**Example Talking Points**

In a 2012 survey, Southeastern students reported higher satisfaction with Academic Advising, Instructional Effectiveness, Financial Aid, Campus Life and Climate when compared nationally to students at other four year institutions. Students also reported higher levels of satisfaction concerning Southeastern’s emphasis on treating them as an individual. Finally, the survey showed that on average, Southeastern met or exceeded student expectations at a higher level than students who attended other four year institutions.

We have always taken pride in our instruction and personalized approach to student services. This data reflects the priority placed on students at Southeastern Oklahoma State University.

**Noel-Levitz Student Satisfaction Inventory**
Southeastern N=447
Administered spring and fall 2012 Assessment Day
Using a Likert scale where 1 is least important/satisfied and 7 is most important/satisfied
Funded by Connect2Complete grant

**Rank Order of Importance of SE students v. national four-year public v. midwestern four-year public**

<table>
<thead>
<tr>
<th>Scale</th>
<th>SE Importance/Satisfaction (N=447)</th>
<th>National (N=97,084) Importance (rank)/Satisfaction</th>
<th>Midwestern (N=31,490) Importance (rank)/Satisfaction</th>
<th>Statistically Significant Mean Difference?</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Academic Advising</td>
<td>6.23/5.83</td>
<td>6.39 (1)/5.40</td>
<td>6.39/1/5.49</td>
<td>+National/Midwestern</td>
</tr>
<tr>
<td>2. Instructional Effectiveness</td>
<td>6.14/5.54</td>
<td>6.36(2)/5.39</td>
<td>6.28(3)/5.45</td>
<td>+National</td>
</tr>
<tr>
<td>3. Safety and Security</td>
<td>6.14/4.80</td>
<td>6.30(3)/4.76</td>
<td>6.36/2/4.95</td>
<td>--Midwestern</td>
</tr>
<tr>
<td>4. Registration Effectiveness</td>
<td>6.12/5.39</td>
<td>6.24(4)/5.14</td>
<td>6.21(4)/5.28</td>
<td>+National/Midwestern</td>
</tr>
<tr>
<td>5. Recruitment and Financial Aid</td>
<td>6.08/5.20</td>
<td>6.21(5)/5.02</td>
<td>6.19(5)/5.18</td>
<td>+National</td>
</tr>
<tr>
<td>6. Campus Support Services</td>
<td>6.00/5.50</td>
<td>6.09(9)/5.45</td>
<td>6.04(9)/5.54</td>
<td></td>
</tr>
<tr>
<td>7. Campus Climate</td>
<td>6.00/5.40</td>
<td>6.15(7)/5.23</td>
<td>6.14(8)/5.34</td>
<td>+National</td>
</tr>
<tr>
<td>8. Student Centeredness</td>
<td>5.98/5.47</td>
<td>6.14(8)/5.23</td>
<td>6.15(7)/5.35</td>
<td>+National/Midwestern</td>
</tr>
<tr>
<td>9. Service Excellence</td>
<td>5.96/5.28</td>
<td>6.07 (10)/5.11</td>
<td>6.03(10)/5.24</td>
<td>+National</td>
</tr>
<tr>
<td>10. Concern for the Individual</td>
<td>5.96/5.40</td>
<td>6.17(6)/5.14</td>
<td>6.16(6)/5.26</td>
<td>+National/Midwestern</td>
</tr>
<tr>
<td>11. Campus Life</td>
<td>5.64/5.18</td>
<td>5.77(11)/5.07</td>
<td>5.73(11)/5.17</td>
<td>+National</td>
</tr>
</tbody>
</table>
Top 5 strengths—above mid-point in importance and upper quartile in satisfaction. (Speaking and Marketing points)

--The content of the courses within my major is valuable
--The instruction in my major field is excellent
--I am able to register for classes I need with few conflicts*
--My academic advisor is knowledgeable about requirements in my major
--My academic advisor is approachable

Benchmarks: Higher Satisfaction than National Four Year Publics and Midwestern (only items with high importance)

--The content of the courses within my major is valuable.
--The instruction in my major field is excellent.
--I am able to register for classes I need with few conflicts.
--My academic advisor is knowledgeable about requirements in my major.
--My academic advisor is approachable.
--Adequate financial aid is available for most students.
--My academic advisor is concerned about my success as an individual. (National Only)
--Major requirements are clear and reasonable.
--The quality of instruction I receive in most of my classes is excellent.
--Tuition paid is a worthwhile investment.
--Admissions staff are knowledgeable.
--The campus staff are caring and helpful.
--My academic advisor helps me set goals to work toward.
--Faculty provide timely feedback about student progress in a course.
--There are adequate services to help me decide upon a career.
--The personnel involved in registration are helpful. (National Only)
--This institution shows concern for students as individuals.
--The business office is open during hours which are convenient for most students.
--Students are made to feel welcome on this campus. (National Only)
--There is a commitment to academic excellence on this campus. (National Only)

Top 5 challenges—above the mid-point in importance and in lower quartile in satisfaction or top quartile in performance gap. (Areas to focus improvement)

--I am able to register for classes I need with few conflicts*
--There is a good variety of courses provided on this campus
--Adequate financial aid is available for most students
--Financial aid awards are announced to students in time to be helpful in college planning
--Faculty are fair and unbiased in their treatment of students

*From Noel-Levitz: “Occasionally, one or two items may appear on both your strengths list and your challenges list. This occurs when an item has very high importance, relatively high satisfaction as well as a fairly large performance gap. The satisfaction score may qualify it as a strength, while the performance gap qualifies it as a challenge. In these circumstances, we recommend you disregard it as a strength, and stay focused on it as a challenge since students care so much about it and feel that there is still room for improvement”.
Lower Satisfaction than National Four Year Publics and Midwestern (only items with high importance)
--On the whole, the campus is well-maintained.
--Financial aid awards are announced to students in time to be helpful in college planning. (Midwestern only)
--Security staff respond quickly in emergencies. (Midwestern only)

Institutional Summary
So far, how has your college experience met your expectations?
SE=4.88      National Four Year=4.56      Midwestern Four Year= 4.58
1=Much worse than expected      7=Much better than expected

Rate your overall satisfaction with your experience here thus far.
SE=5.50      National Four Year=5.26      Midwestern Four Year=5.35
1=Not Satisfied at all      7=Very Satisfied

All in all, if you had to do it over, would you enroll here again?
SE=5.57      National Four Year=5.34      Midwestern Four Year=5.44
1=Definitely not      7=Definitely yes

Group Comparisons
SE vs. National Four Year
SE vs. Midwestern Four Year
Age 24 and over vs. under 24
Freshmen vs. Sophomores-Seniors
In-state vs. Out-of State
Residence Hall vs. Non-Residence Hall
Native American vs. All other students
SE was first-choice vs. SE was second or third choice

In none of the group comparisons were there statistically significant differences in scale items or institutional summary data.