



University of North Dakota

Student Satisfaction Inventory and Priorities Survey for Online Learners

Spring 2006

Institutional Report

**Jean Chen
Carmen Williams
Office of Institutional Research
September 6, 2006**

2006 Student Satisfaction Inventory

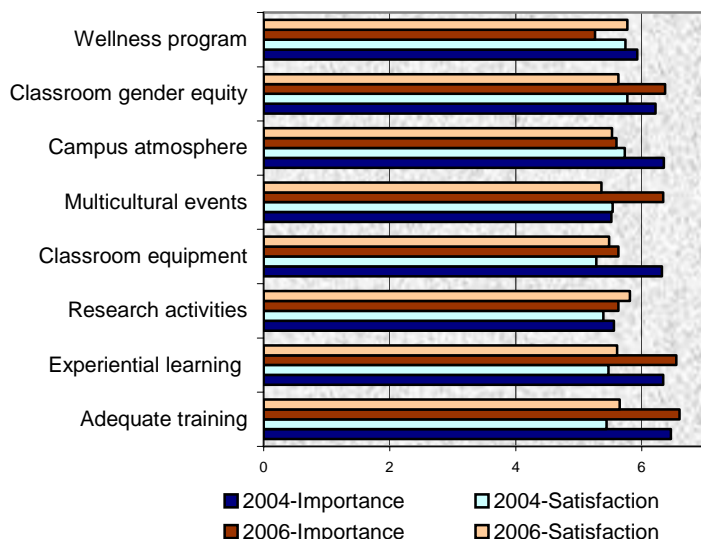
Top 10 Strengths (*was not ranked in top 10 in 2004)

- * 1. Adequate scholastic training and professional development.
- 2. Nearly all the faculty are knowledgeable in their field.
- 3. Academic advisor is knowledgeable about my major requirements
- 4. Opportunities experiential learning experiences.
- * 5. The campus is safe and secure for all students.
- 6. I am able to experience intellectual growth here.
- 7. Major requirements are clear and reasonable.
- 8. My academic advisor is approachable.
- 9. There is a good variety of courses provided on this campus.
- * 10. Opportunities for study abroad that are available through UND.

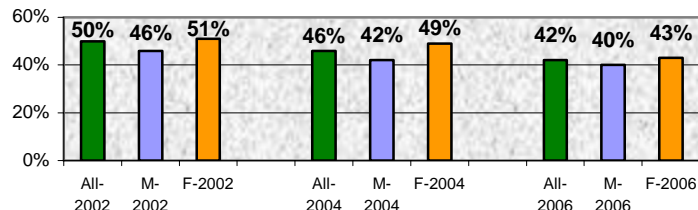
Top 10 Challenges (*was not ranked in top 10 in 2004)

- * 1. The instruction in my major field is excellent.
- * 2. The content of courses within my major is valuable.
- 3. Able to register for classes I need with few conflicts
- * 4. The quality of instructions in most of my classes is excellent.
- * 5. Tuition paid is worthwhile investment.
- * 6. Faculty are fair and unbiased in their treatment of students.
- * 7. Faculty provide timely feedback about student progress in a course.
- 8. Adequate financial aid is available for most students.
- 9. I seldom get the run-around when asking information.
- 10. UND shows concern for students as individuals.

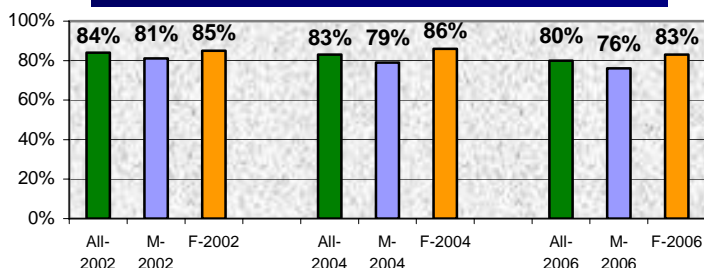
Comparison of mean scores on UND local questions by year (on a 7-point Likert scale, 1= Not satisfied at all or Not important at all ... 7=Very satisfied or very important)



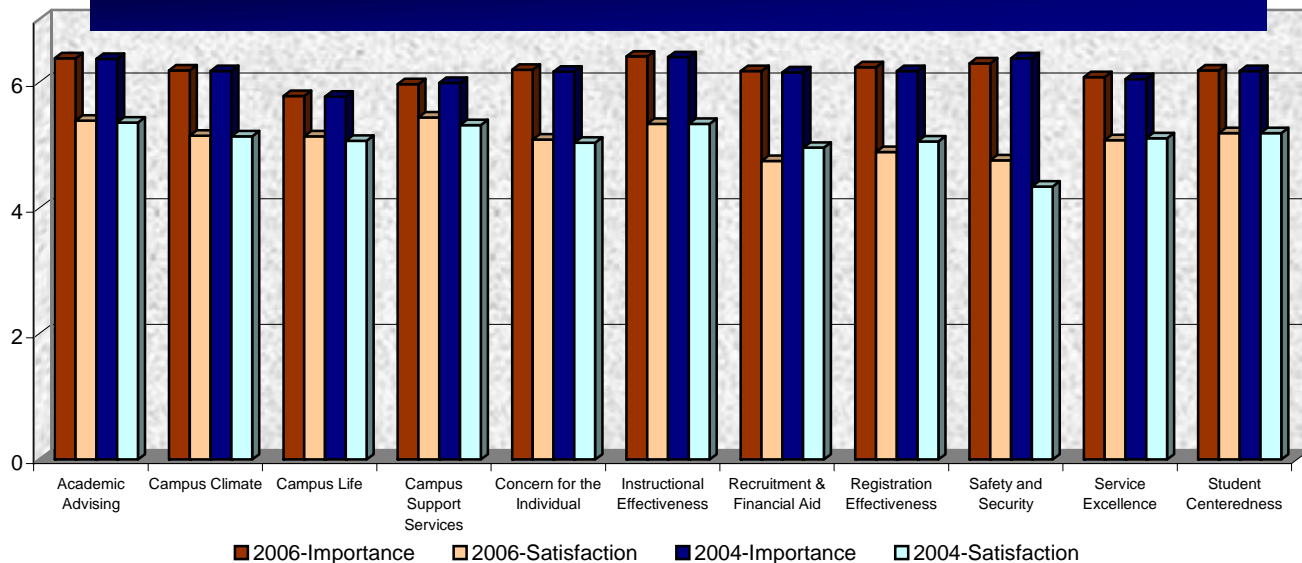
How has college experience met expectation by gender (% indicating "Better than I expected")



Overall satisfaction with UND experience by gender (% indicating "Satisfied")



Comparison of mean scores on 11 composite factors by year (on a 7-point Likert scale)



Pre-enrollment Important Factors	Academic Reputation	Cost	Financial Aid	Size of Institution	Campus Appearance	Personalized Attention	Geographic Setting	Family/friends Recommendations	Opportunity to Play Sport
2004-UND	6.01 (1)	5.96	5.82	5.19	5.07	5.08	4.91	4.79	3.08
2004-National	5.74	6.05 (1)	5.69	5.13	5.11	4.98	5.36	4.58	3.36
2004-NDUS	5.86	6.03 (1)	5.82	5.16	4.96	5.03	5.00	4.68	3.16
2006-UND	6.02 (1)	6.00	5.81	5.18	5.06	5.14	4.97	4.77	3.14
2006-National	5.80	6.06 (1)	5.77	5.19	5.13	5.05	5.36	4.65	3.37
2006-NDUS	5.55	6.12 (1)	5.55	4.98	4.77	4.56	5.09	4.34	2.95

Executive Summary

The Student Satisfaction Inventory (SSI) constructed by Noel-Levitz is a nationally normed, standardized instrument which was administered to all UND students in Spring 2006. This is the third time that UND has participated in SSI and also the first time UND has participated in the Priorities Survey for Online Learners (PSOL). A significant amount of information is generated through 3 different scores for each item along with the computed 12 composite scales for institutional decision makers.

Importance score ratings reflect how strongly UND students feel about their expectations. The top 5 items in order of importance are:

- The instruction in my major field is excellent. (the most important item)
- The content of the courses within my major is valuable
- I am able to register for the classes I need with few conflicts.
- Nearly all of the faculty are knowledgeable in their field.
- The quality of instruction I receive in most of my classes is excellent.

Satisfaction ratings show how satisfied students are that UND has met their expectation. The top 5 items in order of satisfaction are:

- Computer labs are adequate and accessible (the most satisfying item)
- On the whole, the campus is well-maintained
- The student center is a comfortable place for students to spend their leisure time
- The campus is safe and secure for all students
- There is good variety of courses provided on this campus

Performance gap scores (importance rating minus satisfaction rating) show how well UND is meeting the expectation overall. A large performance gap score for an item indicates that UND is not meeting students' expectations while a small or zero gap score indicates that UND is meeting students' expectations.

The top 5 items with the largest performance gap:

- Adequate amount of student parking space on campus. (the largest gap item)
- Student activities fees are put to good use.
- Billing policies are reasonable.
- I seldom get the "run-around" when seeking information on this campus
- I am able to register for classes I need with few conflicts.

The top 5 items with the smallest performance gap:

- Males and females have equal opportunities to participate in intercollegiate athletics (the smallest gap item)
- The intercollegiate athletic programs contribute to a strong sense of school spirit.
- Library staff are helpful and approachable
- The student center is a comfortable place for students to spend their leisure time
- The student handbook provides helpful information about campus life

Twelve inventory composite scales offer a "global" perspective of UND students' responses. The scales provide a good overview of UND's strengths and areas in need of improvement.

- Instruction Effectiveness was rated the most important scale and Campus Life the least important scale.
- Campus Support Services was rated the most satisfying scale and Recruitment and Financial Aid the least satisfying scale.
- UND rated significantly higher in satisfaction than the national norms in 10 of the 12 composite scales.
- UND rated significantly higher in satisfaction than the NDUS average in 9 of the 12 composite scales. and rated significantly lower in 1 scale, Recruitment and Financial Aid.

UND responses are also compared with similar institutions. UND rated significantly higher satisfaction than their national counterparts in commitment to part-time students, evening students, older/returning students, and students with disabilities, UND rated significantly higher satisfaction than the NDUS averages in commitment to evening students and students with disabilities.

Academic Reputation and Cost were the two most important factors for on-campus students while convenience and work schedule were the two most important factors for online learners in their decisions to enroll at UND.

Eighty-six percent of the on-campus respondents and 95% of the online learners believed their UND experience had met or exceeded their expectations; 87% of the on-campus respondents and 96% of the online learners indicated satisfaction with their overall UND experience. Lastly, 83% of on-campus respondents and 95% of the online learners would choose UND to enroll again.