

Student Satisfaction and Priorities (ASPS)

ADMINISTRATION April 2023

AU New England

N= 129/481

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 & Juillerdt, 1994*

Why does student satisfaction matter?

Student satisfaction has been positively linked to:



Individual student retention



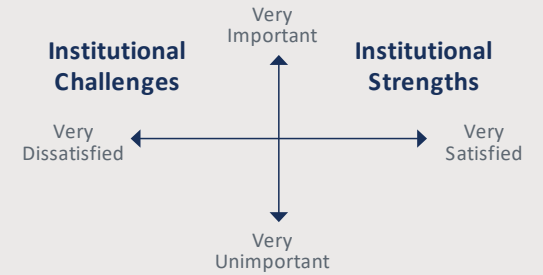
Annual giving



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.

- Nearly all faculty are knowledgeable in their field.
- Faculty are supportive of students with disabilities.
- My instructors respect student opinions and ideas that differ from their own.
- The staff at this institution are caring and helpful.
- I experience Antioch as an inclusive learning environment.
- My academic advisor is knowledgeable about requirements in my major.
- My instructors are supportive of diverse learning styles.
- My academic advisor is concerned about my success as an individual.
- I am encouraged to apply my learning to solve real-world problems.
- I am able to register for classes I need with few conflicts.
- I am able to easily register for classes online.
- Admissions representatives respond to adult students' unique needs.
- Registration processes are reasonable and convenient for adults.

2 Our Institutional Challenges

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

- Antioch accommodates students' multiple responsibilities of work, life and school.
- Tuition paid is a worthwhile investment.
- This institution provides timely responses to student complaints.
- Adequate financial aid is available for most adult students.
- I receive complete information on the availability of financial aid.
- Mental health support is available to students.
- Financial aid counselors are helpful to adult students.
- Security staff respond quickly in emergencies.

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	84%
2ND CHOICE	16%
3RD CHOICE OR LOWER	1%

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	76%
COST	79%
ACADEMIC REPUTATION	70%

6 Bottom Line Indicators

How satisfied are our students compared with students nationally?

PERCENTAGE SATISFIED/VERY SATISFIED	55%
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	66%
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.