

A group of diverse students walking outdoors on a campus path. The students are dressed in casual attire, including jackets and backpacks, suggesting a typical university setting. The background is slightly blurred, focusing attention on the students in the foreground.

University of North Dakota

Student Satisfaction Inventory

Spring 2004

Institutional Report

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2004 Student Satisfaction Inventory

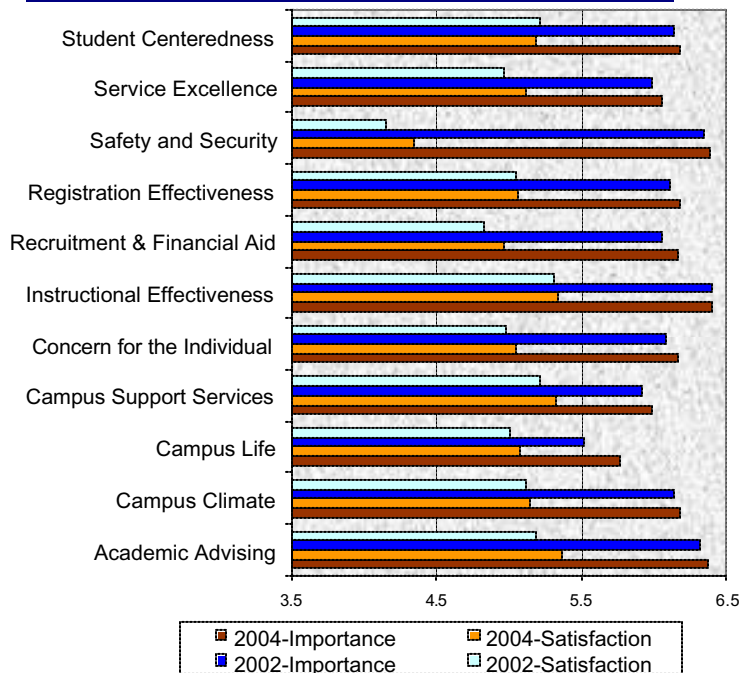
Top 10 Strengths (*was not ranked in top 10 in 2002)

1. Gender equity and equal opportunity exist in the classroom.
2. I feel comfortable with the atmosphere on the campus.
- *3. Computer labs are adequate and accessible.
4. On the whole, the campus is well-maintained.
- *5. Library resources and services are adequate.
6. Faculty are usually available after class & during office hours.
7. There is a good variety of courses provided on this campus.
8. I am able to experience intellectual growth here.
9. Opportunities for experiential learning experience.
10. Nearly all of the faculty are knowledgeable in their field.

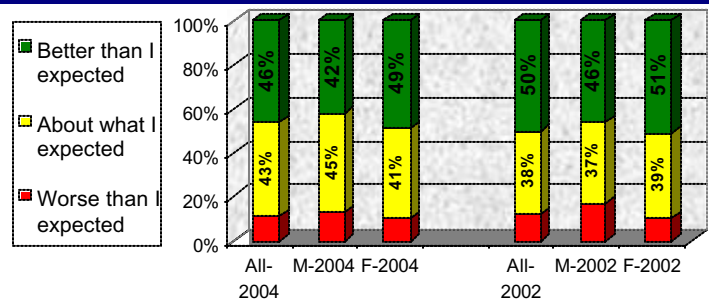
Top 10 Challenges (*was not ranked in top 10 in 2002)

1. The amount of student parking space is adequate.
2. Student activities fees are put to good use.
3. Parking lots are well-lighted and secure.
- *4. Able to register for classes I need with few conflicts.
5. Adequate financial aid is available for most students.
6. I seldom get the run-around when asking information.
- *7. UND shows concern for students as individuals.
- *8. Living conditions in the residence halls are comfortable.
9. Financial aid awards are announced to students in time.
10. Financial aid counselors are helpful.

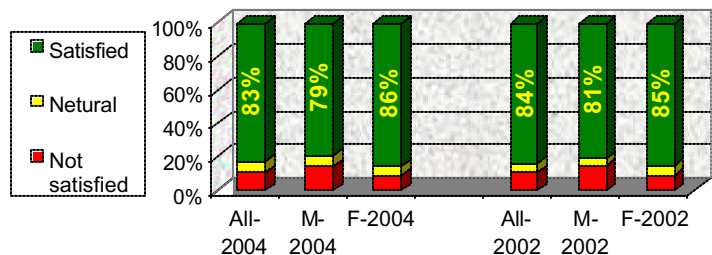
Comparison of 2002 and 2004 mean scores on 7-point Likert scale of 11 composite factors



How has your college experience met your expectation (3 scales rated with %) by gender (M = male, F = female)

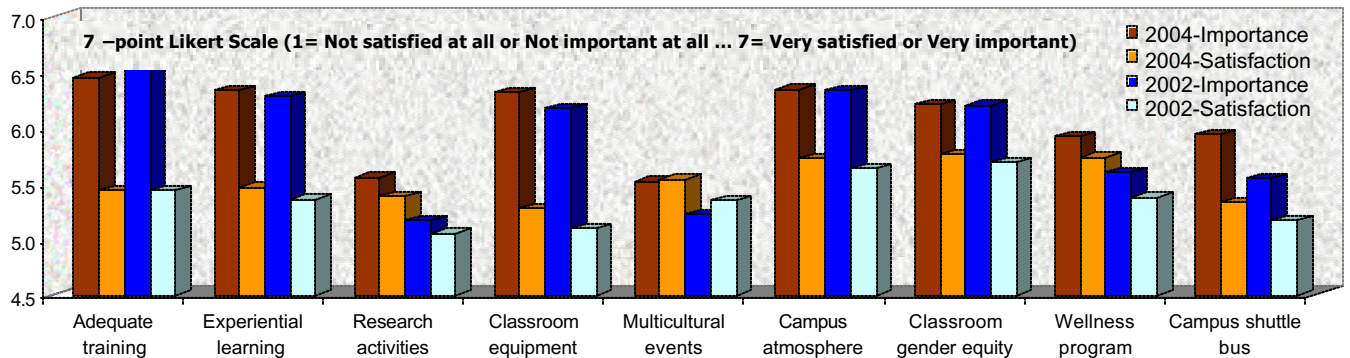


Overall satisfaction with UND experience (3 scales rated with %) by gender (M = male, F = female)



UND Participants: **Gender** (Male: 43%, Female: 57%), **Class Level** (Undergraduate: 80%, Graduate/Professional: 19%, Other: 1%)

Comparison of 2002 and 2004 mean scores on 2004 mean scores on UND local questions



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
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
2002-UND	5.84	5.93 (1)	5.44	4.88	4.80	4.70	4.78	4.50	2.61
2002-National	5.76	6.03 (1)	5.64	5.11	5.10	4.95	5.36	4.58	3.34
2002-NDUS	5.63	6.08 (1)	5.65	5.04	4.81	4.81	4.93	4.47	3.14

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 2004. This is the second time that UND has participated in SSI and the first time UND has launched this study via a web survey format. The net response rate was 30%. 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 6 items in order of importance are:

- The content of the courses within my major is valuable (the most important item)
- The instruction in my major field is excellent.
- The quality of instruction I receive in most of my classes is excellent.
- I am able to register for the classes I need with few conflicts.
- My academic advisor is knowledgeable about requirements in my major. (tied for 5th rank)
- Nearly all of the faculty are knowledgeable in their field. (tied for 5th rank)

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

- This institution has a good reputation within the community. (the most satisfying item)
- Gender equity and equal opportunity exist in the classroom.
- A variety of wellness programs are available on campus.
- There are opportunities for study abroad that are available through UND
- I feel comfortable with the atmosphere of the 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:

- The amount of student parking space on campus is adequate. (the largest gap item)
- Student activities fees are put to good use.
- Parking lots are well-lighted and secure.
- I am able to register for classes I need with few conflicts.
- Adequate financial aid is available for most students.

The top 5 items with the smallest performance gap:

- The student center is a comfortable place for students to spend their leisure time. (the smallest gap item)
- Library staff are helpful and approachable
- Males and females have equal opportunities to participate in intercollegiate athletics.
- I have or plan to participate in research activities or conduct research projects.
- The intercollegiate athletic programs contribute to a strong sense of school spirit.

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.
- Academic Advising was rated the most satisfying scale and Safety and Security the least satisfying scale.
- UND rated significantly higher in satisfaction than the national norms in 11 of the 12 composite scales.
- UND rated significantly higher in satisfaction than the NDUS average in 2 of the 12 composite scales. (Instructional Effectiveness and Campus Life) and rated significantly lower in 1 scale (Safety and Security).

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, underrepresented populations, and students with disabilities, UND rated significantly higher satisfaction than the NDUS averages in commitment to students with disabilities while UND rated significantly lower in commitment to commuters.

Seventy-five percent respondents indicated that Academic Reputation was important or very important in their decision to enroll at UND while 74% responded that Cost was the important factor. Seventy-eight percent of the UND respondents would choose UND to enroll again.

Eighty-nine percent of the UND respondents believed their UND experience had met or exceeded their expectations and 83% indicated satisfaction with their overall UND experience.