



Student Satisfaction and Priorities

STUDENT SATISFACTION INVENTORY™ RESULTS, Spring 2021 PILOT ADMINISTRATION

Columbia College, Sonora, California

N= 272

Students
(Number of completed surveys)

Student satisfaction is defined as “when expectations are met or exceeded by the student’s perception of the campus reality.” **Remember perception is reality!**

*Schreiner & Jullerat, 1994

Why does student satisfaction matter?

Student satisfaction has been positively linked to:



Individual student retention



Annual giving



College completion rates

Priorities for Our Students

Matrix for prioritizing action:



1 Our Institutional Strengths

These are the top areas our students care about, where we are meeting their expectations.

- Nearly all of the faculty are knowledgeable in their fields
- I am able to experience intellectual growth here
- My academic advisor is knowledgeable about transfer reqs
- Students are made to feel welcome on campus
- Admissions staff are knowledgeable

2 Our Institutional Challenges

These items are the key areas to improve, based on the priorities of our students.”

- Online learning at the college is effective
- The quality of instruction I receive in most of my classes is excellent
- Program requirements are clear and reasonable
- The school does whatever it can to help me reach my educational goal
- Students from different backgrounds feel comfortable here

3 Next steps on our campus:

Post comprehensive results to https://www.gocolumbia.edu/institutional_research/research_briefs.php

Publicize and review results with faculty, staff, and students

View results as informative but tentative until a follow up survey, because the pilot was given during COVID-19

Celebrate our institutional strengths

Genuinely confront our institutional challenges

We're doing well but we can do even better!

4 The Importance of Institutional Choice

Students attending their first choice institution are more likely to have higher satisfaction levels overall.

The percentage of our students indicating that we are their:

1ST CHOICE	82%
2ND CHOICE	14%
3RD CHOICE OR LOWER	3%

5 What Factors Influence Our Student to Enroll?

It is important to understand why students enroll here.

The percentage of students saying the following factors were important or very important:

FINANCIAL AID	81%
COST	85%
ACADEMIC REPUTATION	71%

6 Bottom Line Indicators

How satisfied are our students compared with students nationally?

PERCENTAGE SATISFIED/VERY SATISFIED	81%
NATIONAL LEVEL SATISFIED/VERY SATISFIED	66%

How likely are our students to enroll again if they had it to do over?

PERCENTAGE PROBABLY/DEFINITELY YES	89%
NATIONAL LEVEL PROBABLY/DEFINITELY YES	75%

**These areas will be further explored with additional data analysis and conversations on campus to determine how to best improve the student experience.