Institutions that measure satisfaction can use the data to continuously improve the quality of their student experience and to offer more educational value to students and families. The Noel-Levitz Student Satisfaction Inventory™ (SSI) measures student expectations and satisfaction with various college-related experiences. Students who complete the inventory provide two ratings of 73 expectations about campus experiences. First, they indicate how important it is that the institution meets each of the expectations. Second, they indicate how satisfied they are that the institution has met those expectations.

In October 2017, the Office of Institutional Effectiveness invited all 2,388 traditional undergraduate students to participate in the SSI. A total of 604 surveys were collected resulting in a response rate of 25%. A comparison of the demographics of the respondents and the population did not reveal any major disparities, thus the data should be fairly representative of AU’s traditional undergraduate population. The results of the survey highlight AU’s areas of strengths as well as challenges and will be used for student success initiatives, strategic planning, and continuous improvement.

**College Choice**

![Chart showing college choice percentages: 70.8% for 1st choice, 22.9% for 2nd choice, and 6.2% for 3rd choice or higher.]

AU was the first college of choice for 71% of undergraduates.

**Top 5 Factors Impacting Enrollment Decision**

- **Financial Aid**
- **Cost**
- **Academic Reputation**
- **Size of Institution**
- **Personalized Attention Prior To Enrollment**

These 3 factors were in the top three for all 4-Year Privates.
**Overall Satisfaction**

<table>
<thead>
<tr>
<th>Satified Overall</th>
<th>Re-Enrollment Likelihood</th>
</tr>
</thead>
<tbody>
<tr>
<td>AU 63%</td>
<td>AU 64%</td>
</tr>
<tr>
<td>4-Yr Privates 54%</td>
<td>4-Yr Privates 56%</td>
</tr>
</tbody>
</table>

*Rated as 6 (satisfied) or 7 (very satisfied)*

*Rated as 6 (probably yes) or 7 (definitely yes)*

**Most Important Areas of Student Experience**

- Academic Advising
- Instructional Effectiveness
- Student Centeredness
- Concern for the Individual
- Campus Climate
- Recruitment and Financial Aid
- Safety and Security
- Registration Effectiveness
- Service Excellence
- Campus Support Services
- Campus Life

The three areas of the campus experience that matter the most, from a big-picture point of view.

The same 3 areas were in the top 3 for all 4-Year Privates

However, AU students provided significantly higher satisfaction ratings on Academic Advising and Instructional Effectiveness
Matrix for Prioritizing Action

**AU Strengths (in descending order of importance)**
The instruction in my major field is excellent
My academic advisor is knowledgeable about requirements in my major
The content of the courses within my major is valuable
I am able to experience intellectual growth here
My academic advisor is approachable
Nearly all of the faculty are knowledgeable in their field
Major requirements are clear and reasonable
My academic advisor is concerned about my success as an individual
There is a good variety of courses provided on this campus
There is a commitment to academic excellence on this campus
Faculty are usually available after class and during office hours
Tutoring services are readily available

**AU Challenges (in descending order of importance)**
It is an enjoyable experience to be a student on this campus
I am able to register for classes I need with few conflicts
Security staff respond quickly in emergencies
Tuition paid is a worthwhile investment
Adequate financial aid is available for most students
The personnel involved in registration are helpful
Financial aid counselors are helpful
Financial aid awards are announced to students in time to be helpful in college planning
Living conditions in the residence halls are comfortable (adequate space, lighting, heat, air, etc.)

**Challenge:** items above the mid-point in importance and in the lower quartile (25%) of satisfaction scores or in the top quartile (25%) of performance gap scores

**Strength:** items above the mid-point in importance and in the upper quartile (25%) of satisfaction scores

4 of the top 5 strengths for AU were in the top 5 for all 4-Year Privates. However, AU students provided significantly higher satisfaction ratings on all 4 items

All of the top 5 challenges for AU were in the top 5 for all 4-Year Privates. AU students did not provide significantly different satisfaction ratings on 4 of the 5 items
The larger the performance gap, the greater the discrepancy between what students expect and their level of satisfaction with the current situation. The smaller the performance gap, the better AU is doing at meeting student expectations.

### Largest Performance Gaps for AU

<table>
<thead>
<tr>
<th>ITEM</th>
<th>Importance</th>
<th>Satisfaction</th>
<th>GAP</th>
<th>Mean Diff</th>
</tr>
</thead>
<tbody>
<tr>
<td>Living conditions in the residence halls are comfortable</td>
<td>6.28</td>
<td>3.80</td>
<td>2.48</td>
<td>-.95***</td>
</tr>
<tr>
<td>The amount of student parking space on campus is adequate</td>
<td>5.89</td>
<td>4.19</td>
<td>1.70</td>
<td>.19*</td>
</tr>
<tr>
<td>Security staff respond quickly in emergencies</td>
<td>6.48</td>
<td>4.98</td>
<td>1.50</td>
<td>-.36***</td>
</tr>
<tr>
<td>Tuition paid is a worthwhile invest</td>
<td>6.43</td>
<td>4.95</td>
<td>1.48</td>
<td>.03</td>
</tr>
<tr>
<td>Billing policies are reasonable</td>
<td>6.07</td>
<td>4.62</td>
<td>1.45</td>
<td>-.14*</td>
</tr>
<tr>
<td>Residence hall regulations are reasonable</td>
<td>6.11</td>
<td>4.71</td>
<td>1.40</td>
<td>-.29***</td>
</tr>
<tr>
<td>Adequate financial aid is available for most students</td>
<td>6.40</td>
<td>5.01</td>
<td>1.39</td>
<td>.00</td>
</tr>
<tr>
<td>I am able to register for classes I need with few conflicts</td>
<td>6.52</td>
<td>5.14</td>
<td>1.38</td>
<td>-.05</td>
</tr>
<tr>
<td>Channels for expressing student complaints are readily available</td>
<td>6.10</td>
<td>4.74</td>
<td>1.36</td>
<td>-.16*</td>
</tr>
<tr>
<td>Student activities fees are put to good use</td>
<td>6.16</td>
<td>4.83</td>
<td>1.33</td>
<td>.01</td>
</tr>
<tr>
<td>Parking lots are well-lighted and secure</td>
<td>6.13</td>
<td>4.81</td>
<td>1.32</td>
<td>-.33***</td>
</tr>
<tr>
<td>There are a sufficient number of weekend activities for students</td>
<td>5.93</td>
<td>4.63</td>
<td>1.30</td>
<td>-.07</td>
</tr>
</tbody>
</table>

### Future Areas of Focus for AU

- It is an enjoyable experience to be a student on this campus
- There are a sufficient number of weekend activities for students
- Student activities fees are put to good use
- Tuition paid is a worthwhile invest
- Channels for expressing student complaints are readily available
- Adequate financial aid is available for most students
- Financial aid counselors are helpful
- Financial aid awards are announced to students in time to be helpful in college planning
- The personnel involved in registration are helpful
- I am able to register for classes I need with few conflicts
- Billing policies are reasonable
- The amount of student parking space on campus is adequate
- Parking lots are well-lighted and secure
- Security staff respond quickly in emergencies
- Living conditions in the residence halls are comfortable
- Residence hall regulations are reasonable