

Student Satisfaction and Priorities (ASPS)

ADMINISTRATION April 2023

AU Seattle

N= 186/774

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



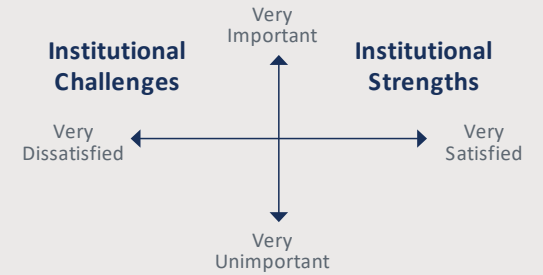
Annual giving



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.
- The content of the courses within my major is valuable.
- My academic advisor is knowledgeable about requirements in my major.
- My Antioch education is preparing me to work cooperatively with individuals from diverse backgrounds.
- My Antioch education is preparing me to be an effective change agent in my life and work.
- Classroom locations are safe and secure for all students.
- The staff at this institution are caring and helpful.
- Adult students are made to feel welcome at this institution.
- I am encouraged to apply my learning to solve real-world problems.
- Library resources and services are adequate for adults.
- Admissions representatives are knowledgeable.

2 Our Institutional Challenges

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

- Faculty are supportive of students with disabilities.
- Tuition paid is a worthwhile investment.
- Antioch accommodates students' multiple responsibilities of work, life and school.
- I am able to register for classes I need with few conflicts.
- I am able to easily register for classes online.
- Adequate financial aid is available for most adult students.
- I seldom get the "run-around" when seeking information at this institution.
- Security staff respond quickly in emergencies.
- Mental health support is available to students.
- I receive complete information on the availability of financial aid.

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	89%
2ND CHOICE	11%
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:

Future employment opportunities	81%
COST	73%
ACADEMIC REPUTATION	75%

6 Bottom Line Indicators

How satisfied are our students compared with students nationally?

PERCENTAGE SATISFIED/VERY SATISFIED	54%
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	67%
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.