Student Feedback Data: How to Take Action for Institutional Improvement

Julie Bryant
Associate Vice President, Retention Solutions

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Twitter: @JulieBryantNL
#AssessSatisfaction

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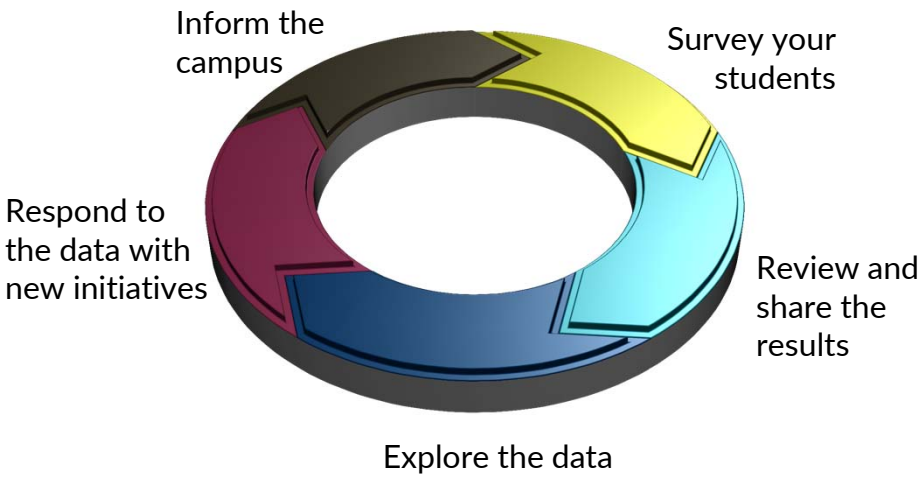
Systematic Assessment Cycle



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Survey your students

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Help everyone to understand why the student data are important to the institution

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Establish a regular cycle that makes sense with all of the surveys you are conducting.

Best practices: Paper administrations

- Representative sample
- Work with registrar office
- Manage the distribution and collection
- Provide a script for the faculty
- Allow time for the survey to be completed in class

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Best practices: Online administrations

- Invite 100% of the population
- Send multiple email messages
- Offer incentives
- Share who has won incentives while the survey is ongoing
- Use a variety of communication methods
- Monitor your response rate and demographic distribution
- Create competitions between departments
- Allow class time for the survey to be completed (mobile version)

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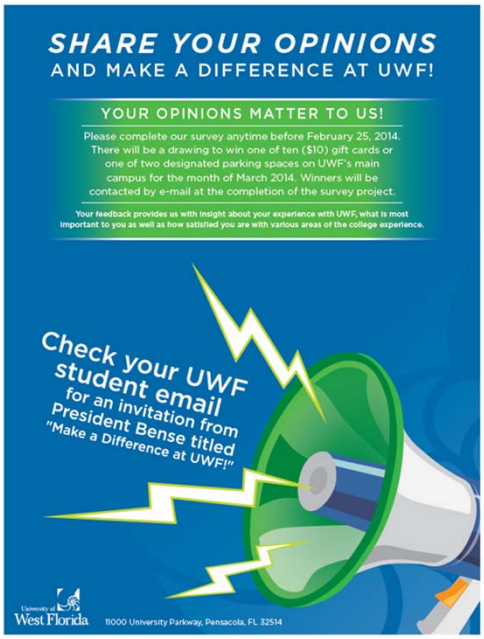

Review and share the results

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Review the results with:

- Top leadership
- Faculty and staff
- Students

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Share the results through a variety of methods

- Presentations
- Written executive summaries
- Bite size nuggets
- One-on-one meetings

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Make the data relevant to the audience

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Be sure to tell people what next steps are planned with the data

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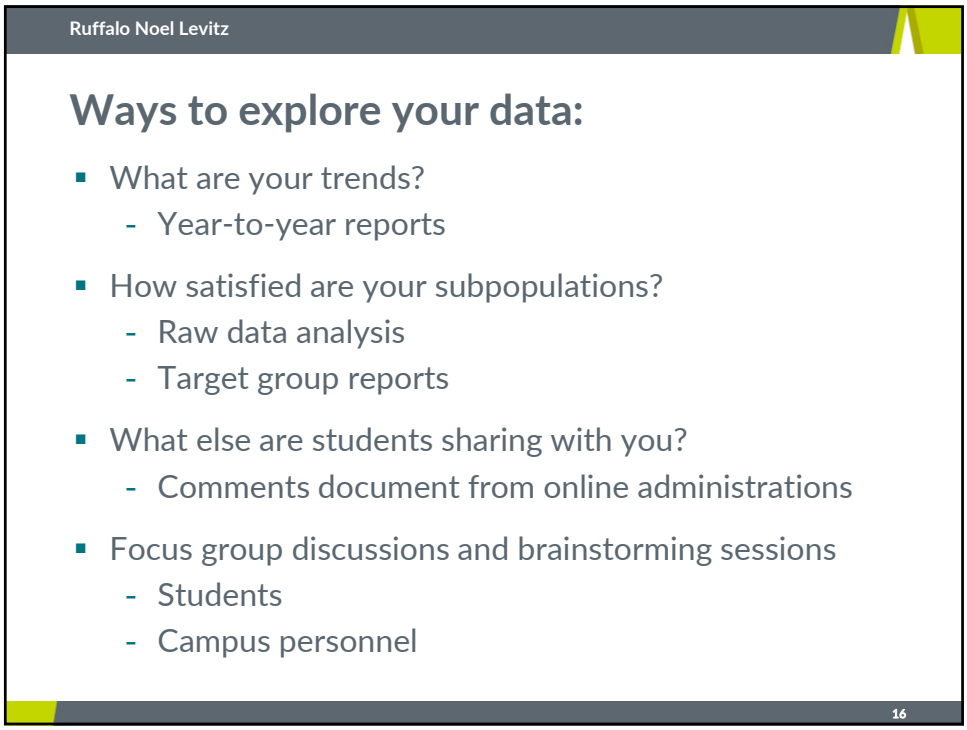
Explore the data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Ways to explore your data:
What are your trends?
Year-to-year reports
How satisfied are your subpopulations?
Raw data analysis
Target group reports
What else are students sharing with you?
Comments document from online administrations
Focus group discussions and brainstorming sessions
Students
Campus personnel
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> "Focus groups can be very eye opening. What you think an item means to students may not be how they interpret it at all."
>
> SSI Client, 2016

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Bring all the data back to a task force or committee for review and discussion

Begin deciding what you are going to do differently…

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Respond to the data with new initiatives

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Data on the shelf has no power . . .

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You need to:

- Prioritize where and how you will respond
- Determine who is responsible
- Establish action plans to hold people accountable
- Set a timeline

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Makes changes in:

- Processes
- Procedures
- Perceptions

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Four primary ways to use satisfaction data

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Impacting Retention

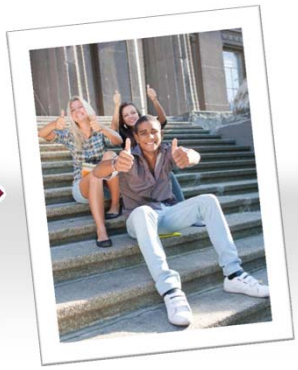
Focus on campus climate items

Improve items students care about

1 2 3 4

Celebrate your strengths

Communicate regarding changes made



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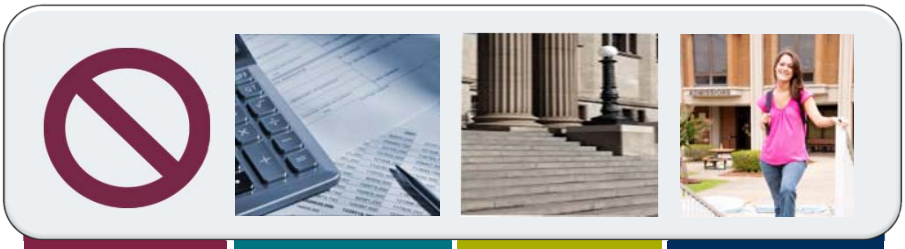
Guiding Strategic Planning:



Challenges that cannot be fixed immediately	Align budget dollars on top priority issues	Compare externally with aspirant institutions	Recruit new students by highlighting areas of strength

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Using Satisfaction Data for Accreditation:

www.RuffaloNL.com/Accreditation

1. Match satisfaction survey items to accreditation criteria
2. Respond to challenge items
3. Document strengths
4. Show improvement over time

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Using Satisfaction Data for Recruitment:

Identify factors in the decision to enroll

Highlight your strengths in your recruitment materials

Understand student perceptions of admission and financial aid

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Student satisfaction is linked with:

Individual student retention (higher)

Institutional graduation rates (higher)

Institutional alumni giving

(higher)

Institutional loan default rates

(lower)

Learn more here: www.RuffaloNL.com/benchmark

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Inform the campus how you responded

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Methods for campus personnel:

- President's council/leadership groups
- Staff meetings—departmental or institution-wide
- In-service sessions
- Targeted memos with data pertinent to their area
- Supervisory structures
- Newsletters
- Lunch and learns or wine, cheese, and data

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Methods for students:

- Announcements on campus by faculty, leadership, and other students
- Social media (Facebook, Twitter, YouTube, Instagram)
- Student newspaper
- Student government/activity groups

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Methods for students and campus personnel:

- Postings on campus and website
- Email announcements
- Alumni magazines, press releases
- Infographics
- Table tents around campus

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Posters in the restrooms:

- "Stall Street News"
- "Flushing Times"
- "The Toilet Paper"
- "The Daily Flush"

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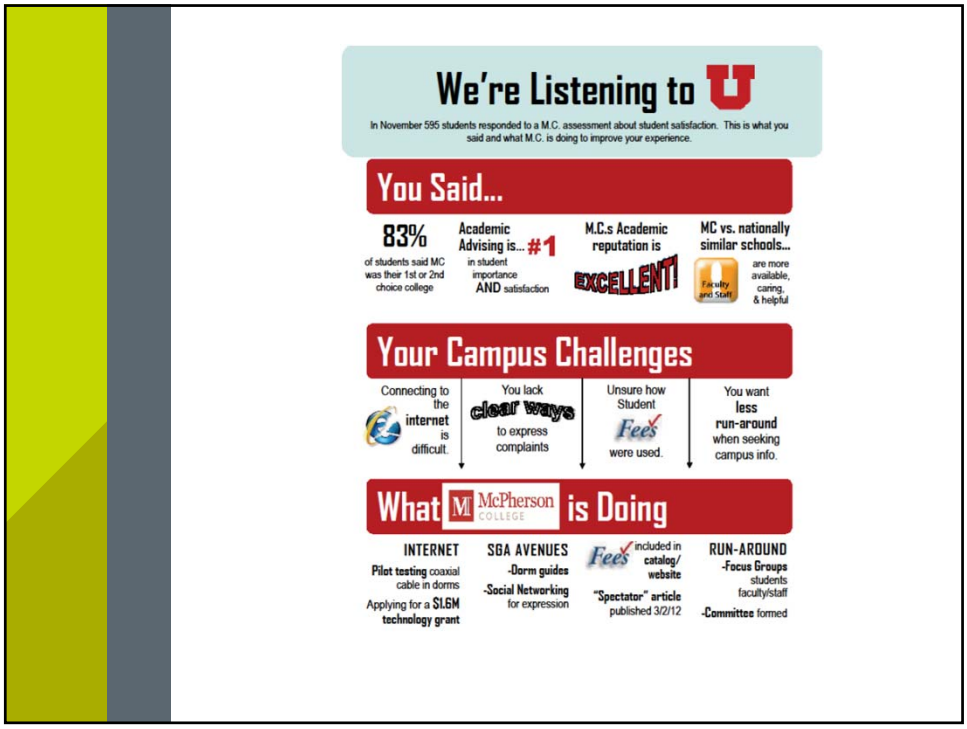
We're Listening to
In November 595 students responded to a M.C. assessment about student satisfaction. This is what you said and what M.C. is doing to improve your experience.
You Said...
83%
of students said MC was their 1st or 2nd choice college
Academic Advising is... #1
in student importance AND satisfaction
M.C.s Academic reputation is
EXCELLENT!
MC vs. nationally similar schools...
Faculty and Staff
are more available, caring, & helpful
Your Campus Challenges
Connecting to the internet is difficult.
You lack clear ways to express complaints
Unsure how Student Fees were used.
You want less run-around when seeking campus info.
What McPherson COLLEGE is Doing
INTERNET
Pilot testing coaxial cable in dorms
Applying for a $1.6M technology grant
SGA AVENUES
-Dorm guides
-Social Networking for expression
Fees included in catalog/ website
"Spectator" article published 3/2/12
RUN-AROUND
-Focus Groups students faculty/staff
-Committee formed

YOU SPOKE ... WE LISTENED!
WHAT WE ARE GOOD AT
1. The school feels safe and secure
2. Students feel the quality of instruction is excellent
3. Students feel they have great externship experiences
4. Students feel welcome
WHAT WE ARE WORKING ON
1. Free tutoring services
2. A study area with computers
3. A Resource Directory for personal issues
Student Survey Results

Be sure to have strong communication activities in place prior to your next survey administration

Survey your students regularly

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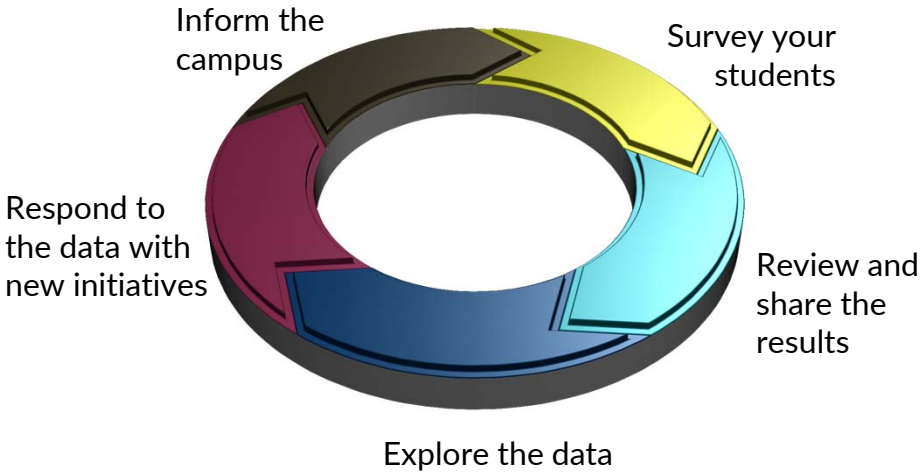
Systematic Assessment Cycle



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Thank you for participating today

Julie Bryant
Associate Vice President, Retention Solutions
800.876.1117
Direct: 319.626.8786
Julie.Bryant@RuffaloNL.com
Twitter: @JulieBryantNL

www.RuffaloNL.com/SatisfactionSurveyTutorials

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