

SOUTHWESTERN OKLAHOMA STATE UNIVERSITY
SURVEY OF STUDENT OPINIONS
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Spring 2009

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 third 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 21,775 student records obtained from 30 colleges that administered the SOSO between August 1, 2004 and July 31, 2008.

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 810 students; it was completed by 146 respondents although another 19 students answered a small portion of the survey. Results have been tabulated, and for the 2008-2009 academic year, the response rate was 18.02 percent; an improvement over last year of 2.30 percent (from 15.72 percent).

The class levels of the respondents are divided as shown, the maximum difference being 19%:

	<u>2009</u>	<u>2008</u>	<u>2007</u>
◆ Freshmen	16%	20%	24%
◆ Sophomores	16%	15%	19%
◆ Juniors	27%	14%	16%
◆ Seniors	30%	27%	21%
◆ Graduate/Prof. Students	11%	20%	20%

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

	<u>2009</u>	<u>2008</u>	<u>2007</u>
◆ Education	20%	15%	23%
◆ Allied Health	18%	14%	9%
◆ Pharmacy	16%	19%	16%
◆ Finance/Management/Marketing	9%	9%	5%
◆ Nursing	7%	4%	4%
◆ Psychology	7%	9%	8%
◆ Accounting/Entrepreneurship/Comp. Sys.	5%	3%	12%
◆ Biology	3%	1%	2%
◆ Language Arts & Literature	3%	1%	2%

	<u>2009</u>	<u>2008</u>	<u>2007</u>
◆ Communication & Theatre	2%	3%	2%
◆ Social Sciences	2%	10%	3%
◆ Undecided	2%	0%	0%
◆ Art	1%	1%	1%
◆ Music	1%	1%	1%
◆ Technology	1%	1%	2%
◆ Park/Recreation Management	1%	2%	2%
◆ Social Work	1%	0%	0%
◆ Chemistry & Physics	0%	1%	3%
◆ Math	0%	1%	0%
◆ Kinesiology	0%	0%	1%

The cumulative college grade point averages of the respondents are:

	<u>2009</u>	<u>2008</u>	<u>2007</u>
◆ 3.50 to 4.00	36%	42%	39%
◆ 3.00 to 3.49	37%	32%	31%
◆ 2.50 to 2.99	15%	15%	16%
◆ 2.00 to 2.49	8%	6%	11%
◆ 1.50 to 1.99	3%	1%	3%
◆ 0.00 to 1.49	1%	0%	0%

Some generalizations from the 2008-2009 data include the following (response choices are in italics):

Background Information

- ◆ Sixty percent of the students are between the ages of 19-22; twenty-nine percent are between the ages of 23-39.
- ◆ Eighty-one percent are *Caucasian or white*; almost 5% are *Native American*, and 4% are *Mexican-American/Mexican*.
- ◆ Seventy-six percent of the responders are *female*, and the rest *male* (24%).
- ◆ Twenty-five percent were employed *21-40 hours per week*; almost 25% were employed *11-20 hours per week*. About 31% generally *did not work any hours per week*.
- ◆ The highest education attainment of parents/guardians is mostly *bachelor's degrees* (by 26% of mothers and 26% of fathers). *High school diploma or GED* were earned by 24% of mothers and 26% of fathers; *some college* has been experienced by 18% of mothers and 17% of fathers.
- ◆ Sixty-seven percent of the student responders declared that their purpose for entering this college is to obtain a *bachelor's degree*; 22% intend to obtain a *master's* or a *professional degree*.
- ◆ Ninety-three percent are *full time* students and 94% pay *in-state tuition* with 88% residing within *Oklahoma*.

- ◆ Sixty percent entered Southwestern *directly from high school*, 13% transferred from a two-year college, 12% after working a period of time, and 9% transferred from a four-year college.
- ◆ More than seventeen percent live either in a *resident hall* (16%) or in *married student housing* (1%). Almost 11% live with *parents/relatives*, and 67% live in other *off-campus housing*.
- ◆ *Student loans* are a major source of post secondary education funding for 40%. Other major sources of funding are *educational grants* (by 36%), *employment while attending college* (30%), *scholarships* (30%), *summer employment* (almost 28%), *parents/relatives* (25%), *personal savings* (almost 25%).

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:

SERVICE	2008-2009		2007-2008		2006-2007	
	IMPRT	SATSF	IMPRT	SATSF	IMPRT	SATSF
1. Financial Aid	1.48	1.93	1.59	1.68	1.57	1.97
2. Library Programs	1.85	1.64	1.89	1.70	1.93	1.65
3. Parking Facilities	1.93	2.73	2.08	2.58	1.97	3.03
4. Student Health/Wellness	2.02	1.74	2.10	1.77	2.24	1.89
5. Academic Advising	2.04	2.09	2.10	1.83	2.06	2.07
6. Career Planning	2.24	2.33	2.56	2.14	2.41	2.36
7. Computer Support	2.27	2.05	2.21	1.76	2.21	1.91
8. Food Services	2.28	2.13	2.47	2.15	2.74	2.13
9. Job Placement	2.30	2.57	2.50	2.21	2.44	2.66
10. Student Employment	2.50	2.02	2.60	2.17	2.69	2.26
11. College Sponsored Social Act.	2.63	2.01	2.72	2.12	2.94	2.20
12. Credit-by-Examination Prog.	2.70	1.86	2.86	1.96	2.87	2.14
13. Tutorial Services	2.70	2.17	2.91	2.02	2.76	2.23
14. Residence Halls	2.76	2.36	2.82	2.18	3.08	2.17
15. Recreational/Intramural Prog.	2.83	2.04	3.00	1.97	3.11	2.12
16. Honors Programs	2.83	2.26	2.93	2.29	2.69	2.39
17. College Orientation Program	2.88	2.33	3.18	2.28	3.04	2.38
18. Student Health Insurance	2.91	2.57	3.09	2.39	2.82	2.66
19. Personal Counseling	3.04	3.39	3.08	2.17	3.09	2.47
20. Cultural Programs	3.07	2.39	3.05	2.41	3.23	2.61
21. Day Care Services	3.74	3.38	3.88	3.56	3.60	3.26
MEAN OF THE MEAN	2.52	2.24	2.65	2.16	2.64	2.31

- ◆ Almost 45% of SWOSU students are *Very Satisfied* with Financial Aid; 12% more than the national comparison.
- ◆ Almost 47% of SWOSU students are *Very Satisfied* with Library Programs; 15% more than the national comparison.
- ◆ Almost 48% of SWOSU students are *Very Satisfied* with Student Health/Welness; 25% more than the national comparison.
- ◆ About 71% of SWOSU students are *Satisfied* or *Very Satisfied* with Food Services; 27% more than the national comparison.
- ◆ About 79% of SWOSU students are *Satisfied* or *Very Satisfied* with Student Employment; 23% more than the national comparison.
- ◆ About 76% of SWOSU students are *Satisfied* or *Very Satisfied* with College Sponsored Social Act.; 23% more than the national comparison.
- ◆ 42% of SWOSU students are *Very Satisfied* with the Credit-by-Examination Prog.; 25% more than the national comparison.
- ◆ About 59% of SWOSU students are *Satisfied* or *Very Satisfied* with Residence Halls; 12% more than the national comparison.
- ◆ About 71% of SWOSU students are *Satisfied* or *Very Satisfied* with the Recreational/Intramural Prog.; 14% more than the national comparison.
- ◆ About 54% of SWOSU students are *Satisfied* or *Very Satisfied* with Student Health Insurance; 11% more than the national comparison.
- ◆ While Southwestern Day Care services seem to be rated with dissatisfaction, 1) Southwestern does not offer Day Care services, 2) only nine students were actually dissatisfied.

All Southwestern services except personal counseling services and the college orientation program are more satisfactory than services at most other colleges according to the national norm; and these only by a small margin. According to this data, students are satisfied with many services that are of importance or great importance to them such as financial aid, library programs, and student health/wellness. Students would most like to see improvements made to parking facilities and job placement.

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>2008-2009</u>		<u>2007-2008</u>		<u>2006-2007</u>	
	IMPRT	SATSF	IMPRT	SATSF	IMPRT	SATSF
1. Quality of inst. in major	1.30	1.81	1.30	1.67	1.27	1.87
2. Course content in major	1.30	1.90	1.29	1.72	1.34	1.85
3. Attitude of faculty toward students	1.31	1.70	1.35	1.64	1.35	1.81
4. Preparation for occupation	1.32	1.84	1.35	1.85	n/a	n/a
5. Availability of courses	1.36	1.87	1.39	2.38	1.41	2.50
6. This college in general	1.43	1.71	1.44	1.61	1.50	1.77
7. Availability of fin. aid info.	1.47	1.84	1.72	2.01	n/a	n/a
8. Value of advisor's info.	1.47	2.03	1.76	1.91	n/a	n/a
9. Variety of courses offered	1.47	2.20	1.73	2.10	1.60	2.22
10. Personal security/safety	1.48	1.77	1.51	1.72	n/a	n/a
	<u>2008-2009</u>		<u>2007-2008</u>		<u>2006-2007</u>	

ASPECT	IMPRT	SATSF	IMPRT	SATSF	IMPRT	SATSF
11. Out-of-class availability of instructors	1.50	1.88	1.59	1.73	1.63	1.83
12. Testing/grading system	1.53	1.87	1.51	1.86	1.56	1.96
13. Billing and fee payment	1.54	1.97	1.84	1.96	1.84	2.02
14. Concern for you as an individual	1.54	2.12	1.63	1.92	1.61	2.06
15. Accuracy of college information	1.56	1.84	1.76	1.85	n/a	n/a
16. Class size relative to type of course	1.57	1.54	1.68	1.50	1.71	1.57
17. Availability of your advisor	1.59	1.98	1.76	1.84	n/a	n/a
18. Classroom facilities	1.64	1.98	1.68	1.72	n/a	n/a
19. Academic calendar for this college	1.64	2.30	1.63	1.83	1.76	1.99
20. Campus bookstore	1.67	2.23	1.93	2.03	1.96	2.28
21. Availability of computers	1.68	2.02	1.76	1.71	1.80	1.93
22. Computer labs	1.70	1.71	1.82	1.69	1.86	1.71
23. Laboratory facilities	1.76	2.02	1.96	1.77	2.40	2.04
24. General admission procedures	1.77	1.84	2.06	1.80	n/a	n/a
25. Study areas	1.81	1.88	2.01	2.01	2.20	2.08
26. Flexibility to design own prog. of study	1.87	1.90	1.88	1.89	n/a	n/a
27. Racial harmony	1.90	1.88	1.90	1.84	2.28	1.91
28. Purposes for student activity fee	1.91	2.65	2.10	2.48	n/a	n/a
29. General registration procedures	1.95	1.87	2.02	1.76	1.97	1.90
30. Student union/community center	1.98	1.82	2.07	1.75	2.52	1.92
31. Attitude of non-teaching staff to students	1.99	1.93	2.12	1.84	2.17	1.85
32. Rules governing student conduct	2.01	2.07	2.11	1.99	n/a	n/a
33. Condition of building and grounds	2.06	1.91	2.06	2.02	2.05	2.00
34. Student voice in college policies	2.06	2.34	2.30	2.29	n/a	n/a
35. Opportunities for student employment	2.20	2.19	2.12	2.15	2.63	2.18
36. Opportunities for personal involvement In campus activities	2.29	1.90	2.21	1.82	2.70	2.01
37. Athletic facilities	2.34	2.14	2.67	1.96	2.88	2.13
38. Academic probation & suspension pol.	2.35	2.20	2.55	2.20	n/a	n/a
39. Availability of student housing	2.44	1.82	2.60	2.03	2.86	2.29
40. Campus media	2.52	2.16	2.66	2.35	2.77	2.35
41. Religious activities & programs	2.65	2.00	2.54	1.92	2.68	2.07
42. Residence hall rules & regulations	2.72	2.66	2.82	2.36	n/a	n/a
43. Student government	2.75	2.30	2.80	2.26	3.18	2.54
MEAN OF THE MEAN	1.82	1.99	1.93	1.92	2.01	2.02

- ◆ Eighty-five percent of SWOSU students are satisfied with the attitude of faculty toward students; 10% more than the national comparison.
- ◆ Eighty-one percent of SWOSU students are satisfied with preparation for future occupation; 14% more than the national comparison.
- ◆ Almost eighty-seven percent of SWOSU students are satisfied with this college in general; 13% more than the national comparison.
- ◆ Seventy-nine percent of SWOSU students are satisfied with availability of courses; 31% more than the national comparison.
- ◆ Eighty-three percent of SWOSU students are satisfied with personal security/safety at this campus; 17% more than the national comparison.
- ◆ Eighty-three percent of SWOSU students are satisfied with out-of-class availability of instructors; 10% more than the national comparison.
- ◆ Eighty-four percent of SWOSU students are satisfied with the testing/grading system; 10% more than the national comparison.
- ◆ Eighty percent of SWOSU students are satisfied with billing and fee payment; 22% more than the national comparison.
- ◆ Eighty-three percent of SWOSU students are satisfied with the accuracy of college information before enrolling; 19% more than the national comparison.
- ◆ Eighty-eight percent of SWOSU students are satisfied with class size relative to the type of course; 13% more than the national comparison.
- ◆ Eighty-eight percent of SWOSU students are satisfied with the availability of your advisor; 17% more than the national comparison.
- ◆ Eighty-one percent of SWOSU students are satisfied with the classroom facilities; 13% more than the national comparison.
- ◆ Eighty-nine percent of SWOSU students are satisfied with computer labs; 18% more than the national comparison.
- ◆ Seventy-eight percent of SWOSU students are satisfied with laboratory facilities; 13% more than the national comparison.
- ◆ Eighty percent of SWOSU students are satisfied with general admission procedures; 16% more than the national comparison.
- ◆ Seventy-eight percent of SWOSU students are satisfied with study areas; 11% more than the national comparison.
- ◆ Seventy-seven percent of SWOSU students are satisfied with the flexibility to design own program of study; 18% more than the national comparison.
- ◆ Seventy-nine percent of SWOSU students are satisfied with general registration procedures; 15% more than the national comparison.
- ◆ Eighty-one percent of SWOSU students are satisfied with the student union/community center; 22% more than the national comparison.
- ◆ Seventy-one percent of SWOSU students are satisfied with rules governing student conduct; 17% more than the national comparison.
- ◆ Seventy-seven percent of SWOSU students are satisfied with the condition of building and grounds; 13% more than the national comparison.
- ◆ Eighty-one percent of SWOSU students are satisfied with opportunities for personal involvement in campus activities; 21% more than the national comparison.
- ◆ Almost seventy-two percent of SWOSU students are satisfied with religious activities & programs; 15% more than the national comparison.

All aspects of college environment at Southwestern are more satisfactory than at most other colleges according to the national norm with the two exceptions of residence hall rules & regulations and the academic calendar for this college. 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 quality of instruction in major field, course content in major field, attitude of faculty toward students, preparation for future occupation, availability of courses at times you want to take them, and this college in general. Students would most like to see improvements made to purposes for student activity fee and residence hall rules & regulations.

College Impressions

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

1. Southwestern is equally supportive of women and men. (1.57)
2. I would recommend Southwestern to others. (1.61, an improvement of another .02)
3. I am proud of my accomplishments at Southwestern. (1.63, a improvement of .02)

4. Southwestern is equally supportive of all racial/ethnic groups. (1.72 another improvement of .13)
5. Southwestern has helped me meet the goals I came here to achieve. (1.76)
6. My experiences at Southwestern have helped motivate me to make something of my life. (1.85)
7. My experiences at Southwestern have equipped me to deal with possible career changes. (1.96)
8. Southwestern is equally supportive of all racial/ethnic groups. (1.85, an improvement of .13)
9. This college welcomes and uses feedback from students to improve the college. (1.99)

Ninety-three percent of respondents indicated that Southwestern was their *first* (72%) or *second* (21%) *choice*. If they could start over, 78% would *definitely* (42%) or *probably* (36%) *choose Southwestern again*. The overall impression of the quality of education at Southwestern is *excellent or good* for 86%.

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 further study (1.86), preparation for career (1.88), personal growth (1.97), and social growth (1.99).