

**Grand Valley Graduates Rate University Services**  
(A Survey of Winter 2006 Graduates)

Office of Institutional Analysis  
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## Background

Since 1974, the Office of Institutional Analysis and the Records Office have cooperated to conduct a survey of graduates every even-numbered year. The survey asks winter term graduates to rate selected university services on a four-point scale from “excellent” to “poor.” The continuity of the survey content and format allow university decision makers to monitor the quality of services over time and across the areas included in the survey.

## Methodology

The Records Office sent the survey instrument with degree certificates to all students who earned GVSU degrees in winter 2006. Response rates were as follows:

**Table 1: Response rate summary**

	Bachelor's	Master's	Total
Degrees Awarded	1,625	411	2,036
Returned	350	110	466
Return rate	21.5%	26.8%	22.9%

(Note that 6 respondents did not indicate which level degree they received.)

A copy of the survey instrument is included as Appendix A.

## Results

### Frequencies of ratings

Table 2 shows the percentage distribution of responses to each item on the 2006 questionnaire. For each item, respondents had the option of rating the service or indicating that they had no experience with the service in question. The percentages shown are for those that did rate the service or office. In addition, Table 2 shows the number of valid ratings given and the number of respondents who indicated “no contact.”

**Table 2: Percentage distribution of responses**

Service	Excellent	Good	Fair	Poor	#	No contact
Academic advising	32.3%	32.9%	21.6%	13.2%	431	35
Course availability	20.3%	60.0%	16.7%	3.0%	462	4
Qual of instruction	37.8%	53.3%	7.7%	1.1%	452	14
Career counseling	28.2%	32.4%	24.6%	14.9%	309	157
Stu transaction ctr	52.5%	42.0%	3.8%	1.6%	314	152
Food service	31.1%	50.7%	17.0%	1.2%	341	125
Intercol athletics	64.1%	30.0%	4.7%	1.2%	170	296
Financial aid	44.9%	42.1%	10.5%	2.5%	323	143
Bus service	50.7%	45.0%	3.5%	0.7%	282	184
Library	38.6%	41.1%	16.1%	4.1%	440	26
Bookstore	44.6%	44.0%	9.0%	2.4%	457	9
Career services	38.2%	44.6%	12.9%	4.3%	233	233
Housing	36.6%	47.9%	10.8%	4.7%	213	253
Records office	54.4%	36.4%	7.2%	2.0%	349	117
Orientation	25.4%	47.2%	19.0%	8.5%	248	218
Registration	47.2%	43.8%	7.7%	1.4%	441	25
Student activities	43.0%	48.9%	6.7%	1.5%	270	196
Campus police	38.3%	40.5%	15.7%	5.5%	274	192
Safety - Allendale	58.8%	37.5%	3.1%	0.6%	352	114
Safety - G.R.	52.5%	39.2%	7.7%	0.6%	339	127
Campus appearance	83.9%	15.0%	0.9%	0.2%	453	13
Admissions	48.9%	46.6%	3.3%	1.3%	397	69
ARC	43.4%	46.2%	9.0%	1.4%	145	321
Lanthorn	23.3%	51.7%	20.7%	4.3%	348	118
Student employment	26.7%	51.1%	12.6%	9.6%	135	331
Computer labs	30.5%	42.1%	22.6%	4.9%	430	36
Parking Allendale	13.2%	39.4%	30.8%	16.5%	393	73
Parking - G.R.	24.7%	39.9%	23.1%	12.3%	381	85
Recreation & Facil	56.0%	37.5%	5.5%	1.1%	275	191
<b>Overall GVSU</b>	<b>43.2%</b>	<b>53.6%</b>	<b>2.2%</b>	<b>1.1%</b>	<b>461</b>	<b>5</b>

## Mean ratings

We can assign numeric values to the ratings (“Excellent”=4; “Good”=3; “Fair”=2; “poor”=1). If one is willing to accept that the “distance” between ratings is equal, mean ratings can be used as a summary measure of all the ratings for a particular questionnaire item. Those average response values are shown in Table 3.

We have responses from a sample of winter 2006 graduates. If we believe that our survey responses come from an unbiased sample of a larger population (for example, all winter 2006 graduates), then all differences between our sample means and those for the whole population would arise from random sampling error, and the standard error of the mean would give an estimate of how much the population means should be expected to differ from the measured means. Table 3 includes confidence bounds for the population means for each item. These bounds can be interpreted as the top and bottom of a range that we’re 67% certain contains the true population mean, *if* the sample is unbiased.

**Table 3: Mean ratings with upper and lower 67% confidence limits**

Service	Mean rating	#	Upper confidence	Lower confidence
Academic advising	2.84	431	2.89	2.79
Course availability	2.98	462	3.01	2.95
Qual of instruction	3.28	452	3.31	3.25
Career counseling	2.74	309	2.80	2.68
Stu transaction ctr	3.46	314	3.50	3.42
Food service	3.12	341	3.16	3.08
Intercol athletics	3.57	170	3.62	3.52
Financial aid	3.29	323	3.33	3.25
Bus service	3.46	282	3.50	3.42
Library	3.14	440	3.18	3.10
Bookstore	3.31	457	3.34	3.28
Career services	3.17	233	3.22	3.12
Housing	3.16	213	3.22	3.11
Records office	3.43	349	3.47	3.39
Orientation	2.90	248	2.96	2.84
Registration	3.37	441	3.40	3.34
Student activities	3.33	270	3.37	3.29
Campus police	3.12	274	3.17	3.07
Safety - Allendale	3.55	352	3.58	3.52
Safety - G.R.	3.44	339	3.48	3.40
Campus appearance	3.83	453	3.85	3.81
Admissions	3.43	397	3.46	3.40
ARC	3.32	145	3.38	3.26
Lanthorn	2.94	348	2.98	2.90
Student employment	2.95	135	3.03	2.87
Computer labs	2.98	430	3.02	2.94
Parking Allendale	2.49	393	2.54	2.44
Parking - G.R.	2.77	381	2.82	2.72
Recreation & Facil	3.48	275	3.52	3.44
<b>Overall GVSU</b>	<b>3.39</b>	<b>461</b>	<b>3.42</b>	<b>3.36</b>

There are some differences between the ratings given by bachelor's degree recipients and master's degree recipients. Average differences are summarized in Table 4.

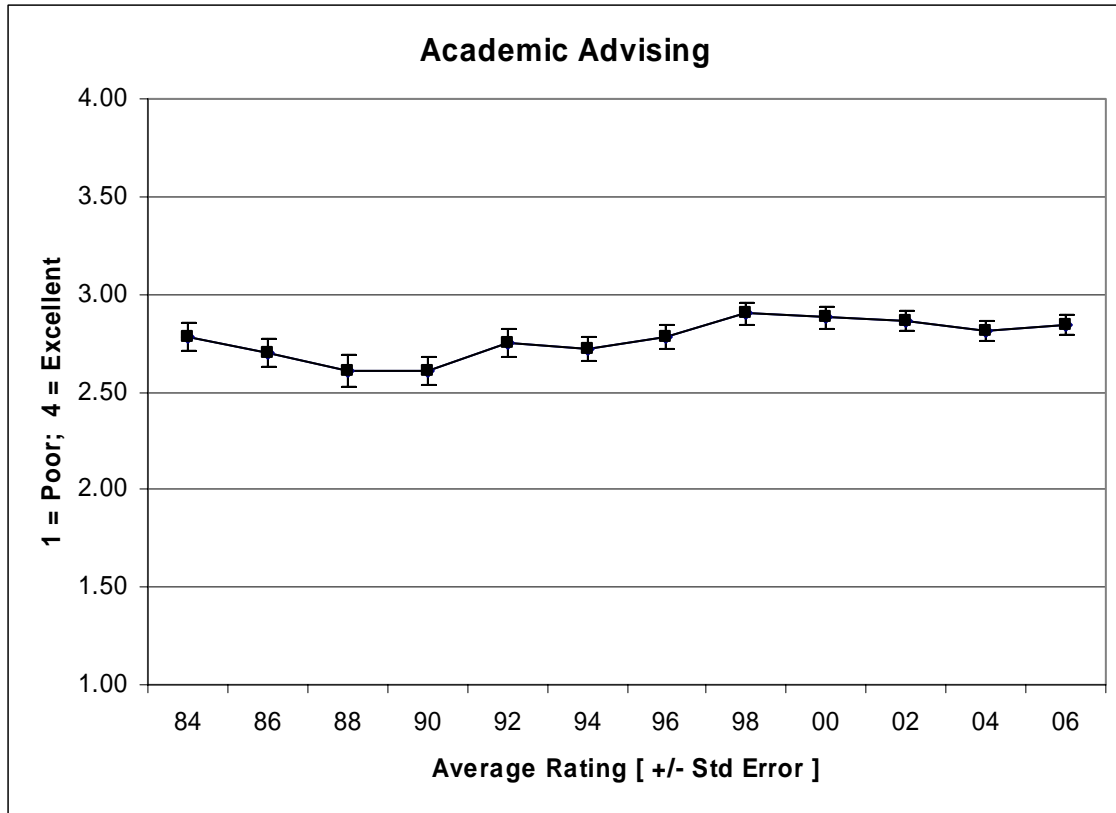
**Table 4: Mean ratings by degree earned**

Service	Bachelors		Masters	
	Mean Rating	#	Mean Rating	#
Academic advising	2.77	321	3.06	104
Course availability	2.93	348	3.14	108
Qual of instruction	3.29	337	3.25	109
Career counseling	2.66	244	3.03	60
Stu transaction ctr	3.45	262	3.49	47
Food service	3.13	287	3.06	52
Intercoll athletics	3.55	150	3.68	19
Financial aid	3.27	252	3.37	67
Bus service	3.47	245	3.41	34
Library	3.09	334	3.33	101
Bookstore	3.28	346	3.38	107
Career services	3.15	199	3.29	31
Housing	3.16	195	3.27	15
Records office	3.41	256	3.48	91
Orientation	2.89	210	2.85	34
Registration	3.31	331	3.53	106
Student activities	3.31	230	3.47	38
Campus police	3.1	241	3.22	32
Safety - Allendale	3.57	306	3.43	42
Safety - G.R.	3.44	248	3.43	87
Campus appearance	3.81	346	3.87	102
Admissions	3.4	299	3.51	94
ARC	3.29	125	3.53	19
Lanthorn	2.96	298	2.79	47
Student employment	2.9	117	3.2	15
Computer labs	2.93	335	3.18	90
Parking Allendale	2.46	330	2.66	58
Parking - G.R.	2.87	282	2.48	96
Recreation & Facil	3.47	243	3.59	29
<b>Overall GVSU</b>	<b>3.42</b>	<b>346</b>	<b>3.32</b>	<b>110</b>

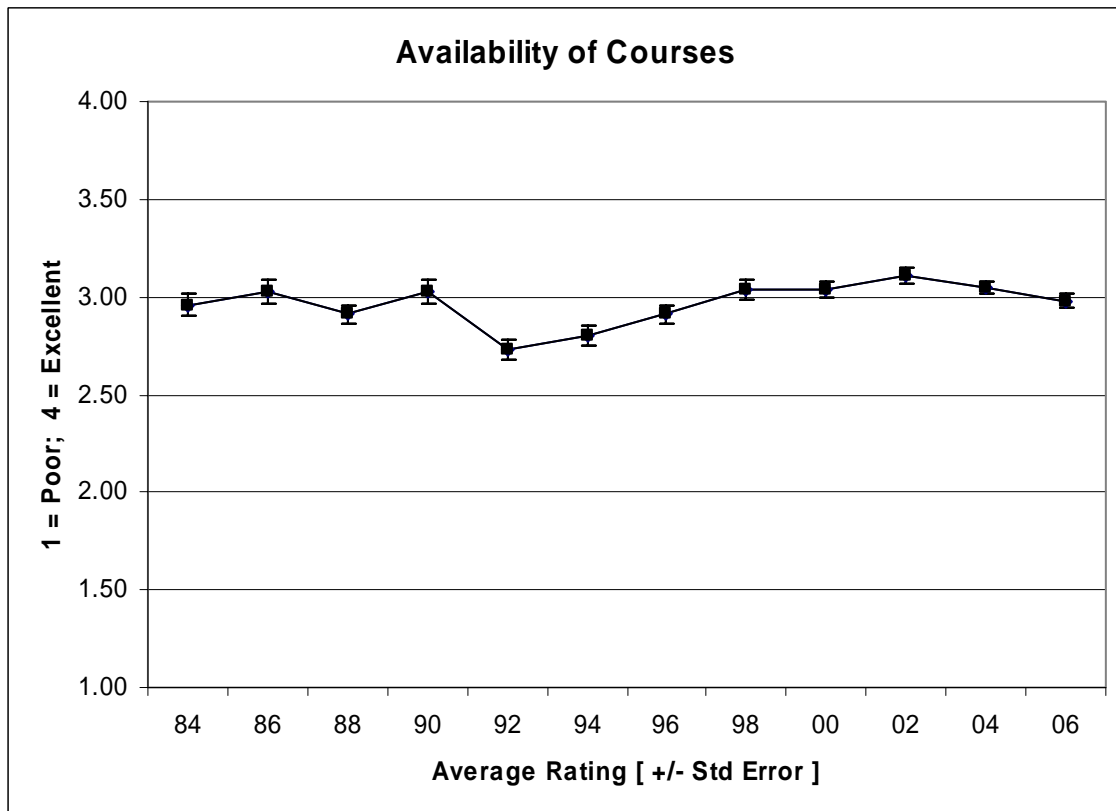
### Comparison of mean ratings: 1982 – 2006

Graphs showing the history of average responses (with standard error bands) for each item in the 2006 questionnaire are presented on pages 7-21.

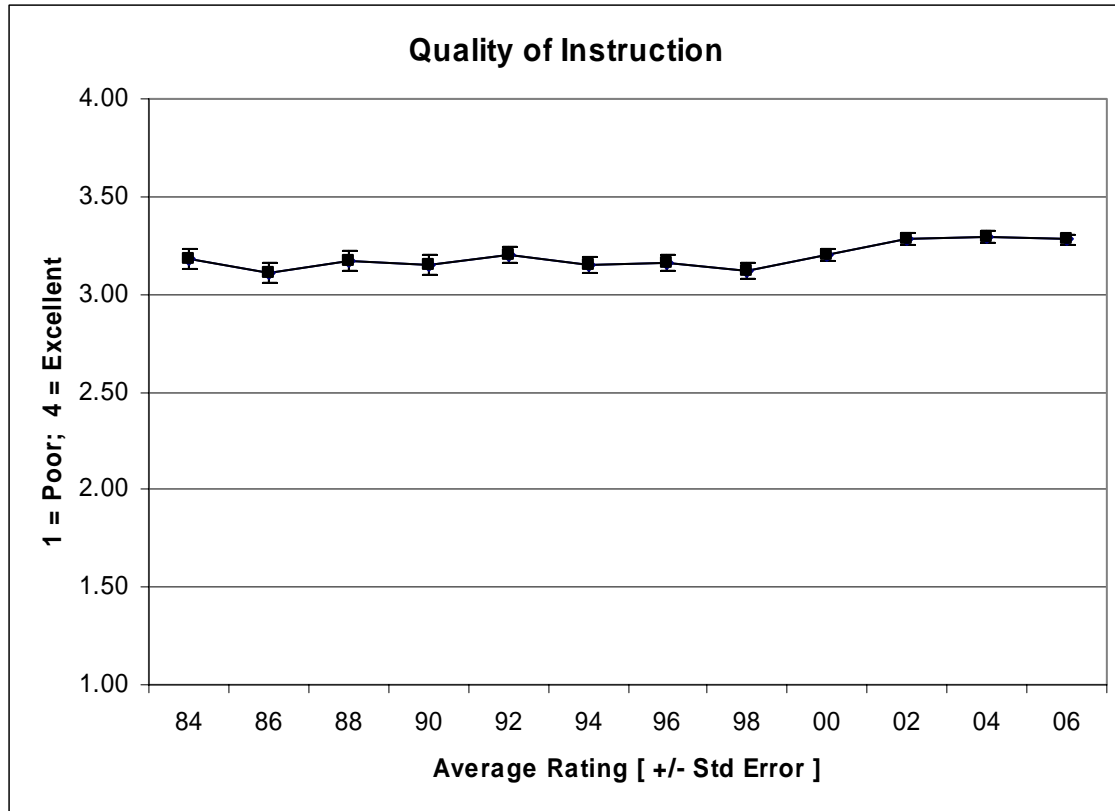
**Figure 1: Academic Advising**



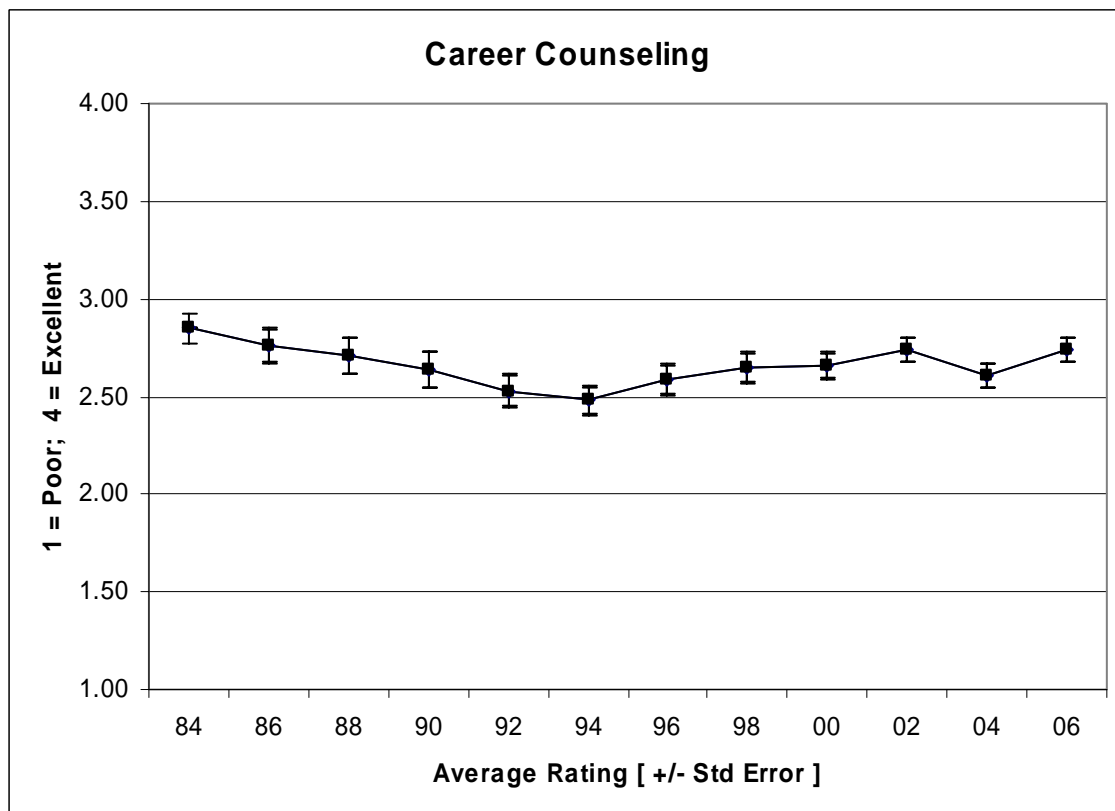
**Figure 2: Availability of Courses**



**Figure 3: Quality of Instruction**

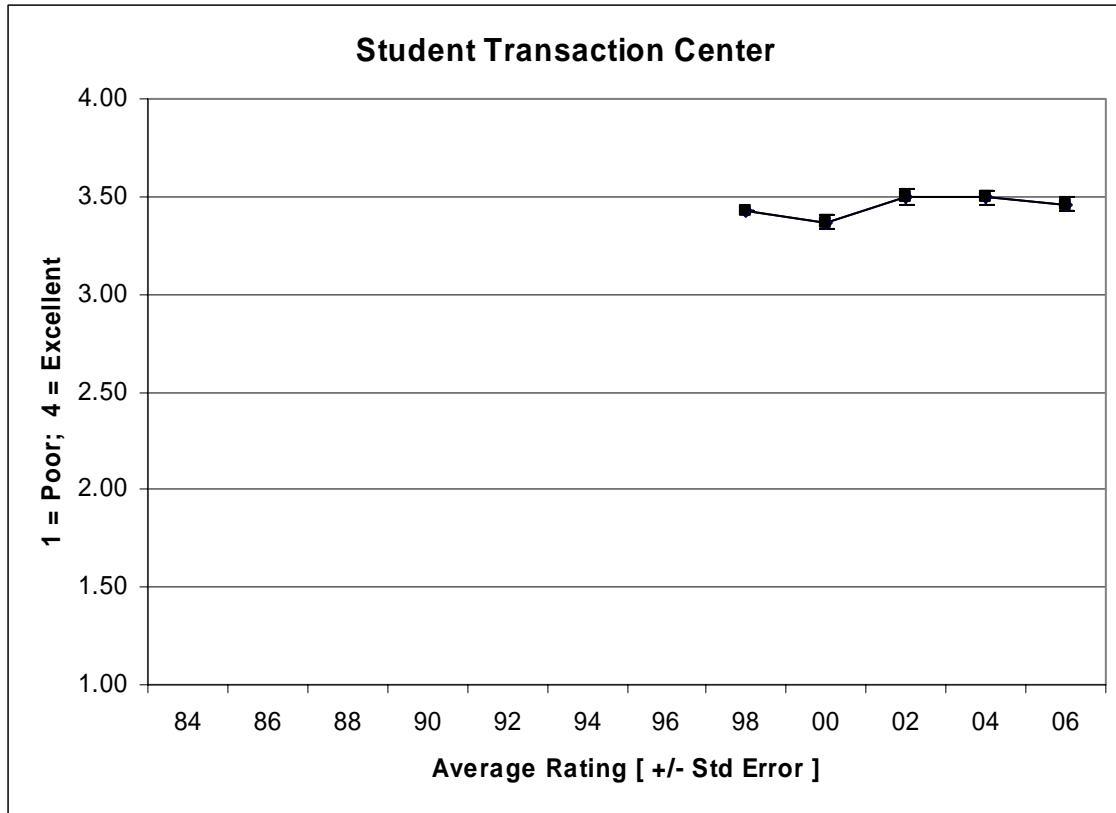


**Figure 4: Career Counseling**

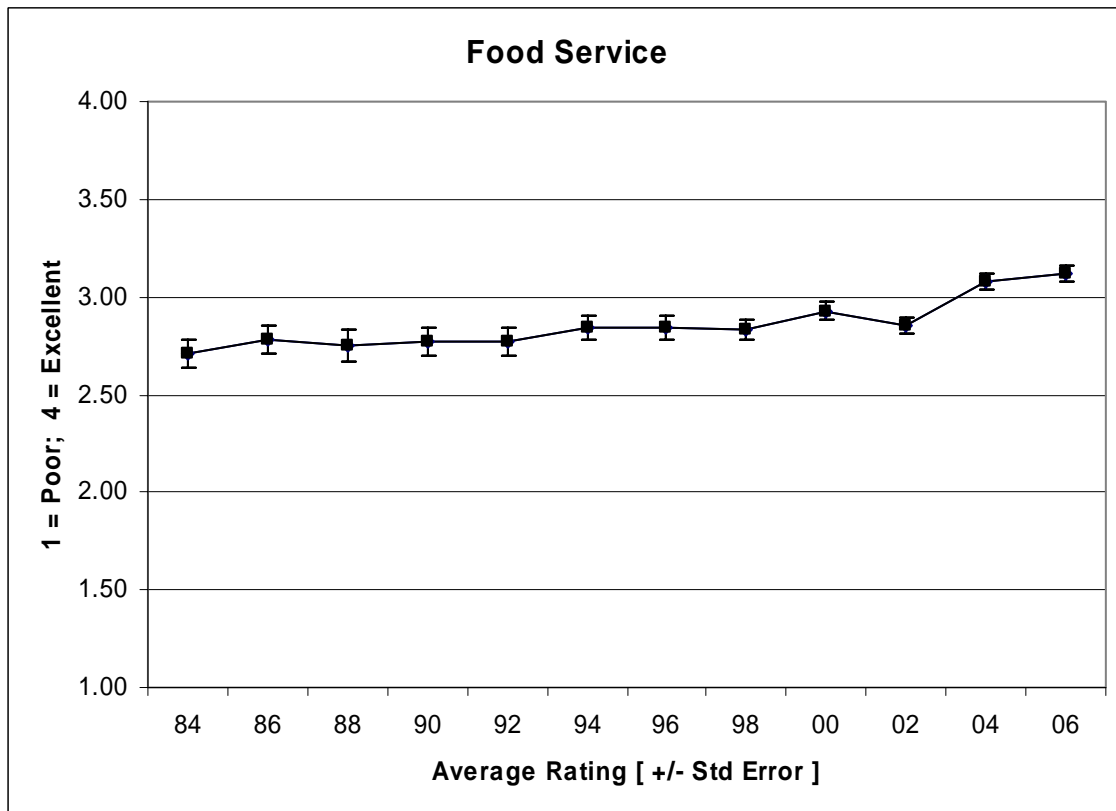




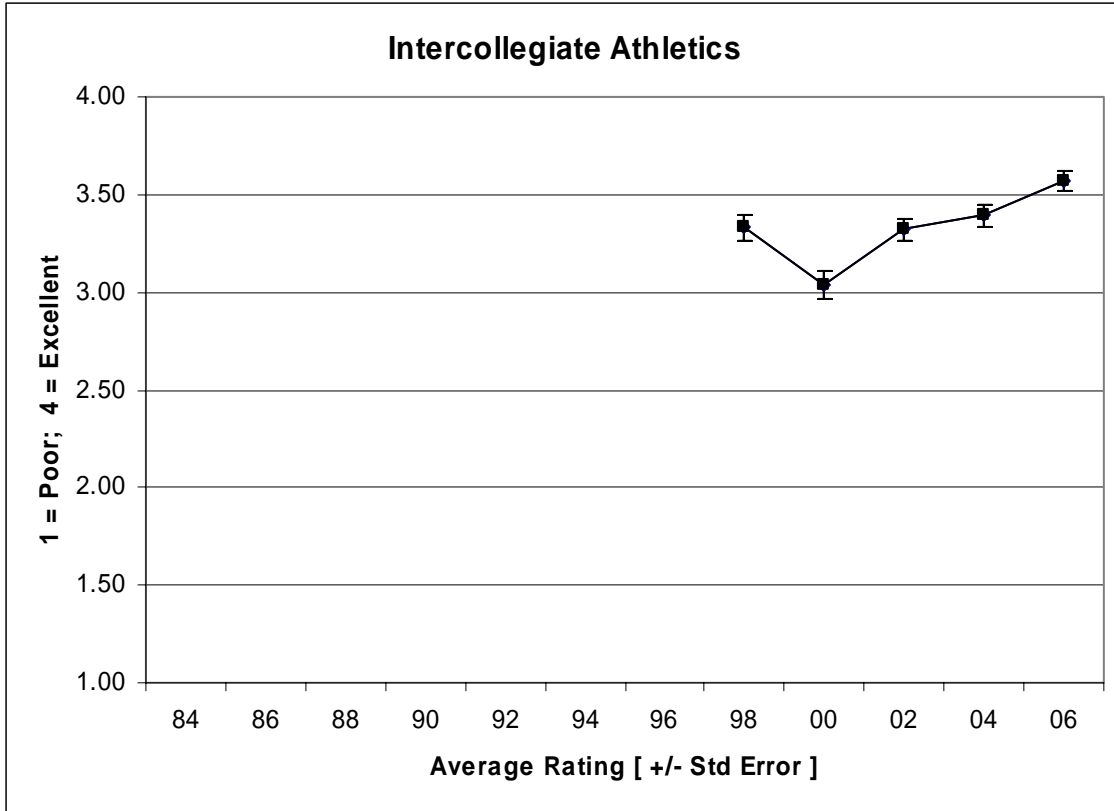
**Figure 5: Student Transaction Center**



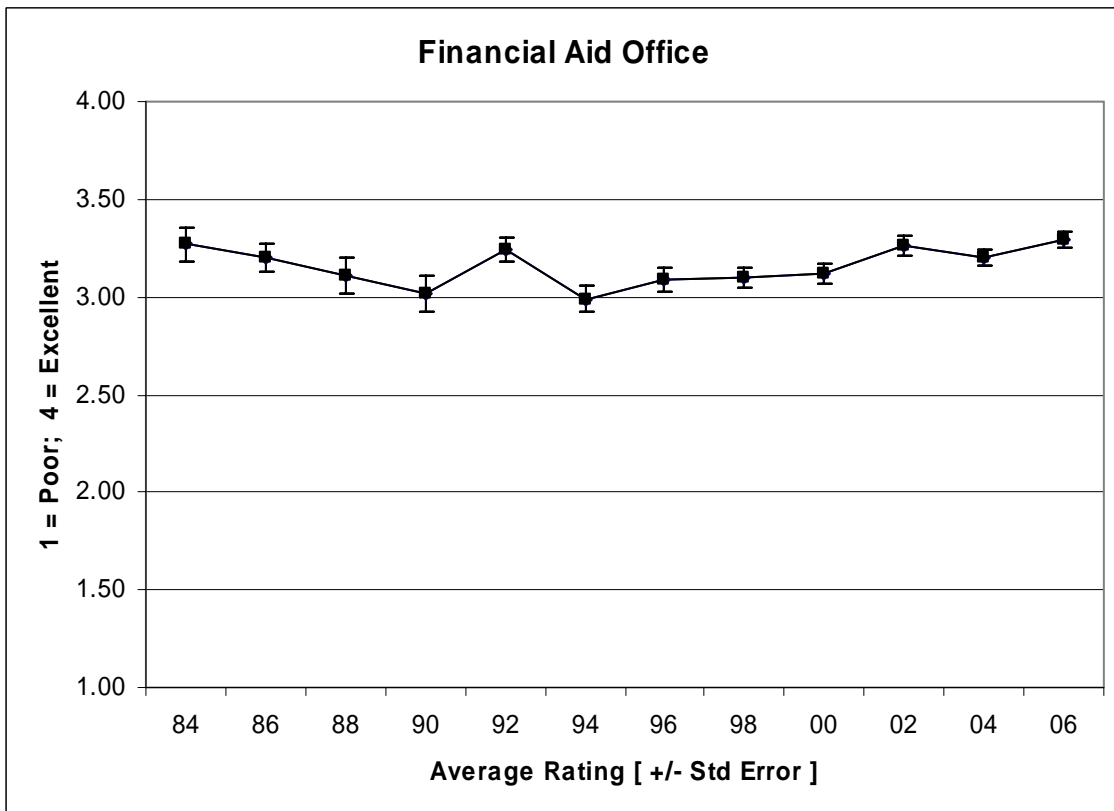
**Figure 6: Food Service**



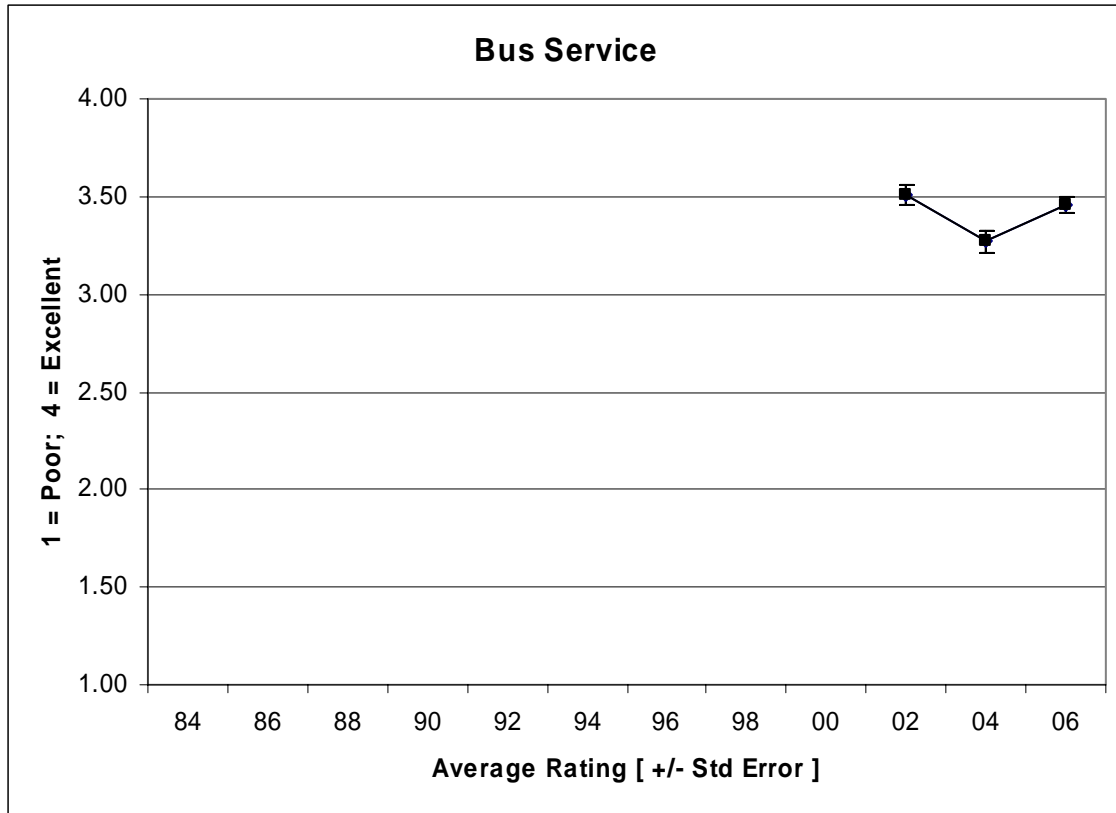
**Figure 7: Intercollegiate Athletics**



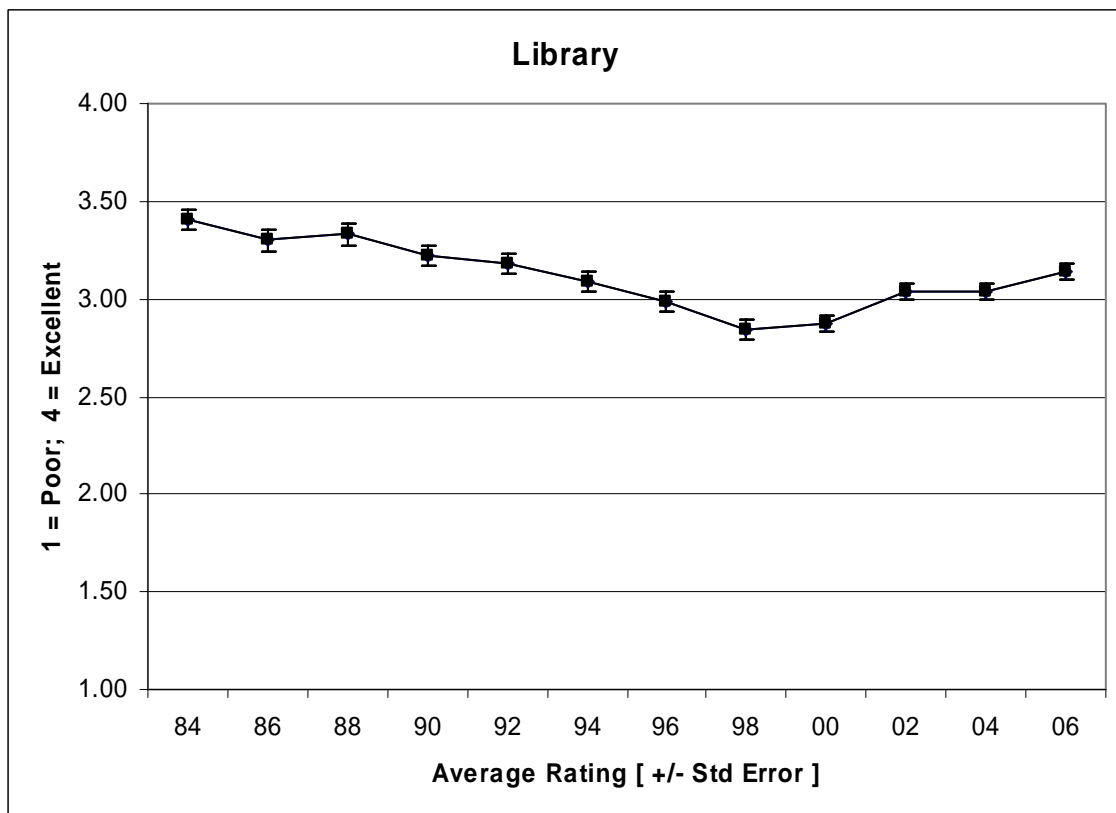
**Figure 8: Financial Aid Office**



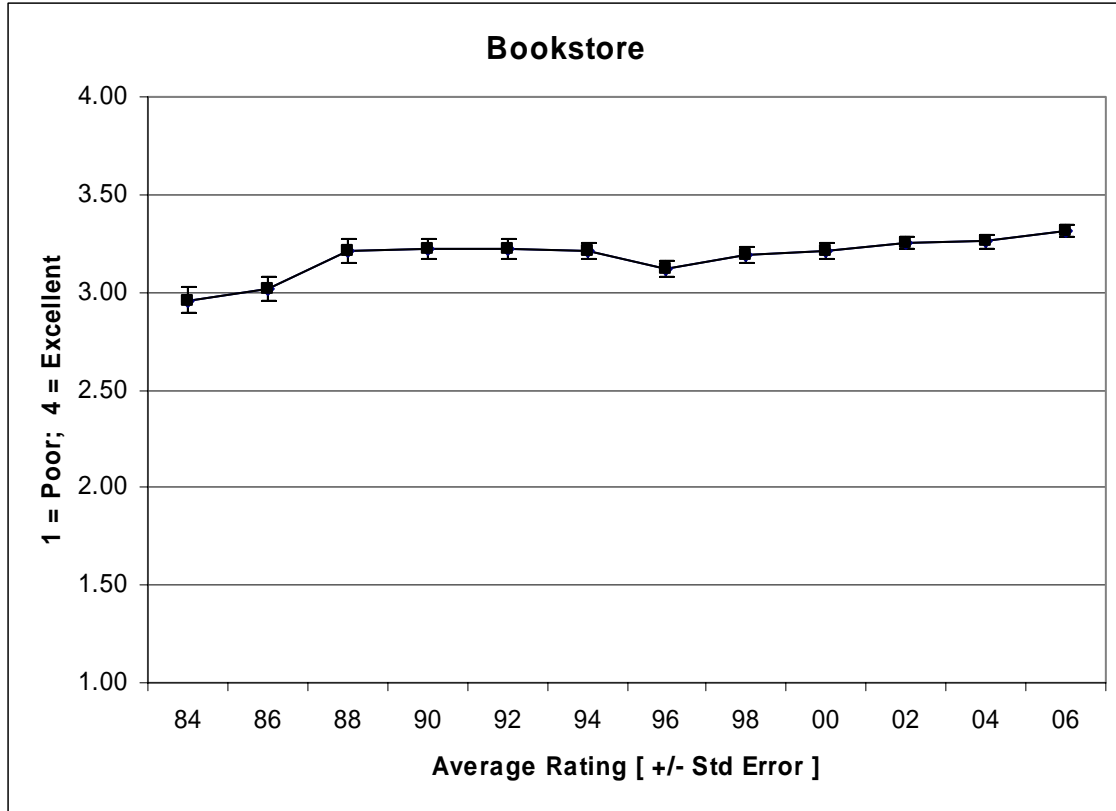
**Figure 9: Bus Service**



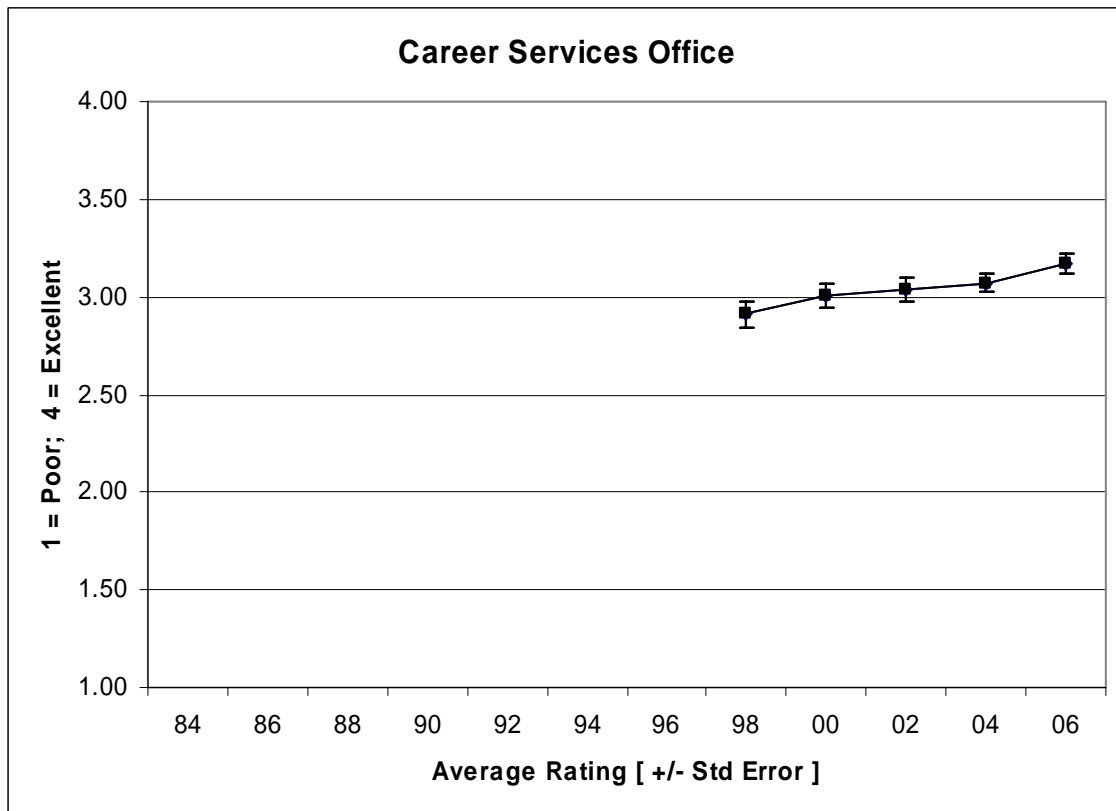
**Figure 10: Library**



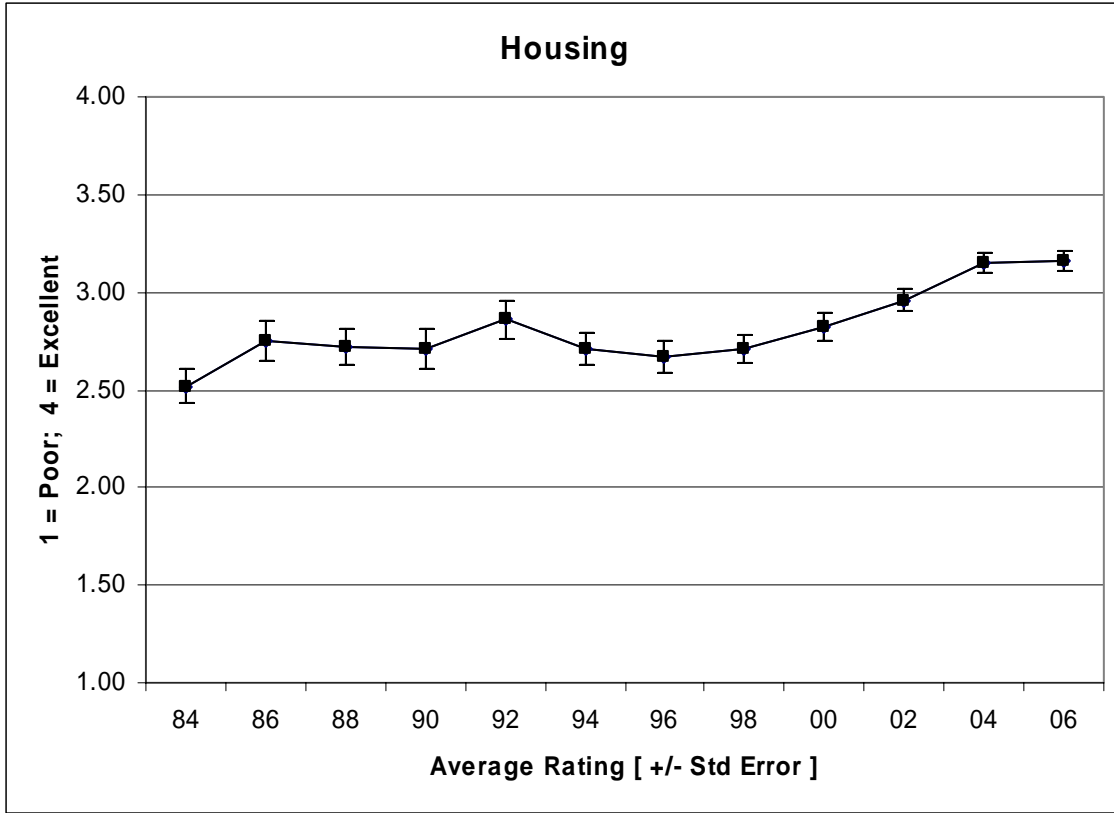
**Figure 11: Bookstore**



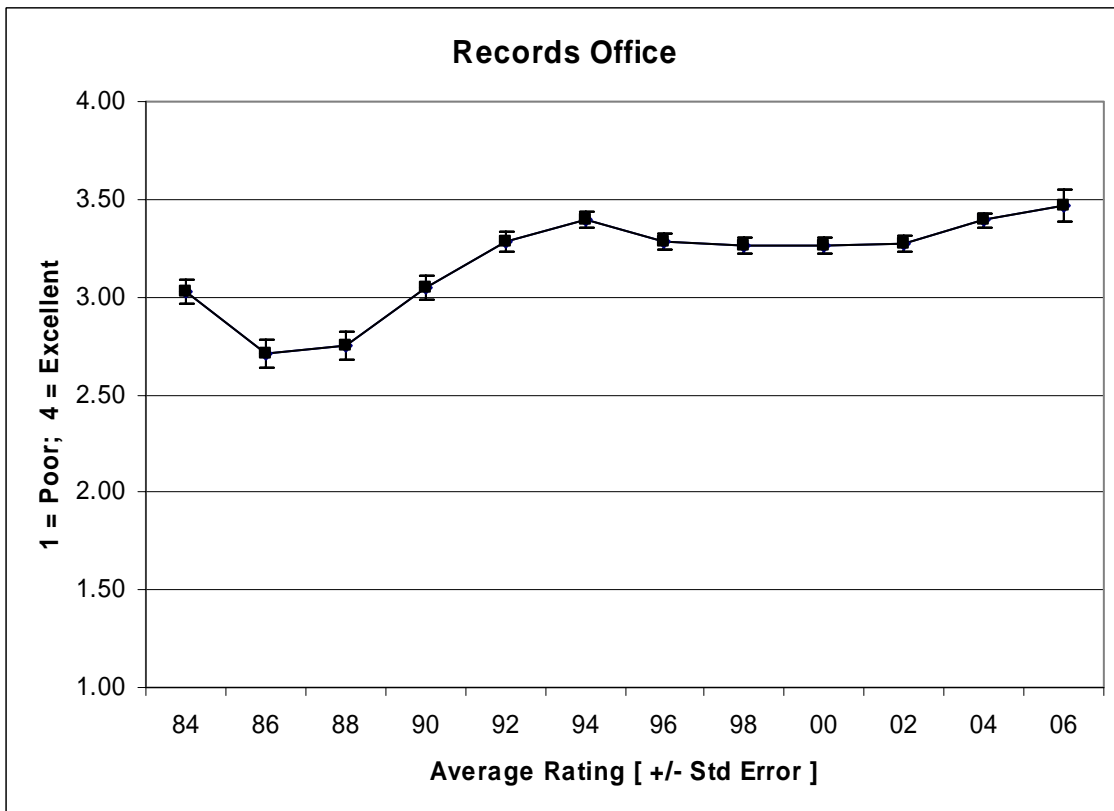
**Figure 12: Career Services Office**



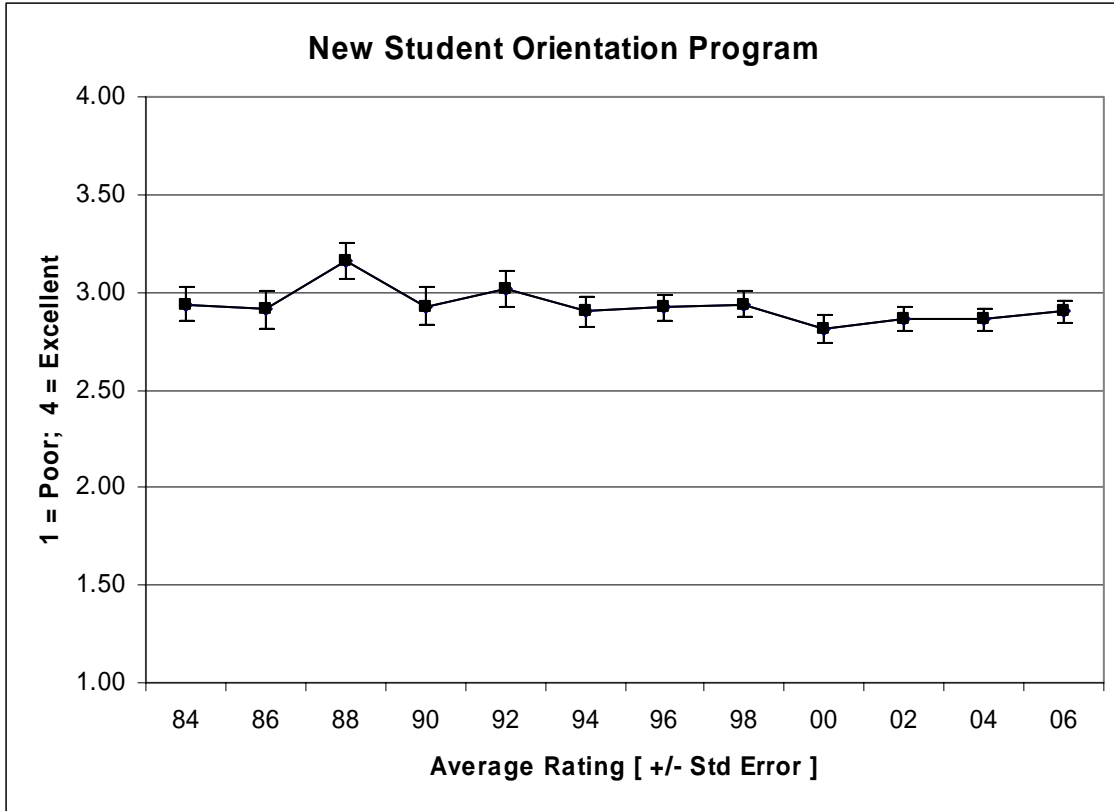
**Figure 13: Housing**



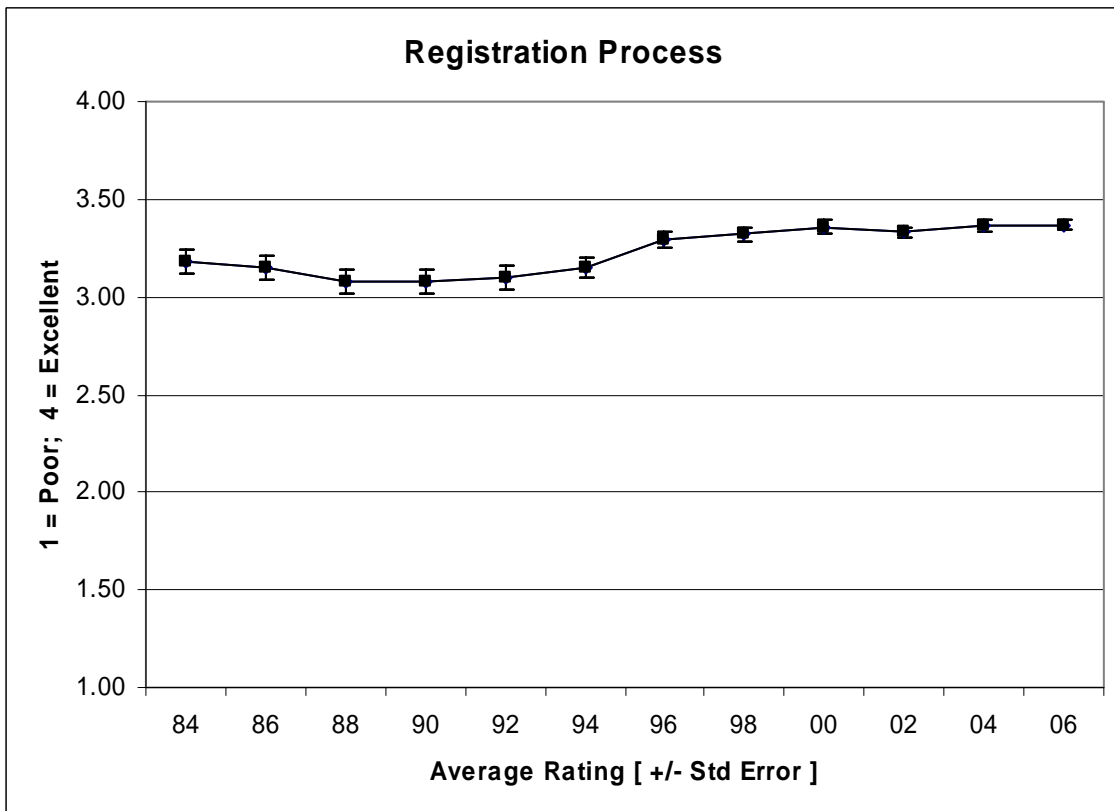
**Figure 14: Records Office**



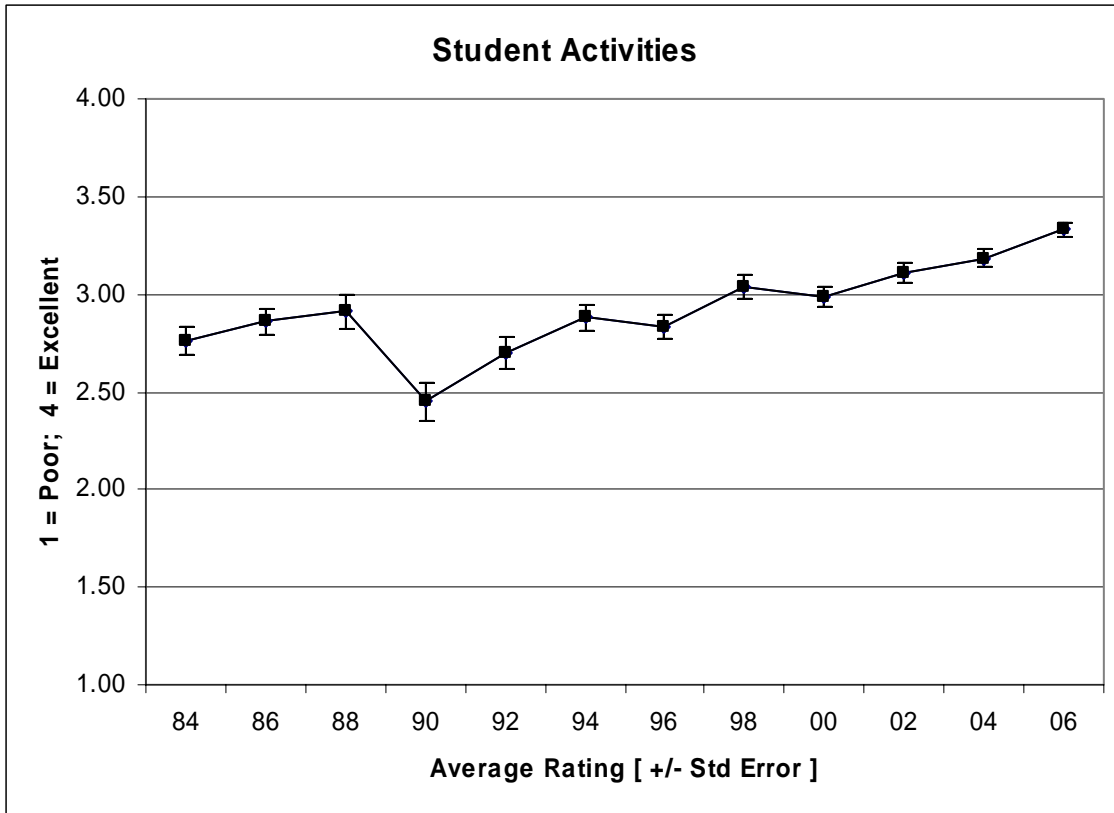
**Figure 15: New Student Orientation Program**



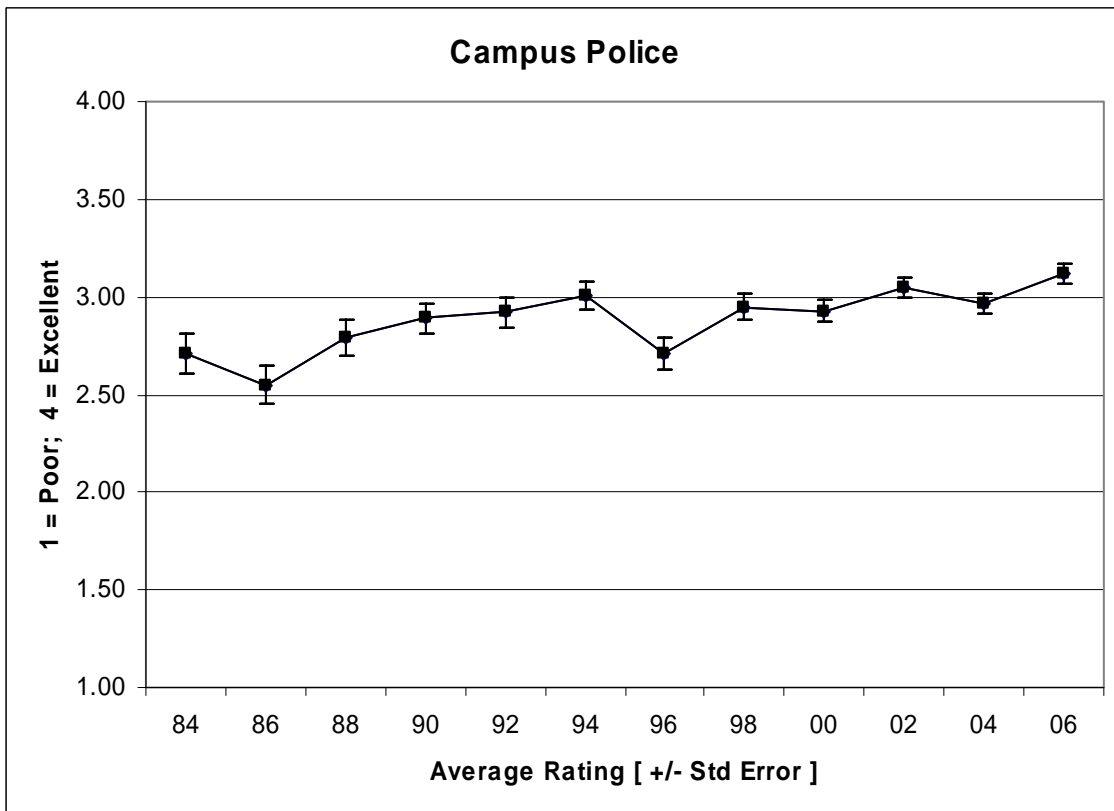
**Figure 16: Registration Process**



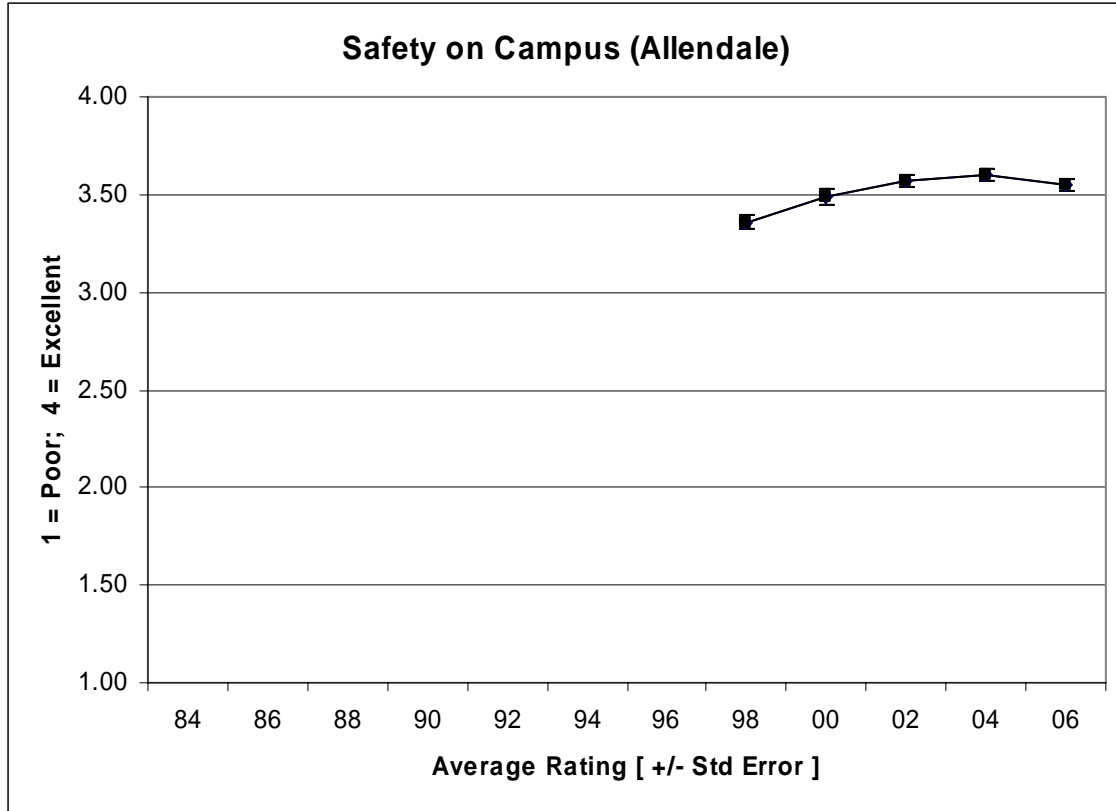
**Figure 17: Student Activities**



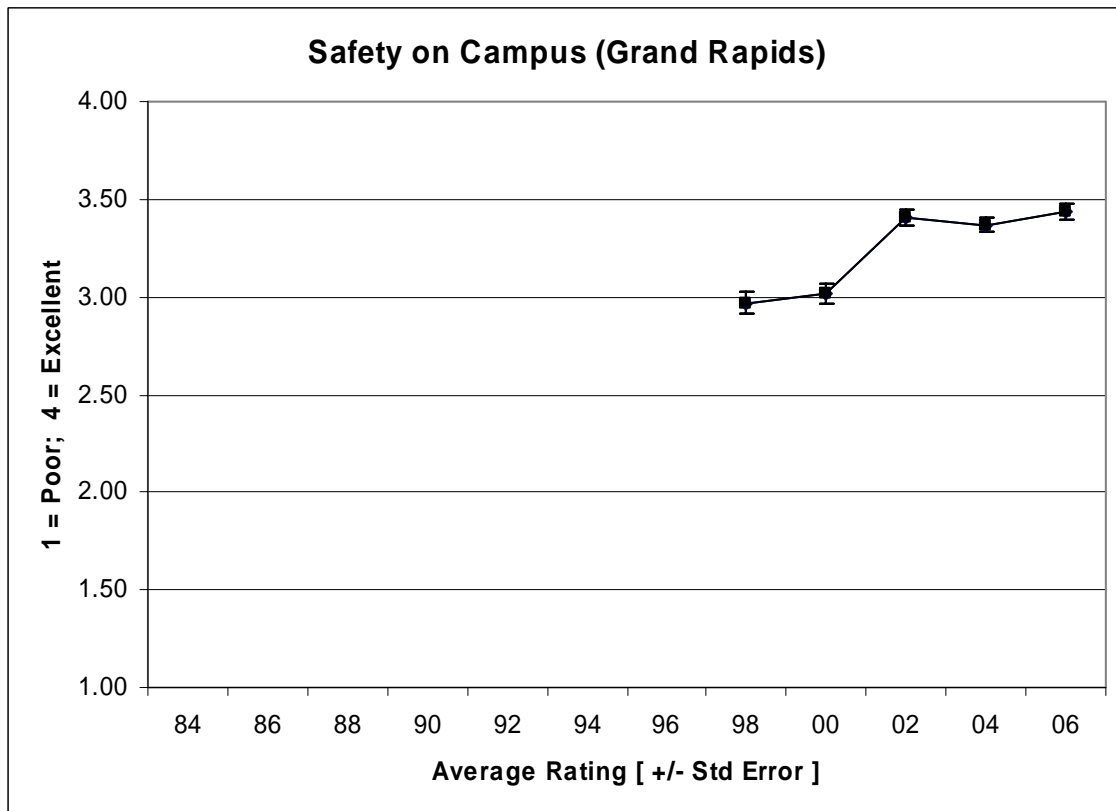
**Figure 18: Campus Police**



**Figure 19: Safety on Campus (Allendale)**

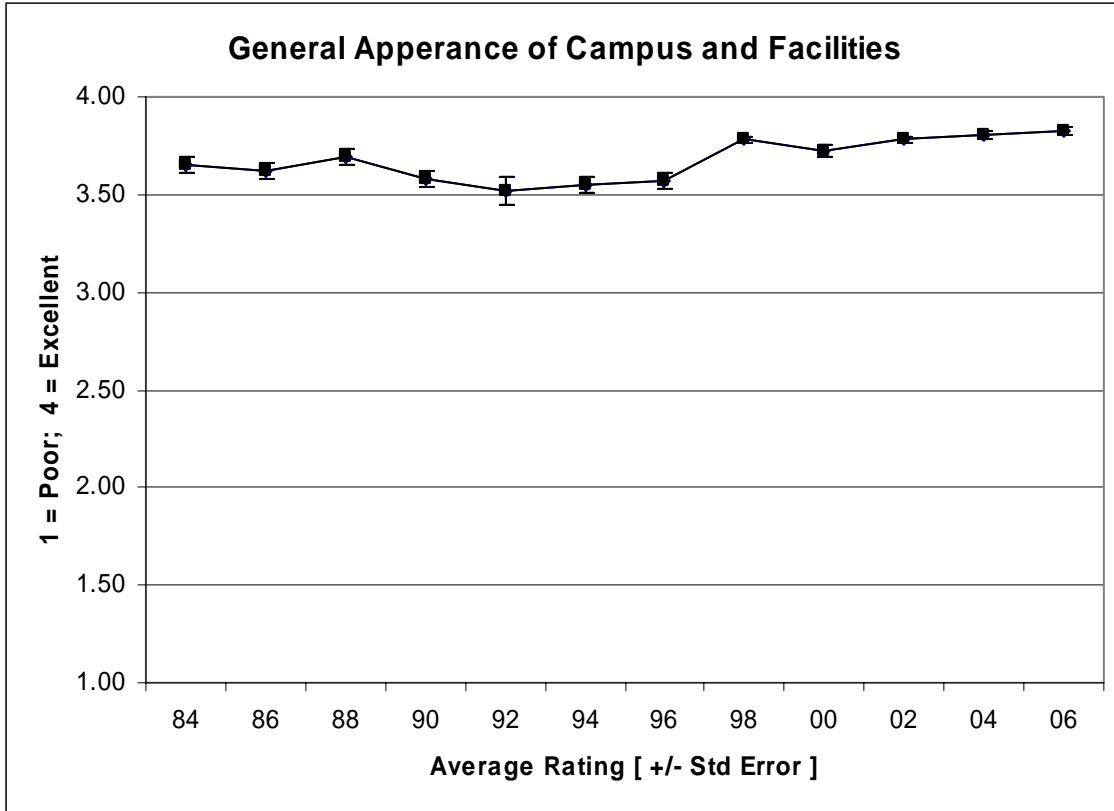


**Figure 20: Safety on Campus (Grand Rapids)**

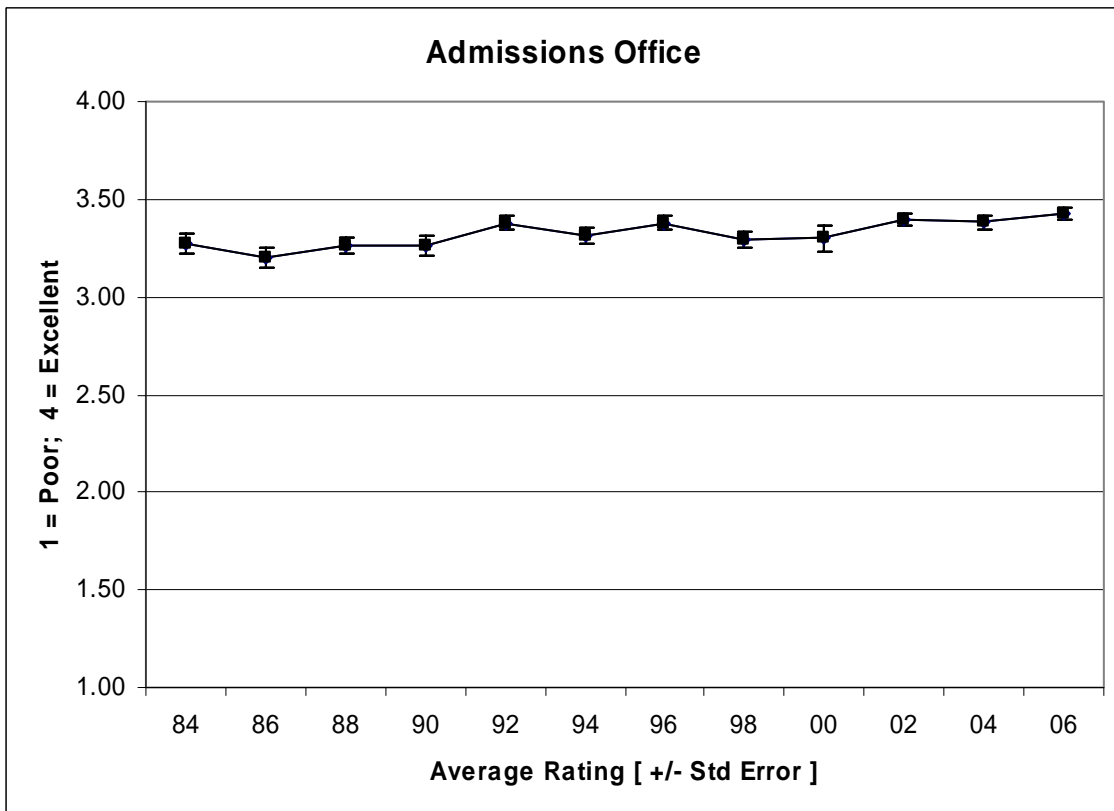




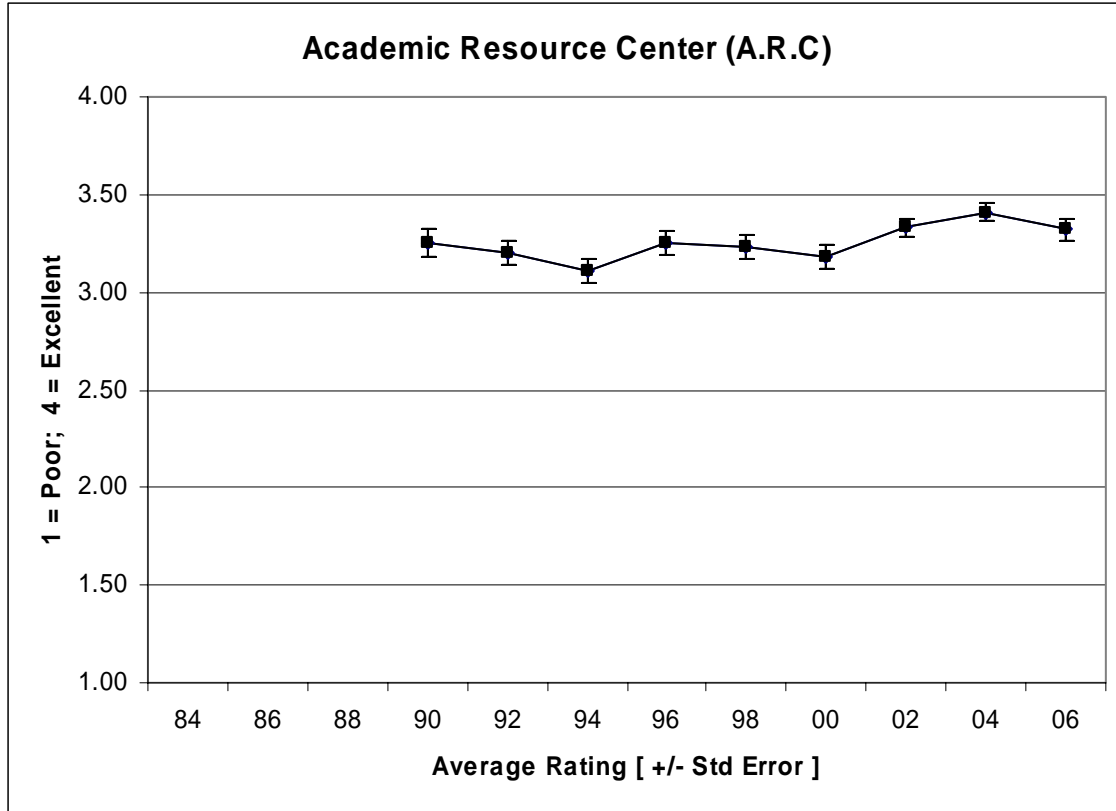
**Figure 21: General Appearance of Campus Facilities**



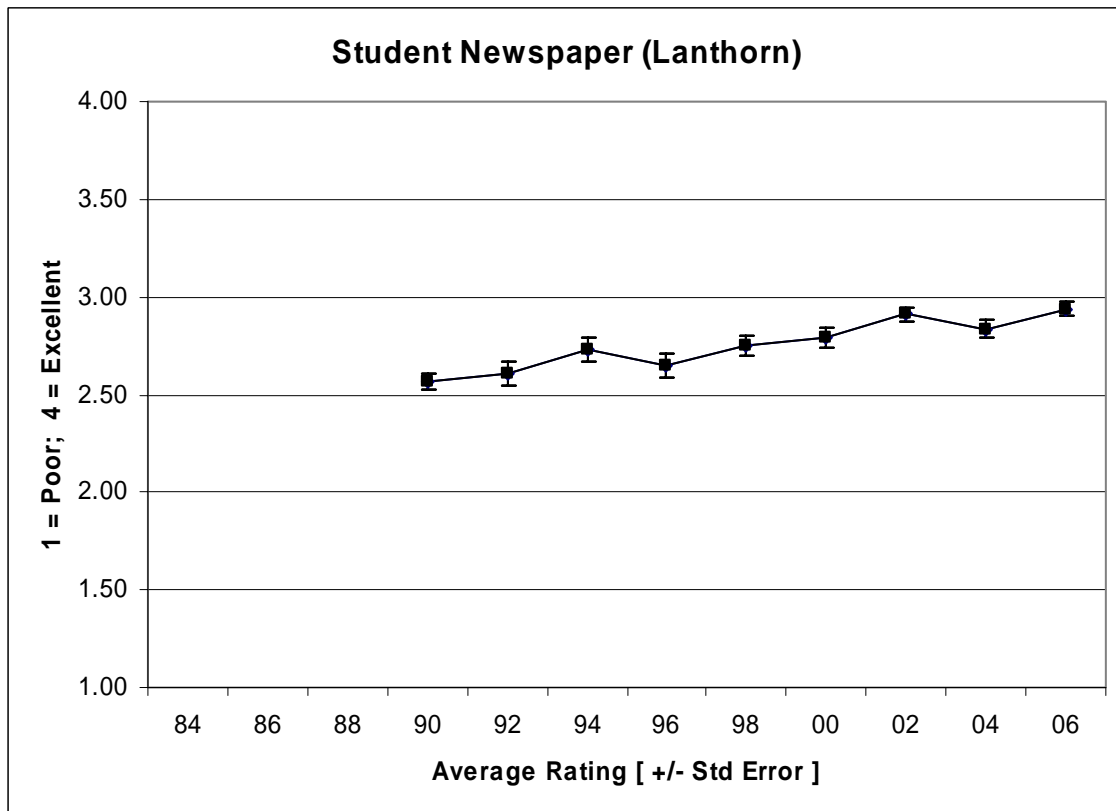
**Figure 22: Admissions Office**



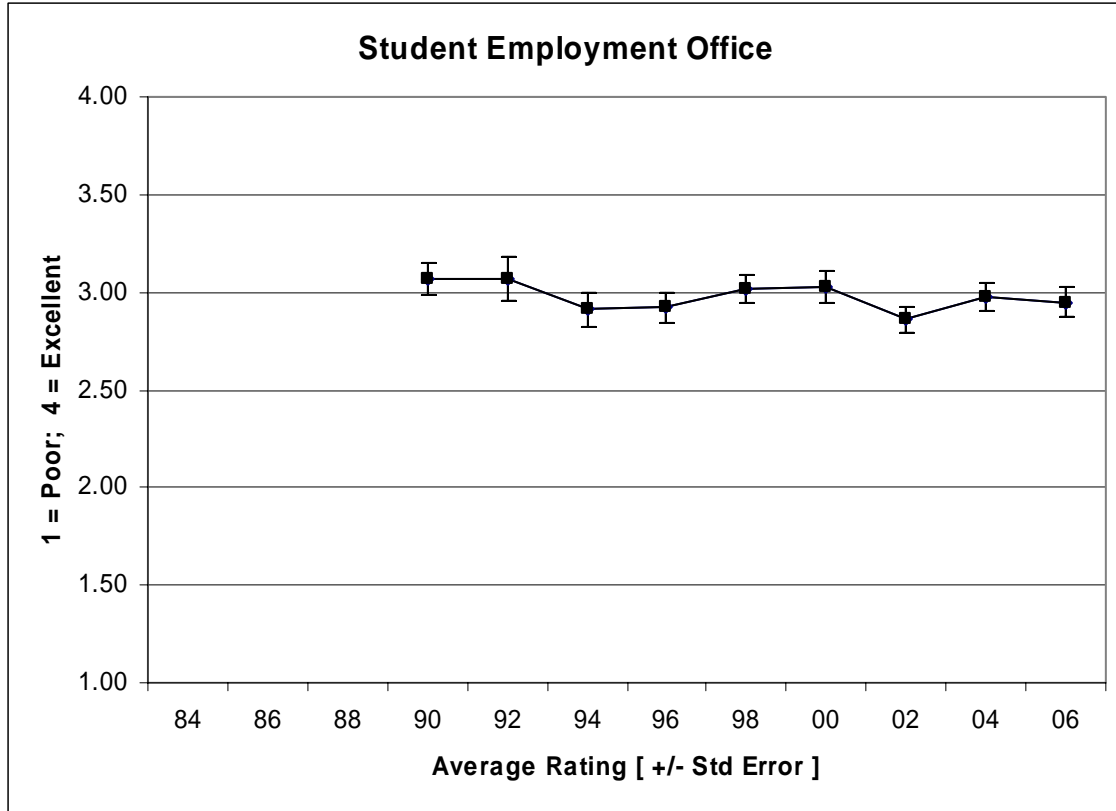
**Figure 23: Academic Resource Center**



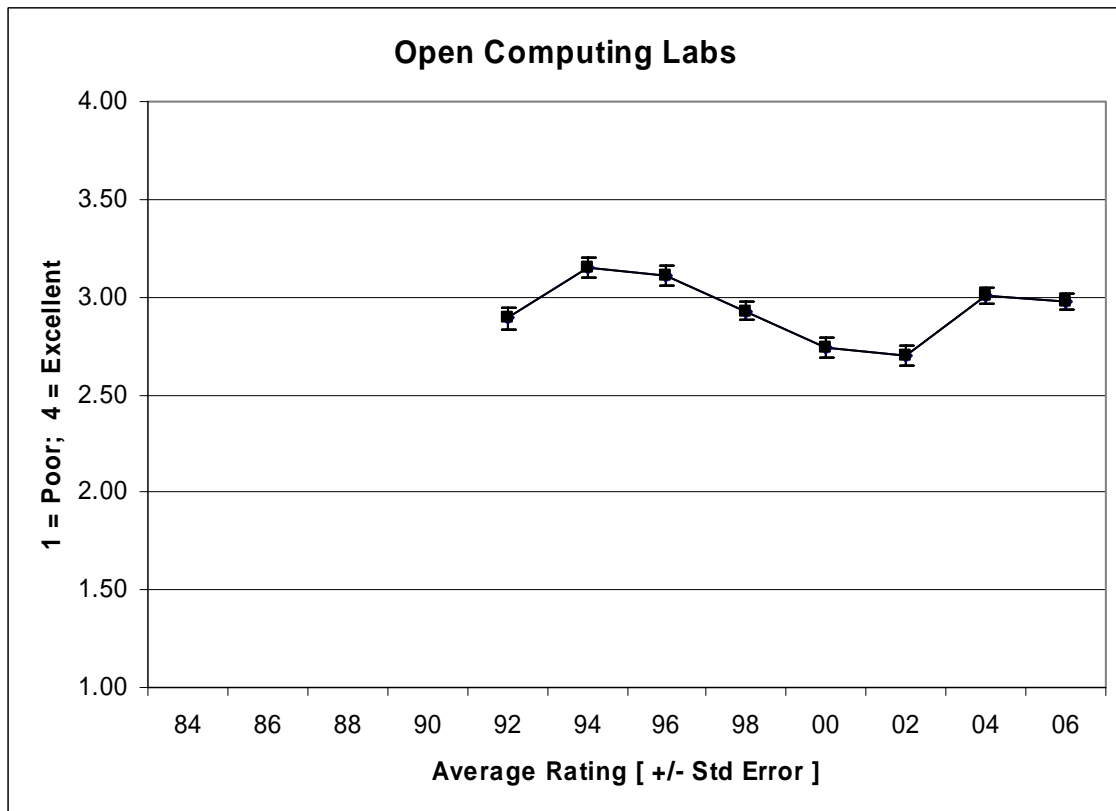
**Figure 24: Student Newspaper**



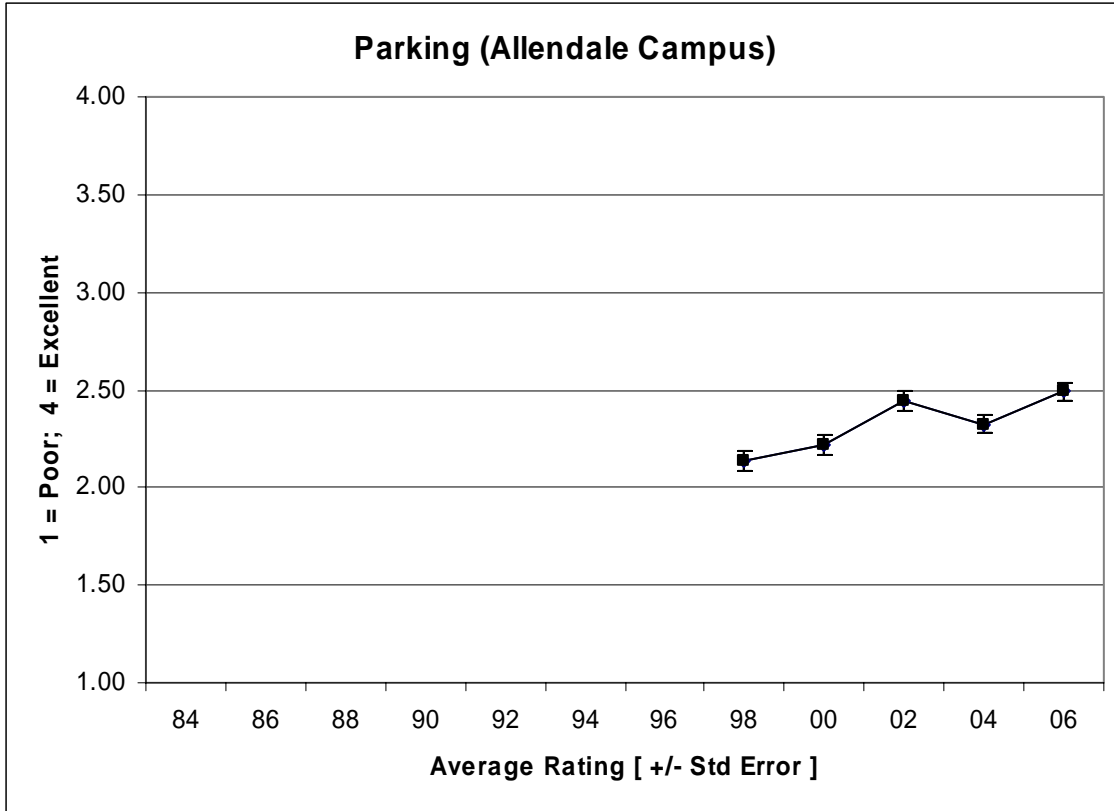
**Figure 25: Student Employment Office**



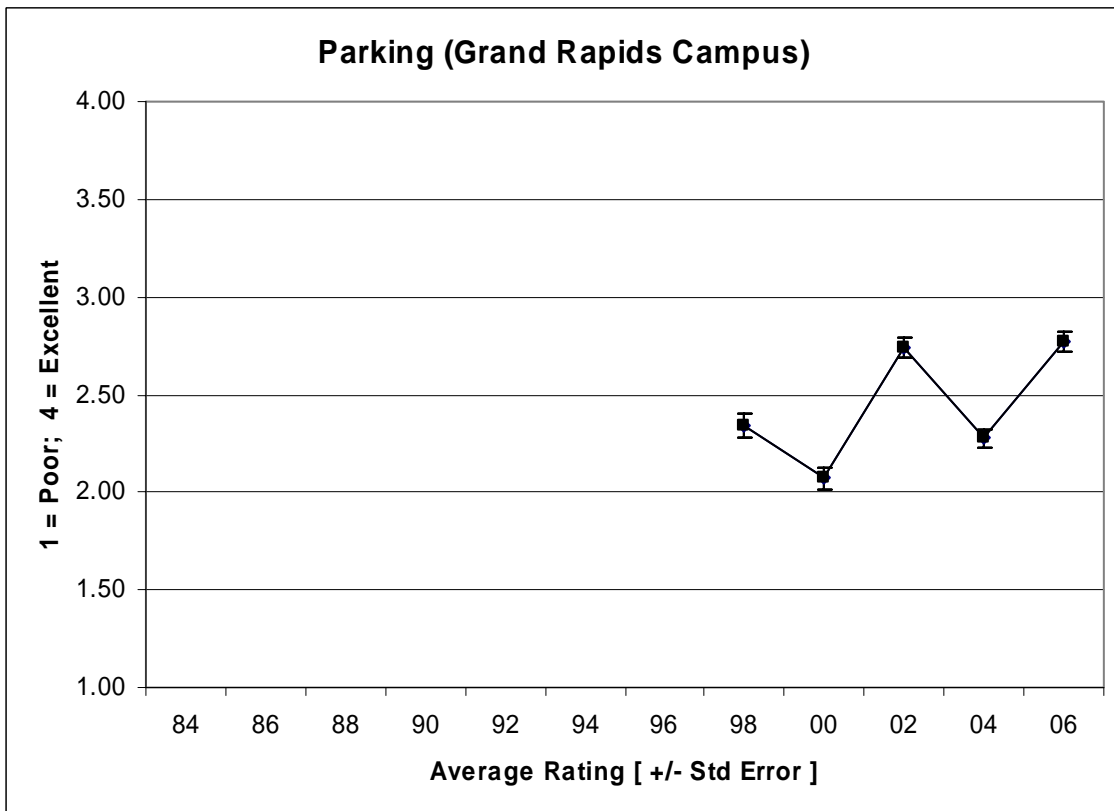
**Figure 26: Open Computer Labs**



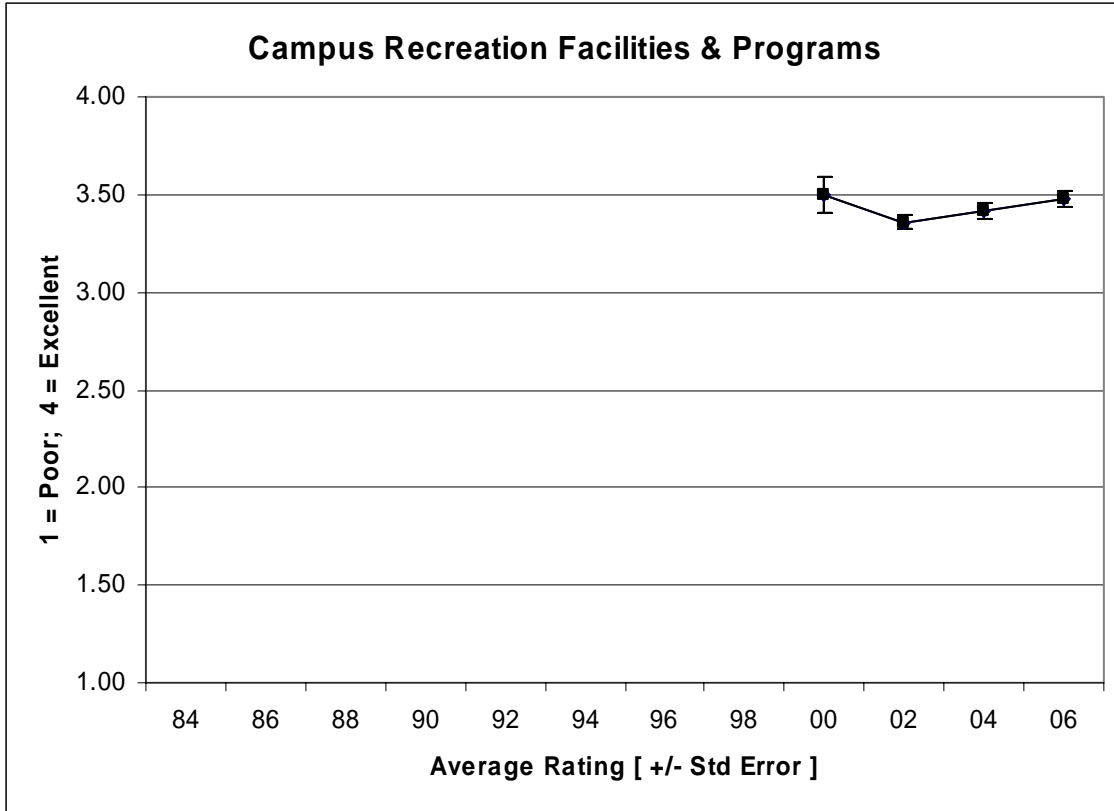
**Figure 27: Parking (Allendale Campus)**



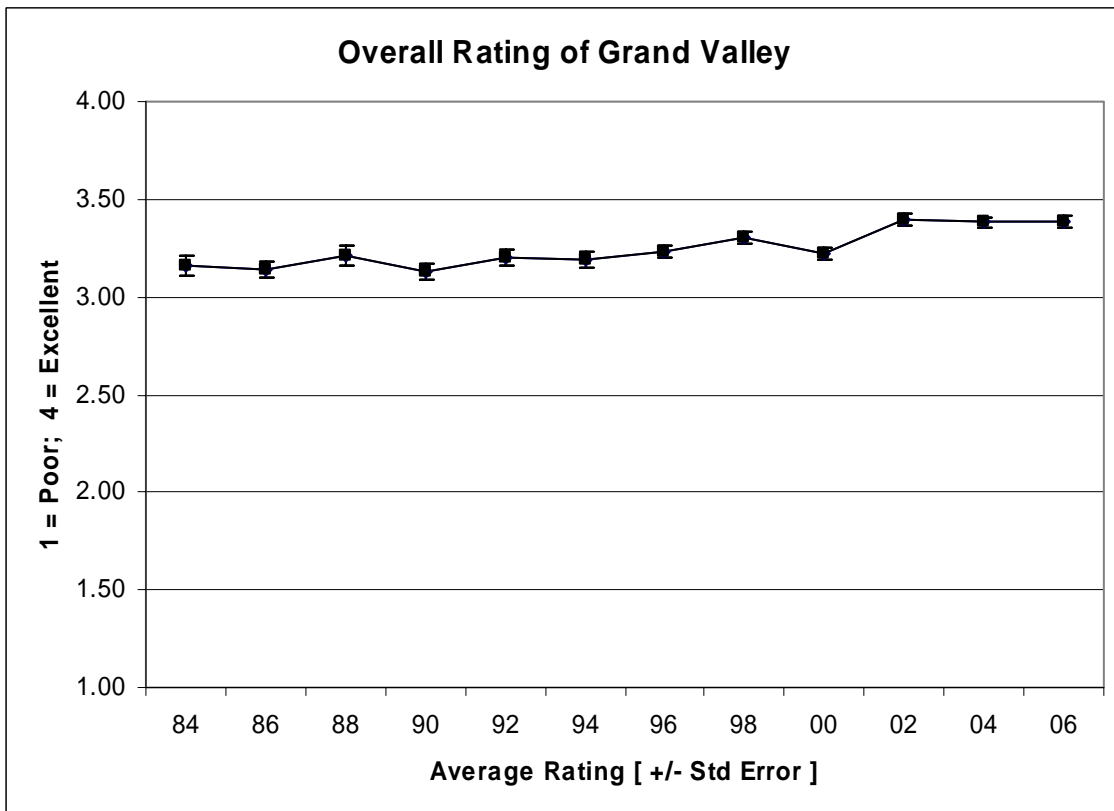
**Figure 28: Parking (Grand Rapids Campus)**



**Figure 29: Campus Recreation**



**Figure 30: Overall Rating**



Appendix A



***Congratulations on the completion of your degree program!***

*Now that you have passed that milestone, we would like to have you look back on your experience at Grand Valley. In doing so, you are uniquely qualified to rate the quality of services we have provided during your tenure here.*

*Will you please take a few minutes to help us in this project? Your impressions will help us to better serve the needs of current and future students at Grand Valley.*

*When you have completed the questionnaire, please use the enclosed postage paid business reply envelope and drop it in the mail.*

*Thanks for your help.*

*Sincerely,*

*Philip Batty, Director  
Office of Institutional Analysis*

*(questionnaire begins on next page)*

# GRAND VALLEY STATE UNIVERSITY

## Survey of Graduates

Please rate each of the following services or programs by placing the appropriate code number in the space provided, using the following scale.

- 4 - excellent, few reservations
- 3 - good, some reservations
- 2 - fair, several reservations
- 1 - poor, many reservations
- 0 - no contact, can't rate

In addition to the ratings, space is provided for your comments and/or suggestions for improvement.

Place  
Rating  
Codes  
Here

Service or Program

Please Write Comments Here

1. ACADEMIC ADVISING  
(by faculty advisor)
2. AVAILABILITY OF COURSES
3. QUALITY OF INSTRUCTION
4. CAREER COUNSELING  
(by faculty advisor)
5. STUDENT TRANSACTION CENTER  
(STU Building)
6. FOOD SERVICE
7. INTERCOLLEGIATE ATHLETICS

Place  
Rating  
Codes  
Here

Service or Program

Please Write Comments Here

8. FINANCIAL AID OFFICE
9. BUS SERVICE
10. LIBRARY
11. BOOKSTORE
12. CAREER SERVICES OFFICE
13. HOUSING (dorms, living  
centers, apartments)
14. RECORDS OFFICE
15. NEW STUDENT ORIENTATION  
PROGRAM
16. REGISTRATION PROCESS
17. STUDENT ACTIVITIES
18. CAMPUS POLICE
19. SAFETY ON CAMPUS (Allendale)
20. SAFETY ON CAMPUS (Grand Rapids)
21. GENERAL APPEARANCE OF  
CAMPUS & FACILITIES

(more on next page)



Place  
Rating  
Codes  
Here

Service or Program

Please Write Comments Here

22. ADMISSIONS OFFICE

23. ACADEMIC RESOURCE  
CENTER (A.R.C.)

24. STUDENT NEWSPAPER  
(Lanthorn)

25. STUDENT EMPLOYMENT  
OFFICE

26. OPEN COMPUTING LABS

27. PARKING (Allendale Campus)

28. PARKING (Grand Rapids Campus)

29. CAMPUS RECREATION FACILITIES & PROGRAMS

30. OVERALL RATING OF GRAND VALLEY

Please use the space below for any additional comments and/or suggestions relative to the services offered by Grand Valley or your experience as a student here.

-----

-

Please indicate with a check mark the degree you have just earned at Grand Valley.

Bachelor's Degree

2. Master's Degree