



Student Satisfaction and Priorities

STUDENT SATISFACTION INVENTORY™ RESULTS,

Spring 2020 ADMINISTRATION

Collin College

N= **753** 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



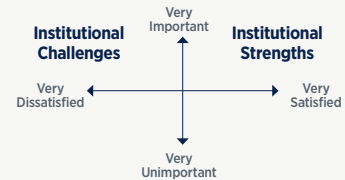
Annual giving



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.

1. The campus is safe and secure for all students.
2. I am able to experience intellectual growth here.
3. Nearly all of the faculty are knowledgeable in their fields.
4. Security staff respond quickly in emergencies.
5. There are convenient ways of paying my school bills.

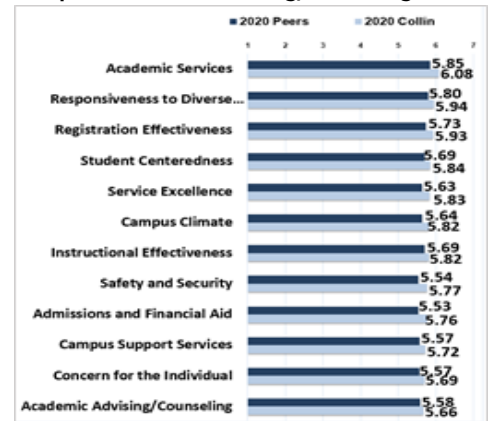
2 Our Institutional Challenges

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

1. The quality of instructions I receive in most of my classes is excellent.
2. I am clear about the next steps for completing my degree/certificate requirements. (Campus item)
3. My academic advisor is knowledgeable about my program requirements.
4. Faculty provide timely feedback about students progress in a course.
5. I am able to register for classes I need with few conflicts.

3 Comparison with Peers

In 2020, all 12 scales had higher satisfaction scores for Collin compared to peers and the differences in the mean satisfaction scores were statistically significantly higher for all scales except for Academic Advising/Counseling.



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	77.7%
2ND CHOICE	17.8%
3RD CHOICE OR LOWER	4.5%

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:

COST	85%
ACADEMIC REPUTATION & GEOGRAPHIC SETTING	75%
FINANCIAL AID	74%

6 Bottom Line Indicators

How satisfied are our students compared with students nationally?

PERCENTAGE SATISFIED/VERY SATISFIED	65%
NATIONAL LEVEL SATISFIED/VERY SATISFIED	64%

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

PERCENTAGE PROBABLY/DEFINITELY YES	79%
NATIONAL LEVEL PROBABLY/DEFINITELY YES	73%