



Student Satisfaction and Priorities

STUDENT SATISFACTION INVENTORY™ RESULTS, FALL 2019 ADMINISTRATION

New Mexico State University

N= 1,064 Students
(Number of completed surveys)

Student satisfaction is defined as “when expectations are met or exceeded by the student’s perception of the campus reality.” **Remember perception is reality!**

**Schreiner & Juillerat, 1994*

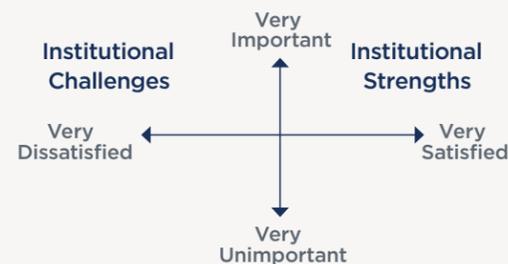
Why does student satisfaction matter?

Student satisfaction has been positively linked to:



Priorities for Our Students

Matrix for prioritizing action:



1 Our Institutional Strengths

These are the top areas our students care about, where we are meeting their expectations.

- Nearly all of the faculty are knowledgeable in their field.
- Security staff respond quickly in emergencies.
- Students are able to experience intellectual growth here.
- There is a good variety of courses provided on this campus.
- Computer labs are adequate and accessible.

2 Our Institutional Challenges

These items are the key areas to improve, based on the priorities of our students.**

- Students feel academic advisors are knowledgeable about requirements in their major.
- Students are able to register for classes they need with few conflicts.
- Faculty provide timely feedback about student progress in a course.
- Financial aid awards are announced to students in time to be helpful in the college planning process.
- The campus is safe and secure for all students.

3 Next steps on our campus:

- Cross reference data with other research instruments (on campus focus groups with current students and faculty and staff. Online surveys with prospective students and parents).
- Segment all data and provide review recommendations for the following categories: reputation, academic affairs, student affairs, enrollment management, and marketing practices.
- Segment SSI data by academic discipline and compare 2019 SSI data with SSI study conducted in 2010.
- Present comprehensive findings to executive leadership cabinet and other academic and administrative groups.
- Provide raw data and strategic planning overviews by academic segments.
- Use research to build integrated marketing and communications plan.

4 The Importance of Institutional Choice

Students attending their first choice institution are more likely to have higher satisfaction levels overall.

The percentage of our students indicating that we are their:

1ST CHOICE	64%
2ND CHOICE	26%
3RD CHOICE OR LOWER	10%

5 What Factors Influence Our Student to Enroll?

It is important to understand why students enroll here.

The percentage of students saying the following factors were important or very important:

FINANCIAL AID	86%
COST	84%
ACADEMIC REPUTATION	74%

6 Bottom Line Indicators

How satisfied are our students compared with students nationally?

PERCENTAGE SATISFIED/ VERY SATISFIED	57%
NATIONAL LEVEL SATISFIED/ VERY SATISFIED	58%

How likely are our students to enroll again if they had it to do over?

PERCENTAGE PROBABLY/ DEFINITELY YES	66%
NATIONAL LEVEL PROBABLY/ DEFINITELY YES	64%

**These areas will be further explored with additional data analysis and conversations on campus to determine how to best improve the student experience.