



UNIVERSITY OF
SAN FRANCISCO

CHANGE THE WORLD FROM HERE

**USF Student
Perceptions of Satisfaction
Longitudinal Profiles for:**

Sp. 2006 – Sp. 2007 – Sp. 2008 – Sp. 2010 – Sp. 2012

**Office of Institutional Trend Analysis
May 7, 2014**



**Perceptions of Student Satisfaction
Longitudinal Profiles for:
Spring 2006 - Spring 2007 – Spring 2008 – Spring 2010 – Spring 2012**

The Student Satisfaction Inventory

The Student Satisfaction Inventory (SSI) is the original survey instrument in the Noel-Levitz Satisfaction-Priorities Surveys. It is primarily for traditional-aged students in undergraduate programs, although some institutions, like USF, have also administered it to their graduate-level students. What is reported here-in reflects only the perceptions of our undergraduates.

The SSI gives USF a powerful tool to improve the quality of student life and learning. It measures student satisfaction and priorities, showing how satisfied students are as well as what issues are important to them. With this information, USF can target areas most in need of refinement in order to improve our students learning experience.

Data Profile:

- 2006 data includes only freshmen and sophomores
- Data was not collected in 2009 or 2011.
- In 2010 and 2012 we also collected data on graduate students that is not reflected here
- Spring 2006 N = 161
- Spring 2007 N = 1110
- Spring 2008 N = 969
- Spring 2010 N = 788
- Spring 2012 N = 753

Student “Overall” Satisfaction Items

The Student Satisfaction Inventory allows students to express their overall perceptions on three key areas; satisfaction, met expectations and retrospective enrollment. These three items are presented to lend an overall sense of student perceptions. Overall met expectations and satisfaction have been relatively stable for the past six (6) years. However, student responses regarding whether they would enroll at USF if they had the opportunity to do it over again, has been steadily declining since 2006. While on the surface this might indicate a concern, and should not be ignored, there are no statistically significant differences on the year-to-year comparison or for 2012 versus 2006. Prior to 2012 USF had always maintained levels on all three items above the national norm group but those differences have now become equivalent.

Profile of Means Comparison:

Based on the means differences, and equally essential in the data analysis to the level of satisfaction of our students, is the gap that exists between the National norm group and the level of satisfaction on any one item. This gap represents the degree of congruence between these two perceived levels of satisfaction. Should the norm group be higher than the USF level of satisfaction, and that gap is large, than this indicator warrants additional scrutiny. Any major disconnect in student perceptions should not be ignored. Overall, the differences between the two groups on level of perceived satisfaction are generally small. USF students are generally as satisfied as all students sampled nationally in the SSI data base.

Generally, based on the longitudinal means differences, change in the level of satisfaction from one year to the next is negligible.

Dashboard charts are presented for visual representation of these results and easily show the trends from year to year as well as the gap between level of importance and level of satisfaction.

Student Satisfaction Inventory
Importance and Satisfaction Means Comparisons
Undergraduate Students Only
2006 - 2012



IMP = Not important at all (1) - Very important (7)
SAT = Not satisfied at all (1) - Very satisfied (7)
4.0 is neutral.

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