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2023 Student Satisfaction Inventory

Southwestern Oklahoma State University

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SOUTHWESTERN OKLAHOMA STATE UNIVERSITY
RUFFALO NOEL-LEVITZ STUDENT SATISFACTION INVENTORY
2023

The Ruffalo Noel-Levitz Student Satisfaction Inventory (SSI) gives Southwestern’s leadership insights about the aspects of college that are important to students as well as how satisfied students are with them. The SSI was utilized as a student satisfaction survey for the fifth time this year. Southwestern results of the SSI are compared nationally through Noel-Levitz, Inc. with normative data based on 46,299 student records from 56 4-year public institutions.

For Southwestern’s 2023 administration of the SSI, basically all sophomores, juniors, and graduate students were invited to participate. The online survey was accessible to 1,954 students; it was completed by 308 respondents. Results have been tabulated, and for the 2023 administration, the response rate was 16 percent; the response rate from the last administration was 14 percent. In general, respondents are mostly female (70.63%), ages 19 to 24 (62.94%), and Caucasian/White (70.93%). The largest groups of respondents are Education, Nursing, Business, and Allied Health majors (19.55%, 16.28%, 13.91%, and 13.02% respectively).

The class levels of the respondents are divided as shown:

CLASSIFICATION	22-23	20-21	17-18	15-16	13-14
Sophomores	26%	24%	24%	24%	34%
Juniors	36%	26%	27%	27%	28%
Graduate/Prof. Students	26%	42%	42%	45%	31%
Other	12%	8%	7%	4%	7%

Summary

Students were given the opportunity to rate the importance of and satisfaction with various aspects of college. Choices for rating importance were **7 Very Important, 6 Important, 5 Somewhat Important, 4 Neutral, 3 Somewhat Unimportant, 2 Not Very Important, and 1 Not Important At All**. Satisfaction response choices were **7 Very Satisfied, 6 Satisfied, 5 Somewhat Satisfied, 4 Neutral, 3 Somewhat Dissatisfied, 2 Dissatisfied, and 1 Very Dissatisfied**. In general, Southwestern students continue to display more satisfaction than students at other four-year public colleges. Data reveals the following points of interest:

1. Of highest importance to SWOSU students:
 - ◆ 33. My academic advisor is knowledgeable about requirements in my major. (6.66; satisfaction is 6.35)
 - ◆ 6. My academic advisor is approachable. (6.62; satisfaction 6.29)
 - ◆ 8. The content of the courses within my major is valuable. (6.53; satisfaction 6.03)
 - ◆ 16. The instruction in my major field is excellent. (6.51; satisfaction is 6.07)
 - ◆ 34. I am able to register for classes I need with few conflicts. (6.49; satisfaction is 6.03)
 - ◆ 55. Major requirements are clear and reasonable. (6.49; satisfaction is 6.08)
2. The least important to SWOSU students is 94. Opportunity to play sports as factor in decision to enroll (4.19)
3. All but seven satisfaction scores of SWOSU students were higher than the national average.
4. The highest satisfaction scores of SWOSU students (all of which are higher than the national average) apply to the following items:
 - ◆ 80. I want to continue to attend SWOSU and graduate from SWOSU (SWOSU item only). (6.42, 6.50 last time)
 - ◆ 33. My academic advisor is knowledgeable about requirements in my major. (6.35, 6.40 last time)
 - ◆ 6. My academic advisor is approachable. (6.29, up from 6.22 last time)

- ◆ 51. This institution has a good reputation within the community. (6.16, 6.39 last time)
 - ◆ 68. Nearly all of the faculty are knowledgeable in their field. (6.15, 6.37 last time)
 - ◆ 39. I am able to experience intellectual growth here. (6.13, 6.21 last time)
 - ◆ 35. The assessment and course placement procedures are reasonable. (6.10, up from 6.09 last time)
 - ◆ 31. Males and females have equal opportunities to participate in intercollegiate athletics. (6.09, up from 6.00 last time)
 - ◆ 55. Major requirements are clear and reasonable. (6.08, 6.15 last time)
 - ◆ 16. The instruction in my major field is excellent. (6.07, 6.20 last time)
5. The lowest satisfaction scores of SWOSU students (some of which are a little better than the national average) are at the **4 Neutral** category or higher. They apply to the following items:
- ◆ 77. There is plenty to do in town when I have free time, on the weekends, etc. (SWOSU item only). (4.29, 4.37 last time; shown to be *Important* to SWOSU respondents with a score of 5.73)
 - ◆ 21. The amount of student parking space on campus is adequate. (4.31, 4.65 last time; better than the national average of 3.74; shown to be *Important* to respondents with a score of 5.94)
 - ◆ 23. Living conditions in the residence halls are comfortable (adequate space, lighting, heat, air, etc.). (4.66, 4.69 last time; shown to be *Important* to respondents with a score of 6.16)
 - ◆ 42. There are a sufficient number of weekend activities for students. (4.67, 4.70 last time; shown to be *Somewhat Important* to respondents with a score of 5.48)
 - ◆ 73. Student activities fees are put to good use. (4.83, 4.81 last time; shown to be *Important* to respondents with a score of 5.94)
 - ◆ 78. I usually stay in town rather than drive out of town on the weekends. (SWOSU item only). (4.84, up from 4.81 last time; shown to be *Somewhat Important* to respondents with a score of 5.31)

SWOSU is summarized by our students with the following responses:

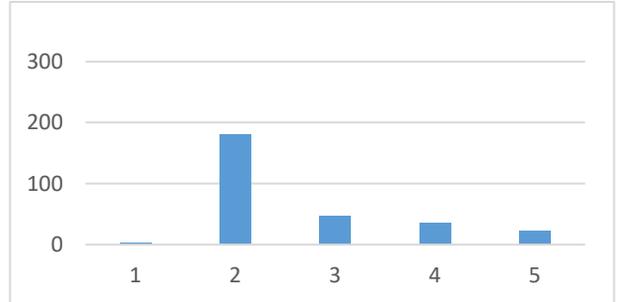
- ◆ So far, how has your college experience met your expectation? *Better than I expected* (4.99, which exceeds the national comparison of 4.67)
- ◆ Rate your overall satisfaction with your experience here thus far. *Satisfied* (5.79, which exceeds the national comparison of 5.33)
- ◆ All in all, if you had it to do over again, would you enroll here?. *Probably yes* (5.93, which exceeds the national comparison of 5.54)

Following is supporting data provided by Ruffalo Noel-Levitz.

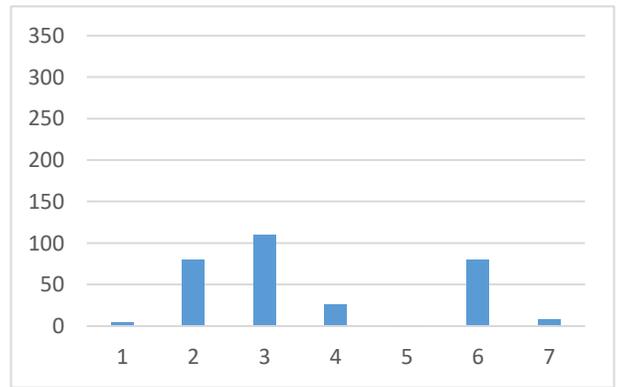
SOUTHWESTERN OKLAHOMA STATE UNIVERSITY
RUFFALO NOEL-LEVITZ STUDENT SATISFACTION INVENTORY
Predominantly Sophomores, Juniors, and Graduate/Professional Students
Spring 2023

Demographics

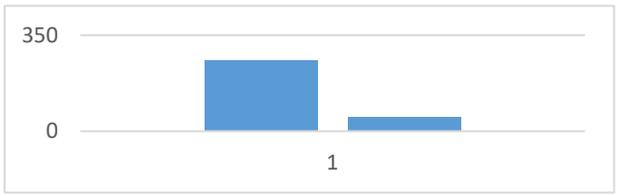
	Age	2021	2023	%
1	18 and under	2	2	0.70%
2	19 to 24	192	180	62.94%
3	25 to 34	51	46	16.08%
4	35 to 44	27	35	12.24%
5	45 and over	25	23	8.04%
	Total	297	286	100.00%
	No Answer	32	62	



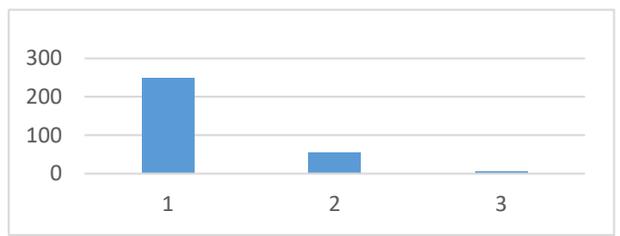
	Class Level	2021	N	%
1	Freshman	6	4	1.30%
2	Sophomore	75	80	26.06%
3	Junior	82	109	35.50%
4	Senior	20	25	8.14%
5	Special student	0	1	0.33%
6	Graduate/Professional	134	80	26.06%
7	Other class level	1	8	2.61%
	Total	318	307	100.00%
	No Answer	11	41	



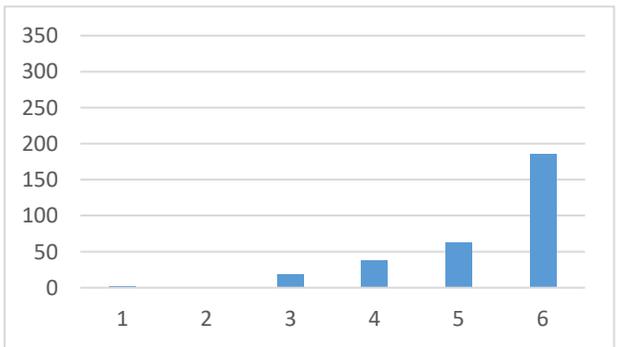
	Current Class Load	2021	N	%
1	Full-time	282	257	83.44%
2	Part-time	36	51	16.56%
	Total	318	308	100.00%
	No Answer	11	40	



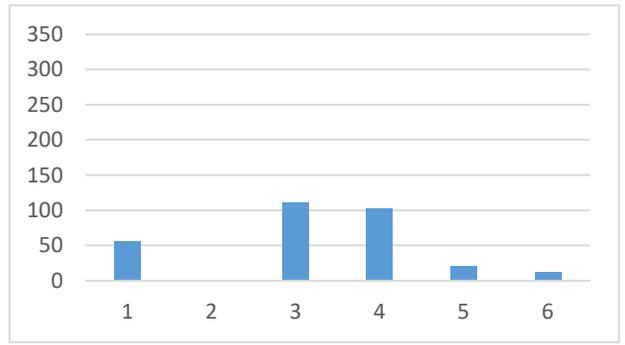
	Current Enrollment Status	2021	N	%
1	Day	269	248	80.52%
2	Evening	47	54	17.53%
3	Weekend	2	6	1.95%
	Total	318	308	100.00%
	No Answer	11	40	



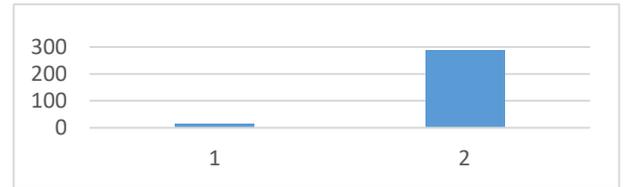
	Current GPA	2021	N	%
1	No credits earned	1	2	0.65%
2	1.99 or below	0	1	0.33%
3	2.0 - 2.49	20	19	6.19%
4	2.5 - 2.99	29	38	12.38%
5	3.0 - 3.49	87	62	20.20%
6	3.5 or above	178	185	60.26%
	Total	315	307	100.00%
	No Answer	14	41	



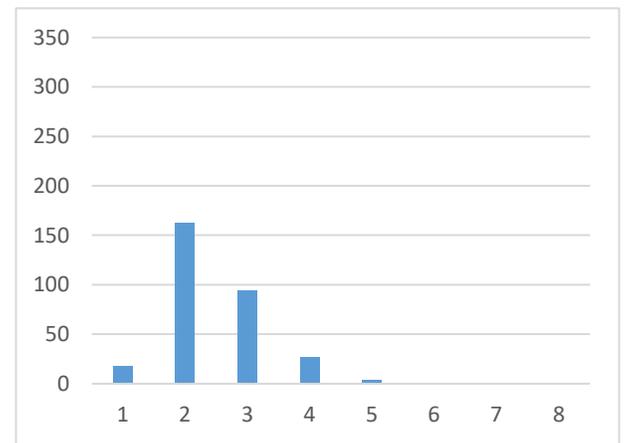
Current Residence		2021	N	%
1	Residence hall	56	56	18.54%
2	Fraternity / Sorority	0	0	0.00%
3	Own house	104	111	36.75%
4	Rent room or apt off campus	127	103	34.11%
5	Parent's home	16	20	6.62%
6	Other residence	9	12	3.97%
Total		312	302	100.00%
No Answer		17	17	



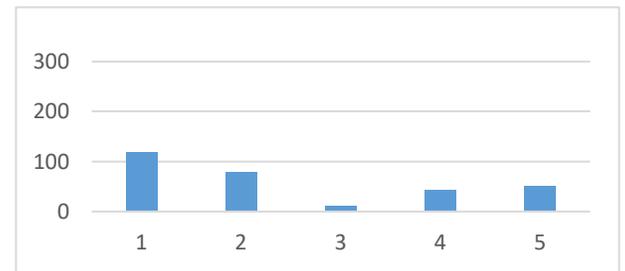
Disabilities		2021	N	%
1	Yes - Disability	19	14	4.65%
2	No - Disability	293	287	95.35%
Total		312	301	100.00%
No Answer		17	47	



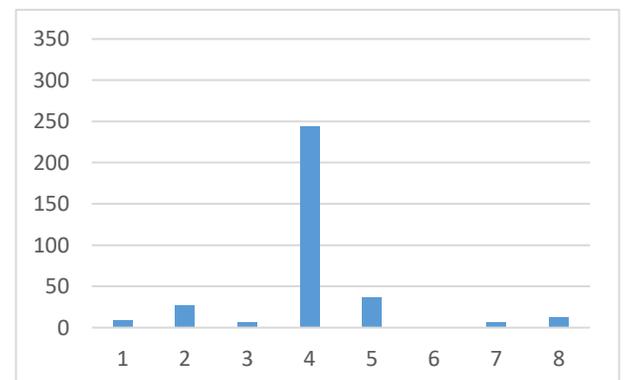
Educational Goal		2021	N	%
1	Associate degree	10	18	5.92%
2	Bachelor's degree	136	162	53.29%
3	Master's degree	85	94	30.92%
4	Doctorate or professional degree	82	27	8.88%
5	Certification (initial/renewal)	0	3	0.99%
6	Self-improvement/pleasure	0	0	0.00%
7	Job-related training	0	0	0.00%
8	Other educational goal	0	0	0.00%
Total		313	304	100.00%
No Answer		16	16	



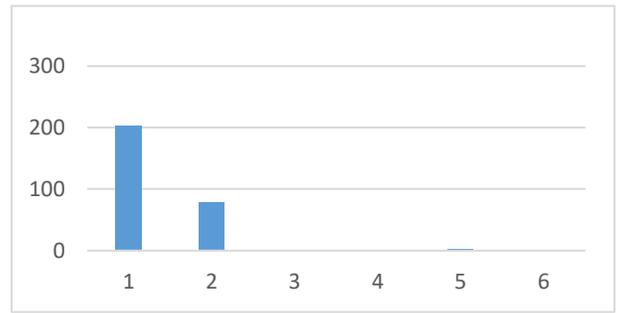
Employment		2021	N	%
1	Full-time off campus	100	119	39.40%
2	Part-time off campus	83	79	26.16%
3	Full-time on campus	20	11	3.64%
4	Part-time on campus	48	42	13.91%
5	Not employed	61	51	16.89%
Total		312	302	100.00%
No Answer		17	46	



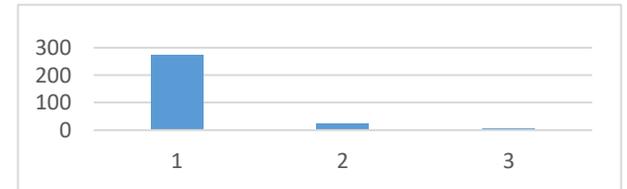
Ethnicity/Race		2021	N	%
1	Black/African-American	9	9	2.62%
2	Am. Indian or Alaskan Native	21	27	7.85%
3	Asian or Pacific Islander	22	7	2.03%
4	Caucasian/White	214	244	70.93%
5	Hispanic	28	36	10.47%
6	Other race	3	1	0.29%
7	Race - Prefer not to respond	16	7	2.03%
8	Multi-racial	n/a	13	3.78%
Total		313	344	100.00%
No Answer		16	4	



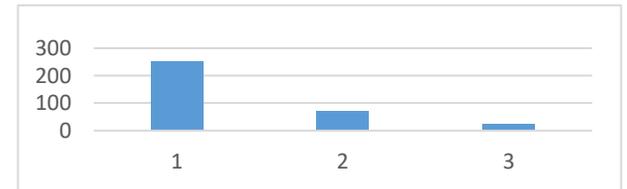
Gender		2021	N	%
1	Female	220	202	70.63%
2	Male	79	79	27.62%
3	Prefer not to respond	n/a	1	0.35%
4	Transgender	n/a	1	0.35%
5	Genderqueer	n/a	3	1.05%
6	Other	n/a	0	0.00%
Total		299	286	100.00%
No Answer		30	62	



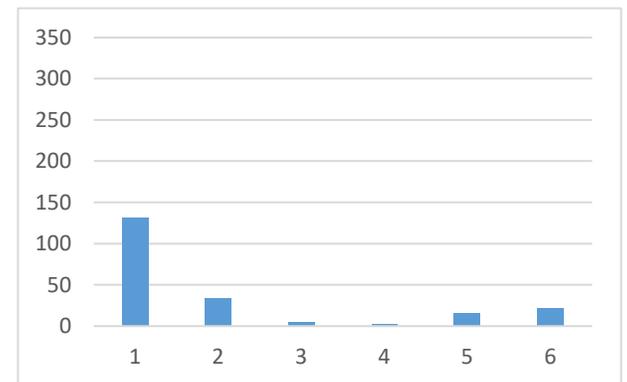
Residence Classification		2021	N	%
1	In-state	291	273	90.40%
2	Out-of-state	13	23	7.62%
3	International (not U.S. citizen)	8	6	1.99%
Total		312	302	100.00%
No Answer		17	46	



SWOSU was my...		2021	N	%
1	1st choice	239	252	73.26%
2	2nd choice	62	69	20.06%
3	3rd choice or lower	14	23	6.69%
Total		315	344	100.00%
No Answer		14	4	



If you do not plan to attend SWOSU in the fall, why not?		2021	N	%
1	I will be graduating soon.	124	131	62.98%
2	I have financial problems.	20	33	15.87%
3	I have problems with my grades.	7	5	2.40%
4	I am homesick or uncomfortable at SWOSU.	4	2	0.96%
5	I have other responsibilities.	16	16	7.69%
6	I plan to attend a different school.	23	21	10.10%
Total		194	208	100.00%
No Answer		135	140	



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No	Item	SWOSU		National Four-Year Publics		Difference
		Importance	Satisfaction	Importance	Satisfaction	
1	Most students feel a sense of belonging here.	6.06	5.60	6.09	5.34	0.26
2	The campus staff are caring and helpful.	6.48	5.96	6.37	5.58	0.38
3	Faculty care about me as an individual.	6.21	5.78	6.15	5.38	0.40
4	Admissions staff are knowledgeable.	6.36	5.90	6.30	5.55	0.35
5	Financial aid counselors are helpful.	6.38	5.74	6.28	5.26	0.48
6	My academic advisor is approachable.	6.62	6.29	6.50	5.87	0.42
7	The campus is safe and secure for all students.	6.46	5.97	6.53	5.69	0.28
8	The content of the courses within my major is valuable.	6.53	6.03	6.56	5.70	0.33
9	A variety of intramural activities are offered.	5.72	5.64	5.54	5.62	0.02
10	Administrators are approachable to students.	6.21	5.67	6.15	5.41	0.26
11	Billing policies are reasonable.	6.25	5.43	6.11	4.97	0.46
12	Financial aid awards are announced to students in time to be helpful in college planning.	6.38	5.72	6.32	5.25	0.47
13	Library staff are helpful and approachable.	5.98	5.79	6.04	6.00	-0.21
14	My academic advisor is concerned about my success as an individual.	6.44	5.98	6.39	5.67	0.31
15	The staff in the health services area are competent.	6.29	5.82	6.34	5.71	0.11
16	The instruction in my major field is excellent.	6.51	6.07	6.56	5.71	0.36
17	Adequate financial aid is available for most students.	6.27	5.40	6.37	5.10	0.30
18	Library resources and services are adequate.	6.26	6.04	6.26	6.03	0.01

Importance: 1=not important at all - 7=very important
Satisfaction: 1=not satisfied at all - 7=very satisfied

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No	Item	SWOSU		National Four-Year Publics		Difference
		Importance	Satisfaction	Importance	Satisfaction	
19	My academic advisor helps me set goals to work toward.	6.21	5.76	6.15	5.33	0.43
20	The business office is open during hours which are convenient for most students.	6.18	5.81	6.08	5.58	0.23
21	The amount of student parking space on campus is adequate.	5.94	4.31	5.94	3.74	0.57
22	Counseling staff care about students as individuals.	6.28	5.82	6.33	5.59	0.23
23	Living conditions in the residence halls are comfortable (adequate space, lighting, heat, air, etc.)	6.16	4.66	6.25	4.84	-0.18
24	The intercollegiate athletic programs contribute to a strong sense of school spirit.	5.71	5.31	5.54	5.29	0.02
25	Faculty are fair and unbiased in their treatment of individual students.	6.39	5.85	6.42	5.52	0.33
26	Computer labs are adequate and accessible.	6.36	5.37	6.23	5.93	-0.56
27	The personnel involved in registration are helpful.	6.25	5.89	6.32	5.67	0.22
28	Parking lots are well-lighted and secure.	6.03	5.35	6.18	5.19	0.16
29	It is an enjoyable experience to be a student on this campus.	6.23	5.74	6.42	5.56	0.18
30	Residence hall staff are concerned about me as an individual.	5.92	5.41	5.97	5.23	0.18
31	Males and females have equal opportunities to participate in intercollegiate athletics.	6.18	6.09	6.16	5.93	0.16
32	Tutoring services are readily available.	6.18	5.92	6.33	5.90	0.02
33	My academic advisor is knowledgeable about requirements in my major.	6.66	6.35	6.59	5.96	0.39

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No	Item	SWOSU		National Four-Year Publics		Difference
		Importance	Satisfaction	Importance	Satisfaction	
34	I am able to register for classes I need with few conflicts.	6.49	6.03	6.52	5.49	0.54
35	The assessment and course placement procedures are reasonable.	6.30	6.10	6.30	5.68	0.42
36	Security staff respond quickly in emergencies.	6.40	5.88	6.52	5.77	0.11
37	I feel a sense of pride about my campus.	5.92	5.66	5.96	5.51	0.15
38	There is an adequate selection of food available in the cafeteria.	6.04	5.08	6.09	4.74	0.34
39	I am able to experience intellectual growth here.	6.39	6.13	6.52	5.90	0.23
40	Residence hall regulations are reasonable.	6.08	5.66	6.09	5.42	0.24
41	There is a commitment to academic excellence on this campus.	6.37	5.98	6.38	5.75	0.23
42	There are a sufficient number of weekend activities for students.	5.48	4.67	5.64	4.92	-0.25
43	Admissions counselors respond to prospective students' unique needs and requests.	6.21	5.79	6.21	5.59	0.20
44	Academic support services adequately meet the needs of students.	6.23	5.88	6.32	5.67	0.21
45	Students are made to feel welcome on this campus.	6.28	5.93	6.39	5.75	0.18
46	I can easily get involved in campus organizations.	5.97	5.60	6.08	5.68	-0.08
47	Faculty provide timely feedback about student progress in a course.	6.32	5.58	6.38	5.28	0.30
48	Admissions counselors accurately portray the campus in their recruiting practices.	6.09	5.79	6.20	5.49	0.30
49	There are adequate services to help me decide upon a career.	6.24	5.64	6.30	5.50	0.14

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		Importance	Satisfaction	Importance	Satisfaction	
50	Class change (drop/add) policies are reasonable.	6.22	6.00	6.27	5.78	0.22
51	This institution has a good reputation within the community.	6.37	6.16	6.28	5.89	0.27
52	The student center is a comfortable place for students to spend their leisure time.	5.98	5.65	6.06	5.77	-0.12
53	Faculty take into consideration student differences as they teach a course.	6.14	5.56	6.22	5.22	0.34
54	Bookstore staff are helpful.	6.16	5.98	6.04	5.90	0.08
55	Major requirements are clear and reasonable.	6.49	6.08	6.51	5.74	0.34
56	The student handbook provides helpful information about campus life.	5.98	5.89	5.88	5.60	0.29
57	I seldom get the "run-around" when seeking information on this campus.	6.14	5.42	6.13	5.12	0.30
58	The quality of instruction I receive in most of my classes is excellent.	6.48	5.84	6.53	5.56	0.28
59	This institution shows concern for students as individuals.	6.29	5.71	6.35	5.35	0.36
60	I generally know what's happening on campus.	5.97	5.36	5.94	5.21	0.15
61	Adjunct faculty are competent as classroom instructors.	6.19	5.77	6.27	5.66	0.11
62	There is a strong commitment to racial harmony on this campus.	6.12	5.91	6.28	5.74	0.17
63	Student disciplinary procedures are fair.	6.16	5.91	6.30	5.73	0.18
64	New student orientation services help students adjust to college.	6.03	5.48	6.16	5.44	0.04
65	Faculty are usually available after class and during office hours.	6.30	6.04	6.39	5.96	0.08

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		Importance	Satisfaction	Importance	Satisfaction	
66	Tuition paid is a worthwhile investment.	6.32	5.59	6.44	5.24	0.35
67	Freedom of expression is protected on campus.	6.11	5.93	6.35	5.76	0.17
68	Nearly all of the faculty are knowledgeable in their field.	6.42	6.15	6.59	6.02	0.13
69	There is a good variety of courses provided on this campus.	6.31	6.04	6.46	5.84	0.20
70	Graduate teaching assistants are competent as classroom instructors.	6.04	5.73	6.26	5.66	0.07
71	Channels for expressing student complaints are readily available.	6.00	5.25	6.15	5.05	0.20
72	On the whole, the campus is well-maintained.	6.20	6.05	6.37	5.88	0.17
73	Student activities fees are put to good use.	5.94	4.83	6.16	4.89	-0.06
74	Campus item: I feel a connection with other SWOSU students.	5.90	5.21			
75	Campus item: I feel a connection with my SWOSU teachers.	6.08	5.56			
76	Campus item: I feel a connection with the community of Weatherford/Sayre.	5.57	5.01			
77	Campus item: There is plenty to do in town when I have free time, on the weekends, etc.	5.73	4.29			
78	Campus item: I usually stay in town rather than drive out of town on the weekends.	5.31	4.84			
79	Campus item: I participate in SWOSU activities (campus organizations, sports events, Panorama events, etc.).	5.59	5.03			
80	Campus item: I want to continue to attend SWOSU and graduate from SWOSU.	6.47	6.42			

Importance: 1=not important at all - 7=very important
Satisfaction: 1=not satisfied at all - 7=very satisfied

SOUTHWESTERN OKLAHOMA STATE UNIVERSITY
RUFFALO NOEL-LEVITZ STUDENT SATISFACTION INVENTORY
Predominantly Sophomores, Juniors, and Graduate/Professional Students
Spring 2023

No	Item	SWOSU		National Four-Year Publics		Difference
		Importance	Satisfaction	Importance	Satisfaction	
84	Institution's commitment to part-time students?		5.95		5.58	0.37
85	Institution's commitment to evening students?		5.72		5.47	0.25
86	Institution's commitment to older, returning learners?		5.97		5.69	0.28
87	Institution's commitment to under-represented populations?		5.78		5.59	0.19
88	Institution's commitment to commuters?		5.63		5.32	0.31
89	Institution's commitment to students with disabilities?		5.89		5.71	0.18
90	Cost as factor in decision to enroll.	6.41		6.33		
91	Financial aid as factor in decision to enroll.	6.42		6.25		
92	Academic reputation as factor in decision to enroll.	6.08		6.01		
93	Size of institution as factor in decision to enroll.	5.54		5.42		
94	Opportunity to play sports as factor in decision to enroll.	4.19		3.92		
95	Recommendations from family/friends as factor in decision to enroll.	5.41		5.01		
96	Geographic setting as factor in decision to enroll.	5.41		5.58		
97	Campus appearance as factor in decision to enroll.	5.13		5.42		
98	Personalized attention prior to enrollment as factor in decision to enroll.	5.57		5.42		

Importance: 1=not important at all - 7=very important
Satisfaction: 1=not satisfied at all - 7=very satisfied

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Summary	SWOSU	National 4-Year Publics
So far, how has your college experience met your expectations?	4.99	4.67
1= Much worse than I expected	2%	2%
2= Quite a bit worse than I expected	0%	2%
3= Worse than I expected	6%	11%
4= About what I expected	28%	32%
5= Better than I expected	31%	24%
6= Quite a bit better than I expected	12%	13%
7= Much better than I expected	18%	13%

Rate your overall satisfaction with your experience here thus far.	5.79	5.33
1= Not satisfied at all	0%	1%
2= Not very satisfied	2%	3%
3= Somewhat dissatisfied	3%	7%
4= Neutral	6%	10%
5= Somewhat satisfied	14%	18%
6= Satisfied	44%	37%
7= Very satisfied	28%	20%

All in all, if you had it to do over again, would you enroll here?	5.93	5.54
1= Definitely not	1%	3%
2= Probably not	2%	5%
3= Maybe not	4%	5%
4= I don't know	5%	8%
5= Maybe yes	10%	11%
6= Probably yes	30%	30%
7= Definitely yes	45%	35%