

# Student Satisfaction and Priorities (ASPS)

ADMINISTRATION April 2023

AU Santa Barbara

N= 53/243

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



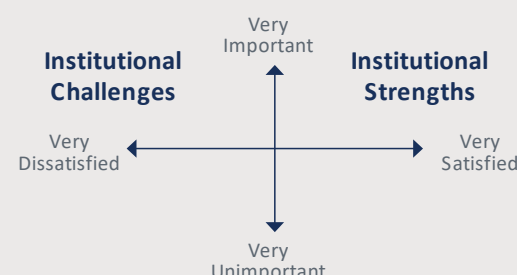
Annual giving



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.

1. My Antioch education is preparing me to work cooperatively with individuals from diverse backgrounds.
2. Nearly all faculty are knowledgeable in their field.
3. Faculty are supportive of students with disabilities.
4. The content of my courses within my major is valuable.
5. My Antioch education is preparing me to be an effective change agent in my life and work.
6. Major requirements are clear and reasonable.
7. I am encouraged to apply my learning to solve real-world problems.
8. My academic advisor is knowledgeable about requirements in my major.
9. Classroom locations are safe and secure for all students.
10. Computers/wi-fi are adequate and accessible.
11. Faculty are usually available for adult students outside the classroom by phone, by e-mail or in-person.

### 2 Our Institutional Challenges

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

1. Adequate financial aid is available for most adult students.
2. Tuition paid is a worthwhile investment.
3. I am able to register for classes I need with few conflicts.
4. I receive complete information on the availability of financial aid.
5. I seldom get the “run-around” when seeking information at this institution.
6. My academic advisor is concerned about my success as an individual.
7. The quality of my Antioch education has remained consistent during the Covid-19 pandemic.
8. This institution offers a variety of payment plans for adult students.
9. My advisor helps me apply my academic major to specific career goals.

### 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	72%
2ND CHOICE	28%
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:

FINANCIAL AID	82%
COST	85%
Future employment opportunities	81%

### 6 Bottom Line Indicators

How satisfied are our students compared with students nationally?

PERCENTAGE SATISFIED/VERY SATISFIED	45%
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	42%
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.