



**Southeastern Louisiana University**  
**Ruffalo Noel-Levitz Student**  
**Satisfaction Inventory Report**  
*Spring 2023*

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## Executive Summary

Spring of 2023 was the fourth administration of the Ruffalo Noel-Levitz Student Satisfaction Inventory (SSI) completed by a total of 519 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 fewer areas of challenges identified in 2023 than in 2021, however, areas of strengths did not change significantly.

- The table below summarizes the Spring 2023 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.
Tutoring services are readily available.	This campus provides online access to services I need.
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.	Tuition paid is a worthwhile investment.
Faculty are usually available to students outside of class (during office hours, by phone or by e-mail).	Computers and/or Wi-Fi are adequate and accessible.
On the whole, the campus is well-maintained.	
Counseling services are available if I need them.	
Students from different backgrounds feel comfortable here.	

- Southeastern students' level of satisfaction was lower 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	4.98	5.08	-0.10
Campus Climate	5.43	5.59	-0.16
Academic Advising	5.56	5.61	-0.05
Campus Support Services	5.28	5.74	-0.46
Registration Effectiveness	5.07	5.40	-0.33
Student Centeredness	5.33	5.49	-0.16
Recruitment & Financial Aid	5.23	5.40	-0.17
Safety & Security	5.01	5.27	-0.26
Instructional Effectiveness	5.37	5.57	-0.20

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 2023; the Ruffalo Noel Levitz Student Satisfaction Inventory (SSI) was administered electronically to 5,000 undergraduates. A total of 519 students responded to the survey representing an overall response rate of 10.4%.

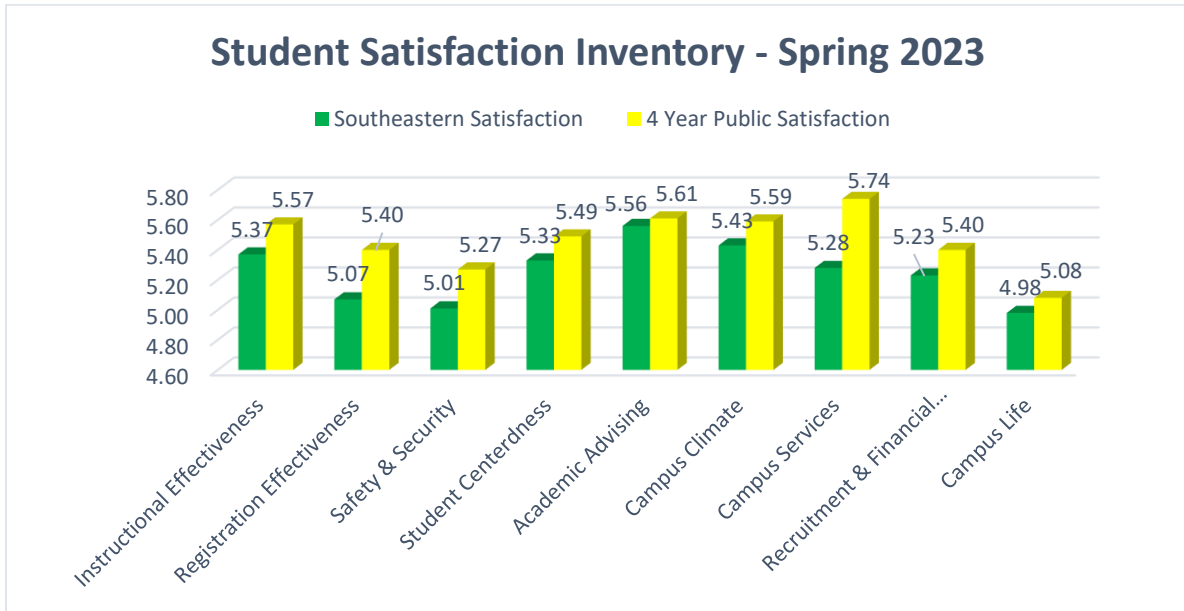
## General Satisfaction of Southeastern Louisiana University's Students

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. Sixty-seven percent (67%) 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 again. This is shown in the table below:

General Satisfaction	Satisfaction Percentage
Overall satisfaction	67%
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 lower 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 the most dominant gender category was female respondents. Furthermore, the majority of the student respondents were Seniors.

Gender	2023
Female	312 (69.49%)
Male	119 (26.50%)
Prefer not to Respond	6 (1.34%)
Transgender	5 (1.11%)
Genderqueer	7 (1.56%)
Additional Gender Category or Other	0 (0.0%)
<b>No Response</b>	<b>70</b>

Age	2023
18 and under	28 (6.31%)
19 to 24	344 (77.48%)
25 to 34	47 (10.59%)
35 to 44	17 (3.83%)
45 and over	8 (1.80%)
No Response	75

Class Level	2023
Freshman	61 (13.99%)
Sophomore	85 (19.50%)
Junior	101 (23.17%)
Senior	182 (41.74%)
Special Student	5 (1.15%)
Graduate/Professional	1 (0.23%)
Other Class Level	1 (0.23%)
No Response	83

## 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	2023
1st Choice	314 (65.42%)
2nd Choice	122 (25.42%)
3rd Choice	44 (9.17%)
No Response	39

## 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)

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

- 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.
- This campus provides online access to services I need.
- Computers and/or Wi-Fi are adequate and accessible.
- Tuition paid is a worthwhile investment.

Very Important

## Institutional Strengths

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

- Security staff respond quickly to calls for assistance.
- On the whole, the campus is well-maintained.
- Counseling services are available if I need them.
- 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).
- My academic advisor is knowledgeable about requirements in my major.
- My academic advisor is available when I need help.
- Tutoring services are readily available.
- Students from different backgrounds feel comfortable here.

Very Dissatisfied

## Threats

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

- Appropriate technical assistance is available to support virtual learning.
- 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.
- This institution helps me identify resources to finance my education.
- Living conditions in the residence halls are comfortable.
- I receive ongoing feedback about progress toward my academic goals.

## Opportunities

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

- Library resources and services are adequate.
- There is a strong commitment to diversity on this campus.
- Student disciplinary procedures are fair.

Very Satisfied

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:

<b>Strengths</b>	<b>Gap</b>
Tutoring services are readily available.	0.51
Counseling services are available if I need them.	0.57
Students are made to feel welcome here.	0.64
On the whole, the campus is well-maintained.	0.66
Faculty are usually available to students outside of class (during office hours, by phone or by e-mail).	0.67
My academic advisor is knowledgeable about requirements in my major.	0.68
Campus item: Students from different backgrounds feel comfortable here	0.79
My academic advisor is available when I need help.	0.81
Security staff respond quickly to calls for assistance.	0.87
<b>Opportunities</b>	<b>Gap</b>
There is a strong commitment to diversity on this campus.	0.32
Library resources and services are adequate.	0.44
Student disciplinary procedures are fair.	0.62

<b>Challenges (Weaknesses)</b>	<b>Gap</b>
Computers and/or Wi-Fi are adequate and accessible.	2.77
I am able to register for classes I need with few conflicts.	1.56
This campus provides online access to services I need.	1.41
There are sufficient courses within my program of study available each term.	1.40
Faculty provide timely feedback about my academic progress.	1.36
Tuition paid is a worthwhile investment.	1.30
<b>Threats</b>	<b>Gap</b>
The amount of student parking space on campus is adequate.	2.48
Student activity fees are put to good use.	1.71
I seldom get the "run-around" when seeking information on this campus.	1.58
This institution helps me identify resources to finance my education.	1.47
Campus item: Appropriate technical assistance is available to support virtual learning.	1.35
Living conditions in the residence halls are comfortable.	1.34
I receive ongoing feedback about progress toward my academic goals.	1.32
Billing policies are reasonable.	1.30



## 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, Faculty issues, and parking on campus*. While *Student Resources & Organizations, 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, as well as strengthening alumni and external engagement.

Southeastern can tackle its challenges and better identify ways to address areas that need improvement and redirect institutional resources; such as improving one of its core values of expanding and upgrading access to technology. 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 \(ruffalonl.com\)](#).