



## Satisfaction Report

October 2018

Prepared by the

Office of Planning, Institutional Assessment, and Research

### Executive Summary:

This report provides data on student satisfaction with our college credit programs, our community education courses, our Center for Business and Industry (CBIT) classes, as well as client satisfaction with services provided by the Small Business Development Center (SBDC). In all cases, the college measured high levels of satisfaction.

For college credit programs, students ranked Brazosport College significantly higher than the national average for satisfaction with Career Counseling, Peer or Other Tutoring, and Skill Labs, and comparable to the national average on the other ten items. (Data from the Community College Survey of Student Engagement CCSSE in spring 2018.)

Community Education was in transition this past year with the replacement of the director, and the submission of course satisfaction surveys was minimal. Therefore, the satisfaction data presented in this report is limited to one conference that submitted a significant number of satisfaction surveys: the Annual Child Care Administrators Association of Brazoria County (CCAABC) Conference. Overall, conference attendees were very satisfied with the conference; all five survey questions had an average of 4.6 on a 5 point scale where a 5 is the highest rating.

The Center for Business and Industry Training (CBIT) also uses a course satisfaction survey. Of the 2,500 students who responded to the survey, over 93% either agreed or strongly agreed on 13 out of 14 items on the survey, and 95% either agreed or strongly agreed with the final statement: Overall, I was satisfied with this course. The item regarding quality of catering received the lowest rating: only 54% agreed or strongly agreed.

The Small Business Development Center (SBDC) received positive ratings on the evaluations presented to clients at the end of training seminars and workshops. Over 92% of clients rated 4 out of the 5 questions as strongly agree/agree. The question that received the lowest rating was about acquiring practical skills and knowledge to start or manage their business: 89% of clients strongly agreed/agreed and 11% were undecided.

The high levels of satisfaction documented in this report indicate that Brazosport College is continuing to fulfill its mission across all of its operations.

## **Brazosport College CCSSE Satisfaction with Programs and Services**

Five hundred and twenty-five Brazosport College students participated in the Community College Survey of Student Engagement (CCSSE), which assesses key areas of student engagement in credit programs. 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.

The 2018 administration of the CCSSE survey was the second use of the “refreshed” CCSSE survey instrument. As a result, CCSSE used a two-year analysis (2017 and 2018) of participating colleges in their cohort. This cohort is referred to as the 2018 CCSSE Cohort. The 2018 CCSSE cohort included more than 300,000 students from community and technical colleges in 47 states, the District of Columbia, two Canadian provinces, plus Micronesia, Guam, and the Marshall Islands. Two hundred seventy-four institutions are classified as small (<4,500 students), 125 as medium (4,500-7,999 students), 100 as large (8,000-14,999 students), and 38 as extra-large (15,000+). In addition, 45 of the 50 Texas community colleges are represented in the 2018 CCSSE cohort. The survey data are reported based on size of the institution and on responses from all participants. Under this classification system, Brazosport College is classified as a small college.

### **Profile of Brazosport College Students Responding to CCSSE**

Students who responded to the CCSSE differ from the full student population: they are more likely to be full-time, traditional age, and male, which should be kept in mind when interpreting the results. Note that the percentages of survey respondents by gender and race/ethnicity do not add to 100% because many students left these fields blank.

<b>Spring 2018</b>	<b>CCSSE Survey Respondents</b>	<b>BC Spring Student Population</b>
<b>Gender</b>		
Male	51%	48%
Female	42%	52%
<b>Race or Ethnicity</b>		
African American	4%	7%
Hispanic or Latino	35%	39%
White	37%	48%
<b>Age</b>		
18 - 21	57%	31%
22 - 24	12%	13%
<b>Enrollment Status</b>		
Full-time	54%	19%
Part-time	46%	81%

### **CCSSE Survey Satisfaction Results**

The following table displays student satisfaction with programs and services at Brazosport College and comparisons to other small Texas colleges and the entire CCSSE sample of colleges. Texas small colleges are those with fall enrollments fewer than 4,500. Eight Texas small colleges were included

and are listed in Appendix A.

Data are reported based on an average or mean for each survey item using a three-point scale; 0 = not at all satisfied, 1 = somewhat satisfied, and 2 = very satisfied. The closer the mean is to 2 the higher the level of student satisfaction with the item. Items that have a double asterisk indicate the item is significantly different compared to the BC mean.

CCSSE Satisfaction Construct	BC 2018	TX Small Colleges 2018	CCSSE 2018
a. Academic Advising/Planning	1.41	1.41	1.38
b. Career Counseling	<b>1.46</b>	1.33	<b>1.23**</b>
c. Job Placement Assistance	1.14	1.00	0.97
d. Peer or Other Tutoring	<b>1.54</b>	<b>1.37**</b>	<b>1.35**</b>
e. Skill Labs (writing, math, etc.)	<b>1.52</b>	1.45	<b>1.39**</b>
f. Child Care	1.03	0.96	0.92
g. Financial Aid Advising	1.40	1.44	1.35
h. Computer Labs	1.62	1.54	1.56
i. Student Organizations	1.21	1.28	1.18
j. Transfer Advising/Planning	1.24	1.27	1.25
k. Library Resources and Services	1.60	1.55	1.57
l. Services to Students with Disabilities	0.98	1.16	1.18
m. Services for Active Military and Veterans	1.04	1.06	1.08

Note: If a comparison is significant at an alpha level of .001 or less and has an effect size of .20 or greater, then it is considered to be a statistically significant difference (\*\*).

Three of the items in the construct measured significant differences compared to the CCSSE 2018 Cohort. Brazosport College (BC) students were significantly more satisfied with Career Counseling, Peer or Other Tutoring, and Skill Labs compared to the CCSSE 2018 cohort. Compared to the Texas Small Colleges cohort, BC students were significantly more satisfied with one item, Peer or Other Tutoring. Student's level of satisfaction with the remaining items are about the same when comparing BC students to Texas small college students and students in the entire CCSSE cohort.

On average, BC students are somewhat satisfied to very satisfied with most items. The three items that received the lowest level of satisfaction are child care, disability services and military/veteran services. The numbers of students that responded to these items were very low compared to the numbers of responses received for the other items. This result could be an indication that students are unaware of BC's child care options, disability services and military/veteran services because they do not have a need for child care or these services.

Two other survey items from CCSSE give information about student satisfaction with BC. These items ask students if they would recommend BC to friends or family and to evaluate their entire educational experience at BC. Almost 100% of BC respondents would recommend BC to friends or family. BC's recommendation rating is higher than the average for Texas Small Colleges and the

entire CCSSE cohort.

Survey Item 35	BC	TX Small Colleges	CCSSE 2018
Would you recommend this college to a friend or family? -Yes	98.0%	94.3%	93.7%

BC respondents rated their educational experience at Brazosport College highly, even higher than students attending Texas small colleges and students in the CCSSE cohort.

Survey Item 36	BC	TX Small Colleges	CCSSE 2018
How would you evaluate your entire educational experience at this college? – Excellent & Good responses	89.9%	86.5%	86.1%



**Satisfaction Report**  
**September 2017 to August 2018**

These evaluation results represent responses from participants attending the Child Care Administrators Association of Brazoria County (CCAABC) Annual Conference organized and coordinated by Community Education. One hundred sixty-five people attended the day-long conference which provided a keynote speaker and ten different training topics. Participants were asked to rate each question using a scale from 1 to 5 where 1 = 'Strongly Disagree' and 5 = 'Strong Agree.' The mean score for each question is included in this report.

<b>Question</b>	<b>N</b>	<b>Mean</b>
1. The presenter was organized and gave a clear presentation.	639	4.6
2. The session provided useful information.	643	4.6
3. I learned something in this session that I can quickly apply to my work.	627	4.6
4. I would recommend this session to a colleague.	616	4.6

Based on lots of positive survey feedback about the conference, participants were very satisfied with the training they received and look forward to attending next year.

Satisfaction surveys from other CE courses and programs in 2017-2018 were not received in sufficient number to provide meaningful results. During the 2018-2019 academic year, course evaluations will be administered at the end of every Community Education training course, and we anticipate having results next year.



**Satisfaction Report  
September 2017 – August 2018**

The Center for Business/Industry Training (CBIT) provides a number of services for local business and industry. These services include:

- Safety Training
- Grant Training
- Facilities Arrangements
- Course Development
- Computer Training
- Professional Development
- Web-based Training
- Consulting

The responses below are from all course surveys, which include internal CBIT instructors as well as external client and vendor instructors. From September 2017 through August 2018, over 2,500 participants in training classes responded to the majority of these items. This year the survey instrument changed to a paper survey which garnered many more completed surveys compared to past years (<500 completed surveys). The surveys were distributed to students at the end of the course to evaluate different categories of course delivery.

**Satisfaction with Courses and Instruction - CBIT Classes**

Survey Question	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Strongly Agree + Agree
1. The quality of the catering (food and snack services) was satisfactory.	19%	35%	24%	13%	9%	54%
2. Classroom was set up and ready for instruction when class began.	63%	35%	1%	1%	0%	97%
3. I clearly understood the course objectives.	62%	35%	2%	0%	0%	97%
4. The course met all of its stated objectives.	63%	34%	3%	0%	0%	97%
5. The delivery method(s) of this course - classroom, computer, video - was an effective way for me to learn this subject matter.	63%	33%	3%	1%	0%	96%
6. Participant materials (handouts, workbooks, etc.) were useful during this course.	65%	32%	3%	1%	0%	96%
7. The course content was logically organized.	62%	34%	3%	0%	0%	97%
8. The balance of time between lecture, group discussion, and other learning methods (role-play, hands-on, skill practice) was effective.	60%	35%	4%	1%	0%	94%
9. Instructor was adequately prepared.	75%	24%	1%	0%	0%	99%
10. Instructor's delivery was effective.	72%	25%	2%	0%	0%	97%
11. Overall, I am satisfied with Instructor's knowledge and performance.	75%	22%	2%	0%	1%	97%
12. My knowledge and/or skills increased as a result of this course.	56%	38%	5%	1%	0%	94%
13. The knowledge and/or skills gained through this course are directly applicable to my job.	62%	32%	5%	1%	1%	93%
14. Overall, I was satisfied with this course.	64%	31%	4%	1%	1%	95%

The responses to these items reflect a high level of satisfaction on all items except for catering. The “Strongly Agree” and “Agree” choices were calculated and their sum appears in the last column of the table. Overall, 95% of the respondents indicated that they were satisfied with their courses.



**Brazosport College Small Business Development Center**  
**Satisfaction Report**  
**September 2017 – August 2018**

The Small Business Development Center (SBDC) provides a number of services for small business entrepreneurs which include:

- Free confidential business advising with technical assistance for: buying/selling a business; business plans; business loans; QuickBooks; tax compliance; website building; social media platforms; video production; marketing action plans; logo designs and marketing materials.
- Free and low-cost training seminars, workshops, and special events.
- Free market and industry research.

The SBDC Network is going through a major transition and has not collected or shared the traditional customer satisfaction 2017-2018 data. The data below is based on training evaluation forms administered by the BC SBDC at the end of seminars and workshops.

From September 2017 through August 2018, 18 training seminars/workshops were conducted and had 195 attendees during the fiscal year. Evaluations were given in each seminar and the responses were as follows:

Survey Question	Strongly Agree/ Agree	Undecided	Disagree
1. The event was sufficient for my purpose.	95%	5%	
2. The event gave me a good working knowledge of the subject presented.	92%	8%	
3. The event allowed me to acquire practical skills and knowledge needed to start or manage my business.	89%	11%	
4. Did you believe the information was presented effectively?	96%	3%	1%
5. Did you believe that the material presented in the course was practical?	96%	3%	1%

Overall, SBDC seminar/workshop attendees were satisfied with the training seminars and workshops they attended at the Small Business Development Center.

## Appendix A

### 2018 Texas Small College Comparison Cohort

Institution	State
Brazosport College	TX
Clarendon College	TX
Grayson College	TX
Howard College	TX
Northeast Texas Community College	TX
Panola College	TX
Southwest Texas Junior College	TX
Western Texas College	TX