



2010 Student Satisfaction Survey

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INTRODUCTION

Langston University administered an online Student Opinion Survey as a way to assess students' satisfaction with the college's services, facilities, and procedures. The survey consisted of 64 items and 6 demographic items. Several items closely mirror the items in the ACT student opinion survey performed in 2008 and the survey in 2009. Some items were dropped to shorten the overall length of the survey and time required to participate.

METHODS

The survey was available for student to take from April 13 through May 11, 2010. The online version was available for all Langston Campuses (OKC, Tulsa, & Main) and all students. Requests for participation were sent out to every student with a valid e-mail address via the lu_announcements method. This is a campus wide e-mail sent through the ITS department to all students. Four (4) follow up e-mails were sent to try and increase participation. This method differed from (2008) when certain classes volunteered class time to administer the survey. Additionally, a link to the survey was set up on the LUNET.EDU web site.

Students were asked to indicate their level of satisfaction with a series of items on a 5 point Likert scale without a neutral (0 – N//A, 1 – very dissatisfied, 2 - dissatisfied, 3 – omitted, 4- satisfied, 5 – very dissatisfied). The same scale was used for the college environment items (i.e., academic, admissions, registration, policies, facilities, registration, and the general environment). This differed from the previous administration (2008) by omitting the neutral, but the scale retained its weighting (1-5) to make it more comparable to the 2008 survey.

RESULTS

Overall

A total of 104 surveys were completed for a response rate of about 4%. This represents a drastic decrease in the number of respondents from the 2008 administration (542), but similar to 2009 (102). This is primarily due to the difference in distribution method. Over 300 of the 2008 surveys were collected by administering the surveys during class time, but that was not a possibility during this administration. Also, the validity of the student e-mail accounts is still a question. Students do not always use their lunet.edu accounts and they are currently not required to use them to receive information from the school.

The scores across the 3 year administration of the survey indicate a fairly stable level of satisfaction with the areas surveyed. The average scores for each aggregated area (Services, Academic, Admission, Rules and Policies, Classroom Facilities, Registration, and General) were all below the national average. The areas that scored the lowest were Rules and Policies (2.7) and Services (2.9). The highest aggregate scores were for Academics (3.4). The lowest individual scores by far were for Food Services (1.9) and the student union (2.1). The student union is understandable since it has been under construction the entire year, but the food services has remained the lowest scoring item in the survey for all three administrations and is significantly below the national average of 2008 which was 3.3.

ANOVA by Campus

An analysis of variance was run to look for differences between campus (Main, OKC, and Tulsa). The discrepancy in the sample size made interpretation more difficult, but some conclusions could be drawn. Generally, most of the differences have been what would have been expected given the different types of campuses. Food services and personal safety scored lower lowest at the main campus as would be expected given the commuter nature of the OKC and Tulsa campuses. The Tulsa campus scored lower than the others (2.3) for campus media and many other of the services were also lower than the other campuses.

DISCUSSION

The lack of response rate can be problematic in generalizing these results, but they seem to closely mirror the results from the previous two years. Financial Aid Services, Food Services, and Safety issues continue to be specifically problematic for the University. Financial Aid Services seems to still suffer from a perception of not conveying information about the financial aid process and not being helpful to the students. These scores represent the students' perceptions of the Financial Aid services, so whatever services they are providing, they are not effective in meeting the students' needs. Food services continue to score low as could be expected at many universities, but are a concern because our scores are well below the national average.

Security is an area of specific concern, although up slightly for 2010 (2.6), for the University do to a few high profile incidents and due to the fact that the scores drastically declined (.9) from 2008 to 2009. The university is currently undertaking several projects and protocols to improve safety at the University, but these scores should be monitored to ensure students feel safe while at school.

The low participation rate is also a concern because it impacts the accuracy and generalizability of the results. To combat this, the response rate needs to be increased and there are several possible ways to achieve this. The most effective would be to get professors to give the surveys in class as in 2008, but taking away class time to conduct a survey can be problematic. A more effective way of distributing the requests needs to be instituted.

APPENDIX A: SCORES

	2010 N	Very Satisfied	Satisfied	Dis- satisfied	Very Dis- satisfied	NA	2010 Average	2009 Average	2008 Average	2008 National Average
Services Average							2.9	3.1	3.6	3.7
Academic advising services	100	17%	51%	21%	11%	4%	3.4	3.2	3.9	3.9
Personal counseling services	83	17%	45%	27%	12%	20%	3.3	3.5	3.9	3.9
Career planning services	85	15%	35%	35%	14%	18%	3.0	3.2	3.9	3.8
Job placement services	80	13%	24%	41%	23%	23%	2.6	2.9	3.7	3.6
Recreational and intramural programs and services	80	9%	38%	30%	24%	23%	2.8	2.9	3.6	4
Library facilities and services	99	17%	45%	21%	16%	5%	3.3	3.3	3.9	4.1
Student health services	82	6%	34%	30%	29%	21%	2.6	3.1	3.5	3.7
College-sponsored tutorial services	79	14%	42%	27%	18%	24%	3.1	3.2	3.8	3.9
Financial aid services	95	7%	28%	29%	35%	9%	2.4	2.4	3.1	3.8
Student employment services	70	16%	31%	31%	21%	33%	2.9	3.1	3.8	3.9
Residence hall services and programs	64	14%	25%	33%	28%	38%	2.6	3	3.2	3.5
Food services	71	3%	17%	25%	55%	32%	1.9	1.9	2.6	3.3
College-sponsored social activities	80	13%	40%	21%	26%	23%	2.9	3.2	3.6	3.8
Culture programs	81	12%	43%	23%	21%	22%	3.0	3	3.7	3.8
College orientation programs	77	14%	47%	17%	22%	26%	3.1	3.5	3.6	3.8
Credit-by-examination program (PEP, CLEP, etc.)	52	8%	33%	35%	25%	50%	2.6	3.1	3.4	3.9
Honors programs	60	20%	37%	27%	17%	42%	3.2	3.6	3.9	3.9
Computer services	96	11%	43%	19%	27%	8%	2.9	3.1	3.3	3.9
College mass transit services	60	8%	27%	35%	30%	42%	2.5	2.8	3.3	3.7
Parking facilities and services	91	13%	40%	19%	29%	13%	2.9	2.8	3.3	2.7
Veterans services	41	5%	37%	20%	39%	61%	2.5	3.2	3.8	3.8
Day care services	37	19%	41%	19%	22%	64%	3.2	3.8	3.5	3.6
Academic Average							3.4	3.4	3.8	3.9
Testing/grading system	87	22%	60%	8%	10%	16%	3.7	3.5	3.8	3.8
Course content in your major field	86	27%	49%	14%	10%	17%	3.7	3.7	3.9	4
Instruction in your major field	86	24%	43%	17%	15%	17%	3.4	3.4	3.9	4
Out-of-class availability of your instructors	83	20%	46%	22%	12%	20%	3.4	3.3	3.8	4
Attitude of the faculty toward students	86	16%	47%	14%	23%	17%	3.2	3.2	3.7	4
Variety of courses offered at this college	83	16%	35%	30%	19%	20%	3.0	2.9	3.3	3.6
Class size relative to the type of course	85	28%	62%	2%	7%	18%	4.0	3.9	4	4.2
Flexibility to design your own program of study	79	19%	32%	33%	16%	24%	3.0	3.2	3.6	3.6
Availability of your advisor	85	25%	48%	12%	15%	18%	3.6	3.6	3.9	3.9
Value of the information provided by your advisor	82	26%	44%	13%	17%	21%	3.5	3.5	3.8	3.8
Preparation you are receiving for your future occupation	83	22%	36%	28%	14%	20%	3.2	3.3	3.6	3.8

	2010 N	Very Satisfied	Satisfied	Dis- satisfied	Very Dis- satisfied	NA	2010 Average	2009 Average	2008 Average	2008 National Average
Admissions							3.2	2.9	3.4	3.7
General admissions procedure	85	21%	54%	13%	12%	18%	3.6	3.2	3.6	3.8
Availability of financial aid information prior to enrolling	83	17%	31%	22%	30%	20%	2.8	2.5	3.2	3.6
Accuracy of college information you received before enrolling	83	19%	34%	23%	24%	20%	3.0	2.8	3.4	3.7
College catalog/admissions publications	83	20%	42%	19%	18%	20%	3.3	3.2	3.5	3.8
Rules & Policies							2.7	2.8	3.4	3.4
Student voice in college policies	72	15%	18%	35%	32%	31%	2.5	2.7	3.3	3.3
Rules governing student conduct at this college	72	17%	33%	26%	24%	31%	2.9	3	3.4	3.5
Residence hall rules and regulations	51	18%	27%	25%	29%	51%	2.8	2.9	3.3	3.2
Academic probation and suspension policies	52	23%	33%	19%	25%	50%	3.1	3.3	3.4	3.5
Purpose for which student activity fees are used	76	9%	24%	30%	37%	27%	2.4	2.5	3.9	3.1
Personal security/safety at this campus	79	13%	27%	27%	34%	24%	2.6	2.4	3.3	3.7
Classroom Facilities							3.0	3.1	3.4	3.7
Classroom facilities	85	19%	53%	18%	11%	18%	3.5	3.1	3.6	3.8
Laboratory facilities	75	13%	43%	28%	16%	28%	3.1	3	3.4	3.7
Athletic facilities	56	16%	43%	18%	23%	46%	3.1	3.5	3.5	3.6
Study areas	85	15%	47%	16%	21%	18%	3.2	3.3	3.6	3.8
Student union	68	12%	18%	10%	60%	35%	2.1	2.3	2.9	3.6
Campus bookstore	82	10%	38%	18%	34%	21%	2.7	3.1	3.2	3.6
Availability of student housing	51	10%	45%	24%	22%	51%	3.0	3.2	3.4	3.4
General condition of buildings and grounds	85	14%	41%	29%	15%	18%	3.1	3	3.3	3.7
Registration							3.2	3.3	3.4	3.6
General registration procedure	86	14%	58%	13%	15%	17%	3.4	3.3	3.4	3.7
Availability of courses you want at times you can take them	84	11%	43%	27%	19%	19%	3.0	3.2	3.2	3.2
Academic calendar for this college (e.g., semester or quarter system)	85	16%	62%	11%	11%	18%	3.6	3.6	3.6	3.9
Billing and fee payment procedures	85	12%	39%	24%	26%	18%	2.9	2.9	3.2	3.5

	2010 N	Very Satisfied	Satisfied	Dis- satisfied	Very Dis- satisfied	NA	2010 Average	2009 Average	2008 Average	2008 National Average
General							3.2	3.1	3.5	3.7
Concern for you as an individual	84	14%	45%	23%	18%	19%	3.2	2.8	3.4	3.6
Attitude of the college non teaching staff toward students	82	15%	44%	24%	17%	21%	3.1	2.9	3.4	3.7
Racial harmony at this college	84	25%	51%	13%	11%	19%	3.7	3.5	3.8	3.8
Opportunities for student employment	65	15%	34%	29%	22%	38%	2.9	2.8	3.3	3.5
Opportunities for personal involvement in campus activities	74	19%	38%	28%	15%	29%	3.2	3.2	3.6	3.8
Student government	72	19%	42%	22%	17%	31%	3.3	3.2	3.5	3.5
Religious activities and programs	62	11%	52%	24%	13%	40%	3.2	3.2	3.4	3.6
Campus media (student newspaper, campus radio, etc.)	73	18%	40%	25%	18%	30%	3.2	3.2	3.5	3.5
This College in general	86	15%	43%	27%	15%	17%	3.2	3.1	3.6	3.9

APPENDIX B: ANOVA BY CAMPUS

Items	Main (67)	OKC (7)	Tulsa (24)	Total	F	Sig.
Academic advising services	3.4	3.1	3.6	3.4	0.46	0.631
Personal counseling services	3.3	3.0	3.4	3.3	0.19	0.831
Career planning services	3.0	2.6	3.2	3.0	0.32	0.726
Job placement services	2.7	2.8	2.4	2.6	0.25	0.780
Recreational and intramural programs and services	2.9	3.1	2.1	2.8	2.33	0.104
Library facilities and services	3.6	3.6	2.2	3.3	10.96	0.000*
Student health services	2.7	3.5	2.0	2.6	2.50	0.088
College-sponsored tutorial services	3.3	2.8	2.3	3.1	3.85	0.026
Financial aid services	2.4	2.6	2.6	2.4	0.27	0.761
Student employment services	2.9	3.0	2.9	2.9	0.01	0.986
Residence hall services and programs	2.6	3.7	2.7	2.6	0.79	0.460
Food services	1.8	2.5	2.0	1.9	0.39	0.679
College-sponsored social activities	3.0	3.7	2.3	2.9	2.08	0.131
Culture programs	3.1	3.6	2.6	3.0	1.13	0.328
College orientation programs	3.3	3.0	2.7	3.1	0.84	0.436
Credit-by-examination program (PEP, CLEP, etc.)	2.8	3.5	1.4	2.6	5.19	0.009*
Honors programs	3.4	4.0	2.2	3.2	3.46	0.038*
Computer services	3.1	3.1	2.3	2.9	3.10	0.050*
College mass transit services	2.5	2.5	2.4	2.5	0.03	0.973
Parking facilities and services	2.7	4.3	3.2	2.9	4.17	0.019*
Veterans services	2.6	4.0	2.1	2.5	0.94	0.399
Day care services	3.5	5.0	1.2	3.2	10.37	0.000*
Testing/grading system	3.7	4.4	3.6	3.7	1.30	0.279
Course content in your major field	3.5	4.0	3.9	3.7	0.93	0.399
Instruction in your major field	3.4	4.0	3.4	3.4	0.59	0.559
Out-of-class availability of your instructors	3.5	3.2	3.4	3.4	0.14	0.872
Attitude of the faculty toward students	3.4	3.4	2.7	3.2	1.78	0.174
Variety of courses offered at this college	3.0	2.7	3.1	3.0	0.19	0.831
Class size relative to the type of course	4.0	4.0	4.1	4.0	0.17	0.841
Flexibility to design your own program of study	3.2	2.4	2.9	3.0	0.88	0.420
Availability of your advisor	3.6	2.7	3.8	3.6	1.49	0.231
Value of the information provided by your advisor	3.5	2.4	3.6	3.5	1.51	0.227
Preparation you are receiving for your future occupation	3.3	3.5	3.1	3.2	0.14	0.869
General admissions procedure	3.4	3.4	4.1	3.6	2.34	0.103
Availability of financial aid information prior to enrolling	2.8	3.0	2.8	2.8	0.06	0.941
Accuracy of college information you received before enrolling	2.9	2.8	3.4	3.0	0.79	0.455
College catalog/admissions publications	3.3	3.6	3.0	3.3	0.46	0.634
Student voice in college policies	2.5	3.0	2.5	2.5	0.24	0.787
Rules governing student conduct at this college	3.0	3.3	2.7	2.9	0.31	0.738
Residence hall rules and regulations	2.7	.	3.3	2.8	0.85	0.362
Academic probation and suspension policies						

Items	Main (67)	OKC (7)	Tulsa (24)	Total	F	Sig.
Purpose for which student activity fees are used	2.4	2.3	2.4	2.4	0.02	0.977
Personal security/safety at this campus	2.3	3.0	3.3	2.6	4.00	0.022*
Classroom facilities	3.3	4.4	3.7	3.5	2.85	0.063
Laboratory facilities	3.0	4.3	3.1	3.1	1.31	0.277
Athletic facilities	3.2	3.3	2.8	3.1	0.27	0.763
Study areas	3.2	3.1	3.1	3.2	0.03	0.968
Student union	1.9	2.8	2.4	2.1	1.00	0.374
Campus bookstore	2.7	2.0	2.9	2.7	0.94	0.394
Availability of student housing	2.9	4.0	4.0	3.0	1.15	0.326
General condition of buildings and grounds	2.7	4.0	3.8	3.1	8.04	0.001*
General registration procedure	3.3	3.1	3.8	3.4	1.21	0.305
Availability of courses you want at times you can take them	2.9	2.7	3.3	3.0	0.92	0.402
Academic calendar for this college (e.g., semester or quarter system)	3.7	3.1	3.7	3.6	0.64	0.528
Billing and fee payment procedures	2.8	2.4	3.2	2.9	1.07	0.348
Concern for you as an individual	3.2	3.3	3.0	3.2	0.20	0.816
Attitude of the college non teaching staff toward students	3.1	3.0	3.4	3.1	0.37	0.694
Racial harmony at this college	3.8	3.5	3.3	3.7	1.28	0.284
Opportunities for student employment	3.0	3.0	2.5	2.9	0.61	0.547
Opportunities for personal involvement in campus activities	3.4	2.6	2.8	3.2	1.60	0.209
Student government	3.4	3.3	2.8	3.3	1.27	0.288
Religious activities and programs	3.4	2.0	2.8	3.2	1.25	0.293
Campus media (student newspaper, campus radio, etc.)	3.3	3.8	2.3	3.2	3.41	0.039*
This College in general	3.2	3.3	3.0	3.2	0.13	0.880

* Significant at the .05 level