



UNIVERSITY OF OKLAHOMA

**STUDENT SATISFACTION SURVEY
UNIVERSITY REPORT
SPRING 2018**

OFFICE OF ACADEMIC ASSESSMENT
July 2018

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UNIVERSITY OF OKLAHOMA
Student Satisfaction Survey Report
Spring 2018

Prepared by the Office of Academic Assessment

BACKGROUND

The Student Satisfaction Survey (SSS) aims to collect feedback from all students enrolled in the University of Oklahoma (OU) Norman campus regarding their experience and the level of satisfaction with academic and social experiences on campus. The Office of Academic Assessment developed the OU Student Satisfaction Survey instrument and initiated a university-wide survey administration in Fall 2014. Survey instrument was designed with an open-ended question and 25 items that measure the level of satisfaction on six key areas: (1) Academic Experience, (2) Campus Life, (3) Academic Advising, (4) Campus Services, (5) Diversity, and (6) Campus Involvement¹. The findings from the analysis of survey responses have been shared to inform OU community with students' perception and experiences in the key areas above and to identify areas for improvement.

In 2018, the survey was administered from February 19, 2018 to April 10, 2018. All undergraduate and graduate students (degree-seeking, full and part-time) enrolled in Norman campus, were contacted via email to complete the survey (n=26,316)². **A total of 6,181 students completed the survey for a response rate of 23.5%.** [Table 1](#) presents response rates by student sub-groups. Incentives were given by drawing to respondents who chose to provide their identification information in the survey.

Table 1: Survey Response Rates by Student Class

Class Level	Response Rate
Undergraduate	22.4%
Freshman	23.4%
Sophomore	23.1%
Junior	23.7%
Senior	21.8%
Graduate	26.3%
Master's	24.7%
Doctoral	29.9%
Overall	23.5%

¹ The theme, **CAMPUS INVOLVEMENT**, replaces the original "**GENERAL/OTHER**" theme used previous surveys/reports. It was determined that the two items previously under "Other/General" fit perfectly under the designation "Campus Involvement". For details in each survey theme, please refer to page 7 under the section "Closer Look at Each Theme".

² College of Law students were not included in the Student Satisfaction Survey.

CHARACTERISTICS OF RESPONDENTS

[Table 2](#) provides descriptive analysis of respondents who completed the 2018 Student Satisfaction survey. Overall, the respondents represent the population distribution in terms of student class level, most racial/ethnic groups and campus residency. Men, part-time and commuter students were underrepresented while Women, Asians, international students, doctoral students and on-campus residents were slightly overrepresented in the survey respondents relative to their proportion in student population.

Table 2: Characteristics of Survey Respondents

Student Characteristics		Respondents Frequency	Respondents Percent (n=6,181)	Population Percent (n=26,316)
Gender	Female	3,505	56.7	49.9
	Male	2,676	43.3	50.1
	Gender Total	6,181	100.0	100.0
Race/Ethnicity	White	3,574	57.8	59.6
	American Indian/Alaska Native	190	3.1	3.9
	Asian	400	6.5	5.7
	Black or African American	260	4.2	4.9
	Hispanic	576	9.3	9.1
	Native Hawaiian/Pacific Islander	6	0.1	0.1
	Multi Races	487	7.9	7.8
	International	539	8.7	6.7
	Declined to respond	148	2.4	2.2
	Race/Ethnicity Total	6,181	100.0	100.0
	Program/Class Level	UG Freshman	1,185	19.2
UG Sophomore		1,021	16.5	16.8
UG Junior		1,132	18.3	18.1
UG Senior		1,575	25.5	27.5
GR Master's		824	13.3	12.7
GR Doctoral		444	7.2	5.7
Program/Class Level Total		6,181	100.0	100.0
Enrollment Intensity	Full-Time	5,277	85.4	80.2
	Part-Time	904	14.6	19.8
	Enrollment Intensity Total	6,181	100.0	100.0
Campus Residency	On campus (live on-campus)	1,279	20.7	17.3
	Off campus (commuter)	4,902	79.3	82.7
	Campus Residency Total	6,181	100.0	100.0

FINDINGS

Satisfaction Rank by Survey Item

Figure 1 shows items in which respondents reported the highest levels of satisfaction. More than 85% of respondents reported “Very Satisfied” or “Satisfied” with being an OU student (86.6%), quality of teaching (85.8%) and intellectual growth at OU (85.6%). Slightly more than 83% of respondents agreed that they are satisfied or very satisfied with institutional reputation (83.1%). Respondents expressed satisfaction with library services (82.7%), and availability of faculty during office hours (80.2%) at OU Norman campus.

Figure 1: Top 6 Items of Satisfaction

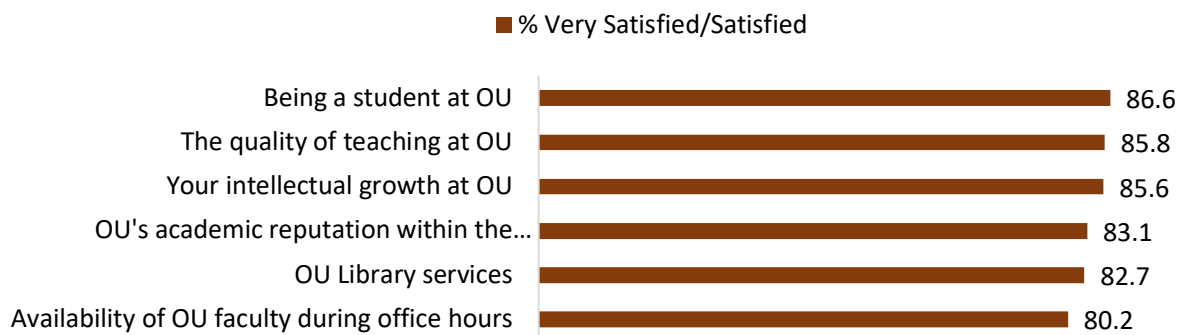
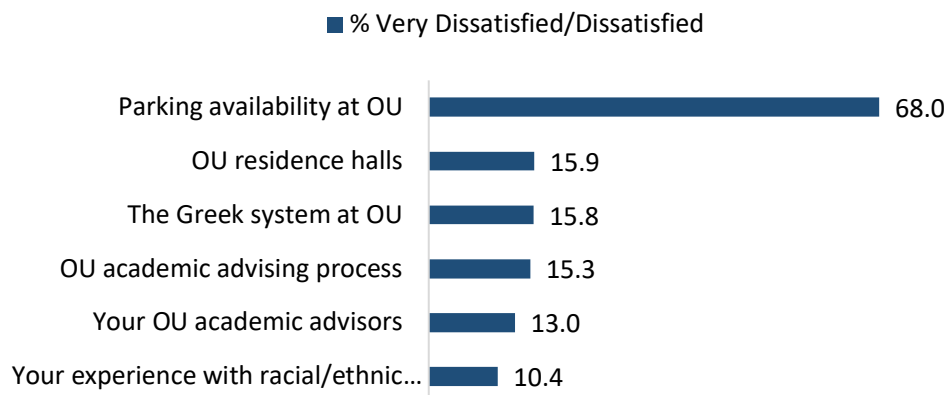


Figure 2 shows the items with highest level of dissatisfaction. More than half of respondents answered that they are very dissatisfied or dissatisfied with parking availability on campus. Sixteen percent of respondents expressed their dissatisfaction with residence halls (15.9%) and the Greek system (15.8%). Fifteen percent are very dissatisfied or dissatisfied with academic advising process (15.3%). Thirteen percent of overall respondents were dissatisfied with academic advisors and almost 10 percent are dissatisfied with the experiences with racial/ethnic diversity on campus.

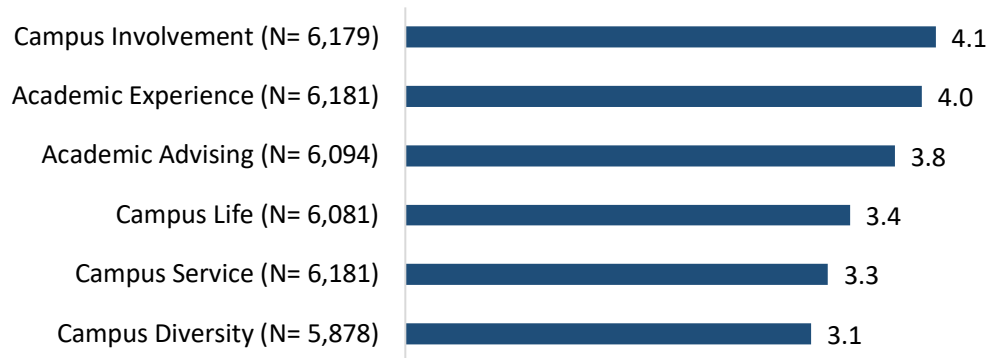
Figure 2: Top 6 Items of Dissatisfaction



Satisfaction Rank by Survey Theme

Figure 3 presents the mean of satisfaction by survey themes. Overall, campus involvement ranked the highest level of satisfaction with the mean score of 4.1*. Academic experiences and academic advising ranked second and third with mean satisfaction of 4.0 and 3.8, respectively. Among the six survey themes, respondents were least satisfied with campus diversity with the mean score of 3.1.

Figure 3: Average Level of Satisfaction by Survey Theme



*Satisfaction scale used: 1=very dissatisfied, 2=dissatisfied, 3=neutral, 4=satisfied, 5=very satisfied.

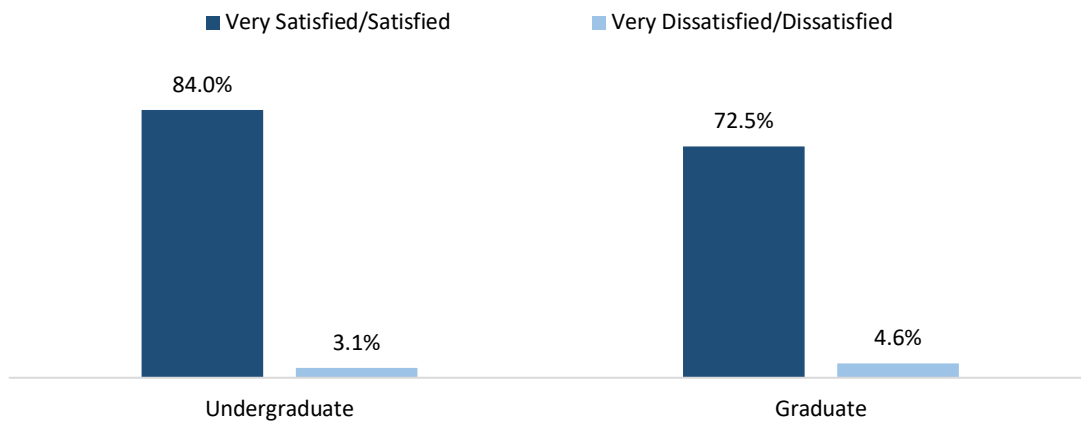
Closer Look at Each Theme

This section provides findings from selected items in each of the six survey themes: CAMPUS INVOLVEMENT, ACADEMIC EXPERIENCES, ACADEMIC ADVISING, CAMPUS LIFE, CAMPUS SERVICES, CAMPUS DIVERSITY.

CAMPUS INVOLVEMENT includes items asking students to rate their level of satisfaction with (i) being a student at OU, (ii) the variety of activities at OU, and (iii) sense of belong at OU.

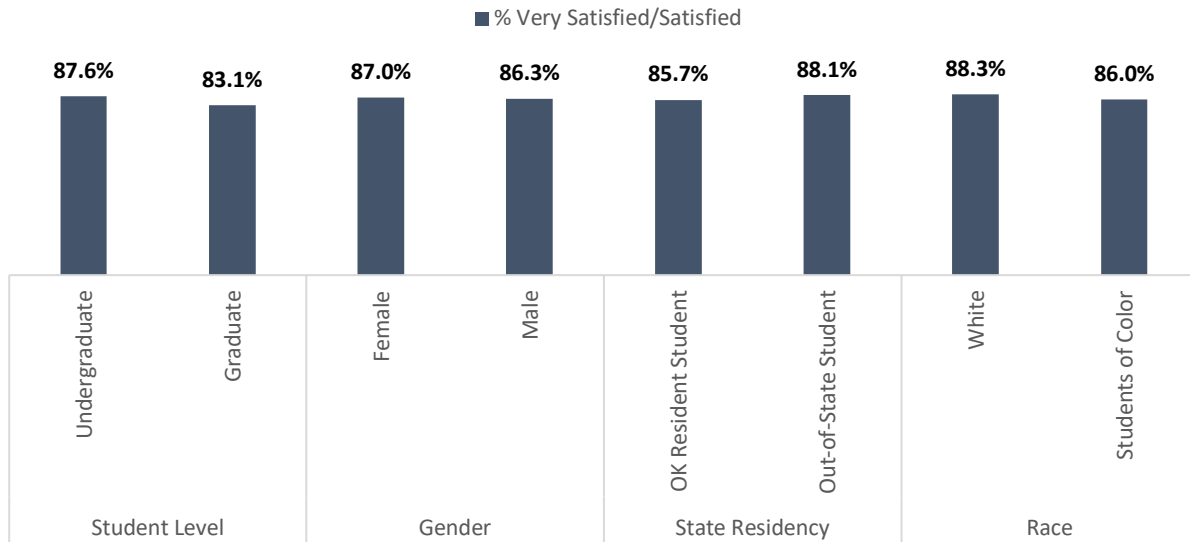
Among other areas, CAMPUS INVOLVEMENT is the theme that the OU students reported the highest level of satisfaction in 2018 following last year. Approximately 84% of undergraduate students reported being “Satisfied” or “Very Satisfied” with the “variety of activities at OU” while 73% of graduate students expressed satisfaction (see [Figure 4](#)).

Figure 4: The Variety of Activities at OU



More than 83% of respondents reported “Very Satisfied” or “Satisfied” with being a student at OU regardless of student level, gender, state residency, and race ([Figure 5](#)).

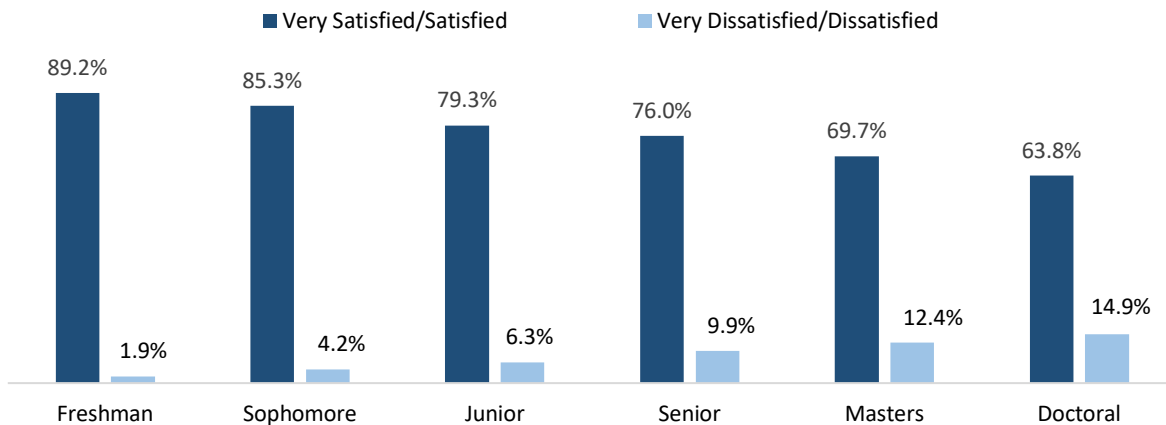
Figure 5: Being a Student At OU



ACADEMIC EXPERIENCE includes the items seeking students’ satisfaction with (i) the quality of teaching, (ii) availability of faculty during office hours, (iii) feedback about academic progress, (iv) variety of courses provided, (v) student’s intellectual growth, (vi) academic reputation within the community, and (vii) student perception on their relationship with faculty and staff.

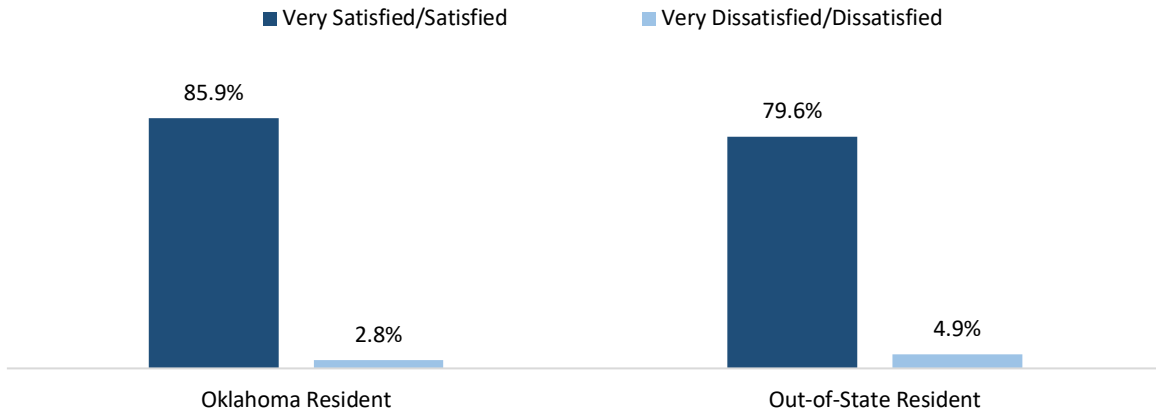
About 89% of freshman agreed that they were “Very Satisfied” or “Satisfied” with the variety of courses provided at OU, followed by sophomore (85%), junior (79%) and senior (76%). Graduate students appeared to be less satisfied with the variety of course availability (see [Figure 6](#)).

Figure 6: Variety of Courses Provided at OU



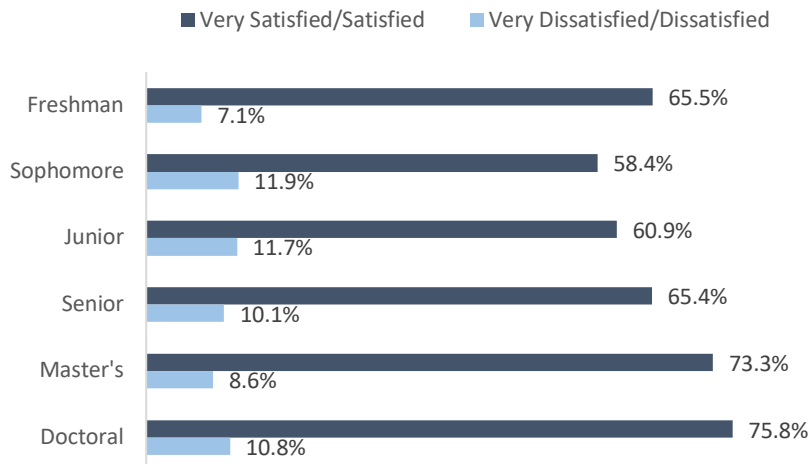
Overall, slightly more than 83% of survey respondents agreed that they were “Very Satisfied” or “Satisfied” with OU’s academic reputation in the community. Based on state residency, 86% of Oklahoma residents were very satisfied or satisfied while 80% of out-of-state students expressed satisfaction with OU’s academic reputation (see [Figure 7](#)).

Figure 7: OU’s Academic Reputation within the Community



Students were asked their perceptions about relationship with faculty. [Figure 8](#) shows that 76% of doctoral students reported satisfaction with the item “concern of OU faculty for me as an individual” compared to 58% of sophomore students’ response to the same item. Among undergraduate class level, 66% of freshman and 65% of senior students reported being “Satisfied” or “Very Satisfied” with “concern of OU faculty for me as an individual”. Sophomore (11.9%) and junior (11.7%) expressed higher dissatisfaction among all class levels to the same item (see [Figure 8](#)).

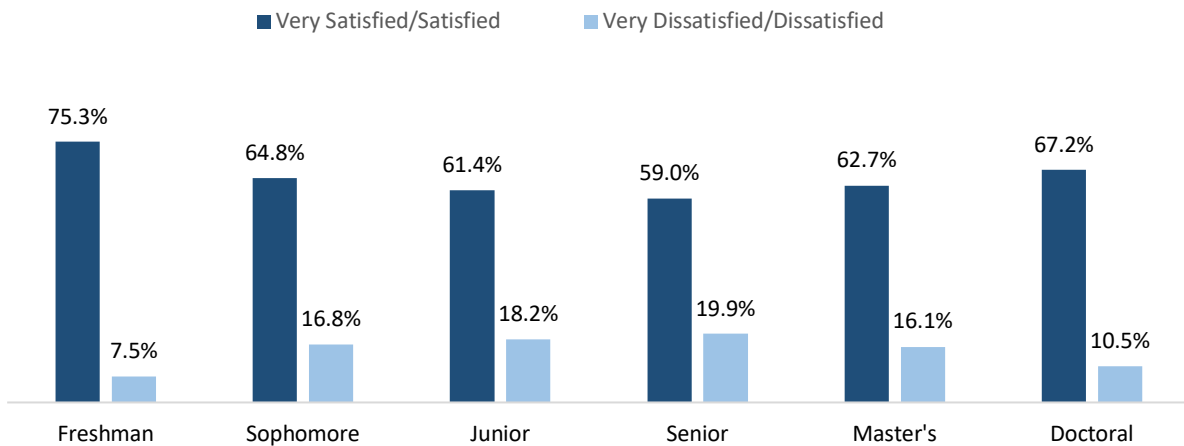
Figure 8: Concern of OU Faculty for You as an Individual



ACADEMIC ADVISING includes students' satisfaction with (i) academic advisors and (ii) academic advising process.

When students were asked about their experience with academic advising process, freshmen (75%) reported the highest level of satisfaction and doctoral students (67%) and sophomore (65%) students follow. Undergraduate seniors reported the lowest level of satisfaction as 59% were very satisfied/satisfied and almost 20% were very dissatisfied/dissatisfied ([Figure 9](#)).

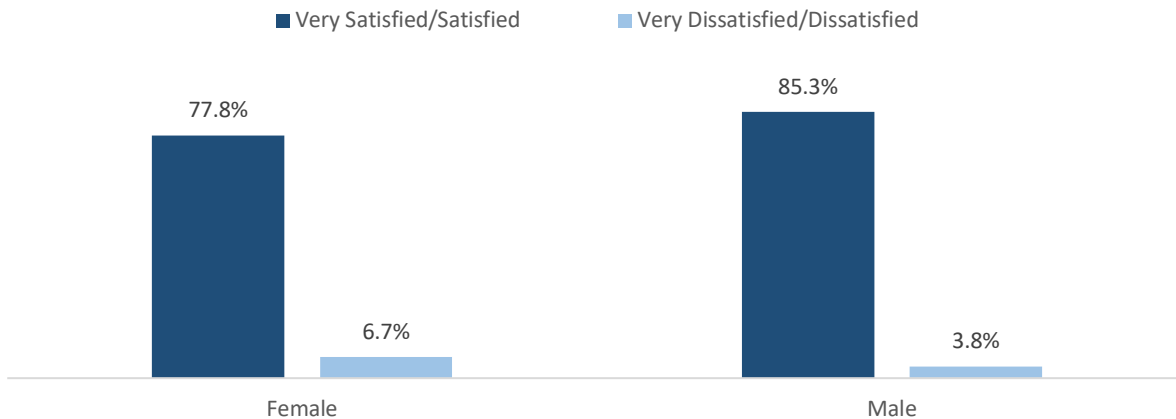
Figure 9: Academic Advising Process



CAMPUS LIFE includes items regarding (i) campus safety, (ii) residence halls, and (iii) emergency management.

Among all survey respondents, 81% expressed satisfaction with the campus safety at OU. [Figure 10](#) presents the gender difference in the percent of respondents who reported “Very Satisfied” or “Satisfied” with campus safety. Men were more likely to feel safe on campus compared to women (85% and 78%, respectively).

Figure 10: Level of Satisfaction with Campus Safety by Gender



CAMPUS SERVICES area includes various support services such as (i) IT, (ii) financial aid, (iii) course registration, (iv) libraries, (v) career, and (vi) parking.

Figure 11 indicates students' degree of dissatisfaction regarding course registration process at OU. Freshmen were most likely to be satisfied with course registration process (77%) and sophomore and master's students follow (73% each). Juniors were least likely to be satisfied with course registration process compared to the rest of undergraduate class level.

Figure 11: Level of Satisfaction with Course Registration Process at OU

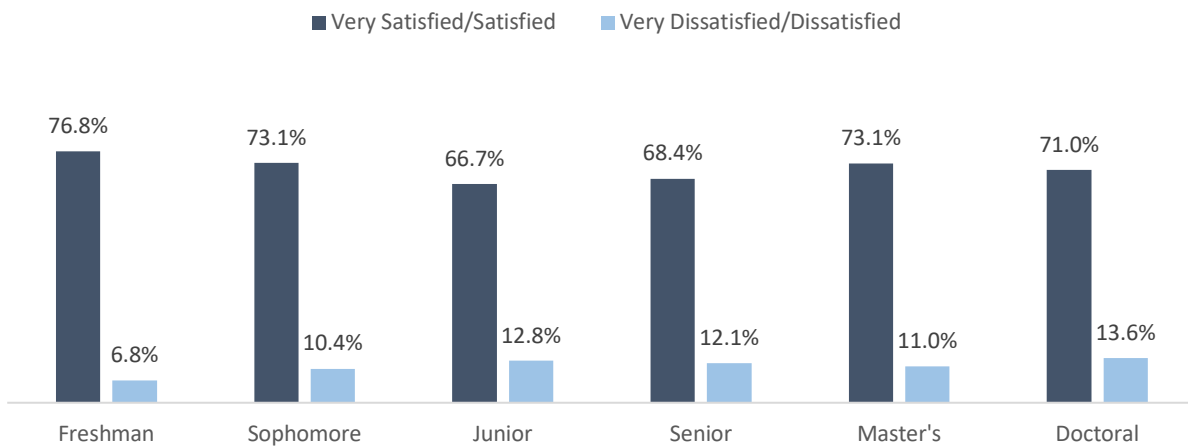


Figure 12 shows the percent of students who responded "Very Satisfied" or "Satisfied" with each of campus services. Compared to undergraduate students, graduate students reported higher level of satisfaction in IT services (72% vs. 64%), financial aid counselor/staff (61% vs. 58%), library service (89% vs. 85%), and parking availability on campus (25% vs. 9%). In career services, undergraduate students were slightly more likely to be satisfied than graduate students (69% vs. 61%).

Figure 12: % Very Satisfied/Satisfied with Campus Services at OU

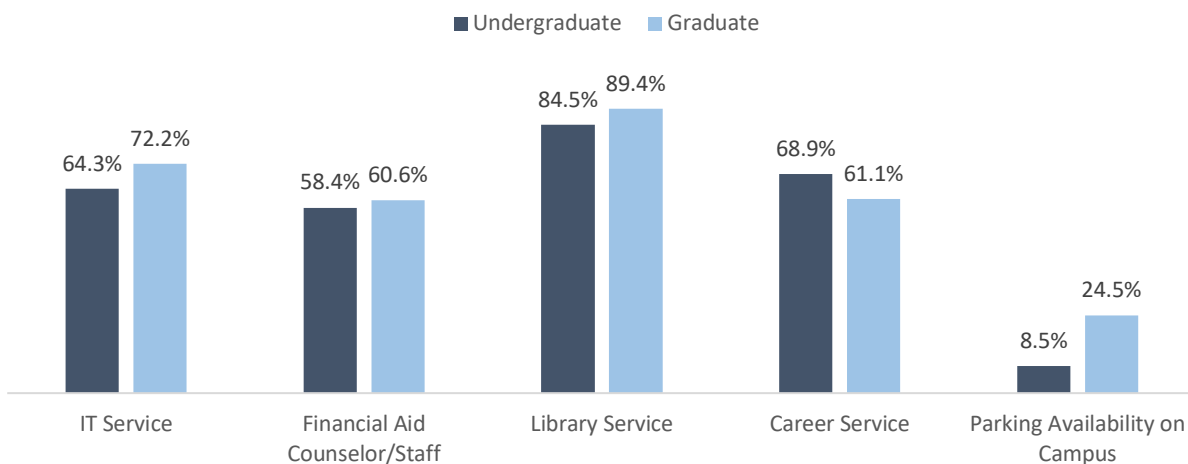
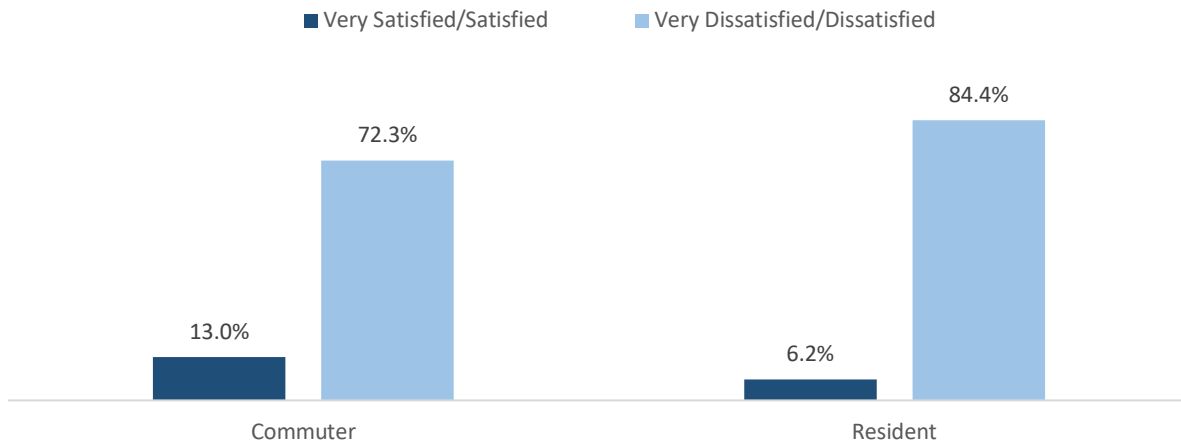


Figure 13 shows the levels of satisfaction and dissatisfaction with parking availability by students' campus residency. Students who live on campus expressed lower level of satisfaction with parking availability. About 13% of commuter students were satisfied with campus parking, only 6% of students who live on campus reported satisfaction with parking. More than 84% of campus resident students were "Dissatisfied" or "Very Dissatisfied" with parking availability on campus.

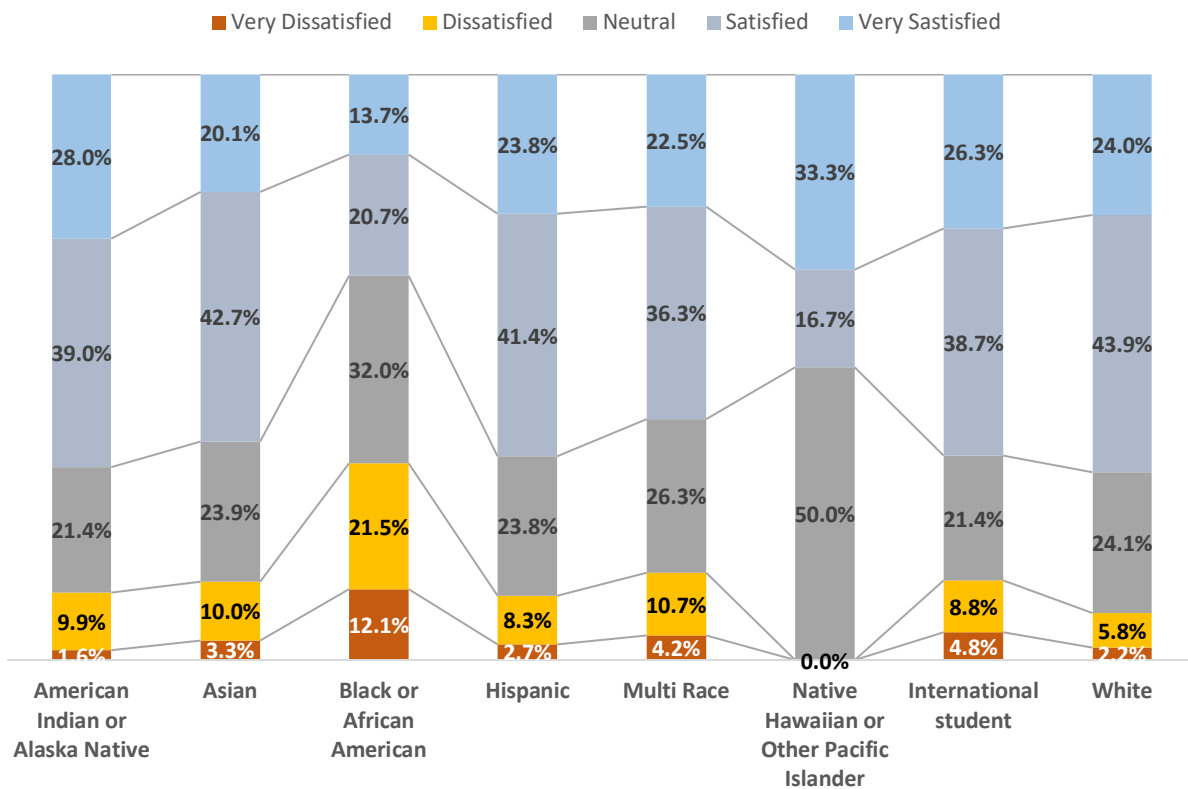
Figure 13: Parking Availability at OU by Campus Residency



CAMPUS DIVERSITY includes items regarding (i) the Greek system, (ii) racial/ethnic diversity, and (iii) gender accommodation on campus.

Figure 14 presents the student response to their satisfaction with racial/ethnic diversity at OU. Based on race/ethnic groups, Black or African American students were least likely to be satisfied with diversity on campus as nearly 34% of them reported “Very Dissatisfied” or “Dissatisfied”. Among other groups, 64% of Asian, 65% of Hispanic, and 68% of white students were “Very Satisfied” or “Satisfied” with campus diversity.

Figure 14: Level of Satisfaction with Racial/Ethnic Diversity at OU by Race/Ethnicity



Analysis Results of Open-Ended Comments

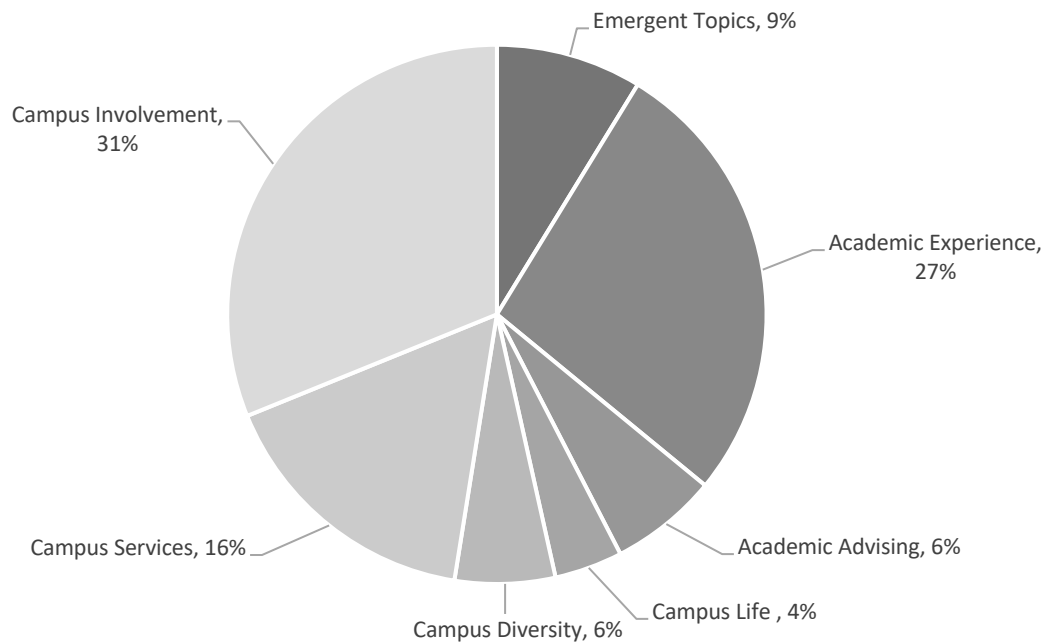
General Finding

The OU SSS-All include an open-ended question that allowed respondents to provide additional comments. In 2018, 28% of total survey respondents provided comments compared to 17% did in the 2017 SSS-All. This year the open-ended question was rephrased as “Please provide any comments regarding your educational experiences at the University of Oklahoma” from “Any comments” that was used in previous years’ surveys.

Based on the analysis by the Office of Academic Assessment, students’ comments were diced into 2,168 distinctive items that addressed the six survey themes (i.e., academic experience, academic advising, campus involvement, campus services, diversity, and campus life) as well as 208 emergent topics that students addressed in the comments. Given the student comments are important in understanding the areas that were not captured through Likert-scale items in the survey, this section focused on emergent topics around student satisfaction and highlighted the findings.

Figure 15 presents the percent distribution of all comments. The most frequent comments were made regarding CAMPUS INVOLVEMENT and ACADEMIC EXPERIENCE follows (31% and 27% of entire comments, respectively). Comments for emergent topics comprised 9% of the total comments.

Figure 15: Breakdown of All Open-Ended Comments in SSS 2018



Comments from Underrepresented Student Groups

Student comments revealed that certain groups of students have specific concerns/needs on campus. The underrepresented population includes students who are first-generation students, part-time, parent (or single parent), veterans, taking exclusively online degree program, or transfer students. The actual comments from specific groups are presented in [Figure 16](#).

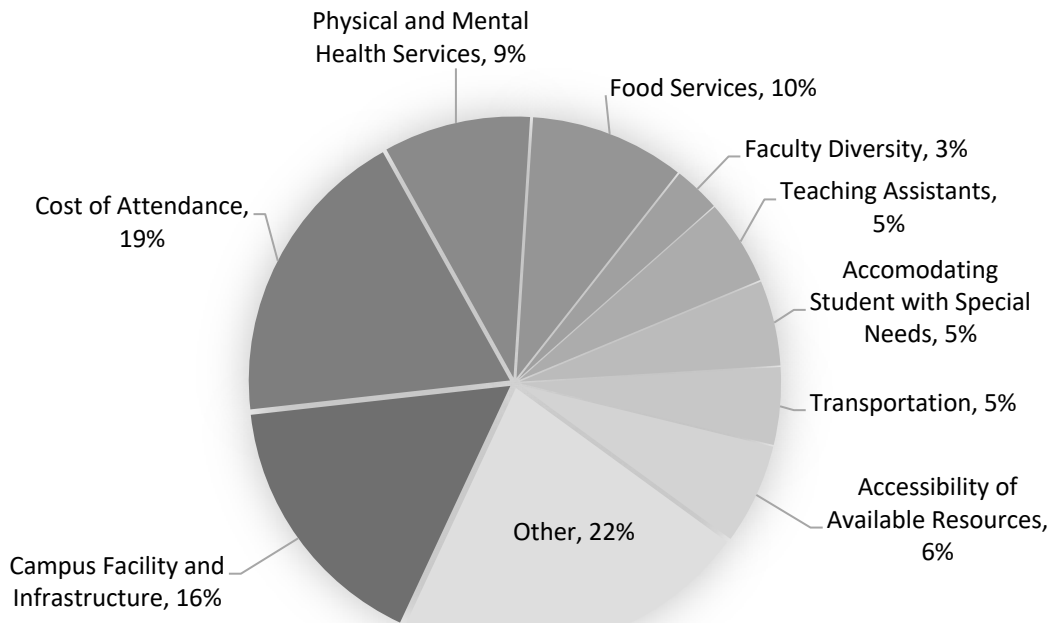
Figure 16: Selected Comments from Each of Underrepresented Student Groups

<p>Veteran Students</p>	<p>Online Students</p>
<ul style="list-style-type: none"> •As a non-traditional veteran student, I have been extremely impressed with OU across the board in regards to GI Bill assistance, academics, and the university as a whole. I knew very little about OU before arriving in campus, but could not be happier with my experience thus far. 	<ul style="list-style-type: none"> •Being an online student at OU is a very satisfying. The instructors are all very helpful, I believe OU is the best University in the world. While many online students aren't in a situation where they can engage in on-campus activities. Many would be more open to them if they felt engaged. Engagement of online students is something that could be strengthened.
<p>Transfer Students</p>	<p>Parent, Part-Time Students</p>
<ul style="list-style-type: none"> •Great University! However, I believe that there should be more programs to integrate transfer students into the OU community. Most programs are geared toward freshmen and transfer students don't get as many opportunities to network with other students in their class. 	<ul style="list-style-type: none"> •It's not easy being a non-traditional student at OU. There seems to be nothing geared towards older students with responsibilities outside of school such as family and work. Though, there are quite a few students who are adults going back to school or who are single parents and it can be difficult to navigate schedules to fit in everything or to participate in any school activities.
<p>First-Generation</p>	<p>Tulsa Students</p>
<ul style="list-style-type: none"> •I also wish I would have been told about the honors college early on. I feel like it's assumed by advisors that first generation students shouldn't even bother with the honors college. That was really annoying. I wish I would have applied. 	<ul style="list-style-type: none"> •My ratings are based on OU Tulsa campus. I have never attended OU Norman. Some things I would suggest for improvement would be to offer more student events on the Tulsa campus and/or broadcast events from the Norman campus. But also including fun events.

Emergent Topics from Student Comments

Figure 17 presents the specific areas of the emergent topics. Respondents voluntarily provided additional feedbacks and pointed out the areas not being asked in quantitative survey items. The most frequent comments addressed cost of attendance (19% of total emergent items), campus facility (16%), food services (10%), and physical and mental health services (9%). Smaller groups of comments pointed out accessibility of available resources (6%), transportation to or from campus (5%), teaching assistants (5%), and students with disability services (5%), and faculty diversity (3%). The section below focused on areas that the four large categories of responses: Cost of attendance, campus facility, food services, and physical and mental health services. The actual comments for big 4 topics are presented in **Figure 18**. Other comments are presented in **Figure 19**.

Figure 17: Breakdown of Emergent Open-Ended Comments in SSS 2018



COST OF ATTENDANCE

The survey respondents showed concerns regarding rising university fees and tuitions. Few graduate students expressed that the graduate assistantship stipends are not enough to cover living and educational expenses. Another Comment pointed out that the fee structure lacks transparency.

CAMPUS FACILITY AND INFRASTRUCTURE

Comments regarding campus facility and infrastructure include students' positive experience with renovations on campus such as library facility and campus maintenance. Some respondents reflected concerns over the outdated classrooms, drinking water, recreational facilities, and laboratories. The

respondents also complained about cleanliness of buildings and toilets. Quality of Wi-Fi service and lack of printing kiosks around campus were also mentioned.

FOOD SERVICES

A few students expressed their dissatisfaction with the quality of food on campus. Some respondents expressed the need for late night availability, and inexpensive and healthier food options while a group of respondents were satisfied with the variety of food options to choose from.

PHYSICAL AND MENTAL HEALTH SERVICES

Students commented regarding physical and mental health services at OU. The respondents shared the concerns about readily available mental health services as well as provision of information and training in this area. The respondents pointed out the waiting time is quite long for receiving timely services from Goddard Health Center.

OTHER COMMENTS

Smaller number of students' comments dispersed over various areas including accessibility of available resources, transportation, students with disability services, teaching assistants and faculty diversity.

Figure 19 presents the selected comments addressing other areas. The respondents pointed out that OU lack in the dissemination of information about various events on campus as well as the resources available to students. Respondents also mentioned that reminders about application due dates and information about availability of scholarships and honors college would be helpful. The respondents appreciated the Sooner bike program and the renovation of lanes for bikers. They also were happy with the OU Safe-ride program. The respondents also suggested expanding availability of public transportation system for the students who live off campus and do not own a car.

Some respondents were satisfied with the services provided for students with disability but a few expressed concerns about specific services such as housing and parking accommodations for students with special needs. The respondents also commented on the quality of teaching assistants and accountability system for their evaluation. The respondents commented on the lack of faculty diversity as they want to work with more faculty who are female and/or people of color.

Figure 18: Selected Comments for Emergent Topics Big 4

Cost of Attendance

- The best feature about studying at OU is the low academic cost and the opportunity to cover a part of it through the GA, RA and TA programs
- I would like the explanation for fees (purpose and when they get applied) was much more transparent. It's very difficult to find information on what the fees are and even then it's very vague

Campus Facility

- I especially love the renovations that have been done at Bizzell.
- Maintenance has really good reaction time for my room.
- I wish the internet around campus was better and more place to print stuff.

Food Services

- I enjoyed the food and thought there were a lot of options from me to choose from.
- Not to mention the food choices on campus are terrible. It's one thing to have typical fast food options, but healthier options are very difficult to acquire and the hours for the restaurants in Union are ridiculous. Not accepting meal plans until 2 and closing at 6 makes it incredibly difficult to eat properly and maintain my health."

Physical and Mental Health Services

- Also, I wish we had more mental health counselors and more money going into that area because it seems like anytime a person I know needs help it's hard to get in.
- The mental health services at Goddard urgently need better funding.
- The survey didn't ask about Goddard/health care, but while I am satisfied with the care at the health center and the counseling center, I am dissatisfied with the wait times.

Figure 19: Selected Comments for Other Emergent Topics**Other Comments**

- The push for a bike-friendly campus is nice, but we need more bike lanes for it to actually be safe and effective.
- I have really enjoyed my time at OU. I deal with a speech impediment, and the school has helped me through my time here. I am very appreciative of the DRC and my professors, who have been very understanding and willing to accommodate me.
- University of Oklahoma provides students with a lot of helpful resources. All students do not readily get to know about them. If they are not actively looking for a resource they will not know they have been provided with it. Some effort should be made to make students aware of these resources again and again. Only at the start of first semester is not enough as that time itself is quite overwhelming.
- A reminder about scholarship deadlines would be most helpful. We used to get them, but not in the recent years.
- Please provide parking or better public transportation for students without cars such as international or low-income students.
- Regarding the safety on campus, I have once needed a safe ride on Saturday evening at 10:30pm, but we weren't able to contact since no one answered to the phone and I was very discouraged.
- The incredibly low level of handicap/disability accommodations and building accessibility is pretty embarrassing.
- Another side note is that you do not do a good job of making sure TAs are fit for their job. I have had many TAs that do not know much about the course content or are hostile towards students.
- Great faculty on campus! We need more professors and administrators of color, though!