



## **Satisfaction Report**

**October 2017  
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, over 500 students responded to the Ruffalo Noel Levitz Student Satisfaction Inventory in the spring 2017 semester. Brazosport College ranked equal to or higher than the national average for community colleges on all 12 dimensions of the survey.

For community education courses we used course satisfaction surveys from over 200 students. Average satisfaction ratings for all questions were above 4.7 on a 5-point scale with 5 being the highest rating, and 98% said they would recommend the course to a friend.

The Center for Business and Industry Training (CBIT) also uses a course satisfaction survey. Of the 400 students who responded to the survey, over 94% either agreed or strongly agreed on all 15 items on the satisfaction survey, and 98% either agreed or strongly agreed with the final statement: Overall, I was satisfied with this course.

Forty-three clients responded to the Small Business Development Center client satisfaction impact survey, and 100% indicated they would recommend Brazosport College SBDC services. The SBDC collects written feedback on their survey, and some of the comments included "The SBDC Advisors are professional, helpful, encouraging, and knowledgeable in their field." and "They helped with business planning, funding, accounting and marketing."

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

## **Background**

Satisfaction data for the 2017 Board of Regents Report comes from the Ruffalo Noel Levitz Student Satisfaction Inventory (SSI) that was conducted during the spring 2017 semester. This survey was previously conducted and reported to the Board in 2008, 2010, 2013, and 2015.

The Ruffalo Noel Levitz SSI assesses the satisfaction and importance of a number of key items to students, including academic advising/counseling, registration effectiveness, instructional effectiveness, academic success, and safety and security. In 2017, the SSI included 185,252 student respondents from 217 two-year colleges. The local survey included 530 Brazosport College credit students (13% of the total credit enrollment for that semester). Comparison data to other community college respondents is also provided. This information is shared with the college community and several measures are included in annual department reviews. The complete report can be accessed at <http://www.brazosport.edu/pier/> on the Survey Results webpage.

## **SSI Satisfaction with Programs and Services**

The Ruffalo Noel Levitz SSI provides measures related to the satisfaction and importance of college services. Students rated 95 items on these two measures (**importance** and **satisfaction**), and a difference was calculated (importance – satisfaction = performance gap) to determine the extent to which Brazosport College is meeting student expectations. Survey items are based upon the following areas:













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

Overall, students rated Brazosport College well compared to students who responded from all community colleges. In fact, Brazosport College student responses were more positive in all categories when compared to student responses from other community colleges in the survey. In general, students' level of satisfaction is rated on a 7-point scale where 1 is "Not satisfied at all," 4 is "Neutral," and 7 is "Very satisfied." Importance is also on a 7-point scale where 1 is "Not important at all," 4 is "Neutral," and 7 is "Very important." Some highlights from the survey are listed below including selected survey questions and their average ratings.

### Survey Highlights:

- Student responses to satisfaction items were, on average, higher on all of the survey areas in 2017 than the comparison group of community colleges.
- Students recognize the well-maintained Brazosport College campus by giving it the highest average satisfaction rating during the past two survey periods (2017 & 2015).
- Three additional highest rated satisfaction items were in the areas of *Academic Services* ("There are a sufficient number of study areas on campus;"  $M = 6.02$ ); *Service Excellence* ("Bookstore staff are helpful;"  $M = 5.99$ ); and *Safety and Security* ("The campus is safe and secure for all students;"  $M = 5.94$ ).
- Within the area of *Registration Effectiveness*, "Classes are scheduled at times that are convenient for me" continues to be the most important item rated by students in this category ( $M = 6.34$ ) and students were also satisfied with this item by giving it an average satisfaction rating of 5.78.
- Student responses to the 2017 survey were satisfied with their ability to experience intellectual growth at BC, the level of faculty knowledge in their fields, the clarity of the information provided about program requirements, and the fair and unbiased treatment faculty demonstrates towards students.
- An area that indicated opportunity for improvement was in the *Campus Support Services* category. The items "Personnel in the Veterans' Services program are helpful" and "This campus provides effective support services for displaced homemakers" received the lowest satisfaction ratings overall.

**SSI Satisfaction Means  
Brazosport College 2017 Means Comparison**

Survey Area	BC 2015 Means	BC 2017 Means	BC 5 Year Trend	Natl CC 2017 Means
Academic Services	5.78	5.83		5.70
Registration Effectiveness	5.66	5.79		5.60
Instructional Effectiveness	5.66	5.79		5.58
Service Excellence	5.63	5.71		5.48
Student Centeredness	5.66	5.71		5.56
Responsiveness to Diverse Populations	5.71	5.70		5.66
Campus Climate	5.63	5.68		5.50
Safety and Security	5.52	5.61		5.34
Concern for the Individual	5.55	5.57		5.43
Academic Advising/Counseling	5.46	5.54		5.42
Admissions and Financial Aid	5.45	5.48		5.38
Campus Support Services	5.36	5.38		5.21

Scale: 1=Not satisfied at all, 2=Not very satisfied, 3=Somewhat dissatisfied, 4=Neutral, 5=Somewhat satisfied, 6=Satisfied, 7=Very satisfied

Brazosport College student responses on the SSI compare favorably to responses given by students at other community colleges. Based on data over time, Brazosport College students continue to report positively across the survey areas.

Three other survey items from the SSI provide information about student satisfaction with Brazosport College. These items relate to meeting student's expectations, overall satisfaction with BC, and choosing to enroll at BC.

Brazosport College's average rating of student's overall satisfaction with Brazosport College and choosing to enroll at Brazosport College again statistically exceeded responses given by students at other community colleges.

	BC	Natl CC
Overall Satisfaction with BC	5.67	5.55
Choosing to Enroll at BC Again	5.92	5.78



**Course/Instructor Evaluations  
Satisfaction Report  
September 2016 to August 2017**

Community Education (CE) course instructors administer course evaluation surveys to selected classes at the last class meeting to determine satisfaction with course delivery. These student responses are summarized by the Office of Institutional Research. Students 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.

**Community Education – Class Evaluation  
Academic Year 2016-17**

Question	N	Mean
1. My instructor covers content in an orderly manner	215	4.75
2. My instructor uses teaching methods that help me learn	213	4.77
3. My instructor seems well-prepared for class	216	4.78
4. My instructor is inconsistent in following classroom policies	205	4.80
5. My instructor provides clear, written copies of classroom policies	197	4.75
6. My instructor maintains a classroom free of disruptions	211	4.82
7. My instructor begins class on time	212	4.86
8. My instructor uses class time well	213	4.87
9. My instructor consistently ends class at the scheduled time	212	4.86
10. This course meets my needs (prepares me for an exam, a job skill, etc.)	207	4.73
11. My instructor uses audio-visual aids effectively (chalkboard, video, projector, etc.)	207	4.77
12. My instructor is enthusiastic about teaching	213	4.91
13. My instructor helps me improve my ability to think and solve problems	205	4.81
14. This is a high quality course	212	4.73
15. My instructor encourages students to ask questions and express opinions	212	4.92
16. My instructor communicates at a level that is easy for me to understand	210	4.90
17. My instructor relates course content to everyday life and/or the workplace	200	4.88

Question	N	Mean
18. Materials, supplies, and equipment related to the class meet my expectations	204	4.70
19. My instructor conducts him/herself in a professional manner	213	4.96
20. I am satisfied with this course	215	4.79

Would you recommend this course to a friend?	98% Yes	2% No
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In general, these averages indicate that students rate CE instructors and courses highly, and would recommend the course to their friends.



**Satisfaction Report  
September 2016 – August 2017**

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 2016 through August 2017, over 400 participants in training classes responded to the majority of these items. These questionnaires were given 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. Overall, I was satisfied with the pre-course activities.	60%	33%	5%	1%	0%	94%
2. I had the information required to register and begin this course.	60%	37%	2%	0%	0%	98%
3. The facility was satisfactory.	69%	28%	1%	0%	0%	98%
4. From the time I first tried to register – the timeframe was reasonable.	60%	35%	3%	1%	1%	94%
5. I clearly understood the course objectives.	65%	34%	2%	0%	0%	98%
6. The course met all of its stated objectives.	67%	31%	2%	0%	0%	98%
7. The delivery method(s) was an effective way for me to learn this subject matter.	69%	30%	1%	0%	0%	98%
8. Participant materials were useful during this course.	67%	31%	1%	0%	0%	99%
9. Total time in class was appropriate for this course.	60%	35%	4%	1%	0%	95%
10. The course content was logically organized.	64%	34%	1%	0%	0%	98%
11. The balance of time between lecture, group discussion, and other learning methods was effective.	65%	31%	2%	1%	0%	97%
12. Overall, the instructor was effective.	80%	19%	1%	0%	0%	99%
13. My knowledge and/or skills increased as a result of this course.	65%	33%	1%	0%	0%	98%
14. The knowledge and/or skills gained through this course are directly applicable to my job.	63%	33%	3%	0%	0%	96%
15. Overall, I was satisfied with this course.	69%	29%	2%	0%	0%	98%

The responses to these items reflect a high level of satisfaction with all fifteen items. The “Strongly Agree” and “Agree” choices were calculated and their sum appears in the last column of the table. Overall, 98% of the respondents indicated that they were satisfied with their courses.



**Satisfaction Report on Advising Services  
FY 2016 - 2017**

The Small Business Development Center (SBDC) offers services to small business clients. The mission of the SBDC is to help businesses become established, grow, and succeed by providing free confidential business consulting, low cost training seminars, and market/industry research. The goal of the SBDC Network is to assist clients in creating jobs, starting and expanding businesses, and accessing capital when required.

SBDC Client Satisfaction in FY 2016-2017 shows that over 100% of our clients rated our services as Excellent or Above Average and would recommend the SBDC to family and friends in the Brazoria County area.

For the FY 2016-2017 period, **43 clients** responded to the SBDC client satisfaction impact survey with 100% in the current year indicating that they would recommend Brazosport College SBDC services. The SBDC is conveniently located and is an invaluable resource to small businesses in Brazoria County. The table below details summary data from the client ratings of our advising services.

**\*SBDC Client Satisfaction Summary Data**

<b>Client Satisfaction Business Advising</b>	<b>2016 - 2017</b>
<b>Excellent Rating</b>	<b>34 (79 %)</b>
<b>Above Average</b>	<b>9 (21%)</b>
<b>Average</b>	<b>0</b>
<b>Below Average</b>	<b>0</b>
<b>Satisfaction and would recommend</b>	<b>(100%)</b>

\*2016-2017 survey data was provided in a new format.

Survey comments include the following: the SBDC Advisors are professional, helpful, encouraging, and knowledgeable in their field. They helped with business planning, funding, accounting and marketing.

As indicated by the above data, Brazosport College Small Business Development Center is providing professional advising services that business clients rate very highly.