



OFFICE OF ACADEMIC ASSESSMENT
The UNIVERSITY of OKLAHOMA

2015 OU Student Satisfaction Survey

EXECUTIVE SUMMARY

Office of Academic Assessment
October 26, 2015

2015 OU Student Satisfaction Survey

Executive Summary

Introduction:

The *OU Student Satisfaction Survey* was developed in Fall 2014 to measure five key areas of student experience: (1) Academic, (2) Campus Life, (3) Advising, (4) Services, and (5) General/Other. The survey aimed at (i) capturing student satisfaction with services and resources that impact their daily experiences at OU, and (ii) improving student experiences at OU.

As this is the first implementation of the new *OU Student Satisfaction Survey*, the intent is to establish benchmarks for the institution, begin to identify areas of strengths and opportunities, and help inform decisions and plans for improvements. This survey will be administered annually to further explore student satisfaction and continue efforts to improve student experiences.

Method

The first draft of the survey was designed by the Office of Academic Assessment and later discussed at the *Provost Advisory Council for Learning Outcomes Assessment (PACLOA)* after which resulting comments and revisions were incorporated. The final draft was approved by the Provost for distribution.

The survey consists of 20 five-point Likert scale items designed to measure the five key areas, and one open-ended question (see the survey instrument in Appendix 8). Data was solicited from all University of Oklahoma students in Norman Campus (N=25,098 [20,492 undergraduate and 4,605 graduate]) from March to April 2015 using Qualtrics. Participants who chose to provide their identifying information were entered into an incentive drawing.

A total of 6,079 students (24% of all students in Norman Campus) responded to the survey **making it the second survey with the highest rate of response in the history of the University**. Of the 6,079 respondents:

- 4,842 were undergraduates (24% of all undergraduate students at Norman)
- 1,236 were graduates (27% of all graduate students at Norman).

Demographics:

- Slightly more than half of respondents (53.7%) identified as female while 46.3% identified as male.
- Two-thirds of participants (60.4%) identified themselves as White, 8.2% Hispanic, 7.1% International, 7.0% Multi-race, 6.5% Asian, 4.1% Black or African American, and 3.9% American Indian/Alaskan Native.
- Seventeen percent of participants (16.9%) were freshmen, 17.2% sophomores, 17.6% juniors, 27.9% seniors, and 20.3% graduate students.
- More than two-thirds (63.9%) of participants lived on campus while three out of every four participants (83.8%) were enrolled full time.

Reliability and Validity of Survey:

Both reliability ($\omega = 0.935$) and validity of the survey items and model structure (CFI = .931) were verified through advanced statistical analyses (Exploratory Factor Analysis/Confirmatory Factor Analysis). Four specific factors (*Academic, Campus Life, Academic Advising, and Campus Services*) were confirmed. The items that did not directly map to one of these four specific factors are reported under the theme “Other”.

Overall Findings

The table below shows items in which respondents report the highest levels of satisfaction as well as lowest levels of satisfaction.

| Top Five Items with the HIGHEST Level of Satisfaction | | | |
|---|----------------------------------|--|------------------|
| Survey Item | Combined percent of responses | | Associated Theme |
| | “Satisfied” AND “Very Satisfied” | “Dissatisfied” AND “Very Dissatisfied” | |
| Being a student at OU | 86% | 3.2% | Other |
| The quality of teaching at OU | 85.5% | 4.5% | Academic |
| Your intellectual growth at OU | 85.2% | 3.4% | Academic |
| Your safety/security at the OU campus | 84.9% | 2.6% | Campus Life |
| OU library services | 82.9% | 1.9% | Campus Services |

| Top Five Items with the HIGHEST Level of Dissatisfaction | | | |
|--|----------------------------------|--|-------------------|
| Item | Combined percent of responses | | Associated Theme |
| | “Satisfied” AND “Very Satisfied” | “Dissatisfied” AND “Very Dissatisfied” | |
| OU academic advising process | 61.6% | 17.1% | Academic Advising |
| Your OU academic advisors | 68.4% | 13.5% | Academic Advising |
| OU course registration processes | 67.4% | 12.7% | Campus Services |
| OU residence halls | 40.0% | 11.6% | Campus Life |
| Concern of OU staff for me as an individual | 62.0% | 11.2% | Academic |

Selected Key Findings by Theme:

Academic:

- There were no statistically significant differences between genders in regards to responses on Academic items.
- Four-fifths of undergraduate students (80.8%) reported being ‘Satisfied’ or ‘Very Satisfied’ with ‘The variety of courses provided at OU’ compared to 72.1% of graduate students.
- More graduate students reported being ‘Satisfied’ or ‘Very Satisfied’ with the following items than undergraduate students:
 - ‘Concern of OU staff for me as an individual’ (73.2% of graduate students ‘Satisfied’ or ‘Very Satisfied,’ compared to 59.1% of undergraduate students ‘Satisfied’ or ‘Very Satisfied’).
 - ‘Feedback about your academic progress at OU’ (72.8% of graduate students ‘Satisfied’ or ‘Very Satisfied,’ compared to 63.8% of undergraduate students ‘Satisfied’ or ‘Very Satisfied’).

Concern/Opportunities for continuous Improvement regarding Academic Theme:

- ⇒ One tenth (10.8%) of graduate students are dissatisfied with variety of courses offered at OU.
- ⇒ 12.0% of undergraduate students are dissatisfied with the concern of OU staff for them as individuals.
- ⇒ One tenth of (10.0%) of undergraduate students are dissatisfied with feedback about their progress at OU.

Campus Life:

- There were no statistically significant differences in responses observed between genders on *Campus Life* items.
- On the item '*OU residence halls,*' half of freshmen (50%) responded '*Satisfied*' or '*Very Satisfied*' while 40.3% each of juniors and seniors responded '*Satisfied*' or '*Very Satisfied*.' Additionally, 43.9% of undergraduate students responded '*Satisfied*' or '*Very Satisfied*' compared to only 24.8% of graduate students.

Concern/Opportunities for continuous Improvement regarding Campus Life Theme:

- ⇒ 17.9% of freshmen, 13.4% of juniors, and 10.7% of seniors are dissatisfied with OU residence Halls.

Academic Advising:

- There were no statistically significant differences in responses observed between genders or degree levels (graduate vs. undergraduate) on *Academic Advising* items.
- 77.4% of freshmen reported being '*Satisfied*' or '*Very Satisfied*' with '*OU academic advisors*' compared to 63.7% of seniors.
- On the item '*OU academic advising process,*' 72.8% of freshmen responded '*Satisfied*' or '*Very Satisfied*' compared to 61.7% of sophomores, 58.4% of juniors, and 57.8% of seniors.
- In general, **OU students are more likely to be dissatisfied on the survey items related to *Academic Advising* compared to other themes.**

Concern/Opportunities for continuous Improvement regarding Academic Advising Theme:

- ⇒ 7.9% of freshmen and 18.8% of seniors are dissatisfied academic advisors.
- ⇒ 8.9% of freshmen, 18.0% of sophomores, 21.2% of juniors, and 22.7% of seniors are dissatisfied with OU advising process.

Campus Services:

- There were no statistically significant differences between genders in regards to responses on *Campus Services* items.
- On the item '*IT support services at OU,*' 58.7% of undergraduate students responded '*Satisfied*' or '*Very Satisfied*' compared to 65.5% of graduate students.
- Fewer undergraduate students (43.0%) reported being '*Satisfied*' or '*Very Satisfied*' with '*Services at OU Career Center*' compared to graduate students (59.6%).

Concern/Opportunity for continuous Improvement regarding Campus Services Theme:

- ⇒ 7.9% of undergraduates and 8.2% of graduates are dissatisfied with IT support services.

Other:

- Freshmen and sophomores are likely to be satisfied or very satisfied (83.3% each ‘Satisfied’ or ‘Very Satisfied’) with ‘The variety of activities at OU’ than juniors (76.5% ‘Satisfied’ or ‘Very Satisfied’). Additionally, 79.9% of undergraduate students responded ‘Satisfied’ or ‘Very Satisfied’ to the same item compared to 70.8% of graduate students.
- There were no statistically significant differences in responses observed between genders on this theme.

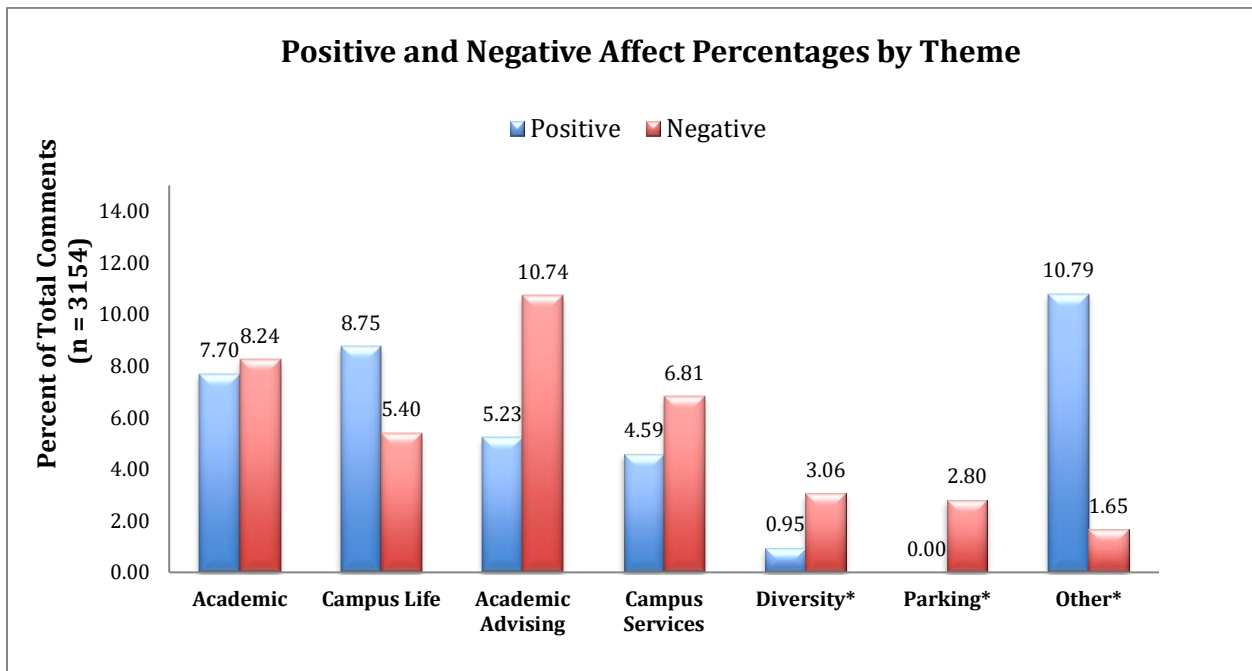
Analysis of open-ended comments

Of the 6,079 students who responded to the survey, 3,154 (52%) provided narrative comments for one or more of the theme areas reflected in the following open-ended question:

Please provide any additional comments regarding any of the following:

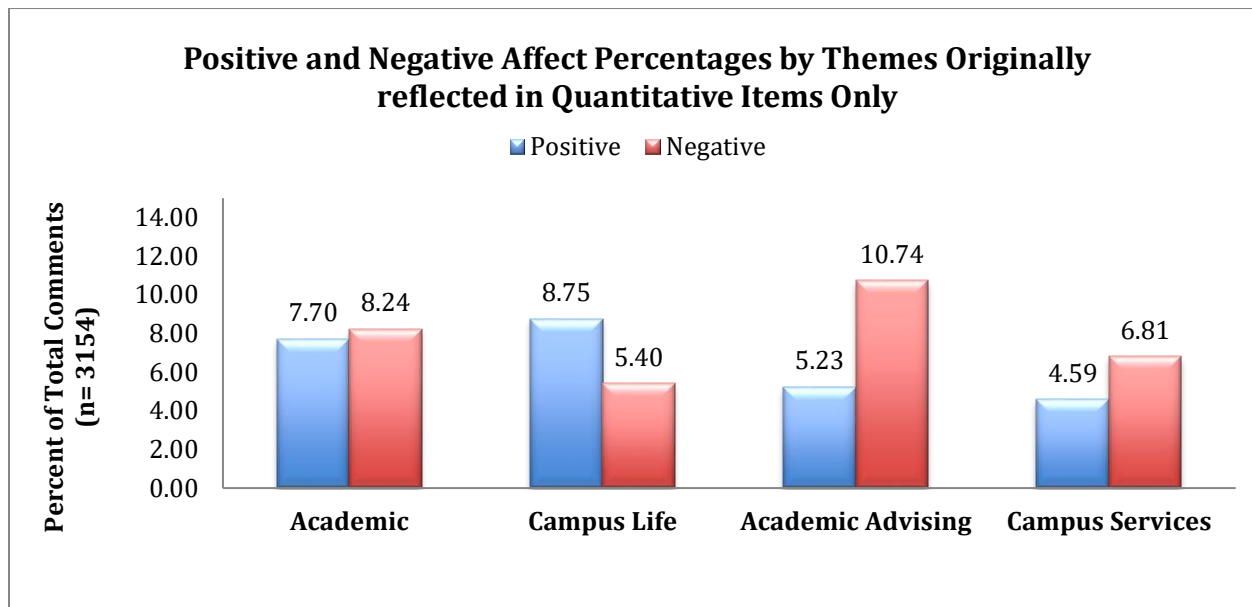
1. *Instructional quality at OU*
2. *OU campus life*
3. *OU advising*
4. *OU services*
5. *Other issues related to your satisfaction of OU*

Analysis of participants’ responses to the open-ended items revealed six themes: *Academic, Campus Life, Academic Advising, Campus Services, Diversity, and Other* (see Figure 1). Percentages shown are relative to total number of comments.



**These themes were emergent in the comments but were not measured with the original Likert items; descriptions and examples provided in Appendix 6.*

Figure 2 below illustrates participants' comments by four open-ended themes analogous to factors derived from the original Likert items: *Academic*, *Campus Life*, *Academic Advising*, and *Campus Services*. Percentages shown are relative to total number of comments.



In sum, in terms of the **most satisfying themes**, the highest percentages of comments were associated with *Campus Life* (8.6%), *Academics* (7.7%), and *Academic Advising* (5.2%), while in reference to the **most dissatisfying themes**, the highest percentages of comments were linked with *Academic Advising* (10.7%), *Academics* (8.2%), and *Campus Services* (6.8%). In addition, analysis of student comments revealed two new themes: *Diversity* (4%) and *Parking* (3%). Sample positive and negative comments in each theme are reflected in Appendix 6.

Conclusions

Findings of the *2015 OU Student Satisfaction Survey* show that, generally, students are satisfied with their experiences at OU. While, four out of every five students reported that they are “satisfied” or “very satisfied” not only with *being a student at OU*, but also *the teaching quality at OU*, their *intellectual growth at OU*, *Campus Safety* and *services offered by OU library services*, one out of every ten students reported being “dissatisfied” or “strongly dissatisfied” with *OU Advising services*, *OU Academic Advisors*, *Course Registration Process*, *Residence Halls* and the *Concern of OU Staff for them as individuals*.

In terms of responses to qualitative items, the most satisfying theme was *Campus Life* followed by *Academics*, while the most dissatisfying comments were associated with *Academic Advising*. Analysis of student comments also revealed two new themes: *Diversity* and *Parking*. **We highly recommend including six new items specifically related to Diversity and Parking in Spring 2016 survey to test whether comments in these two concepts can be generalized to the larger OU population.** Details and rationale for additional items is contained in Appendix 7.

This report has referenced preliminary areas of concern for students as reflected in the percent of respondents who expressed dissatisfaction with those areas. The intent is to present opportunities to help inform decisions and begin to discuss plans for continuous improvement at the institutional level.

APPENDICES

APPENDIX 1
2015 OU Student Satisfaction Survey
All Colleges and Schools

Total Number of Responses: *N* = 6,079*

| Survey Items | Very Satisfied (5) | | Satisfied (4) | | Neutral (3) | | Dissatisfied (2) | | Very Dissatisfied (1) | | N/A (0) | | Total Responses |
|--|--------------------|------|---------------|------|-------------|------|------------------|------|-----------------------|-----|---------|------|-----------------|
| | # | % | # | % | # | % | # | % | # | % | # | % | # |
| 1. The quality of teaching at OU | 1,565 | 25.7 | 3,654 | 60.1 | 586 | 9.6 | 228 | 3.8 | 45 | 0.7 | 1 | 0.0 | 6079 |
| 2. Availability of OU faculty during office hours | 1,811 | 29.8 | 3,005 | 49.4 | 897 | 14.8 | 197 | 3.2 | 36 | 0.6 | 133 | 2.2 | 6079 |
| 3. Feedback about your academic progress at OU | 1,243 | 20.4 | 2,747 | 45.2 | 1,504 | 24.7 | 492 | 8.1 | 81 | 1.3 | 12 | 0.2 | 6079 |
| 4. The variety of courses provided at OU | 2,071 | 34.1 | 2,734 | 45.0 | 834 | 13.7 | 383 | 6.3 | 47 | 0.8 | 10 | 0.2 | 6079 |
| 5. Your intellectual growth at OU | 2,406 | 39.6 | 2,775 | 45.6 | 690 | 11.3 | 152 | 2.5 | 53 | 0.9 | 3 | 0.0 | 6079 |
| 6. OU's academic reputation within the community | 2,165 | 35.6 | 2,627 | 43.2 | 943 | 15.5 | 270 | 4.4 | 58 | 1.0 | 16 | 0.3 | 6079 |
| 7. Your sense of belonging at OU | 2,014 | 33.1 | 2,180 | 35.9 | 1,276 | 21.0 | 419 | 6.9 | 159 | 2.6 | 31 | 0.5 | 6079 |
| 8. Concern of OU staff for me as an individual | 1,421 | 23.4 | 2,345 | 38.6 | 1,601 | 26.3 | 521 | 8.6 | 159 | 2.6 | 32 | 0.5 | 6079 |
| 9. The variety of activities at OU | 2,223 | 36.6 | 2,518 | 41.4 | 990 | 16.3 | 149 | 2.5 | 31 | 0.5 | 168 | 2.8 | 6079 |
| 10. Being a student at OU | 2,801 | 46.1 | 2,426 | 39.9 | 649 | 10.7 | 147 | 2.4 | 51 | 0.8 | 5 | 0.1 | 6079 |
| 11. Your safety and security at the OU campus | 2,832 | 46.6 | 2,328 | 38.3 | 576 | 9.5 | 124 | 2.0 | 34 | 0.6 | 185 | 3.0 | 6079 |
| 12. OU security's response to emergency situations | 2,690 | 44.2 | 2,042 | 33.6 | 777 | 12.8 | 104 | 1.7 | 27 | 0.4 | 439 | 7.2 | 6079 |
| 13. OU residence halls | 791 | 13.0 | 1,639 | 27.0 | 1,530 | 25.2 | 532 | 8.8 | 169 | 2.8 | 1,418 | 23.3 | 6079 |
| 14. Your OU academic advisors | 2,058 | 33.8 | 2,105 | 34.6 | 1,002 | 16.5 | 564 | 9.3 | 255 | 4.2 | 95 | 1.6 | 6079 |
| 15. OU academic advising process | 1,594 | 26.2 | 2,151 | 35.4 | 1,171 | 19.3 | 723 | 11.9 | 317 | 5.2 | 123 | 2.0 | 6079 |
| 16. IT support services at OU | 1,414 | 23.3 | 2,239 | 36.8 | 1,550 | 25.5 | 364 | 6.0 | 122 | 2.0 | 390 | 6.4 | 6079 |
| 17. OU Financial aid counselors/staff | 1,155 | 19.0 | 1,917 | 31.5 | 1,654 | 27.2 | 425 | 7.0 | 140 | 2.3 | 788 | 13.0 | 6079 |
| 18. OU course registration processes | 1,432 | 23.6 | 2,666 | 43.8 | 1,177 | 19.4 | 601 | 9.9 | 169 | 2.8 | 34 | 0.6 | 6079 |
| 19. OU Library services | 2,373 | 39.0 | 2,667 | 43.9 | 798 | 13.1 | 89 | 1.5 | 27 | 0.4 | 125 | 2.1 | 6079 |
| 20. Services at OU Career Center | 1,453 | 23.9 | 1,967 | 32.4 | 1,328 | 21.8 | 148 | 2.4 | 61 | 1.0 | 1,122 | 18.5 | 6079 |

Note: 5 = Very Satisfied; 4 = Satisfied; 3 = Neutral; 2 = Dissatisfied; 1 = Very Dissatisfied; 0 = N/A

*Includes 247 anonymous responses.

Source: *Office of Academic Assessment, Fall 2015*

APPENDIX 2
2015 OU Student Satisfaction Survey By Themes
All Colleges and School – ALL STUDENTS

Total Number of Responses: N = 6,079

| Survey Themes/Items | Very Satisfied (5) | | Satisfied (4) | | Neutral (3) | | Dissatisfied (2) | | Very Dissatisfied (1) | | N/A (0) | | Total Responses |
|--|--------------------|------|---------------|------|-------------|------|------------------|------|-----------------------|-----|---------|------|-----------------|
| | # | % | # | % | # | % | # | % | # | % | # | % | # |
| Academic | | | | | | | | | | | | | |
| 1. The quality of teaching at OU | 1,565 | 25.7 | 3,654 | 60.1 | 586 | 9.6 | 228 | 3.8 | 45 | 0.7 | 1 | 0.0 | 6079 |
| 2. Availability of OU faculty during office hours | 1,811 | 29.8 | 3,005 | 49.4 | 897 | 14.8 | 197 | 3.2 | 36 | 0.6 | 133 | 2.2 | 6079 |
| 3. Feedback about your academic progress at OU | 1,243 | 20.4 | 2,747 | 45.2 | 1,504 | 24.7 | 492 | 8.1 | 81 | 1.3 | 12 | 0.2 | 6079 |
| 4. The variety of courses provided at OU | 2,071 | 34.1 | 2,734 | 45.0 | 834 | 13.7 | 383 | 6.3 | 47 | 0.8 | 10 | 0.2 | 6079 |
| 5. Your intellectual growth at OU | 2,406 | 39.6 | 2,775 | 45.6 | 690 | 11.3 | 152 | 2.5 | 53 | 0.9 | 3 | 0.0 | 6079 |
| 6. OU's academic reputation within the community | 2,165 | 35.6 | 2,627 | 43.2 | 943 | 15.5 | 270 | 4.4 | 58 | 1.0 | 16 | 0.3 | 6079 |
| 8. Concern of OU staff for me as an individual | 1,421 | 23.4 | 2,345 | 38.6 | 1,601 | 26.3 | 521 | 8.6 | 159 | 2.6 | 32 | 0.5 | 6079 |
| Campus Life | | | | | | | | | | | | | |
| 11. Your safety and security at the OU campus | 2,832 | 46.6 | 2,328 | 38.3 | 576 | 9.5 | 124 | 2.0 | 34 | 0.6 | 185 | 3.0 | 6079 |
| 12. OU security's response to emergency situations | 2,690 | 44.2 | 2,042 | 33.6 | 777 | 12.8 | 104 | 1.7 | 27 | 0.4 | 439 | 7.2 | 6079 |
| 13. OU residence halls | 791 | 13.0 | 1,639 | 27.0 | 1,530 | 25.2 | 532 | 8.8 | 169 | 2.8 | 1,418 | 23.3 | 6079 |
| Academic Advising | | | | | | | | | | | | | |
| 14. Your OU academic advisors | 2,058 | 33.8 | 2,105 | 34.6 | 1,002 | 16.5 | 564 | 9.3 | 255 | 4.2 | 95 | 1.6 | 6079 |
| 15. OU academic advising process | 1,594 | 26.2 | 2,151 | 35.4 | 1,171 | 19.3 | 723 | 11.9 | 317 | 5.2 | 123 | 2.0 | 6079 |
| Campus Services | | | | | | | | | | | | | |
| 16. IT support services at OU | 1,414 | 23.3 | 2,239 | 36.8 | 1,550 | 25.5 | 364 | 6.0 | 122 | 2.0 | 390 | 6.4 | 6079 |
| 17. OU Financial aid counselors/staff | 1,155 | 19.0 | 1,917 | 31.5 | 1,654 | 27.2 | 425 | 7.0 | 140 | 2.3 | 788 | 13.0 | 6079 |
| 18. OU course registration processes | 1,432 | 23.6 | 2,666 | 43.8 | 1,177 | 19.4 | 601 | 9.9 | 169 | 2.8 | 34 | 0.6 | 6079 |
| 19. OU Library services | 2,373 | 39.0 | 2,667 | 43.9 | 798 | 13.1 | 89 | 1.5 | 27 | 0.4 | 125 | 2.1 | 6079 |
| 20. Services at OU Career Center | 1,453 | 23.9 | 1,967 | 32.4 | 1,328 | 21.8 | 148 | 2.4 | 61 | 1.0 | 1,122 | 18.5 | 6079 |
| Other | | | | | | | | | | | | | |
| 7. Your sense of belonging at OU | 2,014 | 33.1 | 2,180 | 35.9 | 1,276 | 21.0 | 419 | 6.9 | 159 | 2.6 | 31 | 0.5 | 6079 |
| 9. The variety of activities at OU | 2,223 | 36.6 | 2,518 | 41.4 | 990 | 16.3 | 149 | 2.5 | 31 | 0.5 | 168 | 2.8 | 6079 |
| 10. Being a student at OU | 2,801 | 46.1 | 2,426 | 39.9 | 649 | 10.7 | 147 | 2.4 | 51 | 0.8 | 5 | 0.1 | 6079 |

Note: 5 = Very Satisfied; 4 = Satisfied; 3 = Neutral; 2 = Dissatisfied; 1 = Very Dissatisfied; 0 = N/A

Source: Office of Academic Assessment, Fall 2015

APPENDIX 3
2015 OU Student Satisfaction Survey
All Colleges and Schools – UNDERGRADUATE STUDENTS ONLY

Total Number of Responses: *N* = 4,842*

| Survey Items | Very Satisfied (5) | | Satisfied (4) | | Neutral (3) | | Dissatisfied (2) | | Very Dissatisfied (1) | | N/A (0) | | Total Responses |
|--|--------------------|------|---------------|------|-------------|------|------------------|------|-----------------------|-----|---------|------|-----------------|
| | # | % | # | % | # | % | # | % | # | % | # | % | # |
| 1. The quality of teaching at OU | 1,141 | 23.6 | 2,970 | 61.3 | 499 | 10.3 | 196 | 4.0 | 35 | 0.7 | 1 | 0.0 | 4842 |
| 2. Availability of OU faculty during office hours | 1,392 | 28.7 | 2,431 | 50.2 | 747 | 15.4 | 169 | 3.5 | 29 | 0.6 | 74 | 1.5 | 4842 |
| 3. Feedback about your academic progress at OU | 902 | 18.6 | 2,187 | 45.2 | 1,265 | 26.1 | 420 | 8.7 | 63 | 1.3 | 5 | 0.1 | 4842 |
| 4. The variety of courses provided at OU | 1,733 | 35.8 | 2,180 | 45.0 | 631 | 13.0 | 266 | 5.5 | 31 | 0.6 | 1 | 0.0 | 4842 |
| 5. Your intellectual growth at OU | 1,855 | 38.3 | 2,234 | 46.1 | 585 | 12.1 | 118 | 2.4 | 48 | 1.0 | 2 | 0.0 | 4842 |
| 6. OU's academic reputation within the community | 1,705 | 35.2 | 2,116 | 43.7 | 757 | 15.6 | 207 | 4.3 | 46 | 1.0 | 11 | 0.2 | 4842 |
| 7. Your sense of belonging at OU | 1,662 | 34.3 | 1,717 | 35.5 | 973 | 20.1 | 340 | 7.0 | 136 | 2.8 | 17 | 1.4 | 4842 |
| 8. Concern of OU staff for me as an individual | 1,030 | 21.3 | 1,831 | 37.8 | 1,373 | 28.4 | 451 | 9.3 | 133 | 2.7 | 24 | 0.5 | 4842 |
| 9. The variety of activities at OU | 1,865 | 38.5 | 2,001 | 41.3 | 756 | 15.6 | 122 | 2.5 | 23 | 0.5 | 75 | 1.5 | 4842 |
| 10. Being a student at OU | 2,309 | 74.7 | 1,878 | 38.8 | 492 | 10.2 | 115 | 2.4 | 45 | 0.9 | 3 | 0.2 | 4842 |
| 11. Your safety and security at the OU campus | 2,295 | 47.4 | 1,849 | 38.2 | 471 | 9.7 | 106 | 2.2 | 29 | 0.6 | 92 | 1.9 | 4842 |
| 12. OU security's response to emergency situations | 2,190 | 45.2 | 1,621 | 33.5 | 646 | 13.3 | 89 | 1.8 | 21 | 0.4 | 275 | 5.7 | 4842 |
| 13. OU residence halls | 653 | 13.5 | 1,470 | 30.4 | 1,297 | 26.8 | 510 | 10.5 | 163 | 3.4 | 749 | 15.5 | 4842 |
| 14. Your OU academic advisors | 1,621 | 33.5 | 1,684 | 34.8 | 818 | 16.9 | 475 | 9.8 | 226 | 4.7 | 18 | 0.4 | 4842 |
| 15. OU academic advising process | 1,257 | 26.0 | 1,743 | 36.0 | 928 | 19.2 | 613 | 12.7 | 278 | 5.7 | 23 | 0.5 | 4842 |
| 16. IT support services at OU | 1,082 | 22.3 | 1,761 | 36.4 | 1,314 | 27.1 | 286 | 5.9 | 99 | 2.0 | 300 | 6.2 | 4842 |
| 17. OU Financial aid counselors/staff | 905 | 18.7 | 1,517 | 31.3 | 1,416 | 29.2 | 359 | 7.4 | 117 | 2.4 | 528 | 10.9 | 4842 |
| 18. OU course registration processes | 1,092 | 22.6 | 2,129 | 44.0 | 977 | 20.2 | 493 | 10.2 | 131 | 2.7 | 20 | 0.4 | 4842 |
| 19. OU Library services | 1,808 | 37.3 | 2,159 | 44.6 | 705 | 14.6 | 64 | 1.3 | 19 | 0.4 | 87 | 1.8 | 4842 |
| 20. Services at OU Career Center | 1,227 | 25.3 | 1,661 | 34.3 | 1,103 | 22.8 | 126 | 2.6 | 41 | 0.8 | 684 | 14.1 | 4842 |

Note: 5 = Very Satisfied; 4 = Satisfied; 3 = Neutral; 2 = Dissatisfied; 1 = Very Dissatisfied; 0 = N/A

*4,842 responses were identified as Undergraduate.

Source: *Office of Academic Assessment, Fall 2015*

APPENDIX 4
2015 OU Student Satisfaction Survey
All Colleges and Schools - GRADUATE STUDENTS ONLY

Total Number of Responses: *N* = 1,236*

| Survey Items | Very Satisfied (5) | | Satisfied (4) | | Neutral (3) | | Dissatisfied (2) | | Very Dissatisfied (1) | | N/A (0) | | Total Responses |
|--|--------------------|------|---------------|------|-------------|------|------------------|-----|-----------------------|-----|---------|------|-----------------|
| | # | % | # | % | # | % | # | % | # | % | # | % | # |
| 1. The quality of teaching at OU | 424 | 34.3 | 683 | 55.3 | 87 | 7.0 | 32 | 2.6 | 10 | 0.8 | 0 | 0.0 | 1236 |
| 2. Availability of OU faculty during office hours | 418 | 33.8 | 574 | 46.4 | 150 | 12.1 | 28 | 2.3 | 7 | 0.6 | 59 | 4.8 | 1236 |
| 3. Feedback about your academic progress at OU | 340 | 27.5 | 560 | 45.3 | 239 | 19.3 | 72 | 5.8 | 18 | 1.5 | 7 | 0.6 | 1236 |
| 4. The variety of courses provided at OU | 338 | 27.3 | 553 | 44.7 | 203 | 16.4 | 117 | 9.5 | 16 | 1.3 | 9 | 0.7 | 1236 |
| 5. Your intellectual growth at OU | 551 | 44.6 | 540 | 43.7 | 105 | 8.5 | 34 | 2.8 | 5 | 0.4 | 1 | 0.1 | 1236 |
| 6. OU's academic reputation within the community | 459 | 37.1 | 511 | 41.3 | 186 | 15.0 | 63 | 5.1 | 12 | 1.0 | 5 | 0.4 | 1236 |
| 7. Your sense of belonging at OU | 352 | 28.5 | 462 | 37.4 | 303 | 24.5 | 79 | 6.4 | 23 | 1.9 | 17 | 1.4 | 1236 |
| 8. Concern of OU staff for me as an individual | 391 | 31.6 | 514 | 41.6 | 227 | 18.4 | 70 | 5.7 | 26 | 2.1 | 8 | 0.6 | 1236 |
| 9. The variety of activities at OU | 358 | 29.0 | 517 | 41.8 | 233 | 18.9 | 27 | 2.2 | 8 | 0.6 | 93 | 7.5 | 1236 |
| 10. Being a student at OU | 491 | 39.7 | 548 | 44.3 | 157 | 12.7 | 32 | 2.6 | 6 | 0.5 | 2 | 0.2 | 1236 |
| 11. Your safety and security at the OU campus | 536 | 43.4 | 479 | 38.8 | 105 | 8.5 | 18 | 1.5 | 5 | 0.4 | 93 | 7.5 | 1236 |
| 12. OU security's response to emergency situations | 499 | 40.4 | 421 | 34.1 | 131 | 10.6 | 15 | 1.2 | 6 | 0.5 | 164 | 13.3 | 1236 |
| 13. OU residence halls | 137 | 11.1 | 169 | 13.7 | 233 | 18.9 | 22 | 1.8 | 6 | 0.5 | 669 | 54.1 | 1236 |
| 14. Your OU academic advisors | 437 | 35.4 | 420 | 34.0 | 184 | 14.9 | 89 | 7.2 | 29 | 2.3 | 77 | 6.2 | 1236 |
| 15. OU academic advising process | 336 | 27.2 | 408 | 33.0 | 243 | 19.7 | 110 | 8.9 | 39 | 3.2 | 100 | 8.1 | 1236 |
| 16. IT support services at OU | 332 | 26.9 | 477 | 38.6 | 236 | 19.1 | 78 | 6.3 | 23 | 1.9 | 90 | 7.3 | 1236 |
| 17. OU Financial aid counselors/staff | 249 | 20.1 | 400 | 32.4 | 238 | 19.3 | 66 | 5.3 | 23 | 1.9 | 260 | 21.0 | 1236 |
| 18. OU course registration processes | 339 | 27.4 | 537 | 43.4 | 200 | 16.2 | 108 | 8.7 | 38 | 3.1 | 14 | 1.1 | 1236 |
| 19. OU Library services | 565 | 45.7 | 507 | 41.0 | 93 | 7.5 | 25 | 2.0 | 8 | 0.6 | 38 | 3.1 | 1236 |
| 20. Services at OU Career Center | 225 | 18.2 | 306 | 24.8 | 225 | 18.2 | 22 | 1.8 | 20 | 1.6 | 438 | 35.4 | 1236 |

Note: 5 = Very Satisfied; 4 = Satisfied; 3 = Neutral; 2 = Dissatisfied; 1 = Very Dissatisfied; 0 = N/A

*1,236 responses were identified as Graduate.

Source: *Office of Academic Assessment, Fall 2015*

APPENDIX 5
2015 OU Student Satisfaction Survey
ALL Colleges and Schools – ALL STUDENTS

Student Profile

Total Number of Responses: *N* = 6,079*

| Selected Variables | Freshman | | Sophomore | | Junior | | Senior | | Graduate | | Total | |
|--------------------|----------|------|-----------|------|--------|------|--------|------|----------|------|-------|------|
| | # | % | # | % | # | % | # | % | # | % | # | % |
| Gender | | | | | | | | | | | | |
| Male | 449 | 43.8 | 454 | 43.4 | 485 | 45.3 | 843 | 49.7 | 583 | 47.2 | 2814 | 46.3 |
| Female | 577 | 56.2 | 593 | 56.6 | 586 | 54.7 | 855 | 50.4 | 653 | 52.8 | 3264 | 53.7 |

| | | | | | | | | | | | | |
|--|-----|------|-----|------|-----|------|------|------|-----|------|------|------|
| Race/Ethnicity | | | | | | | | | | | | |
| White | 601 | 58.6 | 632 | 60.4 | 675 | 63.0 | 1072 | 63.1 | 690 | 55.8 | 3670 | 60.4 |
| International | 59 | 5.8 | 31 | 3.0 | 36 | 3.4 | 75 | 4.4 | 232 | 18.8 | 433 | 7.1 |
| American Indian/Alaska Native | 39 | 3.8 | 35 | 3.3 | 44 | 4.1 | 66 | 3.9 | 54 | 4.4 | 238 | 3.9 |
| Asian | 80 | 7.8 | 81 | 7.7 | 91 | 8.5 | 124 | 7.3 | 21 | 1.7 | 397 | 6.5 |
| Black/African American | 43 | 4.2 | 34 | 3.3 | 43 | 4.0 | 72 | 4.2 | 55 | 4.5 | 247 | 4.1 |
| Hispanic | 85 | 8.3 | 121 | 11.6 | 89 | 8.3 | 149 | 8.8 | 55 | 4.5 | 499 | 8.2 |
| Native Hawaiian/Other Pacific Islander | 0 | 0.0 | 1 | 0.1 | 5 | 0.5 | 2 | 0.1 | 2 | 0.2 | 10 | 0.2 |
| Two or More Races | 101 | 9.8 | 92 | 8.8 | 74 | 6.9 | 100 | 5.9 | 58 | 4.7 | 425 | 7.0 |
| Not Reported | 18 | 1.8 | 20 | 1.9 | 14 | 1.3 | 38 | 2.2 | 69 | 5.6 | 159 | 2.6 |

| | | | | | | | | | | | | |
|-------------------------|-----|------|-----|------|-----|------|------|------|-----|------|------|------|
| Residency Status | | | | | | | | | | | | |
| Resident | 653 | 63.7 | 662 | 63.2 | 718 | 67.0 | 1173 | 69.1 | 679 | 54.9 | 3885 | 63.9 |
| Nonresident | 373 | 36.4 | 385 | 36.8 | 353 | 33.0 | 525 | 30.9 | 557 | 45.1 | 2193 | 36.1 |

*Includes 247 anonymous responses.

Source: *Office of Academic Assessment, Spring 2015*

APPENDIX 6

Examples of Open-ended Comments by Theme

Academic Comment Examples

Academic comments include responses related to *Academic* life at OU ($n = 969$). Clear sub-themes were: quality of instruction, language barriers, teaching by tenured professors, and balance between teaching and research duties.

Positive: The following are representative positive *Academic*-themed comments:

“Instructional quality at OU is good. Professors present the material clearly and have typically been clear about what is expected of the students in order to succeed in the course.”

“I am extremely satisfied with the quality of instruction at OU.”

Negative: The following are representative negative *Academic*-themed comments:

“Sometimes I feel like the instructors are too focused on their own career and success and not focused on teaching and the success of their students.”

“Teachers care more about their research than their teaching/students. Maybe so much interest shouldn't be placed on forcing everyone to perform research.”

Campus Life Comment Examples

Campus Life comments include any direct mention of *Campus Life* as well as sentiments associated with the community or social life at OU, Residence Life, the Greek system, student organizations, etc. ($n = 860$).

Positive: The following are representative positive *Campus Life*-themed comments:

“The campus life here is amazing. It is so diverse that anybody and everybody has a group to fit in with. This place gets better each year and I look forward to each semester.”

“I feel OU really treats her students like families, with all the cares and loves it provides. So as an international student, I am deeply blessed and grateful to be a member at OU, which I consider as my second home in the world.”

“Love campus life at OU, excellent at creating a sense of belonging.”

Negative: The following are representative negative *Campus Life*-themed comments:

“I feel like I have been abandoned by my own school. I have consistently asked for help in certain areas of my personal development and have gotten none. I'm tired of hearing ‘just go on the website’ as if that is a satisfactory amount of assistance.”

“The dorms aren't very satisfactory when compared to other universities.”

“OU is too Greek life based. If you are not a part of Greek life, you are almost automatically looked down on and don't fit in. A lot of the organizations on OU's campus are heavily ran by Greek life. Which is okay, but they are still not making everyone feel welcome.”

Academic Advising Comment Examples

Academic Advising comments include any mention of OU *Academic Advising Campus Services* at any level, including: the *Academic Advising Office*, departmental *Academic Advising*, college-level *Academic Advising*, and graduate *Academic Advising* ($n = 971$).

Positive: The following are representative positive *Academic Advising*-themed comments:

“I found the advisors that I have are fantastic. They make sure you are on the right track to graduate.”

“The advising process is also very helpful. I feel like my advisors are more than insightful and truly care about my future career.”

“The academic advising has been very helpful this year, they actually looked at what I was hoping to accomplish and gave me a personalized set of courses that they would recommend.”

Negative: The following are representative negative *Academic Advising*-themed comments:

“After my sophomore year I wanted to change my major and had great difficulty finding someone whom I was under the proper jurisdiction to be advised through. I was shuffled around for an entire semester until I just picked a major essentially by myself. The administrative process was so confusing that I essentially had to add an extra year to my degree.”

“OU Advising is just about useless. My experience with the advising staff is that they just read off of a check sheet and attempt to persuade you into taking the classes that need to be filled. Scheduling a meeting with them is very inconvenient. I have had to schedule appointments 2-3 weeks out. This is not the experience I was expecting as a student who spends \$30,000 a year to attend this school.”

“OU also needs to take advising more seriously. [...] The advisors were just the professors, or more commonly their GA's. As wonderful as the professors were in class, they do not take advising seriously, which has a major impact on students.”

Campus Services Comment Examples

Campus Services comments include any mention of an OU Service (e.g., libraries, Career Services, Financial Aid, IT, Bursar, Food Services, Housing; $n = 693$). The only Service not included in this category was Parking Services which was delegated to its own theme because of the volume of students complaining solely about parking availability.

Positive: The following are representative positive *Campus Services*-themed comments:

“OU Services seem overall very good to me. I have only utilized a few including graduate student Services, library Services, bursar Services and financial aid Services. I am pleased with the interactions that I have had with each.”

“OU Services have been very helpful throughout the year!”

“I am very pleased with the services OU provides for students.”

Negative: The following are representative negative *Campus Services*-themed comments:

“I feel that there is a bureaucratic frustrations that I hear about from other students when it comes to financial aid. The process where they decide if a student can maintain their financial aid is completely separate from the people you talk to on the phone and at the front desk. That is very frustrating when someone's future academic career is on the line. I think it needs to be more personable.”

“The mental health facilities at OU are lacking, as are the Disability resources.”

Diversity Comment Examples

Diversity comments include any direct or inferred mention of SAE (e.g., praising President Boren for his response) as well as issues relating to minority experience or any form of perceived discrimination ($n = 244$).

Positive: The following are representative positive *Diversity*-themed comments:

“[President] David Boren does a really good job responding to issues that take place on campus, and make OU welcoming for all students.”

“As an international student, OU has all kinds of activity for international student and even a community to put all the international students together and made me feel I am not alone.”

“I love being part of the OU community. I really feel as if there is a sense of belonging and the diversity of the students here is like an oasis in the sea that is Oklahoma.”

Negative: The following are representative negative *Diversity*-themed comments:

“I have loved my experience at OU, and have been lucky enough to have been provided with many opportunities to grow as a person and as a leader. However, even being a member of the Greek system, it is very apparent to me that often campus activities are overly catered to us sometimes. We brag about Greeks being only 20% of the population, yet holding over 80% of campus leadership positions as if that is some huge accomplishment by us, but maybe it is more so a shortcoming on those campus activities in being accessible to a broader demographic.”

“I would like to see better accommodations for childcare and families, better facilities for trans* and genderqueer students across campus (gender neutral bathrooms, better accommodations for preferred names in campus databases, etc.).”

“Most of the staff I have dealt with at OU seem completely unaware of dealing with adults and veterans. For two semesters I have been given run-arounds at every turn when I need to get something done that is different than a regular straight from high school student.”

Parking Comment Examples

Parking comments include any mention of parking, passes, availability of parking spots, or mention of the Parking *Campus Services* office ($n = 170$).

Positive: There were no positive Parking-themed comments.

Negative: The following is a representative negative Parking-themed comment:

“My biggest complaint with a OU is parking Services. I have lived off campus for the past two years and have needed to buy a parking pass. However, a parking pass does no good because the number of parking passes sold outweighs the number of parking spaces on campus. It's kind of a joke. My suggestion would be to set a limit on parking passes at OU for the current available spaces and add another garage. Another complaint is limited availability of "quiet" studying places for students, especially during finals. Sometimes it takes me an hour, and multiple buildings, to find a quiet study spot on campus.”

Other Comment Examples

Other comments include any comment that didn't fit in any of the other themes ($n = 756$).

Positive: The following are representative positive *Other*-themed comments, which primarily consisted of generalized positive regard for the University of Oklahoma:

“OU is a great institution and I am privileged to be a part of it.”

“OU is a great community and everyone is willing to help guide you to success.”

“OU is a wonderful family of awesome people willing to support you and share in this wonderful life experience.”

Negative: The following are representative negative *Other*-themed comments, which largely consisted of specific criticisms (e.g., complaining about a specific bad experience) or general negative affect about OU:

“Some buildings and classrooms are well behind the curve and need renovation to ensure a more comfortable learning environment.”

APPENDIX 7

Recommended Items to be tested in 2016 Student Satisfaction Survey and Rationale

The 2015 Student Satisfaction Survey contained an open-ended question, which 3,154 students responded to. When analyzing this question, we identified several themes that were not represented by the Likert questions (Other/General, Diversity, and Parking). Due to the comments about Diversity and Parking, we propose testing six new items in the 2016 Student Satisfaction Survey in order to test whether these voices can be generalized to the larger OU population. These proposed items are unique to OU; therefore, we need to verify them on a larger scale. All items will be 5-point Likert items (from “very dissatisfied” to “very satisfied”) in the same format as the previous Student Satisfaction Survey Likert items.

1. *The Greek system at OU.*

- Sentiments related to Greek life at OU were by far the most prevalent in the Diversity-themed comments at approximately 85 comments (out of the 244 total Diversity-themed comments). Some participants in the Greek system were very satisfied with its role in their lives, whereas non-Greek students expressed feeling that they couldn't get involved with student organizations like CAC and SGA and they didn't feel part of campus because they weren't Greek.

2. *Your experience with racial/ethnic diversity at OU.*

- Approximately 53 students commented on issues related to race or ethnicity at OU, including racism/prejudice and SAE. Three times as many students that commented on SAE were positive about the event (i.e., President Boren's and the OU community's reactions to it) than negative. Other comments referred to both positive and negative minority experiences on campus. Four additional comments were about diversity of OU faculty/staff specifically.

3. *Your experience as a non-traditional student at OU (if applicable).*

- 543 of the 6,079 (8.9%) students that completed the 2015 Student Satisfaction Survey were non-traditional students (defined as undergraduate students between the ages of 24 and 45). Approximately 20 of the 244 Diversity-themed comments referred to non-traditional student experience and the need for additional resources and knowledge in this area (e.g., Advisors being aware of non-traditional students and how to advise them).

4. *Your experience as an international student at OU (if applicable).*

- Approximately 11 of the 244 Diversity-themed comments were from international students, discussing both positive and negative aspects of their experience.

5. *Gender and LGBTQ accommodations at OU.*

- Approximately 15 of the 244 Diversity-themed comments were related to gender, sexism, sexual assault, and/or LGBTQ issues. Gender and LGBTQ issues were collapsed into one item for several reasons. First, students who commented on one often commented on the other. Second, both gender and LGBTQ services are housed under the Gender and Equality Center (formerly Women's Outreach Center) at the University of Oklahoma.

6. *Parking availability at OU.*

- 170 comments (2.80% of all comments) included negative affect towards parking at OU. All but a few of these mentioned parking availability as their primary complaint (i.e., not being able to secure a parking spot as often as they'd like). Comments that mentioned cost of parking passes were only relative to availability (e.g., “why am I paying \$220 per year if I can't find a parking spot?”), so we decided to only include an item about availability.

APPENDIX 8

OU Student Satisfaction Survey

Please rate your degree of satisfaction with each of the following items:

| | | Very Satisfied | Satisfied | Neutral | Dissatisfied | Very Dissatisfied | N/A |
|----|--|----------------|-----------|---------|--------------|-------------------|-----|
| 1 | The quality of teaching at OU | 5 | 4 | 3 | 2 | 1 | 0 |
| 2 | Availability of OU faculty during office hours | 5 | 4 | 3 | 2 | 1 | 0 |
| 3 | Feedback about your academic progress at OU | 5 | 4 | 3 | 2 | 1 | 0 |
| 4 | The variety of courses provided at OU | 5 | 4 | 3 | 2 | 1 | 0 |
| 5 | Your intellectual growth at OU | 5 | 4 | 3 | 2 | 1 | 0 |
| 6 | OU's academic reputation within the community | 5 | 4 | 3 | 2 | 1 | 0 |
| 7 | Your sense of belonging at OU | 5 | 4 | 3 | 2 | 1 | 0 |
| 8 | Concern of OU staff for me as an individual | 5 | 4 | 3 | 2 | 1 | 0 |
| 9 | The variety of activities at OU | 5 | 4 | 3 | 2 | 1 | 0 |
| 10 | Being a student at OU | 5 | 4 | 3 | 2 | 1 | 0 |
| 11 | Your safety and security at the OU campus | 5 | 4 | 3 | 2 | 1 | 0 |
| 12 | OU security's response to emergency situations | 5 | 4 | 3 | 2 | 1 | 0 |
| 13 | OU residence halls | 5 | 4 | 3 | 2 | 1 | 0 |
| 14 | Your OU academic advisors | 5 | 4 | 3 | 2 | 1 | 0 |
| 15 | OU academic advising process | 5 | 4 | 3 | 2 | 1 | 0 |
| 16 | IT support services at OU | 5 | 4 | 3 | 2 | 1 | 0 |
| 17 | OU Financial aid counselors/staff | 5 | 4 | 3 | 2 | 1 | 0 |
| 18 | OU course registration processes | 5 | 4 | 3 | 2 | 1 | 0 |
| 19 | OU library services | 5 | 4 | 3 | 2 | 1 | 0 |
| 20 | Services at OU Career Center | 5 | 4 | 3 | 2 | 1 | 0 |

Please provide any additional comments regarding any of the following:

1. Instructional quality at OU
2. OU campus life
3. OU advising
4. OU services
5. Other issues related to your satisfaction of OU