

Satisfaction Report September 2008

Background

Satisfaction data for the 2008 Board of Regents Report comes from two surveys. The first set of data is from the Community College Survey of Student Engagement developed by the University of Texas. Board members have reviewed data from this survey in previous years. A second set of data provides information from the Student Satisfaction Survey developed by Noel-Levitz. Earlier reports have used data from a Student Satisfaction Survey developed by the Gulf Coast Community Colleges. This is the first review of data from the Noel-Levitz survey.

The Community College Survey of Student Engagement (CCSSE) was developed to assess student engagement in credit programs, defined as the amount of time and energy that students invest in meaningful educational activities. The survey includes questions about student experiences at the college, specific questions about coursework, time spent on learning activities, interactions with faculty and fellow students, and satisfaction with programs and services. In 2008, the CCSSE report included 343,378 student respondents from 585 community colleges in 48 states. These data are reported based on size of the institution and on responses from all participants. The CCSSE report also provides information about how students view their work at Brazosport College and allows benchmarking among similar-sized institutions and the entire sample of all institutions in the survey. This information is shared with the college community and provides important data for the Planning and Institutional Effectiveness Council.

The Student Satisfaction Inventory (SSI) was developed to measure student satisfaction and priorities. Since student satisfaction is a key component of student learning, it is important to determine if Brazosport College is providing an experience that students deem satisfactory. In 2008, the SSI included 220,645 student respondents from 245 two-year colleges in 25 states. These data are presented as bullet points with key findings. Additional information from the SSI will be presented at the Board Workshop.

Profile of Brazosport College Students Responding to CCSSE

Characteristics of the 498 Brazosport College student respondents in credit classes to the 2008 CCSSE survey are shown below:

- 41% of the respondents were male, 59% were female.
- Ages of respondents were from 18 to over 55. Approximately 76 % were 18-30 years old.
- The ethnicity of the respondents was 61% White, 26% Hispanic, 7% African American, and 6% Other.
- 49% reported attending college full-time.
- 82% of the respondents started at Brazosport College.
- 72% of the respondents had earned fewer than 30 semester credit hours prior to participating in the survey.
- 60% reported that they worked 21 or more hours per week.

CCSSE Satisfaction with Programs and Services

The following table from the CCSSE report provides information about Brazosport College student satisfaction with programs and services compared to responses from students at similar-sized community colleges (less than 4,500 fall headcount enrollment) and from the entire group of community college survey respondents. Data are reported based on percentages of students who say that they are “satisfied” and “very satisfied” with the survey item.

Satisfaction Percentages

Survey Item	Brazosport College	Small Colleges (<4,500 enrollment)	All Participating Colleges
Academic Advising/Planning	69.2	74.4	71.4
Career Counseling	56.8	51.5	45.4
Job Placement	26.4	28.9	23.2
Peer or Other Tutoring	47.2	44.1	40.1
Skill Labs (writing, math, etc.)	51.1	59.4	50.8
Child Care	14.6	16.8	12.1
Financial Aid Advising	45.3	59.1	50.6
Computer Labs	72.5	75.7	72.0
Student Organizations	27.1	36.8	28.7
Transfer Credit Assistance	36.1	40.8	38.1
Service to Students with Disabilities	16.3	21.1	17.8

Brazosport College student responses compare favorably to responses from students at similar-sized colleges and students at all colleges participating in the survey. Compared to last year’s Brazosport College CCSSE data, there were gains in eight of the eleven areas in the survey.

Two other survey items from the CCSSE give information about student satisfaction with Brazosport College. These items relate to “recommending this college to family and friends” and the “entire educational experience at this college”. The percentage of respondents who replied “yes” to the first item is shown in the following table.

Survey Item	Brazosport College	Small Colleges	All Colleges
Would you recommend this college to a friend or family?	97.3	93.5	94.4

The percentage of students responding “Good” or “Excellent” to the second item is shown in the table below.

Survey Item	Brazosport College	Small Colleges	All Colleges
How would you evaluate your entire educational experience at this college?	90.4	86.0	86.2

Since there were specific questions about satisfaction items on the CCSSE last year, the SSI was given to gain additional information about student perceptions.

Profile of Students Responding to the SSI

The characteristics of the 317 student respondents in credit classes to the 2008 Noel-Levitz Student Satisfaction Inventory are shown below:

- 39% of the respondents were male; 61% were female.
- The ethnicity of the students was 64% White, 11% Hispanic, 12% African American, 8% Other, and 5% No response.
- 50% had completed less than one year of college work.
- 55% estimated their grade point average as 3.0 or higher.
- 69% said that Brazosport College was their first choice.
- 48% had a goal of obtaining an associate degree, and 28% had a goal of transferring to another institution.

SSI Satisfaction with Programs and Services

The Noel-Levitz Student Satisfaction Inventory provides measures related to the importance of college services and how satisfied students are with these services. From these two measures, a difference is calculated and compared to the all community college respondents. These services cluster in the following areas:

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

Generally, students rated Brazosport College very well compared to students who responded from all community colleges. In areas where Brazosport College was rated lower, a focus group session was held with students to gain additional information. Some highlights from the survey are listed on the following page:

- One of the highest rated satisfaction items was in Campus Support Services where students rated “Child care facilities are available on campus” very highly.
- An area that indicated need for improvements was in Campus Support Services in “New student orientation services help students adjust to college”. New student orientation has been changed this year to make it more effective in orienting students to campus.
- The items under Academic Support Services were generally rated highly with students rating “Computer labs are adequate and accessible” highly. However, one item related to “The equipment in the lab facilities is kept up to date” was rated lower. The focus group session responses showed that this was related to older software in one specific lab. Software and hardware for this lab have been budgeted for upgrading this year.
- Under “Safety and Security”, students responded positively that “Security staff are helpful” and “Parking lots are well-lighted and secure”.
- Student respondents in survey were satisfied with the information that they received about financial aid.

While there is more information available from the Student Satisfaction Inventory and the follow-up focus group session, this information will be presented at the February Board Workshop where items can be discussed in more detail.