

SOUTHWESTERN OKLAHOMA STATE UNIVERSITY
SURVEY OF STUDENT OPINIONS
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Fall 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 as a student satisfaction survey for the fourth time this year. 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 (More current data was not available for distribution, but is expected in the spring or summer of 2010).

The 2009-2010 administration of the SOSO took place in fall rather than spring. Therefore, freshmen were removed from the survey opportunity, but all other students were invited to participate (eliminating the previous random selection). The intention was an increase in response rate. The survey was made available via the internet by the Assessment Center. The online survey was accessible to 2,876 students; it was completed by 422 respondents although 30 of those answered only a small portion of the survey. Results have been tabulated, and for the 2009-2010 academic year, the response rate was 14.67 percent; last year's response rate was 18 percent.

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

	<u>09-10</u>	<u>08-09</u>	<u>07-08</u>	<u>06-07</u>
◆ Freshmen (not invited to participate in the Fall 2009 administration)	0%	16%	20%	24%
◆ Sophomores	19%	16%	15%	19%
◆ Juniors	23%	27%	14%	16%
◆ Seniors	33%	30%	27%	21%
◆ Graduate/Prof. Students	24%	11%	20%	20%
◆ Other	1%	0%	4%	0%

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

	<u>09-10</u>	<u>08-09</u>	<u>07-08</u>	<u>06-07</u>
◆ Education	21%	20%	15%	23%
◆ Pharmacy	16%	16%	19%	16%
◆ Allied Health	11%	18%	14%	9%
◆ Finance/Management/Marketing	9%	9%	9%	5%
◆ Nursing	8%	7%	4%	4%

	<u>09-10</u>	<u>08-09</u>	<u>07-08</u>	<u>06-07</u>
◆ Accounting/Entrepreneurship/Comp. Sys.	7%	5%	3%	12%
◆ Psychology	5%	7%	9%	8%
◆ Biology	3%	3%	1%	2%
◆ Social Work	3%	1%	0%	0%
◆ Social Sciences	3%	2%	10%	3%
◆ Undecided/Unknown	3%	2%	0%	0%
◆ Chemistry & Physics	2%	0%	1%	3%
◆ Language Arts & Literature	2%	3%	1%	2%
◆ Technology	1%	1%	1%	2%
◆ Park/Recreation Management	1%	1%	2%	2%
◆ Art	1%	1%	1%	1%
◆ Math	1%	0%	1%	0%
◆ Music	1%	1%	1%	1%
◆ Communication & Theatre	<1%	2%	3%	2%
◆ Kinesiology	0%	0%	0%	1%

The cumulative college grade point averages of the respondents are (self-reported):

	<u>09-10</u>	<u>08-09</u>	<u>07-08</u>	<u>06-07</u>
◆ 3.50 to 4.00	43%	36%	42%	39%
◆ 3.00 to 3.49	34%	37%	32%	31%
◆ 2.50 to 2.99	17%	15%	15%	16%
◆ 2.00 to 2.49	6%	8%	6%	11%
◆ 1.50 to 1.99	0%	3%	1%	3%
◆ 0.00 to 1.49	0%	1%	0%	0%

Some generalizations from the 2009-2010 data include the following (response choices are in italics):

Background Information

- ◆ Fifty-one percent of the students are between the ages of *19-22*; twenty-nine percent are between the ages of *23-39*.
- ◆ Eighty-two percent are *Caucasian or white*; 4% are *Native American*, and 4% are *Mexican-American/Mexican*.
- ◆ Seventy-three percent of the responders are *female*, and the rest *male* (27%).
- ◆ Twenty-six percent were employed *21-40 hours per week*; 26% were employed *11-20 hours per week*. About 26% generally *did not work any hours per week*.
- ◆ The highest education attainment of parents/guardians is mostly *high school diploma* or *GED* (by 26% of mothers and 26% of fathers). *Bachelor's degrees* were earned by 24% of mothers and 26% of fathers; *some college* has been experienced by 17% of mothers and 16% of fathers.

- ◆ Sixty-four percent of the student responders declared that their purpose for entering this college is to obtain a *bachelor's degree*; 33% intend to obtain a *master's* or a *professional degree*.
- ◆ Eighty-seven percent are *full time* students and 97% pay *in-state tuition* with 91% residing within *Oklahoma*.
- ◆ Sixty-one percent entered Southwestern *directly from high school*, 13% *after working a period of time*, 9% *transferred from a two-year college*, and 9% *transferred from a four-year college*.
- ◆ More than fifteen percent live either in a *resident hall* (14%) or in *married student housing* (1%). Seven percent live with *parents/relatives*, and 75% 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* (for 32%), *employment while attending college* (32%), *scholarships* (30%), *summer employment* (almost 28%), *parents/relatives* (28%), *personal savings* (almost 23%).

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 that are important to Southwestern Students, and how they were rated by respondents according to mean:

SERVICE	<u>2009-2010</u>		<u>2008-2009</u>		<u>2007-2008</u>		<u>2006-2007</u>	
	IMPRT	SATSF	IMPRT	SATSF	IMPRT	SATSF	IMPRT	SATSF
1. Financial Aid	1.47	1.98	1.48	1.93	1.59	1.68	1.57	1.97
2. Parking Facilities	1.81	3.11	1.93	2.73	2.08	2.58	1.97	3.03
3. Library Programs	1.87	1.65	1.85	1.64	1.89	1.70	1.93	1.65
4. Academic Advising	1.96	1.94	2.04	2.09	2.10	1.83	2.06	2.07
5. Student Health/Wellness	2.10	1.65	2.02	1.74	2.10	1.77	2.24	1.89
6. Computer Support	2.28	1.97	2.27	2.05	2.21	1.76	2.21	1.91
7. Job Placement	2.44	2.42	2.30	2.57	2.50	2.21	2.44	2.66
8. Food Services	2.48	2.13	2.28	2.13	2.47	2.15	2.74	2.13
9. Career Planning	2.49	2.25	2.24	2.33	2.56	2.14	2.41	2.36
10. Student Employment	2.56	2.01	2.50	2.02	2.60	2.17	2.69	2.26
11. College Sponsored Social Act.	2.78	2.13	2.63	2.01	2.72	2.12	2.94	2.20
12. Credit-by-Examination Prog.	2.80	1.92	2.70	1.86	2.86	1.96	2.87	2.14
13. Tutorial Services	2.81	2.04	2.70	2.17	2.91	2.02	2.76	2.23
14. Residence Halls	2.89	2.24	2.76	2.36	2.82	2.18	3.08	2.17
15. Honors Programs	2.89	2.16	2.83	2.26	2.93	2.29	2.69	2.39
16. Student Health Insurance	2.98	2.61	2.91	2.57	3.09	2.39	2.82	2.66
17. College Orientation Program	2.98	2.31	2.88	2.33	3.18	2.28	3.04	2.38
18. Personal Counseling	3.02	2.11	3.04	3.39	3.08	2.17	3.09	2.47
19. Cultural Programs	3.09	2.42	3.07	2.39	3.05	2.41	3.23	2.61

SERVICE	<u>2009-2010</u>		<u>2008-2009</u>		<u>2007-2008</u>		<u>2006-2007</u>	
	IMPRT	SATSF	IMPRT	SATSF	IMPRT	SATSF	IMPRT	SATSF
20. Recreational/Intramural Prog.	3.11	2.07	2.83	2.04	3.00	1.97	3.11	2.12
21. Day Care Services	3.73	3.13	3.74	3.38	3.88	3.56	3.60	3.26
MEAN OF THE MEAN	2.60	2.20	2.52	2.24	2.65	2.16	2.64	2.31

- ◆ About 77% of SWOSU students are *Satisfied* or *Very Satisfied* with Financial Aid; almost 10% more than the national comparison.
- ◆ Almost 36% of SWOSU students are *Satisfied* or *Very Satisfied* with Parking facilities; 4% less than the national comparison.
- ◆ Eighty-eight percent of SWOSU students are *Satisfied* or *Very Satisfied* with Library Programs; 10% more than the national comparison.
- ◆ About 76% of SWOSU students are *Satisfied* or *Very Satisfied* with Academic Advisement; 6% more than the national comparison.
- ◆ Almost 85% of SWOSU students are *Satisfied* or *Very Satisfied* with Student Health/Welness; 24% more than the national comparison.
- ◆ Almost 78% of SWOSU students are *Satisfied* or *Very Satisfied* with Computer Support; 10% more than the national comparison.
- ◆ Almost 52% of SWOSU students are *Satisfied* or *Very Satisfied* with Job Placement; 9% more than the national comparison.
- ◆ Seventy-one percent of SWOSU students are *Satisfied* or *Very Satisfied* with Food Services; Almost 27% more than the national comparison.
- ◆ Almost 60% of SWOSU students are *Satisfied* or *Very Satisfied* with Career Planning; 5% 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 twelve students actually expressed dissatisfaction.

All Southwestern services except Parking and Day Care services are more satisfactory than services at most other colleges according to the national norm. According to this data, students are satisfied with most services that are of importance or great importance to them such as financial aid, library programs, and academic advisement.

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>2009-2010</u>		<u>2008-2009</u>		<u>2007-2008</u>		<u>2006-2007</u>	
	IMPRT	SATSF	IMPRT	SATSF	IMPRT	SATSF	IMPRT	SATSF
1. Quality of inst. in major	1.21	1.68	1.30	1.81	1.30	1.67	1.27	1.87
2. Course content in major	1.28	1.80	1.30	1.90	1.29	1.72	1.34	1.85
3. Attitude of faculty toward students	1.30	1.70	1.31	1.70	1.35	1.64	1.35	1.81
4. Preparation for occupation	1.30	1.76	1.32	1.84	1.35	1.85	n/a	n/a
5. Availability of courses	1.35	2.33	1.36	1.87	1.39	2.38	1.41	2.50
6. This college in general	1.45	1.55	1.43	1.71	1.44	1.61	1.50	1.77

ASPECT	<u>2009-2010</u>		<u>2008-2009</u>		<u>2007-2008</u>		<u>2006-2007</u>	
	IMPRT	SATSF	IMPRT	SATSF	IMPRT	SATSF	IMPRT	SATSF
7. Testing/grading system	1.48	1.87	1.53	1.87	1.51	1.86	1.56	1.96
8. Out-of-class availability of instructors	1.52	1.72	1.50	1.88	1.59	1.73	1.63	1.83
9. Value of advisor's info.	1.56	1.95	1.47	2.03	1.76	1.91	n/a	n/a
10. Availability of fin. aid info.	1.57	2.13	1.47	1.84	1.72	2.01	n/a	n/a
11. Class size relative to type of course	1.61	1.46	1.57	1.54	1.68	1.50	1.71	1.57
12. Personal security/safety	1.62	1.65	1.48	1.77	1.51	1.72	n/a	n/a
13. Accuracy of college information	1.62	1.79	1.56	1.84	1.76	1.85	n/a	n/a
14. Variety of courses offered	1.63	2.13	1.47	2.20	1.73	2.10	1.60	2.22
15. Availability of computers	1.65	1.90	1.68	2.02	1.76	1.71	1.80	1.93
16. Concern for you as an individual	1.67	1.89	1.54	2.12	1.63	1.92	1.61	2.06
17. Availability of your advisor	1.68	1.95	1.59	1.98	1.76	1.84	n/a	n/a
18. Academic calendar for this college	1.69	1.76	1.64	2.30	1.63	1.83	1.76	1.99
19. Classroom facilities	1.71	1.94	1.64	1.98	1.68	1.72	n/a	n/a
20. Billing and fee payment	1.82	1.94	1.54	1.97	1.84	1.96	1.84	2.02
21. Computer labs	1.83	1.73	1.70	1.71	1.82	1.69	1.86	1.71
22. Flexibility to design own prog. of study	1.84	1.91	1.87	1.90	1.88	1.89	n/a	n/a
23. Laboratory facilities	1.89	1.96	1.76	2.02	1.96	1.77	2.40	2.04
24. General admission procedures	1.94	1.77	1.77	1.84	2.06	1.80	n/a	n/a
25. Study areas	2.00	1.94	1.81	1.88	2.01	2.01	2.20	2.08
26. Purposes for student activity fee	2.00	2.83	1.91	2.65	2.10	2.48	n/a	n/a
27. Campus bookstore	2.03	2.38	1.67	2.23	1.93	2.03	1.96	2.28
28. Condition of building and grounds	2.03	1.95	2.06	1.91	2.06	2.02	2.05	2.00
29. Attitude of non-teaching staff to students	2.03	1.73	1.99	1.93	2.12	1.84	2.17	1.85
30. Racial harmony	2.04	1.80	1.90	1.88	1.90	1.84	2.28	1.91
31. General registration procedures	2.13	1.79	1.95	1.87	2.02	1.76	1.97	1.90
32. Rules governing student conduct	2.16	2.02	2.01	2.07	2.11	1.99	n/a	n/a
33. Student union/community center	2.18	1.77	1.98	1.82	2.07	1.75	2.52	1.92
34. Student voice in college policies	2.22	2.35	2.06	2.34	2.30	2.29	n/a	n/a
35. Opportunities for student employment	2.25	2.11	2.20	2.19	2.12	2.15	2.63	2.18
36. Opportunities for personal involvement In campus activities	2.43	1.87	2.29	1.90	2.21	1.82	2.70	2.01
37. Religious activities & programs	2.60	1.91	2.65	2.00	2.54	1.92	2.68	2.07
38. Academic probation & suspension pol.	2.64	2.04	2.35	2.20	2.55	2.20	n/a	n/a
39. Availability of student housing	2.65	2.32	2.44	1.82	2.60	2.03	2.86	2.29
40. Athletic facilities	2.74	2.10	2.34	2.14	2.67	1.96	2.88	2.13
41. Campus media	2.79	2.15	2.52	2.16	2.66	2.35	2.77	2.35

ASPECT	<u>2009-2010</u>		<u>2008-2009</u>		<u>2007-2008</u>		<u>2006-2007</u>	
	IMPRT	SATSF	IMPRT	SATSF	IMPRT	SATSF	IMPRT	SATSF
42. Student government	2.87	2.49	2.75	2.30	2.80	2.26	3.18	2.54
43. Residence hall rules & regulations	2.96	2.35	2.72	2.66	2.82	2.36	n/a	n/a
MEAN OF THE MEAN	1.93	1.96	1.82	1.99	1.93	1.92	2.01	2.02

- ◆ Eighty-six percent of SWOSU students are *Satisfied* or *Very Satisfied* with the quality of instruction in major field; 9% more than the national comparison.
- ◆ Eighty-three percent of SWOSU students are *Satisfied* or *Very Satisfied* with course content in major field; 6% more than the national comparison.
- ◆ Eighty-five percent of SWOSU students are satisfied with the attitude of faculty toward students; 9% more than the national comparison.
- ◆ Almost 85% of SWOSU students are satisfied with preparation for future occupation; 17% more than the national comparison.
- ◆ About 63% of SWOSU students are satisfied with availability of courses; 15% more than the national comparison.
- ◆ Ninety-one percent of SWOSU students are satisfied with this college in general; 17% 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-five percent of SWOSU students are satisfied with out-of-class availability of instructors; 12% more than the national comparison.
- ◆ Almost 77% of SWOSU students are satisfied with the value of information from advisor; 7% more than the national comparison.
- ◆ Seventy percent of SWOSU students are satisfied with the availability financial aid info. prior to enrolling; almost 9% more than the national comparison.
- ◆ Ninety-four percent of SWOSU students are satisfied with class size relative to the type of course; 13% more than the national comparison.
- ◆ Eighty-seven percent of SWOSU students are satisfied with personal security/safety; 21% more than the national comparison.
- ◆ Eighty-one percent of SWOSU students are satisfied with the accuracy of college information before enrolling; 17% more than the national comparison.
- ◆ Seventy-one percent of SWOSU students are satisfied with the variety of courses; 9% more than the national comparison.
- ◆ Seventy-eight percent of SWOSU students are satisfied with the availability of computers; 10% more than the national comparison.
- ◆ Seventy-eight percent of SWOSU students are satisfied with concern for you as an individual; 19% more than the national comparison.
- ◆ Almost 76% of SWOSU students are satisfied with the availability of your advisor; almost 6% more than the national comparison.
- ◆ Almost 85% of SWOSU students are satisfied with the academic calendar; almost 16% more than the national comparison.
- ◆ Eighty-one percent of SWOSU students are satisfied with the classroom facilities; 13% more than the national comparison.
- ◆ Seventy-seven percent of SWOSU students are satisfied with billing and fee payment; 19% more than the national comparison.
- ◆ Almost 87% of SWOSU students are satisfied with computer labs; almost 16% more than the national comparison.
- ◆ Almost 77% of SWOSU students are satisfied with the flexibility to design own program of study; 15% more than the national comparison.
- ◆ Seventy-nine percent of SWOSU students are satisfied with laboratory facilities; 15% more than the national comparison.
- ◆ Eighty-three percent of SWOSU students are satisfied with general admission procedures; 19% 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 exception of purposes for which student activity fees are used. 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, this college in general, and the testing and grading system. 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, and the variety of courses.

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. (1.45; the national norm is 1.92)
2. I would recommend Southwestern to others. (1.47; the national norm is 2.06)
3. I am proud of my accomplishments at Southwestern. (1.48; the national norm is 1.98)
4. Southwestern has helped me meet the goals I came here to achieve. (1.57; the national norm is 2.13)
5. Southwestern is equally supportive of all racial/ethnic groups. (1.68; the national norm is 2.04)
6. My experiences at Southwestern have helped motivate me to make something of my life. (1.75; the national norm is 2.08)
7. My experiences at Southwestern have equipped me to deal with possible career changes. (1.75; the national norm is 2.32)
8. This college welcomes and uses feedback from students to improve the college. (1.87; the national norm is 2.43)

Almost 94% of respondents indicated that Southwestern was their *first* (71%) or *second* (23%) *choice*. If they could start over, 86% would *definitely* (57%) or *probably* (29%) *choose Southwestern again*. The overall impression of the quality of education at Southwestern is *excellent or good* for 93%.

Experiences at this College

Students feel that Southwestern has made a *Great* or *Very Great* contribution to their intellectual growth (with a mean of 1.66), preparation for career (1.71;), preparation for further study (1.82), personal growth (1.78), and social growth (1.94).