

UTILIZING STUDENT SATISFACTION INVENTORY DATA TO IMPROVE THE STUDENT ACADEMIC EXPERIENCE

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Texas A&M University-Commerce

Founded in 1889
Public, Research
Doctoral
12,000+ students
A&M University
System



Student Satisfaction Inventory

- Gather student data to guide strategic planning
- Assist in strengthening student retention initiatives
- Identify areas of strength and areas for opportunity
- Create a “map” of progress and goals
- Access to national benchmarks

Strengthen the quality of the student experience through precise, comprehensive satisfaction assessment

Why did we send this out?





Online Customers Use
**PROMO CODE:
 SURVEY2018**

**Imprinted
 Gift or Apparel
 Items**

20%OFF

**A&M-Commerce
 Bookstore**

VALID IN STORE OR ONLINE
 CANNOT BE COMBINED WITH OTHER DISCOUNTS
 *Expires 12/31/18



Customize ▾

IMPORTANT ANNOUNCEMENT

OPTIONS ▾

Attention - Participate in RNL Student Satisfaction Inventory Survey and Win a Prize (Undergraduate Students Only)

Dear student, please look into your leomail and take a survey sent from sps.tech@RuffaloNL.com to help A&M-Commerce understand the quality of your undergraduate experience. You will have a chance to win an excellent incentive!

FACULTY E

Thursday, Oct



Cornerstones of the Survey

- Communicate
- Structure
- Incentivize
- Ask and ye shall receive!

Top Down Support

From: Dr. John Humphreys <noreply@gemailserver.com>

Sent: Monday, October 15, 2018 4:19 PM

To: Randy Harp <Randy.Harp@tamuc.edu>

Subject: Take Survey, Help Campus, Win Prize!

Dear Randy,

We are committed to building a superior undergraduate experience at A&M-Commerce. I invite you to participate in this process by telling us how we are doing and where we need to improve. This student satisfaction survey gives you the opportunity to evaluate and rate the importance of several aspects of student life and academics on our campus.

Many campus colleges and organizations are teaming up to provide excellent gift packages to survey completers. By submitting the survey, you will be registered for both guaranteed and a chance to win a gift package.

We offer:

- Everyone who completes the survey wins an A&M-Commerce bookstore 20% discount coupon
- The first 500 students to complete the survey will be entered into a drawing to win 1 of 100 gift bags containing A&M-Commerce gear
- Everyone one else who completes the survey will be entered into drawings for individual pieces of A&M-Commerce spirit gear such as T-shirts, school banners, sunglasses, note books, mouse pads, windshield sun shades and many others.

To locate the survey, simply log onto your leomail, the sender is sps.tech@RuffaloNL.com.

Thank you for helping your school to be a better place for all the lions!

John Humphreys, Ph.D.
Provost and Vice President
Academic Affairs



Reply Reply All Forward



Mon 10/15/2018 5:41 PM

Dan Su

6% response rate in less than 3 hours

To Ricky Dobbs (Ricky.Dobbs@tamuc.edu); Scott Cason; Lee Young; Thomas Newsom

i You replied to this message on 10/23/2018 4:32 PM.

Nearly 500 students took the survey in less than 3 hours yielding 6% response rate.

Your Current Administration

Campus

Texas A & M University - Commerce, TX

Survey Type

Student Satisfaction Inventory 4-Year Form A

Title

Contractual Fall 2018

Last Email Sent

10/15/2018 2:49 pm

Completion Process - 484 out of 8270 possible

6%

Ruffalolo Noel Levitz Student Survey Reponse Rates 10/16/2018 at 12 noon

Approximately 19 Hours from survey open

By Transfer-in Status

	Complete	Incomplete	Grand Total	Response Rate
Non-Tansfer	335	3732	4067	8.2%
Transfer	391	3816	4207	9.3%
Grand Total	726	7548	8274	8.8%

By College

	Complete	Incomplete	Grand Total	Response Rate
Ag Sciences & Nat Resour	64	403	467	13.7%
Business	91	1171	1262	7.2%
Education & Human Serv	300	2725	3025	9.9%
Humanities, Social Sci &	148	1944	2092	7.1%
Science & Engineering	123	1305	1428	8.6%
Grand Total	726	7548	8274	8.8%

By Gender

	Complete	Incomplete	Grand Total	Response Rate
F	518	4464	4982	10.4%
M	208	3083	3291	6.3%
N		1	1	0.0%
Grand Total	726	7548	8274	8.8%

By Class

Row Labels	Complete	Incomplete	Grand Total	Response Rate
Freshman	129	1936	2065	6.2%
Junior	203	1826	2029	10.0%
Second Bachelors	6	65	71	8.5%
Senior	245	2540	2785	8.8%
Sophomore	143	1181	1324	10.8%
Grand Total	726	7548	8274	8.8%

▼ Gender

		N	%
*	Female	1281	69.32%
	Male	567	30.68%
	Total	1848	100%
	No Answer	531	

▼ Age

		N	%
	18 and under	247	12.92%
*	19 to 24	958	50.10%
	25 to 34	331	17.31%
	35 to 44	209	10.93%
	45 and over	167	8.73%
	Total	1912	100%
	No Answer	467	

▼ Ethnicity/Race

		N	%
	African-American	322	15.56%
	American Indian or Alaskan Native	28	1.35%
	Asian or Pacific Islander	73	3.53%
*	Caucasian/White	1106	53.43%
	Hispanic	436	21.06%
	Other race	44	2.13%
	Race - Prefer not to respond	61	2.95%
	Total	2070	100%
	No Answer	309	




Indicates a strength or a challenge ✖ lowest.

Item	Texas A & M University - Commerce - SSI			National Four-Year Publics			Difference
	Importance	Satisfaction / SD	Gap	Importance	Satisfaction / SD	Gap	
1. Most students feel a sense of belonging here.	6.11	5.63 / 1.31	0.48	5.94	5.27 / 1.43	0.67	0.36 ***
2. The campus staff are caring and helpful.	6.41	5.79 / 1.29	0.62	6.30	5.44 / 1.40	0.86	0.35 ***
3. Faculty care about me as an individual.	6.18	5.56 / 1.44	0.62	6.10	5.25 / 1.50	0.85	0.31 ***
4. Admissions staff are knowledgeable.	6.38	5.73 / 1.41	0.65	6.24	5.37 / 1.49	0.87	0.36 ***
5. Financial aid counselors are helpful.	6.31	5.35 / 1.74	0.96	6.20	5.02 / 1.72	1.18	0.33 ***
6. My academic advisor is approachable.	6.48	5.91 / 1.53	0.57	6.45	5.71 / 1.64	0.74	0.20 ***
7. The campus is safe and secure for all students.	6.58	6.02 / 1.27	0.56	6.49	5.62 / 1.43	0.87	0.40 ***
8. The content of the courses within my major is valuable.	6.58	5.92 / 1.31	0.66	6.55	5.62 / 1.38	0.93	0.30 ***
9. A variety of intramural activities are offered.	5.86	5.94 / 1.28	-0.08	5.31	5.42 / 1.45	-0.11	0.52 ***
16. The instruction in my major field is excellent.	6.57	5.87 / 1.37	0.70	6.53	5.61 / 1.41	0.92	0.26 ***
17. Adequate financial aid is available for most students.	6.41	5.46 / 1.62	0.95	6.33	4.97 / 1.71	1.36	0.49 ***
18. Library resources and services are adequate.	6.43	6.14 / 1.12	0.29	6.17	5.79 / 1.27	0.38	0.35 ***
20. The business office is open during hours which are convenient for most students.	6.30	5.79 / 1.37	0.51	6.01	5.38 / 1.45	0.63	0.41 ***
21. The amount of student parking space on campus is adequate.	6.09	4.33 / 2.11	1.76	6.12	3.35 / 2.04	2.77	0.98 ***
22. Counseling staff care about students as individuals.	6.40	5.90 / 1.36	0.50	6.18	5.37 / 1.51	0.81	0.53 ***
23. Living conditions in the residence halls are comfortable (adequate space, lighting, heat, air, etc.)	6.26	5.06 / 1.74	1.20	6.10	4.85 / 1.70	1.25	0.21 ***
24. The intercollegiate athletic programs contribute to a strong sense of school spirit.	6.01	5.90 / 1.37	0.11	5.47	4.98 / 1.70	0.49	0.92 ***
25. Faculty are fair and unbiased in their treatment of individual students.	6.48	5.84 / 1.42	0.64	6.36	5.36 / 1.53	1.00	0.48 ***
26. Computer labs are adequate and accessible.	6.38	6.03 / 1.29	0.35	6.21	5.72 / 1.39	0.49	0.31 ***
27. The personnel involved in registration are helpful.	6.43	5.88 / 1.30	0.55	6.23	5.46 / 1.40	0.77	0.40 ***

Strengths

- 68. Nearly all of the faculty are knowledgeable in their field.
- 39. I am able to experience intellectual growth here.
- 36. Security staff respond quickly in emergencies.
- 69. There is a good variety of courses provided on this campus.
- 41. There is a commitment to academic excellence on this campus.
- 32. Tutoring services are readily available.
- 45. Students are made to feel welcome on this campus.
- 72. On the whole, the campus is well-maintained.
- 65. Faculty are usually available after class and during office hours.
- 51. This institution has a good reputation within the community.
- 67. Freedom of expression is protected on campus.
- 18. Library resources and services are adequate.
- 63. Student disciplinary procedures are fair.
- 62. There is a strong commitment to racial harmony on this campus.
- 50. Class change (drop/add) policies are reasonable.

Challenges

- 16. The instruction in my major field is excellent. 
- 34. I am able to register for classes I need with few conflicts. 
- 66. Tuition paid is a worthwhile investment.
- 47. Faculty provide timely feedback about student progress in a course. 
- 17. Adequate financial aid is available for most students.

Higher Satisfaction vs. National Four-Year Publics

68. Nearly all of the faculty are knowledgeable in their field.
7. The campus is safe and secure for all students.
8. The content of the courses within my major is valuable.
16. The instruction in my major field is excellent.
39. I am able to experience intellectual growth here.
58. The quality of instruction I receive in most of my classes is excellent.
33. My academic advisor is knowledgeable about requirements in my major.
34. I am able to register for classes I need with few conflicts.
36. Security staff respond quickly in emergencies.
55. Major requirements are clear and reasonable.
69. There is a good variety of courses provided on this campus.
41. There is a commitment to academic excellence on this campus.
32. Tutoring services are readily available.
66. Tuition paid is a worthwhile investment.
25. Faculty are fair and unbiased in their treatment of individual students.
6. My academic advisor is approachable.
29. It is an enjoyable experience to be a student on this campus.
45. Students are made to feel welcome on this campus.
72. On the whole, the campus is well-maintained.
65. Faculty are usually available after class and during office hours.
47. Faculty provide timely feedback about student progress in a course.
51. This institution has a good reputation within the community.
67. Freedom of expression is protected on campus.
18. Library resources and services are adequate.
27. The personnel involved in registration are helpful.
17. Adequate financial aid is available for most students.
2. The campus staff are caring and helpful.
49. There are adequate services to help me decide upon a career.

Response Rates by Major			
Major	Respondents	Enrollment	Response Rate
Interdisciplinary Studies	272	901	30%
Organizational Leadership	166	501	33%
Undecided - Pre-Nursing	104	341	30%
Business Administration	99	410	24%

Social Work	86	213	40%
Criminal Justice	84	314	27%
Biological Science	70	241	29%
Accounting	61	207	29%
General Studies	58	243	24%
Computer Science	56	182	31%
Applied Arts & Sciences	53	156	34%
General Business	45	169	27%
Music	44	212	21%

Visual Communication	40	141	28%
Public Health	39	115	34%
English	38	99	38%
Wildlife and Conservation Sci	36	95	38%
Nursing	31	93	33%
Learning & Technology	30	117	26%
Liberal Studies	30	102	29%

Using the Results

Further investigation narrowed our wider challenge list of five items to three that were academically related:

- Faculty timely feedback
- Major area of study instruction quality
- Ease of class registration

Faculty Provide Timely Feedback about Student Progress in a Course.

Major 1	Major 1 Value	Major 2	Major 2 Value	Difference	Sig.
Business Administration	5.89	Music	4.84	1.05	0.053
Social Work	5.73	Computer Science	4.73	0.99	0.053
Interdisciplinary Studies	5.83	Music	4.84	0.99	0.032
Kinesiology & Sports Studies	5.98	Music	4.84	1.13	0.023
Organizational Leadership	5.9	Music	4.84	1.06	0.021
Business Administration	5.89	Computer Science	4.73	1.16	0.003
Kinesiology & Sports Studies	5.98	Computer Science	4.73	1.24	0.001
Interdisciplinary Studies	5.83	Computer Science	4.73	1.1	0.001
Organizational Leadership	5.9	Computer Science	4.73	1.17	0.001

The Instruction in my Major Field is Excellent

Major 1	Major 1 Value	Major 2	Major 2 Value	Difference	Sig.
Organizational Leadership	6.24	Psychology	5.54	0.71	0.04
Organizational Leadership	6.24	Music	5.23	1.02	0.017
Finance	6.5	Music	5.23	1.28	0.017
Finance	6.5	Computer Science	5.27	1.23	0.011
Organizational Leadership	6.24	Computer Science	5.27	0.97	0.007
Business Administration	6.03	Biological Science	5.24	0.79	0.035
General Business	5.7	Computer Science	4.65	1.05	0.021
General Studies	5.64	Computer Science	4.65	0.99	0.02
Social Work	6.12	Biological Science	5.24	0.88	0.012
Kinesiology & Sports Studies	6.12	Biological Science	5.24	0.87	0.011
Music	6.31	Biological Science	5.24	1.07	0.009
English	5.86	Computer Science	4.65	1.21	0.006
Animal Science	6.15	Biological Science	5.24	0.91	0.006

I am able to Register for Classes I need with few Conflicts.

Major 1	Major 1 Value	Major 2	Major 2 Value	Difference	Sig.
Organizational Leadership	6.24	Psychology	5.54	0.71	0.04
Organizational Leadership	6.24	Music	5.23	1.02	0.017
Finance	6.5	Music	5.23	1.28	0.017
Finance	6.5	Computer Science	5.27	1.23	0.011
Organizational Leadership	6.24	Computer Science	5.27	0.97	0.007



QUESTIONS?

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