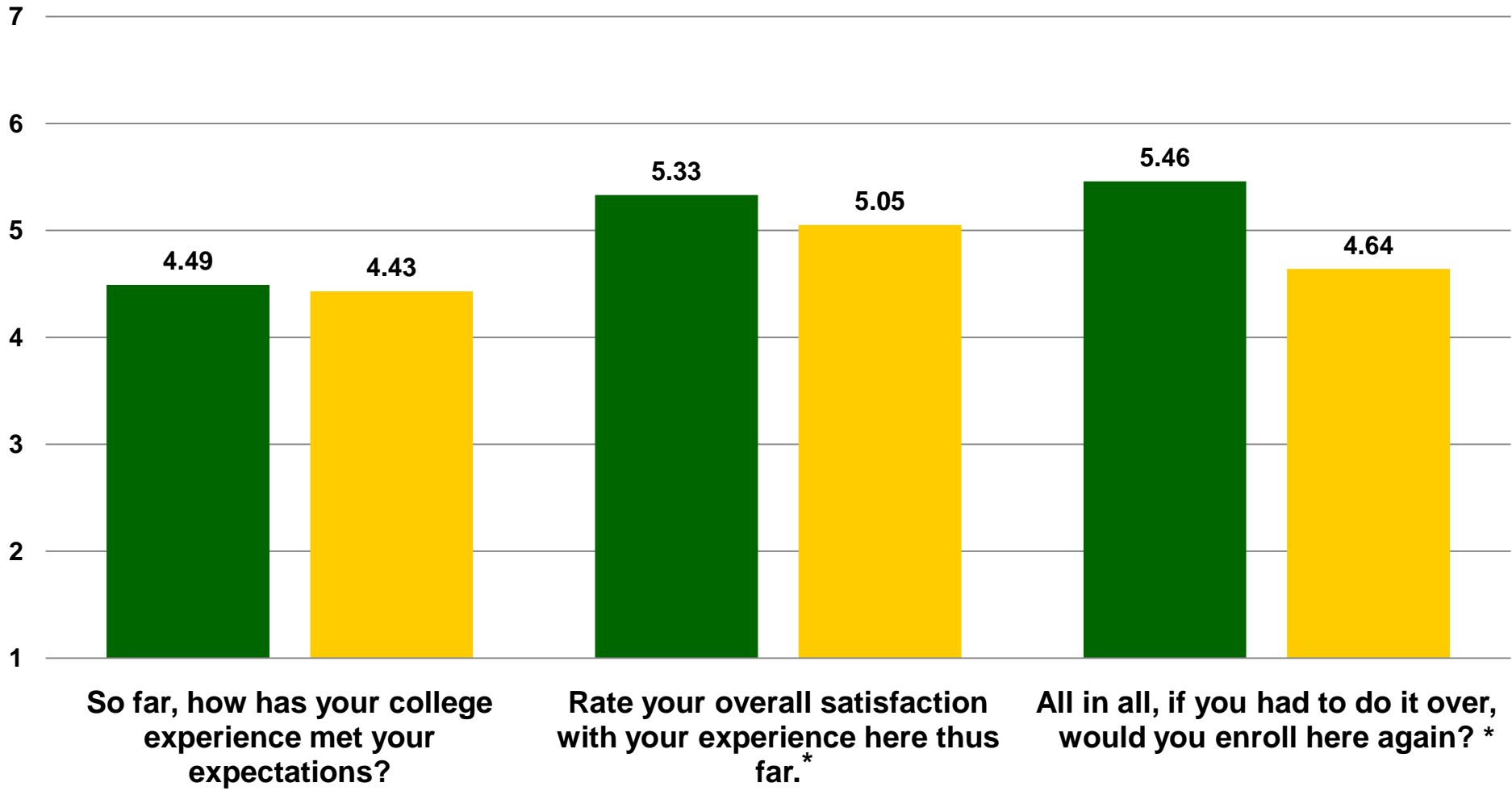
Mean Scores of Summary Items by Residence Classification



*Statistically significant

■ In-state ■ Out-of-state ■ International

Mean Scores of Summary Items by Study Fields



*Statistically significant

■ STEM ■ Non-STEM

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!