

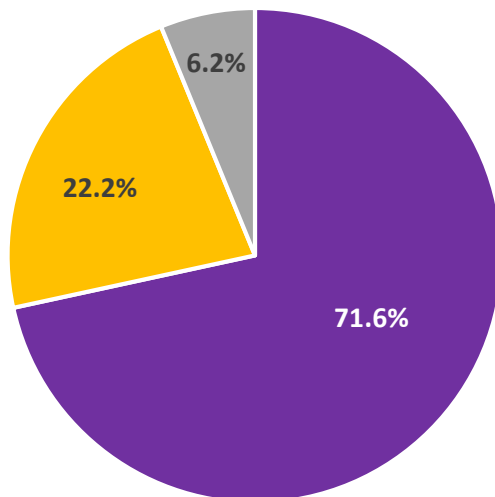
# 2021 Noel-Levitz Student Satisfaction Inventory

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 2021, the Office of Institutional Effectiveness invited all 1,905 traditional undergraduate students to participate in the SSI. A total of 486 surveys were collected resulting in a response rate of 25%. As a means of comparison, the average response rate for all institutions participating in the SSI was 20%. A comparison of the demographics of the AU respondents and the AU 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

■ 1st Choice ■ 2nd Choice ■ 3rd Choice or Higher



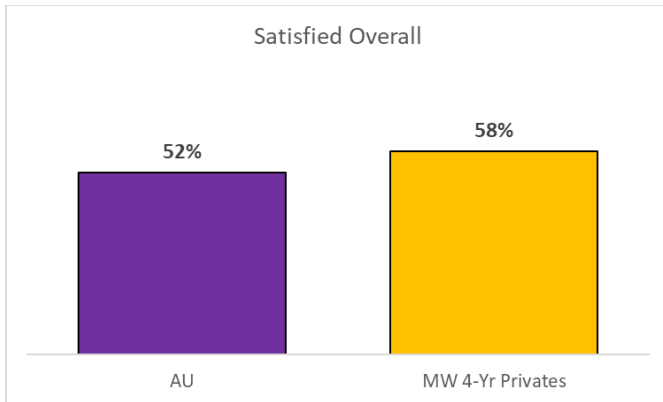
AU was the first college of choice for **72%** of undergraduates

## Top 5 Factors Impacting Enrollment Decision

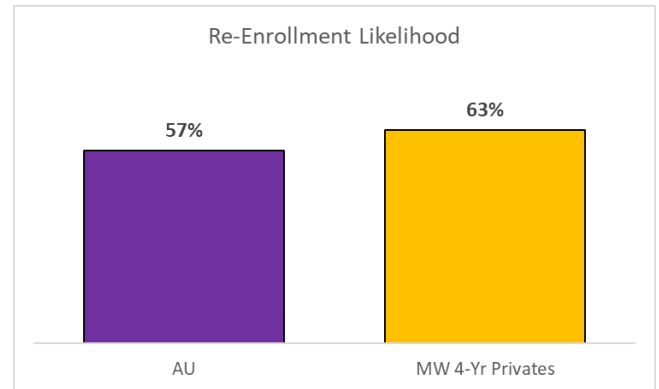
- FINANCIAL AID
- COST
- ACADEMIC REPUTATION
- SIZE OF INSTITUTION
- PERSONALIZED ATTENTION PRIOR TO ENROLLMENT

These 3 factors were in the top three for all Midwestern 4-Year Privates

## Overall Satisfaction



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



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

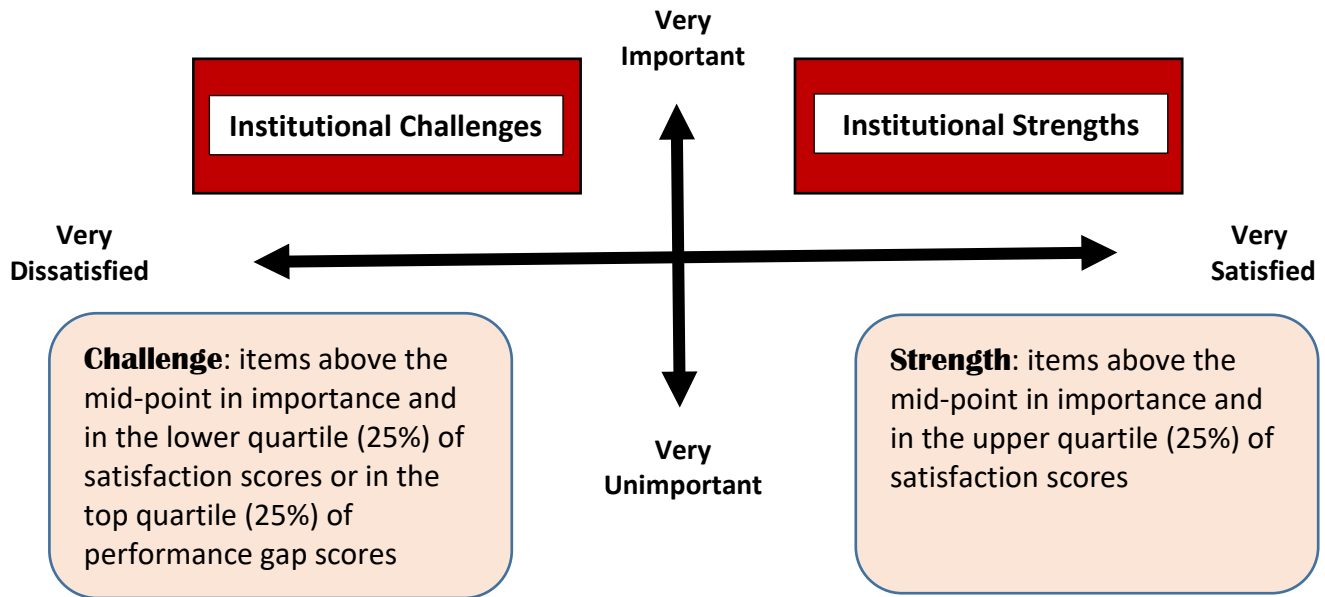
## Most Important Areas of Student Experience

**Academic Advising**  
**Instructional Effectiveness**  
**Concern for the Individual**  
**Student Centeredness**  
**Safety and Security**  
**Recruitment and Financial Aid**  
**Campus Climate**  
**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 4 for all Midwestern 4-Year Privates

## Matrix for Prioritizing Action



### **AU Strengths** (in descending order of importance)

- My academic advisor is knowledgeable about requirements in my major
- Nearly all of the faculty are knowledgeable in their field
- The instruction in my major field is excellent
- My academic advisor is approachable
- My academic advisor is concerned about my success as an individual
- I am able to experience intellectual growth here
- Major requirements are clear and reasonable
- There is a commitment to academic excellence on this campus
- Faculty are usually available after class and during office hours
- There are adequate services to help me decide upon a career
- On the whole, the campus is well-maintained
- Tutoring services are readily available
- Academic support services adequately meet the needs of students

### **AU Challenges** (in descending order of importance)

- I am able to register for classes I need with few conflicts
- The campus is safe and secure for all students
- It is an enjoyable experience to be a student on this campus
- Adequate financial aid is available for most students
- Faculty provided timely feedback while we studied virtually
- Tuition paid is a worthwhile investment
- This institution shows concern for students as individuals
- Students of color are made to feel welcome here
- The quality of virtual instruction was excellent following the move from on-campus classes
- Financial aid counselors are helpful
- Living conditions in the residence halls are comfortable
- Freedom of expression is protected on campus
- Student disciplinary procedures are fair

AU students were significantly less satisfied than students from 4-Year Privates in the Midwestern Region on 8 of the 13 challenge items.

## Performance Gaps



*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

Item	Importance	Satisfaction	Gap	Mid-West	Mean Diff	Sig
Living conditions in the residence halls are comfortable (adequate space, lighting, heat, air, etc.	6.24	3.81	2.43	4.73	-0.92	★★★
Tuition paid is a worthwhile investment.	6.34	4.67	1.67	5.09	-0.42	★★★
Adequate financial aid is available for most students.	6.36	4.79	1.57	5.18	-0.39	★★★
Student activities fees are put to good use.	6.15	4.60	1.55	4.94	-0.34	★★★
The quality of virtual instruction was excellent following the move from on-campus classes.	6.29	4.78	1.51			
Channels for expressing student complaints are readily available.	6.15	4.65	1.50	4.87	-0.22	★
Billing policies are reasonable.	5.98	4.49	1.49	4.83	-0.34	★★★
The amount of student parking space on campus is adequate.	5.92	4.43	1.49	3.80	0.63	★★★
This institution shows concern for students as individuals.	6.33	5.07	1.26	5.54	-0.47	★★★
There is an adequate selection of food available in the cafeteria.	6.16	4.91	1.25	4.26	0.65	★★★
It is an enjoyable experience to be a student on this campus.	6.42	5.22	1.20	5.52	-0.30	★★★
Faculty provided timely feedback about my academic progress while we studied virtually.	6.36	5.16	1.20			

### Next Steps for AU

1. Present results to stakeholder groups across campus (e.g., Cabinet, Student Senate, etc.)
2. Distribute Department results to departments across campus
3. Meet with functional areas across campus to discuss results and develop action plans
4. Breakout SSI data by key demographic areas (e.g., Class Level, Gender, Residence Status, etc.)
5. Conduct focus groups with students
6. Develop campus wide plan of action for student success
7. Report on success plan initiatives
8. Conduct Student Satisfaction Inventory again in Fall 2023