Data Discussion

Student Satisfaction Inventory

Annual Department Reports

April 23, 2017

MSUB Information Technology

Student Satisfaction Inventory (SSI)

Spring 2017 Administration and Results
SSI Basics

- An online survey conducted by Ruffalo Noel Levitz
  - Importance and Satisfaction of items relating to the student experience
- Instruments 4 YR/2YR Form A
  - 70 item base instrument plus 10 MSUB added items; Satisfaction in meeting needs of 6 subgroups; Importance in decision to enroll; demographics
  - Students rated importance on a 1 – 7 Likert scale, with 1="not important at all" to 7="very important".
  - Students rated satisfaction on a 1 – 7 Likert scale, with 1="not satisfied at all" to 7="very satisfied".
  - Mean Importance and Mean Satisfaction are calculated for each survey item.
  - Performance Gap is the discrepancy between students' perceived importance and satisfaction (Performance Gap = Mean Importance - Mean Satisfaction).

MSUB Additional Questions 2 YR and 4 YR

- 71. The MSU Billings website was a primary resource for me when I applied to MSU Billings.
- 72. The MSU Billings website is a good way to locate information about needed services.
- 73. My academic program is preparing me to achieve my career goals.
- 74. Faculty provide me with campus resources to support my success.
- 75. Staff provide me with campus resources to support my success.
- 76. Faculty refer me to campus resources that support my success.
- 77. Staff refer students to campus resources that support my success.
- 78. The courses I need to graduate are offered.
- 79. I use DegreeWorks to track my progress within my program of study.
- 80. The University provides services to meet the needs of Veterans.
MSUB Additional Demographics

2 YR

4 YR

Population Surveying:
- All UG and GR students enrolled Spring 2017
- Excluding <18 years of age, extended campus, high school students, withdrawn at survey launch

Timeline
- Launch Monday 2/21/17 University Campus 4 YR; Monday 2/28/17 City College 2 YR
- Four Reminders
- Survey Closed Monday 4/10/17

Incentives - Random Selection from Survey Completers
- 5 weekly $25 additions to UCard – 1 per campus
- Grand Prize Ipad – 1 per campus

MSUB’s SSI Administration
Response Rates

2 YR
- 12% response rate; 120 of 1,043

4 YR
- 14% response rate; 370 of 2,707

Results

- Welcome
- Strategic Planning Overview: an executive summary of your strengths and challenges
- Item Report: responses for each individual item on the survey
- Scale Report: responses for the survey scales and the items clustered within the scales
- Summary Report: responses to the summary items on the survey
- Item Percentage Report: reflects the percent of responses for answers 6 and 7 for all items on the survey
- Demographic Report: responses to the demographic items on the survey
Access

- IR Sharepoint
  - Shared Documents/Studies/Student Satisfaction Inventory/SSI

- IT Webpage
  - [http://www.msubillings.edu/it/irap/studies.htm](http://www.msubillings.edu/it/irap/studies.htm)
  - Brief description with executive summary – Under Development

Discussion

- This is the first look at the SSI data – please take some time to review it and see what further questions you have. The interpretative guides are posted in Sharepoint to review as well.

- Given response rates – how should we use the survey data?
  - IR will be analyzing the representativeness of respondents to the population surveyed.
  - Survey results are just one data point serving as an indicator to look into issues further via additional means: focus groups, discussions, specific surveying, etc.

- Additional analysis:
  - Trend Reports
  - Targeted Population Analysis
  - Comparing similar constructs across instruments (engagement for example)
Annual Departmental Reports

Work in progress!

Prior MSUB Iterations...

- Continuous Quality Improvement (CQI)
- Academic Prioritization Committee (APC)
  - IR Sharepoint/Links/APC Data
  - IR Sharepoint/Links/APC Final
- Majority of data based on national cost studies
  - Different protocols
  - Difficult to explain data
  - Grouping of data decided externally
Purpose and Criteria

- Monitoring the health of academic programs
- Annual information – Prepared in Summer
  - Use what is available
  - Describe clearly
  - Easy to understand
- Compare with own past
- Department Chairs comment and respond to trends

Content Basics

- Student Enrollment (Major1, Major2, Minor)
  - Source: MSUB Data Warehouse Enrollment Information Table
- Completions (Major1, Major2, Minor)
  - Source: MSUB Data Warehouse Graduation Table
- Student Credit Hours Taught
  - Source: Activity Insight Faculty Activity Report
    - Source: MSUB Data Warehouse; Banner
  - Conversion to Revenue
    - Source: MSUB Budget Office
- Costs
  - Source: MSUB Finance Schedule 1: Current Unrestricted Education & General Fund Expenses by Program
Details for Discussion

- Organizational Level
  - Index, Department, Program

- Timeframe
  - Fiscal Year (Summer, Fall, Spring)

- Trends
  - How do we deal with changing structures over time?

- Student Credit Hour By Category
  - Faculty Type (Tenured/Tenure Track; Non-Tenure; Employee Non-Faculty; Non-Employee)
  - Course Level (Lower Division, Upper Division, Graduate)
  - Course Type (Lecture, Lab, Internship, Thesis, Workshop….)

Iterative Process of Review and Revision
Discussion

- Faculty Activity Report in Digital Measures – a full documentation of data source and definitions needs to be created to accompany this report.
  - What is included specifically?
  - What is not reflected?
- Request to see other departments’ data as comparisons.
- Difficulty in merging student, human resource, and finance data sets. No consistent keys across these.
- Difficulty in dealing with changes in organizational structure over time which are not reflected in source datasets.
- How does department level data get us to the point of program evaluation?
  - A place to start, move forward from there
  - In Digital Measures we are able to have a teaching emphasis assigned – should add this to the Faculty Activity Report