



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

University of North Dakota  
Institutional Report  
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## Executive Summary

The Student Satisfaction Inventory (SSI) constructed by Noel-Levitz to measure satisfaction of college students is a nationally normed, standardized instrument which was administered to all on-campus UND students in Spring 2008. Similar to the SSI, the Priorities Survey for Online Learners (PSOL), also constructed by Noel-Levitz, evaluates satisfaction of online learners. This is the fourth time that UND has participated in SSI and also the second time UND has participated in PSOL. A significant amount of information is generated through measuring various items according to how important students feel about an item, how satisfied they are with the current level of service, and the gap between these two levels. 10,767 students were invited to participate in the surveys, and 1,267 (12%) responded; Respondent numbers were 1,133 (12%) on SSI and 134 (11%) on PSOL.

### **Student Satisfaction Inventory**

Importance score ratings reflect how strongly UND students feel about their expectations. The top 5 items in order of importance are:

- The instruction in my major field is excellent.
- The content of the courses within my major is valuable.
- I am able to register for classes I need with few conflicts.
- My academic advisor is knowledgeable about requirements in my major.
- Nearly all of the faculty are knowledgeable in their field.

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

- Computer labs are adequate and accessible.
- My academic advisor is knowledgeable about requirements in my major.
- There are a good variety of courses provided on this campus.
- On the whole, the campus is well-maintained.
- Five items tied for 5<sup>th</sup> rank including Nearly all faculty are knowledgeable in their field, Campus is safe and secure, Faculty are usually available after class and during office hours, Student center is a comfortable place, and Library staff are helpful and approachable.

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.
- Student activity fees are put to good use.
- I seldom get the "run-around" when seeking information on this campus.
- Billing policies are reasonable.
- Adequate financial aid is available for most students.

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.

- Academic Advising was rated the most important scale and Campus Life the least important scale.
- Campus Support Services was rated the most satisfying scale and Safety & Security the least satisfying scale.
- UND rated significantly higher in satisfaction than the national norms on all 12 of the composites scales.
- UND rated significantly higher in satisfaction than the NDUS average on 4 of the 12 composite scales.
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Cost and Academic Reputation were the two most important factors for on-campus students in their decisions to enroll at UND. In 2006 and 2004, respondents stated Academic Reputation as the most important factor to enroll, while in 2008, Cost was the most important factor to enroll at UND.

Eighty-five percent of the on-campus respondents believed their UND experience had met or exceeded their expectations; 81% indicated satisfaction with their overall UND experience. Lastly, 78% of on-campus respondents would choose to enroll at UND again if given the chance to do it over.

### Priorities Survey for Online Learners

Importance score ratings reflect how strongly UND students feel about their expectations. The top 5 items in order of importance are:

- The quality of online instruction is excellent.
- Instructional materials are appropriate for program content.
- Faculty provide timely feedback about student progress.
- Program requirements are clear and reasonable.
- Faculty are responsive to student needs.

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.
- The quality of online instruction is excellent.
- Faculty are responsive to student needs.
- Instructional materials are appropriate for program content.
- My program advisor is accessible by telephone and e-mail.

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:

- There are sufficient offerings within my program of study.
- Registration for online courses is convenient.
- Faculty provide timely feedback about student progress.
- Tuition paid is a worthwhile investment.
- Two tied for 5<sup>th</sup> largest performance gap: billing and payment procedures are convenient and student assignments are clearly defined in the syllabus.

Five inventory composite scales offer a "global" perspective of UND online students' responses. The scales provide a good overview of online programming strengths and areas in need of improvement.

- Instructional Services was rated the most important scale and Student Services the least important scale.
- Instructional Services was also rated the most satisfying scale and Enrollment Services the least satisfying scale.
- UND rated significantly lower in satisfaction than the national norms and NDUS averages on 2 of the 5 composite scales: Enrollment Services and Student Services.

Convenience and Work Schedule were the two most important factors for online students in their decisions to enroll at UND.

Web site is listed as the most important source of information about online programming; Advertisements were listed as the least important.

Ninety-six percent of the online respondents believed their UND experience had met or exceeded their expectations; 87% indicated satisfaction with their overall UND experience. Lastly, 89% of online respondents would choose to enroll at UND again.

# 2008 Student Satisfaction Inventory

1,133 respondents out of 9,565 students surveyed for response rate of 11.9%

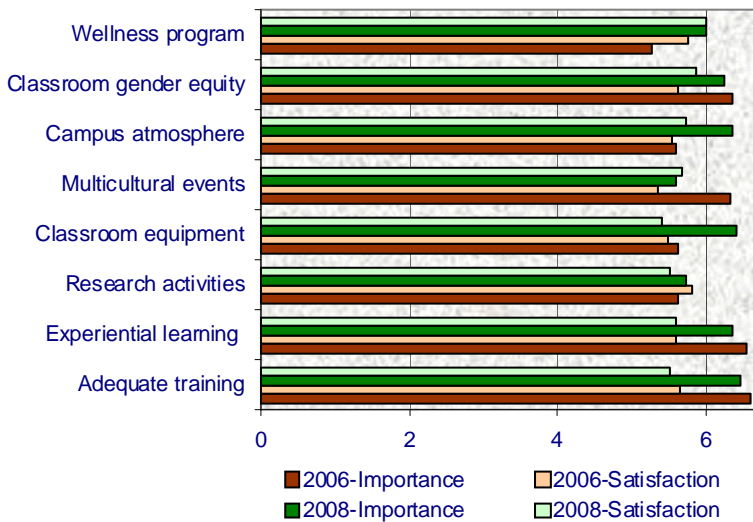
## Top 10 Strengths (\*was not ranked in 2006)

- \* 1. I am able to achieve my educational goals at this institution
- 2. Academic advisor is knowledgeable about my major requirements
- 3. Faculty are knowledgeable in their field
- 4. My academic advisor is approachable
- 5. The campus is safe and secure for all students.
- 6. I am able to experience intellectual growth here.
- 7. There is a good variety of courses provided on this campus
- \* 8. On the whole, the campus is well-maintained
- 9. There are opportunities in experiential learning, co-op, internship
- \* 10. I feel comfortable with the atmosphere of this campus

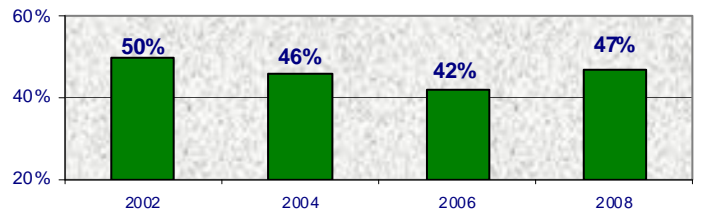
## Top 10 Challenges (\*was not ranked in top 10 in 2006)

- 1. The instruction in my major field is excellent
- 2. Able to register for classes I need with few conflicts
- 3. Content of courses within major is valuable
- 4. The quality of instructions in most of my classes is excellent
- 5. Tuition paid is worthwhile investment
- \* 6. Security staff respond quickly in emergencies
- 7. Adequate financial aid is available for most students
- 8. Faculty are fair and unbiased in their treatment of individual students
- 9. Faculty provide timely feedback about student progress
- 10. I seldom get the run-around when asking information

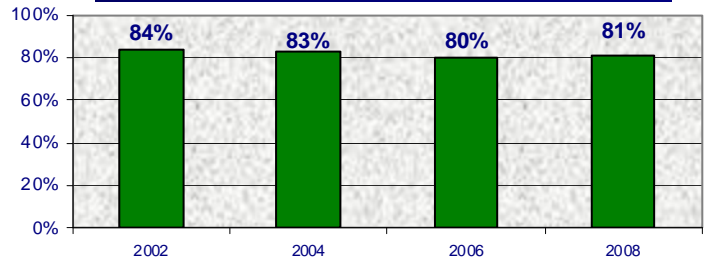
### Comparison of mean scores on UND local questions by year (on a 7-point Likert scale, 1= Not satisfied at all or Not important at all ... 7=Very satisfied or very important)



### How has college experience met expectation (% indicating "Better than I expected")

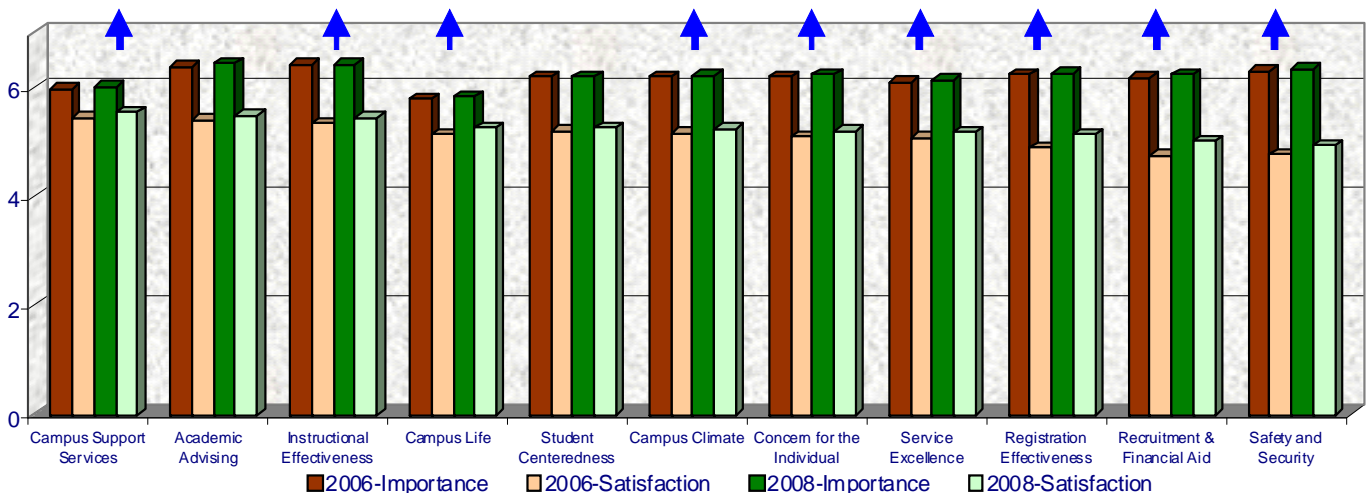


### Overall satisfaction with UND experience (% indicating "Satisfied")



### Comparison of mean scores on 11 composite factors by year (on a 7-point Likert scale)

Ordered by decreasing 2008 Satisfaction – Gap has decreased for all scales since 2006  
Arrows indicate significant change in satisfaction level



Pre-enrollment Important Factors	Cost	Academic Reputation	Financial Aid	Size of Institution	Campus Appearance	Personalized Attention	Geographic Setting	Family/friends Recommendations	Opportunity to Play Sport
2006-UND	6.00	6.02 (1)	5.81	5.18	5.06	5.14	4.97	4.77	3.14
2006-National	6.06 (1)	5.80	5.77	5.19	5.13	5.05	5.36	4.65	3.37
2006-NDUS	6.12 (1)	5.55	5.55	4.98	4.77	4.56	5.09	4.34	2.95
2008-UND	6.08 (1)	6.04	5.92	5.19	5.24	5.29	5.11	4.89	3.17
2008-National	6.20 (1)	5.82	5.89	5.30	5.15	5.24	5.22	4.89	3.62
2008-NDUS	6.15 (1)	5.91	5.92	5.28	5.25	5.23	5.49	4.80	3.51

# 2008 Priorities Survey for Online Learners

134 respondents out of 1,202 students surveyed for response rate of 11.2%

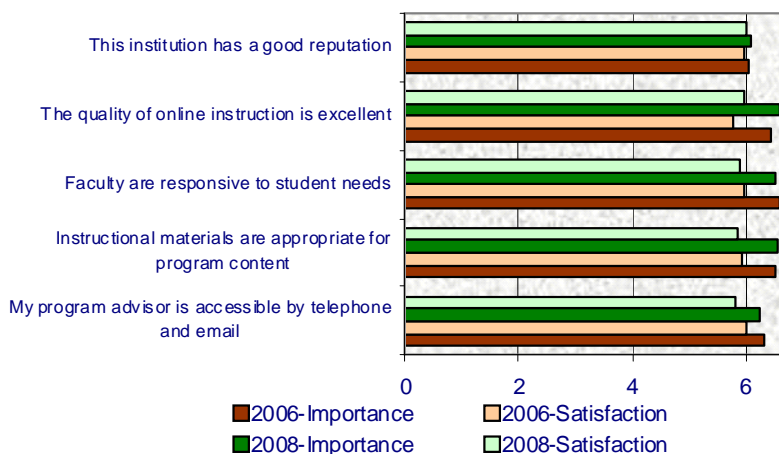
## Strengths (\*was not ranked in 2006)

1. I am able to achieve my educational goals at this institution
2. The quality of online instruction is excellent
- \* 3. Online course designs are easy to navigate
4. Instructional materials are appropriate for program content
5. Faculty are responsive to student needs
- \* 6. I feel comfortable with the online atmosphere of this campus
- \* 7. Adequate online library resources are provided

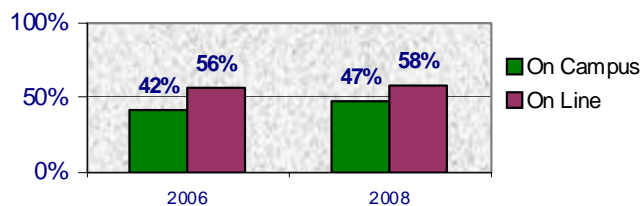
## Challenges (\*was not ranked in top 10 in 2006)

- \* 1. Online course designs are easy to navigate
2. Faculty provide timely feedback about student progress
3. Program requirements are clear and reasonable
- \* 4. Student assignments are clearly defined in the syllabus
5. There are sufficient offerings within my program of study
6. Tuition paid is a worthwhile investment
- \* 7. Assistance available when I have problems using required technology
8. Registration for online courses is convenient
- \* 9. Assessment and evaluation procedures are clear and reasonable

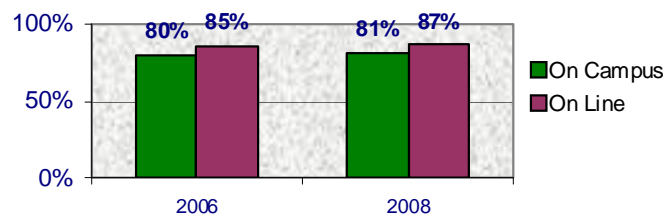
### Top Areas of Satisfaction (on a 7-point Likert scale, 1= Not satisfied at all or not important at all ... 7=Very satisfied or very important)



### How has college experience met expectation (% indicating "Better than I expected")



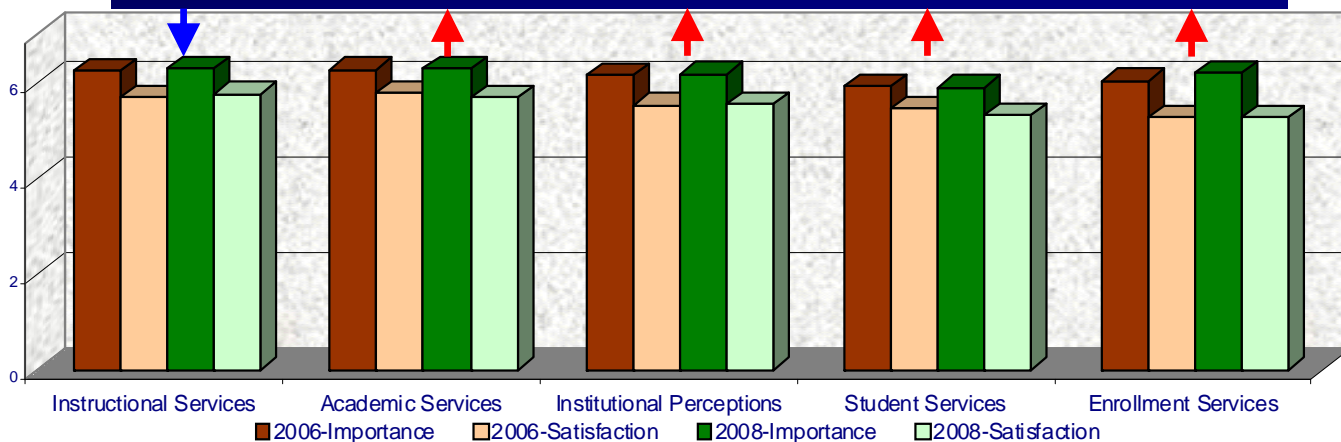
### Overall satisfaction with UND experience (% indicating "Satisfied")



### Comparison of mean scores on 5 composite factors by year (on a 7-point Likert scale)

Ordered by decreasing 2008 Satisfaction – No significant changes in satisfaction since 2006

Arrow indicates direction of change in gap score



### Top Rated

#### Pre-enrollment Important Factors

	Convenience	Work Schedule	Flexible Pacing	Program Requirements	Institution Reputation	Transfer Ability	Cost	Future Employment	Distance from Campus
2006-UND	6.60 (1)	6.55	6.35	6.34	5.99	5.66	5.75	5.55	5.70
2006-National	6.76 (1)	6.63	6.60	6.41	6.21	6.18	6.17	6.05	5.50
2006-NDUS	6.60 (1)	6.38	6.40	6.27	5.97	6.07	6.10	6.00	5.67
2008-UND	6.72 (1)	6.63	6.48	6.32	6.19	5.97	5.82	5.75	5.59
2008-National	6.76 (1)	6.63	6.62	6.42	6.30	6.26	6.22	6.13	5.49
2008-NDUS	6.67 (1)	6.51	6.49	6.41	6.17	6.30	6.30	6.17	5.79