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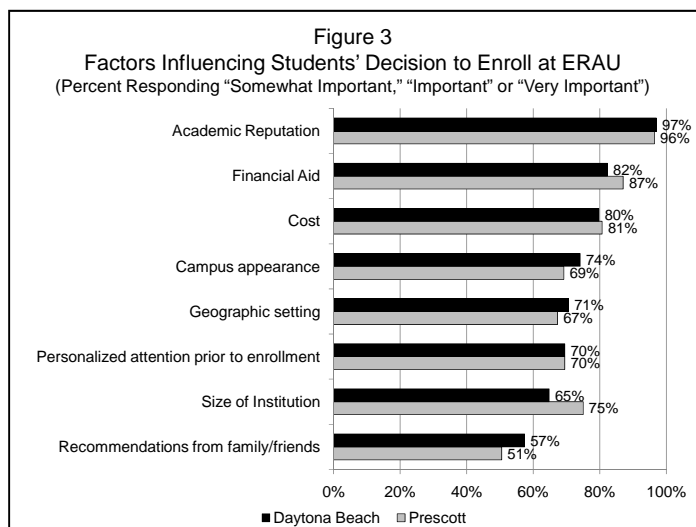
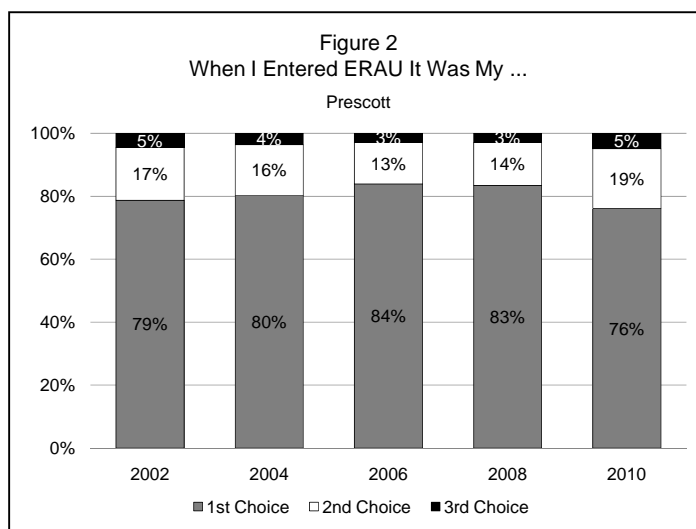
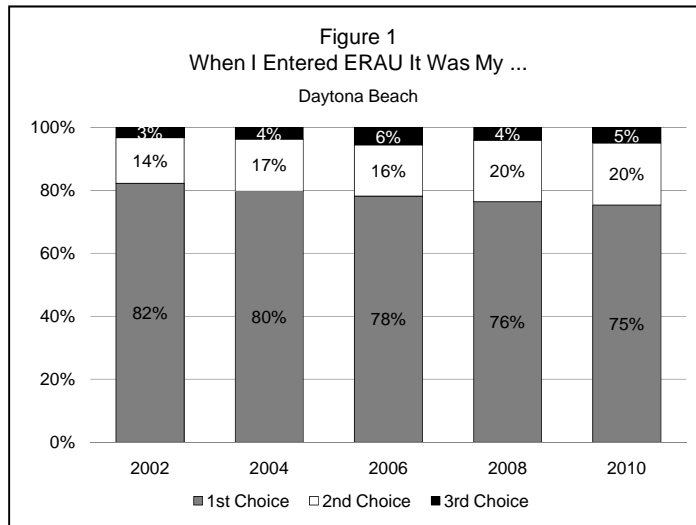
2010 STUDENT SATISFACTION SURVEY

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 2010. 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 1,503 surveys were completed at both campuses; 965 from Daytona Beach and 538 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 2008 data. In addition, ERAU responses are compared to those of recent SSI participants at other private, four-year institutions. 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



♦ 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")

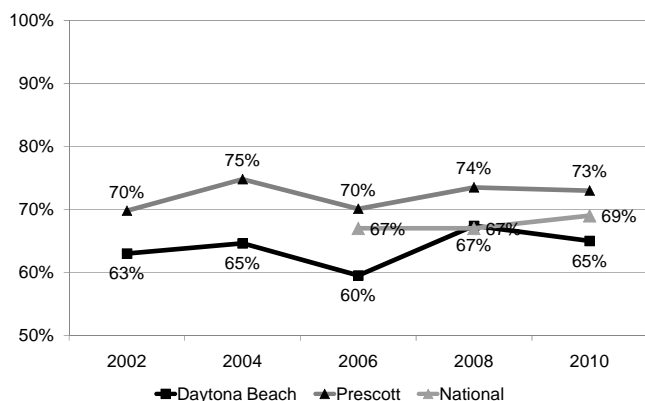


Figure 5

Rate your overall satisfaction with your experience here thus far
(Percent Responding "Very Satisfied" "Satisfied" or "somewhat Satisfied")

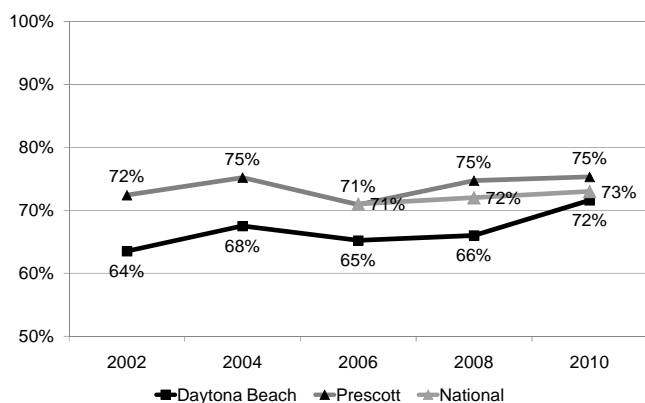


Figure 6

So far, how has your college experience met your expectations?
(Percent Responding "About what expected" "Better" "Quite a bit better" or "Much better")

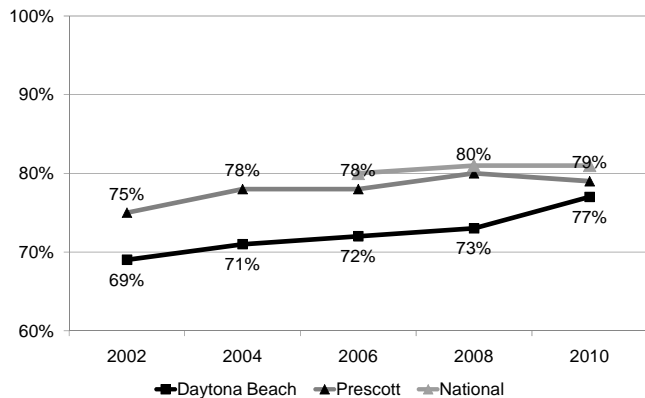


Figure 7

Rate your overall satisfaction with your experience here thus far
Daytona Beach Campus
(Percent Responding "Somewhat Satisfied" "Satisfied" or "Very Satisfied")

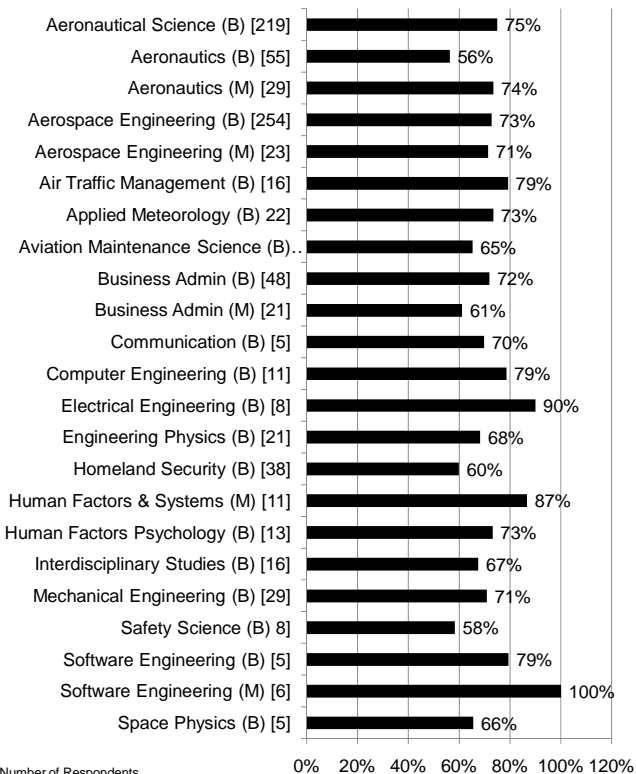
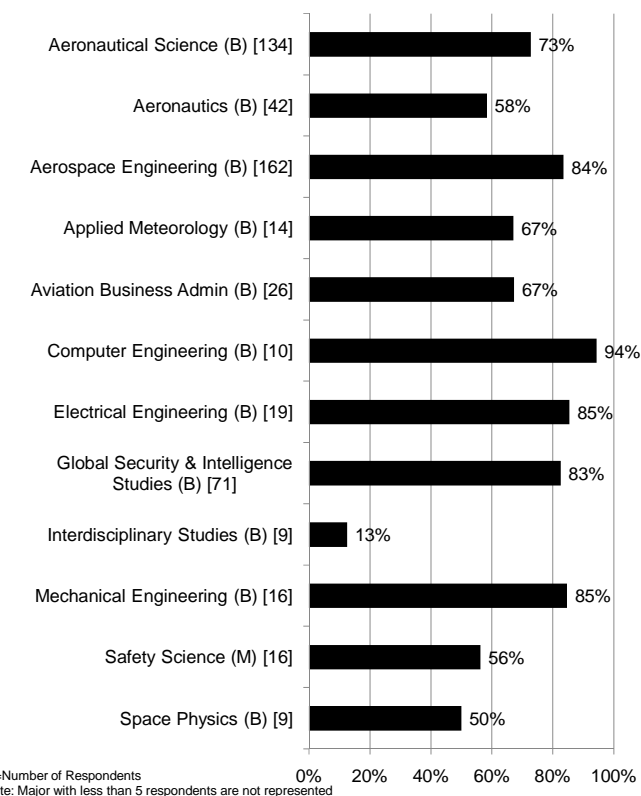


Figure 8

Rate your overall satisfaction with your experience here thus far
Prescott Campus
(Percent Responding "Somewhat Satisfied" "Satisfied" or "Very Satisfied")



♦ Institutional Strengths and Challenges

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."

Gap = Mean Importance – Mean Satisfaction

Institutional Strengths		
	Daytona Beach	Prescott
Campus Life		
A variety of intramural activities are offered.	X	X
Males and females have equal opportunities to participate in intercollegiate athletics.	X	X
I can easily get involved in campus organizations.	X	X
The student handbook provides helpful information about campus life.	X	X
Campus Support Services		
Library staff are helpful and approachable.	X	X
Bookstore staff are helpful.	X	X
Campus Climate		
There is a strong commitment to racial harmony on this campus.	X	X
ERAU Specific Items		
International Student Services meet the needs of international students.	X	

Institutional Challenges		
	Daytona Beach	Prescott
Campus Life		
There is an adequate selection of food available in the cafeteria.	X	X
Student activities fees are put to good use.	X	X
Campus Climate		
It is an enjoyable experience to be a student on this campus.	X	X
Tuition paid is a worthwhile investment.	X	X
Channels for expressing student complaints are readily available.	X	X
Concern for the Individual		
This institution shows concern for students as individuals.	X	X
Recruitment and Financial Aid		
Financial aid counselors are helpful.	X	X
Financial aid awards are announced in time to be helpful in college planning.	X	X
Adequate financial aid is available for most students.	X	X
Registration Effectiveness		
Billing policies are reasonable.	X	X
I am able to register for classes I need with few conflicts.	X	X
Safety and Security		
The amount of student parking space on campus is adequate.	X	X
Security staff respond quickly in emergencies.	X	X
Service Excellence		
I seldom get the 'run-around' when seeking information on this campus.	X	X
ERAU Specific Items		
There is an adequate selection of courses I want offered at times I can take them.	X	X
Generally, flight dispatcher serve me in a timely and polite manner.	X	X

♦ ERAU 2010 vs. 2008 Survey Results

Figure 9

Areas Where Satisfaction Has Increased the Most
Daytona Beach

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

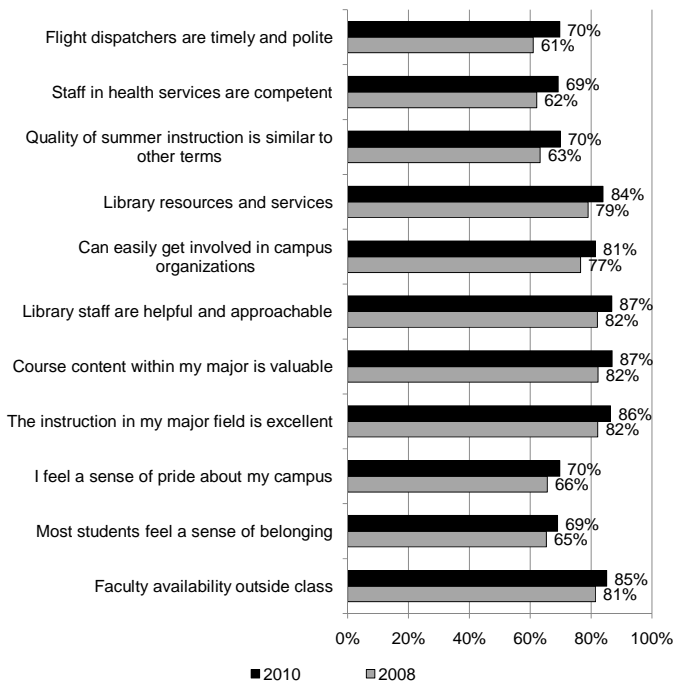


Figure 10

Areas Where Satisfaction Has Increased the Most
Prescott

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

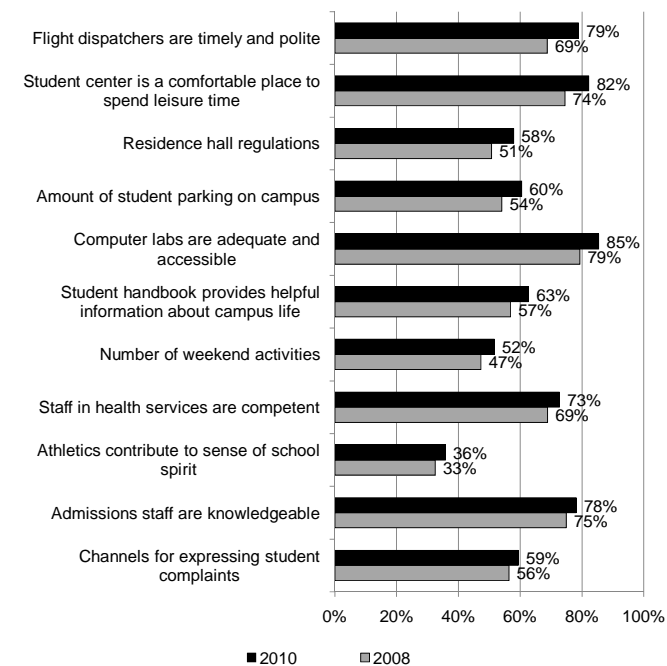


Figure 11

Areas Where Dissatisfaction Has Increased the Most
Daytona Beach

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

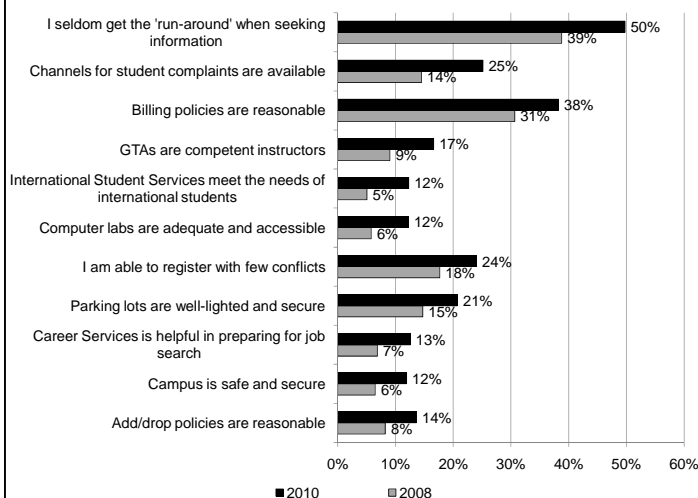
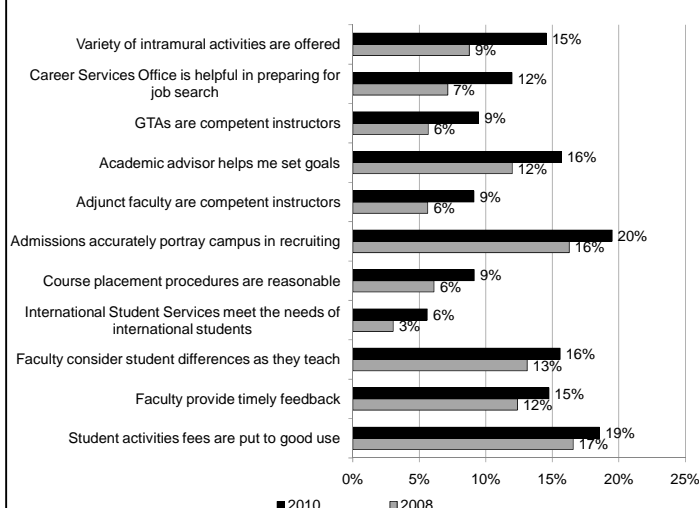


Figure 12

Areas Where Dissatisfaction Has Increased the Most
Prescott

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



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.