



IN THIS ISSUE

- ◆ 2008 Student Satisfaction Survey (Daytona Beach and Prescott Campuses)

2008 STUDENT SATISFACTION SURVEY

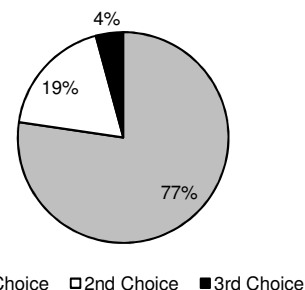
The Office of Institutional Research (IR) administered the *Student Satisfaction Inventory*™ (SSI) to a sample of students from all class levels and degree programs at both the Daytona Beach and Prescott campuses during Fall 2008. The SSI, an instrument developed by the Noel-Levitz, Inc. consulting firm, 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 1,287 surveys were completed at both campuses; 637 from Daytona Beach and 651 from Prescott. This represents approximately 13% of the total Daytona Beach student population and 38% 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 2008 data. In addition, ERAU responses are compared to those of recent SSI participants at other private, four-year institutions. National results are based on 279,875 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.

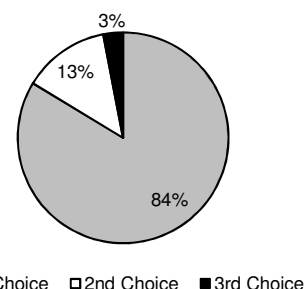
◆ Profile Of Respondents

Figure 1
When I Entered ERAU It Was My ...
Daytona Beach (623)



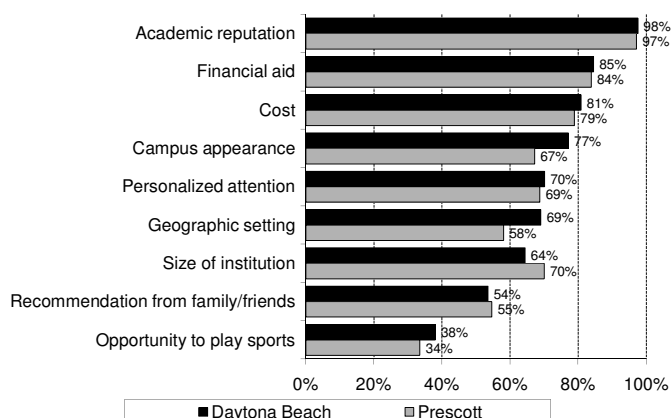
() Number of Respondents

Figure 2
When I Entered ERAU It Was My ...
Prescott (639)



() Number of Respondents

Figure 3
Factors Influencing Students' Decision to Enroll at ERAU
(Percent Responding "Somewhat Important," "Important" or "Very Important")



◆ Overall Satisfaction

Figure 4

All in all, if you had it to do over again, would you enroll here?
(Percent Responding "Maybe Yes" "Probably Yes" or "Definitely Yes")

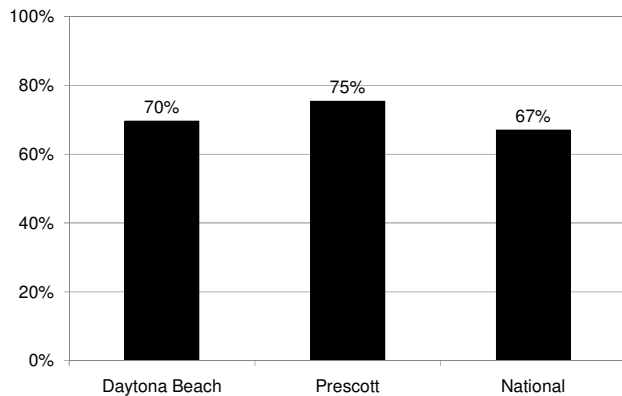


Figure 5

Rate your overall satisfaction with your experience here thus far.

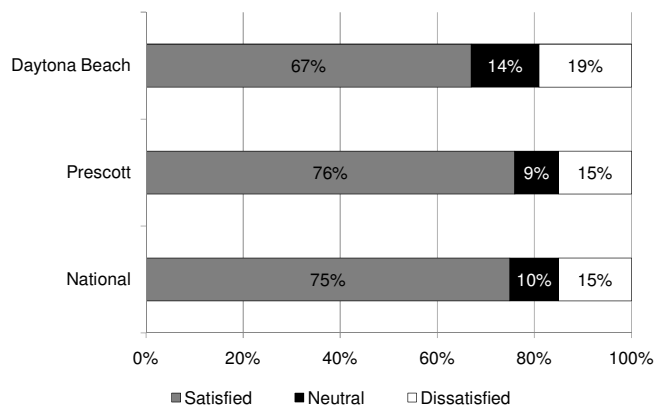


Figure 6

So far, how has your college experience met your expectations?

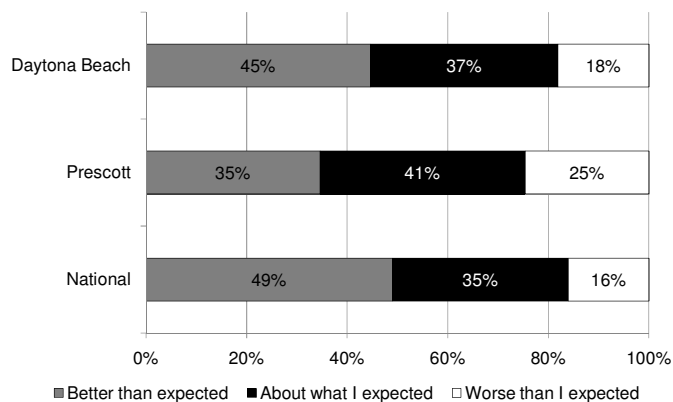


Figure 7

Rate your overall satisfaction with your experience here thus far

Daytona Beach Campus

(Percent Responding "Somewhat Satisfied" "Satisfied" or "Very Satisfied")

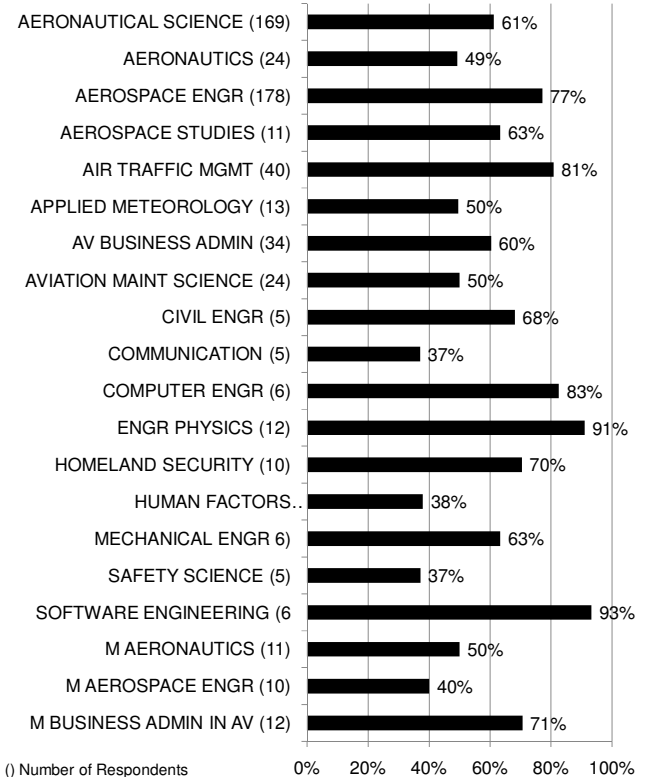
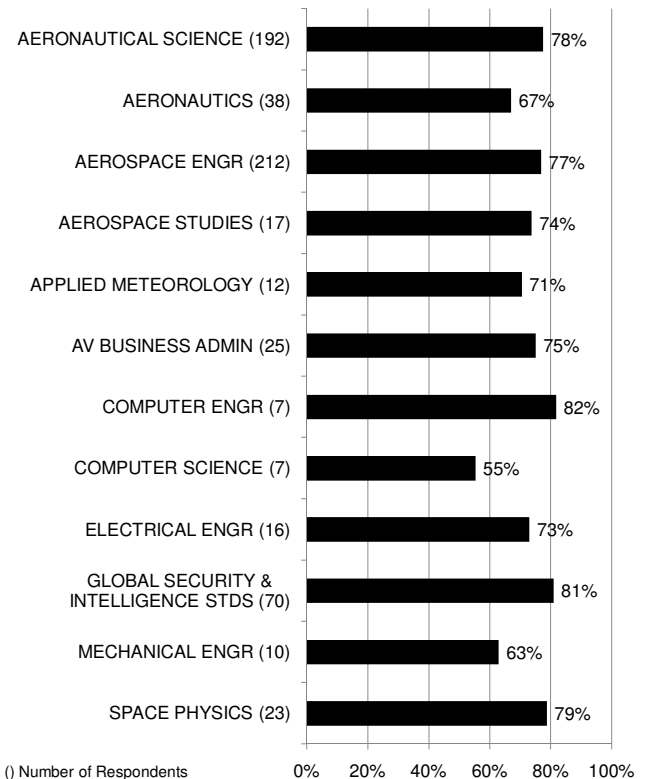


Figure 8

Rate your overall satisfaction with your experience here thus far

Prescott Campus

(Percent Responding "Somewhat Satisfied" "Satisfied" or "Very Satisfied")



◆ Performance Gaps

Importance score ratings reflect how strongly students feel about the expectation (the higher the score, the more important it is to a student, hence the stronger the expectations). Satisfaction ratings show how satisfied students are that our institution has met the expectation (the higher the score, the more satisfied the student).

Performance gap scores (importance rating minus satisfaction rating) show how well ERAU is meeting the expectation overall. Items with large performance gaps indicate areas where students perceive their expectations are not being met adequately. A small performance gap score for an item indicates that ERAU is meeting students' expectations.

When an SSI item has a performance gap score of .50 or less, that item is defined, for this report, as an area of excellence. Fourteen items for Daytona Beach and twenty-one items for Prescott qualified as "areas of excellence." When an SSI item has a performance gap score of 1.50 or greater, that item is defined, for this report, as an institutional challenge. Ten items for Daytona Beach and six items for Prescott qualified as "institutional challenges."

◆ Areas of Excellence

Areas of Excellence - SSI Items that recorded Performance Gap scores of <.50

Daytona Beach Campus

(Methodology: Gap = Mean Importance - Mean Satisfaction)

ITEM	IMP MEAN	SAT MEAN	GAP
Library staff are helpful and approachable.	5.72	5.83	-0.11
Males and females have equal opportunities to participate in intercollegiate athletics.	5.38	5.38	-0.01
Bookstore staff are helpful.	5.82	5.76	0.07
A variety of intramural activities are offered.	5.32	5.23	0.10
The student handbook provides helpful information about campus life.	5.29	5.17	0.12
This institution has a good reputation within the community.	6.28	5.90	0.37
There is a strong commitment to racial harmony on this campus.	5.74	5.36	0.38
I can easily get involved in campus organizations.	5.86	5.48	0.38
Class sizes are appropriate relative to types of courses.	6.42	6.00	0.42
The quality of the ERAU College catalog and admission publications is excellent.	5.83	5.40	0.43
On the whole, the campus is well-maintained.	6.23	5.76	0.47
International Student Services meet the needs of international students.	5.52	5.05	0.47
Library resources and services are adequate.	6.08	5.60	0.48
Computer labs are adequate and accessible.	6.36	5.88	0.49

Areas of Excellence - SSI Items that recorded Performance Gap scores of <.50

Prescott Campus

(Methodology: Gap = Mean Importance - Mean Satisfaction)

ITEM	IMP MEAN	SAT MEAN	GAP
Males and females have equal opportunities to participate in intercollegiate	5.09	5.28	-0.19
A variety of intramural activities are offered.	5.07	5.18	-0.11
Library staff are helpful and approachable.	5.55	5.63	-0.07
Bookstore staff are helpful.	5.62	5.68	-0.06
There is a strong commitment to racial harmony on this campus.	5.51	5.47	0.04
I can easily get involved in campus organizations.	5.78	5.65	0.13
On the whole, the campus is well-maintained.	6.12	5.98	0.14
Parking lots are well-lighted and secure.	5.61	5.46	0.14
Class sizes are appropriate relative to types of courses.	6.38	6.13	0.25
The student handbook provides helpful information about campus life.	5.14	4.89	0.25
The campus is safe and secure for all students.	6.15	5.89	0.26
The student center is a comfortable place for students to spend their leisure time.	5.59	5.29	0.31
Most students feel a sense of belonging here.	5.58	5.22	0.36
ERAU treatment of students is fair and unbiased regardless of race and gender.	6.17	5.81	0.36
International Student Services meet the needs of international students.	5.24	4.88	0.37
Tutoring services are readily available.	5.89	5.51	0.38
Library resources and services are adequate.	6.15	5.73	0.42
Administrators are approachable to students.	5.73	5.30	0.44
The quality of the ERAU College catalog and admission publications is excellent.	5.75	5.30	0.45
I generally know what's happening on campus.	5.67	5.21	0.45
The cashier's office is open during hours which are convenient for most students.	5.54	5.08	0.46

♦ Institutional Challenges

**Institutional Challenges - SSI Items that recorded Performance Gap scores of 1.50+
Daytona Beach Campus
(Methodology: Gap = Mean Importance - Mean Satisfaction)**

ITEM	IMP MEAN	SAT MEAN	GAP
The amount of student parking space on campus is adequate.	6.33	2.46	3.88
Adequate financial aid is available for most students.	6.46	4.15	2.31
There is an adequate selection of food available in the cafeteria.	6.25	3.96	2.30
I seldom get the 'run-around' when seeking information on this campus.	6.08	3.93	2.14
Tuition paid is a worthwhile investment.	6.52	4.44	2.08
Billing policies are reasonable.	6.07	4.15	1.92
Living conditions in the residence halls are comfortable.	6.31	4.49	1.82
There is an adequate selection of courses I want offered at times I can take them.	6.48	4.93	1.55
Financial aid awards are announced to students in time to be helpful in college planning.	6.24	4.70	1.54
Financial aid counselors are helpful.	6.19	4.68	1.52

**Institutional Challenges - SSI Items that recorded Performance Gap scores of 1.50+
Prescott Campus
(Methodology: Gap = Mean Importance - Mean Satisfaction)**

ITEM	IMP MEAN	SAT MEAN	GAP
There is an adequate selection of food available in the cafeteria.	6.03	3.26	2.77
Adequate financial aid is available for most students.	6.38	4.42	1.97
Tuition paid is a worthwhile investment.	6.65	4.80	1.85
There is an adequate selection of courses I want offered at times I can take them.	6.49	4.76	1.73
I seldom get the 'run-around' when seeking information on this campus.	6.11	4.41	1.70
Billing policies are reasonable.	6.02	4.42	1.60

♦ ERAU 2008 vs. 2006 Survey Results

Figure 9

**Areas Where Satisfaction Has Increased the Most
Daytona Beach**

(Percent Responding "Somewhat Satisfied" "Satisfied" or "Very Satisfied")

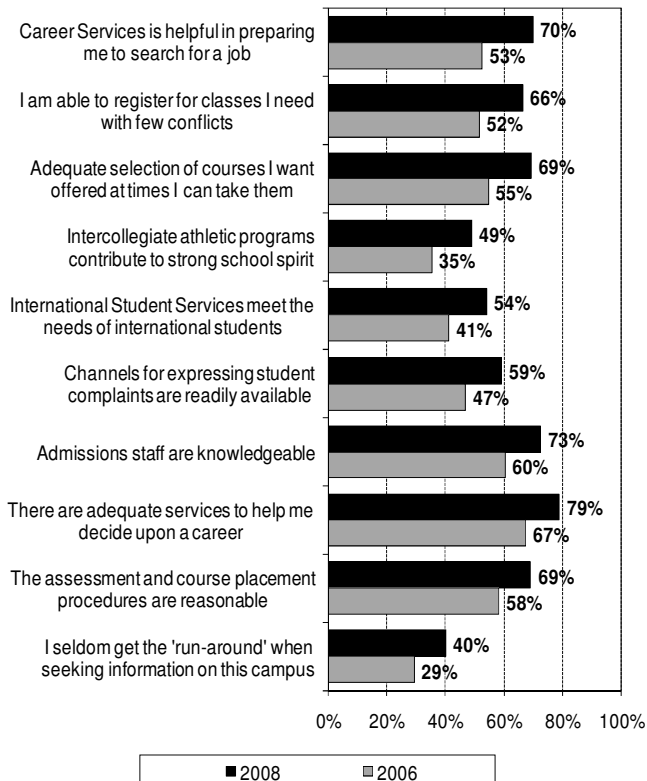


Figure 10

**Areas Where Satisfaction Has Increased the Most
Prescott**

(Percent Responding "Somewhat Satisfied" "Satisfied" or "Very Satisfied")

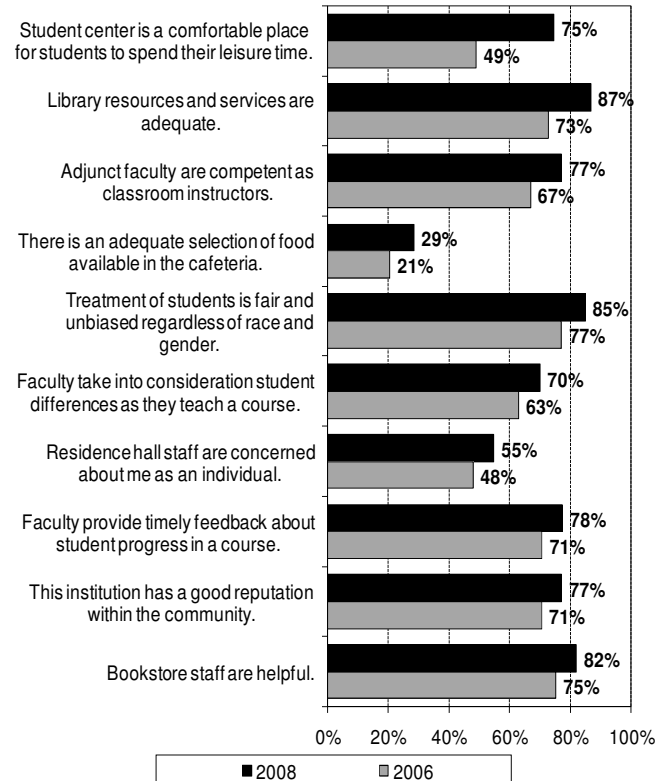


Figure 11

Areas Where Dissatisfaction Has Increased the Most Daytona Beach

(Percent Responding "Somewhat Dissatisfied" "Dissatisfied" or "Very Dissatisfied")

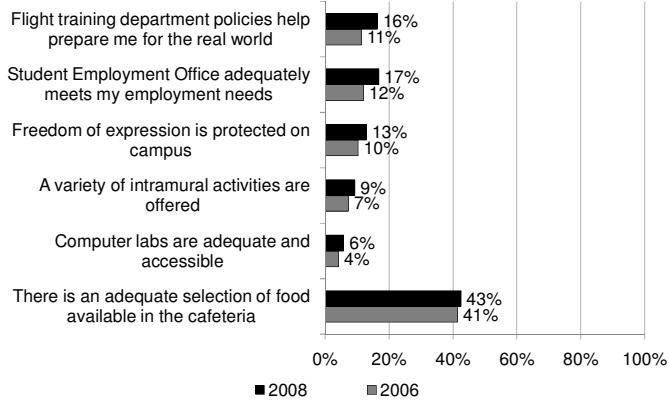
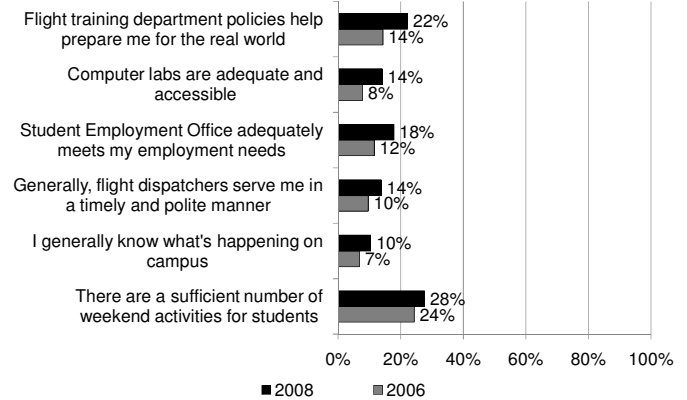


Figure 12

Areas Where Dissatisfaction Has Increased the Most Prescott

(Percent Responding "Somewhat Dissatisfied" "Dissatisfied" or "Very Dissatisfied")



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	5.52	6.03	6.32	79.0%	84.6%	11.5%	7.2%
My academic advisor is concerned about my success as an individual	5.26	5.77	6.21	71.3%	82.9%	12.4%	9.2%
My academic advisor helps me set goals to work toward	4.84	5.21	5.58	56.3%	64.6%	16.1%	12.0%
My academic advisor is knowledgeable about requirements in my major	5.50	6.27	6.28	84.0%	84.3%	8.3%	8.4%
Major requirements are clear and reasonable	5.42	6.30	6.35	82.7%	85.2%	6.0%	6.8%
Campus Climate							
Most students feel a sense of belonging here	5.15	5.47	5.88	65.3%	74.1%	11.5%	16.3%
The campus staff are caring and helpful	5.42	6.22	6.39	81.4%	85.8%	6.2%	7.4%
Administrators are approachable to students	5.10	5.66	6.01	64.4%	74.2%	7.0%	9.1%
It is an enjoyable experience to be a student on this campus	5.29	5.45	5.76	67.6%	74.5%	15.8%	19.4%
I feel a sense of pride about my campus	5.05						
Students are made to feel welcome on this campus	5.42	6.02	6.15	77.2%	80.5%	9.0%	9.8%
This institution has a good reputation within the community	5.49	6.39	6.02	85.4%	77.2%	9.8%	5.9%
There is a strong commitment to racial harmony on this campus	5.33	5.96	6.03	73.4%	73.0%	5.2%	8.1%
Tuition paid is a worthwhile investment	4.78	4.74	5.17	55.0%	64.3%	25.3%	30.4%
Freedom of expression is protected on campus	5.16	5.65	5.94	68.0%	72.6%	8.0%	12.9%
Channels for expressing student complaints are readily available	4.66	5.34	5.11	59.2%	56.3%	19.1%	14.4%
Campus Life							
A variety of intramural activities are offered	4.75	5.73	5.79	63.7%	60.0%	9.6%	12.9%
Living conditions in the residence halls are comfortable.	4.55	4.88	5.22	54.9%	61.1%	24.6%	23.0%
The intercollegiate athletic programs contribute to a strong sense of school spirit	4.33	4.81	3.86	38.0%	29.3%	31.0%	39.4%
Males and females have equal opportunities to participate in intercollegiate athletics	5.17	5.84	5.77	56.6%	60.0%	8.1%	8.5%
There is an adequate selection of food available in the cafeteria	4.11	4.00	3.19	42.4%	22.2%	42.9%	64.0%
Residence hall regulations are reasonable	4.63	5.41	4.59	54.3%	50.5%	20.3%	29.0%
There are a sufficient number of weekend activities for students	4.40	4.76	4.59	41.3%	45.5%	29.2%	28.8%
I can easily get involved in campus organizations	5.17	6.08	6.38	75.6%	80.7%	8.2%	6.1%
The student center is a comfortable place for students to spend their leisure time	4.88	5.46	5.93	54.0%	57.0%	22.5%	20.0%
The student handbook provides helpful information about campus life	5.11	5.66	5.38	56.3%	58.7%	13.7%	13.5%
Student disciplinary procedures are fair	5.03	5.68	5.51	54.5%	59.8%	15.7%	13.3%
New student orientation services help students adjust to college	5.10	5.57	5.71	58.9%	63.9%	15.9%	14.0%
S.G.A. fees are put to good use	4.57	4.94	5.24	46.8%	52.4%	29.0%	23.4%
Campus Support Services							
Library staff are helpful and approachable	5.45	6.40	6.33	81.7%	74.9%	3.2%	6.2%
Library resources and services are adequate	5.32	6.21	6.46	77.9%	74.5%	7.6%	11.3%
Computer labs are adequate and accessible	5.31	6.50	5.96	86.6%	82.7%	6.6%	10.6%
Tutoring services are readily available	5.29	6.11	6.13	71.0%	77.0%	11.3%	6.6%
Academic support services adequately meet the needs of students	5.12	5.83	6.00	57.6%	69.6%	12.0%	6.5%
There are adequate services to help me decide upon a career	5.07	6.11	6.17	67.6%	76.9%	14.5%	9.5%
Bookstore staff are helpful	5.40	6.34	6.26	79.1%	77.1%	8.1%	9.3%

• 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.

Individual Survey Questions, by Scale (Continued)

Survey Question	Average			% Satisfied		% Dissatisfied	
	Nat'l	DB	PC	DB	PC	DB	PC
Concern for the Individual							
Faculty care about me as an individual	5.36	5.94	6.32	74.5%	83.1%	9.9%	5.7%
Counseling staff care about students as individuals	5.00	5.44	5.89	53.8%	67.5%	6.0%	4.5%
Residence hall staff are concerned about me as an individual	4.85	5.31	5.01	58.9%	54.8%	15.1%	21.0%
This institution shows concern for students as individuals	5.22	5.64	6.16	68.8%	80.8%	14.2%	8.9%
Safety and Security							
The campus is safe and secure for all students	5.53	6.36	6.45	78.6%	85.1%	10.5%	6.1%
The amount of student parking space on campus is adequate	3.81	2.09	4.57	12.2%	48.2%	79.8%	41.3%
Parking lots are well-lighted and secure	4.91	5.66	6.10	61.4%		22.5%	9.2%
Security staff respond quickly in emergencies	4.87	5.32	5.00	48.9%	50.0%	19.0%	22.8%
Institutional Effectiveness							
The content of the courses within my major is valuable	5.53	6.24	6.50	82.2%	89.1%	7.4%	5.7%
The instruction in my major field is excellent	5.48	6.20	6.48	82.2%	88.2%	8.8%	5.7%
Faculty are fair and unbiased in their treatment of individual students	5.18	5.98	6.00	76.9%	77.7%	11.0%	11.2%
I am able to experience intellectual growth here	5.50	6.32	6.42	84.0%	86.7%	6.6%	6.1%
There is a commitment to academic excellence on this campus	5.39	6.41	6.54	85.0%	89.1%	4.7%	4.3%
Faculty provide timely feedback about student progress in a course	5.09	5.73	5.95	71.9%	77.5%	14.2%	12.4%
Faculty take into consideration student differences as they teach a course	5.02	5.30	5.71	60.0%	70.0%	16.6%	13.1%
The quality of instruction I receive in most of my classes is excellent	5.42	6.12	6.29	78.7%	85.6%	8.1%	9.3%
Adjunct faculty are competent as classroom instructors	5.19	5.85	6.15	68.6%	77.2%	6.9%	5.6%
Faculty are usually available after class and during office hours	5.53	6.18	6.58	81.5%	90.3%	8.9%	4.4%
Nearly all of the faculty are knowledgeable in their field	5.71	6.47	6.64	87.5%	91.8%	5.1%	3.8%
There is a good variety of courses provided on this campus	5.22	5.85	5.55	75.4%	70.5%	13.7%	18.8%
Graduate teaching assistants are competent as classroom instructors	5.00	5.61	5.53	62.8%	56.7%	9.0%	5.7%
Recruitment and Financial Aid							
Admissions staff are knowledgeable	5.21	5.82	6.00	61.6%	72.2%	15.1%	8.8%
Admissions counselors respond to prospective students' unique requests	5.07	5.56	5.77	50.9%	62.9%	13.7%	8.3%
Admissions counselors accurately portray the campus in their recruiting practices	4.91	5.23	5.46	46.9%	57.9%	26.4%	21.2%
Financial aid counselors are helpful	4.94	4.99	5.45	48.4%	61.9%	28.0%	18.8%
Financial aid awards are announced to students in time to be helpful in college planning	4.78	5.03	5.44	46.5%	58.2%	29.8%	21.4%
Adequate financial aid is available for most students	4.72	4.41	4.76	38.7%	50.1%	41.5%	31.0%
Registration Effectiveness							
Billing policies are reasonable	4.53	4.42	4.83	44.6%	54.3%	30.7%	26.7%
The cashiers office is open during hours which are convenient	5.08	5.13	5.70	56.0%	65.9%	18.4%	9.3%
The personnel involved in registration are helpful	5.27	5.98	6.12	75.1%	78.4%	9.1%	7.8%
I am able to register for classes I need with few conflicts	4.96	5.46	5.55	66.3%	71.3%	17.6%	19.5%
Class change (drop/add) policies are reasonable	5.22	5.98	6.07	74.1%	78.1%	8.2%	9.2%
Responsiveness to Diverse Populations							
Institution's commitment to part-time students	5.06	5.53	5.65	55.3%	60.7%	4.3%	5.7%
Institution's commitment to evening students	5.05	5.39	5.28	53.4%	54.0%	7.3%	11.4%
Institution's commitment to older, returning students	5.17	5.50	5.74	54.9%	63.3%	5.0%	5.4%
Institution's commitment to underrepresented populations	5.06	5.73	5.63	63.3%	61.3%	5.6%	7.0%
Institution's commitment to commuters	4.93	4.99	5.49	52.4%	59.0%	19.3%	9.3%
Institution's commitment to students with disabilities	5.14	5.80	5.65	62.7%	59.4%	2.7%	4.5%
Service Excellence							
I seldom get the 'run-around' when seeking information on this campus	4.63	4.04	4.72	40.1%	54.4%	38.7%	30.4%
I generally know what's happening on campus	4.99	5.60	5.87	68.6%	72.7%	15.1%	10.4%
The staff in the health services area are competent	4.81	5.49	5.70	62.1%	68.7%	12.6%	12.1%
Other Items							
The assessment and course placement procedures are reasonable	5.14	5.75	6.02	69.1%	73.4%	10.8%	6.1%
On the whole, the campus is well maintained	5.58	6.38	6.62	85.4%	90.3%	6.0%	2.8%
ERAU Specific Items							
ERAU treatment of students is fair and unbiased regardless of race and gender.	N/A	5.98	6.19	75.6%	80.7%	9.5%	7.7%
There is an adequate selection of courses I want offered at times I can take them.	N/A	4.70	5.00	55.4%	60.9%	32.1%	27.5%
Class sizes are appropriate relative to types of courses.	N/A	6.31	6.60	83.8%	90.8%	6.9%	4.3%
The quality of instruction during summer terms is similar to that of fall and spring terms.	N/A	5.67	5.74	62.2%	64.3%	6.5%	6.5%
The quality of the ERAU College catalog and admission publications is excellent.	N/A	5.78	5.92	68.4%	71.4%	9.2%	7.3%
International Student Services meet the needs of international students.	N/A	5.02	5.20	42.1%	44.7%	8.1%	4.6%
Career Services is helpful in preparing me to search for a job upon completion of studies at ERAU.	N/A	5.34	5.74	58.1%	69.1%	13.6%	11.0%
The services of the Student Employment Office adequately meets my employment needs.	N/A	5.27	5.49	58.3%	63.6%	16.1%	13.9%
Flight training department policies help prepare me for the real world.	N/A	5.66	5.77	69.7%	73.0%	14.3%	13.9%
Generally, flight dispatcher serve me in a timely and polite manner.	N/A	5.56	5.94	67.1%	74.9%	15.1%	10.2%

- 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.
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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.