

EXECUTIVE SUMMARY OF THE SPRING 2001 STUDENT SATISFACTION SURVEY

This report summarizes the main findings from the *Spring 2001 Florida International University Student Satisfaction Survey*, a Continuous Quality Improvement study conducted by the Office of Planning and Institutional Effectiveness. This was the first student satisfaction survey to be systematically distributed to a large number of students, as part of the Continuous Quality Improvement process. The survey design assured respondents of their anonymity in an attempt to facilitate candor.

The purposes of the survey were twofold. First, it was distributed in an attempt to gauge student satisfaction with many different facets of FIU, including the campus environment, campus services, student life, academic advising, and the faculty. Second, the responses to this satisfaction survey will be used as a baseline, against which we will be able to measure future survey responses.

The Student Satisfaction Survey was distributed to 2050 students at FIU via three venues: in randomly selected classes, during the President's Millennium meetings with undergraduate and graduate students and during the annual Student Government Elections at the University Park Campus in April. The survey was returned by 857 students, for a response rate of approximately 42%. Sixty-six surveys had to be removed from the sample, due to a significant amount of missing information (over 15% of the questions were unanswered) or evidence of a response set (a large number of questions are answered by the same response).

Because of the large number of survey items (109 excluding demographic items), it was determined that it was appropriate to conduct a Principal Components factor analysis to determine the number of themes the questions represented. Of the survey items, sixteen principal components, or themes, emerged. Of the 109 items, 55 items were represented in the factor analysis. The sixteen principal components were: Campus Atmosphere, Faculty, Campus Life, Academic Advising, Diversity, Commitment to Nontraditional Students, Registration and Electronic Communication, Financial Aid, Registration and Course Placement, Customer Service, Intramural Activities, Administration, Bookstore Staff, Student Activity Fees, Food Selection On Campus, and Parking.

Responses may not add up to 100% because some respondents chose not to answer every question.

Students were most satisfied with the following survey items:

- **The web registration is a useful and convenient method of registration** – 82% of respondents were satisfied, 5% of respondents were dissatisfied, 8% of respondents were neutral
- **The campus is safe and secure for all students** - 82% of respondents were satisfied, 5% of respondents were dissatisfied, 8% of respondents were neutral
- **On the whole, the campus is well maintained** - 82% of respondents were satisfied, 7% of respondents were dissatisfied, 9% of respondents were neutral

- **Kiosk registration is a useful and convenient method of registration** - 69% of respondents were satisfied, 9% of respondents were dissatisfied, 12% of respondents were neutral
- **The schedule of classes is easy to read and understand** - 77% of respondents were satisfied, 9% of respondents were dissatisfied, 10% of respondents were neutral

Students were least satisfied with the following survey items:

- **The number of student parking spaces on campus is adequate** - 20% of respondents were satisfied, 65% of respondents were dissatisfied, 10% of respondents were neutral
- **I seldom get the “run-around” when seeking information on this campus** - 45% of respondents were satisfied, 35% of respondents were dissatisfied, 16% of respondents were neutral
- **Billing policies are reasonable** - 50% of respondents were satisfied, 25% of respondents were dissatisfied, 20% of respondents were neutral
- **The intercollegiate athletics programs contribute to a sense of school spirit** - 39% of respondents were satisfied, 16% of respondents were dissatisfied, 22% of respondents were neutral
- **Financial aid awards are announced to students in time to be helpful in college planning** - 47% of respondents were satisfied, 24% of respondents were dissatisfied, 15% of respondents were neutral

As evidenced by the results of the factor analysis, the survey needs to be shortened and better organized for future use. Approximately fifty percent of the items loaded onto a specific factor in the Principal Components factor analysis. This is an indication that the other 50% of survey items actually reduced the validity of the survey. The survey items were very diverse and broad. This can be helpful in an effort to garner information about a broad variety of topics, but statistically it is problematic. A survey should be focused on a small number of topics to be effective. Therefore, it is suggested that a new survey (shorter and more focused) be implemented in the future.

Overall, students seemed satisfied with most of the survey items that appeared in the factor analysis. They appeared to be particularly pleased with the registration options (web registration, kiosk, telephone). As expected, the students are least satisfied with the parking. As this survey was the first Continuous Quality Improvement Student Satisfaction survey at FIU there is no comparative data available to assess the level of student satisfaction. In the future, we will be able to compare data from year to year and will be able to assess trends in the level of student satisfaction. These survey results can be used as a baseline, or starting point, from which we can compare to survey results in the future.