

# Noel-Levitz Student Satisfaction Inventory (SSI) 2016

MCC Office of Institutional Effectiveness

Last Updated: 5 October 2016

# What is the SSI?

- 86 randomly selected in-person classes at both Southern & Dobson and Red Mountain Campuses
- 1,162 students responded
- 80 items rated by students on satisfaction and importance scales
- Measures student perceptions of what is important and how well MCC is meeting those perceptions

**Noel-Levitz**  
**STUDENT SATISFACTION INVENTORY™**  
 Community, Junior and Technical College Version  
Laurie A. Schreiner, Ph.D., and Stephanie L. Jullierat, Ph.D.  
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Dear Student,

Your institution is interested in systematically listening to its students. Therefore, your thoughtful and honest responses to this inventory are very important.

You are part of a sample of students carefully selected to share feedback about your college experiences thus far. Your responses will give your campus leadership insights about the aspects of college that are important to you as well as how satisfied you are with them.

To preserve confidentiality, your name is not requested. — Thank you for your participation.

**Instructions:**

- Use a No. 2 pencil only. Please do not use ink or ballpoint pen.
- Erase changes completely and cleanly.
- Completely darken the oval that corresponds to your response.

Each item below describes an expectation about your experiences on this campus. On the left, tell us how important it is for your institution to meet this expectation. On the right, tell us how satisfied you are that your institution has met this expectation.

Importance to me ...		... My level of satisfaction
1 - not important at all		not available/not used
2 - not very important		very satisfied - 7
3 - somewhat unimportant		satisfied - 6
4 - neutral		somewhat satisfied - 5
5 - somewhat important		neutral - 4
6 - important		somewhat dissatisfied - 3
7 - very important		not very satisfied - 2
does not apply		not satisfied at all - 1

1. Most students feel a sense of belonging here.
2. Faculty care about me as an individual.
3. The quality of instruction in the vocational/technical programs is excellent.
4. Security staff are helpful.
5. The personnel involved in registration are helpful.
6. My academic advisor is approachable.
7. Adequate financial aid is available for most students.
8. Classes are scheduled at times that are convenient for me.
9. Internships or practical experiences are provided in my degree/certificate program.
10. Child care facilities are available on campus.
11. Security staff respond quickly in emergencies.
12. My academic advisor helps me set goals to work toward.
13. Financial aid awards are announced to students in time to be helpful in college planning.
14. Library resources and services are adequate.
15. I am able to register for classes I need with few conflicts.
16. The college shows concern for students as individuals.
17. Personnel in the Veterans' Services program are helpful.
18. The quality of instruction I receive in most of my classes is excellent.
19. This campus provides effective support services for displaced homemakers.
20. Financial aid counselors are helpful.

SERIAL #

PLEASE DO NOT MARK IN THIS AREA

# Major Surveys at MCC

Survey Name	Administration Frequency	Previous Administrations	Next Administration
Community College Survey of Student Engagement (CCSSE)	3 years	Spring 2008, 2011, 2014	Spring 2017
Noel-Levitz Student Satisfaction Inventory (SSI)	3 years	Spring 2010, 2013, 2016	Spring 2019
Noel-Levitz Priorities Survey for Online Learners (PSOL)	3 years	Spring 2013, 2016	Spring 2019
MCC Graduate Exit Survey	Continuous	Survey revised in 2011	Continuous
Survey of Entering Student Engagement (SENSE)	On Hiatus	Fall 2011, 2014	On Hiatus

# Key Takeaways – SSI 2016

- Overall satisfaction increased from 79% in 2013 to 81% in 2016.
  - Satisfaction of Red Mountain students has increased from 81% in 2010 to 89% in 2016.
- Cost remains the most important factor guiding students' decisions to enroll at MCC.
- MCC improved in the Academic Advising and Counseling Benchmark between 2013 and 2016 by a statistically significant margin, with increased student satisfaction on items related to advisor knowledge and demeanor.
- Nearly all SSI Strengths from 2013 remain:
  - Two items dropped off the strength list: the availability of tutoring services and the convenience of class times.
  - Three items were added to the strength list: the quality of instruction, and the availability of computer labs and study areas.

# Key Takeaways – SSI 2016

- While student satisfaction related to academic advising increased from 2013 to 2016, many items related to advising, registration and financial aid are still identified as SSI Challenges.
  - This is because these items are still rated in the top half of importance and in the bottom half of satisfaction.
- MCC trails the SSI Western College and National Cohorts in nearly all benchmark areas by statistically significant margins; however, these cohorts contain colleges of different sizes and geographical locations than MCC.
- MCC underperforms the district in only three of the 12 benchmark areas:
  - Registration effectiveness, safety and security, and academic advising and counseling

# Big Picture Items

Three “big picture” items on the SSI provide a high-level overview of student satisfaction at MCC. The following slides show results for these items for the college as a whole, for Hispanic students and for Red Mountain students.

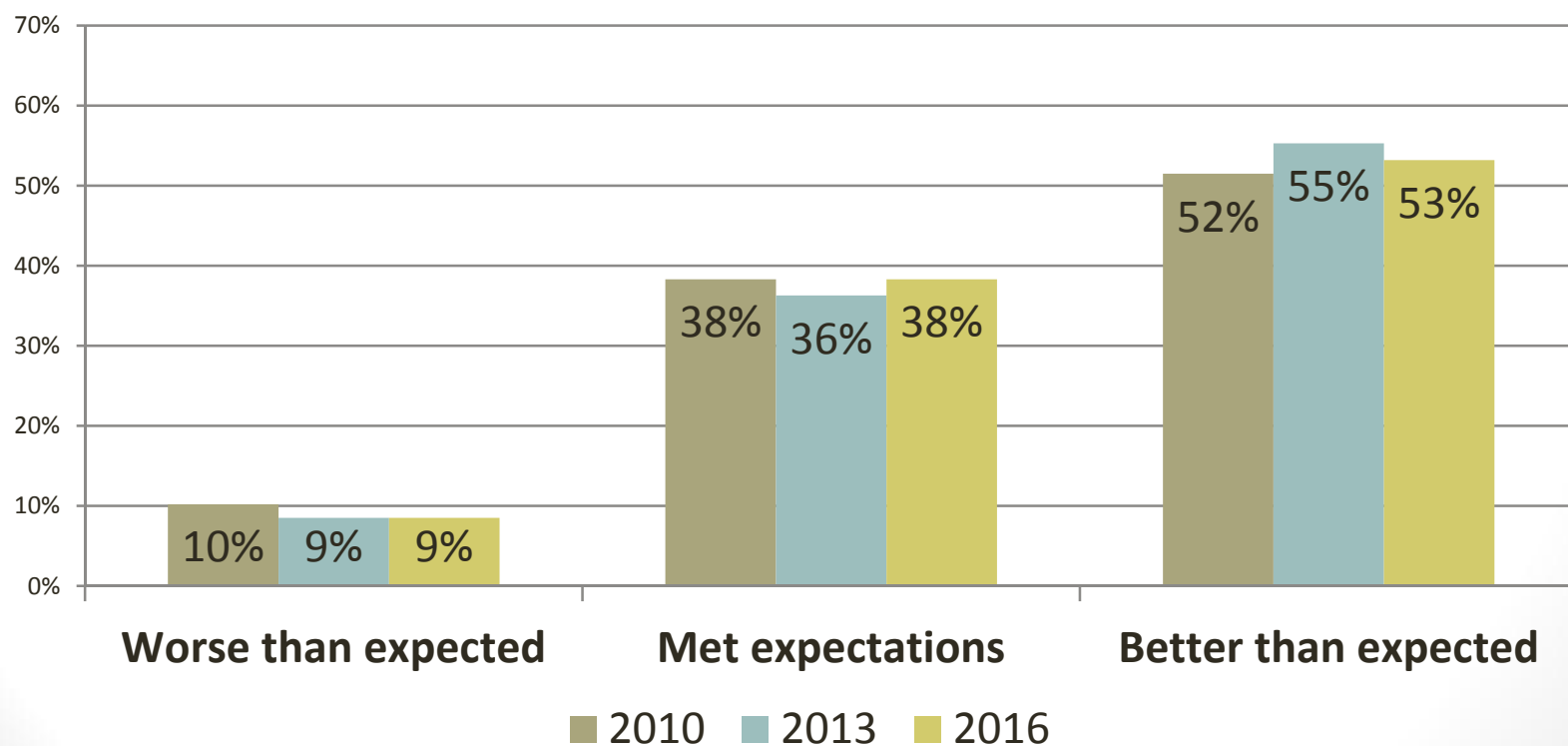
1. So far, has your college experience met your expectations?
2. Rate your overall satisfaction with your experience here thus far.
3. All in all, if you had to do it over, would you enroll here again?

Note: the Hispanic and Red Mountain sub-groups contain fewer respondents and have a higher margin of error.

# Big Picture Item #1: Expectations

## MCC Overall

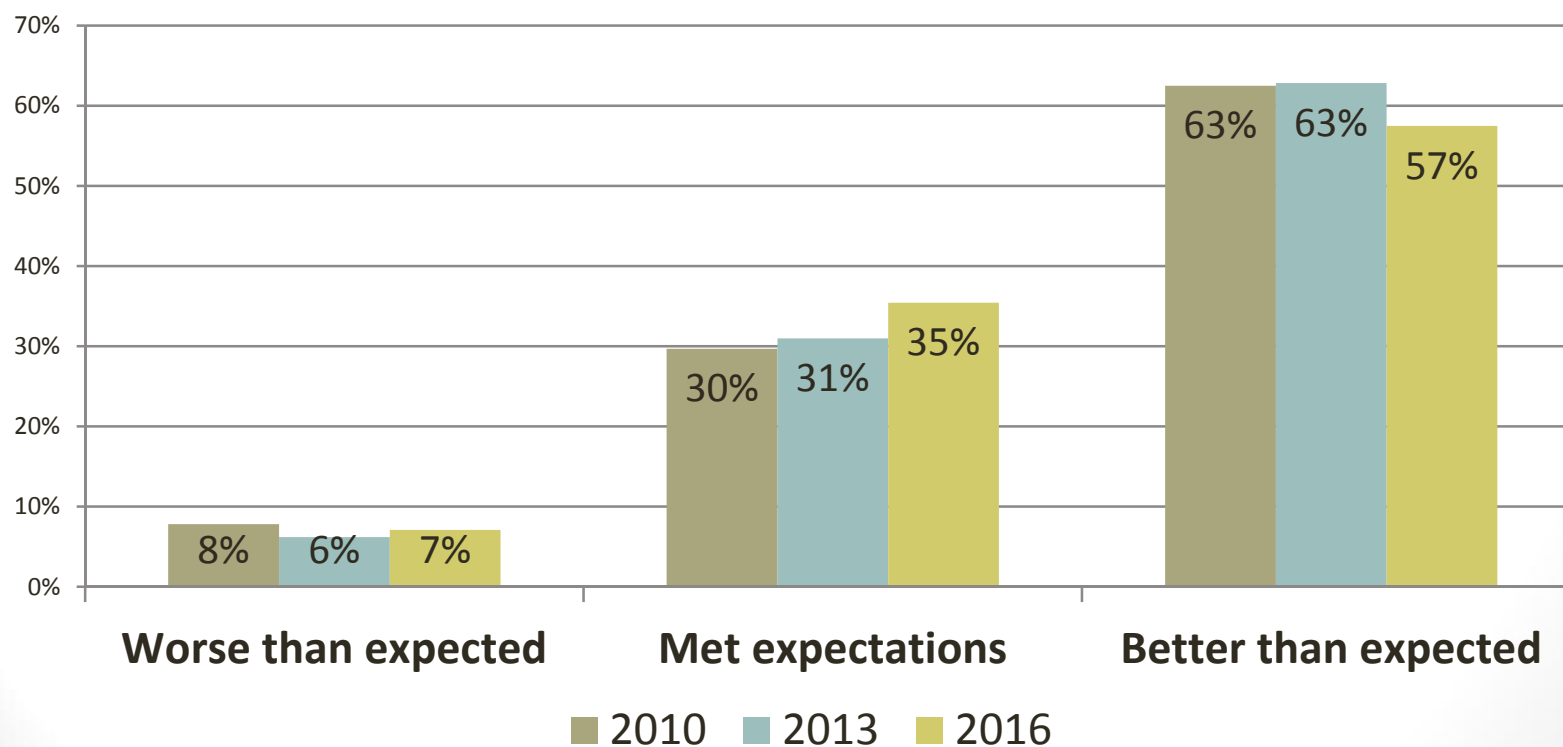
So far, how has your college experience met your expectations?



# Big Picture Item #1: Expectations

## Hispanic Students

So far, how has your college experience met your expectations?

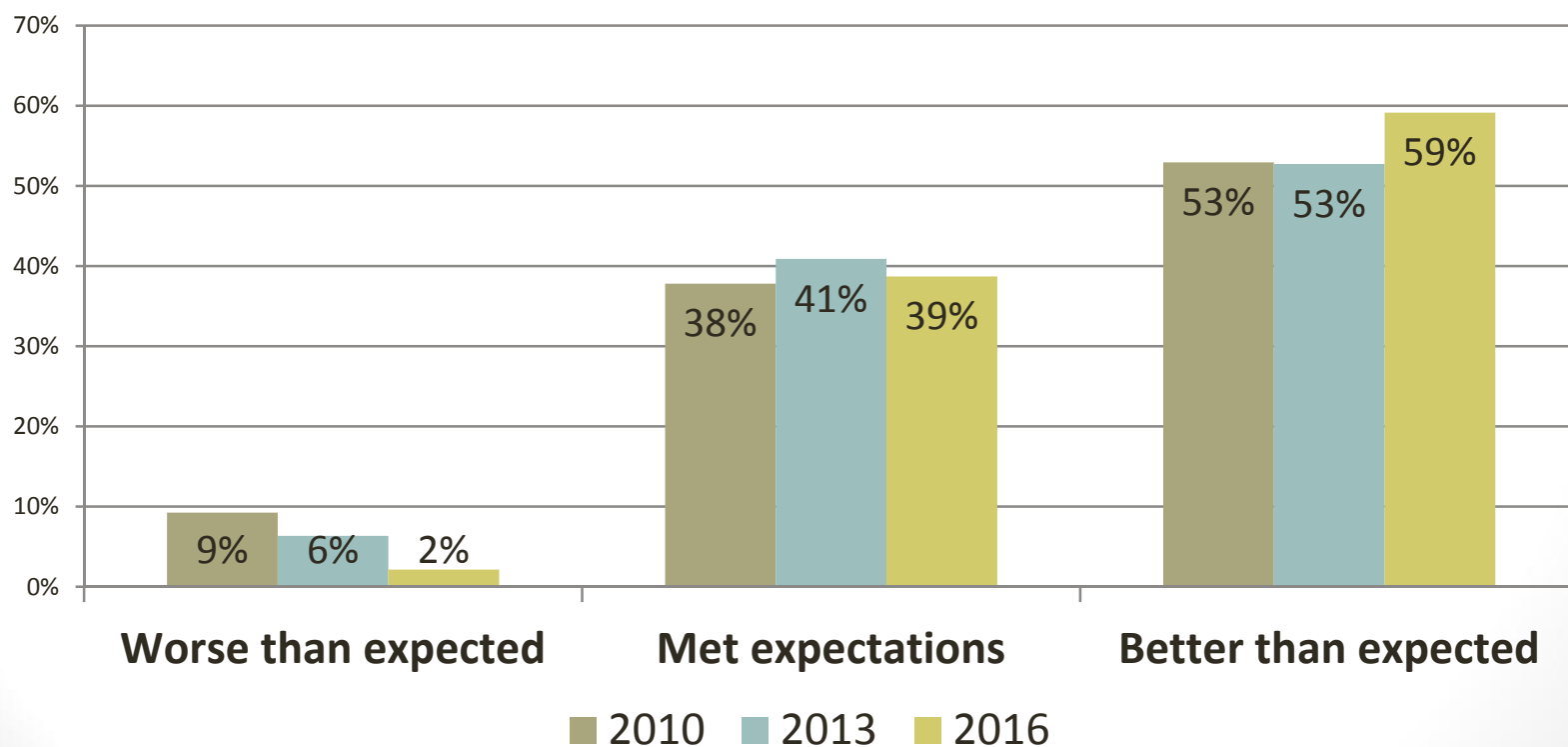




# Big Picture Item #1: Expectations

## Red Mountain Students

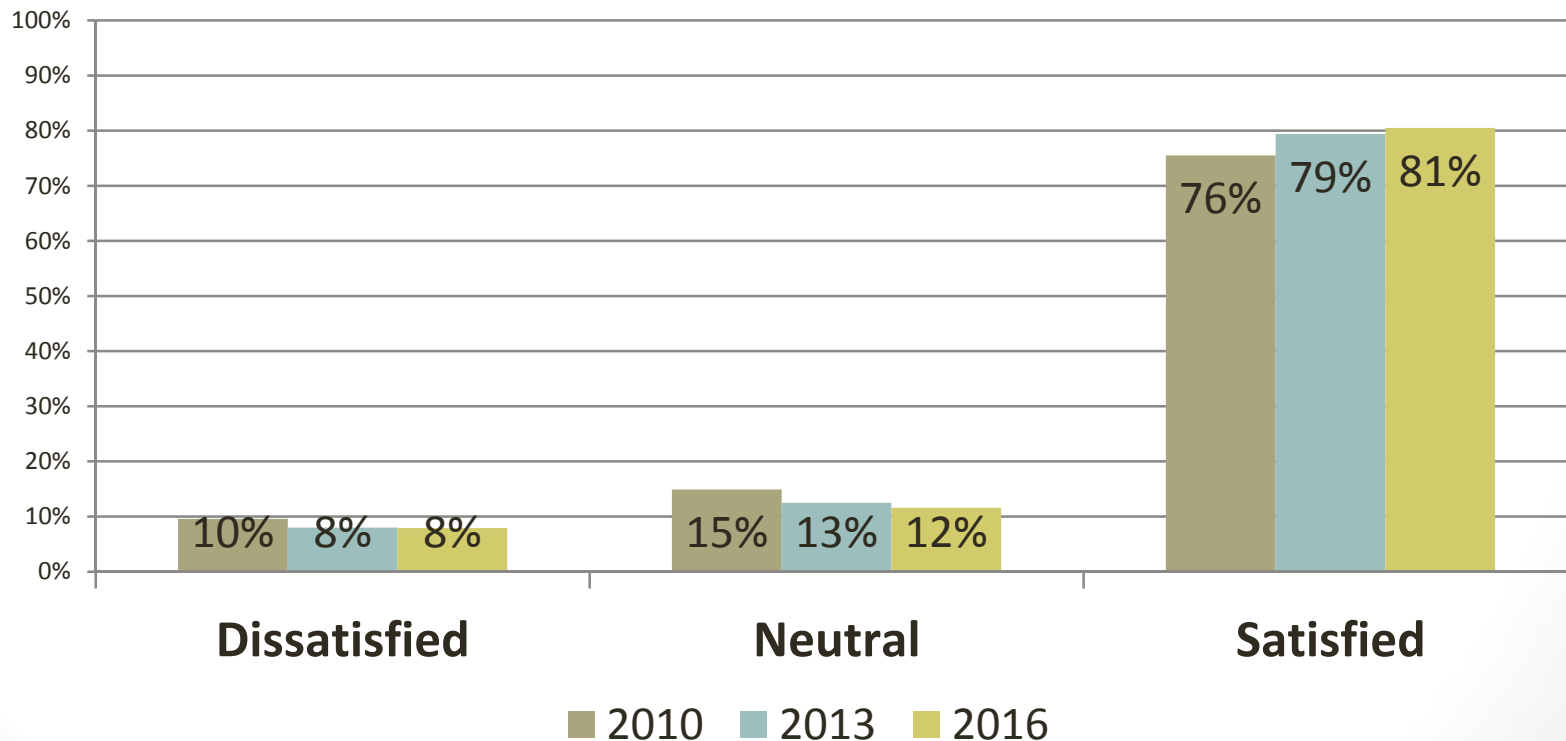
So far, how has your college experience met your expectations?



# Big Picture Item #2: Satisfaction

## MCC Overall

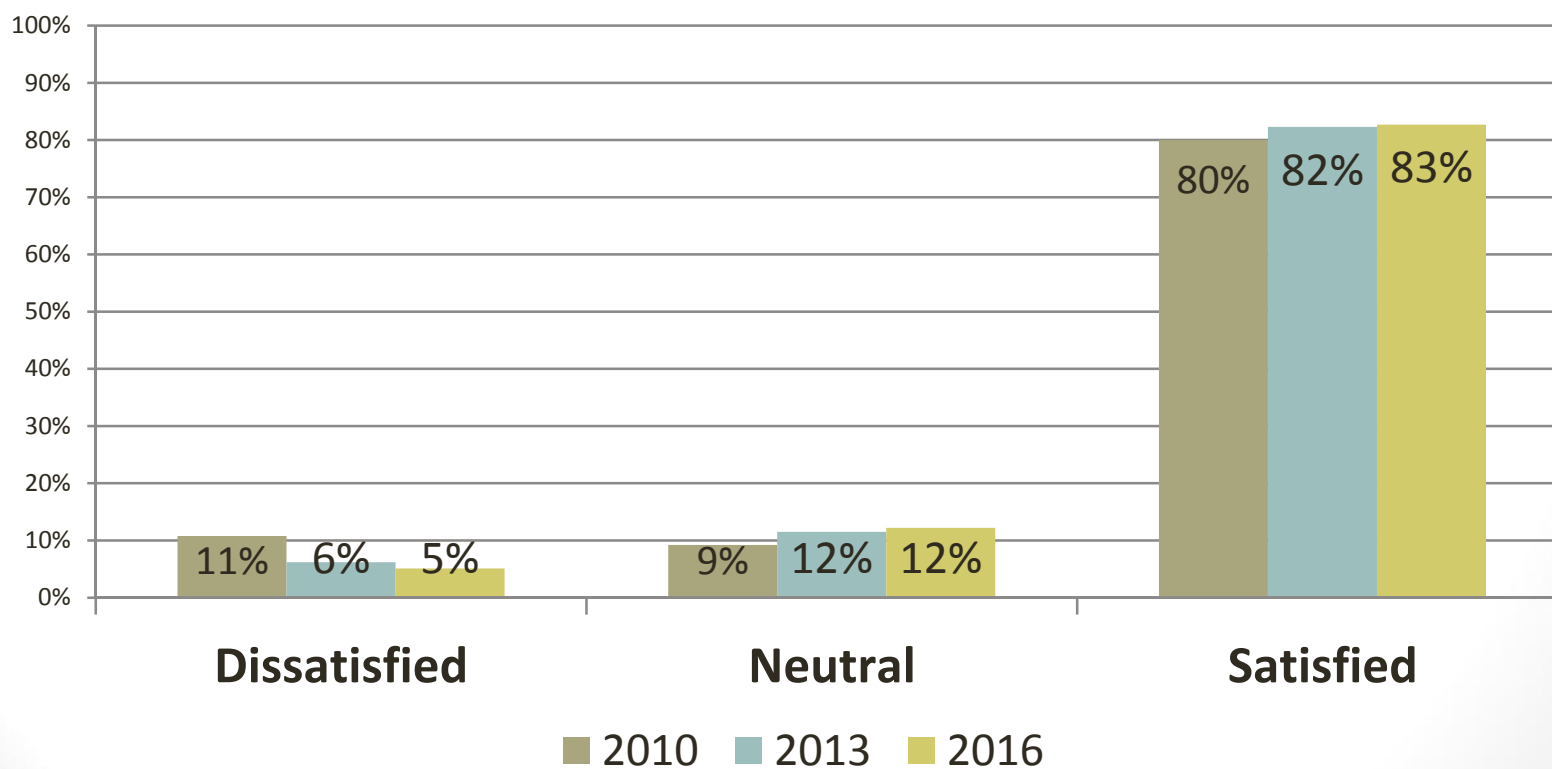
Rate your overall satisfaction with your experience here thus far.



# Big Picture Item #2: Satisfaction

## Hispanic Students

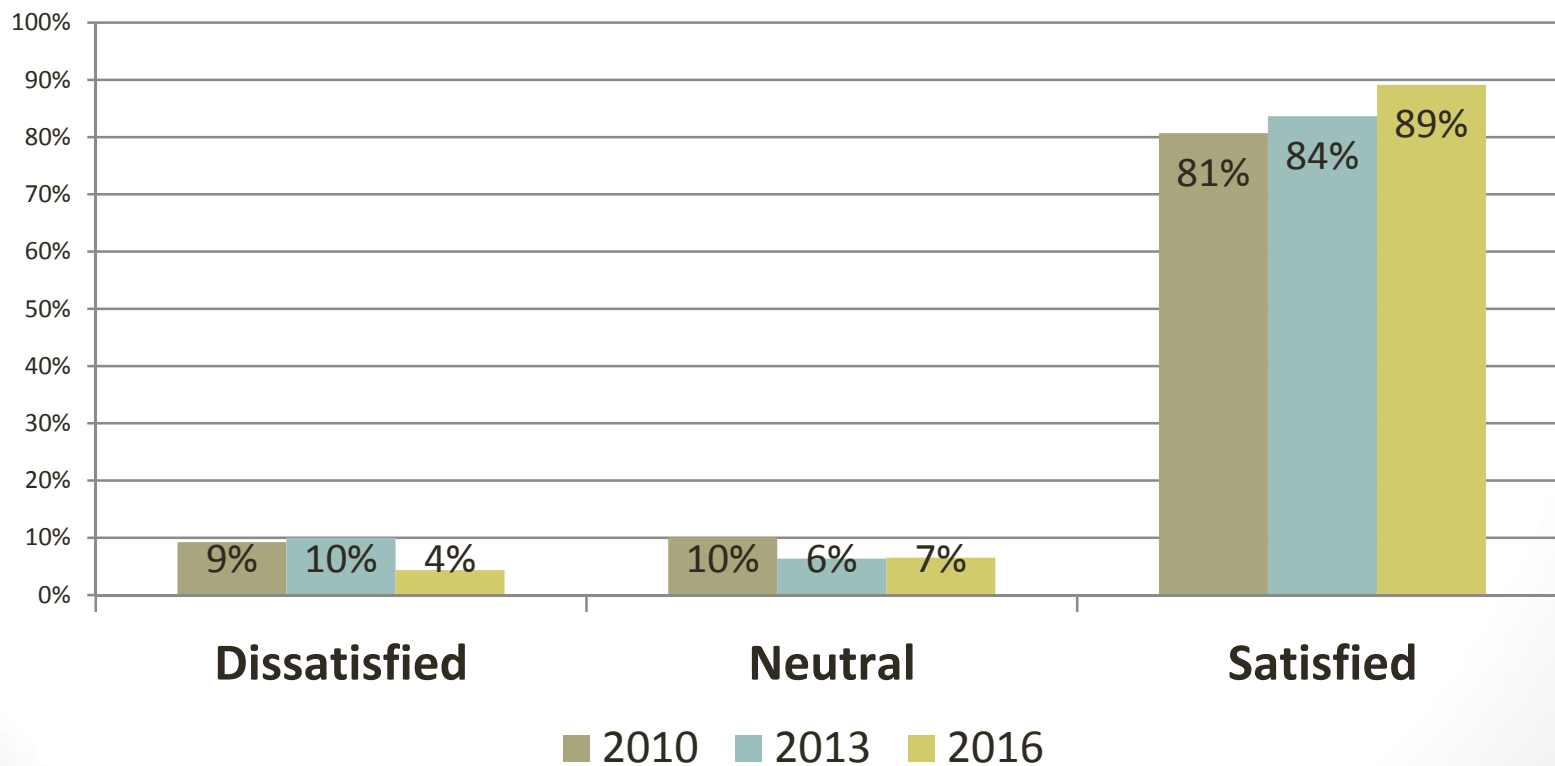
Rate your overall satisfaction with your experience here thus far.



# Big Picture Item #2: Satisfaction

## Red Mountain Students

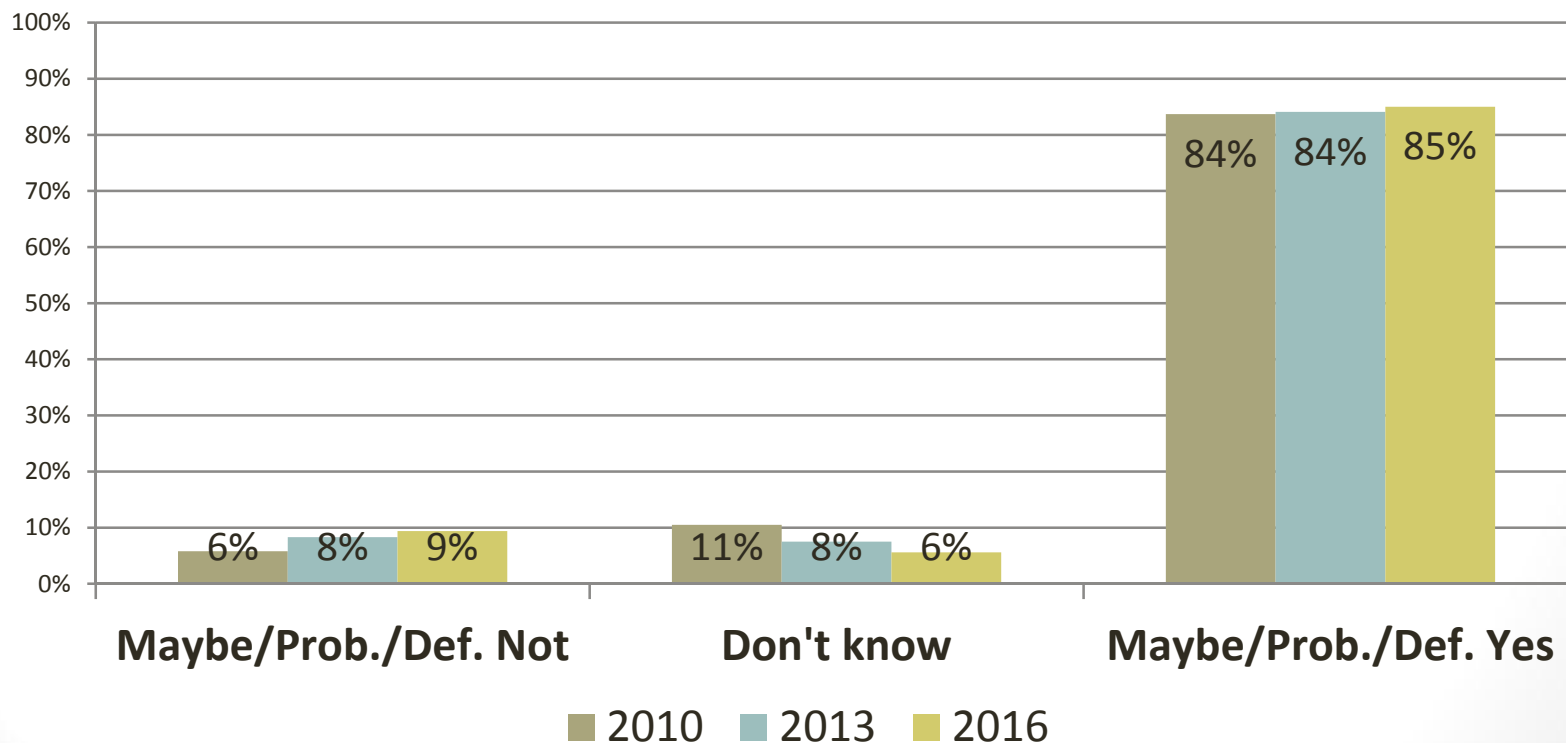
Rate your overall satisfaction with your experience here thus far.



# Big Picture Item #3: Pick MCC Again?

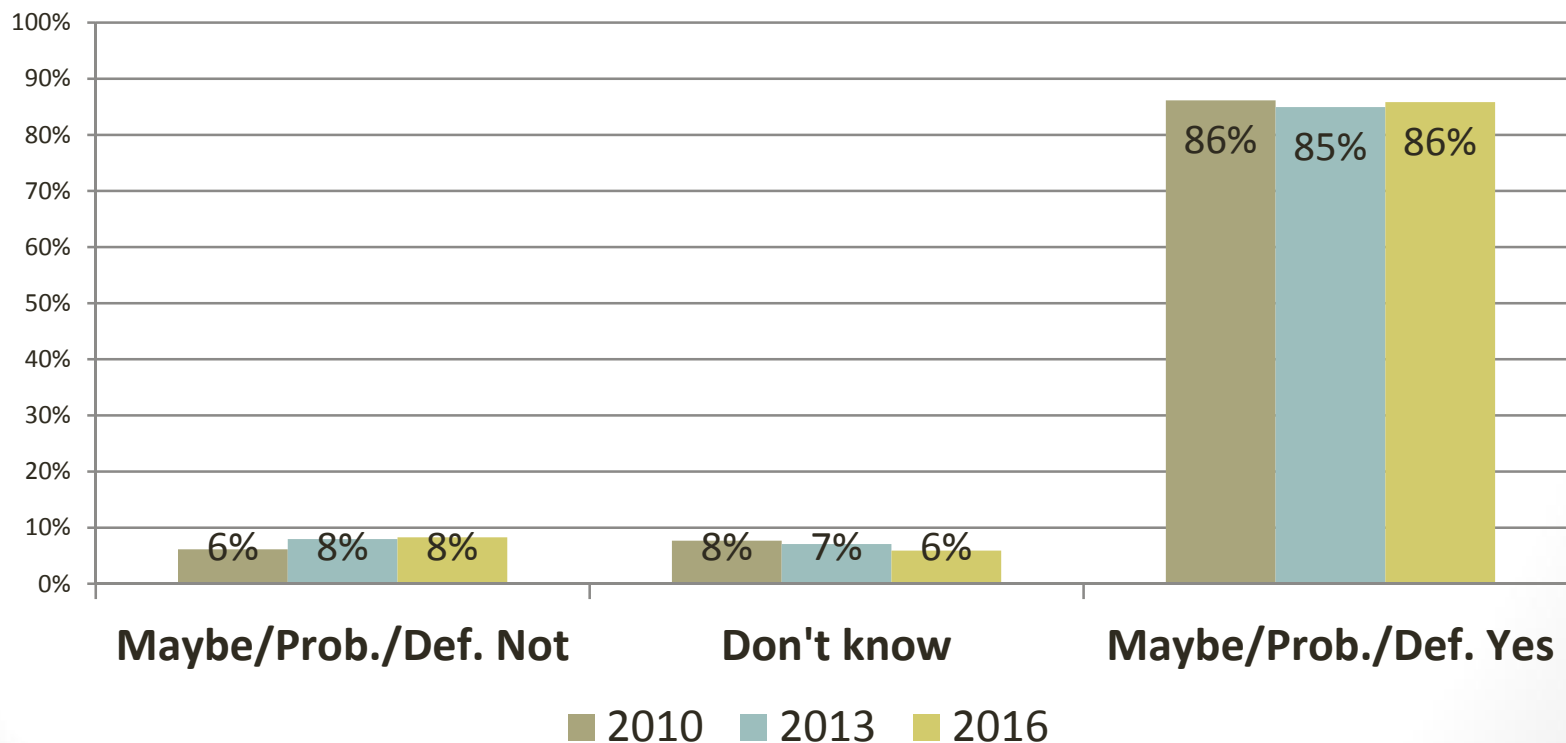
## MCC Overall

All in all, if you had to do it over, would you enroll here again?



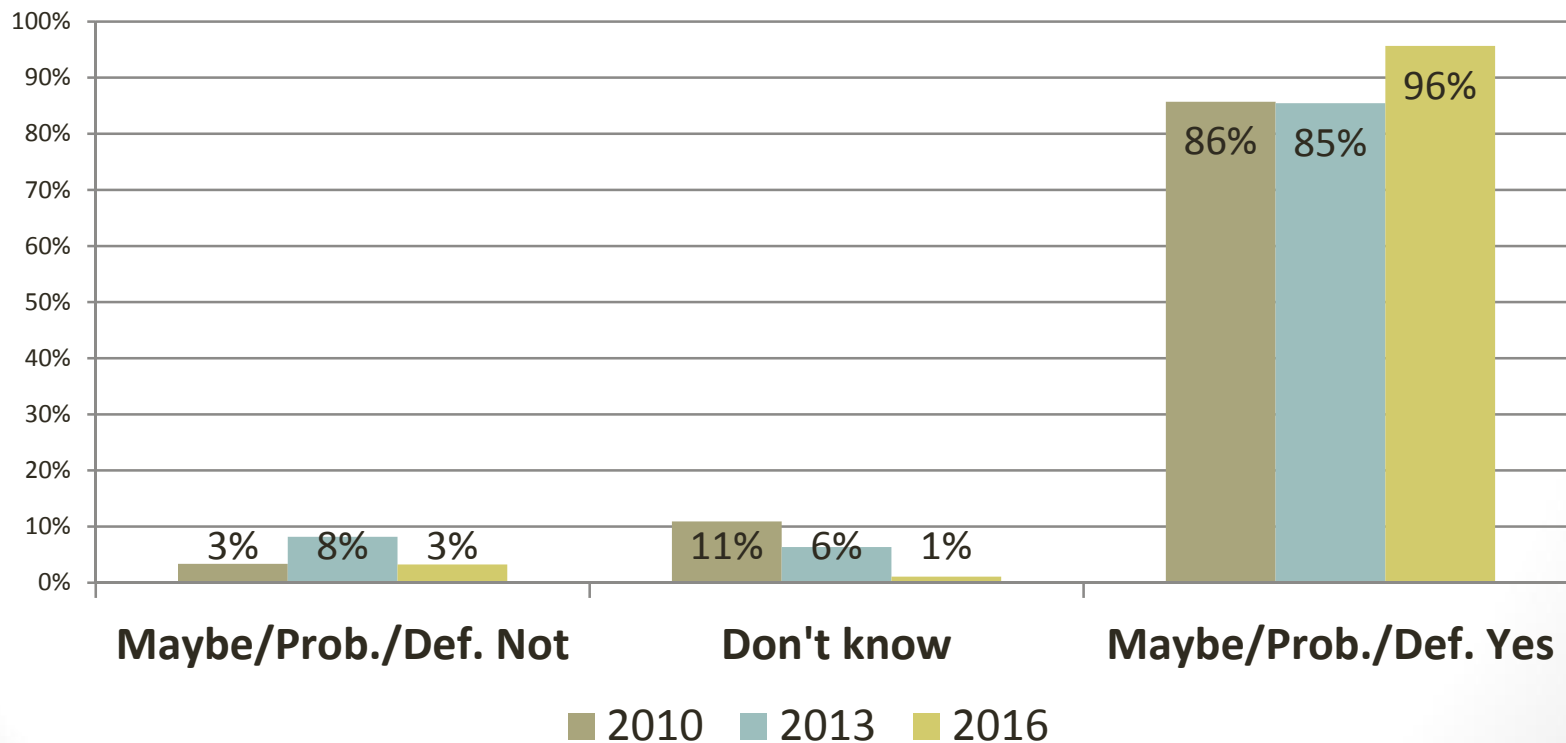
# Big Picture Item #3: Pick MCC Again? Hispanic Students

All in all, if you had to do it over, would you enroll here again?

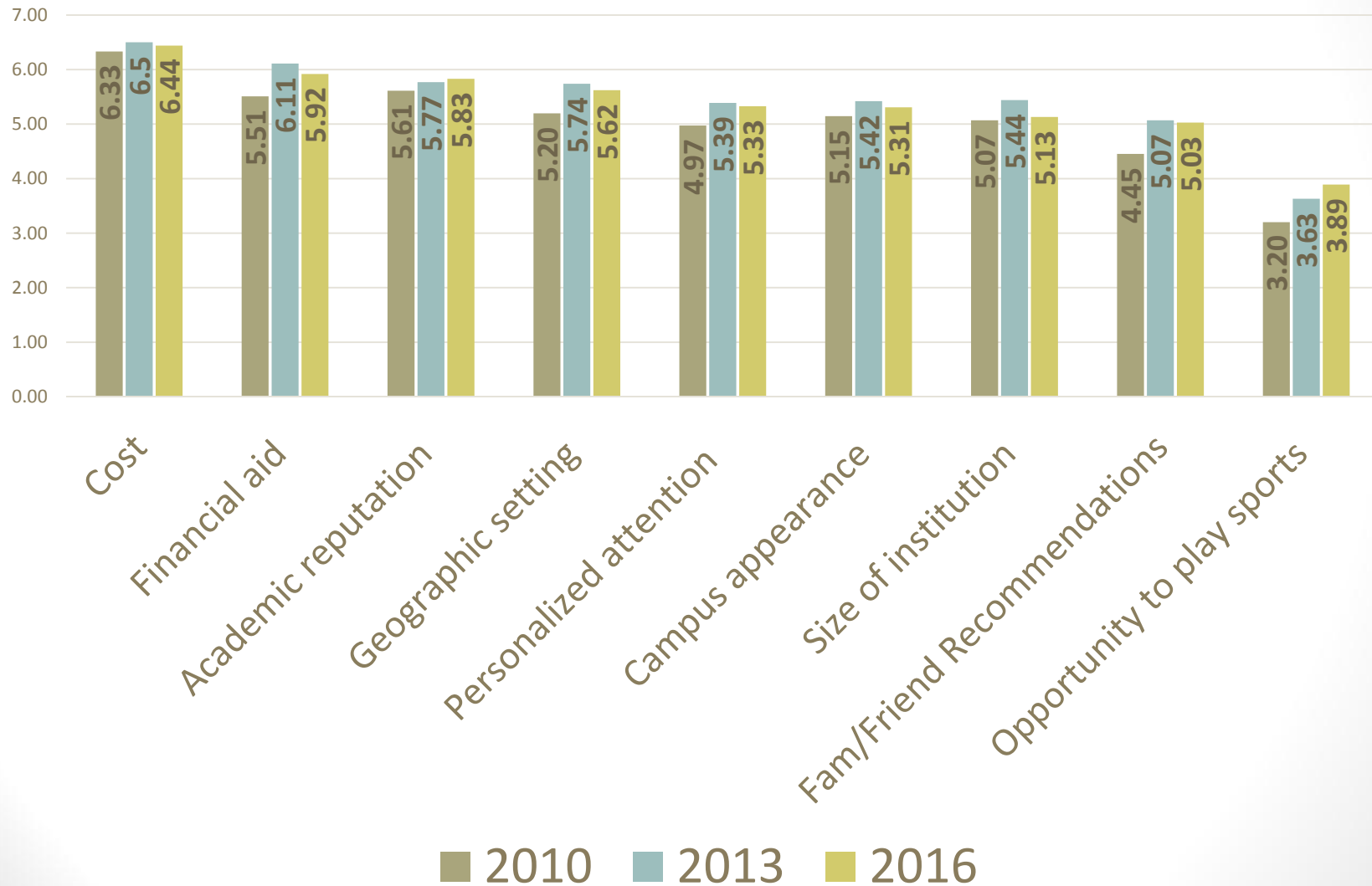


# Big Picture Item #3: Pick MCC Again? Red Mountain Students

All in all, if you had to do it over, would you enroll here again?



# Factors influencing Enrollment





# SSI Benchmarks

+ means a statistically significant improvement from prior survey

SSI Scale	MCC 2010	MCC 2013	MCC 2016
Academic Services	5.44	<b>5.59 +</b>	5.61
Responsiveness to Diverse Populations	5.42	5.40	5.52
Registration Effectiveness	5.26	5.37	5.36
Student Centeredness	5.26	5.36	5.41
Instructional Effectiveness	5.33	5.34	5.41
Campus Climate	5.16	5.25	5.30
Service Excellence	5.08	<b>5.21 +</b>	5.25
Safety and Security	4.86	<b>5.10 +</b>	5.08
Concern for the Individual	5.00	5.05	5.16
Admissions and Financial Aid	4.84	<b>5.00 +</b>	4.98
Campus Support Services	4.85	4.98	5.04
Academic Advising/Counseling	4.82	4.92	<b>5.06 +</b>

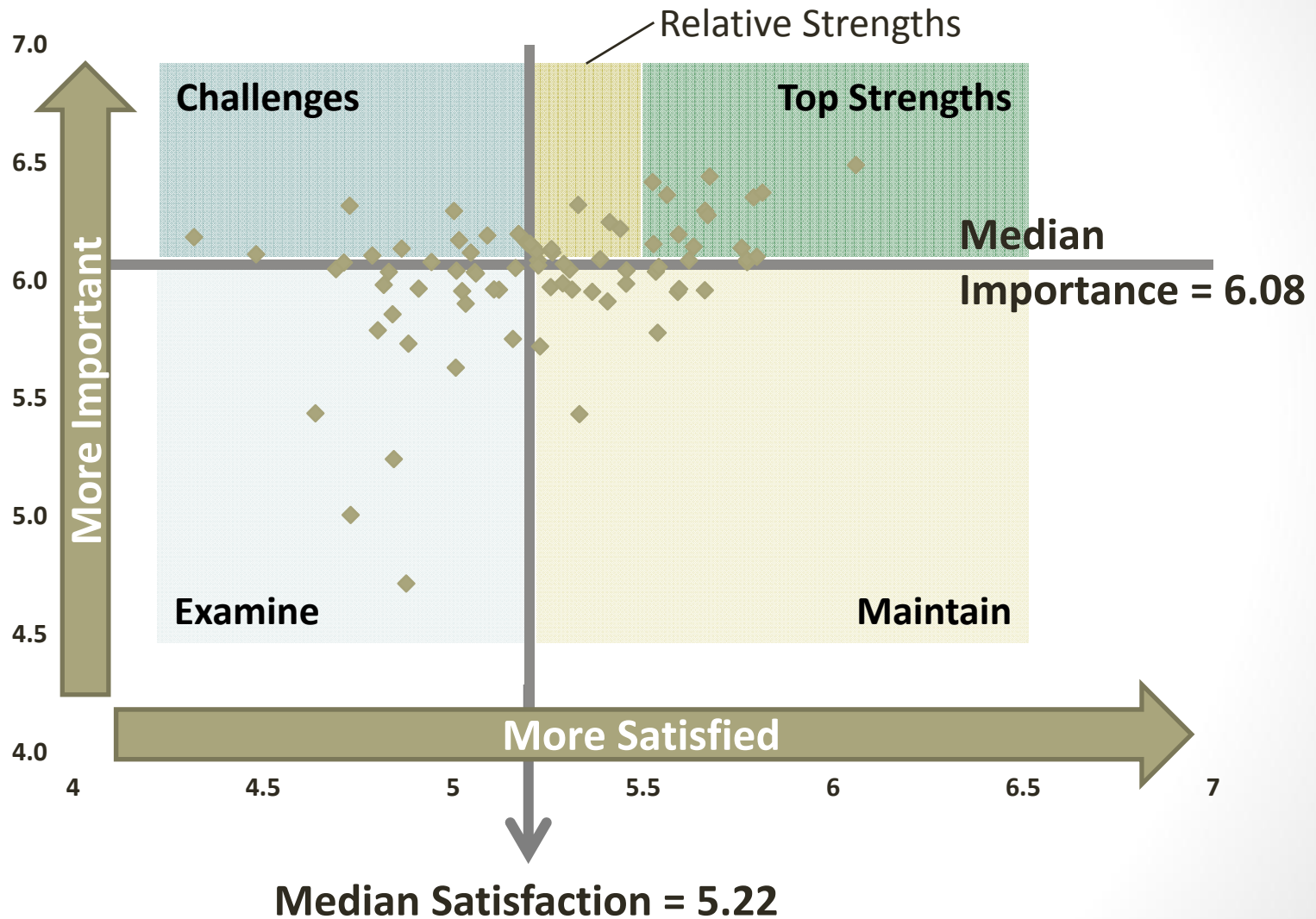
# 2016 SSI Benchmark Cohort Comparisons

\* means a statistically significant difference from MCC results

SSI Scale	MCC	MCCCD	Western Colleges	National Cohort
Academic Services	5.61	5.61	5.66	5.67
Responsiveness to Diverse Populations	5.52	5.54	5.57	5.63*
Registration Effectiveness	5.36	5.43*	5.50*	5.57*
Student Centeredness	5.41	5.44	5.51*	5.51*
Instructional Effectiveness	5.41	5.46	5.51*	5.54*
Campus Climate	5.30	5.36	5.43*	5.46*
Service Excellence	5.25	5.31	5.39*	5.44*
Safety and Security	5.08	5.21*	5.14	5.30*
Concern for the Individual	5.16	5.22	5.33*	5.37*
Admissions and Financial Aid	4.98	5.09	5.23*	5.34*
Campus Support Services	5.04	5.04	5.08	5.17*
Academic Advising/Counseling	5.06	5.12*	5.28*	5.36*

# SSI Strengths and Challenges

*Each square = one survey question*



# SSI Strengths = High Importance + High Satisfaction

*Scale: 1 (not important / not satisfied at all) - 7 (very important / very satisfied)*

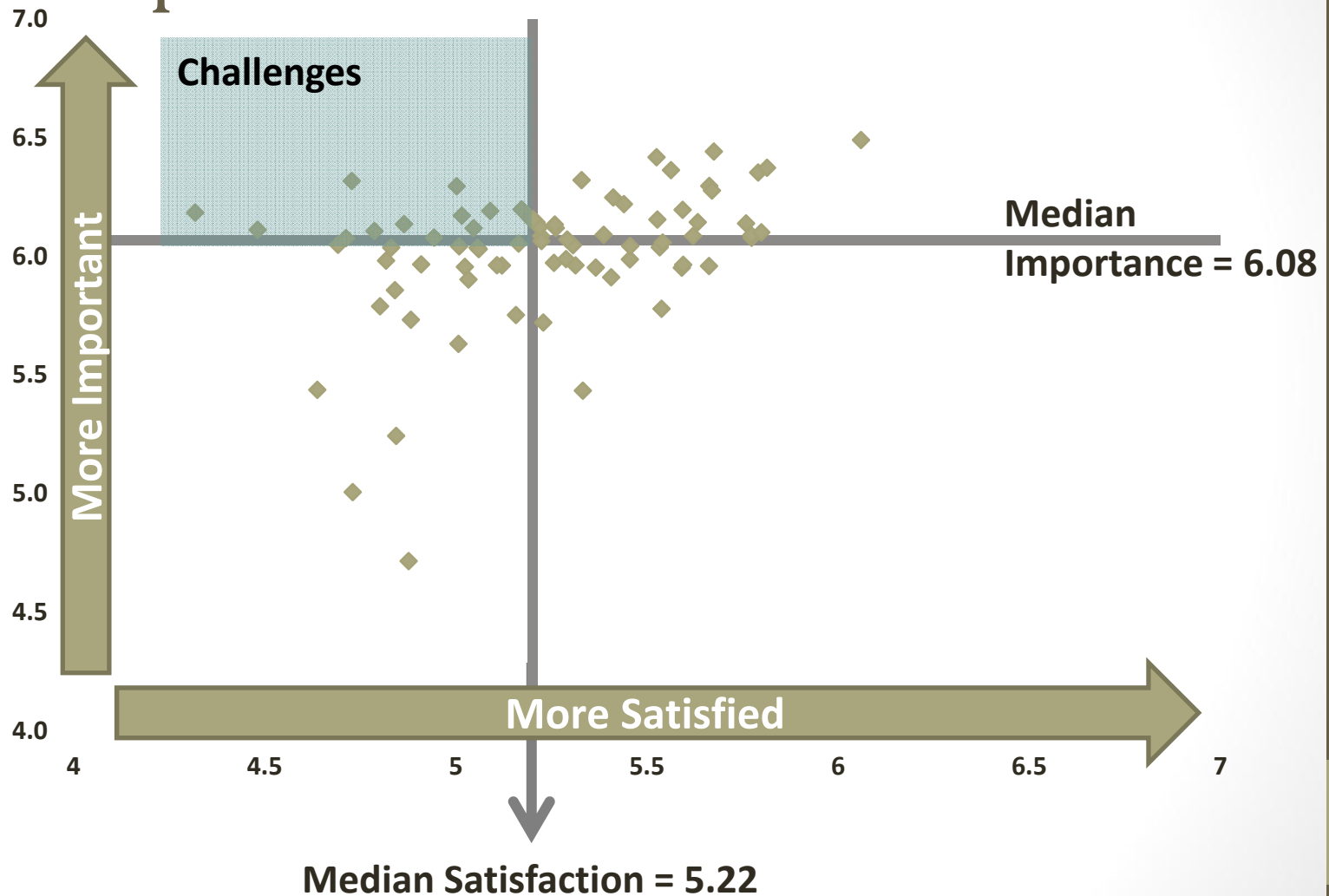
Item #	Item Text	Satis.	Import.
72	I can access my personal information on the my.maricopa.edu website.	6.05	6.49
73	I can find the information I am looking for on the my.maricopa.edu website.	5.67	6.44
70	I am able to experience intellectual growth here.	5.81	6.37
18	The quality of instruction I receive in most of my classes is excellent.	5.56	6.36
69	There is a good variety of courses provided on this campus.	5.79	6.35
31	The campus is safe and secure for all students.	5.66	6.30
58	Nearly all of the faculty are knowledgeable in their fields.	5.67	6.28
61	Faculty are usually available after class and during office hours.	5.59	6.20

# SSI Strengths = High Importance + High Satisfaction

*Scale: 1 (not important / not satisfied at all) - 7 (very important / very satisfied)*

Item #	Item Text	Satis.	Import.
51	There are convenient ways of paying my school bill.	5.53	6.16
14	Library resources and services are adequate.	5.76	6.14
36	Students are made to feel welcome on this campus.	5.63	6.09
68	On the whole, the campus is well-maintained.	5.80	6.10
28	It is an enjoyable experience to be a student on this campus.	5.62	6.09
34	Computer labs are adequate and accessible.	5.77	6.09
21	There are a sufficient number of study areas on campus.	5.77	6.08

# SSI Challenges = High Importance + Low Satisfaction



# SSI Challenges = High Importance + Low Satisfaction

Scale: **1** (not important / not satisfied at all) - **7** (very important / very satisfied)

Item #	Item Text	Satis.	Import.
15	I am able to register for classes I need with few conflicts.	5.33	6.32
71	The financial aid process at this college is clear.	4.73	6.32
79	Documents I submit to Enrollment Services (Admissions and Records) are processed in a timely manner.	5.00	6.30
80	My transcripts from colleges outside of Maricopa were evaluated in a timely manner.	5.02	6.23
32	My academic advisor is knowledgeable about my program requirements.	5.17	6.20
39	The amount of student parking space on campus is adequate.	4.32	6.19
40	My academic advisor is knowledgeable about the transfer requirements of other schools.	5.09	6.19
7	Adequate financial aid is available for most students.	5.02	6.17

# SSI Challenges = High Importance + Low Satisfaction

Scale: **1** (not important / not satisfied at all) - **7** (very important / very satisfied)

Item #	Item Text	Satis.	Import.
75	It is easy to obtain financial aid information when calling the college by phone.	4.86	6.14
74	It is easy to obtain registration information when calling the college by phone.	5.05	6.12
65	Students are notified early in the term if they are doing poorly in a class.	4.79	6.11
78	The college contacts me to let me know what I need to do for my financial aid.	4.48	6.11
76	It is easy to obtain tuition payment information when calling the college by phone.	4.94	6.08
77	The college contacts me to let me know when my tuition bill is due.	4.71	6.08



# Satisfaction Improvements vs 2013

by a statistically significant margin

32. My academic advisor is knowledgeable about my program requirements.

11. Security staff respond quickly in emergencies.

4. Security staff are helpful.

25. My academic advisor is concerned about my success as an individual.

6. My academic advisor is approachable.

86. The institution's commitment to students with disabilities.

2. Faculty care about me as an individual.

64. Nearly all classes deal with practical experiences and applications.

# Questions?

Contact:

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More survey data, including SSI results by item, are available on the Office of Institutional Effectiveness website:

<https://www.mesacc.edu/about/office-institutional-effectiveness/survey-results>