

2008 Student Satisfaction Survey

Executive Summary

During fall 2008, 475 DSU students completed the web-based Student Satisfaction Inventory (SSI) produced by Noel-Levitz, Inc. The SSI measures students' satisfaction with a wide range of college experiences, programs, and services. This survey provides information on how satisfied students are with DSU and what is most important to them. DSU's ratings are compared to over 100,000 students from four-year public universities around the country.

DSU students gave very high satisfaction ratings to their computer abilities, advisor, and the campus. The top ranked items based on average satisfaction are:

1. The campus is safe and secure for all students.
2. On the whole, the campus is well-maintained.
3. Bookstore staff are helpful.
4. This institution has a good reputation within the community.
5. I am able to utilize WebAdvisor to access critical student information.
6. Computer usage in my courses reinforces and/or expands my computer skills.
7. My academic advisor is knowledgeable about requirements in my major.
8. Nearly all of the faculty are knowledgeable in their field.
9. My academic advisor is approachable.
10. Faculty are usually available after class and during office hours.
11. The campus staff are caring and helpful.

DSU students' average satisfaction ratings were significantly higher than the national user norms on 65 of the 73 items rated.

Students also rated the importance of various factors in their decision to enroll at DSU. The majority of the students indicated that "Cost" and "Financial Aid" were most important in their decision to enroll at DSU.

The Student Satisfaction Inventory allows students to rate both the importance of specific items and their satisfaction with those items. A performance gap is then calculated by taking the difference in the importance rating and the satisfaction rating. A large performance gap score for an item (e.g., 1.5) indicates that the institution is not meeting students' expectations. A small or zero performance gap score (e.g., ≤ 0.50) indicates that an institution is meeting students' expectations, and a negative gap score indicates that an institution is exceeding students' expectations.

Areas of Strength: High Importance and High Satisfaction (Low performance gaps)

The following areas had an average importance rating of greater than six (on a scale of one to seven). Satisfaction with these areas was also high with an average satisfaction rating of greater than or equal to five and one-half. The performance gap was less than or equal to 0.5.

Listed in order of performance gap:

- Bookstore staff are helpful. (performance gap: 0.10)
 - Ranked 3rd in satisfaction and tied for 57th in importance
- This institution has a good reputation within the community. (performance gap: 0.17)

- Ranked 4th in satisfaction and tied for 42nd in importance
- The campus is safe and secure for all students. (performance gap: 0.23)
 - Ranked 1st in satisfaction and tied for 10th in importance
- On the whole, the campus is well-maintained. (performance gap: 0.29)
 - Ranked 2nd in satisfaction and ranked 16th in importance
- The student center is a comfortable place for students to spend their leisure time. (performance gap: 0.31)
 - Tied for 16th in satisfaction and tied for 59th in importance
- I am able to utilize WebAdvisor to access critical student information. (performance gap: 0.35)
 - Ranked 5th in satisfaction and tied for 17th in importance
- Computer usage in my courses reinforces and/or expands my computer skills. (performance gap: 0.35)
 - Tied for 6th in satisfaction and tied for 21st in importance
- Library building hours are adequate to meet my needs. (performance gap: 0.35)
 - Ranked 18th in satisfaction and tied for 54th in importance
- Class change (drop/add) policies are reasonable. (performance gap: 0.36)
 - Tied for 14th in satisfaction and tied for 45th in importance
- There is a strong commitment to racial harmony on this campus. (performance gap: 0.38)
 - Tied for 28th in satisfaction and ranked 63rd in importance
- Student disciplinary procedures are fair. (performance gap: 0.40)
 - Tied for 23rd in satisfaction and tied for 48th in importance
- Freedom of expression is protected on campus. (performance gap: 0.44)
 - Ranked 19th in satisfaction and tied for 38th in importance
- Administrators are approachable to students. (performance gap: 0.46)
 - Tied for 37th in satisfaction and tied for 57th in importance
- The student handbook provides helpful information about campus life. (performance gap: 0.46)
 - Tied for 43rd in satisfaction and ranked 62nd in importance
- Counseling staff care about students as individuals. (performance gap: 0.47)
 - Tied for 54th in satisfaction and ranked 65th in importance
- The campus staff are caring and helpful. (performance gap: 0.48)
 - Tied for 10th in satisfaction and tied for 21st in importance
- Students are made to feel welcome on this campus. (performance gap: 0.49)
 - Tied for 14th in satisfaction and tied for 27th in importance
- Admissions counselors respond to prospective students' unique needs and requests. (performance gap: 0.50)
 - Tied for 50th in satisfaction and tied for 59th in importance

Areas with moderate performance gaps

The following areas had an average importance rating of greater than six (on a scale of one to seven). Satisfaction with these areas was relatively high with an average

satisfaction of greater than 5.25. The performance gap was greater than 0.50 and less than or equal to 0.75.

Listed in order of performance gap:

- The personnel involved in registration are helpful. (performance gap: 0.51)
 - Tied for 20th in satisfaction and ranked 31st in importance
- New student orientation services help students adjust to college. (performance gap: 0.51)
 - Ranked 53rd in satisfaction and tied for 59th in importance
- Most students feel a sense of belonging here. (performance gap: 0.51)
 - Tied for 58th in satisfaction and ranked 64th in importance
- Nearly all of the faculty are knowledgeable in their field. (performance gap: 0.52)
 - Ranked 8th in satisfaction and ranked 5th in importance
- Faculty are usually available after class and during office hours. (performance gap: 0.52)
 - Tied for 10th in satisfaction and tied for 13th in importance
- There is a commitment to academic excellence on campus. (performance gap: 0.52)
 - Tied for 12th in satisfaction and tied for 19th in importance
- Computing & Networking services provided are adequate to support my class work. (performance gap: 0.52)
 - Tied for 20th in satisfaction and ranked 30th in importance
- Academic support services adequately meet the needs of students. (performance gap: 0.52)
 - Tied for 41st in satisfaction and tied for 48th in importance
- My academic advisor is approachable. (performance gap: 0.54)
 - Ranked 9th in satisfaction and tied for 6th in importance
- I am able to find, evaluate and apply information. (performance gap: 0.54)
 - Tied for 25th in satisfaction and tied for 32nd in importance
- My academic advisor is knowledgeable about requirements in my major. (performance gap: 0.56)
 - Ranked 7th in satisfaction and ranked 2nd in importance
- Admissions staff are knowledgeable. (performance gap: 0.56)
 - Tied for 28th in satisfaction and tied for 32nd in importance
- Collaborative projects and exercises used in my courses are appropriate. (performance gap: 0.56)
 - Tied for 37th in satisfaction and tied for 38th in importance
- Faculty care about me as an individual. (performance gap: 0.56)
 - Tied for 43rd in satisfaction and ranked 41st in importance
- Adjunct faculty are competent as classroom instructors. (performance gap: 0.57)
 - Ranked 40th in satisfaction and tied for 38th in importance
- Graduate teaching assistants are competent as classroom instructors. (performance gap: 0.57)
 - Tied for 54th in satisfaction and tied for 48th in importance
- The assessment and courses placement procedures are reasonable. (performance gap: 0.58)

- Ranked 36th in satisfaction and ranked 36th in importance
- The DSU process for paying tuition and fees is understandable. (performance gap: 0.61)
 - Tied for 31st in satisfaction and tied for 27th in importance
- I am able to experience intellectual growth here. (performance gap: 0.61)
 - Tied for 31st in satisfaction and tied for 27th in importance
- My academic advisor is concerned about my success as an individual. (performance gap: 0.62)
 - Tied for 25th in satisfaction and tied for 19th in importance
- Admissions counselors accurately portray the campus in their recruiting practices. (performance gap: 0.62)
 - Tied for 58th in satisfaction and tied for 42nd in importance
- Major requirements are clear and reasonable. (performance gap: 0.63)
 - Tied for 23rd in satisfaction and tied for 10th in importance
- This institution shows concern for students as individuals. (performance gap: 0.63)
 - Tied for 31st in satisfaction and ranked 23rd in importance
- My academic advisor helps me set goals to work toward. (performance gap: 0.66)
 - Tied for 62nd in satisfaction and tied for 42nd in importance
- Financial aid counselors are helpful. (performance gap: 0.66)
 - Ranked 64th in satisfaction and tied for 45th in importance
- Staff monitoring the technology support desk and repair center provided knowledgeable assistance. (performance gap: 0.68)
 - Tied for 43rd in satisfaction and tied for 24th in importance
- There are adequate services to help me decide upon a career. (performance gap: 0.69)
 - Tied for 48th in satisfaction and tied for 24th in importance
- Security staff respond quickly in emergencies. (performance gap: 0.70)
 - Tied for 60th in satisfaction and ranked 37th in importance
- Channels for expressing student complaints are readily available. (performance gap: 0.71)
 - Ranked 71st in satisfaction and ranked 56th in importance
- The quality of instruction I receive in most of my classes is excellent. (performance gap: 0.74)
 - Ranked 35th in satisfaction and tied for 8th in importance
- It is an enjoyable experience to be a student on this campus. (performance gap: 0.74)
 - Tied for 41st in satisfaction and ranked 12th in importance
- Billing policies are reasonable. (performance gap: 0.74)
 - Ranked 72nd in satisfaction and tied for 51st in importance
- There is a good variety of courses provided on this campus. (performance gap: 0.75)
 - Tied for 48th in satisfaction and tied for 13th in importance

Areas of Concern: High Importance and Lower Satisfaction (high performance gaps)

The following areas were rated high in importance (average importance rating of greater than six – on a scale of one to seven) and lower in satisfaction with a performance

gap that was greater than 0.75. Even though DSU may consider these “areas of concern” the average satisfaction ratings on several of the items are still higher than the national norms.

Listed in order of performance gap:

- I seldom get the “run-around” when seeking information on this campus. (performance gap: 0.78)
 - Ranked 66th in satisfaction and tied for 32nd in importance
- Financial aid awards are announced to students in time to be helpful in college planning. (performance gap: 0.79)
 - Tied for 62nd in satisfaction and tied for 24th in importance
- Tuition paid is a worthwhile investment. (performance gap: 0.80)
 - Tied for 43rd in satisfaction and tied for 6th in importance
- Faculty are fair and unbiased in their treatment of individual students. (performance gap: 0.81)
 - Tied for 50th in satisfaction and tied for 8th in importance
- The instruction in my major field is excellent. (performance gap: 0.82)
 - Tied for 37th in satisfaction and ranked 3rd in importance
- The content of the courses within my major is valuable. (performance gap: 0.84)
 - Tied for 28th in satisfaction and ranked 1st in importance
- Faculty take into consideration student differences as they teach a course. (performance gap: 0.88)
 - Ranked 73rd in satisfaction and tied for 32nd in importance
- Personnel in Extended Programs were helpful with D2L support. (performance gap: 0.89)
 - Ranked 76th in satisfaction and tied for 51st in importance
- Adequate financial aid is available for most students. (performance gap: 0.92)
 - Tied for 68th in satisfaction and tied for 17th in importance
- Living conditions in the residence halls are comfortable - adequate space, lighting, heat, air, etc. (performance gap: 0.95)
 - Ranked 77th in satisfaction and tied for 45th in importance
- Students activities fees are put to good use. (performance gap: 0.95)
 - Ranked 79th in satisfaction and tied for 54th in importance
- I am able to register for classes I need with few conflicts. (performance gap: 1.00)
 - Ranked 67th in satisfaction and ranked 4th in importance
- Faculty provide timely feedback about student progress in a course. (performance gap: 1.16)
 - Ranked 78th in satisfaction and tied for 13th in importance
- The amount of student parking space on campus is adequate. (performance gap: 2.20)
 - Ranked 83rd in satisfaction and tied for 51st in importance