

**2010
Student Satisfaction Inventory
and
Priorities Survey for Online Learners**

**University of North Dakota
Institutional Report**

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August 16, 2010**



University of North Dakota

Student Satisfaction Inventory & Priorities Survey for Online Learners

2010 Executive Summary

In an effort to gauge the efficacy of the higher education system in North Dakota, state accountability measures require institutions to survey all students every two years with regard to their satisfaction with the education they are receiving. To facilitate this measure, institutions participate in the Noel-Levitz Student Satisfaction Inventory (SSI), which measures satisfaction of resident, on-campus students, and the Noel-Levitz Priorities Survey for Online Learners (PSOL), which measures satisfaction for students taking online courses.

In the spring of 2010, UND invited 10,471 resident students to participate in the SSI while 2,151 online students were invited to participate in the PSOL. Upon completion of the survey, 1,636 students completed the SSI for a response rate of 16%; 375 students completed the PSOL for a response rate of 17%.

As a general rule, UND respondents, both resident and online, are satisfied with their overall educational experience at UND. For resident students, 81% indicate they are satisfied overall with their experience here thus far; for online students, 82% indicate they are satisfied overall.

State entities are particularly interested in two questions on the survey: whether students can achieve their educational goal at given institutions and whether students can complete a 4-year degree in a timely manner. When asked if they plan to complete a four-year degree in six years or less, 84% of resident students indicate this is their plan. When online students are asked, 57% agree they plan to complete their 4-year degree within six years; 78% of online students report being part-time. When asked to rate their satisfaction with their ability to attain their educational goal at UND, respondents score satisfaction means of 5.87 and 6.13 on the SSI and PSOL respectively on a 7-point scale (1=very dissatisfied, 4 = neutral, 7 = very satisfied).

The SSI and PSOL present a list of student expectations and ask respondents to rank items on two 7-point scales: the first asking the student how important it is for the institution to meet the expectation and the second asking how satisfied the student is that the institution has met the expectation. By looking at those items rated highest in importance by respondents and the corresponding levels of satisfaction on these high-importance items, Noel-Levitz develops lists of strengths and challenges for each institution.

UND's top strengths with regard to resident students as indicated by the SSI include *I am able to achieve my academic goals here*, *My academic advisor is knowledgeable about requirements in my major*, *Nearly all of the faculty are knowledgeable in their field*, and *My academic advisor is approachable*. Challenges facing UND with regard to resident students include *The instruction in my major field is excellent*, *The content of the courses within my major is valuable*, *The quality of instruction I receive in most of my classes is excellent*, *I am able to register for classes I need with few conflicts*, and *tuition paid is a worthwhile investment*.

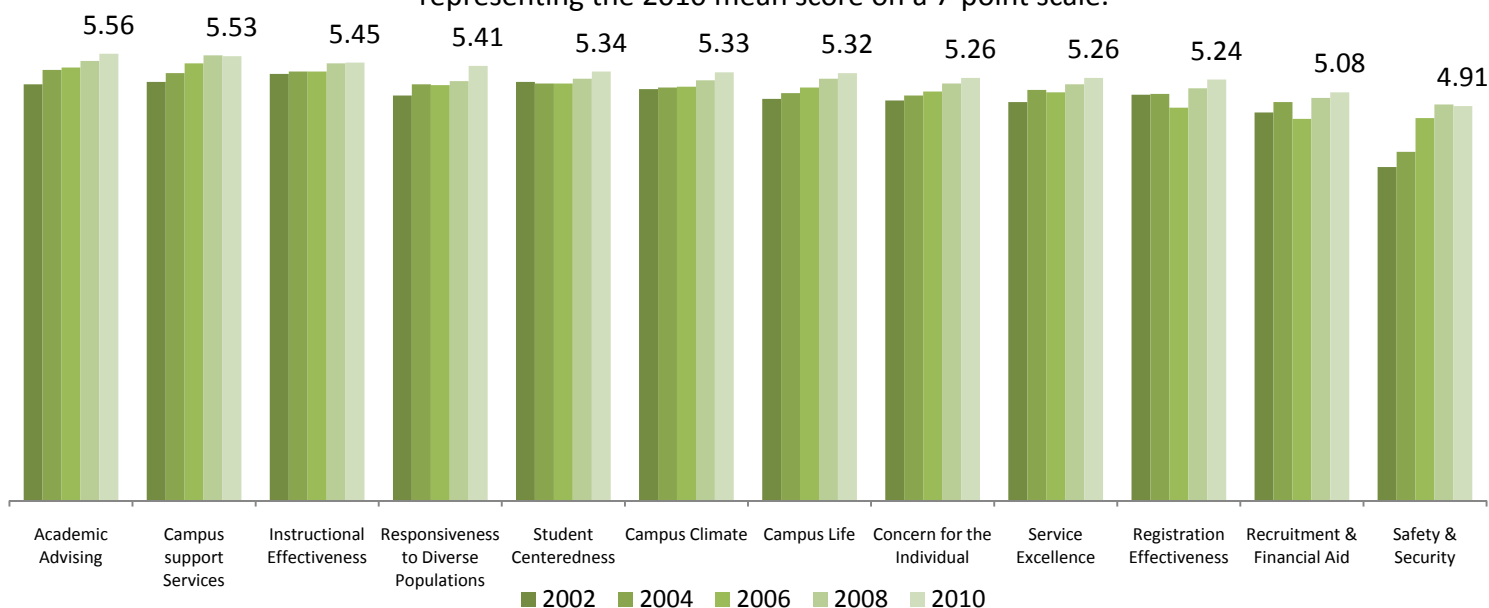
Online programming strengths as indicated on the PSOL include *I am able to achieve my educational goals at this institution*, *Registration for online courses is convenient*, and *Student assignments are clearly defined in the syllabus*. Challenges facing online students include *The quality of online instruction is excellent*, *Faculty are responsive to student needs*, *Tuition paid is a worthwhile investment*, and *There are sufficient offerings within my program of study*.

University of North Dakota 2010 Student Satisfaction Inventory

SSI Scale Mean Satisfaction Scores

UND shows increasing satisfaction on all 12 scales in 2010 over 2008!

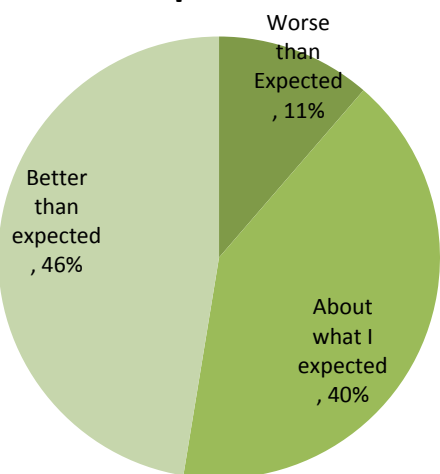
Scales are ordered decreasing according to 2010 satisfaction mean, with the number representing the 2010 mean score on a 7-point scale.



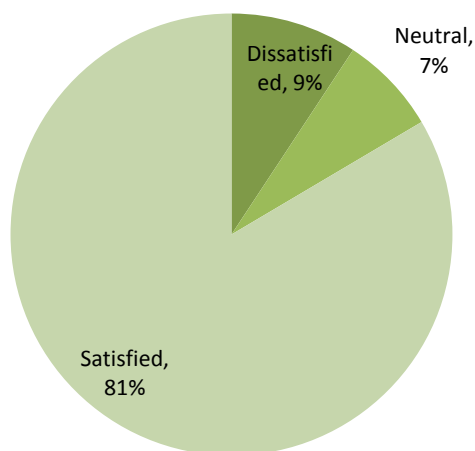
UND scores significantly higher than both national 4-year public universities and NDUS 4-year institutions on all 3 summary satisfaction questions.

Totals below do not equal 100% due to rounding and missing responses.

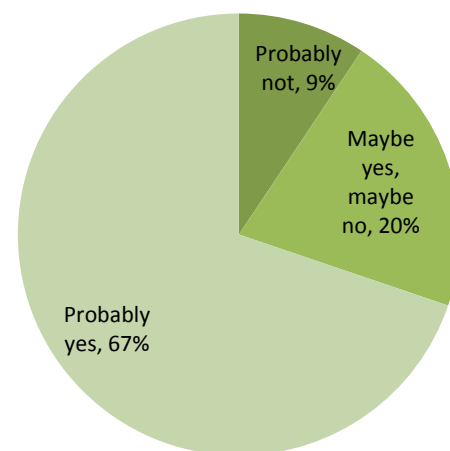
How has your college experience met your expectations?



Rate your overall satisfaction



Would you enroll here again?



Mean Scores for Summary Questions (Scores on 7-point scale where 1 = low, 4 = neutral, 7=high)

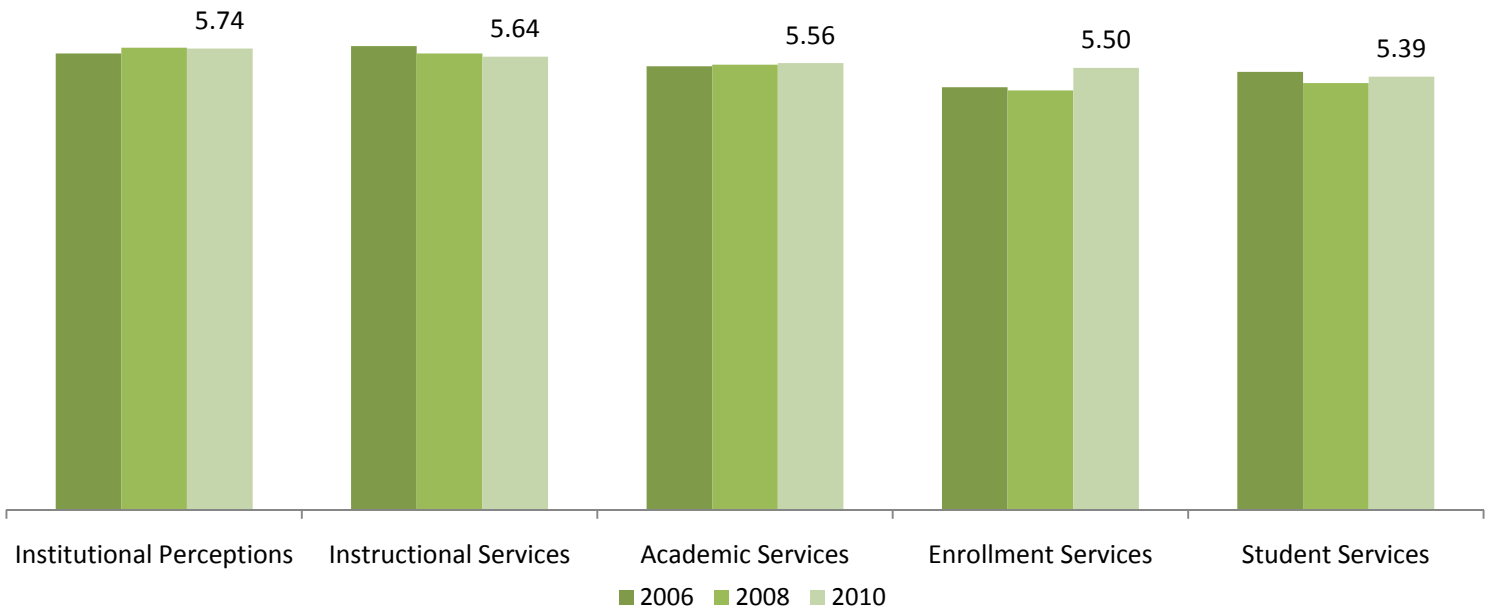
	UND	National 4-Yr	NDUS 4-Yr		UND	National 4-Yr	NDUS 4-Yr		UND	National 4-Yr	NDUS 4-Yr
2010	4.57	4.49	4.47	2010	5.47	5.20	5.28	2010	5.56	5.29	5.32
2008	4.52	4.49	4.52	2008	5.38	5.21	5.29	2008	5.47	5.29	5.30
2006	4.46	4.45	4.45	2006	5.34	5.17	5.24	2006	5.37	5.24	5.35

**University of North Dakota
2010 Priorities Survey for Online Learners**

PSOL Scale Mean Satisfaction Scores

UND shows increasing satisfaction on 4 of 5 PSOL Scales

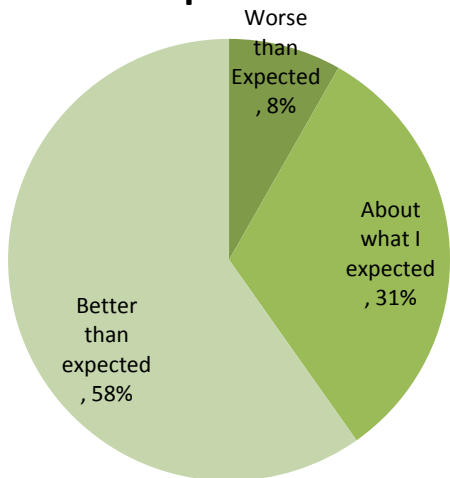
Scales are ordered decreasing according to 2010 satisfaction mean, with the number representing the 2010 mean score on a 7-point scale.



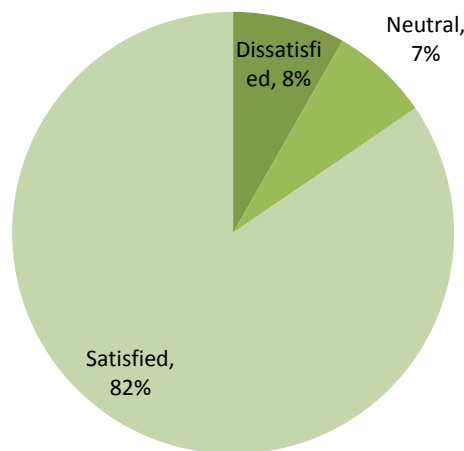
UND scores similarly to national 4-year institutions and NDUS 4-year institutions.

Totals below do not equal 100% due to rounding and missing values

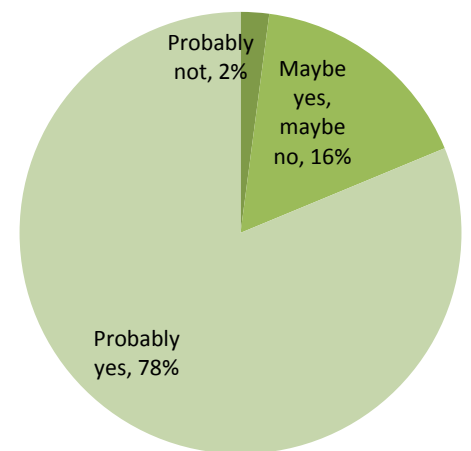
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Mean Scores for Summary Questions (Scores on 7-point scale where 1 = low, 4 = neutral, 7=high)

	UND	National 4-Yr	NDUS 4-Yr		UND	National 4-Yr	NDUS 4-Yr		UND	National 4-Yr	NDUS 4-Yr
2010	4.93	5.05	4.95	2010	5.64	5.75	5.70	2010	6.03	5.89	5.95
2008	5.02	5.06	5.00	2008	5.81	5.76	5.76	2008	6.24	5.90	6.00
2006	4.87	5.06	4.99	2006	5.66	5.78	5.77	2006	6.16	5.95	5.98