

STUDENT SATISFACTION SURVEY

DAYTONA BEACH AND PRESCOTT
Fall 2000

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EMBRY-RIDDLE
AERONAUTICAL UNIVERSITY

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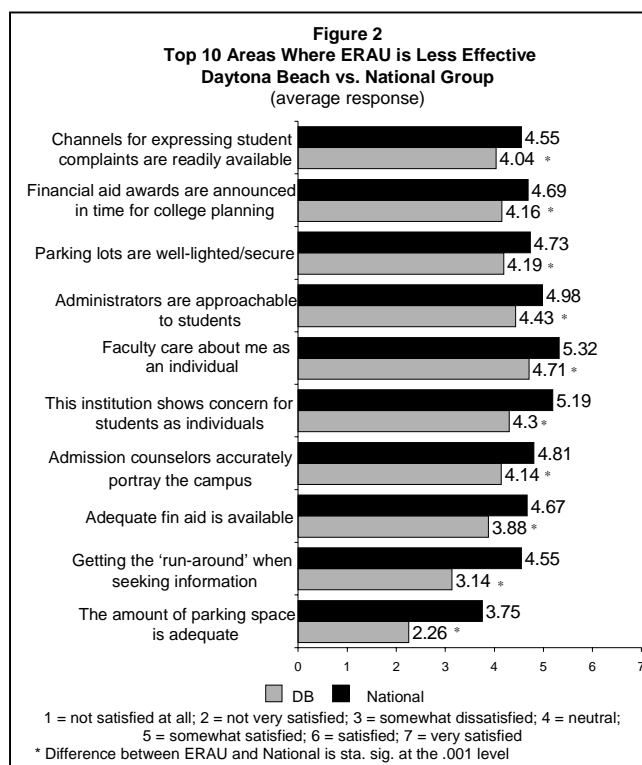
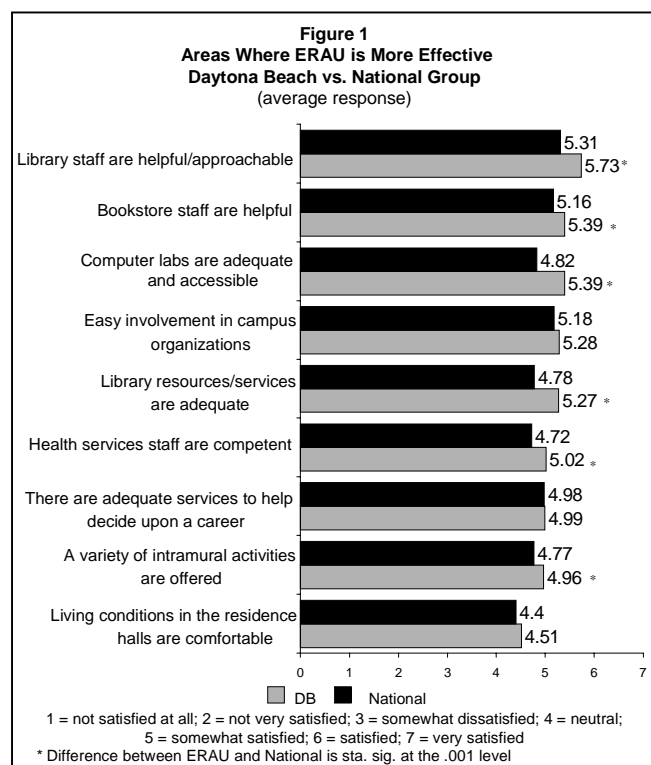
EXECUTIVE SUMMARY

This report summarizes results of the student satisfaction study conducted at ERAU by the Office of Institutional Research (IR). Data were collected using the Noel-Levitz survey instrument: *The Student Satisfaction Inventory™* (SSI). The SSI was administered to a sample of students in October 2000. Results of the SSI instrument administered at ERAU are based on the responses of 834 Daytona Beach and 302 Prescott survey respondents. The following summary of results focuses on five major areas: 1) overall satisfaction, 2) Fall 2000 ERAU survey findings vs. national scores,¹ 3) ERAU's importance and satisfaction ratings, 4) Fall 1998 vs. Fall 2000 ERAU survey findings, and 5) student comments.

Overall Satisfaction

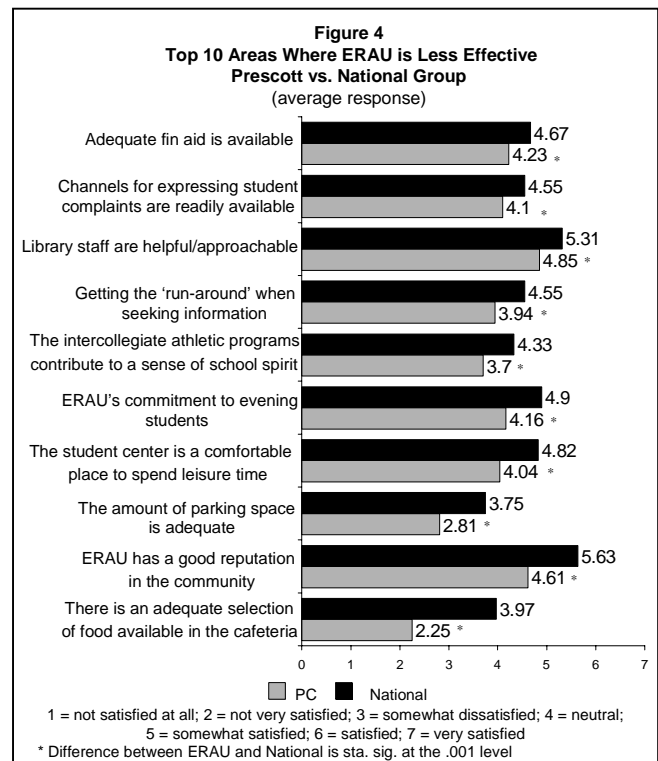
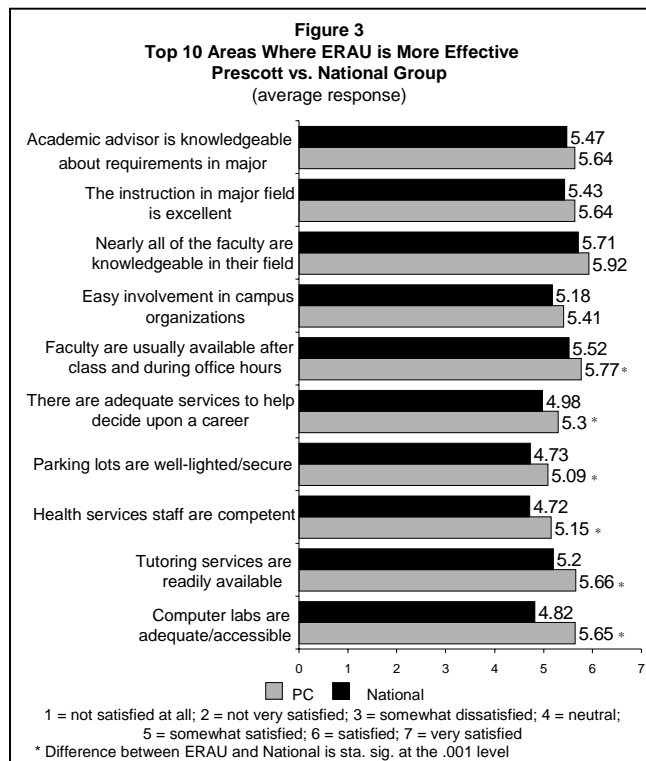
When asked to rate their overall satisfaction with their experience at ERAU thus far, over 60% of students indicated satisfaction (63% for Daytona Beach; 72% for Prescott). These satisfaction ratings declined from those of the 1998 survey administration (70% for Daytona Beach; 81% for Prescott). Survey results from the national comparative group (only available in average response form) indicate slightly higher satisfaction scores than those of ERAU, and no change from 1998 to 2000.

ERAU vs. National Comparison Group



¹ The *Student Satisfaction Inventory* national comparisons are based on 319,346 student records from 411 private, four-year institutions. Under the Carnegie classification system for institutions of higher education, 50% of these four-year schools include colleges where the baccalaureate is the highest degree awarded, and 25% represent schools where the master's degree is the highest degree awarded. About 70% of the institutions have an enrollment of 2,000 or less.

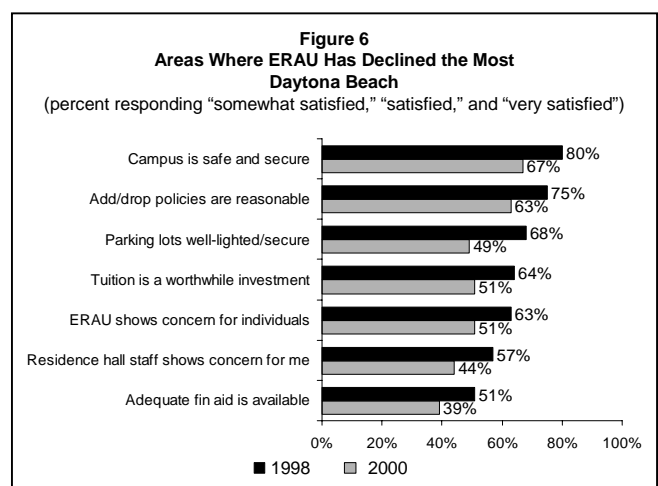
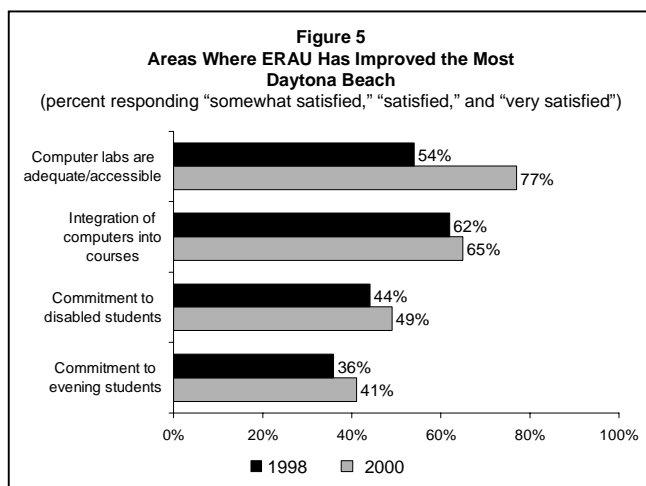
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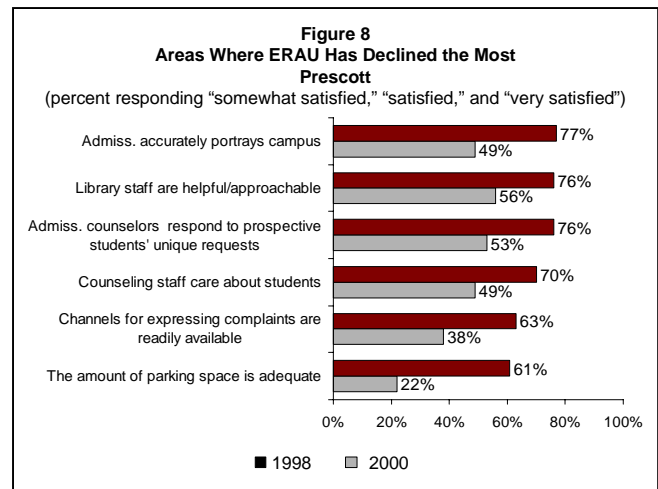
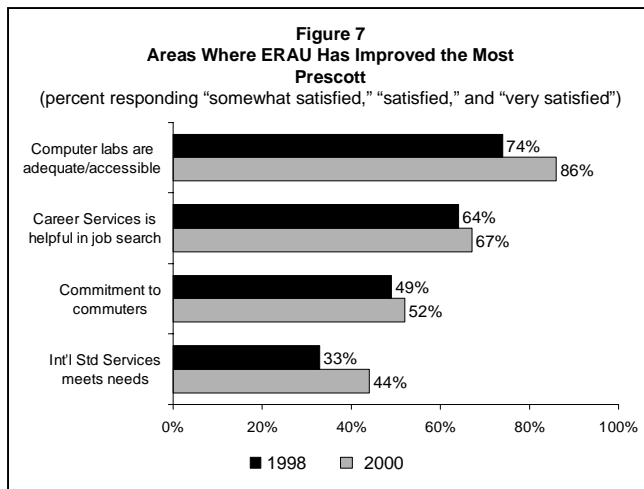


ERAU's Importance vs. Satisfaction Ratings

Fall 2000 survey findings show that over 90% of ERAU survey respondents placed instructional issues high on their list of importance. These areas include: course content and quality of instruction, commitment to academic excellence, treatment from faculty, timely feedback from faculty, class size, availability of faculty, competence of faculty, and approachability of academic advisor. At least 70% of ERAU respondents indicated satisfaction in these areas. These findings are similar to those of the 1998 survey administration.

ERAU's 1998 vs. 2000 Survey Findings





Students' Comments

Of 1,136 survey respondents at both campuses, 372 students offered comments. After conducting a content analysis of these comments, four major areas emerge at both campuses. These major themes, listed in descending order according to the frequency in which they were made, include: 1) Overall student satisfaction with student life and campus climate; 2) Quality of learning experiences (teachers, curriculum and instruction); 3) Flight department; and 4) Student services (parking, dining services, and financial aid).

Overall Student Satisfaction

Overall, students expressed satisfaction with the academic reputation the university has in the aviation/aerospace industry. Several students' comments however, point to the need of improving customer service, focusing on "making students feel important, and not treating us just like bank accounts," and taking the necessary steps to "stop the Riddle run-around." Another area cited by students as requiring immediate attention is the need to increase the female to male ratio of students.

Quality of Learning Experiences

Some students gave high ratings for their overall satisfaction with the quality and approachability of teachers. For example, one student stated, "In general, the faculty is excellent and they have been more than supportive. Overall, the faculty has made this university a good one." On the other hand, few students noted dissatisfaction with some teachers that appear unprepared, unchallenging or unqualified. Reflecting this position, some students' comments are as follows: "I have been rather pleased with some teachers and completely disgusted with others. Though they may not be bad people, they are just bad teachers." "Some faculty are excellent, others are completely unacceptable and unprofessional. This must change."

In addition, some students offered comments on the importance of recruiting faculty with stronger aviation backgrounds and industry experience, and the need to enhance course content with more aviation-related problems and examples found in real life. As one student commented, "...so we can be better prepared when we finish our degree and get a job."

EXECUTIVE SUMMARY

Flight Department

Several students at both campuses showed concern for the large number of students waiting to fly and the shortage of instructors and planes.

Student Services

Student comments identified some areas of concerns in the area of student services. These areas correspond to parking, dining services and availability of financial aid. Students, particularly those at Daytona Beach, expressed high level of dissatisfaction with the availability and convenience of parking on campus, and responsiveness of campus security. Concerning dining services, students at both campuses expressed a desire to see more vendors and more food choices offered to them. In the area of financial aid, Daytona Beach students perceive some improvements taking place in the Financial Aid department regarding the helpfulness of counselors. However, students at both campuses indicate that financial aid award letters should be sent ahead in time to be helpful in college planning, and that more financial aid incentives should be offered to students to come to ERAU.