



Student Satisfaction and Priorities

STUDENT SATISFACTION INVENTORY™ RESULTS,

Spring 2022

ADMINISTRATION

Columbia College, Sonora, California

N=

268

Students

(Number of completed surveys)

Student satisfaction is defined as “when expectations are met or exceeded by the student’s perception of the campus reality.” **Remember perception is reality!**

*Schreiner & Jullerat, 1994

Why does student satisfaction matter?

Student satisfaction has been positively linked to:



Individual student retention



Annual giving



College completion rates

Priorities for Our Students

Matrix for prioritizing action:



1 Our Institutional Strengths

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

1. The campus is safe and secure for all students
2. Nearly all of the faculty are knowledgeable in their fields
3. I am able to experience intellectual growth here
4. Financial aid counselors are helpful
5. Faculty are fair and unbiased in treatment of individual students

2 Our Institutional Challenges

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

1. The quality of instruction I receive in most of my classes is excellent
2. Academic advisor is knowledgeable about my program requirements
3. College services are available when I need them
4. Instructors have knowledge and skills to support online learning
5. I am able to register for classes I need with few conflicts

3 Next steps on our campus:

Post comprehensive results to https://www.gocolumbia.edu/institutional_research/research_briefs.php

Publicize and review results with faculty, staff, and students

Celebrate our institutional strengths

Genuinely confront our institutional challenges

We're doing well but we can do even better!

4 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:

1ST CHOICE	81%
2ND CHOICE	15%
3RD CHOICE OR LOWER	4%

5 What Factors Influence Our Student to Enroll?

It is important to understand why students enroll here.

The percentage of students saying the following factors were important or very important:

FINANCIAL AID	82%
COST	83%
ACADEMIC REPUTATION	71%

6 Bottom Line Indicators

How satisfied are our students compared with students nationally?

PERCENTAGE SATISFIED/VERY SATISFIED	79%
NATIONAL LEVEL SATISFIED/VERY SATISFIED	65%

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

PERCENTAGE PROBABLY/DEFINITELY YES	91%
NATIONAL LEVEL PROBABLY/DEFINITELY YES	74%

**These areas will be further explored with additional data analysis and conversations on campus to determine how to best improve the student experience.