

Noel-Levitz Student Satisfaction Inventory  
Executive Summary and Reports  
Fall 2015

The Office of Planning and Institutional Effectiveness

Noel Levitz Student Satisfaction Inventory  
Executive Summary  
Fall 2015

The results from the Fall 2015 administration of Noel-Levitz's 40-question Student Satisfaction Inventory were not as positive as Fall 2013's survey administration, despite an improved respond rate.

The Noel-Levitz scale, Instructional Effectiveness, was deemed the most importance scale by the students completing the survey, replacing Registration Effectiveness for the top spot.

Noel-Levitz identified eight Strengths in Fall 2015, two of which were new Strengths. In Fall 2013, the College had eleven Strengths.

Noel-Levitz identified ten Challenges in Fall 2015, three of which were new Challenges. Three of the ten Challenges are part of the Instructional Effectiveness Scale. In Fall 2013, the College had eight Challenges. In addition, there were two questions that experienced a statistically significant decrease in its level of satisfaction when compared to Fall 2013.

Of the eight Noel-Levitz Satisfaction Inventory Scales, only the Safety and Security scale experience positive gains when compared to both the national benchmark and the Fall 2013 results.

Cost, Future Career Opportunities, and Financial Assistance remained the top three factors our students use when deciding to enroll at Black Hawk College.

Finally, while the percentage of students expressing positive answers to all three Noel-Levitz institutional questions declined in 2015, all three percentages remained at or above the nation benchmark for two-year community, junior, and technical colleges. On the other hand, the Fall 2015 percentage of students (81%) stating they are satisfied with their experience at Black Hawk College thus far was statistically significant lower than in Fall 2013 (88%).

# Noel Levitz Student Satisfaction Inventory

## Executive Report

### Fall 2015

#### **Why is the Noel-Levitz Student Satisfaction Inventory administered?**

Black Hawk College administers the Noel-Levitz Student Satisfaction Inventory (SSI) to determine the areas on campus that matter most to our students (*Importance*) and how satisfied (*Satisfaction*) our students are with those areas.

The College uses the Noel-Levitz SSI and its results as an assessment tool. The data and information provided by the survey may be used in the following ways:

- In the strategic planning process,
- As a source of possible quality improvement projects for the Academic Quality Improvement Program (AQIP), and
- In the unit planning process.

#### **How is the Noel-Levitz Student Satisfaction Inventory administered?**

On November 3, 2015, 743 Black Hawk College students were sent an invitation, via their myBlackHawk email, to participate in the Fall 2015 Noel-Levitz Student Satisfaction Inventory. The beginning date of November 3, 2015 was chosen because it coincides with the beginning of the spring registration period and the invited students would notice the Noel-Levitz email when entering myBlackHawk to register.

The sample size of 743 was determined based on the number of students enrolled with a college credit major on the Fall 2015 semester's tenth day (August 28, 2015) and the desired level of statistical confidence and margin of error. Finally, a systematic random sample was used to determine which students would be invited to participate in the survey.

For the Fall 2015 survey, the College had a response rate of 19.5%. This is an improvement from the Fall 2013 survey response rate of 16.5%. This was accomplished by using the College's data warehouse to eliminate Fall 2015 students no longer enrolled at the College at the time of the survey administration.

#### **What are the Noel-Levitz Student Satisfaction Inventory Scales?**

The Student Satisfaction Inventory contains 40 questions organized into eight comprehensive scales. Based on the feedback from our survey respondents, the following are the eight scales in descending order of *Importance* (what matters most to our students) for Black Hawk College students:

- **Instructional Effectiveness** – assesses your students' academic experience, the curriculum, and the college's overriding commitment to academic excellence.
- **Registration Effectiveness** – assesses issues associated with registration and billing.
- **Academic Advising Effectiveness** – assesses the comprehensiveness of your academic advising program.
- **Campus Climate** – assesses the extent to which your institution provides experiences that promote a sense of campus pride and feelings of belonging. It also assesses the effectiveness of the College's channels of communication for students.
- **Safety and Security** – assesses your institution's responsiveness to students' personal safety and security on your campus.

- **Student Centeredness** – assesses your college’s efforts to convey to students that they are important to your institution.
- **Admissions and Financial Aid Effectiveness** – assesses your institution’s ability to enroll students in an effective manner.
- **Campus Services** – assesses services students utilize to achieve their academic goals.

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***The Instructional Effectiveness Scale is now the most important scale according to our students. In the 2013 Noel-Levitz survey administration, the **Instructional Effectiveness Scale** was third behind both the **Registration Effectiveness (1<sup>st</sup> in 2013)** and the **Campus Climate (2<sup>nd</sup> in 2013)** scales.***

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### **What are the Black Hawk College customized questions?**

Finally, Black Hawk College asks ten customized questions in the survey. For the Fall 2015 survey, the College used seven questions that were used in the Fall 2013 survey. This was done in order to provide the College with comparative data.

The topics for six of the seven repeated customized questions came from internal College sources:

- Meeting enrollment objectives,
- Availability of technology,
- Academic planning,
- Career preparation,
- Utilization of planning and registration tools, and
- Living in a multicultural society.

One repeated customized question came from a previous-used Noel-Levitz 70-question student satisfaction inventory. This former Noel-Levitz question had been identified as a challenge (see pages 5-6) for Black Hawk College and warranted continued monitoring. This question asked our survey respondents about:

- Being notified if they are doing poorly in class.

The final three customized questions from the Fall 2013 survey were eliminated because they either had very small Performance Gaps (*Satisfaction score minus Importance score; see pages 5-6*) or were no longer a relevant topic of interest.

The College replaced those questions with three new customized questions emphasizing graduation, signage, and co-curricular activities.

- Degree Works clearly explains the courses I need to pass in order to graduate.
- Black Hawk College signage helps me get to where I want to go on campus.
- Black Hawk College-sponsored activities allow me to apply what I have learned in the classroom.

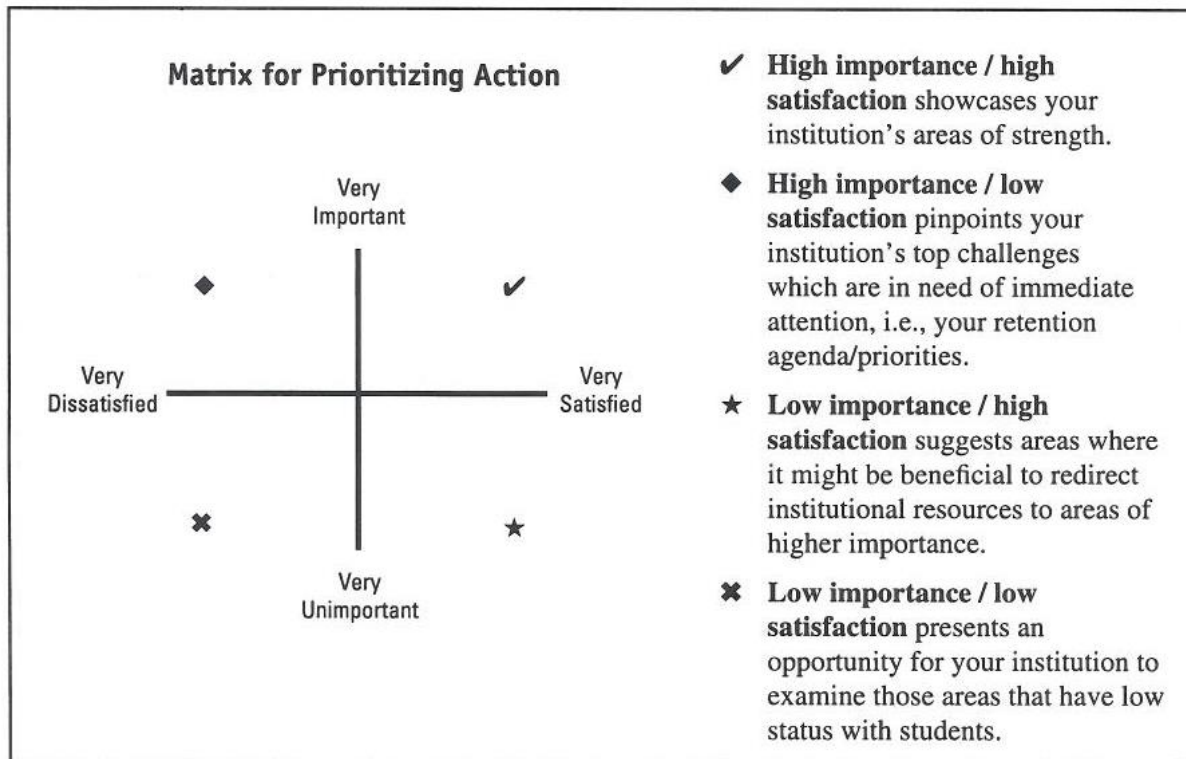
### Who completed the Student Satisfaction Inventory (SSI)?

- **Gender:** More survey respondents were female than male.
- **Age:** Over half of the survey respondents were traditional students (under 25 years old).
- **Ethnicity:** More survey respondents were white than minority (Hispanic students were the most represented minority group).
- **Enrollment Status:** Most survey respondents were enrolled in daytime sections.
- **Class Load:** More survey respondents were enrolled full-time than part-time.
- **Class Level:** More survey respondents had been at the College two years or less.
- **Current Grade Point Average:** Most survey respondents reported having a GPA of a C or better.
- **Educational Goal:** Most survey respondents plan on earning an Associate's degree or transferring to another institution.
- **College choice:** Most survey respondents identified Black Hawk College as their first choice for college.
- **Campus:** Both the Quad City Campus and East Campus are represented in the results.

### How does the College interpret the Student Satisfaction Inventory (SSI) results?

For each question in the SSI, the student rates its level of importance using a 1 - 7 Likert scale (7 being the highest) and the level of satisfaction using a 1 - 7 Likert scale (7 being the highest). Based on the student's responses, Mean Importance and a Mean Satisfaction are calculated for each survey item and the aforementioned eight scales.

Next, these Mean Importance and Mean Satisfaction scores identify which aspects of the college are Strengths and which are Challenges. Black Hawk College adopted the **Matrix for Prioritizing Action** method used by Noel-Levitz to identifying our strengths and challenges. This method is illustrated in the following graph.



- **Strengths** are defined as being above the midpoint of importance and the top quartile of satisfaction.
- **Challenges** are defined as being above the midpoint of importance and in the bottom quartile of satisfaction or the top quartile of performance gap.
- A **Performance Gap** is generated for each survey item and is the discrepancy between the students' perceived importance and satisfaction with the various aspects of college life. The formula is: Performance Gap = Mean Importance – Mean Satisfaction

**What are Black Hawk College's Strengths?**

***Remember from Noel-Levitz's matrix, strengths are defined as being above the midpoint of importance and the top quartile of satisfaction.*** The following are Black Hawk College's Strengths (and its corresponding scale, if any) in descending order of **Importance**:

- My learning experience at Black Hawk College is preparing me to meet my enrollment objective. (Black Hawk College customized question (#41))
- The campus is safe and secure for all students. (Campus Climate and Safety and Security (#13))
- I have an academic plan to reach my academic goal. (Black Hawk College customized question (#44))
- Faculty are usually available to students outside of class (during office hours, by phone or by e-mail). (Instructional Effectiveness (#34))
- The available technology at Black Hawk College adequately supports my learning. (Black Hawk College customized question (#42))
- **(NEW)** Degree Works clearly explains the courses I need to pass in order to graduate. (Black Hawk College customized question (#43))
- This campus provides online access to services I need. (Not associated with a scale (#28))
- **(NEW)** Security staff respond quickly to calls for assistance. (Safety and Security (#4))
  - This is the only question on the survey that was statistically significant increase in its level of satisfaction from Fall 2013

### **What are the College's Challenges?**

***Remember from the Noel-Levitz's matrix, challenges are defined as being above the midpoint of importance and in the bottom quartile of satisfaction or the top quartile of performance gap.*** The following are Black Hawk College's Challenges (and its corresponding scale, if any) in descending order of ***Importance***:

- The quality of instruction I receive in most of my classes is excellent. (Instructional Effectiveness (#8))
- My academic advisor is knowledgeable about my program requirements. (Academic Advising Effectiveness (#14))
- There are sufficient courses within my program of study available each term. (Instructional Effectiveness (#40))
- Classes are scheduled at times that are convenient for me. (Registration Effectiveness (#2))
- Faculty provide timely feedback about my academic progress. (Instructional Effectiveness (#25))
- **(NEW)** Students are notified early in the term if they are doing poorly in a class (Black Hawk College customized question (#48))
- **(NEW)** I receive ongoing feedback about progress toward my academic goals (Academic Advising Effectiveness (#35))
- This institution helps me identify resources to finance my education. (Admissions and Financial Aid Effectiveness (#23))
- The amount of student parking space on campus is adequate. (Safety and Security (#21))
- **(NEW)** I seldom get the "run-around" when seeking information on this campus. (Campus Climate and Student Centeredness (#37))

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**Of the ten Challenges identified by Noel-Levitz, three are part of the Instructional Effectiveness scale. Questions, and their related scales, that receive high levels of importance, but low levels of satisfaction should receive immediate attention by the College.**

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Challenges in the Fall 2013 survey that **are not** challenges in the Fall 2015 survey are the following:

- Financial Aid counseling is available if I need it. (Admissions and Financial Aid Effectiveness (#15))
  - Level of importance was below the midpoint of importance.

In addition, although they were not identified as Challenges, the following questions experienced a statistically significant decrease in its level of satisfaction when compared to Fall 2013:

- I am able to take care of college-related business at times that are convenient for me. (Registration Effectiveness (#32))
- My educational experiences at Black Hawk College are preparing me to work and live in a multicultural society. (Black Hawk College customized question (#50))

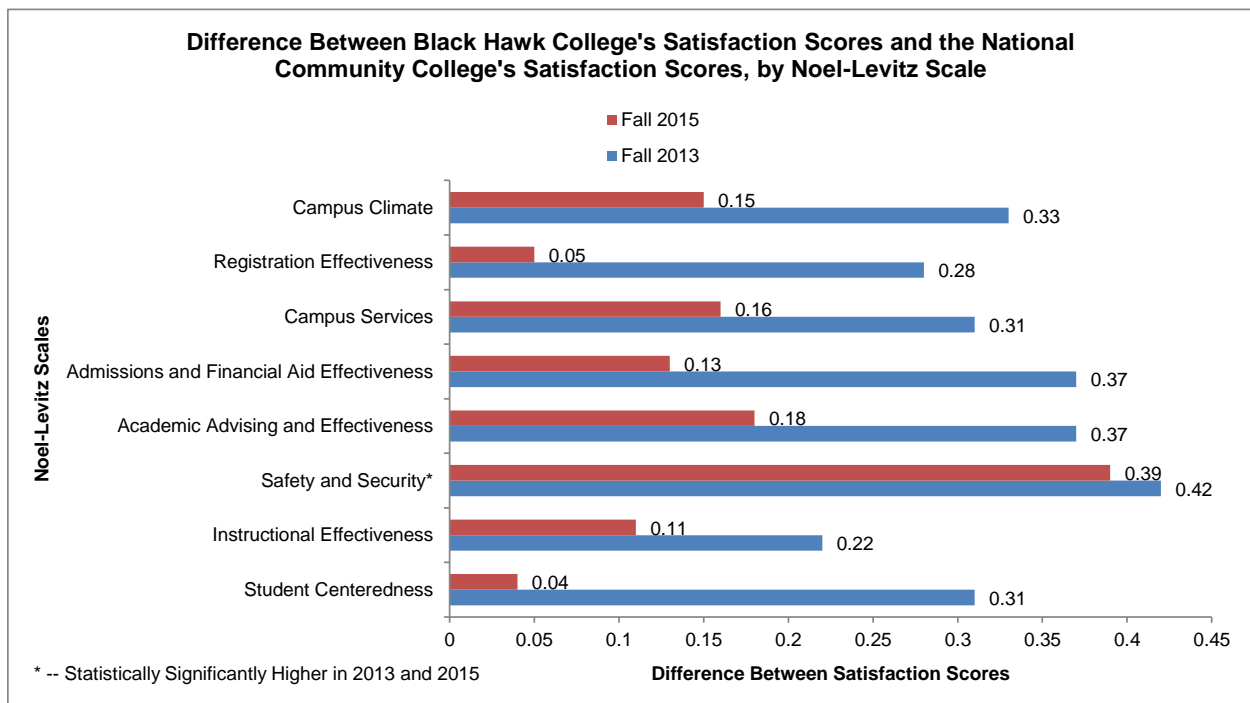
**How does Black Hawk College compare to other community, junior, and technical colleges?**

In order to benchmark Black Hawk College’s results, Noel-Levitz compares the College’s Mean Satisfaction scores to the Mean Satisfaction scores from a national benchmark, which is comprised of community, junior and technical colleges. In addition, Noel-Levitz identifies whether or not the College’s Mean Satisfaction scores are statistically significantly different from those of the national benchmark. Statistical significance means that the observed deviation from what is expected cannot be attributed just to chance variation.

***For the Fall 2013 survey results, all eight scales for the College had statistically significantly higher Mean Satisfaction scores than the Noel-Levitz benchmark.*** This meant Black Hawk College students were more satisfied with their college experience than students from other community, junior and technical colleges participating in the Noel-Levitz Student Satisfaction Inventory.

***However, in the Fall 2015 survey results, the Safety and Security Scale was the only Noel-Levitz scale with a statistically significantly higher Mean Satisfaction scores than the Noel-Levitz benchmark.***

There are four questions in the Safety and Security Scale. As mentioned earlier, for the Fall 2015 term, two of the eight College Strengths are part of the Safety and Security scale. Whereas, in Fall 2013 term, only one question (safe and secure campus) was a Strength.



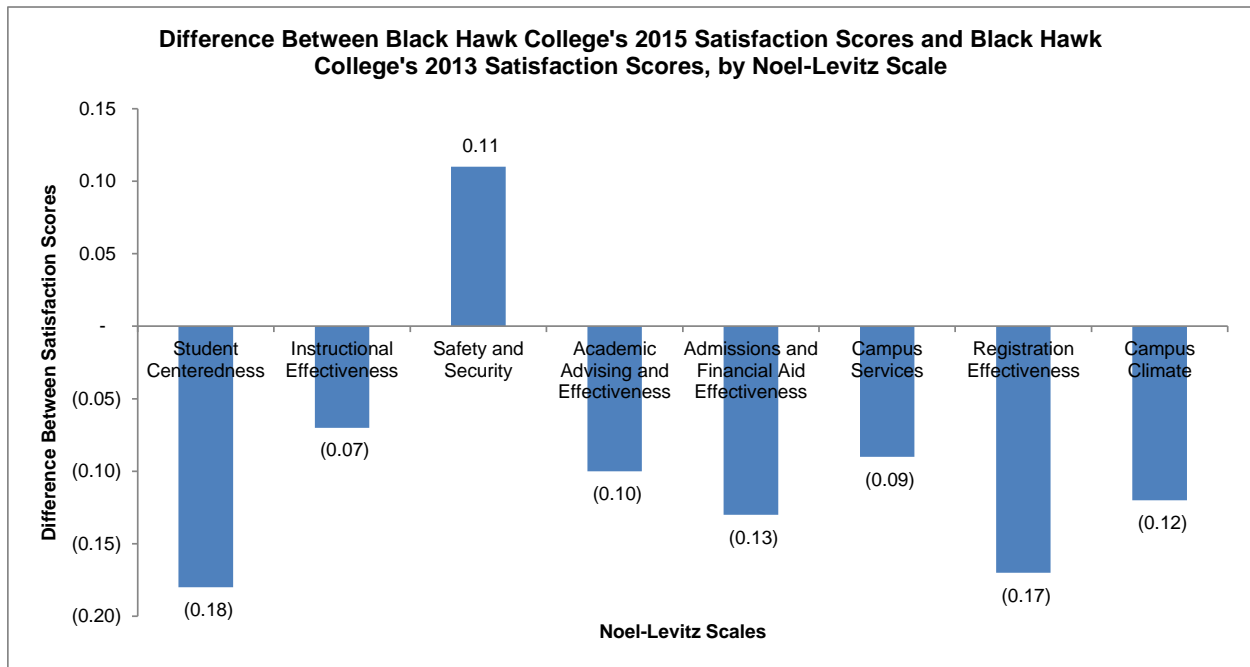


**How does the Fall 2015 survey results compare to the Fall 2013 survey results?**

In addition to a national benchmark, Noel-Levitz compares the survey results from survey year to survey year. The comparison was made between the Mean Satisfaction scores for the Fall 2015 survey to the Mean Satisfaction scores of the Fall 2013 survey

When comparing the College's Fall 2015 Mean Satisfaction scores for each of the eight scales to those of the Fall 2013 survey, ***none of the eight scales for the College had statistically significantly higher Mean Satisfaction scores.***

Unfortunately, only the **Safety and Security** scale had its mean satisfaction scores increase from the Fall 2013 survey.

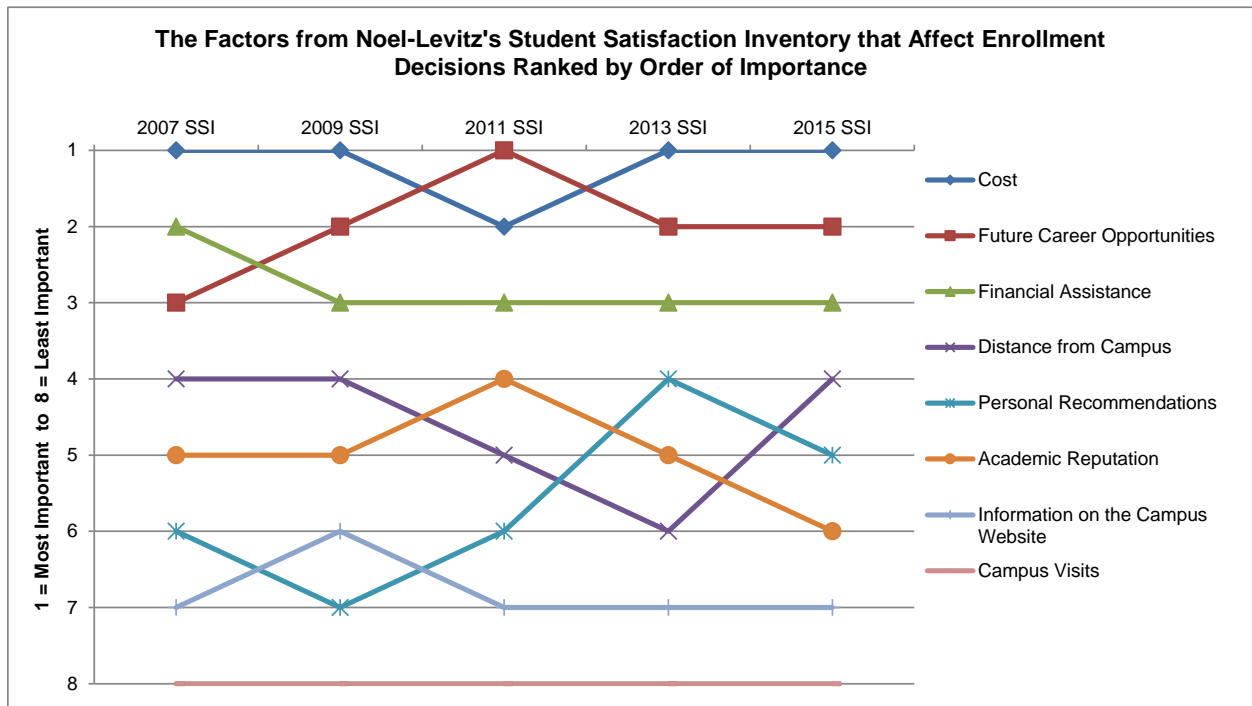


**What are the most important factors affecting enrollment decisions?**

In addition to the forty individual questions, the Student Satisfaction Inventory asks students about the importance of eight factors on their decision to enroll at Black Hawk College. Based on the feedback from the survey respondents, the following are those eight factors in descending order of **Importance**:

1. Cost
2. Future Career Opportunities
3. Financial Assistance
4. Distance from Campus
5. Personal Recommendations
6. Academic Reputation
7. Information on the Campus Website
8. Campus Visits

The following graph displays the level of importance each of the above factors have on our students decision to enroll at Black Hawk College and the changes in their level of importance over time.



In 2015, the top three factors for enrolling at Black Hawk College remained the same as in 2013: **Cost, Future Career Opportunities, and Financial Assistance.**

The factor, Distance from Campus, moved up from the 6<sup>th</sup> most influential factor to the 4<sup>th</sup> most influential factor. This increased important may reflect the fact the Villas student housing complex has opened since the last administration of the Noel-Levitz SSI survey.

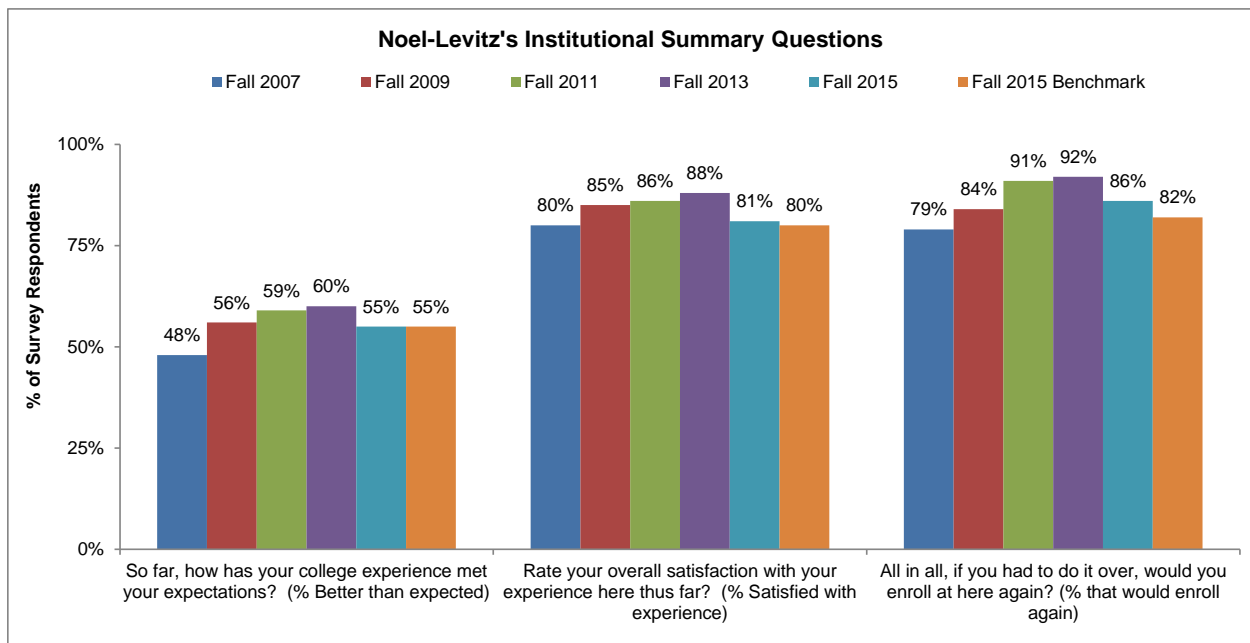
**What does the Noel-Levitz SSI Institutional summary questions tell the College?**

At the end of the Survey, there are three institutional summary questions:

- So far, how has your college experience met your expectations?
- Rate your overall satisfaction with your experience here thus far?
- All in all, if you had to do it over, would you enroll at here again?

While the percentage of students expressing positive answers to all three institutional questions declined in 2015, all three percentages remained at or above the nation benchmark for two-year community, junior, and technical colleges.

On the other hand, the Fall 2015 percentage of students (81%) stating they are satisfied with their experience at Black Hawk College thus far was statistically significant lower than in Fall 2013 (88%).



**Conclusions:**

This report will be presented at an upcoming Deans' meeting. Recommendations from the academic and student services leadership will be identified.