



Student Satisfaction Inventory and Institutional Priorities Survey, 2004

Executive Summary

Highlights of the Survey Results

The following is a **strength** identified by undergraduates (UG) on both Queens and Staten Island (SI) campuses and graduate students on all campuses (graduate students not separated by campus):

- Faculty are usually available after class and during office hours.

Additional **strengths** perceived by students:

- Class change policies are reasonable. (Graduate and Queens UG)
- Students are able to socialize with other students on campus. (Graduate and Queens UG)
- Academic advisors are approachable. (Graduate and SI UG)
- The business office is open during hours which are convenient for most students. (SI UG) (perceived as a **challenge** by graduate students)
- Graduate teaching assistants are competent as classroom instructors. (Graduate)

Challenges identified by graduate and undergraduate students on both campuses:

- Tuition paid as a worthwhile investment
- Faculty being fair and unbiased in their treatment of individual students
- Getting the "run-around" when seeking information

Additional **challenges** identified by undergraduates on Queens campus:

- The quality of instruction
- The campus staff being caring and helpful
- Faculty caring about students as individuals
- Academic advisors helping students set goals to work toward
- Conflicts in registering for classes

Additional **challenges** perceived by undergraduates on Staten Island campus:

- Adequate services to help students decide upon a career
- Conflicts in registering for classes
- Faculty taking into consideration student differences as they teach a course
- Variety of courses provided

Additional **challenges** perceived by graduate students on all campuses:

- Variety of courses provided
- The business office being open during hours convenient for students

Following the highlights is the introduction to and detailed results of the two surveys.

Introduction

The Student Satisfaction Inventory (SSI, filled out by students), a standardized survey instrument from Noel-Levitz, is designed to measure students' satisfaction with a wide range of college experiences, programs, and services. The Institutional Priorities Survey (IPS, filled out by faculty, administrators, and staff), closely parallel to SSI, assesses the priority that faculty, administrators, and staff believe the institution should place on the same range of student experiences. SSI and IPS together can be used to set priorities that are closely aligned with those of the students, pinpoint distinctive competencies, and identify challenges in need of improvement.

SSI consists of 73 standard items and 10 additional ones supplied by St. John's University. Each item is expressed as a statement of expectation. For each item, students are asked to rate both the level of importance (a scale of 1 to 7, with 1 as NOT IMPORTANT AT ALL and 7 as VERY IMPORTANT) and level of satisfaction (a scale of 1 to 7, with 1 as NOT SATISFIED AT ALL and 7 as VERY SATISFIED). The difference in the importance and satisfaction ratings is considered as a performance gap. (For St. John's University as a whole, the median performance gap for Queens Campus is 1.5, and for Staten Island is 1.1.)

IPS consists of 50 standard items and 10 additional ones supplied by St. John's University. As with SSI, two questions are asked for each item. One question is "How important is it that your institution meets the student expectation?" and the other is "What is your level of agreement that your institution is meeting this expectation?" The level of importance is on a 7-point scale, the same as that in SSI, and the level of agreement is also on a 7-point scale (with 1 as STRONGLY DISAGREE and 7 as STRONGLY AGREE).

Both strengths and challenges have been identified in this summary. Strengths are the areas of high importance, high satisfaction, and small gaps. Challenges are the areas of high importance, low satisfaction, and large gaps, and they are the areas in need of improvement. (Appendix IV provides the formulas used to identify strengths and challenges.)

In spring 2004, three separate sample groups were randomly selected for SSI at St. John's University. They were undergraduates on Queens campus (946 participants, 10% of student population), undergraduates on Staten Island (429, 25%), and graduate students of both Queens and SI campuses (331, 7%). Students filled out SSI hardcopies in the classroom. For IPS, all St. John's full-time faculty, administrators, and staff were invited through email to fill out IPS online. The overall response rate is 24%, with 19% for faculty (Queens 18%, SI 30%), 37% for administrators (Queens 36%, SI 51%), and 15% for staff (Queens 15%, SI 7%).

The identification of challenges and strengths is based on the distribution of ratings on importance and satisfaction (agreement for IPS), and gaps within each category (students, faculty, administrators, and staff) of survey participants, not based on the cross-category comparative data. Therefore, it is meaningful to look at an item identified as a challenge from SSI and then see whether this item is a challenge or a

strength from IPS, and it is sometimes misleading to compare a rating from SSI with a rating from IPS (e.g., comparing an SSI satisfaction score with an IPS agreement score to see which category is more satisfied) because the ranges of ratings differ from category to category. The Spring 2004 data indicate that both importance and satisfaction ratings by students (SSI) are fairly lower than by faculty, administrators, and staff (IPS).

Summary for the Peter J. Tobin College of Business

For the Tobin College of Business, the undergraduate sample size is 163 (9% of student population) on Queens campus and 83 (19%) on Staten Island, and the graduate sample was 81 (12%, not separated by campus). The demographic characteristics of the student sample indicate that the sample represents the student population fairly well.

On Queens campus, 15 faculty, 3 administrators, and 7 staff participated in IPS. Two sets of IPS data for Queens campus are presented in this summary, one for faculty and the other for administrators and staff combined. The number of IPS participants on SI or Manhattan campus is too small (fewer than 5) to generate meaningful results.

This summary consists of three parts. Part One: Undergraduates on Queens Campus; Part Two, Undergraduates on Staten Island Campus; Part Three, Graduate Students on all campuses.

Part One: Undergraduates on Queens Campus

Overall satisfaction

There are three questions at the end of SSI that ask for student overall satisfaction and the same three questions are also in IPS with the following instructions: "Indicate how you believe students at this institution would respond to the following questions". The mean scores of these three questions are as follows. (The ratings of these three questions are all on a 7-point scale. For Question 99, the value of 1 is defined as MUCH WORSE THAN I EXPECTED, 4 as ABOUT WHAT I EXPECTED, and 7 as MUCH BETTER THAN I EXPECTED; for Question 100, 1 is defined as NOT SATISFIED AT ALL, 4 as NEUTRAL, and 7 as VERY SATISFIED; for Question 101, 1 is defined as DEFINITELY NOT, 4 as I DON'T KNOW, and 7 as DEFINITELY YES.)

Item #	Item	TCB Students	TCB Faculty	TCB Adm & Staff	SJU Students
99	So far, how has your college experience met your expectations?	4.1	4.1	4.5	4.0
100	Rate your overall satisfaction with your experience thus far.	4.5	4.7	4.8	4.4
101	All in all, if you had to do it over, would you enroll here again?	4.3	5.4	5.5	4.3

The above results indicate that the overall satisfaction ratings by faculty, administrators, and staff are fairly higher than the ratings by students. Please note that for the items with both importance and satisfaction/agreement ratings, both ratings (importance and satisfaction/agreement) by faculty, administrators, and staff are also higher than by students.

SSI strengths compared with IPS data

Following are the strengths identified by students in the Tobin College of Business, together with perceptions by faculty, administrators, and staff in the Tobin College of Business. The results of all St. John's students on Queens campus are also provided for comparison purposes. The values are item mean scores, challenges are in blue and strengths in red, and a blank indicates that the item is not listed in IPS or the number of participants is too small (fewer than five) to generate meaningful results. The item number and contents are all from SSI unless noted with an asterisk which indicates an IPS item. (In the column headings, I = Importance; S = Satisfaction; A = Agreement).

Item #	Item	TCB Students		TCB Faculty		TCB Adm. & Staff		SJU Students	
		I	S	I	A	I	A	I	S
18	Library resources and services are adequate.	6.0	5.0	5.9	5.2	6.4	6.1	6.1	4.8
74	I have found quiet places to study on campus.	6.3	5.1	5.6	5.1	6.7	6.0	6.3	4.9
51	This institution has a good reputation within the community.	6.1	4.8	6.4	4.7	6.6	5.5	6.1	4.8
65	Faculty are usually available after class and during office hours.	6.2	5.1	6.1	5.1	6.5	4.8	6.3	5.0
79	St. John's Central is easy and convenient to use.	6.3	5.2	5.9	4.7	6.2	4.6	6.2	5.1
75	I have been able to socialize with other students on campus.	6.1	5.2					6.1	5.1
50	Class change (drop/add) policies are reasonable.	6.2	5.2	5.6	5.6	5.9	5.9	6.1	4.9
7	The campus is safe and secure for all students.	6.3	5.1	6.5	5.8	6.6	5.6	6.4	5.1
72	On the whole, the campus is well-maintained.	6.2	4.9	5.6	5.6	6.2	6.1	6.2	4.9

The above table indicates: 1) Students, administrators, and staff agree that library resources and services are adequate and everyone can find quiet places to study on campus; 2) The following item is perceived as a strength by students, but as a challenge by faculty: This institution has a good reputation within the community; 3) The following item is perceived as a strength by students, but as a challenge by administrators and staff: Faculty are available after class and during office hours.

Additional strengths perceived by faculty:

Item #	Item	TCB Students		TCB Faculty		TCB Adm. & Staff		SJU Students	
		I	S	I	A	I	A	I	S
49	There are adequate services to help me decide upon a career.	6.2	4.6	6.1	5.6	6.3	5.6	6.2	4.6
36	Security staff respond quickly in emergencies.	6.1	4.7	6.2	5.9	6.3	5.3	6.2	4.5
55	Major requirements are clear and reasonable.	6.3	4.6	6.1	5.6	6.2	5.7	6.3	4.8

Additional strengths perceived by administrators and staff:

Item #	Item	TCB Students		TCB Faculty		TCB Adm. & Staff		SJU Students	
		I	S	I	A	I	A	I	S
47	Faculty provide timely feedback about student progress in a course.	6.0	4.4	6.2	5.2	6.3	5.6	6.2	4.4
48	Admissions counselors accurately portray the campus in their recruiting practices.	5.8	4.2			6.3	6.2	5.8	4.2
63	Student disciplinary procedures are fair.	5.8	4.6	5.9	6.0	6.6	5.9	6.0	4.5
58	* There is a variety of internship opportunities for students.			5.7	5.5	6.4	6.1		
59	* There are many opportunities for students to get involved in service learning.			5.2	4.8	6.3	5.7		

SSI challenges compared with IPS data

The following are challenges identified by students, together with the ratings by faculty, administrators, and staff of the Tobin College of Business on Queens campus, and by all St. John's students on Queens campus.

Item #	Item	TCB Students		TCB Faculty		TCB Adm. & Staff		SJU Students	
		I	S	I	A	I	A	I	S
57	I seldom get the "run-around" when seeking information on this campus.	6.1	3.6	6.1	4.1	6.6	4.1	6.1	3.6
58	The quality of instruction I receive in most of my classes is excellent.	6.3	4.4	6.5	4.8	6.4	4.0	6.3	4.6
3	Faculty care about me as an individual.	6.1	4.2	6.3	4.7	6.2	4.7	6.0	4.3
4	Admissions staff are knowledgeable.	6.1	4.3	6.2	3.9	6.6	5.3	6.1	4.4
2	The campus staff are caring and helpful.	6.2	4.3	6.1	5.1	6.8	5.1	6.1	4.4
11	Billing policies are reasonable.	6.1	3.5			6.3	3.7	6.1	3.6
19	My academic advisor helps me set goals to work toward.	6.2	4.2	5.6	4.7	6.3	4.5	6.2	4.4
66	Tuition paid is a worthwhile investment.	6.4	4.0	6.4	5.3	6.4	4.8	6.4	3.7
29	It is an enjoyable experience to be a student on this campus.	6.2	4.4					6.1	4.4
25	Faculty are fair and unbiased in their treatment of individual students.	6.3	4.4	6.5	5.5	6.8	5.2	6.4	4.5
59	This institution shows concern for students as individuals.	6.3	4.3	6.0	5.4	6.5	5.6	6.2	4.2
34	I am able to register for classes I need with few conflicts.	6.4	4.2	5.6	4.1	6.1	5.0	6.5	4.2
17	Adequate financial aid is available for most students.	6.2	4.1	5.9	5.0	6.3	4.7	6.3	4.0
12	Financial aid awards are announced to students in time to be helpful in college planning.	6.0	4.1					6.2	4.1
73	Student activities fees are put to good use.	6.0	3.8	5.4	5.2	6.1	4.7	6.0	3.7
21	The amount of student parking space on campus is adequate.	6.0	2.7	4.8	4.2	4.9	5.2	6.0	2.7

Additional challenges perceived by faculty:

Item #	Item	TCB Students		TCB Faculty		TCB Adm. & Staff		SJU Students	
		I	S	I	A	I	A	I	S
16	The instruction in my major field is excellent.	6.5	4.5	6.5	4.9	6.3	4.1	6.5	4.8
55	* The University website is easy and convenient to use.			5.9	4.4	6.4	4.2		
33	My academic advisor is knowledgeable about requirements in my major.	6.4	4.9	6.4	4.6	6.5	6.0	6.5	5.0
41	There is a commitment to academic excellence on this campus.	6.1	4.6	6.2	4.6	6.6	5.3	6.2	4.5
61	Adjunct faculty are competent as classroom instructors.	6.0	4.8	5.8	4.2	6.6	5.6	6.1	4.6

Additional challenges perceived by administrators & staff:

Item #	Item	TCB Students		TCB Faculty		TCB Adm. & Staff		SJU Students	
		I	S	I	A	I	A	I	S
5	Financial aid counselors are helpful.	5.8	4.2	6.0	4.7	6.9	4.8	6.1	4.3
71	Channels for expressing student complaints are readily available.	5.9	4.0	5.7	5.0	6.3	4.7	6.0	3.9
6	My academic advisor is approachable.	6.3	4.6	6.4	5.0	6.3	4.3	6.4	4.9

Part Two: Undergraduates on Staten Island Campus

Overall satisfaction

Item #	Item	TCB Students	St. John's Students
99	So far, how has your college experience met your expectations?	4.3	4.3
100	Rate your overall satisfaction with your experience thus far.	4.8	4.8
101	All in all, if you had to do it over, would you enroll here again?	5.0	4.8

SSI strengths

The following are strengths identified by students of the Tobin College of Business on SI campus, together with the ratings by all St. John's students on SI campus.

Item #	Item	TCB Students		St. John's Students	
		I	S	I	S
6	My academic advisor is approachable.	6.3	5.8	6.4	5.6
7	The campus is safe and secure for all students.	6.2	5.7	6.3	5.4
65	Faculty are usually available after class and during office hours.	6.0	5.4	6.1	5.3
20	The business office is open during hours which are convenient for most students.	6.0	5.4	6.0	5.0

SSI challenges

The following are challenges identified by students of the Tobin College of Business on SI campus, together with the ratings by all St. John's students on SI campus.

Item #	Item	TCB Students		St. John's Students	
		I	S	I	S
49	There are adequate services to help me decide upon a career.	6.2	5.0	6.2	4.9
59	This institution shows concern for students as individuals.	6.0	5.0	6.1	4.9
17	Adequate financial aid is available for most students.	6.1	5.0	6.1	4.5
53	Faculty taking into consideration student differences as they teach a course.	6.1	5.0	6.0	4.8
25	Faculty are fair and unbiased in their treatment of individual students.	6.3	5.0	6.3	4.8
41	There is a commitment to academic excellence on this campus.	6.0	5.0	6.1	4.9
69	There is a good variety of courses provided on this campus.	6.1	4.9	6.2	4.6
22	Counseling staff care about students as individual.	5.9	4.9	5.9	4.7
78	I have found the Public Safety staff helpful and approachable.	6.1	4.9	5.9	4.7
29	It is an enjoyable experience to be a student on this campus.	6.0	4.8	6.0	4.7
34	I am able to register for classes I need with few conflicts.	6.3	4.7	6.4	4.6
28	Parking lots are well-lighted and secure.	5.9	4.7	6.0	4.6
66	Tuition paid is a worthwhile investment.	6.1	4.6	6.2	4.2
11	Billing policies are reasonable.	5.9	4.5	6.0	4.0
57	I seldom get the "run-around" when seeking information on this campus.	5.9	4.5	6.0	4.3
73	Student activities fees are put to good use.	5.9	4.3	5.9	4.2
21	The amount of student parking space on campus is adequate.	6.5	2.5	6.3	2.6

Part Three: Graduate Students on All Campuses

Overall satisfaction

Item #	Item	TCB Students	St. John's Students
99	So far, how has your college experience met your expectations?	4.5	4.3
100	Rate your overall satisfaction with your experience thus far.	5.0	4.8
101	All in all, if you had to do it over, would you enroll here again?	5.0	4.8

SSI strengths

The following are strengths identified by graduate students of the Tobin College of Business on all campuses, together with the ratings by all St. John's graduate students.

Item #	Item	TCB Students		St. John's Students	
		I	S	I	S
6	My academic advisor is approachable.	6.1	5.4	6.3	5.4
72	On the whole, the campus is well-maintained.	6.0	5.4	6.0	5.1
50	Class change (drop/add) policies are reasonable.	5.9	5.2	6.0	5.0
7	The campus is safe and secure for all students.	6.3	5.7	6.4	5.3
65	Faculty are usually available after class and during office hours.	6.2	5.4	6.2	5.2
79	St. John's Central is easy and convenient to use.	6.1	5.4	6.0	4.9
75	I have been able to socialize with other students on campus.	5.9	5.3	5.6	4.9
70	Graduate teaching assistants are competent as classroom	5.9	5.2	5.8	4.8

SSI challenges

The following are challenges identified by graduate students of the Tobin College of Business on all campuses, together with the ratings by all St. John's graduate students.

Item #	Item	TCB Students		St. John's Students	
		I	S	I	S
25	Faculty are fair and unbiased in their treatment of individual students.	6.2	4.9	6.3	4.8
27	The personnel involved in registration are helpful.	6.0	4.8	6.0	4.5
69	There is a good variety of courses provided on this campus.	6.3	4.8	6.3	4.8
20	The business office is open during hours which are convenient for most students.	6.0	4.8	5.9	4.5
66	Tuition paid is a worthwhile investment.	6.2	4.7	6.3	4.3
28	Parking lots are well-lighted and secure.	6.2	4.6	6.0	4.6
11	Billing policies are reasonable.	5.9	4.5	6.0	4.1
17	Adequate financial aid is available for most students.	5.9	4.4	6.0	4.1
57	I seldom get the "run-around" when seeking information on this campus.	6.1	4.3	6.0	4.1
73	Student activities fees are put to good use.	5.7	4.3	5.7	4.0
21	The amount of student parking space on campus is adequate.	6.4	3.1	6.1	3.3

Appendixes I to III provide aggregated mean scores for all the items in SSI and IPS. The SSI data are aggregated by college, and IPS data by employee category (faculty, administrator, and staff).