

Student Satisfaction and Priorities (ASPS)

ADMINISTRATION April 2023

AU Los Angeles

N= 156/794

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 & Jullerdt, 1994*

Why does student satisfaction matter?

Student satisfaction has been positively linked to:



Individual student retention



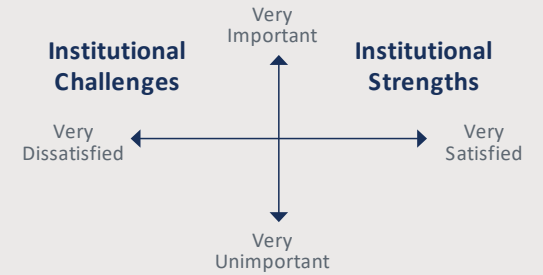
Annual giving



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. Faculty are fair and unbiased in their treatment of individual students.
2. My Antioch education is preparing me to work cooperatively with individuals from diverse backgrounds.
3. I experience Antioch as an inclusive learning environment.
4. My academic advisor is knowledgeable about requirements in my major.
5. Nearly all faculty are knowledgeable in their field.
6. Classroom locations are safe and secure for all students.
7. I am encouraged to apply my learning to solve real-world problems.
8. I am able to complete most of my enrollment tasks in one location.
9. Adult students are made to feel welcome at this institution.
10. My instructors respect student opinions and ideas that differ from their own.
11. Computers/wi-fi are adequate and accessible.

2 Our Institutional Challenges

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

1. The quality of instruction I receive in my program is excellent.
2. I am able to register for classes I need with few conflicts.
3. I am able to easily register for classes online.
4. Registration processes are reasonable and convenient for adults.
5. There is a commitment to academic excellence at this institution.
6. I seldom get the “run-around” when seeking information at this institution.
7. My advisor helps me apply my academic major to specific career goals.
8. Career services are adequate and accessible for adult students.
9. Adequate financial aid is available for most adult students.

3 Next steps on our campus:

Enter next steps

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	75%
2ND CHOICE	19%
3RD CHOICE OR LOWER	6%

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:

Availability of evening/weekend courses	75%
Future employment opportunities	75%
ACADEMIC REPUTATION	78%

6 Bottom Line Indicators

How satisfied are our students compared with students nationally?

PERCENTAGE SATISFIED/VERY SATISFIED	53%
NATIONAL LEVEL SATISFIED/VERY SATISFIED	66%

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

PERCENTAGE PROBABLY/DEFINITELY YES	62%
NATIONAL LEVEL PROBABLY/DEFINITELY YES	70%

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