

ENROLLED STUDENT SURVEY SPRING TERM FOLLOW-UP 2003-2004

Annually, in October, St. Petersburg College (SPC) administers the Enrolled Student Survey, developed as one component of a college-wide assessment system to ensure the delivery of quality academic and student support services. The purpose of the survey is to ascertain how students enrolled at the College perceive available academic and student support services. Students are given a list of specific services and asked about the importance to them and their level of satisfaction. Subsequently, faculty and administration use the data to establish quality improvement initiatives through the unit planning process.

The ninth annual administration of the survey occurred in October 2003. However, just prior to the beginning of the Fall term, a new student administration system was implemented. During the execution of the procedure, some problems were noted in certain services related to the admissions and registration process. Steps were initiated prior to Spring term registration to eliminate the malfunctions. In order to determine the effectiveness of the corrections, a Spring term follow-up survey was conducted.

The Spring Follow-up Survey of Enrolled Students had three major sections. In Section A, students indicated the campus where they received most of their services and the time of day they took the majority of their classes. In Section B and C, respondents rated the importance and their level of satisfaction with the College's student support services. Each of these sections used a 7-point scale with seven (7) being the highest (Critical/Excellent) and one (1) the lowest (Unimportant/Poor). Finally, students were invited to share any other comments about the services.

The survey was administered to students at Clearwater, St. Petersburg, Seminole, and Tarpon Springs Campuses the week of January 12, 2004. Sufficient surveys were distributed to each site to administer surveys to four (4) day and three (3) evening classes. Six hundred eight (608) surveys were returned, but not all items were answered.

Table 1 shows the campus where respondents indicated services were received and the time of day when students took most classes. While the survey was administered to students in classes at four campuses (Clearwater, St. Petersburg/Gibbs, Seminole, and Tarpon Springs) some students reported receiving services at other or multiple campuses.

Table 1
Spring Follow-up Respondents by Campus and Time
Session 2 2003-2004 (N = 608)

	Campus		Time			
	Percent	Number	Both Number	Day Number	Evening Number	Evening/ Online Number
Clearwater	12.3%	75	1	37	37	0
Downtown	1.0%	6	1	0	5	0
E-Campus	0.8%	5	0	3	2	0
Health Education	0.7%	4	0	3	1	0
Seminole	22.4%	136	3	111	22	0
St. Petersburg/Gibbs	20.4%	124	0	80	44	0
Tarpon Springs	40.3%	245	2	226	16	1
Multiple Sites	2.1%	13	1	7	5	0
Total Respondents	100.0%	608	8	467	132	1

Table 2 shows the importance of the College's student support services ranked by mean score. College-wide, the registration process (5.9) was reported with the highest level of importance while the business office (4.9) had the lowest. Downtown, E-campus, and HEC were not included in this table because the number of surveys that indicated student services were received primarily from those campuses was very small.

Table 2
Importance of Student Support Services
Session 2 2003-2004

Based on 7-point scale "Critical" (7) to "Unimportant" (1)

	Major Campuses		CL	SEM	SPG	TS
	N	Mean	Mean	Mean	Mean	Mean
Registration Process	600	5.9	5.7	6.2	5.8	6.0
Academic Advising	569	5.8	5.0	6.2	5.7	6.0
Application/Admission Process	599	5.6	5.2	6.2	5.4	5.8
Financial Aid Office	528	5.5	5.3	6.2	5.4	5.7
Business Office	559	4.9	4.6	5.5	4.7	5.1

Table 3 shows the level of satisfaction of the College's student support services ranked by means. The level of student satisfaction across the major campuses ranged from a high of (5.5) for the application / admission process to (5.0) for the financial aid office.

Table 3
Level of Satisfaction of Student Support Services
Session 2 2003-2004
Based on 7-point scale "Critical" (7) to "Unimportant" (1)

	Major Campuses		CL	SEM	SPG	TS
	N	Mean	Mean	Mean	Mean	Mean
Application/Admission Process	561	5.5	5.1	5.5	5.3	5.6
Academic Advising	571	5.3	4.8	5.6	5.6	5.2
Registration Process	595	5.3	4.6	5.6	5.3	5.5
Business Office	482	5.2	4.7	5.4	5.0	5.4
Financial Aid Office	442	5.0	4.5	5.2	4.8	5.1

Table 4 shows a comparison of student's level of satisfaction between Fall 2003 and Spring 2004 for certain student services. The mean score increased in all services areas with the application / admission process (0.55) reporting the highest increase in student satisfaction followed closely by academic advising (0.50).

Table 4
Comparison of Student Level of Satisfaction
Spring 2004 vs. Fall 2003
Based on 7-point scale "Excellent" (7) to "Poor" (1)

	Fall Level of Satisfaction	Spring Level of Satisfaction	Difference (Spring - Fall)
Application/Admission Process	4.95	5.50	0.55
Academic Advising	4.80	5.30	0.50
Financial Aid Office	4.56	5.00	0.44
Registration Process	4.87	5.30	0.43
Business Office	4.99	5.20	0.21

Table 5 shows the “Performance Gaps” formulated for each of the five student support service areas by calculating the difference between the mean ratings for “Level of Satisfaction” and “Importance”. College-wide, only one of the student support service areas (Business Office) had a “positive” performance gap, which indicates that student satisfaction was higher than the importance of the service. The remaining four had a “negative” performance gap. This indicates that students’ level of satisfaction with these areas was lower than the importance they assign to these services. Across the four major campuses there was a substantial improvement in the performance gaps for the five areas re-examined.

Table 5
Comparison of Performance Gaps
Fall 2003 vs. Spring 2004
Based on the difference between Importance and Satisfaction measures on the survey

Major Campuses		CL	SEM	SPG	TS
Session	Gap	Gap	Gap	Gap	Gap
Business Office	Fall 03	-0.1	-0.3	-0.4	-0.2
	<i>Spring 04</i>	<i>0.3</i>	<i>-0.1</i>	<i>0.5</i>	<i>-0.3</i>
Application/Admission Process	Fall 03	-0.8	-1.0	-0.1	-0.6
	<i>Spring 04</i>	<i>-0.1</i>	<i>-0.1</i>	<i>0.1</i>	<i>-0.5</i>
Registration Process	Fall 03	-0.9	-1	-0.6	-0.6
	<i>Spring 04</i>	<i>-0.6</i>	<i>-1.1</i>	<i>-0.2</i>	<i>-0.7</i>
Academic Advising	Fall 03	-1.2	-1.4	-0.6	-1.0
	<i>Spring 04</i>	<i>-0.5</i>	<i>-0.2</i>	<i>-0.1</i>	<i>-0.4</i>
Financial Aid Office	Fall 03	-1.4	-1.4	-0.6	-1.4
	<i>Spring 04</i>	<i>-0.5</i>	<i>-0.8</i>	<i>-0.2</i>	<i>-0.9</i>

A section was provided for additional comments and the following table shows the responses grouped in general categories. Seventy-three (72.7%) percent of the comments were negative with the majority pertaining to financial aid, academic advising, and the registration process. The overall concerns expressed for financial aid revolve around customer service, the lack of knowledgeable staff to address student concerns, and extending payment due dates. For academic advising, scheduling was the greatest concern, and difficulties with on-line registration were expressed frequently. There were eleven comments that made a reference to various difficulties encountered with the new student system or Peoplesoft specifically. The miscellaneous category included comments about the bookstore, class offerings, dual credit, parking, phone problems, tutoring, and providing a smoke-free campus. A great deal of the positive comments sighted a person specifically for exceptional customer service.

Table 6
General Categories of Additional Information Session 2 2003-2004

	Total		Negative		Positive	
	Number	Percent	Number	Percent	Number	Percent
Application/Admission Process	1	1.1%	0	0.0%	1	1.1%
Academic Advising	14	15.9%	8	9.1%	6	6.8%
Financial Aid Office	18	20.5%	16	18.2%	2	2.3%
Business Office	4	4.5%	4	4.5%	0	0.0%
Registration Process	13	14.8%	6	6.8%	7	8.0%
System	11	12.5%	10	11.4%	1	1.1%
Miscellaneous	27	30.7%	20	22.7%	7	8.0%
Total Comments	88	100.0%	64	72.7%	24	27.3%

Summary

This was a limited follow-up survey to check whether certain student services had improved after steps were taken to correct problems with the new student administration system. Consequently, it was not possible to make statistical comparisons as the sample size and questions were different from the fall survey. It should also be noted that the rate of return from the four major campuses was not proportional to their student enrollments and this may bias the results. Given those caveats, it does appear that satisfaction has noticeably improved between Fall 2003 and Spring 2004 and, while the performance gaps may still be negative, there is also a substantial improvement there.