

The Survey: The Noel Levitz Student Satisfaction Inventory (SSI) is a national survey designed for community colleges. The SSI measures both student satisfaction and level of importance on 58 campus experience items, using a rating scale of 1-7. The complete results may be found online at http://www.eastcentral.edu/faculty/ldrship_initiatives/academicimprove/ECC_AQIP_Doc_Repository.p hp. Noel-Levitz web site: <https://www.noellevitz.com/>

Sample: Introduction to Writing, English Composition I and English Composition II lecture sections were surveyed, representing a cross section of all academic and career/technical programs. Fifty-one (51) course sections in Union, Rolla, Sullivan and Washington were included. Seven hundred thirteen (713) students completed the survey.

Survey Administration: Student Services staff from the main campus and satellite locations administered each survey. Most were given during weeks six and seven of the spring semester, i.e. February 10 through 22, 2012.

Respondents: Fifty-one English classes accounted for 713 students responding to the SSI Survey. Program majors were 53% (372) transfer majors and 47% (330) career and technical. Eleven respondents did not indicate a major.

Benchmark Comparison: ECC's Spring 2012 SSI results were compared to the previous ECC SSI from Fall 2009.

Midwestern Comparison Group: Includes 24,377 responses from twenty-eight (28) community, junior and technical colleges throughout Missouri, Illinois, Indiana, Iowa, Kansas, Minnesota, North Dakota, Ohio and Wisconsin who administered the SSI from fall 2008 through spring 2011.

National Comparison Group: Includes 50,706 responses from fifty-four (54) community, junior and technical colleges throughout the United States who administered the SSI from fall 2008 through spring 2011.

Demographics: Demographic information on ECC survey respondents may be found at the end of this Executive Summary.

Result Highlights:

ECC SSI Strengths

SSI Strengths are survey items ECC students identified as both highly important (top half of importance) and as highly satisfied (top quartile of satisfaction). Below is a summary of the items that were identified as ECC strengths in the 2009 SSI survey and the 2012 SSI survey. Eight out of the fourteen survey items remained strengths from 2009 to 2012. The majority of the strengths were in the area of campus climate.

Institutional Area	Strengths	2009	2012
Student Centeredness	*Students are made to feel welcome here.	X	X
	*The campus staff are caring and helpful.	X	X
Instructional Effectiveness	Faculty are fair and unbiased in their treatment of individual students.	X	
	Faculty are usually available to students outside of class (during office hours, by phone, or by e-mail).	X	X
Safety and Security	*The campus is safe and secure for all students.	X	X
Academic Advising Effectiveness	My academic advisor is knowledgeable about my program requirements.		X
Campus Services	This campus provides online access to services I need.	X	X
	Computer labs are adequate and accessible.		X
Registration Effectiveness	There are convenient ways of paying my school bill.		X
Campus Climate	Tuition paid is a worthwhile investment.	X	X
	*The campus is safe and secure for all students.	X	X
	*Students are made to feel welcome here.	X	X
	On the whole, the campus is well-maintained.	X	X
	*The campus staff are caring and helpful.	X	X
Institutional Question	It's easy to find my way around campus.	X	X
	Study areas are adequate and accessible.	X	NA
	Tuition and fee charges are reasonable.	NA	X

* Strength reflected in more than one Institutional Area.

NA: Represents institutional questions not asked in survey year.

Uses of SSI Strengths

1. Outcomes assessment for instructional and non-instructional program review
2. Material for recruitment and marketing
3. Insight into the areas that matter most to students
4. Celebration of strengths

ECC SSI Challenges

SSI Challenges are survey items ECC students identified as highly important (top half of importance), with low levels of satisfaction (bottom quartile of satisfaction). Below is a summary of the items that were identified as ECC challenges in the 2009 SSI survey and the 2012 SSI survey. Seven out of the ten survey items remained challenges from 2009 to 2012. The majority of challenges were in the area of instructional effectiveness.

Institutional Area	Challenges	2009	2012
Student Centeredness	*I seldom get the "run-around" when seeking information on this campus.	X	
Instructional Effectiveness	The quality of instruction I receive in most of my classes is excellent.	X	X
	There are sufficient courses within my program of study available each term.	X	X
	Faculty provide timely feedback about my academic progress.	X	X
Safety and Security	The amount of student parking space on campus is adequate.	X	X
Academic Advising Effectiveness	My academic advisor is knowledgeable about transfer requirements of other schools.	X	
Admissions and Financial Aid Effectiveness	This institution helps me identify resources to finance my education.		X
Registration Effectiveness	Classes are scheduled at times that are convenient for me.	X	X
	I am able to register for the classes I need with few conflicts.	X	X
Campus Climate	*I seldom get the "run-around" when seeking information on this campus.	X	
Institutional Question	Degree plans are accessible and easy to understand.	X	X

* Challenge reflected in more than one Institutional Area.

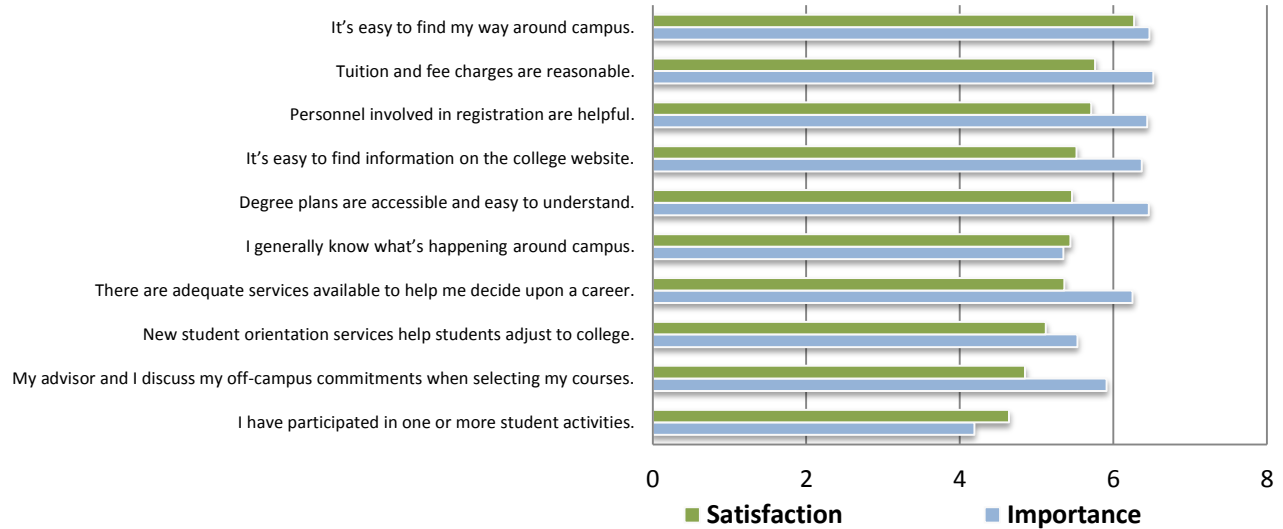
Uses of SSI Challenges

1. Improve satisfaction to increase enrollment, retention and graduation rates
2. Outcomes assessment for instructional and non-instructional program review
3. Identify perceptions that might be changed through information and communication
4. Provide direction for strategic planning and goal setting
5. Provide insight into a particular challenge
6. Identify areas for campus improvement and a focus for further study

ECC SSI Local Items

ECC added ten additional questions to the survey. These questions were created by or chosen by ECC. Below are the results for these questions. Survey items with much higher levels of importance than satisfaction (i.e. there is a large gap between importance and satisfaction), are items to focus on.

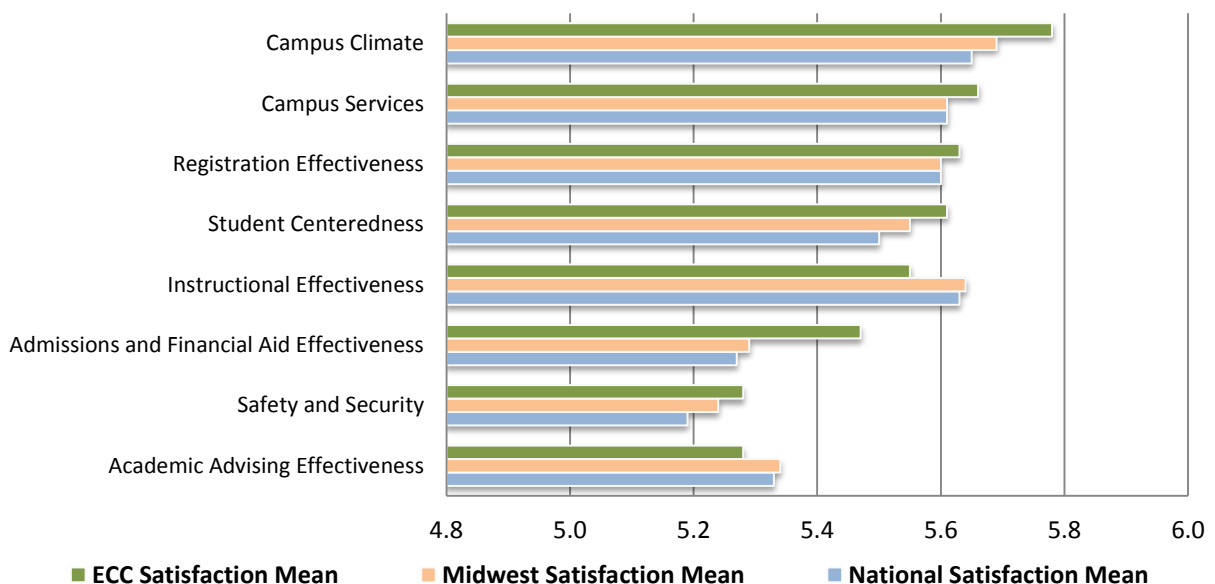
2012 ECC Local Survey Items



National and Midwest Comparison

Individual SSI questions are grouped into an overall institutional area. From these individual questions, a mean satisfaction score is calculated for each institutional area. The graph below represents the mean satisfaction score for each of the eight institutional areas. ECC's satisfaction scores are compared to the National Satisfaction Mean (entire cohort of SSI colleges), as well as, a cohort of Midwestern community colleges. ECC students have a higher mean satisfaction than the National and Midwestern group in every institutional area except Instructional Effectiveness and Academic Advising Effectiveness.

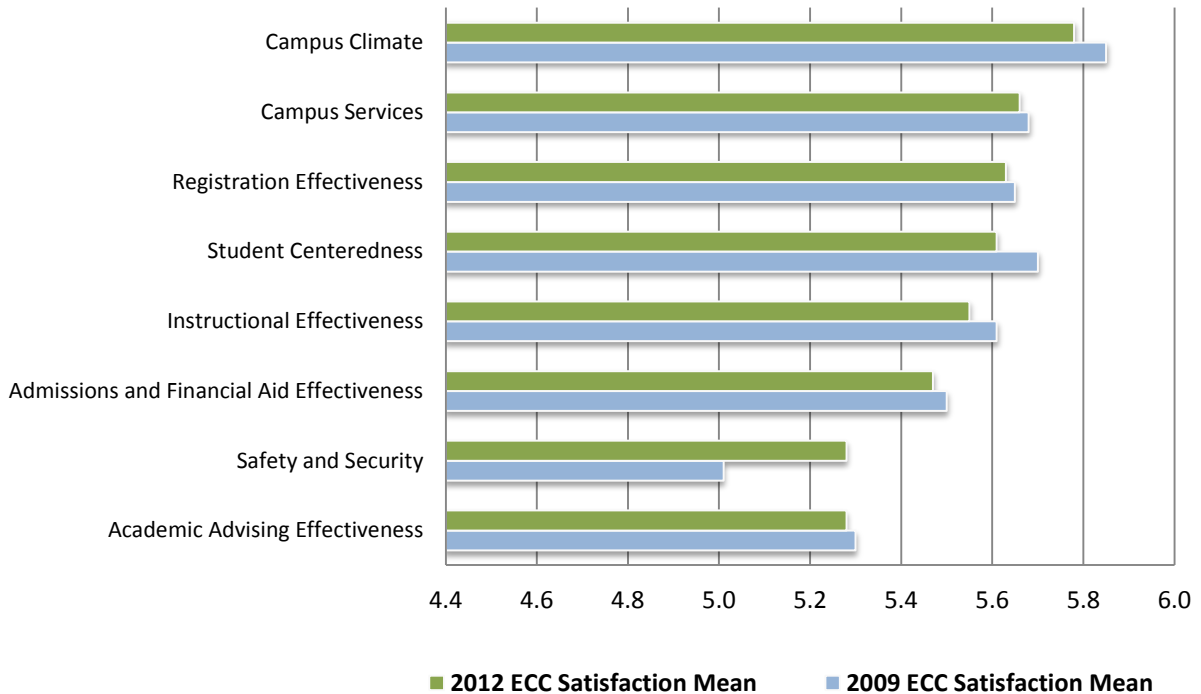
2012 Satisfaction Comparison



Year to Year Comparison

The graph below also depicts the mean satisfaction score for each institutional area and provides a comparison of the satisfaction of ECC students from the first SSI administration to the second SSI administration. ECC student’s satisfaction has decreased in all but one institutional area since 2009. Students did express a much higher level of satisfaction with the campus Safety and Security in 2012.

Year to Year Satisfaction Comparison



College-wide Ratings

- **College Expectation:** The SSI asked, “So far, how has your college experience met your expectation?” Forty-five percent (45%) of ECC respondents indicated that their experience was better than expected, representing a five percentage point decline since the Fall 2009 survey administration.
- **Overall Satisfaction:** The SSI asked students to, “Rate your overall satisfaction with your experience here thus far.” Fifty-six percent (56%) said they were satisfied or very satisfied with the experience, representing a six percentage point decline since Fall 2009.
- **Enroll Again:** The SSI asked, “All in all, if you had to do it all over, would you enroll here again?” Sixty-five percent (65%) replied probably yes or definitely yes that they would enroll at ECC again, representing a six percentage point decline since Fall 2009.

Trends

Below are survey items that ECC students rated at a higher level of satisfaction as compared to the National Community College cohort and the Midwestern Community College cohort.

Higher Satisfaction vs. National Community Colleges and Midwestern Community Colleges (2012 Results)

1. Classes are scheduled at times that are convenient for me.
2. My academic advisor is knowledgeable about my program requirements.
3. The campus is safe and secure for all students.
4. This campus provides online access to services I need.
5. On the whole, the campus is well-maintained.
6. Computer labs are adequate and accessible.
7. Faculty are fair and unbiased in their treatment of individual students.
8. I am able to take care of college-related business at times that are convenient for me.
9. The campus staff are caring and helpful.
10. This institution helps me identify resources to finance my education.

Below are survey items that ECC students rated at a lower level of satisfaction as compared to the National Community College cohort and the Midwestern Community College cohort.

Lower Satisfaction vs. National Community Colleges and Midwestern Community Colleges (2012 Results)

1. The quality of instruction I receive in most of my classes is excellent.
2. Faculty provide timely feedback about my academic progress.
3. I am able to register for the classes I need with few conflicts. *(Lower satisfaction vs. Midwestern only)*

ECC SSI Respondents Demographics:

Gender	N	%
Female	413	57.92%
Male	300	42.08%
Total	713	100.00%
No Answer	5	

Age	N	%
18 and under	125	17.58%
19 to 24	401	56.40%
25 to 34	110	15.47%
35 to 44	41	5.77%
45 and over	34	4.78%
Total	711	100.00%
No Answer	7	

Educational Goal	N	%
Associate degree	399	56.60%
Vocational/technical program	8	1.13%
Transfer to another institution	229	32.48%
Certification (initial/renewal)	13	1.84%
Self-improvement/pleasure	2	0.28%
Job-related training	5	0.71%
Other educational goal	49	6.95%
Total	705	100.00%
No Answer	13	

Employment	N	%
Full-time off campus	160	22.44%
Part-time off campus	316	44.32%
Full-time on campus	11	1.54%
Part-time on campus	11	1.54%
Not employed	215	30.15%
Total	713	100.00%
No Answer	5	

Race	N	%
Alaskan Native	1	0.14%
American Indian	9	1.27%
Asian	3	0.42%
Black/African-American	10	1.41%
Hispanic or Latino (and Puerto Rican)	11	1.55%
Native Hawaiian or Pacific Islander	4	0.56%
White/Caucasian	650	91.81%
Multi-racial	13	1.84%
Other race	7	0.99%
Total	708	100.00%
No Answer	10	

Current Enrollment Status	N	%
Day	559	79.86%
Evening	141	20.14%
Weekend	0	0.00%
Total	700	100.00%
No Answer	18	

Current Class Load	N	%
Full-time	560	78.54%
Part-time	153	21.46%
Total	713	100.00%
No Answer	5	

Class Level	N	%
1 year or less	554	78.03%
2 years	126	17.75%
3 years	17	2.39%
4 or more years	13	1.83%
Total	710	100.00%
No Answer	8	

Current GPA	N	%
No credits earned	106	15.06%
1.99 or below	27	3.84%
2.0 - 2.49	110	15.63%
2.5 - 2.99	154	21.88%
3.0 - 3.49	189	26.85%
3.5 or above	118	16.76%
Total	704	100.00%
No Answer	14	

Current Residence	N	%
Residence hall	0	0.00%
Own house	119	17.10%
Rent room or apt off campus	145	20.83%
Parent's home	387	55.60%
Other residence	45	6.47%
Total	696	100.00%
No Answer	22	

Residence Classification	N	%
In-state	688	98.99%
Out-of-state	6	0.86%
International (not U.S. citizen)	1	0.14%
Total	695	100.00%
No Answer	23	

Institution Was My	N	%
1st choice	482	69.35%
2nd choice	142	20.43%
3rd choice or lower	71	10.22%
Total	695	100.00%
No Answer	23	

Plan to Transfer	N	%
Yes I plan to transfer	498	71.55%
No I do not plan to transfer	198	28.45%
Total	696	100.00%
No Answer	22	

Organization Memberships	N	%
No organization memberships	582	83.74%
One or two organization memberships	104	14.96%
Three or four organization memberships	8	1.15%
Five or more organization memberships	1	0.14%
Total	695	100.00%
No Answer	23	

Tuition Source	N	%
Scholarships	62	9.14%
Financial aid	467	68.88%
Family contributions	42	6.19%
Self support	71	10.47%
Other tuition source	36	5.31%
Total	678	100.00%
No Answer	40	