Undergraduate Student Satisfaction Survey

March 2017

Office of Institutional Research
2017 Barton College Undergraduate Student Satisfaction Survey

Executive Summary

The 2017 Barton College undergraduate satisfaction survey was conducted to gather input from all undergraduate students about their overall satisfaction with their in- and out-of-class experiences, as well as with the programs and services available to them. The survey provides valuable feedback to campus administrators who are constantly seeking input about ways to improve both services and the student experience. While a similar survey has not been conducted at Barton within the last 4-5 years, the results of this survey can be used as a baseline against which future undergraduate surveys may be compared. It is recommended that the same survey be scheduled to take place within 2-3 years.

The undergraduate satisfaction survey was developed by the Office of Institutional Research following a thorough review of a sample of other institutions’ student satisfaction surveys. With the graduating senior (exit) survey scheduled to be launched approximately one month after the student satisfaction survey closed, care was taken to not duplicate questions. Most questions made use of the Likert-rating scale based on satisfaction levels reported as follows:

Very Satisfied = 5
Somewhat Satisfied = 4
Neutral = 3
Somewhat Dissatisfied = 2
Very Dissatisfied = 1

Questions 3.1, 3.2 and 3.2 made use of a 5-point rating scale based on answer choices of poor (1), fair (2), neutral (3), good (4) and Excellent (5).

On February 6, 2017, all undergraduate students were invited via their Barton email address to participate in the student satisfaction survey (n=945). The survey was sent from BCREsearch@barton.edu using Class Climate software. Reminder emails were sent on February 18, 2017 and February 28, 2017 to those undergraduates who had not yet responded. When the survey closed on March 3, 2017, a total of 231 responses had been received, yielding a response rate of 24.4%. Note that one respondent refused to answer any of the questions but provided lengthy commentary about his/her reasons for not participating. Therefore, for the purposes of most calculations, 230 is used as the total number of respondents.

An overall mean (average) score was calculated for the response to each question. Mean scores for each question were also calculated for the various subgroups of respondents – male vs. female, full-time student vs. part-time student, traditional vs. APP student, students living on-campus vs. off-campus, and members of each of the undergraduate classes. Unfortunately, race/ethnicity was inadvertently left out of the demographics portion of the survey, making it impossible to analyze responses received by members of these subgroups further. This will be corrected in future surveys.
Demographics of the Respondents

80.0% of the respondents are female and 19.6% of the respondents are male. One of the respondents did not answer this question. There is a higher than average female participation rate since the overall student population of those receiving the survey was 70% female and 30% male.

90.9% of the respondents are full-time students and 8.7% are part-time students. One of the respondents did not answer this question.

42.6% of the respondents live in college-owned housing whereas 56.1% live off-campus. Three of the respondents did not answer this question.

82.6% of the students responding to the survey are traditional students and 15.3% are APP students. Five of the respondents did not answer this question.

As displayed in the following graph, respondents came from each of the undergraduate classes with the senior class, at 32.0%, comprising the largest percentage of respondents. Five students comprise the “other” category which would include undergraduate teacher licensure candidates and any visiting students.

Key Findings:

• Overall, Barton students are satisfied with the experiences and with the services available to them. The key exception being satisfaction with the selection of food offered in the cafeteria, the only question to receive a mean score of less than 3.0 (actual mean score was 2.6).

• Mean scores rarely varied among the subgroups. In other words, for the vast majority of questions, male and female satisfaction rates were almost identical. The same held true when looking at the average satisfaction scores of full-time vs. part-time students and those living on campus vs. off-campus residents. For this reason, overall mean scores accurately portray student satisfaction levels and are used extensively in this report.
• Notable exceptions to the similarity in responses are as follows:

- Students who live in campus-owned housing are much less satisfied with the wireless connectivity than those who live off-campus (2.9 mean vs. 3.7 mean)
- Students who live in campus-owned housing are somewhat less satisfied with the cleanliness of campus buildings than those who live off campus (3.6 mean vs. 4.0 mean)
- Students who live in campus-owned housing are much less satisfied with the selection of the food in the cafeteria than those who live off-campus (2.2 mean vs. 3.2 mean)

Questions and Overall Results

**Barton College Experience**

Question 1.1 How satisfied are you with your academic experience at Barton?

Question 1.2 How satisfied are you with your overall student experience at Barton College?

- 73.5% of students responding are somewhat or very satisfied with their academic experience at Barton College.

- At least 47% of each class is somewhat satisfied with their academic experience. Over 30% of the freshmen responding are very satisfied with their academic experience.
68.7% of students responding are somewhat or very satisfied with their overall student experience at Barton College.

Question 2. How would you rate your satisfaction with the following aspects of your educational experience:

- Quality of faculty
- Academic advice
- Course availability
- Academic support services
- Accessibility of faculty
- Course selections
- Academic rigor of the courses
- Career Counseling

77.9% of students responding are somewhat or very satisfied with the quality of faculty and 83.5% are somewhat or very satisfied with the accessibility of faculty.

74.7% of students responding are somewhat or very satisfied with academic advice received and 68.7% are somewhat or very satisfied with the course selections.
• 60.4% of students responding are somewhat or very satisfied with course availability and 72.5% are somewhat or very satisfied with the academic rigor of courses.

• 75.1% of students responding are somewhat or very satisfied with academic support services and 67.6% are somewhat or very satisfied with career counseling.

Question 3. How do you perceive each of the following:

- Academic reputation of the college
- Value of your Barton education
- Personal attention received by Barton students

• 74.4% of students responding are somewhat or very satisfied with the academic reputation of the college and 76.5% are somewhat or very satisfied with the value of a Barton education.

• 69.6% of students responding are somewhat or very satisfied with the personal attention received by Barton students.
Question 4. How satisfied are you with each of the following:

- Quality of Admissions Office services
- Course registration process
- Quality of the Barton College website
- Business Office hours of operation
- Student Account Center quality
- Quality of the Bookstore
- Quality of Ragan Writing Center
- Services offered by library and staff
- Campus security
- Reliability of wireless connectivity
- Quality of services offered by Student Success
- Cleanliness of campus buildings
- Classroom environment
- On-campus housing options
- Art and entertainment facilities
- Opportunities for on-campus employment
- Selection of food offered at other on-campus sites
- Selection of products in vending machines
- Quality of advising
- Notification of registration dates/course offerings
- Quality of Campus Connect
- Payment options available
- Financial aid award process
- Availability of tutoring services
- Quality of the Oral Communications Center
- Student activities available
- Quality of IT services
- Quality of services offered by Career Services
- Appearance of campus
- Places to charge electronic devices
- Lab facilities
- Fitness facilities
- Lee Student Health Center
- Selection of food offered in cafeteria
- Quality of the Bookstore
- Availability of tutoring services
- Quality of the Oral Communications Center
- Student activities available
- Quality of IT services
- Quality of services offered by Career Services
- Appearance of campus
- Places to charge electronic devices
- Lab facilities
- Fitness facilities
- Lee Student Health Center
- Selection of food offered in cafeteria
- Overall quality of the college

- 75.2% of students responding are somewhat or very satisfied with the quality of Admissions services and 77.9% are somewhat or very satisfied with the quality of advising.

- 80.9% of students responding are somewhat or very satisfied with the course registration process and 79.9% are somewhat or very satisfied with the notification of registration dates.
• 74.7% of students responding are somewhat or very satisfied with the Barton College website and 68.9% are somewhat or very satisfied with Campus Connect.

• 76.7% of students responding are somewhat or very satisfied with Business Office hours of operation and 59.7% are somewhat or very satisfied with payment options.

• 55.1% of students responding are somewhat or very satisfied with the online payment portal academic and 61.7% are somewhat or very satisfied with the Financial Aid award process.

• 59.3% of students responding are somewhat or very satisfied with the BC Bookstore and 75.7% are somewhat or very satisfied with the availability of tutoring services.
75.3% of students responding are somewhat or very satisfied with the Ragan Writing Center and 69.8% are somewhat or very satisfied with the Oral Communications Center.

85.1% of students responding are somewhat or very satisfied with the Library and 62.8% are somewhat or very satisfied with Student Activities.

69.2% of students responding are somewhat or very satisfied with campus security and 66.8% are somewhat or very satisfied with IT services.

53.9% of students responding are somewhat or very satisfied with wireless connectivity and 69.1% are somewhat or very satisfied with Career Services.
- 75.2% of students responding are somewhat or very satisfied with the Office of Student Success and 73.2% are somewhat or very satisfied with the appearance of the campus.

- 68.8% of students responding are somewhat or very satisfied with the cleanliness of campus buildings and 58.8% are somewhat or very satisfied with the availability of charging stations.

- 75.8% of students responding are somewhat or very satisfied with the classroom environment and 64.4% are somewhat or very satisfied with lab facilities.

- 44.7% of students responding are somewhat or very satisfied with on-campus housing options and 46.7% are somewhat or very satisfied with fitness facilities.
• 58.8% of students responding are somewhat or very satisfied with art and entertainment facilities and 64.9% are somewhat or very satisfied with the Lee Student Health Center.

• 61.2% of students responding are somewhat or very satisfied with on-campus employment opportunities and 27.0% are somewhat or very satisfied with the selection of food offered in the cafeteria.

• 48.9% of students responding are somewhat or very satisfied with other food options available and 54.5% are somewhat or very satisfied with the selection of product in the campus vending machines.

• 70.6% of students responding are somewhat or very satisfied with the overall quality of the college.
Question 5. How would you rate your satisfaction with the following aspects of student life at Barton College:

- Sports programs
- Extracurricular activities
- Student diversity
- Sense of belonging
- Social life
- Recreational activities
- Student Government Association
- Student safety
- Greek life

- 69.7% of students responding are somewhat or very satisfied with sports programs and 56.5% are somewhat or very satisfied with recreational activities.

- 65.2% of students responding are somewhat or very satisfied with extracurricular activities and 57.1% are somewhat or very satisfied with the Student Government Association.

- 68.4% of students responding are somewhat or very satisfied with academic advice received and 72.8% are somewhat or very satisfied with student safety.
• 64.2% of students responding are somewhat or very satisfied with the sense of belonging and 54.9% are somewhat or very satisfied with Greek life.

• 61.7% of students responding are somewhat or very satisfied with social life at Barton College.

Programs/Services That Students Are Least Satisfied With

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<thead>
<tr>
<th>Program/Service</th>
<th>Overall Mean</th>
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<tbody>
<tr>
<td>4.32 Café food</td>
<td>2.6</td>
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<tr>
<td>4.27 On Campus Housing Options</td>
<td>3.1</td>
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<tr>
<td>4.33 Other food options</td>
<td>3.2</td>
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<tr>
<td>4.28 Fitness Facilities</td>
<td>3.3</td>
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<td>4.19 Wireless connectivity</td>
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Programs/Services That Students Are Most Satisfied With

<table>
<thead>
<tr>
<th>Program/Service</th>
<th>Overall Mean</th>
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<tbody>
<tr>
<td>4.15 Library</td>
<td>4.3</td>
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<tr>
<td>2.2 Accessibility of faculty</td>
<td>4.1</td>
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<tr>
<td>4.3 Course registration process</td>
<td>4.1</td>
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<td>4.4 Notification of registration dates</td>
<td>4.1</td>
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<tr>
<td>2.7 Academic support services</td>
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<tr>
<td>4.1 Quality of services offered by Admissions</td>
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<td>4.2 Quality of advising</td>
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<tr>
<td>4.5 BC website</td>
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<tr>
<td>4.13 Ragan Writing Center</td>
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<td>4.14 Oral Communications Center</td>
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<td>4.21 Student Success</td>
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