



Student Satisfaction and Priorities

STUDENT SATISFACTION INVENTORY™ RESULTS,

Term

ADMINISTRATION

The Master's University

N= 265/22%

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



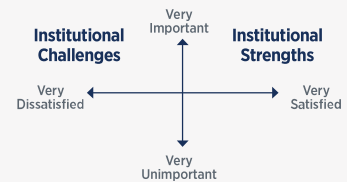
Annual giving



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.”

- Nearly all of the faculty are knowledgeable in their field.
- I am able to experience intellectual growth here.
- The quality of instruction I receive in most of my classes is excellent.
- The content of the courses within my major is valuable.
- The campus is safe and secure.

2 Our Institutional Challenges

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

- The instruction in my major field is excellent.
- Tuition paid is a worthwhile investment.
- Major requirements are clear and reasonable.
- I am able to register for classes I need with few conflicts.
- Adequate financial aid is available for most students.

3 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 | 83% |
| 2ND CHOICE | 13% |
| 3RD CHOICE OR LOWER | 4% |

4 What Factors Influence Our Student to Enroll?

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

Important factors in the decision to enroll at our institution are:

| | |
|---------------------|-----|
| FINANCIAL AID | 90% |
| COST | 86% |
| ACADEMIC REPUTATION | 85% |

5 Bottom Line Indicators

How satisfied are our students compared with students nationally?

| | |
|-----------------------------------------|-----|
| PERCENTAGE SATISFIED/VERY SATISFIED | 80% |
| NATIONAL LEVEL SATISFIED/VERY SATISFIED | 54% |

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

| | |
|----------------------------------------|-----|
| PERCENTAGE PROBABLY/DEFINITELY YES | 89% |
| NATIONAL LEVEL PROBABLY/DEFINITELY YES | 60% |

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

For more information, contact: John Milton, Institutional Research