



Noel Levitz Student Satisfaction Inventory and National Survey of Student Engagement Results Spring 2010

For the BSU Gaps and Trends Committee

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Two Institutional Assessments

Noel Levitz
Student
Satisfaction
Inventory
(SSI)

Fall 2008

National Survey
of Student
Engagement
(NSSE)

Spring 2009

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Why SSI and NSSE?

- Linkage to mission and strategic planning
 - Importance of satisfaction and engagement in the student experience
 - Linkages to retention
- Accountability to multiple stakeholders
 - Students, state, community, alumni
 - Voluntary System of Accountability
 - MnSCU

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Session Overview

- SSI/NSSE results overview
 - Description of instrument
 - Methodology
 - Results
- Identifying important themes for the Gaps and Trends Committee
- Next steps

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Noel Levitz Student Satisfaction Inventory

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Purpose of Inventory

“...gives the institution an opportunity to take the pulse of the student body to determine what matters to students and how satisfied the students are.”

(from the 2008 Noel Levitz Student Satisfaction Inventory results)

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Inventory Information

- Piloted in 1993, first available in 1994
- Studies indicate the instrument is reliable and valid
- Designed primarily for undergraduates

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Inventory Items

- 14 demographic items (including one submitted by BSU)
- 98 satisfaction items (including 10 submitted by BSU)
- 3 summary items

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Inventory Items, cont'd

- For 83 of the 98 items, students indicated:
 - Satisfaction
 - Importance of the item
- Satisfaction and importance both rated on a 1-7 scale
- SSI compares satisfaction and importance, yielding a “performance gap”

Satisfaction

1=Not satisfied at all

7=Very satisfied

Importance

1=Not important at all

7=Very important

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Inventory Items, cont'd

- BSU included a demographic item related to where a student studies:
 - Only on campus
 - On campus and through extended learning
 - Only through extended learning
- BSU satisfaction items were related to three areas:
 - Signature theme related items
 - Campus safety
 - Career services

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Twelve Scales

- Academic advising effectiveness
- Campus climate
- Campus life
- Campus support services
- Concern for the Individual
- Instructional effectiveness
- Recruitment and financial aid effectiveness
- Registration effectiveness
- Responsiveness to diverse populations
- Safety and security
- Service excellence
- Student centeredness

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Summary Items

- The degree to which experiences met expectations
- Overall satisfaction with college experience
- Likelihood of enrolling at BSU again, had they the opportunity to “do it over”

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Methodology

- Administered in October, 2008
- Office of Research and Assessment provided leadership
- Survey completed online
- All students received an email invitation to participate
- Two reminder emails were also sent
- Office of Student Development and Enrollment offered an incentive to participate

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Response Rate

- 4,605 emails were sent
- 1,542 completed surveys
- Response rate: 33%
- Generally representative of the student body
 - Females slightly overrepresented
 - Freshmen underrepresented

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Presentation of the Data

- SSI provided comparisons of BSU results and:
 - National 4-year publics
 - Midwestern 4-year publics
 - Survey results from 2006
- SSI also provided comparisons by classification

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Workplan '07

- Institutional goal identified: Improve students' perceptions of institutional effectiveness on four key measures
 - Academic advising
 - Instructional effectiveness
 - Student centeredness
 - Responsiveness to diverse populations
- SSI data from '06 was the benchmark

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Comparison of Means for Workplan SSI Areas, 2006 and 2008

Year	Academic Advising	Instructional Effectiveness	Student Centeredness	Responsiveness to diverse populations
2006	5.54	5.28	5.33	5.21
2008	5.78	5.61	5.64	5.54
Mean difference	0.24 ***	0.33 ***	0.31 ***	0.33 ***

***Statistically significant at the .001 level

Comparison of Gaps for Workplan SSI Items, 2006 and 2008

Year	Academic Advising			Instructional Effectiveness			Student Centeredness		
	2006	6.25	5.54	0.71	6.13	5.28	0.83	5.95	5.33
2008	6.47	5.78	0.69	6.43	5.61	0.82	6.26	5.64	0.62

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Comparison of BSU Results to National 4 Year Publics and Midwestern Publics, 2008

Scale	BSU	N4Yr	Mean Dif	M4Yr	Mean Dif
Student centeredness	5.64	5.12	0.52 ***	5.23	0.41 ***
Campus Life	5.38	4.89	0.49 ***	5.03	0.35 ***
Instructional effectiveness	5.61	5.26	0.35 ***	5.35	0.26 ***
Recruitment and financial aid	5.42	4.83	0.59 ***	4.98	0.44 ***
Campus support services	5.61	5.30	0.31 ***	5.41	0.20 ***
Academic advising	5.78	5.25	0.53 ***	5.32	0.46 ***
Registration	5.47	4.98	0.49 ***	5.11	0.36 ***
Safety and security	4.93	4.53	0.40 ***	4.79	0.14 ***
Concern for the individual	5.51	4.99	0.52 ***	5.12	0.39 ***
Service excellence	5.44	4.95	0.49 ***	5.09	0.35 ***
Responsiveness to diverse populations	5.54	5.10	0.44 ***	5.20	0.34 ***
Campus Climate	5.58	5.08	0.50 ***	5.20	0.38 ***

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***Statistically significant at the .001 level



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Comparison of BSU Expectations Item to National 4 Year Publics and Midwestern Publics, 2008

	BSU	N4Yr	Mean Dif	M4Yr	Mean Dif
So far, how has your college experience met your expectations?	4.79	4.49	0.30 ***	4.51	0.28 ***
1=Much worse than expected	0%	2%		1%	
2=Quite a bit worse than I expected	0%	2%		2%	
3=Worse than I expected	7%	11%		10%	
4=About what I expected	36%	40%		41%	
5=Better than I expected	30%	23%		24%	
6=Quite a bit better than I expected	13%	10%		11%	
7=Much better than I expected	10%	8%		8%	

***Statistically significant at the .001 level

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Comparison of BSU Overall Satisfaction Item to National 4 Year Publics and Midwestern Publics, 2008

	BSU	N4Yr	Mean Dif	M4Yr	Mean Dif
Rate you overall satisfaction with your experience here thus far.	5.67	5.21	0.46 ***	5.27	0.40 ***
1=Not satisfied at all	0%	1%		1%	
2=Not very satisfied	1%	4%		3%	
3=Somewhat dissatisfied	5%	8%		8%	
4=Neutral	5%	10%		9%	
5=Somewhat satisfied	15%	20%		20%	
6=Satisfied	50%	39%		42%	
7=Very satisfied	20%	14%		14%	

***Statistically significant at the .001 level

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Comparison of BSU Overall Satisfaction Item to National 4 Year Publics and Midwestern Publics, 2008

	BSU	N4Yr	Mean Dif	M4Yr	Mean Dif
All in all, if you had to do it over, would you enroll here again?	5.81	5.29	0.52 ***	5.37	0.44 ***
1=Definitely not	1%	1%		3%	
2=Probably not	4%	4%		6%	
3=Maybe not	4%	8%		5%	
4=I don't know	6%	10%		9%	
5=Maybe yes	9%	20%		11%	
6=Probably yes	35%	39%		34%	
7=Definitely yes	39%	14%		28%	

***Statistically significant at the .001 level

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BSU SSI Results, 2008

Scale	Importance	Satisfaction	Gap
Student centeredness	6.26	5.64	0.62
Campus Life	5.86	5.38	0.48
Instructional effectiveness	6.43	5.61	0.82
Recruitment and financial aid	6.26	5.42	0.84
Campus support services	6.08	5.61	0.47
Academic advising	6.47	5.78	0.69
Registration	6.26	5.47	0.79
Safety and security	6.29	4.93	1.36
Concern for the individual	6.26	5.51	0.75
Service excellence	6.12	5.44	0.68
Responsiveness to diverse populations		5.54	
Campus Climate	6.23	5.58	0.65





2008 BSU Performance Gap Measures Ranked Hi to Low

Scale	Gap
Safety and security	1.36
Recruitment and financial aid	0.84
Instructional effectiveness	0.82
Registration	0.79
Concern for the individual	0.75
Academic advising	0.69
Service excellence	0.68
Campus Climate	0.65
Student centeredness	0.62
Campus Life	0.48
Campus support services	0.47

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BSU Items - SSI Results, 2008

Scale	Importance	Satisfaction	Gap
Resources for finding employment after graduation	6.47	5.38	1.09
Resources for finding internships	6.34	5.39	0.95
Student preparation for a global society	6.43	5.73	0.70
Information about what to do in case of an emergency	6.10	5.4	0.70
Importance of personal safety at BSU	6.09	5.43	0.66
Recycling locations	6.00	5.42	0.58
Commitment to Community Service	5.88	5.37	0.51
Campus efforts to increase environmental awareness	5.89	5.51	0.38
Green space	6.07	5.97	0.10

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What are the areas
within SSI we'd like
to work on going
forward?

- Academic advising effectiveness
- Campus climate
- Campus life
- Campus support services
- Concern for the Individual
- Instructional effectiveness
- Recruitment and financial aid effectiveness
- Registration effectiveness
- Responsiveness to diverse populations
- Safety and security
- Service excellence
- Student centeredness

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National Survey of Student Engagement

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Purpose of Survey

“...asks students to reflect on the time they devote to various learning activities. The topics explored are linked by previous research on student success in college”

(from the 2009 NSSE results document)

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Inventory Information

- Piloted in 1999, first national administration in 2000
- Administrated by the Indiana University Center for Postsecondary Research
- 643 institutions participated in spring '09
- Studies indicate the instrument is reliable and valid

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Inventory Items

- 13 demographic items
- 83 items on engagement
- 5 MnSCU-added items about diversity
- 2 summary items
- Groups of items utilized different rating scales

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Inventory Items, Cont'd

- Groups of items utilized different rating scales
 - Rating scales, 1 – 4
 - Frequency measures, 1 – 5, 1 - 7
 - Experience measures, yes/no
 - Relationship measures, 1 - 7

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Fourteen Topic Areas

- Academic and intellectual experience
- Mental activities
- Reading and writing
- Problem sets
- Examinations
- Additional collegiate experiences
- Enriching educational experiences
- Quality of relationships
- Time usage
- Institutional environment
- Educational and personal growth
- Academic advising
- Satisfaction
- “If you could start over again...”

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Summary Data

- Summary means were provided for 5 benchmarks
 - Level of Academic Challenge
 - Active and Collaborative Learning
 - Student Faculty Interaction
 - Enriching Educational Experiences
 - Supportive Campus Environment

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Methodology

- Administered in February, 2009
- Office of Research and Assessment provided leadership
- Survey completed online
- 754 randomly selected students were sent an email invitation to participate
- Office of Academic Affairs offered an incentive to participate

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Response Rate

- Response rate: 34%
 - Freshman: 32%
 - Seniors: 37%
- Sampling error: 2.9%
- Generally representative of the student body
 - Senior females slightly overrepresented
 - 24 + in age slightly underrepresented

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Presentation of the Data

- NSSE provided comparisons of BSU results and:
 - MnSCU universities
 - 6 midwestern universities similar to BSU
 - 120 universities similar to BSU
- NSSE also provided comparisons top 50% and top 10% scoring institutions (highly engaging institutions)

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Comparison of BSU NSSE Results to MnSCU Universities, 2009

	First Year Students				Senior Year Students			
	BSU	MnSCU	Sig	Effect Size	BSU	MnSCU	Sig	Effect Size
Level of Academic Challenge	51	52.2		-0.1	56.4	56.4		0
Active and Collaborative Learning	41.5	42.6		-0.07	51.1	52.1		-0.06
Student Faculty Interaction	33.9	31.7	*	0.12	41.9	39.5	*	0.12
Enriching Educational Experiences	25.3	23.9		0.11	36.6	37.1		-0.03
Supportive Campus Environment	60.6	60.2		0.02	60.8	57.4	**	0.18

*Statistically significant at the .05 level
 **Statistically significant at the .01 level

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Comparison of BSU NSSE Results to NSSE Highly Engaging Institutions, 2009

	Benchmark	BSU	NSSE Top 50%	Sig	Effect Size	NSSE Top 10%	Sig	Effect Size
First Year	Level of Academic Challenge	51.0	56.8	***	-0.45	58.9	***	-0.61
	Active and Collaborative Learning	41.5	47.8	***	-0.38	51.7	***	-0.58
	Student Faculty Interaction	33.9	39.1	***	-0.27	43.7	***	-0.48
	Enriching Educational Experiences	25.3	31.0	***	-0.43	32.8	***	-0.55
	Supportive Campus Environment	60.6	66.2	***	-0.31	69.1	***	-0.47
Senior Year	Level of Academic Challenge	56.4	60.1	***	-0.27	62.8	***	-0.48
	Active and Collaborative Learning	51.1	55.7	***	-0.27	59.1	***	-0.46
	Student Faculty Interaction	41.9	48.8	***	-0.32	54.2	***	-0.56
	Enriching Educational Experiences	36.6	48.1	***	-0.64	54.2	***	-1.03
	Supportive Campus Environment	60.8	64.1	**	-0.18	67.5	***	-0.37

**Statistically significant at the .01 level
 ***Statistically significant at the .001 level

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Comparison of BSU Results to MnSCU Universities, MnSCU Items, 2009

		BSU	MnSCU	Sig	Effect Size
First Year	MnSCU Question 1	2.54	2.90	***	-.44
	MnSCU Question 2	2.41	2.53	*	-.13
	MnSCU Question 3	3.21	3.35	*	-.15
	MnSCU Question 4	Next slide			
	MnSCU Question 5	2.81	2.81		.00
Senior Year	MnSCU Question 1	2.67	2.95	***	-.33
	MnSCU Question 2	2.45	2.55		-.11
	MnSCU Question 3	3.33	3.38		-.05
	MnSCU Question 4	Next slide			
	MnSCU Question 5	2.78	2.75		.05

*Statistically significant at the .05 level

***Statistically significant at the .001 level

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Comparison of BSU Results to MnSCU Universities, MnSCU Items, 2009

	First Year		Seniors	
	BSU	MnSCU	BSU	MnSCU
MnSCU Question 4				
No	81%	78%	86%	88%
Yes, institution and community	5%	7%	6%	4%
Yes, community	6%	5%	2%	2%
Yes, institution	7%	10%	6%	7%

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What are the areas within NSSE we'd like to work on going forward?

- Academic and intellectual experience
- Mental activities
- Reading and writing
- Problem sets
- Examinations
- Additional collegiate experiences
- Enriching educational experiences
- Quality of relationships
- Time usage
- Institutional environment
- Educational and personal growth
- Academic advising
- Satisfaction
- “If you could start over again...”

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What are the areas within
NSSE we'd like to work on
going forward?

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Next Steps

- Review of the data
 - Divisional
 - College
 - Departmental
- Provide feedback to the members of the Gaps and Trends Committee
 - Patrick Guilfoile
 - Laurie Desiderato
 - Lisa Erwin
 - Karen Feia
 - Richard Hook
 - Randy Ludeman
 - Bill Maki
 - Chinwuba Okafor
 - Pat Rogers

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Thanks for attending!

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