



Student Satisfaction and Priorities

STUDENT SATISFACTION INVENTORY™ RESULTS,

Spring 2022 ADMINISTRATION

Collin College

N= **939** 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



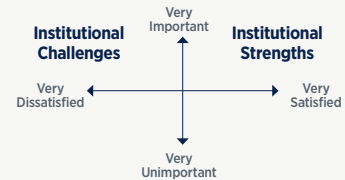
Annual giving



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. Nearly all faculty are knowledgeable in their fields.
3. I am able to experience intellectual growth here.
4. There is a good variety of courses provided on this campus.
5. Security staff responds quickly in emergencies.

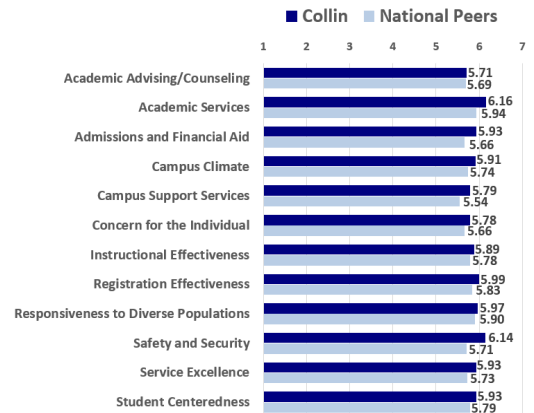
2 Our Institutional Challenges

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

1. Faculty provide timely feedback about student progress in a course.
2. Academic support staff services adequately meet the needs of students.
3. I am able to select necessary courses for my degree/certificate without assistance from an adviser.
4. My academic advisor is knowledgeable about the transfer requirement of other schools.
5. My academic advisor is knowledgeable about my program requirements.

3 Comparison with Peers

In 2022, all 12 scales had higher satisfaction scores for Collin compared to National peers, and the differences in the mean satisfaction scores were statistically significantly higher for 10 out of 12 scales.



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 | 74.1% |
| 2ND CHOICE | 19.4% |
| 3RD CHOICE OR LOWER | 6.5% |

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 | 87% |
| FINANCIAL AID | 79% |
| ACADEMIC REPUTATION | 77% |

6 Bottom Line Indicators

How satisfied are our students compared with students nationally?

PERCENTAGE SATISFIED/VERY SATISFIED **64%**

NATIONAL LEVEL SATISFIED/VERY SATISFIED **65%**

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

PERCENTAGE PROBABLY/DEFINITELY YES **78%**

NATIONAL LEVEL PROBABLY/DEFINITELY YES **74%**