

The Fall 2011 Student Opinion Survey Evaluation was conducted from Monday, October 24, 2011 through Friday, November 4, 2011 as an online web survey in conjunction with the Fall 2011 Student Report on Teaching Evaluations. Respondents were given access to the instrument via a bookmarked link on computers in the area where the survey was conducted. This survey is conducted each Fall term to obtain feedback from students on the institution's services and characteristics. Thirty [30] services and characteristics are rated on a scale of 1-Unsatisfactory to 5-Excellent as well as collecting demographic data on students. A brief summary of this year's evaluation is listed below with the detailed report attached.

The Fall 2011 Student Opinion Survey Evaluation consisted of the following:

- Survey population is 313 respondents which is 95 less than Fall 2010; 172 less than Fall 2009 [our highest response]; and 139 more than Fall 2008.
- The overall rating of 4.17 is .02 more than Fall 2010 [4.15]; .04 less than Fall 2009 [4.19]; and .01 less than Fall 2008 [4.18].
- Only three of the thirty rated areas received a rating below 4: Student voice in policies [3.97]; Food service [3.93]; and Extracurricular activities [3.78]. Historically, student voice in policies is rated near the bottom and extracurricular activities is rated at the bottom of services and characteristics. Food service, over the past three fall terms has been in the bottom tier.
- Fifty-four [54] percent of the respondents are white; forty [40] percent black; and six [6] percent other minorities.
- Fifty-seven [57] percent of the respondents are female while forty-one [41] percent are male, with two [2] percent not reporting their gender.
- Forty-eight [48] percent of the respondents are 19 or younger; twenty-three [23] percent between twenty [20] and twenty-four [24]; and twenty-nine [29] percent are twenty-five or older or did not report their age. This is significant since in the Fall 2010, only 61% of students were in the traditional student category [24 or less] and 39% were nontraditional as compared to Fall 2011 with 71% traditional and 29% nontraditional students. Although high school students may be included to a small degree, even without them, 66% of our respondents are traditional students.
- Seventy-eight [78] percent of the respondents are single.
- Fifty-six [56] percent of respondents are high school graduates of two years or less while twelve [12] percent are graduates of more than eighteen years.
- Forty-three [43] percent are first-time entering students.
- Seventy-five [75] percent have earned prior credit.
- Forty [40] percent commute over twenty [20] miles.
- Forty-five [45] percent are currently employed.
- Seventy-five [75] percent attend full-time and seventy-three [73] percent are degree-seeking.
- A friend is the number one way that students learn about SAU Tech.
- Top three [3] reasons that students say that they attend SAU Tech are:
 1. Convenient location of the school;
 2. Low cost of attending; and

3. Opportunity for personal success.
 - Seventy-nine [79] percent of respondents state that SAU Tech was either their first or second choice at the time of applying for admission while eighty-four [84] percent state that they would probably or definitely choose SAU Tech if starting college over.
 - The overall rating of personnel employed by SAU Tech is 4.25 [85%].
 - Ninety-six [96] percent state that they would recommend SAU Tech to others.

What conclusions, if any, can be drawn from this survey evaluation? We believe that there are several that warrant our attention:

1. More traditional students are enrolling at the institution.
2. Exposure to college and earning college credit prior to high school completion and/or while working is a contributing factor to college attendance.
3. Students work while attending the institution.
4. Many students commute more than twenty miles one-way while attending this institution.
5. Friends and word of mouth are the major methods of how students learn about SAU Tech.
6. Having a variety of course offerings is important. This service has remained at 27 or 28 of 30 for three of the past four Fall terms.

SAU Tech has numerous reasons to be proud and rightly so however, we cannot rest on our laurels. There is still much that can be done in the way of improvements that will make our services and characteristics even better for our students. SAU TECH- We Put **YOU** First [*Bold underline added by author*]. The students have spoken and given their feedback but the real question is, **ARE WE LISTENING** and **WHAT ACTION(S) WILL WE TAKE?** As we continue to make strides to make improvements that will impact our students, let us not forget the “REAL HEARTBEAT” of the institution.

Lee M. Sanders

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Director of Institutional Research

Planning, Accountability, and Development

Southern Arkansas University Tech

Attachment

As Stated

SAU Tech		Nov-11						313		
Fall 2011 Student Opinion Survey Composition of Survey Population (Survey Population = 313 Students)										
		<u>Number</u>	<u>% of</u> <u>Survey</u>			<u>Number</u>	<u>% of</u> <u>Survey</u>			
<u>Race:</u>	White Non-Hispanic	169	54.0%	<u>Educational Background:*</u>						
	Black Non-Hispanic	124	39.6%	High School Graduate of:						
	Other Minorities	18	5.8%		< 1 year	115	36.7%			
	No Response	2	0.6%		1 - 2 years	61	19.5%			
					3 - 5 years	42	13.4%			
<u>Gender:</u>	Male	127	40.6%		6 - 10 years	26	8.3%			
	Female	179	57.2%		11 - 18 years	29	9.3%			
	No Response	7	2.2%		> 18 years	38	12.1%			
				Earned GED		24	7.7%			
<u>Age:</u>	16-19	150	47.9%							
	20-24	73	23.3%							
	25-34	42	13.4%	<u>Degree Sought:</u>						
	35-44	21	6.7%		Certificate	38	12.1%			
	45-54	17	5.4%		Technical Certificate	60	19.2%			
	55+	8	2.6%		Associate	212	67.7%			
	No Response	2	0.6%		No Response	3	1.0%			
<u>Marital Status:</u>				<u>Various Statistics:*</u>						
	Single	245	78.3%		1st-time Entering	135	43.1%			
	Married	43	13.7%		Prior credit @ Tech	234	74.8%			
	Divorced	16	5.1%		One-way Commute > 20 mi.	125	39.9%			
	Widow(er)	2	0.6%		Currently Employed	142	45.4%			
	Separated	5	1.6%							
	No Response	2	0.6%							

SOUTHERN ARKANSAS UNIVERSITY TECH
Fall 2011 Student Opinion Survey Evaluation

				<u>How students learned about SAU Tech:*</u>							
Student Status:				Via:	Friend		164	28.2%			
	Full-time		235	75.1%		Other		106	18.2%		
	Part-time		71	22.7%		Mail Out		61	10.5%		
	No Response		7	2.2%		Radio		43	7.4%		
						Newspaper		32	5.5%		
Degree Intent:						Billboard		40	6.9%		
	Degree-Seeking		228	72.8%							
	Non-Deg/No Resp		85	27.2%							

Student Opinion Survey	Southern Arkansas University Tech						November 2011	
	College Services and Characteristics							
	Fall 2008 through Fall 2011							
	RATING: 5=Excellent 4=Good 3=Average 2=Poor 1=Unsatisfactory							

		Fall 2008		Fall 2009		Fall 2010		Incr / Decr	Fall 2011		Change: Incr / (Decr)	
Survey Population:		174		485		408		Prior Year	313		Prior Year	Prior 2 Yrs
		FALL 2008		FALL 2009		FALL 2010		Fall 2009 to	Fall 2011		Fall 2010 to	Fall 2009 to
#	College Service/Characteristic	Rank	Rating	Rank	Rating	Rank	Rating	Fall 2010	Rank	Rating	Fall 2011	Fall 2011
1	General registration process	7	4.27	12	4.26	9	4.23	(0.03)	18	4.19	(0.04)	(0.07)
2	Campus appearance/condition	14	4.21	24	4.10	18	4.14	0.04	22	4.13	(0.01)	0.03
3	Personal counseling	27	4.06	25	4.10	25	4.07	(0.03)	21	4.13	0.06	0.03
4	Billing/fee payment procedure	26	4.07	26	4.08	23	4.10	0.02	25	4.07	(0.03)	(0.01)
5	Financial aid services	20	4.14	17	4.20	20	4.12	(0.08)	24	4.08	(0.04)	(0.12)
6	Faculty availability to student	12	4.23	3	4.32	7	4.24	(0.08)	2	4.29	0.05	(0.03)
7	Faculty academic advising	17	4.19	11	4.26	13	4.18	(0.08)	10	4.24	0.06	(0.02)
8	Assistance by non-faculty	25	4.08	27	4.05	27	4.04	(0.01)	26	4.05	0.01	0.00
9	Extracurricular activities	30	3.71	30	3.79	30	3.69	(0.10)	30	3.78	0.09	(0.01)
10	Variety of course offerings	28	4.05	23	4.10	28	4.00	(0.10)	27	4.03	0.03	(0.07)
11	Attitude of faculty	9	4.26	10	4.28	6	4.24	(0.04)	11	4.24	0.00	(0.04)
12	Flexibility of programs of study	19	4.15	19	4.19	21	4.11	(0.08)	23	4.12	0.01	(0.07)
13	Student voice in policies	29	3.86	29	3.96	29	3.91	(0.05)	28	3.97	0.06	0.01
14	Instructional aids (e.g. labs, computers)	7	4.27	8	4.28	11	4.21	(0.07)	6	4.26	0.05	(0.02)
15	Academic support (e.g. tutoring)	21	4.13	18	4.20	24	4.09	(0.11)	12	4.24	0.15	0.04
16	Attitude of Staff	9	4.26	13	4.25	12	4.19	(0.06)	14	4.22	0.03	(0.03)
17	Preparation for "next step" of my career	3	4.32	6	4.29	8	4.23	(0.06)	15	4.22	(0.01)	(0.07)
18	Faculty knowledge of subject matter	4	4.31	1	4.40	3	4.27	(0.13)	4	4.27	0.00	(0.13)

Student Opinion Survey **Southern Arkansas University Tech** **November 2011**
College Services and Characteristics
Fall 2008 through Fall 2011
RATING: 5=Excellent 4=Good 3=Average 2=Poor 1=Unsatisfactory

		Fall 2008		Fall 2009		Fall 2010		Incr / Decr	Fall 2011		Change: Incr / (Decr)	
Survey Population:		174		485		408		Prior Year	313		Prior Year	Prior 2 Yrs
		FALL 2008		FALL 2009		FALL 2010		Fall 2009 to	Fall 2011		Fall 2010 to	Fall 2009 to
#	College Service/Characteristic	Rank	Rating	Rank	Rating	Rank	Rating	Fall 2010	Rank	Rating	Fall 2011	Fall 2011
19	SAU Tech's interest in me personally	21	4.13	21	4.14	22	4.11	(0.03)	20	4.14	0.03	0.00
20	Administration's response to student	21	4.13	20	4.15	19	4.13	(0.02)	17	4.20	0.07	0.05
21	Quality of instruction	17	4.19	2	4.32	10	4.22	(0.10)	3	4.27	0.05	(0.05)
22	Course content	9	4.26	5	4.31	14	4.17	(0.14)	8	4.25	0.08	(0.06)
23	Size of classes	12	4.23	4	4.31	1	4.29	(0.02)	9	4.24	(0.05)	(0.07)
24	Library services	6	4.29	14	4.25	5	4.25	0.00	7	4.26	0.01	0.01
25	Bookstore services	16	4.20	22	4.11	17	4.14	0.03	19	4.19	0.05	0.08
26	Food Services	24	4.11	28	4.00	26	4.06	0.06	29	3.93	(0.13)	(0.07)
27	Overall learning environment	5	4.30	7	4.29	4	4.26	(0.03)	1	4.31	0.05	0.02
28	Racial harmony on campus	1	4.41	15	4.24	15	4.17	(0.07)	13	4.22	0.05	(0.02)
29	Testing/grading system	14	4.21	16	4.23	16	4.16	(0.07)	16	4.20	0.04	(0.03)
30	Overall impression of SAU Tech	2	4.34	9	4.28	2	4.28	0.00	5	4.26	(0.02)	(0.02)
All Services/Characteristics		4.18		4.19		4.15		(0.04)	4.17		0.02	(0.02)

Southern Arkansas University Tech	
All Services and Characteristics	
Fall 1997 - Fall 2006, & Fall 2008-Fall 2011	
NOTE: No evaluation was conducted in the Fall 2007 term.	
Year	Average Rating
1997	3.84
1998	3.83
1999	4.01
2000	3.99
2001	3.95
2002	3.97
2003	3.91
2004	3.90
2005	3.77
2006	4.01
2008	4.18
2009	4.19
2010	4.15
2011	4.17

Fall 2011 Student Opinion Survey Assessment Indicators

SAU Tech	Fall 2011 Student Opinion Survey						Nov-11	
Other Assessment Indicators						BASE:	313	
At the time of applying for admission, SAU Tech was:				Reasons for attending SAU Tech:			Number	% of Survey
		<u>Number</u>	<u>% of Survey</u>	[Student was asked to check 3 top reasons]				
First Choice		201	64.2%	Convenient location of the school			187	19.3%
Second Choice		79	25.2%	Low cost of attending			129	13.3%
Third Choice		11	3.5%	Opportunity for personal success			105	10.8%
Fourth Choice or Lower		21	6.7%	Tech offered what I wanted			78	8.0%
No Response		1	0.3%	Prepare for "job to be obtained"			74	7.6%
		313	100.0%	Personal interest			71	7.3%
				Work while attending school			70	7.2%
If starting college over, would you choose SAU Tech?				Availability of financial aid			64	6.6%
Definitely Yes		143	45.7%	Size of the school			62	6.4%
Probably Yes		120	38.3%	Improvement of existing "job skills"			60	6.2%
Probably No		22	7.0%	My friends attend SAU Tech			25	2.6%
Uncertain		20	6.4%	Tech's educational reputation			25	2.6%
Definitely No		7	2.2%	Advice of another person			19	2.0%
No Response		1	0.3%				969	100.0%
		313	100.0%					
Overall rating of the personnel employed by SAU Tech:				Current intention regarding completion of goal(s) at SAU Tech:				
5 Excellent		131	41.9%	[Student was asked to indicate one major goal]				
4 Good		132	42.2%	Complete a certificate or degree			143	45.7%
3 Average		47	15.0%	Complete, then transfer to another school			76	24.3%
2 Below Average		3	1.0%	Obtain the 'basics', then transfer			36	11.5%
1 Very Inadequate		0	0.0%	Undecided			24	7.7%
No response		0	0.0%	Work part-time, attend part-time			12	3.8%
Average Rating		4.25	100.0%	Attend for personal satisfaction			8	2.6%
				Attend based on job requirements			8	2.6%
				Continue as long as finances last			6	1.9%
							313	100.0%

SOUTHERN ARKANSAS UNIVERSITY TECH
Fall 2011 Student Opinion Survey Assessment Indicators

SAU Tech	Fall 2011 Student Opinion Survey					Nov-11	
	Other Assessment Indicators					BASE:	313
<i>Recommendation of SAU Tech to others:</i>		Number	% of Survey	<i>Students' perception of SAU Tech's 3 main goals:</i>		Number	% of Survey
Yes, I recommend Tech		299	95.5%	Provide job entry level skills/certif & degrees		219	25.4%
No, do not recommend Tech		11	3.5%	Provide continuing educ/enhance job skills		203	23.5%
No Response		3	1.0%	Provide first 2 yrs of univ transfer program		203	23.5%
		313	100.0%	Provide job placement		136	15.8%
				Provide cultural outlets for students/community		56	6.5%
				Provide extracurricular activities		46	5.3%
						863	100.0%

STUDENT OPINION SURVEY OVERALL SERVICE RATING-FALL TERMS



Overall Service Ratings Chart