

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

Community, Junior, and Technical Colleges— 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:

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

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 community, junior, and technical colleges which administered the SSI and IPS 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 Two

Community, Junior, and Technical Colleges—Form A

A list of the participating institutions is included on pages six and seven.



The source of the data

The student population for the community, junior, and technical colleges includes 191,857 students from 192 institutions surveyed with the Noel-Levitz Student Satisfaction Inventory™ between the fall of 2009 and the spring of 2012.

The campus personnel population includes 9,162 faculty, staff, and administrators from 52 institutions surveyed with the Noel-Levitz Institutional Priorities Survey™ during the same timeframe.

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.

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 for the 12 areas (scales) for community, junior, and technical colleges nationally. The scales are listed in order of importance. This table is followed by the scale scores for campus personnel at two-year public institutions.

Satisfaction levels at community colleges improved slightly over the past year.

2012 Scales: Community, junior, and technical colleges (students)

Scale	Importance Mean	Satisfaction Mean	Performance Gap Mean
Instructional Effectiveness	6.22	5.44	0.78
Registration Effectiveness	6.20	5.46	0.74
Academic Advising/Counseling	6.18	5.23	0.95
Concern for the Individual	6.12	5.25	0.87
Academic Services	6.09	5.51	0.58
Admissions and Financial Aid	6.09	5.19	0.90
Safety and Security	6.05	5.06	0.99
Student Centeredness	6.02	5.41	0.61
Campus Climate	6.01	5.34	0.67
Service Excellence	6.00	5.31	0.69
Campus Support Services	5.51	5.00	0.51
Responsiveness to Diverse Populations	—	5.52	—

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

2012 Scales: Community, junior, and technical colleges (campus personnel)

Scale	Importance Mean	Satisfaction Mean	Performance Gap Mean
Concern for the Individual	6.55	5.71	0.84
Instructional Effectiveness	6.53	5.81	0.72
Admissions and Financial Aid	6.49	5.51	0.98
Campus Climate	6.49	5.67	0.82
Safety and Security	6.49	5.39	1.10
Academic Advising/Counseling	6.49	5.50	0.99
Student Centeredness	6.47	5.78	0.69
Academic Services	6.45	5.71	0.74
Service Excellence	6.42	5.48	0.94
Registration Effectiveness	6.39	5.56	0.83
Campus Support Services	6.19	5.25	0.94
Responsiveness to Diverse Populations	—	5.89	—

(7 = very important/strongly agree 1 = not important/strongly disagree)

Students place a much higher value on registration than do campus personnel.

When reviewing perceptions of students and campus personnel, it is helpful to identify the areas the two groups value differently. This can best be seen by comparing rank order of the importance scores. Scales were ranked 1 to 11, with 1 indicating the highest rank in importance.

Scale	SSI Rank	IPS Rank
Instructional Effectiveness	1	2
Registration Effectiveness	2	10
Academic Advising/Counseling	3	3 (tie)
Concern for the Individual	4	1
Academic Services	5 (tie)	8
Admissions and Financial Aid	5 (tie)	3 (tie)
Safety and Security	7	3 (tie)
Student Centeredness	8	7
Campus Climate	9	3 (tie)
Service Excellence	10	9
Campus Support Services	11	11

At community colleges in this study, students placed a much higher value on Registration Effectiveness than did campus personnel. Students also placed a higher emphasis on Academic Services. On the other hand, campus personnel placed a greater emphasis on Concern for the Individual, Campus Climate, Safety and Security, Admissions and Financial Aid. The areas of Instructional Effectiveness, Student Centeredness, Service Excellence, and Campus Support Services had similar importance rankings.

Strengths and challenges

Strengths

The 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 provide positive feedback for 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 community, junior, and technical colleges. Strengths are listed in descending order of importance.

- The quality of instruction I receive in most of my classes is excellent.
- Nearly all of the faculty are knowledgeable in their fields.
- I am able to experience intellectual growth here.
- The campus is safe and secure for all students.
- There is a good variety of courses provided on this campus.
- Program requirements are clear and reasonable.
- Faculty are usually available after class and during office hours.
- Computer labs are adequate and accessible.
- On the whole, the campus is well-maintained.
- Students are made to feel welcome on this campus.
- There are convenient ways of paying my school bill.
- It is an enjoyable experience to be a student on this campus.
- Library resources and services are adequate.
- Class change (drop/add) policies are reasonable.

Many of the strengths identified by students at community colleges focused on the quality of instruction and faculty. Community college students were satisfied with the variety of courses offered. Students generally felt safe on two-year campuses and they also felt welcome. The accessibility and adequateness of computer labs and the library resources and services were also considered strengths.

Challenges

Inventory items were analyzed to determine key challenges (high importance and low satisfaction). Areas of dissatisfaction were prioritized by importance score indicating those 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 as identified by students at community, junior, and technical colleges.

- Classes are scheduled at times that are convenient for me.
- I am able to register for classes I need with few conflicts.
- My academic advisor is knowledgeable about my program requirements.
- Adequate financial aid is available for most students.
- This school does whatever it can to help me reach my educational goals.
- Faculty provide timely feedback about student progress in a course.
- The amount of student parking space on campus is adequate.
- My academic advisor is knowledgeable about the transfer requirements of other schools.
- Students are notified early in the term if they are doing poorly in a class.
- My academic advisor is concerned about my success as an individual.
- Financial aid awards are announced to students in time to be helpful in college planning.
- Financial aid counselors are helpful.
- Parking lots are well-lighted and secure.
- The college shows concern for students as individuals.

Access to classes through registration and classes offered at convenient times were the two greatest challenges for students at community colleges. Advising was another critical area for students at two-year institutions, including the knowledge of academic advisors in the areas of transfer and program requirements. Students want institutions to help them meet their educational goals and want their advisors to be concerned about them as individuals. Other concerns included parking (a critical issue at commuter campuses where parking becomes a matter of access), security of those parking lots, and adequate financial aid. New to the list this year is faculty providing timely feedback.

Students at community colleges nationally identified the same number of strengths and challenges.

Access to classes through registration and classes offered at convenient times were the two greatest challenges for students at community colleges.

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

When an individual campus has an area viewed differently by various constituencies, the campus has an opportunity to discuss the issue as it relates to faculty, administration, and staff while emphasizing how students felt.

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 marketing activities.

The following table reflects the average of the importance score, based on a scale of 1 to 7, with 7 being high. In this study, students at community, junior, and technical colleges placed a high value on the cost of the institution. Financial aid and academic reputation round out the top three influential factors. Geographic setting (often considered to be location) is the next contributing factor. Students at community colleges also valued the personalized attention that they received prior to enrollment.

For 2012, the enrollment factors (indicated in descending order of importance) for students at community, junior, and technical colleges, along with the corresponding rank and average importance score from the campus personnel perspective, were as follows:

Enrollment factors comparison between students and campus personnel

Item	Student Rank	Campus Personnel Rank	Student Importance	Campus Personnel Importance
Cost	1	1	6.31	6.47
Financial aid	2	2	6.03	6.42
Academic reputation	3	5	5.85	5.81
Geographic setting	4	3	5.48	5.87
Personalized attention prior to enrollment	5	4	5.38	5.85
Campus appearance	6	8	5.22	5.26
Size of institution	7	7	5.19	5.28
Recommendations from family/friends	8	6	4.91	5.61
Opportunity to play sports	9	9	3.53	3.45

Students and campus personnel indicated similar rankings for enrollment factors. The notable exceptions are that campus personnel placed a higher value on recommendations from family and friends than did students, and a slightly lower value on academic reputation and on campus appearance.

What does this mean for your campus?

We encourage you to survey your own students and campus personnel. 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
Community, junior and technical college Form A version**

Allen Community College, KS	Fort Scott Community College, KS	North Hennepin Community College, MN
Anne Arundel Community College, MD	Fox Valley Technical College, WI	Northeast Community College, NE
Augusta Technical College, GA	Garden City Community College, KS	Northeastern Junior College, CO
Bay de Noc Community College, MI	Gateway Community and Technical College, KY	Northern Maine Community College, ME
Bismarck State College, ND	Gateway Community College, AZ	Northwest Technical College, MN
Blackhawk Technical College, WI	Gateway Technical College, WI	Ohio State University Agricultural Technical Institute, OH
Brazosport College, TX	Georgia Military College, GA	Ohio University Lancaster, OH
Brookdale Community College, NJ	Glendale Community College, AZ	Oklahoma State University-Okmulgee, OK
Brookhaven College (DCCCD), TX	Grand Rapids Community College, MI	Owens Community College, OH
Bucks County Community College, PA	Greenville Technical College, SC	Palo Alto College, TX
Burlington County College, NJ	Gwinnett Technical College, GA	Palo Verde College, CA
Butler County Community College, PA	Heartland Community College, IL	Paradise Valley Community College, AZ
Canada College, CA	Highland Community College, IL	Passaic County Community College, NJ
Cape Cod Community College, MA	Highland Community College, KS	Pensacola State College, FL
Carl Sandburg College, IL	Hinds Community College, MS	Phoenix College, AZ
Cascadia Community College, WA	Illinois Central College, IL	Piedmont Technical College, SC
Central Georgia Technical College, GA	Independence Community College, KS	Pierpont Community & Technical College, WV
Central New Mexico Community College, NM	Inver Hills Community College, MN	Pitt Community College, NC
Centralia College, WA	Jackson Community College, MI	Potomac State College of West Virginia University, WV
Century College, MN	Johnson County Community College, KS	Pratt Community College, KS
Chandler-Gilbert Community College, AZ	Kankakee Community College, IL	Pulaski Technical College, AR
Chatfield College, OH	Kansas City Kansas Community College, KS	Reading Area Community College, PA
Chattahoochee Technical College, GA	Kansas State University-Salina, KS	Red Rocks Community College, CO
Cincinnati State Technical College, OH	Kennebec Valley Community College, ME	Redwoods Community College, CA
Clark College, WA	Kilian Community College, SD	Richland College (DCCCD), TX
Cloud County Community College, KS	Lake Land College, IL	Richland Community College, IL
Coffeyville Community College, KS	Lake Region State College, ND	Rochester Community & Technical College, MN
Colby Community College, KS	Lake Superior College, MN	Rockingham Community College, NC
College of DuPage, IL	Lakeland College, AB	Saginaw Chippewa Tribal College, MI
College of San Mateo, CA	Lakeshore Technical College, WI	Sandersville Technical College, GA
College of the Mainland, TX	Lanier Technical College, GA	Santa Fe Community College, NM
Collin County Community College District, TX	Laredo Community College, TX	Sauk Valley Community College, IL
Crowder College, MO	Lassen Community College, CA	Schoolcraft College, MI
CUNY Borough of Manhattan, NY	Latter-Day Saints Business, UT	Scottsdale Community College, AZ
Cypress College, CA	Lenoir Community College, NC	Seward County Community College, KS
Dakota College at Bottineau, ND	Lincoln College, IL	Sitting Bull College, ND
Danville Area Community College, IL	Lincoln Land Community College, IL	Skyline College, CA
Dawson Community College, MT	Little Priest Tribal College, NE	South Central College, MN
Delaware County Community College, PA	Luzerne County Community College, PA	South Mountain Community College, AZ
Delgado Community College, LA	Madison Area Technical College, WI	Southeast Technical Institute, SD
Delta College, MI	Madisonville Community College, KY	Southern Crescent Technical College, GA
Dodge City Community College, KS	Merritt College, CA	Southern Maine Community College, ME
Eastern Arizona College, AZ	Mesa Community College, AZ	Southwestern Indian Polytechnic Institute, NM
Eastern Gateway Community College, OH	Metropolitan Community College, MO	Spartanburg Community College, SC
Eastern Idaho Technical College, ID	Mid Michigan Community College, MI	Spokane Falls Community College, WA
Eastern Iowa Community College District, IA	Mid-State Technical College, WI	St. Clair County Community College, MI
Eastern Maine Community College, ME	Mission College, CA	St. Luke's College, MO
Eastern New Mexico University-Roswell, NM	Mitchell Technical Institute, SD	Surry Community College, NC
Edison Community College, OH	Montana State University-Billings, MT	Tacoma Community College, WA
El Paso Community College, TX	Montana Technical College-South, MT	Tarrant County College, TX
Elgin Community College, IL	Montcalm Community College, MI	Texas State Technical College-West Texas, TX
Essex County College, NJ	Montgomery County Community College, PA	
Estrella Mountain Community College, AZ	Moraine Park Technical College, WI	
Flathead Valley Community College, MT	Mountain View College, TX	
Flint Hills Technical College, KS	Murray State College, OK	
	Navarro College, TX	
	New Mexico Junior College, NM	
	North Arkansas College, AR	
	North Dakota State College of Science, ND	

Student Satisfaction Inventory list of institutions *continued*

Texas State Technical College-Harlingen, TX
The Restaurant School, PA
Tri-County Technical College, SC
Trident Technical College, SC
Tyler Junior College, TX
University of Akron-Wayne College, OH
University of Alaska-Kenai/Kachemak, AK
University of Alaska-Kodiak, AK
University of Alaska-Mat-Su, AK
University of Alaska-Prince, AK
University of Arkansas Community College-
Batesville, AR
University of Cincinnati Blue Ash College, OH
University of Hawaii Kauai Community College, HI
University of Wisconsin-Marshfield/Wood, WI
Volunteer State Community College, TN
Warren County Community College, NJ
Washington County Community College, ME
Western Dakota Technical Institute, SD
Western Nevada College, NV
Western Technical College, WI
Western Wyoming Community College, WY
Wichita Area Technical College, KS
Williston State College, ND
Wisconsin Indianhead Technical, WI
Wright State University Lake Campus, OH
Yavapai College, AZ
York County Community College, ME

**Institutional Priorities Survey list of
participating institutions, 2009-2012
Community, junior and technical college
Form A version**

Augusta Technical College, GA
Brown Mackie College-Akron, OH
Brown Mackie College-Atlanta, GA
Brown Mackie College-Cincinnati, OH
Brown Mackie College-Findlay, OH
Brown Mackie College-Ft. Wayne, IN
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-Michigan, IN
Brown Mackie College-North Kentucky, KY
Brown Mackie College-Phoenix, AZ
Burlington County College, NJ
Central Georgia Tech College, GA
Crowder College, MO
Dodge City Community College, KS
Eastern Idaho Tech College, ID
Eastern New Mexico University-Roswell, NM
El Paso Community College, TX
Essex County College, NJ
Flathead Valley Community College, MT
Gateway Community and Technical, KY
Gwinnett Technical College, GA
Lanier Technical College, GA
Lassen Community College, CA
Little Priest Tribal College, NE
Madisonville Community College, KY
Metropolitan Community College-
Kansas City, MO
Montgomery County Community College, PA
New Mexico State University-Alamogordo, NM
Northeast Community College, NE
Owens Community College, OH
Palo Verde College, CA
Passaic County CC, NJ
Plaza College, NY
Red Rocks Community College, CO
Saginaw Chippewa Tribal College, MI
Sandersville Technical College, GA
Schoolcraft College, MI
Spartanburg Community College, SC
St. Luke's College, MO
Taylor Business Institute, IL
Texas State Tech-West Texas, TX
University of Alaska - Kodiak, AK
University of Alaska-Kenai/Kachemak, AK
University of Alaska-Mat-Su, AK
University of Alaska-Prince, AK
University of Cincinnati Blue Ash College, OH
Warren County Community College, NJ
Western Dakota Technical Institute, SD

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:

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

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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