



Student Satisfaction Inventory

2010 Overview



WISCONSIN
INDIANHEAD
TECHNICAL
COLLEGE

Prepared by
Office of Research and Planning

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INTRODUCTION

Background

In spring 2010, Wisconsin Indianhead Technical College (WITC) administered the Noel-Levitz Student Satisfaction Inventory (SSI), a nationally recognized student priority and satisfaction survey.

The SSI provides academic institutions the ability to measure student satisfaction and priorities. WITC participates in the Noel-Levitz SSI every other year.

Instrument

The Student Satisfaction Inventory (SSI) requested students to indicate both the level of importance they place on specific attributes of the college, as well as their level of satisfaction with each attribute.

Students completing the SSI assign each of the 70 items a level of importance and a level of satisfaction. The difference between the students' cumulative ratings of importance versus satisfaction is subtracted yielding a Performance Gap between perceived importance and satisfaction. As a result, the survey yields not only information about what is important to students at WITC, but also their comparative satisfaction with the item in relation to their overall educational experience.

The SSI reflects the candid opinions of current students on topics critical to college choice and satisfaction such as academic advising, instructional effectiveness, campus safety and security and student centeredness. The SSI is especially useful because it indicates what is most important to our students, measures how well we meet their expectations and then compares their opinions with those of students attending other national colleges and Wisconsin technical colleges. The 2010 national comparison includes 184,145 student responses from 222 institutions and the WTCS comparison includes 17,840 student responses from 11 institutions. Over 1,100 students from WITC's four campuses completed the SSI.

The 2010 Student Satisfaction Inventory instrument can be found in Appendix A.

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METHODOLOGY

Process

The SSI was administered to WITC students face-to-face in their classrooms and was completed by 1,133 students, which represents 26% of the total students enrolled in undergraduate

credit coursework at WITC during the FY10 spring term. Campus representation is detailed in Table 1 below.

Table 1
Summary of Respondents by Campus Compared to Actual Credit Enrollment

Campus	Number Completing Survey	Percent of Total Respondents	Total FY 10 On-Campus Credit Enrollment	Percent Surveyed Compared to Actual Attendance
Ashland	136	12%	561	24%
New Richmond	285	25%	1273	22%
Rice Lake	416	37%	1575	26%
Superior	296	26%	1050	28%
WITC Total	1,133	100%	4287	26%

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FINDINGS

STRENGTHS

WITC's results on the SSI are outstanding. WITC students express greater satisfaction compared to the national results on 65 of the 70 items on the SSI.

Based on student responses compared to other institutions, the following focus areas were cited as strengths for the college.

Student Centeredness

- It is an enjoyable experience to be a student on this campus.
- Students are made to feel welcome on this campus.
- The campus staff are caring and helpful.

Instructional Effectiveness

- The quality of instruction I receive in most of my classes is excellent.
- The quality of instruction in the vocational/technical programs is excellent.
- Nearly all of the faculty are knowledgeable in their fields.
- Program requirements are clear and reasonable.
- I am able to experience intellectual growth here.
- There is a good variety of courses provided on this campus.
- Faculty are usually available after class and during office hours.
- Faculty care about me as an individual.

Safety and Security

- The campus is safe and secure for all students.

Academic Advising/Counseling

- My academic advisor is knowledgeable about my program requirements.
- My academic advisor is approachable.

Service Excellence

- The campus staff are caring and helpful.

Concern for the Individual

- Faculty care about me as an individual.

Campus Climate

- It is an enjoyable experience to be a student on this campus.
- Students are made to feel welcome on this campus.
- The campus staff are caring and helpful.
- This institution has a good reputation within the community.
- Faculty care about me as an individual.
- On the whole, the campus is well-maintained.
- The campus is safe and secure for all students.

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CHALLENGES

Also identified were areas that were considered to be challenges for the college. It should be noted that survey focus areas and the questions that make up each focus area can be listed as both strengths and challenges for the college. This is caused by students' satisfaction in 2010 being lower than in

2008 or the level of importance students place on a focus area being higher than in previous years, causing the gap between importance and satisfaction being greater, or vice versa. Focus areas identified as challenges for WITC are as follows:

Instructional Effectiveness

- The quality of instruction I receive in most of my classes is excellent.
- Faculty are fair and unbiased in their treatment of individual students.
- Faculty provide timely feedback about student progress in a course.
- Faculty are understanding of students' unique life circumstances.
- Students are notified early in the term if they are doing poorly in a class.

Safety and Security

- The amount of student parking space on campus is adequate.

Academic Advising/Counseling

- This school does whatever it can to help me reach my educational goals.

Admissions and Financial Aid

- Adequate financial aid is available for most students.
- Financial aid counselors are helpful.

Registration Effectiveness

- Classes are scheduled at times that are convenient for me.

Service Excellence

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

Concern for the Individual

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

Campus Climate

- This school does whatever it can to help me reach my educational goals.
- Faculty are understanding of students' unique life circumstances.
- I seldom get the "run-around" when seeking information on this campus.

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Trends

In addition to strengths and challenges, trends were identified based on a comparison of student responses from 2008 to their responses in 2010. Three key trends determined by SSI and that had higher satisfaction in 2010 compared to 2008 are:

- My academic advisor is knowledgeable about my program requirements.
- My academic advisor is approachable.
- Adequate financial aid is available for most students.

Benchmarking Survey Results

WITC's SSI results were benchmarked to community colleges nationally, to other technical colleges in the Wisconsin Technical College System (WTCS), and to WITC's 2008 results. Both nationally and regionally, WITC compared favorably against the "Performance Gaps" of other community colleges. Nationally (Table 2) and regionally (Table 3), WITC outperformed other community colleges in every area.

When comparing WITC's 2010 results to 2008, (Table 4) results show higher satisfaction in 5 of the 11 focus areas. Students' satisfaction in the other six areas was very similar in 2010 compared to 2008 with just slightly lower satisfaction scores.

Mean importance scores throughout this report are based on a scale of 1 to 7 with 1 being "not important at all" and 7 being "very important". Similarly, satisfaction scores are based on a scale of 1 to 7 with 1 being "not satisfied at all", and 7 being "very satisfied".

As student satisfaction increases, the gap between importance and satisfaction decreases.

Detailed breakdowns of the benchmark areas and statements by year can be found in Appendix B beginning on page 25.

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Table 2
WITC Compared to National Benchmarks – Mean Score Comparison

Focus Area (Aggregated)	Importance		Satisfaction		Gap	
	WITC	National	WITC	National	WITC	National
Student Centeredness	6.07	5.98	5.75	5.37	0.32	0.61
Instructional Effectiveness	6.24	6.18	5.72	5.40	0.52	0.78
Campus Support Services	5.40	5.48	5.06	4.97	0.34	0.51
Safety and Security	5.85	6.02	5.25	5.01	0.60	1.01
Academic Advising/Counseling	6.18	6.14	5.73	5.20	0.45	0.94
Admissions and Financial Aid	6.07	6.03	5.52	5.13	0.55	0.90
Academic Services	6.05	6.05	5.65	5.45	0.40	0.60
Registration Effectiveness	6.11	6.16	5.57	5.42	0.54	0.74
Service Excellence	5.98	5.96	5.54	5.26	0.44	0.70
Concern for the Individual	6.15	6.09	5.65	5.22	0.50	0.87
Campus Climate	6.04	5.98	5.66	5.30	0.38	0.68

Table 3
WITC Compared to Regional Benchmarks (WTCS)

Focus Area (Aggregated)	Importance		Satisfaction		Gap	
	WITC SSI	WTCS SSI	WITC SSI	WTCS SSI	WITC SSI	WTCS SSI
Student Centeredness	6.07	5.95	5.75	5.46	0.32	0.49
Instructional Effectiveness	6.24	6.20	5.72	5.52	0.52	0.68
Campus Support Services	5.40	5.38	5.06	4.99	0.34	0.39
Safety and Security	5.85	5.86	5.25	4.99	0.60	0.87
Academic Advising/Counseling	6.18	6.03	5.73	5.22	0.45	0.81
Admissions and Financial Aid	6.07	5.95	5.52	5.08	0.55	0.87
Academic Services	6.05	5.97	5.65	5.44	0.40	0.53
Registration Effectiveness	6.11	6.11	5.57	5.39	0.54	0.72
Service Excellence	5.98	5.88	5.54	5.31	0.44	0.57
Concern for the Individual	6.15	6.06	5.65	5.30	0.50	0.76
Campus Climate	6.04	5.94	5.66	5.39	0.38	0.55

Table 4
WITC Comparison of SSI Importance and Satisfaction Levels by Year

Focus Area (Aggregated)	Importance		Satisfaction		Gap	
	SSI Spring 2010	SSI Spring 2008	SSI Spring 2010	SSI Spring 2008	SSI Spring 2010	SSI Spring 2008
Student Centeredness	6.07	6.03	5.75	5.78	0.32	0.25
Instructional Effectiveness	6.24	6.18	5.72	5.73	0.52	0.45
Campus Support Services	5.40	5.44	5.06	5.04	0.34	0.40
Safety and Security	5.85	5.76	5.25	5.15	0.60	0.61
Academic Advising/ Counseling	6.18	6.12	5.73	5.65	0.45	0.47
Admissions and Financial Aid	6.07	6.03	5.52	5.46	0.55	0.57
Academic Services	6.05	6.02	5.65	5.64	0.40	0.38
Registration Effectiveness	6.11	6.09	5.57	5.58	0.54	0.51
Service Excellence	5.98	5.95	5.54	5.59	0.44	0.36
Concern for the Individual	6.15	6.12	5.65	5.67	0.50	0.45
Campus Climate	6.04	6.00	5.66	5.69	0.38	0.31

Responsiveness to Diverse Students

In addition to the 70 importance and satisfaction questions on the SSI, students were also asked to respond to several questions regarding their satisfaction with how the college demonstrates commitment to meeting the needs of students in diverse populations. Diverse students were categorized as part-time, evening, older/returning learners, under-represented populations, commuters,

and students with disabilities. WITC's aggregated satisfaction score for 2010 compared to 2008 as well as the National SSI score and the WTCS score is found in Table 5. As indicated, WITC students have a slightly lower satisfaction in 2010 than in 2008; however, WITC students indicated higher satisfaction in this area than the national and WTCS comparison groups.

Table 5
Satisfaction with WITC's Responsiveness to Diverse Populations

	WITC		National	WTCS
	2010	2008		
Responsiveness to Diverse Populations (Aggregate)	5.56	5.63	5.47	5.46

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Factors in Decision to Enroll

Students were asked to evaluate how important several factors were in their decision to enroll at WITC. Table 6 below lists the factors in order of importance, according to the WITC SSI

respondents' answers. Scores were based on a 1 – 7 scale with 1 being “not important at all” and 7 being “very important”.

Table 6
Factors in Enrollment Decision by Ranking

Factor	SSI 2010 Score
Cost	6.19
Financial aid	6.03
Academic reputation	5.84
Geographic setting	5.46
Personalized attention prior to enrollment	5.39
Size of institution	5.17
Campus appearance	5.13
Recommendations from family/friends	4.74
Opportunity to play sports	3.01

College Experience Met Expectations

SSI respondents were asked how their college experience met their expectations. Responses were requested on a scale of 1 to 7 with 1 being “Much worse than I expected” and

7 being “Much better than I expected”. WITC’s aggregated score was 5.09. Table 7 displays responses by percentage.

Table 7
College Experience Met Expectations

Experience Met Expectations	Percentage
Much better than I expected	19%
Quite a bit better than I expected	17%
Better than I expected	26%
About what I expected	30%
Worse than I expected	4%
Quite a bit worse than I expected	-
Much worse than I expected	1%

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Overall Satisfaction with College Experience

When asked to indicate their overall satisfaction with their college experience so far, SSI respondents' overall satisfaction was 5.84. Answers were on

a scale of 1 to 7 with 1 being "Not satisfied at all" and 7 being "Very satisfied". Table 8 displays responses by percentage.

Table 8
Overall Satisfaction with College Experience

Satisfaction Level	Percentage
Very satisfied	28%
Satisfied	48%
Somewhat satisfied	11%
Neutral	5%
Somewhat dissatisfied	3%
Not very satisfied	1%
Not satisfied at all	-

WITC Students Would Enroll Again

SSI respondents were asked if they had it to do over, would they enroll at WITC again. Answers were on a scale of 1 to 7 with 1 being "Definitely not" and 7

being "Definitely yes". This question scored an average of 5.98. Table 9 displays responses by percentage.

Table 9
WITC Students Would Enroll Again

Enroll Again	Percentage
Definitely yes	44%
Probably yes	34%
Maybe yes	8%
I don't know	5%
Maybe not	2%
Probably not	3%
Definitely not	1%

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WITC SSI survey results for all questions are compared to national and regional results in Appendix C, which begins on page 35. The SSI survey results are then compared to 2008 SSI survey results for all questions beginning on page 47 in Appendix D.

Appendices E-H contain comparisons of 2010 SSI results to 2008 SSI results for all questions by individual campuses, Ashland, New Richmond, Rice Lake and Superior respectively. These appendices begin on page 57.

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PROFILE OF WITC SSI RESPONDENTS

Student Population

Table 10 shows a comparison of WITC SSI respondent demographic characteristics to WITC’s 2010 credit student population. Overall, the respondents reflect the underlying population of WITC students, with the exception of enrollment status. Approximately 82% of the 2010

respondents reported attending WITC full-time; when actually 34% of WITC’s spring term undergraduate students attend full-time. This unbalanced representation is a result of two processes—random class selection and in-class administration.

Table 10
Comparison of SSI Respondents to WITC Overall Student Population

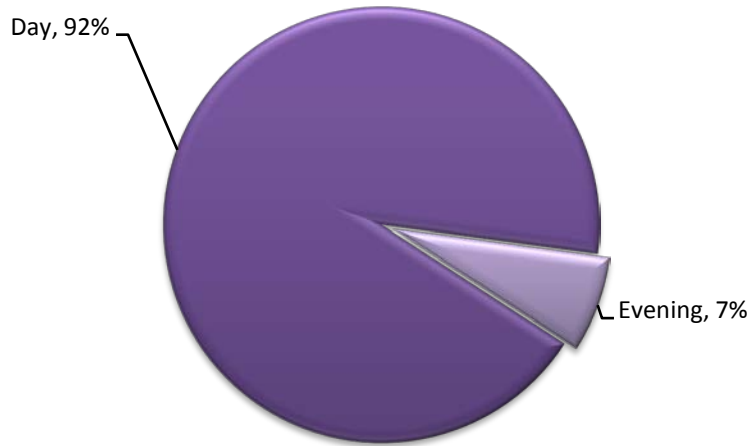
Demographics	2010 WITC SSI Respondents	WITC’s FY10 Spring Term Student Population
Gender		
Female	55%	59%
Male	45%	41%
Race/Ethnicity		
White	91%	91%
Asian	1%	1%
Hispanic/Latino	1%	1%
Black	1%	2%
Native American	4%	5%
Other	1%	<1%
Enrollment Status		
Full-time	82%	34%
Part-time	18%	66%
Age		
18 and under	7%	17%
19-24	47%	33%
25-34	27%	25%
35-44	11%	13%
45 and over	7%	11%

Time of Day Students Attend Classes

As reflected in Figure 1, 92% of SSI respondents attend daytime classes, while seven percent (7%) attend

evening. Less than one percent (<1%) of SSI respondents attend weekend classes.

Figure 1
Time of Day Students Attend Classes*



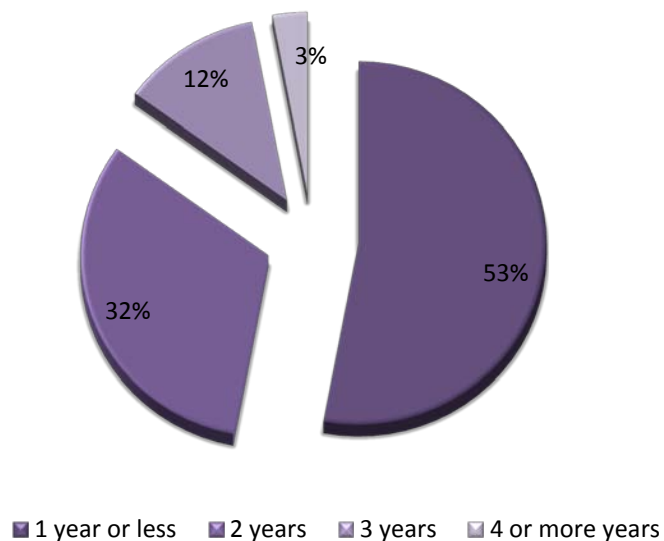
*<1% of students attend weekend classes.

Number of Years Enrolled at WITC

Just over half of SSI respondents (53%) have been enrolled at WITC for one year or less, while an additional 32% have been enrolled two years, as

reflected in Figure 2. Twelve percent (12%) have been enrolled three years, and three percent (3%) have been enrolled four or more years.

Figure 2
Number of Years Enrolled at WITC



Current GPA

Many WITC students maintain a GPA of 3.0 or better. As indicated in Table 11, over two-thirds of WITC's SSI

respondents have current GPA's over 3.0.

Table 11
Students' Current GPA

Current GPA	SSI 2010
3.5 or above	35%
3.0 – 3.49	33%
2.5 – 2.99	17%
2.0 – 2.49	6%
1.99 or below	1%

Educational Goals

As indicated in Table 12, 80% of SSI respondents set educational goals to earn either an Associate Degree (61%)

or complete a technical diploma program (19%).

Table 12
Educational Goals of Students

Educational Goal	SSI 2010
Associate Degree	61%
Vocational/technical program	19%
Transfer to another institution	6%
Certification (initial/renewal)	7%
Self-improvement/pleasure	1%
Job-related training	3%
Other educational goal	4%

Employment Status

Most (69%) of WITC's SSI respondents are employed while attending WITC. Half are employed part-time, while 19%

are employed full-time, as reflected in Table 13.

Table 13
Students' Employment Status

Employment Status	SSI 2010
Full-time	19%
Part-time	50%
Not employed	31%

Residence

The majority of SSI respondents attending WITC (92%) reside in Wisconsin.

As shown in Table 14, nearly one-third of all respondents rent a room or apartment off campus (32%), closely

followed by respondents living at their parents' home (30%), and those that own their house (29%). The remaining respondents reside in a residence hall (1%) or some other residential situation (8%).

Table 14
Current Residence

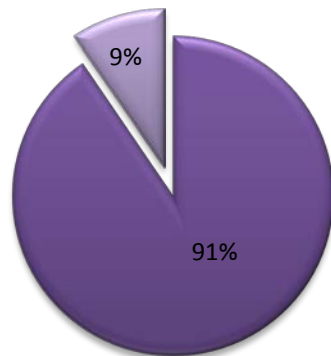
Current Residence	SSI 2010
Rent room or apartment off campus	32%
Parent's home	30%
Own house	29%
Other residence	8%
Residence hall	1%

Students with Disabilities

Nearly 10% of WITC students have some type of physical disability or diagnosed learning disability.

Overall, students are satisfied with WITC's commitment to students with disabilities.

Students with Disabilities



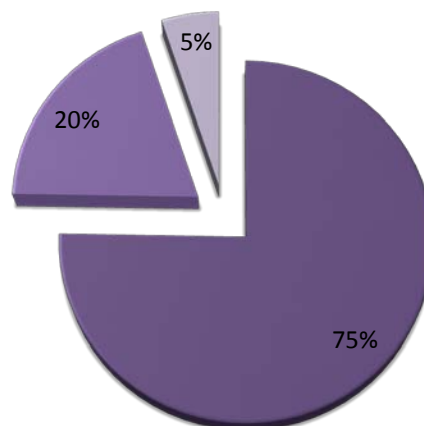
■ No Disability ■ Disability

College of Choice

WITC was the first choice college for 75% of the SSI respondents, and second choice for 20% of SSI respondents.

Five percent (5%) of respondents indicated WITC was their third or lower choice.

College of Choice



■ 1st Choice
■ 2nd Choice
■ 3rd choice or lower

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APPENDIX A

[\(Click here to view PDF of Noel-Levitz Satisfaction Inventory Survey Instrument\)](#)

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Appendix B
Benchmark Comparisons of 2010 SSI to 2008 SSI
Importance and Satisfaction Levels by Category

Student Centeredness Importance and Satisfaction Levels

Item	SSI Spring 2010			SSI Spring 2008		
	Importance	Satisfaction	Gap	Importance	Satisfaction	Gap
Overall Student Centeredness	6.07	5.75	0.32	6.03	5.78	0.25
Most students feel a sense of belonging here.	5.70	5.71	-0.01	5.58	5.68	-0.10
The college shows concern for students as individuals.	6.12	5.55	0.57	6.13	5.61	0.52
The campus staff are caring and helpful.	6.14	5.81	0.33	6.11	5.89	0.22
It is an enjoyable experience to be a student on this campus.	6.23	5.87	0.36	6.16	5.92	0.24
Students are made to feel welcome on this campus.	6.23	5.91	0.32	6.22	5.98	0.24
Administrators are approachable to students.	6.00	5.63	0.37	5.97	5.60	0.37

Instructional Effectiveness Importance and Satisfaction Levels

Item	SSI Spring 2010			SSI Spring 2008		
	Importance	Satisfaction	Gap	Importance	Satisfaction	Gap
Overall Instructional Effectiveness	6.24	5.72	0.52	6.18	5.73	0.45
Faculty care about me as an individual.	6.10	5.80	0.30	6.02	5.82	0.20
The quality of instruction I receive in most of my classes is excellent.	6.46	5.84	0.62	6.41	5.87	0.54
Faculty are understanding of students' unique life circumstances.	6.18	5.56	0.62	6.11	5.56	0.55
Faculty are fair and unbiased in their treatment of individual students.	6.27	5.62	0.65	6.23	5.67	0.56
Faculty take into consideration student differences as they teach a course.	6.13	5.54	0.59	6.09	5.59	0.50
Faculty provide timely feedback about student progress in a course.	6.23	5.62	0.61	6.17	5.65	0.52
Faculty are interested in my academic problems.	6.09	5.57	0.52	5.99	5.56	0.43

Item (Cont.)	SSI Spring 2010			SSI Spring 2008		
	Importance	Satisfaction	Gap	Importance	Satisfaction	Gap
Nearly all of the faculty are knowledgeable in their fields.	6.37	5.98	0.39	6.29	5.97	0.32
Faculty are usually available after class and during office hours.	6.17	5.84	0.33	6.20	5.78	0.42
Nearly all classes deal with practical experiences and applications.	6.20	5.73	0.47	6.15	5.79	0.36
Students are notified early in the term if they are doing poorly in a class.	6.15	5.26	0.89	6.10	5.32	0.78
Program requirements are clear and reasonable.	6.35	5.89	0.46	6.23	5.83	0.40
There is a good variety of courses provided on this campus.	6.26	5.80	0.46	6.23	5.79	0.44
I am able to experience intellectual growth here.	6.35	5.97	0.38	6.23	5.96	0.27

Responsiveness to Diverse Populations Satisfaction Levels

Item	SSI Spring 2010	SSI Spring 2008
	Satisfaction	Satisfaction
Overall Responsiveness to Diverse Populations	5.56	5.63
Institution's commitment to part-time students?	5.69	5.78
Institution's commitment to evening students?	5.47	5.58
Institution's commitment to older, returning learners?	5.73	5.79
Institution's commitment to under-represented populations?	5.40	5.46
Institution's commitment to commuters?	5.49	5.50
Institution's commitment to students with disabilities?	5.57	5.65

Campus Support Services Importance and Satisfaction Levels

Item	SSI Spring 2010			SSI Spring 2008		
	Importance	Satisfaction	Gap	Importance	Satisfaction	Gap
Overall Campus Support Services	5.40	5.06	0.34	5.44	5.04	0.40
Child care facilities are available on campus.	4.21	3.62	0.59	4.24	3.50	0.74
Personnel in the Veterans' Services program are helpful.	4.46	4.57	-0.11	4.56	4.45	0.11
This campus provides effective support services for displaced homemakers.	4.98	4.82	0.16	5.07	4.75	0.32
The career services office provides students with the help they need to get a job.	5.96	5.11	0.85	5.90	5.16	0.74
The student center is a comfortable place for students to spend their leisure time.	5.70	5.47	0.23	5.81	5.56	0.25
There are adequate services to help me decide upon a career.	6.01	5.56	0.45	6.02	5.51	0.51
New student orientation services help students adjust to college.	5.81	5.54	0.27	5.87	5.61	0.26

Safety and Security Importance and Satisfaction Levels

Item	SSI Spring 2010			SSI Spring 2008		
	Importance	Satisfaction	Gap	Importance	Satisfaction	Gap
Overall Safety and Security	5.85	5.25	0.60	5.76	5.15	0.61
Security staff are helpful.	5.16	4.81	0.35	5.08	4.65	0.43
Security staff respond quickly in emergencies.	5.63	4.81	0.82	5.50	4.55	0.95
Parking lots are well-lighted and secure.	5.90	5.22	0.68	5.88	5.17	0.71
The campus is safe and secure for all students.	6.26	5.80	0.46	6.21	5.70	0.51
The amount of student parking space on campus is adequate.	6.11	5.39	0.72	6.00	5.43	0.57

Academic Advising/Counseling Importance and Satisfaction Levels

Item	SSI Spring 2010			SSI Spring 2008		
	Importance	Satisfaction	Gap	Importance	Satisfaction	Gap
Overall Academic Advising/Counseling	6.18	5.73	0.45	6.12	5.65	0.47
My academic advisor is approachable.	6.35	6.09	0.26	6.28	5.98	0.30
My academic advisor helps me set goals to work toward.	5.94	5.48	0.46	5.88	5.36	0.52
My academic advisor is concerned about my success as an individual.	6.24	5.77	0.47	6.19	5.70	0.49
My academic advisor is knowledgeable about my program requirements.	6.43	6.16	0.27	6.37	6.00	0.37
My academic advisor is knowledgeable about the transfer requirements of other schools.	5.98	5.46	0.52	5.89	5.33	0.56
Counseling staff care about students as individuals.	6.03	5.49	0.54	6.03	5.53	0.50
This school does whatever it can to help me reach my educational goals.	6.24	5.57	0.67	6.17	5.62	0.55

Admissions and Financial Aid Importance and Satisfaction Levels

Item	SSI Spring 2010			SSI Spring 2008		
	Importance	Satisfaction	Gap	Importance	Satisfaction	Gap
Overall Admissions and Financial Aid	6.07	5.52	0.55	6.03	5.46	0.57
Adequate financial aid is available for most students.	6.30	5.58	0.72	6.25	5.41	0.84
Financial aid awards are announced to students in time to be helpful in college planning.	6.01	5.37	0.64	6.00	5.24	0.76
Financial aid counselors are helpful.	6.13	5.49	0.64	6.07	5.43	0.64
Admissions counselors accurately portray the campus in their recruiting practices.	5.80	5.48	0.32	5.80	5.45	0.35
Admissions staff are knowledgeable.	6.19	5.75	0.44	6.12	5.72	0.40
Admissions counselors respond to prospective students' unique needs and requests.	5.96	5.46	0.50	5.95	5.48	0.47

Academic Services Importance and Satisfaction Levels

Item	SSI Spring 2010			SSI Spring 2008		
	Importance	Satisfaction	Gap	Importance	Satisfaction	Gap
Overall Academic Services	6.05	5.65	0.40	6.02	5.64	0.38
Library resources and services are adequate.	6.05	5.80	0.25	6.06	5.75	0.31
There are a sufficient number of study areas on campus.	5.98	5.50	0.48	5.97	5.48	0.49
Library staff are helpful and approachable.	5.95	5.82	0.13	5.95	5.93	0.02
Computer labs are adequate and accessible.	6.21	5.66	0.55	6.24	5.60	0.64
The equipment in the lab facilities is kept up to date.	6.30	5.71	0.59	6.17	5.63	0.54
Tutoring services are readily available.	5.86	5.50	0.36	5.81	5.50	0.31
Academic support services adequately meet the needs of students.	6.01	5.53	0.48	5.96	5.58	0.38

Registration Effectiveness Importance and Satisfaction Levels

Item	SSI Spring 2010			SSI Spring 2008		
	Importance	Satisfaction	Gap	Importance	Satisfaction	Gap
Overall Registration Effectiveness	6.11	5.57	0.54	6.09	5.58	0.51
The personnel involved in registration are helpful.	6.16	5.70	0.46	6.11	5.71	0.40
Classes are scheduled at times that are convenient for me.	6.28	5.51	0.77	6.29	5.46	0.83
I am able to register for classes I need with few conflicts.	6.35	5.76	0.59	6.30	5.79	0.51
Policies and procedures regarding registration and course selection are clear and well-publicized.	6.12	5.58	0.54	6.07	5.57	0.50
Class change (drop/add) policies are reasonable.	6.07	5.66	0.41	5.98	5.53	0.45
There are convenient ways of paying my school bill.	6.06	5.60	0.46	6.08	5.59	0.49
The business office is open during hours which are convenient for most students.	6.02	5.69	0.33	5.98	5.71	0.27

Item (Cont.)	SSI Spring 2010			SSI Spring 2008		
	Importance	Satisfaction	Gap	Importance	Satisfaction	Gap
Billing policies are reasonable.	6.02	5.58	0.44	6.04	5.57	0.47
Bookstore staff are helpful.	5.92	5.07	0.85	5.93	5.28	0.65

Service Excellence Importance and Satisfaction Levels

Item	SSI Spring 2010			SSI Spring 2008		
	Importance	Satisfaction	Gap	Importance	Satisfaction	Gap
Overall Service Excellence	5.98	5.54	0.44	5.95	5.59	0.36
The personnel involved in registration are helpful.	6.16	5.70	0.46	6.11	5.71	0.40
People on this campus respect and are supportive of each other.	6.05	5.66	0.39	5.98	5.65	0.33
Library staff are helpful and approachable.	5.95	5.82	0.13	5.95	5.93	0.02
The campus staff are caring and helpful.	6.14	5.81	0.33	6.11	5.89	0.22
I generally know what's happening on campus.	5.57	5.45	0.12	5.55	5.46	0.09
Administrators are approachable to students.	6.00	5.63	0.37	5.97	5.60	0.37
Bookstore staff are helpful.	5.92	5.07	0.85	5.93	5.28	0.65
I seldom get the "run-around" when seeking information on this campus.	6.09	5.49	0.60	6.04	5.50	0.54
Channels for expressing student complaints are readily available.	5.91	5.21	0.70	5.87	5.28	0.59

Concern for the Individual Importance and Satisfaction Levels

Item	SSI Spring 2010			SSI Spring 2008		
	Importance	Satisfaction	Gap	Importance	Satisfaction	Gap
Overall Concern for the Individual	6.15	5.65	0.50	6.12	5.67	0.45
Faculty care about me as an individual.	6.10	5.80	0.30	6.02	5.82	0.20
The college shows concern for students as individuals.	6.12	5.55	0.57	6.13	5.61	0.52
My academic advisor is concerned about my success as an individual.	6.24	5.77	0.47	6.19	5.70	0.49
Faculty are fair and unbiased in their treatment of individual students.	6.27	5.62	0.65	6.23	5.67	0.56
Counseling staff care about students as individuals.	6.03	5.49	0.54	6.03	5.53	0.50

Campus Climate Importance and Satisfaction Levels

Item	SSI Spring 2010			SSI Spring 2008		
	Importance	Satisfaction	Gap	Importance	Satisfaction	Gap
Overall Campus Climate	6.04	5.66	0.38	6.00	5.69	0.31
Most students feel a sense of belonging here.	5.70	5.71	-0.01	5.58	5.68	-0.10
Faculty care about me as an individual.	6.10	5.80	0.30	6.02	5.82	0.20
The college shows concern for students as individuals.	6.12	5.55	0.57	6.13	5.61	0.52
People on this campus respect and are supportive of each other.	6.05	5.66	0.39	5.98	5.65	0.33
The campus staff are caring and helpful.	6.14	5.81	0.33	6.11	5.89	0.22
It is an enjoyable experience to be a student on this campus.	6.23	5.87	0.36	6.16	5.92	0.24
The campus is safe and secure for all students.	6.26	5.80	0.46	6.21	5.70	0.51
Students are made to feel welcome on this campus.	6.23	5.91	0.32	6.22	5.98	0.24
I generally know what's happening on campus.	5.57	5.45	0.12	5.55	5.46	0.09
This institution has a good reputation within the community.	6.11	5.90	0.21	6.09	5.98	0.11
This school does whatever it can to help me reach my educational goals.	6.24	5.57	0.67	6.17	5.62	0.55
Administrators are approachable to students.	6.00	5.63	0.37	5.97	5.60	0.37
New student orientation services help students adjust to college.	5.81	5.54	0.27	5.87	5.61	0.26
I seldom get the "run-around" when seeking information on this campus.	6.09	5.49	0.60	6.04	5.50	0.54
Channels for expressing student complaints are readily available.	5.91	5.21	0.70	5.87	5.28	0.59

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Appendix C
2010 SSI Survey Results by Comparison Groups

Item	Importance	Satisfaction	Gap
1. Most students feel a sense of belonging here.			
WITC	5.70	5.71	-0.01
Wisconsin Technical Colleges	5.46	5.43	0.03
National Community Colleges	5.47	5.30	0.17
2. Faculty care about me as an individual.			
WITC	6.10	5.80	0.30
Wisconsin Technical Colleges	6.01	5.55	0.46
National Community Colleges	5.96	5.37	0.59
3. The quality of instruction in the vocational/technical programs is excellent.			
WITC	6.41	5.87	0.54
Wisconsin Technical Colleges	6.35	5.62	0.73
National Community Colleges	6.04	5.40	0.64
4. Security staff are helpful.			
WITC	5.16	4.81	0.35
Wisconsin Technical Colleges	5.19	4.72	0.47
National Community Colleges	5.57	4.92	0.65
5. The personnel involved in registration are helpful.			
WITC	6.16	5.70	0.46
Wisconsin Technical Colleges	6.10	5.36	0.74
National Community Colleges	6.17	5.35	0.82
6. My academic advisor is approachable.			
WITC	6.35	6.09	0.26
Wisconsin Technical Colleges	6.11	5.39	0.72
National Community Colleges	6.20	5.39	0.81
7. Adequate financial aid is available for most students.			
WITC	6.30	5.58	0.72
Wisconsin Technical Colleges	6.14	5.05	1.09
National Community Colleges	6.19	5.12	1.07
8. Classes are scheduled at times that are convenient for me.			
WITC	6.28	5.51	0.77
Wisconsin Technical Colleges	6.40	5.27	1.13
National Community Colleges	6.43	5.44	0.99
9. Internships or practical experiences are provided in my degree/certificate program.			
WITC	6.08	5.37	0.71
Wisconsin Technical Colleges	6.01	5.30	0.71
National Community Colleges	5.90	5.03	0.87
10. Child care facilities are available on campus.			
WITC	4.21	3.62	0.59
Wisconsin Technical Colleges	4.31	4.30	0.01
National Community Colleges	4.60	4.46	0.14

Item	Importance	Satisfaction	Gap
11. Security staff respond quickly in emergencies.			
WITC	5.63	4.81	0.82
Wisconsin Technical Colleges	5.67	4.71	0.96
National Community Colleges	5.93	4.91	1.02
12. My academic advisor helps me set goals to work toward.			
WITC	5.94	5.48	0.46
Wisconsin Technical Colleges	5.76	4.93	0.83
National Community Colleges	5.99	5.01	0.98
13. Financial aid awards are announced to students in time to be helpful in college planning.			
WITC	6.01	5.37	0.64
Wisconsin Technical Colleges	5.94	4.76	1.18
National Community Colleges	6.03	4.90	1.13
14. Library resources and services are adequate.			
WITC	6.05	5.80	0.25
Wisconsin Technical Colleges	6.02	5.55	0.47
National Community Colleges	6.14	5.59	0.55
15. I am able to register for classes I need with few conflicts.			
WITC	6.35	5.76	0.59
Wisconsin Technical Colleges	6.37	5.38	0.99
National Community Colleges	6.35	5.43	0.92
16. The college shows concern for students as individuals.			
WITC	6.12	5.55	0.57
Wisconsin Technical Colleges	6.07	5.18	0.89
National Community Colleges	6.11	5.13	0.98
17. Personnel in the Veterans' Services program are helpful.			
WITC	4.46	4.57	-0.11
Wisconsin Technical Colleges	4.59	4.55	0.04
National Community Colleges	4.73	4.60	0.13
18. The quality of instruction I receive in most of my classes is excellent.			
WITC	6.46	5.84	0.62
Wisconsin Technical Colleges	6.47	5.66	0.81
National Community Colleges	6.41	5.59	0.82
19. This campus provides effective support services for displaced homemakers.			
WITC	4.98	4.82	0.16
Wisconsin Technical Colleges	5.03	4.73	0.30
National Community Colleges	5.14	4.77	0.37
20. Financial aid counselors are helpful.			
WITC	6.13	5.49	0.64
Wisconsin Technical Colleges	5.89	4.91	0.98
National Community Colleges	6.05	5.04	1.01
21. There are a sufficient number of study areas on campus.			
WITC	5.98	5.50	0.48
Wisconsin Technical Colleges	5.89	5.34	0.55
National Community Colleges	5.98	5.38	0.60

Item	Importance	Satisfaction	Gap
22. People on this campus respect and are supportive of each other.			
WITC	6.05	5.66	0.39
Wisconsin Technical Colleges	5.93	5.41	0.52
National Community Colleges	5.94	5.27	0.67
23. Faculty are understanding of students' unique life circumstances.			
WITC	6.18	5.56	0.62
Wisconsin Technical Colleges	6.16	5.34	0.82
National Community Colleges	6.12	5.22	0.90
24. Parking lots are well-lighted and secure.			
WITC	5.90	5.22	0.68
Wisconsin Technical Colleges	6.01	5.20	0.81
National Community Colleges	6.13	5.10	1.03
25. My academic advisor is concerned about my success as an individual.			
WITC	6.24	5.77	0.47
Wisconsin Technical Colleges	6.01	5.09	0.92
National Community Colleges	6.10	5.06	1.04
26. Library staff are helpful and approachable.			
WITC	5.95	5.82	0.13
Wisconsin Technical Colleges	5.78	5.49	0.29
National Community Colleges	5.95	5.51	0.44
27. The campus staff are caring and helpful.			
WITC	6.14	5.81	0.33
Wisconsin Technical Colleges	6.00	5.55	0.45
National Community Colleges	6.05	5.43	0.62
28. It is an enjoyable experience to be a student on this campus.			
WITC	6.23	5.87	0.36
Wisconsin Technical Colleges	6.12	5.64	0.48
National Community Colleges	6.13	5.51	0.62
29. Faculty are fair and unbiased in their treatment of individual students.			
WITC	6.27	5.62	0.65
Wisconsin Technical Colleges	6.25	5.43	0.82
National Community Colleges	6.23	5.36	0.87
30. The career services office provides students with the help they need to get a job.			
WITC	5.96	5.11	0.85
Wisconsin Technical Colleges	5.87	5.04	0.83
National Community Colleges	5.86	5.00	0.86
31. The campus is safe and secure for all students.			
WITC	6.26	5.80	0.46
Wisconsin Technical Colleges	6.22	5.65	0.57
National Community Colleges	6.28	5.53	0.75
32. My academic advisor is knowledgeable about my program requirements.			
WITC	6.43	6.16	0.27
Wisconsin Technical Colleges	6.24	5.49	0.75
National Community Colleges	6.27	5.35	0.92

Item	Importance	Satisfaction	Gap
33. Admissions counselors accurately portray the campus in their recruiting practices.			
WITC	5.80	5.48	0.32
Wisconsin Technical Colleges	5.71	5.14	0.57
National Community Colleges	5.77	5.12	0.65
34. Computer labs are adequate and accessible.			
WITC	6.21	5.66	0.55
Wisconsin Technical Colleges	6.21	5.51	0.70
National Community Colleges	6.18	5.57	0.61
35. Policies and procedures regarding registration and course selection are clear and well-publicized.			
WITC	6.12	5.58	0.54
Wisconsin Technical Colleges	6.11	5.35	0.76
National Community Colleges	6.15	5.44	0.71
36. Students are made to feel welcome on this campus.			
WITC	6.23	5.91	0.32
Wisconsin Technical Colleges	6.13	5.68	0.45
National Community Colleges	6.14	5.56	0.58
37. Faculty take into consideration student differences as they teach a course.			
WITC	6.13	5.54	0.59
Wisconsin Technical Colleges	6.06	5.33	0.73
National Community Colleges	6.06	5.22	0.84
38. The student center is a comfortable place for students to spend their leisure time.			
WITC	5.70	5.47	0.23
Wisconsin Technical Colleges	5.53	5.25	0.28
National Community Colleges	5.70	5.22	0.48
39. The amount of student parking space on campus is adequate.			
WITC	6.11	5.39	0.72
Wisconsin Technical Colleges	6.12	4.52	1.60
National Community Colleges	6.17	4.56	1.61
40. My academic advisor is knowledgeable about the transfer requirements of other schools.			
WITC	5.98	5.46	0.52
Wisconsin Technical Colleges	5.94	5.07	0.87
National Community Colleges	6.14	5.12	1.02
41. Admissions staff are knowledgeable.			
WITC	6.19	5.75	0.44
Wisconsin Technical Colleges	6.11	5.41	0.70
National Community Colleges	6.15	5.37	0.78
42. The equipment in the lab facilities is kept up to date.			
WITC	6.30	5.71	0.59
Wisconsin Technical Colleges	6.20	5.60	0.60
National Community Colleges	6.13	5.43	0.70

Item	Importance	Satisfaction	Gap
43. Class change (drop/add) policies are reasonable.			
WITC	6.07	5.66	0.41
Wisconsin Technical Colleges	6.02	5.41	1.61
National Community Colleges	6.10	5.44	0.66
44. I generally know what's happening on campus.			
WITC	5.57	5.45	0.12
Wisconsin Technical Colleges	5.35	5.07	0.28
National Community Colleges	5.54	4.94	0.60
45. This institution has a good reputation within the community.			
WITC	6.11	5.90	0.21
Wisconsin Technical Colleges	6.03	5.74	0.29
National Community Colleges	6.04	5.63	0.41
46. Faculty provide timely feedback about student progress in a course.			
WITC	6.23	5.62	0.61
Wisconsin Technical Colleges	6.19	5.40	0.79
National Community Colleges	6.17	5.30	0.87
47. There are adequate services to help me decide upon a career.			
WITC	6.01	5.56	0.45
Wisconsin Technical Colleges	5.98	5.33	0.65
National Community Colleges	6.04	5.21	0.83
48. Counseling staff care about students as individuals.			
WITC	6.03	5.49	0.54
Wisconsin Technical Colleges	5.98	5.22	0.76
National Community Colleges	6.03	5.18	0.85
49. Admissions counselors respond to prospective students' unique needs and requests.			
WITC	5.96	5.46	0.50
Wisconsin Technical Colleges	5.89	5.17	0.72
National Community Colleges	5.97	5.17	0.80
50. Tutoring services are readily available.			
WITC	5.86	5.50	0.36
Wisconsin Technical Colleges	5.74	5.23	0.51
National Community Colleges	5.99	5.41	0.58
51. There are convenient ways of paying my school bill.			
WITC	6.06	5.60	0.46
Wisconsin Technical Colleges	6.08	5.44	0.64
National Community Colleges	6.15	5.46	0.69
52. This school does whatever it can to help me reach my educational goals.			
WITC	6.24	5.57	0.67
Wisconsin Technical Colleges	6.17	5.28	0.89
National Community Colleges	6.20	5.24	0.96
53. The assessment and course placement procedures are reasonable.			
WITC	6.07	5.64	0.43
Wisconsin Technical Colleges	5.94	5.35	0.59
National Community Colleges	6.01	5.30	0.71

Item	Importance	Satisfaction	Gap
54. Faculty are interested in my academic problems.			
WITC	6.09	5.57	0.52
Wisconsin Technical Colleges	6.00	5.28	0.72
National Community Colleges	6.02	5.18	0.84
55. Academic support services adequately meet the needs of students.			
WITC	6.01	5.53	0.48
Wisconsin Technical Colleges	5.93	5.31	0.62
National Community Colleges	5.99	5.26	0.73
56. The business office is open during hours which are convenient for most students.			
WITC	6.02	5.69	0.33
Wisconsin Technical Colleges	5.90	5.38	0.52
National Community Colleges	6.03	5.37	0.66
57. Administrators are approachable to students.			
WITC	6.00	5.63	0.37
Wisconsin Technical Colleges	5.89	5.23	0.66
National Community Colleges	6.00	5.25	0.75
58. Nearly all of the faculty are knowledgeable in their fields.			
WITC	6.37	5.98	0.39
Wisconsin Technical Colleges	6.36	5.78	0.58
National Community Colleges	6.30	5.66	0.64
59. New student orientation services help students adjust to college.			
WITC	5.81	5.54	0.27
Wisconsin Technical Colleges	5.73	5.26	0.47
National Community Colleges	5.81	5.24	0.57
60. Billing policies are reasonable.			
WITC	6.02	5.58	0.44
Wisconsin Technical Colleges	6.02	5.36	0.66
National Community Colleges	6.06	5.34	0.72
61. Faculty are usually available after class and during office hours.			
WITC	6.17	5.84	0.33
Wisconsin Technical Colleges	6.19	5.66	0.53
National Community Colleges	6.20	5.60	0.60
62. Bookstore staff are helpful.			
WITC	5.92	5.07	0.85
Wisconsin Technical Colleges	5.95	5.59	0.36
National Community Colleges	6.02	5.53	0.49
63. I seldom get the "run-around" when seeking information on this campus.			
WITC	6.09	5.49	0.60
Wisconsin Technical Colleges	6.04	5.16	0.88
National Community Colleges	6.04	5.10	0.94
64. Nearly all classes deal with practical experiences and applications.			
WITC	6.20	5.73	0.47
Wisconsin Technical Colleges	6.16	5.60	0.56
National Community Colleges	6.06	5.42	0.64

Item	Importance	Satisfaction	Gap
65. Students are notified early in the term if they are doing poorly in a class.			
WITC	6.15	5.26	0.89
Wisconsin Technical Colleges	6.10	4.94	1.16
National Community Colleges	6.16	4.91	1.25
66. Program requirements are clear and reasonable.			
WITC	6.35	5.89	0.46
Wisconsin Technical Colleges	6.27	5.62	0.65
National Community Colleges	6.24	5.51	0.73
67. Channels for expressing student complaints are readily available.			
WITC	5.91	5.21	0.70
Wisconsin Technical Colleges	5.87	4.91	0.96
National Community Colleges	5.92	4.91	1.01
68. On the whole, the campus is well-maintained.			
WITC	6.22	6.07	0.15
Wisconsin Technical Colleges	6.15	5.91	0.24
National Community Colleges	6.17	5.75	0.42
69. There is a good variety of courses provided on this campus.			
WITC	6.26	5.80	0.46
Wisconsin Technical Colleges	6.24	5.71	0.53
National Community Colleges	6.30	5.59	0.71
70. I am able to experience intellectual growth here.			
WITC	6.35	5.97	0.38
Wisconsin Technical Colleges	6.27	5.80	0.47
National Community Colleges	6.30	5.70	0.60

71-80 were available for campus questions. WITC did not utilize these.

Item	Satisfaction
81. Institution's commitment to part-time students?	
WITC	5.69
Wisconsin Technical Colleges	5.58
National Community Colleges	5.59
82. Institution's commitment to evening students?	
WITC	5.47
Wisconsin Technical Colleges	5.48
National Community Colleges	5.48
83. Institution's commitment to older, returning learners?	
WITC	5.73
Wisconsin Technical Colleges	5.56
National Community Colleges	5.54
84. Institution's commitment to under-represented populations?	
WITC	5.40
Wisconsin Technical Colleges	5.35
National Community Colleges	5.36

Item	Satisfaction
85. Institution's commitment to commuters?	
WITC	5.49
Wisconsin Technical Colleges	5.31
National Community Colleges	5.38
86. Institution's commitment to students with disabilities?	
WITC	5.57
Wisconsin Technical Colleges	5.49
National Community Colleges	5.49

Item	Importance
87. Cost as a factor in decision to enroll.	
WITC	6.19
Wisconsin Technical Colleges	6.06
National Community Colleges	6.26
88. Financial aid as factor in decision to enroll.	
WITC	6.03
Wisconsin Technical Colleges	5.66
National Community Colleges	5.87
89. Academic reputation as factor in decision to enroll.	
WITC	5.84
Wisconsin Technical Colleges	5.74
National Community Colleges	5.82
90. Size of institution as factor in decision to enroll.	
WITC	5.17
Wisconsin Technical Colleges	5.00
National Community Colleges	5.18
91. Opportunity to play sports as factor in decision to enroll.	
WITC	3.01
Wisconsin Technical Colleges	2.99
National Community Colleges	3.60
92. Recommendations from family/friends as factor in decision to enroll.	
WITC	4.74
Wisconsin Technical Colleges	4.60
National Community Colleges	4.91
93. Geographic setting as factor in decision to enroll.	
WITC	5.46
Wisconsin Technical Colleges	5.42
National Community Colleges	5.46
94. Campus appearance as factor in decision to enroll.	
WITC	5.13
Wisconsin Technical Colleges	4.94
National Community Colleges	5.24
95. Personalized attention prior to enrollment as factor in decision to enroll.	
WITC	5.39
Wisconsin Technical Colleges	5.19
National Community Colleges	5.39

Item	WITC	National Community Colleges	Wisconsin Technical Colleges
96. So far, how has your college experience met your expectations?	5.09	4.79	4.78
1 = Much worse than expected	1%	1%	1%
2 = Quite a bit worse than I expected	0%	1%	1%
3 = Worse than I expected	4%	6%	6%
4 = About what I expected	30%	38%	38%
5 = Better than I expected	26%	25%	26%
6 = Quite a bit better than I expected	17%	12%	13%
7 = Much better than expected	19%	14%	12%
97. Rate your overall satisfaction with your experience here thus far.	5.84	5.46	5.56
1 = Not satisfied at all	0%	1%	0%
2 = Not very satisfied	1%	2%	1%
3 = Somewhat dissatisfied	3%	5%	5%
4 = Neutral	5%	12%	9%
5 = Somewhat satisfied	11%	17%	17%
6 = Satisfied	48%	41%	45%
7 = Very satisfied	28%	19%	19%
98. All in all, if you had to do it over, would you enroll here again?	5.98	5.72	5.83
1 = Definitely not	1%	2%	1%
2 = Probably not	3%	3%	3%
3 = Maybe not	2%	3%	3%
4 = I don't know	5%	9%	7%
5 = Maybe yes	8%	10%	9%
6 = Probably yes	34%	32%	35%
7 = Definitely yes	44%	38%	38%

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Appendix D
2010 SSI Survey Results Compared to 2008 SSI

Item	Importance	Satisfaction	Gap
1. Most students feel a sense of belonging here.			
2010	5.70	5.71	-0.01
2008	5.58	5.68	-0.10
2. Faculty care about me as an individual.			
2010	6.10	5.80	0.30
2008	6.02	5.82	0.20
3. The quality of instruction in the vocational/technical programs is excellent.			
2010	6.41	5.87	0.54
2008	6.33	5.85	0.48
4. Security staff are helpful.			
2010	5.16	4.81	0.35
2008	5.08	4.65	0.43
5. The personnel involved in registration are helpful.			
2010	6.16	5.70	0.46
2008	6.11	5.71	0.40
6. My academic advisor is approachable.			
2010	6.35	6.09	0.26
2008	6.28	5.98	0.30
7. Adequate financial aid is available for most students.			
2010	6.30	5.58	0.72
2008	6.25	5.41	0.84
8. Classes are scheduled at times that are convenient for me.			
2010	6.28	5.51	0.77
2008	6.29	5.46	0.83
9. Internships or practical experiences are provided in my degree/certificate program.			
2010	6.08	5.37	0.71
2008	5.95	5.33	0.62
10. Child care facilities are available on campus.			
2010	4.21	3.62	0.59
2008	4.24	3.50	0.74
11. Security staff respond quickly in emergencies.			
2010	5.63	4.81	0.82
2008	5.50	4.55	0.95
12. My academic advisor helps me set goals to work toward.			
2010	5.94	5.48	0.46
2008	5.88	5.36	0.52
13. Financial aid awards are announced to students in time to be helpful in college planning.			
2010	6.01	5.37	0.64
2008	6.00	5.24	0.76

Item	Importance	Satisfaction	Gap
14. Library resources and services are adequate.			
2010	6.05	5.80	0.25
2008	6.06	5.75	0.31
15. I am able to register for classes I need with few conflicts.			
2010	6.35	5.76	0.59
2008	6.30	5.79	0.51
16. The college shows concern for students as individuals.			
2010	6.12	5.55	0.57
2008	6.13	5.61	0.52
17. Personnel in the Veteran's Services program are helpful.			
2010	4.46	4.57	-0.11
2008	4.56	4.45	0.11
18. The quality of instruction I receive in most of my classes is excellent.			
2010	6.46	5.84	0.62
2008	6.41	5.87	0.54
19. This campus provides effective support services for displaced homemakers.			
2010	4.98	4.82	0.16
2008	5.07	4.75	0.32
20. Financial aid counselors are helpful.			
2010	6.13	5.49	0.64
2008	6.07	5.43	0.64
21. There are a sufficient number of study areas on campus.			
2010	5.98	5.50	0.48
2008	5.97	5.48	0.49
22. People on this campus respect and are supportive of each other.			
2010	6.05	5.66	0.39
2008	5.98	5.65	0.33
23. Faculty are understanding of students' unique life circumstances.			
2010	6.18	5.56	0.62
2008	6.11	5.56	0.55
24. Parking lots are well-lighted and secure.			
2010	5.90	5.22	0.68
2008	5.88	5.17	0.71
25. My academic advisor is concerned about my success as an individual.			
2010	6.24	5.77	0.47
2008	6.19	5.70	0.49
26. Library staff are helpful and approachable.			
2010	5.95	5.82	0.13
2008	5.95	5.93	0.02
27. The campus staff are caring and helpful.			
2010	6.14	5.81	0.33
2008	6.11	5.89	0.22
28. It is an enjoyable experience to be a student on this campus.			
2010	6.23	5.87	0.36
2008	6.16	5.92	0.24

Item	Importance	Satisfaction	Gap
29. Faculty are fair and unbiased in their treatment of individual students.			
2010	6.27	5.62	0.65
2008	6.23	5.67	0.56
30. The career services office provides students with the help they need to get a job.			
2010	5.96	5.11	0.85
2008	5.90	5.16	0.74
31. The campus is safe and secure for all students.			
2010	6.26	5.80	0.46
2008	6.21	5.70	0.51
32. My academic advisor is knowledgeable about my program requirements.			
2010	6.43	6.16	0.27
2008	6.37	6.00	0.37
33. Admissions counselors accurately portray the campus in their recruiting practices.			
2010	5.80	5.48	0.32
2008	5.80	5.45	0.35
34. Computer labs are adequate and accessible.			
2010	6.21	5.66	0.55
2008	6.24	5.60	0.64
35. Policies and procedures regarding registration and course selection are clear and well-publicized.			
2010	6.12	5.58	0.54
2008	6.07	5.57	0.50
36. Students are made to feel welcome on this campus.			
2010	6.23	5.91	0.32
2008	6.22	5.98	0.24
37. Faculty take into consideration student differences as they teach a course.			
2010	6.13	5.54	0.59
2008	6.09	5.59	0.50
38. The student center is a comfortable place for students to spend their leisure time.			
2010	5.70	5.47	0.23
2008	5.81	5.56	0.25
39. The amount of student parking space on campus is adequate.			
2010	6.11	5.39	0.72
2008	6.00	5.43	0.57
40. My academic advisor is knowledgeable about the transfer requirements of other schools.			
2010	5.98	5.46	0.52
2008	5.89	5.33	0.56
41. Admissions staff are knowledgeable.			
2010	6.19	5.75	0.44
2008	6.12	5.72	0.40

Item	Importance	Satisfaction	Gap
42. The equipment in the lab facilities is kept up to date.			
2010	6.30	5.71	0.59
2008	6.17	5.63	0.54
43. Class change (drop/add) policies are reasonable.			
2010	6.07	5.66	0.41
2008	5.98	5.53	0.45
44. I generally know what's happening on campus.			
2010	5.57	5.45	0.12
2008	5.55	5.46	0.09
45. This institution has a good reputation within the community.			
2010	6.11	5.90	0.21
2008	6.09	5.98	0.11
46. Faculty provide timely feedback about student progress in a course.			
2010	6.23	5.62	0.61
2008	6.17	5.65	0.52
47. There are adequate services to help me decide upon a career.			
2010	6.01	5.56	0.45
2008	6.02	5.51	0.51
48. Counseling staff care about students as individuals.			
2010	6.03	5.49	0.54
2008	6.03	5.53	0.50
49. Admissions counselors respond to prospective students' unique needs and requests.			
2010	5.96	5.46	0.50
2008	5.95	5.48	0.47
50. Tutoring services are readily available.			
2010	5.86	5.50	0.36
2008	5.81	5.50	0.31
51. There are convenient ways of paying my school bill.			
2010	6.06	5.60	0.46
2008	6.08	5.59	0.49
52. This school does whatever it can to help me reach my educational goals.			
2010	6.24	5.57	0.67
2008	6.17	5.62	0.55
53. The assessment and course placement procedures are reasonable.			
2010	6.07	5.64	0.43
2008	5.93	5.60	0.33
54. Faculty are interested in my academic problems.			
2010	6.09	5.57	0.52
2008	5.99	5.56	0.43
55. Academic support services adequately meet the needs of students.			
2010	6.01	5.53	0.48
2008	5.96	5.58	0.38

Item	Importance	Satisfaction	Gap
56. The business office is open during hours which are convenient for most students.			
2010	6.02	5.69	0.33
2008	5.98	5.71	0.27
57. Administrators are approachable to students.			
2010	6.00	5.63	0.37
2008	5.97	5.60	0.37
58. Nearly all of the faculty are knowledgeable in their fields.			
2010	6.37	5.98	0.39
2008	6.29	5.97	0.32
59. New student orientation services help students adjust to college.			
2010	5.81	5.54	0.27
2008	5.87	5.61	0.26
60. Billing policies are reasonable.			
2010	6.02	5.58	0.44
2008	6.04	5.57	0.47
61. Faculty are usually available after class and during office hours.			
2010	6.17	5.84	0.33
2008	6.20	5.78	0.42
62. Bookstore staff are helpful.			
2010	5.92	5.07	0.85
2008	5.93	5.28	0.65
63. I seldom get the "run-around" when seeking information on this campus.			
2010	6.09	5.49	0.60
2008	6.04	5.50	0.54
64. Nearly all classes deal with practical experiences and applications.			
2010	6.20	5.73	0.47
2008	6.15	5.79	0.36
65. Students are notified early in the term if they are doing poorly in a class.			
2010	6.15	5.26	0.89
2008	6.10	5.32	0.78
66. Program requirements are clear and reasonable.			
2010	6.35	5.89	0.46
2008	6.23	5.83	0.40
67. Channels for expressing student complaints are readily available.			
2010	5.91	5.21	0.70
2008	5.87	5.28	0.59
68. On the whole, the campus is well-maintained.			
2010	6.22	6.07	0.15
2008	6.15	6.06	0.09
69. There is a good variety of courses provided on this campus.			
2010	6.26	5.80	0.46
2008	6.23	5.79	0.44
70. I am able to experience intellectual growth here.			
2010	6.35	5.97	0.38
2008	6.23	5.96	0.27

71-80 were available for campus questions. WITC did not utilize these.

Item	Satisfaction
81. Institution's commitment to part-time students?	
2010	5.69
2008	5.78
82. Institution's commitment to evening students?	
2010	5.47
2008	5.58
83. Institution's commitment to older, returning learners?	
2010	5.73
2008	5.79
84. Institution's commitment to under-represented populations?	
2010	5.40
2008	5.46
85. Institution's commitment to commuters?	
2010	5.49
2008	5.50
86. Institution's commitment to students with disabilities?	
2010	5.57
2008	5.65

Item	Importance
87. Cost as a factor in decision to enroll.	
2010	6.19
2008	6.22
88. Financial aid as factor in decision to enroll.	
2010	6.03
2008	6.02
89. Academic reputation as factor in decision to enroll.	
2010	5.84
2008	5.93
90. Size of institution as factor in decision to enroll.	
2010	5.17
2008	5.30
91. Opportunity to play sports as factor in decision to enroll.	
2010	3.01
2008	2.94
92. Recommendations from family/friends as factor in decision to enroll.	
2010	4.74
2008	4.77
93. Geographic setting as factor in decision to enroll.	
2010	5.46
2008	5.55

Item	Importance
94. Campus appearance as factor in decision to enroll.	
2010	5.13
2008	5.12
95. Personalized attention prior to enrollment as factor in decision to enroll.	
2010	5.39
2008	5.43

Item	SSI Spring 2010	SSI Spring 2008
96. So far, how has your college experience met your expectations?	5.09	5.11
1 = Much worse than expected	1%	1%
2 = Quite a bit worse than I expected	0%	0%
3 = Worse than I expected	4%	4%
4 = About what I expected	30%	30%
5 = Better than I expected	26%	26%
6 = Quite a bit better than I expected	17%	16%
7 = Much better than expected	19%	20%
97. Rate your overall satisfaction with your experience here thus far.	5.84	5.80
1 = Not satisfied at all	0%	1%
2 = Not very satisfied	1%	1%
3 = Somewhat dissatisfied	3%	4%
4 = Neutral	5%	6%
5 = Somewhat satisfied	11%	12%
6 = Satisfied	48%	46%
7 = Very satisfied	28%	28%
98. All in all, if you had to do it over, would you enroll here again?	5.98	5.98
1 = Definitely not	1%	1%
2 = Probably not	3%	2%
3 = Maybe not	2%	2%
4 = I don't know	5%	7%
5 = Maybe yes	8%	7%
6 = Probably yes	34%	31%
7 = Definitely yes	44%	46%

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Appendix E
Ashland Campus 2010 SSI Survey Results Compared to 2008 SSI

Item	Importance	Satisfaction	Gap
1. Most students feel a sense of belonging here.			
2010	5.82	5.91	-0.09
2008	5.61	5.88	-0.27
2. Faculty care about me as an individual.			
2010	6.17	5.86	0.31
2008	6.08	6.10	-0.02
3. The quality of instruction in the vocational/technical programs is excellent.			
2010	6.49	5.80	0.69
2008	6.32	5.99	0.33
4. Security staff are helpful.			
2010	5.51	5.25	0.26
2008	5.12	5.26	-0.14
5. The personnel involved in registration are helpful.			
2010	6.41	6.21	0.20
2008	6.19	6.22	-0.03
6. My academic advisor is approachable.			
2010	6.36	6.11	0.25
2008	6.34	6.13	0.21
7. Adequate financial aid is available for most students.			
2010	6.33	5.54	0.79
2008	6.26	5.62	0.64
8. Classes are scheduled at times that are convenient for me.			
2010	6.35	5.57	0.78
2008	6.22	5.81	0.41
9. Internships or practical experiences are provided in my degree/certificate program.			
2010	6.28	5.39	0.89
2008	5.84	5.39	0.45
10. Child care facilities are available on campus.			
2010	4.21	3.39	0.82
2008	4.21	3.87	0.34
11. Security staff respond quickly in emergencies.			
2010	5.97	5.15	0.82
2008	5.63	5.15	0.48
12. My academic advisor helps me set goals to work toward.			
2010	6.14	5.64	0.50
2008	5.93	5.62	0.31
13. Financial aid awards are announced to students in time to be helpful in college planning.			
2010	6.15	5.57	0.58
2008	5.99	5.52	0.47

Item	Importance	Satisfaction	Gap
14. Library resources and services are adequate.			
2010	6.22	5.87	0.35
2008	6.15	5.94	0.21
15. I am able to register for classes I need with few conflicts.			
2010	6.46	5.81	0.65
2008	6.29	5.97	0.32
16. The college shows concern for students as individuals.			
2010	6.24	5.80	0.44
2008	6.21	6.14	0.07
17. Personnel in the Veteran's Services program are helpful.			
2010	4.42	4.46	-0.04
2008	4.45	4.50	-0.05
18. The quality of instruction I receive in most of my classes is excellent.			
2010	6.60	5.79	0.81
2008	6.49	6.04	0.45
19. This campus provides effective support services for displaced homemakers.			
2010	5.40	4.87	0.53
2008	4.84	4.75	0.09
20. Financial aid counselors are helpful.			
2010	6.27	5.75	0.52
2008	6.23	5.85	0.38
21. There are a sufficient number of study areas on campus.			
2010	6.24	5.59	0.65
2008	6.08	5.75	0.33
22. People on this campus respect and are supportive of each other.			
2010	6.31	5.86	0.45
2008	6.12	5.95	0.17
23. Faculty are understanding of students' unique life circumstances.			
2010	6.30	5.74	0.56
2008	6.21	5.90	0.31
24. Parking lots are well-lighted and secure.			
2010	6.12	5.64	0.48
2008	5.97	5.85	0.12
25. My academic advisor is concerned about my success as an individual.			
2010	6.30	5.86	0.44
2008	6.13	5.91	0.22
26. Library staff are helpful and approachable.			
2010	6.17	6.24	-0.07
2008	6.05	6.20	-0.15
27. The campus staff are caring and helpful.			
2010	6.35	6.17	0.18
2008	6.27	6.30	-0.03
28. It is an enjoyable experience to be a student on this campus.			
2010	6.42	6.07	0.35
2008	6.22	6.27	-0.05

Item	Importance	Satisfaction	Gap
29. Faculty are fair and unbiased in their treatment of individual students.			
2010	6.45	5.78	0.67
2008	6.34	6.06	0.28
30. The career services office provides students with the help they need to get a job.			
2010	6.00	5.23	0.77
2008	5.84	5.38	0.46
31. The campus is safe and secure for all students.			
2010	6.42	6.08	0.34
2008	6.19	6.18	0.01
32. My academic advisor is knowledgeable about my program requirements.			
2010	6.52	6.12	0.40
2008	6.38	6.17	0.21
33. Admissions counselors accurately portray the campus in their recruiting practices.			
2010	5.97	5.68	0.29
2008	5.86	5.74	0.12
34. Computer labs are adequate and accessible.			
2010	6.30	6.00	0.30
2008	6.32	6.02	0.30
35. Policies and procedures regarding registration and course selection are clear and well-publicized.			
2010	6.32	5.90	0.42
2008	6.21	6.00	0.21
36. Students are made to feel welcome on this campus.			
2010	6.38	6.19	0.19
2008	6.29	6.26	0.03
37. Faculty take into consideration student differences as they teach a course.			
2010	6.32	5.51	0.81
2008	6.14	5.97	0.17
38. The student center is a comfortable place for students to spend their leisure time.			
2010	5.90	5.77	0.13
2008	5.90	6.06	-0.16
39. The amount of student parking space on campus is adequate.			
2010	6.12	5.36	0.76
2008	5.98	5.41	0.57
40. My academic advisor is knowledgeable about the transfer requirements of other schools.			
2010	6.26	5.38	0.88
2008	6.03	5.72	0.31
41. Admissions staff are knowledgeable.			
2010	6.32	6.16	0.16
2008	6.29	6.24	0.05

Item	Importance	Satisfaction	Gap
42. The equipment in the lab facilities is kept up to date.			
2010	6.40	5.90	0.50
2008	6.10	5.91	0.19
43. Class change (drop/add) policies are reasonable.			
2010	6.14	5.73	0.41
2008	5.99	5.76	0.23
44. I generally know what's happening on campus.			
2010	5.68	5.74	-0.06
2008	5.70	5.93	-0.23
45. This institution has a good reputation within the community.			
2010	6.33	6.20	0.13
2008	6.10	6.21	-0.11
46. Faculty provide timely feedback about student progress in a course.			
2010	6.34	5.70	0.64
2008	6.26	6.03	0.23
47. There are adequate services to help me decide upon a career.			
2010	6.12	5.61	0.51
2008	5.99	5.80	0.19
48. Counseling staff care about students as individuals.			
2010	6.14	5.75	0.39
2008	6.15	5.92	0.23
49. Admissions counselors respond to prospective students' unique needs and requests.			
2010	6.11	5.87	0.24
2008	5.96	5.87	0.09
50. Tutoring services are readily available.			
2010	6.02	6.03	-0.01
2008	5.80	5.67	0.13
51. There are convenient ways of paying my school bill.			
2010	6.12	5.77	0.35
2008	6.20	5.88	0.32
52. This school does whatever it can to help me reach my educational goals.			
2010	6.40	5.85	0.55
2008	6.27	5.96	0.31
53. The assessment and course placement procedures are reasonable.			
2010	6.13	5.84	0.29
2008	5.95	5.92	0.03
54. Faculty are interested in my academic problems.			
2010	6.19	5.67	0.52
2008	6.11	5.95	0.16
55. Academic support services adequately meet the needs of students.			
2010	6.16	5.69	0.47
2008	6.10	5.92	0.18

Item	Importance	Satisfaction	Gap
56. The business office is open during hours which are convenient for most students.			
2010	6.13	5.80	0.33
2008	6.09	6.12	-0.03
57. Administrators are approachable to students.			
2010	6.24	6.07	0.17
2008	5.93	5.89	0.04
58. Nearly all of the faculty are knowledgeable in their fields.			
2010	6.41	6.13	0.28
2008	6.29	6.08	0.21
59. New student orientation services help students adjust to college.			
2010	5.98	5.83	0.15
2008	5.86	5.88	-0.02
60. Billing policies are reasonable.			
2010	6.04	5.67	0.37
2008	6.09	5.88	0.21
61. Faculty are usually available after class and during office hours.			
2010	6.23	5.93	0.30
2008	6.22	6.04	0.18
62. Bookstore staff are helpful.			
2010	6.04	5.92	0.12
2008	6.05	6.04	0.01
63. I seldom get the "run-around" when seeking information on this campus.			
2010	6.15	5.85	0.30
2008	6.20	6.02	0.18
64. Nearly all classes deal with practical experiences and applications.			
2010	6.19	5.87	0.32
2008	6.17	5.96	0.21
65. Students are notified early in the term if they are doing poorly in a class.			
2010	6.24	5.21	1.03
2008	6.09	5.69	0.40
66. Program requirements are clear and reasonable.			
2010	6.49	5.97	0.52
2008	6.29	6.00	0.29
67. Channels for expressing student complaints are readily available.			
2010	6.01	5.28	0.73
2008	6.09	5.58	0.51
68. On the whole, the campus is well-maintained.			
2010	6.34	6.45	-0.11
2008	6.25	6.42	-0.17
69. There is a good variety of courses provided on this campus.			
2010	6.35	5.76	0.59
2008	6.25	5.66	0.59
70. I am able to experience intellectual growth here.			
2010	6.45	6.04	0.41
2008	6.21	6.17	0.04

71-80 were available for campus questions. WITC did not utilize these.

Item	Satisfaction
81. Institution's commitment to part-time students?	
2010	5.82
2008	5.97
82. Institution's commitment to evening students?	
2010	5.55
2008	5.68
83. Institution's commitment to older, returning learners?	
2010	5.81
2008	5.76
84. Institution's commitment to under-represented populations?	
2010	5.51
2008	5.58
85. Institution's commitment to commuters?	
2010	5.50
2008	5.58
86. Institution's commitment to students with disabilities?	
2010	5.70
2008	5.53

Item	Importance
87. Cost as a factor in decision to enroll.	
2010	6.28
2008	6.41
88. Financial aid as factor in decision to enroll.	
2010	5.99
2008	6.01
89. Academic reputation as factor in decision to enroll.	
2010	5.77
2008	5.88
90. Size of institution as factor in decision to enroll.	
2010	5.10
2008	5.19
91. Opportunity to play sports as factor in decision to enroll.	
2010	2.63
2008	2.59
92. Recommendations from family/friends as factor in decision to enroll.	
2010	4.93
2008	4.72
93. Geographic setting as factor in decision to enroll.	
2010	5.26
2008	5.69

Item	Importance
94. Campus appearance as factor in decision to enroll.	
2010	4.94
2008	5.08
95. Personalized attention prior to enrollment as factor in decision to enroll.	
2010	5.37
2008	5.61

Item	SSI Spring 2010	SSI Spring 2008
96. So far, how has your college experience met your expectations?	5.05	5.18
1 = Much worse than expected	1%	0%
2 = Quite a bit worse than I expected	0%	0%
3 = Worse than I expected	3%	4%
4 = About what I expected	31%	27%
5 = Better than I expected	29%	34%
6 = Quite a bit better than I expected	17%	12%
7 = Much better than expected	16%	21%
97. Rate your overall satisfaction with your experience here thus far.	5.87	5.95
1 = Not satisfied at all	0%	0%
2 = Not very satisfied	1%	0%
3 = Somewhat dissatisfied	3%	4%
4 = Neutral	5%	4%
5 = Somewhat satisfied	12%	11%
6 = Satisfied	48%	43%
7 = Very satisfied	28%	34%
98. All in all, if you had to do it over, would you enroll here again?	6.00	6.13
1 = Definitely not	2%	1%
2 = Probably not	3%	0%
3 = Maybe not	2%	2%
4 = I don't know	2%	8%
5 = Maybe yes	7%	5%
6 = Probably yes	34%	28%
7 = Definitely yes	47%	53%

Table 15
Demographic Comparison of Ashland 2010 SSI Respondents to 2008 SSI Respondents

Demographics	2010 Ashland SSI Respondents	2008 Ashland SSI Respondents
Gender		
Female	68%	63%
Male	32%	37%
Race/Ethnicity		
White	79%	85%
Asian	3%	2%
Hispanic/Latino	2%	0%
Black	1%	0%
Native American	13%	11%
Other	2%	2%
Enrollment Load Status		
Full-time	69%	64%
Part-time	31%	36%
Age		
18 and under	14%	6%
19-24	37%	41%
25-34	27%	25%
35-44	11%	17%
45 and over	11%	10%
Enrollment Status		
Day	80%	93%
Evening	19%	7%
Weekend	1%	0%
Class Level		
1 year or less	58%	55%
2 years	27%	29%
3 years	11%	14%
4 or more years	4%	3%
Educational Goal		
Associate Degree	62%	66%
Vocational/technical program	9%	6%
Transfer to another institution	13%	10%
Certification (initial/renewal)	9%	3%
Self-improvement/pleasure	1%	3%
Job-related training	2%	3%
Other educational goal	4%	7%
Employment		
Full-time	14%	23%
Part-time	53%	50%
Not employed	33%	27%
Current Residence		
Residence hall	0%	0%
Own house	28%	35%

Demographics	2010 Ashland SSI Respondents	2008 Ashland SSI Respondents
Rent room or apt. off campus	27%	29%
Parent's home	32%	26%
Other residence	13%	10%
Residence Classification		
In-state	99%	99%
Out-of-state	1%	0%
International (not U.S. citizen)	0%	1%
Disabilities		
Yes-Disability	11%	14%
No-Disability	89%	86%
Institution Was My		
1 st choice	79%	78%
2 nd choice	17%	17%
3 rd choice	4%	5%
Current GPA		
No credits earned	10%	17%
1.99 or below	1%	1%
2.0 – 2.49	6%	7%
2.5 – 2.99	21%	18%
3.0 – 3.49	28%	26%
3.5 or above	34%	31%

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Appendix F
New Richmond Campus 2010 SSI Survey Results Compared to 2008 SSI

Item	Importance	Satisfaction	Gap
1. Most students feel a sense of belonging here.			
2010	5.57	5.66	-0.09
2008	5.42	5.46	-0.04
2. Faculty care about me as an individual.			
2010	6.11	5.80	0.31
2008	5.94	5.52	0.42
3. The quality of instruction in the vocational/technical programs is excellent.			
2010	6.38	5.89	0.49
2008	6.39	5.75	0.64
4. Security staff are helpful.			
2010	4.96	4.72	0.24
2008	4.88	4.27	0.61
5. The personnel involved in registration are helpful.			
2010	6.05	5.50	0.55
2008	6.14	5.19	0.95
6. My academic advisor is approachable.			
2010	6.33	6.08	0.25
2008	6.41	5.90	0.51
7. Adequate financial aid is available for most students.			
2010	6.15	5.46	0.69
2008	6.26	5.15	1.11
8. Classes are scheduled at times that are convenient for me.			
2010	6.23	5.49	0.74
2008	6.45	5.36	1.09
9. Internships or practical experiences are provided in my degree/certificate program.			
2010	6.04	5.29	0.75
2008	6.00	5.08	0.92
10. Child care facilities are available on campus.			
2010	4.17	3.76	0.41
2008	4.10	3.45	0.65
11. Security staff respond quickly in emergencies.			
2010	5.52	4.69	0.83
2008	5.40	4.20	1.20
12. My academic advisor helps me set goals to work toward.			
2010	5.92	5.37	0.55
2008	5.82	5.16	0.66
13. Financial aid awards are announced to students in time to be helpful in college planning.			
2010	5.92	5.20	0.72
2008	5.86	4.94	0.92

Item	Importance	Satisfaction	Gap
14. Library resources and services are adequate.			
2010	5.89	5.64	0.25
2008	6.06	5.46	0.60
15. I am able to register for classes I need with few conflicts.			
2010	6.31	5.56	0.75
2008	6.32	5.36	0.96
16. The college shows concern for students as individuals.			
2010	6.04	5.28	0.76
2008	6.04	5.11	0.93
17. Personnel in the Veteran's Services program are helpful.			
2010	4.58	4.60	-0.02
2008	4.59	4.12	0.47
18. The quality of instruction I receive in most of my classes is excellent.			
2010	6.43	5.80	0.63
2008	6.39	5.71	0.68
19. This campus provides effective support services for displaced homemakers.			
2010	5.08	4.81	0.27
2008	4.99	4.56	0.43
20. Financial aid counselors are helpful.			
2010	6.06	5.02	1.04
2008	5.94	4.67	1.27
21. There are a sufficient number of study areas on campus.			
2010	5.91	5.36	0.55
2008	6.05	5.10	0.95
22. People on this campus respect and are supportive of each other.			
2010	5.94	5.58	0.36
2008	5.84	5.25	0.59
23. Faculty are understanding of students' unique life circumstances.			
2010	6.13	5.35	0.78
2008	6.06	5.12	0.94
24. Parking lots are well-lighted and secure.			
2010	5.83	5.29	0.54
2008	5.90	4.93	0.97
25. My academic advisor is concerned about my success as an individual.			
2010	6.21	5.70	0.51
2008	6.15	5.48	0.67
26. Library staff are helpful and approachable.			
2010	5.74	5.55	0.19
2008	5.91	5.78	0.13
27. The campus staff are caring and helpful.			
2010	6.00	5.63	0.37
2008	5.99	5.55	0.44
28. It is an enjoyable experience to be a student on this campus.			
2010	6.16	5.79	0.37
2008	6.04	5.68	0.36

Item	Importance	Satisfaction	Gap
29. Faculty are fair and unbiased in their treatment of individual students.			
2010	6.24	5.38	0.86
2008	6.13	5.33	0.80
30. The career services office provides students with the help they need to get a job.			
2010	5.98	4.92	1.06
2008	5.78	4.70	1.08
31. The campus is safe and secure for all students.			
2010	6.25	5.78	0.47
2008	6.18	5.42	0.76
32. My academic advisor is knowledgeable about my program requirements.			
2010	6.40	6.22	0.18
2008	6.43	5.96	0.47
33. Admissions counselors accurately portray the campus in their recruiting practices.			
2010	5.64	5.29	0.35
2008	5.82	5.15	0.67
34. Computer labs are adequate and accessible.			
2010	6.20	5.59	0.61
2008	6.25	5.00	1.25
35. Policies and procedures regarding registration and course selection are clear and well-publicized.			
2010	6.10	5.38	0.72
2008	6.07	5.16	0.91
36. Students are made to feel welcome on this campus.			
2010	6.15	5.86	0.29
2008	6.13	5.76	0.37
37. Faculty take into consideration student differences as they teach a course.			
2010	6.03	5.40	0.63
2008	6.00	5.22	0.78
38. The student center is a comfortable place for students to spend their leisure time.			
2010	5.55	5.43	0.12
2008	5.63	5.20	0.43
39. The amount of student parking space on campus is adequate.			
2010	6.07	5.31	0.76
2008	5.94	5.12	0.82
40. My academic advisor is knowledgeable about the transfer requirements of other schools.			
2010	5.85	5.47	0.38
2008	5.74	5.11	0.63
41. Admissions staff are knowledgeable.			
2010	6.07	5.56	0.51
2008	6.07	5.42	0.65

Item	Importance	Satisfaction	Gap
42. The equipment in the lab facilities is kept up to date.			
2010	6.20	5.46	0.74
2008	6.18	5.30	0.88
43. Class change (drop/add) policies are reasonable.			
2010	5.96	5.59	0.37
2008	5.99	5.32	0.67
44. I generally know what's happening on campus.			
2010	5.42	5.24	0.18
2008	5.35	5.09	0.26
45. This institution has a good reputation within the community.			
2010	6.01	5.75	0.26
2008	6.02	5.71	0.31
46. Faculty provide timely feedback about student progress in a course.			
2010	6.19	5.40	0.79
2008	6.12	5.32	0.80
47. There are adequate services to help me decide upon a career.			
2010	5.91	5.33	0.58
2008	5.91	5.10	0.81
48. Counseling staff care about students as individuals.			
2010	5.87	5.26	0.61
2008	5.85	4.97	0.88
49. Admissions counselors respond to prospective students' unique needs and requests.			
2010	5.86	5.15	0.71
2008	5.83	4.97	0.86
50. Tutoring services are readily available.			
2010	5.90	5.42	0.48
2008	5.74	5.16	0.58
51. There are convenient ways of paying my school bill.			
2010	6.07	5.54	0.53
2008	5.88	5.11	0.77
52. This school does whatever it can to help me reach my educational goals.			
2010	6.12	5.31	0.81
2008	6.03	5.09	0.94
53. The assessment and course placement procedures are reasonable.			
2010	6.02	5.44	0.58
2008	5.80	5.29	0.51
54. Faculty are interested in my academic problems.			
2010	6.06	5.31	0.75
2008	5.98	5.23	0.75
55. Academic support services adequately meet the needs of students.			
2010	5.91	5.27	0.64
2008	5.77	5.16	0.61

Item	Importance	Satisfaction	Gap
56. The business office is open during hours which are convenient for most students.			
2010	5.90	5.41	0.49
2008	5.93	5.43	0.50
57. Administrators are approachable to students.			
2010	5.92	5.47	0.45
2008	5.96	5.25	0.71
58. Nearly all of the faculty are knowledgeable in their fields.			
2010	6.34	5.89	0.45
2008	6.24	5.79	0.45
59. New student orientation services help students adjust to college.			
2010	5.74	5.32	0.42
2008	5.73	5.33	0.40
60. Billing policies are reasonable.			
2010	6.01	5.48	0.53
2008	5.85	5.22	0.63
61. Faculty are usually available after class and during office hours.			
2010	6.19	5.73	0.46
2008	6.15	5.59	0.56
62. Bookstore staff are helpful.			
2010	5.96	4.92	1.04
2008	5.99	5.35	0.64
63. I seldom get the "run-around" when seeking information on this campus.			
2010	6.07	5.17	0.90
2008	6.04	5.25	0.79
64. Nearly all classes deal with practical experiences and applications.			
2010	6.19	5.69	0.50
2008	6.14	5.64	0.50
65. Students are notified early in the term if they are doing poorly in a class.			
2010	6.13	4.90	1.23
2008	6.01	5.07	0.94
66. Program requirements are clear and reasonable.			
2010	6.23	5.79	0.44
2008	6.12	5.64	0.48
67. Channels for expressing student complaints are readily available.			
2010	5.83	4.94	0.89
2008	5.75	5.06	0.69
68. On the whole, the campus is well-maintained.			
2010	6.22	6.02	0.20
2008	6.14	5.83	0.31
69. There is a good variety of courses provided on this campus.			
2010	6.23	5.75	0.48
2008	6.10	5.62	0.48
70. I am able to experience intellectual growth here.			
2010	6.33	5.91	0.42
2008	6.16	5.73	0.43

71-80 were available for campus questions. WITC did not utilize these.

Item	Satisfaction
81. Institution's commitment to part-time students?	
2010	5.60
2008	5.64
82. Institution's commitment to evening students?	
2010	5.38
2008	5.40
83. Institution's commitment to older, returning learners?	
2010	5.64
2008	5.64
84. Institution's commitment to under-represented populations?	
2010	5.31
2008	5.26
85. Institution's commitment to commuters?	
2010	5.45
2008	5.35
86. Institution's commitment to students with disabilities?	
2010	5.42
2008	5.58

Item	Importance
87. Cost as a factor in decision to enroll.	
2010	6.20
2008	5.99
88. Financial aid as factor in decision to enroll.	
2010	5.90
2008	5.52
89. Academic reputation as factor in decision to enroll.	
2010	5.80
2008	5.83
90. Size of institution as factor in decision to enroll.	
2010	5.09
2008	5.38
91. Opportunity to play sports as factor in decision to enroll.	
2010	3.00
2008	2.60
92. Recommendations from family/friends as factor in decision to enroll.	
2010	4.71
2008	4.61
93. Geographic setting as factor in decision to enroll.	
2010	5.52
2008	5.61

Item	Importance
94. Campus appearance as factor in decision to enroll.	
2010	5.02
2008	5.10
95. Personalized attention prior to enrollment as factor in decision to enroll.	
2010	5.33
2008	5.30

Item	SSI Spring 2010	SSI Spring 2008
96. So far, how has your college experience met your expectations?	5.14	4.87
1 = Much worse than expected	1%	0%
2 = Quite a bit worse than I expected	1%	0%
3 = Worse than I expected	4%	6%
4 = About what I expected	26%	40%
5 = Better than I expected	28%	21%
6 = Quite a bit better than I expected	20%	15%
7 = Much better than expected	18%	14%
97. Rate your overall satisfaction with your experience here thus far.	5.85	5.66
1 = Not satisfied at all	0%	0%
2 = Not very satisfied	2%	1%
3 = Somewhat dissatisfied	2%	5%
4 = Neutral	4%	6%
5 = Somewhat satisfied	14%	16%
6 = Satisfied	49%	49%
7 = Very satisfied	27%	20%
98. All in all, if you had to do it over, would you enroll here again?	6.01	5.78
1 = Definitely not	1%	1%
2 = Probably not	4%	2%
3 = Maybe not	1%	4%
4 = I don't know	4%	6%
5 = Maybe yes	6%	10%
6 = Probably yes	35%	33%
7 = Definitely yes	45%	38%

Table 16
Demographic Comparison of New Richmond 2010 SSI Respondents
to 2008 SSI Respondents

Demographics	2010 New Richmond SSI Respondents	2008 New Richmond SSI Respondents
Gender		
Female	46%	51%
Male	54%	49%
Race/Ethnicity		
White	97%	93%
Asian	1%	2%
Hispanic/Latino	<1%	1%
Black	<1%	1%
Native American	0%	2%
Other	1%	1%
Enrollment Load Status		
Full-time	88%	91%
Part-time	12%	9%
Age		
18 and under	6%	6%
19-24	46%	43%
25-34	28%	24%
35-44	11%	18%
45 and over	9%	9%
Enrollment Status		
Day	94%	98%
Evening	6%	2%
Weekend	0%	1%
Class Level		
1 year or less	52%	45%
2 years	37%	36%
3 years	10%	11%
4 or more years	1%	8%
Educational Goal		
Associate Degree	60%	67%
Vocational/technical program	26%	19%
Transfer to another institution	4%	4%
Certification (initial/renewal)	5%	5%
Self-improvement/pleasure	1%	1%
Job-related training	3%	1%
Other educational goal	3%	2%
Employment		
Full-time	25%	22%
Part-time	42%	53%
Not employed	33%	25%
Current Residence		
Residence hall	0%	<1%

Demographics	2010 New Richmond SSI Respondents	2008 New Richmond SSI Respondents
Own house	30%	36%
Rent room or apt. off campus	26%	24%
Parent's home	39%	34%
Other residence	5%	5%
Residence Classification		
In-state	95%	96%
Out-of-state	5%	3%
International (not U.S. citizen)	0%	<1%
Disabilities		
Yes-Disability	7%	12%
No-Disability	93%	88%
Institution Was My		
1 st choice	78%	78%
2 nd choice	17%	16%
3 rd choice	5%	6%
Current GPA		
No credits earned	2%	3%
1.99 or below	0%	2%
2.0 – 2.49	7%	9%
2.5 – 2.99	16%	13%
3.0 – 3.49	36%	30%
3.5 or above	39%	45%

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Appendix G
Rice Lake Campus 2010 SSI Survey Results Compared to 2008 SSI

Item	Importance	Satisfaction	Gap
1. Most students feel a sense of belonging here.			
2010	5.67	5.68	-0.01
2008	5.65	5.66	-0.01
2. Faculty care about me as an individual.			
2010	6.05	5.75	0.30
2008	6.04	5.82	0.22
3. The quality of instruction in the vocational/technical programs is excellent.			
2010	6.36	5.77	0.59
2008	6.30	5.81	0.49
4. Security staff are helpful.			
2010	5.13	4.75	0.38
2008	5.20	4.62	0.58
5. The personnel involved in registration are helpful.			
2010	6.08	5.63	0.45
2008	6.09	5.70	0.39
6. My academic advisor is approachable.			
2010	6.23	5.94	0.29
2008	6.20	5.90	0.30
7. Adequate financial aid is available for most students.			
2010	6.32	5.66	0.66
2008	6.21	5.50	0.71
8. Classes are scheduled at times that are convenient for me.			
2010	6.29	5.56	0.73
2008	6.27	5.47	0.80
9. Internships or practical experiences are provided in my degree/certificate program.			
2010	6.01	5.46	0.55
2008	5.92	5.35	0.57
10. Child care facilities are available on campus.			
2010	4.11	3.80	0.31
2008	4.25	3.24	1.01
11. Security staff respond quickly in emergencies.			
2010	5.61	4.93	0.68
2008	5.58	4.53	1.05
12. My academic advisor helps me set goals to work toward.			
2010	5.83	5.34	0.49
2008	5.83	5.26	0.57
13. Financial aid awards are announced to students in time to be helpful in college planning.			
2010	5.97	5.38	0.59
2008	6.03	5.21	0.82

Item	Importance	Satisfaction	Gap
14. Library resources and services are adequate.			
2010	6.06	5.84	0.22
2008	6.03	5.69	0.34
15. I am able to register for classes I need with few conflicts.			
2010	6.27	5.83	0.44
2008	6.26	5.81	0.45
16. The college shows concern for students as individuals.			
2010	6.10	5.61	0.49
2008	6.18	5.56	0.62
17. Personnel in the Veteran's Services program are helpful.			
2010	4.48	4.75	-0.27
2008	4.58	4.58	0.00
18. The quality of instruction I receive in most of my classes is excellent.			
2010	6.36	5.79	0.57
2008	6.42	5.84	0.58
19. This campus provides effective support services for displaced homemakers.			
2010	4.97	4.88	0.09
2008	5.20	4.90	0.30
20. Financial aid counselors are helpful.			
2010	6.11	5.72	0.39
2008	6.10	5.58	0.52
21. There are a sufficient number of study areas on campus.			
2010	5.93	5.43	0.50
2008	5.93	5.39	0.54
22. People on this campus respect and are supportive of each other.			
2010	6.01	5.58	0.43
2008	6.00	5.66	0.34
23. Faculty are understanding of students' unique life circumstances.			
2010	6.10	5.58	0.52
2008	6.09	5.56	0.53
24. Parking lots are well-lighted and secure.			
2010	5.81	5.15	0.66
2008	5.80	5.12	0.68
25. My academic advisor is concerned about my success as an individual.			
2010	6.15	5.65	0.50
2008	6.17	5.60	0.57
26. Library staff are helpful and approachable.			
2010	5.96	5.76	0.20
2008	5.97	5.81	0.16
27. The campus staff are caring and helpful.			
2010	6.13	5.75	0.38
2008	6.15	5.84	0.31
28. It is an enjoyable experience to be a student on this campus.			
2010	6.17	5.77	0.40
2008	6.18	5.88	0.30

Item	Importance	Satisfaction	Gap
29. Faculty are fair and unbiased in their treatment of individual students.			
2010	6.19	5.63	0.56
2008	6.24	5.65	0.59
30. The career services office provides students with the help they need to get a job.			
2010	5.89	5.27	0.62
2008	5.93	5.29	0.64
31. The campus is safe and secure for all students.			
2010	6.16	5.72	0.44
2008	6.19	5.65	0.54
32. My academic advisor is knowledgeable about my program requirements.			
2010	6.33	6.02	0.31
2008	6.33	5.88	0.45
33. Admissions counselors accurately portray the campus in their recruiting practices.			
2010	5.77	5.49	0.28
2008	5.77	5.45	0.32
34. Computer labs are adequate and accessible.			
2010	6.18	5.69	0.49
2008	6.22	5.59	0.63
35. Policies and procedures regarding registration and course selection are clear and well-publicized.			
2010	6.00	5.63	0.37
2008	6.04	5.59	0.45
36. Students are made to feel welcome on this campus.			
2010	6.18	5.78	0.40
2008	6.20	5.94	0.26
37. Faculty take into consideration student differences as they teach a course.			
2010	6.08	5.54	0.54
2008	6.12	5.55	0.57
38. The student center is a comfortable place for students to spend their leisure time.			
2010	5.69	5.33	0.36
2008	5.83	5.47	0.36
39. The amount of student parking space on campus is adequate.			
2010	6.02	5.31	0.71
2008	5.98	5.50	0.48
40. My academic advisor is knowledgeable about the transfer requirements of other schools.			
2010	5.99	5.46	0.53
2008	5.89	5.29	0.60
41. Admissions staff are knowledgeable.			
2010	6.13	5.68	0.45
2008	6.07	5.64	0.43

Item	Importance	Satisfaction	Gap
42. The equipment in the lab facilities is kept up to date.			
2010	6.27	5.84	0.43
2008	6.19	5.70	0.49
43. Class change (drop/add) policies are reasonable.			
2010	6.07	5.70	0.37
2008	5.94	5.60	0.34
44. I generally know what's happening on campus.			
2010	5.55	5.50	0.05
2008	5.59	5.55	0.04
45. This institution has a good reputation within the community.			
2010	6.07	5.90	0.17
2008	6.14	6.05	0.09
46. Faculty provide timely feedback about student progress in a course.			
2010	6.17	5.60	0.57
2008	6.19	5.58	0.61
47. There are adequate services to help me decide upon a career.			
2010	6.01	5.68	0.33
2008	6.10	5.52	0.58
48. Counseling staff care about students as individuals.			
2010	6.02	5.53	0.49
2008	6.07	5.55	0.52
49. Admissions counselors respond to prospective students' unique needs and requests.			
2010	5.91	5.46	0.45
2008	6.02	5.49	0.53
50. Tutoring services are readily available.			
2010	5.78	5.50	0.28
2008	5.84	5.53	0.31
51. There are convenient ways of paying my school bill.			
2010	6.01	5.60	0.41
2008	6.07	5.64	0.43
52. This school does whatever it can to help me reach my educational goals.			
2010	6.21	5.58	0.63
2008	6.16	5.68	0.48
53. The assessment and course placement procedures are reasonable.			
2010	6.01	5.67	0.34
2008	5.97	5.60	0.37
54. Faculty are interested in my academic problems.			
2010	6.03	5.63	0.40
2008	5.92	5.51	0.41
55. Academic support services adequately meet the needs of students.			
2010	6.01	5.64	0.37
2008	5.94	5.58	0.36

Item	Importance	Satisfaction	Gap
56. The business office is open during hours which are convenient for most students.			
2010	5.99	5.73	0.26
2008	5.94	5.66	0.28
57. Administrators are approachable to students.			
2010	5.96	5.58	0.38
2008	5.98	5.63	0.35
58. Nearly all of the faculty are knowledgeable in their fields.			
2010	6.33	5.96	0.37
2008	6.29	5.99	0.30
59. New student orientation services help students adjust to college.			
2010	5.81	5.64	0.17
2008	5.96	5.68	0.28
60. Billing policies are reasonable.			
2010	5.97	5.60	0.37
2008	6.06	5.65	0.41
61. Faculty are usually available after class and during office hours.			
2010	6.09	5.84	0.25
2008	6.22	5.77	0.45
62. Bookstore staff are helpful.			
2010	5.88	5.21	0.67
2008	5.92	5.15	0.77
63. I seldom get the "run-around" when seeking information on this campus.			
2010	6.08	5.49	0.59
2008	6.04	5.38	0.66
64. Nearly all classes deal with practical experiences and applications.			
2010	6.18	5.71	0.47
2008	6.12	5.77	0.35
65. Students are notified early in the term if they are doing poorly in a class.			
2010	6.08	5.31	0.77
2008	6.07	5.19	0.88
66. Program requirements are clear and reasonable.			
2010	6.28	5.87	0.41
2008	6.21	5.83	0.38
67. Channels for expressing student complaints are readily available.			
2010	5.84	5.24	0.60
2008	5.86	5.21	0.65
68. On the whole, the campus is well-maintained.			
2010	6.15	5.99	0.16
2008	6.12	5.99	0.13
69. There is a good variety of courses provided on this campus.			
2010	6.18	5.86	0.32
2008	6.27	5.85	0.42
70. I am able to experience intellectual growth here.			
2010	6.28	5.96	0.32
2008	6.25	5.98	0.27

71-80 were available for campus questions. WITC did not utilize these.

Item	Satisfaction
81. Institution's commitment to part-time students?	
2010	5.67
2008	5.79
82. Institution's commitment to evening students?	
2010	5.51
2008	5.59
83. Institution's commitment to older, returning learners?	
2010	5.69
2008	5.82
84. Institution's commitment to under-represented populations?	
2010	5.43
2008	5.47
85. Institution's commitment to commuters?	
2010	5.48
2008	5.54
86. Institution's commitment to students with disabilities?	
2010	5.66
2008	5.70

Item	Importance
87. Cost as a factor in decision to enroll.	
2010	6.04
2008	6.24
88. Financial aid as factor in decision to enroll.	
2010	6.09
2008	6.20
89. Academic reputation as factor in decision to enroll.	
2010	5.83
2008	5.99
90. Size of institution as factor in decision to enroll.	
2010	5.07
2008	5.20
91. Opportunity to play sports as factor in decision to enroll.	
2010	3.27
2008	3.14
92. Recommendations from family/friends as factor in decision to enroll.	
2010	4.65
2008	4.80
93. Geographic setting as factor in decision to enroll.	
2010	5.35
2008	5.57

Item	Importance
94. Campus appearance as factor in decision to enroll.	
2010	5.21
2008	5.13
95. Personalized attention prior to enrollment as factor in decision to enroll.	
2010	5.34
2008	5.49

Item	SSI Spring 2010	SSI Spring 2008
96. So far, how has your college experience met your expectations?	5.04	5.14
1 = Much worse than expected	1%	1%
2 = Quite a bit worse than I expected	0%	0%
3 = Worse than I expected	5%	4%
4 = About what I expected	33%	27%
5 = Better than I expected	23%	27%
6 = Quite a bit better than I expected	15%	16%
7 = Much better than expected	20%	21%
97. Rate your overall satisfaction with your experience here thus far.	5.77	5.81
1 = Not satisfied at all	1%	1%
2 = Not very satisfied	0%	1%
3 = Somewhat dissatisfied	5%	3%
4 = Neutral	7%	6%
5 = Somewhat satisfied	10%	11%
6 = Satisfied	48%	47%
7 = Very satisfied	26%	27%
98. All in all, if you had to do it over, would you enroll here again?	5.85	6.00
1 = Definitely not	1%	1%
2 = Probably not	3%	3%
3 = Maybe not	2%	1%
4 = I don't know	8%	7%
5 = Maybe yes	10%	8%
6 = Probably yes	34%	31%
7 = Definitely yes	40%	46%

Table 17
Demographic Comparison of Rice Lake 2010 SSI Respondents
to 2008 SSI Respondents

Demographics	2010 Rice Lake SSI Respondents	2008 Rice Lake SSI Respondents
Gender		
Female	51%	57%
Male	49%	43%
Race/Ethnicity		
White	92%	94%
Asian	1%	1%
Hispanic/Latino	2%	2%
Black	1%	1%
Native American	3%	1%
Other	2%	1%
Enrollment Load Status		
Full-time	82%	88%
Part-time	18%	12%
Age		
18 and under	7%	10%
19-24	53%	42%
25-34	23%	21%
35-44	12%	13%
45 and over	6%	14%
Enrollment Status		
Day	96%	93%
Evening	4%	7%
Weekend	<1%	0%
Class Level		
1 year or less	53%	48%
2 years	28%	39%
3 years	15%	10%
4 or more years	4%	3%
Educational Goal		
Associate Degree	65%	66%
Vocational/technical program	14%	18%
Transfer to another institution	5%	2%
Certification (initial/renewal)	6%	5%
Self-improvement/pleasure	2%	1%
Job-related training	4%	4%
Other educational goal	4%	4%
Employment		
Full-time	18%	19%
Part-time	53%	51%
Not employed	29%	29%
Current Residence		
Residence hall	<1%	<1%

Demographics	2010 Rice Lake SSI Respondents	2008 Rice Lake SSI Respondents
Own house	28%	36%
Rent room or apt. off campus	34%	29%
Parent's home	30%	28%
Other residence	8%	8%
Residence Classification		
In-state	99%	98%
Out-of-state	1%	2%
International (not U.S. citizen)	<1%	0%
Disabilities		
Yes-Disability	11%	11%
No-Disability	89%	89%
Institution Was My		
1 st choice	75%	79%
2 nd choice	19%	18%
3 rd choice	6%	4%
Current GPA		
No credits earned	11%	6%
1.99 or below	2%	3%
2.0 – 2.49	5%	6%
2.5 – 2.99	21%	14%
3.0 – 3.49	30%	30%
3.5 or above	30%	40%

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Appendix H
Superior Campus 2010 SSI Survey Results Compared to 2008 SSI

Item	Importance	Satisfaction	Gap
1. Most students feel a sense of belonging here.			
2010	5.83	5.71	0.12
2008	5.57	5.80	-0.23
2. Faculty care about me as an individual.			
2010	6.12	5.82	0.30
2008	6.03	5.91	0.12
3. The quality of instruction in the vocational/technical programs is excellent.			
2010	6.46	6.01	0.45
2008	6.35	5.92	0.43
4. Security staff are helpful.			
2010	5.21	4.75	0.46
2008	4.99	4.61	0.38
5. The personnel involved in registration are helpful.			
2010	6.26	5.75	0.51
2008	6.09	5.90	0.19
6. My academic advisor is approachable.			
2010	6.53	6.31	0.22
2008	6.28	6.11	0.17
7. Adequate financial aid is available for most students.			
2010	6.38	5.59	0.79
2008	6.32	5.33	0.99
8. Classes are scheduled at times that are convenient for me.			
2010	6.30	5.42	0.88
2008	6.22	5.30	0.92
9. Internships or practical experiences are provided in my degree/certificate program.			
2010	6.13	5.30	0.83
2008	6.04	5.47	0.57
10. Child care facilities are available on campus.			
2010	4.38	3.36	1.02
2008	4.37	3.74	0.63
11. Security staff respond quickly in emergencies.			
2010	5.62	4.63	0.99
2008	5.37	4.53	0.84
12. My academic advisor helps me set goals to work toward.			
2010	6.03	5.70	0.33
2008	6.00	5.56	0.44
13. Financial aid awards are announced to students in time to be helpful in college planning.			
2010	6.07	5.41	0.66
2008	6.09	5.40	0.69

Item	Importance	Satisfaction	Gap
14. Library resources and services are adequate.			
2010	6.12	5.85	0.27
2008	6.05	6.01	0.04
15. I am able to register for classes I need with few conflicts.			
2010	6.46	5.84	0.62
2008	6.34	6.04	0.30
16. The college shows concern for students as individuals.			
2010	6.15	5.62	0.53
2008	6.07	5.82	0.25
17. Personnel in the Veteran's Services program are helpful.			
2010	4.33	4.31	0.02
2008	4.58	4.47	0.11
18. The quality of instruction I receive in most of my classes is excellent.			
2010	6.56	5.95	0.61
2008	6.35	5.95	0.40
19. This campus provides effective support services for displaced homemakers.			
2010	4.68	4.71	-0.03
2008	5.04	4.61	0.43
20. Financial aid counselors are helpful.			
2010	6.15	5.47	0.68
2008	6.04	5.58	0.46
21. There are a sufficient number of study areas on campus.			
2010	6.02	5.67	0.35
2008	5.87	5.83	0.04
22. People on this campus respect and are supportive of each other.			
2010	6.11	5.74	0.37
2008	6.00	5.81	0.19
23. Faculty are understanding of students' unique life circumstances.			
2010	6.27	5.65	0.62
2008	6.11	5.75	0.36
24. Parking lots are well-lighted and secure.			
2010	6.00	5.07	0.93
2008	5.98	5.01	0.97
25. My academic advisor is concerned about my success as an individual.			
2010	6.36	5.97	0.39
2008	6.30	5.95	0.35
26. Library staff are helpful and approachable.			
2010	6.04	5.96	0.08
2008	5.89	6.13	-0.24
27. The campus staff are caring and helpful.			
2010	6.18	5.88	0.30
2008	6.02	6.04	-0.02
28. It is an enjoyable experience to be a student on this campus.			
2010	6.30	5.99	0.31
2008	6.19	5.97	0.22

Item	Importance	Satisfaction	Gap
29. Faculty are fair and unbiased in their treatment of individual students.			
2010	6.32	5.78	0.54
2008	6.24	5.74	0.50
30. The career services office provides students with the help they need to get a job.			
2010	6.04	5.00	1.04
2008	6.02	5.21	0.81
31. The campus is safe and secure for all students.			
2010	6.34	5.80	0.54
2008	6.28	5.72	0.56
32. My academic advisor is knowledgeable about my program requirements.			
2010	6.58	6.31	0.27
2008	6.39	6.17	0.22
33. Admissions counselors accurately portray the campus in their recruiting practices.			
2010	5.93	5.55	0.38
2008	5.79	5.53	0.26
34. Computer labs are adequate and accessible.			
2010	6.24	5.53	0.71
2008	6.23	5.95	0.28
35. Policies and procedures regarding registration and course selection are clear and well-publicized.			
2010	6.21	5.58	0.63
2008	6.03	5.64	0.39
36. Students are made to feel welcome on this campus.			
2010	6.33	6.03	0.30
2008	6.29	6.09	0.20
37. Faculty take into consideration student differences as they teach a course.			
2010	6.22	5.68	0.54
2008	6.10	5.77	0.33
38. The student center is a comfortable place for students to spend their leisure time.			
2010	5.76	5.57	0.19
2008	5.87	5.76	0.11
39. The amount of student parking space on campus is adequate.			
2010	6.29	5.61	0.68
2008	6.10	5.61	0.49
40. My academic advisor is knowledgeable about the transfer requirements of other schools.			
2010	5.99	5.51	0.48
2008	5.96	5.37	0.59
41. Admissions staff are knowledgeable.			
2010	6.32	5.84	0.48
2008	6.13	5.80	0.33

Item	Importance	Satisfaction	Gap
42. The equipment in the lab facilities is kept up to date.			
2010	6.39	5.69	0.70
2008	6.16	5.66	0.50
43. Class change (drop/add) policies are reasonable.			
2010	6.17	5.65	0.52
2008	6.01	5.44	0.57
44. I generally know what's happening on campus.			
2010	5.68	5.45	0.23
2008	5.56	5.30	0.26
45. This institution has a good reputation within the community.			
2010	6.14	5.91	0.23
2008	6.08	5.94	0.14
46. Faculty provide timely feedback about student progress in a course.			
2010	6.30	5.84	0.46
2008	6.14	5.85	0.29
47. There are adequate services to help me decide upon a career.			
2010	6.07	5.57	0.50
2008	6.00	5.67	0.33
48. Counseling staff care about students as individuals.			
2010	6.14	5.53	0.61
2008	6.02	5.72	0.30
49. Admissions counselors respond to prospective students' unique needs and requests.			
2010	6.06	5.57	0.49
2008	5.89	5.67	0.22
50. Tutoring services are readily available.			
2010	5.86	5.33	0.53
2008	5.82	5.63	0.19
51. There are convenient ways of paying my school bill.			
2010	6.10	5.60	0.50
2008	6.19	5.78	0.41
52. This school does whatever it can to help me reach my educational goals.			
2010	6.31	5.69	0.62
2008	6.28	5.80	0.48
53. The assessment and course placement procedures are reasonable.			
2010	6.18	5.71	0.47
2008	5.97	5.68	0.29
54. Faculty are interested in my academic problems.			
2010	6.14	5.67	0.47
2008	6.06	5.73	0.33
55. Academic support services adequately meet the needs of students.			
2010	6.05	5.55	0.50
2008	6.06	5.76	0.30

Item	Importance	Satisfaction	Gap
56. The business office is open during hours which are convenient for most students.			
2010	6.12	5.84	0.28
2008	6.05	5.78	0.27
57. Administrators are approachable to students.			
2010	6.04	5.66	0.38
2008	5.96	5.66	0.30
58. Nearly all of the faculty are knowledgeable in their fields.			
2010	6.44	6.02	0.42
2008	6.34	6.05	0.29
59. New student orientation services help students adjust to college.			
2010	5.82	5.47	0.35
2008	5.84	5.54	0.30
60. Billing policies are reasonable.			
2010	6.07	5.61	0.46
2008	6.14	5.53	0.61
61. Faculty are usually available after class and during office hours.			
2010	6.25	5.91	0.34
2008	6.21	5.80	0.41
62. Bookstore staff are helpful.			
2010	5.88	4.55	1.33
2008	5.81	4.90	0.91
63. I seldom get the "run-around" when seeking information on this campus.			
2010	6.10	5.62	0.48
2008	5.94	5.63	0.31
64. Nearly all classes deal with practical experiences and applications.			
2010	6.24	5.72	0.52
2008	6.21	5.87	0.34
65. Students are notified early in the term if they are doing poorly in a class.			
2010	6.25	5.56	0.69
2008	6.24	5.57	0.67
66. Program requirements are clear and reasonable.			
2010	6.48	5.99	0.49
2008	6.32	5.91	0.41
67. Channels for expressing student complaints are readily available.			
2010	6.03	5.38	0.65
2008	5.85	5.43	0.42
68. On the whole, the campus is well-maintained.			
2010	6.25	6.05	0.20
2008	6.16	6.14	0.02
69. There is a good variety of courses provided on this campus.			
2010	6.37	5.81	0.56
2008	6.26	5.96	0.30
70. I am able to experience intellectual growth here.			
2010	6.41	6.02	0.39
2008	6.26	6.01	0.25

71-80 were available for campus questions. WITC did not utilize these.

Item	Satisfaction
81. Institution's commitment to part-time students?	
2010	5.74
2008	5.77
82. Institution's commitment to evening students?	
2010	5.44
2008	5.65
83. Institution's commitment to older, returning learners?	
2010	5.82
2008	5.89
84. Institution's commitment to under-represented populations?	
2010	5.40
2008	5.52
85. Institution's commitment to commuters?	
2010	5.55
2008	5.51
86. Institution's commitment to students with disabilities?	
2010	5.54
2008	5.69

Item	Importance
87. Cost as a factor in decision to enroll.	
2010	6.34
2008	6.26
88. Financial aid as factor in decision to enroll.	
2010	6.07
2008	6.15
89. Academic reputation as factor in decision to enroll.	
2010	5.92
2008	5.93
90. Size of institution as factor in decision to enroll.	
2010	5.41
2008	5.49
91. Opportunity to play sports as factor in decision to enroll.	
2010	2.80
2008	3.11
92. Recommendations from family/friends as factor in decision to enroll.	
2010	4.80
2008	4.89
93. Geographic setting as factor in decision to enroll.	
2010	5.64
2008	5.35

Item	Importance
94. Campus appearance as factor in decision to enroll.	
2010	5.23
2008	5.15
95. Personalized attention prior to enrollment as factor in decision to enroll.	
2010	5.52
2008	5.30

Item	SSI Spring 2010	SSI Spring 2008
96. So far, how has your college experience met your expectations?	5.14	5.24
1 = Much worse than expected	1%	1%
2 = Quite a bit worse than I expected	0%	0%
3 = Worse than I expected	2%	2%
4 = About what I expected	29%	27%
5 = Better than I expected	28%	23%
6 = Quite a bit better than I expected	18%	21%
7 = Much better than expected	18%	22%
97. Rate your overall satisfaction with your experience here thus far.	5.91	5.82
1 = Not satisfied at all	0%	1%
2 = Not very satisfied	1%	1%
3 = Somewhat dissatisfied	3%	2%
4 = Neutral	4%	8%
5 = Somewhat satisfied	11%	8%
6 = Satisfied	47%	43%
7 = Very satisfied	30%	32%
98. All in all, if you had to do it over, would you enroll here again?	6.13	6.01
1 = Definitely not	1%	1%
2 = Probably not	1%	3%
3 = Maybe not	1%	1%
4 = I don't know	5%	7%
5 = Maybe yes	7%	4%
6 = Probably yes	33%	30%
7 = Definitely yes	49%	50%

Table 18
Demographic Comparison of Superior 2010 SSI Respondents
to 2008 SSI Respondents

Demographics	2010 Superior SSI Respondents	2008 Superior SSI Respondents
Gender		
Female	63%	51%
Male	37%	49%
Race/Ethnicity		
White	91%	90%
Asian	1%	1%
Hispanic/Latino	1%	2%
Black	2%	2%
Native American	4%	5%
Other	1%	1%
Enrollment Load Status		
Full-time	81%	78%
Part-time	19%	22%
Age		
18 and under	6%	8%
19-24	44%	52%
25-34	32%	25%
35-44	12%	10%
45 and over	6%	5%
Enrollment Status		
Day	92%	94%
Evening	8%	5%
Weekend	0%	<1%
Class Level		
1 year or less	53%	53%
2 years	35%	39%
3 years	9%	5%
4 or more years	3%	2%
Educational Goal		
Associate Degree	54%	56%
Vocational/technical program	26%	25%
Transfer to another institution	6%	4%
Certification (initial/renewal)	9%	7%
Self-improvement/pleasure	1%	1%
Job-related training	2%	3%
Other educational goal	3%	3%
Employment		
Full-time	17%	17%
Part-time	54%	53%
Not employed	30%	29%
Current Residence		
Residence hall	4%	7%

Demographics	2010 Superior SSI Respondents	2008 Superior SSI Respondents
Own house	31%	29%
Rent room or apt. off campus	38%	32%
Parent's home	20%	27%
Other residence	7%	5%
Residence Classification		
In-state	74%	79%
Out-of-state	26%	21%
International (not U.S. citizen)	0%	0%
Disabilities		
Yes-Disability	9%	10%
No-Disability	91%	90%
Institution Was My		
1 st choice	71%	76%
2 nd choice	25%	21%
3 rd choice	4%	3%
Current GPA		
No credits earned	7%	11%
1.99 or below	1%	<1%
2.0 – 2.49	7%	4%
2.5 – 2.99	12%	13%
3.0 – 3.49	36%	32%
3.5 or above	37%	40%

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