



# Student Satisfaction and Priorities

STUDENT SATISFACTION INVENTORY™ RESULTS,

Fall 2020

ADMINISTRATION

The Master's University

N= 271

Students  
(Number of completed surveys)

Student satisfaction is defined as “when expectations are met or exceeded by the student’s **perception** of the campus reality.” **Remember perception is reality!**

\*Schreiner & Jullerat, 1994

## Why does student satisfaction matter?

Student satisfaction has been positively linked to:



Individual student retention



Annual giving



College completion rates

## Priorities for Our Students

Matrix for prioritizing action:



### 1 Our Institutional Strengths

These are the top areas our students care about, where we are meeting their expectations.

1. My understanding of God is being strengthened by Classroom and/or Campus experiences
2. Being on this Campus is contributing to my spiritual growth
3. The instruction in my major field is excellent.
4. The quality of instruction I receive in most of my classes is excellent.
5. Faculty, Administrators, and/or Staff are helpful to me in processing issues related to my

### 2 Our Institutional Challenges

These items are the key areas to improve, based on the priorities of our students.”

1. Tuition paid is a worthwhile investment.
2. There is a good variety of courses provided on this campus.
3. Faculty are fair and unbiased in their treatment of individual student
4. I am able to register for classes I need with few conflicts.
5. Adequate financial aid is available for most students.

### 3 Next steps on our campus:

Focus groups with students to better understand our challenges.

Further meetings with key stakeholders including administration, faculty, and student life.

Additional data analysis to determine if there are differences in demographic variables.

### 4 The Importance of Institutional Choice

Students attending their first choice institution are more likely to have higher satisfaction levels overall.

The percentage of our students indicating that we are their:

1ST CHOICE	82%
2ND CHOICE	12%
3RD CHOICE OR LOWER	6%

### 5 What Factors Influence Our Student to Enroll?

It is important to understand why students enroll here.

The percentage of students saying the following factors were important or very important:

FINANCIAL AID	83%
COST	90%
ACADEMIC REPUTATION	84%

### 6 Bottom Line Indicators

How satisfied are our students compared with students nationally?

PERCENTAGE SATISFIED/VERY SATISFIED	85%
NATIONAL LEVEL SATISFIED/VERY SATISFIED	55%

How likely are our students to enroll again if they had it to do over?

PERCENTAGE PROBABLY/DEFINITELY YES	85%
NATIONAL LEVEL PROBABLY/DEFINITELY YES	58%

\*\*These areas will be further explored with additional data analysis and conversations on campus to determine how to best improve the student experience.