



HLC Accreditation Evidence

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

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:



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. 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
5. 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.”

1. 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.

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	71%
2ND CHOICE	23%
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	85%
COST	85%
ACADEMIC REPUTATION	74%

6 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%

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

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