

GBC Spring 2014 Student Satisfaction Survey Results

Introduction and Methodology

In spring 2014, all certificate and degree-seeking students enrolled at Great Basin College were asked to participate in a 20 minute, online student satisfaction survey administered by Noel-Levitz, Inc. where they were asked to rank approximately 70 questions in both importance and satisfaction using a Likert scale from 1 to 7 with 7 being the highest score. Of the 2706 students surveyed, 140 were eliminated due to bad email addresses and 500 responded providing us with a 20% response rate. Students were emailed an initial invitation to participate on March 14 and were told that ten of the respondents would be randomly selected to receive a \$10 gift certificate from the GBC Bookstore. Five additional emails were sent through April 9, 2014 and the survey instrument was closed on April 11.

The Noel-Levitz Student Satisfaction Inventory for two-year institutions was used so we could compare current GBC student satisfaction with results received from the same survey instrument in fall 2012 and fall 2005 as well as with the results of all students taking the survey nationally.

Overall Summary of Results

As in fall 2012, overall, students are quite satisfied with GBC. GBC students have statistically significant higher satisfaction rates in spring 2014 than those nationally in every major scale and GBC students rate them as more important than students do nationally.

Table 1. Great Basin College Institutional Summary compared to Community Colleges nationally, in order of importance.

	Great Basin College		National Community Colleges		Mean Difference
	Importance	Satisfaction / S.D.	Importance	Satisfaction / S.D.	
Academic Advising	6.40	5.59/1.36	6.22	5.26/1.36	0.33***
Instructional Effectiveness	6.40	5.66/1.14	6.25	5.46/1.10	0.20***
Registration Effectiveness	6.39	5.86/0.99	6.23	5.49/1.07	0.37***
Concern for the Individual	6.31	5.61/1.28	6.15	5.28/1.25	0.33***
Admissions and Financial Aid	6.30	5.58/1.26	6.13	5.24/1.25	0.34***
Academic Services	6.27	5.86/1.08	6.12	5.56/1.07	0.30***
Student Centeredness	6.22	5.74/1.25	6.06	5.43/1.18	0.31***
Service Excellence	6.21	5.67/1.15	6.04	5.34/1.11	0.33***
Campus Climate	6.20	5.66/1.20	6.05	5.37/1.11	0.29***
Safety and Security	6.18	5.73/1.20	6.08	5.15/1.21	0.58***
Campus Support Services	5.87	5.36/1.38	5.57	5.05/1.21	0.31***
Responsiveness to Diverse Populations	NA	5.88/1.31	NA	5.56/1.26	0.32***

Note: ***Difference statistically significant at the .001 level.

Source: “Noel-Levitz Report on Demographics and Overall SSI Results with National Comparisons” - http://www.gbcnv.edu/IR/docs/GBC_SSI_04-2014_Summary_National_Comparison.pdf, page 6.

Generally, students in large, urban, east-coast institutions are less satisfied than others, nationally, and students who indicate their institution is their 2nd or 3rd choice are also less satisfied – 72% of GBC’s respondents indicated that GBC was their first choice. There is no statistically significant difference in mean overall satisfaction on summary level items (see Table 2 below), but the combined percentages of students responding in the highest 2 out of 7 categories indicate that students are generally happier at GBC (see detail on page 33).

Table 2. Summary Items and highest levels of satisfaction or agreement compared nationally.

Question on Overall Satisfaction	GBC	All Community Colleges
So far, how has your college experience met your expectations? (Better than I expected, Quite a bit better than I expected or Much better than I expected)	56%	52%
Rate your overall satisfaction with your experience here thus far. (Satisfied or Very satisfied).	71%	61%
All in all, if you had to do it over, would you enroll here again? (Probably yes or Definitely yes)	75%	69%

When overall summary results for Great Basin College are compared over time, from fall 2012 to spring 2014, there are no statistically significant differences which is quite remarkable considering that GBC was in the middle of severe budget cuts with state operating funds decreasing by 9% and the number of state-funded employee positions decreasing 19% from 2012-2013 to 2014-2015.

Table 3. Great Basin College Institutional Summary comparing fall 2012 results to spring 2014, in order of importance for spring 2014.

	Spring 2014		Fall 2012		Mean Difference
	Importance	Satisfaction / S.D.	Importance	Satisfaction / S.D.	
Academic Advising	6.40	5.59/1.36	6.45	5.62/1.40	-0.03
Instructional Effectiveness	6.40	5.66/1.14	6.48	5.64/1.24	0.02
Registration Effectiveness	6.39	5.86/0.99	6.50	5.81/1.12	0.05
Concern for the Individual	6.31	5.61/1.28	6.39	5.58/1.32	0.03
Admissions and Financial Aid	6.30	5.58/1.26	6.48	5.63/1.30	-0.05
Academic Services	6.27	5.86/1.08	6.42	5.81/1.19	0.05
Student Centeredness	6.22	5.74/1.25	6.33	5.72/1.29	0.02
Service Excellence	6.21	5.67/1.15	6.35	5.60/1.28	0.07
Campus Climate	6.20	5.66/1.20	6.32	5.63/1.25	0.03
Safety and Security	6.18	5.73/1.20	6.29	5.61/1.27	0.12
Campus Support Services	5.87	5.36/1.38	5.03	5.29/1.49	0.07
Responsiveness to Diverse Populations	NA	5.88/1.31	NA	5.82/1.26	0.06

Source: “Noel-Levitz Report comparing overall results for spring 2014 with fall 2012” - http://www.gbcnv.edu/IR/docs/GBC_SSI_Y2Y_04-2014.pdf, page 7.

Table 4. GBC summary Items and highest levels of satisfaction or agreement compared over time.

Question on Overall Satisfaction	Spring 2014	Fall 2012
So far, how has your college experience met your expectations? (Better than I expected, Quite a bit better than I expected or Much better than I expected)	56%	54%
Rate your overall satisfaction with your experience here thus far. (Satisfied or Very satisfied).	71%	69%
All in all, if you had to do it over, would you enroll here again? (Probably yes or Definitely yes)	75%	78%

When the results for individual questions are compared from fall 2012 to spring 2014, there are virtually no statistically significant differences except for two questions related to the institution’s commitment to diverse populations and both indicate greater satisfaction with services in 2014 (see page 24):

84. Institution's commitment to under-represented populations? Satisfaction went from 5.72 in 2012 to 5.98 in 2014.

86. Institution's commitment to students with disabilities? Satisfaction went from 5.81 in 2012 to 6.08 in 2014.

Noel-Levitz provides us with a list of Strengths and Challenges for GBC overall (see page 3). The Strengths are highly valued by students and GBC does them well. These items are in the top 50% as ranked by students for importance and top 25% as ranked for satisfaction. These should be communicated and celebrated -- these are great marketing tools. Newly identified strengths are noted below.

GBC Strengths in spring 2014

- 58. Nearly all of the faculty are knowledgeable in their fields.
- 15. I am able to register for classes I need with few conflicts – new for 2014
- 70. I am able to experience intellectual growth here.
- 71. Campus item: Online registration is convenient
- 66. Program requirements are clear and reasonable.
- 31. The campus is safe and secure for all students.
- 34. Computer labs are adequate and accessible – new for 2014
- 51. There are convenient ways of paying my school bill.
- 60. Billing policies are reasonable.
- 41. Admissions staff are knowledgeable.
- 5. The personnel involved in registration are helpful – new for 2014
- 36. Students are made to feel welcome on this campus.
- 27. The campus staff are caring and helpful.
- 68. On the whole, the campus is well-maintained.

2012 Strengths that are no longer Strengths in 2014 – either lower importance, lower satisfaction or both

- 6. My academic advisor is approachable.
- 35. Policies and procedures regarding registration and course selection are clear and well-publicized.
- 61. Faculty are usually available after class and during office hours.
- 43. Class change (add/drop) policies are reasonable.
- 35. Library staff are helpful and approachable.

The challenges are identified areas for improvement. Students care about them but their expectations are not met. These items are in the top 50% as ranked by importance, but the bottom 25% as ranked by satisfaction or the top 75% as ranked by performance gap which is the difference between importance and satisfaction ratings. These items should be actively reviewed and discussed across GBC. Items that were identified as challenges by Noel-Levitz in 2012 are noted below. New challenges for GBC, are academic advising and early alerts for poorly-performing students.

2014 Challenges in order of importance

- 18. The quality of instruction I receive in most of my classes is excellent. (2012)
- 8. Classes are scheduled at times that are convenient for me. (2012)
- 69. There is a good variety of courses provided on this campus. (2012)
- 46. Faculty provide timely feedback about student progress in a course. (2012)
- 52. This school does whatever it can to help me reach my educational goals. (2012)
- 20. Financial aid counselors are helpful. (2012)
- 25. My academic advisor is concerned about my success as an individual.
- 65. Students are notified early in the term if they are doing poorly in a class.
- 7. Adequate financial aid is available for most students. (2012)
- 40. My academic advisor is knowledgeable about the transfer requirements of other schools.
- 12. My academic advisor helps me set goals to work toward.

2012 Challenges that are no longer challenges

- 15. I am able to register for classes I need with few conflicts.
- 23. Faculty are understanding of students' unique life circumstances.
- 13. Financial aid awards are announced to students in time to be helpful in college planning.
- 63. I seldom get the "run-around" when seeking information on this campus.

Summary of Results by Primary Location

Survey respondents were asked to identify the location where they take the majority of their classes, including via the internet. Survey results are split out by location with mean scores on importance, satisfaction, and the gap between the two, and presented in “Noel-Levitz Report split out for Elko, Ely, Internet and Pahrump” and in “Noel-Levitz Report split out for Winnemucca and all Other Locations” on the Institutional Research and Effectiveness website - <http://www.gbcnv.edu/IR/reports.html>. The table below combines the top two percentage scores and reports them for overall satisfaction by location.

Question on Overall Satisfaction	All GBC N=490	Elko N=212	Ely N=15	Internet N=159	Pahrump N=43	Winn. N=31	Other Location
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Rate your overall satisfaction with your experience here thus far (percent satisfied or very satisfied).	71%	72%	77%	70%	71%	67%	66%
All in all, if you had to do it over, would you enroll here again (percent probably yes or definitely yes)?	75%	75%	71%	75%	71%	87%	73%

Use of Results

These results as well as those for individual questions for GBC overall are used as indirect measures for assessing Student Services, Academic Affairs, and Business Affairs operational outcomes achievement (see Department, Program, and Functional Assessment Reports - <http://www.gbcnv.edu/IR/assessment.html>) and plans for improvement, where appropriate.