

Section IV - Student Satisfaction / Engagement Assessment

IV-1. How were the students selected?

In March 2006, the *ACT Two-Year College Student Opinion Survey* was given by 75 instructors during class time to a stratified random sample of classes based on meeting time and type of class (developmental, technical-occupational, university parallel). There were 1,002 completed surveys, representing about 8% of the credit students.

Demographic information obtained from the students completing the survey indicates that the sample was representative of the general student population with respect to age, sex, and ethnicity. However, the sample had a somewhat greater proportion of full-time students than the general college population.

IV-2. What were the analyses and findings from the 2005-06 student satisfaction assessment?

The *Survey* provides student satisfaction measures for 19 college services (i.e., academic advising, food service, and parking) and 43 college environmental factors (i.e., class size, student voice in college policies, and course availability).

Consistent with the last three *Survey* administrations, the Spring 2006 Results indicate that in general, OCCC students are significantly more satisfied than the norm. Eighty-six percent (86%) of OCCC students responded that they are "very satisfied" or "satisfied" with the College. Furthermore, the Spring 2006 average overall mean score of 4.20 is the highest ever achieved by the College and, when compared to the national norm, is significantly higher.

From 2004 to 2006, student satisfaction improved or remained the same in almost 80% (49 of the 62) of the service and environmental areas measured. Statistically significant improvement was realized in nineteen areas; (1) academic advising/course placement services, (2) personal counseling services, (3) vocational guidance/career planning services, (4) library/learning resources center and services, (5) cafeteria/food services, (6) parking facilities and services, (7) course content in major area of study, (8) class size relative to type of course, (9) value of information provided by your advisor, (10) general admissions and entry procedures, (11) accuracy of college information received before enrolling, (12) availability of financial aid information prior to enrolling, (13) assistance provided by staff upon entering the college, (14) student voice in college policies, (15) general registration procedures, (16) availability of the courses wanted and times wanted, (17) concern for the student as an individual, (18) opportunities for student employment, and (19) OCCC in general.

IV-3. What changes occurred, or are planned due to student satisfaction assessment?

In the previous administration of the *Survey* (Spring 2004), there were eleven (11) areas rated significantly lower than the FY 2003 two-year college norm. Plans were developed and interventions deployed to improve these areas. As a result, student satisfaction improved in ten (10) of the eleven (11) areas. In two areas, parking facilities and services, and value of the information provided by your advisor, student satisfaction changed from significantly lower to significantly higher than the norm. However, despite some improvement, student satisfaction remains significantly lower than the norm in (1) student employment services, (2) billing and fee payment

procedures, (3) financial aid services, and (4) availability of financial aid information prior to enrolling. The following information provides a detailed description of changes designed to address these four areas.

(1) Student Employment Services

- Increased marketing effort of program services through: Relocation of office to Advising and Career Services; new full-color program brochures; ads and articles in the PIONEER; OCCC Website announcements; student, faculty, all emails; workshop and classroom presentations; and recruitment efforts.
- Increased student contacts.
- Promotion of Job Board opportunities.
- New brochures have been created and distributed campus-wide through free-standing display, bulletin board, workshop, classroom presentation, and student mailings.
- Updated Job Fair Banners have been designed for both the regular Job Fair and the Health Job Fair events.
- Increased workshop offerings through "Career & Employment Power in 25 Minutes" presentations. New recruitment table cloths have allowed more opportunities to market our services.
- Increased professional participation through the following organizations: Workforce Oklahoma; Oklahoma Association for Career and Employment Professionals, OACEP (Conference presentations & quarterly meeting coordination); Oklahoma Employment Security Commission-Oklahoma City Metro Employer Council.
- Employment and Career Day with DELL Computers, Oklahoma City, OK. A partnership effort with the OCCC BPA-Business Professionals of America.

(2) Billing and Fee Payment Procedures

- The College no longer drops students prior to the beginning of classes for nonpayment.
- The Bursar's Office has started to verify student addresses and phone numbers every time they have an interaction with them.
- Access to MineOnline is available in the Bursar office to allow students to update their address online. Paper forms are also available at the "Front Desk."
- Implement communications management via e-mail to notify students about refund mailings, mailing of their financial aid checks, etc. This system will provide students with information in a secure manner and also will allow a history in the system for staff to determine when a check was mailed.
- Implementing an "e-check" as a payment method which will allow for payment by check online.
- Create a Bursar FAQ for other student services areas describing the Bursar's Office functions.
- Request a section in the Pioneer (student newspaper) to include "important dates" such as upcoming withdrawal for a refund dates, tuition due dates, withdrawal without a grade dates, financial aid application dates, etc.

(3) Financial Aid services

- Webpage is being significantly changed to meet the needs of students.
- Letters were sent to OCCC students who are enrolled but need to resolve discrepancies in their paperwork.

- The College has contracted with the National Association of Student Financial Aid Administrators to conduct a peer review. That review is scheduled for December 4, 5, 6 and 7, 2006 and recommendations resulting from that review will be analyzed and implemented as appropriate.
- (4) Availability of Financial Aid Information Prior to Enrolling
- Aid is discussed with prospective students at all off-campus presentations. Materials are provided as appropriate.
 - New students are provided Financial Aid information during the on-campus admissions process. Students receive basic instructions on how to apply.

Additionally, there were six areas within student services that reflected a lower than the norm satisfaction rating. As a result, a number of activities and initiatives have been implemented. They are:

Academic Advisement Course Placement - A pilot implementation and assessment of the A+dvancer is expected to happen in early December which is expected to improve student skills.

College Orientation - Dramatic expansion will occur in this area with the addition of staff, orientation sessions will be provided in small groups all summer. Data are currently being gathered to aid in measuring orientation successes and identifying improvements.

Credit By Examination - A formal proposal concerning Prior Learning Assessment includes a component which addresses credit by examination. Once implemented, work will continue with academic divisions to seek opportunities for students in this area and promote it effectively through print and web based materials.

Tutorial Services – OCCC will continue to expand and reassess current supplemental instruction, exploring ideas for peer advisement, and continue to seek opportunities to promote tutoring services. A plan for individualized tutoring services is also in development to assist students with special needs.

Job Placement Services - Opportunities for on and off campus employment continue to expand and seem to be moving in the right direction

Vocational Guidance - Career services area was added about a month prior to the implementation of this survey. Assessments will continue to measure the effectiveness of this area.