

## **Noel Levitz Student Satisfaction Survey**

### **Survey Information**

- Survey launch November 12, 2013
- Survey window approximately 8 weeks
- Distributed to main campus students and all sites
- Each student entered for a raffle prize for completed survey
- Asks about satisfaction with and importance of various aspects of campus life
- Added 9 supplemental college-specific questions
- Promotion:
  - Pre-announcement from Dean of Students
  - Posters on main campus and emailed to all students
  - Email reminders to students from Dean of Students, site manager, faculty advisors and academic advisors
- Will provide data back to colleges and departments with sufficient sample size
- Report will provide information on:
  - Strengths and Weaknesses
  - Areas of strengths compared to national four-year privates
  - Individual item analysis
  - Demographics
- Will be on three-year cycle to re-survey

### **Strengths and Weakness**

#### **Strengths**

1. Item 33. My academic advisor is knowledgeable about requirements in my major.
2. Item 79. My experiences at NWIC have prepared me to contribute to my tribal community.
3. Item 29. It is an enjoyable experience to be a student on this campus.
4. Item 45. Students are made to feel welcome on this campus.
5. Item 7. The campus is safe and secure for all students.
6. Item 2. The campus staff are caring and helpful.
7. Item 58. The quality of instruction I receive in most of my classes is excellent.
8. Item 6. My academic advisor is approachable.
9. Item 68. Nearly all of the faculty are knowledgeable in their field.
10. Item 14. My academic advisor is concerned about my success as an individual.
11. Item 27. The personnel involved in registration are helpful.
12. Item 78. My cultural identity is valued and honored on this campus.
13. Item 80. Through my experience at NWIC, I have developed a sense of purpose, value, and meaning.
14. Item 83. The NWIC website is easily accessible and current.
15. Item 67. Freedom of expression is protected on campus.
16. Item 4. Admissions staff are knowledgeable.
17. Item 66. Tuition paid is a worthwhile investment.
18. Item 32. Tutoring services are readily available.

19. Item 62. There is a strong commitment to racial harmony on this campus.

## Challenges

1. Item 65. Faculty are usually available after class and during office hours.
2. Item 26. Computer labs are adequate and accessible.
3. Item 69. There is a good variety of courses provided on this campus.
4. Item 76. I have the financial resources to pay for my academic expenses.
5. Item 8. The content of the courses within my major is valuable.
6. Item 17. Adequate financial aid is available for most students.
7. Item 74. I was tested/placed into the appropriate classes.
8. Item 34. I am able to register for classes I need with few conflicts.
9. Item 12. Financial aid awards are announced to students in time to be helpful in college planning.
10. Item 25. Faculty are fair and unbiased in their treatment of individual students.
11. Item 16. The instruction in my major field is excellent.
12. Item 47. Faculty provide timely feedback about student progress in a course.

## Potential Next Steps

The Noel Levitz SSI survey provided NWIC with a wealth of information on the subject of student satisfaction. Therefore, the implications for potential action and next steps are wide. To underscore the depth of the data, the following actions are suggested:

- *Dig deeper into the data:* A variety of reports are supplied for the SSI survey that allow for further study. Likewise, the assessment is quite comprehensive and consists of a multitude of items that should be compared to national average data as well as peer comparison groups. Year-to-year comparisons should also be made to highlight trends and/or discrepancies that have occurred throughout the institution via similar assessments such as the Student Needs Survey, Community Needs Survey, etc.
- *Supplement quantitative data with qualitative data:* To draw out some of the underpinnings associated with the identified UAA strengths and weaknesses, focus groups and interviews with staff and students should be considered. Further discussion, with students particularly, can be impactful in uncovering student needs as well as recommendations on how to improve programs and services.
- *Share the data:* One of the most valuable and often missed steps in the assessment cycle is simply sharing the data with constituent groups in which it matters most. Ensuring that the data is received by students, staff, and campus personnel is essential to keep the student satisfaction conversation going across campus. Furthermore, it also provides a means to thank and share the key findings with survey participants. Data in isolation is not actionable – it must be thoughtfully distributed. An obvious method for disseminating this would be via the Office of Institutional Research and the Institutional Data Management Team.

- *Prioritize Action Steps:* NWIC has continued to meet student needs and expectations. Overall, the performance gaps (importance scores minus satisfaction scores) were smaller than national gaps. Students attending NWIC indicated higher importance and satisfaction scores when compared to National data. In addition, students also indicated the how important and satisfied they were with the advising process and the cultural impact at Northwest Indian College. Through instruments such as the Noel-Levitz Student Satisfaction Inventory, NWIC will continue to improve and enhance services and programs essential for student success. The Noel-Levitz Matrix for Prioritizing Action serves as a resource for interpreting results and will assist the college in determining effective strategies to address key focus areas.

