



ILLINOIS VALLEY
COMMUNITY COLLEGE

Memorandum

TO: Dr. Deborah Anderson, VP Academic Affairs

FROM: Matt Suerth, Director of Institutional Research

DATE: November, 2017

SUBJECT: Executive Summary - Noel Levitz Student Satisfaction Inventory - 2017 Spring Results

The Noel Levitz Student Satisfaction Inventory (SSI) was administered in the spring 2017 semester via email to 2,382 eligible students of which approximately 450 responded. The adjusted response rate surpassed 19 percent which equals the previous spring 2014 administration's response rate. Roughly one in five IVCC students responded to this year's survey. The response rate is respectable and closely mirrors the national average of 20 percent for community colleges. IVCC has conducted the Noel Levitz SSI every three years since 2004. The original format consisted of paper and pencil Scantron forms mailed to students. This year's SSI was administered to eligible students' college and personal email accounts. Affording students multiple options for completing the survey helps ensure greater coverage.

The Noel Levitz SSI is a Gap Analysis which differs from the more traditional student satisfaction survey which measures only satisfaction with the college experience. The SSI purports to measure what students think is *Important* and then asks what degree their *Satisfaction* is being met. The difference between the two scores is the gap being measured.

Demographics

Almost 58 percent of survey respondents live at home with their parents while another 13 percent rent a room or apartment off campus. The majority of students, 93 percent, take the bulk of their classes at the main campus in Oglesby. Two percent take classes at the Ottawa Center, and nearly four percent take classes online. The majority are enrolled during the day (88 percent) and take a full-time class load (68 percent). The class academic level is split almost evenly between freshmen (43 percent) and sophomore (37 percent) year. The top two educational goals are to obtain an Associate degree (55 percent) or transfer to another institution (34 percent). When asked what choice IVCC was when selecting a college over 76 percent indicated IVCC was their first choice. Sixteen percent indicated IVCC was their second choice. And finally, 20 percent of respondents are nursing students, indicating the response pool has a large portion of highly motivated students as part of its make-up.

Strategic Strengths & Challenges Planning Overview

The aim of this report is to give a comprehensive yet brief analysis of the spring 2017 survey administration. The SSI's findings highlight the strengths and challenges confronting IVCC. The following table depicts the Strengths and Challenges facing IVCC as calculated by the SSI. This year's strengths outnumbered challenges 14 to 9. Interestingly, some of the college's strengths are also found in its challenges. The strengths emphasize IVCC's knowledgeable faculty, and a safe and secure campus that is well maintained with adequate classrooms and where tutoring services are readily available. In addition, the staff is caring and helpful with particular attention paid to the Admissions staff.

Academic Area strengths indicate that faculty are knowledgeable in their fields and that students felt they had the opportunity to grow intellectually. The bulk of the challenges identified impact academic affairs. Six (6) of the nine (9) identified challenges concern the quality of instruction and the role of faculty. An additional challenge indicates that classes are not scheduled at times that are convenient to students.

Strengths

- 58. Nearly all of the faculty are knowledgeable in their fields.
- 31. The campus is safe and secure for all students.
- 70. I am able to experience intellectual growth here.
- 79. Campus item: Classrooms and other instructional spaces support student learning.
- 69. There is a good variety of courses provided on this campus.
- 68. On the whole, the campus is well-maintained.
- 41. Admissions staff are knowledgeable.
- 50. Tutoring services are readily available.
- 45. This institution has a good reputation within the community.
- 34. Computer labs are adequate and accessible.
- 27. The campus staff are caring and helpful.
- 43. Class change (drop/add) policies are reasonable.
- 72. Campus item: My IVCC email account provides valuable college-related communication.
- 14. Library resources and services are adequate.

Challenges

- 77. Campus item: On-campus wireless internet access (Wi-Fi) is adequate.
- 18. The quality of instruction I receive in most of my classes is excellent.
- 29. Faculty are fair and unbiased in their treatment of individual students.
- 40. My academic advisor is knowledgeable about the transfer requirements of other schools.
- 08. Classes are scheduled at times that are convenient for me.
- 23. Faculty are understanding of students' unique life circumstances.
- 46. Faculty provide timely feedback about student progress in a course.
- 52. This school does whatever it can to help me reach my educational goals.
- 07. Adequate financial aid is available for most students.

Note: # refers to SSI item sequence number in full statistical report.

Most of these challenges need context in order to be properly evaluated. The inadequate support some students feel they are receiving may actually stem from issues that all students face at college and may not accurately portray the true support that IVCC’s faculty actually give. Indeed, as we will see briefly when compared to national norms, IVCC compares favorably on most measures.

Institutional Summary

The complete Noel Levitz SSI is made up of 95 items plus three summary questions designed to rate students’ perceived level of importance and overall satisfaction with IVCC. For ease of examination the 95 items are compressed into 12 Scales for a more concise analysis. Each Scale is comprised of multiple related items that when combined yield a composite score. The following table ranks each Scale in order of importance and compares each with the National Community Colleges’ comparison norm.

**Institutional Summary
Scales: In Order of Importance**

Scale	Illinois Valley Community College - SSI			National Community Colleges			Mean Difference
	Importance	Satis/SD	Gap	Importance	Satis/SD	Gap	
Instructional Effectiveness	6.51	5.80/0.99	0.71	6.29	5.58/1.11	0.71	0.22***
Academic Advising/Counseling	6.50	5.78/1.21	0.72	6.26	5.42/1.36	0.84	0.36***
Registration Effectiveness	6.50	5.99/0.83	0.51	6.26	5.60/1.07	0.66	0.39***
Admissions & Financial Aid	6.48	5.86/1.07	0.62	6.18	5.38/1.27	0.80	0.48***
Academic Services	6.47	6.15/0.83	0.32	6.16	5.70/1.06	0.46	0.45***
Concern for the Individual	6.45	5.72/1.11	0.73	6.20	5.43/1.26	0.77	0.29***
Safety & Security	6.45	5.98/0.88	0.47	6.15	5.34/1.21	0.81	0.64***
Student Centeredness	6.39	5.81/1.02	0.58	6.11	5.56/1.18	0.55	0.25***
Campus Climate	6.38	5.80/0.95	0.58	6.10	5.50/1.12	0.60	0.30***
Service Excellence	6.36	5.85/0.89	0.51	6.08	5.48/1.12	0.60	0.37***
Campus Support Services	6.16	5.59/1.22	0.57	5.67	5.21/1.26	0.46	0.38***
Responsive Diverse Population		6.04/1.06			5.66/1.27		0.38***

Importance = How important is it for IVCC to meet this expectation, Satisfaction = How satisfied are you that IVCC has met this expectation, SD = standard deviation, Gap = difference between Importance and Satisfaction.

*Statistically significant difference at * 0.05 level, ** 0.01 level, ***0.001 level*

An important observation from the Institutional Summary is that IVCC students are significantly more satisfied with their IVCC experience than the National Community Colleges cohort. The difference across all 12 scales are statistically significant at high levels ($p < .001$). IVCC students are most satisfied with Academic Services (6.15, 0.45***) followed by Responsive to Diverse Populations (6.04, 0.38***), Registration Effectiveness (5.99, 0.39***), and Safety & Security (5.98, 0.64***). Admissions & Financial Aid (5.86, 0.48***) is also rated highly. The Scales with the largest Mean Difference score include Safety & Security (0.64***), Admissions & Financial Aid (0.48***), and Academic Services (0.45***).

These rankings and external comparisons are important to keep in mind when analyzing IVCC’s satisfaction levels. When Importance and Satisfaction ratings are compared solely against what IVCC students consider important and satisfied the results can be a bit misleading without noting that even IVCC’s challenges rank above the national norms.

Summary Report

The Summary Report section is designed to provide a bottom line analysis on the perception students develop while at IVCC. It includes the average score for the responses to the summary items on the survey, as well as the percentage of responses for each of the possible indicators. The following table displays results for both measures.

The results are encouraging and indicate IVCC scores higher than the national average on all measures. Of particular interest is the final question which asks students, "All in all, if you had to do it over, would you enroll here (IVCC) again?" Respondents indicate in the affirmative that they would definitely consider enrolling in IVCC again. IVCC's mean score (5.92) is significantly higher than the national community college average (5.78) (mean difference 0.14, .05*).

Summary	Illinois Valley Community College - SSI	National Community Colleges	Mean Difference
So far, how has your college experience met your expectations?	4.95	4.90	0.05
1=Much worse than expected	1%	1%	
2=Quite a bit worse than I expected	1%	1%	
3=Worse than I expected	6%	6%	
4=About what I expected	29%	33%	
5=Better than I expected	31%	25%	
6=Quite a bit better than I expected	13%	13%	
7=Much better than expected	16%	17%	
Rate your overall satisfaction with your experience here thus far.	5.63	5.55	0.08
1=Not satisfied at all	0%	1%	
2=Not very satisfied	1%	2%	
3=Somewhat dissatisfied	5%	5%	
4=Neutral	10%	10%	
5=Somewhat satisfied	14%	15%	
6=Satisfied	43%	40%	
7=Very satisfied	23%	23%	
All in all, if you had to do it over, would you enroll here again?	5.92	5.78	0.14*
1=Definitely not	1%	2%	
2=Probably not	2%	3%	
3=Maybe not	2%	3%	
4=I don't know	7%	7%	
5=Maybe yes	8%	10%	
6=Probably yes	31%	30%	
7=Definitely yes	44%	41%	

* Difference statistically significant at the .05 level

Conclusions

The complete statistical report covers a wide range of information including many topics of interest to students, faculty and administrators alike. While the report should be reviewed from the student's perspective, one should keep in mind that their perspective is limited. Students may not always understand all the moving parts that make the college work. And thus certain movements may seem at odds with individual expectations. IVCC's strengths are in its facilities, campus security, admission, billing, academic support services and advising knowledge. Concerns can be found in academics, advising, sense of belonging, career services and the complaint process.

Ironically, several contradictions are apparent. For instance, students' voice concern for the quality of instructions they receive in most of their classes while also stating that they experience intellectual growth while pursuing their education. Campus staff are caring and helpful, but students feel that faculty are not necessarily understanding of students' unique life circumstances. Classrooms and other instructional spaces support student learning, but the On-campus wireless internet access (Wi-Fi) is less than adequate. There is a good variety of courses provided on campus, but classes aren't scheduled at times that are convenient for students. And finally, faculty are not perceived to be fair and unbiased in their treatment of individual students yet nearly all of the faculty are knowledgeable in their field.

These contradictions offer a cautionary tale. One should not read too much into individual survey results (Items 1-95 in complete statistical survey) without also comparing the Institutional Summary Scales. In order to make better sense of the internal results, compare IVCC's results with the National Community Colleges comparison group which in many instances indicate that IVCC is performing equal to or better than the national average.

Note: The complete statistical report is available upon request.