



# Student Priorities Survey Results

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Graduate and Continuing Education  
Institutional Research

# Why use this survey for GCE Fitchburg State University students?

The Ruffalo Noel Levitz Adult Student Priorities Survey is used to help see what is important to adult students and how satisfied they are along with national benchmark comparison data.

- Develop a structure to incorporate student voice in our planning efforts
- Assess our strengths and weaknesses
- Create a continuous improvement process
- Assist in setting strategic priorities
- See where we stand in comparison to others
- Survey results and activities can be mapped to NECHE standards

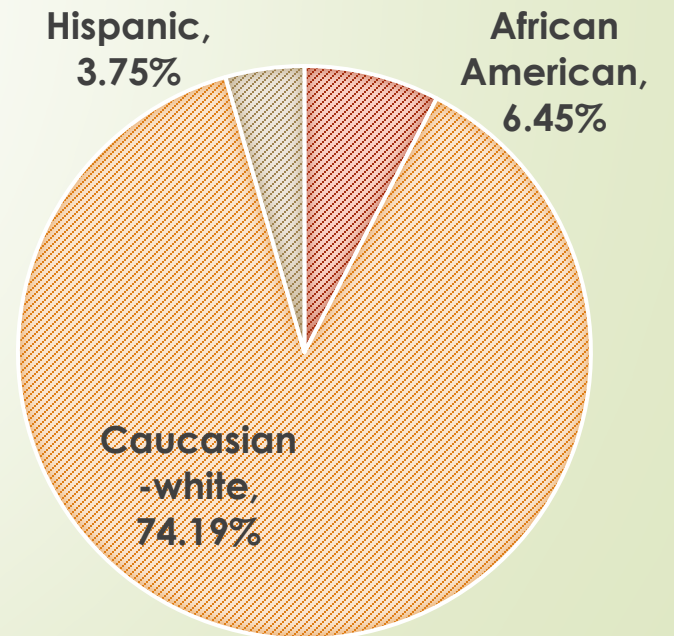
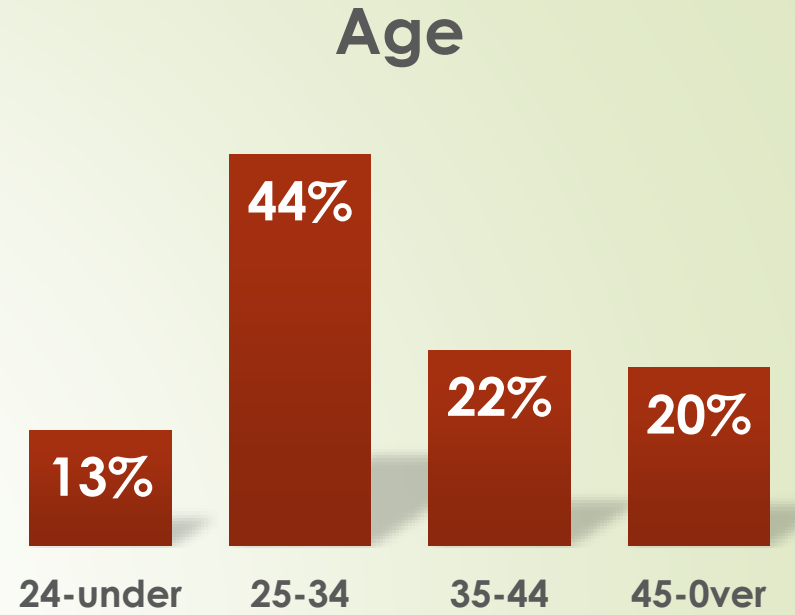
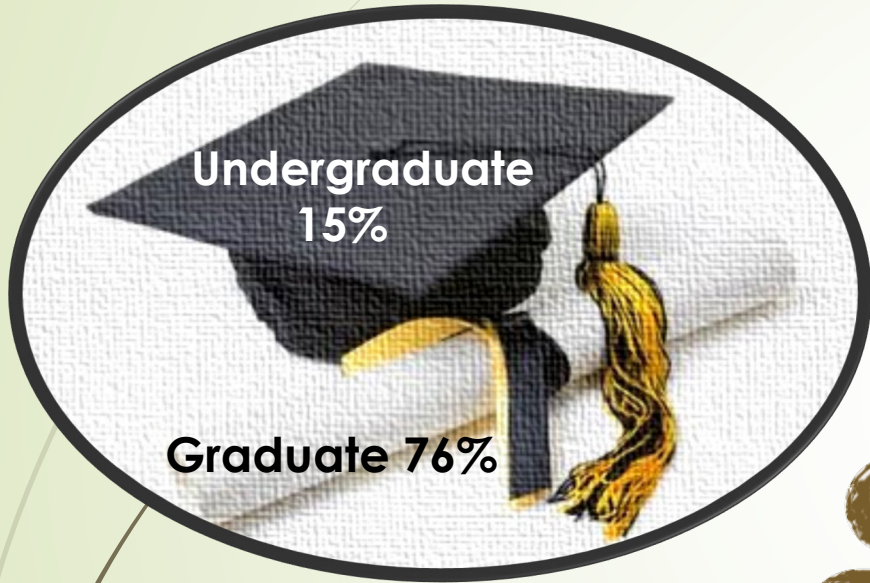
# Facts

- ▶ Launched poll September 14, 2017
- ▶ Ended poll February 7, 2018
- ▶ Sent out to 1985 students with 430 responses
- ▶ 22% response rate
- ▶ Population includes GCE evening and online students
- ▶ 270 additional comments provided of which 75% included positive feedback

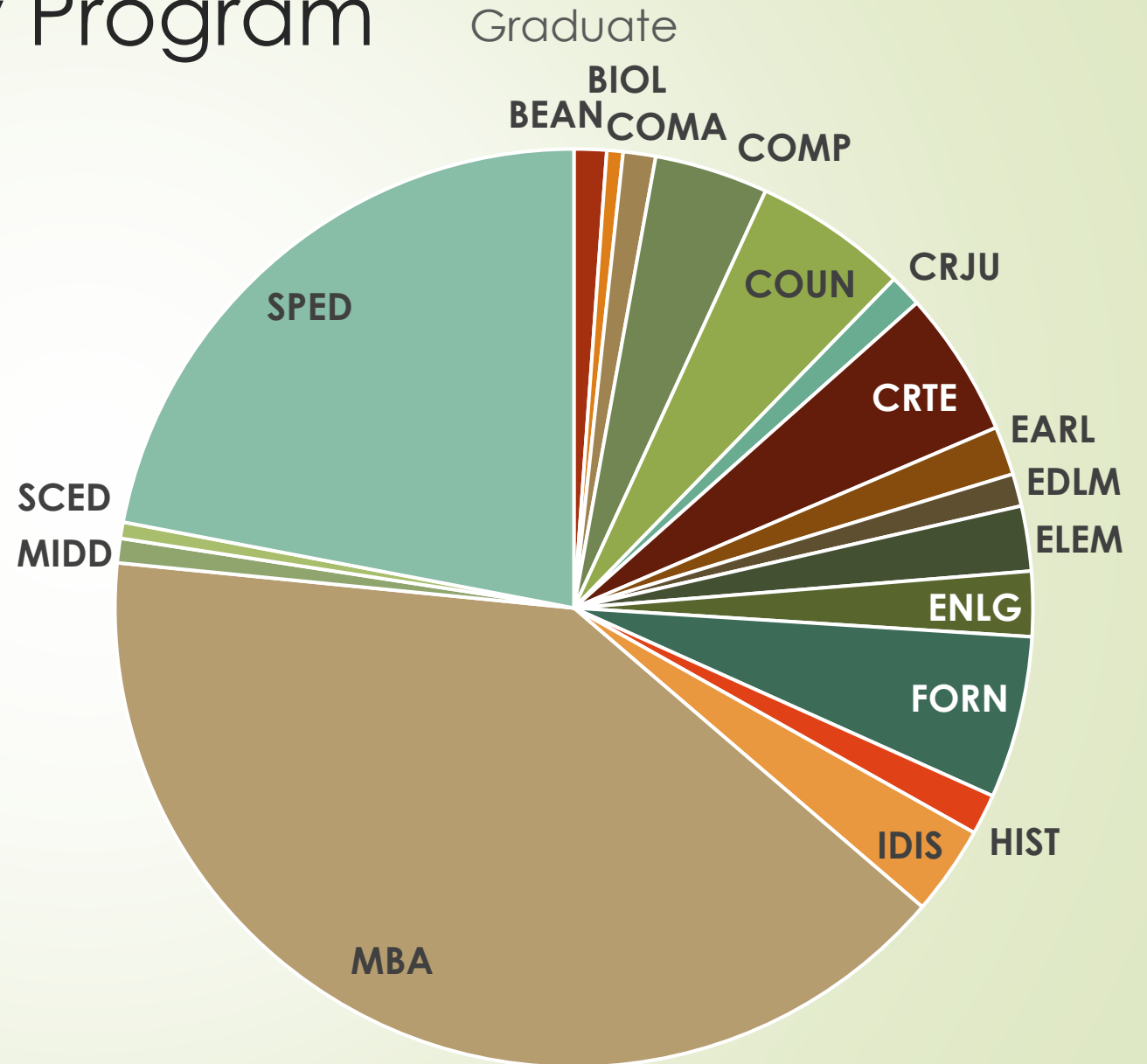
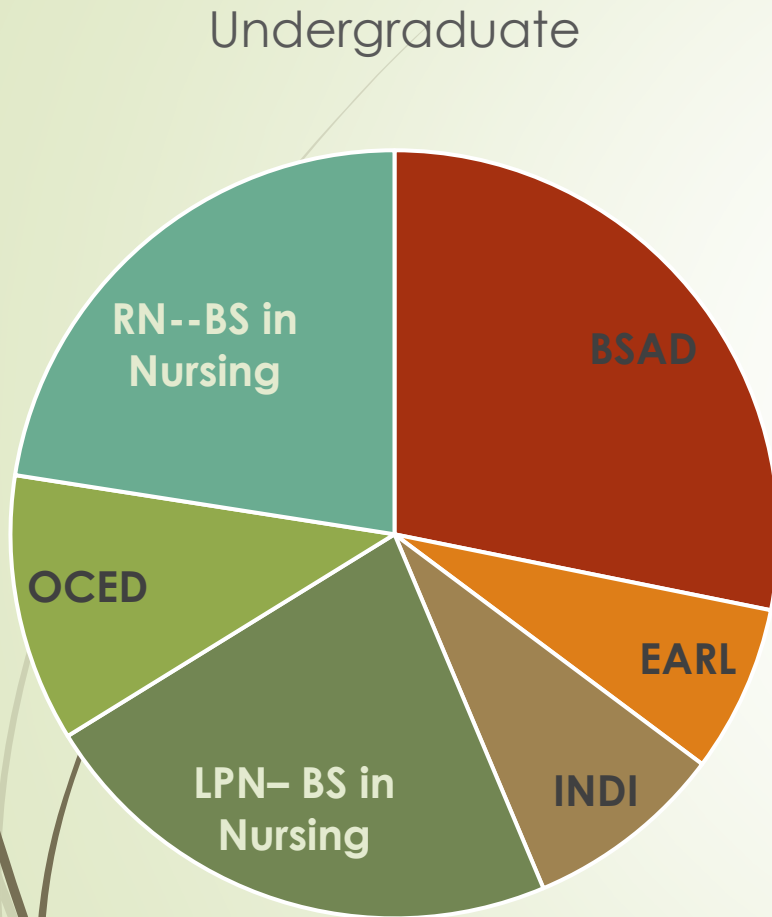
# National Comparison Group

- 153 Institutions total
  - 72,124 Student records
  - Fall 2014 through spring 2017
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- Elms College, MA
  - Fresno Pacific University, CA
  - Grand Valley State University, MI
  - Lipscomb University, TN
  - Merrimack College, MA
  - Mount Saint Mary College, NY
  - New England College of Business and Finance, MA
  - Pepperdine University – GSEP, CA
  - Regis College, MA
  - Seattle University, WA
  - Sierra State University, CA
  - Troy University, AL
  - Univ. of California – Riverside, CA
  - Univ. of Central Oklahoma, OK
  - Utica College, NY
  - Youngstown State University, OH

# Demographics



# Responses by Program



# Level of Satisfaction Scale

- 1 – Not satisfied at all
- 2 – Not very satisfied
- 3 – Somewhat unsatisfied
- 4 – Neutral
- 5 – Somewhat satisfied
- 6 – Satisfied
- 7 – Very satisfied
- N/A – Does not apply

“I’ve been a member of the Fitchburg State community since I enrolled my freshman year in 2011 and I’m more than happy with my experiences at the university. We’re so lucky to have such caring and dedicated faculty members! “



# How do we compare to others?

	Fitchburg State University	National Adult Students
Scale	Satisfaction	Satisfaction
Instructional Effectiveness	6.10	5.91
Academic Advising	5.94	5.90
Registration Effectiveness	6.01	5.86
Campus Climate	5.98	5.82
Safety and Security	5.88	5.82
Service Excellence	5.91	5.65
Admissions and Financial Aid	5.69	5.64
Academic Services	6.01	5.73

# Challenges

- ▶ I am able to register for classes I need with few conflicts 5.94
  - ▶ Review how we restrict courses
  - ▶ Organize seats list so it is easier to follow (i.e. reduce multiple lines)
  - ▶ Give cross listed courses different pre-fixes
- ▶ \*There is adequate number of courses offered each semester 5.55
  - ▶ Adoption of the 2 Year Course Rotations
  - ▶ Working with departments to identify data and other resources needed to assist with course planning.
- ▶ The content of the courses within my major is valuable 5.98

\*Individual University Question

Score indicate University's lowest scores

# Challenges continued

- ▶ \*Course offerings make it easy to progress through my program requirements steadily [5.73](#)
  - ▶ Adoption of the 2 Year Course Rotations
  - ▶ Working with departments to assist with course scheduling needs
  - ▶ Recruitment and outreach to assist with filling classes and offering more course options
- ▶ There are sufficient options within my program of study [5.67](#)

\*Individual University Question

Score indicate University's lowest scores

“An open ended field in course evaluations is lacking, limited students' ability to provide meaningful feedback. As an out of state, online student, campus wide communications are excessive. I receive constant email communication about on-campus events and updates that are completely non applicable to me. “

# Strengths

- ▶ \*Faculty teaching online responds to questions and concerns in a timely fashion 6.17
  - ▶ Strong faculty support and advising
- ▶ Major requirements are clear and reasonable 6.17
  - ▶ 2 year course rotations are now available
  - ▶ Annual catalog reviews and updates
  - ▶ Program website information
  - ▶ Orientation and onboarding information
- ▶ Nearly all faculty are knowledgeable in their field 6.39
  - ▶ Strength of academic departments
  - ▶ Faculty background and student support

\*Individual University Question

Score indicate University's highest scores

# Strengths continued

- ▶ I am able to register for classes by personal computer, fax or telephone 6.56
  - ▶ Registrar's office – Strong customer service
  - ▶ Clear online resources for students
- ▶ There is a commitment to academic excellence at this institution 6.17
  - ▶ Should support our goal to enhance online teaching, best practices etc.

Score represents University's lowest scores

“I received my undergrad B.A. back in 2006 so it was a no-brainer to come back to Fitchburg State University for my graduate studies. As an employee for the city of Fitchburg, I am very pleased in the direction Fitchburg State University is headed while building relationships within the community. I envision Fitchburg State University becoming an elite school in the next decade while producing many diverse scholars. “

# Individual Campus Questions

- ▶ To address items we thought may be concerns or wanted to learn more about
- ▶ Include items that were not already addressed on the survey and that are specific to our institution
- ▶ We focused on communication related questions to identify and clarify possible gaps



# Individual Campus Questions

## Top 4 Most Satisfied:

- ▶ I'm satisfied with the method of communication that alerts me to inclement weather and emergencies 6.4
- ▶ Library is easily accessible remotely 6.11
- ▶ Delivery of courses online are good quality 6.09
- ▶ I'm satisfied with the methods of communication that alert me to on campus events 6.06

“I'm very pleased with the level of education being provided and the instructors and I feel I made the right choice in Fitchburg State University. “

# Individual Campus Questions Cont.

## Bottom 4 Least Satisfied:

- ▶ I am aware of scholarship opportunities available to me 3.79
- ▶ I am an active member in the university community 4.91
- ▶ Campus Events are held at a convenience time for my schedule 5.11
- ▶ I utilize the on-campus resources available to me 5.53
  - ▶ We are working collaboration with several student resource departments to further investigate and address (Academic Coaching, Financial Aid, Writing Center, Disability Services etc.).

“I was unhappy with the amount of guidance from the financial aid side of admissions, and would have liked more assistance with that. A previous program I had completed was very helpful with the entire financial aid process and I was somewhat expecting this to be the same case, so I was disappointed when it was not so.”

“I feel the parking for commuters is not at all adequate, and feel the lots are rather cramped and unsafe at times. “

# Hopes for the future

- ▶ Bi-Annual Assessment
  - ▶ Continue with survey every other year for continual improvement
- ▶ We get higher participation
  - ▶ Create more incentives for students to complete the survey
- ▶ Student feedback is one of the major factors we consider in our planning efforts
- ▶ We communicate how the feedback has driven improvements
  - ▶ Send an update to all students who have participated indicating what we are doing to make changes to what they find as challenges
- ▶ Suggestions?

Questions?