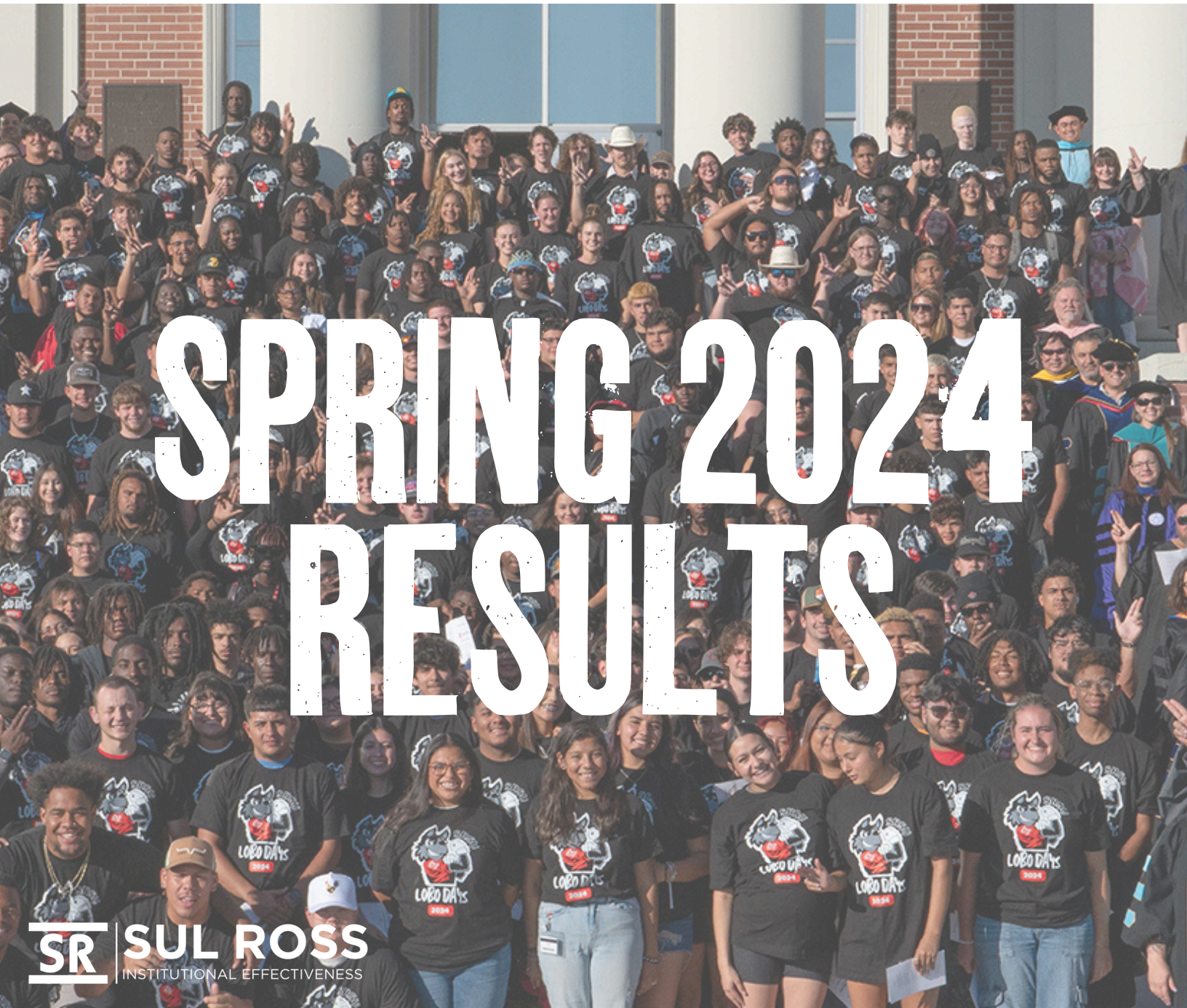


STUDENT SATISFACTION & PRIORITIES



SPRING 2024
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 2024 Sul Ross State University administered the Student Satisfaction Inventory through the nationally recognized organization Ruffalo Noel Levitz (RNL).

2,072 students received links to take the survey beginning in March 2024.
233 or 11% completed the survey before the deadline.
5 random students of the 233 received Visa gift cards for participating.
168 participants from the Alpine campus and **65** 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



2024 RESULTS



OUR INSTITUTIONAL STRENGTHS

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

1. My academic advisor is a knowledge about requirements in my major.
2. My academic advisor is approachable.
3. Nearly all of the faculty are knowledge in their field.
4. The content of the courses within my major is valuable.
5. The instruction in my major field is excellent.

SRSU STUDENTS ARE 11% MORE SATISFIED WITH THE INSTRUCTION IN THEIR MAJOR FIELD THAN THE NATIONAL AVERAGE FOR 4-YEAR PUBLIC INSTITUTIONS.



2024 RESULTS



OUR INSTITUTIONAL CHALLENGES

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

1. Tuition paid is a worthwhile investment.
2. Adequate financial aid is available for most students.
3. I am able to register for classes I need with few conflicts.
4. Food availability and resources for students.
5. Financial awards are announced to students in time to be helpful in college planning.
6. Admissions staff are knowledgeable.
7. My academic advisor helps me set goals to work toward.
8. Faculty provide timely feedback about student progress in a course.
9. On the whole, the campus is well-maintained.

2024 RESULTS

LARGE GAP FOR FRESHMAN STUDENTS

The freshman respondents had the largest gap between importance and satisfaction for the following survey items.

On the whole, campus is well-maintained.

Importance	Satisfaction	Gap
95%	39%	56%

Food availability and resources for students.

Importance	Satisfaction	Gap
91%	41%	50%

TIMELY FEEDBACK

Students who reported that both of their parents/guardians earned a college degree reported a large gap concerning course feedback.

Faculty provide timely feedback about student progress in a course.

Importance	Satisfaction	Gap
86%	38%	48%

FIRST GENERATION DEFINED BY STUDENTS

46% 108 or 46% of respondents indicated that neither parents/guardians attended college.

FULLY ONLINE STUDENT REPRESENTATION

41% 96 or 41% of respondents indicated that they were fully online students.

2024 RESULTS

3

THE 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:

65.95%

1st Choice

25.43%

2nd Choice

8.62%

3rd+ Choice

4

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:

85%

Financial Aid

84%

Cost

79%

Academic Reputation





2024 RESULTS



BOTTOM LINE INDICATORS

How satisfied are our students compared with students nationally?

SRSU Percentage
Satisfied/Very Satisfied

67%

National Level Percentage
Satisfied/Very Satisfied

54%

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

SRSU Percentage
Probably/Definitely Yes

69%

National Level Percentage
Probably/Definitely Yes

63%



RNL STUDENT SATISFACTION INVENTORY (SSI) IMPLEMENTATION TEAM MEMBERS

Institutional Effectiveness

Kayla Waggoner, Director of Institutional Assessment and Planning

Isabella Lujan, Coordinator

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Special thank you to the 2023-2024 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.