Southwestern Oregon Community College

Success Indicator 38
Student Satisfaction and Opinion
2014- 2015

ACHIEVEMENT	**4.37 =**

CORE THEME	Access

OBJECTIVE	**A.2:** Students access services that support learning

INDICATOR	**A.2.3:** Success Indicator 38 – Student Satisfaction and Opinion

Measured by the aggregate data from surveys for The Student First Stop, Student Housing, Advising, ESPS, Tutoring, Financial Aid and other support services areas (not all surveys are administered each year)

Indicator Thresholds	Green: ≥ 4 Yellow: Between 3.00 and 3.99 Red: < 3

Purpose and Meaning	Examines student perceptions of an aggregate of student support services accessed by students, including online support, allowing the institution to plan for and provide improvements where indicated.

WHAT WAS ACHIEVED AND WHAT IS PLANNED FOR THE FUTURE

For the 2014-2015 academic year surveys from 3 student services areas, Advising, Student 1st Stop and Tutoring along with an overall Graduation survey were used to determine this Success Indicator. The survey questions consisted of a 5 point scale. A score of 5 very satisfied, 4 satisfied, 3 neutral, 2 dissatisfied, 1 very dissatisfied was used to determine the student responses. Average scores for the 3 student services areas were Advising 4.12, Student 1st Stop 4.17, and Tutoring 4.97. The average score for the Graduation survey was 4.14. An overall Student Satisfaction average was 4.37. These results tell us that students are satisfied with these 3 areas and are generally satisfied with the institution overall. This is very good news.

With regards to planning we have two options, 1 to continue to measure ourselves internally from year to year looking at threshold scores or 2 move to an external student satisfaction survey that would compare our results with other like institutions. Both options have their pros and cons. For option one the pros are that we can look at our current structure and level of services from year to year giving us a stable indicator on how we are preforming. The cons are 1 each department surveys use different measurements to determine results and 2 that it is a homegrown indicator which will not allow us to compare ourselves to other like institutions. The pros for option 2 are that we are able to compare ourselves to other outside like institutions. The con is that there will be a budgetary impact on using an outside survey.

Steps that will be taken winter and spring of 2015 will be the following,
1. Members from ESSLT (Enrollment Student Services Leadership Team) will review surveys from various departments to looking at how surveys are structured and will develop consistent outcomes.
2. If ESSLT decides to use an external survey tool, survey tools will be reviewed to ensure best fit and cost.
3. Any budgetary consideration will be forwarded to the Office of Instruction for discussion and inclusion in budgetary considerations.

FACTORS AFFECTING RESULTS/PROGRESS

Factors that impact the results of this SI are 1 the inconsistency of student services departments to conduct an annual survey and 2 each survey is constructed differently making data difficult to correlate.

BUDGET IMPACT ASSOCIATED WITH FUTURE PLANNING

If the College decides to move to an external student satisfaction survey product then there will be a budgetary impact. Typically licenses are purchased based on student population and enrollment status that the College wants to measure.

If the College decides to keep the current student satisfaction model of each department conducting their own survey then the budget impact will be minimal. Only staff time will be need to rework surveys to ensure that survey are designed in a consistent manner across all surveys.

Success Indicator Changes for 2014-15 supporting NWCCU accreditation standards: 1.B.2; 4.A.1; 4.B.1; 5.B.2

Currently there is no plan to change this indicator. However the College will have discussions with a variety of stake holders regarding the type of assessment that will be used next spring.

Planning Priorities

Strategic Objective A.2: Students access services that support learning
   Project A.2.1: Survey staffing needs and prioritize the hiring of faculty and staff to meet student needs
   Project A.2.2: Assess testing and advising in order to facilitate the success of students in appropriate courses and programs
   Project A.2.3: Conduct needs assessment of services and facilities to meet ADA
   Project A.2.4: Expand College Now Program in all three areas: Dual Credit, Expanded Options, and Enhanced Options

Unit Planning

The College used a variety of student services department student satisfaction surveys to gather overall student satisfaction.

Achievement Analysis

Housing Department conducts an annual survey which they use internally. Typically it is given to students prior to checking out of the dorms. In the past, this survey has not typically been shared with other departments or committee's on campus. However, it is available upon request from the Housing Department. Last spring Educational Support Programs and Services (ESPS) department sent out an advising survey to students. It went out to all full time degree seeking students. The survey was sent via email. The response rate was poor and no results could be concluded base on such low responses. The College also does a Graduation Survey to those students who are about to graduate. This survey does provide significant results. Those results were shared with the Counseling and Testing Departments along with the First Stop department. The results of these surveys have been looked at collectively by ESSLT committee to determine overall student satisfaction.

Survey Area	Responses	5	4	3	2	1	Average
Advising	88	47	18	15	3	5	4.12
First Stop	29	12	11	5	1	0	4.17
Graduation (SI 37)	353	118	185	35	10	5	4.14
Tutoring	182	176	6	0	0	0	4.97
Totals	652	353	220	55	14	10	4.37

Survey Links:
[2014 Graduation Survey](#) and **[SI 37](#)**

[2015 Advising Survey](#)

[2014 Student First Stop Student Survey](#)

[2015 Tutoring Student Survey](#)

DATA DOCUMENTATION

Documentation Posted:
Portal: Resource Center Core Themes – Objectives – Success Indicator Page:
https://mylakerlink.socc.edu/ICS/icsfs/SI_38_StudentSatisfaction_2014_2015.pdf?target=225f6ce5-cec5-4de5-90cb-e798a996aec7

Data References:
Graduate Survey data compiled within the survey software and tracked with the yearly graduate report. Data and report located on the network: itt\institutionalresearch\surveys\graduation

ABOUT THE DATA
The report and chart information was prepared and coordinated by Tim Dailey, Dean of Students and Robin Bunnell, Institutional Researcher.

Contributions to the narrative were supplied by Tim Dailey, Dean of Students.

DETERMINING MEASUREMENT AND SETTING THRESHOLD LEVELS
This section to be completed with the 2014-2015 reports

Requirements	NWCCU Accreditation; Mission Fulfillment; Program Review.

For more detailed information, contact the Institutional Research office - ir@socc.edu