

2012

# Targeted Report: Student Services Satisfaction, Importance, and Frequency

The Community College Survey of Student  
Engagement (CCSSE)

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## Targeted Report: Student Services satisfaction, importance, and frequency

Research by Tinto and others has shown that student engagement is directly related to retention and student success. The University of Texas (Austin) developed the Community College Survey of Student Engagement (CCSSE) to measure levels of student engagement in five benchmark areas: Student/Faculty Interaction, Support for Learners, Active in Class Learning, Student Effort, and Academic Challenge.

During the Spring semesters in the years 2007, 2008, 2009, 2011, and 2012, the Office of Assessment, Research, and Planning (ARP) administered the CCSSE to students enrolled at Midlands Technical College (MTC) in randomly selected classes. ARP elsewhere has analyzed the results of each of the survey administrations focusing on the benchmarks, and distributed those results through written reports and briefings to members of the college community.

As part of the CCSSE survey, a series of questions is included focusing on specific student services provided by MTC. The results, provided below, are MTC students' perceptions of their satisfaction with student services, their perceptions of the importance of these services, as well as their frequency of usage. This brief, targeted report provides results of the CCSSE questions that relate to specific student services that may be available at MTC.

### Analysis

Questions in the CCSSE provide a picture of student perceptions in four important areas related to student services, overall satisfaction, satisfaction with specific student services, the importance of these student services to the students, and the frequency of use these student services. Each of these four areas is discussed below.

*Overall satisfaction with education at MTC.* Since 2007 MTC student's perception of their satisfaction with the overall educational experience at MTC as well as the perception of MTC student services provided has decreased. Perception of the overall educational experience at MTC (Q27) has seen a statistically significant decrease of -3.5%. While student perception of their overall education experience at MTC has fluctuated over the five year, in 2012 it reached its lowest point with a mean of 3.02.

*Satisfaction with Student Services.* The student services with the highest satisfaction means in 2012 are:

- 13 2a. Academic advising/planning (2.26)
- 13 2g. Financial aid advising (2.15)
- 13 2j. Transfer credit assistance (2.03)
- 13 2b. Career counseling (2.00)
- 13 2k. Services to students with disabilities (1.92)

However, the means for four of these five student services have decreased since 2007, inferring a drop in student engagement. Student services with the largest decrease in satisfaction are:

- 13 2f. Child care [advising] (-7.7%)
- 13 2k. Services to students with disabilities (-5.0%)
- 13 2b. Career counseling (-3.5%)

*Importance of Student Services.* In general, MTC student services appear *less important* now to our students than they were to students in 2007 based on the CCSSE. MTC student services with the largest percentage decrease in importance over the five years are:

- 13 3f. Child care (-4.1%)
- 13 3g. Financial aid advising (-4.0%)
- 13 3k. Services to students with disabilities (-3.7%)
- 13 3b. Career counseling (-2.7%)
- 13 3e. Transfer credit assistance (-2.2%)

*Frequency of Use of Student Services.* Respondents to the CCSSE survey in 2007 are using student services at about the same frequency as students were in 2007.

The top five student services with the highest frequency of usage mean in 2012 are:

- 13 1g. Financial aid advising (1.95)
- 13 1a. Academic advising/planning (1.91)
- 13 1j. Transfer credit assistance (1.55)
- Career counseling (1.39)
- Student organizations (1.31)

However, the frequencies of use of 2 of these 5 student services are lower than 2007. Those are Transfer credit assistance (-4.3%), and Career counseling (-3.4%)

MTC students are reliant upon MTC-provided services, but respondents to the CCSSE in 2012 appear somewhat less-satisfied, feel the services are less important, and use some services less frequently than those in 2007. This may indicate these services have less impact on the engagement of our students than they once might have.

## Next Steps

The college may wish to monitor use and satisfaction with specific services. In some cases “user” surveys can be helpful. However, user surveys do not include students who choose not to use services for any of a variety of reasons such as past dissatisfaction, lack of convenience, or the use of other programs either inside or outside the college. Recently ARP has gotten greater access to “use” data for such services as counseling. These also can be helpful in monitoring various services.

## Survey Questions

Figure 1. MTC results by question from 2007 to 2012

Question	MTC 2007 Mean	MTC 2008 Mean	MTC 2009 Mean	MTC 2011 Mean	MTC 2012 Mean	Difference from 2007 to 2012
<b>Q27. How would you evaluate your entire educational experience at this college?</b> (Scale: 1=Poor, 2=Fair, 3=Good, 4=Excellent)	3.12	3.11	3.05	3.12	3.02↓	-3.5%
<b>How important are the following services to you at this college?</b> (Scale: 1=Not at all, 2=Somewhat, 3=Very)						
13 3a. Academic advising/planning	2.65	2.57	2.62	2.56	2.59	-2.1%
13 3g. Financial aid advising	2.65	2.55	2.61	2.53	2.54↓	-4.0%
13 3b. Career counseling	2.33	2.26	2.26	2.23	2.26	-2.7%
13 3j. Transfer credit assistance	2.30	2.26	2.30	2.22	2.25	-2.2%
13 3c. Job placement assistance	2.06	2.05	2.08	2.03	2.13	3.5%
13 3k. Services to students with disabilities	2.07	2.10	2.06	1.95	2.00	-3.7%
13 3i. Student organizations	1.81	1.85	1.80	1.75	1.78	-1.5%
13 3f. Child care	1.71	1.75	1.70	1.64	1.64	-4.1%
<b>How satisfied are you with the following services at this college?</b> (Scale: 1=Not at all, 2=Somewhat, 3=Very)						
13 2a. Academic advising/planning	2.31	2.30	2.27	2.28	2.26	-2.5%
13 2g. Financial aid advising	2.13	2.20	2.15	2.15	2.15	0.9%
13 2j. Transfer credit assistance	2.07	2.07	2.09	2.02	2.03	-2.3%
13 2b. Career counseling	2.07	2.10	2.02	2.01	2.00	-3.5%
13 2k. Services to students with disabilities	2.02	2.09	2.04	1.79	1.92	-5.0%
13 2i. Student organizations	1.88	1.96	1.96	1.84	1.88	0.0%
13 2c. Job placement assistance	1.81	1.96	1.80	1.76	1.76	-2.9%
13 2f. Child care	1.74	1.80	1.71	1.55	1.62	-7.7%

↑↓ Note: Directional arrows highlight those items in 2012 that are significantly above or below the mean of 2007. Using one-way analysis of variance the items highlighted are significant at  $p < .05$ , a 95% confidence level.

Question	MTC 2007 Mean	MTC 2008 Mean	MTC 2009 Mean	MTC 2011 Mean	MTC 2012 Mean	Difference from 2007 to 2012
<b>How often do you use the following services at this college?</b> (Scale: 1=Rarely/Never, 2=Sometimes, 3=Often)						
13 1g. Financial aid advising	1.95	2.01	1.98	1.95	1.95	-0.1%
13 1a. Academic advising/planning	1.86	1.91	1.87	1.87	1.91	2.7%
13 1j. Transfer credit assistance	1.62	1.58	1.62	1.58	1.55	-4.3%
13 1b. Career counseling	1.44	1.45	1.38	1.42	1.39	-3.4%
13 1i. Student organizations	1.26	1.32	1.24	1.25	1.31	3.4%
13 1k. Services to students with disabilities	1.30	1.28	1.30	1.25	1.30	0.1%
13 1c. Job placement assistance	1.26	1.31	1.21	1.25	1.23	-2.3%
13 1f. Child care	1.24	1.18	1.16	1.16	1.10↓	-12.9%

↑↓ Note: Directional arrows highlight those items in 2012 that are significantly above or below the mean of 2007. Using one-way analysis of variance the items highlighted are significant at  $p < .05$ , a 95% confidence level.

Figure 2. MTC comparison to cohorts 2012

			Your College		Large Colleges		2012 Cohort	
Item	Variable	Responses	Count	Percent	Count	Percent	Count	Percent
Item 27								
27. How would you evaluate your entire educational experience at this college?	ENTIREXP	Poor	17	1.7	1,835	1.7	7,047	1.6
		Fair	175	17.4	15,308	14.2	60,443	13.6
		Good	590	58.6	59,235	54.8	239,355	54.0
		Excellent	225	22.4	31,767	29.4	136,022	30.7
		Total	1,007	100.0	108,144	100.0	442,868	100.0

Item 13.1: How often do you use the following services at this college?								
13.1a. Academic advising/planning [SUPPORT]	USEACAD	Don't know/N.A.	33	3.3	8,434	7.9	34,018	7.8
		Rarely/Never	293	29.9	38,116	35.9	146,174	33.6
		Sometimes	449	45.8	45,962	43.2	192,160	44.2
		Often	205	20.9	13,802	13.0	62,400	14.4
		Total	980	100.0	106,314	100.0	434,752	100.0
13.1b. Career counseling [SUPPORT]	USECACOU	Don't know/N.A.	192	19.7	21,589	20.4	87,807	20.3
		Rarely/Never	529	54.3	54,811	51.8	220,229	50.9
		Sometimes	203	20.9	23,466	22.2	98,852	22.9
		Often	50	5.1	5,866	5.5	25,661	5.9
		Total	974	100.0	105,733	100.0	432,549	100.0
13.1c. Job placement assistance	USEJOBPL	Don't know/N.A.	348	36.0	42,813	40.8	175,361	40.9
		Rarely/Never	503	52.0	50,745	48.4	204,340	47.6
		Sometimes	90	9.3	8,738	8.3	37,415	8.7
		Often	25	2.6	2,588	2.5	12,040	2.8
		Total	967	100.0	104,884	100.0	429,157	100.0

			Your College		Large Colleges		2012 Cohort	
Item	Variable	Responses	Count	Percent	Count	Percent	Count	Percent
Item 13.1: How often do you use the following services at this college?								
13.1f. Child care	USECHLD	Don't know/N.A.	535	56.2	58,567	56.1	239,942	56.1
		Rarely/Never	390	40.9	41,064	39.3	164,769	38.6
		Sometimes	14	1.5	2,797	2.7	12,127	2.8
		Often	14	1.5	2,059	2.0	10,501	2.5
		Total	953	100.0	104,488	100.0	427,339	100.0
13.1g. Financial aid advising	USEFAADV	Don't know/N.A.	98	10.3	21,623	20.7	79,373	18.5
		Rarely/Never	290	30.4	33,533	32.1	127,322	29.7
		Sometimes	321	33.6	29,965	28.6	133,356	31.1
		Often	246	25.7	19,473	18.6	88,079	20.6
		Total	956	100.0	104,594	100.0	428,129	100.0
13.1i. Student organizations	USESTORG	Don't know/N.A.	368	38.8	38,088	36.7	154,144	36.3
		Rarely/Never	442	46.6	48,095	46.3	194,251	45.7
		Sometimes	99	10.4	12,603	12.1	53,779	12.7
		Often	40	4.2	5,033	4.8	22,655	5.3
		Total	950	100.0	103,818	100.0	424,829	100.0
13.1j. Transfer credit assistance	USETRCRD	Don't know/N.A.	312	32.5	35,772	34.2	150,401	35.1
		Rarely/Never	375	39.1	40,688	38.9	162,707	38.0
		Sometimes	191	19.9	20,780	19.9	84,315	19.7
		Often	83	8.6	7,362	7.0	30,922	7.2
		Total	961	100.0	104,603	100.0	428,345	100.0

			Your College		Large Colleges		2012 Cohort	
Item	Variable	Responses	Count	Percent	Count	Percent	Count	Percent
Item 13.1: How often do you use the following services at this college?								
13.1k. Services to students with disabilities	USEDISAB	Don't know/N.A.	547	56.7	58,954	56.3	243,515	56.7
		Rarely/Never	333	34.5	36,638	35.0	146,802	34.2
		Sometimes	47	4.8	4,914	4.7	21,041	4.9
		Often	39	4.0	4,291	4.1	17,865	4.2
		Total	965	100.0	104,796	100.0	429,223	100.0
Item 13.2: How satisfied are you with the following services at this college?								
13.2a. Academic advising/planning	SATACAD	N.A.	87	9.1	17,980	17.4	69,305	16.4
		Not at all	103	10.8	12,308	11.9	44,758	10.6
		Somewhat	438	45.9	45,422	43.9	183,342	43.3
		Very	325	34.1	27,698	26.8	126,063	29.8
		Total	953	100.0	103,408	100.0	423,467	100.0
13.2b. Career counseling	SATCACOU	N.A.	432	45.8	43,759	42.8	172,583	41.2
		Not at all	133	14.0	14,017	13.7	57,042	13.6
		Somewhat	249	26.3	28,997	28.3	119,670	28.6

		Very	131	13.8	15,518	15.2	69,359	16.6
		Total	945	100.0	102,292	100.0	418,654	100.0
13.2c. Job placement assistance	SATJOBPL	N.A.	564	59.9	64,779	64.3	259,189	62.7
		Not at all	148	15.7	14,146	14.0	58,330	14.1
		Somewhat	174	18.5	15,388	15.3	65,828	15.9
		Very	56	5.9	6,476	6.4	29,826	7.2
		Total	941	100.0	100,788	100.0	413,173	100.0
13.2f. Child care	SATCHLD	N.A.	716	77.2	79,212	79.2	319,575	78.0
		Not at all	113	12.1	9,363	9.4	39,658	9.7
		Somewhat	67	7.2	7,148	7.1	30,482	7.4
		Very	32	3.4	4,270	4.3	20,022	4.9
		Total	928	100.0	99,992	100.0	409,737	100.0

			Your College		Large Colleges		2012 Cohort	
Item	Variable	Responses	Count	Percent	Count	Percent	Count	Percent
Item 13.2: How satisfied are you with the following services at this college?								
13.2g. Financial aid advising	SATFAADV	N.A.	173	18.6	33,776	33.5	121,739	29.4
		Not at all	166	17.8	13,794	13.7	53,055	12.8
		Somewhat	313	33.7	27,670	27.4	116,540	28.2
		Very	277	29.9	25,633	25.4	122,156	29.5
		Total	929	100.0	100,872	100.0	413,490	100.0
13.2i. Student organizations	SATSTORG	N.A.	572	61.8	60,074	60.3	239,841	58.8
		Not at all	114	12.3	10,168	10.2	41,632	10.2
		Somewhat	168	18.1	19,792	19.9	84,025	20.6
		Very	72	7.8	9,572	9.6	42,736	10.5
		Total	926	100.0	99,607	100.0	408,234	100.0
13.2j. Transfer credit assistance	SATTRCRD	N.A.	444	47.7	51,648	51.3	211,355	51.2
		Not at all	128	13.8	11,755	11.7	47,227	11.4
		Somewhat	218	23.4	22,936	22.8	92,509	22.4
		Very	141	15.1	14,271	14.2	61,398	14.9
		Total	931	100.0	100,609	100.0	412,489	100.0
13.2k. Services to students with disabilities	SATDISAB	N.A.	685	73.0	75,151	74.8	304,217	73.9
		Not at all	91	9.7	7,661	7.6	31,262	7.6
		Somewhat	92	9.8	9,323	9.3	40,132	9.8
		Very	70	7.5	8,288	8.3	35,869	8.7
		Total	938	100.0	100,423	100.0	411,479	100.0
Item 13.3: How important are the following services to you at this college?								
13.3a. Academic advising/planning	IMPACAD	Not at all	76	8.0	9,222	9.0	36,838	8.8
		Somewhat	236	24.8	27,674	27.0	110,187	26.2
		Very	638	67.2	65,710	64.0	273,259	65.0
		Total	949	100.0	102,606	100.0	420,283	100.0

13.3b. Career counseling	IMPCACOU	Not at all	197	21.2	20,140	19.9	80,985	19.6
		Somewhat	289	31.2	28,921	28.6	118,427	28.6
		Very	441	47.6	52,125	51.5	214,741	51.9
		Total	927	100.0	101,186	100.0	414,154	100.0
13.3c. Job placement assistance	IMPJOBPL	Not at all	283	30.6	31,988	32.1	128,395	31.4
		Somewhat	237	25.6	28,379	28.5	113,720	27.9
		Very	407	43.9	39,362	39.5	166,153	40.7
		Total	927	100.0	99,728	100.0	408,268	100.0

			Your College		Large Colleges		2012 Cohort	
Item	Variable	Responses	Count	Percent	Count	Percent	Count	Percent
Item 13.3: How important are the following services to you at this college?								
13.3f. Child care	IMPCHLD	Not at all	539	59.6	53,350	54.1	216,637	53.6
		Somewhat	152	16.8	18,393	18.7	73,865	18.3
		Very	214	23.6	26,877	27.3	113,317	28.1
		Total	905	100.0	98,620	100.0	403,820	100.0
13.3g. Financial aid advising	IMPFAADV	Not at all	134	14.6	19,098	19.1	71,720	17.5
		Somewhat	150	16.4	17,616	17.7	70,013	17.1
		Very	633	69.0	63,070	63.2	267,544	65.4
		Total	918	100.0	99,784	100.0	409,278	100.0
13.3i. Student organizations	IMPSTORG	Not at all	408	44.7	38,385	39.1	156,024	38.7
		Somewhat	297	32.5	35,407	36.0	144,268	35.8
		Very	208	22.8	24,494	24.9	102,596	25.5
		Total	914	100.0	98,286	100.0	402,889	100.0
13.3j. Transfer credit assistance	IMPTRCRD	Not at all	251	27.2	25,707	25.9	108,798	26.7
		Somewhat	193	20.9	22,245	22.4	90,527	22.2
		Very	479	51.9	51,491	51.8	208,286	51.1
		Total	923	100.0	99,444	100.0	407,611	100.0
13.3k. Services to students with disabilities	IMPDISAB	Not at all	397	43.0	39,678	40.0	160,977	39.6
		Somewhat	129	14.0	15,709	15.9	63,403	15.6
		Very	396	43.0	43,706	44.1	181,657	44.7
		Total	922	100.0	99,094	100.0	406,037	100.0