



Student Satisfaction Inventory (SSI)

Executive Summary

Spring 2016

Overview

In spring 2016, the Student Satisfaction Inventory (SSI) was conducted to gather information about our students’ priorities for their educational experience and satisfaction with SCC’s performance in these priority areas. This survey is also administered at other colleges across the nation, giving SCC an opportunity to compare our students’ responses to national and regional results, as well as SCC’s results from previous years.

The SSI was conducted in the classroom by faculty and online. It was administered March 14–28, 2016, and a total of 736 students participated. This represents approximately 25% of the student body at SCC. Approximately 13% indicated a home campus of Faribault and 87% a home campus of North Mankato. Just over 20% are Business area majors, 17% Allied Health, 14% Nursing, 10% each LAS, Agribusiness and Manufacturing.

Demographics

The demographic characteristics of the 736 respondents closely aligns with that of the student body.

Table 1: Demographics

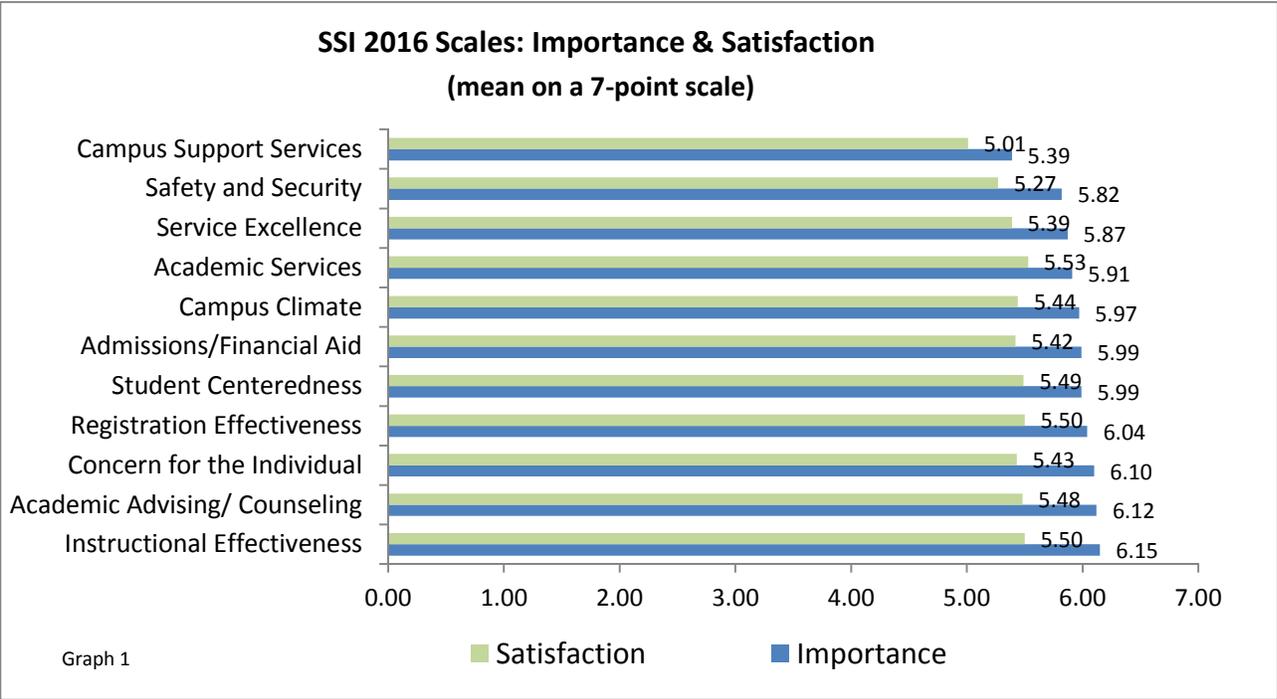
Respondents (n=736)	Student Body Spring 2016 Tenth Day Enrollment (3,044)
Male: 47%	Male: 49%
Female: 53%	Female: 49%
Caucasian: 79%	Caucasian: 79%
Students of Color: 15%	Students of Color: 17%
24 years old or younger: 59%	24 years old or older: 51%

Methodology

Respondents were provided a list of items that described a potential experience at the college. They were asked to rate how important each item was to them using a 1 to 7 Lickert scale with 7 being the highest rating and one being the lowest rating. They were also asked to tell how satisfied they were that SCC has met their expectation, again using a 1 to 7 Lickert scale with 7 being the highest rating and one being the lowest rating.

Results

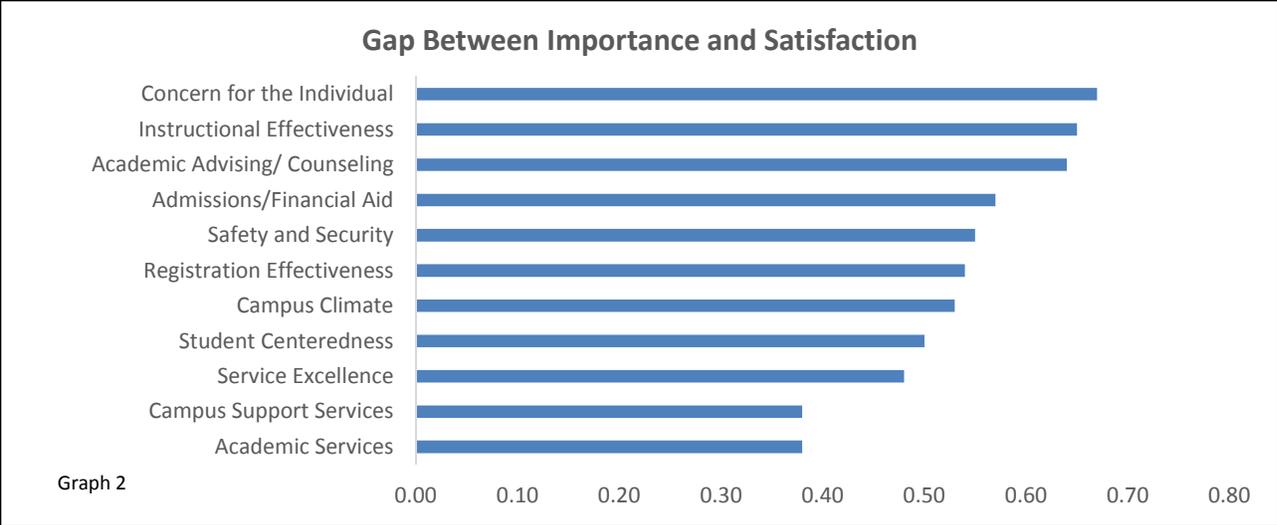
The individual items on the SSI survey instrument have been analyzed to form 11 comprehensive scales.



For SCC, respondents indicated the five most important items were:

1. Instructional Effectiveness
2. Academic Advising/Counseling
3. Concern for the Individual
4. Registration Effectiveness
5. Student Centeredness

It is also very useful to examine our performance gap, (the importance score minus the satisfaction score). The larger the performance gap, the greater the discrepancy between students expectations and their level of satisfaction with the current situation on campus. The smaller the gap, the better our college is doing at meeting our students' expectations.



The scales that demonstrated the largest gap between importance and satisfaction (the areas SCC is not meeting our students' expectations) are:

1. Concern for the Individual
2. Instructional Effectiveness
3. Academic Advising/Counseling
4. Admissions/Financial Aid
5. Safety and Security

The scales that appear on both lists may be areas that SCC should dedicate resources to address to most significantly improve students experiences.

In order to use the results from the SSI for immediate action planning, it is helpful to identify strengths and challenges.

Strengths are individual items with high importance and high satisfaction. The top 10 strengths our students identified at SCC include (listed in descending order of importance):

- Course grading systems are set up so that I can monitor my own grades during the semester.
- My academic advisor is knowledgeable about my program requirements.
- I am able to interpret my course progress (pass/fail) from the feedback I receive or can monitor.
- My instructors properly use technology in class.
- Nearly all of the faculty are knowledgeable in their fields.
- My academic advisor is approachable.
- I am able to experience intellectual growth here.
- Program requirements are clear and reasonable.
- The campus is safe and secure for all students.
- Faculty are usually available after class and during office hours.

Challenges are individual items that students care the most about, but they also feel the campus can improve in these areas. The top 10 challenges our students identified at SCC include (listed in descending order of importance) the following items:

- The quality of instruction I receive in most of my classes is excellent.
- Classes are scheduled at times that are convenient for me.
- I am able to register for classes I need with few conflicts.
- The quality of instruction in the vocational/technical programs is excellent.
- My academic advisor is concerned about my success as an individual.
- There is a good variety of courses provided on this campus.
- Faculty are fair and unbiased in their treatment of individual students.
- Faculty provide timely feedback about student progress in a course.
- Most of my "lecture" classes keep me actively involved during class time, (not just listening/taking notes).
- This school does whatever it can to help me reach my educational goals.

Institutional Summary

Three institutional summary questions were included in the survey.

Table 3: Institutional Summary

	SCC 2016	National Community Colleges - Midwestern 2016	Difference
So far, how has your college experience met your expectations?	4.81	4.85	-.04
Rate your overall satisfaction with your experience here thus far.	5.42	5.53	-0.11*
All in all, if you had to do it over, would you enroll here again?	5.55	5.78	-0.22***

*Difference statistically significant at the .05 level

***Difference statistically significant at the .001 level

Summary

The primary way to change student perceptions is to actively work on responding to the identified challenges and to widely promote the identified strengths. In order to understand our students' perceptions in areas identified as challenges, it may be helpful to conduct focus groups.

The three scales that students indicated as most important and also had the largest satisfaction/importance gap are Concern for the individual, Instructional Effectiveness and Academic Advising/Counseling. Examining the individual questions that comprise these scales for specific opportunities for improvement is advisable.

These results may be used to guide strategic action planning, strengthen student retention initiatives, meet accreditation standards, identify areas of strength for institutional marketing, and chart our progress toward campus goals. Institutional survey results will be available on SCC's website. Scale results at the program level (where response levels are sufficient) are reported in the SCC Program Portfolios. For responses to individual questions, please contact the Office of Research and Institutional Effectiveness.