



# Student Satisfaction and Priorities

STUDENT SATISFACTION INVENTORY™ RESULTS,

ADMINISTRATION

N=

Students

(Number of completed surveys)

Student satisfaction is defined as “when expectations are met or exceeded by the student’s **perception** of the campus reality.” **Remember perception is reality!**

\*Schreiner & Juillerat, 1994

## Why does student satisfaction matter?

Student satisfaction has been positively linked to:



Individual student retention



Annual giving



College completion rates

## Priorities for Our Students

Matrix for prioritizing action:



## 1 Our Institutional Strengths

These are the top areas our students care about, where we are meeting their expectations.”

- 1.
- 2.
- 3.
- 4.
- 5.

## 2 Our Institutional Challenges

These items are the key areas to improve, based on the priorities of our students.”

- 1.
- 2.
- 3.
- 4.
- 5.

## 3 The Importance of Institutional Choice

Students attending their first choice institution are more likely to have higher satisfaction levels overall.

The percentage of our students indicating that we are their:

1ST CHOICE

2ND CHOICE

3RD CHOICE OR LOWER

## 4 What Factors Influence Our Student to Enroll?

These items are the key areas to improve, based on the priorities of our students.

Important factors in the decision to enroll at our institution are:

FINANCIAL AID

COST

ACADEMIC REPUTATION

## 5 Bottom Line Indicators

How satisfied are our students compared with students nationally?

PERCENTAGE SATISFIED/  
VERY SATISFIED

NATIONAL LEVEL SATISFIED/  
VERY SATISFIED

How likely are our students to enroll again if they had it to do over?

PERCENTAGE PROBABLY/  
DEFINITELY YES

NATIONAL LEVEL PROBABLY/  
DEFINITELY YES

\*\*These areas will be further explored with additional data analysis and conversations on campus to determine how to best improve the student experience.

For more information, contact: