

LONGWOOD Noel-Levitz Student Satisfaction Inventory (SSI) 2013

Overview of Results

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SSI Administration at LU



- Administered in Spring 2013 to 4,528 enrolled LU students via unique email invitation with link to web-based survey
 - extensive social media marketing and multiple follow-ups with six incentive prizes of \$50 Lancer Ca\$h offered
- A total of **792 LU students** responded yielding an 18% response rate
- Possible influences on low response rate:
 - 567 emails were kicked back immediately
 - Multiple competing surveys have contributed to mounting student survey fatigue

LU & National Respondent Demographics

Based on **792 LU** and **97,084 student respondents** from **93 Four-Year Public Institutions**

Gender	LU	4-Yr Publics
Female	(628) 79.29%	62%
Male	(164) 20.71%	38%
Age		
≤ 18	(75) 9.46%	12%
19 – 24	(655) 82.60%	62%
25 - 34	(35) 4.41%	15%
35 - 44	(15) 1.89%	6%
≥ 45	(13) 1.64%	5%

Class Level	LU	4-Yr Publics
FR	(136) 17.30%	23%
SO	(167) 21.25%	18%
JR	(215) 27.35%	23%
SR	(200) 25.45%	26%
Grad/Prof	(57) 7.25%	8%

LU & National Respondent Demographics

Based on **792 LU** and **97,084 student respondents**
from 93 Four-Year Public Institutions

Ethnicity/ Race	LU	4-Yr Publics
African-American	(51) 6.44%	16%
American Indian	(4) 0.51%	1%
Asian	(19) 2.40%	6%
Caucasian	(661) 83.46%	61%
Hispanic	(14) 1.77%	8%
Other race	(17) 2.15%	4%
Prefer not to Respond	(26) 3.28%	4%

Self-reported descriptor:	LU
Varsity Athlete	(33) 0.4%
Student with a disability	(52) 6.65%
Undeclared/Undecided	(23) 2.98%
CCCAS	(435) 56.35%
CBE	(88) 11.40%
CEHS	(190) 24.61%
CGPS	(36) 4.66%

LU & National Respondent Demographics

Based on 792 LU and 97,084 student respondents from 93 Four-Year Public Institutions

GPA	LU	4-Yr Publics
2.49 or below	(107) 13.56%	10%
2.5 – 2.99	(216) 27.38%	20%
3.0 – 3.49	(257) 32.57%	32%
3.50 or above	(202) 26.60%	32%

Institution was...	LU	4-Yr Publics
First Choice	(536) 67.85%	62%
Second Choice	(185) 23.42%	26%
Third Choice or lower	(69) 8.73%	12%

70 items across 12 Scales

**Academic
Advising**

**Instructional
Effectiveness**

**Safety and
Security**

**Student
Centeredness**

**Campus
Climate**

**Concern for
Individual**

**Registration
Effectiveness**

**Recruitment and
Financial Aid**

**Service
Excellence**

**Campus
Support
Services**

Campus Life

**Responsiveness
to Diverse
Populations**

Prompts and Scales used on the SSI

1=not important at all

4=neutral

7=very important

1=not satisfied at all

4=neutral

7=very satisfied

Noel-Levitz
Student Satisfaction Inventory™

Step 1 (Page 1 of 9) ▶ Step 2 ▶ Step 3 ▶ Done

Each item below describes an expectation about your experiences on this campus.
On the left, tell us how important it is for your institution to meet this expectation.
On the right, tell us how satisfied you are that your institution has met this expectation.

Importance to me...								...My level of satisfaction												
1 - not important at all								5 - somewhat important												
2 - not very important								6 - important												
3 - somewhat unimportant								7 - very important												
4 - neutral								N/A - does not apply												
1	2	3	4	5	6	7	N/A													
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	1. Most students feel a sense of belonging here.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	2. The campus staff are caring and helpful.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	3. Faculty care about me as an individual.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	4. Admissions staff are knowledgeable.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	5. Financial aid counselors are helpful.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	6. My academic advisor is approachable.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	7. The campus is safe and secure for all students.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	8. The content of the courses within my major is valuable.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	9. A variety of intramural activities are offered.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	10. Administrators are approachable to students.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	11. Billing policies are reasonable.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	12. Financial aid awards are announced to students in time to be helpful in college planning.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
1	2	3	4	5	6	7	N/A													

Next

Which scales did LU students rate as most important?

Academic
Advising

Instructional
Effectiveness

Safety and
Security

Student
Centeredness

Shown in
order of
importance

Campus
Climate

Concern for
Individual

Registration
Effectiveness

Recruitment and
Financial Aid

Service
Excellence

Campus
Support
Services

Campus Life

Responsiveness
to Diverse
Populations

LU's Strengths (Items of High Importance/High Satisfaction)

Course content within major is valuable

Excellent instruction within major

Knowledgeable academic advisor

Faculty are knowledgeable in their field

Campus is safe and secure

Enjoyable student experience on campus

Ability to experience intellectual growth

Academic advisor is approachable

Welcome feeling on campus

Academic advisor is concerned about individual

Commitment to academic success

Accessible faculty after class

Academic buildings support learning

Campus is well maintained

Experiences create more independent and self-directed learner

Faculty willingly provide disability accommodations



LU's Challenges (Items of High Importance/Low Satisfaction)

Excellent instruction in majority of classes

Ability to register for needed course with few conflicts

Major requirements are clear and reasonable

Tuition is a worthwhile investment

Faculty are fair and unbiased to the individual

Timely feedback from faculty on progress

Living in residence hall is comfortable

Adequate financial aid provided

Adequate food selection in dining hall

Adequate housing options provided

Seldom get the “run around”

Faculty consider differences when teaching

Adequate amount of student parking



LU Student Priorities (LU Importance Rating Exceeded 4-Yr Publics)

Course content within major is valuable

Excellent instruction within major

Knowledgeable academic advisor

Faculty are knowledgeable in their field

Excellent instruction in most classes

Ability to register for needed courses

Major requirements are clear and reasonable

Campus is safe and secure

Enjoyable student experience on campus

Tuition is a worthwhile investment

Quick response by security staff

Ability to experience intellectual growth

Academic advisor is approachable

Welcome feeling on campus

Advisor is concerned about individual success

Institution shows concern for individual

Good variety of course offerings

Faculty are unbiased and fair to the individual

Timely feedback from faculty on progress

Campus staff are caring and helpful

Commitment to academic excellence

Flexible faculty hours

Comfortable living in residence halls

Campus is well maintained

Faculty care for the individual

Adequate career services

Sense of belonging

Adequate food selection in dining hall

Seldom get the “run around”

Adequate academic support services

Faculty consider differences when teaching

Course placement procedures are reasonable

Student disciplinary procedures are fair

Freedom of expression is protected

LU Satisfaction Scores exceeded 4-Yr Publics

Course content within major is valuable

Excellent instruction within major

Knowledgeable academic advisor

Faculty are knowledgeable in their field

Excellent instruction in most of classes

Ability to register for needed courses

Major requirements are clear and reasonable

Campus is safe and secure

Enjoyable student experience on campus

Quick response by security staff

Ability to experience intellectual growth

Academic advisor is approachable

Welcome feeling on campus

Advisor is concerned about individual success

Institution shows concern for individual

Good variety of course offerings

Faculty are unbiased and fair to the individual

Timely feedback from faculty on progress

Campus staff are caring and helpful

Commitment to academic excellence

Accessible faculty after class

Comfortable living in residence halls

Campus is well maintained

Faculty care for the individual

Adequate career services

Sense of belonging

Seldom get the “run around”

Adequate academic support services

Faculty consider differences when teaching

Course placement procedures are reasonable

Student disciplinary procedures are fair

Freedom of expression is protected

4-Yr Public Satisfaction Scores exceeded LU

Adequate selection of food in cafeteria

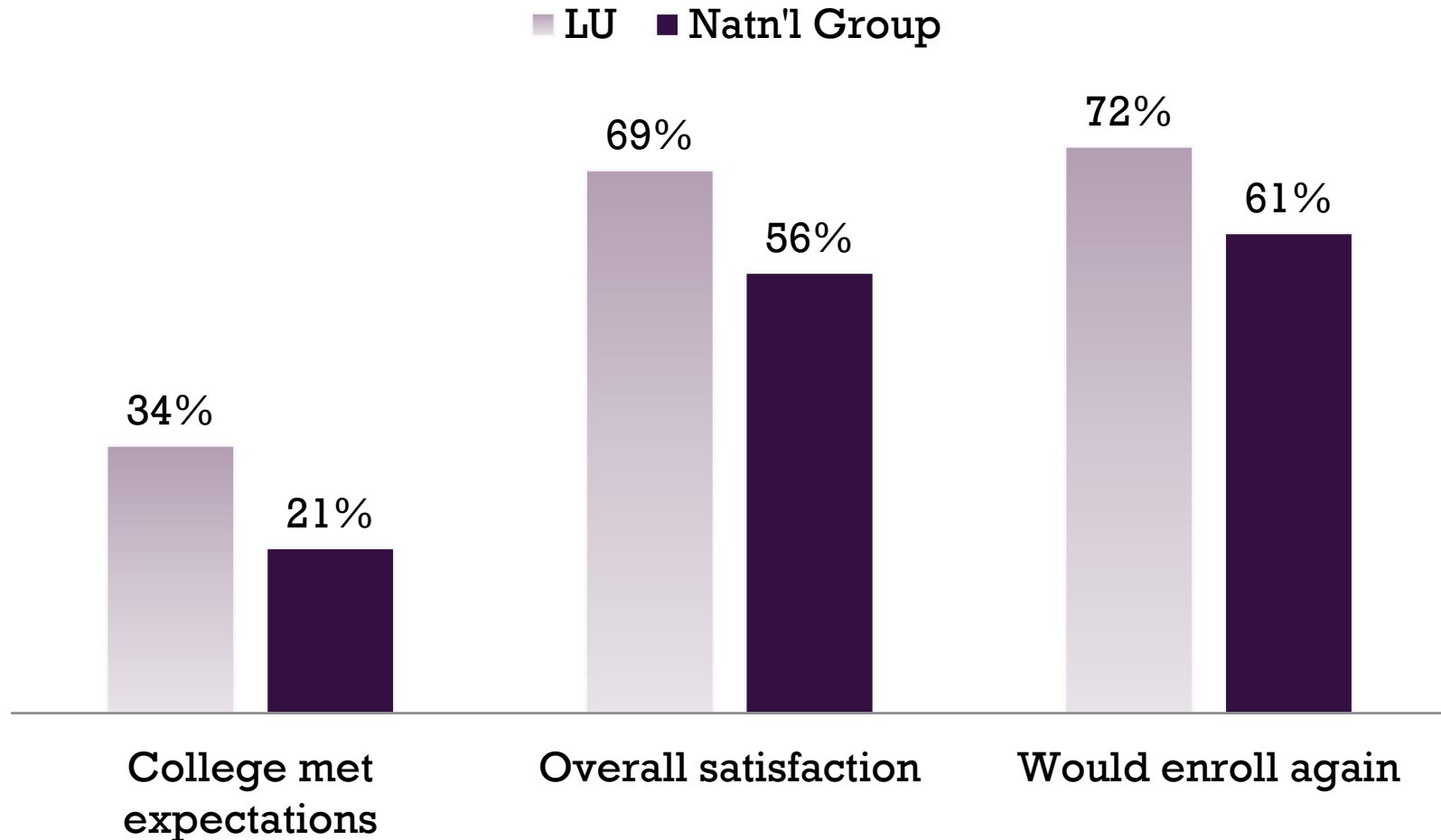
Summary Items

Averages based on a seven-point scale

	LU	Natn'l Group	Mean Difference
So far, how has your college experience met your expectations?	4.98	4.56	0.42
Rate your overall satisfaction with your experience here thus far.	5.69	5.26	0.43
All in all, if you had to do it over, would you enroll here again?	5.79	5.34	0.45

Summary Items

Percentage who responded with highest two response options*



* Quite a bit or much better / Satisfied or Very Satisfied / Probably yes or Definitely yes

Factors in Enrollment Decisions

Academic Reputation	Opportunity to play sports
Cost	Recommendations from family/friends
Size	Geographic Setting
Financial Aid	Personalized Attention Prior to Enrollment
Campus Appearance	

What do you think are the top three factors when LU students are making their decision to enroll?

Ranking of Enrollment Factors

(Importance on a seven-point scale)	LU Rank	Natn'l Rank	LU	Natn'l Group
Academic Reputation	1	3	6.21	5.98
Cost	2	1	6.16	6.24
Size	3	7	6.12	5.29
Financial Aid	4	2	6.02	6.07
Campus Appearance	5	6	5.93	5.31
Personalized Attention Prior to Enrollment	6	5	5.74	5.34
Geographic Setting	7	4	5.38	5.57
Recommendations from family/friends	8	8	5.14	4.90
Opportunity to play sports	9	9	3.36	3.57



NUMBERS!!! (finally)

With a progressive illustration of how to read the summary tables...

Definitions

Average Scores:

- Scales run 1 to 7
- Calculated by summing the respondents' ratings and dividing by the number of respondents
- Scale score is not the average of the averages

Performance Gap (PGap):

- The difference between the importance and satisfaction scores
- The larger the PGap, the greater the discrepancy between what students expect and their current level of satisfaction
- The smaller the PGap, the better students' expectations are being met



**BIG is
BAD!**

Definitions

Mean Difference:

Difference in LU's and the comparison group satisfaction means

If the mean difference is **POSITIVE**, then our students are **MORE** satisfied than their counterparts in the national four-year comparison group

If the mean difference is **NEGATIVE**, then our students are **LESS** satisfied than their counterparts in the national four-year comparison group



Positive
is
Preferred

Statistical Significance:

*: Difference statistically significant at the .05 level

** : Difference statistically significant at the .01 level

***: Difference statistically significant at the .001 level

If there are no asterisks, then the level of satisfaction between the two groups is basically the same

	LU			Nat Four-Year Publics			
Scale (Rating of 1 to 7)	Imprtnc	Satisf	Perf Gap	Imprtnc	Satisf	Perf Gap	Mean Diff
Academic Advising	6.60	5.78	0.82	6.39	5.40	0.99	0.38***
Instructional Effectiveness	6.57	5.76	0.81	6.36	5.39	0.97	0.37***
Safety & Security	6.52	4.90	1.62	6.30	4.76	1.54	0.14**
Student Centeredness	6.51	5.76	0.75	6.14	5.23	0.91	0.53***
Campus Climate	6.44	5.63	0.81	6.15	5.23	0.92	0.40***
Concern for the Individual	6.43	5.63	0.80	6.17	5.14	1.03	0.49***
Registration Effectiveness	6.37	5.32	1.05	6.24	5.14	1.10	0.18***
Recruitment & Financial Aid	6.34	5.38	0.96	6.21	5.02	1.19	0.36***
Service Excellence	6.30	5.40	0.90	6.07	5.11	0.96	0.29***
Campus Support Services	6.20	5.67	0.53	6.09	5.45	0.64	0.22***
Campus Life	6.08	5.27	0.81	5.77	5.07	0.70	0.20***
Responsiveness to Diverse Populations		5.57			5.29		0.28***

	LU			Nat Four-Year Publics			
Scale (Rating of 1 to 7)	Imprtnc	Satisf	Perf Gap	Imprtnc	Satisf	Perf Gap	Mean Diff
Academic Advising	6.60	5.78	0.82				
Instructional Effectiveness	6.57	5.76	0.81				
Safety & Security	6.52	4.90	1.62				
Student Centeredness	6.51	5.76	0.75				
Campus Climate	6.44	5.63	0.81				
Concern for the Individual	6.43	5.63	0.80				
Registration Effectiveness	6.37	5.32	1.05				
Recruitment & Financial Aid	6.34	5.38	0.96				
Service Excellence	6.30	5.40	0.90				
Campus Support Services	6.20	5.67	0.53				
Campus Life	6.08	5.27	0.81				
Responsiveness to Diverse Populations		5.57					

For an internal perspective, read left to right and note the PGap

	LU			Nat Four-Year Publics			
Scale (Rating of 1 to 7)	Imprtnc	Satisf	Perf Gap	Imprtnc	Satisf	Perf Gap	Mean Diff
Academic Advising	6.60			6.39			
Instructional Effectiveness	6.57			6.36			
Safety & Security	6.52			6.30			
Student Centeredness	6.51			6.14			
Campus Climate	6.44			6.15			
Concern for the Individual	6.43			6.17			
Registration Effectiveness	6.37			6.24			
Recruitment & Financial Aid	6.34			6.21			
Service Excellence	6.30			6.07			
Campus Support Services	6.20			6.09			
Campus Life	6.08			5.77			
Responsiveness to Diverse Populations							

Now look externally to see how LU importance ratings compare to those from the comparison group

	LU			Nat Four-Year Publics			
Scale (Rating of 1 to 7)	Imprtnc	Satisf	Perf Gap	Imprtnc	Satisf	Perf Gap	Mean Diff
Academic Advising		5.78			5.40		0.38***
Instructional Effectiveness		5.76			5.39		0.37***
Safety & Security		4.90			4.76		0.14**
Student Centeredness		5.76			5.23		0.53***
Campus Climate		5.63			5.23		0.40***
Concern for the Individual		5.63			5.14		0.49***
Registration Effectiveness		5.32			5.14		0.18***
Recruitment & Financial Aid		5.38			5.02		0.36***
Service Excellence		5.40			5.11		0.29***
Campus Support Services		5.67			5.45		0.22***
Campus Life		5.27			5.07		0.20***
Responsiveness to Diverse Populations		5.57			5.29		0.28***

Look to the Mean Differences for statistically significant differences in satisfaction scores

	LU			Nat Four-Year Publics			
Scale (Rating of 1 to 7)	Imprtnc	Satisf	Perf Gap	Imprtnc	Satisf	Perf Gap	Mean Diff
Academic Advising			0.82			0.99	
Instructional Effectiveness			0.81			0.97	
Safety & Security			1.62			1.54	
Student Centeredness			0.75			0.91	
Campus Climate			0.81	<div style="background-color: #808000; color: white; padding: 10px; text-align: center;"> Compare Performance Gaps seeking a lower score </div>		0.92	
Concern for the Individual			0.80			1.03	
Registration Effectiveness			1.05			1.10	
Recruitment & Financial Aid			0.96			1.19	
Service Excellence			0.90			0.96	
Campus Support Services			0.53			0.64	
Campus Life			0.81			0.70	
Responsiveness to Diverse Populations							

	LU			Nat Four-Year Publics			
Scale (Rating of 1 to 7)	Imprtnc	Satisf	Perf Gap	Imprtnc	Satisf	Perf Gap	Mean Diff
Academic Advising	6.60	5.78	0.82	6.39	5.40	0.99	0.38***
Instructional Effectiveness	6.57	5.76	0.81	6.36	5.39	0.97	0.37***
Safety & Security	6.52	4.90	1.62	6.30	4.76	1.54	0.14**
Student Centeredness	6.51	5.76	0.75	6.14	5.23	0.91	0.53***
Campus Climate	6.44	5.63	0.81	6.15	5.23	0.92	0.40***
Concern for the Individual	6.43	5.63	0.80	6.17	5.14	1.03	0.49***
Registration Effectiveness	6.37	5.32	1.05	6.24	5.14	1.10	0.18***
Recruitment & Financial Aid	6.34	5.38	0.96	6.21	5.02	1.19	0.36***
Service Excellence	6.30	5.40	0.90	6.07	5.11	0.96	0.29***
Campus Support Services	6.20	5.67	0.53	6.09	5.45	0.64	0.22***
Campus Life	6.08	5.27	0.81	5.77	5.07	0.70	0.20***
Responsiveness to Diverse Populations		5.57			5.29		0.28***

Item Results across the 12 Scales



Academic Advising Effectiveness
Instructional Effectiveness
Safety and Security
Student Centeredness
Campus Climate
Concern for the Individual
Registration Effectiveness
Recruitment and Financial Aid Effectiveness
Service Excellence
Campus Support Services
Campus Life
Responsiveness to Diverse Populations

	LU			Nat Four-Year Publics			
Scale (Rating of 1 to 7)	Imprtnc	Satisf	Perf Gap	Imprtnc	Satisf	Perf Gap	Mean Diff
ACADEMIC ADVISING	6.60	5.78	0.82	6.39	5.40	0.99	0.38***
Advisor is approachable	6.64	5.93	0.71	6.46	5.54	0.92	0.39***
My academic advisor is concerned about my success as an individual	6.60	5.87	0.73	6.33	5.31	1.02	0.56***
My academic advisor helps me set goals to work toward	6.33	5.47	0.86	6.14	5.05	1.09	0.42***
My academic advisor is knowledgeable about requirements in my major	6.73	5.95	0.78	6.54	5.61	0.93	0.34***
Major requirements are clear and reasonable	6.68	5.70	0.98	6.46	5.47	0.99	0.23***

	LU			Nat Four-Year Publics			
Scale (Rating of 1 to 7)	Imprtn	Satisf	Perf Gap	Imprtn	Satisf	Perf Gap	Mean Diff
INSTRUCTIONAL EFFECTIVENESS (1 of 2)	6.57	5.76	0.81	6.36	5.39	0.97	0.37***
Faculty care about individuals	6.47	5.80	0.67	6.12	5.10	1.02	0.70***
Content of courses within major is valuable	6.75	5.96	0.79	6.57	5.54	1.03	0.42***
Instruction in my major excellent	6.74	5.95	0.79	6.55	5.51	1.04	0.44***
Faculty are fair and unbiased in treatment of individual students	6.58	5.53	1.05	6.39	5.28	1.11	0.25***
Able to experience intellectual growth here	6.64	5.99	0.65	6.42	5.60	0.82	0.39***
Commitment to academic excellence on campus	6.55	5.94	0.61	6.34	5.40	0.94	0.54***
Faculty provide timely feedback about progress in a course	6.57	5.25	1.32	6.36	5.11	1.25	0.14*
Faculty take into consideration differences as they teach course	6.39	5.31	1.08	6.16	5.01	1.15	0.30***
The quality of instruction is excellent	6.72	5.80	0.92	6.51	5.40	1.11	0.40***
Adjunct faculty are competent as classroom instructors	6.34	5.65	0.69	6.19	5.34	0.85	0.31***

	LU			Nat Four-Year Publics			
Scale (Rating of 1 to 7)	Imprtnc	Satisf	Perf Gap	Imprtnc	Satisf	Perf Gap	Mean Diff
INSTRUCTIONAL EFFECTIVENESS (2 of 2)	6.57	5.76	0.81	6.36	5.39	0.97	0.37***
Faculty are usually available after class and during office hours	6.55	5.97	0.58	6.34	5.65	0.69	0.32***
Nearly all of the faculty are knowledgeable in their field	6.73	6.09	0.64	6.53	5.74	0.79	0.35***
There is a good variety of courses provided	6.59	5.76	0.83	6.43	5.48	0.95	0.28***
Graduate teaching assistants are competent as classroom instructors	6.15	5.39	0.76	6.16	5.19	0.97	0.20**

	LU			Nat Four-Year Publics			
Scale (Rating of 1 to 7)	Imprtnc	Satisf	Perf Gap	Imprtnc	Satisf	Perf Gap	Mean Diff
SAFETY AND SECURITY	6.52	4.90	1.62	6.30	4.76	1.54	0.14**
The campus is safe and secure for all students	6.68	5.89	0.79	6.46	5.50	0.96	0.39***
The amount of student parking space on campus is adequate	6.37	3.26	3.11	6.20	3.40	2.80	-0.14
Parking lots are well-lighted and secure	6.36	4.76	1.60	6.18	5.02	1.16	-0.26***
Security staff respond quickly in emergencies	6.65	5.84	0.81	6.36	5.23	1.13	0.61***

	LU			Nat Four-Year Publics			
Scale (Rating of 1 to 7)	Imprtnc	Satisf	Perf Gap	Imprtnc	Satisf	Perf Gap	Mean Diff
STUDENT CENTEREDNESS	6.51	5.76	0.75	6.14	5.23	0.91	0.53***
Most students feel a sense of belonging here	6.41	5.57	0.84	5.76	5.13	0.63	0.44***
The campus staff are caring and helpful	6.56	5.79	0.77	6.29	5.25	1.04	0.54***
Administrators are approachable to students	6.23	5.56	0.67	5.96	5.07	0.89	0.49***
It is an enjoyable experience to be a student on this campus	6.66	5.91	0.75	6.34	5.37	0.97	0.54***
Students are made to feel welcome on this campus	6.61	5.95	0.66	6.24	5.44	0.80	0.51***
This institution shows concern for students as individuals	6.60	5.76	0.84	6.29	5.12	1.17	0.64***

	LU			Nat Four-Year Publics			
Scale (Rating of 1 to 7)	Imprtnc	Satisf	Perf Gap	Imprtnc	Satisf	Perf Gap	Mean Diff
CAMPUS CLIMATE (1 of 2)	6.44	5.63	0.81	6.15	5.23	0.92	0.40***
Sense of belonging	6.41	5.57	0.84	5.76	5.13	0.63	0.44***
Staff are caring and helpful	6.56	5.79	0.77	6.29	5.25	1.04	0.54***
Faculty care about the individual	6.47	5.80	0.67	6.12	5.10	1.02	0.70***
Campus is safe and secure	6.68	5.89	0.79	6.46	5.50	0.96	0.39***
Administrators are approachable	6.23	5.56	0.67	5.96	5.07	0.89	0.49***
Being on campus is enjoyable	6.66	5.91	0.75	6.34	5.37	0.97	0.54***
Sense of pride about campus	6.31	5.86	0.45	5.86	5.22	0.64	0.64***
Commitment to academic excellence	6.55	5.94	0.61	6.34	5.40	0.94	0.54***
Students feel welcome	6.61	5.95	0.66	6.24	5.44	0.80	0.51***
Good reputation in community	6.34	5.79	0.55	6.21	5.57	0.64	0.22***
Seldom get the “run-around”	6.41	4.93	1.48	6.22	4.62	1.60	0.31***

	LU			Nat Four-Year Publics			
Scale (Rating of 1 to 7)	Imprtnc	Satisf	Perf Gap	Imprtnc	Satisf	Perf Gap	Mean Diff
CAMPUS CLIMATE (2 of 2)	6.44	5.63	0.81	6.15	5.23	0.92	0.40***
Concern shown for individuals	6.60	5.76	0.84	6.29	5.12	1.17	0.64***
Generally know what's happening on campus	6.24	5.53	0.71	5.82	5.01	0.81	0.52***
Strong commitment to racial harmony on campus	6.12	5.50	0.62	5.99	5.47	0.52	0.03
Tuition is worthwhile investment	6.66	5.21	1.45	6.47	5.19	1.28	0.02
Freedom of expression is protected on campus	6.38	5.61	0.77	6.15	5.50	0.65	0.11*
Channels for expressing student complaints are readily available	6.27	5.06	1.21	6.07	4.80	1.27	0.26***

	LU			Nat Four-Year Publics			
Scale (Rating of 1 to 7)	Imprtnc	Satisf	Perf Gap	Imprtnc	Satisf	Perf Gap	Mean Diff
CONCERN FOR INDIVIDUAL	6.43	5.63	0.80	6.17	5.14	1.03	0.49***
Faculty care about individuals	6.47	5.80	0.67	6.12	5.10	1.02	0.70***
Academic advisor concerned about success as an individual	6.60	5.87	0.73	6.33	5.31	1.02	0.56***
Counseling staff care about students as individuals	6.26	5.54	0.72	6.05	5.07	0.98	0.47***
Faculty are fair and unbiased in treatment of individual students	6.58	5.53	1.05	6.39	5.28	1.11	0.25***
Residence hall staff are concerned about individuals	6.01	5.19	0.82	5.62	4.84	0.78	0.35***
Institution shows concern for students as individuals	6.60	5.76	0.84	6.29	5.12	1.17	0.64***

	LU			Nat Four-Year Publics			
Scale (Rating of 1 to 7)	Imprtnc	Satisf	Perf Gap	Imprtnc	Satisf	Perf Gap	Mean Diff
REGISTRATION EFFECTIVENESS	6.37	5.32	1.05	6.24	5.14	1.10	0.18***
Billing policies are reasonable	6.35	5.04	1.31	6.20	4.84	1.36	0.20***
The business office is open during hours which are convenient for most students	6.09	5.29	0.80	6.00	5.22	0.78	0.07
The personnel involved in registration are helpful	6.35	5.44	0.91	6.24	5.24	1.00	0.20***
I am able to register for classes I need with few conflicts	6.71	5.17	1.54	6.55	5.02	1.53	0.15*
Class change (drop/add) policies are reasonable	6.34	5.65	0.69	6.20	5.41	0.79	0.24***

	LU			Nat Four-Year Publics			
Scale (Rating of 1 to 7)	Imprtnc	Satisf	Perf Gap	Imprtnc	Satisf	Perf Gap	Mean Diff
RECRUITMENT & FINANCIAL AID	6.34	5.38	0.96	6.21	5.02	1.19	0.36***
Admissions staff are knowledgeable	6.31	5.57	0.74	6.24	5.14	1.10	0.43***
Financial aid counselors are helpful	6.28	5.32	0.96	6.23	4.90	1.33	0.42***
Financial aid awards are announced to students in time to be helpful in college planning	6.35	5.23	1.12	6.31	4.93	1.38	0.30***
Adequate financial aid is available for most students	6.45	4.95	1.50	6.37	4.93	1.44	0.02
Admissions counselors respond to prospective students' unique needs and requests	6.30	5.64	0.66	6.05	5.09	0.96	0.55***
Admissions counselors accurately portray the campus in their recruiting practices	6.37	5.56	0.81	6.01	5.13	0.88	0.43***

	LU			Nat Four-Year Publics			
Scale (Rating of 1 to 7)	Imprtnc	Satisf	Perf Gap	Imprtnc	Satisf	Perf Gap	Mean Diff
SERVICE EXCELLENCE	6.30	5.40	0.90	6.07	5.11	0.96	0.29***
Campus staff are caring and helpful	6.56	5.79	0.77	6.29	5.25	1.04	0.54***
Library staff are helpful and approachable	5.97	5.82	0.15	5.82	5.60	0.22	0.22***
The staff in the health services area are competent	6.33	5.00	1.33	6.04	5.25	0.79	-0.2***
Counseling staff care about students as individuals	6.26	5.54	0.72	6.05	5.07	0.98	0.47***
The personnel involved in registration are helpful	6.35	5.44	0.91	6.24	5.24	1.00	0.20***
I seldom get the “run-around” when seeking information on campus	6.41	4.93	1.48	6.22	4.62	1.60	0.31***
I generally know what’s happening on campus	6.24	5.53	0.71	5.82	5.01	0.81	0.52***
Channels for expressing student complaints are readily available	6.27	5.06	1.21	6.07	4.80	1.27	0.26***

	LU			Nat Four-Year Publics			
Scale (Rating of 1 to 7)	Imprtnc	Satisf	Perf Gap	Imprtnc	Satisf	Perf Gap	Mean Diff
CAMPUS SUPPORT SERVICES	6.20	5.67	0.53	6.09	5.45	0.64	0.22***
Library staff are helpful and approachable	6.20	5.67	0.53	6.09	5.45	0.64	0.22***
Library resources and services are adequate	6.35	5.87	0.48	6.17	5.61	0.56	0.26***
Computer labs are adequate and accessible	6.11	5.78	0.33	6.26	5.51	0.75	0.27***
Tutoring services are readily available	6.16	5.60	0.56	6.05	5.48	0.57	0.12*
Academic support services adequately meet the needs of students	6.39	5.63	0.76	6.15	5.24	0.91	0.39***
Adequate services to help decide upon a career	6.47	5.65	0.82	6.21	5.15	1.06	0.50***
Bookstore staff are helpful	5.99	5.35	0.64	5.96	5.57	0.39	-0.22***

	LU			Nat Four-Year Publics			
Scale (Rating of 1 to 7)	Imprtnc	Satisf	Perf Gap	Imprtnc	Satisf	Perf Gap	Mean Diff
CAMPUS LIFE (1 of 2)	6.08	5.27	0.81	5.77	5.07	0.70	0.20***
Variety of intramural activities	5.17	5.61	-0.44	5.03	5.20	-0.17	0.41***
Living conditions in the residence halls are comfortable (adequate space, lighting, heat, air, etc.)	6.52	4.94	1.58	5.94	4.70	1.24	0.24***
Intercollegiate athletic programs contribute to school spirit	5.50	5.08	0.42	5.35	4.87	0.48	0.21***
Residence hall staff are concerned about individuals	6.01	5.19	0.82	5.62	4.84	0.78	0.35***
Males and females have equal opportunities to participate in intercollegiate athletics	5.77	5.80	-0.03	5.62	5.43	0.19	0.37***
Adequate selection of food available in cafeteria	6.42	4.02	2.40	5.92	4.57	1.35	-0.55***
Residence hall regulations are reasonable	6.20	5.51	0.69	5.76	4.93	0.83	0.58***
Sufficient weekend activities	5.96	4.88	1.08	5.45	4.63	0.82	0.25***
Easy to get involved in campus organizations	6.23	5.80	0.43	5.84	5.32	0.52	0.48***

	LU			Nat Four-Year Publics			
Scale (Rating of 1 to 7)	Imprtnc	Satisf	Perf Gap	Imprtnc	Satisf	Perf Gap	Mean Diff
CAMPUS LIFE (2 of 2)	6.08	5.27	0.81	5.77	5.07	0.70	0.20***
Student Center is comfortable place to spend leisure time	6.05	5.35	0.70	5.89	5.36	0.53	-0.01
Student handbook provides helpful information	5.95	5.43	0.52	5.75	5.26	0.49	0.17**
Disciplinary procedures are fair	6.38	5.55	0.83	6.09	5.37	0.72	0.18**
New student orientation services help students adjust	6.32	5.48	0.84	5.95	5.21	0.74	0.27***
Freedom of expression is protected on campus	6.38	5.61	0.77	6.15	5.50	0.65	0.11*
Student activities fees are put to good use	6.35	4.85	1.50	6.16	4.64	1.52	0.21**

	LU			Nat Four-Year Publics			
Scale (Rating of 1 to 7)	Imprtnc	Satisf	Perf Gap	Imprtnc	Satisf	Perf Gap	Mean Diff
RESPONSIVENESS TO DIVERSE POPULATIONS		5.57			5.29		0.28***
Institution's commitment to part-time students?		5.52			5.26		0.26***
Institution's commitment to evening students?		5.46			5.25		0.21**
Institution's commitment to older, returning learners?		5.61			5.36		0.25***
Institution's commitment to under-represented populations?		5.29			5.31		-0.02
Institution's commitment to commuters?		5.57			5.11		0.46***
Institution's commitment to students with disabilities?		5.97			5.48		0.49***

	LU		
(Rating Scale 1 to 7)	Imprtnc	Satisf	Perf Gap
INSTITUTIONALLY ADDED ITEMS			
This university has helped me meet the goals I came here to achieve.	6.64	5.82	.82
The academic buildings adequately support a productive learning environment.	6.53	6.03	.50
There are adequate and accessible quiet places for students to study.	6.50	5.75	.75
My experiences have helped me become a more independent and self-directed learner.	6.49	6.09	.40
Faculty willingly provide appropriate accommodations to students with disabilities.	6.43	6.14	.29
Longwood provides an adequate variety of housing options.	6.42	5.39	1.03
The campus is physically accessible to individuals of all abilities.	6.36	6.03	.33
The extracurricular opportunities with which I am involved have contributed significantly to my learning at Longwood.	6.29	5.88	.41
This university has helped prepare me as a citizen leader.	6.28	5.79	.49
Campus Recreation provides comprehensive opportunities for my physical wellness.	6.25	6.19	.06

Comparison Group Summary Analyses

To better understand the LU experience from multiple perspectives, several self-reported student subgroups were targeted. Complete reports are available and the following tables represent summary comparisons.



Students indicating a disability

Varsity Athletes

Males/Females/Persons of Color

Class and College Affiliation

High Achieving Students (GPA of 3.0+)

Institutional Preference (LU as first choice / not first choice)

Importance Rankings across Student Subgroups (1 of 3)	LU (792)	Sts with Disabil (52)	Persons of Color (105)	Athletes (33)	Males (164)	Females (628)
Academic Advising	1	1	3	1	2	1
Instructional Effectiveness	2	3	1	2	1	2
Safety & Security	3	4	6	4	4	3
Student Centeredness	4	2	1	2	3	4
Campus Climate	5	5	3	5	5	5
Concern for the Individual	6	6	5	6	5	6
Registration Effectiveness	7	7	8	7	7	7
Recruitment & Financial Aid	8	10	7	8	8	8
Service Excellence	9	8	9	8	8	9
Campus Support Services	10	9	10	10	10	10
Campus Life	11	11	11	11	11	11

Importance Rankings across Student Subgroups (2 of 3)	LU (792)	CCCAS (435)	CBE (88)	CEHS (190)	CGPS (36)	LU 1st Choice (536)	LU Not 1st Choice (254)
Academic Advising	1	1	1	1	1	1	1
Instructional Effectiveness	2	2	4	2	2	2	2
Safety & Security	3	4	3	3	2	3	3
Student Centeredness	4	3	2	4	6	3	3
Campus Climate	5	5	5	6	8	5	5
Concern for the Individual	6	6	7	5	5	5	6
Registration Effectiveness	7	7	6	9	4	7	7
Recruitment & Financial Aid	8	8	8	7	7	8	8
Service Excellence	9	9	9	7	9	9	9
Campus Support Services	10	10	10	10	10	10	10
Campus Life	11	11	11	11	11	11	11

Importance Rankings across Student Subgroups (3 of 3)	LU (792)	Fr (136)	So (167)	Jr (215)	Sr (200)	Grad (57)	3.0+ (459)
Academic Advising	1	1	1	1	1	2	1
Instructional Effectiveness	2	2	2	2	2	1	2
Safety & Security	3	4	4	3	3	3	3
Student Centeredness	4	2	3	4	4	6	4
Campus Climate	5	4	5	5	5	7	5
Concern for the Individual	6	6	7	5	6	4	6
Registration Effectiveness	7	7	6	7	8	5	7
Recruitment & Financial Aid	8	9	8	8	7	8	8
Service Excellence	9	8	9	9	9	9	9
Campus Support Services	10	10	10	10	10	10	10
Campus Life	11	11	11	11	11	11	11

Performance Gaps across Student Subgroups (1 of 3)	LU (792)	Sts with Disabil (52)	Persons of Color (105)	Athletes (33)	Males (164)	Females (628)
Academic Advising	.82	1.13	.81	.91	.58	.87
Instructional Effectiveness	.81	.96	.98	.83	.84	.79
Safety & Security	1.62	1.74	1.90	1.62	1.27	1.69
Student Centeredness	.75	1.12	1.09	.73	.88	.71
Campus Climate	.81	1.06	1.12	.77	.88	.78
Concern for the Individual	.80	1.15	1.01	.87	.71	.82
Registration Effectiveness	1.05	1.40	1.15	.92	1.00	1.06
Recruitment & Financial Aid	.96	1.09	1.20	.82	.92	.97
Service Excellence	.90	1.13	1.05	.77	.78	.93
Campus Support Services	.53	.78	.78	.52	.53	.52
Campus Life	.81	.94	1.13	1.08	.88	.79

Performance Gaps across Student Subgroups (2 of 3)	LU (792)	CCCAS (435)	CBE (88)	CEHS (190)	CGPS (36)	LU 1st Choice (536)	LU Not 1st Choice (254)
Academic Advising	.82	.76	.66	1.00	.89	.82	.78
Instructional Effectiveness	.81	.85	.59	.79	.79	.76	.90
Safety & Security	1.62	1.67	1.53	1.58	1.49	1.57	1.70
Student Centeredness	.75	.78	.56	.73	.75	.68	.92
Campus Climate	.81	.85	.57	.81	.68	.75	.93
Concern for the Individual	.80	.78	.64	.89	.89	.78	.84
Registration Effectiveness	1.05	1.11	.76	1.06	1.23	1.02	1.15
Recruitment & Financial Aid	.96	1.03	.64	.97	.91	.92	1.06
Service Excellence	.90	.94	.59	1.00	.81	.87	.98
Campus Support Services	.53	.55	.34	.53	.74	.49	.59
Campus Life	.81	.86	.64	.77	.64	.75	.96

Performance Gaps across Student Subgroups (3 of 3)	LU (792)	Fr (136)	So (167)	Jr (215)	Sr (200)	Grad (57)	3.0+ (459)
Academic Advising	.82	.72	.90	.78	.86	.75	.81
Instructional Effectiveness	.81	.74	.84	.78	.86	.69	.76
Safety & Security	1.62	1.35	1.58	1.71	1.75	1.44	1.58
Student Centeredness	.75	.72	.78	.74	.79	.60	.66
Campus Climate	.81	.72	.85	.78	.89	.63	.73
Concern for the Individual	.80	.75	.88	.74	.87	.66	.72
Registration Effectiveness	1.05	.87	1.13	1.04	1.18	1.07	1.04
Recruitment & Financial Aid	.96	.72	1.07	.99	1.05	.79	.94
Service Excellence	.90	.73	1.00	.89	1.01	.75	.87
Campus Support Services	.53	.41	.59	.48	.61	.54	.47
Campus Life	.81	.81	.93	.75	.85	.42	.74

Summary Items across Student Comparison Groups

Each average based on a seven-point scale

Summary Items (1 of 3)	LU (792)	Sts with Disabil (52)	Persons of Color (105)	Athletes (33)	Males (164)	Females (628)
How college has met students' expectations	4.98	4.77	4.90	4.55	4.74	5.05
Overall satisfaction with experience	5.69	5.20	5.54	5.38	5.28	5.81
Would student enroll again	5.79	5.29	5.58	5.27	5.26	5.93

Summary Items across Student Comparison Groups

Each average based on a seven-point scale

Summary Item (2 of 3)	LU (792)	Fr (136)	So (167)	Jr (215)	Sr (200)	Grad (57)	3.0+ (459)
How college has met students' expectations	4.98	4.93	5.05	5.03	4.93	5.14	5.09
Overall satisfaction with experience	5.69	5.55	5.80	5.71	5.74	5.71	5.85
Would student enroll again	5.79	5.84	5.95	5.78	5.66	5.98	5.91

Summary Items across Student Comparison Groups

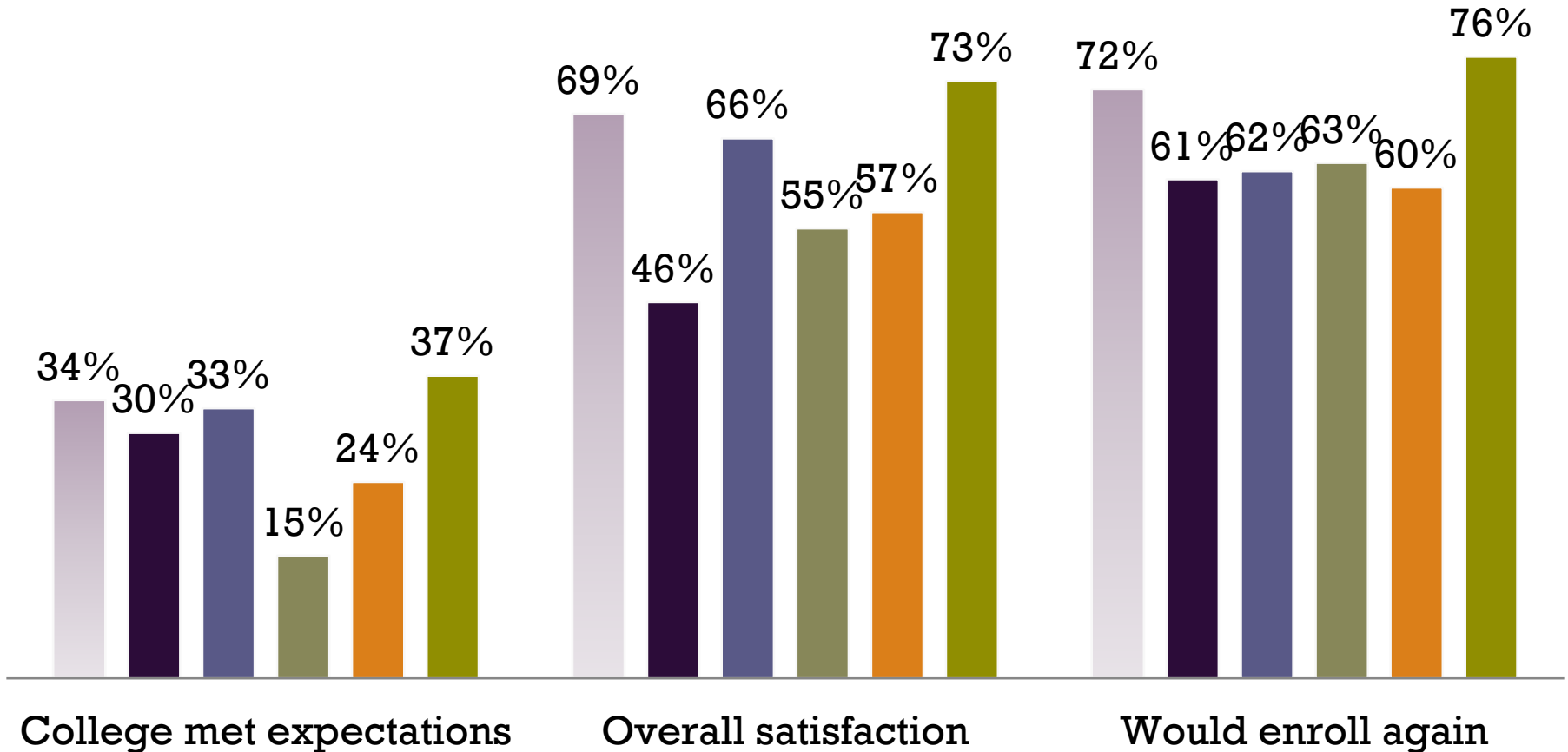
Each average based on a seven-point scale

Summary Items (3 of 3)	LU (792)	CCCAS (435)	CBE (88)	CEHS (190)	CGPS (36)	LU 1 st Choice (536)	LU Not 1 st Choice (254)
How college has met students' expectations	4.98	5.07	4.82	4.95	4.64	5.06	4.83
Overall satisfaction with experience	5.69	5.73	5.53	5.82	5.33	5.82	5.43
Would student enroll again	5.79	5.79	5.46	6.05	5.69	6.02	5.33

Summary Items

Percentage who responded with highest two response options*

■ LU ■ Sts w Disabil ■ Persons of Color ■ Athletes ■ Males ■ Females

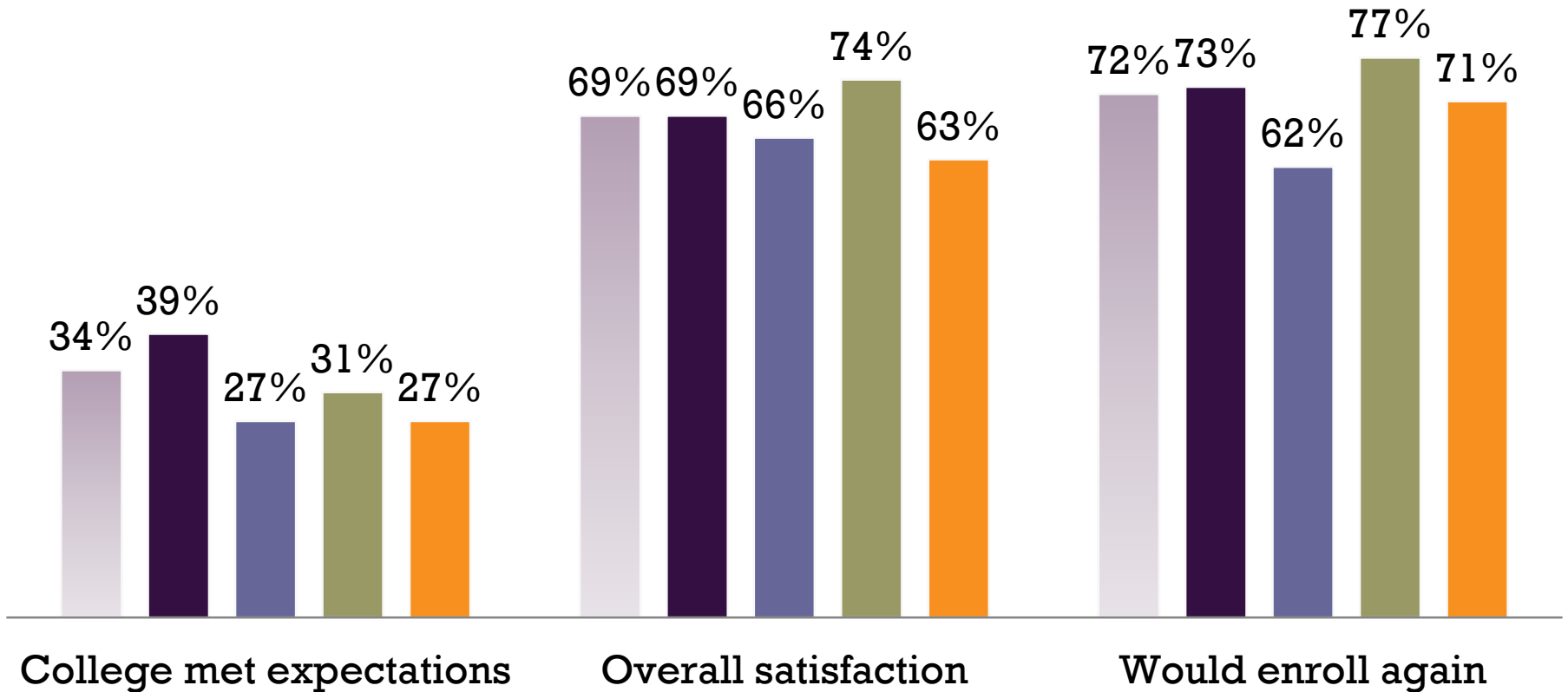


* Quite a bit or much better / Satisfied or Very Satisfied / Probably yes or Definitely yes

Summary Items

Percentage who responded with highest two response options*

■ LU ■ CCCAS ■ CBE ■ CEHS ■ CGPS

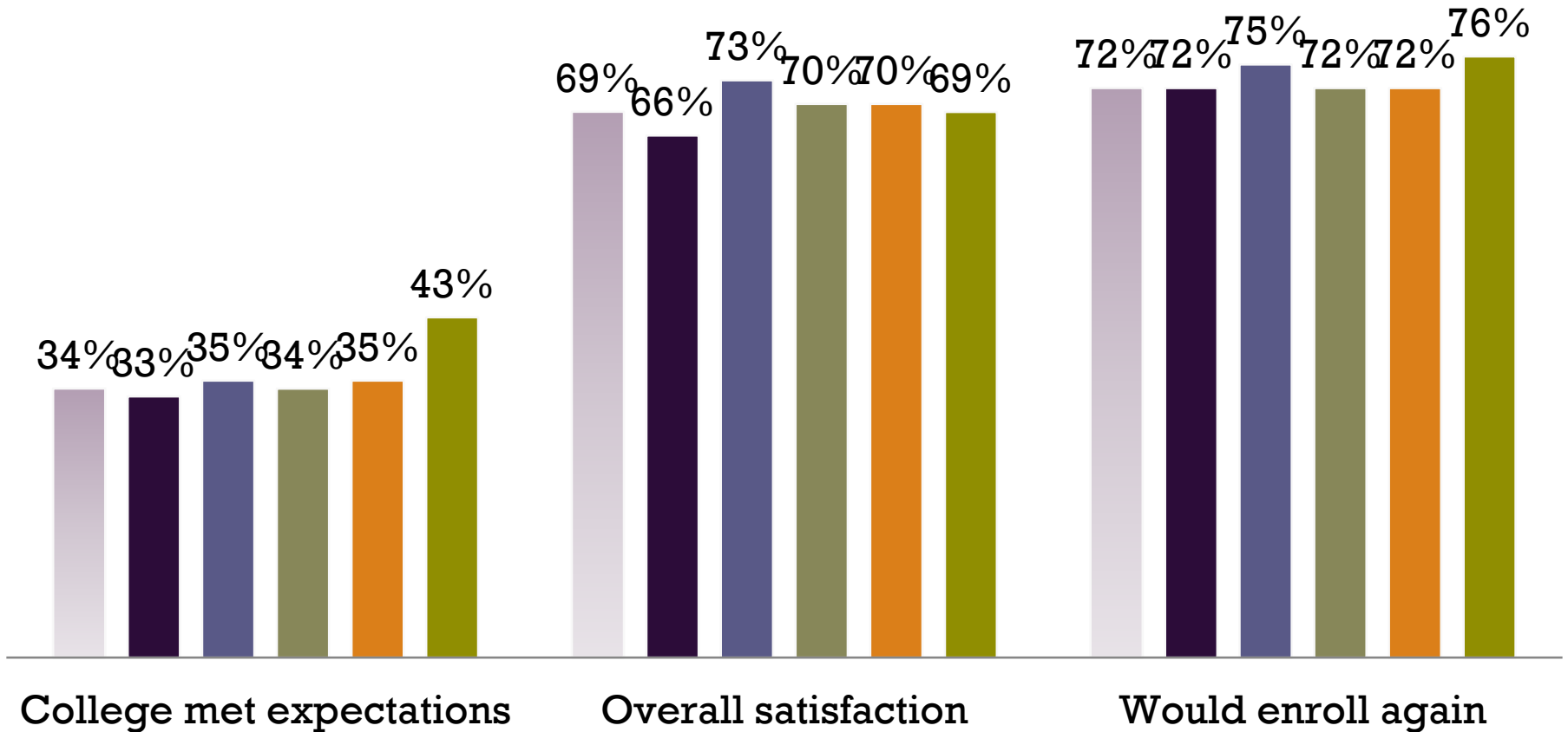


* Quite a bit or much better / Satisfied or Very Satisfied / Probably yes or Definitely yes

Summary Items

Percentage who responded with highest two response options*

■ LU ■ Fr ■ So ■ Jr ■ SR ■ Grad

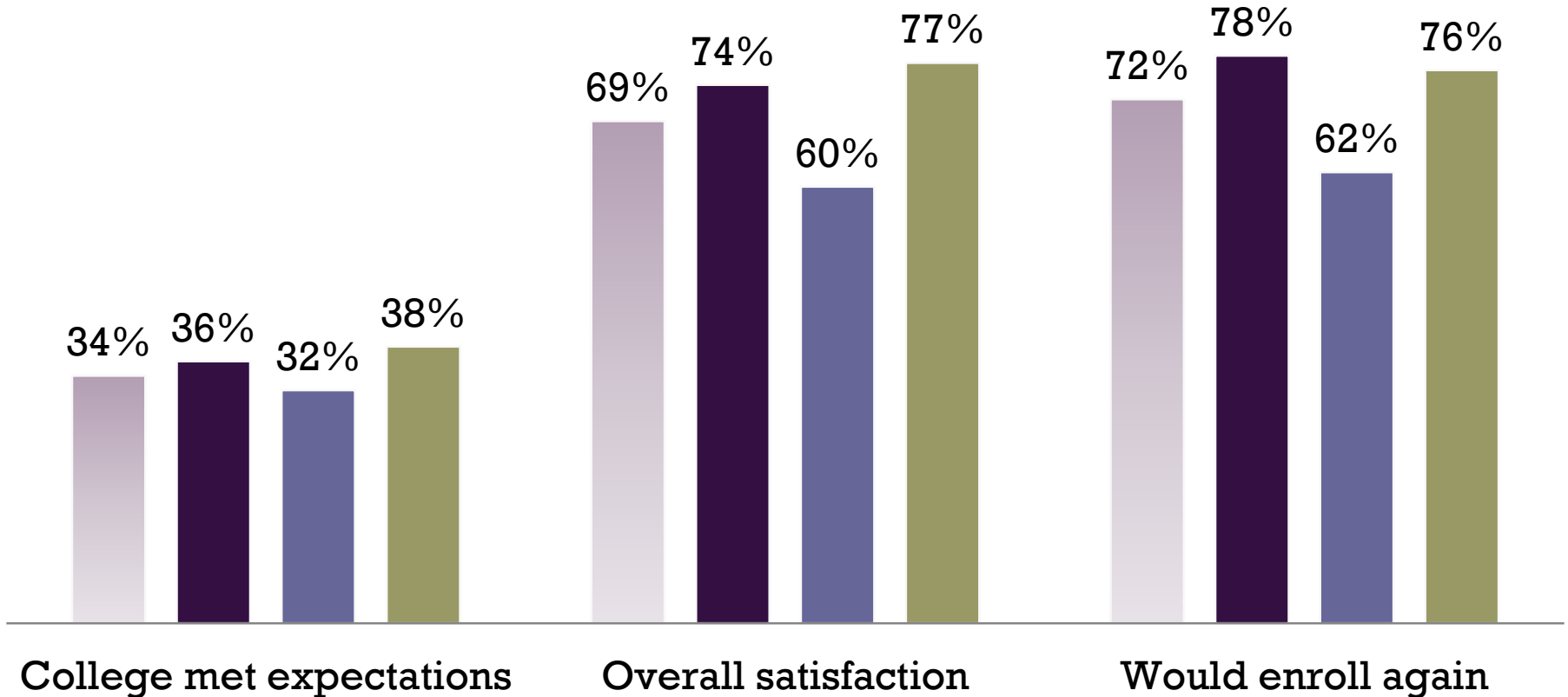


* Quite a bit or much better / Satisfied or Very Satisfied / Probably yes or Definitely yes

Summary Items

Percentage who responded with highest two response options*

■ LU ■ LU first choice ■ LU not first choice ■ High Achievers



* Quite a bit or much better / Satisfied or Very Satisfied / Probably yes or Definitely yes



For more information and additional LU SSI 2013 Reports...



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- The Student Affairs Assessment and Evaluation website:

<http://www.longwood.edu/studentaffairs/12395.htm>

- The Noel-Levitz Student Satisfaction Inventory website:

<https://www.noellevitz.com/student-retention-solutions/satisfaction-priorities-assessments/student-satisfaction-inventory>