



IN THIS ISSUE

- ♦ 2004/2005 Student Satisfaction Survey (Daytona Beach and Prescott Campuses)

2004/2005 STUDENT SATISFACTION SURVEY

The Office of Institutional Research (IR) administered the *Student Satisfaction Inventory™* (SSI) to a sample of students from all class levels and degree programs at both the Daytona Beach and Prescott campuses during the 2004/2005 academic year. The SSI, an instrument developed by the Noel-Levitz, Inc. consulting firm, presents students with items that cover a full range of college experiences, and asks them to rate both the level of importance as well as the level of satisfaction they assign to each area.

The process of survey distribution was as follows: IR identified the types and number of courses needed in order to obtain a representative sample of students by class level and degree program. Faculty members were asked to participate by volunteering class time, thus allowing the completion of the survey in class. A total of 1,405 surveys were completed at both campuses; 865 from Daytona Beach and 540 from Prescott. This represents approximately 19% of the total Daytona Beach student population and 32% of the total student population in Prescott. In order to ensure that the composition of the respondent group reflects that of the actual student population, data were weighted to correct for disproportionate response rates. IR would like to thank all faculty and staff who facilitated the completion of this study.

This issue of the *IR Preview* summarizes survey findings and where appropriate compares results to 2002 data. In addition, ERAU responses are compared to those of recent SSI participants at other private, four-year institutions. National results are based on 276,006 student records from four-year, private institutions across the country. Survey results from this national comparative group are only available in the form of a mean or "average response" - a legend for the corresponding seven-point Likert response scale is provided. While this method allows for quick identification of differences between ERAU students and those in the national cohort, some may find the interpretation of an "average response" to be cumbersome. For this reason, ERAU results are also presented in "response percentage" form, where the seven-point response scale is collapsed into three categories, and the proportion of responses in one or all the categories are displayed.

♦ Overall Satisfaction

Figure 1
Rate Your Overall Satisfaction with Your Experience Here Thus Far
(Average Response)

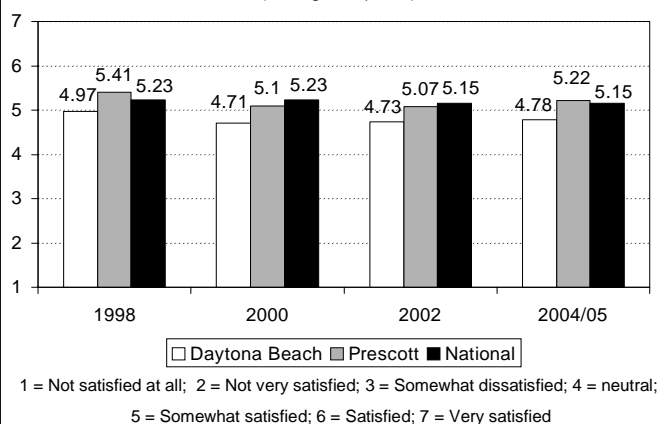


Figure 2
Rate Your Overall Satisfaction with Your Experience Here Thus Far
By Class Level
Daytona Beach

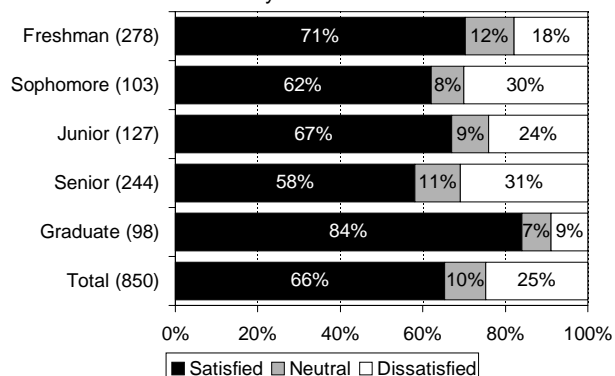
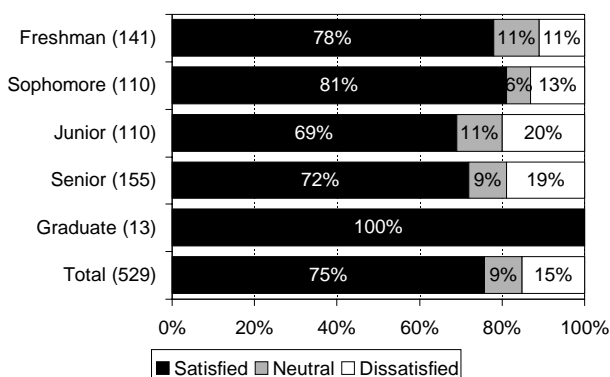
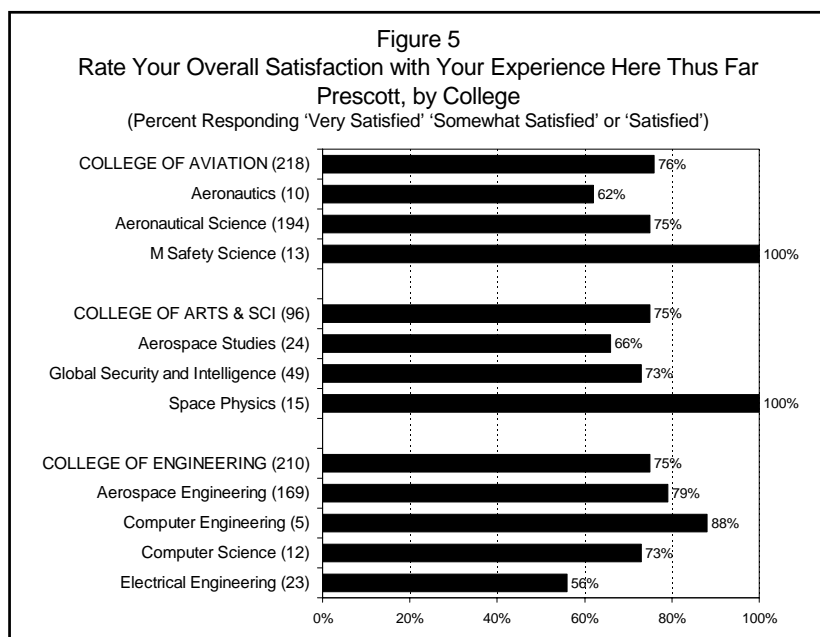
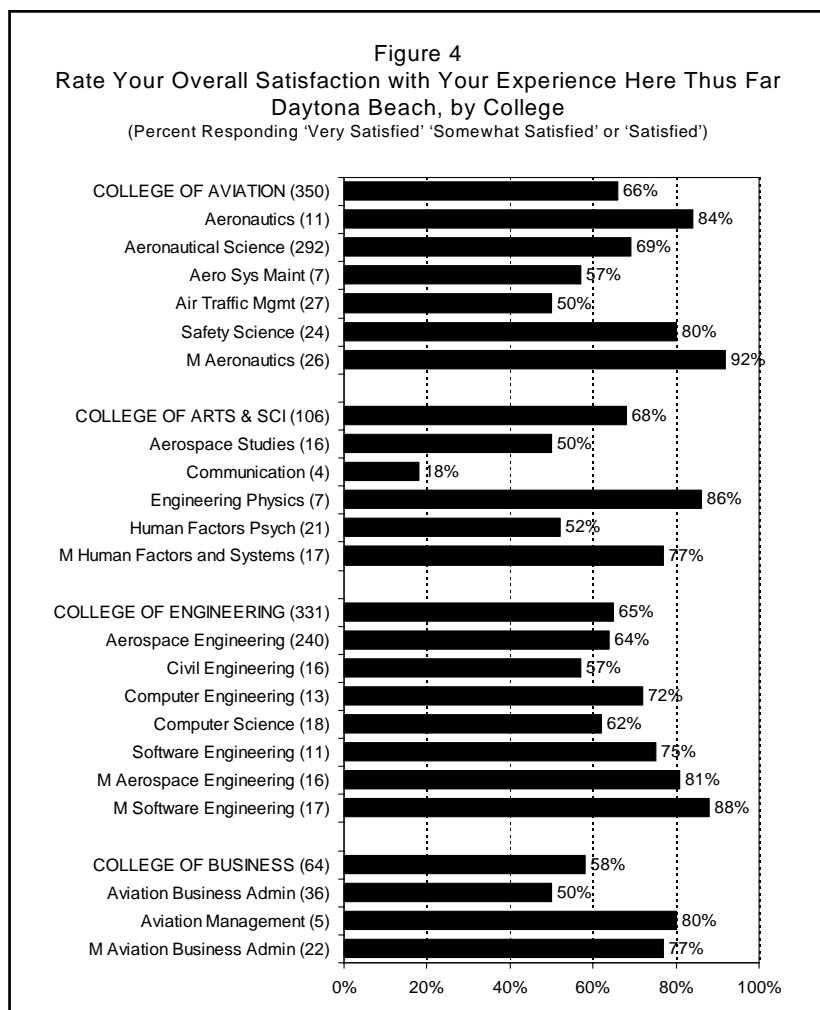


Figure 3
Rate Your Overall Satisfaction with Your Experience Here Thus Far
By Class Level
Prescott



◆ Overall Satisfaction by Degree Program



◆ Top Areas of Satisfaction and Dissatisfaction

The following are the five areas in which students most frequently indicated satisfaction and dissatisfaction.

Top Areas of Satisfaction, Daytona Beach

- Computer labs are adequate and accessible (90% satisfied)
- Nearly all of the faculty are knowledgeable in their field (87%)
- Class sizes are appropriate relative to the types of courses (86%)
- The campus is safe and secure for all students (86%)
- Faculty are usually available after class and during office hours (86%)

Top Areas of Dissatisfaction, Daytona Beach

- The amount of student parking space on campus is adequate (73% dissatisfied)
- I seldom get the 'run-around' when seeking information on this campus (58%)
- Adequate financial aid is available for most students (43%)
- There is an adequate selection of food available in the cafeteria (40%)
- Tuition paid is a worthwhile investment (39%)

Top Areas of Satisfaction, Prescott

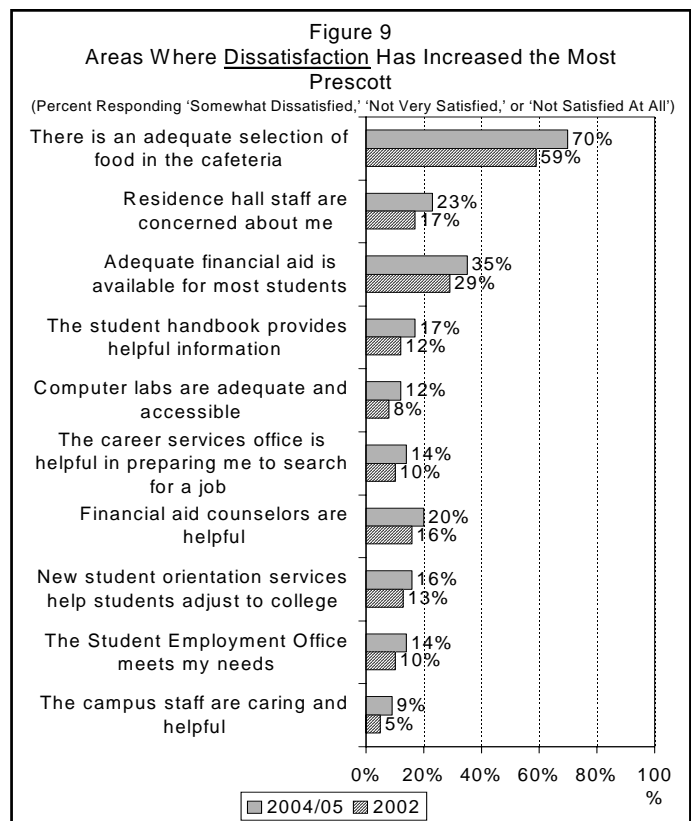
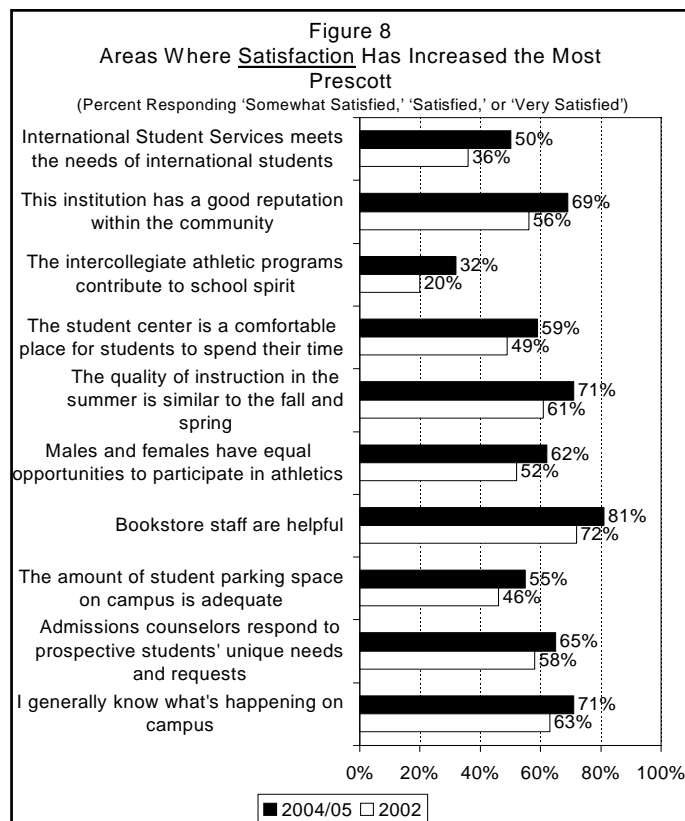
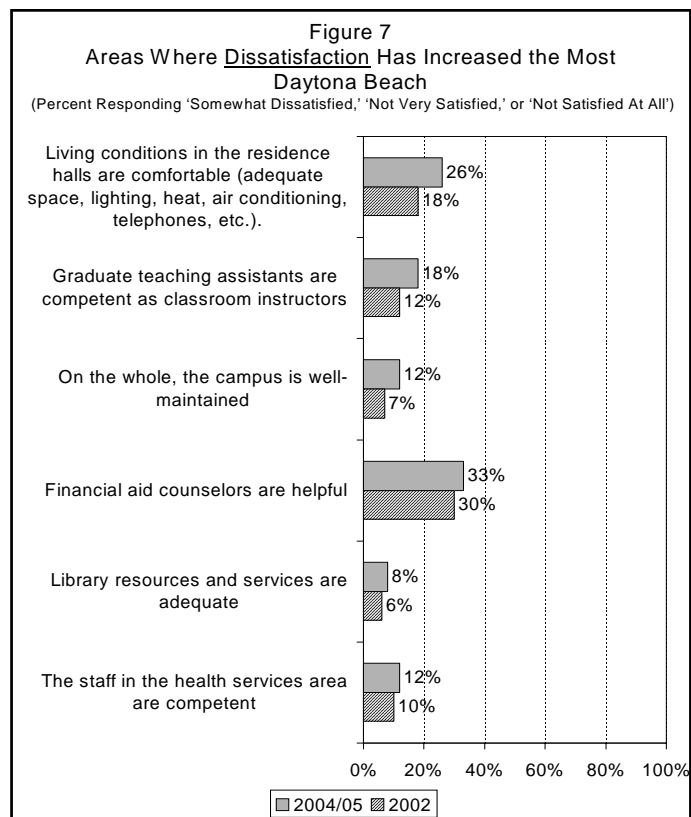
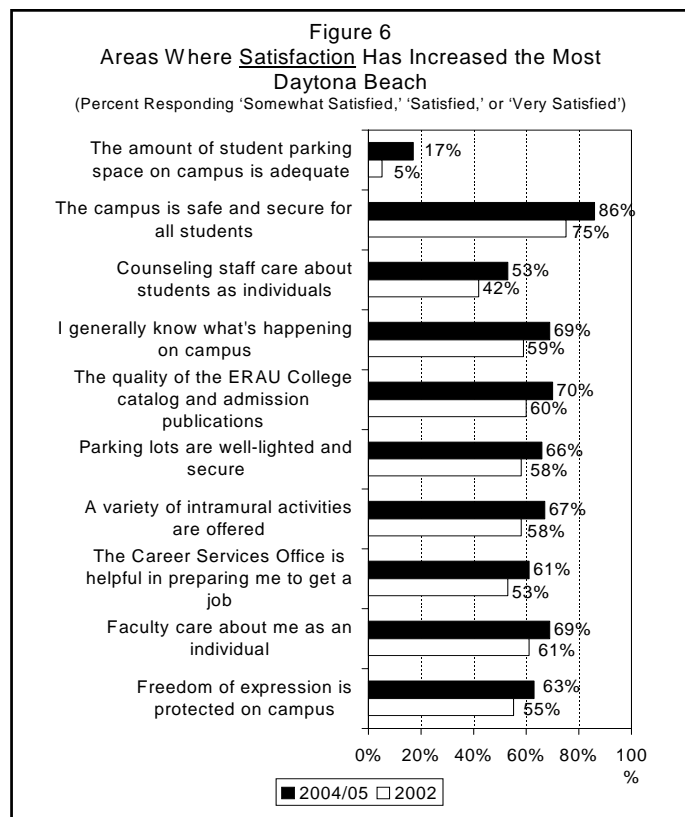
- Nearly all of the faculty are knowledgeable in their field (93% satisfied)
- Class sizes are appropriate relative to the types of courses (92%)
- Faculty are usually available after class and during office hours (89%)
- The instruction in my major field is excellent (88%)
- There is a commitment to academic excellence on this campus (88%)

Top Areas of Dissatisfaction, Prescott

- There is an adequate selection of food available in the cafeteria (70% dissatisfied)
- The intercollegiate athletic programs contribute to a strong sense of school spirit (39%)
- I seldom get the 'run-around' when seeking information on this campus (36%)
- Adequate financial aid is available for most students (35%)
- The amount of student parking space is adequate (33%)

◆ ERAU 2004/05 vs. 2002 Survey Results

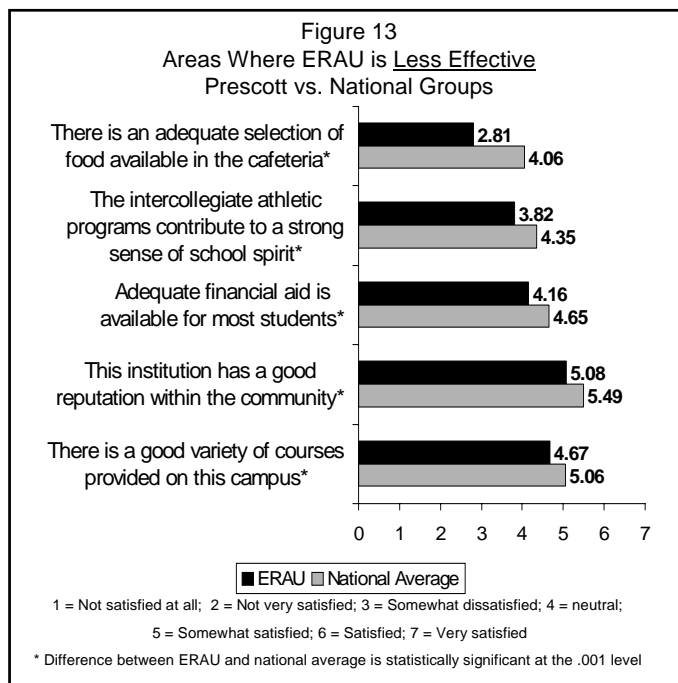
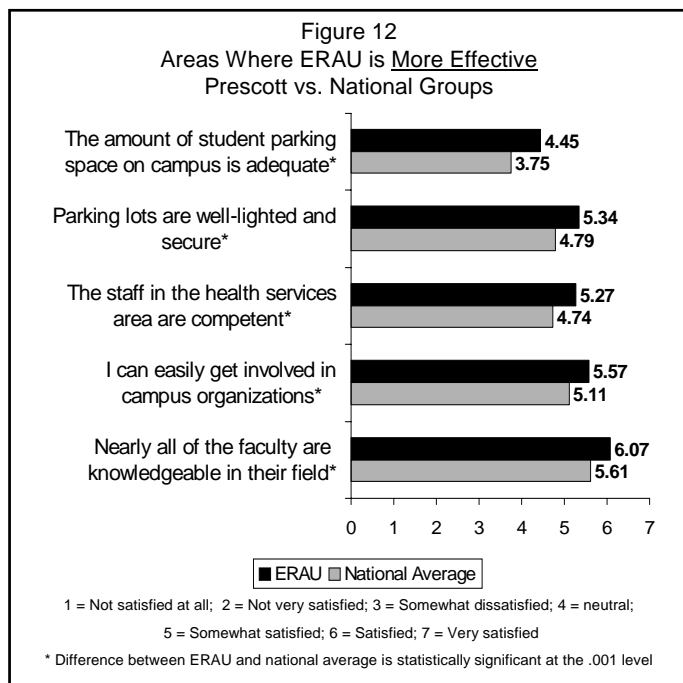
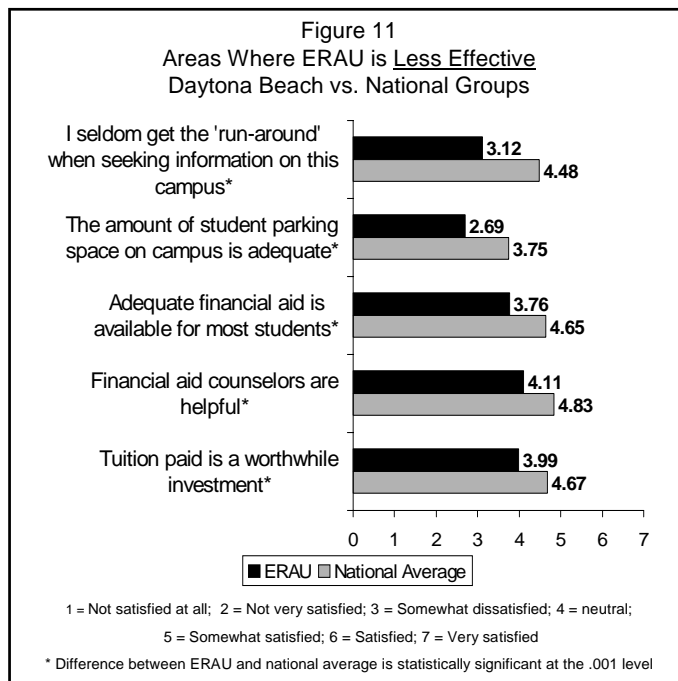
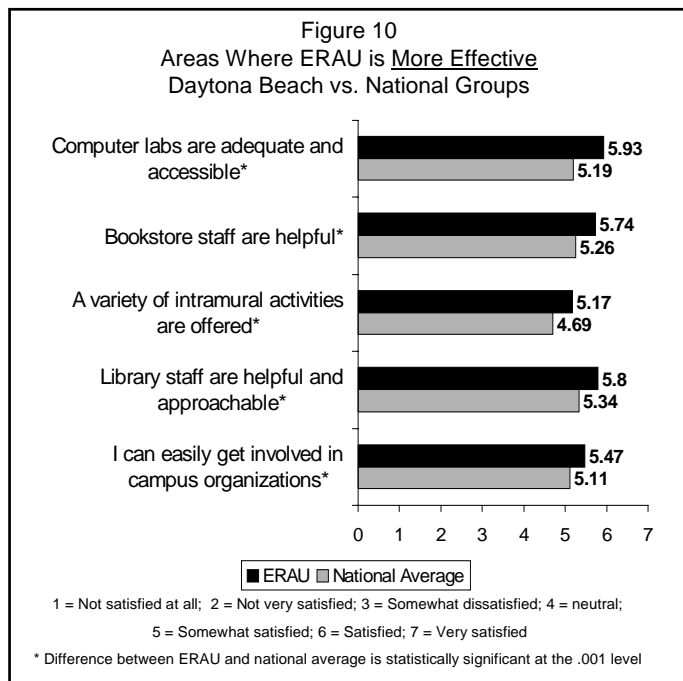
Comparing the responses from all of the items from the 2004/2005 administration to the responses from the 2002 administration determines the areas where student satisfaction has improved or declined the most. Figures 6 and 7 provide the results for Daytona Beach, while Figures 8 and 9 display the results from Prescott.



◆ ERAU vs. National Average

Figures 10 (Daytona Beach) and 12 (Prescott) show the areas where the mean score for ERAU is higher than the national group mean, indicating higher satisfaction than the national group.

Figures 11 (Daytona Beach) and 13 (Prescott) show the areas where the mean score for ERAU is lower than the national average, indicating lower satisfaction than the national group.



◆ Satisfaction Ratings for All Individual Items

Table 1 shows all survey items grouped by categorical scale, and average scores comparing ERAU ratings to those of the national group. The difference between the ERAU campus mean satisfaction score and the national group mean satisfaction score has been tested at the .001 level and items determined to have a statistically significant difference are represented by an asterisk (*).

In addition to average scores, the last four columns of Table 1 show the *percent* of ERAU students indicating satisfaction and dissatisfaction for each survey item. The cells shaded in black represent those areas where at least 75% of students indicated satisfaction. Cells shaded in gray represent areas where at least 25% of ERAU students indicated dissatisfaction in a particular area.

Table 1: Individual Survey Questions, by Scale

Survey Question	Average			% Satisfied		% Dissatisfied	
	Nat'l	DB	PC	DB	PC	DB	PC
Academic Advising							
My academic advisor is approachable	5.41	5.33	5.57	71.4%	79.3%	13.8%	11.9%
My academic advisor is concerned about my success as an individual	5.15	4.79*	5.24	59.6%	71.7%	22.8%	14.6%
My academic advisor helps me set goals to work toward	4.70	4.33*	4.81	45.8%	58.8%	27.2%	17.1%
My academic advisor is knowledgeable about requirements in my major	5.38	5.37	5.73*	74.5%	81.4%	14.1%	9.4%
Major requirements are clear and reasonable	5.34	5.29	5.49	79.0%	81.3%	11.6%	8.9%
Campus Climate							
Most students feel a sense of belonging here	5.08	4.67*	5.11	57.8%	68.7%	22.7%	11.6%
The campus staff are caring and helpful	5.31	5.07*	5.47	72.8%	83.9%	14.0%	8.5%
Administrators are approachable to students	4.97	4.36*	5.07	49.0%	71.8%	25.2%	9.3%
It is an enjoyable experience to be a student on this campus	5.21	4.75*	5.09	63.9%	70.6%	22.2%	15.2%
I feel a sense of pride about my campus	4.99	4.71*	4.91	61.7%	62.0%	19.7%	17.8%
Students are made to feel welcome on this campus	5.33	5.09*	5.44	71.3%	79.1%	13.6%	6.5%
This institution has a good reputation within the community	5.49	5.36	5.08*	73.1%	68.5%	14.1%	17.4%
There is a strong commitment to racial harmony on this campus	5.21	5.07	5.25	65.3%	68.2%	9.6%	6.2%
Tuition paid is a worthwhile investment	4.67	3.99*	4.57	43.8%	55.9%	39.1%	26.5%
Freedom of expression is protected on campus	5.01	4.95	5.02	63.0%	65.9%	13.6%	11.5%
Channels for expressing student complaints are readily available	4.54	4.12*	4.48	41.0%	50.2%	30.6%	22.6%
Campus Life							
A variety of intramural activities are offered	4.69	5.17*	4.84	66.5%	56.2%	9.7%	14.8%
Living conditions in the residence halls are comfortable (adequate space, lighting, heat, air conditioning, telephones, etc.).	4.47	4.44	4.74*	52.8%	61.8%	26.2%	21.6%
The intercollegiate athletic programs contribute to a strong sense of school spirit	4.35	4.08*	3.82*	39.6%	32.5%	31.9%	38.7%
Males and females have equal opportunities to participate in intercollegiate athletics	5.12	5.05	5.13	59.3%	61.9%	6.8%	8.7%
There is an adequate selection of food available in the cafeteria	4.06	4.00	2.81*	46.7%	19.5%	39.8%	70.0%
Residence hall regulations are reasonable	4.55	4.51	4.42	50.8%	52.7%	22.5%	28.1%
There are a sufficient number of weekend activities for students	4.28	4.16	4.27	42.3%	46.0%	29.3%	30.0%
I can easily get involved in campus organizations	5.11	5.47*	5.57*	77.6%	82.2%	6.9%	5.7%
The student center is a comfortable place for students to spend their leisure time	4.78	4.53*	4.70	54.6%	59.3%	24.6%	21.7%
The student handbook provides helpful information about campus life	5.07	4.71*	4.72*	54.0%	59.2%	12.9%	16.9%
Student disciplinary procedures are fair	4.93	4.71*	4.89	54.7%	59.9%	17.0%	13.3%
New student orientation services help students adjust to college	5.01	4.75*	4.93	56.0%	61.1%	17.5%	16.4%
S.G.A. fees are put to good use	4.42	4.10*	4.43	42.9%	52.3%	33.0%	27.4%
Campus Support Services							
Library staff are helpful and approachable	5.34	5.80*	5.36	84.3%	75.3%	3.6%	7.4%
Library resources and services are adequate	5.10	5.41*	5.08	79.1%	69.9%	8.3%	14.4%
Computer labs are adequate and accessible	5.19	5.93*	5.45*	89.5%	79.1%	5.2%	12.4%
Tutoring services are readily available	5.19	5.22	5.38	69.8%	75.7%	10.5%	7.3%
Academic support services adequately meet the needs of students	4.98	4.70*	5.15	56.4%	70.3%	13.7%	5.6%
There are adequate services to help me decide upon a career	4.92	5.01	5.25*	68.2%	71.9%	15.3%	9.6%
Bookstore staff are helpful	5.26	5.74*	5.53*	82.5%	81.2%	6.2%	8.1%
Concern for the Individual							
Faculty care about me as an individual	5.23	4.94*	5.46*	69.1%	81.7%	14.6%	7.2%
Counseling staff care about students as individuals	4.86	4.83	5.12*	52.8%	63.0%	10.5%	4.8%
Residence hall staff are concerned about me as an individual	4.81	4.65	4.49*	49.8%	52.5%	15.9%	23.3%
This institution shows concern for students as individuals	5.10	4.53*	5.23	55.7%	76.3%	25.4%	11.9%
Safety and Security							
The campus is safe and secure for all students	5.44	5.66*	5.72*	86.2%	85.3%	5.7%	6.0%
The amount of student parking space on campus is adequate	3.75	2.69*	4.45*	17.1%	54.8%	72.5%	32.6%
Parking lots are well-lighted and secure	4.79	4.92	5.34*	66.1%	78.0%	15.9%	8.8%
Security staff respond quickly in emergencies	4.70	4.62	4.48	51.0%	50.0%	17.2%	25.1%

Table continues on next page

- Average Score: 1 = Not satisfied at all; 2 = Not very satisfied; 3 = Somewhat dissatisfied; 4 = Neutral; 5 = Somewhat satisfied; 6 = Satisfied; 7 = Very satisfied.
- (*) Difference between ERAU campus and national group is statistically significant at the .001 level.
- Black shaded cells represent areas where at least 75% of ERAU students indicated satisfaction.
- Grey shaded cells represent areas where at least 25% of ERAU students indicated dissatisfaction.

Table 1: Individual Survey Questions, by Scale (Continued)

Survey Question	Average			% Satisfied		% Dissatisfied	
	Nat'l	DB	PC	DB	PC	DB	PC
Instructional Effectiveness							
The content of the courses within my major is valuable	5.45	5.45	5.70*	81.2%	87.7%	9.5%	6.8%
The instruction in my major field is excellent	5.36	5.48	5.80*	82.9%	88.4%	9.5%	6.8%
Faculty are fair and unbiased in their treatment of individual students	5.11	5.01	5.24	69.0%	74.1%	15.4%	11.7%
I am able to experience intellectual growth here	5.44	5.23*	5.53	76.7%	85.7%	10.1%	6.4%
There is a commitment to academic excellence on this campus	5.34	5.41	5.75*	81.5%	87.8%	8.7%	5.4%
Faculty provide timely feedback about student progress in a course	4.98	5.01	5.08	70.2%	72.2%	15.3%	15.8%
Faculty take into consideration student differences as they teach a course	4.89	4.57*	4.86	55.2%	61.8%	22.6%	15.9%
The quality of instruction I receive in most of my classes is excellent	5.31	5.17	5.63*	76.0%	84.9%	14.1%	8.5%
Adjunct faculty are competent as classroom instructors	5.06	4.90*	5.04	62.9%	66.5%	11.1%	10.9%
Faculty are usually available after class and during office hours	5.46	5.56	5.75*	85.1%	88.9%	7.6%	5.8%
Nearly all of the faculty are knowledgeable in their field	5.61	5.70	6.07*	87.0%	92.9%	7.1%	3.1%
There is a good variety of courses provided on this campus	5.09	4.75*	4.67*	64.8%	62.7%	24.0%	25.2%
Graduate teaching assistants are competent as classroom instructors	4.85	4.77	N/A	60.8%	N/A	17.8%	N/A
Recruitment and Financial Aid							
Admissions staff are knowledgeable	5.08	4.85*	5.22	61.8%	72.9%	14.7%	8.2%
Admissions counselors respond to prospective students' unique requests	4.93	4.62*	5.13	49.6%	65.2%	13.4%	7.0%
Admissions counselors accurately portray the campus in their recruiting practices	4.78	4.28*	4.56	46.6%	56.9%	28.1%	22.4%
Financial aid counselors are helpful	4.83	4.11*	4.77	43.5%	58.7%	32.6%	20.3%
Financial aid awards are announced to students in time to be helpful in college planning	4.69	4.13*	4.55	44.6%	54.2%	31.5%	26.4%
Adequate financial aid is available for most students	4.65	3.76*	4.16*	36.2%	45.1%	42.5%	35.0%
Registration Effectiveness							
Billing policies are reasonable	4.41	3.80*	4.29	36.7%	48.6%	38.3%	26.4%
The cashier's office is open during hours which are convenient	4.97	4.55*	5.10	56.1%	68.6%	22.4%	11.8%
The personnel involved in registration are helpful	5.14	4.99	5.16	68.4%	73.6%	15.1%	9.8%
I am able to register for classes I need with few conflicts	4.83	4.40*	5.04	56.7%	70.9%	33.0%	19.7%
Class change (drop/add) policies are reasonable	5.15	4.90*	5.28	66.3%	75.6%	18.3%	10.3%
Responsiveness to Diverse Populations							
Institution's commitment to part-time students	4.95	4.75*	4.98	50.4%	58.7%	7.3%	6.4%
Institution's commitment to evening students	4.91	4.40	4.54	39.5%	49.0%	16.3%	16.7%
Institution's commitment to older, returning students	5.07	4.87*	5.02	53.1%	61.9%	7.5%	7.4%
Institution's commitment to underrepresented populations	4.95	4.75*	5.08*	52.6%	62.4%	14.1%	6.6%
Institution's commitment to commuters	4.87	4.50*	4.92	48.3%	59.2%	21.3%	11.2%
Institution's commitment to students with disabilities	4.98	5.02*	4.78	57.9%	48.4%	7.1%	8.0%
Service Excellence							
I seldom get the 'run-around' when seeking information on this campus	4.48	3.12*	4.19*	27.2%	51.0%	57.9%	36.3%
I generally know what's happening on campus	4.88	5.01	5.05	69.4%	70.8%	12.7%	13.0%
The staff in the health services area are competent	4.74	5.01*	5.27	65.2%	71.0%	12.2%	8.5%
Other Items							
The assessment and course placement procedures are reasonable	5.05	4.85*	5.19	62.9%	68.8%	12.5%	6.9%
On the whole, the campus is well maintained	5.50	5.32*	5.47	77.6%	81.3%	12.2%	9.1%
ERAU Specific Items							
ERAU treatment of students is fair and unbiased regardless of race and gender.	N/A	5.55	5.61	78.5%	81.6%	8.4%	7.7%
There is an adequate selection of courses I want offered at times I can take them.	N/A	4.32	4.62	53.8%	62.1%	34.4%	27.0%
Class sizes are appropriate relative to types of courses.	N/A	5.72	5.96	86.4%	91.5%	7.1%	3.7%
The quality of instruction during summer terms is similar to that of fall and spring terms.	N/A	5.24	5.44	62.6%	70.6%	4.4%	7.8%
The quality of the ERAU College catalog and admission publications is excellent.	N/A	5.18	5.26	69.9%	73.8%	7.9%	7.6%
International Student Services meet the needs of international students.	N/A	4.65	5.01	40.3%	49.5%	7.8%	3.9%
The Career Services Office is helpful in preparing me to search for a job upon completion of studies at ERAU.	N/A	4.82	5.00	60.7%	64.8%	15.4%	14.5%
The services of the Student Employment Office adequately meets my employment needs.	N/A	4.81	5.14	59.1%	63.9%	17.4%	13.9%
Flight training department policies (e.g. alcohol, failing to show on time or properly prepared) help prepare me for the real world.	N/A	4.59	5.42	56.1%	75.8%	28.9%	15.1%
Generally, flight dispatcher serve me in a timely and polite manner.	N/A	4.37	5.41	51.9%	74.7%	28.1%	11.6%

- Average Score: 1 = Not satisfied at all; 2 = Not very satisfied; 3 = Somewhat dissatisfied; 4 = Neutral; 5 = Somewhat satisfied; 6 = Satisfied; 7 = Very satisfied.
- (*) Difference between ERAU campus and national group is statistically significant at the .001 level.
- Black shaded cells represent areas where at least 75% of ERAU student indicated satisfaction.
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The *IR PREVIEW* provides the ERAU community with timely information regarding current studies conducted by the Office of Institutional Research. The *IR Preview* is published whenever preliminary statistics of developing projects become available. Please refer to the forthcoming full report for final and/or additional statistics.