



2009 Student Satisfaction Survey

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INTRODUCTION

Langston University administered an online Student Opinion Survey as a way to assess students' satisfaction with the college's services, facilities, and procedures. The survey consisted of 93 items and 6 demographic items. Several items closely mirror the items in the ACT student opinion survey performed in 2008.

METHODS

The survey was available for student to take from April 13 through May 11, 2009. The online version was available for all Langston Campuses (OKC, Tulsa, & Main) and all students. Requests for participation were sent out to every student with a valid e-mail address via the lu_announcements method. This is a campus wide e-mail sent through the ITS department to all students. Four (4) follow up e-mails were sent to try and increase participation. This method differed from last year (2008) when certain classes volunteered class time to administer the survey. Additionally, a link to the survey was set up on the LUNET.EDU web site.

Students were asked to indicate their level of satisfaction with a series of items on a 5 point Likert scale without a neutral (0 – N//A, 1 – very dissatisfied, 2 - dissatisfied, 3 – omitted, 4- satisfied, 5 – very dissatisfied). The same scale was used for the college environment items (i.e., academic, admissions, registration, policies, facilities, registration, and the general environment). This differed from the previous administration (2008) by omitting the neutral, but the scale retained its weighting (1-5) to make it more comparable to the 2008 survey.

RESULTS

OVERALL

A total of 102 surveys were completed for a response rate of about 4%. This represents a drastic decrease in the number of respondents from the 2008 administration (542). This is primarily due to the difference in distribution method. Over 300 of the 2008 surveys were collected by administering the surveys during class time, but that was not a possibility during this administration. Also, the validity of the student e-mail accounts is still a question. Students do not always use their lunet.edu accounts and they are currently not required to use them to receive information from the school.

The results of the survey indicated that Langston University students have a slightly lower opinion of the school services and environment when compared to last year and to the 2008 national averages, as 89 of the 93 items on the survey were below the 2008 scores. Fifty nine (59) of the sixty three items (63) 2009 items were below the 2008 National averages provided by ACT. However none of the items were so low or high as to be outside of 1 standard deviation of the national means. The items that Langston University received the highest scores for tended to be just above the national average, but items that the university scored lowest on tended to be of a greater magnitude below the national average. This mirrored the results of the 2008 survey.

The lowest scores by far were for Food Services, Financial Aid, and Computer Services. These areas were also where several follow up questions were directed due to conversations with the retention committee. All the follow up questions with these items are in Appendix B and for each category, the follow up questions yielded similar results as the overall question. Food Service received low marks for quality, variety, and cleanliness. Financial Aid received low marks for “promptness of disbursements”, “availability” and “helpfulness” of the staff, and “understandability of the process.” Computer Services received the lowest scores for reliability of the network and several other criteria. The lowest scores for the College Environment were for the Student Union (which is under construction), billing procedures, and availability of financial aid information. The highest and lowest scores for each category (services and college environment) are below. 2008 National Average data is available for the ACT standard questions used in 2008.

SERVICES

Low Scores

		2009 AVG	2008 AVG	2008 National AVG	2008 National SD
	Financial Aid Services (Aggregate)	2.4	2.9		
9	Financial aid services	2.4	3.1	3.8	1.1
65	Helpfulness of Financial Aid staff	2.4	2.9		
66	Accessibility of Financial Aid staff	2.4	3.0		
67	Understandability of financial aid process	2.4	3.0		
68	Promptness of financial aid disbursement	2.2	2.4		
	Food Services (Aggregate)	2.3	2.6		
12	Food services	1.9	2.6	3.3	1.1
87	Helpfulness of cafeteria staff	2.9	2.9		
88	Quality of food in the cafeteria	2.2	2.4		
89	Variety of food in the cafeteria	2.1	2.3		
90	Cleanliness of the cafeteria	2.7	2.9		

High Scores

		2009 AVG	2008 AVG	2008 National AVG	2008 National SD
15	College orientation programs	3.5	3.6	3.8	0.9
17	Honors programs	3.6	3.9	3.9	1.0
22	Day care services	3.8	3.5	3.6	1.1
78	Helpfulness of library staff	3.6	3.9		

COLLEGE ENVIRONMENT

Low Scores

		2009 AVG	2008 AVG	2008 National AVG	2008 National SD
35	Availability of financial aid information prior to enrolling	2.5	3.2	3.6	1.0
48	Student union	2.3	2.9	3.6	0.9
91	Cost of university provided housing	2.5	2.4		
69	Helpfulness of business office staff	2.5	3.1		
70	Timeliness of billing statements	2.4	3.1		
42	Purpose for which student activity fees are used	2.5	3.9	3.1	1.0
43	Personal security/safety at this campus	2.4	3.3	3.7	1.0

High Scores

		2009 AVG	2008 AVG	2008 National AVG	2008 National SD
29	Class size relative to the type of course	3.9	4.0	4.2	0.8
24	Course content in your major field	3.7	3.9	4.0	0.9
31	Availability of your advisor	3.6	3.9	3.9	1.0
32	Value of the information provided by your advisor	3.5	3.8	3.8	1.0
58	Racial harmony at this college	3.5	3.8	3.8	0.9
54	Academic calendar for this college (e.g., semester or quarter system)	3.6	3.6	3.9	0.8
46	Athletic facilities	3.5	3.5	3.6	1.0

DISCUSSION

The lack of response rate can be problematic in generalizing these results, but they seem to closely mirror the previous year's results. Financial Aid Services, Food Services, and Safety issues continue to be specifically problematic for the University. Financial Aid Services seems to still suffer from a perception of not conveying information about the financial aid process and not being helpful to the students. These scores represent the students' perceptions of the Financial Aid services, so whatever services they are providing, they are not effective in meeting the students' needs. Food services continue to score low as could be expected at many universities, but are a concern because our scores are well below the national average.

Security is an area of specific concern for the University due to a few high profile incidents and due to the fact that the scores drastically declined (.9) from 2008 to 2009. The university is currently undertaking several projects and protocols to improve safety at the University, but these scores should be monitored to ensure students feel safe while at school.

The low participation rate is also a concern because it impacts the accuracy and generalizability of the results. To combat this, the response rate needs to be increased and there are several possible ways to achieve this. The most effective would be to get professors to give the surveys in class as in 2008, but taking away class time to conduct a survey can be problematic. , a more effective way of distributing the requests needs to be instituted.

DEMOGRAPHICS

Gender

Male	38
Female	64

Race

Black	86
White	10
Native American	2
Asian	2
Hispanic	0
NR	2

Campus

Main	80
OKC	4
Tulsa	6
No Response	12

Classification Year

Freshmen	33
Sophomore	15
Junior	23
Senior	25
Graduate	6

Enrollment Status

Full-time	95
Part-time	7

Been on Academic Probation

Probation	12
No Probation	90

APPENDIX B: ITEM RESPONSES - UNIVERSITY SERVICES

Item #	UNIVERSITY SERVICES	Strongly Agree	Agree	Disagree	Strongly Disagree	N/A	No Response	N	2009 AVG	2008 AVG	2008 National AVG	2008 National Std.Dev.
	General Services (Aggregate)								3.2	3.6	3.7	1.0
1	Academic advising services	14%	46%	25%	14%	2%	0%	102	3.2	3.9	3.9	1.0
2	Personal counseling services	10%	45%	9%	9%	27%	0%	102	3.5	3.9	3.9	1.0
3	Career planning services	6%	45%	18%	12%	20%	0%	102	3.2	3.9	3.8	1.0
4	Job placement services	2%	28%	24%	9%	37%	0%	102	2.9	3.7	3.6	1.1
5	Recreational and intramural programs and services	8%	31%	21%	17%	24%	0%	102	2.9	3.6	4.0	0.9
7	Student health services	17%	28%	22%	18%	14%	2%	102	3.1	3.5	3.7	1.1
8	College-sponsored tutorial services	13%	33%	24%	11%	18%	2%	102	3.2	3.8	3.9	1.0
10	Student employment services	14%	32%	25%	12%	18%	0%	102	3.1	3.8	3.9	1.0
11	Residence hall services and programs	12%	30%	18%	17%	22%	2%	102	3.0	3.2	3.5	1.1
13	College-sponsored social activities	11%	46%	14%	17%	13%	0%	102	3.2	3.6	3.8	0.8
15	College orientation programs	13%	54%	8%	13%	13%	0%	102	3.5	3.6	3.8	0.9
16	Credit-by-examination program (PEP, CLEP, etc.)	9%	25%	5%	18%	43%	0%	102	3.1	3.4	3.9	1.0
17	Honors programs	12%	36%	2%	10%	37%	3%	102	3.6	3.9	3.9	1.0
19	College mass transit services	8%	23%	20%	18%	30%	2%	102	2.8	3.3	3.7	1.1
20	Parking facilities and services	8%	30%	17%	25%	19%	2%	102	2.8	3.3	2.7	1.3
21	Veterans services	6%	19%	5%	10%	61%	0%	102	3.2	3.8	3.8	1.1
22	Day care services	8%	23%	1%	4%	61%	4%	102	3.8	3.5	3.6	1.1
	Student Activities (Aggregate)								3.0	3.3		
14	Culture programs	5%	46%	21%	16%	13%	0%	102	3.0	3.7	3.8	0.9
74	Variety of school sponsored activities	8%	37%	18%	16%	10%	12%	102	3.1	3.2		
75	Desirability of school sponsored activities	6%	45%	16%	12%	10%	12%	102	3.2	3.2		
76	Frequency of school sponsored activities	4%	41%	16%	16%	10%	14%	102	3.0	3.1		
77	Student involvement in planning of school sponsored activities	2%	39%	18%	20%	10%	12%	102	2.8	3.2		
	Computer Services (Aggregate)								3.0	3.2		
18	Computer services	10%	44%	10%	24%	5%	8%	102	3.1	3.3	3.9	1.0
81	Reliability of the campus network	4%	31%	20%	31%	2%	12%	102	2.5	2.8		
82	Accessibility of computer labs (location, hours)	4%	43%	10%	25%	6%	12%	102	2.9	3.3		

Item #	UNIVERSITY SERVICES	Strongly Agree	Agree	Disagree	Strongly Disagree	N/A	No Response	N	2009 AVG	2008 AVG	2008 National AVG	2008 National Std.Dev.
83	Quality of computers in the labs	6%	47%	12%	20%	4%	12%	102	3.1	3.3		
84	Availability of computer technical support staff	4%	39%	24%	18%	4%	12%	102	2.9	3.2		
85	Ease of accessing student records	8%	51%	12%	16%	2%	12%	102	3.3	3.5		
86	Ease of accessing on-line course materials	6%	43%	14%	14%	12%	12%	102	3.2	3.3		
	Financial Aid (Aggregate)								2.4	2.9		
9	Financial aid services	6%	29%	25%	38%	2%	0%	102	2.4	3.1	3.8	1.1
65	Helpfulness of Financial Aid staff	2%	27%	27%	29%	2%	12%	102	2.4	2.9		
66	Accessibility of Financial Aid staff	4%	27%	25%	29%	2%	12%	102	2.4	3.0		
67	Understandability of financial aid process	0%	33%	20%	33%	2%	12%	102	2.4	3.0		
68	Promptness of financial aid disbursement	0%	27%	22%	37%	2%	12%	102	2.2	2.4		
	Food Services (Aggregate)								2.3	2.6		
12	Food services	6%	13%	18%	52%	12%	0%	102	1.9	2.6	3.3	1.1
87	Helpfulness of cafeteria staff	4%	31%	14%	18%	22%	12%	102	2.9	2.9		
88	Quality of food in the cafeteria	2%	22%	18%	33%	14%	12%	102	2.2	2.4		
89	Variety of food in the cafeteria	0%	20%	20%	35%	14%	12%	102	2.1	2.3		
90	Cleanliness of the cafeteria	2%	33%	18%	22%	14%	12%	102	2.7	2.9		
	Library Services (Aggregate)								3.3	3.7		
6	Library facilities and services	15%	47%	19%	14%	6%	0%	102	3.3	3.9	4.1	0.9
78	Helpfulness of library staff	10%	57%	4%	12%	6%	12%	102	3.6	3.9		
79	Hours of library operation	6%	45%	12%	20%	6%	12%	102	3.1	3.6		
80	Availability of required books and materials in the library	2%	57%	8%	20%	2%	12%	102	3.2	3.6		

APPENDIX C: ITEM RESPONSES - UNIVERSITY ENVIRONMENT

Item #	UNIVERSITY ENVIRONMENT ITEMS	Strongly Agree	Agree	Disagree	Strongly Disagree	N/A	No Response	N	2009 AVG	2008 AVG	2008 National AVG	2008 National Std.Dev.
	Academic								3.4	3.8	3.9	0.9
23	Testing/grading system	4%	65%	16%	6%	2%	8%	102	3.5	3.8	3.8	0.8
24	Course content in your major field	16%	63%	6%	12%	0%	4%	102	3.7	3.9	4.0	0.9
25	Instruction in your major field	14%	55%	16%	12%	0%	4%	102	3.4	3.9	4.0	0.9
26	Out-of-class availability of your instructors	10%	53%	18%	12%	2%	6%	102	3.3	3.8	4.0	0.9
27	Attitude of the faculty toward students	12%	49%	14%	22%	0%	4%	102	3.2	3.7	4.0	0.9
28	Variety of courses offered at this college	8%	39%	27%	18%	2%	6%	102	2.9	3.3	3.6	1.0
29	Class size relative to the type of course	16%	71%	2%	8%	0%	4%	102	3.9	4.0	4.2	0.8
30	Flexibility to design your own program of study	10%	47%	20%	14%	6%	4%	102	3.2	3.6	3.6	1.0
31	Availability of your advisor	14%	61%	8%	12%	0%	6%	102	3.6	3.9	3.9	1.0
32	Value of the information provided by your advisor	14%	55%	16%	10%	0%	6%	102	3.5	3.8	3.8	1.0
33	Preparation you are receiving for your future occupation	12%	53%	14%	16%	0%	6%	102	3.3	3.6	3.8	0.9
71	Advisor's knowledge about your program	18%	41%	16%	12%	2%	12%	102	3.4	3.9		
72	Advisor's setting of realistic academic goals	16%	47%	12%	12%	2%	12%	102	3.5	3.8		
	Admissions								2.9	3.4	3.7	0.9
34	General admissions procedure	10%	49%	22%	14%	0%	6%	102	3.2	3.6	3.8	0.9
35	Availability of financial aid information prior to enrolling	6%	29%	25%	33%	0%	6%	102	2.5	3.2	3.6	1.0
36	Accuracy of college information you received before enrolling	8%	35%	25%	22%	4%	6%	102	2.8	3.4	3.7	0.9
37	College catalog/admissions publications	6%	57%	16%	16%	0%	6%	102	3.2	3.5	3.8	0.8

Item #	UNIVERSITY ENVIRONMENT ITEMS	Strongly Agree	Agree	Disagree	Strongly Disagree	N/A	No Response	N	2009 AVG	2008 AVG	2008 National AVG	2008 National Std.Dev.
	Facilities								3.0	3.2	3.6	1.0
44	Classroom facilities	2%	59%	18%	18%	0%	4%	102	3.1	3.6	3.8	0.9
45	Laboratory facilities	0%	53%	10%	20%	12%	6%	102	3.0	3.4	3.7	0.9
46	Athletic facilities	4%	41%	10%	6%	33%	6%	102	3.5	3.5	3.6	1.0
47	Study areas	10%	49%	22%	12%	2%	6%	102	3.3	3.6	3.8	0.9
48	Student union	2%	24%	20%	31%	20%	4%	102	2.3	2.9	3.6	0.9
49	Campus bookstore	6%	49%	20%	18%	4%	4%	102	3.1	3.2	3.6	1.0
50	Availability of student housing	10%	39%	14%	14%	18%	6%	102	3.2	3.4	3.4	1.0
51	General condition of buildings and grounds	4%	51%	24%	16%	2%	4%	102	3.0	3.3	3.7	1.0
73	Availability of required textbooks and materials in the bookstore	6%	47%	14%	20%	2%	12%	102	3.1	3.5		
91	Cost of university provided housing	0%	31%	18%	25%	14%	12%	102	2.5	2.4		
92	Comfort of university provided housing	2%	37%	12%	24%	14%	12%	102	2.8	3.0		
93	Response time for repair in university provided housing	2%	35%	10%	27%	14%	12%	102	2.7	3.0		
	General								3.1	3.5	3.7	0.9
56	Concern for you as an individual	4%	43%	20%	24%	6%	4%	102	2.8	3.4	3.6	1.0
57	Attitude of the college non teaching staff toward students	6%	45%	14%	27%	2%	6%	102	2.9	3.4	3.7	0.9
58	Racial harmony at this college	12%	53%	12%	12%	8%	4%	102	3.5	3.8	3.8	0.9
59	Opportunities for student employment	4%	37%	27%	16%	12%	4%	102	2.8	3.3	3.5	1.0
60	Opportunities for personal involvement in campus activities	6%	53%	14%	16%	8%	4%	102	3.2	3.6	3.8	0.8
61	Student government	4%	53%	12%	16%	12%	4%	102	3.2	3.5	3.5	0.9
62	Religious activities and programs	8%	41%	18%	12%	18%	4%	102	3.2	3.4	3.6	0.9
63	Campus media (student newspaper, campus radio, etc.)	4%	53%	16%	16%	8%	4%	102	3.2	3.5	3.5	0.9
64	This College in general	10%	45%	20%	20%	2%	4%	102	3.1	3.6	3.9	0.9

Item #	UNIVERSITY ENVIRONMENT ITEMS	Strongly Agree	Agree	Disagree	Strongly Disagree	N/A	No Response	N	2009 AVG	2008 AVG	2008 National AVG	2008 National Std.Dev.
	Registration								3.0	3.3	3.6	1.0
52	General registration procedure	6%	61%	18%	12%	0%	4%	102	3.3	3.4	3.7	0.9
53	Availability of courses you want at times you can take them	10%	53%	16%	18%	0%	4%	102	3.2	3.2	3.2	1.1
54	Academic calendar for this college (e.g., semester or quarter system)	6%	71%	4%	12%	2%	6%	102	3.6	3.6	3.9	0.8
55	Billing and fee payment procedures	2%	45%	29%	16%	2%	6%	102	2.9	3.2	3.5	1.0
69	Helpfulness of business office staff	2%	33%	22%	29%	2%	12%	102	2.5	3.1		
70	Timeliness of billing statements	0%	31%	27%	25%	4%	12%	102	2.4	3.1		
	Rules and Regulations								2.8	3.4	3.4	1.0
38	Student voice in college policies	2%	45%	24%	25%	0%	4%	102	2.7	3.3	3.3	1.0
39	Rules governing student conduct at this college	6%	49%	22%	20%	0%	4%	102	3.0	3.4	3.5	0.9
40	Residence hall rules and regulations	4%	39%	25%	16%	12%	4%	102	2.9	3.3	3.2	1.0
41	Academic probation and suspension policies	2%	55%	16%	10%	14%	4%	102	3.3	3.4	3.5	0.9
42	Purpose for which student activity fees are used	0%	33%	31%	24%	8%	4%	102	2.5	3.9	3.1	1.0
43	Personal security/safety at this campus	0%	37%	20%	37%	2%	4%	102	2.4	3.3	3.7	1.0