

#### HLC Accreditation Evidence

- Ruffalo Noel Levitz Student Satisfaction
- URL: <u>https://docs.bartonccc.edu/strategicplan/documents/NL/Campus%20Noel%20Levitz%20Survey.pdf</u>

### Office of Origin:

Institutional Effectiveness

## Contact(s):

Director of Institutional Effectiveness



## **Student Satisfaction and Priorities**

STUDENT SATISFACTION INVENTORY™ RESULTS.

**Spring**, 2021

**ADMINISTRATION** 

#### **Barton County Community College**

N=

162

**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 & Juillerat, 1994

#### Why does student satisfaction matter?

Student satisfaction has been positively linked to:

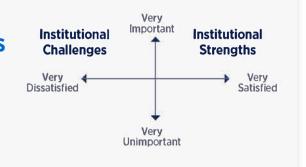






#### Priorities for Our Students

Matrix for prioritzing action:





# Our Institutional Strengths

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

- Academic adv is knowledgeable about my program requirements
- **2.** The campus is safe and secure for all students
- **3.** Students are made to feel welcome here
- **4.** There are convenient ways of paying my school bill
- Registration processes and procedures are convenient

## 2

## Our Institutional Challenges

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

- I am able to register for the classes I need with few conflicts
- 2. The quality of instruction I receive in most of my classes is excellent
- **3.** Academic adv is knowledgeable on transfer requirements of schools
- **4.** Faculty are fair/unbiased in their treatment of individual students
- **5.** This institution helps me identify resources to finance my education

## 3

# Next steps on our campus:

These are the institutional strategic plan updates in the challenge areas:

- **1.** Course schedules and delivery methods expanded
- **2.** Faculty credential collection project completed.
- 3. Advising staff will cross train with better data access
- **4.** Plans for improved instructor orientations and diversity training going forward.



# 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 71%

2ND CHOICE 23%

3RD CHOICE 6%



# 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 85%

cost **85**%

ACADEMIC 74%



## **Bottom Line**Indicators

How satisfied are our students compared with students nationally?

PERCENTAGE SATISFIED/ VERY SATISFIED

68%

NATIONAL LEVEL SATISFIED/ VERY SATISFIED

66%

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

PERCENTAGE PROBABLY/ DEFINITELY YES

**77%** 

NATIONAL LEVEL PROBABLY/ DEFINITELY YES

**73**%

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