

STUDENT SATISFACTION & PRIORITIES

SPRING 2026 RESULTS

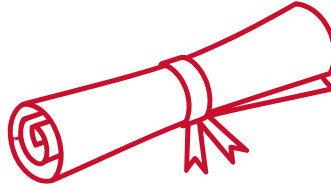


WHY DOES STUDENT SATISFACTION MATTER?

Student satisfaction has been positively linked to:



Individual
student
retention



College
completion
rates



Annual
giving



In the Spring of 2026, Sul Ross State University administered the Student Satisfaction Inventory through the nationally recognized organization Ruffalo Noel Levitz (RNL).

1,618 students received links to take the survey in March 2026.
121 or 7% completed the survey before the deadline.
2 random students of the 121 received gift cards for participating.
80 participants from the Alpine campus and
41 from the Eagle Pass, Del Rio, or Uvalde campuses.

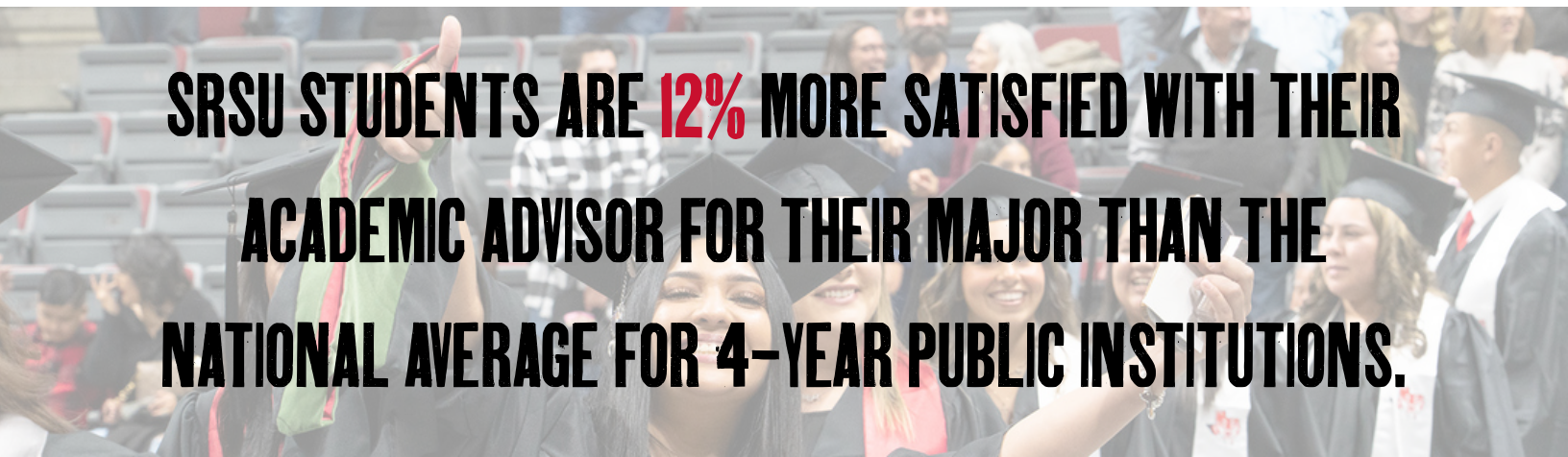
**STUDENT SATISFACTION IS DEFINED AS
“WHEN EXPECTATIONS ARE MET OR
EXCEEDED BY THE STUDENT’S
PERCEPTION OF THE CAMPUS
REALITY.”**

SCHREINER & JUILLERAT, 1994

OUR INSTITUTIONAL STRENGTHS

These are the top areas our students care about, where we are meeting their expectations

1. My academic advisor is knowledgeable about requirements in my major (#1 in 2024)
2. My academic advisor is approachable (#2 in 2024)
3. The content of the courses within my major is valuable. (#4 in 2024)
4. The instruction in my major field is excellent. (#5 in 2024)
5. Library resources and services are adequate (New strength)



SRSU STUDENTS ARE 12% MORE SATISFIED WITH THEIR ACADEMIC ADVISOR FOR THEIR MAJOR THAN THE NATIONAL AVERAGE FOR 4-YEAR PUBLIC INSTITUTIONS.

OUR INSTITUTIONAL CHALLENGES

These areas are the key areas to improve, based on the priorities of our students.

1. There is a good variety of courses provided on this campus (New challenge)
2. Financial aid counselors are helpful (New challenge)
3. Tuition paid is a worthwhile investment (#1 in 2024)
4. Food availability and resources for students (#4 in 2024)
5. Financial aid awards are announced to students in time to be helpful in college planning (#5 in 2024)

COMPARISON TO THE LAST ADMINISTRATION

IMPORTANCE OF INSTITUTIONAL CHOICE

Students attending their **first choice institution** are more likely to have higher satisfaction levels overall. The percentage of our students indicating that we are their:



WHAT FACTORS INFLUENCE OUR STUDENTS TO ENROLL?

These items are the key areas to improve, based on the priorities of our students. Important factors in the **decision to enroll** at our institution are:

INFLUENCING FACTORS	2026	COMPARISION	2024
COST	90%	6% INCREASE	84%
FINANCIAL AID	84%	1% DECREASE	85%
ACADEMIC REPUTATION	71%	8% DECREASE	79%

FIRST GENERATION DEFINED BY STUDENTS

Respondents indicated that **neither parents/guardians attended college**.



FULLY ONLINE STUDENT REPRESENTATION

Respondents indicated that they were **fully online** students.



BOTTOM LINE INDICATORS

How **satisfied** are our students compared with students nationally?

2026

2024

64% SRSU PERCENTAGE SATISFIED/VERY SATISFIED **67% SRSU** PERCENTAGE SATISFIED/VERY SATISFIED
57% NATIONAL LEVEL SATISFIED/VERY SATISFIED **54% NATIONAL LEVEL** SATISFIED/VERY SATISFIED

How likely are our students to **enroll again** if they had to do it over?

2026

2024

67% SRSU PERCENTAGE PROBABLY/DEFINITELY YES **69% SRSU** PERCENTAGE PROBABLY/DEFINITELY YES
65% NATIONAL LEVEL PROBABLY/DEFINITELY YES **63% NATIONAL LEVEL** PROBABLY/DEFINITELY YES

HIGHEST IMPORTANCE ITEMS

My **academic advisor** is knowledgeable about requirements in my major.

90%

IMPORTANCE

84%

SATISFACTION

6%

GAP

Major requirements are clear and reasonable.

90%

IMPORTANCE

75%

SATISFACTION

15%

GAP

There is a good **variety of courses** provided on this campus.

90%

IMPORTANCE

68%

SATISFACTION

22%

GAP



RNL STUDENT SATISFACTION INVENTORY (SSI) IMPLEMENTATION TEAM MEMBERS

Institutional Effectiveness

April Aultman Becker, Assistant VP Institutional Effectiveness and Research

Isabella Lujan, Director of Planning and Accreditation

Institutional Research

Greg Marsh, PhD, Director of Institutional Research

Ajay Vaidya, Research Analyst

Office of Information Technology

Sarah Sheffield, Information Security Specialist

Special thank you to the Student Government Association Officers for contributing campus specific questions for this survey, along with some faculty and Student Life representatives.

Email ie@sulross.edu for specific data points, survey details, or general questions.