



Southeastern Louisiana University
Ruffalo Noel-Levitz Student
Satisfaction Inventory Report
Spring 2021

Executive Summary

Spring of 2021 was the fourth administration of the Ruffalo Noel-Levitz Student Satisfaction Inventory (SSI) completed by a total of 520 undergraduate students. The SSI identifies strengths; items with high importance and high satisfaction, and challenges which are items with high importance and low satisfaction.

The results show more areas of challenges identified in 2021 than in 2019, however, areas of strengths did not change significantly.

- The table below summarizes the Spring 2021 Strengths and Challenges:

Strengths	Challenges
My academic advisor is knowledgeable about requirements in my major.	I am able to register for classes I need with few conflicts.
The campus is safe and secure for all students.	The quality of instruction I receive in most of my classes is excellent.
My academic advisor is available when I need help.	There are sufficient courses within my program of study available each term.
Students are made to feel welcome here.	Faculty provide timely feedback about my academic progress.
Security Staff respond quickly to calls of assistance.	The content of the courses within my major is valuable.
Faculty are usually available to students outside of class (during office hours, by phone or by e-mail).	Financial Aid awards are announced in time to be helpful in college planning.
On the whole, the campus is well-maintained.	Administrators are available to hear students' concerns.
Computer labs are adequate and accessible.	This institution helps me identify resources to finance my education.
Student disciplinary procedures are fair.	
This campus provides online access to services I need.	

- Southeastern students' level of satisfaction was higher for all 9 scales when compared to students at National Four-Year Public Institutions.

Scale	Southeastern's Satisfaction Score	National Four-Year Publics' Satisfaction Score	Difference
Campus Life	5.35	4.93	0.42
Campus Climate	5.70	5.55	0.15
Academic Advising	5.73	5.49	0.24
Campus Support Services	5.89	5.68	0.21
Registration Effectiveness	5.46	5.23	0.23
Student Centeredness	5.58	5.40	0.18
Recruitment & Financial Aid	5.42	5.27	0.15
Safety & Security	5.49	5.03	0.46
Instructional Effectiveness	5.54	5.49	0.05

Note: Students use a Likert scale to respond and rate items. Scales range from 1-7; (Not Satisfied At All) to (Very Satisfied).

Method

In spring of 2021; the Ruffalo Noel Levitz Student Satisfaction Inventory (SSI) was administered electronically to 3,501 undergraduates. A total of 520 students responded to the survey representing an overall response rate of 14.8%.

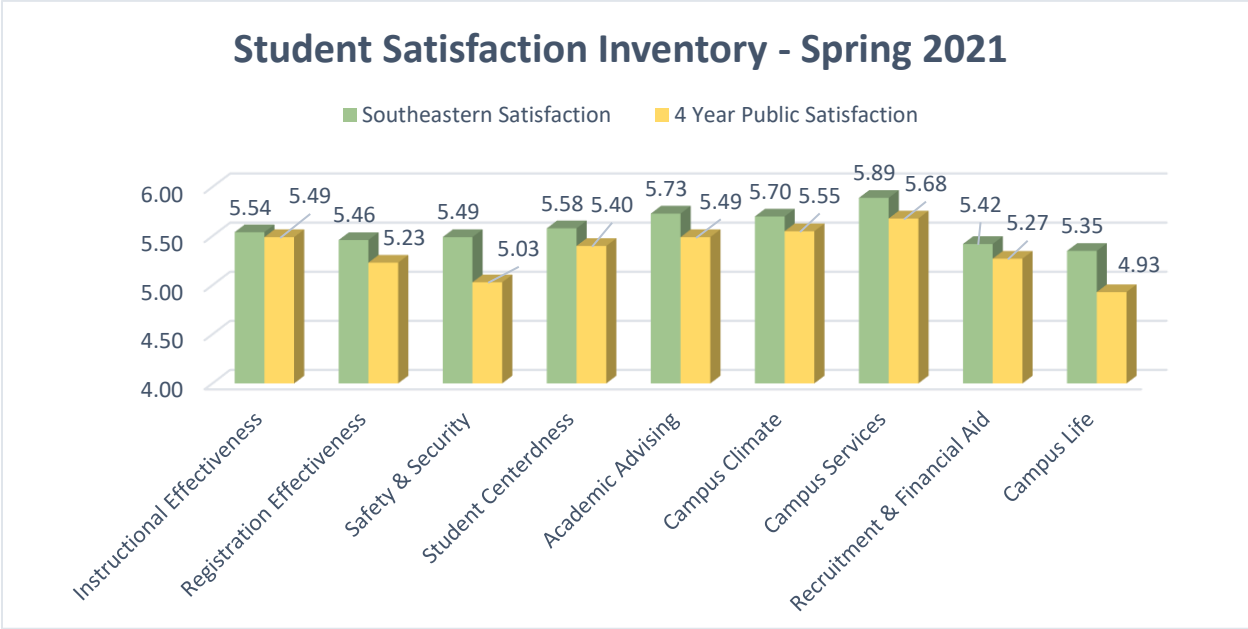
General Satisfaction of Southeastern Louisiana University's Students

Research suggested that students who are satisfied are more likely to re-enroll and continue their educational path as retained students (Ruffalo Noel Levitz, 2016). Students were asked to rate their overall satisfaction with their experience at Southeastern and whether they would enroll at the institution if they had to do it over again. Seventy-four percent (74%) of the students responded they were very satisfied, satisfied, or somewhat satisfied with their experience. And seventy-four percent (74%) of the students answered they would definitely, probably, or maybe enroll at Southeastern again if given the chance to do it over again. This is shown in the table below:

General Satisfaction	Satisfaction Percentage
Overall satisfaction	74%
Enroll at SLU again	74%

Southeastern’s Student Satisfaction Inventory in Comparison with National 4-Year Public Institutions

The graph below shows that Southeastern had higher Satisfaction Scores for all 9 scales compared to National 4-Year Public institutions.



Demographic Overview

The tables below represent a demographic overview of students who completed the survey. Overall, the largest age category of our survey respondents was between ages 19 to 24, and female respondents were more dominant than male respondents. Furthermore, the majority of the student respondents were Seniors.

Gender	2021
Female	317 (68.61%)
Male	145 (31.39%)
No Response	58

Age	2021
18 and under	27 (6.15%)
19 to 24	326 (74.26%)
25 to 34	55 (12.53%)
35 to 44	18 (4.10%)
45 and over	13 (2.96%)
No Response	81

Class Level	2021
Freshman	80 (18.56%)
Sophomore	81 (18.79%)
Junior	111 (25.75%)
Senior	153 (35.50%)
Special Student	1 (0.23%)
Graduate/Professional	1 (0.23%)
Other Class Level	4 (0.93%)
No Response	89

Institutional Choice

Institutional choice was asked about because it has been documented that students who perceive themselves to be at their first-choice institution tend to have higher satisfaction than students who perceive themselves to be at their second or third choice institution (Ruffalo Noel Levitz, 2021). From the table below, it is evident that the majority of our student respondents indicated Southeastern was their first-choice institution:

Institution Choice	2021
1st Choice	287 (62.66%)
2nd Choice	130 (28.38%)
3rd Choice	41 (8.95%)
No Response	62

The Matrix of Southeastern's Strengths & Challenges

Strengths and challenges are useful for strategic planning. Strengths are items with high importance, high satisfaction, and a low performance gap while challenges are items with high importance and low satisfaction and a high performance gap. (Importance – satisfaction = Performance Gap.)

The results of this survey allowed us to list Southeastern's strengths and challenges as a Matrix for prioritizing action as follows:

Institutional Challenges (Weaknesses)

Very
Important

Institutional Strengths

These are areas with high importance but low satisfaction and therefore are the institution's challenges (threats) that require the most attention.

These are areas with high importance and high satisfaction and represent the institution's points of strength.

- There are sufficient courses within my program of study available each term.
- I am able to register for classes I need with few conflicts.
- Faculty provide timely feedback about my academic progress.
- The content of the course within my major is valuable.
- The quality of instruction I receive in most of my classes is excellent.
- Financial Aid awards are announced in time to be helpful in college planning.
- Administration are available to hear students' concerns.
- This institution helps me identify resources to finance my education.

- Security staff respond quickly to calls for assistance.
- On the whole, the campus is well-maintained.
- Computer labs are adequate and accessible.
- Students are made to feel welcome here.
- Faculty are usually available to students outside of class (during office hours, by phone or by e-mail).
- This campus provides online access to services I need.
- The campus is safe and secure for all students.
- My academic advisor is knowledgeable about requirements in my major.
- My academic advisor is available when I need help.
- Student disciplinary procedures are fair.

Very
Dissatisfied

Threats

Opportunities

Very
Satisfied

These are the areas with low satisfaction and less importance than challenges and therefore need some improvement.

These are the areas with high satisfaction but less importance than strengths so its resources could be exploited for a competitive advantage.

- Tuition paid is a worthwhile investment.
- Billing policies are reasonable.
- I seldom get the "run-around" when seeking information on this campus.
- Student activity fees are put to good use.
- The amount of student parking space on campus is adequate.

- Library resources and services are adequate.
- Counseling services are available if I need them.
- Tutoring services are readily available.

Very
Unimportant

The tables below list the strengths and opportunities (strongest to the weakest) as well as challenges and weaknesses (strongest to the weakest) with their corresponding performance gap:

Strengths	Gap
On the whole, the campus is well-maintained.	0.27
Computer labs are adequate and accessible.	0.30
Students are made to feel welcome here.	0.46
This campus provides online access to services I need.	0.48
My academic advisor is available when I need help.	0.58
Faculty are usually available to students outside of class (during office hours, by phone or by e-mail).	0.62
My academic advisor is knowledgeable about requirements in my major.	0.63
Student disciplinary procedures are fair.	0.63
Security staff respond quickly to calls for assistance.	0.66
The campus is safe and secure for all students.	0.78
Opportunities	Gap
Library resources and services are adequate.	0.32
Counseling services are available if I need them.	0.37
Tutoring services are readily available.	0.49

Challenges (Weaknesses)	Gap
This institution helps me identify resources to finance my education.	1.22
There are sufficient courses within my program of study available each term.	1.22
The quality of instruction I receive in most of my classes is excellent.	1.22
Faculty provide timely feedback about my academic progress.	1.15
The content of the courses within my major is valuable.	1.11
I am able to register for classes I need with few conflicts.	1.06
Administrators are available to hear students' concerns.	1.04
Financial aid awards are announced in time to be helpful in college planning.	1.03
Threats	Gap
The amount of student parking space on campus is adequate.	1.57
Student activity fees are put to good use.	1.31
I seldom get the "run-around" when seeking information on this campus.	1.23
Billing policies are reasonable.	1.10
Tuition paid is a worthwhile investment.	1.06

How SSI Connects to Southeastern's Strategic Planning and Vision 2025

A SWOT Analysis was conducted in 2017-2018 as an environmental scan for strategic planning purposes and the analysis showed similar results as SSI's Analysis; among the most common challenges/threats that Southeastern faces are *fiscal issues/tuition, Academic issues, Administration issues, and parking on campus*. While *Faculty, and campus community being friendly, caring, secure, and accessible, as well as the small class sizes* were a strength of Southeastern.

The information in the survey can also be considered when achieving **Southeastern's Vision 2025 strategic goals** and core values of excellence and caring such as the following:

- 1. The Student Experience:** Honor the "Why"- Articulate value proposition- Strengthen Alumni and External Engagement- Know our Student- Grow Holistic Student Support- Intentional Focus on Advising / Retention / Graduation.
- 2. Faculty/Staff Investment:** Strengthen Communication and Collaboration-Increase Support-Increase Role of External Stakeholders in Faculty/Staff Support-Fortify Talent and Build Depth-Build Culture of Collaboration-Honor and Communicate Faculty and Staff Excellence.
- 3. Competitive Edge:** Online Program Expansion Driven by Quality and Demand-Strategic Niche Driven Growth-Intentional Recruitment of Transfer Ready Community College Students-Fiscal Responsibility-Market Responsive Programs-Nationally Recognized Honors College-National Recognition for Excellence in Athletics-Make Things Happen.
- 4. Educational, Economical, and Cultural Development:** The University will enhance the appearance and usability of campus, expand and upgrade access to technology, and implement a strategy to optimize use of facilities.

As mentioned earlier, students with higher levels of satisfaction are more likely to return, continue their education, and graduate. That is because satisfaction is linked to key institutional metrics including higher individual student retention, higher institutional graduation rates, higher alumni giving at the institutional level and lower loan default rates (Ruffalo Noel Levitz, 2021). Which coincides with Southeastern's Vision 2025's strategic goals of focusing on student Advising, Retention, and Graduation.

Southeastern can tackle its challenges and better identify ways to address areas that need improvement and redirect institutional resources. Levitz indicated three approaches as a response to a university's challenges (Ruffalo Noel Levitz, 2021):

1. Changing Perceptions through information and communication.
2. Implementing quick and easy actions that resolve the issues.
3. Planning for long-term, strategic adjustments in the delivery of the service.

Therefore, it is important to share the data from the survey with multiple constituencies on campus to discuss opportunities to make significant changes and overcome challenges.

References

- Ruffalo Noel Levitz, 2016. *2015 – 16 national student satisfaction and priorities report*. Cedar Rapids, Iowa: Ruffalo Noel Levitz. Retrieved from <https://www.ruffalonl.com/papers-research-higher-education-fundraising/2016/2015-16-national-student-satisfaction-and-priorities-report>.
- Ruffalo Noel Levitz, 2021 *RNL Satisfaction & Priorities Surveys Interpretive Guide*. Retrieved from [Microsoft Word - SPS Interpretive Guide \(ruffalonl.com\)](#).