

## 2011 Student Satisfaction Survey

### Executive Summary

During fall 2011, 348 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 ranked items based on average satisfaction are:

1. I am able to utilize WebAdvisor to access critical student information.
2. My academic advisor is approachable.
3. Bookstore staff are helpful.
4. My academic advisor is knowledgeable about requirements in my major.
5. The campus is safe and secure for all students.
6. On the whole, the campus is well-maintained.
7. My questions on how to use D2L were answered in a timely manner by DSU staff.
8. Nearly all of the faculty are knowledgeable in their field.
9. This institution has a good reputation within the community.
10. Faculty are usually available after class and during office hours.

DSU students' average satisfaction ratings were significantly higher than the Midwestern user norms on 55 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", "Financial Aid", and "Academic Reputation" 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 5.5. The performance gap was less than or equal to 0.5.

*Listed in order of performance gap:*

- Bookstore staff are helpful. (performance gap: -0.09)
  - Ranked 3<sup>rd</sup> in satisfaction and ranked 60<sup>th</sup> in importance.
- My questions on how to use D2L were answered in a timely manner by DSU staff. (performance gap: 0.18)
  - Ranked 7<sup>th</sup> in satisfaction and tied for 43<sup>rd</sup> importance.

- Class change (drop/add) policies are reasonable. (performance gap: 0.21)
  - Ranked 12<sup>th</sup> in satisfaction and tied for 50<sup>th</sup> importance.
- Tutoring services are readily available. (performance gap: 0.21)
  - Tied for 15<sup>th</sup> in satisfaction and ranked 61<sup>st</sup> importance.
- I am able to utilize WebAdvisor to access critical student information. (performance gap: 0.22)
  - Ranked 1<sup>st</sup> in satisfaction and ranked 16<sup>th</sup> in importance
- This institution has a good reputation within the community. (performance gap: 0.25)
  - Ranked 9<sup>th</sup> in satisfaction and ranked 38<sup>th</sup> in importance
- Counseling staff care about students as individuals. (performance gap: 0.28)
  - Tied for 21<sup>st</sup> in satisfaction and tied for 52<sup>nd</sup> in importance
- On the whole, the campus is well-maintained. (performance gap: 0.29)
  - Ranked 6<sup>th</sup> in satisfaction and ranked 25<sup>th</sup> in importance
- Administrators are approachable to students. (performance gap: 0.34)
  - Tied for 31<sup>st</sup> in satisfaction and tied for 56<sup>th</sup> in importance
- New student orientation services help student adjust to college. (performance gap: 0.35)
  - Tied for 36<sup>th</sup> in satisfaction and tied for 56<sup>th</sup> in importance
- The campus is safe and secure for all students. (performance gap: 0.35)
  - Tied for 4<sup>th</sup> in satisfaction ranked 7<sup>th</sup> in importance
- Freedom of expression is protected on campus. (performance gap: 0.35)
  - Ranked 14<sup>th</sup> in satisfaction and tied for 41<sup>st</sup> in importance
- My academic advisor is knowledgeable about requirements in my major. (performance gap: 0.39)
  - Tied for 4<sup>th</sup> in satisfaction and tied for 5<sup>th</sup> in importance
- Admissions counselors respond to prospective students' unique needs and requests. (performance gap: 0.40)
  - Ranked 46<sup>th</sup> in satisfaction and ranked 62<sup>nd</sup> in importance
- The personnel involved in registration are helpful. (performance gap: 0.42)
  - Ranked 20<sup>th</sup> in satisfaction and ranked 35<sup>th</sup> in importance
- My academic advisor is approachable. (performance gap: 0.43)
  - Ranked 2<sup>nd</sup> in satisfaction and ranked 1<sup>st</sup> in importance
- I am able to find, evaluate and apply information. (performance gap: 0.43)
  - Tied for 26<sup>th</sup> in satisfaction and tied for 41<sup>st</sup> in importance
- Academic support services adequately meet the needs of students. (performance gap: 0.45)
  - Tied for 47<sup>th</sup> in satisfaction and tied for 56<sup>th</sup> in importance
- Adjunct faculty are competent as classroom instructors. (performance gap: 0.46)
  - Tied for 40<sup>th</sup> in satisfaction and tied for 45<sup>th</sup> in importance
- Faculty are usually available after class and during office hours. (performance gap: 0.46)
  - Tied for 10<sup>th</sup> in satisfaction and tied for 21<sup>st</sup> in importance
- The campus staff are caring and helpful. (performance gap: 0.48)
  - Tied for 10<sup>th</sup> in satisfaction and tied for 17<sup>th</sup> in importance

- Admissions counselors accurately portray the campus in their recruiting practices. (performance gap: 0.50)
  - Tied for 55<sup>th</sup> in satisfaction and tied for 56<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:*

- Nearly all of the faculty are knowledgeable in their field. (performance gap: 0.51)
  - Ranked 8<sup>th</sup> in satisfaction and tied for 5<sup>th</sup> in importance
- Admissions staff are knowledgeable. (performance gap: 0.51)
  - Tied for 28<sup>th</sup> in satisfaction and tied for 32<sup>nd</sup> in importance
- My academic advisor is concerned about my success as an individual. (performance gap: 0.51)
  - Ranked 13<sup>th</sup> in satisfaction and tied for 20<sup>th</sup> in importance
- Staff monitoring the technology support desk and repair center provided knowledgeable assistance. (performance gap: 0.52)
  - Tied for 15<sup>th</sup> in satisfaction and tied for 21<sup>st</sup> in importance
- There is a commitment to academic excellence on this campus. (performance gap: 0.52)
  - Tied for 18<sup>th</sup> in satisfaction and tied for 23<sup>rd</sup> in importance
- Graduate teaching assistants are competent as classroom instructors. (performance gap: 0.52)
  - Tied for 53<sup>rd</sup> in satisfaction and tied for 50<sup>th</sup> in importance
- The assessment and course placement procedures are reasonable. (performance gap: 0.52)
  - Ranked 43<sup>rd</sup> in satisfaction and tied for 39<sup>th</sup> in importance
- My academic advisor helps me set goals to work toward. (performance gap: 0.54)
  - Tied for 53<sup>rd</sup> in satisfaction and ranked 48<sup>th</sup> in importance
- I seldom get the “run-around” when seeking information on this campus. (performance gap: 0.56)
  - Ranked 50<sup>th</sup> in satisfaction and tied for 45<sup>th</sup> in importance
- Faculty care about me as an individual. (performance gap: 0.56)
  - Tied for 36<sup>th</sup> in satisfaction and ranked 30<sup>th</sup> in importance
- Computing & Networking services provided are adequate to support my class work. (performance gap: 0.57)
  - Tied for 15<sup>th</sup> in satisfaction and tied for 10<sup>th</sup> in importance
- I am able to experience intellectual growth here. (performance gap: 0.57)
  - Tied for 18<sup>th</sup> in satisfaction and tied for 14<sup>th</sup> in importance
- This institution shows concern for students as individuals. (performance gap: 0.60)
  - Ranked 39<sup>th</sup> in satisfaction and tied for 28<sup>th</sup> in importance
- Students are made to feel welcome on this campus. (performance gap: 0.61)
  - Tied for 40<sup>th</sup> in satisfaction and tied for 28<sup>th</sup> in importance

- The DSU process for paying tuition and fees is understandable. (performance gap: 0.62)
  - Tied for 51<sup>st</sup> in satisfaction and tied for 39<sup>th</sup> in importance
- There are adequate services to help me decide upon a career. (performance gap: 0.62)
  - Ranked 58<sup>th</sup> in satisfaction and tied for 45<sup>th</sup> in importance
- Financial aid counselors are helpful. (performance gap: 0.63)
  - Tied for 47<sup>th</sup> in satisfaction and tied for 32<sup>nd</sup> in importance
- Major requirements are clear and reasonable. (performance gap: 0.63)
  - Tied for 23<sup>rd</sup> in satisfaction and tied for 10<sup>th</sup> in importance
- Security staff respond quickly in emergencies. (performance gap: 0.71)
  - Tied for 60<sup>th</sup> in satisfaction and tied for 36<sup>th</sup> in importance
- The instruction in my major field is excellent. (performance gap: 0.73)
  - Tied for 23<sup>rd</sup> in satisfaction and ranked 4<sup>th</sup> in importance

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

The following areas were rated high in importance (average importance rating of greater than six – on a scale of one to seven) and lower in satisfaction with a performance gap that was greater than 0.75. Even though DSU may consider these “areas of concern” the average satisfaction ratings on several of the items are still higher than the national norms.

*Listed in order of performance gap:*

- Financial aid awards are announced to students in time to be helpful in college planning. (performance gap: 0.76)
  - Ranked 63<sup>rd</sup> in satisfaction and ranked 31<sup>st</sup> in importance
- The quality of instruction I receive in most of my classes is excellent. (performance gap: 0.77)
  - Ranked 44<sup>th</sup> in satisfaction and tied for 8<sup>th</sup> in importance
- There is a good variety of courses provided on this campus. (performance gap: 0.79)
  - Ranked 57<sup>th</sup> in satisfaction and tied for 23<sup>rd</sup> in importance
- It is an enjoyable experience to be a student on this campus. (performance gap: 0.82)
  - Tied for 51<sup>st</sup> in satisfaction and tied for 10<sup>th</sup> in importance
- Channels for expressing student complaints are readily available. (performance gap: 0.84)
  - Ranked 76<sup>th</sup> in satisfaction and tied for 54<sup>th</sup> in importance
- Billing policies are reasonable. (performance gap: 0.85)
  - Ranked 68<sup>th</sup> in satisfaction and tied for 32<sup>nd</sup> in importance
- Faculty take into consideration student differences as they teach a course. (performance gap: 0.85)
  - Ranked 69<sup>th</sup> in satisfaction and tied for 36<sup>th</sup> in importance
- The content of the courses within my major is valuable. (performance gap: 0.85)
  - Tied for 31<sup>st</sup> in satisfaction and ranked 2<sup>nd</sup> in importance
- Feedback is provided on assignments, tests, and projects within the timeframe specified by the instructor. (performance gap: 0.86)

- Tied for 60<sup>th</sup> in satisfaction and tied for 17<sup>th</sup> in importance
- Instructors respond to emails with 24 hours. (performance gap: 0.88)
  - Ranked 59<sup>th</sup> in satisfaction and tied for 10<sup>th</sup> in importance
- Faculty are fair and unbiased in their treatment of individual students. (performance gap: 0.90)
  - Tied for 64<sup>th</sup> in satisfaction and tied for 14<sup>th</sup> in importance
- Instructors communicate with the students about how long it takes to return graded assignments, tests and projects. (performance gap: 0.90)
  - Ranked 67<sup>th</sup> in satisfaction and ranked 27<sup>th</sup> in importance
- Students activities fees are put to good use. (performance gap: 0.91)
  - Ranked 77<sup>th</sup> in satisfaction and ranked 49<sup>th</sup> in importance
- I am able to register for classes I need with few conflicts. (performance gap: 0.92)
  - Tied for 47<sup>th</sup> in satisfaction and ranked 3<sup>rd</sup> in importance
- Tuition paid is a worthwhile investment. (performance gap: 0.95)
  - Tied for 64<sup>th</sup> in satisfaction and tied for 8<sup>th</sup> in importance
- Adequate financial aid is available for most students. (performance gap: 0.97)
  - Ranked 70<sup>th</sup> in satisfaction and ranked 26<sup>th</sup> in importance
- Faculty provide timely feedback about student progress in a course. (performance gap: 1.03)
  - Ranked 71<sup>st</sup> in satisfaction and tied for 17<sup>th</sup> in importance
- Living conditions in the residence halls are comfortable - adequate space, lighting, heat, air, etc. (performance gap: 1.11)
  - Ranked 79<sup>th</sup> in satisfaction and tied for 43<sup>rd</sup> in importance
- There is an adequate selection of food available in the cafeteria. (performance gap: 1.81)
  - Ranked 81<sup>st</sup> in satisfaction and tied for 54<sup>th</sup> in importance
- The amount of student parking space on campus is adequate. (performance gap: 2.14)
  - Ranked 83<sup>rd</sup> in satisfaction and tied for 52<sup>nd</sup> in importance