

**The Survey:** The Ruffalo 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/institutional-research/surveys-and-reports-2/>. Ruffalo Noel-Levitz web site: <https://www.ruffalonl.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. Forty course sections in Union, Rolla, Sullivan and online were included. Over five hundred students completed the survey.

**Survey Administration:** Student Services staff from the main campus and satellite locations administered each survey. Surveys were given during mid-semester in fall 2015.

**Respondents:** Fifty-seven (57%) of respondents were female, 43% were male. The majority, 78.7% of respondents were full-time, and nearly 80% had been at ECC for one year or less. Half (50.7%) of the respondents are 19 to 24 years old. Over half (56.7%) indicated obtaining their associate degree was their primary educational goal. The majority of students (54%) are working at least part-time while attending ECC.

**Benchmark Comparison:** ECC's fall 2015 SSI results were compared to previous ECC SSI survey administration in spring 2012 and fall 2009.

**Comparison Group:** Data are compared to two comparison groups – Midwestern and National. The Midwestern comparison group includes responses from community, junior and technical colleges throughout Missouri, Illinois, Indiana, Iowa, Kansas, Minnesota, North Dakota, Ohio and Wisconsin. The National comparison group includes responses from all community, junior and technical colleges throughout the United States who administered the SSI.

**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, 2012, and 2015 SSI survey. Five items have remained a strength in all 3 survey years. The majority of the strengths were in the area of campus climate.

Institutional Area	Strengths	2009	2012	2015
Student Centeredness	*Students are made to feel welcome here.	X	X	X
	*The campus staff are caring and helpful.	X	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	X
Safety and Security	*The campus is safe and secure for all students.	X	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	X
	Computer labs are adequate and accessible.		X	X
Registration Effectiveness	There are convenient ways of paying my school bill.		X	
	Registration processes and procedures are convenient.			X
Campus Climate	Tuition paid is a worthwhile investment.	X	X	
	*The campus is safe and secure for all students.	X	X	X
	*Students are made to feel welcome here.	X	X	X
	On the whole, the campus is well-maintained.	X	X	X
	*The campus staff are caring and helpful.	X	X	X
Institutional Question	It's easy to find my way around campus.	X	X	NA
	Study areas are adequate and accessible.	X	NA	NA
	Tuition and fee charges are reasonable.	NA	X	NA

\* Strength reflected in more than one Institutional Area.

NA: Represents institutional questions not asked in survey year.

### ECC SSI Challenges

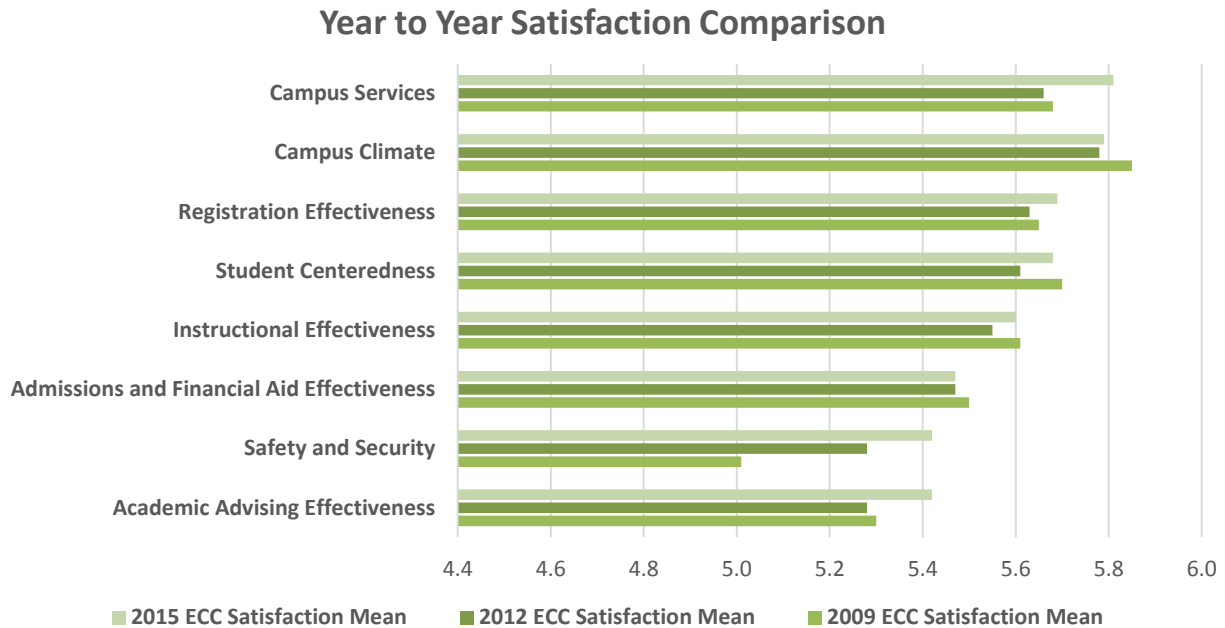
SSI Challenges are survey items ECC students identified as highly important (top half of importance), with low levels of satisfaction (bottom quartile of satisfaction). Below is a summary of the items that were identified as ECC challenges in the 2009, 2012, and 2015 SSI survey. Five items have remained a challenge in all 3 survey years. The majority of challenges were in the area of instructional effectiveness.

Institutional Area	Challenges	2009	2012	2015
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	X
	There are sufficient courses within my program of study available each term.	X	X	X
	Faculty provide timely feedback about my academic progress.	X	X	X
Safety and Security	The amount of student parking space on campus is adequate.	X	X	X
Academic Advising Effectiveness	My academic advisor is knowledgeable about transfer requirements of other schools.	X		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	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	NA

\* Challenge reflected in more than one Institutional Area.

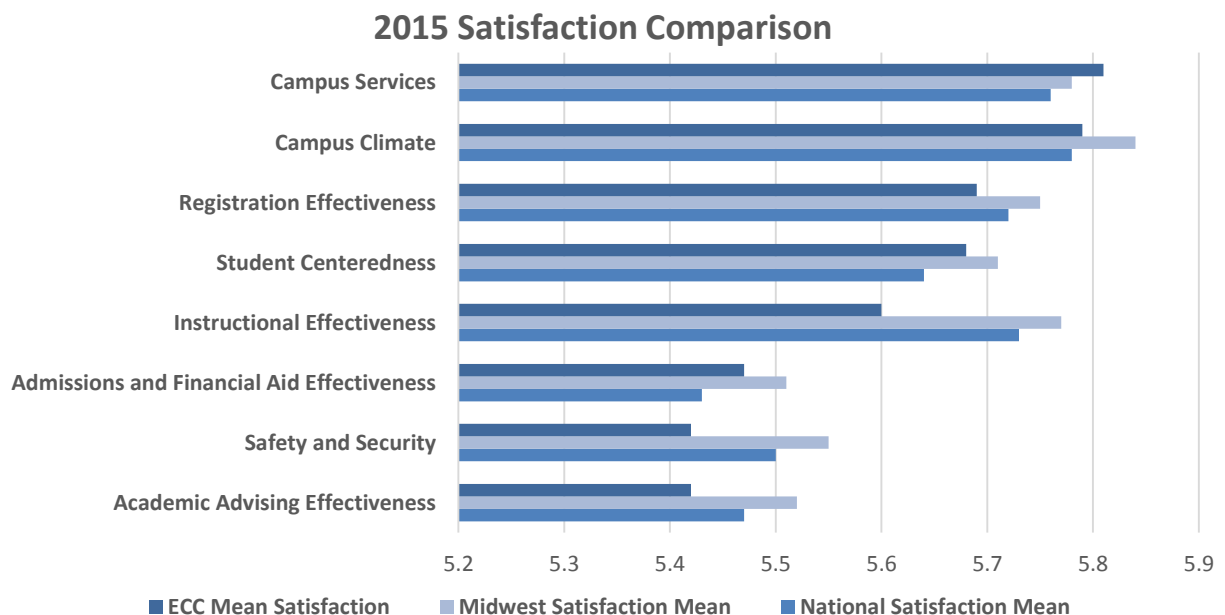
## Year to Year Comparison

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. It provides a comparison of the satisfaction of ECC students from the first SSI administration to the last SSI administration. ECC student's satisfaction has increased or remained the same from 2012 to 2015 in all areas. Campus services had the largest increase in mean satisfaction from 2012 to 2015.



## National and Midwest Comparison

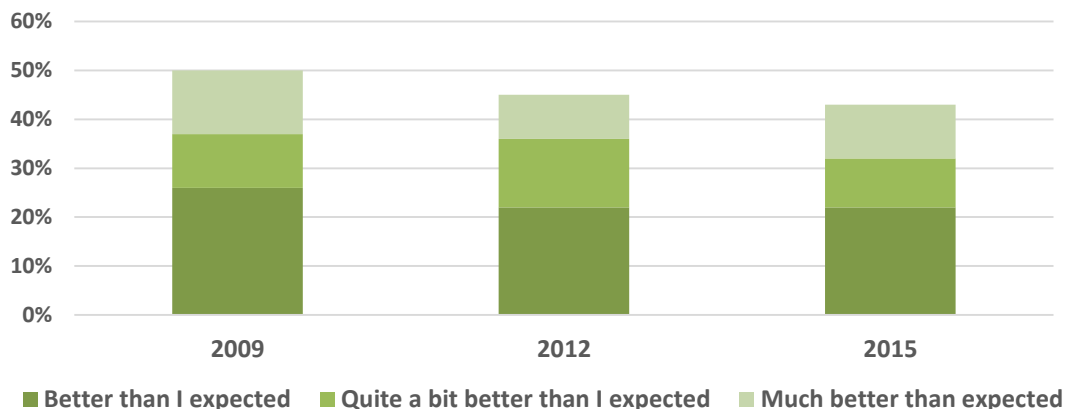
The graph below depicts ECC's 2015 mean satisfaction scores compared to the National Satisfaction Mean, as well as, a cohort of Midwestern community colleges. ECC students have a higher mean satisfaction than the National group in half of the institutional areas. When compared to the Midwestern group, ECC students have a lower mean satisfaction in all areas except Campus Services. Instructional Effectiveness has the largest satisfaction gap when compared to both the National and Midwestern comparison groups.



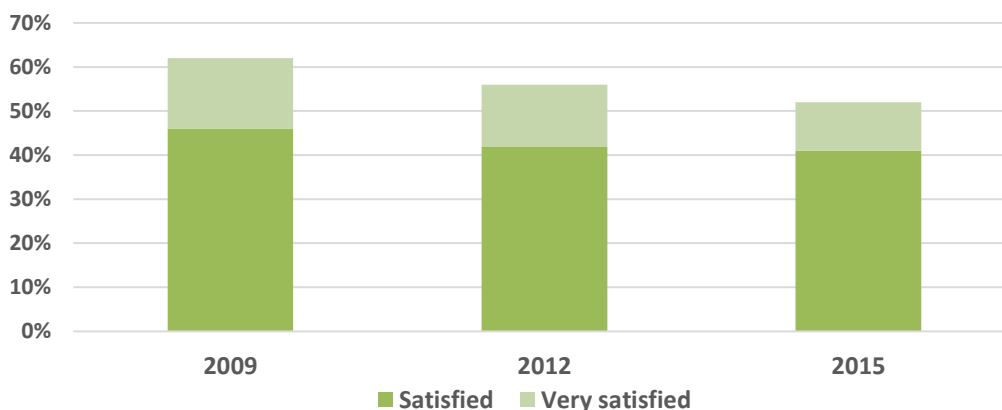
## College-wide Ratings

The SSI asks three overview questions about how our students feel about their experience. Overall, since the first SSI survey administration, ECC students are less satisfied about their experiences.

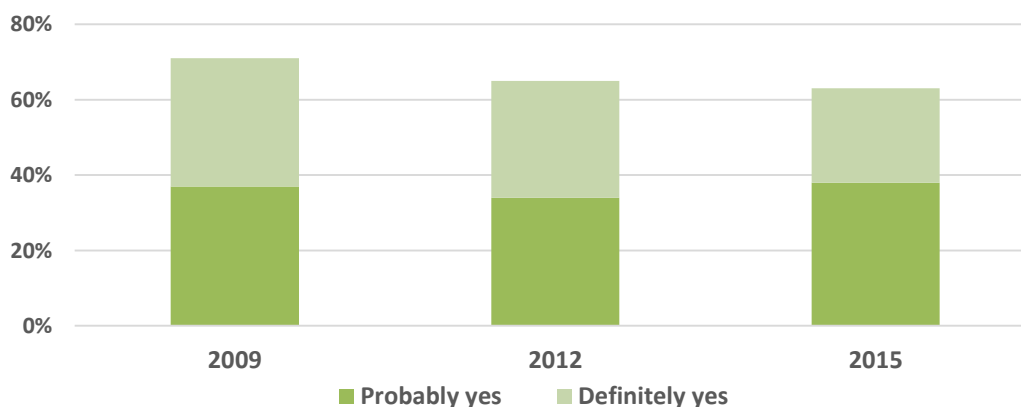
- **College Expectation:** The SSI asked, “So far, how has your college experience met your expectation?” Forty-three percent (43%) of ECC respondents indicated that their experience was better to much better than expected, representing a 2% decline since the 2012 survey, and a 7% decline from the 2009 survey.



- **Overall Satisfaction:** The SSI asked students to, “Rate your overall satisfaction with your experience here thus far.” Fifty-two percent (52%) said they were satisfied or very satisfied with the experience, representing a 4% decline since the 2012 survey, and a 10% decline since the 2009 survey.

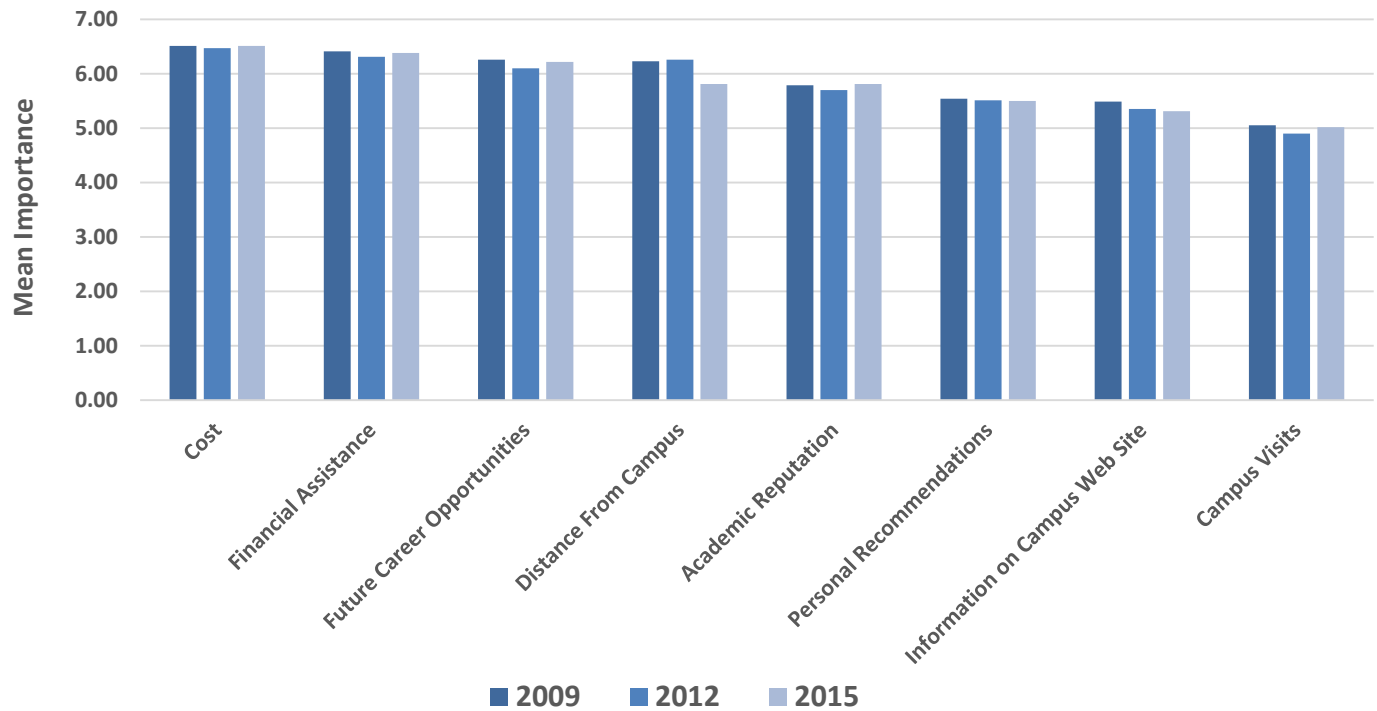


- **Enroll Again:** The SSI asked, “All in all, if you had to do it all over, would you enroll here again?” Sixty-three percent (63%) replied probably yes or definitely yes that they would enroll at ECC again, representing a 2% decline since 2012 survey administration, and an 8% decline since the 2009 survey administration.



## Enrollment Factors

Students are asked to rate the importance in their decision to enroll at the institution. The chart below depicts the average score on factors they find important when deciding to enroll at ECC.



It is important to be aware of the students' motivational factors for attending ECC. Our students place a high priority on the financial factors when enrolling, rather than the academic reputation of the institution.

## ECC SSI Respondents Demographics:

Gender	N	%
Female	291	57.17%
Male	218	42.83%
Total	509	100.00%
No Answer	4	

Age	N	%
18 and under	183	36.09%
19 to 24	257	50.69%
25 to 34	37	7.30%
35 to 44	21	4.14%
45 and over	9	1.78%
Total	507	100.00%
No Answer	6	

Race	N	%
Alaskan Native	0	0.00%
American Indian	5	1.00%
Asian	5	1.00%
Black/African-American	5	1.00%
Hispanic or Latino (and Puerto Rican)	9	1.80%
Native Hawaiian or Pacific Islander	0	0.00%
White/Caucasian	456	91.20%
Multi-racial	16	3.20%
Other race	4	0.80%
Total	500	100.00%
No Answer	13	

Current Enrollment Status	N	%
Day	460	92.00%
Evening	40	8.00%
Weekend	0	0.00%
Total	500	100.00%
No Answer	13	

Current Class Load	N	%
Full-time	399	78.70%
Part-time	108	21.30%
Total	507	100.00%
No Answer	6	

Class Level	N	%
1 year or less	405	79.72%
2 years	85	16.73%
3 years	15	2.95%
4 or more years	3	0.59%
Total	508	100.00%
No Answer	5	

Educational Goal	N	%
Associate degree	283	56.71%
Vocational/technical program	5	1.00%
Transfer to another institution	156	31.26%
Certification (initial/renewal)	14	2.81%
Self-improvement/pleasure	6	1.20%
Job-related training	3	0.60%
Other educational goal	32	6.41%
Total	499	100.00%
No Answer	14	

Employment	N	%
Full-time off campus	99	19.45%
Part-time off campus	276	54.22%
Full-time on campus	6	1.18%
Part-time on campus	12	2.36%
Not employed	116	22.79%
Total	509	100.00%
No Answer	4	

Current Residence	N	%
Residence hall	0	0.00%
Own house	58	11.53%
Rent room or apt off campus	86	17.10%
Parent's home	329	65.41%
Other residence	30	5.96%
Total	503	100.00%
No Answer	10	

Residence Classification	N	%
In-state	489	97.60%
Out-of-state	7	1.40%
International (not U.S. citizen)	5	1.00%
Total	501	100.00%
No Answer	12	

Institution Was My	N	%
1st choice	327	65.01%
2nd choice	115	22.86%
3rd choice or lower	61	12.13%
Total	503	100.00%
No Answer	10	

Plan to Transfer	N	%
Yes I plan to transfer	373	74.45%
No I do not plan to transfer	128	25.55%
Total	501	100.00%
No Answer	12	

Current GPA	N	%
No credits earned	138	28.45%
1.99 or below	11	2.27%
2.0 - 2.49	44	9.07%
2.5 - 2.99	110	22.68%
3.0 - 3.49	113	23.30%
3.5 or above	69	14.23%
Total	485	100.00%
No Answer	28	

Organization Memberships	N	%
No organization memberships	425	85.34%
One or two organization memberships	67	13.45%
Three or four organization memberships	5	1.00%
Five or more organization memberships	1	0.20%
Total	498	100.00%
No Answer	15	

Tuition Source	N	%
Scholarships	66	13.72%
Financial aid	306	63.62%
Family contributions	29	6.03%
Self support	47	9.77%
Other tuition source	33	6.86%
Total	481	100.00%
No Answer	32	