

## Results of the June 2014 Student Satisfaction Survey With 2013 Comparisons

In fall 2013 a revised student satisfaction survey was developed. This survey was first administered in late fall, 2013. A second administration was conducted in June 2014. Comparisons of results from both surveys have been made.

The fall 2013 survey obtained a 20% responses (60-299). The response rate in June 2014 increased to 30% (131/423). 2014 responses were reviewed by Summer I term college of enrollment (Table I below). Percent of student responding from business and education was similar to student enrollment in these colleges. Nursing students responded a a greater rate than their representation in summer I enrollment, and students from Arts and Sciences responded at a lower rate than their representation in enrollment. The latter may be due to inclusion of nondegree students in Arts and Sciences, as nondegree students may be less motivated to respond to this survey.

**Table I: Student Enrollment and Student Respondents**

College	SU-I enrollment		Respondents	
	number	% of enroll	number	% of total
Business	93	22.0%	28	22.0%
Education	38	9.0%	14	11.0%
Arts/Scie*	152	35.9%	29	22.8%
Nursing	140	33.1%	56	44.1%
	423		127	
			(4 unknown)	

### Analysis and Comparison of Satisfaction Ratings

Students were asked to rate their level of satisfaction with 14 areas of University activity on a five-point scale, labeled “Very Dissatisfied,” “Somewhat Dissatisfied,” “No Opinion,” “Somewhat Satisfied,” and “Very Satisfied.” Students were asked to use the “No Opinion” option if they had had no experience with that specific area. The “Somewhat Satisfied” and “Very Satisfied” ratings were summed and expressed as a percentage of ratings in each area. Percentages were calculated with and without the “No Opinion” ratings. Similar calculations were made for the responses to the 2013 survey and compared with the later survey results to determine progress.

Table II compares 2013 and 2014 results with “No Opinion” included in the calculations. Table III provides the same comparison with “No Opinion” ratings excluded. In both tables, increase in student satisfaction from 2013 to 2014 is evident. The variance in increases between Table II and Table III is due to the large number of “No Opinion” responses included in Table II but excluded in Table III calculations. Increases lower than 10% in Table III are in ratings of Financial Aid (2.4%), Registration (6.8%), Overall Experience with USU faculty (6.3%), and Overall Educational Experience (6.9%).

**Table II - Satisfaction Comparisons Including "No Opinion" Rating**

% is sum of Somewhat & Very Satisfied Ratings/total number of ratings

	fall 2013	June 2014	Increase
total respondents	60	131	
Admissions	75.00%	84.62%	9.62%
Academic Advising	62.71%	76.34%	13.63%
Accounting	58.62%	56.92%	-1.70%
Financial Aid	64.40%	66.92%	2.52%
Registration	72.88%	79.84%	6.96%
Library	66.10%	69.46%	3.36%
Computer Lab	41.69%	44.19%	2.50%
Disability Services	15.51%	28.91%	13.40%
Online Course Delivery	43.33%	76.33%	33.00%
Online Technical Support	44.06%	62.31%	18.25%
Accessing Info on NGL	62.07%	63.31%	1.24%
Overall Experience w/ USU faculty	76.27%	79.39%	3.12%
Overall Experience w/ USU staff	73.34%	82.94%	9.60%
Overall Educational Experience	74.58%	80.92%	6.34%

**Table III - Satisfaction Comparisons without "No Opinion" Rating**

% is sum of Somewhat & Very Satisfied Ratings/satisfied + dissatisfied ratings

	fall 2013	June 2014	Increase
total respondents	60	131	
Admissions	80.35%	94.01%	13.66%
Academic Advising	71.15%	90.01%	18.86%
Accounting	73.91%	95.00%	21.09%
Financial Aid	76.00%	78.40%	2.40%
Registration	84.31%	91.15%	6.84%
Library	78.00%	88.34%	10.34%
Computer Lab	67.56%	87.69%	20.13%
Disability Services	69.23%	97.37%	28.14%
Online Course Delivery	53.06%	85.47%	32.41%
Online Technical Support	68.42%	92.85%	24.43%
Accessing Info on NGL	65.45%	83.50%	18.05%
Overall Exp. w/ USU faculty	80.35%	86.66%	6.31%
Overall Exp w/ USU staff	80.00%	92.24%	12.24%
Overall Educational Experience	78.57%	85.48%	6.91%

Students were asked to comment on their ratings, and 41 analyzable comments were received. Positive comments (n=20) outnumbered negative comments (n=15), with 6

comments containing both positive and negative material. All comments are shown in Appendix A (p. 6). Areas receiving negative comments were financial aid, library access, recent changes in nursing program administration, and some online courses.

### **Analysis of Re-Enrollment and Recommendation Decisions**

Two of the most meaningful measures of student satisfaction are the likelihood of making the same enrollment decision, and the likelihood of recommending USU to another student. Students were asked these questions and provided with five response choices: “Definitely Yes,” “Probably Yes,” “Don’t Know,” “Probably No,” or “Definitely No.” Respondents were also asked to explain their decision. For both the 2013 and 2014 administrations, “Yes” responses were summed and expressed as a percentage of total responses, and compared. Results are shown in Table IV below.

**Table IV: % responding probably or definitely yes to question:**

	fall 2013	June 2014	Increase
Would you re-enroll?	65.52%	73.07%	7.55%
Would you recommend?	74.13%	75.20%	1.07%

Although an increase from 2013 is evident, the percent of respondents who would re-enroll does not match the general percent of satisfaction shown in the ratings. Also, the relatively low increase in the percent of students who would recommend USU to a friend, relative, or colleague is worth additional attention. Some information can be found in the comments made by students with regard to their ratings. Comments on re-enrollment decision are provided in Appendix B (p. 10), and comments regarding recommendation decision are found in Appendix C (p. 14).

### **Results by College**

A subset of responses to the 2014 survey (Library, Faculty, Staff, and Overall Ratings; Re-enroll and Recommendation decisions) were disaggregated by College and by time of matriculation (2014 versus earlier matriculated) to determine whether these responses differed by these student characteristics. Results of this analysis are shown in Tables V (all respondents) and VI (“No Opinion” ratings excluded).

Students enrolled in the College of Business provided the highest ratings in these areas, and students from the College of Nursing gave the lowest ratings in these areas. As nursing students comprised 43% of survey respondents and business college students only 22%, ratings from nursing students impacted overall ratings to a greater degree than did business students.

Differences between 2014 matriculates and earlier matriculates in ratings were relatively slight in three of the four rated categories (< 3%), and may be attributable to sampling error. However, almost 90% of 2014 matriculates expressed satisfaction with their overall educational experience, compared to 83% of earlier matriculates.

Additionally, the differences in decisions to re-enroll or recommend USU are greater and indicate a positive trend, with more recent matriculates being more likely to re-enroll or recommend USU to another potential student.

**Table V: Academic Ratings by College and Matriculation**  
**"No Opinion" ratings included in these calculations**

	<u>% somewhat/very satisfied</u>				% responding "Yes"	
	library	faculty	staff	overall	Re-Enroll?	Recmnd?
All 2013 (60)	66.1%	76.3%	73.3%	74.6%	65.5%	73.1%
All 2014 (131)	88.3%	79.4%	83.0%	81.0%	73.1%	75.2%
Arts & Science (29)	65.4%	76.9%	73.1%	80.7%	76.9%	80.8%
Business (28)	77.8%	92.6%	96.1%	92.6%	85.2%	85.1%
Education (14)	49.7%	91.7%	83.3%	83.3%	83.3%	83.3%
Nursing (56)	74.1%	70.4%	84.9%	75.9%	62.3%	66.0%
2014 Matriculates (71)	69.0%	80.3%	87.2%	85.9%	81.4%	82.8%
Earlier Matriculates (56)	72.7%	78.2%	81.5%	78.2%	65.5%	69.1%

**Table VI: Academic Ratings by College and Matriculation**  
**"No Opinion" ratings removed from the calculation**

	<u>% somewhat/very satisfied</u>				% responding "Yes"	
	library	faculty	staff	overall	Re-Enroll?	Recmnd?
All 2013 (60)	78.0%	80.4%	80.0%	78.6%	65.5%	73.1%
All 2014 (131)	88.3%	86.7%	92.2%	85.5%	73.1%	75.2%
Arts & Science (29)	89.5%	90.9%	86.4%	87.5%	76.9%	80.8%
Business (28)	95.5%	92.6%	96.2%	96.2%	85.2%	85.1%
Education (14)	85.7%	91.7%	90.9%	90.9%	83.3%	83.3%
Nursing (56)	86.9%	77.6%	93.8%	78.8%	62.3%	66.0%
2014 Matriculates (71)	87.5%	86.4%	93.8%	89.7%	81.4%	82.8%
Earlier Matriculates (56)	90.9%	86.0%	91.6%	82.7%	65.5%	69.1%

Because of the relatively high percentage of nursing students responding to both surveys and the relatively lower ratings these students gave, decisions to re-enroll and recommend were calculated with nursing student responses excluded. The results are shown in Table VII on the following page. Positive responses increase in all areas, but the variance between enrollment and recommendation increase remains even when these responses are excluded.

**Table VII: Re-Enroll/Recommend Results without Nursing Students**

% responding probably or definitely yes

	Re-enroll	Recommend
2013 responses	73.1%	80.3%
2014 responses	81.5%	83.1%
increase	8.40%	2.80%

### **Summary and Recommendations**

Student satisfaction has increased in all areas reviewed in this survey, but increases are variable across content areas, across colleges, and across matriculation times. Areas with lowest increases should be reviewed to determine how best to improve service in those areas. Student comments should be reviewed for patterns and possible action.

Relatively lower ratings provided from students in the College of Nursing may be related to the recent changes in nursing administration, and responses from these students should be particularly reviewed in the next survey administration.

Improvement plans should be developed as indicated by this survey, to be implemented no later than fall, 2014. The survey should be re-administered in early spring, 2015 to determine efficacy of improvement. Thereafter an annual fall survey administration is suggested. A goal of a specific percentage of satisfaction should be set and evaluated annually.

The response rate has increased from the 2013 survey to the 2014 survey, but is still below the 50% response rate considered acceptable for online surveys in the field of education. Additional efforts should be made to consider how response rates can be increased.