# University of Northwestern - St. Paul Student Satisfaction Inventory Results 2017

# Strategic Planning Overview Strengths and Challenges

#### **Strengths**

- 16. The instruction in my major field is excellent.
- 68. Nearly all of the faculty are knowledgeable in their field.
- 39. I am able to experience intellectual growth here.
- 7. The campus is safe and secure for all students.
- 33. My academic advisor is knowledgeable about requirements in my major.
- 75. Campus item: My understanding of God is being strengthened by classroom and/or campus experiences.
- 77. Campus item: Males and females are treated with equal respect on this campus.
- 2. The campus staff are caring and helpful.
- 41. There is a commitment to academic excellence on this campus.
- 59. This institution shows concern for students as individuals.
- 14. My academic advisor is concerned about my success as an individual.
- 69. There is a good variety of courses provided on this campus.
- 51. This institution has a good reputation within the community.
- 22. Counseling staff care about students as individuals.
- 72. On the whole, the campus is well-maintained.
- 78. Campus item: This campus provides adequate opportunities for involvement in ministry.
- 15. The staff in the health services area are competent.

#### **Challenges**

- 8. The content of the courses within my major is valuable.
- 66. Tuition paid is a worthwhile investment.
- 83. Campus item: I feel a sense of belonging at the University of Northwestern.
- 34. I am able to register for classes I need with few conflicts.
- 36. Security staff respond quickly in emergencies.
- 17. Adequate financial aid is available for most students.
- 23. Living conditions in the residence halls are comfortable (adequate space, lighting, heat, air, etc.)
- 80. Campus item: I feel safe to question ideas expressed by others in the classroom.
- 1. Most students feel a sense of belonging here.
- 47. Faculty provide timely feedback about student progress in a course.

# Strategic Planning Overview Trends

#### **Higher Satisfaction vs. Dec 2015**

7. The campus is safe and secure for all students.

#### **Lower Satisfaction vs. Dec 2015**

66. Tuition paid is a worthwhile investment.

#### **Higher Importance vs. Dec 2015**

78. Campus item: This campus provides adequate opportunities for involvement in ministry.

**Scales: In Order of Importance** 

|                                       | Nov 2017   |                   |                 |            | Mean<br>Difference |                 |       |
|---------------------------------------|------------|-------------------|-----------------|------------|--------------------|-----------------|-------|
| Scale                                 | Importance | Satisfaction / SD | Performance Gap | Importance | Satisfaction / SD  | Performance Gap |       |
| Instructional Effectiveness           | 6.45       | 5.77 / 0.85       | 0.68            | 6.46       | 5.78 / 0.82        | 0.68            | -0.01 |
| Academic Advising                     | 6.42       | 5.78 / 1.08       | 0.64            | 6.39       | 5.85 / 1.06        | 0.54            | -0.07 |
| Student Centeredness                  | 6.39       | 5.68 / 1.04       | 0.71            | 6.41       | 5.75 / 0.93        | 0.66            | -0.07 |
| Concern for the Individual            | 6.37       | 5.81 / 0.92       | 0.56            | 6.36       | 5.82 / 0.92        | 0.54            | -0.01 |
| Campus Climate                        | 6.29       | 5.57 / 0.97       | 0.72            | 6.28       | 5.65 / 0.87        | 0.63            | -0.08 |
| Safety and Security                   | 6.27       | 4.93 / 1.04       | 1.34            | 6.23       | 5.07 / 1.11        | 1.16            | -0.14 |
| Recruitment and Financial Aid         | 6.24       | 5.53 / 1.04       | 0.71            | 6.21       | 5.53 / 1.02        | 0.68            | 0.00  |
| Service Excellence                    | 6.10       | 5.61 / 0.93       | 0.49            | 6.04       | 5.66 / 0.82        | 0.38            | -0.05 |
| Registration Effectiveness            | 6.08       | 5.50 / 0.93       | 0.58            | 6.11       | 5.63 / 0.94        | 0.48            | -0.13 |
| Campus Support Services               | 5.95       | 5.88 / 0.90       | 0.07            | 5.84       | 5.85 / 0.84        | -0.01           | 0.03  |
| Campus Life                           | 5.90       | 5.26 / 1.04       | 0.64            | 5.84       | 5.35 / 0.90        | 0.49            | -0.09 |
| Responsiveness to Diverse Populations |            | 5.60 / 1.27       |                 |            | 5.54 / 1.11        |                 | 0.06  |

<sup>\*</sup> Difference statistically significant at the .05 level

<sup>\*\*</sup> Difference statistically significant at the .01 level \*\*\* Difference statistically significant at the .001 level

|  |            | Nov 2017          |                 |            | Dec 2015          |                 | Mean<br>Difference |
|--|------------|-------------------|-----------------|------------|-------------------|-----------------|--------------------|
| Item   | Importance | Satisfaction / SD | Performance Gap | Importance | Satisfaction / SD | Performance Gap |                    |
| 8. The content of the courses within my major is valuable.   | 6.71       | 5.81 / 1.14       | 0.90            | 6.75       | 5.77 / 1.01       | 0.98            | 0.04               |
| 16. The instruction in my major field is excellent.  | 6.68       | 5.87 / 1.19       | 0.81            | 6.68       | 5.89 / 1.14       | 0.79            | -0.02              |
| 68. Nearly all of the faculty are knowledgeable in their field.  | 6.66       | 6.24 / 0.99       | 0.42            | 6.70       | 6.18 / 0.99       | 0.52            | 0.06               |
| 7. The campus is safe and secure for all students.   | 6.62       | 5.99 / 1.29       | 0.63            | 6.53       | 5.66 / 1.34       | 0.87            | 0.33 **            |
| 39. I am able to experience intellectual growth here.  | 6.62       | 6.09 / 1.17       | 0.53            | 6.59       | 6.12 / 0.99       | 0.47            | -0.03              |
| 58. The quality of instruction I receive in most of my classes is excellent.                           | 6.62       | 5.84 / 1.14       | 0.78            | 6.63       | 5.79 / 1.09       | 0.84            | 0.05               |
| 33. My academic advisor is knowledgeable about requirements in my major.                               | 6.58       | 6.09 / 1.22       | 0.49            | 6.63       | 6.10 / 1.26       | 0.53            | -0.01              |
| 29. It is an enjoyable experience to be a student on this campus.                                      | 6.57       | 5.77 / 1.45       | 0.80            | 6.63       | 5.90 / 1.27       | 0.73            | -0.13              |
| 75. Campus item: My understanding of God is being strengthened by classroom and/or campus experiences. | 6.57       | 6.02 / 1.42       | 0.55            | 6.58       | 5.97 / 1.23       | 0.61            | 0.05               |
| 77. Campus item: Males and females are treated with equal respect on this campus.                      | 6.56       | 6.12 / 1.28       | 0.44            | 6.56       | 6.12 / 1.15       | 0.44            | 0.00               |
| 2. The campus staff are caring and helpful.  | 6.52       | 5.92 / 1.04       | 0.60            | 6.53       | 6.05 / 0.98       | 0.48            | -0.13              |
| 66. Tuition paid is a worthwhile investment.   | 6.52       | 4.94 / 1.56       | 1.58            | 6.73       | 5.30 / 1.43       | 1.43            | -0.36 **           |
| 6. My academic advisor is approachable.  | 6.51       | 5.86 / 1.41       | 0.65            | 6.46       | 5.90 / 1.38       | 0.56            | -0.04              |
| 41. There is a commitment to academic excellence on this campus.                                       | 6.51       | 6.02 / 1.13       | 0.49            | 6.50       | 6.01 / 1.10       | 0.49            | 0.01               |
| 59. This institution shows concern for students as individuals.  | 6.51       | 5.89 / 1.27       | 0.62            | 6.56       | 5.92 / 1.26       | 0.64            | -0.03              |

<sup>\*</sup> Difference statistically significant at the .05 level

<sup>\*\*</sup> Difference statistically significant at the .01 level \*\*\* Difference statistically significant at the .001 level

|  |            | Nov 2017          |                 |            | Dec 2015          |                 | Mean<br>Difference |
|--|------------|-------------------|-----------------|------------|-------------------|-----------------|--------------------|
| Item   | Importance | Satisfaction / SD | Performance Gap | Importance | Satisfaction / SD | Performance Gap |                    |
| 74. Campus item: Being on this campus is contributing to my spiritual growth.                                      | 6.51       | 5.76 / 1.60       | 0.75            | 6.62       | 5.81 / 1.31       | 0.81            | -0.05              |
| 45. Students are made to feel welcome on this campus.  | 6.50       | 5.81 / 1.33       | 0.69            | 6.49       | 5.92 / 1.23       | 0.57            | -0.11              |
| 83. Campus item: I feel a sense of belonging at the University of Northwestern.                                    | 6.50       | 5.62 / 1.69       | 0.88            | 6.53       | 5.60 / 1.55       | 0.93            | 0.02               |
| 55. Major requirements are clear and reasonable.   | 6.49       | 5.84 / 1.26       | 0.65            | 6.48       | 5.93 / 1.07       | 0.55            | -0.09              |
| 34. I am able to register for classes I need with few conflicts.   | 6.48       | 5.58 / 1.37       | 0.90            | 6.56       | 5.67 / 1.35       | 0.89            | -0.09              |
| 36. Security staff respond quickly in emergencies.   | 6.48       | 5.57 / 1.57       | 0.91            | 6.47       | 5.60 / 1.44       | 0.87            | -0.03              |
| 14. My academic advisor is concerned about my success as an individual.  | 6.47       | 5.87 / 1.36       | 0.60            | 6.42       | 5.88 / 1.29       | 0.54            | -0.01              |
| 79. Campus item: Given where I am spiritually right now, this campus is a good "fit" for me.                       | 6.46       | 5.75 / 1.62       | 0.71            | 6.45       | 5.90 / 1.40       | 0.55            | -0.15              |
| 17. Adequate financial aid is available for most students.   | 6.44       | 5.03 / 1.55       | 1.41            | 6.54       | 5.02 / 1.49       | 1.52            | 0.01               |
| 25. Faculty are fair and unbiased in their treatment of individual students.                                       | 6.44       | 5.60 / 1.30       | 0.84            | 6.38       | 5.64 / 1.30       | 0.74            | -0.04              |
| 23. Living conditions in the residence halls are comfortable (adequate space, lighting, heat, air, etc.)           | 6.42       | 5.52 / 1.35       | 0.90            | 6.48       | 5.75 / 1.32       | 0.73            | -0.23              |
| 69. There is a good variety of courses provided on this campus.  | 6.42       | 5.90 / 1.23       | 0.52            | 6.52       | 5.91 / 1.05       | 0.61            | -0.01              |
| 76. Campus item: Faculty, administrators, and/or staff are helpful to me in processing issues related to my faith. | 6.40       | 5.65 / 1.55       | 0.75            | 6.42       | 5.71 / 1.39       | 0.71            | -0.06              |
| 61. Adjunct faculty are competent as classroom instructors.  | 6.38       | 5.86 / 1.28       | 0.52            | 6.35       | 5.62 / 1.52       | 0.73            | 0.24               |
| 3. Faculty care about me as an individual.   | 6.37       | 5.82 / 1.19       | 0.55            | 6.36       | 5.87 / 1.15       | 0.49            | -0.05              |

<sup>\*</sup> Difference statistically significant at the .05 level

<sup>\*\*</sup> Difference statistically significant at the .01 level \*\*\* Difference statistically significant at the .001 level

|   |            | Nov 2017          |                 |            |                   | Mean<br>Difference |       |
|---|------------|-------------------|-----------------|------------|-------------------|--------------------|-------|
| Item  | Importance | Satisfaction / SD | Performance Gap | Importance | Satisfaction / SD | Performance Gap    |       |
| 80. Campus item: I feel safe to question ideas expressed by others in the classroom.                                      | 6.36       | 5.38 / 1.64       | 0.98            | 6.36       | 5.43 / 1.56       | 0.93               | -0.05 |
| Most students feel a sense of belonging here.   | 6.35       | 5.28 / 1.36       | 1.07            | 6.36       | 5.30 / 1.26       | 1.06               | -0.02 |
| 51. This institution has a good reputation within the community.  | 6.35       | 6.15 / 1.13       | 0.20            | 6.40       | 6.28 / 0.88       | 0.12               | -0.13 |
| 12. Financial aid awards are announced to students in time to be helpful in college planning.                             | 6.30       | 5.58 / 1.36       | 0.72            | 6.32       | 5.56 / 1.33       | 0.76               | 0.02  |
| 22. Counseling staff care about students as individuals.  | 6.29       | 6.02 / 1.27       | 0.27            | 6.27       | 5.97 / 1.19       | 0.30               | 0.05  |
| 72. On the whole, the campus is well-maintained.  | 6.29       | 6.42 / 0.92       | -0.13           | 6.17       | 6.33 / 0.85       | -0.16              | 0.09  |
| 78. Campus item: This campus provides adequate opportunities for involvement in ministry.                                 | 6.29       | 5.97 / 1.23       | 0.32            | 6.13       | 5.95 / 1.10       | 0.18               | 0.02  |
| 91. Financial aid as factor in decision to enroll.  | 6.28       |                   |                 | 6.34       |                   |                    |       |
| 65. Faculty are usually available after class and during office hours.  | 6.27       | 5.80 / 1.24       | 0.47            | 6.28       | 5.73 / 1.20       | 0.55               | 0.07  |
| 15. The staff in the health services area are competent.  | 6.26       | 5.99 / 1.21       | 0.27            | 6.14       | 5.95 / 1.16       | 0.19               | 0.04  |
| 47. Faculty provide timely feedback about student progress in a course.   | 6.26       | 4.97 / 1.47       | 1.29            | 6.34       | 5.18 / 1.32       | 1.16               | -0.21 |
| 81. Campus item: I feel safe to engage in discussions on challenging topics with other students outside of the classroom. | 6.25       | 5.69 / 1.46       | 0.56            | 6.32       | 5.65 / 1.36       | 0.67               | 0.04  |
| 49. There are adequate services to help me decide upon a career.  | 6.23       | 5.84 / 1.16       | 0.39            | 6.13       | 5.97 / 1.13       | 0.16               | -0.13 |
| 5. Financial aid counselors are helpful.  | 6.22       | 5.50 / 1.36       | 0.72            | 6.25       | 5.54 / 1.36       | 0.71               | -0.04 |
| 63. Student disciplinary procedures are fair.   | 6.22       | 5.39 / 1.58       | 0.83            | 6.15       | 5.55 / 1.42       | 0.60               | -0.16 |

<sup>\*</sup> Difference statistically significant at the .05 level

<sup>\*\*</sup> Difference statistically significant at the .01 level \*\*\* Difference statistically significant at the .001 level

|  |            | Nov 2017          |                 |            | Dec 2015          |                 | Mean<br>Difference |
|--|------------|-------------------|-----------------|------------|-------------------|-----------------|--------------------|
| Item   | Importance | Satisfaction / SD | Performance Gap | Importance | Satisfaction / SD | Performance Gap |                    |
| 44. Academic support services adequately meet the needs of students.   | 6.21       | 5.83 / 1.17       | 0.38            | 6.18       | 5.86 / 1.12       | 0.32            | -0.03              |
| 67. Freedom of expression is protected on campus.  | 6.21       | 5.21 / 1.69       | 1.00            | 6.13       | 5.37 / 1.51       | 0.76            | -0.16              |
| 48. Admissions counselors accurately portray the campus in their recruiting practices.   | 6.20       | 5.47 / 1.43       | 0.73            | 6.17       | 5.68 / 1.27       | 0.49            | -0.21              |
| 4. Admissions staff are knowledgeable.   | 6.17       | 5.76 / 1.19       | 0.41            | 6.15       | 5.70 / 1.18       | 0.45            | 0.06               |
| 38. There is an adequate selection of food available in the cafeteria.   | 6.17       | 4.94 / 1.61       | 1.23            | 6.13       | 5.05 / 1.47       | 1.08            | -0.11              |
| 73. Student activities fees are put to good use.   | 6.17       | 4.64 / 1.77       | 1.53            | 6.16       | 5.13 / 1.45       | 1.03            | -0.49 **           |
| 70. Graduate teaching assistants are competent as classroom instructors.   | 6.16       | 5.78 / 1.27       | 0.38            | 6.12       | 5.78 / 1.27       | 0.34            | 0.00               |
| 82. Campus item: There is a strong commitment to think critically about my own and other cultures at the University of Northwestern. | 6.16       | 5.66 / 1.50       | 0.50            | 6.21       | 5.62 / 1.31       | 0.59            | 0.04               |
| 30. Residence hall staff are concerned about me as an individual.  | 6.13       | 5.75 / 1.50       | 0.38            | 6.16       | 5.69 / 1.31       | 0.47            | 0.06               |
| 53. Faculty take into consideration student differences as they teach a course.  | 6.13       | 5.25 / 1.43       | 0.88            | 6.15       | 5.34 / 1.41       | 0.81            | -0.09              |
| 18. Library resources and services are adequate.   | 6.12       | 5.89 / 1.14       | 0.23            | 6.06       | 5.87 / 1.12       | 0.19            | 0.02               |
| 64. New student orientation services help students adjust to college.  | 6.11       | 5.24 / 1.65       | 0.87            | 6.10       | 5.50 / 1.43       | 0.60            | -0.26              |
| 27. The personnel involved in registration are helpful.  | 6.10       | 5.83 / 1.21       | 0.27            | 6.14       | 5.91 / 1.07       | 0.23            | -0.08              |
| 62. There is a strong commitment to racial harmony on this campus.   | 6.10       | 5.36 / 1.58       | 0.74            | 6.00       | 5.61 / 1.23       | 0.39            | -0.25              |

<sup>\*</sup> Difference statistically significant at the .05 level

<sup>\*\*</sup> Difference statistically significant at the .01 level \*\*\* Difference statistically significant at the .001 level

|   |            | Nov 2017          |                 |            | Dec 2015          |                 | Mean<br>Difference |
|---|------------|-------------------|-----------------|------------|-------------------|-----------------|--------------------|
| Item  | Importance | Satisfaction / SD | Performance Gap | Importance | Satisfaction / SD | Performance Gap |                    |
| 35. The assessment and course placement procedures are reasonable.                          | 6.08       | 5.77 / 1.16       | 0.31            | 6.16       | 5.71 / 1.23       | 0.45            | 0.06               |
| 43. Admissions counselors respond to prospective students' unique needs and requests.       | 6.08       | 5.87 / 1.26       | 0.21            | 5.80       | 5.73 / 1.30       | 0.07            | 0.14               |
| 11. Billing policies are reasonable.  | 6.07       | 4.70 / 1.59       | 1.37            | 6.15       | 5.11 / 1.51       | 1.04            | -0.41 **           |
| 32. Tutoring services are readily available.  | 6.07       | 5.84 / 1.37       | 0.23            | 5.92       | 5.88 / 1.06       | 0.04            | -0.04              |
| 92. Academic reputation as factor in decision to enroll.                                    | 6.06       |                   |                 | 6.12       |                   |                 |                    |
| 21. The amount of student parking space on campus is adequate.                              | 6.04       | 2.80 / 1.63       | 3.24            | 6.08       | 3.52 / 1.64       | 2.56            | -0.72 ***          |
| 71. Channels for expressing student complaints are readily available.                       | 6.04       | 4.88 / 1.73       | 1.16            | 5.97       | 5.03 / 1.55       | 0.94            | -0.15              |
| 19. My academic advisor helps me set goals to work toward.                                  | 6.02       | 5.23 / 1.64       | 0.79            | 5.95       | 5.45 / 1.46       | 0.50            | -0.22              |
| 90. Cost as factor in decision to enroll.   | 6.02       |                   |                 | 6.09       |                   |                 | '                  |
| 50. Class change (drop/add) policies are reasonable.  | 6.01       | 5.95 / 1.12       | 0.06            | 5.97       | 6.07 / 1.05       | -0.10           | -0.12              |
| 40. Residence hall regulations are reasonable.  | 5.98       | 4.69 / 1.86       | 1.29            | 6.10       | 5.21 / 1.60       | 0.89            | -0.52 **           |
| 60. I generally know what's happening on campus.  | 5.97       | 5.11 / 1.62       | 0.86            | 5.93       | 5.18 / 1.40       | 0.75            | -0.07              |
| 28. Parking lots are well-lighted and secure.   | 5.96       | 5.51 / 1.37       | 0.45            | 5.84       | 5.58 / 1.32       | 0.26            | -0.07              |
| 31. Males and females have equal opportunities to participate in intercollegiate athletics. | 5.95       | 6.16 / 1.21       | -0.21           | 5.49       | 5.99 / 1.14       | -0.50           | 0.17               |
| 37. I feel a sense of pride about my campus.  | 5.94       | 5.67 / 1.62       | 0.27            | 5.83       | 5.71 / 1.38       | 0.12            | -0.04              |
| 46. I can easily get involved in campus organizations.                                      | 5.89       | 5.43 / 1.48       | 0.46            | 5.97       | 5.51 / 1.37       | 0.46            | -0.08              |

<sup>\*</sup> Difference statistically significant at the .05 level

<sup>\*\*</sup> Difference statistically significant at the .01 level \*\*\* Difference statistically significant at the .001 level

|  | Nov 2017   |                   |                 |            | Mean<br>Difference |                 |          |
|--|------------|-------------------|-----------------|------------|--------------------|-----------------|----------|
| Item   | Importance | Satisfaction / SD | Performance Gap | Importance | Satisfaction / SD  | Performance Gap |          |
| 10. Administrators are approachable to students.   | 5.88       | 5.38 / 1.28       | 0.50            | 5.87       | 5.44 / 1.21        | 0.43            | -0.06    |
| 57. I seldom get the "run-around" when seeking information on this campus.               | 5.87       | 5.22 / 1.54       | 0.65            | 5.85       | 5.35 / 1.49        | 0.50            | -0.13    |
| 52. The student center is a comfortable place for students to spend their leisure time.  | 5.80       | 5.62 / 1.45       | 0.18            | 5.65       | 5.53 / 1.35        | 0.12            | 0.09     |
| 13. Library staff are helpful and approachable.  | 5.74       | 6.03 / 1.14       | -0.29           | 5.50       | 5.84 / 1.12        | -0.34           | 0.19     |
| 26. Computer labs are adequate and accessible.   | 5.68       | 5.83 / 1.26       | -0.15           | 5.68       | 5.79 / 1.16        | -0.11           | 0.04     |
| 20. The business office is open during hours which are convenient for most students.     | 5.67       | 5.46 / 1.32       | 0.21            | 5.68       | 5.40 / 1.23        | 0.28            | 0.06     |
| 54. Bookstore staff are helpful.   | 5.61       | 5.85 / 1.21       | -0.24           | 5.48       | 5.71 / 1.24        | -0.23           | 0.14     |
| 56. The student handbook provides helpful information about campus life.                 | 5.58       | 5.46 / 1.44       | 0.12            | 5.41       | 5.44 / 1.26        | -0.03           | 0.02     |
| 93. Size of institution as factor in decision to enroll.                                 | 5.51       |                   |                 | 5.45       |                    |                 |          |
| 96. Geographic setting as factor in decision to enroll.                                  | 5.51       |                   |                 | 5.47       |                    |                 |          |
| 24. The intercollegiate athletic programs contribute to a strong sense of school spirit. | 5.50       | 5.19 / 1.53       | 0.31            | 5.25       | 5.40 / 1.34        | -0.15           | -0.21    |
| 98. Personalized attention prior to enrollment as factor in decision to enroll.          | 5.50       |                   |                 | 5.59       |                    |                 |          |
| 97. Campus appearance as factor in decision to enroll.                                   | 5.43       |                   |                 | 5.26       |                    |                 |          |
| 42. There are a sufficient number of weekend activities for students.                    | 5.39       | 4.46 / 1.81       | 0.93            | 5.60       | 3.88 / 1.78        | 1.72            | 0.58 *** |

<sup>\*</sup> Difference statistically significant at the .05 level

<sup>\*\*</sup> Difference statistically significant at the .01 level \*\*\* Difference statistically significant at the .001 level

|  | Nov 2017   |                   |                 |            | Mean<br>Difference |                 |       |
|--|------------|-------------------|-----------------|------------|--------------------|-----------------|-------|
| Item   | Importance | Satisfaction / SD | Performance Gap | Importance | Satisfaction / SD  | Performance Gap |       |
| 95. Recommendations from family/friends as factor in decision to enroll. | 5.34       |                   |                 | 4.94       |                    |                 | '     |
| 9. A variety of intramural activities are offered.                       | 5.06       | 5.38 / 1.49       | -0.32           | 4.92       | 5.44 / 1.21        | -0.52           | -0.06 |
| 94. Opportunity to play sports as factor in decision to enroll.          | 3.88       |                   |                 | 3.14       |                    |                 |       |
| 84. Institution's commitment to part-time students?                      |            | 5.60 / 1.37       |                 |            | 5.44 / 1.23        |                 | 0.16  |
| 85. Institution's commitment to evening students?                        |            | 5.51 / 1.35       |                 |            | 5.46 / 1.24        |                 | 0.05  |
| 86. Institution's commitment to older, returning learners?               |            | 5.59 / 1.30       |                 |            | 5.51 / 1.34        |                 | 0.08  |
| 87. Institution's commitment to under-represented populations?           |            | 5.47 / 1.51       |                 |            | 5.60 / 1.27        |                 | -0.13 |
| 88. Institution's commitment to commuters?                               |            | 5.52 / 1.46       |                 |            | 5.34 / 1.44        |                 | 0.18  |
| 89. Institution's commitment to students with disabilities?              |            | 5.89 / 1.36       |                 |            | 5.87 / 1.31        |                 | 0.02  |

<sup>\*</sup> Difference statistically significant at the .05 level

<sup>\*\*</sup> Difference statistically significant at the .01 level \*\*\* Difference statistically significant at the .001 level

Scales: In Order With Items That Make Up the Scale - Academic Advising

|  |            | Nov 2017          |                 |            | Mean<br>Difference |                 |       |
|--|------------|-------------------|-----------------|------------|--------------------|-----------------|-------|
| Scale/Item   | Importance | Satisfaction / SD | Performance Gap | Importance | Satisfaction / SD  | Performance Gap |       |
| ACADEMIC ADVISING  | 6.42       | 5.78 / 1.08       | 0.64            | 6.39       | 5.85 / 1.06        | 0.54            | -0.07 |
| 6. My academic advisor is approachable.                                  | 6.51       | 5.86 / 1.41       | 0.65            | 6.46       | 5.90 / 1.38        | 0.56            | -0.04 |
| 14. My academic advisor is concerned about my success as an individual.  | 6.47       | 5.87 / 1.36       | 0.60            | 6.42       | 5.88 / 1.29        | 0.54            | -0.01 |
| 19. My academic advisor helps me set goals to work toward.               | 6.02       | 5.23 / 1.64       | 0.79            | 5.95       | 5.45 / 1.46        | 0.50            | -0.22 |
| 33. My academic advisor is knowledgeable about requirements in my major. | 6.58       | 6.09 / 1.22       | 0.49            | 6.63       | 6.10 / 1.26        | 0.53            | -0.01 |
| 55. Major requirements are clear and reasonable.                         | 6.49       | 5.84 / 1.26       | 0.65            | 6.48       | 5.93 / 1.07        | 0.55            | -0.09 |

<sup>\*</sup> Difference statistically significant at the .05 level

<sup>\*\*</sup> Difference statistically significant at the .01 level \*\*\* Difference statistically significant at the .001 level

Scales: In Order With Items That Make Up the Scale - Campus Climate

|  |            | Nov 2017          |                 |            | Dec 2015          |                 | Mean<br>Difference |
|--|------------|-------------------|-----------------|------------|-------------------|-----------------|--------------------|
| Scale/Item   | Importance | Satisfaction / SD | Performance Gap | Importance | Satisfaction / SD | Performance Gap |                    |
| CAMPUS CLIMATE   | 6.29       | 5.57 / 0.97       | 0.72            | 6.28       | 5.65 / 0.87       | 0.63            | -0.08              |
| Most students feel a sense of belonging here.                              | 6.35       | 5.28 / 1.36       | 1.07            | 6.36       | 5.30 / 1.26       | 1.06            | -0.02              |
| 2. The campus staff are caring and helpful.                                | 6.52       | 5.92 / 1.04       | 0.60            | 6.53       | 6.05 / 0.98       | 0.48            | -0.13              |
| 3. Faculty care about me as an individual.                                 | 6.37       | 5.82 / 1.19       | 0.55            | 6.36       | 5.87 / 1.15       | 0.49            | -0.05              |
| 7. The campus is safe and secure for all students.                         | 6.62       | 5.99 / 1.29       | 0.63            | 6.53       | 5.66 / 1.34       | 0.87            | 0.33 **            |
| 10. Administrators are approachable to students.                           | 5.88       | 5.38 / 1.28       | 0.50            | 5.87       | 5.44 / 1.21       | 0.43            | -0.06              |
| 29. It is an enjoyable experience to be a student on this campus.          | 6.57       | 5.77 / 1.45       | 0.80            | 6.63       | 5.90 / 1.27       | 0.73            | -0.13              |
| 37. I feel a sense of pride about my campus.                               | 5.94       | 5.67 / 1.62       | 0.27            | 5.83       | 5.71 / 1.38       | 0.12            | -0.04              |
| 41. There is a commitment to academic excellence on this campus.           | 6.51       | 6.02 / 1.13       | 0.49            | 6.50       | 6.01 / 1.10       | 0.49            | 0.01               |
| 45. Students are made to feel welcome on this campus.                      | 6.50       | 5.81 / 1.33       | 0.69            | 6.49       | 5.92 / 1.23       | 0.57            | -0.11              |
| 51. This institution has a good reputation within the community.           | 6.35       | 6.15 / 1.13       | 0.20            | 6.40       | 6.28 / 0.88       | 0.12            | -0.13              |
| 57. I seldom get the "run-around" when seeking information on this campus. | 5.87       | 5.22 / 1.54       | 0.65            | 5.85       | 5.35 / 1.49       | 0.50            | -0.13              |
| 59. This institution shows concern for students as individuals.            | 6.51       | 5.89 / 1.27       | 0.62            | 6.56       | 5.92 / 1.26       | 0.64            | -0.03              |
| 60. I generally know what's happening on campus.                           | 5.97       | 5.11 / 1.62       | 0.86            | 5.93       | 5.18 / 1.40       | 0.75            | -0.07              |
| 62. There is a strong commitment to racial harmony on this campus.         | 6.10       | 5.36 / 1.58       | 0.74            | 6.00       | 5.61 / 1.23       | 0.39            | -0.25              |
| 66. Tuition paid is a worthwhile investment.                               | 6.52       | 4.94 / 1.56       | 1.58            | 6.73       | 5.30 / 1.43       | 1.43            | -0.36 **           |

<sup>\*</sup> Difference statistically significant at the .05 level

<sup>\*\*</sup> Difference statistically significant at the .01 level \*\*\* Difference statistically significant at the .001 level

Scales: In Order With Items That Make Up the Scale - Campus Climate

|   |            | Nov 2017          |                 |            | Mean<br>Difference |                 |       |
|---|------------|-------------------|-----------------|------------|--------------------|-----------------|-------|
| Scale/Item  | Importance | Satisfaction / SD | Performance Gap | Importance | Satisfaction / SD  | Performance Gap |       |
| 67. Freedom of expression is protected on campus.                     | 6.21       | 5.21 / 1.69       | 1.00            | 6.13       | 5.37 / 1.51        | 0.76            | -0.16 |
| 71. Channels for expressing student complaints are readily available. | 6.04       | 4.88 / 1.73       | 1.16            | 5.97       | 5.03 / 1.55        | 0.94            | -0.15 |

<sup>\*</sup> Difference statistically significant at the .05 level

<sup>\*\*</sup> Difference statistically significant at the .01 level \*\*\* Difference statistically significant at the .001 level

Scales: In Order With Items That Make Up the Scale - Campus Life

|  |            | Nov 2017          |                 |            | Dec 2015          |                 | Mean<br>Difference |
|--|------------|-------------------|-----------------|------------|-------------------|-----------------|--------------------|
| Scale/Item   | Importance | Satisfaction / SD | Performance Gap | Importance | Satisfaction / SD | Performance Gap |                    |
| CAMPUS LIFE  | 5.90       | 5.26 / 1.04       | 0.64            | 5.84       | 5.35 / 0.90       | 0.49            | -0.09              |
| 9. A variety of intramural activities are offered.   | 5.06       | 5.38 / 1.49       | -0.32           | 4.92       | 5.44 / 1.21       | -0.52           | -0.06              |
| 23. Living conditions in the residence halls are comfortable (adequate space, lighting, heat, air, etc.) | 6.42       | 5.52 / 1.35       | 0.90            | 6.48       | 5.75 / 1.32       | 0.73            | -0.23              |
| 24. The intercollegiate athletic programs contribute to a strong sense of school spirit.                 | 5.50       | 5.19 / 1.53       | 0.31            | 5.25       | 5.40 / 1.34       | -0.15           | -0.21              |
| 30. Residence hall staff are concerned about me as an individual.  | 6.13       | 5.75 / 1.50       | 0.38            | 6.16       | 5.69 / 1.31       | 0.47            | 0.06               |
| 31. Males and females have equal opportunities to participate in intercollegiate athletics.              | 5.95       | 6.16 / 1.21       | -0.21           | 5.49       | 5.99 / 1.14       | -0.50           | 0.17               |
| 38. There is an adequate selection of food available in the cafeteria.                                   | 6.17       | 4.94 / 1.61       | 1.23            | 6.13       | 5.05 / 1.47       | 1.08            | -0.11              |
| 40. Residence hall regulations are reasonable.   | 5.98       | 4.69 / 1.86       | 1.29            | 6.10       | 5.21 / 1.60       | 0.89            | -0.52 **           |
| 42. There are a sufficient number of weekend activities for students.                                    | 5.39       | 4.46 / 1.81       | 0.93            | 5.60       | 3.88 / 1.78       | 1.72            | 0.58 ***           |
| 46. I can easily get involved in campus organizations.   | 5.89       | 5.43 / 1.48       | 0.46            | 5.97       | 5.51 / 1.37       | 0.46            | -0.08              |
| 52. The student center is a comfortable place for students to spend their leisure time.                  | 5.80       | 5.62 / 1.45       | 0.18            | 5.65       | 5.53 / 1.35       | 0.12            | 0.09               |
| 56. The student handbook provides helpful information about campus life.                                 | 5.58       | 5.46 / 1.44       | 0.12            | 5.41       | 5.44 / 1.26       | -0.03           | 0.02               |
| 63. Student disciplinary procedures are fair.  | 6.22       | 5.39 / 1.58       | 0.83            | 6.15       | 5.55 / 1.42       | 0.60            | -0.16              |
| 64. New student orientation services help students adjust to college.                                    | 6.11       | 5.24 / 1.65       | 0.87            | 6.10       | 5.50 / 1.43       | 0.60            | -0.26              |

<sup>\*</sup> Difference statistically significant at the .05 level

<sup>\*\*</sup> Difference statistically significant at the .01 level \*\*\* Difference statistically significant at the .001 level

Scales: In Order With Items That Make Up the Scale - Campus Life

|   |            | Nov 2017          |                 | Mean<br>Difference |                   |                 |          |
|---|------------|-------------------|-----------------|--------------------|-------------------|-----------------|----------|
| Scale/Item  | Importance | Satisfaction / SD | Performance Gap | Importance         | Satisfaction / SD | Performance Gap |          |
| 67. Freedom of expression is protected on campus. | 6.21       | 5.21 / 1.69       | 1.00            | 6.13               | 5.37 / 1.51       | 0.76            | -0.16    |
| 73. Student activities fees are put to good use.  | 6.17       | 4.64 / 1.77       | 1.53            | 6.16               | 5.13 / 1.45       | 1.03            | -0.49 ** |

<sup>\*</sup> Difference statistically significant at the .05 level

<sup>\*\*</sup> Difference statistically significant at the .01 level \*\*\* Difference statistically significant at the .001 level

Scales: In Order With Items That Make Up the Scale - Campus Support Services

|  |            | Nov 2017          |                 |            | Dec 2015          |                 | Mean<br>Difference |
|--|------------|-------------------|-----------------|------------|-------------------|-----------------|--------------------|
| Scale/Item   | Importance | Satisfaction / SD | Performance Gap | Importance | Satisfaction / SD | Performance Gap |                    |
| CAMPUS SUPPORT SERVICES  | 5.95       | 5.88 / 0.90       | 0.07            | 5.84       | 5.85 / 0.84       | -0.01           | 0.03               |
| 13. Library staff are helpful and approachable.                      | 5.74       | 6.03 / 1.14       | -0.29           | 5.50       | 5.84 / 1.12       | -0.34           | 0.19               |
| 18. Library resources and services are adequate.                     | 6.12       | 5.89 / 1.14       | 0.23            | 6.06       | 5.87 / 1.12       | 0.19            | 0.02               |
| 26. Computer labs are adequate and accessible.                       | 5.68       | 5.83 / 1.26       | -0.15           | 5.68       | 5.79 / 1.16       | -0.11           | 0.04               |
| 32. Tutoring services are readily available.                         | 6.07       | 5.84 / 1.37       | 0.23            | 5.92       | 5.88 / 1.06       | 0.04            | -0.04              |
| 44. Academic support services adequately meet the needs of students. | 6.21       | 5.83 / 1.17       | 0.38            | 6.18       | 5.86 / 1.12       | 0.32            | -0.03              |
| 49. There are adequate services to help me decide upon a career.     | 6.23       | 5.84 / 1.16       | 0.39            | 6.13       | 5.97 / 1.13       | 0.16            | -0.13              |
| 54. Bookstore staff are helpful.                                     | 5.61       | 5.85 / 1.21       | -0.24           | 5.48       | 5.71 / 1.24       | -0.23           | 0.14               |

<sup>\*</sup> Difference statistically significant at the .05 level

<sup>\*\*</sup> Difference statistically significant at the .01 level \*\*\* Difference statistically significant at the .001 level

Scales: In Order With Items That Make Up the Scale - Concern for the Individual

|  |            | Nov 2017          |                 |            | Mean<br>Difference |                 |       |
|--|------------|-------------------|-----------------|------------|--------------------|-----------------|-------|
| Scale/Item   | Importance | Satisfaction / SD | Performance Gap | Importance | Satisfaction / SD  | Performance Gap |       |
| CONCERN FOR THE INDIVIDUAL   | 6.37       | 5.81 / 0.92       | 0.56            | 6.36       | 5.82 / 0.92        | 0.54            | -0.01 |
| 3. Faculty care about me as an individual.                                   | 6.37       | 5.82 / 1.19       | 0.55            | 6.36       | 5.87 / 1.15        | 0.49            | -0.05 |
| 14. My academic advisor is concerned about my success as an individual.      | 6.47       | 5.87 / 1.36       | 0.60            | 6.42       | 5.88 / 1.29        | 0.54            | -0.01 |
| 22. Counseling staff care about students as individuals.                     | 6.29       | 6.02 / 1.27       | 0.27            | 6.27       | 5.97 / 1.19        | 0.30            | 0.05  |
| 25. Faculty are fair and unbiased in their treatment of individual students. | 6.44       | 5.60 / 1.30       | 0.84            | 6.38       | 5.64 / 1.30        | 0.74            | -0.04 |
| 30. Residence hall staff are concerned about me as an individual.            | 6.13       | 5.75 / 1.50       | 0.38            | 6.16       | 5.69 / 1.31        | 0.47            | 0.06  |
| 59. This institution shows concern for students as individuals.              | 6.51       | 5.89 / 1.27       | 0.62            | 6.56       | 5.92 / 1.26        | 0.64            | -0.03 |

<sup>\*</sup> Difference statistically significant at the .05 level

<sup>\*\*</sup> Difference statistically significant at the .01 level \*\*\* Difference statistically significant at the .001 level

Scales: In Order With Items That Make Up the Scale - Instructional Effectiveness

|   |            | Nov 2017          |                 |            | Dec 2015          |                 | Mean<br>Difference |
|---|------------|-------------------|-----------------|------------|-------------------|-----------------|--------------------|
| Scale/Item  | Importance | Satisfaction / SD | Performance Gap | Importance | Satisfaction / SD | Performance Gap |                    |
| INSTRUCTIONAL EFFECTIVENESS   | 6.45       | 5.77 / 0.85       | 0.68            | 6.46       | 5.78 / 0.82       | 0.68            | -0.01              |
| 3. Faculty care about me as an individual.                                      | 6.37       | 5.82 / 1.19       | 0.55            | 6.36       | 5.87 / 1.15       | 0.49            | -0.05              |
| 8. The content of the courses within my major is valuable.                      | 6.71       | 5.81 / 1.14       | 0.90            | 6.75       | 5.77 / 1.01       | 0.98            | 0.04               |
| 16. The instruction in my major field is excellent.                             | 6.68       | 5.87 / 1.19       | 0.81            | 6.68       | 5.89 / 1.14       | 0.79            | -0.02              |
| 25. Faculty are fair and unbiased in their treatment of individual students.    | 6.44       | 5.60 / 1.30       | 0.84            | 6.38       | 5.64 / 1.30       | 0.74            | -0.04              |
| 39. I am able to experience intellectual growth here.                           | 6.62       | 6.09 / 1.17       | 0.53            | 6.59       | 6.12 / 0.99       | 0.47            | -0.03              |
| 41. There is a commitment to academic excellence on this campus.                | 6.51       | 6.02 / 1.13       | 0.49            | 6.50       | 6.01 / 1.10       | 0.49            | 0.01               |
| 47. Faculty provide timely feedback about student progress in a course.         | 6.26       | 4.97 / 1.47       | 1.29            | 6.34       | 5.18 / 1.32       | 1.16            | -0.21              |
| 53. Faculty take into consideration student differences as they teach a course. | 6.13       | 5.25 / 1.43       | 0.88            | 6.15       | 5.34 / 1.41       | 0.81            | -0.09              |
| 58. The quality of instruction I receive in most of my classes is excellent.    | 6.62       | 5.84 / 1.14       | 0.78            | 6.63       | 5.79 / 1.09       | 0.84            | 0.05               |
| 61. Adjunct faculty are competent as classroom instructors.                     | 6.38       | 5.86 / 1.28       | 0.52            | 6.35       | 5.62 / 1.52       | 0.73            | 0.24               |
| 65. Faculty are usually available after class and during office hours.          | 6.27       | 5.80 / 1.24       | 0.47            | 6.28       | 5.73 / 1.20       | 0.55            | 0.07               |
| 68. Nearly all of the faculty are knowledgeable in their field.                 | 6.66       | 6.24 / 0.99       | 0.42            | 6.70       | 6.18 / 0.99       | 0.52            | 0.06               |
| 69. There is a good variety of courses provided on this campus.                 | 6.42       | 5.90 / 1.23       | 0.52            | 6.52       | 5.91 / 1.05       | 0.61            | -0.01              |
| 70. Graduate teaching assistants are competent as classroom instructors.        | 6.16       | 5.78 / 1.27       | 0.38            | 6.12       | 5.78 / 1.27       | 0.34            | 0.00               |

<sup>\*</sup> Difference statistically significant at the .05 level

<sup>\*\*</sup> Difference statistically significant at the .01 level \*\*\* Difference statistically significant at the .001 level

Scales: In Order With Items That Make Up the Scale - Recruitment and Financial Aid

|   |            | Nov 2017          |                 |            | Dec 2015          |                 | Mean<br>Difference |
|---|------------|-------------------|-----------------|------------|-------------------|-----------------|--------------------|
| Scale/Item  | Importance | Satisfaction / SD | Performance Gap | Importance | Satisfaction / SD | Performance Gap |                    |
| RECRUITMENT AND FINANCIAL AID   | 6.24       | 5.53 / 1.04       | 0.71            | 6.21       | 5.53 / 1.02       | 0.68            | 0.00               |
| 4. Admissions staff are knowledgeable.  | 6.17       | 5.76 / 1.19       | 0.41            | 6.15       | 5.70 / 1.18       | 0.45            | 0.06               |
| 5. Financial aid counselors are helpful.  | 6.22       | 5.50 / 1.36       | 0.72            | 6.25       | 5.54 / 1.36       | 0.71            | -0.04              |
| 12. Financial aid awards are announced to students in time to be helpful in college planning. | 6.30       | 5.58 / 1.36       | 0.72            | 6.32       | 5.56 / 1.33       | 0.76            | 0.02               |
| 17. Adequate financial aid is available for most students.                                    | 6.44       | 5.03 / 1.55       | 1.41            | 6.54       | 5.02 / 1.49       | 1.52            | 0.01               |
| 43. Admissions counselors respond to prospective students' unique needs and requests.         | 6.08       | 5.87 / 1.26       | 0.21            | 5.80       | 5.73 / 1.30       | 0.07            | 0.14               |
| 48. Admissions counselors accurately portray the campus in their recruiting practices.        | 6.20       | 5.47 / 1.43       | 0.73            | 6.17       | 5.68 / 1.27       | 0.49            | -0.21              |

<sup>\*</sup> Difference statistically significant at the .05 level

<sup>\*\*</sup> Difference statistically significant at the .01 level \*\*\* Difference statistically significant at the .001 level

Scales: In Order With Items That Make Up the Scale - Registration Effectiveness

|  |            | Nov 2017          |                 |            | Mean<br>Difference |                 |          |
|--|------------|-------------------|-----------------|------------|--------------------|-----------------|----------|
| Scale/Item   | Importance | Satisfaction / SD | Performance Gap | Importance | Satisfaction / SD  | Performance Gap |          |
| REGISTRATION EFFECTIVENESS   | 6.08       | 5.50 / 0.93       | 0.58            | 6.11       | 5.63 / 0.94        | 0.48            | -0.13    |
| 11. Billing policies are reasonable.   | 6.07       | 4.70 / 1.59       | 1.37            | 6.15       | 5.11 / 1.51        | 1.04            | -0.41 ** |
| 20. The business office is open during hours which are convenient for most students. | 5.67       | 5.46 / 1.32       | 0.21            | 5.68       | 5.40 / 1.23        | 0.28            | 0.06     |
| 27. The personnel involved in registration are helpful.                              | 6.10       | 5.83 / 1.21       | 0.27            | 6.14       | 5.91 / 1.07        | 0.23            | -0.08    |
| 34. I am able to register for classes I need with few conflicts.                     | 6.48       | 5.58 / 1.37       | 0.90            | 6.56       | 5.67 / 1.35        | 0.89            | -0.09    |
| 50. Class change (drop/add) policies are reasonable.                                 | 6.01       | 5.95 / 1.12       | 0.06            | 5.97       | 6.07 / 1.05        | -0.10           | -0.12    |

<sup>\*</sup> Difference statistically significant at the .05 level

<sup>\*\*</sup> Difference statistically significant at the .01 level \*\*\* Difference statistically significant at the .001 level

Scales: In Order With Items That Make Up the Scale - Responsiveness to Diverse Populations

| Nov 2017   |                   |                 |            | Dec 2015          |                 |       |  |
|--|-------------------|-----------------|------------|-------------------|-----------------|-------|--|
| Scale/Item Importance  | Satisfaction / SD | Performance Gap | Importance | Satisfaction / SD | Performance Gap |       |  |
| RESPONSIVENESS TO DIVERSE POPULATIONS                          | 5.60 / 1.27       |                 |            | 5.54 / 1.11       |                 | 0.06  |  |
| 84. Institution's commitment to part-time students?            | 5.60 / 1.37       |                 |            | 5.44 / 1.23       |                 | 0.16  |  |
| 85. Institution's commitment to evening students?              | 5.51 / 1.35       |                 |            | 5.46 / 1.24       |                 | 0.05  |  |
| 86. Institution's commitment to older, returning learners?     | 5.59 / 1.30       |                 |            | 5.51 / 1.34       |                 | 0.08  |  |
| 87. Institution's commitment to under-represented populations? | 5.47 / 1.51       |                 |            | 5.60 / 1.27       |                 | -0.13 |  |
| 88. Institution's commitment to commuters?                     | 5.52 / 1.46       |                 |            | 5.34 / 1.44       |                 | 0.18  |  |
| 89. Institution's commitment to students with disabilities?    | 5.89 / 1.36       |                 |            | 5.87 / 1.31       |                 | 0.02  |  |

<sup>\*</sup> Difference statistically significant at the .05 level

<sup>\*\*</sup> Difference statistically significant at the .01 level \*\*\* Difference statistically significant at the .001 level

Scales: In Order With Items That Make Up the Scale - Safety and Security

|  |            | Nov 2017          |                 |            | Dec 2015          |                 | Mean<br>Difference |
|--|------------|-------------------|-----------------|------------|-------------------|-----------------|--------------------|
| Scale/Item   | Importance | Satisfaction / SD | Performance Gap | Importance | Satisfaction / SD | Performance Gap |                    |
| SAFETY AND SECURITY  | 6.27       | 4.93 / 1.04       | 1.34            | 6.23       | 5.07 / 1.11       | 1.16            | -0.14              |
| 7. The campus is safe and secure for all students.             | 6.62       | 5.99 / 1.29       | 0.63            | 6.53       | 5.66 / 1.34       | 0.87            | 0.33 **            |
| 21. The amount of student parking space on campus is adequate. | 6.04       | 2.80 / 1.63       | 3.24            | 6.08       | 3.52 / 1.64       | 2.56            | -0.72 ***          |
| 28. Parking lots are well-lighted and secure.                  | 5.96       | 5.51 / 1.37       | 0.45            | 5.84       | 5.58 / 1.32       | 0.26            | -0.07              |
| 36. Security staff respond quickly in emergencies.             | 6.48       | 5.57 / 1.57       | 0.91            | 6.47       | 5.60 / 1.44       | 0.87            | -0.03              |

<sup>\*</sup> Difference statistically significant at the .05 level

<sup>\*\*</sup> Difference statistically significant at the .01 level \*\*\* Difference statistically significant at the .001 level

Scales: In Order With Items That Make Up the Scale - Service Excellence

|  |            | Nov 2017          |                 |            | Dec 2015          |                 | Mean<br>Difference |
|--|------------|-------------------|-----------------|------------|-------------------|-----------------|--------------------|
| Scale/Item   | Importance | Satisfaction / SD | Performance Gap | Importance | Satisfaction / SD | Performance Gap |                    |
| SERVICE EXCELLENCE   | 6.10       | 5.61 / 0.93       | 0.49            | 6.04       | 5.66 / 0.82       | 0.38            | -0.05              |
| 2. The campus staff are caring and helpful.                                | 6.52       | 5.92 / 1.04       | 0.60            | 6.53       | 6.05 / 0.98       | 0.48            | -0.13              |
| 13. Library staff are helpful and approachable.                            | 5.74       | 6.03 / 1.14       | -0.29           | 5.50       | 5.84 / 1.12       | -0.34           | 0.19               |
| 15. The staff in the health services area are competent.                   | 6.26       | 5.99 / 1.21       | 0.27            | 6.14       | 5.95 / 1.16       | 0.19            | 0.04               |
| 22. Counseling staff care about students as individuals.                   | 6.29       | 6.02 / 1.27       | 0.27            | 6.27       | 5.97 / 1.19       | 0.30            | 0.05               |
| 27. The personnel involved in registration are helpful.                    | 6.10       | 5.83 / 1.21       | 0.27            | 6.14       | 5.91 / 1.07       | 0.23            | -0.08              |
| 57. I seldom get the "run-around" when seeking information on this campus. | 5.87       | 5.22 / 1.54       | 0.65            | 5.85       | 5.35 / 1.49       | 0.50            | -0.13              |
| 60. I generally know what's happening on campus.                           | 5.97       | 5.11 / 1.62       | 0.86            | 5.93       | 5.18 / 1.40       | 0.75            | -0.07              |
| 71. Channels for expressing student complaints are readily available.      | 6.04       | 4.88 / 1.73       | 1.16            | 5.97       | 5.03 / 1.55       | 0.94            | -0.15              |

<sup>\*</sup> Difference statistically significant at the .05 level

<sup>\*\*</sup> Difference statistically significant at the .01 level \*\*\* Difference statistically significant at the .001 level

Scales: In Order With Items That Make Up the Scale - Student Centeredness

|   |            | Nov 2017          |                 |            | Dec 2015          |                 | Mean<br>Difference |
|---|------------|-------------------|-----------------|------------|-------------------|-----------------|--------------------|
| Scale/Item  | Importance | Satisfaction / SD | Performance Gap | Importance | Satisfaction / SD | Performance Gap |                    |
| STUDENT CENTEREDNESS  | 6.39       | 5.68 / 1.04       | 0.71            | 6.41       | 5.75 / 0.93       | 0.66            | -0.07              |
| 1. Most students feel a sense of belonging here.                  | 6.35       | 5.28 / 1.36       | 1.07            | 6.36       | 5.30 / 1.26       | 1.06            | -0.02              |
| 2. The campus staff are caring and helpful.                       | 6.52       | 5.92 / 1.04       | 0.60            | 6.53       | 6.05 / 0.98       | 0.48            | -0.13              |
| 10. Administrators are approachable to students.                  | 5.88       | 5.38 / 1.28       | 0.50            | 5.87       | 5.44 / 1.21       | 0.43            | -0.06              |
| 29. It is an enjoyable experience to be a student on this campus. | 6.57       | 5.77 / 1.45       | 0.80            | 6.63       | 5.90 / 1.27       | 0.73            | -0.13              |
| 45. Students are made to feel welcome on this campus.             | 6.50       | 5.81 / 1.33       | 0.69            | 6.49       | 5.92 / 1.23       | 0.57            | -0.11              |
| 59. This institution shows concern for students as individuals.   | 6.51       | 5.89 / 1.27       | 0.62            | 6.56       | 5.92 / 1.26       | 0.64            | -0.03              |

<sup>\*</sup> Difference statistically significant at the .05 level

<sup>\*\*</sup> Difference statistically significant at the .01 level \*\*\* Difference statistically significant at the .001 level

|   |            | Nov 2017          |                 |            | Dec 2015          |                 | Mean<br>Difference |
|---|------------|-------------------|-----------------|------------|-------------------|-----------------|--------------------|
| Item  | Importance | Satisfaction / SD | Performance Gap | Importance | Satisfaction / SD | Performance Gap |                    |
| Most students feel a sense of belonging here.   | 6.35       | 5.28 / 1.36       | 1.07            | 6.36       | 5.30 / 1.26       | 1.06            | -0.02              |
| 2. The campus staff are caring and helpful.   | 6.52       | 5.92 / 1.04       | 0.60            | 6.53       | 6.05 / 0.98       | 0.48            | -0.13              |
| 3. Faculty care about me as an individual.  | 6.37       | 5.82 / 1.19       | 0.55            | 6.36       | 5.87 / 1.15       | 0.49            | -0.05              |
| 4. Admissions staff are knowledgeable.  | 6.17       | 5.76 / 1.19       | 0.41            | 6.15       | 5.70 / 1.18       | 0.45            | 0.06               |
| 5. Financial aid counselors are helpful.  | 6.22       | 5.50 / 1.36       | 0.72            | 6.25       | 5.54 / 1.36       | 0.71            | -0.04              |
| 6. My academic advisor is approachable.   | 6.51       | 5.86 / 1.41       | 0.65            | 6.46       | 5.90 / 1.38       | 0.56            | -0.04              |
| 7. The campus is safe and secure for all students.  | 6.62       | 5.99 / 1.29       | 0.63            | 6.53       | 5.66 / 1.34       | 0.87            | 0.33 **            |
| 8. The content of the courses within my major is valuable.                                    | 6.71       | 5.81 / 1.14       | 0.90            | 6.75       | 5.77 / 1.01       | 0.98            | 0.04               |
| 9. A variety of intramural activities are offered.  | 5.06       | 5.38 / 1.49       | -0.32           | 4.92       | 5.44 / 1.21       | -0.52           | -0.06              |
| 10. Administrators are approachable to students.  | 5.88       | 5.38 / 1.28       | 0.50            | 5.87       | 5.44 / 1.21       | 0.43            | -0.06              |
| 11. Billing policies are reasonable.  | 6.07       | 4.70 / 1.59       | 1.37            | 6.15       | 5.11 / 1.51       | 1.04            | -0.41 **           |
| 12. Financial aid awards are announced to students in time to be helpful in college planning. | 6.30       | 5.58 / 1.36       | 0.72            | 6.32       | 5.56 / 1.33       | 0.76            | 0.02               |
| 13. Library staff are helpful and approachable.   | 5.74       | 6.03 / 1.14       | -0.29           | 5.50       | 5.84 / 1.12       | -0.34           | 0.19               |
| 14. My academic advisor is concerned about my success as an individual.                       | 6.47       | 5.87 / 1.36       | 0.60            | 6.42       | 5.88 / 1.29       | 0.54            | -0.01              |
| 15. The staff in the health services area are competent.                                      | 6.26       | 5.99 / 1.21       | 0.27            | 6.14       | 5.95 / 1.16       | 0.19            | 0.04               |
| 16. The instruction in my major field is excellent.   | 6.68       | 5.87 / 1.19       | 0.81            | 6.68       | 5.89 / 1.14       | 0.79            | -0.02              |

<sup>\*</sup> Difference statistically significant at the .05 level

<sup>\*\*</sup> Difference statistically significant at the .01 level \*\*\* Difference statistically significant at the .001 level

|  |            | Nov 2017          |                 |            | Dec 2015          |                 | Mean<br>Difference |
|--|------------|-------------------|-----------------|------------|-------------------|-----------------|--------------------|
| Item   | Importance | Satisfaction / SD | Performance Gap | Importance | Satisfaction / SD | Performance Gap |                    |
| 17. Adequate financial aid is available for most students.   | 6.44       | 5.03 / 1.55       | 1.41            | 6.54       | 5.02 / 1.49       | 1.52            | 0.01               |
| 18. Library resources and services are adequate.   | 6.12       | 5.89 / 1.14       | 0.23            | 6.06       | 5.87 / 1.12       | 0.19            | 0.02               |
| 19. My academic advisor helps me set goals to work toward.   | 6.02       | 5.23 / 1.64       | 0.79            | 5.95       | 5.45 / 1.46       | 0.50            | -0.22              |
| 20. The business office is open during hours which are convenient for most students.                     | 5.67       | 5.46 / 1.32       | 0.21            | 5.68       | 5.40 / 1.23       | 0.28            | 0.06               |
| 21. The amount of student parking space on campus is adequate.   | 6.04       | 2.80 / 1.63       | 3.24            | 6.08       | 3.52 / 1.64       | 2.56            | -0.72 ***          |
| 22. Counseling staff care about students as individuals.   | 6.29       | 6.02 / 1.27       | 0.27            | 6.27       | 5.97 / 1.19       | 0.30            | 0.05               |
| 23. Living conditions in the residence halls are comfortable (adequate space, lighting, heat, air, etc.) | 6.42       | 5.52 / 1.35       | 0.90            | 6.48       | 5.75 / 1.32       | 0.73            | -0.23              |
| 24. The intercollegiate athletic programs contribute to a strong sense of school spirit.                 | 5.50       | 5.19 / 1.53       | 0.31            | 5.25       | 5.40 / 1.34       | -0.15           | -0.21              |
| 25. Faculty are fair and unbiased in their treatment of individual students.                             | 6.44       | 5.60 / 1.30       | 0.84            | 6.38       | 5.64 / 1.30       | 0.74            | -0.04              |
| 26. Computer labs are adequate and accessible.   | 5.68       | 5.83 / 1.26       | -0.15           | 5.68       | 5.79 / 1.16       | -0.11           | 0.04               |
| 27. The personnel involved in registration are helpful.  | 6.10       | 5.83 / 1.21       | 0.27            | 6.14       | 5.91 / 1.07       | 0.23            | -0.08              |
| 28. Parking lots are well-lighted and secure.  | 5.96       | 5.51 / 1.37       | 0.45            | 5.84       | 5.58 / 1.32       | 0.26            | -0.07              |
| 29. It is an enjoyable experience to be a student on this campus.  | 6.57       | 5.77 / 1.45       | 0.80            | 6.63       | 5.90 / 1.27       | 0.73            | -0.13              |
| 30. Residence hall staff are concerned about me as an individual.  | 6.13       | 5.75 / 1.50       | 0.38            | 6.16       | 5.69 / 1.31       | 0.47            | 0.06               |
| 31. Males and females have equal opportunities to participate in intercollegiate athletics.              | 5.95       | 6.16 / 1.21       | -0.21           | 5.49       | 5.99 / 1.14       | -0.50           | 0.17               |

<sup>\*</sup> Difference statistically significant at the .05 level

<sup>\*\*</sup> Difference statistically significant at the .01 level \*\*\* Difference statistically significant at the .001 level

|   |            | Nov 2017          |                 |            | Dec 2015          |                 | Mean<br>Difference |
|---|------------|-------------------|-----------------|------------|-------------------|-----------------|--------------------|
| Item  | Importance | Satisfaction / SD | Performance Gap | Importance | Satisfaction / SD | Performance Gap |                    |
| 32. Tutoring services are readily available.  | 6.07       | 5.84 / 1.37       | 0.23            | 5.92       | 5.88 / 1.06       | 0.04            | -0.04              |
| 33. My academic advisor is knowledgeable about requirements in my major.              | 6.58       | 6.09 / 1.22       | 0.49            | 6.63       | 6.10 / 1.26       | 0.53            | -0.01              |
| 34. I am able to register for classes I need with few conflicts.                      | 6.48       | 5.58 / 1.37       | 0.90            | 6.56       | 5.67 / 1.35       | 0.89            | -0.09              |
| 35. The assessment and course placement procedures are reasonable.                    | 6.08       | 5.77 / 1.16       | 0.31            | 6.16       | 5.71 / 1.23       | 0.45            | 0.06               |
| 36. Security staff respond quickly in emergencies.                                    | 6.48       | 5.57 / 1.57       | 0.91            | 6.47       | 5.60 / 1.44       | 0.87            | -0.03              |
| 37. I feel a sense of pride about my campus.  | 5.94       | 5.67 / 1.62       | 0.27            | 5.83       | 5.71 / 1.38       | 0.12            | -0.04              |
| 38. There is an adequate selection of food available in the cafeteria.                | 6.17       | 4.94 / 1.61       | 1.23            | 6.13       | 5.05 / 1.47       | 1.08            | -0.11              |
| 39. I am able to experience intellectual growth here.                                 | 6.62       | 6.09 / 1.17       | 0.53            | 6.59       | 6.12 / 0.99       | 0.47            | -0.03              |
| 40. Residence hall regulations are reasonable.  | 5.98       | 4.69 / 1.86       | 1.29            | 6.10       | 5.21 / 1.60       | 0.89            | -0.52 **           |
| 41. There is a commitment to academic excellence on this campus.                      | 6.51       | 6.02 / 1.13       | 0.49            | 6.50       | 6.01 / 1.10       | 0.49            | 0.01               |
| 42. There are a sufficient number of weekend activities for students.                 | 5.39       | 4.46 / 1.81       | 0.93            | 5.60       | 3.88 / 1.78       | 1.72            | 0.58 ***           |
| 43. Admissions counselors respond to prospective students' unique needs and requests. | 6.08       | 5.87 / 1.26       | 0.21            | 5.80       | 5.73 / 1.30       | 0.07            | 0.14               |
| 44. Academic support services adequately meet the needs of students.                  | 6.21       | 5.83 / 1.17       | 0.38            | 6.18       | 5.86 / 1.12       | 0.32            | -0.03              |
| 45. Students are made to feel welcome on this campus.                                 | 6.50       | 5.81 / 1.33       | 0.69            | 6.49       | 5.92 / 1.23       | 0.57            | -0.11              |
| 46. I can easily get involved in campus organizations.                                | 5.89       | 5.43 / 1.48       | 0.46            | 5.97       | 5.51 / 1.37       | 0.46            | -0.08              |

<sup>\*</sup> Difference statistically significant at the .05 level

<sup>\*\*</sup> Difference statistically significant at the .01 level \*\*\* Difference statistically significant at the .001 level

|   |            | Nov 2017          |                 |            | Dec 2015          |                 | Mean<br>Difference |
|---|------------|-------------------|-----------------|------------|-------------------|-----------------|--------------------|
| Item  | Importance | Satisfaction / SD | Performance Gap | Importance | Satisfaction / SD | Performance Gap |                    |
| 47. Faculty provide timely feedback about student progress in a course.                 | 6.26       | 4.97 / 1.47       | 1.29            | 6.34       | 5.18 / 1.32       | 1.16            | -0.21              |
| 48. Admissions counselors accurately portray the campus in their recruiting practices.  | 6.20       | 5.47 / 1.43       | 0.73            | 6.17       | 5.68 / 1.27       | 0.49            | -0.21              |
| 49. There are adequate services to help me decide upon a career.                        | 6.23       | 5.84 / 1.16       | 0.39            | 6.13       | 5.97 / 1.13       | 0.16            | -0.13              |
| 50. Class change (drop/add) policies are reasonable.                                    | 6.01       | 5.95 / 1.12       | 0.06            | 5.97       | 6.07 / 1.05       | -0.10           | -0.12              |
| 51. This institution has a good reputation within the community.                        | 6.35       | 6.15 / 1.13       | 0.20            | 6.40       | 6.28 / 0.88       | 0.12            | -0.13              |
| 52. The student center is a comfortable place for students to spend their leisure time. | 5.80       | 5.62 / 1.45       | 0.18            | 5.65       | 5.53 / 1.35       | 0.12            | 0.09               |
| 53. Faculty take into consideration student differences as they teach a course.         | 6.13       | 5.25 / 1.43       | 0.88            | 6.15       | 5.34 / 1.41       | 0.81            | -0.09              |
| 54. Bookstore staff are helpful.  | 5.61       | 5.85 / 1.21       | -0.24           | 5.48       | 5.71 / 1.24       | -0.23           | 0.14               |
| 55. Major requirements are clear and reasonable.  | 6.49       | 5.84 / 1.26       | 0.65            | 6.48       | 5.93 / 1.07       | 0.55            | -0.09              |
| 56. The student handbook provides helpful information about campus life.                | 5.58       | 5.46 / 1.44       | 0.12            | 5.41       | 5.44 / 1.26       | -0.03           | 0.02               |
| 57. I seldom get the "run-around" when seeking information on this campus.              | 5.87       | 5.22 / 1.54       | 0.65            | 5.85       | 5.35 / 1.49       | 0.50            | -0.13              |
| 58. The quality of instruction I receive in most of my classes is excellent.            | 6.62       | 5.84 / 1.14       | 0.78            | 6.63       | 5.79 / 1.09       | 0.84            | 0.05               |
| 59. This institution shows concern for students as individuals.                         | 6.51       | 5.89 / 1.27       | 0.62            | 6.56       | 5.92 / 1.26       | 0.64            | -0.03              |
| 60. I generally know what's happening on campus.  | 5.97       | 5.11 / 1.62       | 0.86            | 5.93       | 5.18 / 1.40       | 0.75            | -0.07              |
| 61. Adjunct faculty are competent as classroom instructors.                             | 6.38       | 5.86 / 1.28       | 0.52            | 6.35       | 5.62 / 1.52       | 0.73            | 0.24               |

<sup>\*</sup> Difference statistically significant at the .05 level

<sup>\*\*</sup> Difference statistically significant at the .01 level \*\*\* Difference statistically significant at the .001 level

|  |            | Nov 2017          |                 |            | Dec 2015          |                 | Mean<br>Difference |
|--|------------|-------------------|-----------------|------------|-------------------|-----------------|--------------------|
| Item   | Importance | Satisfaction / SD | Performance Gap | Importance | Satisfaction / SD | Performance Gap |                    |
| 62. There is a strong commitment to racial harmony on this campus.                                     | 6.10       | 5.36 / 1.58       | 0.74            | 6.00       | 5.61 / 1.23       | 0.39            | -0.25              |
| 63. Student disciplinary procedures are fair.  | 6.22       | 5.39 / 1.58       | 0.83            | 6.15       | 5.55 / 1.42       | 0.60            | -0.16              |
| 64. New student orientation services help students adjust to college.                                  | 6.11       | 5.24 / 1.65       | 0.87            | 6.10       | 5.50 / 1.43       | 0.60            | -0.26              |
| 65. Faculty are usually available after class and during office hours.                                 | 6.27       | 5.80 / 1.24       | 0.47            | 6.28       | 5.73 / 1.20       | 0.55            | 0.07               |
| 66. Tuition paid is a worthwhile investment.   | 6.52       | 4.94 / 1.56       | 1.58            | 6.73       | 5.30 / 1.43       | 1.43            | -0.36 **           |
| 67. Freedom of expression is protected on campus.  | 6.21       | 5.21 / 1.69       | 1.00            | 6.13       | 5.37 / 1.51       | 0.76            | -0.16              |
| 68. Nearly all of the faculty are knowledgeable in their field.  | 6.66       | 6.24 / 0.99       | 0.42            | 6.70       | 6.18 / 0.99       | 0.52            | 0.06               |
| 69. There is a good variety of courses provided on this campus.  | 6.42       | 5.90 / 1.23       | 0.52            | 6.52       | 5.91 / 1.05       | 0.61            | -0.01              |
| 70. Graduate teaching assistants are competent as classroom instructors.                               | 6.16       | 5.78 / 1.27       | 0.38            | 6.12       | 5.78 / 1.27       | 0.34            | 0.00               |
| 71. Channels for expressing student complaints are readily available.                                  | 6.04       | 4.88 / 1.73       | 1.16            | 5.97       | 5.03 / 1.55       | 0.94            | -0.15              |
| 72. On the whole, the campus is well-maintained.   | 6.29       | 6.42 / 0.92       | -0.13           | 6.17       | 6.33 / 0.85       | -0.16           | 0.09               |
| 73. Student activities fees are put to good use.   | 6.17       | 4.64 / 1.77       | 1.53            | 6.16       | 5.13 / 1.45       | 1.03            | -0.49 **           |
| 74. Campus item: Being on this campus is contributing to my spiritual growth.                          | 6.51       | 5.76 / 1.60       | 0.75            | 6.62       | 5.81 / 1.31       | 0.81            | -0.05              |
| 75. Campus item: My understanding of God is being strengthened by classroom and/or campus experiences. | 6.57       | 6.02 / 1.42       | 0.55            | 6.58       | 5.97 / 1.23       | 0.61            | 0.05               |

<sup>\*</sup> Difference statistically significant at the .05 level

<sup>\*\*</sup> Difference statistically significant at the .01 level \*\*\* Difference statistically significant at the .001 level

|  |            | Nov 2017          |                 |            | Dec 2015          |                 | Mean<br>Difference |
|--|------------|-------------------|-----------------|------------|-------------------|-----------------|--------------------|
| Item   | Importance | Satisfaction / SD | Performance Gap | Importance | Satisfaction / SD | Performance Gap |                    |
| 76. Campus item: Faculty, administrators, and/or staff are helpful to me in processing issues related to my faith.                   | 6.40       | 5.65 / 1.55       | 0.75            | 6.42       | 5.71 / 1.39       | 0.71            | -0.06              |
| 77. Campus item: Males and females are treated with equal respect on this campus.  | 6.56       | 6.12 / 1.28       | 0.44            | 6.56       | 6.12 / 1.15       | 0.44            | 0.00               |
| 78. Campus item: This campus provides adequate opportunities for involvement in ministry.  | 6.29       | 5.97 / 1.23       | 0.32            | 6.13       | 5.95 / 1.10       | 0.18            | 0.02               |
| 79. Campus item: Given where I am spiritually right now, this campus is a good "fit" for me.   | 6.46       | 5.75 / 1.62       | 0.71            | 6.45       | 5.90 / 1.40       | 0.55            | -0.15              |
| 80. Campus item: I feel safe to question ideas expressed by others in the classroom.   | 6.36       | 5.38 / 1.64       | 0.98            | 6.36       | 5.43 / 1.56       | 0.93            | -0.05              |
| 81. Campus item: I feel safe to engage in discussions on challenging topics with other students outside of the classroom.            | 6.25       | 5.69 / 1.46       | 0.56            | 6.32       | 5.65 / 1.36       | 0.67            | 0.04               |
| 82. Campus item: There is a strong commitment to think critically about my own and other cultures at the University of Northwestern. | 6.16       | 5.66 / 1.50       | 0.50            | 6.21       | 5.62 / 1.31       | 0.59            | 0.04               |
| 83. Campus item: I feel a sense of belonging at the University of Northwestern.  | 6.50       | 5.62 / 1.69       | 0.88            | 6.53       | 5.60 / 1.55       | 0.93            | 0.02               |
| 84. Institution's commitment to part-time students?  |            | 5.60 / 1.37       |                 |            | 5.44 / 1.23       |                 | 0.16               |
| 85. Institution's commitment to evening students?  |            | 5.51 / 1.35       |                 |            | 5.46 / 1.24       |                 | 0.05               |
| 86. Institution's commitment to older, returning learners?   |            | 5.59 / 1.30       |                 |            | 5.51 / 1.34       |                 | 0.08               |
| 87. Institution's commitment to under-represented populations?   |            | 5.47 / 1.51       |                 |            | 5.60 / 1.27       |                 | -0.13              |
| 88. Institution's commitment to commuters?   |            | 5.52 / 1.46       |                 |            | 5.34 / 1.44       |                 | 0.18               |
| 89. Institution's commitment to students with disabilities?  |            | 5.89 / 1.36       |                 |            | 5.87 / 1.31       |                 | 0.02               |

<sup>\*</sup> Difference statistically significant at the .05 level

<sup>\*\*</sup> Difference statistically significant at the .01 level \*\*\* Difference statistically significant at the .001 level

|   |            | Nov 2017          |                 |            | Dec 2015          |                 | Mean<br>Difference |
|---|------------|-------------------|-----------------|------------|-------------------|-----------------|--------------------|
| Item  | Importance | Satisfaction / SD | Performance Gap | Importance | Satisfaction / SD | Performance Gap |                    |
| 90. Cost as factor in decision to enroll.                                       | 6.02       |                   |                 | 6.09       |                   |                 |                    |
| 91. Financial aid as factor in decision to enroll.                              | 6.28       |                   |                 | 6.34       |                   |                 |                    |
| 92. Academic reputation as factor in decision to enroll.                        | 6.06       |                   |                 | 6.12       |                   |                 |                    |
| 93. Size of institution as factor in decision to enroll.                        | 5.51       |                   |                 | 5.45       |                   |                 |                    |
| 94. Opportunity to play sports as factor in decision to enroll.                 | 3.88       |                   |                 | 3.14       |                   |                 |                    |
| 95. Recommendations from family/friends as factor in decision to enroll.        | 5.34       |                   |                 | 4.94       |                   |                 | •                  |
| 96. Geographic setting as factor in decision to enroll.                         | 5.51       |                   |                 | 5.47       |                   |                 |                    |
| 97. Campus appearance as factor in decision to enroll.                          | 5.43       |                   |                 | 5.26       |                   |                 |                    |
| 98. Personalized attention prior to enrollment as factor in decision to enroll. | 5.50       |                   |                 | 5.59       |                   |                 |                    |

<sup>\*</sup> Difference statistically significant at the .05 level

<sup>\*\*</sup> Difference statistically significant at the .01 level \*\*\* Difference statistically significant at the .001 level

#### **Summary Items**

| Summary Item   | Nov 2017      | Dec 2015      | Mean Difference |  |  |
|--|---------------|---------------|-----------------|--|--|
| So far, how has your college experience met your expectations?     | Average: 4.89 | Average: 4.74 | 0.15            |  |  |
| 1=Much worse than expected   | 1%            | 1%            | 1               |  |  |
| 2=Quite a bit worse than I expected                                | 2%            | 2%            |                 |  |  |
| 3=Worse than I expected  | 9%            | 12%           |                 |  |  |
| 4=About what I expected  | 24%           | 26%           |                 |  |  |
| 5=Better than I expected   | 28%           | 29%           |                 |  |  |
| 6=Quite a bit better than I expected                               | 19%           | 16%           |                 |  |  |
| 7=Much better than expected  | 13%           | 10%           | ı               |  |  |
| Rate your overall satisfaction with your experience here thus far. | Average: 5.61 | Average: 5.69 | -0.08           |  |  |
| 1=Not satisfied at all   | 0%            | 0%            |                 |  |  |
| 2=Not very satisfied   | 4%            | 2%            |                 |  |  |
| 3=Somewhat dissatisfied  | 4%            | 4%            |                 |  |  |
| 4=Neutral  | 5%            | 3%            |                 |  |  |
| 5=Somewhat satisfied   | 14%           | 16%           |                 |  |  |
| 6=Satisfied  | 44%           | 48%           |                 |  |  |
| 7=Very satisfied   | 24%           | 23%           | l               |  |  |
| All in all, if you had to do it over, would you enroll here again? | Average: 5.75 | Average: 5.80 | -0.05           |  |  |
| 1=Definitely not   | 3%            | 1%            |                 |  |  |
| 2=Probably not   | 3%            | 2%            |                 |  |  |
| 3=Maybe not  | 3%            | 3%            |                 |  |  |
| 4=I don't know   | 8%            | 9%            |                 |  |  |
| 5=Maybe yes  | 10%           | 10%           |                 |  |  |
| 6=Probably yes   | 27%           | 32%           |                 |  |  |
| 7=Definitely yes   | 43%           | 40%           | I               |  |  |