



HLC Accreditation Evidence

- Ruffalo Noel Levitz Survey

URL: <https://bartonccc.edu/institutional-effectiveness/noel-levitz>

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

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

Online

1. Registration for online courses is convenient
2. Billing and payment procedures are convenient for me
3. 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

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

Online

1. The quality of online instruction is excellent
2. Faculty are responsive to student needs
3. Faculty provide timely feedback about student progress

3 Next steps

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

Campus

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

Online

1. Piloting the new course quality review rubric. Purchase of Quality Matters rubric.
2. & 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%