



# 2022 RUFFALO NOEL LEVITZ STUDENT SATISFACTION SURVEY RESULTS



OSU INSTITUTE OF TECHNOLOGY  
INSTITUTIONAL RESEARCH



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# PURPOSE

The Ruffalo Noel-Levitz Student Satisfaction Inventory (SSI) and Priorities Survey for Online Learners (PSOL) both measure the **satisfaction** and **priorities** of OSUIT students.

SSI: traditional (face-to-face) and blended (< or = 25% online) courses

PSOL: online (> 75% online) courses

Notes: We have been utilizing the SSI to collect student feedback since the Fall semester of 1998 and the PSOL since 2015. The combination of these two surveys allows OSUIT to gain a well-rounded snapshot of what students view as important as they pursue their educational goals and informs the institution on how its efforts are being perceived by students. Another useful function of the RNL surveys is that it allows us to compare of our students' responses to those of a national group and national benchmarks. We'll see more about this later.



## Importance

- 1 = not important at all
- 2 = not very important
- 3 = somewhat unimportant
- 4 = neutral
- 5 = somewhat important
- 6 = important
- 7 = very important



## Satisfaction

- 1 = not important at all
- 2 = not very important
- 3 = somewhat unimportant
- 4 = neutral
- 5 = somewhat important
- 6 = important
- 7 = very important

Students respond twice to each item – first by indicating how important an item is, and then again to indicate how satisfied they are with that item. These surveys use a 7-point Likert scale with 7 being high or positive.

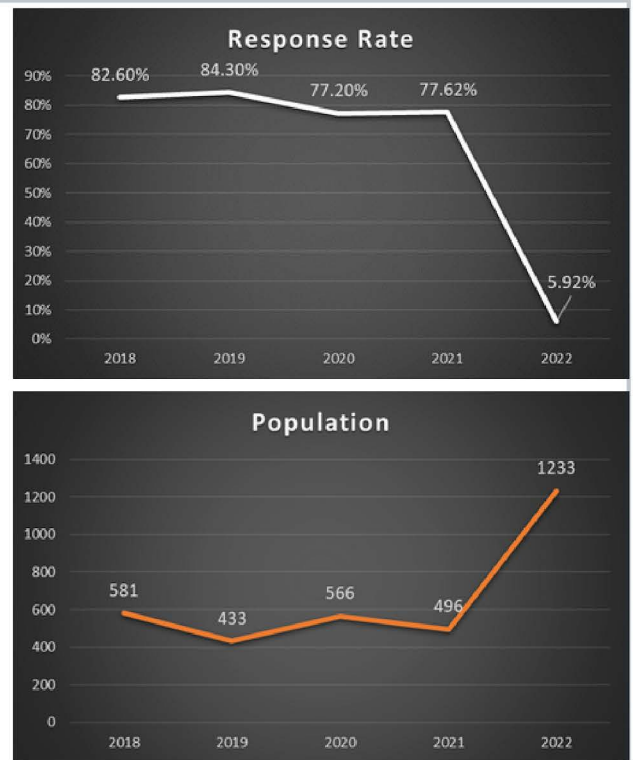


These surveys provide us with three different sets of findings. The level of importance students place on a survey item, how satisfied they are with that item at OSUIT, and number that tells us how far apart we are in these areas.

Importance minus satisfaction gives us a performance gap score. The smaller the performance gap, the better we are at meeting our students' expectations; the larger the gap, the more room we have for improvement.

# 2022 SSI Key Findings

- The survey was delivered to 1,233 students via online format only.
- Low response rate: 5.92%



The format and delivery method of the 2022 SSI survey greatly impacted the response rate efficacy. Despite the larger sample size, only 5.92 percent of the total sample participated. According to Ruffalo Noel Levitz (RNL), the average response rate to their student satisfaction surveys is 20 percent. RNL has previously cautioned against online-only surveys as they frequently result in lower completion rates despite their accessibility and convenience. However, the survey results are valid if the demographic percentages align with the overall institution.

Ruffalo Noel Levitz is no longer offering this survey in a printed format.

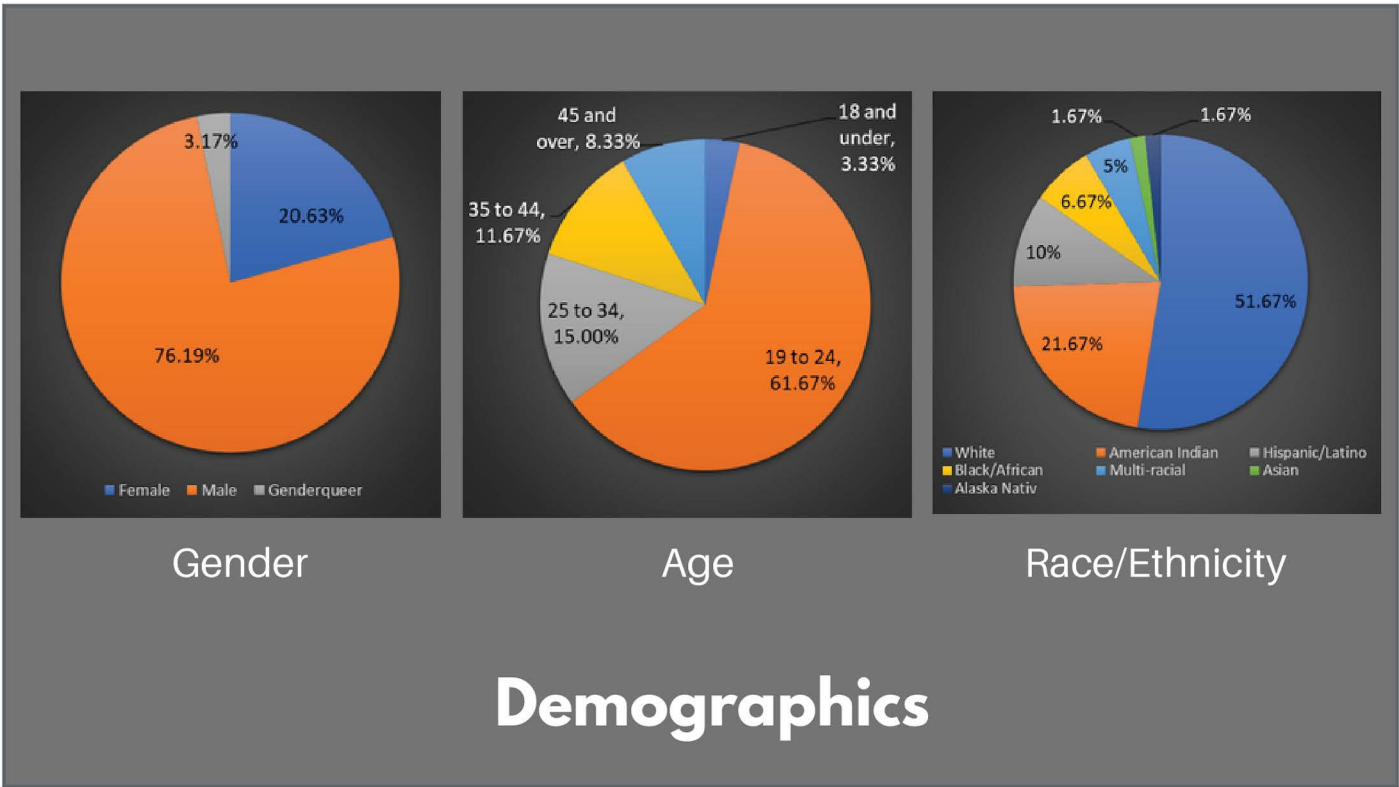
## SSI 8 Survey Scales

In order of Highest Importance & Satisfaction

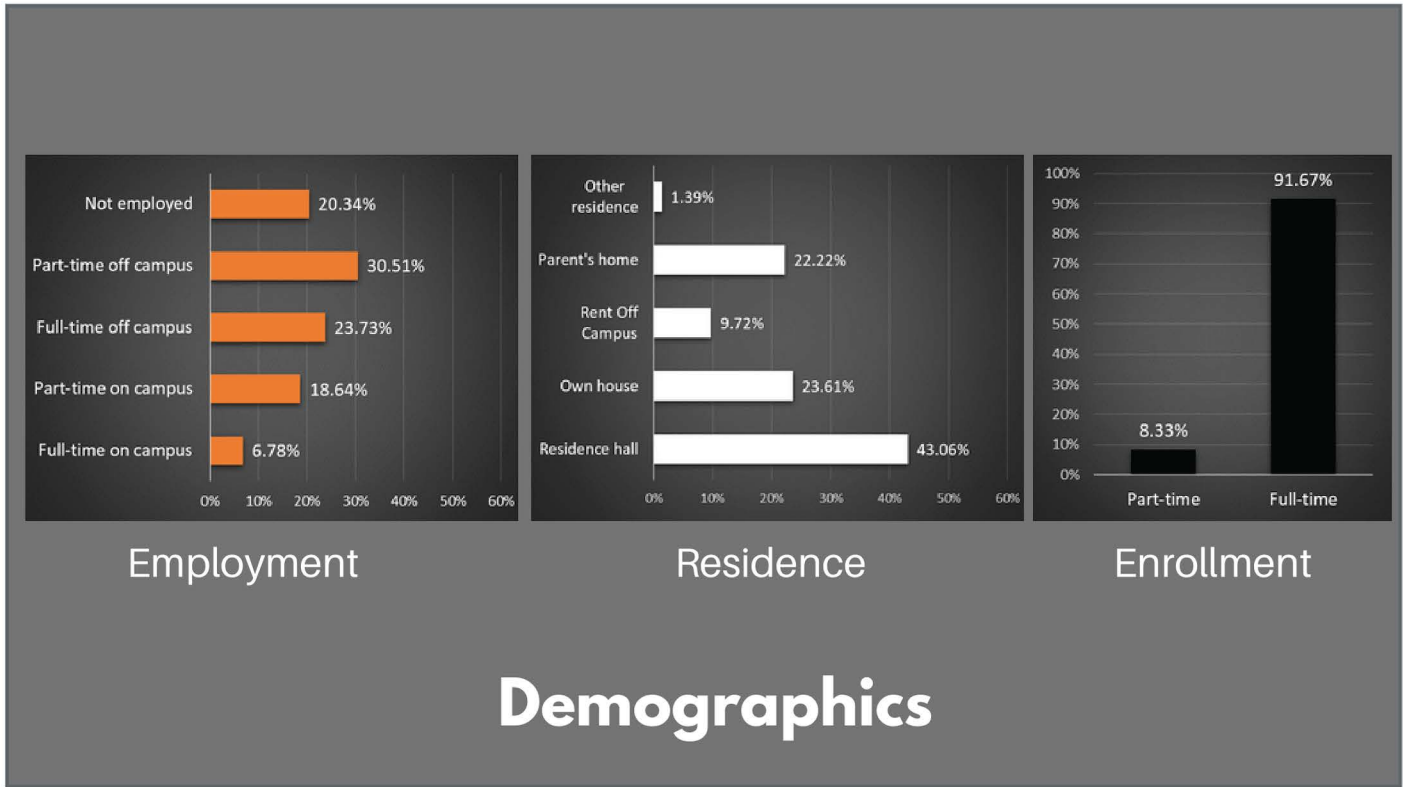
1. Campus Climate
2. Student Centeredness
3. Safety and Security
4. Instructional Effectiveness
5. Academic Advising Effectiveness
6. Registration Effectiveness
7. Campus Services
8. Admissions and Financial Aid Effectiveness



Satisfaction in 2022, as characterized by scale scores, increased in all areas as compared to student responses in 2021. Students also placed more importance on the items in all eight survey scales in 2022. Importance provides context for satisfaction levels; satisfaction only matters when the issue at-hand is also important.



The responding demographics align fairly closely to those of the entire institution.



Notes: From these demographics;

The areas of highest satisfaction = Campus Services & Campus Climate

The areas of lowest satisfaction = Admissions and Financial Aid & Academic Advising Effectiveness

The areas of highest importance = Campus Climate & Student Centeredness

The areas of lowest importance = Campus Services & Registration Effectiveness



# 2022 SSI Key Findings

## Comparison to the National Average

The OSUIT 2022 SSI results were benchmarked against 58,823 responses from the 2018-2021 academic years from community, junior, and technical colleges across the country.

Strategic Planning tool:

- Strengths
- Challenges

OSUIT students, in general, tend to report lower, more conservative ratings than those of the students in the national comparison group.

# Strengths

Highest Importance & Highest Satisfaction (in order of importance)

- *Students feel welcome*
- Academic advisors are knowledgeable about program requirements
- Library resources and services are adequate
- Campus is safe for all students
- Faculty are available outside of class
- Most classes deal with practical experience and application
- College personnel and students show tolerance and respect for different viewpoints
- Tutoring services are readily available

# Challenges

Highest Importance & Lowest Satisfaction (in order of importance)

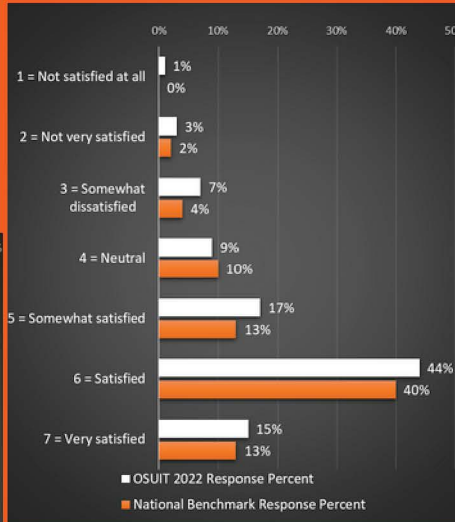
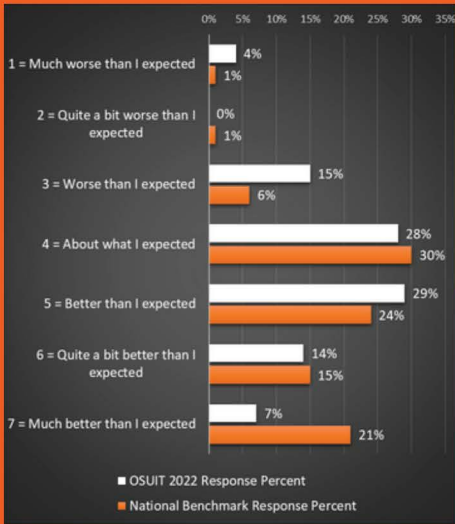
- *Department prepares students well for their professions*
- Parking lots are well-lit and secure
- The quality of instruction is excellent
- There are sufficient courses available each term within programs of study
- Academic advisor adequately assists with career planning issues
- Tuition is a worthwhile investment
- Students seldom get the “run-around” when seeking information
- Admissions counselors accurately portray program offerings during recruitment

Notes: The areas that experienced the greatest improvement in satisfaction from 2021 to 2022 were:

- Library resources and services
- Parking lots well lighted and secure
- Counseling services are available
- Campus is safe and secure for all students
- Financial aid is available if I need it
- There are convenient ways of paying school bills.

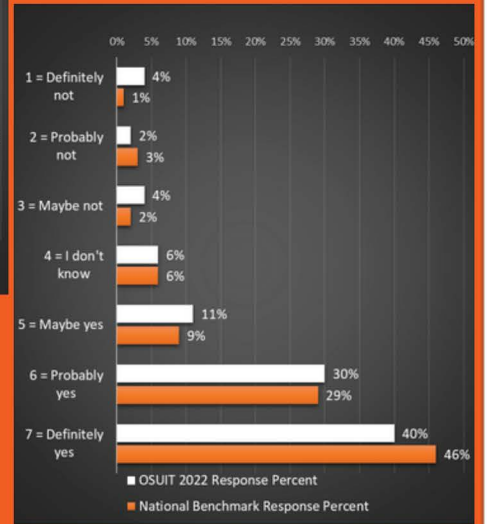
It was positive to note that there were no areas or items that experienced a decline in satisfaction.

## Expectations



## Satisfaction

## Re-Enroll



### Notes:

Q1. So far, how has your college experience met your expectations?

The OSUIT response rate was higher than the national group on Much worse than expected, Worse than expected, and Better than expected

Q2. Rate your overall satisfaction with your experience here thus far.

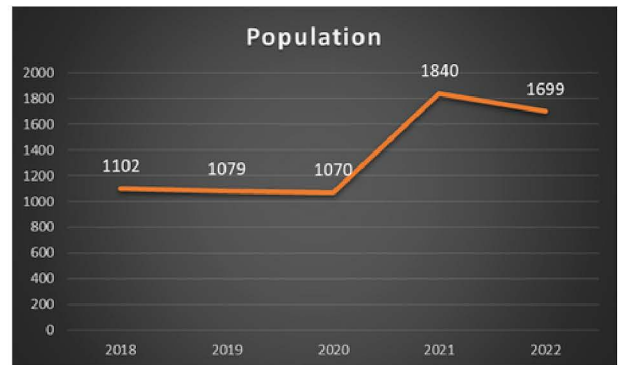
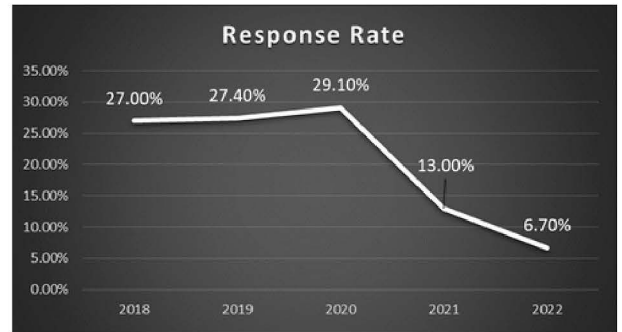
The OSUIT response rate was higher than the national group on every response option but Neutral

Q3. All in all, if you had it to do over again, would you enroll here?

The OSUIT response rate was higher than the national group response rates on definitely not, maybe not, maybe yes, and probably yes. It was a perfect tie on I don't know.

# 2022 PSOL Key Findings

- The survey was delivered to 1,699 students.
- Low response rate: 6.70%



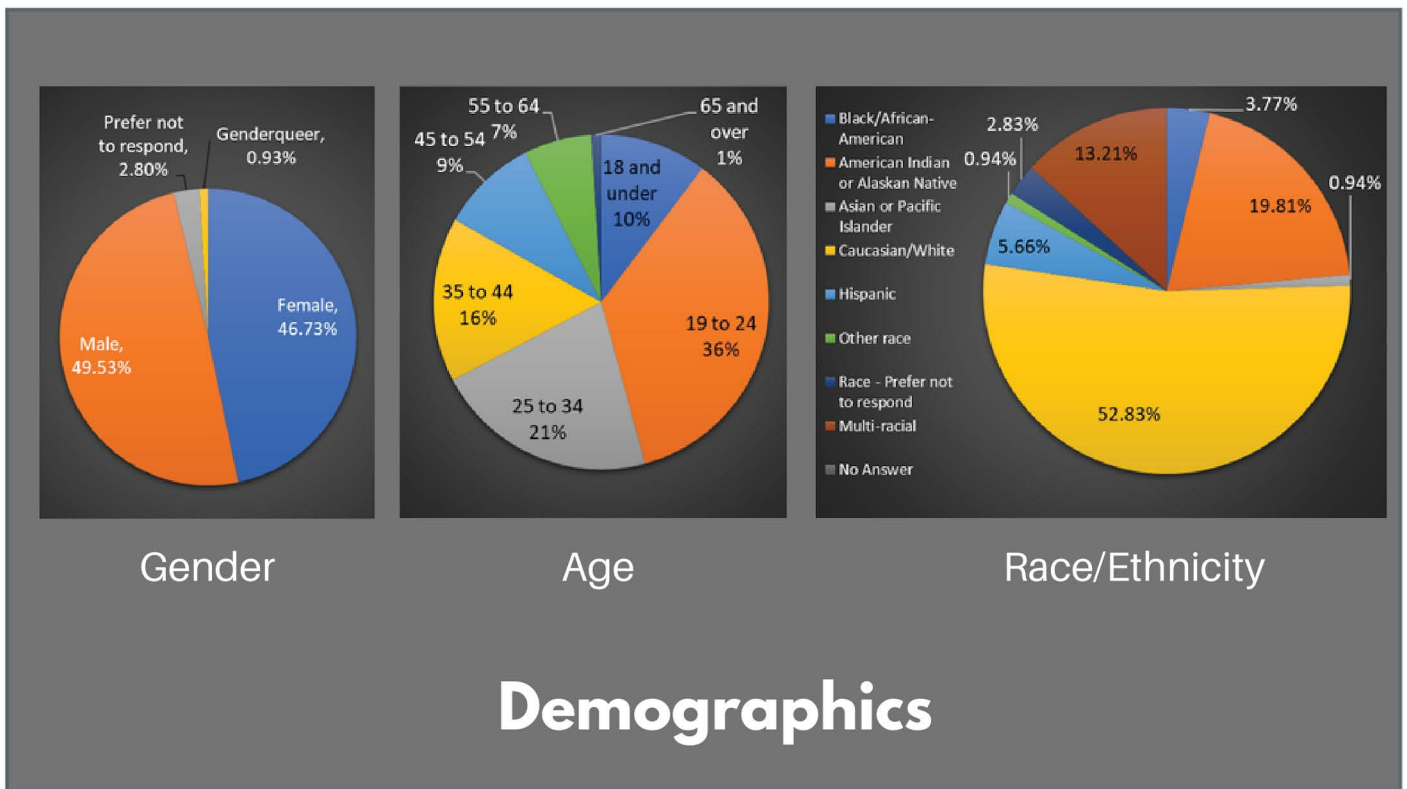
Notes: We again see a decline in student responses, despite the increase in the number of students surveys.

## PSOL 5 Survey Scales

In order of Highest Importance & Satisfaction

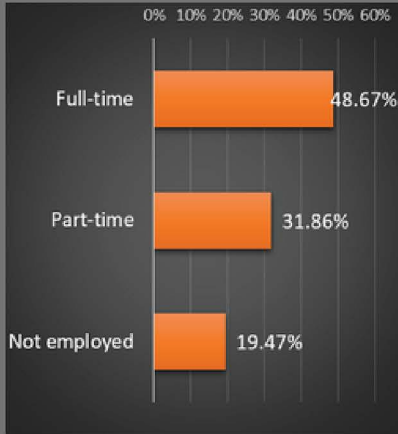
1. Institutional Perceptions
2. Academic Services
3. Student Services
4. Enrollment Services
5. Instructional Services



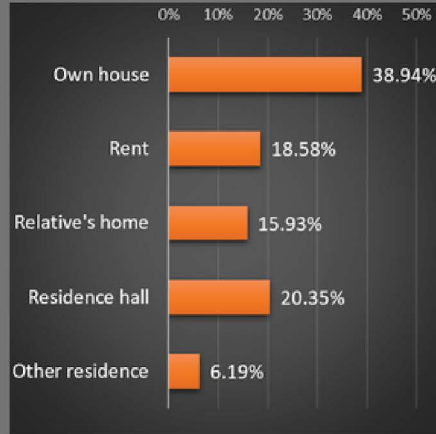


Notes: The PSOL asks slight more and different demographic questions than the SSI does.

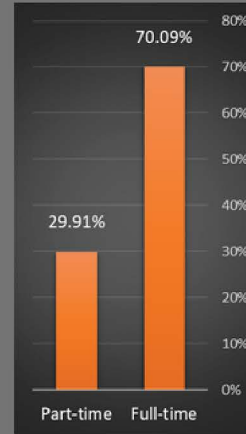
Overall, the demographics of those who completed the PSOL are noticeably different than that of the general OSUIT student population, much more balanced, at least in relation to gender. As of the Fall 2022 preliminary headcount, our population is made up of 65.69% males and 34.30% females. This is actually a 0.58% decrease in male enrollment from Fall 2021.



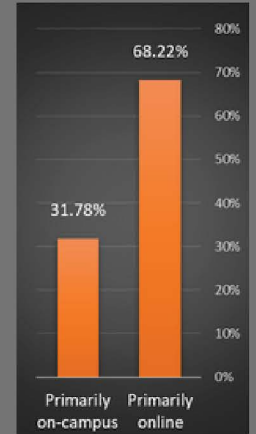
Employment



Residence



Enrollment



Enrollment Status

## Demographics

Notes: It was interesting to note that 40.57% of respondents said they would like to enroll in additional online courses, and 50% said they might. Only 9.43% said they would not enroll in more online courses.

From these demographics;

The area of highest average satisfaction = Institutional Perceptions

The area of lowest satisfaction = Instructional Services

The areas of highest average importance = Academic Services

The areas of lowest average importance = Student Services



# 2022 PSOL Key Findings:

## Comparison to the National Average

The OSUIT results compare to a group of National Online Learners containing 89,261 responses. The National Group's surveys were completed by online learners at similar-sized colleges and universities during 2018 - 2022 academic years.

Strategic Planning tool:

- Strengths
- Challenges

# Strengths

Highest Importance & Highest Satisfaction (in order of importance)

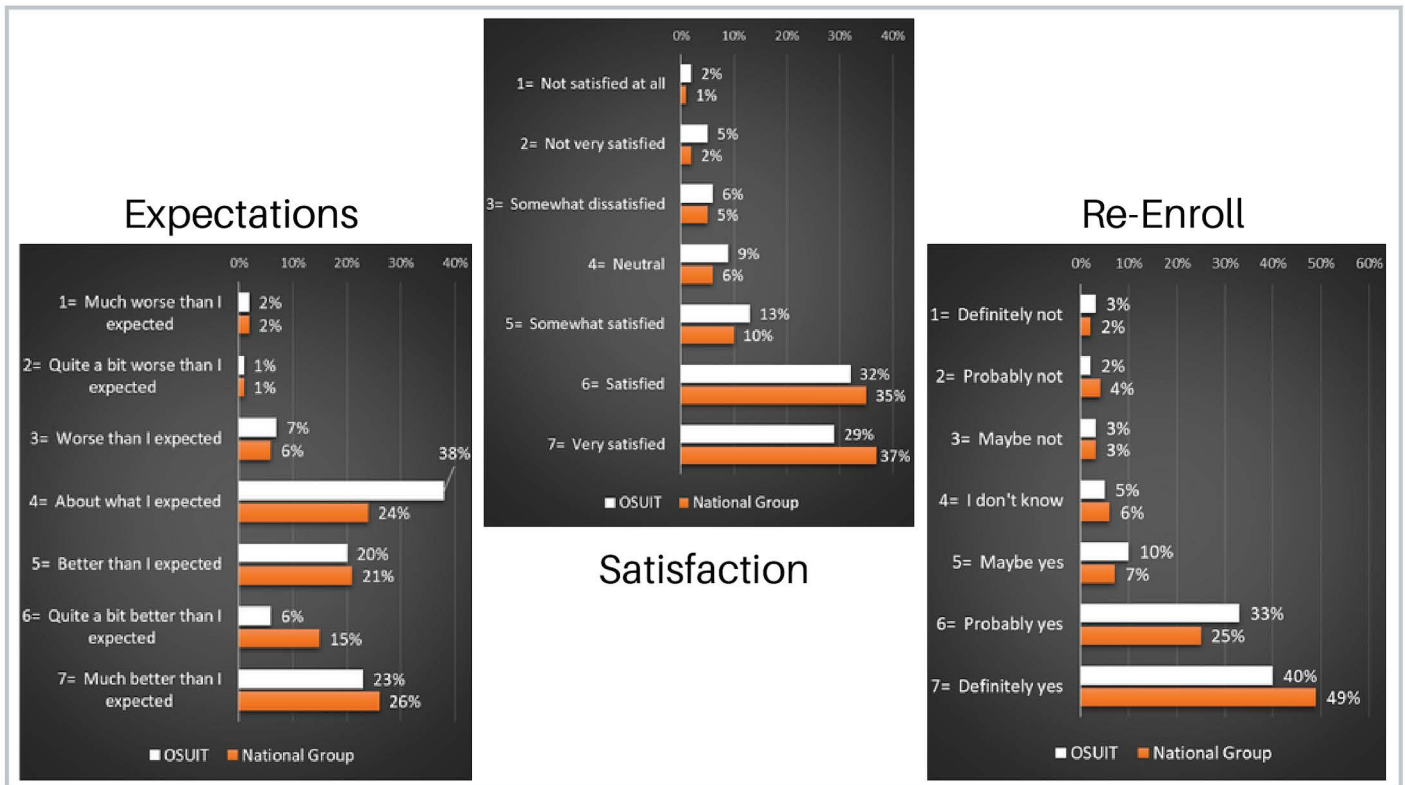
- *Canvas, the online classroom, is easy to use.*
- Instructional materials are appropriate for program content.
- My program advisor is accessible by telephone and e-mail.
- Billing and payment procedures are convenient for me.
- At OSUIT, choices are available for taking classes either face-to-face or online.

# Challenges

Highest Importance & Lowest Satisfaction (in order of importance)

- *Faculty are responsive to student needs.*
- Program requirements are clear and reasonable.
- There are sufficient offerings within my program of study.
- Tuition paid is a worthwhile investment.
- Campus item: There are sufficient online courses available through OSUIT.

Notes: Out of all the survey items/questions, compared to national benchmarks, OSUIT students only reported a lower satisfaction rating on how convenient it was to register for online courses. All other item satisfaction levels were comparable to the national comparison group.



Notes:

Q1. So far, how has your college experience met your expectations?

The OSUIT response rate was higher than the national group on Worse than expected and About what I expected. It was equal on Much worse and Quite a bit worse.

Q2. Rate your overall satisfaction with your experience here thus far.

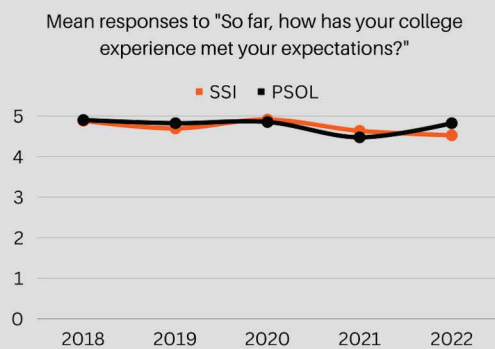
The OSUIT response rate was higher than the national group on a response options except Satisfied and Very Satisfied.

Q3. All in all, if you had it to do over again, would you enroll here?

The OSUIT response rate was higher than the national group response rates on Definitely not, Maybe yes, and Probably yes. It was perfect tie on Maybe not.

At OSUIT, the most important sources of information for online students considering enrollment were the website, online catalog and the recommendation from instructor or program advisor. At OSUIT, the factors that go into the decision to enroll are future employment opportunities, flexible pacing for completing a program, work schedule, and convenience was most important.

# Observations & Trends



- 1 Perception of the Institution
- 2 Primary Educational Goal
- 3 Employment Status
- 4 Marital Status
- 5 Residential Status
- 6 College Expectations

Notes: The Perceptions of the Institution (which encompasses Campus Climate and Student Centeredness) were ranked with the highest level of satisfaction on both surveys.

While both surveys indicate that students primary educational goal is an Associate's degree (SSI: 75.86%, PSOL: 47.62%) those who responded to the PSOL ranked a bachelor's degree almost as high at 40%.

## 5 Year Trends

- Surveys show a steady increase in the number of students who are working full-time while attending college.
- The PSOL shows a steady decline in the number of students who report as single parents.
- Surveys show the gap between those who responded that they were living off campus in the PSOL and SSI is slowly shrinking due to a decline percentage of PSOL respondents who are living off campus.
- Students responding to the SSI showed slow but steady increase in the percentages who are living in their own home or renting.
- Students completing the SSI and PSOL consistently answered similarly to the question, "So far, how has your college experience met your expectations?" with the 5-year average only varying by 0.05.



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