

***SOUTHWESTERN OKLAHOMA STATE UNIVERSITY***  
**SURVEY OF STUDENT OPINIONS**  
(Used by permission of ACT, Inc., 2006)  
**2006-2007**

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 first time this year; it was approved to replace the Senior Survey, Student Satisfaction Survey, and Graduate Degree Survey. Southwestern results of the SOSO will be compared nationally through ACT, Inc.

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 1001 students; it was completed by 306 respondents. Results have been tabulated, and for the 2006-2007 academic year, the response rate was 30.57 percent. By comparison, the most recent Senior Survey (from 2003-2004) had a return rate of almost 36 percent.

The class levels of the respondents are close to being evenly divided; the maximum difference is 8%:

- ◆ 24% Freshmen
- ◆ 19% Sophomores
- ◆ 16% Juniors
- ◆ 21% Seniors
- ◆ 20% Graduate or professional students

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

- ◆ 23% Education
- ◆ 16% Pharmacy
- ◆ 10% Entrepreneurship & Computer Systems
- ◆ 9% Allied Health
- ◆ 8% Psychology & Social Work

- ◆ 7% Accounting & Finance
- ◆ 4% Nursing
- ◆ 3% Chemistry & Physics
- ◆ 3% Social Sciences
- ◆ 2% Biology
- ◆ 2% Park & Recreation Management
- ◆ 2% Technology
- ◆ 2% Communication & Theatre
- ◆ 2% Language Arts & Literature
- ◆ 1% Kinesiology
- ◆ 1% Management & Marketing
- ◆ 1% Art
- ◆ 1% Music
- ◆ 0% Math

The cumulative college grade point averages of the respondents are:

- ◆ 39% 3.50 to 4.00
- ◆ 31% 3.00 to 3.49
- ◆ 16% 2.50 to 2.99
- ◆ 11% 2.00 to 2.49
- ◆ 3% 1.50 to 1.99
- ◆ 0% 0.00 to 1.49

Some generalizations from the 2006-2007 data include the following (response choices are in italics):

### Background Information

- ◆ Almost half of the students are between the ages of *19-22*. Forty percent are between the ages of *23-61*.

- ◆ Eighty-two percent are *Caucasian or white*; almost 6% are *Native American*, 5% are either Mexican-American/Mexican origin or Asian American/Oriental/Pacific Islander, 2% are Puerto Rican/Cuban/Other Latino, and 1% are African-American/Black.
- ◆ Sixty-seven percent of the responders are *female*, and the rest *male* (over 32%)
- ◆ Twenty percent were employed *11-20 hours per week*; over 34% 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 30% of fathers). Although *bachelor's degrees* were earned by 21% of mothers and 22% of fathers, *some college* has been experienced by 18% of mothers and almost 16% of fathers.
- ◆ More than half of the student responders declared that their purpose for entering this college is to obtain a *bachelor's degree*; 34% intend to obtain a *master's* or a *doctorate or professional degree*.
- ◆ Eighty-six percent are *full time* students and 97% pay *in-state tuition* with 91% residing within *Oklahoma*.
- ◆ Sixty percent entered Southwestern *directly from high school*, 10% *transferred from a two-year college*, 9% *after working a period of time*, and 8% *transferred from a four-year college*.
- ◆ Twenty-two percent live either in a *resident hall* (21%) or in *married student housing* (1%). Almost 9% live with *parents/relatives*, and 67% live in other *off-campus housing*.
- ◆ *Student loans* are a major source of post secondary education funding for more than 37%. Other major sources of funding are *parents/relatives*, *grants*, and *scholarships* (each indicated by about 31%). *Employment while attending college* is either a major or minor source of funding for almost 65%; and *summer employment* for over 56%.

## 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 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	IMPORTANCE	SATISFACTION
Financial Aid	1.57	1.97
Library Programs	1.93	1.65
Parking Facilities	1.97	3.03
Academic Advising	2.06	2.07
Computer Support	2.21	1.91

Student Health/Wellness	2.24	1.89
Career Planning	2.41	2.36
Job Placement	2.44	2.66
Student Employment	2.69	2.26
Honors Programs	2.69	2.39
Food Services	2.74	2.13
Tutorial Services	2.76	2.23
Student Health Insurance	2.82	2.66
Credit-by-Examination Program	2.87	2.14
College Sponsored Social Activities	2.94	2.20
College Orientation Program	3.04	2.38
Residence Halls	3.08	2.17
Personal Counseling	3.09	2.47
Recreational/Intramural Programs	3.11	2.12
Cultural Programs	3.23	2.61
Day Care Services	3.60	3.26

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 and library programs. 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	IMPORTANCE	SATISFACTION
Quality of instruction in major field	1.27	1.87
Course content in major field	1.34	1.85
Attitude of faculty toward students	1.35	1.81

Availability of courses at times you want to take them	1.41	2.50
This college in general	1.50	1.77
Testing/grading system	1.56	1.96
Variety of courses offered	1.60	2.22
Concern for you as an individual	1.61	2.06
Class size relative to type of course	1.71	1.57
Academic calendar for this college	1.76	1.99
Availability of computers when you need them	1.80	1.93
Billing and fee payment procedures	1.84	2.02
Computer labs	1.86	1.71
Campus bookstore	1.96	2.28
General registration procedures	1.97	1.90
Parking	1.98	2.92
General condition of building and grounds	2.05	2.00
Attitude of the college non-teaching staff toward students	2.17	1.85
Study areas	2.20	2.08
Racial harmony	2.28	1.91
Computer support	2.32	1.93
Laboratory facilities	2.40	2.04
Student union/community center	2.52	1.92
Opportunities for student employment	2.63	2.18
Religious activities & programs	2.68	2.07
Cafeteria	2.70	2.12
Opportunities for personal involvement/campus activities	2.70	2.01
Student employment	2.76	2.22
Tutoring	2.77	2.26
Campus media	2.77	2.35
Credit by examination	2.80	1.99
Availability of student housing	2.86	2.29
Honors program	2.87	2.27
Athletic facilities	2.88	2.13
Student health insurance	2.89	2.94

Social Activities	2.91	2.22
College orientation	3.04	2.30
Residence hall	3.06	2.17
Student government	3.18	2.54
Cultural programs	3.38	2.65
Day Care	3.67	3.16

According to this information, students are satisfied with most of 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, this college in general, testing/grading system, class size relative to type of course, academic calendar, availability of computers when needed, computer labs, general registration procedures, attitude of college non-teaching staff toward students, racial harmony, computer support, and student union/community center. Students would like to see improvements made to availability of courses at times you want to take them, variety of courses offered, campus bookstore, and parking.

### College Impressions

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

- ◆ I am proud of my accomplishments at Southwestern. (1.64)
- ◆ Southwestern is equally supportive of women and men. (1.67)
- ◆ I would recommend Southwestern to others. (1.69)
- ◆ Southwestern has helped me meet the goals I came here to achieve. (1.83)
- ◆ My experiences at Southwestern have helped motivate me to make something of my life. (1.92)
- ◆ Southwestern is equally supportive of all racial/ethnic groups. (1.98)
- ◆ My experiences at Southwestern have equipped me to deal with possible career changes. (2.00)

Ninety three percent of respondents indicated that Southwestern was their *first* (71%) or *second* (22%) *choice*. If they could start over, 80% would *definitely* (47%) or *probably* (33%) *choose Southwestern again*. The overall impression of the quality of education at Southwestern is *excellent or good* for almost 90%.

## Experiences at this College

Students feel that Southwestern has made a *Great* or *Very Great* contribution to their intellectual growth with a mean of 1.78, preparation for career (1.85), preparation for further study (1.92), personal growth (1.96), and social growth (2.12).