

STUDENT SATISFACTION SURVEY REPORT

Spring 2022

ROGERS STATE UNIVERSITY
Claremore, Oklahoma

Office of Accountability and Academics

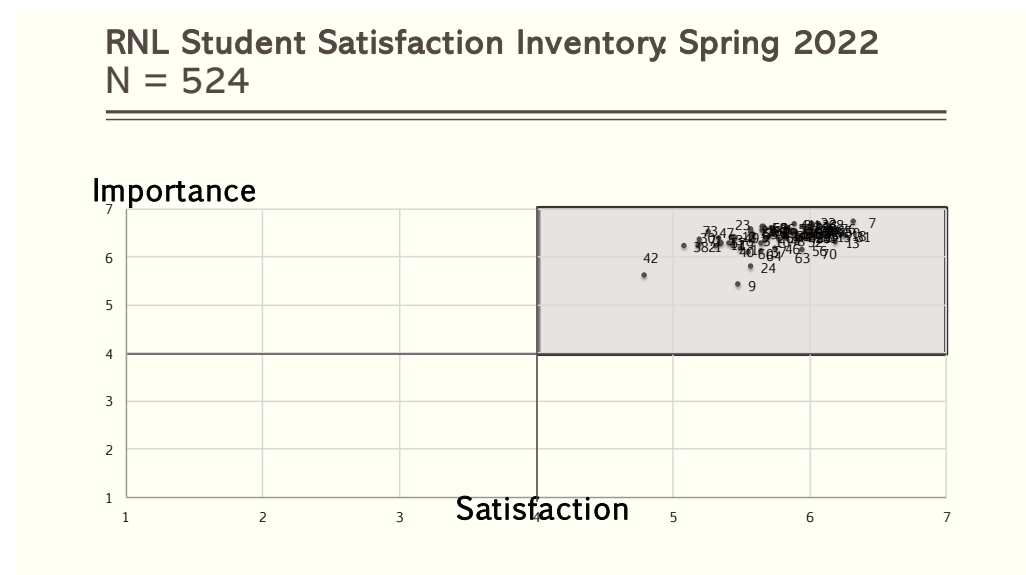


Spring 2022 Student Satisfaction Inventory Results

The Ruffalo Noel Levitz Student Satisfaction Inventory (SSI) was administered via emailed survey link to all enrolled students (2,901) during Spring 2022. A sample size of 340 was targeted for a 95% confidence level and 5% margin of error. A total of 524 students completed the survey for a response rate of 18.1%. The results can be interpreted as generalizable.

Students were asked to rate perceived importance and satisfaction on each of 100 items relevant to their college experience at RSU. All items resulted in mean satisfaction scores significantly above the midpoint of 4.0 (mean = 5.76) using a Likert-type scale. Further, all importance mean ratings were above the midpoint, with a mean importance of 6.42.

Figure 1: Scatterplot of mean importance and mean satisfaction for all items

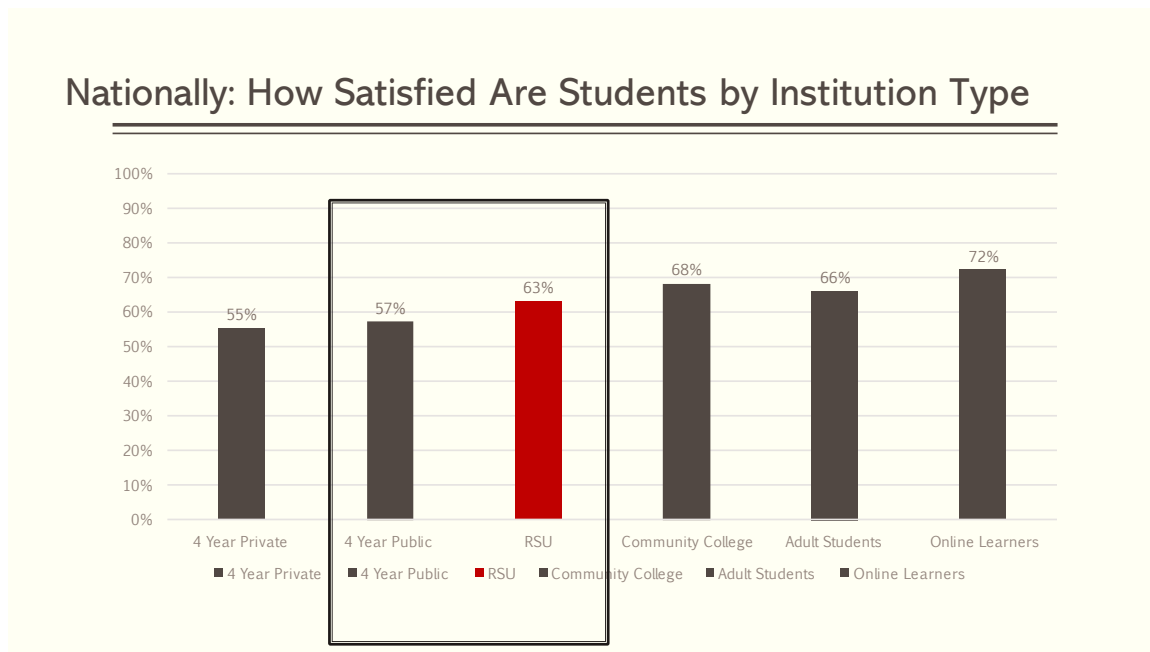


Institutional results are at or above national mean scores. Specifically, student response to:

1. So far, how has your college experience met your expectations?
2. Rate your overall satisfaction with your experience here thus far.
3. All in all, if you had it to do over again, would you enroll here?

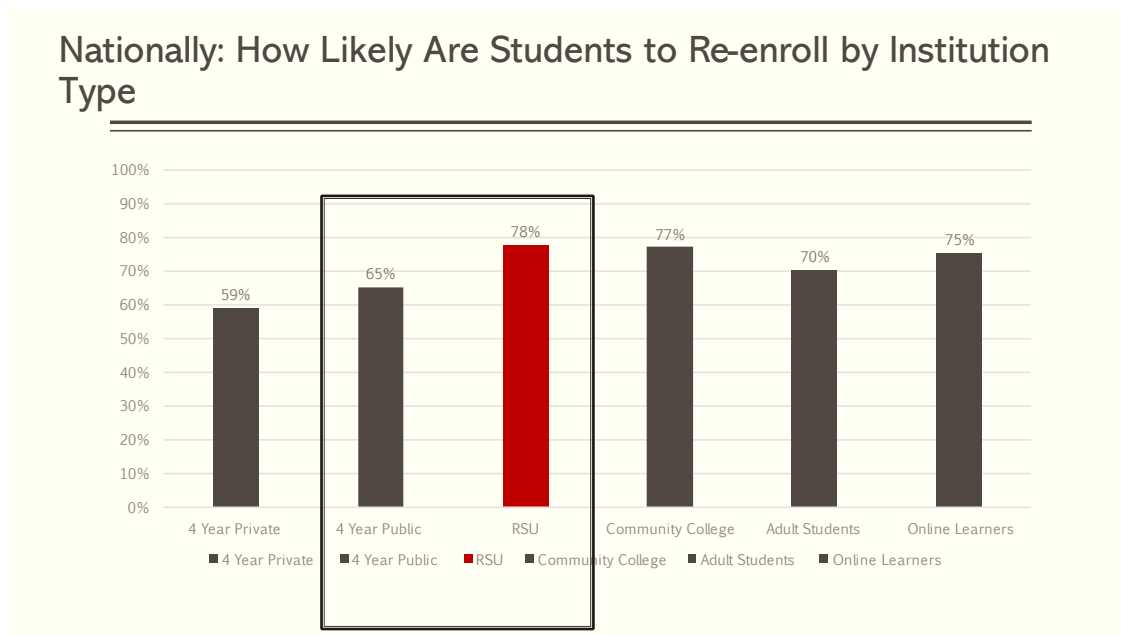
resulted in mean responses that exceeded the national average as shown in Figures 2 and 3.

Figure 2: RSU Comparison to National Average for overall satisfaction.



Percentage of respondents selecting Satisfied to Very Satisfied

Figure 3: RSU Comparison to National Average for likelihood to re-enroll



Percentage of respondents selecting Satisfied to Very Satisfied

Most important to students was campus safety and security (#7), faculty being knowledgeable in their fields (#68), registering for classes with few conflicts (#34), and knowledgeable academic advisement (#33). Highest satisfaction items included campus safety and security (#7), library staff and services (#13 and #18), equal opportunities by gender for athletics (#31), and add/drop policies (#50). Items with highest mean satisfaction, greater than 6.0, are highlighted in green in Table 1.

A gap analysis was conducted to identify the difference between mean importance and mean satisfaction for each item (See Table 1). Lowest gap was -0.05 for the variety of intramural activities offered (#9), indicating higher overall satisfaction than importance. Because mean satisfaction for all items was above the midpoint, areas for additional focus were identified if the item importance minus satisfaction gap exceeded 1.0. In this way several strategies were identified including: improved timely feedback from faculty regarding student course progress (#47), availability of channels for student complaints (#71), adequate selection of food in the cafeteria (#38), and how student activity fees are used (#73). These were highlighted in yellow to address. Although the gap was less than 1.0 with a mean satisfaction rating above the midpoint, (#42) "There are a sufficient number of weekend activities for students," was highlighted in yellow as it was the item with the lowest mean satisfaction of 4.79-the only item below 5.0.

Table 1: Item Gap Analysis

Item	N	Mean Importance	Mean Satisfaction	GAP (Imp - Sat)
7. The campus is safe and secure for all students.	454	6.72	6.32	0.40
68. Nearly all of the faculty are knowledgeable in their field.	430	6.69	6.07	0.62
34. I am able to register for classes I need with few conflicts.	447	6.68	5.89	0.79
33. My academic advisor is knowledgeable about requirements in my major.	442	6.67	6.02	0.65
36. Security staff respond quickly in emergencies.	331	6.66	6.02	0.64
69. There is a good variety of courses provided on this campus.	430	6.63	5.66	0.97
39. I am able to experience intellectual growth here.	442	6.63	5.97	0.66
58. The quality of instruction I receive in most of my classes is excellent.	437	6.62	5.65	0.96
16. The instruction in my major field is excellent.	450	6.60	5.72	0.89
55. Major requirements are clear and reasonable.	439	6.60	5.85	0.75

Item	N	Mean Importance	Mean Satisfaction	GAP (Imp - Sat)
6. My academic advisor is approachable.	461	6.59	5.97	0.62
76. Campus item: Students learn to use written, oral, and visual communication effectively.	427	6.59	6.16	0.43
72. On the whole, the campus is well-maintained.	423	6.58	6.00	0.59
25. Faculty are fair and unbiased in their treatment of individual students.	441	6.58	5.59	0.99
8. The content of the courses within my major is valuable.	462	6.57	5.67	0.90
65. Faculty are usually available after class and during office hours.	422	6.56	6.13	0.43
78. Campus item: Students are encouraged to demonstrate civic knowledge and engagement, ethical reasoning, and skills for lifelong learning.	418	6.55	6.06	0.50
22. Counseling staff care about students as individuals.	371	6.54	6.01	0.54
74. Campus item: Students are encouraged to think critically and creatively.	431	6.54	6.03	0.52
66. Tuition paid is a worthwhile investment.	393	6.54	5.65	0.88
63. Student disciplinary procedures are fair.	357	6.54	5.82	0.71
2. The campus staff are caring and helpful.	462	6.53	5.74	0.80
41. There is a commitment to academic excellence on this campus.	500	6.53	5.88	0.65
47. Faculty provide timely feedback about student progress in a course.	440	6.53	5.27	1.26
50. Class change (drop/add) policies are reasonable.	428	6.53	6.19	0.34
45. Students are made to feel welcome on this campus.	437	6.52	5.90	0.62
27. The personnel involved in registration are helpful.	424	6.52	5.99	0.53
29. It is an enjoyable experience to be a student on this campus.	428	6.52	5.73	0.79
77. Campus item: Students develop an individual perspective on the human experience and demonstrate an understanding of diverse perspectives.	417	6.51	6.08	0.44
17. Adequate financial aid is available for most students.	430	6.51	5.57	0.94

Item	N	Mean Importance	Mean Satisfaction	GAP (Imp - Sat)
67. Freedom of expression is protected on campus.	402	6.50	5.97	0.53
51. This institution has a good reputation within the community.	492	6.49	6.03	0.47
62. There is a strong commitment to racial harmony on this campus.	381	6.49	6.04	0.46
59. This institution shows concern for students as individuals.	432	6.48	5.59	0.89
54. Bookstore staff are helpful.	422	6.48	5.88	0.60
18. Library resources and services are adequate.	423	6.48	6.24	0.24
75. Campus item: Students are encouraged to acquire, analyze, and evaluate knowledge of human cultures and the physical and natural world.	413	6.47	6.03	0.45
14. My academic advisor is concerned about my success as an individual.	451	6.47	5.80	0.66
61. Adjunct faculty are competent as classroom instructors.	443	6.46	5.82	0.64
35. The assessment and course placement procedures are reasonable.	403	6.45	6.03	0.43
4. Admissions staff are knowledgeable.	461	6.45	5.72	0.73
28. Parking lots are well-lighted and secure.	415	6.45	5.99	0.46
44. Academic support services adequately meet the needs of students.	390	6.44	5.83	0.61
5. Financial aid counselors are helpful.	434	6.44	5.58	0.86
15. The staff in the health services area are competent.	353	6.44	6.06	0.38
32. Tutoring services are readily available.	392	6.44	5.92	0.52
31. Males and females have equal opportunities to participate in intercollegiate athletics.	374	6.44	6.27	0.17
12. Financial aid awards are announced to students in time to be helpful in college planning.	430	6.43	5.43	0.99
49. There are adequate services to help me decide upon a career.	397	6.42	5.45	0.97
43. Admissions counselors respond to prospective students' unique needs and requests.	380	6.42	5.92	0.49

Item	N	Mean Importance	Mean Satisfaction	GAP (Imp - Sat)
70. Graduate teaching assistants are competent as classroom instructors.	297	6.41	6.00	0.41 (No TAs at RSU)
20. The business office is open during hours which are convenient for most students.	409	6.41	5.97	0.44
26. Computer labs are adequate and accessible.	407	6.41	5.70	0.71
23. Living conditions in the residence halls are comfortable (adequate space, lighting, heat, air, etc.)	282	6.38	5.46	0.92
53. Faculty take into consideration student differences as they teach a course.	430	6.38	5.33	1.05
71. Channels for expressing student complaints are readily available.	444	6.35	5.19	1.16
48. Admissions counselors accurately portray the campus in their recruiting practices.	368	6.35	5.78	0.57
3. Faculty care about me as an individual.	464	6.35	5.59	0.76
52. The student center is a comfortable place for students to spend their leisure time.	355	6.34	5.91	0.43
10. Administrators are approachable to students.	450	6.32	5.68	0.64
13. Library staff are helpful and approachable.	424	6.31	6.19	0.12
57. I seldom get the "run-around" when seeking information on this campus.	377	6.30	5.35	0.95
64. New student orientation services help students adjust to college.	345	6.29	5.64	0.65
11. Billing policies are reasonable.	489	6.28	5.35	0.93
73. Student activities fees are put to good use.	358	6.28	5.20	1.08
19. My academic advisor helps me set goals to work toward.	443	6.27	5.42	0.85
40. Residence hall regulations are reasonable.	271	6.24	5.44	0.80
30. Residence hall staff are concerned about me as an individual.	276	6.23	5.31	0.91
38. There is an adequate selection of food available in the cafeteria.	321	6.22	5.08	1.14
21. The amount of student parking space on campus is adequate.	484	6.22	5.19	1.03

Item	N	Mean Importance	Mean Satisfaction	GAP (Imp - Sat)
46. I can easily get involved in campus organizations.	390	6.18	5.75	0.44
1. Most students feel a sense of belonging here.	496	6.17	5.50	0.67
56. The student handbook provides helpful information about campus life.	366	6.14	5.94	0.20
37. I feel a sense of pride about my campus.	431	6.13	5.65	0.48
60. I generally know what's happening on campus.	405	6.10	5.55	0.54
24. The intercollegiate athletic programs contribute to a strong sense of school spirit.	315	5.79	5.57	0.22
42. There are a sufficient number of weekend activities for students.	328	5.62	4.79	0.83
9. A variety of intramural activities are offered.	415	5.43	5.48	-0.05

All items were disaggregated by respondent demographics. Analysis of Variance (ANOVA) or an independent t-test were used to test for statistical significance between groups using a 95% confidence level.

- Gender
- Race and ethnicity
- Age
- Enrollment status
- Course load
- GPA
- Goal/Degree Type
- Employment
- Current residence
- Disability
- Whether RSU was 1st, 2nd, or 3rd choice
- Honors Program
- Athletic Program
- Major

Analysis revealed the following:

- Unique attention in Admissions is desired for gender-specific needs such as transgender and genderqueer (e.g., neither exclusively male nor female) students, as well as on-campus male students who desired more engaging, weekend activities

- Students living on-campus, especially males and African American students, desired more engaging, weekend activities, and broader selection of food in the dining hall
- Race-specific needs such as African American, on-campus learners desired clearer financial aid and billing information as well as career services help.
- Freshmen reported highest satisfaction by age; however, beginning with the sophomore year, on-campus living enhancements were desired
- Female learners reported strongest satisfaction across all items
- Hispanic/Latino learners reported high satisfaction with their Admissions experiences
- Associate degree-seekers and part-time students were less satisfied than their peers, with non-traditional, contemporary learners as well as online learners averaging strong satisfaction.

Recommendations:

- Provide training for unique student needs. Demonstrate that these learners are valued. One size does not fit all.
- Develop partnerships with employers and community groups that are reciprocal, not paternalistic.
- Determine how colleges can act as “quarterback organizations” that coordinate goals, strategies, and investments for a community.
- Commit to emphasizing lifelong education by strengthening ties to K-12 schools and offering job training and non-degree credentials to meet local economic needs.

APPENDIX A

Spring 2022 RNL SSI Results by Degree Program

MAJOR * So far, how has your college experience met your expectations? Crosstabulation

Mean=4.8 on a scale of 1-7 (4.0 midpoint)

N=467

Mean	Major Name	# Majors
7.0	Computer Science AS	2
7.0	Military History BA	1
7.0	Physical science AS	1
6.8	Elementary Education AA	8
6.5	Biological Sciences AS	2
6.4	Allied Health Sciences BS	17
6.2	Community Counseling BS	23
6.2	Organizational Leadership BS	11
6.0	Applied Technology BT	5
6.0	Justice Administration BS	5
6.0	Liberal Arts AA	1
6.0	Nursing BS	84
6.0	Secondary Education AA	1
5.9	Accounting AA	8
5.8	Sport Management BS	8
5.7	Other	29
5.6	Social Science BS	32
5.4	Biology Bs	46
5.4	Business Administration AA	10
5.4	Criminal Justice Studies AA	8
5.4	Visual Arts BFA	15
5.3	Business Administration MBA	12
5.3	Business Administration BS	50
5.3	Business Information Technology BS	12
5.3	History BA	11
5.2	Communications BA	17
5.2	Elementary Education BA through CU	6
5.0	Applied Technology AAS	2
5.0	General Studies BGS	5
5.0	Social Science AA	1
4.6	Public Affairs BA	9
4.1	Liberal Arts BA	15

MAJOR * Rate your overall satisfaction with your experience here thus far.
Crosstabulation

Mean=5.5 on a scale of 1-7 (4.0 midpoint)

N=467

Mean	Major Name	# Majors
7.0	Physical Science AS	1
6.6	Applied Technology BT	5
6.3	Elementary Education AA	8
6.0	Applied Technology AAS	2
6.0	Computer Science AS	2
6.0	Liberal Arts AA	1
6.0	Military History BA	1
6.0	Secondary Education AA	1
6.0	Social Science AA	1
5.9	Allied Health Sciences BS	17
5.9	Community Counseling BS	23
5.8	Criminal Justice Studies AA	8
5.7	Nursing BS	84
5.6	Accounting AA	8
5.6	Organizational Leadership BS	11
5.5	Biological Sciences AS	2
5.4	Business Administration BS	50
5.4	Justice Administration BS	5
5.4	Sport Management BS	8
5.4	Other	29
5.3	Biology Bs	46
5.3	Business Administration MBA	12
5.3	Social Science BS	32
5.3	Visual Arts BFA	15
5.1	Business Information Technology BS	12
5.0	Business Administration AA	10
5.0	Communications BA	17
5.0	Elementary Education BA through CU	6
5.0	History BA	11
4.8	Public Affairs BA	9
4.5	Liberal Arts BA	15
4.4	General Studies BGS	5

MAJOR * All in all, if you had it to do over again, would you enroll here? Crosstabulation

Mean=5.6 on a scale of 1-7 (4.0 midpoint)

N=467

Mean	Major Name	# Majors
7.0	Computer Science AS	2
7.0	Military History BA	1
7.0	Physical Science AS	1
6.8	Elementary Education AA	8
6.5	Biological Sciences AS	2
6.4	Allied Health Sciences BS	17
6.2	Community Counseling BS	23
6.2	Organizational Leadership BS	11
6.0	Applied Technology BT	5
6.0	Justice Administration BS	5
6.0	Liberal Arts AA	1
6.0	Nursing BS	84
6.0	Secondary Education AA	1
5.9	Accounting AA	8
5.8	Sport Management BS	8
5.7	Other	29
5.6	Social Science BS	32
5.4	Biology Bs	46
5.4	Business Administration AA	10
5.4	Criminal Justice Studies AA	8
5.4	Visual Arts BFA	15
5.3	Business Administration MBA	12
5.3	Business Administration BS	50
5.3	Business Information Technology BS	12
5.3	History BA	11
5.2	Communications BA	17
5.2	Elementary Education BA through CU	6
5.0	Applied Technology AAS	2
5.0	General Studies BGS	5
5.0	Social Science AA	1
4.6	Public Affairs BA	9
4.1	Liberal Arts BA	15