



LANGSTON UNIVERSITY
OFFICE OF INSTITUTIONAL RESEARCH AND PLANNING
MARK MCCLENDON, DIRECTOR



2011

STUDENT SATISFACTION SURVEY
EDUCATION FOR SERVICE

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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 64 items and 3 demographic items. Several items closely mirror the items in the ACT student opinion survey performed in 2008 and are the same items assessed during the 2010 survey.

METHODS

The survey was available for students to take from April 13 through May 16, 2011. 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. Additionally, posters were placed at the main campus computer labs, requests to encourage participation were sent to the faculty staff, and work study supervisors and a request for participation was shown each time a student logged onto the computer system, and a link was set up on the Langston.edu web page. This method differed from (2008) when certain classes volunteered class time to administer the survey.

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 Satisfied). 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 73 surveys were completed for a response rate of about 2%. This represents a drastic decrease in the number of respondents from the 2008 administration (542), but similar to 2009 (102) and 2010 (100). 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.

Participation is far below the 2008 total that was administered during class time.

The scores across the 4-year administration of the survey indicate a fairly stable level of satisfaction with the areas surveyed. The 2011 scores showed a fairly marked increase in some areas, while some areas remained below the national average for 2008. The average scores for each aggregated area (Services, Academic, Admission, Rules and Policies, Classroom Facilities, Registration, and General) were all

Scores are fairly stable across the four years

Financial aid continues to be rated low in the areas of service

below the national average. The areas that scored the lowest were Rules and Policies (2.9), Services (3.2) and Admission (3.2). The highest aggregate scores were for Facilities (3.4). The lowest individual scores by far were for Mass Transit (2.6), Financial Aid Services (2.6), Purpose of Student Activity Fees (2.6), Parking (2.7), and Student Voice in College Policies (2.7)

Food Services (1.9 to 3.1), the Student Union (2.1 to 3.9), and the Campus Bookstore (2.7 to 3.8) showed the largest increases in ratings. These are consistent with the changes that have occurred at the University. Prior years were conducted while the student union was under construction along with the cafeteria and bookstore. The new facility opened in January 2011, so the increase coincides with the facilities being opened in their new locations. There was also a change in the food services vendor.

Food services, the Student Union, and the Campus bookstore showed marked increases due to the completion of the facilities.

Most areas remained to be below the national average scores from 2008, but most showed a slight increase from the 2010 scores. The one area that showed a decrease was Campus Media (student newspaper, campus radio, etc) (3.2 to 2.7). This is consistent with the known problems faced by the journalism department and the few number of new paper publications produced this year. When the department is restructured and the Langston Gazette is published consistently again, the scores should go back up.

Regression Predicting Overall Satisfaction

A forward regression analysis (Appendix B) was run to predict the overall satisfaction of students using the individual items. The results showed that 6 items accounted for over 70% of the variance in student satisfaction. The largest items were “Opportunities for personal involvement in campus activities” and “Variety of courses offered”. This affirms that a students’ overall satisfaction is related to their involvement within the university.

DISCUSSION

The low participation rate is 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.

The scores in most areas remained similar to prior year administrations. The trend continued for scoring near the national average for items we scored well on and below the average for most items. Financial Aid Services and Job Placement Services are two areas that continue to be lower than average. These areas need to be reviewed because they impact the student experience at the University. The

availability of Financial aid information and the customer service focus of the department in particular should be reviewed and monitored to improve the area.

Safety is still an area of concern due to high profile incidents, but steps have been taken to address these incidents.

Overall, nearly every area needs to be addressed and improved upon. Specifically, the availability and free flow of information and communication should be continued to be improved upon. Customer service to the students should always be monitored and improved upon because of the competitive nature of higher education. If students feel that they are being dismissed or not helped by offices that are supposed to serve them, then they will not be satisfied in their experience and may choose other options.

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APPENDIX A: SCORES

	2011 N	Very Satisfied	Satisfied	Dis- satisfied	Very Dis- satisfied	NA	2011 Avg	2010 Avg	2009 Avg	2008 Avg	2008 National Avg
Services Average		9%	44%	21%	11%	15%	3.2	2.9	3.1	3.6	3.7
Academic advising services	73	12%	56%	18%	11%	3%	3.4	3.4	3.2	3.9	3.9
Personal counseling services	73	12%	58%	16%	4%	10%	3.6	3.3	3.5	3.9	3.9
Career planning services	72	13%	47%	22%	10%	8%	3.3	3	3.2	3.9	3.8
Job placement services	71	10%	23%	34%	11%	23%	2.8	2.6	2.9	3.7	3.6
Recreational and intramural programs and services	72	6%	51%	22%	11%	10%	3.2	2.8	2.9	3.6	4
Library facilities and services	73	18%	60%	14%	8%	0%	3.7	3.3	3.3	3.9	4.1
Student health services	72	15%	44%	24%	10%	7%	3.3	2.6	3.1	3.5	3.7
College-sponsored tutorial services	73	5%	53%	23%	10%	8%	3.2	3.1	3.2	3.8	3.9
Financial aid services	72	6%	35%	33%	25%	1%	2.6	2.4	2.4	3.1	3.8
Student employment services	72	15%	35%	32%	11%	7%	3.1	2.9	3.1	3.8	3.9
Residence hall services and programs	73	8%	40%	29%	8%	15%	3.1	2.6	3	3.2	3.5
Food services	73	5%	47%	22%	15%	11%	3.1	1.9	1.9	2.6	3.3
College-sponsored social activities	73	5%	47%	26%	15%	7%	3.0	2.9	3.2	3.6	3.8
Culture programs	73	10%	47%	25%	12%	7%	3.2	3	3	3.7	3.8
College orientation programs	73	10%	55%	16%	8%	11%	3.5	3.1	3.5	3.6	3.8
Credit-by-examination program (PEP, CLEP, etc.)	73	4%	45%	12%	7%	32%	3.4	2.6	3.1	3.4	3.9
Honors programs	73	14%	44%	7%	3%	33%	3.9	3.2	3.6	3.9	3.9
Computer services	73	11%	55%	14%	12%	8%	3.4	2.9	3.1	3.3	3.9
College mass transit services	73	1%	34%	22%	22%	21%	2.6	2.5	2.8	3.3	3.7
Parking facilities and services	72	4%	38%	31%	21%	7%	2.7	2.9	2.8	3.3	2.7
Veterans services	73	5%	30%	7%	5%	52%	3.5	2.5	3.2	3.8	3.8
Day care services	73	11%	23%	11%	10%	45%	3.3	3.2	3.8	3.5	3.6
Academic Average		15%	53%	20%	10%	1%	3.4	3.4	3.4	3.8	3.9
Testing/grading system	67	19%	66%	12%	3%	0%	3.9	3.7	3.5	3.8	3.8
Course content in your major field	67	13%	61%	21%	4%	0%	3.6	3.7	3.7	3.9	4

APPENDIX A: Continued

	2011 N	Very Satisfied	Satisfied	Dis- satisfied	Very Dis- satisfied	NA	2011 Avg	2010 Avg.	2009 Avg	2008 Avg	2008 National Avg
Instruction in your major field	67	15%	57%	21%	7%	0%	3.5	3.4	3.4	3.9	4
Out-of-class availability of your instructors	67	18%	40%	30%	12%	0%	3.2	3.4	3.3	3.8	4
Attitude of the faculty toward students	67	12%	48%	21%	19%	0%	3.1	3.2	3.2	3.7	4
Variety of courses offered at this college	67	10%	45%	22%	22%	0%	3.0	3	2.9	3.3	3.6
Class size relative to the type of course	67	18%	70%	4%	7%	0%	3.9	4	3.9	4	4.2
Flexibility to design your own program of study	67	9%	51%	24%	10%	6%	3.3	3	3.2	3.6	3.6
Availability of your advisor	67	19%	45%	22%	12%	1%	3.4	3.6	3.6	3.9	3.9
Value of the information provided by your advisor	67	15%	52%	21%	10%	1%	3.4	3.5	3.5	3.8	3.8
Preparation you are receiving for your future occupation	67	19%	49%	22%	4%	4%	3.6	3.2	3.3	3.6	3.8
Admissions		10%	52%	20%	15%	2%	3.2	3.2	2.9	3.4	3.7
General admissions procedure	67	15%	64%	12%	9%	0%	3.6	3.6	3.2	3.6	3.8
Availability of financial aid information prior to enrolling	66	6%	42%	30%	20%	2%	2.8	2.8	2.5	3.2	3.6
Accuracy of college information you received before enrolling	67	9%	46%	22%	19%	3%	3.0	3	2.8	3.4	3.7
College catalog/admissions publications	67	10%	57%	16%	13%	3%	3.4	3.3	3.2	3.5	3.8
Rules & Policies		8%	39%	26%	20%	7%	2.9	2.7	2.8	3.4	3.4
Student voice in college policies	67	10%	31%	28%	27%	3%	2.7	2.5	2.7	3.3	3.3
Rules governing student conduct at this college	66	9%	44%	24%	18%	5%	3.0	2.9	3	3.4	3.5
Residence hall rules and regulations	67	6%	37%	30%	12%	15%	2.9	2.8	2.9	3.3	3.2
Academic probation and suspension policies	67	9%	52%	18%	9%	12%	3.4	3.1	3.3	3.4	3.5
Purpose for which student activity fees are used	66	5%	35%	27%	29%	5%	2.6	2.4	2.5	3.9	3.1
Personal security/safety at this campus	67	12%	37%	27%	22%	1%	2.9	2.6	2.4	3.3	3.7

APPENDIX A: Continued

	2011 N	Very Satisfied	Satisfied	Dis- satisfied	Very Dis- satisfied	NA	2011 Avg	2010 Avg	2009 Avg	2008 Avg	2008 National Avg
Classroom Facilities		14%	55%	15%	8%	8%	3.6	3	3.1	3.4	3.7
Classroom facilities	67	12%	63%	19%	6%	0%	3.6	3.5	3.1	3.6	3.8
Laboratory facilities	67	7%	55%	19%	10%	7%	3.3	3.1	3	3.4	3.7
Athletic facilities	67	12%	54%	12%	3%	19%	3.7	3.1	3.5	3.5	3.6
Study areas	67	19%	51%	18%	9%	3%	3.6	3.2	3.3	3.6	3.8
Student union	67	27%	49%	6%	9%	9%	3.9	2.1	2.3	2.9	3.6
Campus bookstore	67	19%	58%	12%	6%	4%	3.8	2.7	3.1	3.2	3.6
Availability of student housing	67	9%	52%	15%	9%	15%	3.4	3	3.2	3.4	3.4
General condition of buildings and grounds	67	9%	60%	15%	13%	3%	3.4	3.1	3	3.3	3.7
Registration		11%	58%	18%	11%	1%	3.4	3.2	3.3	3.4	3.6
General registration procedure	67	9%	69%	13%	6%	3%	3.6	3.4	3.3	3.4	3.7
Availability of courses you want at times you can take them	67	10%	49%	25%	15%	0%	3.1	3	3.2	3.2	3.2
Academic calendar for this college (e.g., semester or quarter system)	67	15%	66%	12%	6%	1%	3.7	3.6	3.6	3.6	3.9
Billing and fee payment procedures	66	11%	50%	23%	17%	0%	3.2	2.9	2.9	3.2	3.5
General		15%	49%	19%	13%	4%	3.3	3.2	3.1	3.5	3.7
Concern for you as an individual	67	15%	42%	31%	12%	0%	3.2	3.2	2.8	3.4	3.6
Attitude of the college non teaching staff toward students	67	10%	45%	31%	12%	1%	3.1	3.1	2.9	3.4	3.7
Racial harmony at this college	67	25%	63%	7%	3%	1%	4.0	3.7	3.5	3.8	3.8
Opportunities for student employment	66	12%	45%	17%	17%	9%	3.2	2.9	2.8	3.3	3.5
Opportunities for personal involvement in campus activities	66	18%	52%	12%	15%	3%	3.5	3.2	3.2	3.6	3.8
Student government	67	15%	60%	6%	10%	9%	3.7	3.3	3.2	3.5	3.5
Religious activities and programs	66	12%	50%	15%	14%	9%	3.4	3.2	3.2	3.4	3.6
Campus media (student newspaper, campus radio, etc.)	66	6%	39%	21%	27%	6%	2.7	3.2	3.2	3.5	3.5
This College in general	67	16%	46%	28%	9%	0%	3.3	3.2	3.1	3.6	3.9

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APPENDIX B: REGRESSION PREDICTING OVERALL SATISFACTION

Model		Unstandardized Coefficients		Standardized Coefficients			Model Summary	
		B	Std. Error	Beta	t	Sig.	R	Adjusted R Square
1	(Constant)	1.261	.330		3.818	.000	.697	.476
	Opportunities for personal involvement in campus activities	1.121	.106	.697	6.939	.000		
2	(Constant)	.787	.325		2.423	.019	.769	.592
	Opportunities for personal involvement in campus activities	.489	.090	.543	5.441	.000		
	Variety of courses offered at this college	.415	.092	.360	3.605	.001		
3	(Constant)	.143	.338		.369	.714	.803	.645
	Opportunities for personal involvement in campus activities	.458	.085	.351	5.370	.000		
	Variety of courses offered at this college	.264	.088	.345	3.003	.004		
	General admissions procedure	.264	.098	2.46	2.703	.009		
4	(Constant)	.262	.373		.703	.485	.827	.684
	Work Environment	.581	.095	.646	6.089	.000		
	Variety of courses offered at this college	.269	.084	.298	3.211	.002		
	General admissions procedure	.278	.093	.259	2.976	.005		
	Availability of student housing	-.196	.080	-.244	-2.452	.018		
5	(Constant)	.147	.365		.403	.689	.843	.710
	Opportunities for personal involvement in campus activities	.601	.093	.668	6.472	.000		
	Variety of courses offered at this college	.193	.089	.214	2.165	.036		
	General admissions procedure	-.260	.083	-.324	-3.118	.003		
	Availability of student housing	.214	.104	.223	2.061	.045		
6	Opportunities for personal involvement in campus activities	-.022	.356	.360	-.061	.952	.861	.707
	Variety of courses offered at this college	.521	.095	.579	5.477	.000		
	General admissions procedure	.143	.088	.158	1.625	.111		
	Availability of student housing	.189	.093	.176	2.032	.048		
	General condition of buildings and grounds	.247	.100	.257	2.458	.018		
	Student government	.184	.079	.217	2.327	.024		