

**2012 National Student Satisfaction and Priorities Report
Appendix One**

Career and Private Schools—Form A

This document is one of two appendices to the 2012 National Student Satisfaction and Priorities Report. These appendices focus on the Student Satisfaction Inventory Form A and Institutional Priorities Survey results for:

- Career and private schools
- Community, junior, and technical colleges

The data for four-year private and four-year public colleges and universities is available from 2011 and will be published again in 2013.

This appendix focuses on the results for the career and private schools which administered the SSI between the fall of 2009 and the spring of 2012, including:

- Scale scores
- Strengths and challenges
- Factors in the decision to enroll
- List of participating institutions



The 2012 National Student Satisfaction and Priorities Report

Appendix One

Career and Private Schools—Form A

A list of the participating institutions is included on page five.

The source of the data

The student population for the career and private schools includes 88,589 students from 180 institutions surveyed with the Noel-Levitz Student Satisfaction Inventory™ between the fall of 2009 and the spring of 2012.

Data for campus personnel are not available for this institutional segment.

Reviewing the data

Brief highlights regarding the data findings are offered in each section of this report. For a broader view of how satisfied students are overall and how likely they are to re-enroll, see the Executive Summary. This year's summary focuses on data for career and private schools.

The scales

The best place to begin is by looking at the big picture and understanding the areas on campus that matter most to students. The following table summarizes the importance, satisfaction, and performance gaps findings for 12 areas (scales) for students at two-year career and private schools. The scales are listed in order of importance.

2012 Scales: Career and private schools (students)

Scale	Importance Mean	Satisfaction Mean	Performance Gap Mean
Instructional Effectiveness	6.31	5.35	0.96
Concern for the Individual	6.27	5.22	1.05
Admissions and Financial Aid	6.26	5.25	1.01
Academic Advising	6.26	5.28	0.98
Student Centeredness	6.25	5.34	0.91
Campus Climate	6.23	5.22	1.01
Registration Effectiveness	6.21	5.35	0.86
Service Excellence	6.15	5.17	0.98
Academic Services	6.10	5.11	0.99
Safety and Security	6.05	4.97	1.08
Campus Support Services	5.74	4.83	0.91
Responsiveness to Diverse Populations	—	5.33	—

(7 = very important/very satisfied 1 = not important/not satisfied at all)



Satisfaction levels at career and private schools have improved over the past year.

Strengths and challenges

Strengths

Individual items on the inventory were analyzed to determine strengths (high importance and high satisfaction). Institutions often incorporate their strengths into their marketing activities, recruiting materials, internal and external public relations opportunities, as well as use the information to provide positive feedback to campus personnel and students. *Strengths are defined as being above the mid-point in importance and in the top quartile of satisfaction.*

The following are the top strengths as identified by students at career and private schools. Strengths are listed in descending order of importance.

- Classes are scheduled at convenient times.
- The quality of instruction I receive in most of my classes is excellent.
- Adequate financial aid is available for most students.
- Nearly all of the faculty are knowledgeable in their fields.
- I am able to experience intellectual growth here.
- My academic advisor is knowledgeable about my program requirements.
- Students are made to feel welcome at this school.
- The school is safe and secure for all students.
- Program requirements are clear and reasonable.
- Internships or practical experiences are provided in my degree/certificate program.
- My academic advisor is approachable.
- The school staff are caring and helpful.
- Admissions staff are knowledgeable.
- Administrators are approachable to students.
- Nearly all classes deal with practical experiences and applications.
- Faculty are usually available after class and during office hours.
- The personnel involved in registration are helpful.

Strengths identified by students at career and private schools in this study focused on classes scheduled at convenient times, quality of overall instruction, and the opportunities for internships or practical experiences offered. The availability of financial aid is considered a strength. Career school students indicated that advisors are approachable and knowledgeable about program requirements. There was also a positive perception of school staff, admission staff, and registration personnel.

Challenges

The data were analyzed to determine key challenges (high importance and low satisfaction). Campuses that have surveyed themselves often look at these crucial areas to address and improve retention. In this study, students had high expectations regarding these areas, but institutions nationally were failing to meet those expectations. Areas of dissatisfaction were prioritized by importance scores, indicating areas that mattered most to students. *Challenges are defined as being above the mid-point in importance and in the bottom quartile of satisfaction or the top quartile of performance gaps.*

Following, listed in descending order of importance, are the top challenges identified by students at career and private schools.

- This school does whatever it can to help me reach my educational goals.
- Faculty are fair and unbiased in their treatment of individual students.
- The school shows concern for students as individuals.
- Students are notified early in the term if they are doing poorly in class.
- Faculty are understanding of students' unique life experiences.
- The career services office provides students with the help they need to get a job.
- The equipment in the lab facilities is kept up to date.

The fairness of faculty was an issue highlighted in this study, as well as notifying students early in the term if they are doing poorly. Students at career schools also identified concern for individual students as a challenge. Another high priority area was the assistance available from the career services office.

Strengths identified by students at career and private schools in this study focused on classes scheduled at convenient times, quality of instruction, faculty, and opportunities for internships.

An issue highlighted in this study was the school showing concern for the individual.

Enrollment factors provide valuable insight on student motivation to attend an institution.

Enrollment factors

Institutions should be aware of the factors which influence their students' decisions to enroll at the college. Institutions often use this type of information to shape their recruitment activities. In this study, the enrollment factors, indicated in descending order of importance, for students at career colleges were as follows:

Item	Rank	Importance
Future employment opportunities	1	6.45
Financial aid	2	6.39
Academic reputation	3	6.24
Cost	4	6.18
Personalized attention prior to enrollment	5	6.12
Appearance of school	6	5.94
Geographic setting	7	5.79
Size of institution	8	5.73
Recommendations from family/friends	9	5.56

The table reflects the mean average of the importance score, based on a scale of 1 to 7, with 7 being high.

In this study, students at career and private schools placed a high value on future employment opportunities. Financial aid was also a critical factor for students at career schools, followed by academic reputation, which was more important than the cost of the institution.

What does this mean for your campus?

We encourage you to survey your own students. Effective institutions survey their constituencies regularly, compare their data to their past performance, and then actively respond to the challenges. We also suggest that you:

- Be aware of national trends for a broader perspective.
- Review the other sections of the national report to compare results with other institution types.
- Take action on your campus to improve the experience in the areas your students care most about.

**Student Satisfaction Inventory list of participating institutions, 2009-2012
Career and private school Form A version**

Anthem Career College-Memphis, TN
 Anthem Career College-Nashville, TN
 Anthem College-Atlanta, GA
 Anthem College-Dallas, TX
 Anthem College-Denver, CO
 Anthem College-Fenton, MO
 Anthem College-Kansas City, MO
 Anthem College-Maryland Heights, MO
 Anthem College-Milwaukee, WI
 Anthem College-Minnesota, MN
 Anthem College-Orlando, FL
 Anthem College-Phoenix, AZ
 Anthem College-Portland, OR
 Anthem College-Sacramento, CA
 Anthem Institute-Cherry Hill, NJ
 Anthem Institute-Jersey City, NJ
 Anthem Institute-Las Vegas, NV
 Anthem Institute-Manhattan, NJ
 Anthem Institute-North Brunswick, NJ
 Anthem Institute-Parsippany, NJ
 Anthem Institute-Springfield, PA
 Brown College, MN
 Brown Mackie College-Akron, OH
 Brown Mackie College-Albuquerque, NM
 Brown Mackie College-Atlanta, GA
 Brown Mackie College-Birmingham, AL
 Brown Mackie College-Boise, ID
 Brown Mackie College-Cincinnati, OH
 Brown Mackie College-Findlay, OH
 Brown Mackie College-Ft. Wayne, IN
 Brown Mackie College-Greenville, SC
 Brown Mackie College-Hopkinsville, KY
 Brown Mackie College-Indianapolis, IN
 Brown Mackie College-Kansas, KS
 Brown Mackie College-Louisville, KY
 Brown Mackie College-Merrill, IN
 Brown Mackie College-Miami, FL
 Brown Mackie College-Michigan, IN
 Brown Mackie College-North Canton, OH
 Brown Mackie College-Northern Kentucky, KY
 Brown Mackie College-Oklahoma City, OK
 Brown Mackie College-Phoenix, AZ
 Brown Mackie College-Quad Cities, IA
 Brown Mackie College-Salina, KS
 Brown Mackie College-San Antonio, TX
 Brown Mackie College-South Bend, IN
 Brown Mackie College-St. Louis, MO
 Brown Mackie College-Tucson, AZ
 Brown Mackie College-Tulsa, OK
 City College of Altamonte, FL
 City College of Ft. Lauderdale, FL
 City College of Gainesville, FL
 City College of Hollywood, CA
 City College of Miami, FL
 Concordia Seminary, MO
 Concordia Theological Seminary-Fort Wayne, IN
 Empire Beauty-Appleton, WI
 Empire Beauty-Arlington Heights, IL
 Empire Beauty-Arvada, CO
 Empire Beauty-Aurora, CO
 Empire Beauty-Avondale, AZ
 Empire Beauty-Bangor, ME
 Empire Beauty-Bloomfield, NJ
 Empire Beauty-Bloomington, MN
 Empire Beauty-Bordentown, NJ
 Empire Beauty-Boston, MA
 Empire Beauty-Brooklyn, NY
 Empire Beauty-C Tucson, AZ
 Empire Beauty-Caribou, ME
 Empire Beauty-CC Philadelphia, PA
 Empire Beauty-Chandler, AZ
 Empire Beauty-Charlotte, NC
 Empire Beauty-Cherry Hill, NJ
 Empire Beauty-Cincinnati, OH
 Empire Beauty-Concord, NC
 Empire Beauty-Dunwoody, GA
 Empire Beauty-Durham, NC
 Empire Beauty-East Greensboro, NC
 Empire Beauty-Eden Prairie, MN
 Empire Beauty-Elizabethtown, KY
 Empire Beauty-Exton, PA
 Empire Beauty-Flagstaff, AZ
 Empire Beauty-Florence, KY
 Empire Beauty-Framingham, MA
 Empire Beauty-Grand Rapids, MI
 Empire Beauty-Green Bay, WI
 Empire Beauty-Gwinnett, GA
 Empire Beauty-Hanover Park, IL
 Empire Beauty-Hanover, PA
 Empire Beauty-Harrisburg, PA
 Empire Beauty-Hyannis, MA
 Empire Beauty-Indianapolis, IN
 Empire Beauty-Jackson, TN
 Empire Beauty-Jersey City, NJ
 Empire Beauty-Kennesaw, GA
 Empire Beauty-Lakewood, CO
 Empire Beauty-Lancaster, PA
 Empire Beauty-Lauderhill, FL
 Empire Beauty-Laurel Springs, NJ
 Empire Beauty-Lebanon, PA
 Empire Beauty-Lehigh Valley, PA
 Empire Beauty-Lisle, IL
 Empire Beauty-Littleton, CO
 Empire Beauty-Louisville/Chenoweth, KY
 Empire Beauty-Louisville/Dixie, KY
 Empire Beauty-Louisville/Highland, KY
 Empire Beauty-Louisville/Hurstbourne, KY
 Empire Beauty-Lowell, MA
 Empire Beauty-Madison, WI
 Empire Beauty-Malden, MA
 Empire Beauty-Manhattan, NY
 Empire Beauty-Manitowoc, WI
 Empire Beauty-Matthews, NC
 Empire Beauty-Memphis/Coleman, TN
 Empire Beauty-Memphis/Colonial, TN
 Empire Beauty-Memphis/Highland, TN
 Empire Beauty-Midlothian, VA
 Empire Beauty-Milwaukee, WI
 Empire Beauty-Monroeville, PA
 Empire Beauty-Morrow, GA
 Empire Beauty-N. Tucson, AZ
 Empire Beauty-Nashville, TN
 Empire Beauty-NE Philadelphia, PA
 Empire Beauty-North Hills, PA
 Empire Beauty-NW Phoenix, AZ
 Empire Beauty-Ocean Township, NJ
 Empire Beauty-Owings Mills, MD
 Empire Beauty-Paradise Valley, AZ
 Empire Beauty-Paramus, NJ
 Empire Beauty-Peekskill, NY
 Empire Beauty-Pineville, NC
 Empire Beauty-Portage, MI
 Empire Beauty-Portland, ME
 Empire Beauty-Pottsville, PA
 Empire Beauty-Prescott, AZ
 Empire Beauty-Providence, RI
 Empire Beauty-Queens, NY
 Empire Beauty-Reading, PA
 Empire Beauty-Richmond, VA
 Empire Beauty-Shamokin Dam, PA
 Empire Beauty-Speedway, IN
 Empire Beauty-Spring Lake Park, MN
 Empire Beauty-Springfield, PA
 Empire Beauty-St. Paul, MN
 Empire Beauty-Standale, MI
 Empire Beauty-State College, PA
 Empire Beauty-Thornton, CO
 Empire Beauty-Union, NJ
 Empire Beauty-Waltham, MA
 Empire Beauty-Warminster, PA
 Empire Beauty-Warwick, RI
 Empire Beauty-Waterville, ME
 Empire Beauty-West Mifflin, PA
 Empire Beauty-West Palm Beach, FL
 Empire Beauty-Williamsport, PA
 Empire Beauty-Winston-Salem, NC
 Empire Beauty-Wyoming Valley, PA
 Empire Beauty-York, PA
 Laurel Business Institute, PA
 Lincoln College of New England, CT
 Morrison University, NV
 Pima Medical Institute-Albuquerque, NM
 Pima Medical Institute-Chula Vista, CA
 Pima Medical Institute-Colorado Springs, CO
 Pima Medical Institute-Denver, CO
 Pima Medical Institute-Houston, TX
 Pima Medical Institute-Las Vegas, NV
 Pima Medical Institute-Mesa, AZ
 Pima Medical Institute-Renton, WA
 Pima Medical Institute-Seattle, WA
 Pima Medical Institute-South Denver, CO
 Pima Medical Institute-Tucson, AZ
 Plaza College, NY
 Salter College, MA
 Sullivan University, KY
 Taylor Business Institute, IL
 The Bryman School of Arizona, AZ
 The Restaurant School, PA
 Utica School Of Commerce, NY
 Watkins College of Art, Design and Film, TN

Questions about this report?

We hope you have found this report to be helpful and informative. If you have questions or would like more information about the findings, please contact Noel-Levitz at 1-800-876-1117 or e-mail ContactUs@noellevitz.com.

2012 Satisfaction-Priorities Reports

Noel-Levitz has released the following reports detailing satisfaction-priorities trends for the 2011-2012 academic year:

- Traditional college students (with faculty/staff/administrator comparisons)
- Adult students
- Online learners
- Parents of college students

15-Year Satisfaction-Priorities Reports

In 2011, Noel-Levitz released 15-year satisfaction-priorities trend studies for:

- Career and private schools
- Four-year private colleges and universities
- Four-year public colleges and universities
- Community colleges

About Noel-Levitz

A trusted partner to higher education, Noel-Levitz helps systems and campuses reach and exceed their goals for enrollment, marketing, and student success. Over the past three decades, the higher education professionals at Noel-Levitz have consulted directly more than 2,700 colleges and universities nationwide in the areas of:

- Student retention
- Staff and advisor development
- Student success
- Marketing and recruitment
- Financial aid services
- Research and communications
- Institutional effectiveness

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Noel-Levitz has developed an array of proven tools and software programs; diagnostic tools and instruments; Web-based training programs; and customized consultations, workshops, and national conferences. With the Satisfaction-Priorities Surveys, including the Student Satisfaction Inventory, the firm brings together its many years of research and campus-based experience to enable you to get to the heart of your campus agenda.

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