

SOUTHWESTERN OKLAHOMA STATE UNIVERSITY
NOEL-LEVITZ STUDENT SATISFACTION INVENTORY
2014

The Noel-Levitz Student Satisfaction Inventory (SSI) was chosen by Southwestern's Assessment Committee to replace the obsolete Survey of Student Opinions (SOSO), which was utilized over the past six years. This Noel-Levitz survey gives Southwestern's leadership insights about the aspects of college that are important to students as well as how satisfied students are with them.

The SSI was utilized as a student satisfaction survey for the first time this year. Southwestern results of the SSI are compared nationally through Noel-Levitz, Inc. with normative data based on 83,749 student records obtained from colleges that administered the SSI within the last three years.

For Southwestern's 2014 administration of the SSI, basically all sophomores, juniors, and graduate students were invited to participate. The online survey was accessible to 2,119 students; it was completed by 354 respondents. Results have been tabulated, and for the 2014 administration, the response rate was 16.71 percent; the response rate from the last administration of the SOSO was 13.90 percent. In general, respondents are female, ages 19 to 24, and Caucasian/White. The largest groups of respondents are Education, Pharm.D. or Pre-Pharmacy, and Nursing majors (21.89%, 21.60%, and 8.58% respectively).

The class levels of the respondents are divided as shown:

	<u>13-14</u>	<u>11-12</u>	<u>09-10</u>	<u>08-09</u>	<u>07-08</u>	<u>06-07</u>
◆ Sophomores	34%	31%	19%	16%	15%	19%
◆ Juniors	28%	33%	23%	27%	14%	16%
◆ Graduate/Prof. Students	31%	32%	24%	11%	20%	20%
◆ Other	7%	1%	1%	0%	4%	0%

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

	<u>13-14</u>	<u>11-12</u>	<u>09-10</u>	<u>08-09</u>	<u>07-08</u>	<u>06-07</u>
◆ Education	22%	27%	21%	20%	15%	23%
◆ Pharmacy	22%	19%	16%	16%	19%	16%
◆ Nursing	9%	7%	8%	7%	4%	4%
◆ Allied Health majors	7%	9%	11%	18%	14%	9%
◆ Accounting/Entrepreneurship/Comp. Sys.	7%	5%	7%	5%	3%	12%
◆ Biology, Finance/Management/Marketing, Park/Recreation Management, MBA, Psychology, Communication & Theatre, Technology, Sayre Campus, and others	< 5% each					

Summary

Students were given the opportunity to rate the importance of and satisfaction with various aspects of college. Choices for rating importance were **7 Very Important, 6 Important, 5 Somewhat Important, 4 Neutral, 3 Somewhat Unimportant, 2 Not Very Important, and 1 Not Important At All**. Satisfaction response choices were **7 Very Satisfied, 6 Satisfied, 5 Somewhat Satisfied, 4 Neutral, 3 Somewhat Dissatisfied, 2 Dissatisfied, and 1 Very Dissatisfied**. In general, Southwestern students continue to display more satisfaction than students at other four-year public colleges. Data reveals the following points of interest:

1. Almost all satisfaction scores of SWOSU students were higher than the national average.
2. The highest satisfaction scores of SWOSU students (all of which are higher than the national average) apply to the following items:
 - ◆ 51. This institution has a good reputation within the community. (6.25)
 - ◆ 68. Nearly all of the faculty are knowledgeable in their field. (6.20)
 - ◆ 72. On the whole, the campus is well-maintained. (6.19)
 - ◆ 33. My academic advisor is knowledgeable about requirements in my major. (6.17)
 - ◆ 7. The campus is safe and secure for all students. (6.17)
 - ◆ 36. Security staff respond quickly in emergencies. (6.15)
 - ◆ 16. The instruction in my major field is excellent. (6.07)
 - ◆ 39. I am able to experience intellectual growth here. (6.07)
 - ◆ 50. Class change (drop/add) policies are reasonable. (6.07)
 - ◆ 8. The content of the courses within my major is valuable. (6.06)
 - ◆ 55. Major requirements are clear and reasonable. (6.06)
 - ◆ 65. Faculty are usually available after class and during office hours. (6.04)
 - ◆ 35. The assessment and course placement procedures are reasonable. (6.04)
 - ◆ 58. The quality of instruction I receive in most of my classes is excellent. (6.01)
3. For item 23. Living conditions in the residence halls are comfortable (adequate space, lighting, heat, air, etc.), the satisfaction of SWOSU students was a little lower than the national average (4.35 and 4.68, respectively).
4. On item 42. There are a sufficient number of weekend activities for students, the satisfaction of SWOSU students (4.49) was slightly lower than the national average (4.59).

5. The table below is the result of grouping questions into various scales, and they are sorted according to importance:

# Imp.	Scales in order of importance	2014 SWOSU		
		Imp.	Sat.	Performance Gap
1	Instructional Effectiveness questions	6.54	5.90	0.64
2	Academic Advising questions	6.53	5.92	0.61
3	Safety and Security questions	6.46	5.30	1.16
4	Registration Effectiveness questions	6.40	5.85	0.55
5	Student Centeredness questions	6.40	5.85	0.55
6	Concern for the Individual questions	6.39	5.74	0.65
7	Recruitment and Financial Aid questions	6.39	5.67	0.72
8	Campus Climate questions	6.37	5.84	0.53
9	Service Excellence questions	6.27	5.76	0.51
10	Campus Support Services questions	6.26	5.84	0.42
11	Campus Life questions	6.37	5.40	0.56
12	Responsiveness to Diverse Populations questions		5.78	

6. The largest gap between importance and satisfaction applies to item 21. The amount of student parking space on campus is adequate. While Importance was rated at 6.27, Satisfaction was rated at only 3.74 (a gap of 2.53). The table below shows the largest gaps:

2014 SWOSU	Imp.	Sat.	Performance Gap
21. The amount of student parking space on campus is adequate.	6.27	3.74	2.53
77. There is plenty to do in town when I have free time, on the weekends, etc.	5.99	3.81	2.18
23. Living conditions in the residence halls are comfortable (adequate space, lighting, heat, air, etc.)	6.12	4.35	1.77
73. Student activities fees are put to good use.	6.38	5.10	1.28
42. There are sufficient number of weekend activities for students.	5.73	4.49	1.24
17. Adequate financial aid is available for most students.	6.59	5.50	1.09
38. There is an adequate selection of food available in the cafeteria.	6.09	5.03	1.06
28. Parking lots are well-lighted and secure.	6.27	5.27	1.00

7. Of the top 25% most important items to Southwestern students, the highest satisfaction is found in the following items:

2014 SWOSU	Imp.	Sat.	Performance Gap
80. I want to continue to attend SWOSU and graduate from SWOSU. (Campus Item)	6.55	6.35	0.20
68. Nearly all of the faculty are knowledgeable in their field.	6.67	6.20	0.47
33. My acadmic advisor is knowledgeable about requirements in my major.	6.68	6.17	0.51
7. The campus is safe and secure for all students.	6.65	6.17	0.48
36. Security staff respond quickly in emergencies.	6.65	6.15	0.50
16. The instruction in my major field is excellent.	6.73	6.07	0.66
39. I am able to experience intellectual growth here.	6.56	6.07	0.49
8. The content of the courses within my major is valuable.	6.70	6.06	0.64
55. Major requirements are clear and reasonable.	6.60	6.06	0.54
65. Faculty are usually available after class and during office hours.	6.47	6.04	0.43
58. The quality of instruction I receive in most of my classes is excellent.	6.70	6.01	0.69

8. Items with the lowest satisfaction level according to SWOSU students are as follows:

2014 SWOSU	Imp.	Sat.	Performance Gap
21. The amount of student parking space on campus is adequate.	6.27	3.74	2.53
77. There is plenty to do in town when I have free time, on the weekends, etc. (Campus Item)	5.99	3.81	2.18
23. Living conditions in the residence halls are comfortable (adequate space, lighting, heat, air, etc.)	6.12	4.35	1.77
42. There are sufficient number of weekend activities for students.	5.73	4.49	1.24
78. I usually stay in town rather than drive out of town on the weekends. (Campus Item)	5.49	4.67	0.82
76. I feel a connection with the community of Weatherford/Sayre. (Campus Item)	5.74	4.96	0.78

9. Items rated with both high importance and high satisfaction by SWOSU students:

2014 SWOSU	Imp.	Sat.	Performance Gap
80. I want to continue to attend SWOSU and graduate from SWOSU.	6.55	6.35	0.20%
51. This institution has a good reputation within the community.	6.42	6.25	0.17%
68. Nearly all of the faculty are knowledgeable in their field.	6.67	6.20	0.47%
72. On the whole, the campus is well-maintained.	6.46	6.19	0.27%
33. My academic advisor is knowledgeable about requirements in my major.	6.68	6.17	0.51%
16. The instruction in my major field is excellent.	6.73	6.07	0.66%
8. The content of the courses within my major is valuable.	6.70	6.06	0.64%
58. The quality of instruction I receive in most of my classes is excellent.	6.70	6.01	0.69%

10. Most SWOSU respondents indicate that:

- ◆ Their college experience so far is either about what was expected or better than expected (by 62%).
- ◆ They are satisfied or very satisfied with the experience here thus far (by 74%).
- ◆ If they had to do it over, they would enroll here again (by 78%).
- ◆ They want to continue to attend SWOSU and graduate from SWOSU (based on mean score of 6.35).

Following is supporting data.

SOUTHWESTERN OK STATE UNIV.
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2014

Item	2014 SWOSU		2014 SWOSU		2014 SWOSU		2014 SWOSU		Nat. 4-year		National 4-year	
	2014 SWOSU		Sophomores		Juniors		Graduate/ Prof.		Publics S. Reg.		Publics	
	Imp.	Sat.	Imp.	Sat.	Imp.	Sat.	Imp.	Sat.	Imp.	Sat.	Imp.	Sat.
1. Most students feel a sense of belonging here.	6.04	5.73	6.23	5.71	6.07	5.70	5.84	5.80	5.83	5.23	5.74	5.07
2. The campus staff are caring and helpful.	6.55	5.91	6.73	5.91	6.54	5.76	6.46	6.06	6.32	5.32	6.25	5.20
3. Faculty care about me as an individual.	6.35	5.85	6.50	5.69	6.24	5.71	6.25	6.06	6.18	5.20	6.08	5.04
4. Admissions staff are knowledgeable.	6.39	5.88	6.51	5.93	6.35	5.82	6.35	5.91	6.30	5.27	6.22	5.12
5. Financial aid counselors are helpful.	6.37	5.50	6.45	5.68	6.30	5.17	6.31	5.48	6.31	4.98	6.20	4.91
6. My academic advisor is approachable.	6.55	5.92	6.67	5.73	6.57	6.02	6.46	5.96	6.49	5.64	6.42	5.51
7. The campus is safe and secure for all students.	6.65	6.17	6.80	6.24	6.67	5.99	6.49	6.25	6.50	5.27	6.44	5.44
8. The content of the courses within my major is valuable.	6.70	6.06	6.79	6.09	6.70	5.88	6.63	6.14	6.58	5.63	6.54	5.52
9. A variety of intramural activities are offered.	5.03	5.55	5.25	5.55	5.06	5.57	4.51	5.49	5.09	5.28	5.06	5.15
10. Administrators are approachable to students.	6.28	5.82	6.46	5.88	6.37	5.77	6.01	5.89	6.07	5.21	5.95	5.05
11. Billing policies are reasonable.	6.37	5.55	6.51	5.61	6.39	5.14	6.29	5.99	6.24	4.88	6.17	4.79
12. Financial aid awards are announced to students in time to be helpful in college planning.	6.41	5.68	6.46	5.89	6.51	5.40	6.26	5.79	6.37	5.00	6.28	4.91
13. Library staff are helpful and approachable.	5.92	5.98	6.05	5.93	5.96	6.02	5.67	6.04	5.94	5.66	5.82	5.56
14. My academic advisor is concerned about my success as an individual.	6.52	5.82	6.61	5.59	6.49	5.81	6.51	6.06	6.39	5.45	6.30	5.28
15. The staff in the health services area are competent.	6.30	5.95	6.46	6.17	6.41	5.84	5.98	5.84	6.10	5.30	5.97	5.19
16. The instruction in my major field is excellent.	6.73	6.07	6.82	6.00	6.69	5.95	6.71	6.23	6.56	5.59	6.51	5.46
17. Adequate financial aid is available for most students.	6.59	5.50	6.72	5.62	6.67	5.31	6.40	5.46	6.39	5.01	6.34	4.90
18. Library resources and services are adequate.	6.36	5.98	6.35	6.03	6.43	6.00	6.35	5.96	6.24	5.67	6.14	5.58
19. My academic advisor helps me set goals to work toward.	6.31	5.60	6.38	5.40	6.42	5.48	6.11	5.87	6.24	5.23	6.13	5.04
20. The business office is open during hours which are convenient for most students.	6.15	5.78	6.30	5.88	6.23	5.87	6.00	5.59	6.10	5.34	5.97	5.18
21. The amount of student parking space on campus is adequate.	6.27	3.74	6.42	3.66	6.45	3.60	5.92	3.99	6.23	3.68	6.07	3.53
22. Counseling staff care about students as individuals.	6.20	5.82	6.43	5.95	6.27	5.73	5.99	5.80	6.13	5.21	6.02	5.04

