Student Satisfaction Inventory
Noel-Levitz

Bemidji State University
Survey Results
Spring, 1997
What Can the Student Satisfaction Inventory Tell Us?

- What students want from their campus experience.
- Satisfaction with how well students’ expectations are being met or not met.
- Identification of areas that are assets and areas that need improvement.
- Information for comparisons with other public institutions and populations.
How Does the Student Satisfaction Inventory Work?

- Importance scores reflect intensity of students’ feelings about expectations.
- Satisfaction scores reflect students’ feelings about extent expectation is being met.
- Gap between importance and satisfaction indicates assets and areas that need improvement.
Sample Characteristics

- Number of Completions--1,023
- 41% Males, 59% Females
- 9% under 18, 76% 19 to 24, 15% over 24
- 95% Full Time Students
- 26% Freshmen, 24% Sophomores, 25% Juniors, 23% Seniors, Other 2%
- 90% In State Residents, 4% International
Choice of Universities

- 69% of our students indicate that BSU was their first choice of a University to attend, 22% state that BSU was their 2nd choice.
Student Educational Goals

- 3% Associate Degree
- 74% Bachelor’s Degree
- 11% Master’s Degree
- 8% Doctorate or Professional Degree
Current Employment Status of BSU Students

• Full Time Off Campus 7%
• Part Time Off Campus 33%
• Full Time On Campus 3%
• Part Time On Campus 25%
• Not Employed 31%
• Other 1%
What BSU Students Consider to be Important by Category in Rank Order

- Academic Advising Effectiveness
- Instructional Effectiveness
- Safety and Security
- Registration Effectiveness
- Concern for the Individual
- Student Centeredness
- Campus Climate
- Recruitment and Financial Aid Effectiveness
- Campus Support Services
- Service Excellence
- Campus Life
What’s Important to Our Students Compared to Other 4 Year Institutions?

- Little difference was found between Bemidji State University Students and other 4 Year Public Institutions regarding what is important to students.
- Campus Life is lowest ranked in importance to our students and also is lowest ranked by students in comparative universities.
- Academic Advising and Instructional Effectiveness were ranked as the most important by BSU and comparison students.
How Satisfied are our Student Compared to Other 4 Year Public Institutions?

• BSU students are consistently as, or more, satisfied compared to students in other 4 year public institutions.

• An exception is Campus Support Services, where BSU students are less satisfied.

• BSU students report the highest level of satisfaction with Academic Advising among all the scales.
Items of High Importance, High Satisfaction: Assets

Campus Climate
  • BSU reputation in the community.

Safety and Security
  • Campus is well maintained.

Academic Advising
  • Academic advisor is approachable.

Registration Effectiveness
  • Class change, drop-add policies are reasonable.

Instructional Effectiveness
  • Faculty are knowledgeable in their fields.
  • Opportunities for student intellectual growth.

Student Centeredness
  • Students are made to feel welcome on this campus.
Calculation of Room for Institutional Improvement

- (Unmet Expectations = Importance Score - Satisfaction Score) / Importance Score

- Example: Academic Advising
  - 16.8% = (6.42 - 5.34) / 6.42

- Interpretation: According to Noel-Levitz, 16.8% of student expectations about academic advising are unmet.
How Well Are We Meeting Our Students Expectations? (The larger the gap between Importance and Satisfaction, the higher the level of unmet expectations.) Importance ranking in parentheses.)

- Safety and Security (3) \( \text{Gap}=30.8\% \)
- Campus Support Services (9) \( \text{Gap}=26.4\% \)
- Registration Effectiveness (4) \( \text{Gap}=22.0\% \)
- Recruitment and Financial Aid (8) \( \text{Gap}=21.1\% \)
- Service Excellence (10) \( \text{Gap}=21.0\% \)
- Concern for the Individual (5) \( \text{Gap}=20.2\% \)
- Instructional Effectiveness (2) \( \text{Gap}=19.7\% \)
- Campus Climate (7) \( \text{Gap}=19.2\% \)
- Campus Life (11) \( \text{Gap}=18.2\% \)
- Student Centeredness (6) \( \text{Gap}=17.4\% \)
- Academic Advising (1) \( \text{Gap}=16.8\% \)
Items With Significant Performance Gaps (1)

• Safety and Security
  – Amount of student parking space on campus is adequate.
  – Security staff respond quickly in emergencies.

• Campus Support Services
  – Library resources and services.
  – Computer labs are adequate and accessible.

• Campus Life
  – Living conditions in the residence halls are comfortable (adequate space, lighting, heat, air, etc.)
  – Use of student activity fees.
  – Adequacy of food selection in cafeteria.

• Concern for the Individual
  – This institution shows concern for students as individuals.

• Registration Effectiveness
  – Conflicts when registering for classes.
Items With Significant Performance Gaps (2)

• Instructional Effectiveness
  – The content of the courses within my major is valuable.
  – Faculty are fair and unbiased in their treatment of individual students.
  – Faculty take into consideration student differences as they teach a course.

• Recruitment and Financial Aid
  – Adequate financial aid is available for most students.
  – Billing policies are reasonable.

• Campus Climate
  – “Runaround” when seeking information.
  – Concern for students as individuals.
  – Tuition paid is a worthwhile investment.
  – Channels for expressing student complaints readily available.
Items That Need Improvement

- Safety and Security
  - Amount of student parking space.
- Campus Support Services
  - Library resources and services.
  - Computer labs are adequate and accessible.
- Campus Life
  - Use of student activity fees.
  - Adequacy of food selection in cafeteria.
- Recruitment and Financial Aid
  - Adequacy of financial aid.
- Campus Climate
  - "Runaround" when seeking information.
- Registration Effectiveness
  - Conflicts when registering for classes.
General Impressions by BSU Students

• “So far, how has your college experience met your expectations? (1=Much Worse; 7=Much Better)
  
  1  2  3  4.45  5  6  7

• “Rate your overall satisfaction with your experience here thus far. (1=Not Satisfied at All; 7=Very Satisfied)
  
  1  2  3  4  5.32  6  7

• All in all, if you had to do it over, would you enroll here again? (1=Definitely Not; 7=Definitely Yes)
  
  1  2  3  4  5.29  6  7