

Stephen F. Austin State University
 Student Satisfaction Inventory - Spring 2008 & Spring 2010

Table 3: All Responses

QUESTION CATEGORIES <i>Response scale: Response of 1 indicates not important/ satisfied at all, while 7 indicates very important/ satisfied. Response of 4 = neutral.</i>	2008 Response Mean (N = 704)			2010 Response Mean (N = 384)			Percent Change in Satisfaction (2008 to 2010)
	Importance (1 - 7)	Satisfaction (1 - 7)	Performance Gap*	Importance (1 - 7)	Satisfaction (1 - 7)	Performance Gap*	
Safety and Security	6.52	4.86	1.66	6.52	4.56	1.96	-6.2%
7. The campus is safe and secure for all students.	6.59	5.63	0.96	6.61	5.40	1.21	-4.1%
21. The amount of student parking space on campus is adequate.	6.45	3.29	3.16	6.45	2.62	3.83	-20.4%
28. Parking lots are well-lighted and secure.	6.42	5.14	1.28	6.39	4.96	1.43	-3.5%
36. Security staff respond quickly in emergencies.	6.61	5.52	1.09	6.64	5.62	1.02	1.8%
Concern for the Individual	6.34	5.41	0.93	6.39	5.41	0.98	0.0%
3. Faculty care about me as an individual.	6.32	5.46	0.86	6.36	5.52	0.84	1.1%
14. My academic advisor is concerned about my success as an individual.	6.46	5.60	0.86	6.56	5.75	0.81	2.7%
22. Counseling staff care about students as individuals.	6.29	5.44	0.85	6.31	5.42	0.89	-0.4%
25. Faculty are fair and unbiased in their treatment of individual students.	6.48	5.40	1.08	6.49	5.42	1.07	0.4%
30. Residence hall staff are concerned about me as an individual.	5.89	4.99	0.90	6.01	4.76	1.25	-4.6%
59. This institution shows concern for students as individuals.	6.48	5.45	1.03	6.48	5.39	1.09	-1.1%
Service Excellence	6.25	5.28	0.97	6.28	5.22	1.06	-1.1%
2. The campus staff are caring and helpful.	6.38	5.53	0.85	6.45	5.54	0.91	0.2%
13. Library staff are helpful and approachable.	5.92	5.61	0.31	6.01	5.67	0.34	1.1%
15. The staff in the health services area are competent.	6.32	4.66	1.66	6.29	4.64	1.65	-0.4%
22. Counseling staff care about students as individuals.	6.29	5.44	0.85	6.31	5.42	0.89	-0.4%
27. The personnel involved in registration are helpful.	6.33	5.60	0.73	6.36	5.45	0.91	-2.7%
57. I seldom get the "run-around" when seeking information on this campus.	6.44	4.89	1.55	6.47	4.72	1.75	-3.5%
60. I generally know what's happening on campus.	6.03	5.36	0.67	6.09	5.25	0.84	-2.1%
71. Channels for expressing student complaints are readily available.	6.27	5.04	1.23	6.27	4.96	1.31	-1.6%

*NOTE: The Performance Gap is defined as the Importance Score minus the Satisfaction Score. The larger the Performance Gap, the greater the discrepancy between what students expect and their level of satisfaction with the current situation.

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	Importance (1 - 7)	Satisfaction (1 - 7)	Performance Gap*	Importance (1 - 7)	Satisfaction (1 - 7)	Performance Gap*	
Responsiveness to Diverse Populations	N/A	5.51	N/A	N/A	5.53	N/A	0.4%
84. Institution's commitment to part-time students?	N/A	5.59	N/A	N/A	5.66	N/A	1.3%
85. Institution's commitment to evening students?	N/A	5.54	N/A	N/A	5.61	N/A	1.3%
86. Institution's commitment to older, returning learners?	N/A	5.67	N/A	N/A	5.80	N/A	2.3%
87. Institution's commitment to under-represented populations?	N/A	5.52	N/A	N/A	5.53	N/A	0.2%
88. Institution's commitment to commuters?	N/A	4.93	N/A	N/A	4.82	N/A	-2.2%
89. Institution's commitment to students with disabilities?	N/A	5.94	N/A	N/A	6.01	N/A	1.2%
Campus Climate	6.31	5.46	0.85	6.34	5.43	0.91	-0.5%
1. Most students feel a sense of belonging here.	6.04	5.49	0.55	6.06	5.44	0.62	-0.9%
2. The campus staff are caring and helpful.	6.38	5.53	0.85	6.45	5.54	0.91	0.2%
3. Faculty care about me as an individual.	6.32	5.46	0.86	6.36	5.52	0.84	1.1%
7. The campus is safe and secure for all students.	6.59	5.63	0.96	6.61	5.40	1.21	-4.1%
10. Administrators are approachable to students.	6.10	5.30	0.80	6.13	5.39	0.74	1.7%
29. It is an enjoyable experience to be a student on this campus.	6.48	5.73	0.75	6.56	5.71	0.85	-0.3%
37. I feel a sense of pride about my campus.	5.98	5.53	0.45	6.13	5.65	0.48	2.2%
41. There is a commitment to academic excellence on this campus.	6.48	5.57	0.91	6.51	5.51	1.00	-1.1%
45. Students are made to feel welcome on this campus.	6.44	5.79	0.65	6.44	5.80	0.64	0.2%
51. This institution has a good reputation within the community.	6.29	5.67	0.62	6.28	5.73	0.55	1.1%
57. I seldom get the "run-around" when seeking information on this campus.	6.44	4.89	1.55	6.47	4.72	1.75	-3.5%
59. This institution shows concern for students as individuals.	6.48	5.45	1.03	6.48	5.39	1.09	-1.1%
60. I generally know what's happening on campus.	6.03	5.36	0.67	6.09	5.25	0.84	-2.1%

*NOTE: The Performance Gap is defined as the Importance Score minus the Satisfaction Score. The larger the Performance Gap, the greater the discrepancy between what students expect and their level of satisfaction with the current situation.

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	Importance (1 - 7)	Satisfaction (1 - 7)	Performance Gap*	Importance (1 - 7)	Satisfaction (1 - 7)	Performance Gap*	
Campus Climate (continued)	6.31	5.46	0.85	6.34	5.43	0.91	-0.5%
62. There is a strong commitment to racial harmony on this campus.	6.03	5.33	0.70	6.03	5.24	0.79	-1.7%
66. Tuition paid is a worthwhile investment.	6.58	5.33	1.25	6.57	5.29	1.28	-0.8%
67. Freedom of expression is protected on campus.	6.26	5.65	0.61	6.28	5.67	0.61	0.4%
71. Channels for expressing student complaints are readily available.	6.27	5.04	1.23	6.27	4.96	1.31	-1.6%

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Table 4: Items Identified as Strengths

QUESTION CATEGORIES <i>Response scale: Response of 1 indicates not important/ satisfied at all, while 7 indicates very important/ satisfied. Response of 4 = neutral.</i>	2008 Response Mean (N = 704)			2010 Response Mean (N = 384)			Percent Change in Satisfaction (2008 to 2010)
	Importance (1 - 7)	Satisfaction (1 - 7)	Performance Gap**	Importance (1 - 7)	Satisfaction (1 - 7)	Performance Gap**	
Academic Advising							
6. My academic advisor is approachable.	6.49	5.78	0.71	6.57	6.06	0.51	4.8%
14. My academic advisor is concerned about my success as an individual.				6.56	5.75	0.81	
33. My academic advisor is knowledgeable about requirements in my major.	6.65	5.88	0.77	6.71	6.04	0.67	2.7%
Campus Climate							
45. Students are made to feel welcome on this campus.				6.44	5.80	0.64	
Campus Life							
72. On the whole, the campus is well-maintained.	6.49	5.97	0.52	6.50	6.02	0.48	0.8%
Campus Support Services							
18. Library resources and services are adequate.				6.34	5.76	0.58	
32. Tutoring services are readily available.	6.36	5.84	0.52				
77. SFA provides adequate technical support to students using computing and information technology on and off campus.	6.40	5.68	0.72				

Note: Items may appear in more than one category.

* Denotes items that received higher satisfaction scores vs. other four-year public institutions.

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QUESTION CATEGORIES <i>Response scale: Response of 1 indicates not important/ satisfied at all, while 7 indicates very important/ satisfied. Response of 4 = neutral.</i>	2008 Response Mean (N = 704)			2010 Response Mean (N = 384)			Percent Change in Satisfaction (2008 to 2010)
	Importance (1 - 7)	Satisfaction (1 - 7)	Performance Gap**	Importance (1 - 7)	Satisfaction (1 - 7)	Performance Gap**	
Instructional Effectiveness							
8. The content of the courses within my major is valuable.				6.69	5.80	0.89	
16. The instruction in my major field is excellent.	6.67	5.77	0.90	6.73	5.87	0.86	1.7%
39. I am able to experience intellectual growth here.	6.58	5.80	0.78	6.59	5.83	0.76	0.5%
58. The quality of instruction I receive in most of my classes is excellent.				6.71	5.77	0.94	
65. Faculty are usually available after class and during office hours.	6.52	5.83	0.69	6.55	5.91	0.64	1.4%
68. Nearly all of the faculty are knowledgeable in their field.	6.65	5.89	0.76	6.65	6.08	0.57	3.2%
69. There is a good variety of courses provided on this campus.	6.55	5.79	0.76	6.57	5.96	0.61	2.9%
76. The SFA Web site (www.sfasu.edu) easily provides the information I need.	6.48	5.80	0.68				
79. My coursework is academically challenging.	6.35	5.95	0.40				
80. My coursework emphasizes critical thinking skills through the analysis and organization of ideas or information.	6.40	5.95	0.45	6.34	6.07	0.27	2.0%
Student Centeredness							
29. It is an enjoyable experience to be a student on this campus.*	6.48	5.73	0.75				
45. Students are made to feel welcome on this campus.*	6.44	5.79	0.65				

Note: Items may appear in more than one category.

* Denotes items that received higher satisfaction scores vs. other four-year public institutions.

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Table 5: Items Identified as Challenges

QUESTION CATEGORIES <i>Response scale: Response of 1 indicates not important/ satisfied at all, while 7 indicates very important/ satisfied. Response of 4 = neutral.</i>	2008 Response Mean (N = 704)			2010 Response Mean (N = 384)			Percent Change in Satisfaction (2008 to 2010)
	Importance (1 - 7)	Satisfaction (1 - 7)	Performance Gap*	Importance (1 - 7)	Satisfaction (1 - 7)	Performance Gap*	
Academic Advising							
55. Major requirements are clear and reasonable.	6.60	5.61	0.99				
Campus Climate							
57. I seldom get the "run-around" when seeking information on this campus.							
66. Tuition paid is a worthwhile investment.	6.58	5.33	1.25	6.57	5.29	1.28	-0.8%
Campus Life							
23. Living conditions in the residence halls are comfortable (adequate space, lighting, heat, air, etc.)	6.48	4.47	2.01	6.46	4.43	2.03	-0.9%
Concern for the Individual							
59. This institution shows concern for students as individuals.	6.48	5.45	1.03	6.48	5.39	1.09	-1.1%
Instructional Effectiveness							
8. The content of the courses within my major is valuable.	6.67	5.66	1.01				
25. Faculty are fair and unbiased in their treatment of individual students.	6.48	5.40	1.08	6.49	5.42	1.07	0.4%
47. Faculty provide timely feedback about student progress in a course.	6.52	5.35	1.17	6.55	5.28	1.27	-1.3%
53. Faculty take into consideration student differences as they teach a course.	6.36	5.26	1.10	6.38	5.18	1.20	-1.5%
58. The quality of instruction I receive in most of my classes is excellent.	6.62	5.63	0.99				
Recruitment & Financial Aid							
5. Financial aid counselors are helpful.	6.43	5.40	1.03	6.43	5.31	1.12	-1.7%
12. Financial aid awards are announced to students in time to be helpful in college planning.	6.51	5.22	1.29	6.50	5.23	1.27	0.2%
17. Adequate financial aid is available for most students.	6.60	4.81	1.79	6.55	5.00	1.55	4.0%
Registration Effectiveness							
11. Billing policies are reasonable.	6.40	5.02	1.38	6.34	5.18	1.16	3.2%
34. I am able to register for classes I need with few conflicts.	6.66	5.40	1.26	6.67	5.24	1.43	-3.0%
Safety & Security							
7. The campus is safe and secure for all students.				6.61	5.40	1.21	
21. The amount of student parking space on campus is adequate.	6.45	3.29	3.16	6.45	2.62	3.83	-20.4%
28. Parking lots are well-lighted and secure.	6.42	5.14	1.28	6.39	4.96	1.43	-3.5%
36. Security staff respond quickly in emergencies.	6.61	5.52	1.09				
Service Excellence							
57. I seldom get the "run-around" when seeking information on this campus.	6.44	4.89	1.55	6.47	4.72	1.75	-3.5%

Note: Items may appear in more than one category.

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Table 6: Factors in Decision to Enroll

	2008 Response Mean (N = 704)	2010 Response Mean (N = 384)
	Importance (1 - 7)	Importance (1 - 7)
<i>Response scale: Response of 1 indicates not important at all, while 7 indicates very important. Response of 4 = neutral.</i>		
90. Cost as factor in decision to enroll.	6.37	6.19
91. Financial aid as factor in decision to enroll.	6.34	6.09
92. Academic reputation as factor in decision to enroll.	6.13	6.01
97. Campus appearance as factor in decision to enroll.	5.76	5.73
98. Personalized attention prior to enrollment as factor in decision to enroll.	5.88	5.67
93. Size of institution as factor in decision to enroll.	5.78	5.65
96. Geographic setting as factor in decision to enroll.	5.67	5.52
95. Recommendations from family/friends as factor in decision to enroll.	5.15	5.16
94. Opportunity to play sports as factor in decision to enroll.	3.64	3.48

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Table 7: Customer Service Responses

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	Importance (1 - 7)	Satisfaction (1 - 7)	Performance Gap*	Importance (1 - 7)	Satisfaction (1 - 7)	Performance Gap*	
Facilities	6.42	5.09	1.33	6.44	4.87	1.57	-4.3%
7. The campus is safe and secure for all students.	6.59	5.63	0.96	6.61	5.40	1.21	-4.1%
18. Library resources and services are adequate.	6.32	5.76	0.56	6.34	5.76	0.58	0.0%
21. The amount of student parking space on campus is adequate.	6.45	3.29	3.16	6.45	2.62	3.83	-20.4%
26. Computer labs are adequate and accessible.	6.31	5.63	0.68	6.40	5.62	0.78	-0.2%
28. Parking lots are well-lighted and secure.	6.42	5.14	1.28	6.39	4.96	1.43	-3.5%
Staff	6.32	5.45	0.87	6.36	5.48	0.88	0.5%
2. The campus staff are caring and helpful.	6.38	5.53	0.85	6.45	5.54	0.91	0.2%
3. Faculty care about me as an individual.	6.32	5.46	0.86	6.36	5.52	0.84	1.1%
4. Admissions staff are knowledgeable.	6.40	5.56	0.84	6.35	5.41	0.94	-2.7%
5. Financial aid counselors are helpful.	6.43	5.40	1.03	6.43	5.31	1.12	-1.7%
6. My academic advisor is approachable.	6.49	5.78	0.71	6.57	6.06	0.51	4.8%
10. Administrators are approachable to students.	6.10	5.30	0.80	6.13	5.39	0.74	1.7%
13. Library staff are helpful and approachable.	5.92	5.61	0.31	6.01	5.67	0.34	1.1%
14. My academic advisor is concerned about my success as an individual.	6.46	5.60	0.86	6.56	5.75	0.81	2.7%
15. The staff in the health services area are competent.	6.32	4.66	1.66	6.29	4.64	1.65	-0.4%
19. My academic advisor helps me set goals to work toward.	6.26	5.30	0.96	6.33	5.42	0.91	2.3%
22. Counseling staff care about students as individuals.	6.29	5.44	0.85	6.31	5.42	0.89	-0.4%
25. Faculty are fair and unbiased in their treatment of individual students.	6.48	5.40	1.08	6.49	5.42	1.07	0.4%
27. The personnel involved in registration are helpful.	6.33	5.60	0.73	6.36	5.45	0.91	-2.7%
30. Residence hall staff are concerned about me as an individual.	5.89	4.99	0.90	6.01	4.76	1.25	-4.6%
33. My academic advisor is knowledgeable about requirements in my major.	6.65	5.88	0.77	6.71	6.04	0.67	2.7%

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	Importance (1-7)	Satisfaction (1-7)	Performance Gap*	Importance (1-7)	Satisfaction (1-7)	Performance Gap*	
36. Security staff respond quickly in emergencies.	6.61	5.52	1.09	6.64	5.62	1.02	1.8%
54. Bookstore staff are helpful.	6.17	5.55	0.62	6.11	5.51	0.60	-0.7%
61. Adjunct faculty are competent as classroom instructors.	6.33	5.58	0.75	6.33	5.70	0.63	2.2%
Internet Sites	6.28	5.89	0.39	6.26	5.89	0.36	0.1%
75. The SFA Web site (www.sfasu.edu) portrays a professional look.	6.07	5.97	0.10	6.02	6.16	-0.14	3.2%
76. The SFA Web site (www.sfasu.edu) easily provides the information I need.	6.48	5.80	0.68	6.49	5.62	0.87	-3.1%
Complaint-Handling	6.27	5.04	1.23	6.27	4.96	1.31	-1.6%
71. Channels for expressing student complaints are readily available.	6.27	5.04	1.23	6.27	4.96	1.31	-1.6%
Service Timeliness	6.44	5.54	0.90	6.43	5.50	0.93	-0.8%
12. Financial aid awards are announced to students in time to be helpful in college planning.	6.51	5.22	1.29	6.50	5.23	1.27	0.2%
20. The business office is open during hours which are convenient for most students.	6.24	5.53	0.71	6.19	5.49	0.70	-0.7%
34. I am able to register for classes I need with few conflicts.	6.66	5.40	1.26	6.67	5.24	1.43	-3.0%
44. Academic support services adequately meet the needs of students.	6.34	5.58	0.76	6.29	5.57	0.72	-0.2%
49. There are adequate services to help me decide upon a career.	6.41	5.57	0.84	6.41	5.38	1.03	-3.4%
65. Faculty are usually available after class and during office hours.	6.52	5.83	0.69	6.55	5.91	0.64	1.4%
77. SFA provides adequate technical support to students using computing and information technology on and off campus.	6.40	5.68	0.72	6.41	5.68	0.73	0.0%
Printed Information	6.22	5.76	0.46	6.21	5.67	0.54	-1.6%
78. Printed information published by SFA departments and c	6.22	5.76	0.46	6.21	5.67	0.54	-1.6%

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Table 7: Customer Service Responses

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	Importance (1 - 7)	Satisfaction (1 - 7)	Performance Gap*	Importance (1 - 7)	Satisfaction (1 - 7)	Performance Gap*	
Communications	6.38	5.21	1.17	6.40	5.12	1.28	-1.6%
12. Financial aid awards are announced to students in time to be helpful in college planning.	6.51	5.22	1.29	6.50	5.23	1.27	0.2%
47. Faculty provide timely feedback about student progress in a course.	6.52	5.35	1.17	6.55	5.28	1.27	-1.3%
57. I seldom get the "run-around" when seeking information on this campus.	6.44	4.89	1.55	6.47	4.72	1.75	-3.5%
60. I generally know what's happening on campus.	6.03	5.36	0.67	6.09	5.25	0.84	-2.1%

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