

*Assessment of students' satisfaction: SOS as an instrument of change for improving student performance and success at US colleges and universities.*

By

Marcus S. Babaoye, Ph.D.

Director of Institutional Research

University of Wisconsin – River Falls

AIRUM Annual Conference

November 6-7, 2008

# SOS Normative Data Report and WSC Sample

- Jan. 1, 2002 through Mar. 31, 2005
- 81,466 student participated
- 97 colleges
- 35 states
- 1,002 WSC students participated

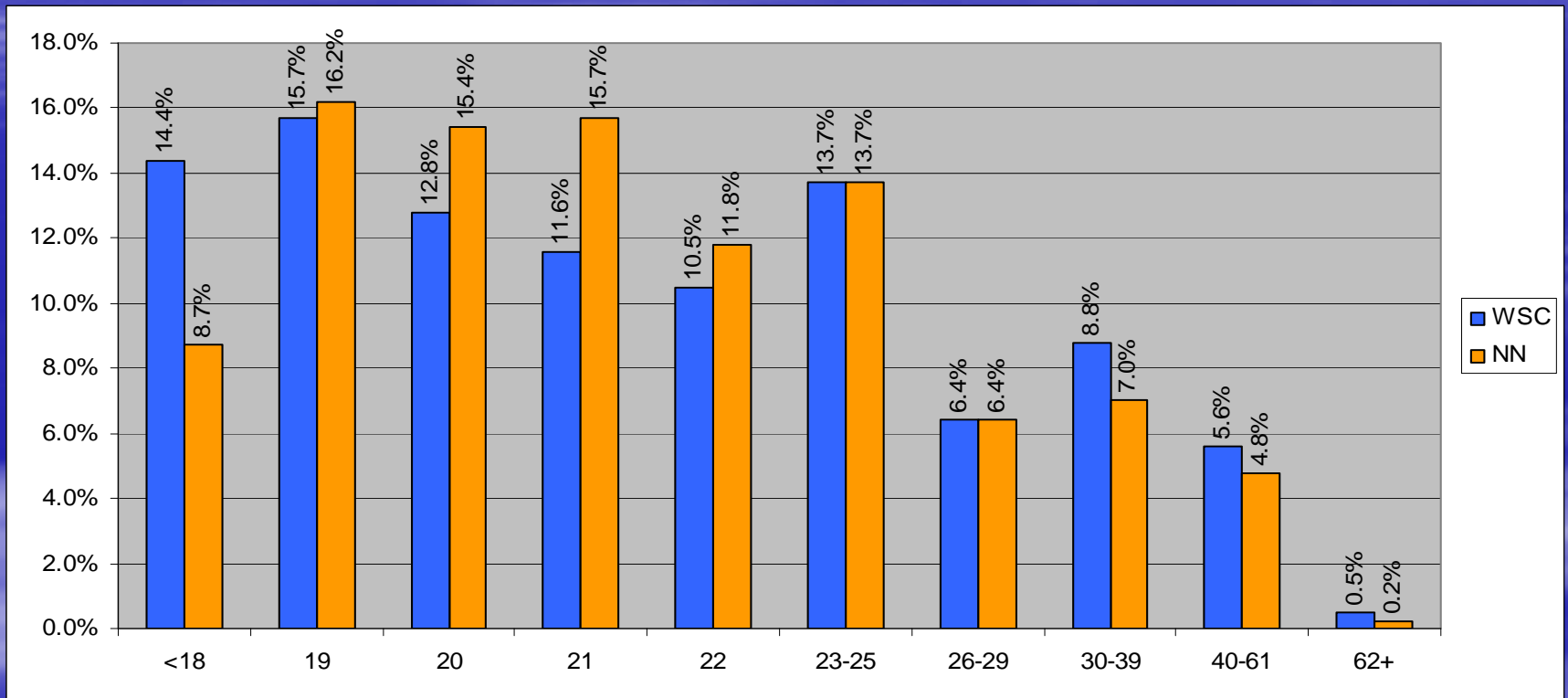
# Uses of SOS...

- Program evaluation and improvement
- Student retention
- Accreditation and institutional self-study
- Longitudinal research about impact of campus policies and programs
- Institutional effectiveness

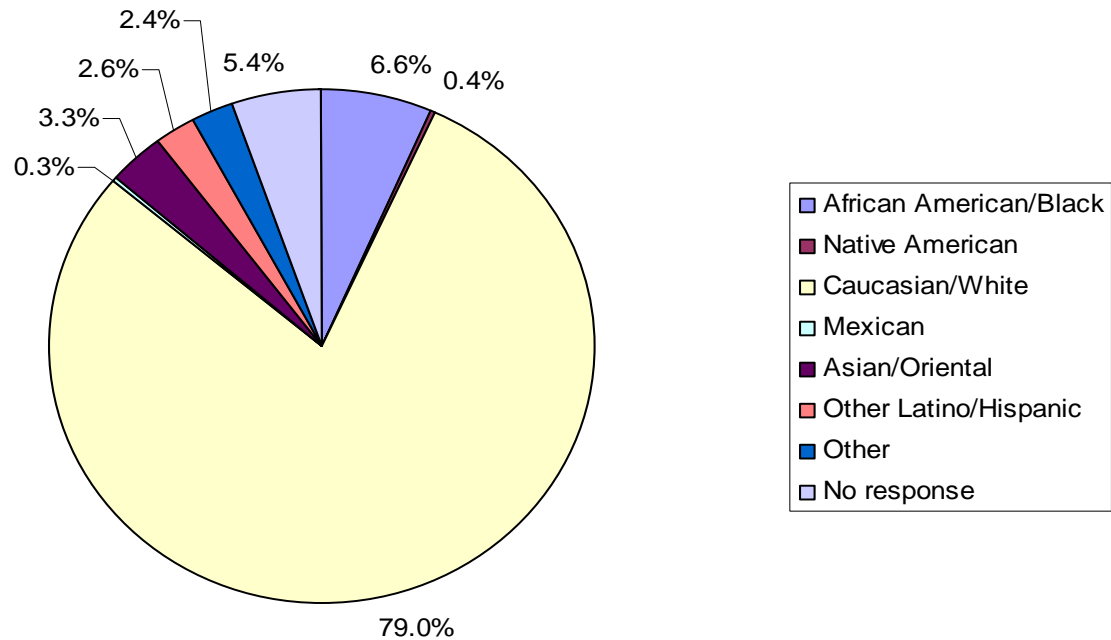
# Contents of SOS

- Background Information
- College Services
- College Environment

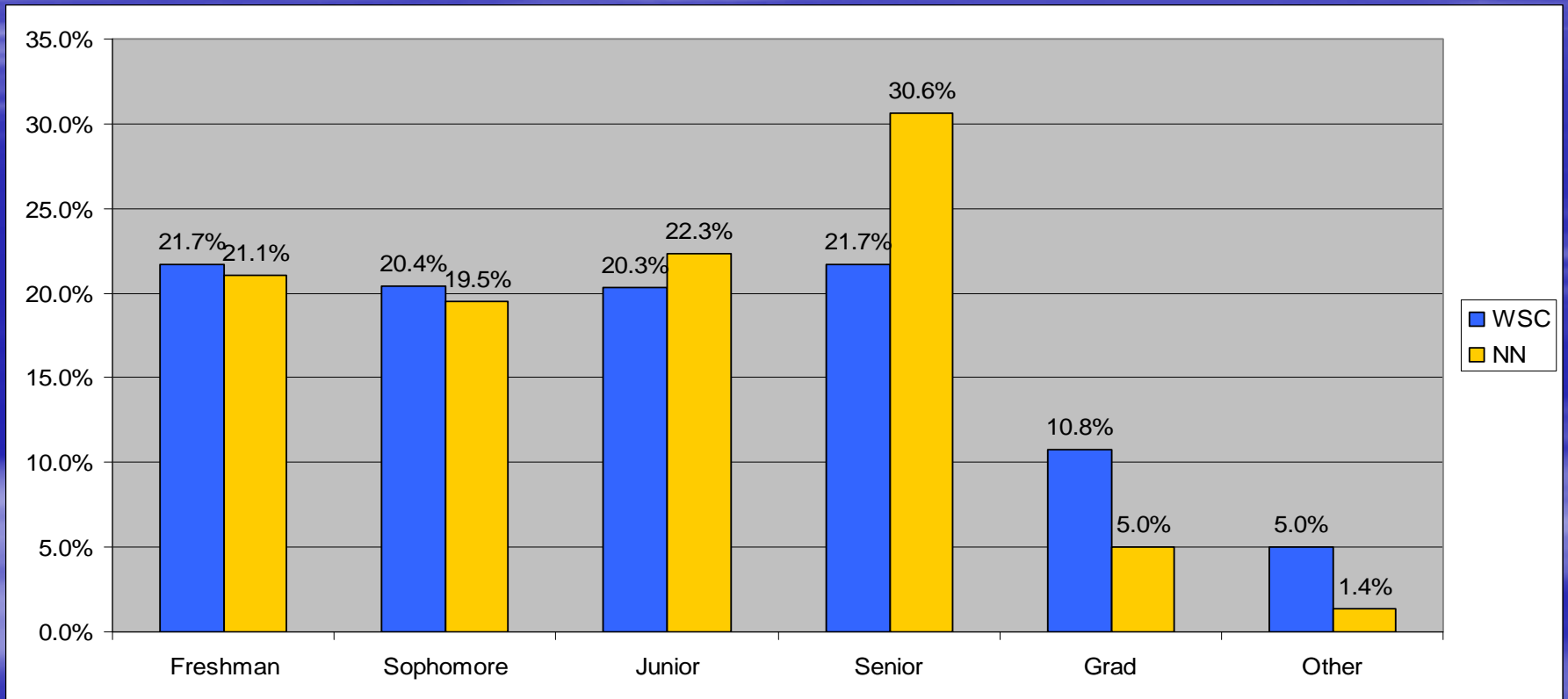
# Age



# Race/Ethnicity

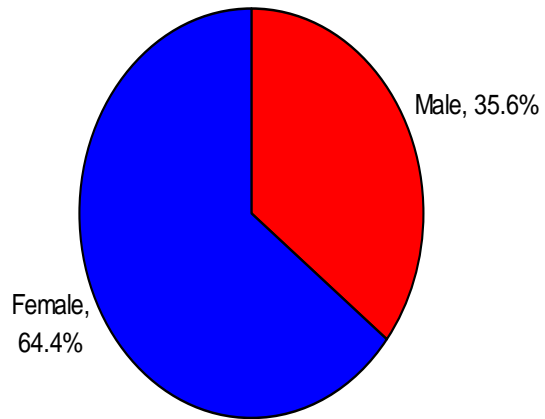


# Class Level

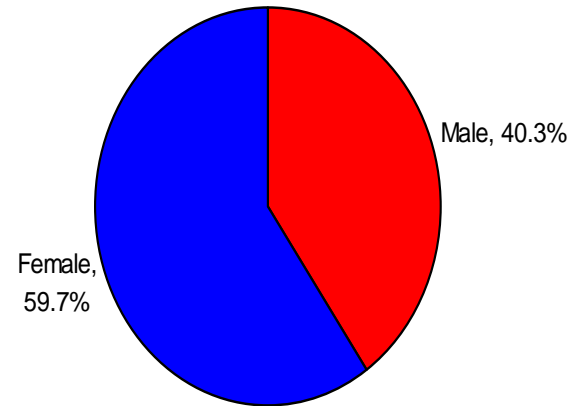


# Sex

## WSC

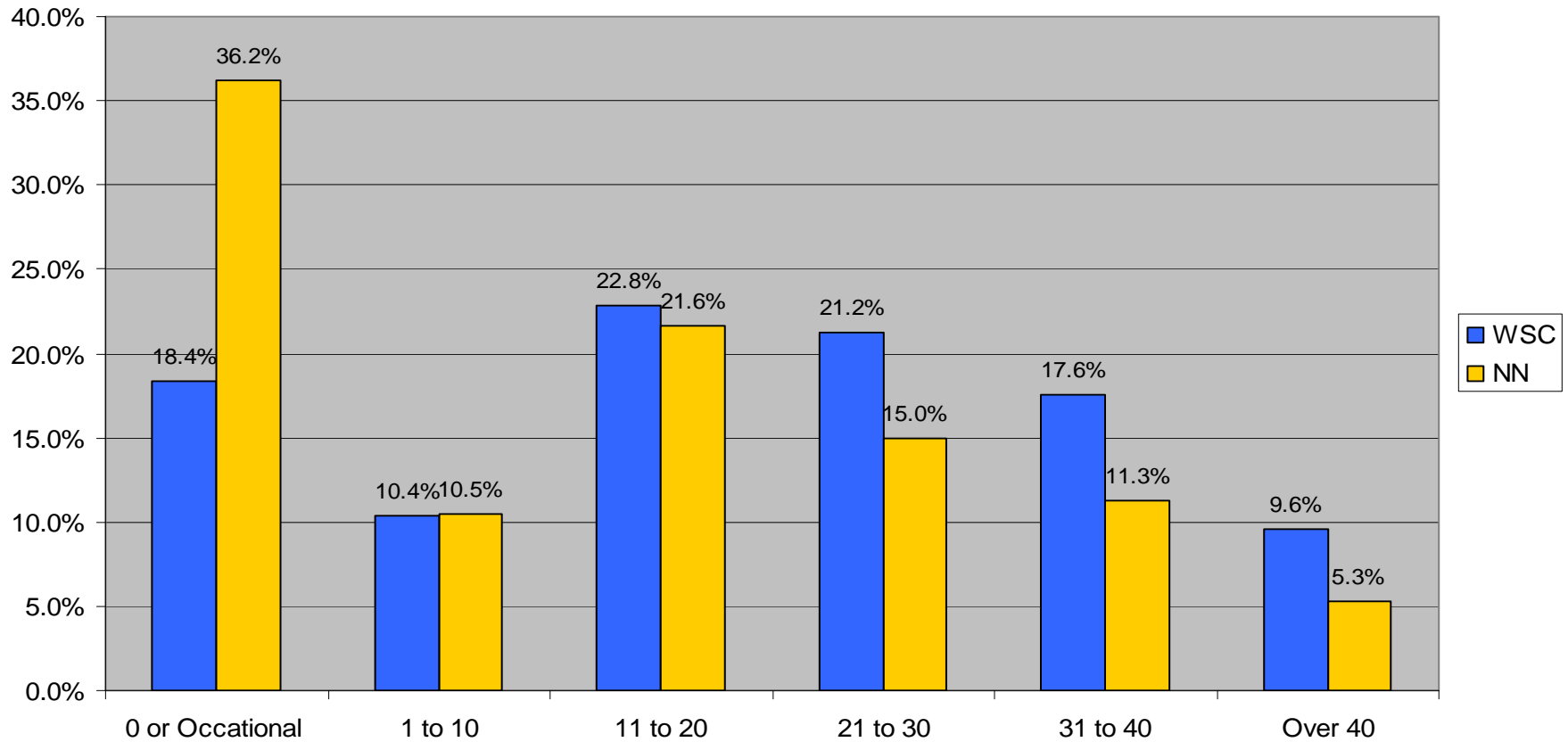


## NN

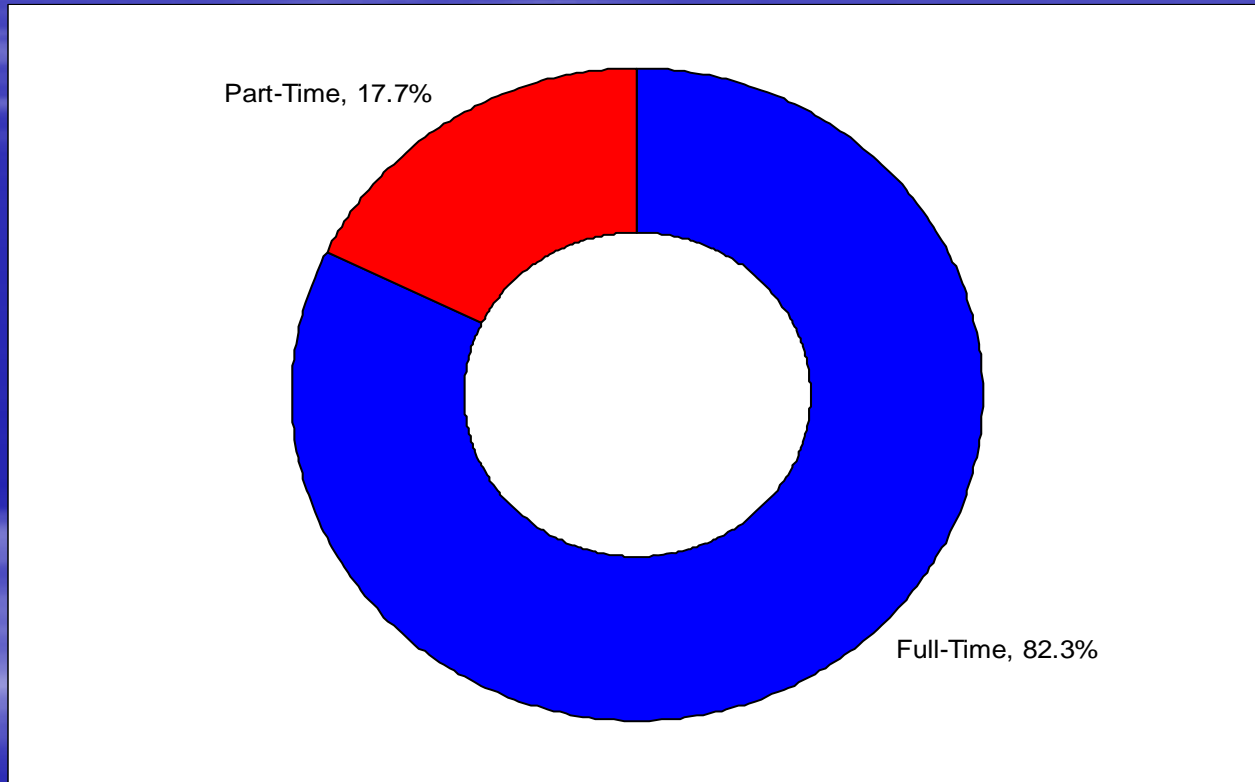




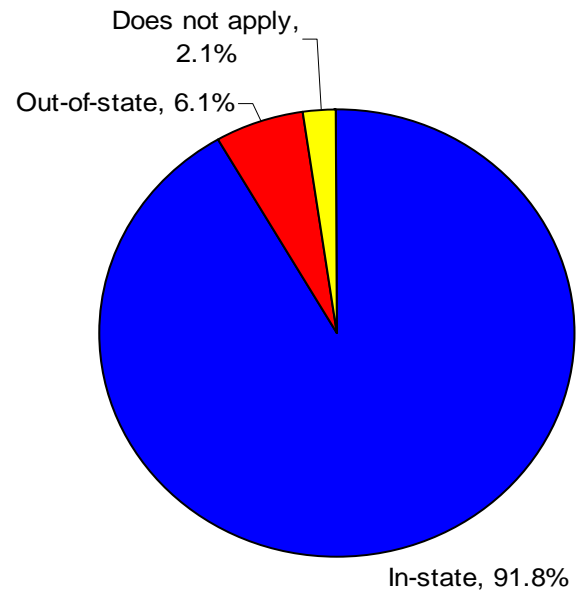
# Weekly Work Hours



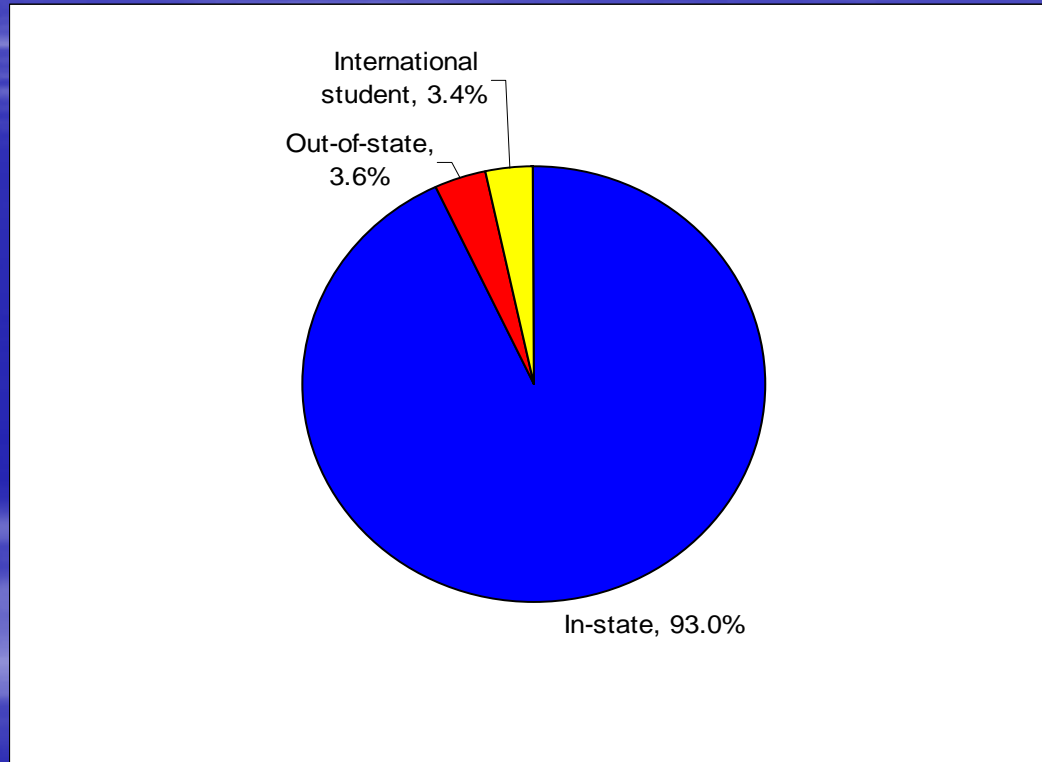
# Enrollment Status



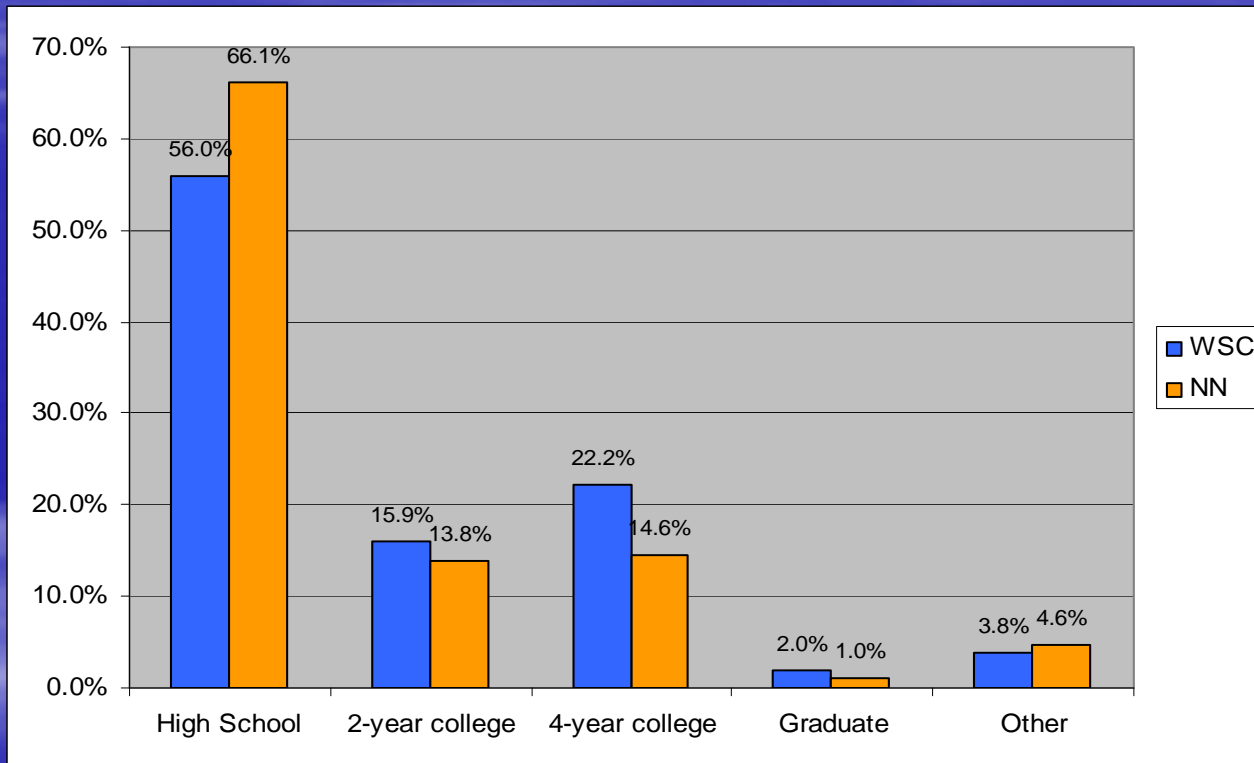
# Tuition Type



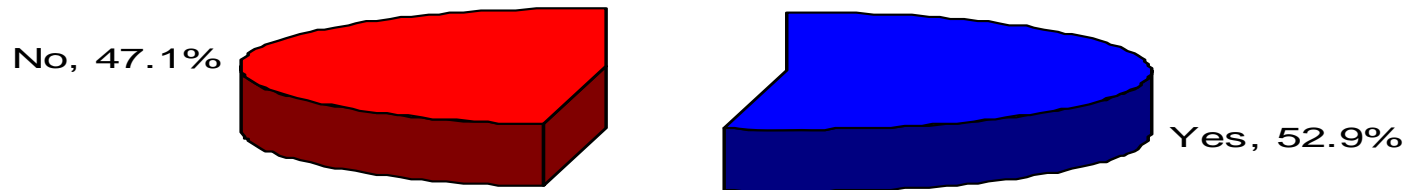
# Residence Classification



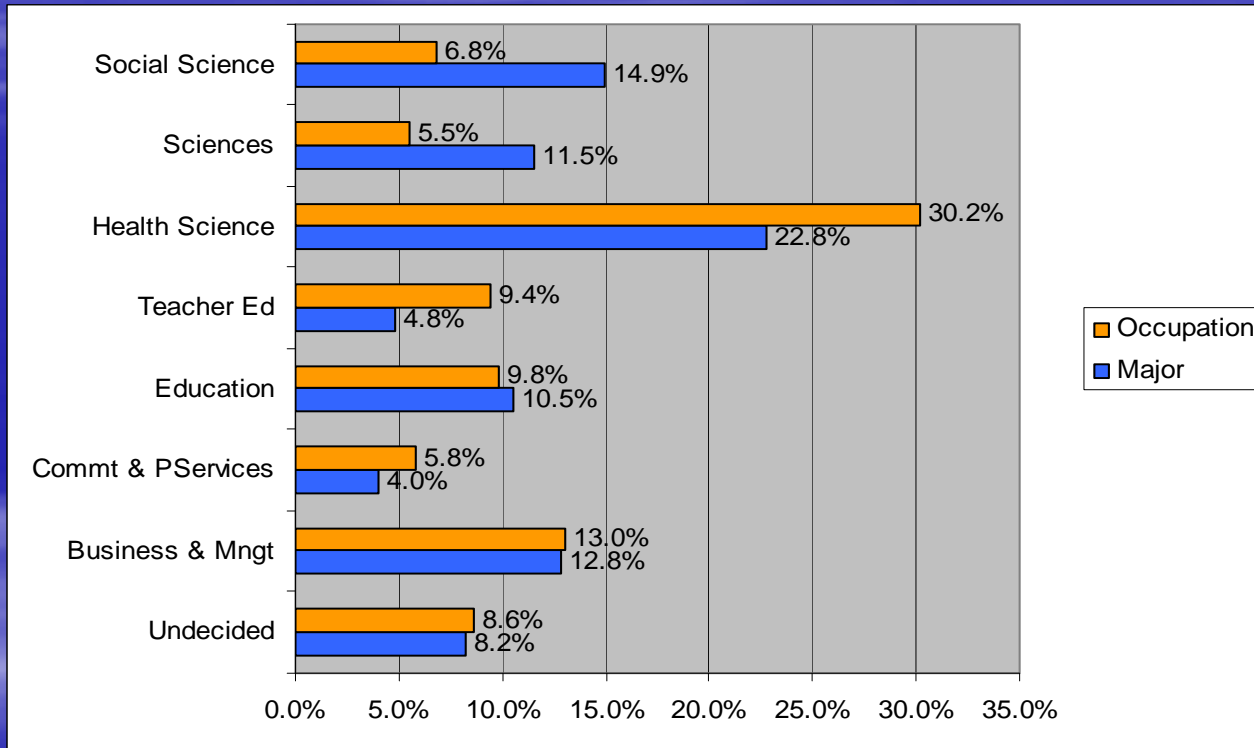
# Prior Institution Type



# Financial Aid



# College Major / Career Choice



# Services--Most used

	WSC	NN
Library	69.3%	79.1%
Parking	67.2%	71.4%
Advising	60.4%	68.4%
Food Servs.	55.5%	63.9%
Comp Servs.	52.4%	69.5%
Financial Aid	46.0%	64.0%
Orientation	40.3%	55.2%



# Services-- Not Used

	WSC	NN
Tutorial Serv.	77.4%	67.5%
Counseling	79.0%	73.3%
Cultural Prog.	79.5%	69.3%
Transportation	79.9%	59.3%
Honors Prog.	80.6%	76.4%
Placement	83.4%	75.7%
Veterans	84.0%	77.2%
CLEP/PEP	84.0%	75.3%

# Satisfaction – Top 7

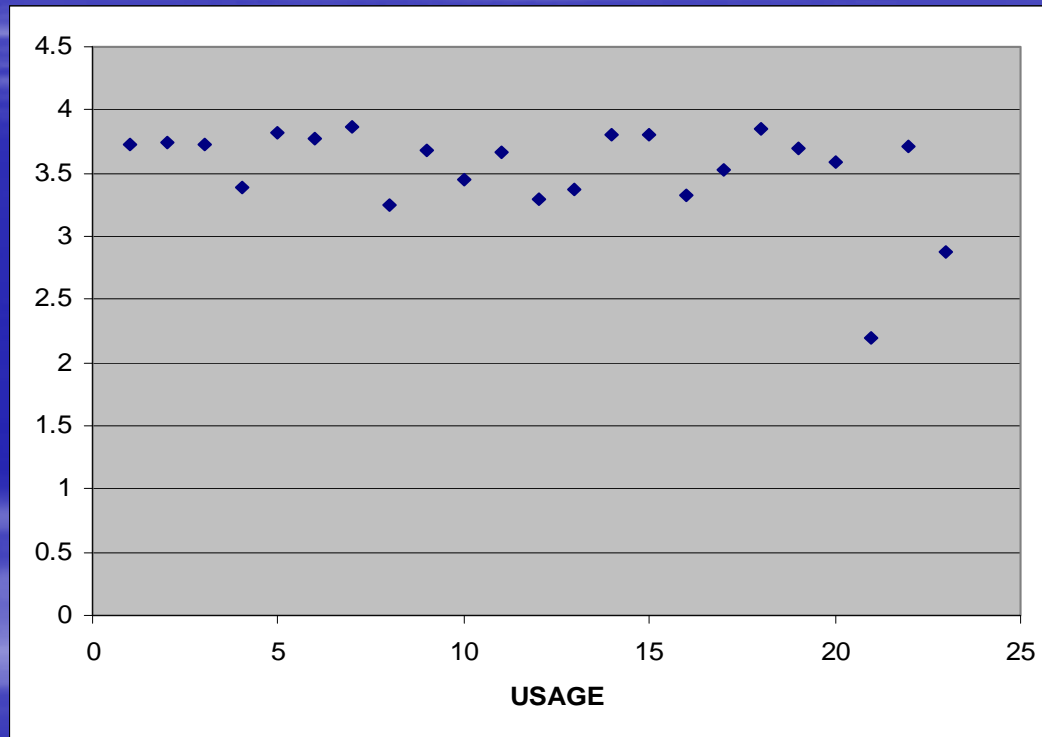
5= Very Satisfied  
1= very Dissatisfied

	WSC	NN
Health Serv.	3.87	3.72
Honors Prog.	3.85	3.91
Recreation	3.82	4.00
Cultural Prog.	3.80	3.82
Social Act.	3.80	3.80
Library	3.78	4.00
Counseling	3.74	3.89

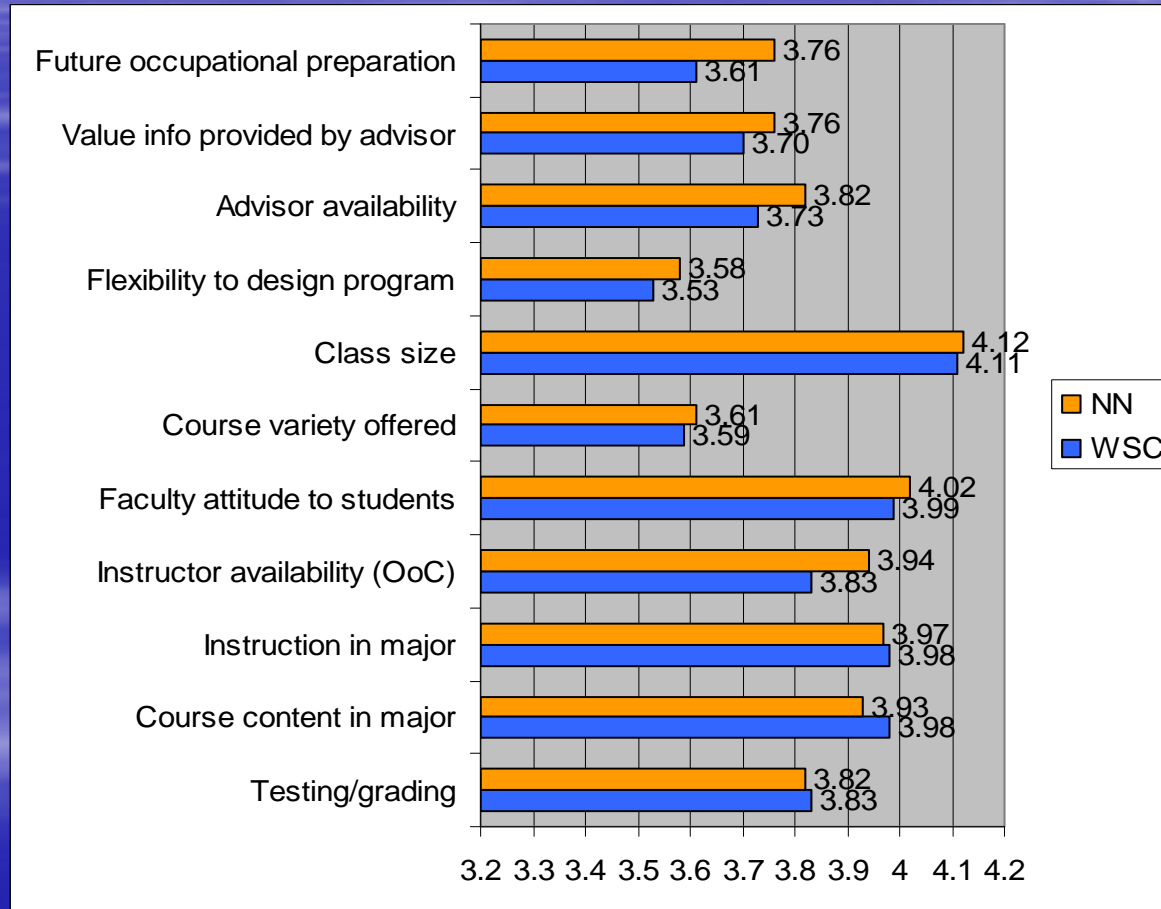
# Satisfied – Bottom 7

	WSC	NN
Placement	3.39	3.49
Food Servs.	3.37	3.28
Orientation	3.33	3.76
Housing	3.30	3.49
Health Servs.	3.24	3.72
Day Care	2.88	3.64
Parking	2.20	2.57

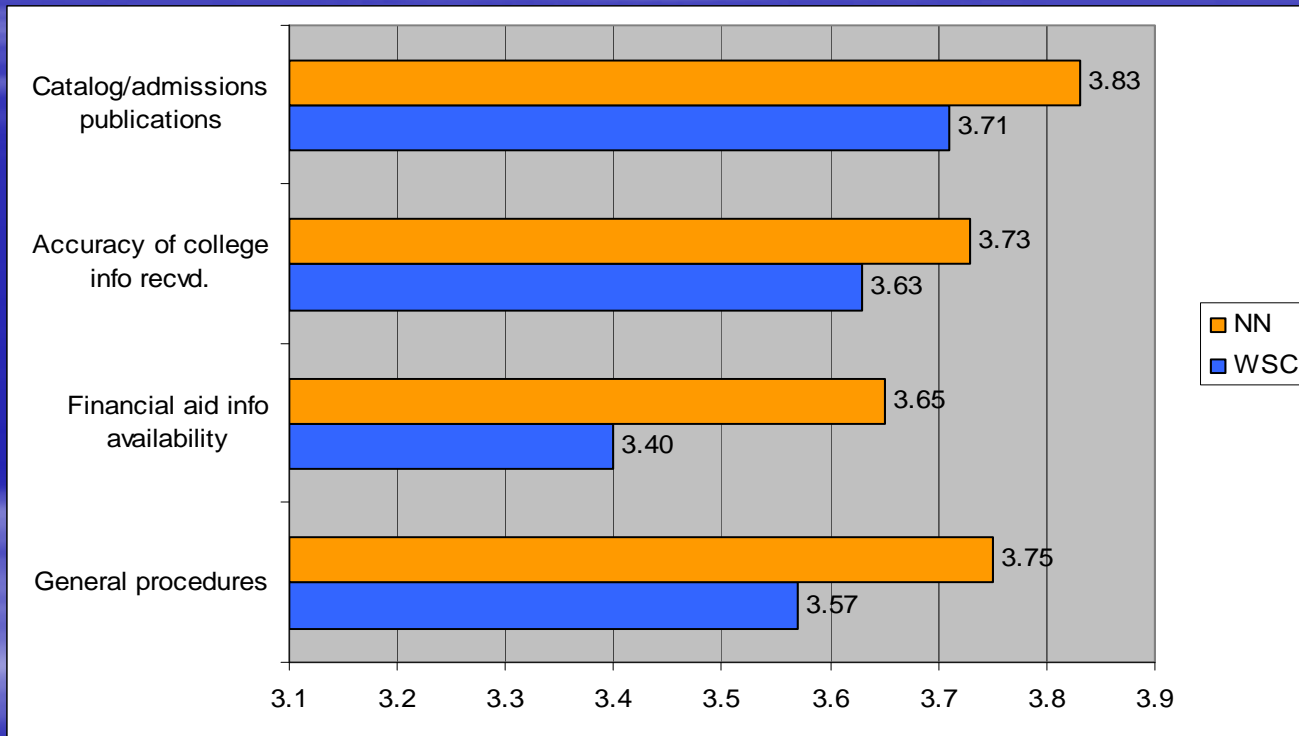
# Action Items and Targets



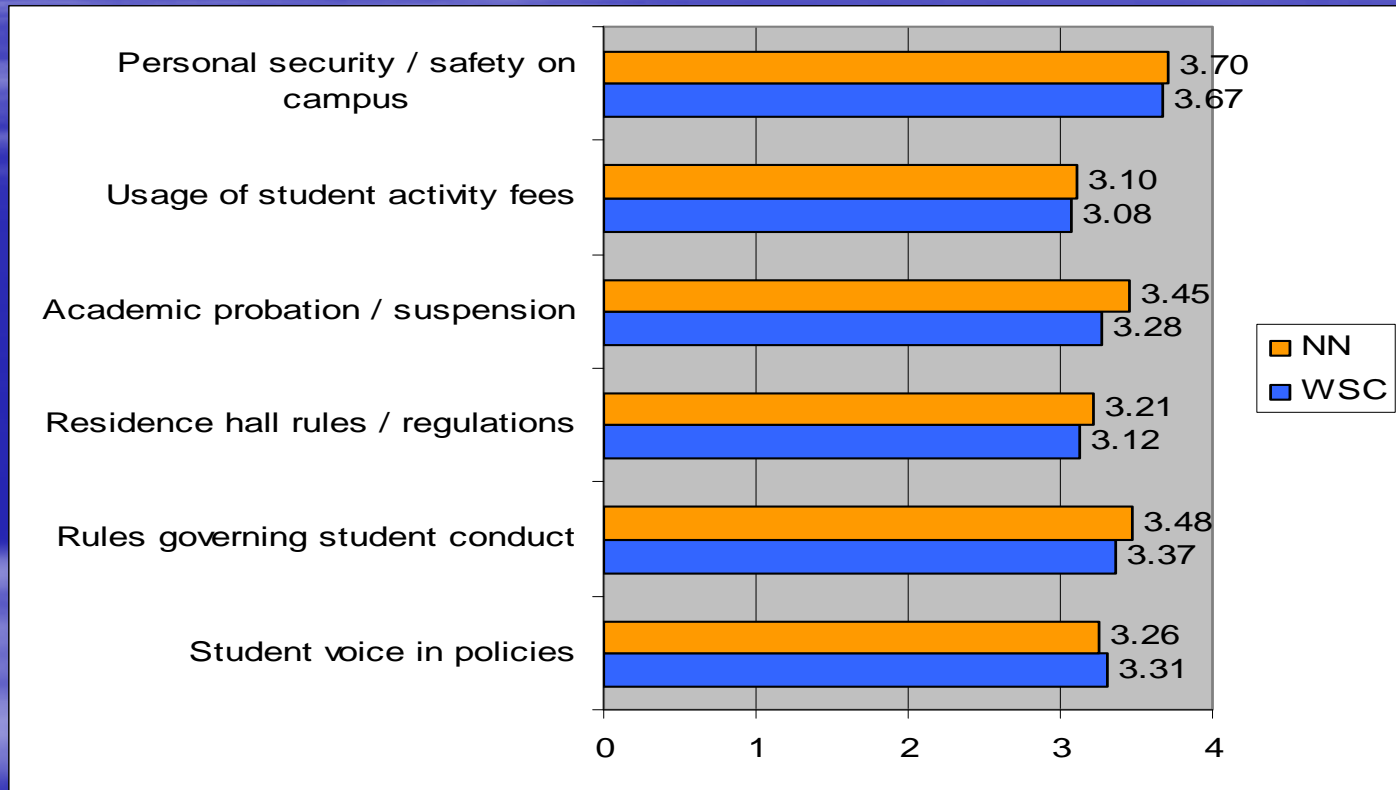
# Academics Satisfied



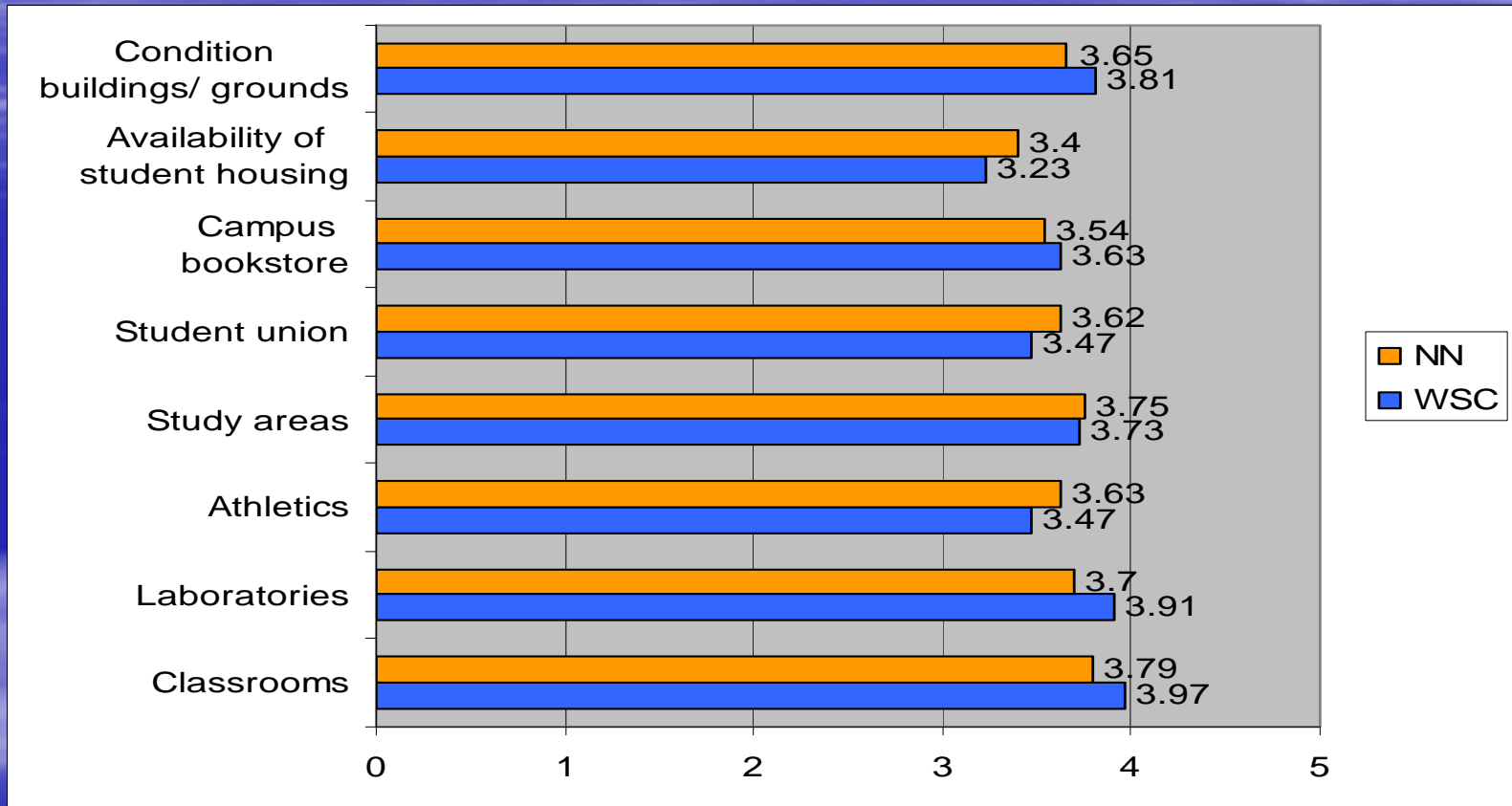
# Admissions Satisfied



# Rules & Policies Satisfied

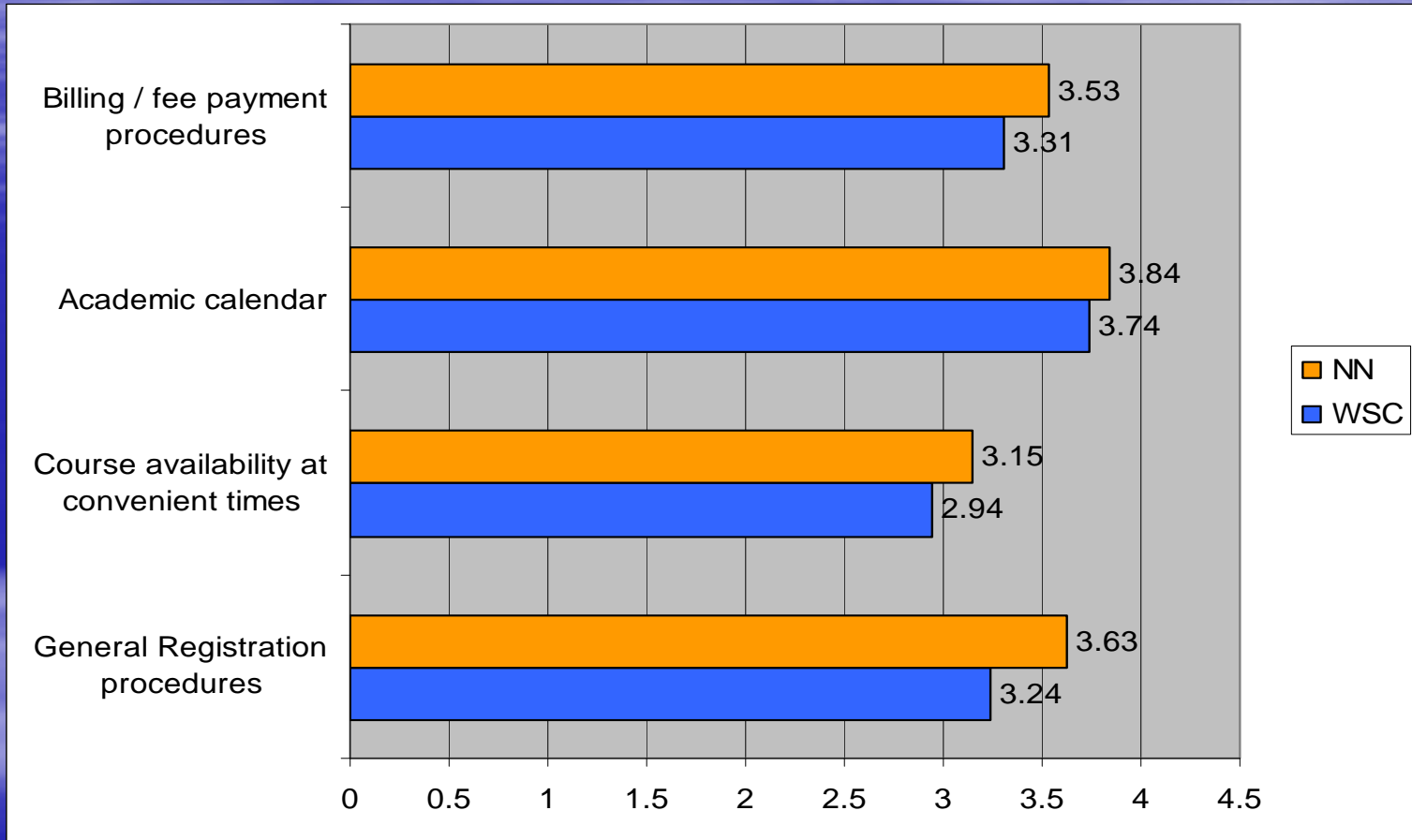


# Facilities Satisfied

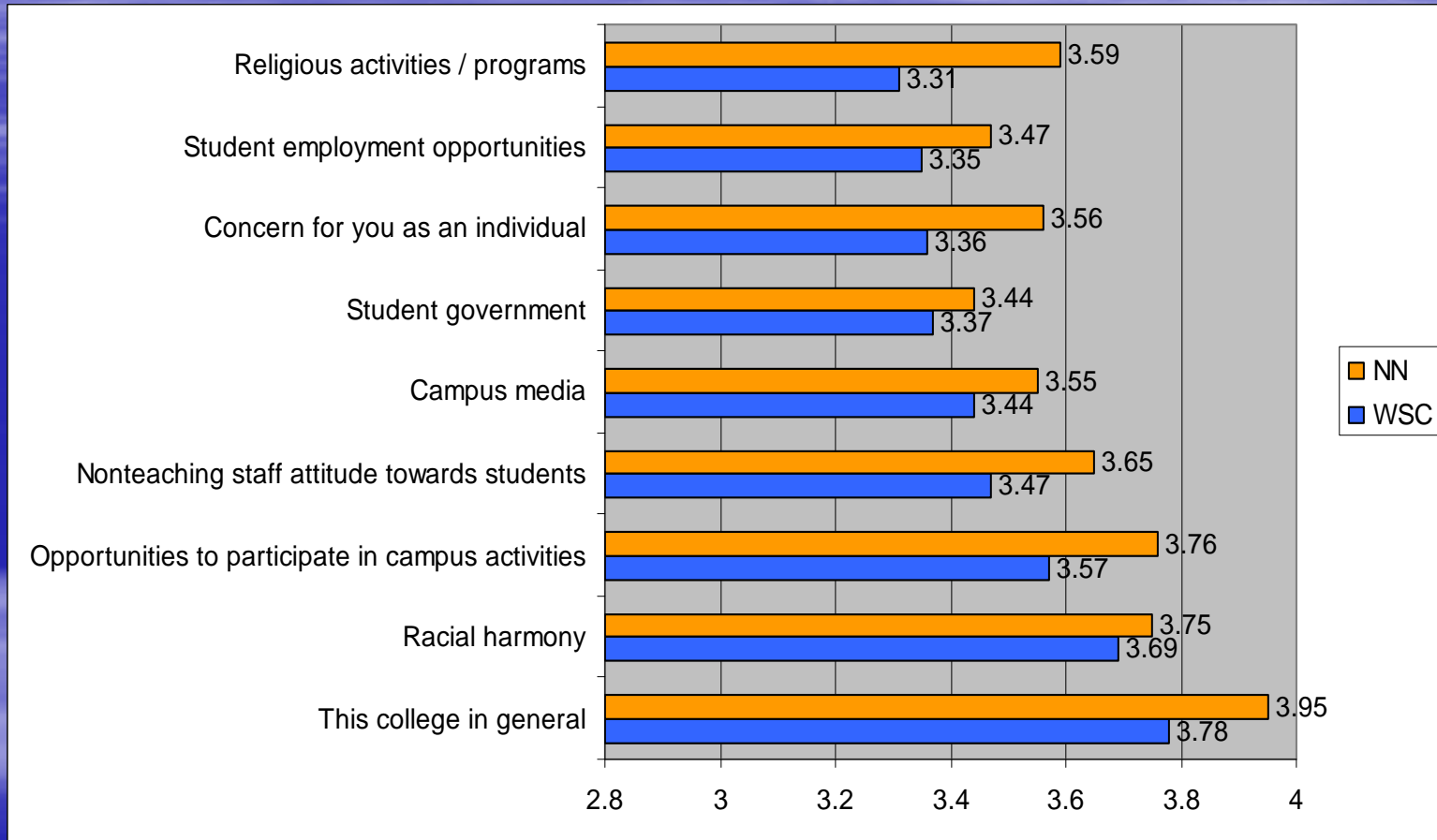




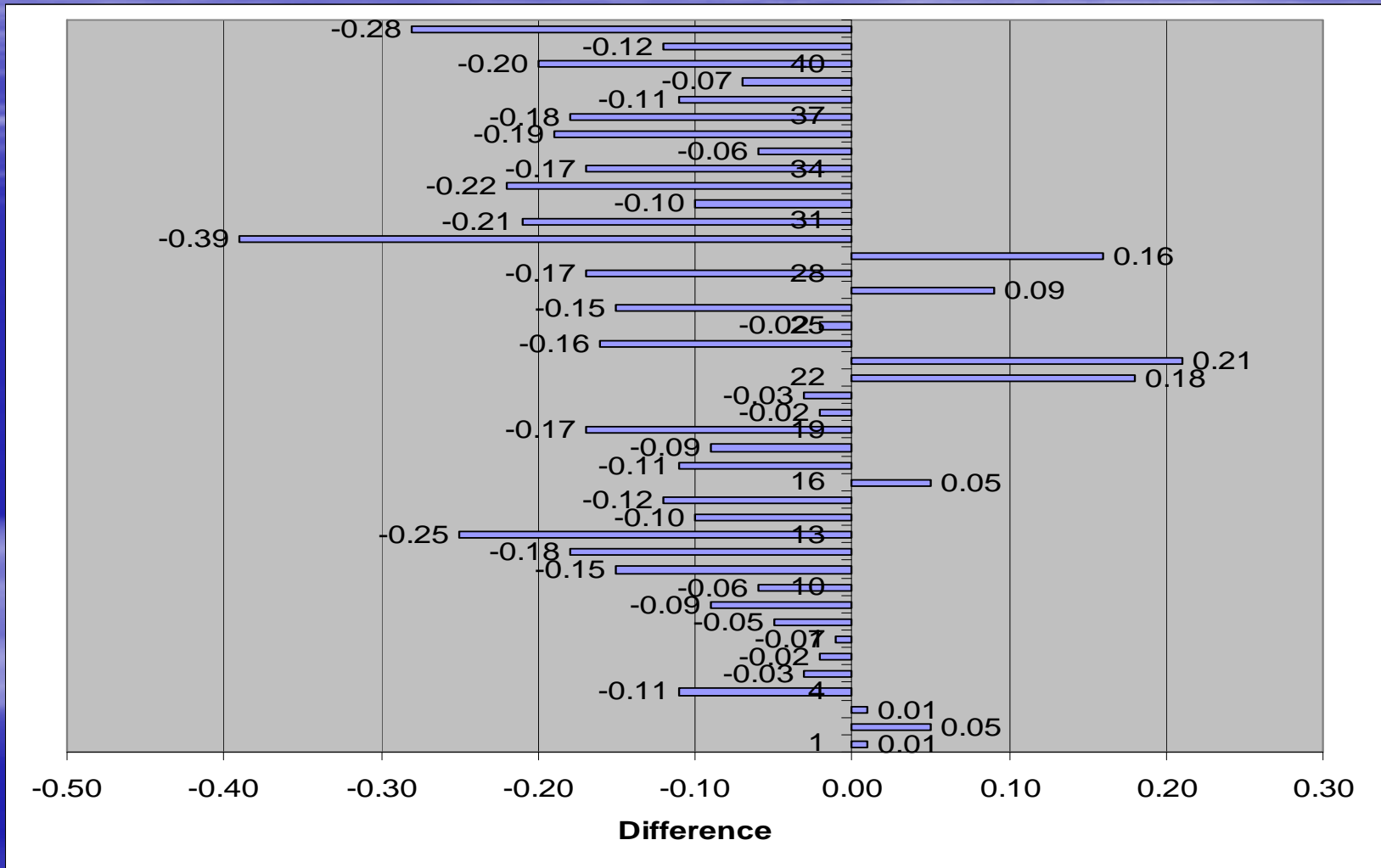
# Registration Satisfied



# General Satisfied



# College Services: Largest Positives & Negatives btw WSC and NN



# Unedited Student Comments

- College has been extremely helpful in the (3) courses I have taken to transfer the credits to another college.
- The faculty I have met and have had for instructors have all been awesome in all ways
- You need to give out faculty evaluation forms. Some of the faculty is wonderful... An evaluation would allow us to give feedback.
- I believe that we as students pay enough in out tuition to attend this school, which also involves parking.... **Then again, no one will be reading this so why and I wasting my time.**

# Unedited Student Comments

- I wish the school will include Major in Nutrition and other majors like colleges in Worcester.
- The cost is too high for the restrictiveness of the policies. There should be houses for smokers and/or 21+. Otherwise, pay the hospital bills when smokers get pneumonia due to inclement weather.
- The Criminal Justice program at Worcester State should be its own program – we shouldn't have to go through Westfield anymore!

# Unedited Student Comments

- I think the \$100.00 per sticker for parking is a great idea for raising money for the parking garage, however it is frustrating when you have a sticker, but there are NO parking places left. This is a big problem, to pay the money and not be able to find a parking space. Also, parking at airport is a great idea, but sometimes not being able to use the shuttle after 5 P.M. is a hassle. -----  
--- .

# Unedited Student Comments

- This course is very interesting, AS a whole, in comparison to Quinsigamond C.C. I enjoy this school more academically & the campus is a better environment.
- Surveys waste productive class time! I totally agree. Poor Trees, we are suppose to be saving them.
- This is an excellent school with very qualified professors.
- Have a nice day!

# Implications

- Compare WSC results with the national norms
- Sample size
- Observe and compare other findings
- Identify areas of concern
- Make programmatic changes
- Monitor results
- Examine results over time



# Contact:

Marcus S. Babayo, Ph.D.  
Director of Institutional Research  
University of Wisconsin - River Falls  
410 S. Third Street, NH Room 118  
River Falls, WI 54022  
Tel: (715) 425-3744  
Fax: (715) 425-3534  
Email: [marcus.babayo@uwrf.edu](mailto:marcus.babayo@uwrf.edu)