

Student Satisfaction Inventory Executive Summary - 2015

Introduction

University of Northwestern – St. Paul has administered the Noel-Levitz Student Satisfaction Inventory every other year since 1998 to gather feedback from our students regarding how well the University is meeting their expectations. This report will provide information about the instruments, present results gathered during the November 2015 administration, and detail the identified strengths and challenges for University of Northwestern.

Instrument

The Noel-Levitz Student Satisfaction Inventory (SSI) measures levels of importance and students' satisfaction with a broad spectrum of college experiences. The survey provides a dual rating system that measures the perceived importance and relative satisfaction with student services and programs using a 7-point Likert Scale. The major tenet of the survey is that satisfaction with the college experience occurs when an expectation is met or exceeded by an institution. With this approach in mind, students are asked to rate each item in the inventory by the importance of the specific expectation as well as their satisfaction with how well that expectation is being met.

The instrument includes 73 items on diverse topics affecting the entire campus, including academics, student life, admissions, financial aid and security. An additional 10 supplementary questions were added to the survey: six as part of the CCCU Assessment project, and four specifically developed by University of Northwestern.

The **Importance** rating depicts how strongly students feel about the expectation (the higher the score, the more important it is to a student, hence the stronger the expectation). **Satisfaction** ratings show how satisfied students are that Northwestern has met the expectation (the higher the mean score, the more satisfied the student).

The SSI calculates the difference between the average satisfaction score and the average importance score for each item; this difference is referred to as the **Performance Gap**. A large performance gap indicates lower levels of satisfaction for an item of relatively high importance. The complete results of the survey are located on theROCK under Assessment Information/ Assessment Data and Results/ Institutional Effectiveness.

Participation

The survey was administered online to all Northwestern freshmen, sophomores, juniors, and seniors. The inventory was completed by 223 students. Of these, all were traditional students and were intended to approximate the student body of Northwestern. Of the respondents, slightly over 70% were female, 89% were Caucasian/White and 74% resided in student residences. Slightly over 17% were Freshmen, 26% were Sophomores, 29% were Juniors and 28% identified themselves as Seniors.

Strengths & Challenges 2015

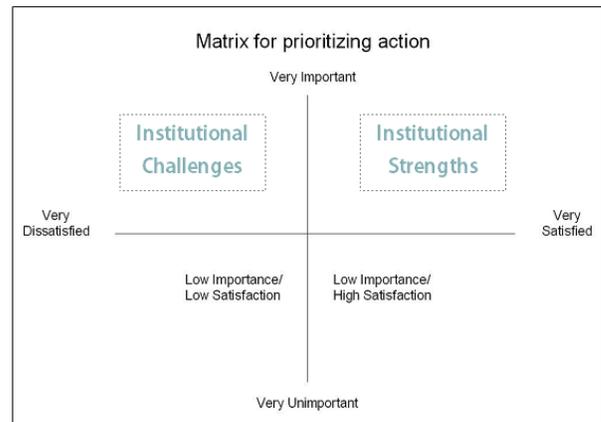
Strong institutional performance on Noel-Levitz survey items occurs when students report high satisfaction on an item also rated as high in importance. Challenges are reported when an item of high importance to students demonstrates low satisfaction, illustrated by the matrix below.

STRENGTHS DEFINITION

Items with mean scores above the mid-point in importance and in the upper quartile (top 25 percent) of satisfaction scores.

CHALLENGES DEFINITION

Items with a mean Importance score above the mid-point (top 50% of items) and Satisfaction mean score is in the bottom quartile (bottom 25% of the items) OR Performance gap score is in the top quartile (top 25% of the largest gaps)



Based on the definitions above, 17 items were identified as Strengths and 13 items were identified as institutional Challenges. Items appear in order of importance score. Those items **Highlighted** were in these same categories in 2013.

2015 Strengths
Nearly all of the faculty are knowledgeable in their field.
It is an enjoyable experience to be a student on this campus.
My advisor is knowledgeable about requirements in my major.
I am able to experience intellectual growth here.
My understanding of God is being strengthened here
This institution shows concern for students as individuals.
Males and females are treated with equal respect on this campus.
The campus staff are caring and helpful.
There is a good variety of courses provided on this campus.
There is a commitment to academic excellence on this campus.
Students are made to feel welcome on this campus.
Major requirements are clear and reasonable.
My academic advisor is approachable.
Where I am spiritually right now, this campus is a good "fit" for me.
This institution has a good reputation within the community.
Counseling staff care about students as individuals.
On the whole, the campus is well-maintained.

2015 Challenges
The amount of parking space on campus is adequate
The content of the courses within my major is valuable.
Tuition paid is a worthwhile investment.
The instruction in my major field is excellent.
The quality of instruction I receive in most of my classes is excellent.
Being on this campus is contributing to my spiritual growth.
I am able to register for classes I need with few conflicts.
Adequate financial aid is available for most students.
The campus is safe and secure for all students.
I feel a sense of belonging at the University of Northwestern.
Security staff respond quickly in emergencies.
Most students feel a sense of belonging here.
I feel safe to question ideas expressed by others in the classroom.
Faculty provide timely feedback about student progress in a course.

Importance

Below are the dozen items on the inventory that ranked the highest in **importance** for Northwestern Students.

	Importance
The content of the courses within my major is valuable.	6.75
Tuition paid is a worthwhile investment.	6.73
Nearly all of the faculty are knowledgeable in their field.	6.70
The instruction in my major field is excellent.	6.68
It is an enjoyable experience to be a student on this campus.	6.63
My academic advisor is knowledgeable about requirements in my major.	6.63
The quality of instruction I receive in most of my classes is excellent.	6.63
Being on this campus is contributing to my spiritual growth.	6.62
I am able to experience intellectual growth here.	6.59
My understanding of God is being strengthened by classroom and/or campus experiences.	6.58
I am able to register for classes I need with few conflicts.	6.56
This institution shows concern for students as individuals.	6.56

Satisfaction

Below are the dozen items on the inventory that ranked the highest in **satisfaction** for Northwestern Students.

	Satisfaction
On the whole, the campus is well-maintained.	6.33
This institution has a good reputation within the community.	6.28
Nearly all of the faculty are knowledgeable in their field.	6.18
I am able to experience intellectual growth here.	6.12
Males and females are treated with equal respect on this campus.	6.12
My academic advisor is knowledgeable about requirements in my major.	6.10
Class change (drop/add) policies are reasonable.	6.07
The campus staff are caring and helpful.	6.05
There is a commitment to academic excellence on this campus.	6.01
Males and females have equal opportunities to participate in intercollegiate athletics.	5.99
Counseling staff care about students as individuals.	5.97
There are adequate services to help me decide upon a career.	5.97

Comparison with CCCU institutions

The table below shows the items for which Northwestern student scores were significantly higher or lower than the CCCU sample. If lower, the score is reported as negative.

Items significantly higher Compared to CCCU sample			
	UNW	CCCU	DIFFERENCE
Living conditions in the residence halls are comfortable	5.75	5.12	.63***
There is an adequate selection of food available in the cafeteria	5.05	4.57	.48***
Staff in the health services area are competent	5.95	5.48	.47***
The intercollegiate athletic programs contribute to school spirit	5.40	5.00	.40***
There are adequate services to help me decide on a career	5.97	5.60	.37***
Class change (drop/add) policies are reasonable	6.07	5.80	.27**
On the whole the campus is well-maintained	6.33	6.08	.25**
Counseling staff care about students as individuals	5.97	5.71	.26*
I am able to register for classes I need with few conflicts	5.67	5.42	.25*
The personnel involved in registration are helpful	5.91	5.71	.20*
UNW has a good reputation within the community	6.28	6.09	.19*

Items score significantly lower Compared to CCCU sample			
	UNW	CCCU	DIFFERENCE
There are a sufficient number of weekend activities for students	3.88	4.90	-1.02***
The amount of student parking space on campus is adequate	3.52	4.02	-.50***
The campus is safe and secure for all students	5.66	6.01	-.35***
I generally know what's happening on campus	5.18	5.52	-.34***
Faculty are usually available after class and during office hours	5.73	5.98	-.25**
Faculty provide timely feedback about student progress in a course	5.18	5.40	-.22*

Satisfactions scores are shown, however differences are related to importance, satisfaction and the standard deviation in satisfaction scores.

*Difference statistically significant at the .05 level

**Difference statistically significant at the .01 level

***Difference statistically significant at the .001 level

Overall Satisfaction with Northwestern

Students were asked to “Rate your overall satisfaction with their experience at Northwestern thus far” on a 7 point scale from 7 = Very satisfied to 1 = Not Satisfied at all.

Students were also asked “All in all, if you had it to do over again, would you enroll here?” Students rated their response from 7= Definitely yes to 1= Definitely not.

The charts below compare the mean score responses of Northwestern Students with those of students attending CCCU institutions and those in the National Private College sample.

