

GBC Fall 2012 Student Satisfaction Survey Results

Introduction and Methodology

In fall 2012, all degree or certificate-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 2,335 students surveyed, 234 had bad email addresses and 430 responded providing us with a 20.5% response rate. Students were emailed an initial invitation to participate on Oct. 29 and were told that four of the respondents would be randomly selected to receive a \$25 gift certificate from the GBC Bookstore. Five additional emails were sent through Nov. 29, 2012 and the survey instrument was closed on Dec. 3.

The Noel-Levitz Student Satisfaction Inventory for two-year institutions was used so we could compare student satisfaction with GBC in fall 2012 with the results received from the same survey instrument in fall 2005 as well as with the results of all students taking the survey nationally. We also wanted to survey students one year after implementing MyGBC in order to assess student satisfaction with the new student information system as well as with changes made after a spring 2011 student satisfaction survey.

Overall Summary of Results

Overall, students are quite satisfied with GBC. GBC students have statistically significant higher satisfaction rates than those nationally in every major scale (see page 6 in “Great Basin College – SSI – 12-2012”). However, 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. There is no statistically significant difference in mean overall satisfaction on summary level items, but the combined percentages of students responding in the highest 2 out of 7 categories indicate that students are happier at GBC (see detail on page 37 in “Great Basin College – SSI – 12-2012”).

| Question on Overall Satisfaction | GBC | All Community Colleges |
|---|-----|------------------------|
| Rate your overall satisfaction with your experience here thus far (percent satisfied or very satisfied). | 69% | 60% |
| All in all, if you had to do it over, would you enroll here again? (percent probably yes or definitely yes) | 78% | 70% |

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 75% as ranked for satisfaction. These should be communicated and celebrated -- these are great marketing tools.

Strengths

- 66. Program requirements are clear and reasonable.
- 70. I am able to experience intellectual growth here.
- 34. Computer labs are adequate and accessible.
- 71. Campus item: Online registration is convenient
- 58. Nearly all of the faculty are knowledgeable in their fields.
- 51. There are convenient ways of paying my school bill.
- 31. The campus is safe and secure for all students.
- 6. My academic advisor is approachable.
- 35. Policies and procedures regarding registration and course selection are clear and well-publicized.
- 36. Students are made to feel welcome on this campus.
- 60. Billing policies are reasonable.
- 41. Admissions staff are knowledgeable.
- 61. Faculty are usually available after class and during office hours.
- 68. On the whole, the campus is well-maintained.
- 43. Class change (drop/add) policies are reasonable.
- 27. The campus staff are caring and helpful.
- 26. 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.

Challenges

- 18. The quality of instruction I receive in most of my classes is excellent.
- 15. I am able to register for classes I need with few conflicts.
- 46. Faculty provide timely feedback about student progress in a course.
- 69. There is a good variety of courses provided on this campus.
- 8. Classes are scheduled at times that are convenient for me.
- 20. Financial aid counselors are helpful.
- 7. Adequate financial aid is available for most students.
- 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.
- 52. This school does whatever it can to help me reach my educational goals.
- 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 "Great Basin College – SSI – 12-2012 – Campus Location.xls." Four worksheets in the Excel document display the following: 1) Item Summary – identifies strengths and challenges by location as rated by students for each question; 2)

Item Detail – individual mean scores for each question are color coded so that orange = top 50th percentile in importance, red = bottom 25th percentile in satisfaction or top 75th percentile in gap between importance and satisfaction, green= top 25th percentile in satisfaction, purple = orange + green and indicates a strength, turquoise= orange + red and indicates a challenge; 3) Scale Report – provides combined mean scores for major categories of questions by location; and 4) Overall Summary – provides information by location for overall satisfaction with GBC. The table below combines the top two percentage scores and reports them for overall satisfaction by location.

| Question on Overall Satisfaction | All GBC N=430 | Elko N=184 | Ely N=19 | Internet N=102 | Pahrump N=69 | Winn. N=33 | Other Location N=17 |
|---|--------------------------|-----------------------|---------------------|---------------------------|-------------------------|-----------------------|------------------------------------|
| Rate your overall satisfaction with your experience here thus far (percent satisfied or very satisfied). | 69% | 72% | 83% | 67% | 61% | 75% | 64% |
| All in all, if you had to do it over, would you enroll here again (percent probably yes or definitely yes)? | 78% | 79% | 89% | 79% | 72% | 81% | 69% |

Use of Results

Overall, students in Elko, Ely, and Winnemucca are more satisfied, in general, than students in Internet classes, and students in Pahrump or at other locations. Even so, both strengths and challenges are identified for each location and many of these results 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. Results for GBC overall have been brought to the GBC President’s Council with a follow-up recommendation to split them out by location for consideration.