

SOUTHWESTERN OKLAHOMA STATE UNIVERSITY
SURVEY OF STUDENT OPINIONS
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Spring 2008

The Survey of Student Opinions (SOSO) assesses students' perceptions of the importance of, and satisfaction with, a full range of programs, services, and environmental factors at the college they are attending. Also included are an extended set of background items and a set of items related to students' impressions of, and experiences at, the college.

The SOSO was utilized for the second time this year; it was approved to replace the Senior Survey, Student Satisfaction Survey, and Graduate Degree Survey. Southwestern results of the SOSO are compared nationally through ACT, Inc. with normative data based on 20,824 student records obtained from 39 colleges that administered the SOSO between July 1, 2003 and June 30, 2007.

A stratified randomly selected group of students were asked to complete the SOSO that was made available via the internet by the Assessment Center. The online survey was accessible to 916 students; it was completed by 144 respondents. Results have been tabulated, and for the 2007-2008 academic year, the response rate was 15.72 percent; a drop from last year of 14.85 percent (from 30.57 percent).

The class levels of the respondents are divided as shown, the maximum difference being 13%:

	<u>2008</u>	<u>2007</u>
◆ Freshmen	20%	24%
◆ Sophomores	15%	19%
◆ Juniors	14%	16%
◆ Seniors	27%	21%
◆ Graduate/Prof. Students	20%	20%

The respondents' major fields of study are sorted by department as follows:

	<u>2008</u>	<u>2007</u>
◆ Pharmacy	19%	16%
◆ Education	15%	23%
◆ Allied Health	14%	9%
◆ Social Sciences	10%	3%
◆ Psychology & Social Work	9%	8%
◆ Management & Marketing	7%	1%
◆ Accounting & Finance	5%	7%
◆ Nursing	4%	4%

	<u>2008</u>	<u>2007</u>
◆ Communication & Theatre	3%	2%
◆ Park/Recreation Management	2%	2%
◆ Art	1%	1%
◆ Biology	1%	2%
◆ Chemistry & Physics	1%	3%
◆ Language Arts & Literature	1%	2%
◆ Math	1%	0%
◆ Music	1%	1%
◆ Technology	1%	2%
◆ Kinesiology	0%	1%
◆ Entrepreneurship/Comp. Sys.	0%	10%

The cumulative college grade point averages of the respondents are:

	<u>2008</u>	<u>2007</u>
◆ 3.50 to 4.00	42%	39%
◆ 3.00 to 3.49	32%	31%
◆ 2.50 to 2.99	15%	16%
◆ 2.00 to 2.49	6%	11%
◆ 1.50 to 1.99	1%	3%
◆ 0.00 to 1.49	0%	0%

Some generalizations from the 2007-2008 data include the following (response choices are in italics):

Background Information

- ◆ Forty-seven percent of the students are between the ages of 19-22; *forty-one percent are between the ages of 23-39.*
- ◆ Seventy-seven percent are *Caucasian or white*; almost 7% are *Native American*, 4% are *Asian American/Oriental/Pacific Islander*, 5% are *African-American/Black* or *Mexican-American/Mexican origin*, and 2% are *Puerto Rican/Cuban/Other Latino*.
- ◆ Seventy percent of the responders are *female*, and the rest *male* (30%)
- ◆ Twenty-five percent were employed *21-40 hours per week*; 23% were employed *11-20 hours per week*. About 34% generally *did not work any hours per week*.
- ◆ The highest education attainment of parents/guardians is mostly *high school diploma* or *GED* (by 25% of mothers and 27% of fathers). Although *bachelor's degrees* were earned by 20% of mothers and 25% of fathers, *some college* has been experienced by almost 22% of mothers and 20% of fathers.

- ◆ Sixty-two percent of the student responders declared that their purpose for entering this college is to obtain a *bachelor's degree*; 31% intend to obtain a *master's* or a *professional degree*.
- ◆ Eighty-six percent are *full time* students and 97% pay *in-state tuition* with 91% residing within *Oklahoma*.
- ◆ Almost fifty-six percent entered Southwestern *directly from high school*, 14% *transferred from a two-year college*, 12% *after working a period of time*, and 11% *transferred from a four-year college*.
- ◆ Twenty-nine percent live either in a *resident hall* (26%) or in *married student housing* (3%). Almost 6% live with *parents/relatives*, and 65% live in other *off-campus housing*.
- ◆ *Student loans* are a major source of post secondary education funding for almost 39%. Other major sources of funding are *scholarships* (by 36%) and either *Employment while attending college* or *educational grants*, each by more than 32%. Parents are still a major source of funding for 27%.

College Services

Students were given the opportunity to rate the importance of and satisfaction with various college services. Choices for rating importance were **1 Very Great Importance, 2 Great Importance, 3 Moderate/Average Importance, 4 Little Importance, and 5 No Importance**. Satisfaction response choices were **1 Very Satisfied, 2 Satisfied, 3 Neutral, 4 Dissatisfied, and 5 Very Dissatisfied**. Following is the list of services and how they were rated by respondents according to mean:

	<u>2007-2008</u>		<u>2006-2007</u>	
SERVICE	IMPRT	SATSF	IMPRT	SATSF
Financial Aid	1.59	1.68	1.57	1.97
◆ More than half of SWOSU students are <i>Very Satisfied</i> ; 22% more than the national comparison.				
Library Programs	1.89	1.70	1.93	1.65
Parking Facilities	2.08	2.58	1.97	3.03
Student Health/Wellness	2.10	1.77	2.24	1.89
◆ Of <i>Very Great Importance</i> to 41% of SWOSU students; 21% more than the national comparison.				
◆ More than half of SWOSU students are <i>Very Satisfied</i> ; 28% more than the national comparison.				
Academic Advising	2.10	1.83	2.06	2.07
Computer Support	2.21	1.76	2.21	1.91
Food Services	2.47	2.15	2.74	2.13
Job Placement	2.50	2.21	2.44	2.66
Career Planning	2.56	2.14	2.41	2.36
Student Employment	2.60	2.17	2.69	2.26
College Sponsored Social Act .	2.72	2.12	2.94	2.20
Residence Halls	2.82	2.18	3.08	2.17
Credit-by-Examination Prog.	2.86	1.96	2.87	2.14
◆ Thirty-seven percent of SWOSU students are <i>Very Satisfied</i> ; 22% more than the national comparison.				
Tutorial Services	2.91	2.02	2.76	2.23

2007-2008**2006-2007**

Honors Programs	2.93	2.29	2.69	2.39
Recreational/Intramural Prog.	3.00	1.97	3.11	2.12
Cultural Programs	3.05	2.41	3.23	2.61
Personal Counseling	3.08	2.17	3.09	2.47
Student Health Insurance	3.09	2.39	2.82	2.66
College Orientation Program	3.18	2.28	3.04	2.38
Day Care Services	3.88	3.56	3.60	3.26

◆ **Thirty-one percent of SWOSU students are *Very Dissatisfied*; 23% more than the national comparison. (See Addendum below.)**

MEAN OF THE MEAN **2.65** **2.16** **2.64** **2.31**

Addendum

While Southwestern Day Care services seem to be rated with dissatisfaction, several points should be noted:

- ◆ Southwestern does not offer Day Care services.
- ◆ 11 out of 16 respondents were *Neutral* or *Satisfied* in their opinion.
- ◆ Only five students were actually *Very Dissatisfied*.

21. Day care services	Count	Pct	Count	Pct	Count	Pct
1 Very Great Importance	36	17.22%	16	13.22%	2046	11.71%
2 Great Importance	24	11.48%	9	7.44%	1755	10.04%
3 Moderate/Average Importance	30	14.35%	15	12.40%	2707	15.49%
4 Little Importance	17	8.13%	14	11.57%	1642	9.40%
5 No Importance	102	48.80%	67	55.37%	9323	53.36%
Total	209	100.00%	121	100.00%	17473	100.00%
Mean		3.60		3.88		3.83

21. Day care services	SWOSU / 2007		SWOSU / 2008		National Norms	
	Count	Pct	Count	Pct	Count	Pct
Have not used/Not available	195		126		16124	
1 Very Satisfied	3	6.98%	0	0.00%	494	13.11%
2 Satisfied	7	16.28%	1	6.25%	695	18.45%
3 Neutral	17	39.53%	10	62.50%	2086	55.38%
4 Dissatisfied	8	18.60%	0	0.00%	209	5.55%
5 Very Dissatisfied	8	18.60%	5	31.25%	283	7.51%
Total	43	100.00%	16	100.00%	3767	100.00%
Mean		3.26		3.56		2.76

All Southwestern services except parking are more satisfactory than services at most other colleges according to the national norm. Compared to last year's survey results, all but three areas on the Southwestern campus showed an increased satisfaction level (two of those three areas had only 1 or 2 one-hundredths of a point difference). According to this data, students are satisfied with most of the services that are of importance or great importance to them such as financial aid, library programs, student health/wellness, academic advising, and computer support. Students would like to see improvements made to parking facilities.

College Environment

Students were given the opportunity to rate the importance of and satisfaction with various aspects of college environment. Choices for rating importance were **1 Very Great Importance, 2 Great Importance, 3 Moderate/Average Importance, 4 Little Importance, and 5 No Importance**. Satisfaction choices were **1 Very Satisfied, 2 Satisfied, 3 Neutral, 4 Dissatisfied, and 5 Very Dissatisfied**. Following is the list of various aspects of college environment and how they were rated by respondents according to mean:

ASPECT	<u>2007-2008</u>		<u>2006-2007</u>	
	IMPRT	SATSF	IMPRT	SATSF
Course content in major	1.29	1.72	1.34	1.85
♦ Of Very Great Importance to 75% of SWOSU students; 20% more than the national comparison.				
Quality of inst. in major	1.30	1.67	1.27	1.87
♦ More than half of SWOSU students are Very Satisfied; 23% more than the national comparison.				
Attitude of faculty toward students	1.35	1.64	1.35	1.81
♦ Of Very Great Importance to 73% of SWOSU students; 22% more than the national comparison.				
♦ More than half of SWOSU students are Very Satisfied; 23% more than the national comparison.				
Preparation for future occupation	1.35	1.85	n/a	n/a
Availability of courses	1.39	2.38	1.41	2.50
This college in general	1.44	1.61	1.50	1.77
Personal security/safety	1.51	1.72	n/a	n/a
♦ Of Very Great Importance to 67% of SWOSU students; 25% more than the national comparison.				
♦ Forty-eight percent of SWOSU students are Very Satisfied; 24% more than the national comparison.				
Testing/grading system	1.51	1.86	1.56	1.96
This college in general	1.44	1.61	1.50	1.77
♦ Of Very Great Importance to 67% of SWOSU students; 20% more than the national comparison.				
♦ Almost half of SWOSU students are Very Satisfied; 23% more than the national comparison.				
Availability of your instructors	1.59	1.73	1.63	1.83
♦ Of Very Great Importance to 59% of SWOSU students; 22% more than the national comparison.				
♦ Almost half of SWOSU students are Very Satisfied; 21% more than the national comparison.				
Academic calendar	1.63	1.83	1.76	1.99
♦ Of Very Great Importance to 56% of SWOSU students; 26% more than the national comparison.				
Concern for you as an individual	1.63	1.92	1.61	2.06
Class size	1.68	1.50	1.71	1.57
♦ Fifty-eight percent of SWOSU students are Very Satisfied; 23% more than the national comparison.				
Classroom facilities	1.68	1.72	n/a	n/a
♦ Of Very Great Importance to more than half of SWOSU students; 22% more than the national comparison.				
♦ Forty percent of SWOSU students are Very Satisfied; 20% more than the national comparison.				

	<u>2007-2008</u>		<u>2006-2007</u>	
Availability of fin. aid information	1.72	2.01	n/a	n/a
Variety of courses offered	1.73	2.10	1.60	2.22
Availability of computers	1.76	1.71	1.80	1.93
♦ Forty-five percent of SWOSU students are <i>Very Satisfied</i>; 20% more than the national comparison.				
Availability of your advisor	1.76	1.84	n/a	n/a
♦ Forty-six percent of SWOSU students are <i>Very Satisfied</i>; 20% more than the national comparison.				
Accuracy of college information	1.76	1.85	n/a	n/a
Value of info. from your advisor	1.76	1.91	n/a	n/a
♦ Forty-eight percent of SWOSU students are <i>Very Satisfied</i>; 22% more than the national comparison.				
Computer labs	1.82	1.69	1.86	1.71
Billing and fee payment	1.84	1.96	1.84	2.02
Flexibility to design own program of study	1.88	1.89	n/a	n/a
♦ Of <i>Very Great Importance</i> to half of SWOSU students; 21% more than the national comparison.				
♦ Forty-one percent of SWOSU students are <i>Very Satisfied</i>; 22% more than the national comparison.				
Racial harmony	1.90	1.84	2.28	1.91
Campus bookstore	1.93	2.03	1.96	2.28
Laboratory facilities	1.96	1.77	2.40	2.04
♦ Forty-two percent of SWOSU students are <i>Very Satisfied</i>; 22% more than the national comparison.				
Study areas	2.01	2.01	2.20	2.08
General registration procedures	2.02	1.76	1.97	1.90
♦ Forty percent of SWOSU students are <i>Very Satisfied</i>; 22% more than the national comparison.				
General admission procedures	2.06	1.80	n/a	n/a
Condition of building and grounds	2.06	2.02	2.05	2.00
Student union/community center	2.07	1.75	2.52	1.92
♦ Of <i>Very Great Importance</i> to 44% of SWOSU students; 25% more than the national comparison.				
♦ Forty-eight percent of SWOSU students are <i>Very Satisfied</i>; 31% more than the national comparison.				
Purposes for student activity fee	2.10	2.48	n/a	n/a
Rules governing student conduct	2.11	1.99	n/a	n/a
Attitude of non-teaching staff toward students	2.12	1.84	2.17	1.85
♦ Forty-one percent of SWOSU students are <i>Very Satisfied</i>; 20% more than the national comparison.				
Opportunities for student empl.	2.12	2.15	2.63	2.18
♦ Of <i>Very Great Importance</i> to 46% of SWOSU students; 20% more than the national comparison.				
Opportunities for personal involvement/campus activities	2.21	1.82	2.70	2.01

	<u>2007-2008</u>		<u>2006-2007</u>	
Student voice in college policies	2.30	2.29	n/a	n/a
Religious activities & programs	2.54	1.92	2.68	2.07
♦ Forty-two percent of SWOSU students are <i>Very Satisfied</i>; 20% more than the national comparison.				
Academic probation & suspension policies	2.55	2.20	n/a	n/a
Availability of student housing	2.60	2.03	2.86	2.29
Campus media	2.66	2.35	2.77	2.35
Athletic facilities	2.67	1.96	2.88	2.13
Student government	2.80	2.26	3.18	2.54
Residence hall rules & regulations	2.82	2.36	n/a	n/a
MEAN OF THE MEAN	1.93	1.92	2.01	2.02

All aspects of college environment at Southwestern are more satisfactory than at most other colleges according to the national norm. According to this information, students are satisfied with the aspects of college environment that are of great or very great importance to them such as course content in major field, quality of instruction in major field, attitude of faculty toward students, preparation for future occupation, and this college in general. Students would most like to see improvements made to the availability of courses at times you want to take them, availability of financial aid information, variety of courses offered, and the campus bookstore.

College Impressions

According to survey results, students *agree* or *strongly agree* with the following statements (mean rating is also available):

- ♦ Southwestern is equally supportive of women and men. (1.57, an improvement of .10)
- ♦ I would recommend Southwestern to others. (1.63, an improvement of .06)
- ♦ I am proud of my accomplishments at Southwestern. (1.65, a decline of only .01)
- ♦ Southwestern has helped me meet the goals I came here to achieve. (1.72, an improvement of .11)
- ♦ My experiences at Southwestern have helped motivate me to make something of my life. (1.79, an improvement of .13)
- ♦ Southwestern is equally supportive of all racial/ethnic groups. (1.85, an improvement of .13)
- ♦ My experiences at Southwestern have equipped me to deal with possible career changes. (1.94, an improvement of .06)
- ♦ This college welcomes and uses feedback from students to improve the college. (2.03, an improvement of .11)

Ninety percent of respondents indicated that Southwestern was their *first* (65%) or *second* (25%) *choice*. If they could start over, almost 85% would *definitely* (61%) or *probably* (24%) *choose Southwestern again*. This is a 5% improvement. The overall impression of the quality of education at Southwestern is *excellent* or *good* for 89%.

Experiences at this College

Students feel that Southwestern has made a *Great* or *Very Great* contribution to their intellectual growth (with a mean of 1.80), preparation for career (1.84), preparation for further study (1.90), personal growth (1.88), and social growth (2.09). These are all small improvements.