

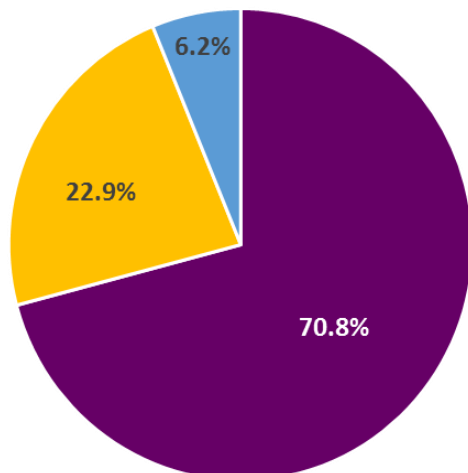
2017 Noel-Levitz Student Satisfaction Inventory

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 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

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



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

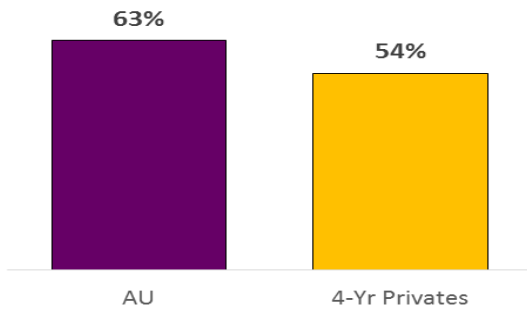
Top 5 Factors Impacting Enrollment Decision

- 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

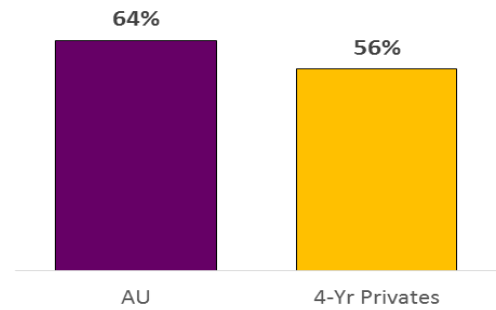
Overall Satisfaction

Satisfied Overall



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

Re-Enrollment Likelihood



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

Most Important Areas of Student Experience

Academic Advising
Instructional Effectiveness
Student Centeredness

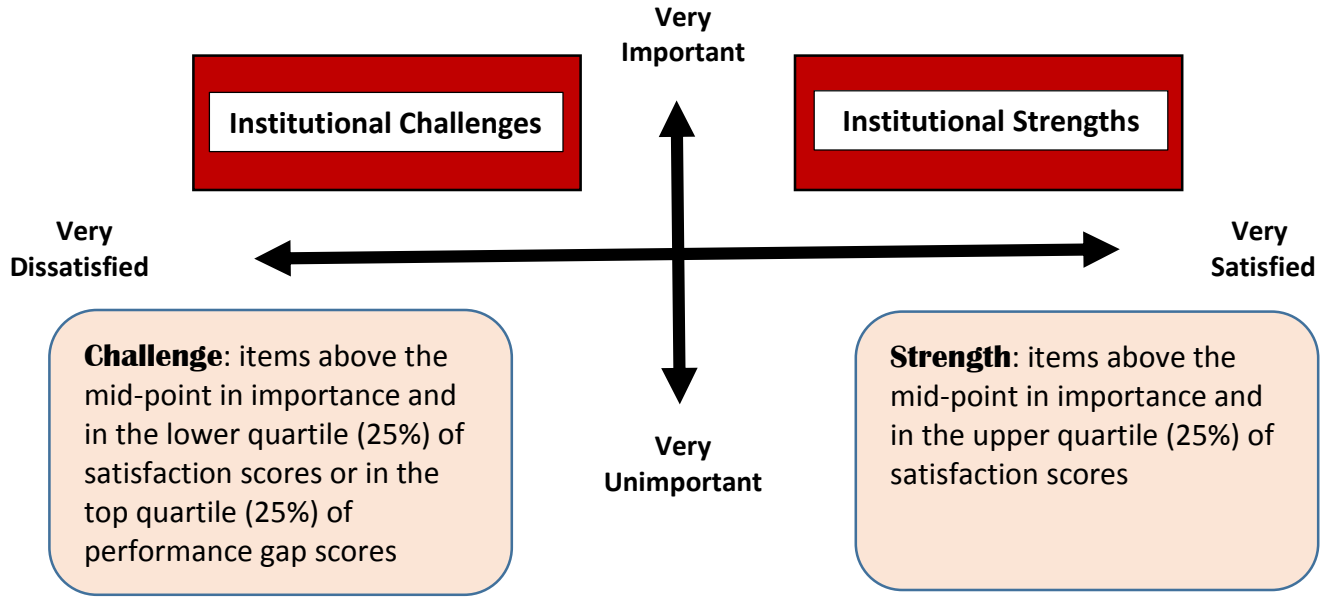
Concern for the Individual
Campus Climate
Recruitment and Financial Aid
Safety and Security
Registration Effectiveness
Service Excellence
Campus Support Services
Campus Life

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

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

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.)

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

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

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