



Student Satisfaction Inventory (SSI), 2007

Survey Results for Tobin College of Business

Introduction

The Student Satisfaction Inventory (SSI), a standardized survey instrument from Noel-Levitz, is designed to measure students' satisfaction with a wide range of college experiences, programs, and services. It allows institutions to set priorities that are closely aligned with those of the students, pinpoint institutional strengths, and identify challenges in need of improvement.

The version of SSI administered at St. John's University in Spring 2007 is designed specifically for four-year colleges and universities. Three similar studies were conducted in 1997, 1999, and 2004. The survey 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 regarded as a performance gap.

In spring 2007, St. John's classes were randomly selected from the following three groups: 1) Undergraduates on Queens Campus (840 participants, 7% of student population), 2) Undergraduates on Staten Island (384, 19%), and 3) Graduate students of both Queens and SI campuses (385, 10%). For all the three groups and at both the University and college/school levels, the samples are fairly representative of student populations in terms of gender and ethnicity.

For Tobin College of Business, the sample included 130 undergraduates on Queens campus (7% of student population), 73 undergraduates on Staten Island (18%), and 95 graduate students of both Queens and SI campuses (15%).

This report highlights the survey results for Tobin College of Business. Both strengths and challenges have been identified for the 2007 survey, and they are compared to the 2004 data. 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. (The Appendix provides the formulas used to identify strengths and challenges.)

This report consists of four parts. Part One, An Overview, highlights the results at the scale level (the 83 items are grouped into 12 scales with one scale having satisfaction ratings only) and the overall satisfaction; Part Two, Undergraduates on Queens Campus; Part Three, Undergraduates on Staten Island Campus; Part Four, Graduate Students on Both Queens and Staten Island Campuses. The Appendix provides the survey data on the scale level and also for each item in the survey.

Part One: An Overview

For undergraduates on Queens Campus, both satisfaction and importance ratings increased; however, satisfaction ratings increased slightly higher than importance ratings from 2004 to 2007, resulting in smaller performance gaps for the majority of the 12 scales, especially for Campus Climate and Safety & Security.

For undergraduate students on Staten Island Campus, importance ratings did not change much in the scale level except for Campus Life on which the average importance rating increased from 5.5 in 2004 to 6.0 in 2007, while all the satisfaction ratings increased, especially for Safety & Security (from 4.2 to 4.9) and for Campus Support Services (from 5.0 to 5.6).

For graduate students on both Queens and Staten Island campuses, importance ratings on some scales decreased slightly from 2004 to 2007, while all satisfaction ratings increased, resulting in smaller performance gaps.

The overall satisfaction rating, one of St. John's institutional success measures showed an increase for all three groups: Queens undergraduate students (4.6 in 2004 to 4.8 in 2007), SI undergraduate students (5.2 to 5.6); and for graduate students on both campuses (4.9 to 5.1).

Part Two: Undergraduates on Queens Campus

I. Strengths

The following areas have been identified as strengths by the 2007 survey, and they are compared with the 2004 data (the table is sorted by the last column: the change in satisfaction ratings from 2004 to 2007).

Survey Item (Items with satisfaction ratings in BLUE are strengths)	Importance			Satisfaction		
	2004	2007	07- 04	2004	2007	07- 04
80. I use my campus email account regularly.	5.5	6.1	0.5	4.9	5.7	0.8
79. St. John's Central is easy and convenient to use.	6.3	6.2	0.0	5.2	5.6	0.4
81. (2007) The use of technology in the classroom is adequate. (2004) The use of technology by faculty in the classroom has been helpful to me.	5.9	6.2	0.3	5.0	5.4	0.4
26. Computer labs are adequate and accessible.	6.2	6.1	-0.1	4.7	5.0	0.3
51. This institution has a good reputation within the community.	6.1	6.1	0.0	4.8	5.1	0.3
72. On the whole, the campus is well-maintained.	6.2	6.1	-0.1	4.9	5.0	0.1
7. The campus is safe and secure for all students.	6.3	6.3	-0.1	5.1	5.2	0.1
75. I have been able to socialize with other students on campus.	6.1	6.0	-0.1	5.2	5.1	-0.1
83. I have found places on campus to study or work in groups.	5.9	6.0	0.0	5.0	4.9	-0.1

As indicated in the above table, the importance rating on using the campus email increased from 5.5 to 6.1, and so did the satisfaction ratings, from 4.9 to 5.7. Both important and satisfaction ratings also increased for the use of technology in the classroom.

II. Challenges

The following areas have been identified as challenges by the 2007 survey, and they are compared with the 2004 data.

Survey Item (Items with satisfaction ratings in Red are challenges.)	Importance			Satisfaction		
	2004	2007	07- 04	2004	2007	07- 04
57. I seldom get the "run-around" when seeking information on this campus.	6.1	5.8	-0.3	3.6	3.8	0.2
53. Faculty taking into consideration student differences as they teach a course.	5.9	5.9	0.0	4.2	4.3	0.1
19. My academic advisor helps me set goals to work toward.	6.2	6.0	-0.2	4.2	4.3	0.1
73. Student activities fees are put to good use.	6.0	6.1	0.2	3.8	3.8	0.0
17. Adequate financial aid is available for most students.	6.2	6.2	0.1	4.1	4.2	0.0
11. Billing policies are reasonable.	6.1	6.0	-0.1	3.5	3.5	0.0
29. It is an enjoyable experience to be a student on this campus.	6.2	6.2	0.0	4.4	4.4	0.0
12. Financial aid awards are announced to students in time to be helpful in college planning.	6.0	6.2	0.2	4.1	4.0	-0.1
59. This institution shows concern for students as individuals.	6.3	6.0	-0.2	4.3	4.2	-0.1
5. Financial aid counselors are helpful.	5.8	6.0	0.1	4.2	4.1	-0.1
58. The quality of instruction I receive in most of my classes is excellent.	6.3	6.3	0.0	4.4	4.3	-0.1
66. Tuition paid is a worthwhile investment.	6.4	6.2	-0.2	4.0	3.8	-0.1
38. There is an adequate selection of food available in the cafeteria.	5.8	5.9	0.1	4.1	3.7	-0.3
34. I am able to register for classes I need with few conflicts.	6.4	6.3	-0.1	4.2	3.8	-0.4

As revealed in the above table, the majority of the challenges identified in 2004 remained to be challenges in 2007. However, some improvement has been made in getting the "run-around" and in other areas, while satisfaction ratings decreased for the food in the cafeteria (from 4.1 in 2004 to 3.7 in 2007), and for the availability of classes students plan to register (from 4.2 to 3.8).

III. Areas with a significant Increase in satisfaction

There was a significant increase in satisfaction ratings for the following areas.

Survey Item	Importance			Satisfaction		
	2004	2007	07- 04	2004	2007	07- 04
21. The amount of student parking space on campus is adequate.	6.0	5.3	-0.7	2.7	3.3	0.7
82. There are enough classes offered after 2 p.m. on weekdays here.	5.7	5.9	0.2	4.6	4.9	0.3
24. The intercollegiate athletic programs contribute to a strong sense of school spirit.	5.2	5.0	-0.3	3.9	4.2	0.3
6. My academic advisor is approachable.	6.3	6.3	0.0	4.6	4.9	0.3
71. Channels for expressing student complaint are readily available.	5.9	5.7	-0.2	4.0	4.3	0.3
4. Admission staff are knowledgeable.	6.1	5.8	-0.3	4.3	4.6	0.3

IV. Areas with a significant decrease in satisfaction

There was a significant decrease in satisfaction ratings for the following areas.

Survey Item	Importance			Satisfaction		
	2004	2007	07- 04	2004	2007	07- 04
54. Bookstore staff are helpful.	5.8	5.5	-0.3	4.9	4.6	-0.3
65. Faculty are usually available after class and during office hours.	6.2	6.0	-0.2	5.1	4.7	-0.4
18. Library resources and services are adequate.	6.0	5.7	-0.3	5.0	4.6	-0.5
50. Class change (drop/add) policies are reasonable.	6.2	6.0	-0.2	5.2	4.6	-0.5
13. Library staff are helpful and approachable.	5.6	5.2	-0.4	5.0	4.5	-0.5

Part Three: Undergraduate Students on Staten Island Campus

I. Strengths

The following areas have been identified as strengths by the 2007 survey, and they are compared with the 2004 data (the table is sorted by the last column: the change in satisfaction ratings from 2004 to 2007).

Survey Item (Items with satisfaction ratings in BLUE are strengths)	Importance			Satisfaction		
	2004	2007	07- 04	2004	2007	07- 04
26. Computer labs are adequate and accessible.	6.0	6.0	-0.1	5.2	5.6	0.5
74. I have found quiet places to study on campus.	5.6	6.0	0.4	5.1	5.3	0.2
81. (2007) The use of technology in the classroom is adequate. (2004) The use of technology by faculty in the classroom has been helpful to me.	5.5	5.8	0.3	5.1	5.2	0.1
75. I have been able to socialize with other students on campus.	5.7	5.9	0.2	5.3	5.3	0.0
51. This institution has a good reputation within the community.	6.1	5.9	-0.2	5.3	5.3	0.0
65. Faculty are usually available after class and during office hours.	6.0	5.8	-0.1	5.4	5.3	-0.1

As indicated in the above table, the satisfaction ratings on computer labs increased most, from 5.2 in 2004 to 5.6 in 2007.

II. Challenges

The following areas have been identified as challenges by the 2007 survey, and they are compared with the 2004 data.

Survey Item (Items with satisfaction ratings in Red are challenges.)	Importance			Satisfaction		
	2004	2007	07- 04	2004	2007	07- 04
21. The amount of student parking space on campus is adequate.	6.5	5.8	-0.6	2.5	4.3	1.8
57. I seldom get the “run-around” when seeking information on this campus.	5.9	5.8	-0.1	4.5	4.7	0.2
41. There is a commitment to academic excellence on this campus.	6.0	6.0	0.0	5.0	4.9	0.0
66. Tuition paid is a worthwhile investment.	6.1	5.9	-0.2	4.6	4.5	0.0
34. I am able to register for classes I need with few conflicts.	6.3	6.3	0.0	4.7	4.7	0.0
25. Faculty are fair and unbiased in their treatment of individual students.	6.3	6.1	-0.2	5.0	4.9	0.0
69. There is a good variety of courses provided on this campus.	6.1	6.2	0.1	4.9	4.9	-0.1
11. Billing policies are reasonable.	5.9	5.8	-0.1	4.5	4.4	-0.1
38. There is an adequate selection of food available in the cafeteria.	5.3	5.6	0.3	4.3	4.2	-0.1
49. There are adequate services to help me decide upon a career.	6.2	5.9	-0.3	5.0	4.9	-0.1
35. The assessment and course placement procedures are reasonable.	6.0	6.0	0.0	5.1	4.9	-0.2
4. Admission staff are knowledgeable.	6.0	6.0	0.0	5.1	4.9	-0.2
55. Major requirements are clear and reasonable.	6.2	6.0	-0.2	5.2	5.0	-0.2
5. Financial aid counselors are helpful.	5.9	6.0	0.2	5.1	4.9	-0.2
47. Faculty provide timely feedback about student progress in a course.	6.1	5.9	-0.2	5.1	4.7	-0.4
12. Financial aid awards are announced to students in time to be helpful in college planning.	5.9	5.9	0.0	5.2	4.7	-0.4
17. Adequate financial aid is available for most students.	6.1	6.0	0.0	5.0	4.6	-0.4
20. The business office is open during hours which are convenient for most students.	6.0	5.9	-0.1	5.4	4.8	-0.6

As revealed in the above table, importance ratings on student parking space decreased from 6.5 to 5.8, while its satisfaction ratings increased from 2.5 to 4.3. It should be noted that the business office hours was a strength in 2004 but became a challenge in 2007.

III. Areas with a significant increase in satisfaction

There was a significant increase in satisfaction ratings for the following areas.

Survey Item	Importance			Satisfaction		
	2004	2007	07- 04	2004	2007	07- 04
28. Parking lots are well-lighted and secure.	5.9	5.7	-0.2	4.7	5.2	0.5
80. I use my campus email account regularly.	5.0	5.6	0.6	4.8	5.3	0.5
73. Student activities fees are put to good use.	5.9	5.7	-0.2	4.3	4.7	0.4
76. There is an adequate variety of events and programs to attend on campus.	5.6	5.4	-0.2	4.7	5.0	0.4
46. I can easily get involved in campus organizations.	5.5	5.6	0.0	4.7	5.0	0.3

As indicated above, these two areas improved a lot and they are no longer challenges in 2007: a) The light and security of parking lots, and b) Use of student activity fees.

IV. Areas with a significant decrease in satisfaction

Survey Item	Importance			Satisfaction		
	2004	2007	07- 04	2004	2007	07- 04
14. My academic advisor is concerned about my success as an individual.	6.3	6.1	-0.2	5.5	5.2	-0.3
8. The content of the courses within my major is valuable.	6.4	6.2	-0.2	5.4	5.1	-0.3
6. My academic advisor is approachable.	6.3	6.2	-0.1	5.8	5.4	-0.4
16. The instruction in my major field is excellent.	6.3	6.2	-0.2	5.5	5.1	-0.4
32. Tutoring services are readily available.	5.8	5.8	0.0	5.6	5.2	-0.5

The above table reveals that “academic advisors being approachable” is no longer a strength in 2007.

Part Four: Graduate Students on Both Queens & Staten Island Campuses

I. Strengths

The following areas have been identified as strengths by the 2007 survey, and they are compared with the 2004 data (the table is sorted by the last column: the change in satisfaction ratings from 2004 to 2007).

Survey Item (Items with satisfaction ratings in BLUE are strengths)	Importance			Satisfaction		
	2004	2007	07- 04	2004	2007	07- 04
81. (2007) The use of technology in the classroom is adequate. (2004) The use of technology by faculty in the classroom has been helpful to me.	6.0	6.0	0.0	5.0	5.2	0.2
79. St. John’s Central is easy and convenient to use.	6.1	6.0	-0.1	5.4	5.5	0.1
50. Class change (drop/add) policies are reasonable.	5.9	5.9	0.0	5.2	5.1	-0.1
65. Faculty are usually available after class and during office hours.	6.2	6.2	0.0	5.4	5.2	-0.2
72. On the whole, the campus is well-maintained.	6.0	6.0	0.0	5.4	5.1	-0.2
7. The campus is safe and secure for all students.	6.3	6.2	-0.2	5.7	5.3	-0.3

II. Challenges

The following areas have been identified as challenges by the 2007 survey, and they are compared with the 2004 data.

Survey Item (Items with satisfaction ratings in Red are challenges.)	Importance			Satisfaction		
	2004	2007	07- 04	2004	2007	07- 04
21. The amount of student parking space on campus is adequate.	6.4	5.5	-0.8	3.1	3.9	0.7
57. I seldom get the “run-around” when seeking information on this campus.	6.1	5.9	-0.2	4.3	4.2	-0.1

69. There is a good variety of courses provided on this campus.	6.3	6.3	0.0	4.8	4.6	-0.2
19. My academic advisor helps me set goals to work toward.	5.8	5.9	0.2	4.8	4.6	-0.2
25. Faculty are fair and unbiased in their treatment of individual students.	6.2	6.2	0.0	4.9	4.6	-0.2
17. Adequate financial aid is available for most students.	5.8	6.0	0.1	4.4	4.1	-0.3
53. Faculty taking into consideration student differences as they teach a course.	5.7	6.0	0.2	4.7	4.4	-0.3
67. Freedom of expression is protected on campus.	5.8	6.0	0.2	4.9	4.6	-0.3
71. Channels for expressing student complaint are readily available.	5.8	5.7	-0.1	4.5	4.1	-0.3
41. There is a commitment to academic excellence on this campus.	6.2	6.1	-0.1	4.9	4.5	-0.4
12. Financial aid awards are announced to students in time to be helpful in college planning.	5.6	5.7	0.0	4.6	4.1	-0.4
11. Billing policies are reasonable.	5.8	5.9	0.1	4.5	4.0	-0.5
66. Tuition paid is a worthwhile investment.	6.2	6.2	0.0	4.7	4.1	-0.5
47. Faculty provide timely feedback about student progress in a course.	6.1	6.0	-0.1	5.1	4.6	-0.5
77. There is a variety of internship opportunities for students. (2007 only)		5.9			4.4	

As revealed in the above table, the satisfaction ratings decreased from 2004 to 2007 for most of the challenges, especially for billing policies (4.5 to 4.0), tuition paid as a worthwhile investment (from 4.7 to 4.1), and faculty providing timely feedback about student progress (5.1 to 4.6).

III. Areas with a significant increase in satisfaction

There was a significant increase in satisfaction ratings for the following areas.

Survey Item	Importance			Satisfaction		
	2004	2007	07- 04	2004	2007	07- 04
80. I use my campus email account regularly.	5.0	5.6	0.6	4.6	5.1	0.5
60. I generally know what's happening on campus.	5.4	5.5	0.2	4.1	4.5	0.3

IV. Areas with a Significant Decrease in Satisfaction

There was a significant decrease in satisfaction ratings for the following areas.

Survey Item	Importance			Satisfaction		
	2004	2007	07- 04	2004	2007	07- 04
75. I have been able to socialize with other students on campus.	5.9	5.8	-0.1	5.3	4.9	-0.5
82. There are enough classes offered after 2 p.m. on weekdays here.	5.8	6.0	0.3	5.3	4.8	-0.5
5. Financial aid counselors are helpful.	5.4	5.6	0.1	4.8	4.2	-0.6
83. I have found places on campus to study or work in groups.	6.1	5.9	-0.2	5.3	4.7	-0.6
78. I have found the Public Safety staff helpful and approachable.	5.8	5.7	-0.1	5.3	4.6	-0.6
70. Graduate teaching assistants are competent as classroom instructors.	5.9	5.6	-0.3	5.1	4.4	-0.8

