Student Satisfaction Inventory of Students
and
Institutional Priorities Survey of Employees
at the
University of Alaska

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Abstract

The proposed survey research will examine the perceptions of student satisfaction by University of Alaska students and employees at 14 campuses in the fall 2007 semester, utilizing the Student Satisfaction Inventory (SSI) and the Institutional Priorities Survey (IPS). These surveys will be used to examine perceptions of adult undergraduate students who are credit enrolled at Anchorage, Matanuska-Susitna, Kodiak, Kenai Peninsula, Fairbanks, Bristol Bay, Chukchi, Interior-Aleutians, Kuskokwim, Northwest, Tanana Valley, Juneau, Ketchikan or Sitka in fall 2007 and are not employed in non-student university positions. The perceptions of regular, adult employees working at each of the fourteen campuses will also be explored, excluding employees taking courses for credit in fall 2007. Email will be used to conduct a census of all eligible respondents, yielding a maximum possible sample of 23,197 students and 3,332 employees. One follow-up contact will be made with participants who have not responded in order to support the achievement of the goal of at least a twenty-five percent return rate. All invited participants will have the option to remove themselves from the research project if they do not wish to participate. Students choosing to respond will be given a chance to win one of ten iPod Shuffles (value approximately $75 each). Opinion data collected via the surveys will assess the perceived satisfaction level of students and employees in a variety of areas. This information will be used by MAU enrollment management personnel to identify areas where improvement is needed to foster student satisfaction, design a total recruitment and retention strategy, determine the effect of policy changes and make national comparisons to peer institutions on these measures.
In the last ten years there has been a movement nationwide as well as within the Alaska legislature to evaluate higher education using the market driven approach of customer satisfaction. Measurements of student satisfaction are typically more difficult to obtain than initial predictors of student retention, such as grade point average and standardized test scores. However, a relationship has been shown to exist between a student’s persistence and his or her expectations being met (Bank & Biddle, 1992). In fact, unmet expectations and low satisfaction appear to be the key factor in the attrition of students in good standing from institutions of higher learning (Bank & Biddle, 1992). Additionally, students are more likely to be retained if they feel appropriate academic and personal support is available to them (Rickinson & Rutherford, 1995).

President Hamilton has made it a priority to attract and retain Alaskan students in the University of Alaska (UA) system (Hamilton, 2000); keeping students satisfied while meeting their expectations will contribute to this mission. The effort to measure student satisfaction began in fall 2000 with subsequent implementations in fall 2001, 2003 and 2005. The fall 2007 implementation of these surveys will help continue to provide a reliable system-wide picture of student satisfaction, yielding a valuable decision-making tool serving as a consistent picture for the system as a whole. Trend information will help to recognize improvements based on policy changes and identify any new areas in need of student service’s attention. If survey data shows consistent areas where student expectations are not being met, consequently reducing student satisfaction, such issues could be addressed appropriately in the future. Information collected will also have the benefit of allowing for assessment of the impact of policy changes on student satisfaction. The proposed survey research will examine the agreement of administration, faculty, staff and student expectations at UA. Specifically, it will examine what is satisfying and important to students, compare ratings to national benchmark data and check student perceptions against those of faculty and staff. This research will provide a solid assessment of new programs in recruitment, retention and self-evaluation of general institutional effectiveness when used in conjunction with prior year's results. Additionally, comparison of employee survey results with student survey results will aid in aligning employee sentiment with that of students.
Method

Participants

The following UA campuses will participate in the proposed survey:

- Anchorage
- Kenai Peninsula
- Kodiak
- Matanuska-Susitna
- Fairbanks
- Bristol Bay
- Chukchi
- Interior-Aleutians
- Kuskokwim
- Northwest
- Tanana Valley
- Juneau
- Ketchikan
- Sitka

Students

Students will be asked to participate if they are enrolled in an undergraduate program or are attending as non-degree seeking students at one of the participating campuses, based on data extracted from the UA BANNER information system September 27th, 2007 for the opening Institutional Research student data freeze. Students employed by the university in any capacity other than a student position will be excluded from possible selection as will any student who has not yet reached the age of 18 according to his or her BANNER birth date.

Employees

The staff, administration and faculty who will be asked to participate consist of all regular UA employees with active assignments in the UA BANNER information system as of October 1st, 2007 and who are not enrolled in any courses during the fall 2007 term. Employees must also have an assignment that is active through the entire fall 2007 semester. Regular employee groups in the sampling frame include ACCFT, AHECTE, Executive Management,
Exempt Staff, Non-Exempt Staff, Non-bargaining faculty and UNAC. Employees who have not yet reached the age of 18, according to their BANNER birth date, will be excluded.

Materials

The surveys proposed for this research, namely the Student Satisfaction Inventory (SSI) and Institutional Priorities Survey (IPS), will be purchased from USA Group Noel-Levitz (NL) in a web-based delivery mode.

These surveys have been administered at more than 1,000 institutions of higher education nationwide and provide a valid baseline measure of national trends. Introduced by NL in 1994, these surveys are available in several versions, with the 4-Year College and University version and the Community, Junior and Technical College versions proposed for use at UA. The appropriate survey will be used at each campus, as determined by the degrees awarded there. Campuses awarding multiple degree types will use the 4-Year College and University version of the surveys. Simultaneous use of the student and employee surveys will reveal areas of agreement and disagreement between students and campus personnel, highlighting the most important matters in need of change.

Like many survey methods, the NL surveys are not totally unbiased; however, the primary purpose of the proposed research is to identify practically significant findings with respect to student satisfaction. Enrollment management personnel throughout the UA system rely on the results of these surveys to identify areas to improve student satisfaction. For the purposes outlined here, the NL surveys are sufficient to yield the type and quality of information necessary.
**Student Satisfaction Inventory**

This survey examines the level of importance and agreement that a student has on scales evaluating the quality of experience at UA. See Appendix A for information on how to view the online *Community, Junior and Technical College* and *4-Year College and University* student surveys. Appendix B shows the optional student questions that will be included for each participating campus. The survey scales include:

- Academic Advising Effectiveness
- Campus Climate
- Campus Support Services
- Concern for the Individual
- Instructional Effectiveness
- Recruitment and Financial Aid Effectiveness
- Registration Effectiveness
- Responsiveness to Diverse Populations
- Safety and Security
- Service Excellence
- Student Centeredness
- Academic Services (*Community, Junior and Technical Colleges* version) or Campus Life (*4-Year College and University* version)

**Institutional Priorities Survey**

This survey examines the level of importance and agreement that an employee has on the scales given previously, evaluating the quality of student experience at UA. See Appendix A for information on viewing the *Community, Junior and Technical College* and *4-Year College and University* employee survey questions. The scales examined in the employee survey are the same as those in the student survey, however the questions vary.
Procedure

It is proposed that the surveys be administered in the fall 2007 semester and every alternate fall thereafter, allowing for cross-sectional trend comparisons between cohort groups as well as an assessment of the impact of any policy changes implemented. A census of the entire eligible student and employee populations will be surveyed, yielding the best possible representative sample.

It is proposed that the surveys be administered during the period of October 15th through November 16th for the fall 2007 survey cycle, as detailed in Appendix C. This schedule is proposed in order to receive the survey results prior to the spring semester, allowing for the inclusion of a greater number of students in the survey prior to the increased attrition historically occurring in the spring. Additionally, this timeframe will allow for the consideration of policy changes at UA in time to be implemented by the next academic year.

For this research project, NL will be contracted to contact participants via email, administer the online survey and provide summary analyses on behalf of the University of Alaska. The Family Educational Rights and Privacy Act of 1974 (FERPA) protects the privacy of education records and therefore restricts the university's ability to disclose education records without the student's consent in most cases. However, the federal law and regulations permit disclosure of personally identifiable information, such as email addresses, from education records in the case where the disclosure can be made to an organization such as NL conducting a study on behalf of an educational institution such as the University of Alaska to administer student aid programs and improve instruction. The study must be conducted in a manner that

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1 Following is the text of the regulation that permits disclosure of education records for studies to improve instruction:

Under what conditions is prior consent not required to disclose information?

(a) An educational agency or institution may disclose personally identifiable information from an education record of a student without the consent required by § 99.30 if the disclosure meets one or more of the following conditions:

(3) The disclosure is, subject to the requirements of § 99.35, to authorized representatives of...

(iv) State and local educational authorities.

(6) (i) The disclosure is to organizations conducting studies for, or on behalf of, educational agencies or institutions to:

(A) Develop, validate, or administer predictive tests;

(B) Administer student aid programs; or

(C) Improve instruction.

(ii) The agency or institution may disclose information under paragraph (a)(6)(i) of this section only if:

(A) The study is conducted in a manner that does not permit personal identification of parents and students by individuals other than representatives of the organization; and

(B) The information is destroyed when no longer needed for the purposes for which the study was conducted.

(iii) If this Office determines that a third party outside the educational agency or institution to whom information is disclosed under this paragraph (a)(6) violates paragraph (a)(6)(ii)(B) of this section, the educational agency or institution may not allow that third party access to personally identifiable information from education records for at least five years.

(iv) For the purposes of paragraph (a)(6) of this section, the term "organization" includes, but is not limited to, Federal, State, and local agencies, and independent organizations.
does not permit personal identification of students by individuals other than a representative of
the organization, which is the case in the proposed research. In order for education records to be
disclosed to NL, the study must also be conducted by NL, which is the case here.

Email addresses will be extracted from BANNER for all eligible students and employees
and provided to the contractor by the principal investigator. NL will send the initial and follow-
up solicitations for participation to all eligible participants. The initial solicitation for
participation will consist of an email to each participant outlining the purpose and importance of
the survey, consent information regarding confidentiality and the URL and password for
completing the survey at NL’s website. Also included will be information on how participants
can remove themselves from the research project or get more information regarding the research
methodology or their rights as research participants. Please note that, because the university
allows students and employees to create email aliases, participants must use their student or
employee id number to identify themselves for removal, sending and email with a subject line of
“REMOVE [student/employee id number]”. Using the student or employee id is the only way to
ensure that the participant is actually identified and removed.

Follow-up contacts will exclude participants who have removed themselves from the
research study or who have already completed the survey. To help achieve the desired return
rate of twenty-five percent, a follow-up contact with non-respondents will be conducted during
the survey window. Please see Appendices D and E for sample initial email contacts to students
and employees, respectively. Sample follow-up letters for students and employees can be found
in Appendices F and G respectively. Appendix H shows the web page where participants will be
directed to access the full research methodology or contact information for the principal
investigator and IRB.

As an incentive for those participating in the student survey, respondents will be entered
in a drawing to win one of ten iPod Shuffles (value approximately $75 each). It is expected that
the use of a prize will increase interest and response to the student survey.

Standard reports will be generated approximately three weeks after the closure of the on-
line survey by Noel-Levitz, and the raw data will be delivered in a CD format. No specific
additional analyses are planned at this time. Analyses performed in the future will show general
trends and will never identify any individual’s responses in a manner that would allow for
identification of the survey participants. These surveys will continue to be used in future years.
to collect repeated measures on the variables of interest and to deal with internal validity issues in the surveys. The progress of new programs instituted at UA can be evaluated using the results of this survey, as well as overall trends in student opinion.

**Risks and Benefits to Subjects**

All data related to this project will be stored in UA computing facilities and treated in a manner that is compliant with FERPA as well as UA Board of Regents policy and procedure (2007). This research will be conducted pursuant to the federal statutory authority outlined in FERPA and the confidentiality of potentially identifiable student information will be maintained permanently.

The methods outlined in this proposal pose minimal risk to respondents because there will be no identification of individual participants with respect to the survey results. The deliverer of the surveys, e.g. a third-party contractor rather than from the student's teacher or an employee's supervisor, ensures that the participant does not feel coerced or under pressure to respond to the survey. Each contact with participants includes a written consent statement for review. Participants, by the act of completing the survey, grant consent for participation. A signed consent form would increase the risk that respondents might later be identified as survey participants, with the only harm possible in this research resulting from a breach in confidentiality. The student survey collects the student identification number of participants, if they choose to disclose it. Collection of student identification numbers will allow for future examination of overall cohort trends at UA, such as student retention.

Another component of the research that must be considered is the entry of student respondents in a drawing for one of ten iPod Shuffles (value approximately $75 each). In this case, however, receipt of the prize is not guaranteed in return for participation and the value of the prize is minimal.

The immediate benefit to both the employee and student participants is the sincere thanks of UA for the information received. On a long-term basis, participants will benefit from an overall improvement in the UA system, from a better ability to satisfy students through the alignment of student and employee expectations.
Citations


Appendix A

Viewing the Survey Instruments

A printed copy of each survey follows, however these do not capture the actual look of the online survey. To view the surveys with online formatting, please go to the following URLs:

4-Year University SSI (see pages 12-24)
http://survey.noellevitz.com/index.cfm?personID=1111111&sAction=login

Community, Junior and Technical College SSI (see pages 25-37)
http://survey.noellevitz.com/index.cfm?personID=2222222&sAction=login

4-Year University IPS (see pages 38-48)
http://survey.noellevitz.com/index.cfm?personID=6666666&sAction=login

Community, Junior and Technical College IPS (see pages 49-59)
http://survey.noellevitz.com/index.cfm?personID=7777777&sAction=login
Dear Sample Institution Student,

Your institution is interested in systematically listening to its students. Therefore, your thoughtful and honest responses to this inventory are very important.

You have been selected to share feedback about your college experiences thus far. Your responses will give your campus leadership insights about the aspects of college that are important to you as well as how satisfied you are with them.

To preserve confidentiality, your name is not requested.

Thank you for your participation.

INSTRUCTIONS:

• Indicate your responses to each item as requested
• At the end of each section, click on "next page" to continue
• Be sure to complete the survey in one sitting (if you exit and return to the survey, your original responses will be lost)

Please note: You will need approximately 15-20 minutes to complete the survey. To see as much of the survey as possible, you may want to maximize your browser window.

Continue
Each item below describes an expectation about your experiences on this campus. 
**On the left**, tell us how **important** it is for your institution to meet this expectation. 
**On the right**, tell us how **satisfied** you are that your institution has met this expectation.

<table>
<thead>
<tr>
<th>Importance to me...</th>
<th>...My level of satisfaction</th>
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<tbody>
<tr>
<td>1 - not important at all</td>
<td><strong>not available/not used</strong></td>
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<tr>
<td>2 - not very important</td>
<td>very satisfied - 7</td>
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<tr>
<td>3 - somewhat unimportant</td>
<td>satisfied - 6</td>
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<tr>
<td>6 - important</td>
<td>somewhat dissatisfied - 3</td>
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<tr>
<td>7 - very important</td>
<td>not very satisfied - 2</td>
</tr>
<tr>
<td>does not apply</td>
<td>not satisfied at all - 1</td>
</tr>
</tbody>
</table>

1. Most students feel a sense of belonging here.
2. The campus staff are caring and helpful.
3. Faculty care about me as an individual.
4. Admissions staff are knowledgeable.
5. Financial aid counselors are helpful.
6. My academic advisor is approachable.
7. The campus is safe and secure for all students.
8. The content of the courses within my major is valuable.
9. A variety of intramural activities are offered.
10. Administrators are approachable to students.
11. Billing policies are reasonable.
12. Financial aid awards are announced to students in time to be helpful in college planning.
Each item below describes an expectation about your experiences on this campus. **On the left**, tell us how important it is for your institution to meet this expectation. **On the right**, tell us how satisfied you are that your institution has met this expectation.

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13. Library staff are helpful and approachable.
14. My academic advisor is concerned about my success as an individual.
15. The staff in the health services area are competent.
16. The instruction in my major field is excellent.
17. Adequate financial aid is available for most students.
18. Library resources and services are adequate.
19. My academic advisor helps me set goals to work toward.
20. The business office is open during hours which are convenient for most students.
21. The amount of student parking space on campus is adequate.
22. Counseling staff care about students as individuals.
23. Living conditions in the residence halls are comfortable (adequate space, lighting, heat, air, etc.)
24. The intercollegiate athletic programs contribute to a strong sense of school spirit.
Each item below describes an expectation about your experiences on this campus. On the left, tell us how important it is for your institution to meet this expectation. On the right, tell us how satisfied you are that your institution has met this expectation.

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1 2 3 4 5 6 7

25. Faculty are fair and unbiased in their treatment of individual students.

26. Computer labs are adequate and accessible.

27. The personnel involved in registration are helpful.

28. Parking lots are well-lighted and secure.

29. It is an enjoyable experience to be a student on this campus.

30. Residence hall staff are concerned about me as an individual.

31. Males and females have equal opportunities to participate in intercollegiate athletics.

32. Tutoring services are readily available.

33. My academic advisor is knowledgeable about requirements in my major.

34. I am able to register for classes I need with few conflicts.

35. The assessment and course placement procedures are reasonable.

36. Security staff respond quickly in emergencies.
Each item below describes an expectation about your experiences on this campus.

On the **left**, tell us how **important** it is for your institution to meet this expectation.

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- **37.** I feel a sense of pride about my campus.
- **38.** There is an adequate selection of food available in the cafeteria.
- **39.** I am able to experience intellectual growth here.
- **40.** Residence hall regulations are reasonable.
- **41.** There is a commitment to academic excellence on this campus.
- **42.** There are a sufficient number of weekend activities for students.
- **43.** Admissions counselors respond to prospective students' unique needs and requests.
- **44.** Academic support services adequately meet the needs of students.
- **45.** Students are made to feel welcome on this campus.
- **46.** I can easily get involved in campus organizations.
- **47.** Faculty provide timely feedback about student progress in a course.
- **48.** Admissions counselors accurately portray the campus in their recruiting practices.
Each item below describes an expectation about your experiences on this campus. On the **left**, tell us how **important** it is for your institution to meet this expectation. On the **right**, tell us how **satisfied** you are that your institution has met this expectation.

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1 2 3 4 5 6 7

| 49. There are adequate services to help me decide upon a career. | 1 2 3 4 5 6 7 |
| 50. Class change (drop/add) policies are reasonable. | 1 2 3 4 5 6 7 |
| 51. This institution has a good reputation within the community. | 1 2 3 4 5 6 7 |
| 52. The student center is a comfortable place for students to spend their leisure time. | 1 2 3 4 5 6 7 |
| 53. Faculty take into consideration student differences as they teach a course. | 1 2 3 4 5 6 7 |
| 54. Bookstore staff are helpful. | 1 2 3 4 5 6 7 |
| 55. Major requirements are clear and reasonable. | 1 2 3 4 5 6 7 |
| 56. The student handbook provides helpful information about campus life. | 1 2 3 4 5 6 7 |
| 57. I seldom get the "run-around" when seeking information on this campus. | 1 2 3 4 5 6 7 |
| 58. The quality of instruction I receive in most of my classes is excellent. | 1 2 3 4 5 6 7 |
| 59. This institution shows concern for students as individuals. | 1 2 3 4 5 6 7 |
| 60. I generally know what's happening on campus. | 1 2 3 4 5 6 7 |
Each item below describes an expectation about your experiences on this campus. On the left, tell us how important it is for your institution to meet this expectation. On the right, tell us how satisfied you are that your institution has met this expectation.

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61. Adjunct faculty are competent as classroom instructors.
62. There is a strong commitment to racial harmony on this campus.
63. Student disciplinary procedures are fair.
64. New student orientation services help students adjust to college.
65. Faculty are usually available after class and during office hours.
66. Tuition paid is a worthwhile investment.
67. Freedom of expression is protected on campus.
68. Nearly all of the faculty are knowledgeable in their field.
69. There is a good variety of courses provided on this campus.
70. Graduate teaching assistants are competent as classroom instructors.
71. Channels for expressing student complaints are readily available.
72. On the whole, the campus is well-maintained.
Student Satisfaction Inventory

Each item below describes an expectation about your experiences on this campus.
On the **left**, tell us how **important** it is for your institution to meet this expectation.
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1 2 3 4 5 6 7

1. Student activities fees are put to good use.
2. Institutional item goes here.
3. Institutional item goes here.
4. Institutional item goes here.
5. Institutional item goes here.
6. Institutional item goes here.
7. Institutional item goes here.
8. Institutional item goes here.
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16. Institutional item goes here.
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19. Institutional item goes here.
20. Institutional item goes here.

<< Prior Page  Next Page >>
Each item below describes an expectation about your experiences on this campus.

On the right, tell us how satisfied you are that your institution has met this expectation.

[ ] ...My level of satisfaction

84. Institution's commitment to part-time students?
85. Institution's commitment to evening students?
86. Institution's commitment to older, returning learners?
87. Institution's commitment to under-represented populations?
88. Institution's commitment to commuters?
89. Institution's commitment to students with disabilities?
Student Satisfaction Inventory of Student Institutional Priorities Survey of Employees

Each item below describes an expectation about your experiences on this campus. On the left, tell us how important it is for your institution to meet this expectation.

**Importance to me...**
1 - not important at all
2 - not very important
3 - somewhat unimportant
4 - neutral
5 - somewhat important
6 - important
7 - very important
does not apply

1 2 3 4 5 6 7

On the left, tell us how important each of the following factors were in your decision to enroll at this institution.

- [ ] 90. Cost as factor in decision to enroll.
- [ ] 91. Financial aid as factor in decision to enroll.
- [ ] 92. Academic reputation as factor in decision to enroll.
- [ ] 93. Size of institution as factor in decision to enroll.
- [ ] 94. Opportunity to play sports as factor in decision to enroll.
- [ ] 95. Recommendations from family/friends as factor in decision to enroll.
- [ ] 96. Geographic setting as factor in decision to enroll.
- [ ] 97. Campus appearance as factor in decision to enroll.
- [ ] 98. Personalized attention prior to enrollment as factor in decision to enroll.

1 2 3 4 5 6 7

<< Prior Page  Continue >>
Summary Questions

Choose the one response that best applies to you for each of the questions below.

So far, how has your college experience met your expectations? Please Select One...
Rate your overall satisfaction with your experience here thus far. Please Select One...
All in all, if you had to do it over again, would you enroll here? Please Select One...
Demographic Questions

Please select the response for each item that best describes you from the pull down lists provided.

- Gender: [Please Select One...]
- Age: [Please Select One...]
- Ethnicity/Race: [Please Select One...]
- Current Enrollment Status: [Please Select One...]
- Current Class Load: [Please Select One...]
- Class Level: [Please Select One...]
- Current GPA: [Please Select One...]
- Educational Goal: [Please Select One...]
- Employment: [Please Select One...]
- Current Residence: [Please Select One...]
- Residence Classification: [Please Select One...]
- Disabilities: [Please Select One...]
- Institution Was My: [Please Select One...]
- Test item: [Please Select One...]
Thank you for taking the time to complete this survey.
Dear Sample Institution Student,

Your institution is interested in systematically listening to its students. Therefore, your thoughtful and honest responses to this inventory are very important.

You have been selected to share feedback about your college experiences thus far. Your responses will give your campus leadership insights about the aspects of college that are important to you as well as how satisfied you are with them.

To preserve confidentiality, your name is not requested.

Thank you for your participation.

INSTRUCTIONS:

- Indicate your responses to each item as requested
- At the end of each section, click on "next page" to continue
- Be sure to complete the survey in one sitting (if you exit and return to the survey, your original responses will be lost)

Please note: You will need approximately 15-20 minutes to complete the survey. To see as much of the survey as possible, you may want to maximize your browser window.
Student Satisfaction Inventory

Each item below describes an expectation about your experiences on this campus. 
On the left, tell us how important it is for your institution to meet this expectation. 
On the right, tell us how satisfied you are that your institution has met this expectation.

Importance to me... 
1 - not important at all 
2 - not very important 
3 - somewhat unimportant 
4 - neutral 
5 - somewhat important 
6 - important 
7 - very important 

...My level of satisfaction 
not available/not used 
very satisfied - 7 
satisfied - 6 
somewhat satisfied - 5 
neutral - 4 
somewhat dissatisfied - 3 
not very satisfied - 2 
not satisfied at all - 1

1 2 3 4 5 6 7
1. Most students feel a sense of belonging here.
2. Faculty care about me as an individual.
3. The quality of instruction in the vocational/technical programs is excellent.
4. Security staff are helpful.
5. The personnel involved in registration are helpful.
6. My academic advisor is approachable.
7. Adequate financial aid is available for most students.
8. Classes are scheduled at times that are convenient for me.
9. Internships or practical experiences are provided in my degree/certificate program.
10. Child care facilities are available on campus.
11. Security staff respond quickly in emergencies.
12. My academic advisor helps me set goals to work toward.
Each item below describes an expectation about your experiences on this campus. On the left, tell us how important it is for your institution to meet this expectation. On the right, tell us how satisfied you are that your institution has met this expectation.

<table>
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<th>...My level of satisfaction</th>
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<td>not available/not used very satisfied - 7</td>
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<td>6 - important</td>
<td>not very satisfied - 2</td>
</tr>
<tr>
<td>7 - very important</td>
<td>not satisfied at all - 1</td>
</tr>
<tr>
<td>does not apply</td>
<td></td>
</tr>
</tbody>
</table>

1. Financial aid awards are announced to students in time to be helpful in college planning.
2. Library resources and services are adequate.
3. I am able to register for classes I need with few conflicts.
4. The college shows concern for students as individuals.
5. Personnel in the Veterans' Services program are helpful.
6. The quality of instruction I receive in most of my classes is excellent.
7. This campus provides effective support services for displaced homemakers.
8. Financial aid counselors are helpful.
9. There are a sufficient number of study areas on campus.
10. People on this campus respect and are supportive of each other.
11. Faculty are understanding of students' unique life circumstances.
12. Parking lots are well-lighted and secure.
Each item below describes an expectation about your experiences on this campus.  
On the **left**, tell us how **important** it is for your institution to meet this expectation.  
On the **right**, tell us how **satisfied** you are that your institution has met this expectation.

**Importance to me...** | **...My level of satisfaction**
--- | ---
1 - not important at all | not available/not used
2 - not very important | very satisfied - 7
3 - somewhat unimportant | satisfied - 6
4 - neutral | somewhat satisfied - 5
5 - somewhat important | neutral - 4
6 - important | somewhat dissatisfied - 3
does not apply | not very satisfied - 2
not satisfied at all - 1

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1 2 3 4 5 6 7  | 1 2 3 4 5 6 7
Student Satisfaction Inventory

Each item below describes an expectation about your experiences on this campus. On the left, tell us how important it is for your institution to meet this expectation. On the right, tell us how satisfied you are that your institution has met this expectation.

Importance to me... My level of satisfaction
1 - not important at all 1 - not available/not used
2 - not very important very satisfied - 7
3 - somewhat unimportant satisfied - 6
4 - neutral somewhat satisfied - 5
do not apply neutral - 4
5 - somewhat important somewhat dissatisfied - 3
6 - important not very satisfied - 2
does not apply not satisfied at all - 1

1 2 3 4 5 6 7 1 2 3 4 5 6 7

37. Faculty take into consideration student differences as they teach a course.
38. The student center is a comfortable place for students to spend their leisure time.
39. The amount of student parking space on campus is adequate.
40. My academic advisor is knowledgeable about the transfer requirements of other schools.
41. Admissions staff are knowledgeable.
42. The equipment in the lab facilities is kept up to date.
43. Class change (drop/add) policies are reasonable.
44. I generally know what's happening on campus.
45. This institution has a good reputation within the community.
46. Faculty provide timely feedback about student progress in a course.
47. There are adequate services to help me decide upon a career.
48. Counseling staff care about students as individuals.

1 2 3 4 5 6 7 1 2 3 4 5 6 7
Each item below describes an expectation about your experiences on this campus.  
On the left, tell us how important it is for your institution to meet this expectation.  
On the right, tell us how satisfied you are that your institution has met this expectation.

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1 2 3 4 5 6 7  
○ ○ ○ ○ ○ ○ ○  ○ ○ ○ ○ ○ ○ ○  ○  ○ ○ ○ ○ ○ ○ ○  ○  ○ ○ ○ ○ ○ ○ ○  ○  ○ ○ ○ ○ ○ ○ ○  ○  ○ ○ ○ ○ ○ ○ ○  ○  ○ ○ ○ ○ ○ ○ ○  ○  ○ ○ ○ ○ ○ ○ ○  ○  ○ ○ ○ ○ ○ ○ ○  ○  ○ ○ ○ ○ ○ ○ ○  ○  ○ ○ ○ ○ ○ ○ ○  ○  ○ ○ ○ ○ ○ ○ ○  ○  ○ ○ ○ ○ ○ ○ ○  ○  ○ ○ ○ ○ ○ ○ ○  ○  ○ ○ ○ ○ ○ ○ ○  ○  ○ ○ ○ ○ ○ ○ ○  ○  ○ ○ ○ ○ ○ ○ ○  ○  ○ ○ ○ ○ ○ ○ ○  ○  ○ ○ ○ ○ ○ ○ ○  ○  ○ ○ ○ ○ ○ ○ ○  ○  ○ ○ ○ ○ ○ ○ ○  ○  ○ ○ ○ ○ ○ ○ ○  ○  ○ ○ ○ ○ ○ ○ ○  ○  ○ ○ ○ ○ ○ ○ ○  ○  ○ ○ ○ ○ ○ ○ ○  ○  ○ ○ ○ ○ ○ ○ ○  ○  ○ ○ ○ ○ ○ ○ ○  ○  ○ ○ ○ ○ ○ ○ ○  ○  ○ ○ ○ ○ ○ ○ ○  ○  ○ ○ ○ ○ ○ ○ ○  ○  ○ ○ ○ ○ ○ ○ ○  ○  ○ ○ ○ ○ ○ ○ ○  ○  ○ ○ ○ ○ ○ ○ ○  ○  ○ ○ ○ ○ ○ ○ ○  ○  ○ ○ ○ ○ ○ ○ ○  ○  ○ ○ ○ ○ ○ ○ ○  ○  ○ ○ ○ ○ ○ ○ ○  ○  ○ ○ ○ ○ ○ ○ ○  ○  ○ ○ ○ ○ ○ ○ ○  ○  ○ ○ ○ ○ ○ ○ ○  ○  ○ ○ ○ ○ ○ ○ ○  ○  ○ ○ ○ ○ ○ ○ ○  ○  ○ ○ ○ ○ ○ ○ ○  ○  ○ ○ ○ ○ ○ ○ ○  ○  ○  

49. Admissions counselors respond to prospective students' unique needs and requests.  
50. Tutoring services are readily available.  
51. There are convenient ways of paying my school bill.  
52. This school does whatever it can to help me reach my educational goals.  
53. The assessment and course placement procedures are reasonable.  
54. Faculty are interested in my academic problems.  
55. Academic support services adequately meet the needs of students.  
56. The business office is open during hours which are convenient for most students.  
57. Administrators are approachable to students.  
58. Nearly all of the faculty are knowledgeable in their fields.  
59. New student orientation services help students adjust to college.  
60. Billing policies are reasonable.
Each item below describes an expectation about your experiences on this campus.  
On the left, tell us how important it is for your institution to meet this expectation.  
On the right, tell us how satisfied you are that your institution has met this expectation.

### Importance to me...

- 1 - not important at all
- 2 - not very important
- 3 - somewhat unimportant
- 4 - neutral
- 5 - somewhat important
- 6 - important
- 7 - very important
- does not apply

### ...My level of satisfaction

- 1 - not satisfied at all
- 2 - not very satisfied
- 3 - somewhat dissatisfied
- 4 - neutral
- 5 - somewhat satisfied
- 6 - satisfied
- 7 - very satisfied/very satisfied
- not available/not used

---

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

62. Bookstore staff are helpful.

63. I seldom get the "run-around" when seeking information on this campus.

64. Nearly all classes deal with practical experiences and applications.

65. Students are notified early in the term if they are doing poorly in a class.

66. Program requirements are clear and reasonable.

67. Channels for expressing student complaints are readily available.

68. On the whole, the campus is well-maintained.

69. There is a good variety of courses provided on this campus.

70. I am able to experience intellectual growth here.

71. Institution item goes here.

72. Institution item goes here.
Each item below describes an expectation about your experiences on this campus. 
**On the left**, tell us how **important** it is for your institution to meet this expectation. 
**On the right**, tell us how **satisfied** you are that your institution has met this expectation.

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<td>7 - very important</td>
<td>not very satisfied - 2</td>
</tr>
<tr>
<td>does not apply</td>
<td>not satisfied at all - 1</td>
</tr>
</tbody>
</table>

1 2 3 4 5 6 7

- Institution item goes here.
- Institution item goes here.
- Institution item goes here.
- Institution item goes here.
- Institution item goes here.
- Institution item goes here.
Each item below describes an expectation about your experiences on this campus.

On the right, tell us how satisfied you are that your institution has met this expectation.

[ ] My level of satisfaction

81. Institution's commitment to part-time students?
82. Institution's commitment to evening students?
83. Institution's commitment to older, returning learners?
84. Institution's commitment to under-represented populations?
85. Institution's commitment to commuters?
86. Institution's commitment to students with disabilities?
Each item below describes an expectation about your experiences on this campus. On the left, tell us how important it is for your institution to meet this expectation.

**Importance to me...**

1 - not important at all  
2 - not very important  
3 - somewhat unimportant  
4 - neutral  
5 - somewhat important  
6 - important  
7 - very important  

---

On the left, tell us how important each of the following factors were in your decision to enroll at this institution.

- Cost as factor in decision to enroll.  
- Financial aid as factor in decision to enroll.  
- Academic reputation as factor in decision to enroll.  
- Size of institution as factor in decision to enroll.  
- Opportunity to play sports as factor in decision to enroll.  
- Recommendations from family/friends as factor in decision to enroll.  
- Geographic setting as factor in decision to enroll.  
- Campus appearance as factor in decision to enroll.  
- Personalized attention prior to enrollment as factor in decision to enroll.

---

1 2 3 4 5 6 7

- [ ] 1. Cost as factor in decision to enroll.  
- [ ] 2. Financial aid as factor in decision to enroll.  
- [ ] 3. Academic reputation as factor in decision to enroll.  
- [ ] 4. Size of institution as factor in decision to enroll.  
- [ ] 5. Opportunity to play sports as factor in decision to enroll.  
- [ ] 6. Recommendations from family/friends as factor in decision to enroll.  
- [ ] 7. Geographic setting as factor in decision to enroll.  
- [ ] 8. Campus appearance as factor in decision to enroll.  
- [ ] 9. Personalized attention prior to enrollment as factor in decision to enroll.

<< Prior Page Continue >>
Summary Questions

Choose the one response that best applies to you for each of the questions below.

So far, how has your college experience met your expectations? Please Select One...
Rate your overall satisfaction with your experience here thus far. Please Select One...
All in all, if you had to do it over again, would you enroll here? Please Select One...
Demographic Questions

Please select the response for each item that best describes you from the pull down lists provided.

- Gender: Please Select One...
- Age: Please Select One...
- Ethnicity/Race: Please Select One...
- Current Enrollment Status: Please Select One...
- Current Class Load: Please Select One...
- Class Level: Please Select One...
- Current GPA: Please Select One...
- Educational Goal: Please Select One...
- Employment: Please Select One...
- Current Residence: Please Select One...
- Residence Classification: Please Select One...
- Disabilities: Please Select One...
- Institution Was My: Please Select One...
- Test item: Please Select One...

<< Previous Page  Finish >>
Thank you for taking the time to complete this survey.
Dear Sample Institution Colleague,

Your views of student experiences on your campus are valuable. The information you provide on this survey will be used to balance, verify and support your students' perceptions gathered on a separate survey. Taken together, the results will help your institution identify opportunities and set priorities for improving campus programs and services.

Your candid responses are important. To preserve confidentiality, your name is not requested.

Thank you for your participation.

**INSTRUCTIONS:**

- Indicate your responses to each item as requested
- At the end of each section, click on "next page" to continue
- Be sure to complete the survey in one sitting (if you exit and return to the survey, your original responses will be lost)

**Please note:** You will need approximately 15-20 minutes to complete the survey. To see as much of the survey as possible, you may want to maximize your browser window.

Continue
Each item below describes an expectation students have for their campus experiences. On the left, indicate how important you believe it is that your institution is meeting this expectation. On the right, indicate your level of agreement that your institution is meeting this expectation.

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<td>somewhat disagree - 3</td>
</tr>
<tr>
<td>7 - very important</td>
<td>disagree - 2</td>
</tr>
<tr>
<td>do not know</td>
<td>strongly disagree - 1</td>
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1. The campus staff are caring and helpful. 1 2 3 4 5 6 7
2. Faculty care about students as individuals. 1 2 3 4 5 6 7
3. Admissions staff are knowledgeable. 1 2 3 4 5 6 7
4. Financial aid counselors are helpful. 1 2 3 4 5 6 7
5. Academic advisors are approachable. 1 2 3 4 5 6 7
6. The campus is safe and secure for all students. 1 2 3 4 5 6 7
7. The content of the courses within each major is valuable. 1 2 3 4 5 6 7
8. Administrators are approachable to students. 1 2 3 4 5 6 7
9. Billing policies are reasonable. 1 2 3 4 5 6 7
10. Financial aid awards are announced to students in time to be helpful in college planning. 1 2 3 4 5 6 7
11. Academic advisors are concerned about students' success as individuals. 1 2 3 4 5 6 7
12. The instruction in major fields is excellent. 1 2 3 4 5 6 7
Each item below describes an expectation students have for their campus experiences. On the left, indicate how important you believe it is that your institution is meeting this expectation. On the right, indicate your level of agreement that your institution is meeting this expectation.

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</tr>
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</table>

1. Adequate financial aid is available for most students.
2. Library resources and services are adequate.
3. Academic advisors help students set goals to work toward.
4. The amount of student parking space on campus is adequate.
5. Living conditions in the residence halls are comfortable.
6. Faculty are fair and unbiased in their treatment of individual students.
7. Computer labs are adequate and accessible.
8. The personnel involved in registration are helpful.
9. Parking lots are well-lighted and secure.
10. Academic advisors are knowledgeable about requirements for majors within their area.
11. Students are able to register for classes they need with few conflicts.
12. The assessment and course placement procedures are reasonable.
Each item below describes an expectation students have for their campus experiences.
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<td>disagree - 2</td>
</tr>
<tr>
<td>do not know</td>
<td>strongly disagree - 1</td>
</tr>
</tbody>
</table>

1   2   3   4   5   6   7

25. Security staff respond quickly in emergencies. 1   2   3   4   5   6   7
26. There is an adequate selection of food available in the cafeteria. 1   2   3   4   5   6   7
27. Students are able to experience intellectual growth here. 1   2   3   4   5   6   7
28. There is a commitment to academic excellence on this campus. 1   2   3   4   5   6   7
29. Academic support services adequately meet the needs of students. 1   2   3   4   5   6   7
30. Students are made to feel welcome on this campus. 1   2   3   4   5   6   7
31. Faculty provide timely feedback about student progress in their courses. 1   2   3   4   5   6   7
32. Admissions counselors accurately portray the campus in their recruiting practices. 1   2   3   4   5   6   7
33. There are adequate services to help students decide upon a career. 1   2   3   4   5   6   7
34. Class change (drop/add) policies are reasonable. 1   2   3   4   5   6   7
35. This institution has a good reputation within the community. 1   2   3   4   5   6   7
36. Faculty take into consideration student differences as they teach their courses. 1   2   3   4   5   6   7
Each item below describes an expectation students have for their campus experiences. On the left, indicate how important you believe it is that your institution is meeting this expectation. On the right, indicate your level of agreement that your institution is meeting this expectation.

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</tr>
</tbody>
</table>

1 2 3 4 5 6 7

1 2 3 4 5 6 7

37. Major requirements are clear and reasonable.

38. Students seldom get the "run-around" when seeking information on this campus.

39. The quality of instruction students receive in most of their classes is excellent.

40. This institution shows concern for students as individuals.

41. Adjunct faculty are competent as classroom instructors.

42. There is a strong commitment to racial harmony on this campus.

43. Student disciplinary procedures are fair.

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

45. Tuition paid is a worthwhile investment.

46. Nearly all of the faculty are knowledgeable in their field.

47. There is a good variety of courses provided on this campus.

48. Channels for expressing student complaints are readily available.
Each item below describes an expectation students have for their campus experiences. On the left, indicate how important you believe it is that your institution is meeting this expectation. On the right, indicate your level of agreement that your institution is meeting this expectation.

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<td>disagree - 2</td>
</tr>
<tr>
<td>do not know</td>
<td>strongly disagree - 1</td>
</tr>
</tbody>
</table>

1 2 3 4 5 6 7 1 2 3 4 5 6 7

- 49. On the whole, the campus is well-maintained.
- 50. Student activities fees are put to good use.
- 51. Institution item goes here.
- 52. Institution item goes here.
- 53. Institution item goes here.
- 54. Institution item goes here.
- 55. Institution item goes here.
- 56. Institution item goes here.
- 57. Institution item goes here.
- 58. Institution item goes here.
- 59. Institution item goes here.
- 60. Institution item goes here.
Each item below describes an expectation students have for their campus experiences.

On the right, indicate your level of agreement that your institution is meeting this expectation.

...Level of agreement

don't know
strongly agree - 7
agree - 6
somewhat agree - 5
neutral - 4
somewhat disagree - 3
disagree - 2
strongly disagree - 1

61. Institution's commitment to part-time students?
62. Institution's commitment to evening students?
63. Institution's commitment to older, returning learners?
64. Institution's commitment to under-represented populations?
65. Institution's commitment to commuters?
66. Institution's commitment to students with disabilities?
Each item below describes an expectation students have for their campus experiences. On the left, indicate how important you believe it is that your institution is meeting this expectation.

**Level of importance...**
1 - not important at all
2 - not very important
3 - somewhat unimportant
4 - neutral
5 - somewhat important
6 - important
7 - very important
do not know

1 2 3 4 5 6 7

How important do you believe each of the following factors were in our students’ decisions to enroll here?

- [ ] 67. Cost as factor in decision to enroll.
- [ ] 68. Financial aid as factor in decision to enroll.
- [ ] 69. Academic reputation as factor in decision to enroll.
- [ ] 70. Size of institution as factor in decision to enroll.
- [ ] 71. Opportunity to play sports as factor in decision to enroll.
- [ ] 72. Recommendations from family/friends as factor in decision to enroll.
- [ ] 73. Geographic setting as factor in decision to enroll.
- [ ] 74. Campus appearance as factor in decision to enroll.
- [ ] 75. Personalized attention prior to enrollment as factor in decision to enroll.

1 2 3 4 5 6 7
Summary Questions

Indicate how you believe students at this institution would respond to the following questions:

<table>
<thead>
<tr>
<th>Question</th>
<th>Please Select One...</th>
</tr>
</thead>
<tbody>
<tr>
<td>So far, how has your college experience met your expectations?</td>
<td></td>
</tr>
<tr>
<td>Rate your overall satisfaction with your experience here thus far.</td>
<td></td>
</tr>
<tr>
<td>All in all, if you had to do it over again, would you enroll here?</td>
<td></td>
</tr>
</tbody>
</table>
Demographic Questions

Please select the response for each item that best describes you from the pull down lists provided.

- **Position:** Please Select One...
- **Gender:** Please Select One...
- **Ethnicity/Race:** Please Select One...
- **Years Employed:** Please Select One...
- **Employment:** Please Select One...
- **Tenure Status (for faculty):** Please Select One...
- **Teaching Assignment (for faculty):** Please Select One...
- **Rank (for faculty):** Please Select One...
- **Test item:** Please Select One...

<< Previous Page  Finish >>
Thank you for taking the time to complete this survey.
Dear Sample Institution Colleague,

Your views of student experiences on your campus are valuable. The information you provide on this survey will be used to balance, verify and support your students' perceptions gathered on a separate survey. Taken together, the results will help your institution identify opportunities and set priorities for improving campus programs and services.

Your candid responses are important. To preserve confidentiality, your name is not requested.

Thank you for your participation.

INSTRUCTIONS:

- Indicate your responses to each item as requested
- At the end of each section, click on "next page" to continue
- Be sure to complete the survey in one sitting (if you exit and return to the survey, your original responses will be lost)

Please note: You will need approximately 15-20 minutes to complete the survey. To see as much of the survey as possible, you may want to maximize your browser window.
Each item below describes an expectation students have for their campus experiences. On the left, indicate how important you believe it is that your institution meets this student expectation. On the right, indicate your level of agreement that your institution is meeting this expectation.

<table>
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</table>

1. Faculty care about students as individuals.
2. The personnel involved in registration are helpful.
3. Academic advisors are approachable.
4. Adequate financial aid is available for most students.
5. Classes are scheduled at times that are convenient for students.
6. Internships or practical experiences are provided in each degree/certificate program.
7. Security staff respond quickly in emergencies.
8. Academic advisors help students set goals to work toward.
9. Financial aid awards are announced to students in time to be helpful in college planning.
10. Library resources and services are adequate.
11. Students are able to register for classes they need with few conflicts.
12. The college shows concern for students as individuals.
Each item below describes an expectation students have for their campus experiences. On the left, indicate how important you believe it is that your institution meets this student expectation. On the right, indicate your level of agreement that your institution is meeting this expectation.

Level of importance...  
1 - not important at all  
2 - not very important  
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4 - neutral  
5 - somewhat important  
6 - important  
7 - very important  
do not know

...Level of agreement  
do not know  
strongly agree - 7  
agree - 6  
somewhat agree - 5  
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strongly disagree - 1

13. The quality of instruction students receive in most classes is excellent.
14. Financial aid counselors are helpful.
15. Parking lots are well-lighted and secure.
16. Academic advisors are concerned about students' success as individuals.
17. The campus staff are caring and helpful.
18. Faculty are fair and unbiased in their treatment of individual students.
19. The career services office provides students with the help they need to get a job.
20. The campus is safe and secure for all students.
21. Academic advisors are knowledgeable about program requirements.
22. Computer labs are adequate and accessible.
23. Policies and procedures regarding registration and course selection are clear and well-publicized.
24. Students are made to feel welcome on this campus.
Each item below describes an expectation students have for their campus experiences. **On the left**, indicate how important you believe it is that your institution meets this student expectation. **On the right**, indicate your level of agreement that your institution is meeting this expectation.

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1 2 3 4 5 6 7 1 2 3 4 5 6 7

25. The student center is a comfortable place for students to spend their leisure time.
26. The amount of student parking space on campus is adequate.
27. Academic advisors are knowledgeable about the transfer requirements of other schools.
28. Admissions staff are knowledgeable.
29. The equipment in the lab facilities is kept up to date.
30. Class change (drop/add) policies are reasonable.
31. This institution has a good reputation within the community.
32. Faculty provide timely feedback about student progress in their courses.
33. There are adequate services to help students decide upon a career.
34. Counseling staff care about students as individuals.
35. Tutoring services are readily available.
36. This school does whatever it can to help students reach their educational goals.
Each item below describes an expectation students have for their campus experiences. 
On the left, indicate how important you believe it is that your institution meets this student expectation. 
On the right, indicate your level of agreement that your institution is meeting this expectation.

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</table>

1 2 3 4 5 6 7

1 2 3 4 5 6 7

37. The assessment and course placement procedures are reasonable.
38. The business office is open during hours which are convenient for most students.
39. Administrators are approachable to students.
40. Nearly all of the faculty are knowledgeable in their fields.
41. New student orientation services help students adjust to college.
42. Billing policies are reasonable.
43. Faculty are usually available after class and during office hours.
44. Students seldom get the "run-around" when seeking information on this campus.
45. Nearly all classes deal with practical experiences and applications.
46. Program requirements are clear and reasonable.
47. Channels for expressing student complaints are readily available.
48. On the whole, the campus is well-maintained.
Each item below describes an expectation students have for their campus experiences. 

On the left, indicate how important you believe it is that your institution meets this student expectation. 

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49. There is a good variety of courses provided on this campus.
50. Students are able to experience intellectual growth here.
Each item below describes an expectation students have for their campus experiences.

On the right, indicate your level of agreement that your institution is meeting this expectation.

...Level of agreement

do not know
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1 2 3 4 5 6 7

How important do you believe each of the following factors were in our students’ decisions to enroll here?

- 67. Cost as factor in decision to enroll.
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- 69. Academic reputation as factor in decision to enroll.
- 70. Size of institution as factor in decision to enroll.
- 71. Opportunity to play sports as factor in decision to enroll.
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- 74. Campus appearance as factor in decision to enroll.
- 75. Personalized attention prior to enrollment as factor in decision to enroll.
Summary Questions

Indicate how you believe students at this institution would respond to the following questions:

So far, how has your college experience met your expectations? Please Select One...

Rate your overall satisfaction with your experience here thus far. Please Select One...

All in all, if you had to do it over again, would you enroll here? Please Select One...
Demographic Questions

Please select the response for each item that best describes you from the pull down lists provided.

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<td>Rank (for faculty)</td>
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</tr>
<tr>
<td>Test Item</td>
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</tr>
<tr>
<td>Selection of Department</td>
<td>Please Select One...</td>
</tr>
</tbody>
</table>

<< Previous Page | Finish >>
Thank you for taking the time to complete this survey.
Appendix B

Local Campus Questions

UAA – Anchorage

1. My academic advisor in my chosen certificate/degree area is available for my registration and advising needs.
2. UAA offices that offer student services are open at convenient times.
3. I am able to get the enrollment information I need when I call UAA at 786-1480.
4. The student information advisors at the University Center kiosk are helpful when I am seeking student information.
5. UAA does a good job communicating information that affects students.
6. People from diverse cultures are treated with respect by UAA faculty and staff.
7. I am able to use the UAA websites to find information and conduct university business.
8. Services and activities available in the Student Union meet my needs.
9. There are sufficient opportunities to get involved in student life at UAA.
10. I plan to do community service or volunteer work before leaving UAA.

UAA - Matanuska-Susitna and Kenai Peninsula / Kachemak Bay

11. The quality of instruction I receive in most of my classes.
12. The coursework I take is academically challenging.
13. This campus demonstrates a commitment to its part-time students.
14. The faculty and staff show genuine concern for me and my needs.
15. The availability of campus housing for future students.
16. The quality of academic advising I receive.
17. The course selection at this campus is sufficient to meet my needs.
18. Campus facilities are sufficient to provide a good learning environment.
19. The services I receive coincide with the amount of tuition I pay.
20. The tuition I pay as compared to the tuition students pay that are attending one of the three MAUs (Major Administrative Units).
UAA - Kodiak

1. My instructors are knowledgeable and capable teachers.
2. The coursework I take is academically challenging.
3. This campus demonstrates a commitment to its part-time students.
4. The faculty and staff show genuine concern for me and my needs.
5. My academic advisors know how to help me reach my goals.
6. Classes meet at times that are useful for me.
7. The course selection at this campus is sufficient to meet my needs.
8. Campus facilities are sufficient to provide a good learning environment.
9. Campus facilities and technology are sufficient to create a good learning environment.
10. Tuition and fees are reasonable and consistent with the services I receive.

UAF – Fairbanks

11. Faculty are available to answer my questions during registration and advising periods.
12. The university provides quality services and support for part-time students.
13. University offices offer student services that are open at convenient times.
14. It is important to discuss my course selection(s) with an advisor before actually registering.
15. Information on the UAF website is easy to find and informative.
16. Once admitted, I found the steps I needed to take next were clearly communicated and understandable.
17. The Financial Aid staff helped me examine my needs and provided financial aid options.
18. UA online services are beneficial and convenient to use.
19. I intend to transfer to another institution to complete my degree program.
20. There are sufficient campus activities, cultural programs and intramural sports activities available on-campus.
UAF - Bristol Bay, Chukchi, Interior-Aleutians, Kuskokwim, Northwest, and Tanana Valley

1. Do you know what UAonline is and how to use it.
2. Registration for on-campus courses is clear and easy to follow.
3. Registration for audio-conference courses is clear and easy to follow.
4. The campus provides adequate and easy access to computers and lab facilities on campus.
5. There are sufficient student activities on this campus.
6. My advisor is available when I need assistance.
7. My advisor is knowledgeable and effective: would recommend to others.
8. Placement testing services are adequate and helpful.
9. There are sufficient degree programs available at this campus.
10. The <Campus> campus is concerned with student safety and security.

UAS – Juneau

1. My academic advisor in my chosen certificate/degree area is available for my registration and advising needs.
2. Advisors in the Student Resource Center are available during Priority Registration (first two weeks of registration)
3. Course offerings are scheduled at convenient times.
4. University offices that offer student services are open at convenient times.
5. Placement testing services are adequate and helpful.
6. I easily understood how to access the materials for my distance class
7. UA Online services are beneficial and convenient to use.
8. I take advantage of priority registration and sign up for next semester’s classes before the semester ends
9. I can easily find a variety of distance delivered courses from which to choose.
10. The manner in which the courses in my degree program are available allows me to make satisfactory progress toward my degree.
UAS – Ketchikan and Sitka

1. The academic advisor was able to devote sufficient time to my needs.
2. Course offerings are scheduled at convenient times.
3. University offices that offer student services are open at convenient times.
4. Placement testing services are adequate and helpful.
5. I easily understood how to access the materials for my distance class.
6. UA Online services are beneficial and convenient to use.
7. Accessing my distance classes was easy to accomplish.
8. I can easily find a variety of distance delivered courses from which to choose.
9. The manner in which the courses in my degree program are available allows me to make satisfactory progress toward my degree.
10. I take advantage of priority registration and sign up for next semester’s classes before the semester ends.
Appendix C

Timeline for Fall 2007 NL Survey Administration

<table>
<thead>
<tr>
<th>Date</th>
<th>Event Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monday, October 15th</td>
<td>NL sends initial email to eligible students and employees (Appendices D and E).</td>
</tr>
<tr>
<td>Monday, October 29th</td>
<td>PI sends list of email addresses to NL for participants who have removed themselves from the research study to date. NL will remove these email addresses, as well as the email addresses of those who have already responded to the survey from the initial email sent October 15th.</td>
</tr>
<tr>
<td>Tuesday, October 30th</td>
<td>NL sends a follow-up email to non-respondents who have not asked to be removed from the study and have not already responded to the survey (Appendices F and G).</td>
</tr>
<tr>
<td>Friday, November 16th</td>
<td>Web-based survey submission capability disabled.</td>
</tr>
<tr>
<td>Monday, December 10th</td>
<td>Data CDs and summary reports received from NL. Summary reports made available online to enrollment management personnel at each MAU and the general public.</td>
</tr>
</tbody>
</table>
Appendix D

Initial Email Contact to Students

Subject: Student Satisfaction Inventory Invitation

Hello %first%,

Your opinions matter to us! We are inviting you to complete a short survey about your experiences at this institution. Your feedback will provide insights about the aspects of your experience which are most important to you as well as how satisfied you are with them. Your responses will help the university’s leadership determine what is working and what is not working at your campus.

This survey is available for online completion. Please enter your unique passcode of %passcode% at this Website:

http://survey.noellevitz.com/

The survey is available for a limited time. Please complete the survey by no later than October 26th, 2007. The survey must be completed in one sitting and should take you no longer than 20 minutes. Your responses will be kept confidential.

In appreciation for completing the survey, you will be entered into a drawing to receive one of ten iPod Shuffles.

Thank you in advance for completing this important survey.

Gwendolyn White, Director
Statewide Institutional Research and Planning
University of Alaska

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Disclosure Statement: You must be at least 18 years of age to complete this survey. Your response is completely voluntary. By completing this survey you are granting consent to participate and that you are legally, mentally, and physically able to give consent. There are no foreseeable risks to you, since your identity and answers are confidential. If you want to remove yourself from this research project, please follow these instructions EXACTLY: send an email to sysbir@alaska.edu with a subject line of “REMOVE [your student id number]”. Please visit the following URL for more information if you have questions regarding this research or your rights as a research participant and would like to contact your campus Institutional Research Board or the project’s Principal Investigator
http://www.alaska.edu/swoir/surveys/nl/index_faq.xml.
Initial Email Contact to Employees

Subject: Institutional Priorities Survey Invitation

Hello %first%.

Your opinions matter to us! We are inviting you to complete a short survey regarding your perceptions of student experiences at this institution. We have invited students to respond to the Student Satisfaction Inventory to share their perceptions about what is and is not working here, and we also want to know what you think about these same issues. Your responses will help the university’s leadership prioritize areas of response.

This survey is available for online completion. Please enter your unique passcode of %passcode% at this Website:

http://survey.noellevitz.com/

The survey is available for a limited time. Please complete the survey by no later than October 26th, 2007. The survey must be completed in one sitting and should take you no longer than 20 minutes. Your responses will be kept confidential.

Thank you in advance for completing this important survey.

Gwendolyn White, Director
Statewide Institutional Research and Planning
University of Alaska

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Appendix F

Follow-up Email Contact to Students

Subject: Reminder: Student Satisfaction Inventory

Hello %first%.

Recently you received an invitation to complete a survey that the university is conducting.

Your input is valued, so we have extended the availability of the institution survey to November 16th, 2007 to give you a chance to complete the survey.

As a reminder, you need to enter your unique passcode of %passcode% at this Website:

http://survey.noellevitz.com/

Please complete the survey by no later than November 16th, 2007. The survey must be completed in one sitting and should take you no longer than 20 minutes. Your responses will be kept confidential.

Keep in mind that in appreciation for completing the survey, you will be entered into a drawing to receive one of ten iPod Shuffles.

Thank you for being a part of this important activity.

Gwendolyn White, Director
Statewide Institutional Research and Planning
University of Alaska

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Disclosure Statement: You must be at least 18 years of age to complete this survey. Your response is completely voluntary. By completing this survey you are granting consent to participate and that you are legally, mentally, and physically able to give consent. There are no foreseeable risks to you, since your identity and answers are confidential. If you want to remove yourself from this research project, please follow these instructions EXACTLY:

send an email to sysbir@alaska.edu with a subject line of “REMOVE [your student id number]”.

Please visit the following URL for more information if you have questions regarding this research or your rights as a research participant and would like to contact your campus Institutional Research Board or the project’s Principal Investigator

http://www.alaska.edu/swoir/surveys/nl/index_faq.xml.
Appendix G

Follow-up Email Contact to Employees

Subject: Reminder: Institutional Priorities Survey

Hello %first%.

Recently you received an invitation to complete a survey that this institution is conducting.

Your input is valued, so we have extended the availability of the institution survey to November 16th, 2007 to give you a chance to complete the survey.

As a reminder, you need to enter your unique passcode of %passcode% at this Website:

http://survey.noellevitz.com/

Please complete the survey by no later than November 16th, 2007. The survey must be completed in one setting and should take you no longer than 20 minutes. Reminder, your responses will be kept confidential.

Thank you for being a part of this important activity.

Gwendolyn White, Director
Statewide Institutional Research and Planning
University of Alaska

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Disclosure Statement: You must be at least 18 years of age to complete this survey. Your response is completely voluntary. By completing this survey you are granting consent to participate and that you are legally, mentally, and physically able to give consent. There are no foreseeable risks to you, since your identity and answers are confidential. If you want to remove yourself from this research project, please follow these instructions EXACTLY: send an email to sysbir@alaska.edu with a subject line of “REMOVE [your student id number]”. Please visit the following URL for more information if you have questions regarding this research or your rights as a research participant and would like to contact your campus Institutional Research Board or the project’s Principal Investigator http://www.alaska.edu/swoir/surveys/nl/index_faq.xml.
Appendix H

The following information will be made available on Statewide IR’s website at the following URL:  https://www.alaska.edu/swoir/survey/noelleitz/

**Frequently Asked Questions: Noel-Levitz Surveys**

I do not want to participate and/or am not 18 years old. How do I remove myself from this research project?

Follow these instructions EXACTLY:
Send an email to sysbir@alaska.edu with the subject line “REMOVE [student id]”, making sure to specify your student id number. Please note that if you are not yet 18 and were contacted to participate in this survey, the university has an incorrect birth date recorded for you. Please contact the registrar’s office with an official picture ID to correct this error.

I want to know more about the research project methodology. Where can I get more info?

Please read the approved research protocol, available in pdf or MS Word formats. Please also feel free to contact the principal investigator or the IRB with your questions.

How can I contact the principal investigator of this project to answer my questions regarding this research or my rights as a research participant?

Call Gwen White at (907) 450-8180, email her at gwen.white@alaska.edu, or write to PO Box 755260, Fairbanks AK 99775-5260.

How can I contact the Institutional Research Board (IRB) for my campus to answer my questions regarding this research or my rights as a research participant?

If you are enrolled at UAA or its community campuses please contact:

Joanne Thordarson
IRB Research Compliance Administrator
UAA Research & Graduate Studies
ADM 227H
786-1099 phone; 786-1021 fax;
anjkt@uaa.alaska.edu

This project can be identified as IRB # XXX at UAA.

If you are enrolled at UAF or its community campuses, please contact:

Research Committee Coordinator
Office of Research Integrity, PO Box 757270
Fairbanks, AK 99775
fyrirb@uaf.edu

This project can be identified as IRB # XXX at UAF.
If you are enrolled at UAS or its community campuses, please contact:

Dr. Nina Chordas, Chair
University of Alaska Southeast IRB
11120 Glacier Highway
Juneau, AK 99801
Phone: 907-796-6407
Fax: 907796-6406
9MKRNWWX01@uas.alaska.edu

This project can be identified as IRB # XXX at UAS.