

SOUTHWESTERN OKLAHOMA STATE UNIVERSITY
SURVEY OF STUDENT OPINIONS
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2011-2012

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 fifth time this year. Southwestern results of the SOSO are compared nationally through ACT, Inc. with normative data based on 29,047 student records obtained from 32 colleges that administered the SOSO between August 1, 2005 and June 30, 2010.

For the 2011-2012 administration of the SOSO, basically all sophomores, juniors, and graduate students were invited to participate. The survey was made available via the internet by the Assessment Center. The online survey was accessible to 2,281 students; it was completed by 317 respondents although 31 of those answered only a small portion of the survey. Results have been tabulated, and for the 2011-2012 academic year, the response rate was 13.90 percent; the response rate from the previous administration was 14.67 percent.

The class levels of the respondents are divided as shown:

	<u>11-12</u>	<u>09-10</u>	<u>08-09</u>	<u>07-08</u>	<u>06-07</u>
◆ Sophomores	31%	19%	16%	15%	19%
◆ Juniors	33%	23%	27%	14%	16%
◆ Graduate/Prof. Students	32%	24%	11%	20%	20%
◆ Other	1%	1%	0%	4%	0%

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

	<u>11-12</u>	<u>09-10</u>	<u>08-09</u>	<u>07-08</u>	<u>06-07</u>
◆ Education	27%	21%	20%	15%	23%
◆ Pharmacy	19%	16%	16%	19%	16%
◆ Allied Health	9%	11%	18%	14%	9%
◆ Nursing	7%	8%	7%	4%	4%
◆ Finance/Management/Marketing	7%	9%	9%	9%	5%
◆ Accounting/Entrepreneurship/Comp. Sys.	5%	7%	5%	3%	12%
◆ Psychology	4%	5%	7%	9%	8%
◆ Park/Recreation Management	3%	1%	1%	2%	2%
◆ Social Sciences	3%	3%	2%	10%	3%
◆ Art	2%	1%	1%	1%	1%

	<u>11-12</u>	<u>09-10</u>	<u>08-09</u>	<u>07-08</u>	<u>06-07</u>
◆ Biology	2%	3%	3%	1%	2%
◆ Music	2%	1%	1%	1%	1%
◆ Technology	2%	1%	1%	1%	2%
◆ Chemistry & Physics	1%	2%	0%	1%	3%
◆ Language Arts & Literature	1%	2%	3%	1%	2%
◆ Undecided/Unknown	1%	3%	2%	0%	0%
◆ Communication & Theatre	1%	<1%	2%	3%	2%
◆ Interdisciplinary Studies	1%	0%	0%	0%	0%
◆ Social Work	1%	3%	1%	0%	0%
◆ Kinesiology	0%	0%	0%	0%	1%
◆ Math	0%	1%	0%	1%	0%

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

	<u>11-12</u>	<u>09-10</u>	<u>08-09</u>	<u>07-08</u>	<u>06-07</u>
◆ 3.50 to 4.00	49%	43%	36%	42%	39%
◆ 3.00 to 3.49	26%	34%	37%	32%	31%
◆ 2.50 to 2.99	16%	17%	15%	15%	16%
◆ 2.00 to 2.49	6%	6%	8%	6%	11%
◆ 1.50 to 1.99	1%	0%	3%	1%	3%
◆ 0.00 to 1.49	<1%	0%	1%	0%	0%
◆ Does not apply	1%				

Some generalizations from the 2011-2012 data include the following (response choices are in italics):

Background Information

- ◆ Fifty-six percent of the students are between the ages of 19-22; 32% are between the ages of 23-39.
- ◆ Seventy-eight percent are *Caucasian or white*; 8% are *Native American*, and 8% are either *Asian American*, *Oriental*, *Pacific Islander*, or *Mexican-American/Mexican*.
- ◆ Sixty-nine percent of the responders are *female*, and the rest *male* (31%).
- ◆ Thirty percent were employed *21-40 hours per week*; 22% 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 *Bachelor's degrees* (by 26% of mothers and 25% of fathers; *high school diploma* or *GED* were earned by 24% of mothers and 22% of fathers); *some college* has been experienced by 17% of mothers and 19% of fathers.
- ◆ Fifty percent of the student responders declared that their purpose for entering this college is to obtain a *bachelor's degree*; 20% intend to obtain a *master's* or a *professional degree*; and, 22% entered this college *to obtain a Doctorate or a professional degree*.

- ◆ Eighty-three percent are *full time* students and 96% pay *in-state tuition* with 93% residing within *Oklahoma*.
- ◆ Fifty-eight percent entered Southwestern *directly from high school*, 11% *after working a period of time*, 8% *transferred from a two-year college*, and 10% *transferred from a four-year college*.
- ◆ More than 22% live either in a *resident hall* (21%) or in *married student housing* (1%). Seven percent live with *parents/relatives*, and 72% live in other *off-campus housing*.
- ◆ *Student loans* are a major source of post secondary education funding for 43%. Other major sources of funding are *employment while attending college* (38%), *summer employment* (30%), *educational grants* (for 30%), *personal savings* (28%), *scholarships* (26%), and *parents/relatives* (24%).

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>2011-2012</u>		<u>2009-2010</u>		<u>2008-2009</u>		<u>2007-2008</u>		<u>2006-2007</u>	
	IMPRT	SATSF	IMPRT	SATSF	IMPRT	SATSF	IMPRT	SATSF	IMPRT	SATSF
1. Financial Aid	1.61	1.94	1.47	1.98	1.48	1.93	1.59	1.68	1.57	1.97
2. Academic Advising	1.82	1.88	1.96	1.94	2.04	2.09	2.10	1.83	2.06	2.07
3. Library Programs	1.85	1.61	1.87	1.65	1.85	1.64	1.89	1.70	1.93	1.65
4. Parking Facilities	2.05	3.02	1.81	3.11	1.93	2.73	2.08	2.58	1.97	3.03
5. Student Health/Wellness	2.11	1.51	2.10	1.65	2.02	1.74	2.10	1.77	2.24	1.89
6. Computer Support	2.20	2.02	2.28	1.97	2.27	2.05	2.21	1.76	2.21	1.91
7. Job Placement	2.33	2.29	2.44	2.42	2.30	2.57	2.50	2.21	2.44	2.66
8. Career Planning	2.46	2.20	2.49	2.25	2.24	2.33	2.56	2.14	2.41	2.36
9. Food Services	2.62	2.31	2.48	2.13	2.28	2.13	2.47	2.15	2.74	2.13
10. Student Employment	2.64	1.99	2.56	2.01	2.50	2.02	2.60	2.17	2.69	2.26
11. Tutorial Services	2.82	2.09	2.81	2.04	2.70	2.17	2.91	2.02	2.76	2.23
12. Credit-by-Examination Prog.	2.86	2.03	2.80	1.92	2.70	1.86	2.86	1.96	2.87	2.14
13. College Orientation Program	2.88	2.20	2.98	2.31	2.88	2.33	3.18	2.28	3.04	2.38
14. Honors Programs	2.90	2.43	2.89	2.16	2.83	2.26	2.93	2.29	2.69	2.39
15. College Sponsored Social Act.	2.92	2.16	2.78	2.13	2.63	2.01	2.72	2.12	2.94	2.20
16. Residence Halls	2.94	2.48	2.89	2.24	2.76	2.36	2.82	2.18	3.08	2.17
17. Student Health Insurance	3.02	2.40	2.98	2.61	2.91	2.57	3.09	2.39	2.82	2.66
18. Personal Counseling	3.03	2.11	3.02	2.11	3.04	3.39	3.08	2.17	3.09	2.47
19. Recreational/Intramural Prog.	3.15	2.02	3.11	2.07	2.83	2.04	3.00	1.97	3.11	2.12
20. Cultural Programs	3.26	2.67	3.09	2.42	3.07	2.39	3.05	2.41	3.23	2.61
21. Day Care Services	3.92	3.09	3.73	3.13	3.74	3.38	3.88	3.56	3.60	3.26
MEAN OF THE MEAN	2.64	2.21	2.60	2.20	2.52	2.24	2.65	2.16	2.64	2.31

- ◆ About 79% of SWOSU students are *Satisfied* or *Very Satisfied* with Financial Aid; 11% more than the national comparison.
- ◆ About 80% of SWOSU students are *Satisfied* or *Very Satisfied* with Academic Advisement; 8% more than the national comparison.
- ◆ Eighty-seven percent of SWOSU students are *Satisfied* or *Very Satisfied* with Library Programs; 8% more than the national comparison.
- ◆ Thirty-eight percent of SWOSU students are *Satisfied* or *Very Satisfied* with Parking facilities; 4% less than the national comparison.
- ◆ Almost 92% of SWOSU students are *Satisfied* or *Very Satisfied* with Student Health/Wellness; 30% more than the national comparison.
- ◆ Almost 77% of SWOSU students are *Satisfied* or *Very Satisfied* with Computer Support; 9% more than the national comparison.
- ◆ Almost 53% of SWOSU students are *Satisfied* or *Very Satisfied* with Job Placement; 10% more than the national comparison.
- ◆ About 63% of SWOSU students are *Satisfied* or *Very Satisfied* with Career Planning; 7% 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 five students actually expressed dissatisfaction.

All Southwestern services except a Cultural Program, an Honors Program, 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, academic advisement, and library programs.

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 ten aspects of college environment that seem to be most important to our student, and how they were rated by respondents according to mean:

ASPECT	<u>2011-2012</u>		<u>2009-2010</u>		<u>2008-2009</u>		<u>2007-2008</u>		<u>2006-2007</u>	
	IMPRT	SATSF	IMPRT	SATSF	IMPRT	SATSF	IMPRT	SATSF	IMPRT	SATSF
1. Quality of inst. in major	1.18	1.75	1.21	1.68	1.30	1.81	1.30	1.67	1.27	1.87
2. Attitude of faculty toward students	1.24	1.67	1.30	1.70	1.31	1.70	1.35	1.64	1.35	1.81
3. Preparation for occupation	1.26	1.77	1.30	1.76	1.32	1.84	1.35	1.85	n/a	n/a
4. Course content in major	1.29	1.79	1.28	1.80	1.30	1.90	1.29	1.72	1.34	1.85
5. Availability of courses	1.40	2.22	1.35	2.33	1.36	1.87	1.39	2.38	1.41	2.50
6. Value of advisor's info.	1.42	1.85	1.56	1.95	1.47	2.03	1.76	1.91	n/a	n/a
7. This college in general	1.44	1.60	1.45	1.55	1.43	1.71	1.44	1.61	1.50	1.77
8. Out-of-class availability of instructors	1.46	1.71	1.52	1.72	1.50	1.88	1.59	1.73	1.63	1.83
9. Testing/grading system	1.54	1.80	1.48	1.87	1.53	1.87	1.51	1.86	1.56	1.96
10. Availability of your advisor	1.55	1.83	1.68	1.95	1.59	1.98	1.76	1.84	n/a	n/a
11. Concern for you as an individual	1.58	1.94	1.67	1.89	1.54	2.12	1.63	1.92	1.61	2.06
12. Accuracy of college information	1.63	1.88	1.62	1.79	1.56	1.84	1.76	1.85	n/a	n/a

ASPECT (Cont.)	<u>2011-2012</u>		<u>2009-2010</u>		<u>2008-2009</u>		<u>2007-2008</u>		<u>2006-2007</u>	
	IMPRT	SATSF	IMPRT	SATSF	IMPRT	SATSF	IMPRT	SATSF	IMPRT	SATSF
13. Academic calendar	1.65	1.68	1.69	1.76	1.64	2.30	1.63	1.83	1.76	1.99
14. Billing and fee payment	1.65	2.05	1.82	1.94	1.54	1.97	1.84	1.96	1.84	2.02
15. Classroom facilities	1.66	1.79	1.71	1.94	1.64	1.98	1.68	1.72	n/a	n/a
16. Class size relative to type of course	1.67	1.48	1.61	1.46	1.57	1.54	1.68	1.50	1.71	1.57
17. Variety of courses offered	1.68	1.95	1.63	2.13	1.47	2.20	1.73	2.10	1.60	2.22
18. Personal security/safety	1.72	1.63	1.62	1.65	1.48	1.77	1.51	1.72	n/a	n/a
19. Availability of fin. aid info.	1.74	2.12	1.57	2.13	1.47	1.84	1.72	2.01	n/a	n/a
20. Availability of computers	1.80	1.81	1.65	1.90	1.68	2.02	1.76	1.71	1.80	1.93
21. Flexibility to design own program of study	1.83	1.93	1.84	1.91	1.87	1.90	1.88	1.89	n/a	n/a
22. Laboratory facilities	1.92	1.80	1.89	1.96	1.76	2.02	1.96	1.77	2.40	2.04
23. Study areas	1.94	1.87	2.00	1.94	1.81	1.88	2.01	2.01	2.20	2.08
24. Computer labs	1.95	1.75	1.83	1.73	1.70	1.71	1.82	1.69	1.86	1.71
25. General admission procedures	2.00	1.72	1.94	1.77	1.77	1.84	2.06	1.80	n/a	n/a
26. Condition of building and grounds	2.03	1.97	2.03	1.95	2.06	1.91	2.06	2.02	2.05	2.00
27. Attitude of non-teaching staff to students	2.06	1.82	2.03	1.73	1.99	1.93	2.12	1.84	2.17	1.85
28. General registration procedures	2.08	1.84	2.13	1.79	1.95	1.87	2.02	1.76	1.97	1.90
29. Rules gov. student conduct	2.17	1.92	2.16	2.02	2.01	2.07	2.11	1.99	n/a	n/a
30. Student union/community center	2.18	1.85	2.18	1.77	1.98	1.82	2.07	1.75	2.52	1.92
31. Racial harmony	2.22	1.78	2.04	1.80	1.90	1.88	1.90	1.84	2.28	1.91
32. Purposes for student activity fee	2.23	2.53	2.00	2.83	1.91	2.65	2.10	2.48	n/a	n/a
33. Student voice in college policies	2.27	2.37	2.22	2.35	2.06	2.34	2.30	2.29	n/a	n/a
34. Campus bookstore	2.28	2.59	2.03	2.38	1.67	2.23	1.93	2.03	1.96	2.28
35. Opportunities for student emp.	2.39	2.15	2.25	2.11	2.20	2.19	2.12	2.15	2.63	2.18
36. Opportunities for personal involvement in campus activities	2.41	1.96	2.43	1.87	2.29	1.90	2.21	1.82	2.70	2.01
37. Religious activities & programs	2.62	1.98	2.60	1.91	2.65	2.00	2.54	1.92	2.68	2.07
38. Academic prob./susp.pol.	2.64	1.98	2.64	2.04	2.35	2.20	2.55	2.20	n/a	n/a
39. Availability of student housing	2.65	2.36	2.65	2.32	2.44	1.82	2.60	2.03	2.86	2.29
40. Athletic facilities	2.66	1.89	2.74	2.10	2.34	2.14	2.67	1.96	2.88	2.13
41. Campus media	2.88	2.32	2.79	2.15	2.52	2.16	2.66	2.35	2.77	2.35
42. Residence hall rules & reg.	2.93	2.22	2.96	2.35	2.72	2.66	2.82	2.36	n/a	n/a
43. Student government	2.96	2.49	2.87	2.49	2.75	2.30	2.80	2.26	3.18	2.54

ASPECT (Cont.)	<u>2011-2012</u>		<u>2009-2010</u>		<u>2008-2009</u>		<u>2007-2008</u>		<u>2006-2007</u>	
	IMPRT	SATSF	IMPRT	SATSF	IMPRT	SATSF	IMPRT	SATSF	IMPRT	SATSF
MEAN OF THE MEAN	1.95	1.94	1.93	1.96	1.82	1.99	1.93	1.92	2.01	2.02

- ◆ Eighty-four percent of SWOSU students are *Satisfied* or *Very Satisfied* with the quality of instruction in major field; 7% more than the national comparison.
- ◆ Eighty-four percent of SWOSU students are satisfied with the attitude of faculty toward students; 8% more than the national comparison.
- ◆ Almost 83% of SWOSU students are satisfied with preparation for future occupation; 15% 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.
- ◆ About 68% of SWOSU students are satisfied with availability of courses; 20% more than the national comparison.
- ◆ Seventy-nine percent of SWOSU students are satisfied with the value of information from advisor; 8% more than the national comparison.
- ◆ Ninety-one percent of SWOSU students are satisfied with this college in general; 12% 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.
- ◆ About 81% of SWOSU students are satisfied with the availability of your advisor; 10% 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 Campus Bookstore. According to this information, students are generally 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, attitude of faculty toward students, preparation for occupation, and course content in major field. Students would most like to see improvements made to the availability of courses at times you want to take them, the billing and fee payment procedures, and availability of financial aid information.

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. (1.46; the national norm is 1.87)
2. I am proud of my accomplishments at Southwestern. (1.47; the nation norm is 1.93)
3. I would recommend Southwestern to others. (1.56; the national norm is 2.02)
4. Southwestern is equally supportive of all racial/ethnic groups. (1.59; the national norm is 1.99)
5. Southwestern has helped me meet the goals I came here to achieve. (1.63; the national norm is 2.08)
6. My experiences at Southwestern have helped motivate me to make something of my life. (1.63; the national norm is 2.04)
7. My experiences at Southwestern have equipped me to deal with possible career changes. (1.77; the national norm is 2.27)
8. This college welcomes and uses feedback from students to improve the college. (1.93; the national norm is 2.38)

About 95% of respondents indicated that Southwestern was their *first* (70%) or *second* (25%) *choice*. If they could start over, 84% would *definitely* (51%) or *probably* (33%) *choose Southwestern again*. 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 1.64), preparation for career (1.74), preparation for further study (1.84), personal growth (1.84), and social growth (1.99).