

# Student Satisfaction Inventory (SSI) 2019

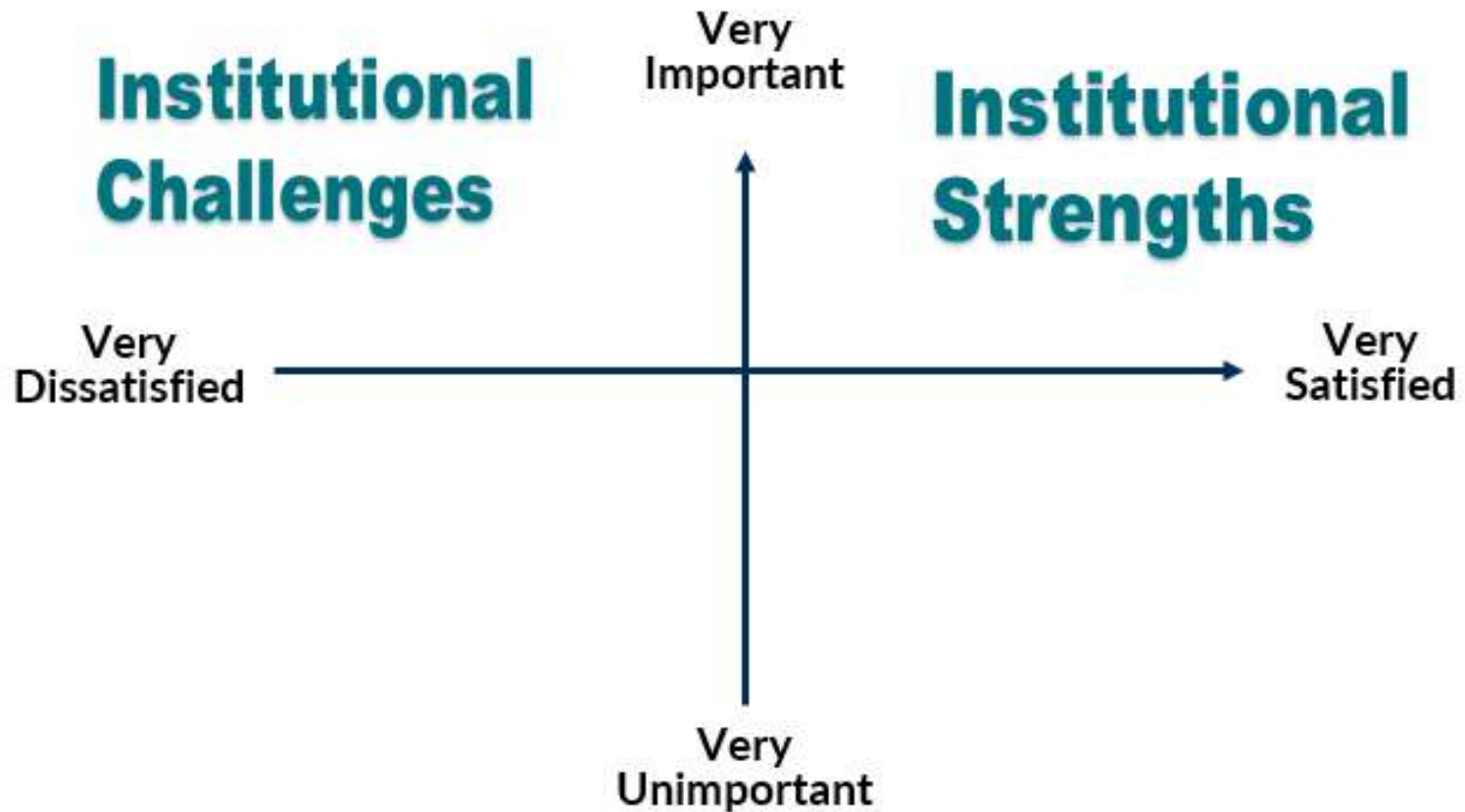


Office of Institutional Research

# Purpose

- The SSI measures student satisfaction and priorities, showing how satisfied students are as well as what issues are important to them
- Student satisfaction is linked to key institutional metrics:
  - Higher student retention
  - Higher graduation rates
  - Higher alumni giving
  - Lower default loan rate

# Results Matrix



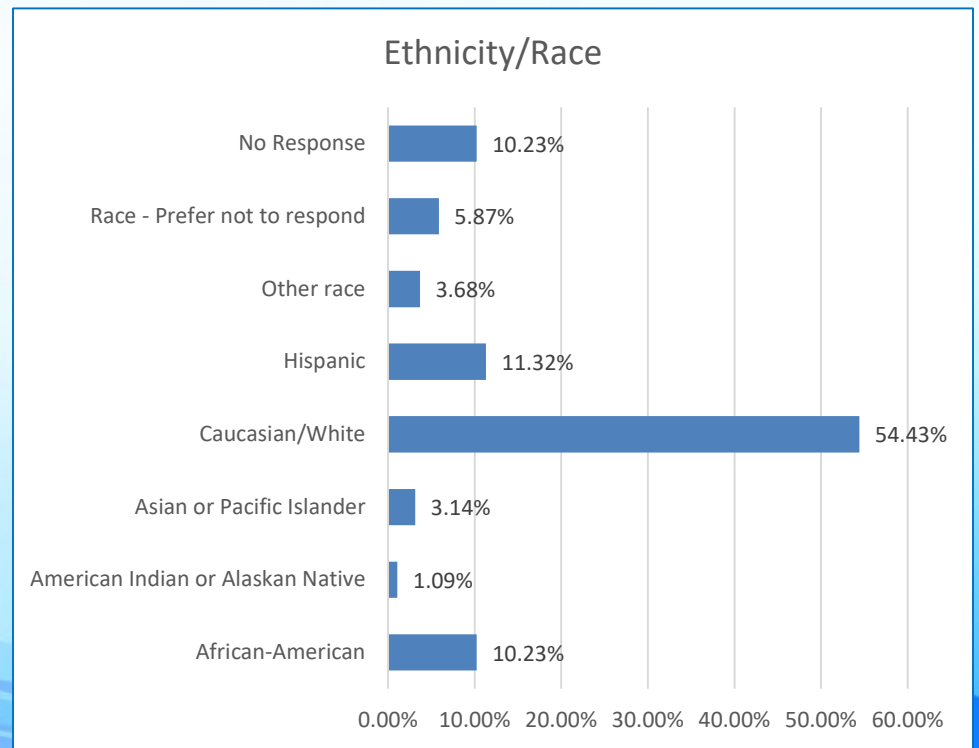
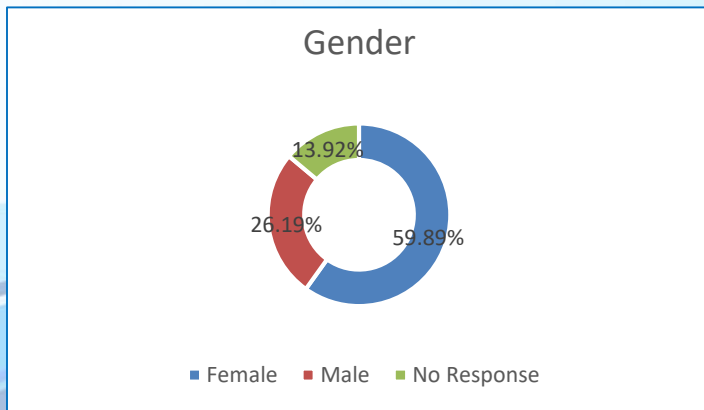
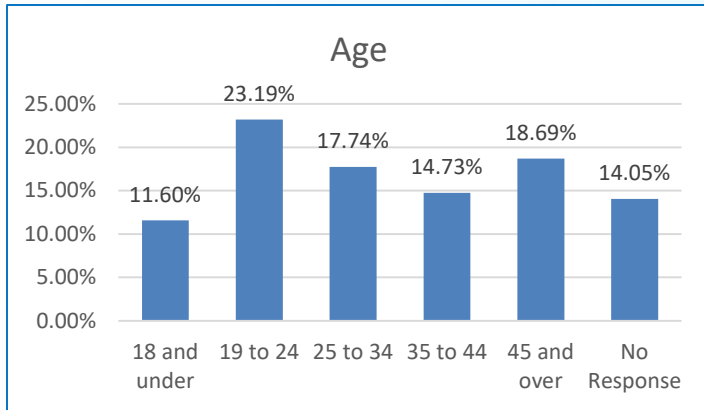
# Survey Distribution

- Administered electronically to students enrolled in college credit programs during Spring 2019
  - 733 students completed the survey out of 12,497 invited to participate (5.9% response rate)

Results

# DEMOGRAPHICS

# Demographics





# Demographics (cont.)

- Of the students who provided a response,
  - 76% were enrolled during the Day
  - 54% had a Full-time Class Load (in SP19)
  - 53% were working towards an Associate Degree
  - 69% were employed in some capacity either on or off campus
  - 67% had Daytona State College as their first choice institution

Results

# SCALES





# Scales by Performance Gap

Scale/Item	Importance	Satisfaction	Gap
Admissions and Financial Aid	6.52	5.47	1.05
Academic Advising/Counseling	6.54	5.54	1.00
Concern for the Individual	6.47	5.51	0.96
Instructional Effectiveness	6.55	5.69	0.86
Registration Effectiveness	6.54	5.70	0.84
Campus Climate	6.42	5.63	0.79
Safety and Security	6.54	5.79	0.75
Service Excellence	6.43	5.69	0.74
Student Centeredness	6.41	5.68	0.73
Campus Support Services	6.33	5.65	0.68
Academic Services	6.54	6.11	0.43

# Top 5 Performance Gaps - Weaknesses

Scale/Item	Importance	Satisfaction	Gap
Financial aid counselors are helpful.	6.52	5.23	1.29
Students are notified early in the term if they are doing poorly in a class.	6.53	5.32	1.21
I am able to register for classes I need with few conflicts.	6.58	5.48	1.10
The school does whatever it can to help me reach my educational goals.	6.58	5.49	1.09
My academic advisor is knowledgeable about my program requirements.	6.65	5.59	1.06

# Top 5 Performance Gaps - Strengths

Scale/Item	Importance	Satisfaction	Gap
Nearly all of the faculty are knowledgeable in their fields.	6.70	5.95	0.75
Campus item: Instructors of online courses present grading criteria for each assignment clearly.	6.65	5.95	0.70
Academic support services adequately meet the needs of students.	6.62	5.94	0.68
There is a good variety of courses provided on this campus.	6.63	5.99	0.64
Campus item: Instructors of online courses use appropriate methods of communication such as discussion forums, news postings and e-mail.	6.60	5.96	0.64

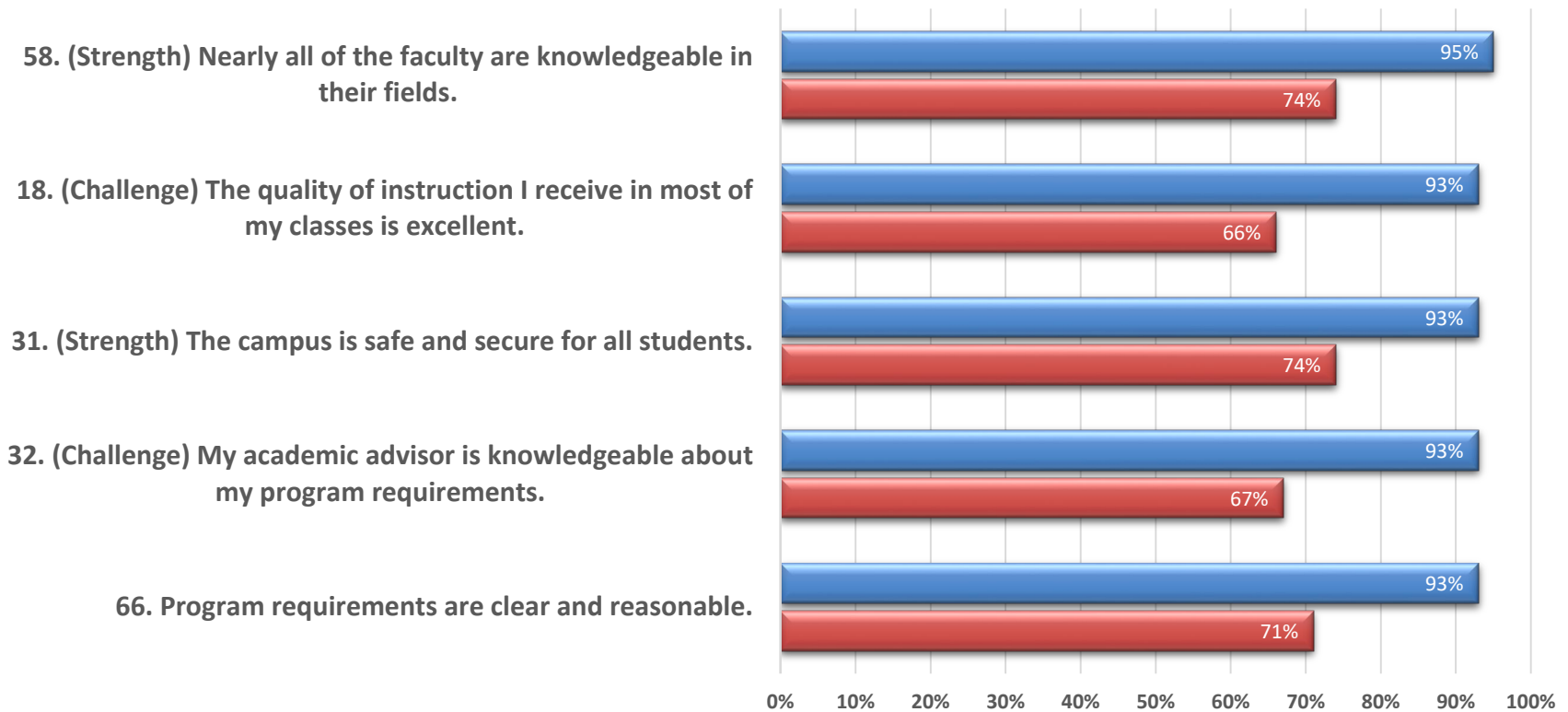
Results

# ITEM PERCENTAGES

# Top 5 - Importance

## Items Reported Most Important

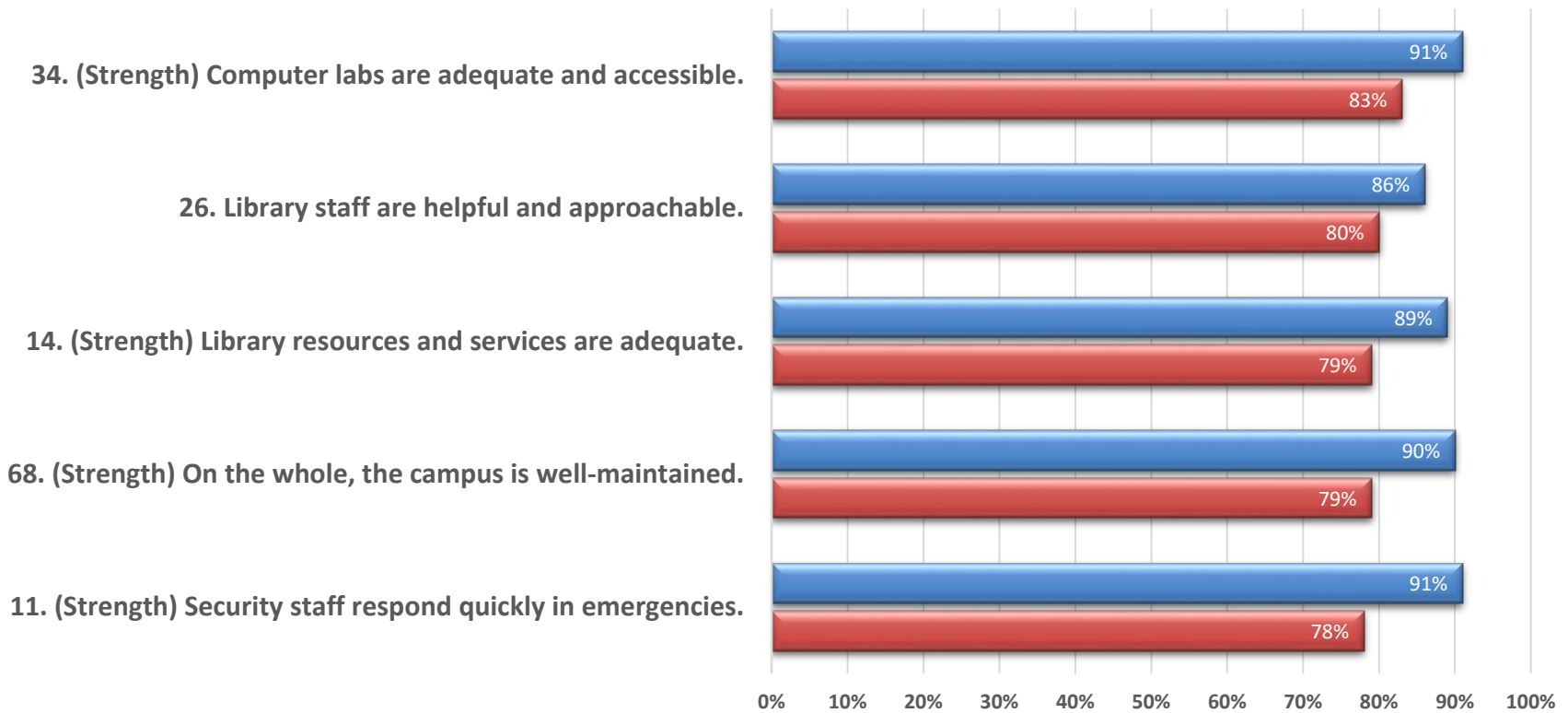
■ Important of Very Important   ■ Satisfied of Very Satisfied



# Top 5 - Satisfaction

## Items Reported Most Satisfactory

■ Important or Very Important   ■ Satisfied or Very Satisfied

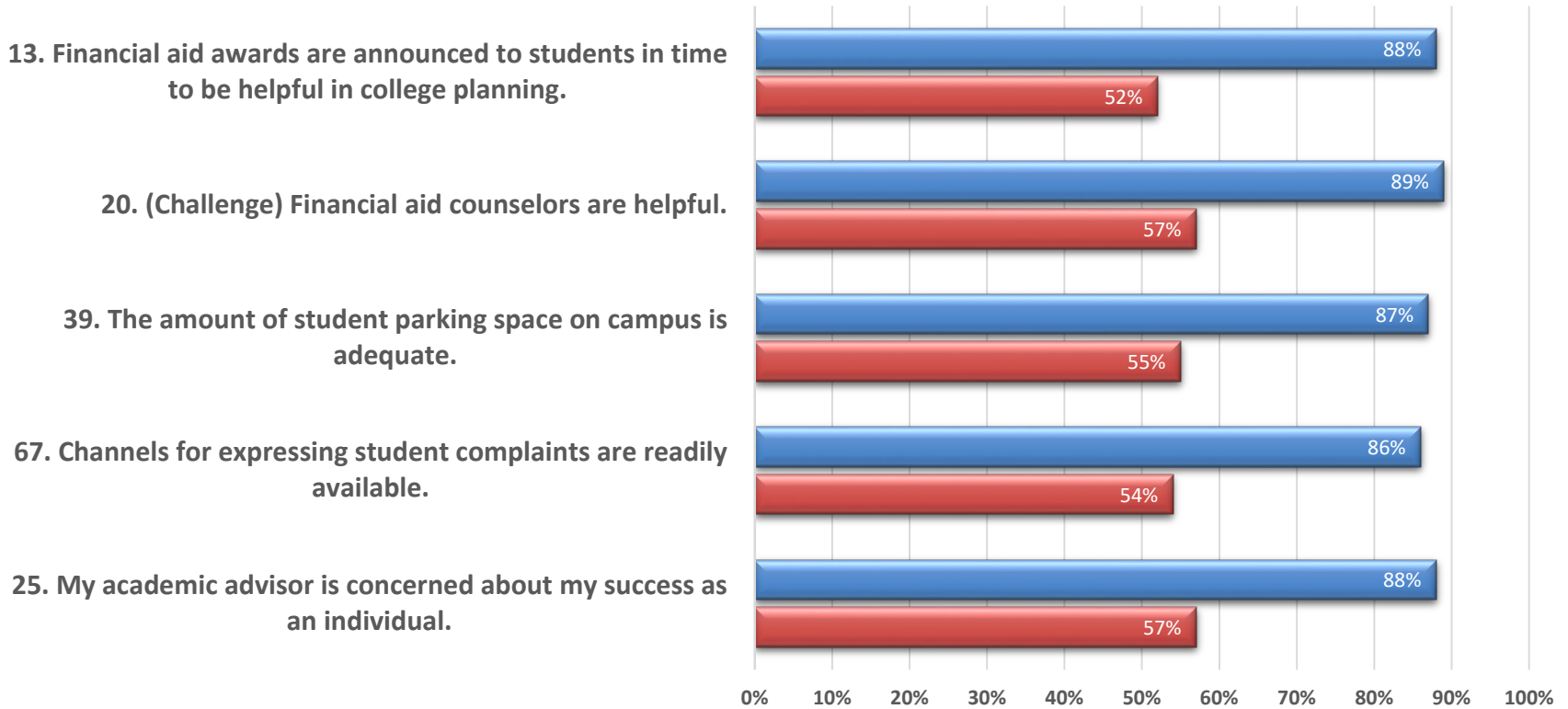




# Top 5 – Performance Gaps

## Largest Performance Gap Between Importance and Satisfaction

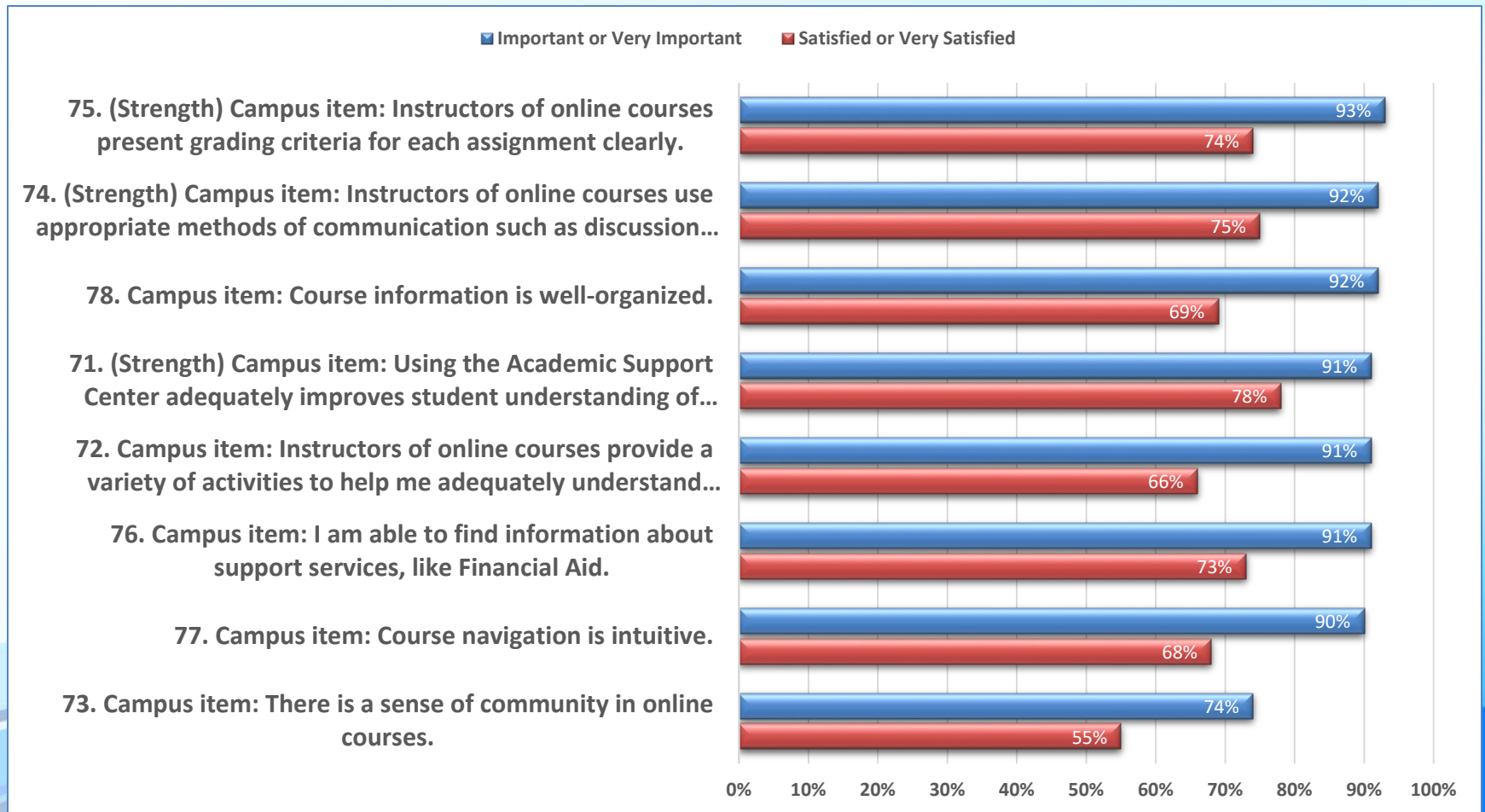
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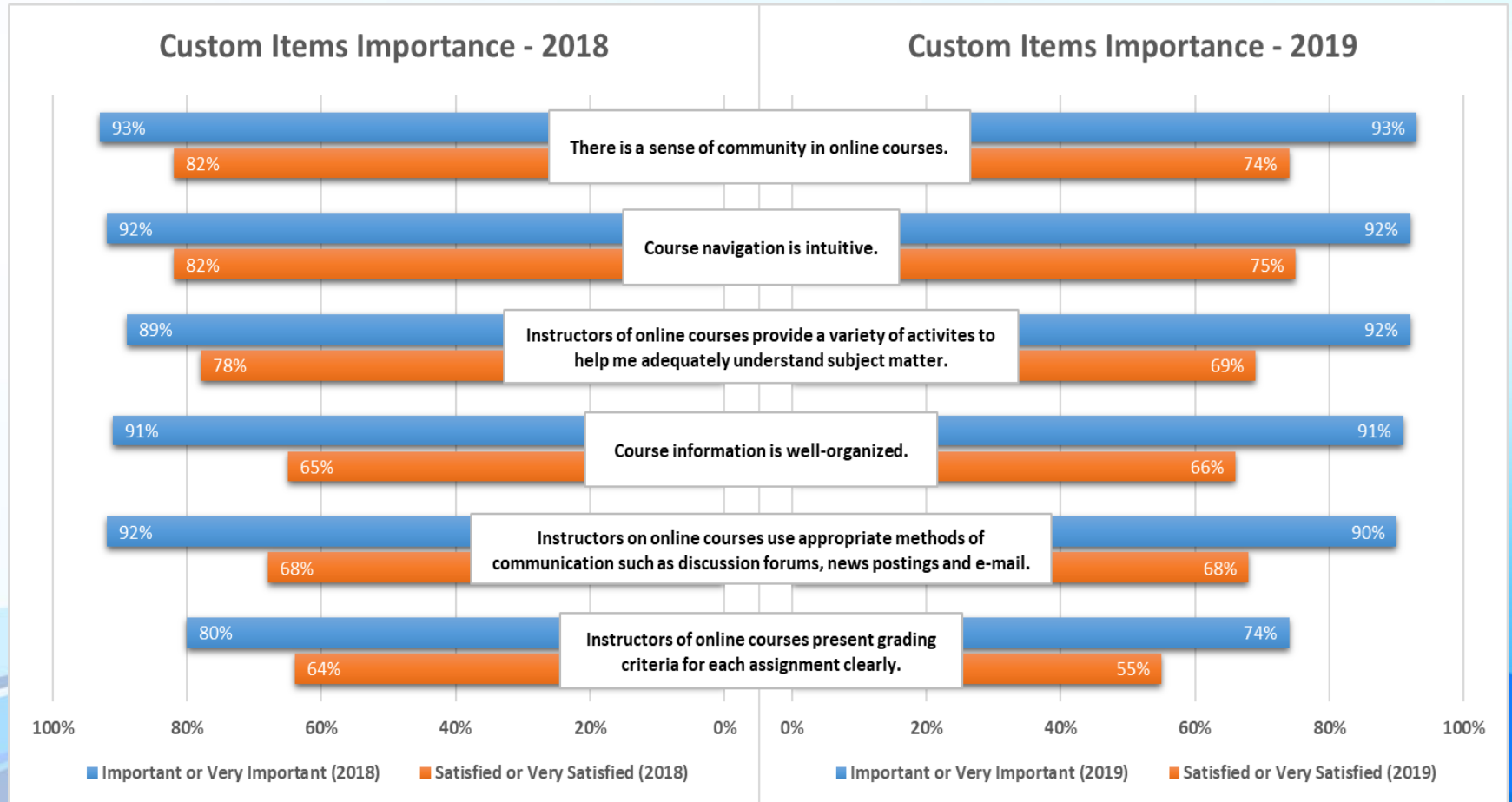
Results

# **CUSTOM ITEMS**

# Custom Items by Importance



# Custom Items Comparison: Online Focus



# Student Comments (Online Focus)

- I am very grateful for the opportunity to take online classes through this institution and find the professors extremely helpful in explaining the course material so that it is understood.
- This has been a great experience for me. I would like to see more online programs.
- Great for online students or middle age like myself looking for business Bachelors degree to advance in career.
- Accessing course content is not user friendly. Especially for new students.
- Online teachers should check their email more often and grade assignments faster because students never get answers from their teachers in a timely manner.
- I would like formatting for online courses to be uniform. Some professors are very organized while others are not.

# **QUESTIONS AND FINAL REMARKS**

