Institutional, Departmental and Non-Academic Offices' Uses of Noel Levitz Student Satisfaction Data as Evidence in Assessment

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College of Staten Island

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Presentation Goals

Provide examples of how successive years' of Noel Levitz Student Satisfaction Survey data have been provided to various clients to meet assessment needs

Describe the process through which data is processed and imported into the Tableau platform

Describe methods of "slicing and dicing" the data to meet the needs of clients at various institutional levels

6/30/14

NLSSI Collections at CSI

- **Collection in 2000 for strategic planning**

- **Pilot for PMP in spring 2011**

- **Baseline set in 2013**

- **Collection every two years**

NLSSI Relevant 2013 PMP Goals

6.1 Improve the quality of campus life and student and academic support services; baseline satisfaction ratings of relevant Noel-Levitz scales will be established

6.2 Colleges will present evidence of improved quality and satisfaction with student, academic, and technological support services; baseline satisfaction ratings of relevant Noel-Levitz scales will be established

9.1 Colleges will present evidence of improved student satisfaction with nonacademic administrative support services; baseline satisfaction ratings of relevant Noel-Levitz scales will be established

Methodology

1. **Stratified Random Sample**

2. **Minimized duplication through elimination of highly co-enrolled courses**

3. **Improved Instructor uptake by:**

    -use of a web registration
    -invitation letter from the Provost
    -customized communications
    -skipping those who participated previously

4. **In-class administration**

NLSSI Package
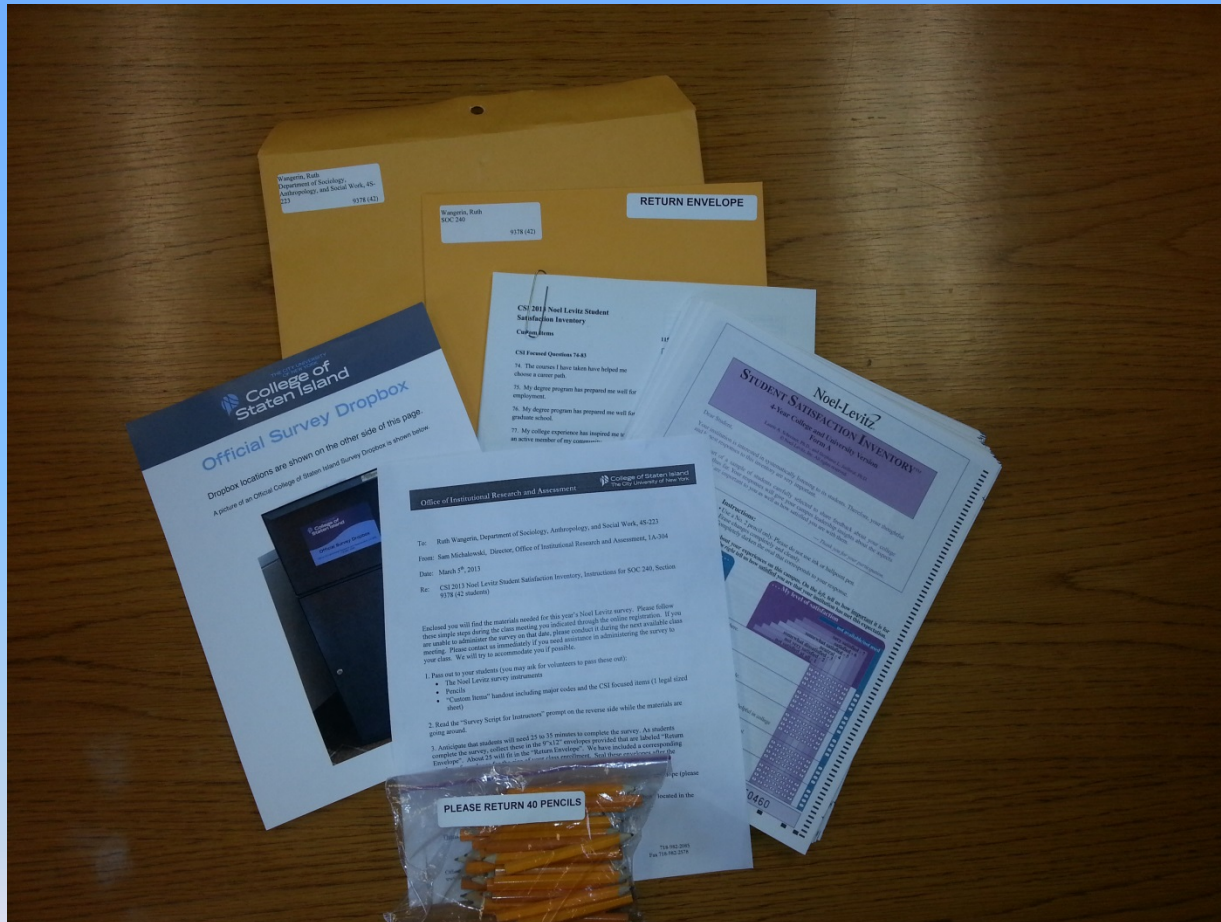
NSSI Response Rates

Year	Sent	Collected		Population	Response Rate
		%	N		
2000	3,000	59.6	1,789	9,735	18.4
2011	2,096	63.0	1,320	12,227	10.4
2013	1,910	62.0	1,185	11,794	10.0
2015	1,713	65.3*	1,119*	13,495*	8.3*

*Preliminary

NLSSI Sample Representativeness: Spring 2013

Comparison of Achieved Noel Levitz Sample Demographics with the CSI Undergraduate Population: Spring 2013							
	Noel Levitz Sample (Achieved)			CSI Population			
	Female	Male	Total	Female	Male	Total	Difference
African-American	10.9%	6.5%	**8.9%**	11.2%	8.6%	**10.1%**	**-1.2%**
American Indian or Alaskan Native	0.2%	0.4%	**0.3%**	0.2%	0.2%	**0.2%**	**0.1%**
Asian or Pacific Islander	12.4%	13.9%	**13.1%**	10.3%	12.5%	**11.3%**	**1.8%**
Caucasian / White	45.5%	50.6%	**47.9%**	55.6%	57.8%	**56.6%**	**-8.7%**
Hispanic	15.3%	14.9%	**15.1%**	18.1%	15.8%	**17.1%**	**-2.0%**
Other	8.6%	7.6%	**8.1%**	4.6%	4.7 %	**4.7%**	**3.4%**
Prefer not to respond	7.1%	6.1%	**6.6%**	1.0%	0.9%	**0.9%**	**5.7%**
	100%	100%	**100%**	101%	101%	**101%**	

Cleaning your data

- **Noel-Levitz provides syntax for cleaning data, and defining most variables.**

VARIABLE LABELS
IMP1 "IMP: Most students feel a sense of belonging here."
IMP2 "IMP: The campus staff are caring and helpful."
IMP3 "IMP: Faculty care about me as an individual."
IMP4 "IMP: Admissions staff are knowledgeable."
IMP5 "IMP: Financial aid counselors are helpful."
IMP6 "IMP: My academic advisor is approachable."
IMP7 "IMP: The campus is safe and secure for all students."
IMP8 "IMP: The content of the courses within my major is valuable."
IMP9 "IMP: A variety of intramural activities are offered."
IMP10 "IMP: Administrators are approachable to students."
IMP11 "IMP: Billing policies are reasonable."
IMP12 "IMP: Financial aid awards are announced to students in time to be helpful in college planning."
IMP13 "IMP: Library staff are helpful and approachable."
IMP14 "IMP: My academic advisor is concerned about my success as an individual."
IMP15 "IMP: The staff in the health services area are competent."
IMP16 "IMP: The instruction in my major field is excellent."
IMP17 "IMP: Adequate financial aid is available for most students."
IMP18 "IMP: Library resources and services are adequate."
IMP19 "IMP: My academic advisor helps me set goals to work toward."
IMP20 "IMP: The business office is open during hours which are convenient for most students."
IMP21 "IMP: The amount of student parking space on campus is adequate."
IMP22 "IMP: Counseling staff care about students as individuals."

- **Though you may have to adjust variables to fit custom questions.**

/*START CUSTOM QUESTIONS.
VARIABLE LABELS
SAT74 "SAT: 'The courses I have taken have helped me choose a career path."
SAT75 "SAT: My degree program has prepared me well for employment."
SAT76 "SAT: My degree program has prepared me well for graduate school."
SAT77 "SAT: My college experience has inspired me to be an active member of my community."
SAT78 "SAT: CSI's Health Center provides valuable services and resources to students."

Maximizing your NLSSI Data

- Add metadata to help answer different questions.

- Example: Match NL Major to the corresponding department, division or school

- Collecting student ID's opens the door to more in-depth analysis

  - Explore association between satisfaction items and financial aid support, retention, graduation and transfer outcomes

Statistically Significant Findings

Bachelor's students had higher *Overall Satisfaction* and likelihood that they would *Enroll All Over Again* than Associate students

Women reported significantly higher scores on their likelihood to *Enroll Over Again*

Students with the highest GPA (3.5 or above) had significantly higher overall satisfaction ratings than students with lower GPAs

Greater *Overall Satisfaction* and likelihood to *Enroll All Over Again* significantly predicted Retention

Students in computer science, business and interdisciplinary majors have higher satisfaction ratings

Normalizing Data for Interactive Dashboards

- **VarstoCases works with identical length variables**

- **Therefore, assign variables to an index that have the identical number of response categories**

- **Save file as a .csv (Comma Separated Values)**

Syntax

```
NUMERIC SATN1 TO SATN110 (F1.0).
vector #origin = sat1 to sat98.
vector #destination = satn1 to satn98.
do repeat #operator = 1 to 98.
compute #destination(#operator) = #origin(#operator).
end repeat.
EXECUTE.

VARSTOCASES
  /ID=id
  /MAKE RESPONSE FROM SAT1 TO SAT98
  /MAKE RESPONSEN FROM SATN1 TO SATN98
  /INDEX=Index1(RESPONSE)
  /KEEP= DIVISION DEPT MAJOR TOTEXPECT TOTSATIS DOAGAIN DEGLEVN ETHNIC EMPLOY EDUGOAL
NCLASSLEV CURENR AGE GENDER CHOICE RESCLASS OPTION1 GAP99 TO GAP110 SAT99 TO SAT110
  /NULL=KEEP.
DATASET NAME NL_2013.
```

Evolution of Presenting NLSSI Data at CSI

Results from Noel-Levitz Student Satisfaction Inventory Items Pertaining to Finance and Administration at CSI: Spring 2011

Item	CUNY College of Staten Island			National Four-Year Publics					CUNY College of Staten Island 2011 Requested Group*				
	Import	Satis / SD	Gap	Import	Satis / SD	Gap	Mean Diff.	Sig.	Import	Satis / SD	Gap	Mean Diff.	Sig.
7. The campus is safe and secure for all students.	6.26	5.13 / 1.61	1.13	6.47	5.30 / 1.53	1.17	-0.17	***	6.50	5.37 / 1.49	1.13	-0.24	***
10. Administrators are approachable to students.	5.72	4.41 / 1.62	1.31	5.94	5.01 / 1.43	0.93	-0.60	***	5.92	5.00 / 1.42	0.92	-0.59	***
11. Billing policies are reasonable.	5.91	4.40 / 1.75	1.51	6.18	4.80 / 1.61	1.38	-0.40	***	6.19	4.80 / 1.59	1.39	-0.40	***
20. The business office is open during hours which are convenient for most students.	5.72	4.47 / 1.68	1.25	6.02	5.14 / 1.48	0.88	-0.67	***	5.99	5.14 / 1.45	0.85	-0.67	***
21. The amount of student parking space on campus is adequate.	6.06	2.45 / 1.74	3.61	6.25	3.28 / 1.98	2.97	-0.83	***	6.32	3.20 / 2.00	3.12	-0.75	***
23. Living conditions in the residence halls are comfortable (adequate space, lighting, heat, air, etc.)	5.27	4.23 / 1.63	1.04	5.97	4.56 / 1.68	1.41	-0.33	***	5.92	4.51 / 1.65	1.41	-0.28	***
28. Parking lots are well-lighted and secure.	6.00	3.78 / 1.89	2.22	6.22	4.84 / 1.66	1.38	-1.06	***	6.25	4.93 / 1.59	1.32	-1.15	***
36. Security staff respond quickly in emergencies.	6.03	4.73 / 1.55	1.30	6.36	5.07 / 1.55	1.29	-0.34	***	6.39	5.20 / 1.47	1.19	-0.47	***
37. I feel a sense of pride about my campus.	5.44	4.15 / 1.77	1.29	5.86	5.21 / 1.54	0.65	-1.06	***	5.75	5.08 / 1.54	0.67	-0.93	***
38. There is an adequate selection of food available in the cafeteria.	5.59	4.09 / 1.82	1.50	5.92	4.57 / 1.78	1.35	-0.48	***	5.90	4.70 / 1.76	1.20	-0.61	***
40. Residence hall regulations are reasonable.	5.14	4.33 / 1.45	0.81	5.76	4.85 / 1.57	0.91	-0.52	***	5.74	4.90 / 1.52	0.84	-0.57	***
52. The student center is a comfortable place for students to spend their leisure time.	5.73	4.66 / 1.64	1.07	5.89	5.30 / 1.50	0.59	-0.64	***	5.88	5.39 / 1.43	0.49	-0.73	***
54. Bookstore staff are helpful.	5.82	4.71 / 1.72	1.11	5.96	5.49 / 1.44	0.47	-0.78	***	5.97	5.51 / 1.45	0.46	-0.80	***
72. On the whole, the campus is well-maintained.	6.02	4.83 / 1.63	1.19	6.30	5.60 / 1.39	0.70	-0.77	***	6.33	5.70 / 1.32	0.63	-0.87	***
88. Institution's commitment to commuters?		4.52 / 1.73			5.00 / 1.63		-0.48	***		4.94 / 1.69		-0.42	***
97. Campus appearance as factor in decision to enroll.	5.26			5.33					5.13				

Note: Importance and Satisfaction scales span seven (7) categories each. Please see accompanying survey for more detail.
* Montclair State University, Rowan University, Salisbury University, U of Alaska Anchorage, Cal State Northridge, East Stroudsburg U, Montana State U, Billings, Ohio U Lancaster, Ohio U Zanesville, U of Maryland Eastern Shore

Noel Levitz Student Satisfaction Inventory Aggregate Report for CSI, 2011
Responses of Students with Business Majors

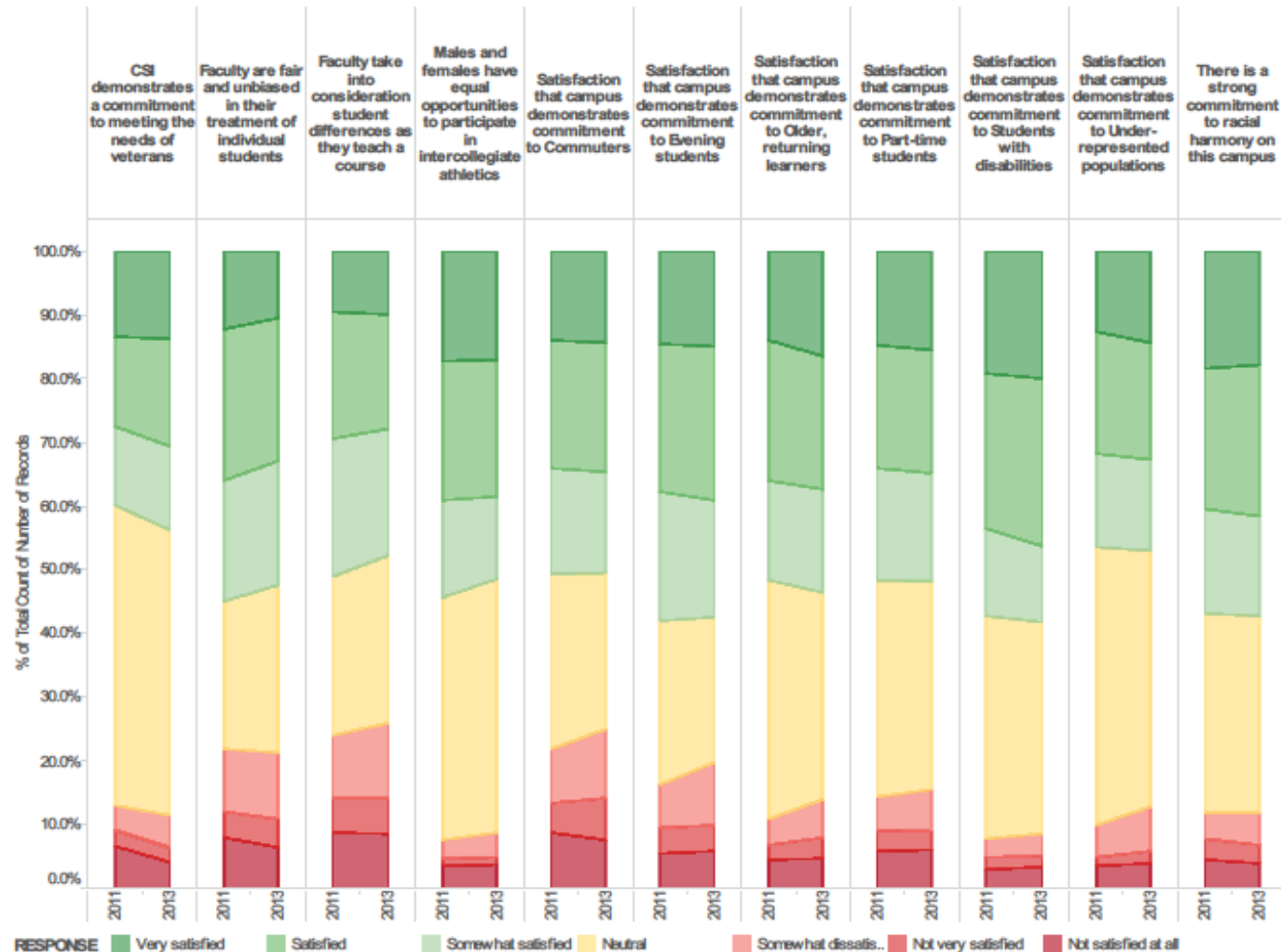| Number of Noel-Levitz Respondents	175		Majors Represented			
% of Noel-Levitz Sample	13.8		Accounting	34	Business: International Bu	2
Seniors	68		Business	23	Business: Management	51
Juniors	46		Business: Accounting	20	Business: Marketing	26
Sophomores	32		Business: Finance	12		
Freshmen	24		Business: Information Systems	1		
Other (graduate, non-degree)	5		Business: International	6		

Major Focused Items (1=lowest, 7=most positive)	Department Importance	Satisfaction	Gap	CSI Sample Importance	Satisfaction	Gap	Peer College Sample Importance	Satisfaction	Gap
The content of the courses within my major is valuable	6.2	5.1	1.1	6.3	5.0	1.3	6.6	5.5	1.1
The instruction in my major field is excellent	6.2	4.9	1.3	6.2	4.9	1.4	6.6	5.5	1.1
Academic advisor is knowledgeable about major requirements	6.2	4.7	1.5	6.3	4.8	1.6	6.6	5.6	1.0
Major requirements are clear and reasonable	5.9	4.7	1.3	6.2	4.6	1.6	6.5	5.4	1.1
Mean	6.1	4.8	1.3	6.3	4.8	1.5	6.6	5.5	1.1

Scales (1=lowest, 7=most positive)

Student Centeredness Scale (SC)	5.7	4.4	1.3	5.8	4.4	1.4	6.2	5.2	0.9
Campus Life Scale (CL)	5.1	4.3	0.8	5.4	4.4	1.0	5.7	5.0	0.7
Instructional Effectiveness Scale (IE)	5.8	4.6	1.3	6.1	4.7	1.3	6.4	5.4	1.0
Recruitment and Financial Aid Scale (RF)	5.6	4.4	1.2	5.8	4.4	1.4	6.2	4.9	1.3
Campus Support Services Scale (CS)	5.9	4.8	1.1	6.0	4.8	1.2	6.1	5.4	0.7
Academic Advising Scale (SS)	6.0	4.5	1.5	6.1	4.6	1.5	6.4	5.3	1.1
Registration Effectiveness Scale (RE)	6.0	4.4	1.6	6.0	4.3	1.7	6.3	5.1	1.2
Safety and Security Scale (SS)	6.0	4.0	2.0	6.1	4.0	2.1	6.4	4.6	1.7
Concern for the Individual Scale (CI)	5.5	4.1	1.4	5.9	4.3	1.5	6.2	5.1	1.1
Service Excellence Scale (SE)	5.6	4.3	1.3	5.8	4.3	1.5	6.1	5.1	1.0
Responsiveness to Diverse Populations Scale (RD)	---	4.7	---	---	4.7	---	---	5.2	---
Campus Climate Scale (CC)	5.7	4.4	1.4	5.8	4.4	1.4	6.2	5.2	1.0
Mean	5.7	4.4	1.3	5.9	4.5	1.5	6.2	5.1	1.1

Overall Measures (1=lowest, 7=most positive)

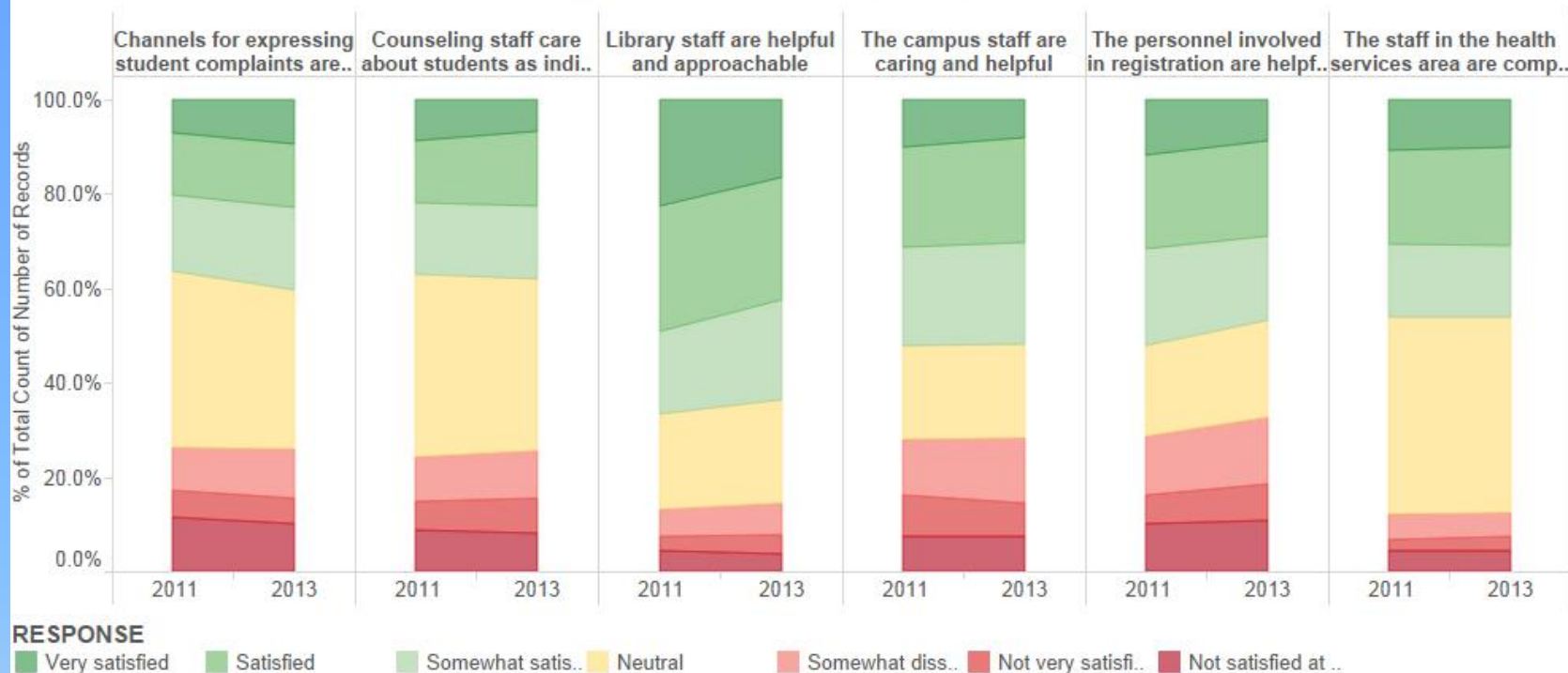|									
Has college experience (at CSI) met expectations	---	4.1	---	---	4.1	---	---	4.6	---
Overall satisfaction	---	4.4	---	---	4.5	---	---	5.3	---
Would choose CSI if had it to over again	---	4.2	---	---	4.2	---	---	5.4	---

Note: Gaps in **bold** are greater than the mean within the respective unit of analysis

Diversity Committee Request

Student Responses on the Noel Levitz Student Satisfaction Inventory Pertaining to Diversity: 2011 and 2013

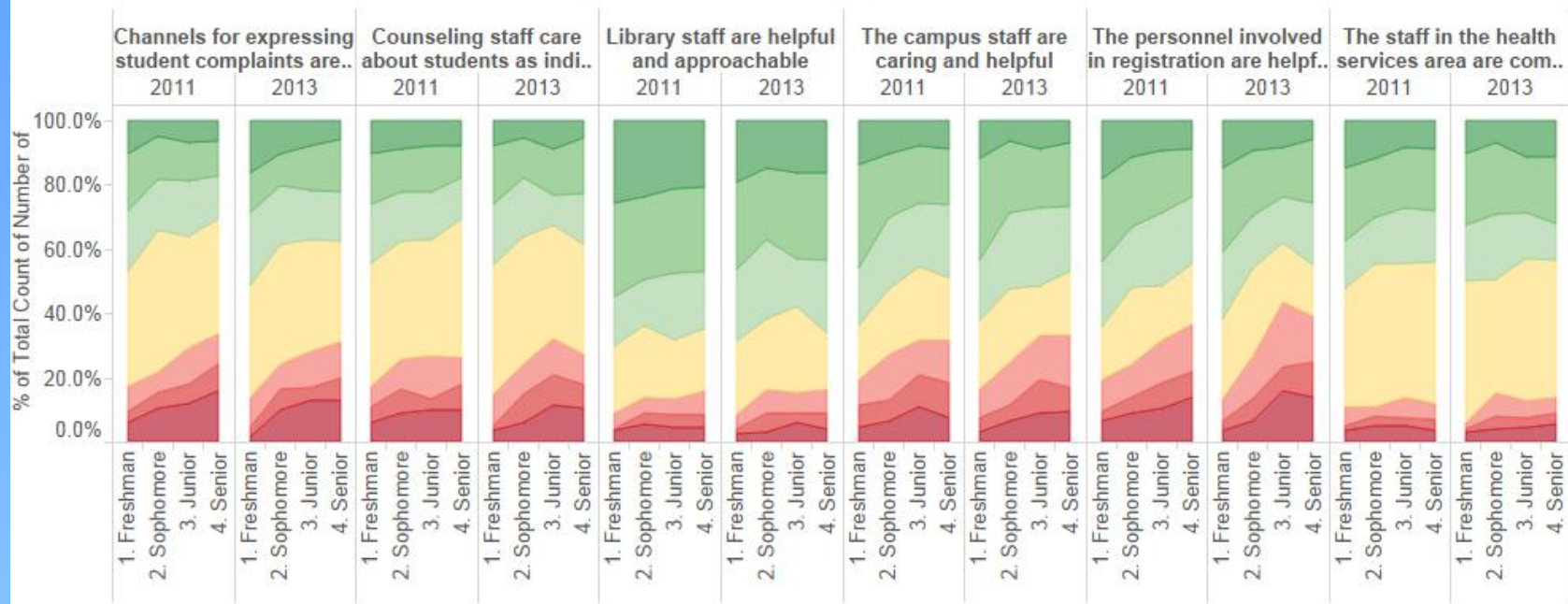# Comparison of Noel Levitz Service Excellence Items: Spring 2011 and Spring 2013

	Channels for expressing student..		Counseling staff care about student..		Library staff are helpful and approa..		The campus staff are caring and help..		The personnel involved in registra..		The staff in the health services are..	
RESPONSE	2011	2013	2011	2013	2011	2013	2011	2013	2011	2013	2011	2013
Very satisfied	7.0%	9.3%	8.6%	6.6%	22.7%	16.5%	10.0%	8.2%	11.7%	9.0%	10.8%	10.2%
Satisfied	13.2%	13.6%	13.1%	15.9%	26.7%	26.1%	21.3%	22.3%	20.1%	20.1%	19.9%	20.6%
Somewhat satisfied	16.0%	17.4%	15.3%	15.5%	17.3%	21.2%	20.9%	21.5%	20.6%	17.8%	15.6%	15.1%
Neutral	37.4%	33.9%	38.7%	36.4%	20.2%	21.7%	19.9%	19.9%	18.9%	20.5%	41.8%	41.6%
Somewhat dissatisfi..	9.0%	10.4%	9.4%	10.2%	5.6%	6.8%	11.7%	13.7%	12.4%	14.2%	5.1%	4.9%
Not very satisfied	6.0%	5.3%	6.0%	7.2%	3.1%	3.9%	8.7%	7.1%	6.1%	7.5%	2.6%	3.1%
Not satisfied at all	11.3%	10.1%	8.8%	8.2%	4.4%	3.8%	7.4%	7.4%	10.2%	10.9%	4.2%	4.4%

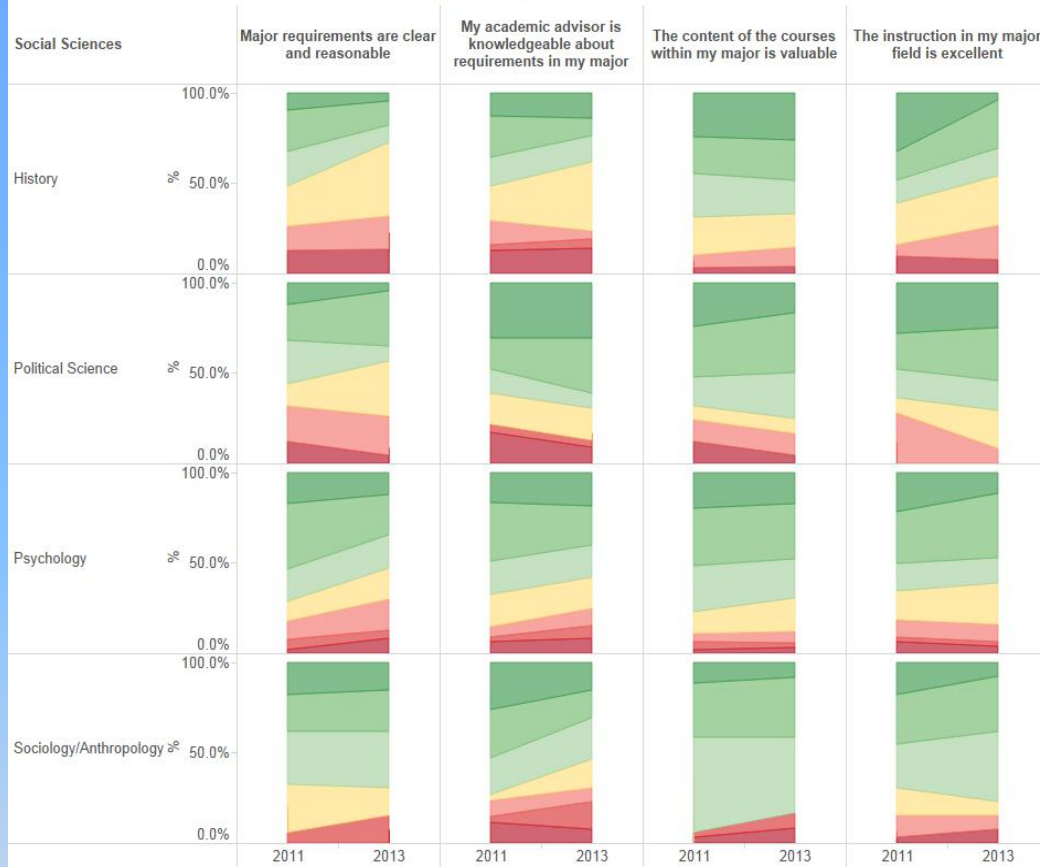# Comparison of Noel Levitz Service Excellence Items: Spring 2011 and Spring 2013

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RESPONSE	2011	2013	2011	2013	2011	2013	2011	2013	2011	2013	2011	2013
Very satisfied	7.0%	9.3%	8.6%	6.6%	22.7%	16.5%	10.0%	8.2%	11.7%	9.0%	10.8%	10.2%
Satisfied	13.2%	13.6%	13.1%	15.9%	26.7%	26.1%	21.3%	22.3%	20.1%	20.1%	19.9%	20.6%
Somewhat satisfied	16.0%	17.4%	15.3%	15.5%	17.3%	21.2%	20.9%	21.5%	20.6%	17.8%	15.6%	15.1%
Neutral	37.4%	33.9%	38.7%	36.4%	20.2%	21.7%	19.9%	19.9%	18.9%	20.5%	41.8%	41.6%
Somewhat dissatisfi..	9.0%	10.4%	9.4%	10.2%	5.6%	6.8%	11.7%	13.7%	12.4%	14.2%	5.1%	4.9%
Not very satisfied	6.0%	5.3%	6.0%	7.2%	3.1%	3.9%	8.7%	7.1%	6.1%	7.5%	2.6%	3.1%
Not satisfied at all	11.3%	10.1%	8.8%	8.2%	4.4%	3.8%	7.4%	7.4%	10.2%	10.9%	4.2%	4.4%

Dashboards By Department

Noel Levitz Global Items Spring 2011-Spring 2013

RESPONSE	It is an enjoyable experience to be a student on this camp.. 2011	2013	Most students feel a sense of belonging here 2011	2013	Students are made to feel welcome on this campus 2011	2013	This institution shows concern for students as indi.. 2011	2013
Very satisfied	9.8%	8.9%	9.9%	9.4%	12.0%	10.7%	8.7%	8.0%
Satisfied	18.3%	17.9%	17.5%	19.1%	20.3%	20.4%	17.5%	17.4%
Somewhat satisfied	21.7%	21.1%	17.0%	17.3%	20.5%	20.5%	21.2%	19.2%
Neutral	25.3%	25.2%	32.8%	31.4%	27.2%	26.1%	23.5%	28.4%
Somewhat dissati..	10.2%	10.2%	9.4%	9.7%	8.7%	10.4%	13.1%	12.2%
Not very satisfied	5.1%	6.9%	6.8%	6.2%	4.7%	5.5%	5.7%	6.4%
Not satisfied at all	9.6%	9.8%	6.4%	6.8%	6.6%	6.4%	10.5%	8.5%

Satisfaction Across All NLSSI Items: Spring 2011 and Spring 2013

RESPONSE

Very satisfied | Somewhat satisfied | Satisfied | Neutral | Somewhat dissatis.. | Not very satisfied | Not satisfied at all