



*The* UNIVERSITY *of* OKLAHOMA



# STUDENT SATISFACTION SURVEY 2016

## *University Report*

Office of Academic Assessment

October 2016

# 2016 OU Student Satisfaction Survey Report

## Background

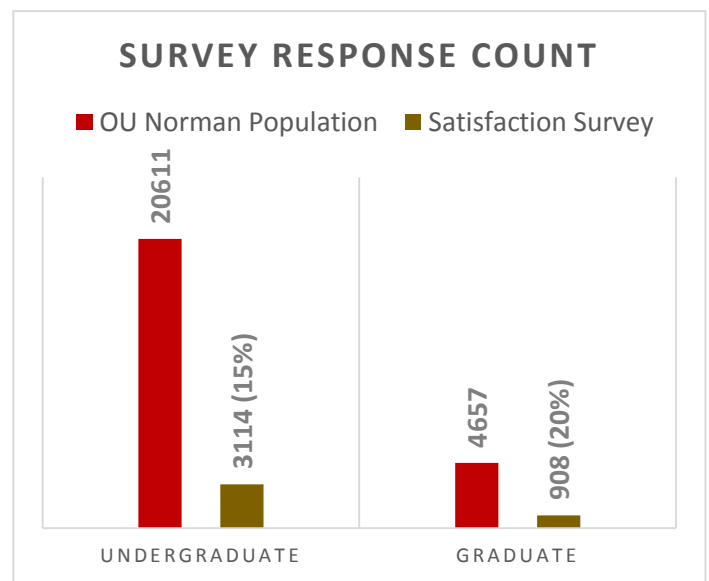
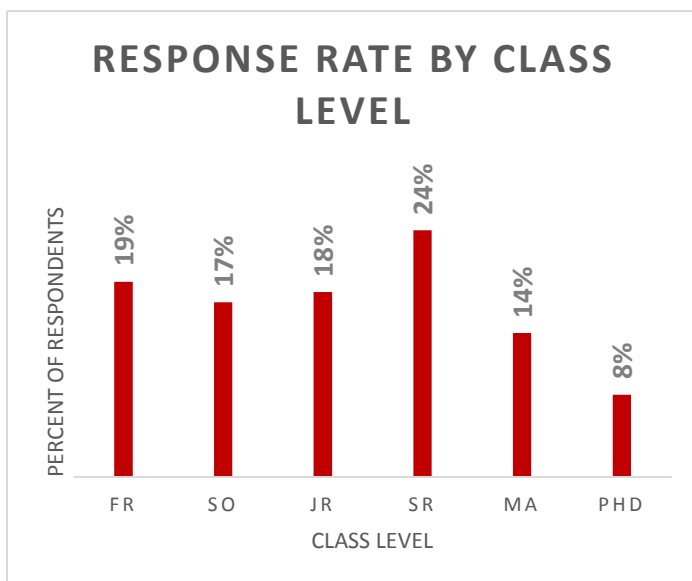
The OU Student Satisfaction Survey was developed in Fall 2014 to measure five key areas of student experience: (1) Academic, (2) Campus Life, (3) Advising, (4) Services, and (5) General/Other. The survey aims at (i) capturing student satisfaction with services and resources that impact their daily experiences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

Analysis of student comments revealed the need to include five new items as well as a new theme of Diversity in the 2016 survey. As this is the second implementation of the OU Student Satisfaction Survey, the intent is to confirm benchmarks for the institution, 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 2016 survey consisted of 25 five-point Likert scale items designed to measure the six key areas, and one open-ended question. Data was solicited from all University of Oklahoma students in Norman Campus from March to April 2016 using *Qualtrics* survey software. Participants who chose to provide their identifying information were entered into an incentive drawing.

## Response Rates



# 2016 OU Student Satisfaction Survey Report

## Reliability and Validity

Reliability was verified and confirmed at “Good” status ( $\alpha = .89$ ). Six specific factors (*Academic, Campus Life, Academic Advising, Campus Services, Diversity, and Other*) were confirmed through factor analysis.

## Overall Findings

The table below shows items in which respondents reported the **highest levels of satisfaction** as well as **highest levels of dissatisfaction**. Key Findings by theme are reported on subsequent pages.

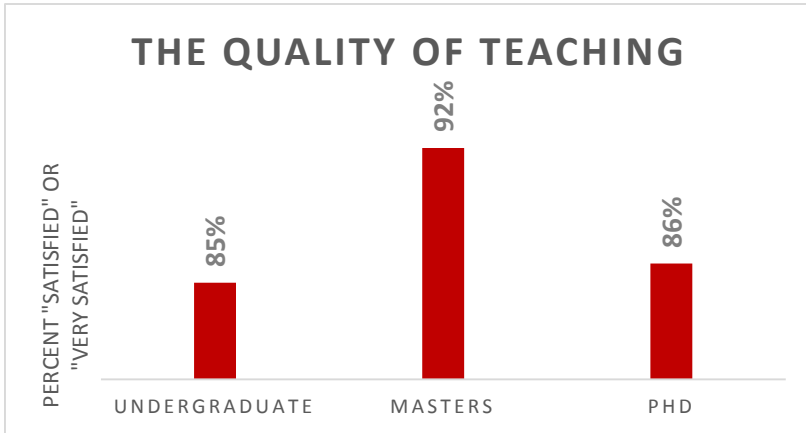
Top Six Items with the HIGHEST Levels of Satisfaction			
Survey Item	Combined percent of responses		Associated Theme
	“Satisfied” AND “Very Satisfied”	“Dissatisfied” AND “Very Dissatisfied”	
The quality of teaching at OU	85.6%	4.1%	Academic
Your intellectual growth at OU	85.5%	2.9%	Academic
Being a student at OU	84.9%	3.2%	Other
Your safety/security at the OU campus	83.7%	2.6%	Campus Life
OU’s academic reputation within the community	80.7%	4.2%	Academic
OU Library services	80.1%	2.1%	Services

Top Six Items with the HIGHEST Levels of Dissatisfaction			
Item	Combined percent of responses		Associated Theme
	“Satisfied” AND “Very Satisfied”	“Dissatisfied” AND “Very Dissatisfied”	
Parking availability at OU	14.1%	62.6%	Services
The Greek system at OU	27.5%	19.9%	Diversity
OU Academic Advising process	63.7%	15%	Advising
OU residence halls	37.2%	13.8%	Campus Life
Your experience with racial/ethnic diversity at OU	54.4%	13.2%	Diversity
Your OU academic advisors	68.1%	12.4%	Advising

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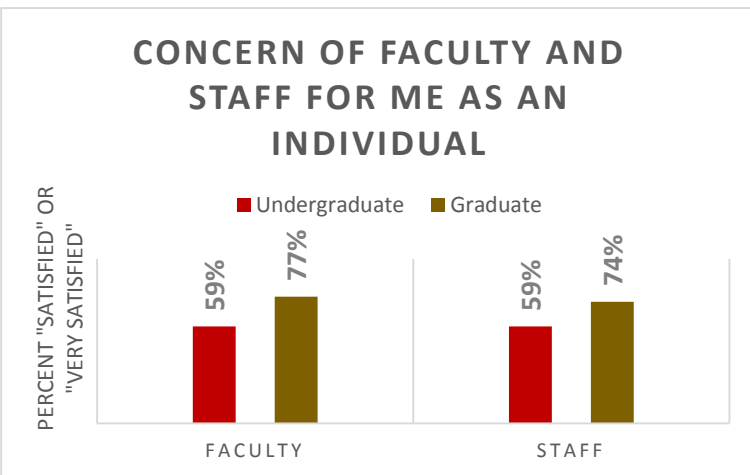
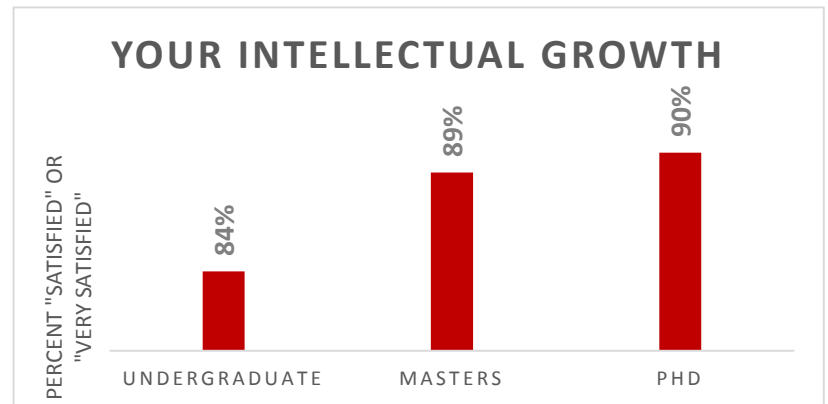
## FINDINGS BY THEMES

### Academic



Of undergraduate respondents, 85% responded “Satisfied” or “Very Satisfied” to the item “the quality of teaching at OU,” compared to 92% of masters respondents and 86% of PhD respondents.

Four-fifth (84%) of the undergraduate respondents reported that they are “Satisfied” or “Very Satisfied” with their intellectual growth at OU compared to 89% of masters respondents and 90% of PhD respondents.

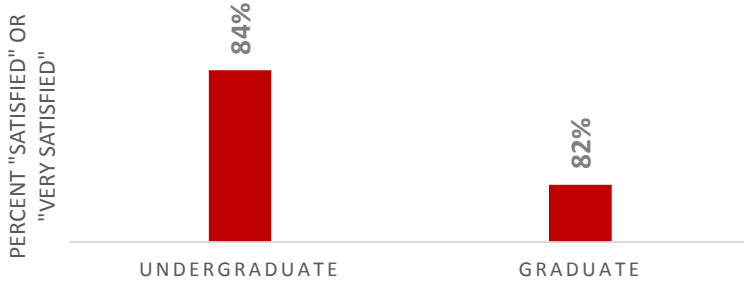


- Of undergraduate respondents, 59% were “Satisfied” or “Very Satisfied” with both “concern of OU faculty for me as an individual” and “concern of OU staff for me as an individual.”
- 77% and 74% of graduate respondents were “Satisfied” or “Very Satisfied” with “concern of OU faculty for me as an individual” and “concern of OU staff for me as an individual,” respectively.

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## Campus Life

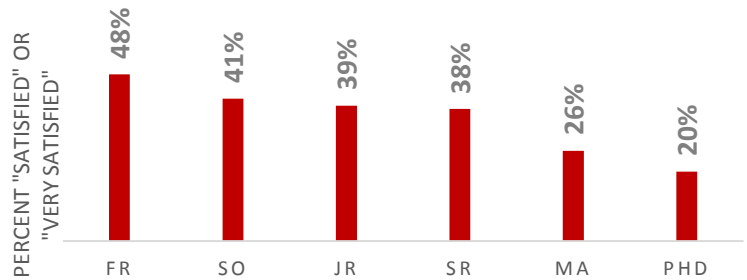
### SAFETY AND SECURITY ON CAMPUS



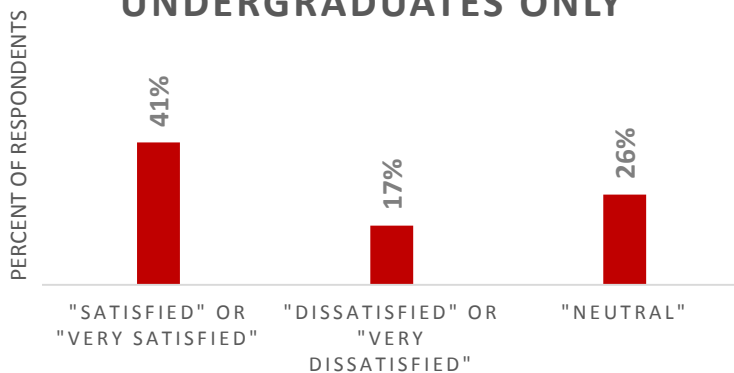
- 84% of undergraduate respondents reported that they were "Satisfied" or "Very Satisfied" with their safety and security on OU campus.
- 82% of graduate respondents reported that they were "Satisfied" or "Very Satisfied" with their safety and security on OU campus.

Regarding the item "OU residence halls," 48% of freshmen, 41% of sophomores, 39% of juniors, 38% of seniors, 26% of masters, and 20% of PhD respondents were "Satisfied" or "Very Satisfied."

### OU RESIDENCE HALLS BY CLASS LEVEL



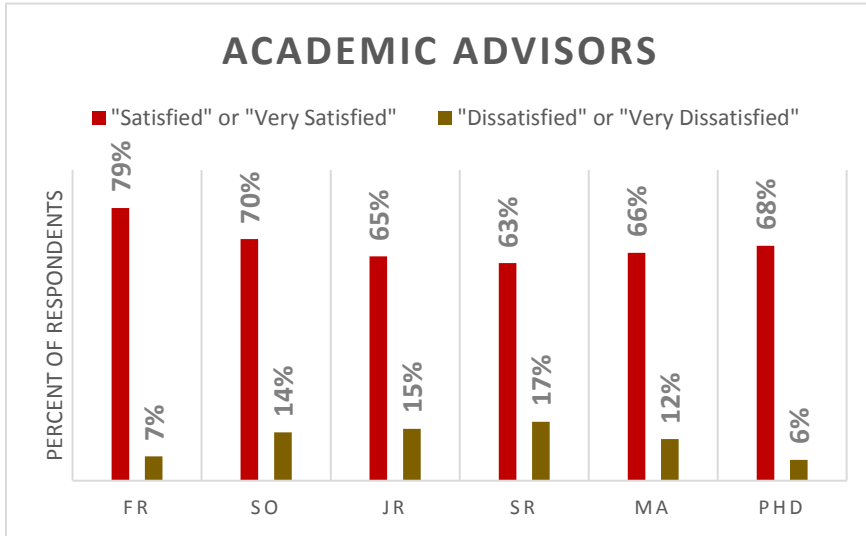
### OU RESIDENCE HALLS BY UNDERGRADUATES ONLY



Of undergraduate respondents, 41% responded "Satisfied" or "Very Satisfied," 17% responded "Dissatisfied" or "Very Dissatisfied," and 26% responded "Neutral" on the item "OU residence halls."

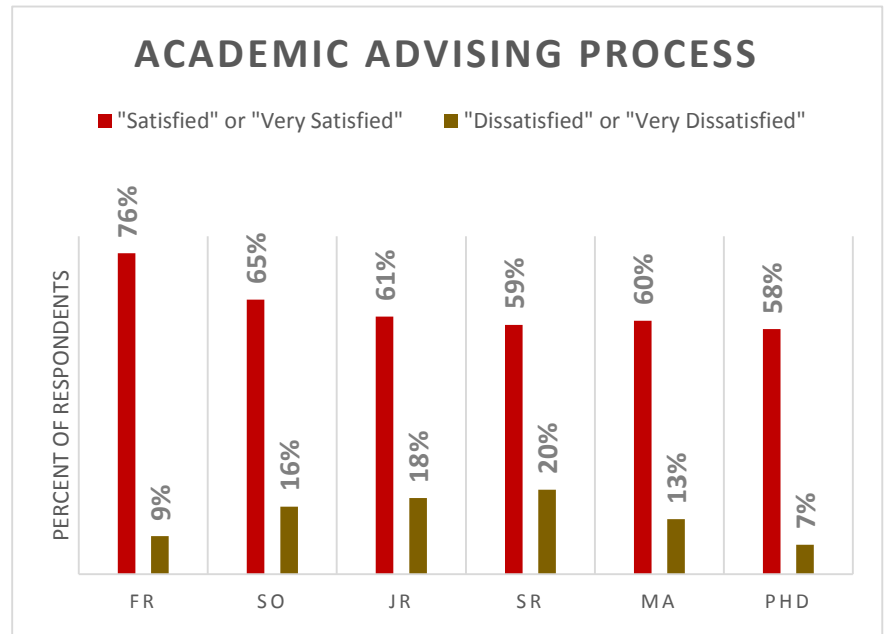
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## Academic Advising



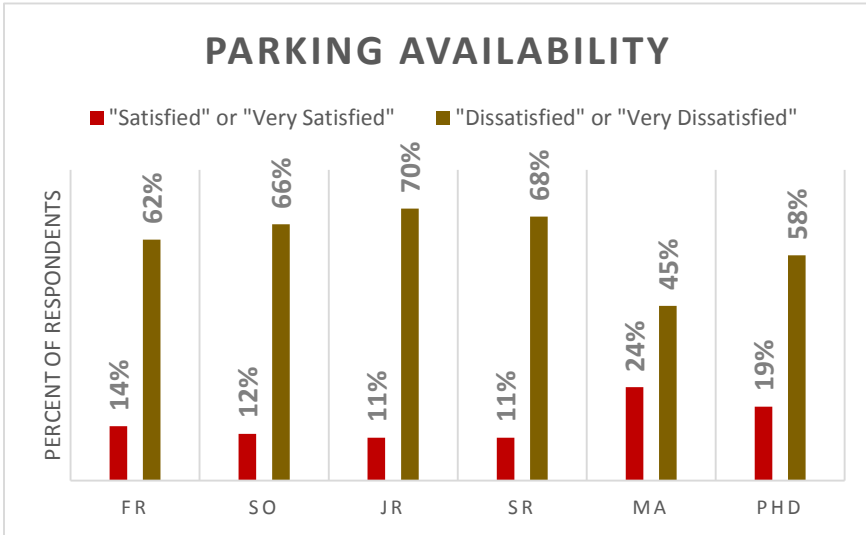
Regarding the item “OU academic advisors,” 79% of freshmen, 70% of sophomores, 65% of juniors, 63% of seniors, 66% of masters, and 68% of PhD respondents were “Satisfied” or “Very Satisfied,” while 7% of freshmen, 14% of sophomores, 15% of juniors, 17% of seniors, 12% of masters, and 6% of PhD respondents were “Dissatisfied” or “Very Dissatisfied.”

Regarding the item “OU academic advising process,” 76% of freshmen, 65% of sophomores, 61% of juniors, 59% of seniors, 60% of masters, and 58% of PhD respondents were “Satisfied” or “Very Satisfied,” while 9% of freshmen, 16% of sophomores, 18% of juniors, 20% of seniors, 13% of masters, and 7% of PhD respondents were “Dissatisfied” or “Very Dissatisfied.”



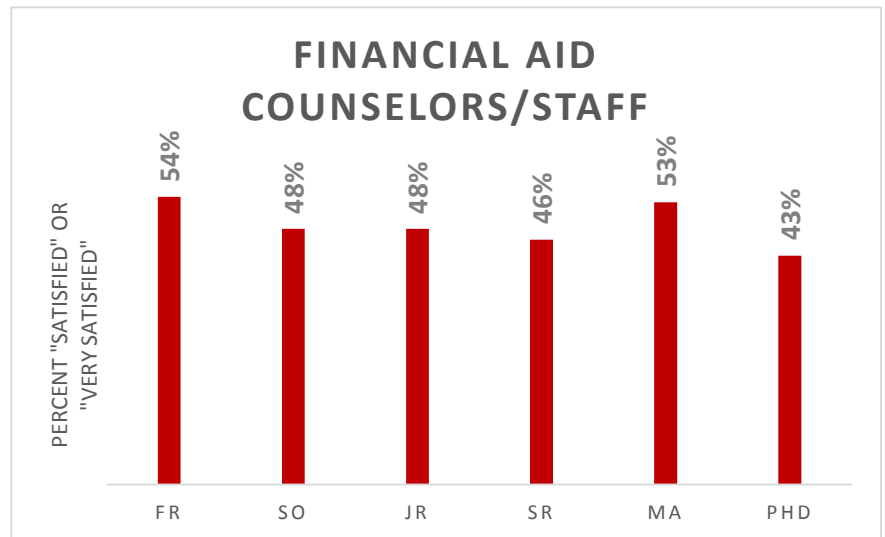
# 2016 OU Student Satisfaction Survey Report

## Campus Services



Regarding the item “OU parking availability,” 62% of freshmen, 66% of sophomores, 70% of juniors, 68% of seniors, 45% of masters, and 58% of PhD respondents were “Satisfied” or “Very Satisfied,” while 14% of freshmen, 12% of sophomores, 11% of juniors, 11% of seniors, 24% of masters, and 19% of PhD respondents were “Dissatisfied” or “Very Dissatisfied.”

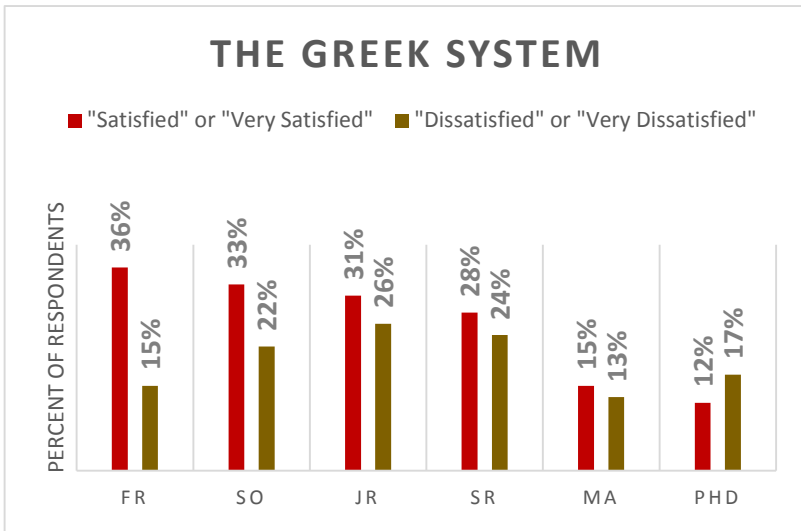
Regarding the item “OU Financial Aid counselors/staff,” 54% of freshmen, 48% of sophomores, 48% of juniors, 46% of seniors, 53% of masters, and 43% of PhD respondents were “Satisfied” or “Very Satisfied.”



# 2016 OU Student Satisfaction Survey Report

## Diversity

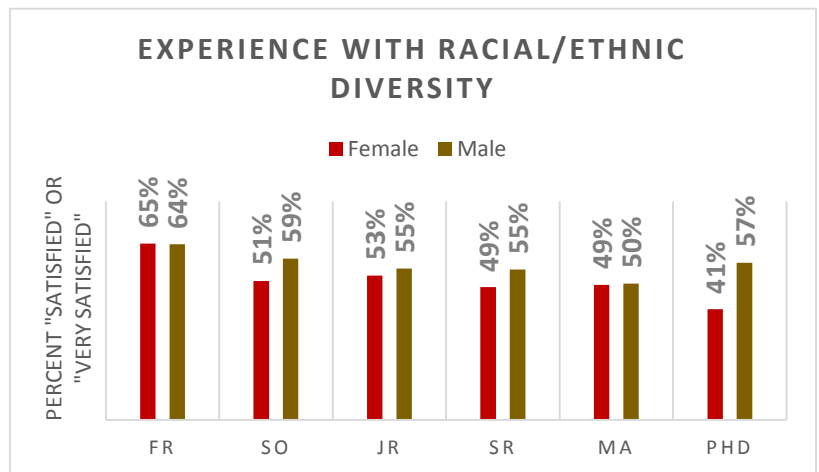
### THE GREEK SYSTEM



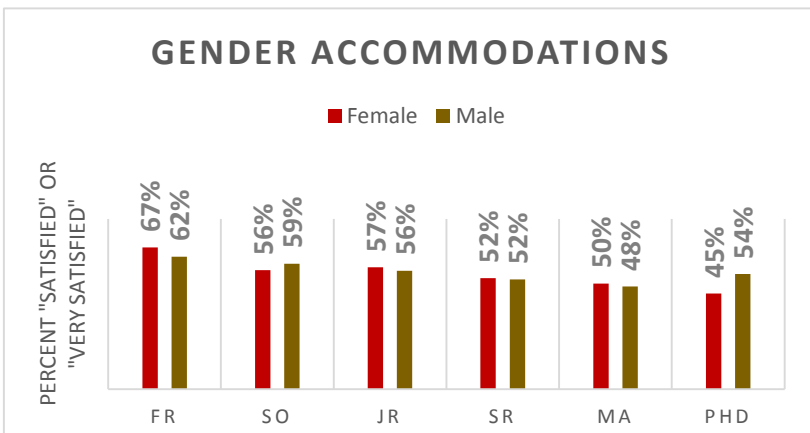
Regarding the item “the Greek system at OU,” 36% of freshmen, 33% of sophomores, 31% of juniors, 28% of seniors, 15% of masters, and 12% of PhD respondents were “Satisfied” or “Very Satisfied,” while 15% of freshmen, 22% of sophomores, 26% of juniors, 24% of seniors, 13% of masters, and 17% of PhD respondents were “Dissatisfied” or “Very Dissatisfied.”

Regarding the item “your experience with racial/ethnic diversity at OU,” 65% of freshmen, 51% of sophomores, 53% of juniors, 49% of seniors, 49% of masters, and 41% of PhD **female** respondents were “Satisfied” or “Very Satisfied,” while 64% of freshmen, 59% of sophomores, 55% of juniors, 55% of seniors, 50% of masters, and 57% of PhD **male** respondents were “Satisfied” or “Very Satisfied.”

### EXPERIENCE WITH RACIAL/ETHNIC DIVERSITY



### GENDER ACCOMMODATIONS

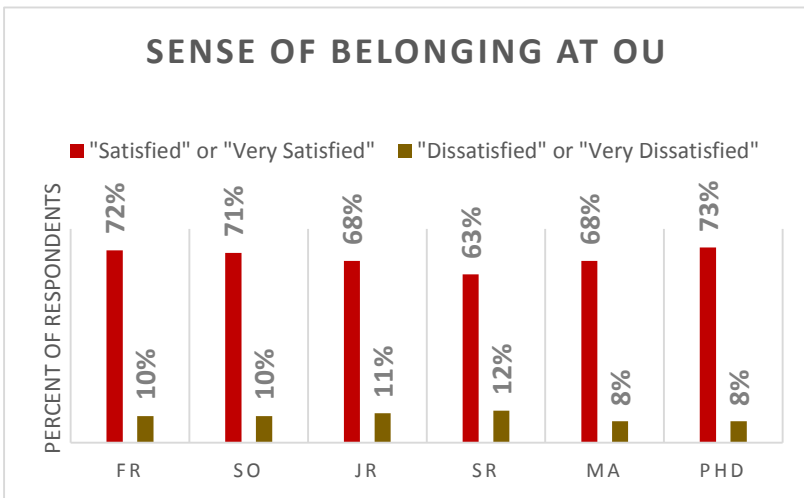


Regarding the item “gender accommodations at OU,” 67% of freshmen, 56% of sophomores, 57% of juniors, 52% of seniors, 50% of masters, and 45% of PhD **female** respondents were “Satisfied” or “Very Satisfied,” while 62% of freshmen, 59% of sophomores, 56% of juniors, 52% of seniors, 48% of masters, and 54% of PhD **male** respondents were “Satisfied” or “Very Satisfied.”



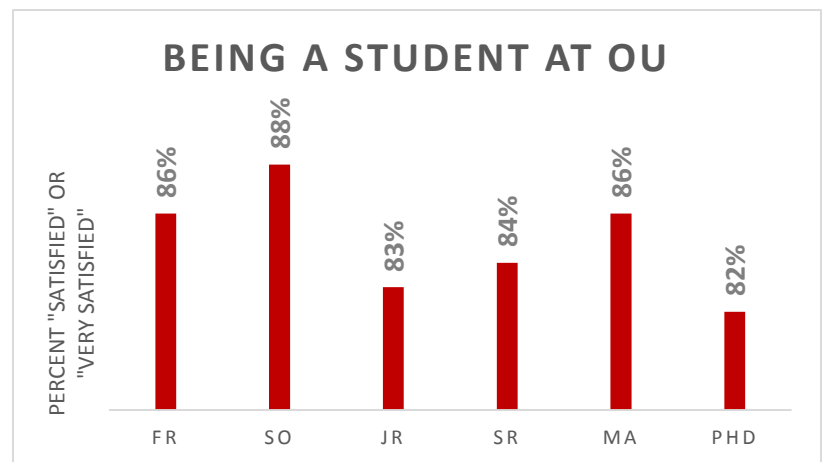
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## Other



Regarding the item “your sense of belonging at OU,” 72% of freshmen, 71% of sophomores, 68% of juniors, 63% of seniors, 68% of masters, and 73% of PhD respondents were “Satisfied” or “Very Satisfied,” while 10% of freshmen, 10% of sophomores, 11% of juniors, 12% of seniors, 8% of masters, and 8% of PhD respondents were “Dissatisfied” or “Very Dissatisfied.”

Regarding the item “being a student at OU,” 86% of freshmen, 88% of sophomores, 83% of juniors, 84% of seniors, 86% of masters, and 82% of PhD respondents were “Satisfied” or “Very Satisfied.”



## Qualitative Data

There was one open-ended question that allowed for participants to provide any additional comments. In 2016, a total of 708 participants (18%) provided comments in comparison to 3,152 (52%) in 2015. We attribute this reduction in proportion of respondents commenting to the five additional Likert items, which were added to the 2016 survey based upon the outcome of the analysis of the 2015 qualitative data. Due to this enormous reduction in proportion of participants commenting, as well as the observation that comments appeared to contain redundant information with the Likert items, additional qualitative analysis was not performed on the 2016 qualitative data.