

# Student Satisfaction and Priorities (ASPS)

ADMINISTRATION April 2023

AU GSLC

N= 13/104

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



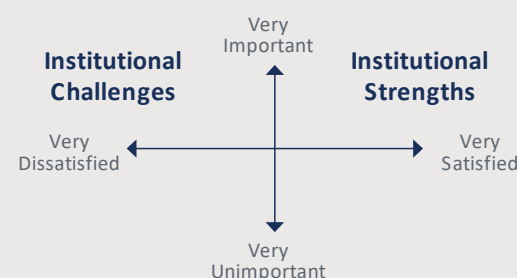
Annual giving



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. I am able to easily register for classes online.
2. Security staff respond quickly in emergencies.
3. Vending or snack bar food options are readily available.
4. Library resources and services are adequate for adults.
5. The staff at this institution are caring and helpful.
6. My academic advisor is knowledgeable about requirements in my major.
7. I am aware of whom to contact for questions about programs and services.
8. I seldom get the "run-around" when seeking information at this institution.
9. Parking lots are well-lighted and secure.
10. My instructors respect student opinions and ideas that differ from their own.
11. My academic advisor is accessible by telephone and e-mail.
12. My academic advisor is available at times that are convenient for me.
13. My academic advisor is concerned about my success as an individual.
14. Nearly all faculty are knowledgeable in their field.
15. There is a commitment to academic excellence at this institution.
16. Part-time faculty are competent as classroom instructors.
17. There are sufficient options within my program of study.
18. Bookstore hours are convenient for adult students.

### 2 Our Institutional Challenges

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

1. I am able to register for classes I need with few conflicts.
2. Faculty are fair and unbiased in their treatment of individual students.
3. My Antioch education is preparing me to be an effective change agent in my life and work.
4. I am encouraged to participate in improving my community and workplace.
5. My advisor helps me apply my academic major to specific career goals.
6. This institution provides timely responses to student complaints.
7. The content of the courses within my major is valuable.

### 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	77%
2ND CHOICE	15%
3RD CHOICE OR LOWER	8%

### 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	55%
COST	69%
ACADEMIC REPUTATION	82%

### 6 Bottom Line Indicators

How satisfied are our students compared with students nationally?

PERCENTAGE SATISFIED/VERY SATISFIED	76%
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	81%
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.