



Noel Levitz Memo Report 1

In April 2006, the Office of Planning and Institutional Performance administered the Noel-Levitz Satisfaction Survey to 743 students at FGCU. Respondents were from a broad spectrum of the student population, evenly distributed across all undergraduate class levels, including significant numbers of graduate students.

Satisfaction ratings were done on a 7 point scale where:
4 = neutral
1 = not satisfied at all
7 = very satisfied

The aim of the survey was to provide the University leadership with important information they could use for institutional improvement. First it was intended that the students feedback would pinpoint those areas needing particular attention. Second the data would provide an overall sense of how well the university was doing in satisfying student needs and expectations.

Overview

This initial memo report focuses on the second objective. First, it presents the results for the three general questions that were asked of students and compares them with the results obtained by the average 4-year public university.

Summary of Student Satisfaction			
Summary Item	FGCU	Other 4 year public universities	Mean Difference*
So far, how has your college experience met your expectations?	4.70	4.45	0.25
Rate your overall satisfaction with your experience here thus far.	5.47	5.17	0.30
All in all, if you had to do it over, would you enroll here again.	5.68	5.24	0.44

*The difference between the two scores is reported in a third column, 'Mean Difference'. Listed there are the amounts by which FGCU scores exceed the average for the other universities



These results show that, consistent with findings reported in earlier surveys like the NSSE*, overall satisfaction is higher than is generally the case at comparison institutions. Students confirmed therefore that the college experience met their expectations and that they are very satisfied overall. They affirmed most strongly that if they had to do it over, they would enroll at FGCU again. This is consistently the case, happening in all three overview items; and the reported mean difference is always significant, most of the time very much so (at the .001 level).

It is also the case in the overwhelming majority of individual items (76 of 79).

Future reports will focus in detail on these individual items.

Scale Scores

For now, some sense of FGCU’s performance on this broad spectrum of items can be obtained by looking at the table of ‘scale scores’.

Scale	Florida Gulf Coast University		
	Importance	Satisfaction	Gap
Instructional Effectiveness	6.57	5.53	1.04
Academic Advising	6.54	5.48	1.06
Safety and Security	6.53	4.89	1.64
Concern for the Individual	6.39	5.41	0.98
Registration Effectiveness	6.38	5.22	1.16
Recruitment and Financial Aid	6.37	5.18	1.19
Campus Life	5.88	5.22	0.66
Student Centeredness	6.32	5.49	0.83
Service Excellence	6.27	5.34	0.93
Campus Support Services	6.24	5.66	0.58
Campus Climate	6.35	5.49	0.86
Responsiveness to Diverse Populations		5.42	

* National Survey of Student Engagement – FGCU results for 2005



Noel-Levitz have, in their own words, “analyzed (the items) statistically and conceptually to produce scale scores. The scales provide the big picture overview of what matters to ...students. It also provides the broadest view to identify how satisfied students are when contrasted with the comparison group.”

Scale	Florida Gulf Coast University	Four-Year Public Institutions	Mean Difference
Instructional Effectiveness	5.53	5.18	0.35***
Academic Advising	5.48	5.16	0.32***
Safety and Security	4.89	4.46	0.43***
Concern for the Individual	5.41	4.89	0.52***
Registration Effectiveness	5.22	4.90	0.32***
Recruitment and Financial Aid	5.18	4.76	0.42***
Campus Life	5.22	4.78	0.44***
Student Centeredness	5.49	5.03	0.46***
Service Excellence	5.34	4.86	0.48***
Campus Support Services	5.66	5.21	0.45***
Campus Climate	5.49	5.01	0.48***
Responsiveness to Diverse Populations	5.42	5.02	0.40***

From such a viewpoint FGCU’s performance was superior in every respect.

*** Indicates statistical significance at the .001 level.