



# Student Satisfaction and Priorities

ADULT STUDENT PRIORITIES SURVEY™ RESULTS,

ADMINISTRATION

N=

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



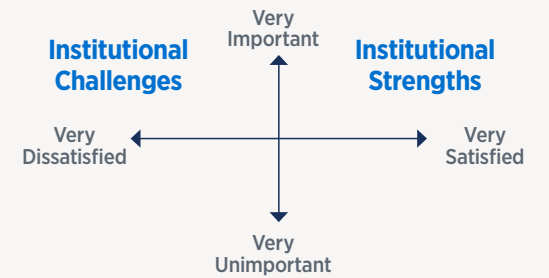
Annual giving



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.
- 2.
- 3.
- 4.
- 5.

### 2 Our Institutional Challenges

These items are the key areas to improve, based on the priorities of our students.”

- 1.
- 2.
- 3.
- 4.
- 5.

### 3 Next steps on our campus:

### 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

2ND CHOICE

3RD CHOICE OR LOWER

### 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

FUTURE EMPLOYMENT OPPORTUNITIES

ACADEMIC REPUTATION

### 6 Bottom Line Indicators

How satisfied are our students compared with students nationally?

PERCENTAGE SATISFIED/VERY SATISFIED

NATIONAL LEVEL SATISFIED/VERY SATISFIED

How likely are our students to enroll again if they had it to do over?

PERCENTAGE PROBABLY/DEFINITELY YES

NATIONAL LEVEL PROBABLY/DEFINITELY YES

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

For more information, contact: