

## 2006 Student Satisfaction Survey

### Executive Summary

During fall 2006, 391 DSU students completed the web-based Student Satisfaction Inventory (SSI) produced by Noel-Levitz, Inc. The SSI measures students' satisfaction with a wide range of college experiences, programs, and services. This survey provides information on how satisfied students are with DSU and what is most important to them. DSU's ratings are compared to over 100,000 students from four-year public universities around the country.

DSU students gave very high satisfaction ratings to their computer abilities, advisor, and the campus. The top ten ranked items based on average satisfaction are:

- The campus is safe and secure.
- On the whole, the campus is well-maintained.
- This institution has a good reputation within the community.
- I am able to utilize WebAdvisor to access critical student information.
- My academic advisor is approachable.
- My academic advisor is knowledgeable about requirements in my major.
- Personnel in E-Education Services were helpful with WebCT support.
- Computer usage in my courses reinforces and/or expands my computer skills.
- Nearly all of the faculty are knowledgeable in their field.
- There is a commitment to academic excellence on this campus.

DSU students' average satisfaction ratings were significantly higher than the national user norms on 57 of the 73 items rated.

Students also rated the importance of various factors in their decision to enroll at DSU. The majority of the students indicated that "Cost" and "Financial Aid" were most important in their decision to enroll at DSU.

The Student Satisfaction Inventory allows students to rate both the importance of specific items and their satisfaction with those items. A performance gap is then calculated by taking the difference in the importance rating and the satisfaction rating. A large performance gap score for an item (e.g., 1.5) indicates that the institution is not meeting students' expectations. A small or zero performance gap score (e.g.,  $\leq 0.50$ ) indicates that an institution is meeting students' expectations, and a negative gap score indicates that an institution is exceeding students' expectations.

#### **Areas of Strength: High Importance and High Satisfaction (Low performance gaps)**

The following areas had an average importance rating of greater than six (on a scale of one to seven). Satisfaction with these areas was also high with an average satisfaction rating of greater than or equal to five and one-half. The performance gap was less than or equal to 0.5.

*Listed in order of performance gap:*

- The campus is safe and secure for all students. (performance gap: 0.20)
  - Ranked 1<sup>st</sup> in satisfaction and tied for 15<sup>th</sup> in importance
- On the whole, the campus is well-maintained. (performance gap: 0.25)
  - Ranked 2<sup>nd</sup> in satisfaction and tied for 22<sup>nd</sup> in importance

- This institution has a good reputation within the community. (performance gap: 0.25)
  - Ranked 3<sup>rd</sup> in satisfaction and tied for 35<sup>th</sup> in importance
- Computer usage in my courses reinforces and/or expands my computer skills. (performance gap: 0.45)
  - Tied for 8<sup>th</sup> in satisfaction and ranked 28<sup>th</sup> in importance
- I am able to utilize WebAdvisor to access critical student information. (performance gap: 0.47)
  - Ranked 4<sup>th</sup> in satisfaction and tied for 11<sup>th</sup> in importance
- There is a commitment to academic excellence on this campus. (performance gap: 0.47)
  - Tied for 8<sup>th</sup> in satisfaction and tied for 24<sup>th</sup> in importance
- My academic advisor is approachable. (performance gap: 0.50)
  - Tied for 5<sup>th</sup> in satisfaction and tied for 11<sup>th</sup> in importance

### **Areas with moderate performance gaps**

The following areas had an average importance rating of greater than six (on a scale of one to seven). Satisfaction with these areas was relatively high with an average satisfaction of greater than 5.25. The performance gap was greater than 0.50 and less than or equal to 0.75.

#### *Listed in order of performance gap:*

- The personnel involved in registration are helpful. (performance gap: 0.51)
  - Tied for 26<sup>th</sup> in satisfaction and 40<sup>th</sup> in importance
- Students are made to feel welcome on this campus. (performance gap: 0.52)
  - Ranked 11<sup>th</sup> in satisfaction and tied for 18<sup>th</sup> in importance
- I am able to find, evaluate and apply information. (performance gap: 0.52)
  - Tied for 20<sup>th</sup> in satisfaction and ranked 33<sup>rd</sup> in importance
- Personnel involved in fee payment at DPP are helpful. (performance gap: 0.52)
  - Tied for 28<sup>th</sup> in satisfaction and 40<sup>th</sup> in importance
- The campus staff are caring and helpful. (performance gap: 0.57)
  - Ranked 13<sup>th</sup> in satisfaction and tied 15<sup>th</sup> in importance
- My academic advisor is concerned about my success as an individual. (performance gap: 0.57)
  - Tied for 16<sup>th</sup> in satisfaction and ranked 27<sup>th</sup> in importance
- Freedom of expression is protected on campus. (performance gap: 0.57)
  - Tied for 30<sup>th</sup> in satisfaction and ranked 34<sup>th</sup> in importance
- Computing & Networking services provided are adequate to support my class work. (performance gap: 0.59)
  - Ranked 15<sup>th</sup> in satisfaction and tied for 18<sup>th</sup> in importance
- My academic advisor is knowledgeable about requirements in my major. (performance gap: 0.60)
  - Tied for 5<sup>th</sup> in satisfaction and tied for 3<sup>rd</sup> in importance
- Faculty care about me as an individual. (performance gap: 0.61)
  - Tied for 30<sup>th</sup> in satisfaction and tied 29<sup>th</sup> in importance

- Nearly all of the faculty are knowledgeable in their field. (performance gap: 0.66)
  - Tied for 8<sup>th</sup> in satisfaction and 3<sup>rd</sup> in importance
- Faculty are usually available after class and during office hours. (performance gap: 0.66)
  - Ranked 22<sup>nd</sup> in satisfaction and tied 15<sup>th</sup> in importance
- I am able to experience intellectual growth here. (performance gap: 0.66)
  - Tied for 28<sup>th</sup> in satisfaction and tied for 22<sup>nd</sup> in importance
- The assessment and courses placement procedures are reasonable. (performance gap: 0.67)
  - Ranked 53<sup>rd</sup> in satisfaction and tied for 40<sup>th</sup> in importance
- There are adequate services to help me decide upon a career. (performance gap: 0.68)
  - Tied for 44<sup>th</sup> in satisfaction and ranked 31<sup>st</sup> in importance
- This institution shows concern for students as individuals. (performance gap: 0.69)
  - Ranked for 25<sup>th</sup> in satisfaction and 14<sup>th</sup> in importance
- It is an enjoyable experience to be a student on this campus. (performance gap: 0.74)
  - Tied for 23<sup>rd</sup> in satisfaction and ranked 9<sup>th</sup> in importance
- Faculty take into consideration student differences as they teach a course. (performance gap: 0.75)
  - Tied for 64<sup>th</sup> in satisfaction and 35<sup>th</sup> in importance

**Areas of Concern: High Importance and Lower Satisfaction (high performance gaps)**

The following areas had an average importance rating of greater than or equal to six (on a scale of one to seven). Satisfaction with these areas was relatively high with an average satisfaction of greater than 5.25. The performance gap was greater than 0.75.

*Listed in order of performance gap:*

- The DSU fee payment process is understandable. (performance gap: 0.76)
  - Ranked 60<sup>th</sup> in satisfaction and 32<sup>nd</sup> in importance
- Financial aid awards are announced to students in time to be helpful in college planning. (performance gap: 0.76)
  - Ranked 68<sup>th</sup> in satisfaction and tied for 37<sup>th</sup> in importance
- Major requirements are clear and reasonable. (performance gap: 0.78)
  - Tied for 36<sup>th</sup> in satisfaction and ranked 10<sup>th</sup> in importance
- Staff monitoring the technology support desk and repair center provided knowledgeable assistance. (performance gap: 0.79)
  - Tied for 49<sup>th</sup> in satisfaction and 18<sup>th</sup> in importance
- Faculty are fair and unbiased in their treatment of individual students. (performance gap: 0.81)
  - Ranked 52<sup>nd</sup> in satisfaction and tied for 18<sup>th</sup> in importance
- The quality of instruction I receive in most of my classes is excellent. (performance gap: 0.86)
  - Tied for 40<sup>th</sup> in satisfaction and tied for 6<sup>th</sup> in importance

- There is a good variety of courses provided on this campus. (performance gap: 0.86)
  - Tied for 42<sup>nd</sup> in satisfaction and ranked 8<sup>th</sup> in importance
- The content of the courses within my major is valuable. (performance gap: 0.87)
  - Tied for 23<sup>rd</sup> in satisfaction and ranked 1<sup>st</sup> in importance
- Channels for expressing student complaints are readily available. (performance gap: 0.87)
  - Tied for 73<sup>rd</sup> in satisfaction and tied for 44<sup>th</sup> in importance
- The instruction in my major field is excellent. (performance gap: 0.90)
  - Ranked 39<sup>th</sup> in satisfaction and 2<sup>nd</sup> in importance
- I seldom get the “run-around” when seeking information on this campus. (performance gap: 0.90)
  - Ranked 70<sup>th</sup> in satisfaction and tied for 29<sup>th</sup> in importance
- Tuition paid is a worthwhile investment. (performance gap: 0.96)
  - Tied for 54<sup>th</sup> in satisfaction and ranked 5<sup>th</sup> in importance
- Living conditions in the residence halls are comfortable (adequate space, lighting, heat, air, etc.) (performance gap: 0.96)
  - Ranked 77<sup>th</sup> in satisfaction and tied for 40<sup>th</sup> in importance
- Adequate financial aid is available for most students. (performance gap: 1.01)
  - Tied for 73<sup>rd</sup> in satisfaction and 24<sup>th</sup> in importance
- Faculty provide timely feedback about student progress in a course. (performance gap: 1.09)
  - Tied for 73<sup>rd</sup> in satisfaction and ranked 13<sup>th</sup> in importance
- I am able to register for classes I need with few conflicts. (performance gap: 1.10)
  - Ranked 71<sup>st</sup> in satisfaction and tied for 6<sup>th</sup> in importance
- Billing policies are reasonable. (performance gap: 1.10)
  - Tied for 78<sup>th</sup> in satisfaction and 37<sup>th</sup> in importance
- The amount of student parking space on campus is adequate. (performance gap: 2.73)
  - Ranked 83<sup>rd</sup> in satisfaction and tied for 24<sup>th</sup> in importance