

Grand Valley Graduates Rate University Services
(A Survey of Winter 2002 Graduates)

Office of Institutional Analysis
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Background

Since 1974, the Office of Institutional Analysis in cooperation with the Records Office has done a survey of graduates every even numbered year. The survey asks the winter term graduates to rate selected university services on a four-point scale from excellent to poor. As such, the survey results give us a measure of quality control on the selected services included in the survey.

Methodology

The Records Office sent out the survey instrument with diplomas to students that graduated Winter 2002. Also enclosed was a business reply envelope. The response rates through July 26, 2002 are as shown below.

	bachelors	masters	total
sent	1,280	384	1,664
returned	332	87	419
return rate	25.9%	22.7%	25.2%

Results

Frequencies of Ratings

In addition to the option of rating the service or office on a four-point scale, the respondents also had the option of indicating that he/she had no contact with that service or office. The percentage distribution shown is for those that did rate the service or office. Also indicated is the number of total respondents that indicated “no contact”.

Percentages of Responses, Total Responses, and “No Contact”

service	excellent	good	fair	poor	#	no contact
academic advising	33.7	34.2	17.1	15.1	392	27
course avail.	29.5	52.8	16.8	1.0	417	2
quality of instruction	33.7	60.5	5.7	0.0	418	1
career counsel by acad. advisor	25.7	37.0	22.5	14.9	276	143
student transaction center	56.3	38.1	5.0	0.6	318	101
food service	18.8	53.8	21.6	5.9	320	99
intercollegiate athletics	41.0	51.1	6.5	1.4	139	280
financial aid	41.0	47.3	8.4	3.3	273	146
bus service	56.9	38.2	4.2	0.7	144	275
library	29.8	49.3	16.3	4.8	400	19
bookstore	37.8	51.8	8.0	2.4	416	4
career services	32.3	46.5	14.6	6.6	226	193
housing	25.3	51.7	16.5	6.6	182	237
records office	41.9	46.2	8.5	3.4	353	66
orientation	20.5	54.6	15.9	9.1	220	199
registration	45.0	45.2	7.9	2.0	407	12
student activities	30.2	53.1	14.3	2.3	258	161
campus police	28.9	52.2	13.8	5.2	232	187
safety – Allendale	62.6	31.9	4.9	0.6	329	90
safety – Grand Rapids	51.9	38.6	7.9	1.7	293	126
campus appearance	78.6	20.7	0.5	0.2	415	4
admissions	44.5	51.3	3.6	0.6	357	62
ARC	41.9	51.5	4.0	2.5	198	221
Lanthorn	23.9	47.2	25.1	3.8	343	76
student employment	19.3	52.1	23.5	5.0	119	300
computer labs	19.4	42.3	26.9	11.4	376	43
parking – Allendale	13.5	36.8	29.5	20.3	370	49
parking – Grand Rapids	18.6	46.8	24.3	10.4	338	81
recreation & facilities	46.0	44.2	9.0	0.7	278	141
overall GVSU	42.7	54.7	2.4	0.2	415	4

Mean Ratings

We can assign numerical values to the ratings (excellent=4, good=3, fair=2, poor=1) if one is willing to assume that the “distance” between the ratings is equal. By doing this we can examine the differences between mean ratings of the various offices and services.

We are dealing with a sample of the Winter 2002 graduates. If we try to make inferences from this sample about the total population of Winter 2002 graduates, we would have to assume that the sample is truly representative of the total population. Inferences about the differences in the total population on mean ratings must rely on a term called the “standard error of the mean”. The standard error of the mean is an estimate of the probable range of the “true” population mean, expressed as upper and lower “confidence limits”. We can be 67% confident that the true population mean (the mean of all Winter 2002 graduates) falls within these confidence limits if the sample is not biased.

Mean Ratings with Upper and Lower 67% Confidence Limits

service	mean rating	#	upper confidence	lower confidence
academic advising	2.86	392	2.91	2.81
course avail.	3.11	417	3.14	3.08
quality of instruction	3.28	418	3.31	3.25
career counsel by acad. advisor	2.74	276	2.80	2.68
student transaction center	3.50	318	3.54	3.46
food service	2.85	320	2.89	2.81
intercollegiate athletics	3.32	139	3.38	3.26
financial aid	3.26	273	3.31	3.21
bus service	3.51	144	3.56	3.46
library	3.04	400	3.08	3.00
bookstore	3.25	415	3.28	3.22
career services	3.04	226	3.10	2.98
housing	2.96	182	3.02	2.90
records office	3.27	353	3.31	3.23
orientation	2.86	220	2.92	2.80
registration	3.33	407	3.36	3.30
student activities	3.11	258	3.16	3.06
campus police	3.05	232	3.10	3.00
safety – Allendale	3.57	329	3.60	3.54
safety – Grand Rapids	3.41	293	3.45	3.37
campus appearance	3.78	415	3.80	3.76

service	mean rating	#	upper confidence	lower confidence
admissions	3.40	357	3.43	3.37
ARC	3.33	198	3.38	3.28
Lanthorn	2.91	343	2.95	2.87
student employment	2.86	119	2.93	2.79
computer labs	2.70	376	2.75	2.65
parking – Allendale	2.44	370	2.49	2.39
parking – Grand Rapids	2.74	338	2.79	2.69
recreation & facilities	3.36	278	3.40	3.32
overall GVSU	3.40	415	3.43	3.37

There are some differences in a few areas between the ratings of those graduates that earned a bachelor's degree Winter 2002 and those that earned a masters degree.

Mean Ratings by Degree Earned

service	mean rating bachelors	#	mean rating masters	#
academic advising	2.78	312	3.23	78
course avail.	3.03	330	3.41	85
quality of instruction	3.25	329	3.37	87
career counsel by acad. advisor	2.72	233	2.88	41
student transaction center	3.47	276	3.70	40
food service	2.86	273	2.80	46
intercollegiate athletics	3.30	129	3.44	9
financial aid	3.26	229	3.29	42
bus service	3.52	132	3.64	11
library	3.01	321	3.19	77
bookstore	3.20	330	3.42	83
career services	3.05	207	2.94	17
housing	2.96	171	2.80	10
records office	3.22	281	3.43	70
orientation	2.87	197	2.77	22
registration	3.27	324	3.62	81
student activities	3.11	234	3.23	22
campus police	3.05	211	3.00	20
safety – Allendale	3.57	294	3.53	34
safety – Grand Rapids	3.42	231	3.38	60
campus appearance	3.78	330	3.76	83
admissions	3.35	288	3.58	69
ARC	3.31	177	3.52	21
Lanthorn	2.91	292	2.92	51
student employment	2.88	112	2.43	7
computer labs	2.67	317	2.83	59
parking – Allendale	2.44	322	2.42	48
parking – Grand Rapids	2.75	265	2.68	73

service	mean rating bachelors	#	mean rating masters	#
recreation & facilities	3.35	240	3.39	38
overall GVSU	3.39	328	3.44	87

Comparison of Mean Ratings, 1982 through 2002

Displayed starting on page 116 are graphs for each service or office that display the means and standard error band for the years 1982 through 2002.

Survey Instrument



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 of your time to help us in this project? Your impressions will help us improve our services and 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,

*R. Bruce Tweddale, 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.

<u>Place Rating</u> <u>Codes Here</u>	<u>Service or Program</u>	<u>Write Comments Here</u>
------------------------------------------	---------------------------	----------------------------

_____ 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 Write Comments Here

- ____ 8. FINANCIAL AIDS OFFICE
- ____ 9. BUS SERVICE
- ____ 10. LIBRARY
- ____ 11. BOOKSTORE
- ____ 12. CAREER SERVICES
- ____ 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)

Figure 1 (Academic Advising)

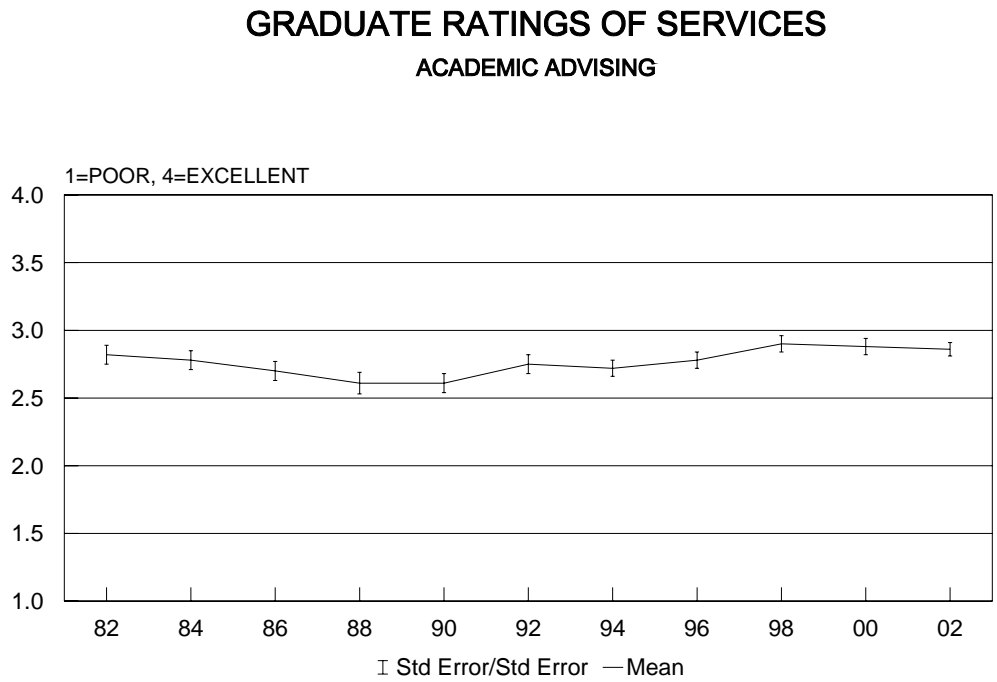


Figure 2 (Course Availability)

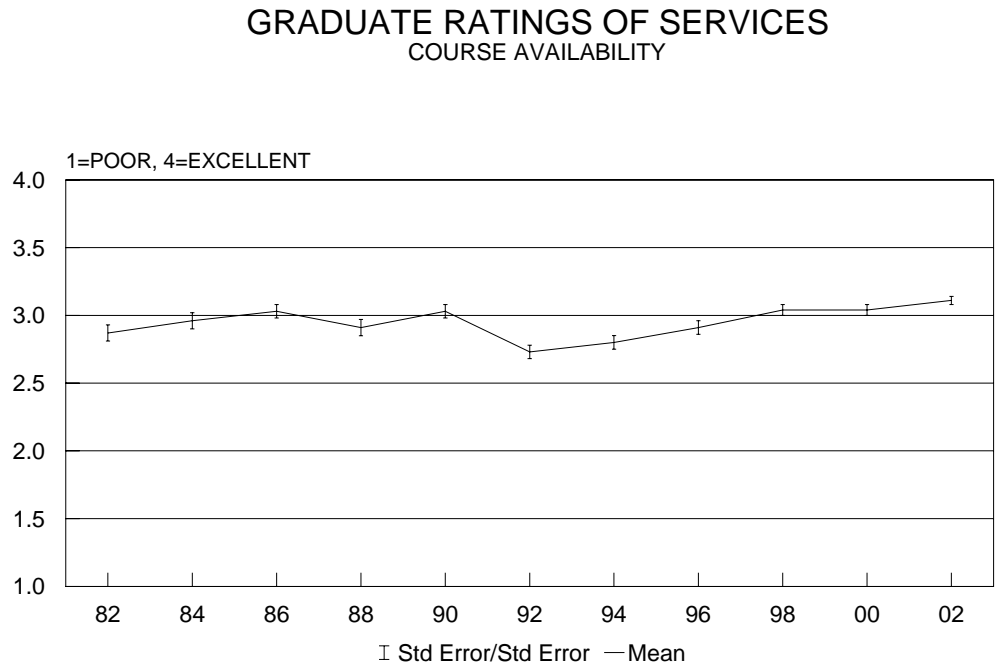


Figure 3 (Quality of Instruction)

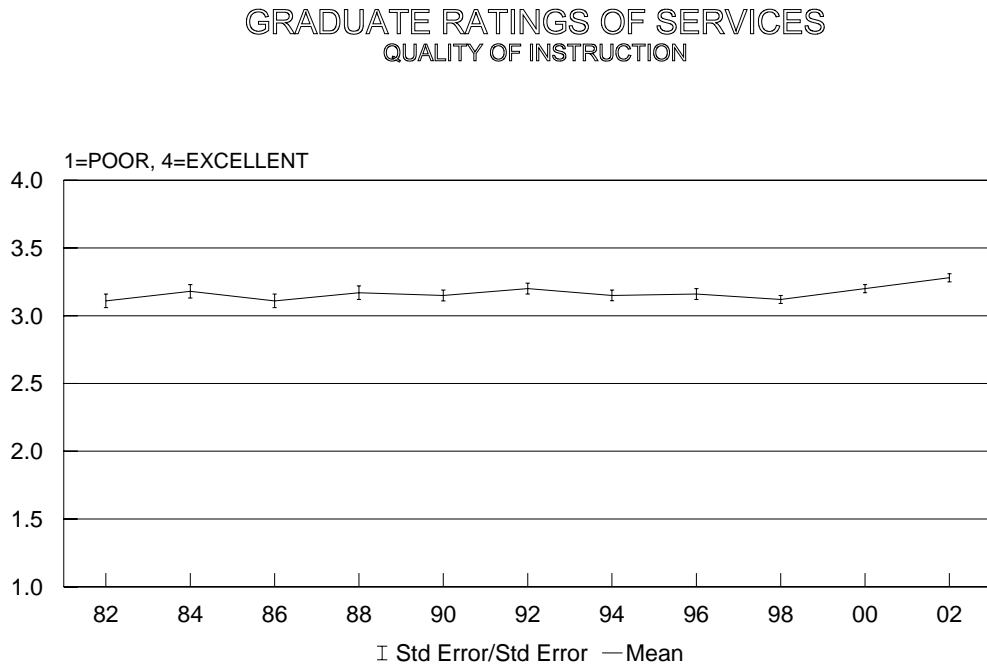


Figure 4 (Career Counseling by Academic Advisor)

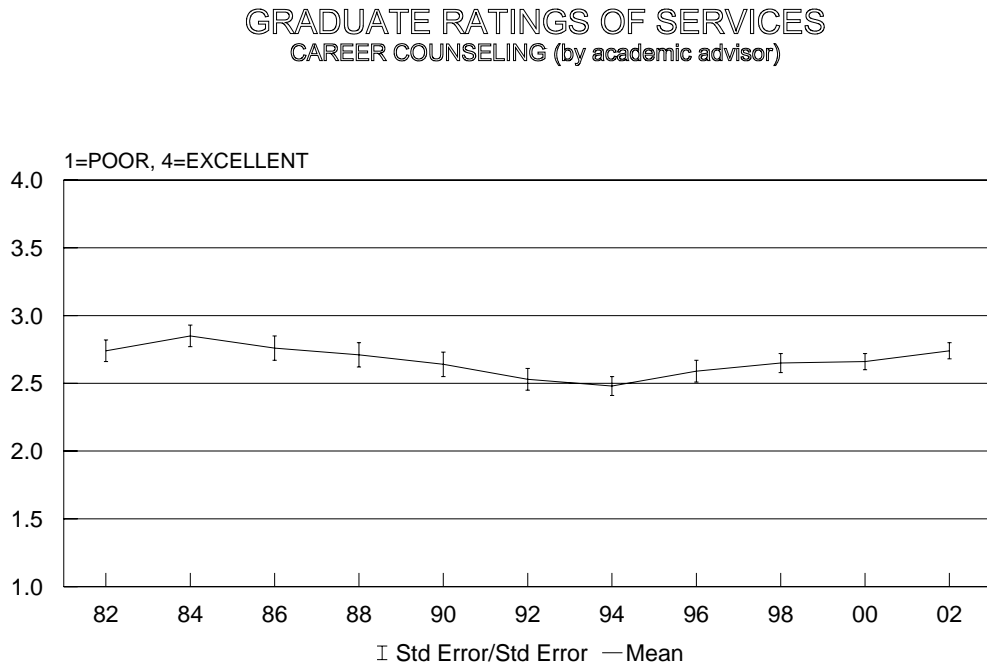


Figure 5 (Student Transaction Center)

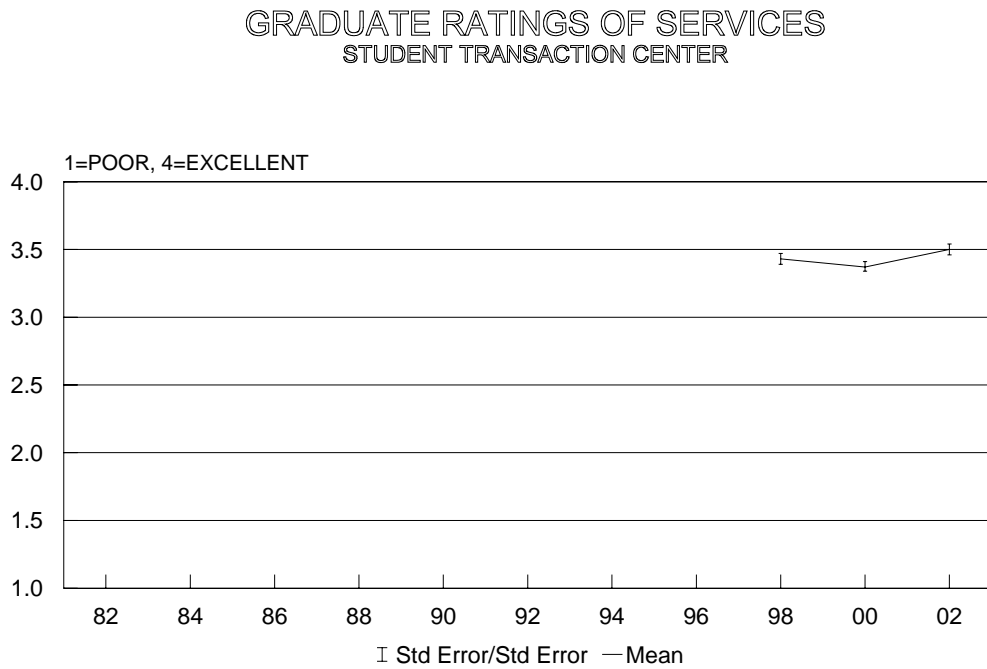


Figure 6 (Food Service)

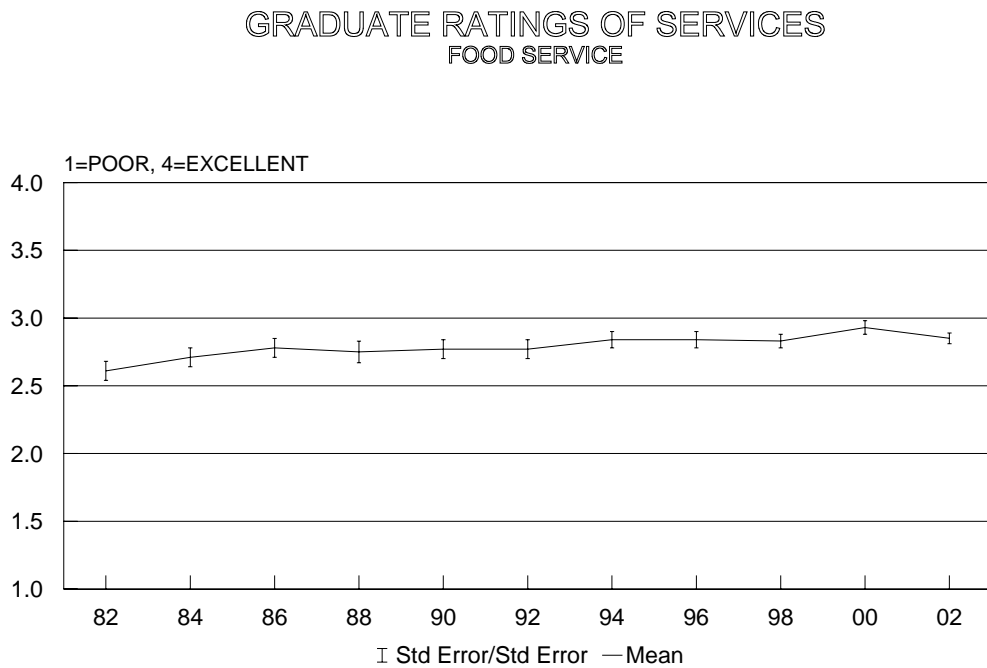


Figure 7 (Intercollegiate Athletics)

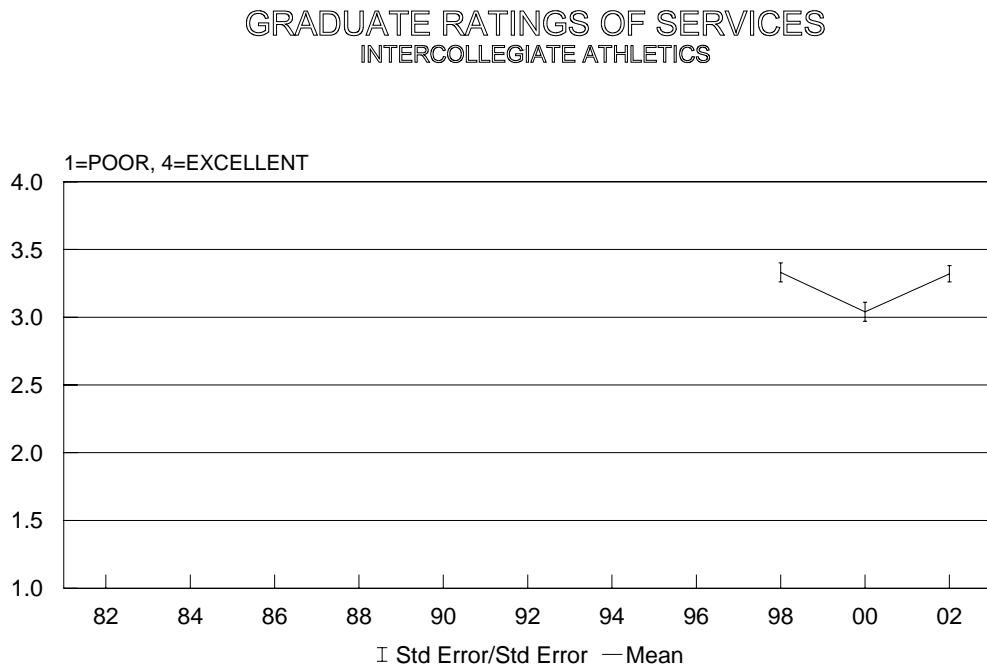


Figure 8 (Financial Aid)

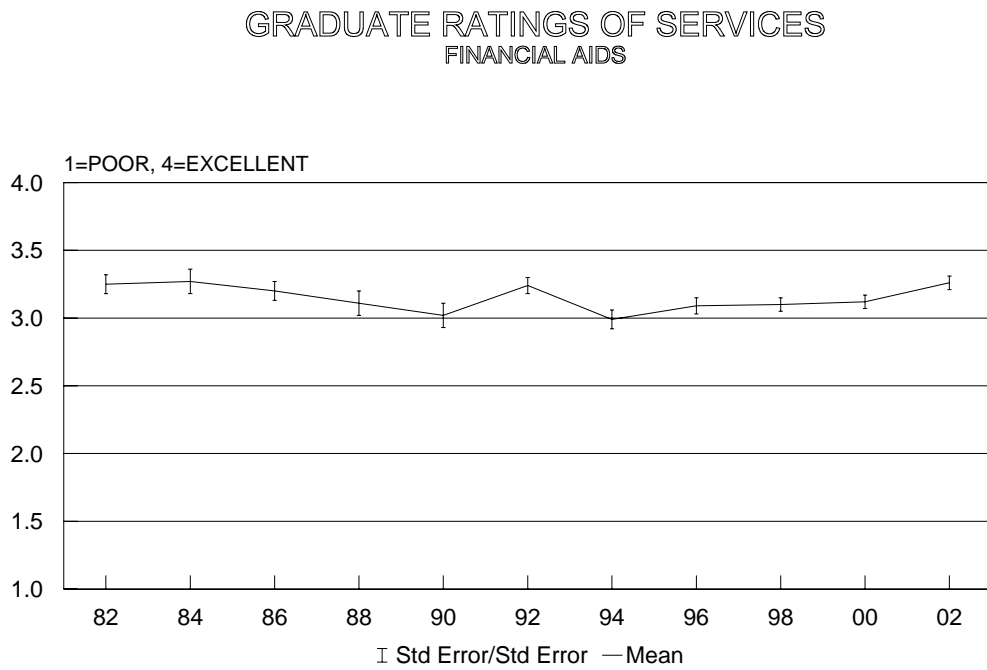


Figure 9 (Bus Service)

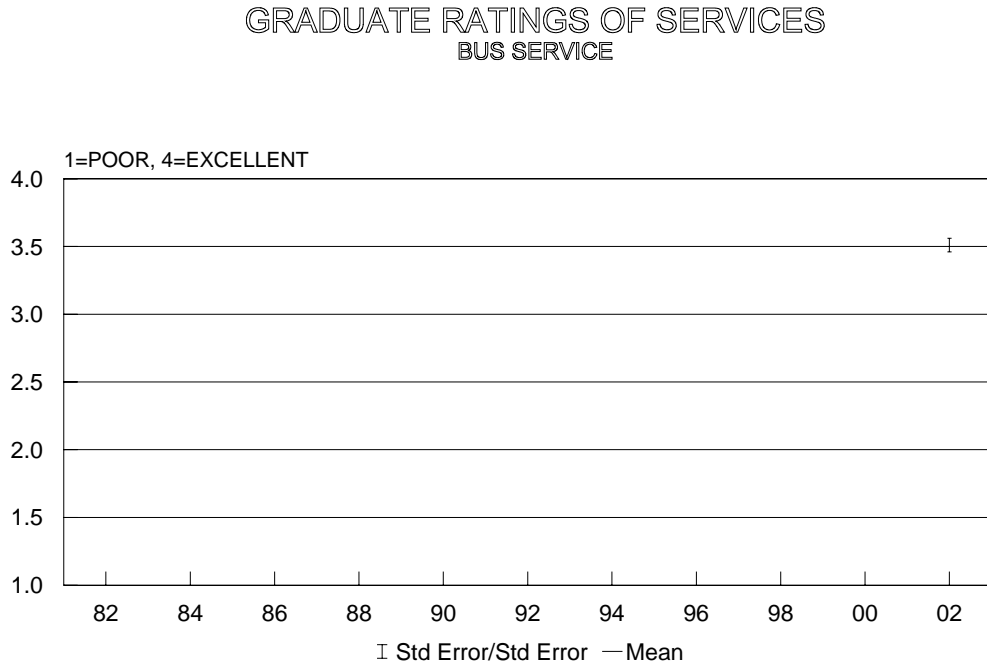


Figure 10 (Library)

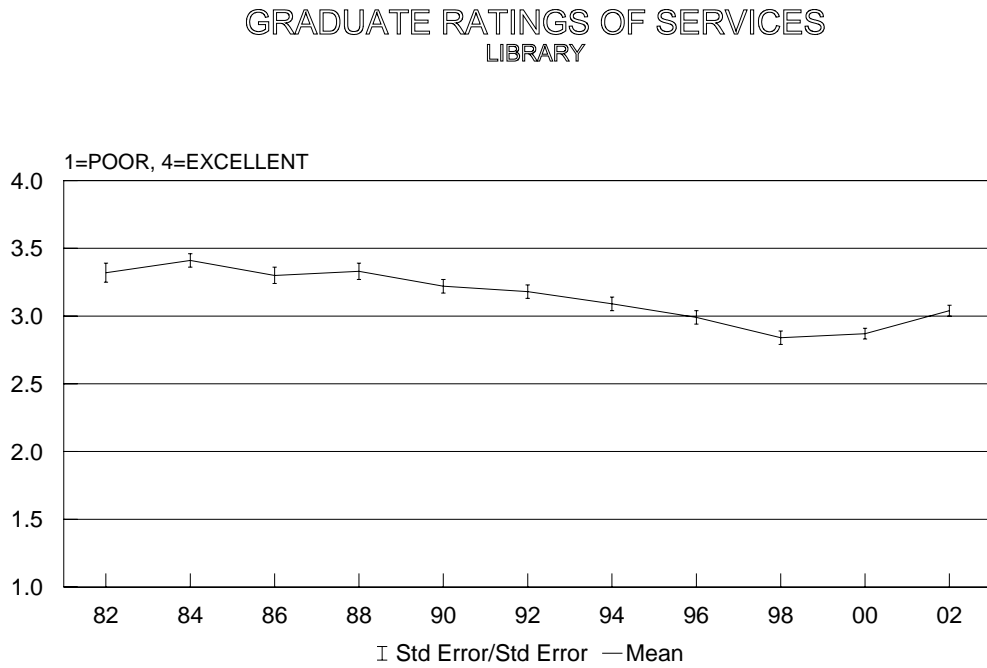


Figure 11 (Bookstore)

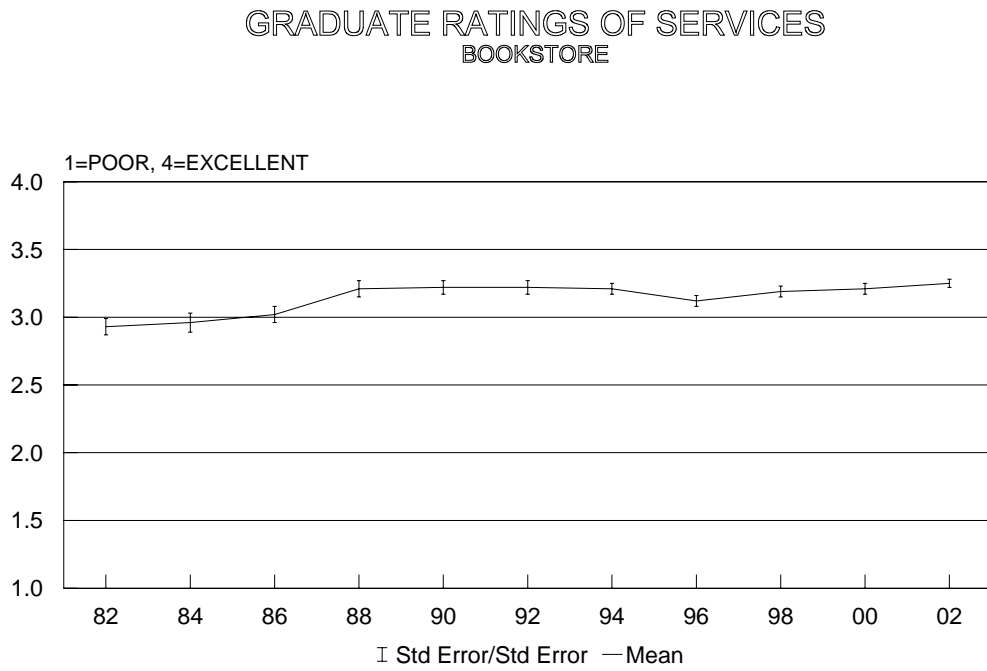


Figure 12 (Career Services)

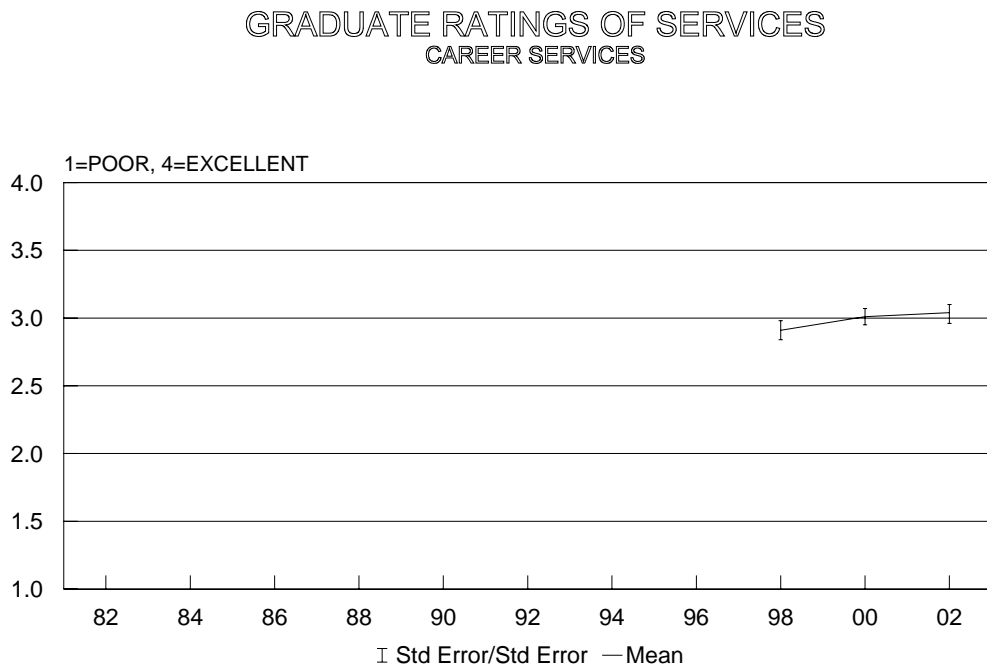


Figure 13 (Housing)

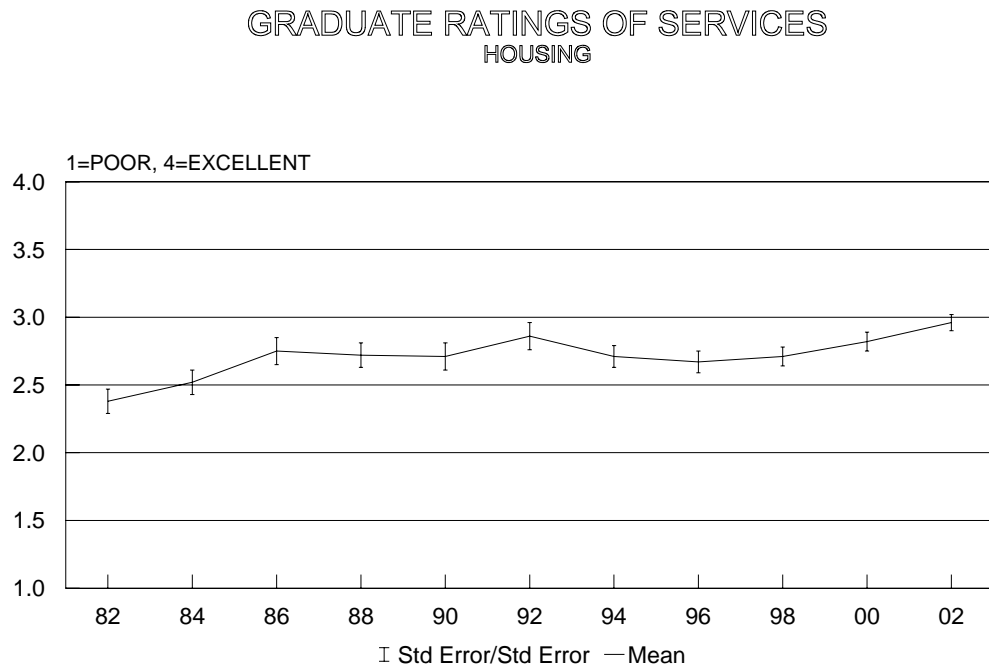


Figure 14 (Records Office)

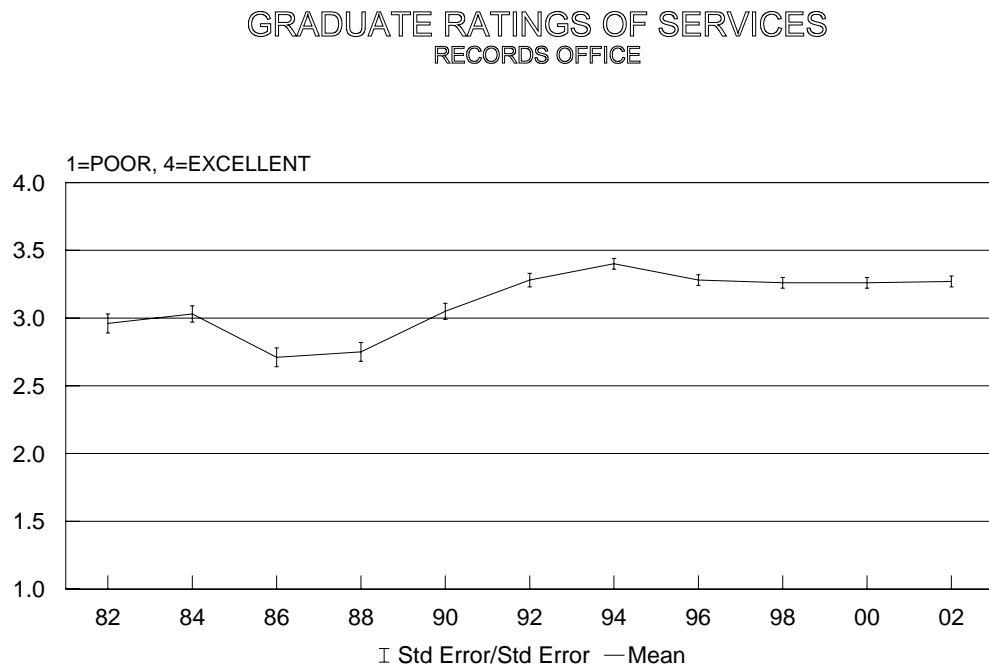


Figure 15 (Orientation)

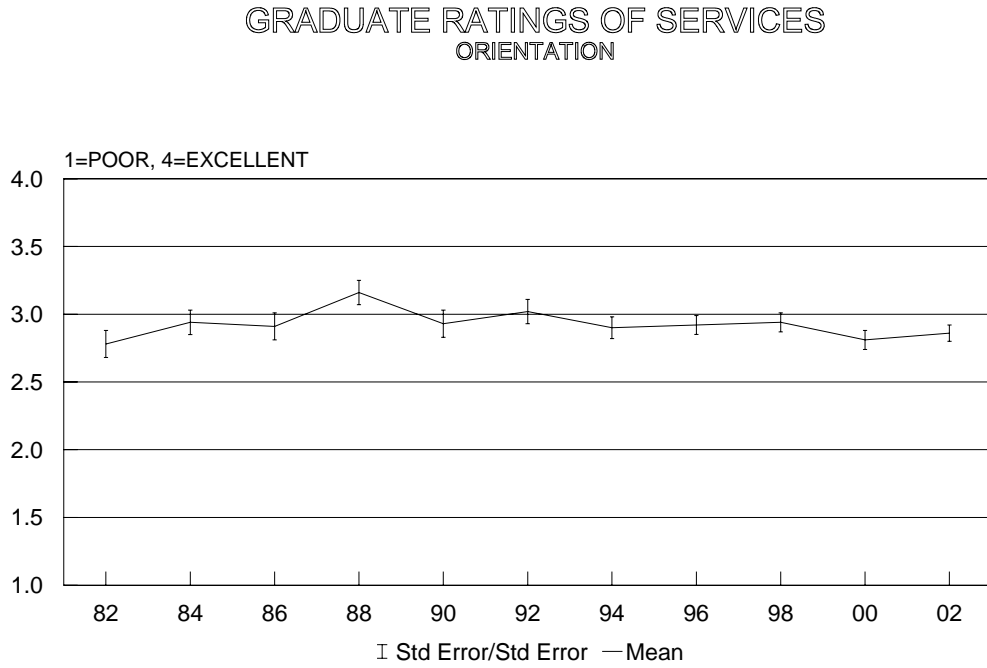


Figure 16 (Registration)

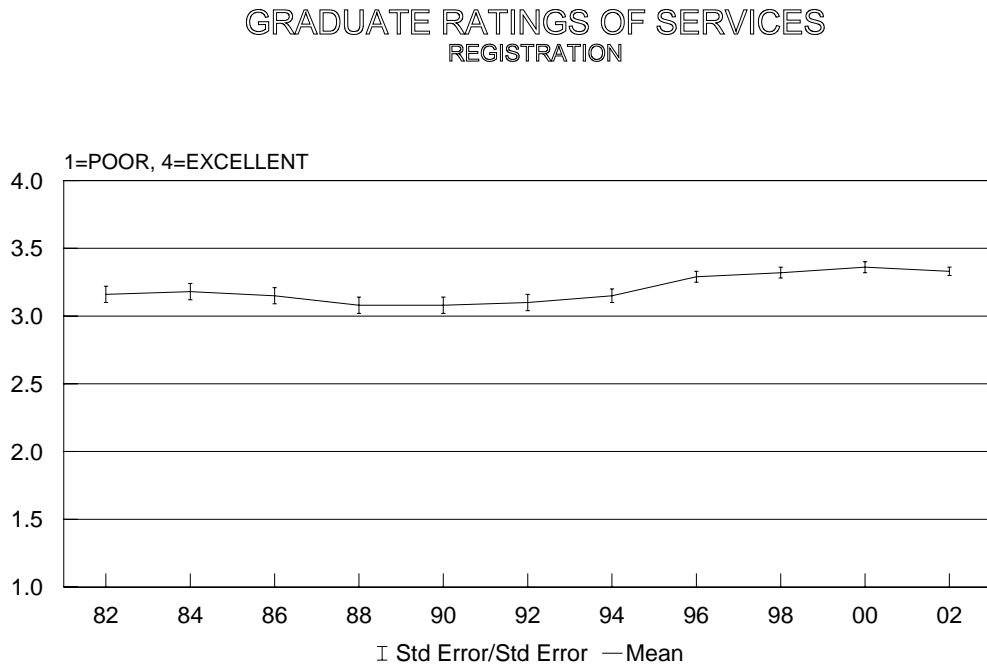


Figure 17 (Student Activities)

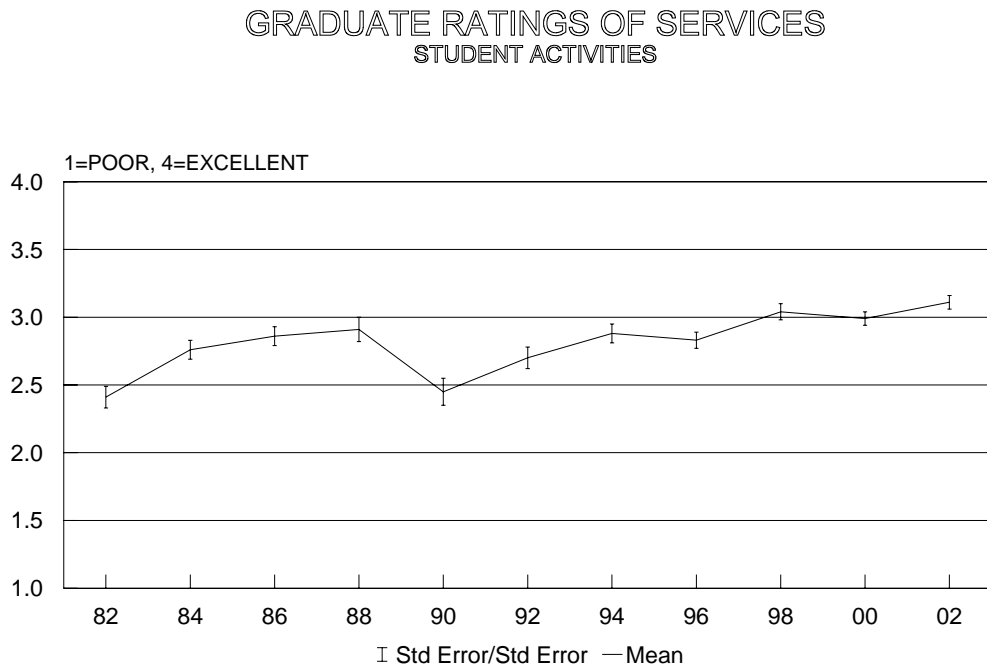


Figure 18 (Campus Police)

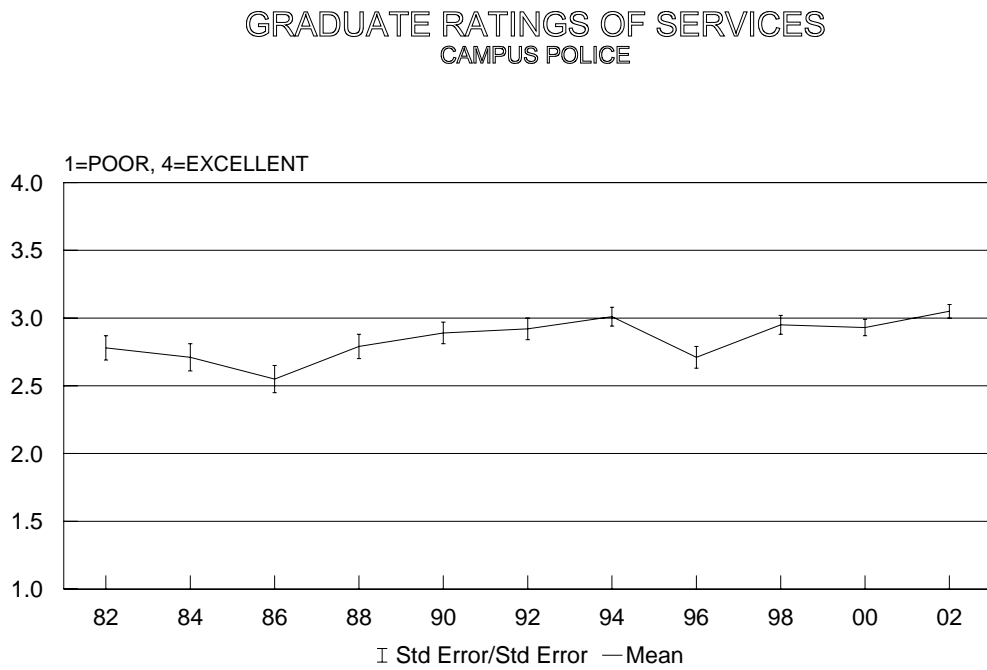


Figure 19 (Safety – Allendale Campus)

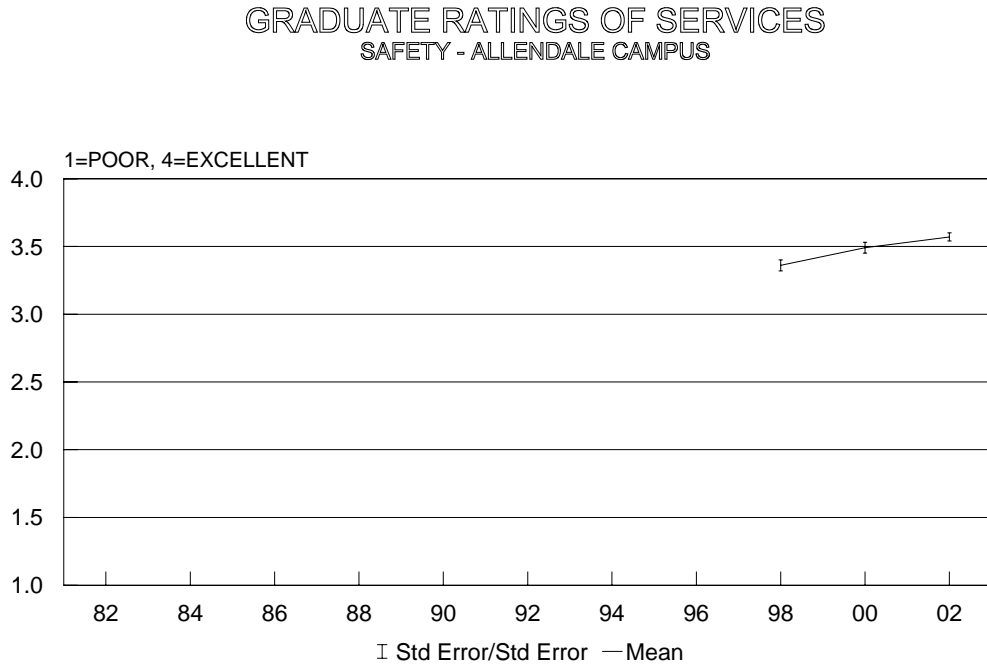


Figure 20 (Safety – Pew Campus)

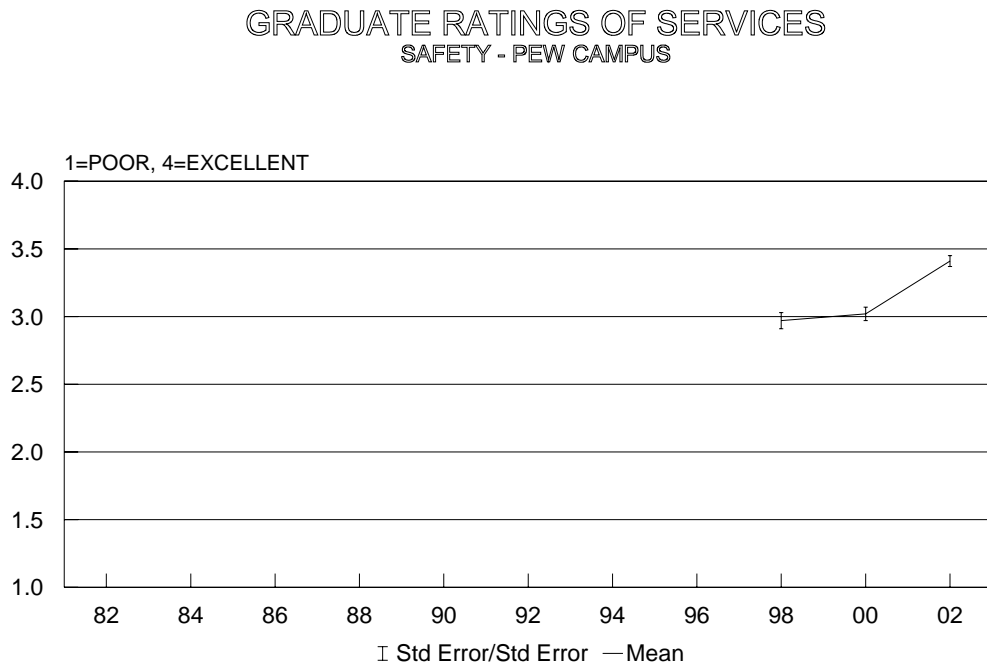


Figure 21 (Campus Appearance)

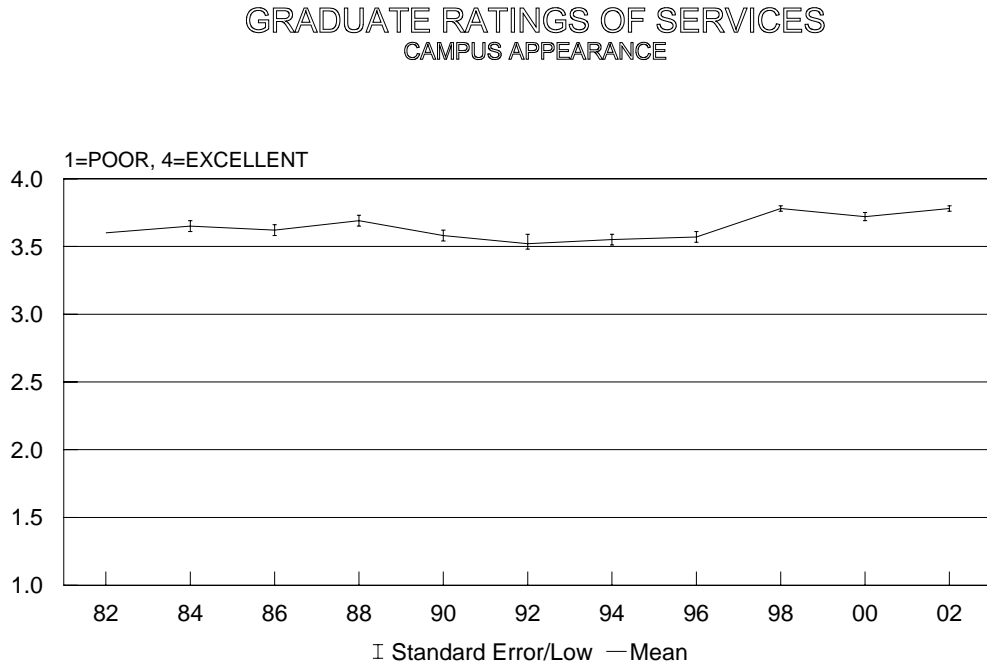


Figure 22 (Admissions Office)

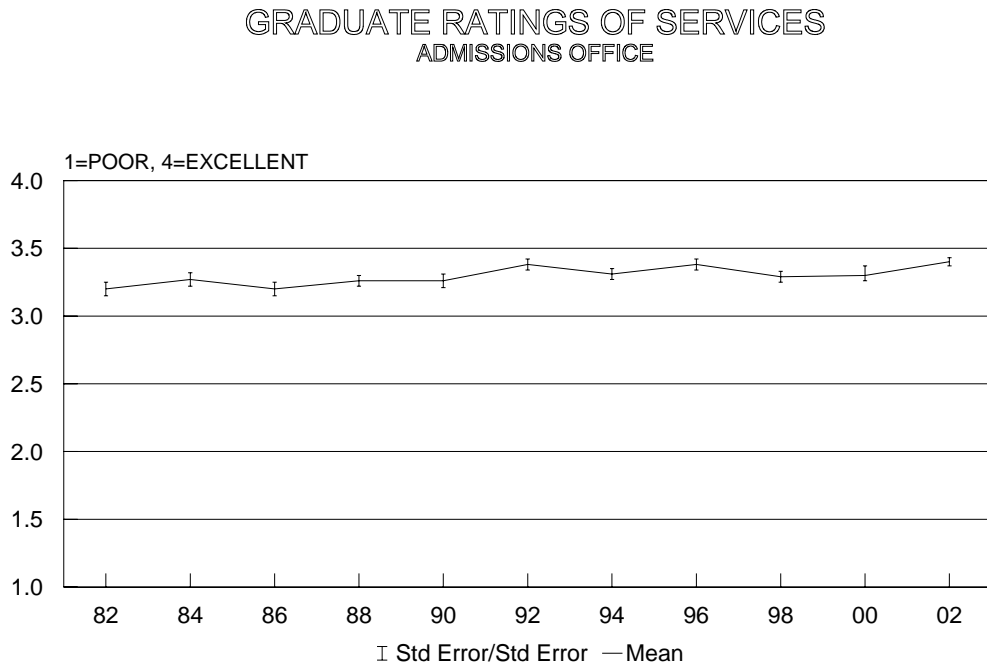


Figure 23 (Academic Resource Center)

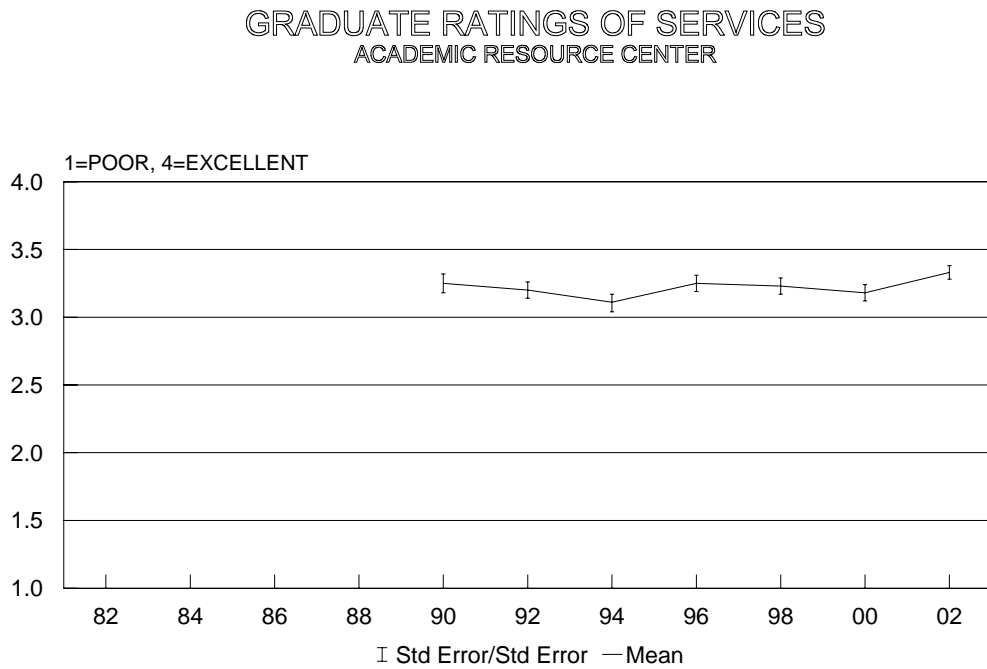


Figure 24 (Lanthorn)

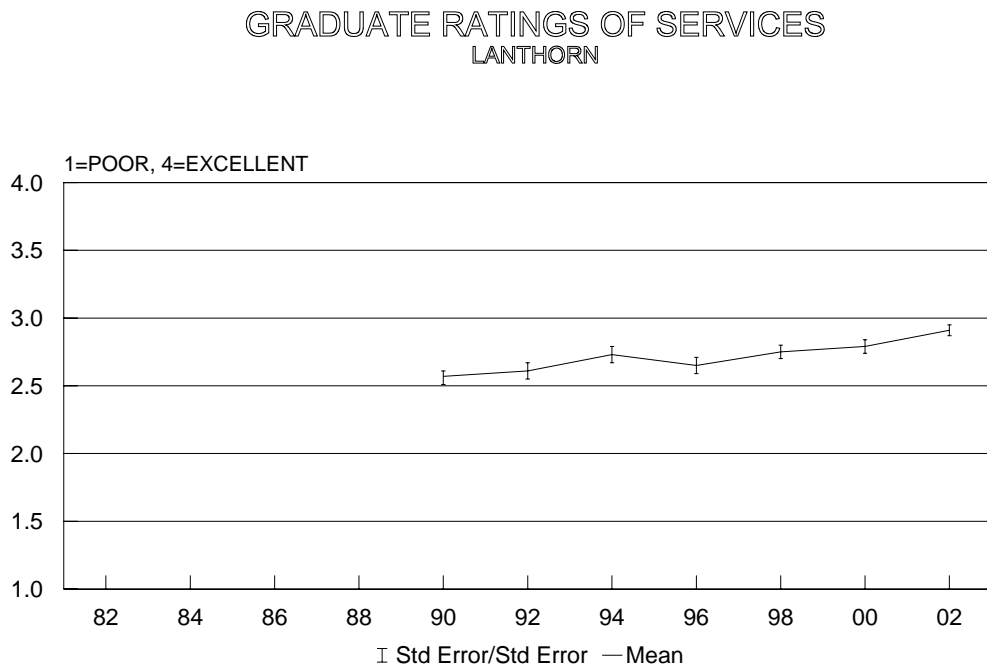


Figure 25 (Student Employment Office)

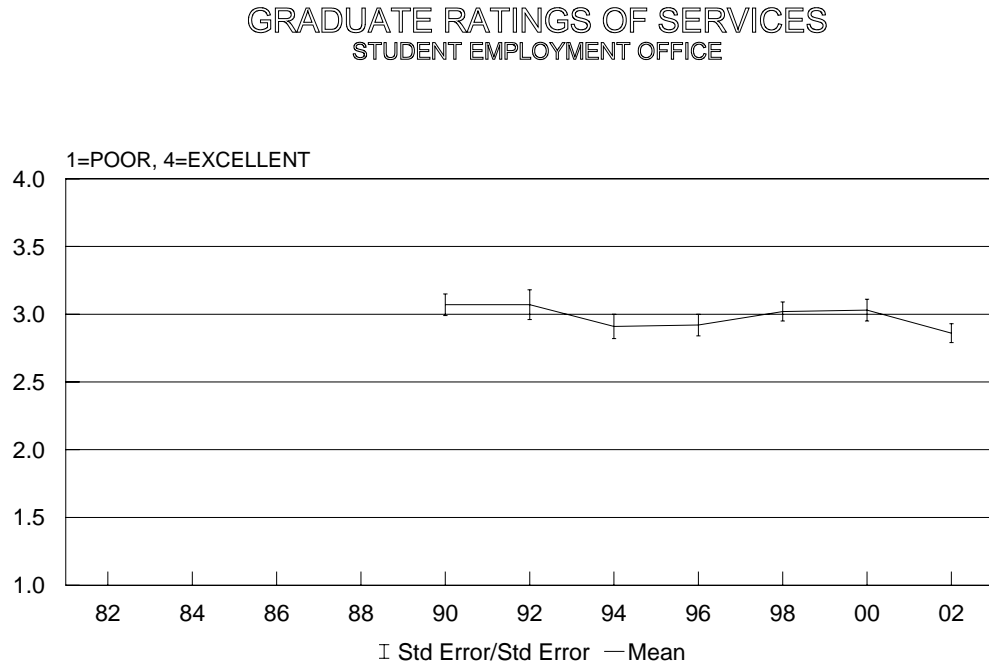


Figure 26 (Open Computer Labs)

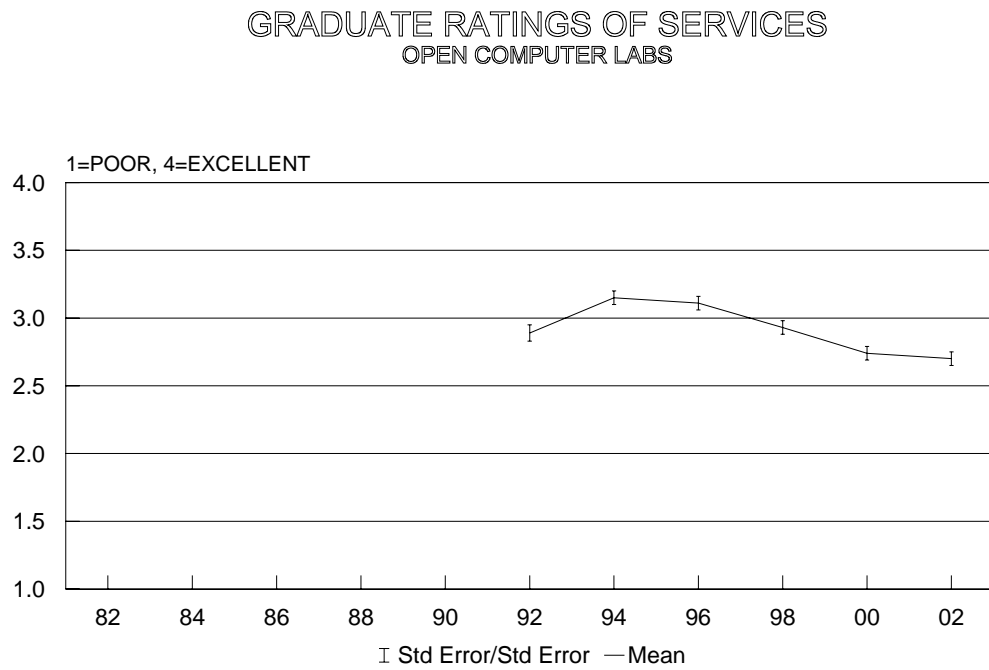


Figure 27 (Parking – Allendale Campus)

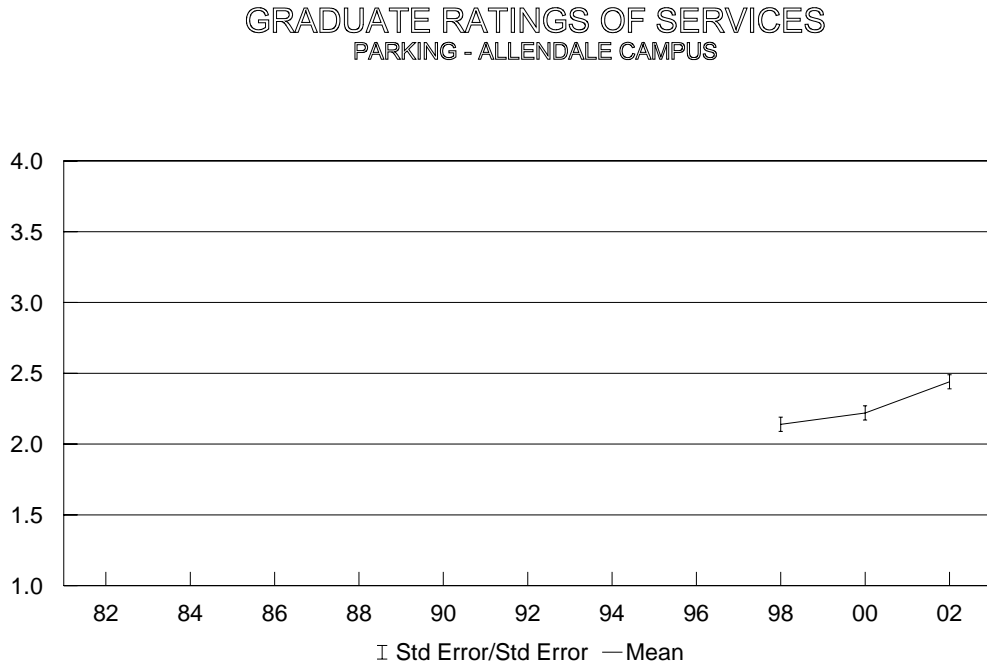


Figure 28 (Parking – Pew Campus)

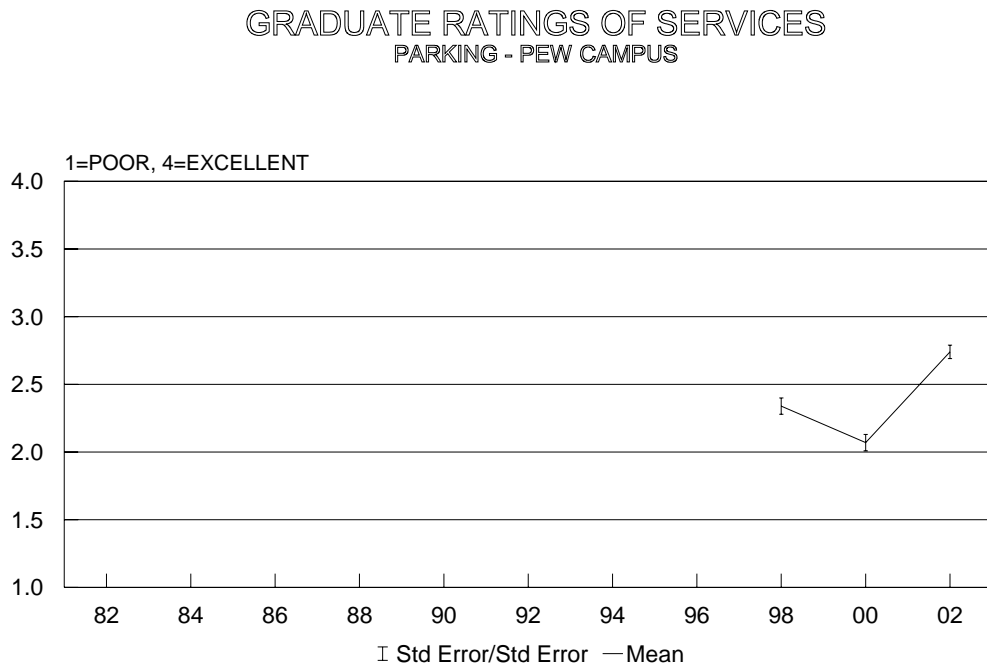


Figure 29 (Campus Recreation & Facilities)

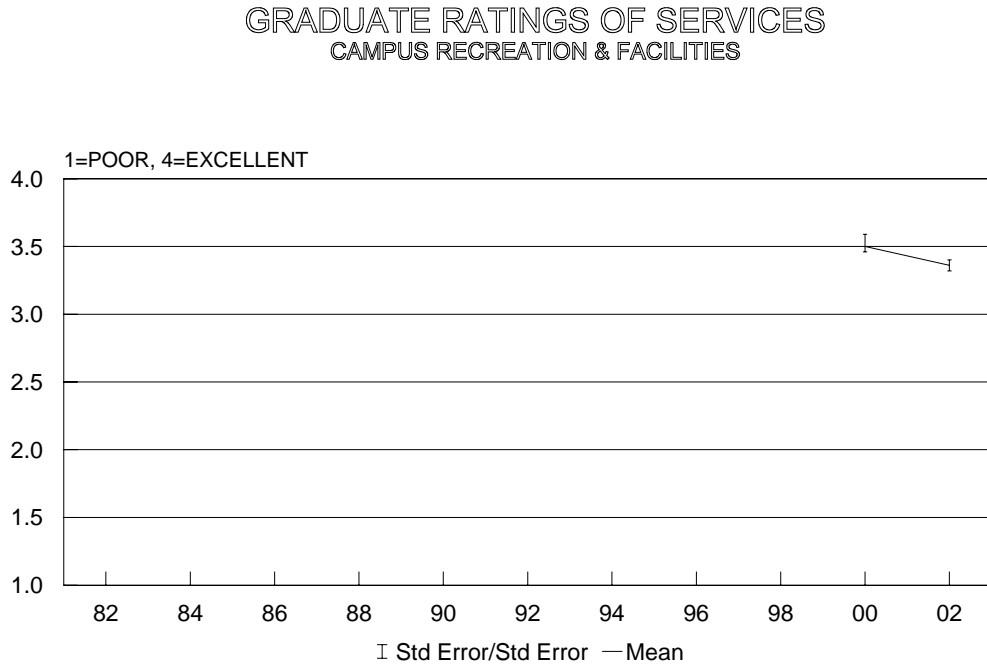


Figure 30 (Overall GVSU)

