



HLC Accreditation Evidence

- **Ruffalo Noel Levitz Survey**

Office of Origin:

- Institutional Effectiveness

Contact(s):

- Director of Institutional Effectiveness

Student Satisfaction and Priorities

STUDENT SATISFACTION AND ONLINE PRIORITIES TO LEARNERS COMBINED REPORT SPRING 2021

N = Students Surveyed

162 Campus 278 Online

Why does student satisfaction matter?

Student satisfaction has been positively linked to:



Individual student retention



Annual giving



College completion rates

Priorities for Our Students

Matrix for prioritizing action:



1 Our Institutional Strengths

These are the top areas our students care about, where we are meeting their expectations.

Campus

- Academic advising is knowledgeable about my program requirements
- The campus is safe and secure for all students
- Students are made to feel welcome here

Online

- Registration for online courses is convenient
- Billing and payment procedures are convenient for me
- Program requirements are clear and reasonable

2 Our Institutional Challenges

These items are the key areas to improve, based on the priorities of our students."

Campus

- Register for the needed classes with few conflicts
- Quality of Instruction is excellent
- Academic advisor is knowledgeable on transfer requirements of schools

Online

- The quality of online instruction is excellent
- Faculty are responsive to student needs
- Faculty provide timely feedback about student progress

3 Next steps

These are the institutional strategic plan updates in the challenge areas:

Campus

- Course schedules and delivery methods expanded
- Continued attention given to student evaluation system and responses.
- Advising staff cross-train with better data access

Online

- Piloting the new course quality review rubric. Purchase of Quality Matters rubric.
- & 3. Professional development stress importance of substantive interaction within these rubrics to ensure faculty are responsive to student needs.

4 The Importance of Institutional Choice

Students attending their first choice institution are more likely to have higher satisfaction levels overall.

The percentage of our students indicating that we are their:

This question was only asked of Campus students

1st Choice	71%
2nd Choice	23%
3rd or Lower	6%

5 What Factors Influence Our Student to Enroll?

It is important to understand why students enroll here.

The percentage of students saying the following factors were important or very important:

Campus

Financial Aid	85%
Cost	85%
Academic Reputation	74%

Online

Convenience	89%
Flexible Pacing	89%
Work Schedule/Cost	87%

6 Bottom Line Indicators

Overall Satisfaction

Campus Very Positive/Positive/Neutral	83%
National Very Positive/Positive/Neutral	82%
Online Very Positive/Positive/Neutral	86%
National Very Positive/Positive/Neutral	86%

Would you enroll again if you could do it over?

Campus Very Positive/Positive/Neutral	88%
National Very Positive/Positive/Neutral	81%
Online Very Positive/Positive/Neutral	87%
National Very Positive/Positive/Neutral	82%