

2009 Student Satisfaction Survey

Executive Summary

During fall 2009, 243 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. On the whole, the campus is well-maintained.
2. Bookstore staff are helpful.
3. The campus is safe and secure for all students.
4. My academic advisor is knowledgeable about requirements in my major.
5. My academic advisor is approachable.
6. I am able to utilize WebAdvisor to access critical student information.
7. This institution has a good reputation within the community.
8. Computer usage in my courses reinforces and/or expands my computer skills.
9. The student center is a comfortable place for students to spend their leisure time.
10. Students are made to feel welcome on this campus.
11. I can easily get involved in campus organizations.

DSU students' average satisfaction ratings were significantly higher than the Midwestern user norms on 51 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., ≤ 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:

- On the whole, the campus is well-maintained. (performance gap: 0.08)
 - Ranked 1st in satisfaction and ranked 28th in importance
- This institution has a good reputation within the community. (performance gap: 0.19)

- Ranked 7th in satisfaction and tied for 34th in importance
- The campus is safe and secure for all students. (performance gap: 0.28)
 - Ranked 3rd in satisfaction and tied for 9th in importance
- I am able to utilize WebAdvisor to access critical student information. (performance gap: 0.32)
 - Ranked 6th in satisfaction and tied for 15th in importance
- Computer usage in my courses reinforces and/or expands my computer skills. (performance gap: 0.36)
 - Ranked 8th in satisfaction and ranked 18th in importance
- The personnel involved in registration are helpful. (performance gap: 0.37)
 - Ranked 15th in satisfaction and ranked 31st in importance
- I am able to find, evaluate and apply information. (performance gap: 0.38)
 - Tied for 19th in satisfaction and ranked 36th in importance
- My academic advisor is approachable. (performance gap: 0.39)
 - Ranked 5th in satisfaction and ranked 5th in importance
- Students are made to feel welcome on this campus. (performance gap: 0.42)
 - Tied for 10th in satisfaction and tied for 19th in importance
- My academic advisor is knowledgeable about requirements in my major. (performance gap: 0.44)
 - Ranked 4th in satisfaction and ranked 3rd in importance
- Admissions staff are knowledgeable. (performance gap: 0.46)
 - Tied for 19th in satisfaction and ranked 29th in importance
- Faculty are usually available after class and during office hours. (performance gap: 0.49)
 - Ranked 18th in satisfaction and tied for 25th in importance
- There is a commitment to academic excellence on campus. (performance gap: 0.50)
 - Ranked 17th in satisfaction and tied for 19th in importance
- Freedom of expression is protected on campus. (performance gap: 0.50)
 - Tied for 43rd in satisfaction and tied for 37th 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 campus staff are caring and helpful. (performance gap: 0.54)
 - Ranked 16th in satisfaction and ranked 14th in importance
- I am able to experience intellectual growth here. (performance gap: 0.55)
 - Tied for 22nd in satisfaction and tied for 19th in importance
- My academic advisor is concerned about my success as an individual. (performance gap: 0.56)
 - Ranked 14th in satisfaction and tied for 11th in importance

- Nearly all of the faculty are knowledgeable in their field. (performance gap: 0.58)
 - Ranked 13th in satisfaction and tied for 6th in importance
- This institution shows concern for students as individuals. (performance gap: 0.58)
 - Tied for 26th in satisfaction and tied for 19th in importance
- Staff monitoring the technology support desk and repair center provided knowledgeable assistance. (performance gap: 0.58)
 - Tied for 38th in satisfaction and ranked 27th in importance
- The DSU process for paying tuition and fees is understandable. (performance gap: 0.58)
 - Tied for 48th in satisfaction and tied for 32nd in importance
- Major requirements are clear and reasonable. (performance gap: 0.62)
 - Tied for 19th in satisfaction and tied for 11th in importance
- Faculty care about me as an individual. (performance gap: 0.62)
 - Ranked 60th in satisfaction and ranked 39th in importance
- Computing & Networking services provided are adequate to support my class work. (performance gap: 0.64)
 - Tied for 43rd in satisfaction and tied for 25th in importance
- There are adequate services to help me decide upon a career. (performance gap: 0.66)
 - Tied for 58th in satisfaction and tied for 32nd in importance
- It is an enjoyable experience to be a student on this campus. (performance gap: 0.68)
 - Ranked 24th in satisfaction and tied for 6th in importance
- The quality of instruction I receive in most of my classes is excellent. (performance gap: 0.72)
 - Tied for 33rd in satisfaction and tied for 9th in importance
- I am able to register for classes I need with few conflicts. (performance gap: 0.74)
 - Tied for 26th in satisfaction and ranked 4th in importance
- Faculty are fair and unbiased in their treatment of individual students. (performance gap: 0.74)
 - Tied for 53rd in satisfaction and ranked 24th 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: 0.77)
 - Ranked 67th in satisfaction and ranked 30th in importance
- There is a good variety of courses provided on this campus. (performance gap: 0.80)
 - Ranked 52nd in satisfaction and ranked 13th in importance
- The instruction in my major field is excellent. (performance gap: 0.84)

- Ranked 37th in satisfaction and ranked 2nd in importance
- Security staff respond quickly in emergencies. (performance gap: 0.88)
 - Ranked 74th in satisfaction and tied for 34th in importance
- Adequate financial aid is available for most students. (performance gap: 0.89)
 - Ranked 68th in satisfaction and tied for 19th in importance
- The content of the courses within my major is valuable. (performance gap: 0.90)
 - Tied for 43rd in satisfaction and ranked 1st in importance
- Students activities fees are put to good use. (performance gap: 0.95)
 - Ranked 78th in satisfaction and tied for 37th in importance
- Tuition paid is a worthwhile investment. (performance gap: 0.96)
 - Tied for 62nd in satisfaction and tied for 6th in importance
- Living conditions in the residence halls are comfortable - adequate space, lighting, heat, air, etc. (performance gap: 0.98)
 - Ranked 71st in satisfaction and ranked 17th in importance
- Faculty provide timely feedback about student progress in a course. (performance gap: 1.20)
 - Ranked 79th in satisfaction and tied for 15th in importance