OCCC
Noel Levitz Student Satisfaction Inventory
Spring 2013

Prepared by the
Office of Institutional Effectiveness

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Executive Summary

Overview

OCCC used the Noel Levitz Student Satisfaction Inventory for the first time in the Spring Semester of 2013. Students who were enrolled in classes offered on campus were sent emails with a link to access the survey. Ten percent of the student population or 925 students completed the survey. There were a total of 112 questions including: 70 items requesting the level of importance and level of satisfaction; 10 OCCC specific items; six items asking students how they rated the College's commitment to meeting the needs of various populations, nine items regarding the importance of students' decision to enroll at the college, three overall questions and 13 demographic questions.

Areas to Celebrate

The results showed that 69 of the 70 satisfaction questions were statistically significantly higher than the national ratings at the .001 level. Of the top ten satisfaction rated items at OCCC, all were above 6.20 on a seven point scale with computer labs are adequate and accessible rated the highest at 6.37. Of the list of ten items which had the smallest gaps between the students' level of importance and their level of satisfaction, the gaps ranged between 0.02 and 0.17. The smaller the gap between the student's selection of importance level and satisfaction level, the more satisfied the student is with the item. Child care availability on campus recorded the lowest gap.

The largest differences between the levels of satisfaction at OCCC compared to the national level of satisfaction were quite significant – most on the positive side. The top differences ranged from a 1.07 to a 0.68 with student parking recording the largest difference. Even though students express their concerns about parking on campus, they are rating their level of satisfaction with parking significantly higher than others outside of the College who have completed this survey.

Noel Levitz collapsed most of the survey questions into 12 major categories which included the 70 importance/satisfaction questions as well as the six satisfaction questions regarding the College's commitment to meeting the needs of various student populations. The highest student-rated category based on their level of satisfaction was academic services which were comprised of the library, tutoring, study areas etc. This item recorded a satisfaction rating of 6.15.

There were ten questions OCCC developed using the level of importance and satisfaction ratings. The two items with the smallest gap between their level of importance and satisfaction included the use of online tools to add or drop classes and the live chat and email academic advisement services.

There were six items which asked student's how satisfied they were that the campus demonstrated a commitment to meeting the needs of various student populations. All six were statistically significantly higher than the national level of satisfaction. These satisfaction items were also rated very high on a seven point scale with the low being 5.98 for commuters to a high of 6.17 for students with disabilities.

When asked about what factors generated their decision to attend OCCC, students overwhelmingly chose cost as their number one factor followed by financial aid. Both of these levels of importance were higher than the national levels.

The ratings of how the College experience met student's expectations were higher than the national results with the average of 5.21 at OCCC on a seven point scale compared to 4.82 at the national level. Students' overall satisfaction with their experience was 5.93 compared to 5.46 at the national level. Finally, when asked whether they would enroll again at OCCC if they had an opportunity to do it over, students rated this item 6.33 compared to the national rating of 5.72.

Upon comparison of the Noel Levitz Student Satisfaction Inventory (SSI) with the ACT Student Opinion Survey (SOS), there were nine items which were eight or more points higher which is important when using a scale of 1 to 100. [This scale was used because the SSI used a seven-point scale and the SOS used a five-point scale.]

Areas for Potential Further Review

At OCCC, of the top five items which had the largest gaps between the level of importance and the level of satisfaction, three of them included academic advisors. These three items included

- My academic advisor is concerned about my success as an individual
- My academic advisor is approachable (The only item on the 70 questions which was not statistically significantly higher than the national satisfaction rating was "my academic advisor is approachable.")
- My academic advisor helps me set goals to work toward
- Financial aid counselors are helpful
- Students are notified early in the term if they are doing poorly in a class

The five areas with the lowest level of satisfaction included: child care is available on campus, I am notified early if doing poorly in my classes, academic advisor is concerned about my success, academic advisor helps me set goals, and financial aid counselors are helpful.

Within the collapsed 12 categories, the lowest student-rated category based on their level of satisfaction was advising/counseling comprised primarily of academic advisor questions. This item recorded a satisfaction rating of 5.54.

Of the College's ten questions that were added to the survey, two questions had relatively large gaps between the level of importance and the level of satisfaction. The first item was Moodle at OCCC is easy to access and use and the second item was meeting with my faculty advisor helps me stay on track toward my degree both with gaps of 0.88.

When comparing the results of the SSI to the SOS, there was one item which registered an eight-point negative difference which was Veterans' services.

Noel Levitz Student Satisfaction Inventory

INTRODUCTION

The ACT Student Opinion survey was administered at Oklahoma City Community College every other year from 1996 through 2012. However, ACT informed the College at the end of FY2012 that it would no longer offer this survey. Therefore, the Office of Institutional Research staff reviewed various surveys available for this type of assessment with the goals of finding an instrument with similar questions, applicable to a 2-year college environment and online. Several survey instruments were identified and each of the question sets were compared to the ACT Student Opinion survey. A small team of Enrollment and Student Services Staff and Academic Affairs staff met to discuss the various options. After the discussion, it was determined that the Noel Levitz Student Satisfaction Inventory most closely fit the College's needs. The college used the Community/Junior/Technical College Form A survey. There were 192 colleges within the national survey pool with 191,857 total student records Fall 2009 through spring 2012. The plan for the results of this survey will be used to celebrate the accomplishments of the various departments, identify potential areas of improvement, conduct further research, and if necessary make changes to the various areas across campus.

METHODOLOGY

In the Spring Semester of 2013 (April 13 through April 27), OCCC conducted the Noel Levitz Student Satisfaction Inventory. The survey was administered online. Prior to the survey, faculty received several emails and announcements that the survey would be sent to their students and that they should be reminding their students to complete the survey. Three emails were sent to all students who were enrolled in at least one class which was offered on campus. Students who were taking solely online courses or were at another location were not surveyed.

LIMITATIONS

One of the primary limitations is that this was the first year the College administered the survey through an email to all on campus students. In prior years the survey was conducted in the classroom with each faculty member receiving a packet to hand out. Results were tracked to send out reminders to faculty who had not sent back their packets.

RESULTS

There were 925 surveys completed by the students. The response represented 10% of those who were surveyed. This percent response represented a greater number of students at the college. In the previous year we had an 8% response rate. There were 70 questions in which students had an opportunity to evaluate their level of importance and satisfaction with various services or attributes. Ten questions were developed by OCCC. Six questions related to the commitment the College had to various accommodations to special needs or student attributes. Nine questions reviewed the importance of various factors in the student's decision to enroll. The final three questions asked about the student's college experience, overall satisfaction and if they had to do it all over would they enroll in the college again. There were also 13 demographic questions.

Demographics

A summary of the demographic information is included in the chart on the next page. The full results are included in Appendix A.

	OCCC Student Population	OCCC Survey Respondents
1. Female	59%	71%
2. Under the age of 25	59%	38%
3. Ethnicity		
a. White	64%	59%
b. Hispanic	11%	11%
c. African-American/Black	11%	10%
d. Native American	5%	7%
e. Asian	6%	6%
4. Took day classes	62%	68%
5. Full-time	37%	57%
6. Had an associate degree as their educational goal	51%	63%
7. At the College one year or less	51%	34%

Other data included:

68% Employed
46% Neither parent attended college
78% Identified OCCC as their first choice
8% Identified themselves as disabled

OCCC RESULTS COMPARED TO THE NATIONAL RESULTS

Overall Satisfaction of the 70 Rated Questions

The satisfaction results of 69 of the 70 questions asked of the OCCC students were statistically significantly positive compared to the national results. There was only one that was not statistically higher but was above the national rating by 0.03 which was "my academic advisor is approachable." The detailed results are available in Appendix B. The sections which follow summarize the data.

Top Ten Satisfaction Differences between OCCC and National Results

The chart below compares the top ten items based on the largest differences between OCCC student level of satisfaction compared to the national student level of satisfaction. All ten of the ratings by OCCC students were statistically significantly higher than the national ratings. Even though the student parking space was among the ten lowest rated satisfaction items, it was significantly higher than the national rating and recorded the largest difference between OCCC level of satisfaction and the National student rate of satisfaction.

	OCCC Satisfaction	National Satisfaction	Mean Difference
1. The amount of student parking space on campus is adequate.	5.49	4.42	1.07***
2. Personnel in the Veterans' Services programs are helpful.	5.69	4.65	1.04***
3. Security staff respond quickly in emergencies.	5.96	5.01	0.95***
4. There are a sufficient number of study areas on campus.	6.26	5.44	0.82***
5. Security staff are helpful.	5.84	5.03	0.81***
6. Parking lots are well-lighted and secure.	5.99	5.18	0.81***
7. The career services office provides students with the help they need to get a job.	5.76	4.96	0.80***
8. Computer labs are adequate and accessible.	6.37	5.57	0.80***
9. I generally know what's happening on campus.	5.83	5.04	0.79***
10. Child care facilities are available on campus.	5.12	4.44	0.68***

*** Difference statistically significant at the .001 level

Bottom Ten Satisfaction Differences between OCCC and National Results

The chart below compares the bottom ten satisfaction rated items which had the least difference between OCCC student respondents and the national student respondents. Although these differences represented the smallest difference between OCCC and the national level of satisfaction, nine of them were statistically significantly higher than the national satisfaction numbers. The lowest gap was my academic advisor is approachable.

	OCCC Satisfaction	National Satisfaction	Mean Difference
1. Nearly all classes deal with practical experiences and applications.	5.81	5.44	0.37***
2. The quality of instruction I receive in most of my classes is excellent.	5.96	5.60	0.36***
3. Adequate financial aid is available for most students.	5.62	5.28	0.34***
4. Students are notified early in the term if they are doing poorly in a class.	5.25	4.91	0.34***
5. The personnel involved in registration are helpful.	5.64	5.35	0.29***
6. My academic advisor helps me set goals to work toward.	5.30	5.04	0.26***

	OCCC	National	Mean
	Satisfaction	Satisfaction	Difference
7. My academic advisor is knowledgeable about my program requirements.	5.63	5.40	0.23***
8. Financial aid counselors are helpful.	5.30	5.08	0.22***
9. My academic advisor is concerned about my success as an individual.	5.28	5.07	0.21***
10. My academic advisor is approachable.	5.45	5.42	0.03

*** Difference statistically significant at the .001 level

Institutional Summary by Twelve Categories

The institutional summary provides a twelve-item summary of the 70 importance/satisfaction questions as well as the six satisfaction questions regarding the college's commitment to meeting the needs of various student populations. (Appendix C for the detail) The chart is presented in terms of the highest level of OCCC's student satisfaction ratings. When comparing OCCC student level of satisfaction to the national student level of satisfaction, all twelve items were statistically significantly positive. The highest satisfaction rated item of 6.15 was academic services which included the labs, study areas, library, etc. This item for OCCC students also had the lowest gap between the level of importance and the level of satisfaction. The lowest satisfaction rated item of 5.54 was academic advising/counseling which was primarily comprised of academic advisor questions. More importantly the gap between the student's level of importance and level of satisfaction for academic advising/counseling was 0.94 which was the highest of any of the OCCC gaps within the twelve categories.

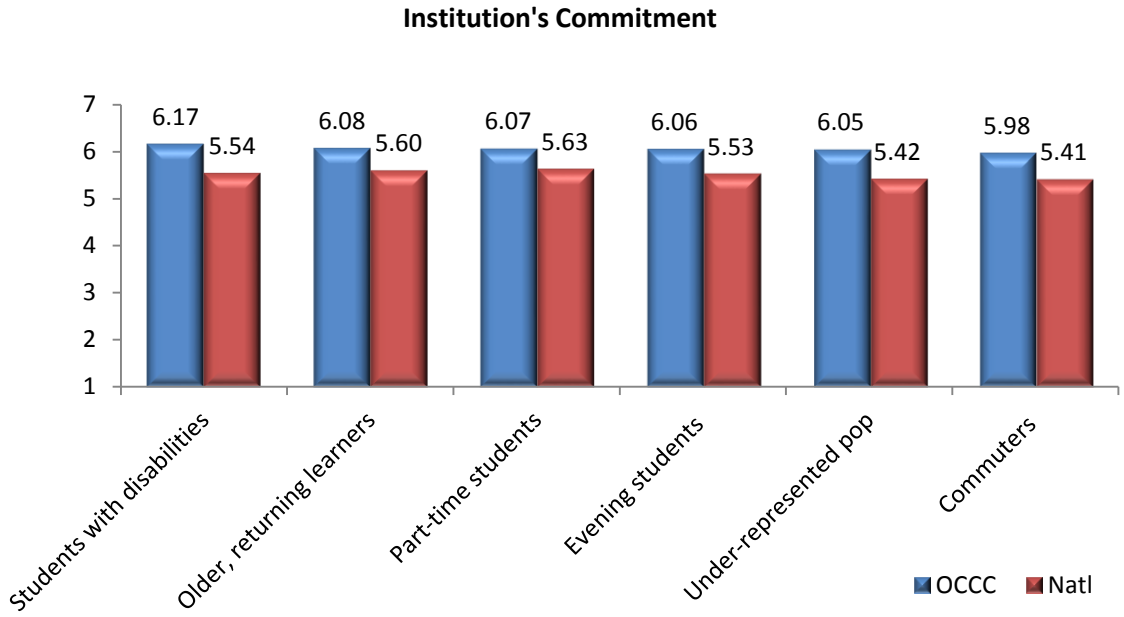
	OCCC			National			Satisfaction
	Importance	Satisfaction	Gap	Importance	Satisfaction	Gap	Mean Diff
1. Academic services	6.43	6.15	0.28	6.09	5.51	0.58	0.64***
2. Responsiveness to diverse populations		6.06			5.52		0.54***
3. Registrations effectiveness	6.47	5.95	0.52	6.20	5.46	0.74	0.49***
4. Safety and security	6.44	5.91	0.53	6.05	5.06	0.99	0.85***
5. Student centeredness	6.32	5.90	0.42	6.02	5.41	0.61	0.49***
6. Campus climate	6.33	5.88	0.45	6.01	5.34	0.67	0.54***
7. Instructional effectiveness	6.50	5.88	0.62	6.22	5.44	0.78	0.44***
8. Service excellence	6.32	5.85	0.47	6.00	5.31	0.69	0.54***
9. Concern for the individual	6.44	5.71	0.73	6.12	5.25	0.87	0.46***
10. Campus support services	6.03	5.70	0.33	5.51	5.00	0.51	0.70***
11. Admissions and financial aid	6.40	5.62	0.78	6.09	5.19	0.90	0.43***
12. Academic advising/counseling	6.48	5.54	0.94	6.18	5.23	0.95	0.31***

*** Difference statistically significant at the .001 level

Satisfaction with Institution's Commitment to Various Populations

There were six items which asked student's how satisfied they were that the campus demonstrates a commitment to meeting the needs of various student populations. All six items for the College were statistically significantly above the national satisfaction rates. The item on students with disabilities was the highest rated item although the range in responses was quite

close with 6.17 for the highest to 5.98 the lowest for commuters. By using a seven point scale, it is evident that students agree that OCCC is committed to these various populations.



Importance Factors in Deciding to Enroll Here

There were nine questions which asked students to determine how important certain factors were in their decision to enroll at the college. All but one, opportunity to play sports, was more important to OCCC students than students in the national comparison group. The cost was the highest rated area of importance with a 6.41 rate out of 7 points.

	OCCC Importance	National Importance	Diff
1. Cost as factor in decision to enroll.	6.41	6.31	0.10
2. Financial aid as factor in decision to enroll.	6.18	6.03	0.15
3. Academic reputation as factor in decision to enroll.	6.09	5.85	0.24
4. Geographic setting as factor in decision to enroll.	5.84	5.48	0.36
5. Personalized attention prior to enrollment as factor in decision to enroll.	5.63	5.38	0.25
6. Size of institution as factor in decision to enroll.	5.43	5.19	0.24
7. Campus appearance as factor in decision to enroll.	5.39	5.22	0.17
8. Recommendations from family/friends as factor in decision to enroll.	5.10	4.91	0.19
9. Opportunity to play sports as factor in decision to enroll.	3.27	3.53	-0.26

Three Overall Questions

There were three overall questions asked of the students. The first question asked how the students' college experience met their expectations. On a scale of 1 to 7, the average for the college was 5.21 which was 0.39 points higher than the national level. Below is a table of the results.

	OCCC	National	Mean Difference
So far, how has your college experience met your expectations?			
Average	5.21	4.82	0.39
1=Much worse than expected	1%	1%	
2=Quite a bit worse than I expected	0%	1%	
3=Worse than I expected	3%	6%	
4=About what I expected	28%	36%	
5=Better than I expected	28%	25%	
6=Quite a bit better than I expected	13%	12%	
7=Much better than expected	24%	15%	

The second question concerned the students' overall satisfaction with their college experience. On a scale of 1 to 7, the average for the college was 5.93 which was 0.47 points higher than the national level of satisfaction. Below is the distribution of the various responses. Note that the very satisfied response rate for the College was 35% compared to 20% for the national student population.

	OCCC	National	Mean Difference
Rate your overall satisfaction with your experience here thus far.			
Average	5.93	5.46	0.47
1=Not satisfied at all	0%	1%	
2=Not very satisfied	1%	2%	
3=Somewhat dissatisfied	3%	5%	
4=Neutral	5%	11%	
5=Somewhat satisfied	11%	17%	
6=Satisfied	41%	40%	
7=Very satisfied	35%	20%	

The third question asked the students if they had to do it over would they enroll at OCCC again. On a scale of 1 to 7, the average for the college was 6.33 which was 0.61 points higher than the national level. Below is a table of the various responses. Note that the definitely yes item for the College was 60% compared to 39% for the national student population.

	OCCC	National	Mean Difference
All in all, if you had to do it over, would you enroll here again?			
Average	6.33	5.72	0.61
1=Definitely not	0%	2%	
2=Probably not	1%	4%	
3=Maybe not	1%	3%	
4=I don't know	3%	8%	
5=Maybe yes	4%	10%	
6=Probably yes	27%	31%	
7=Definitely yes	60%	39%	

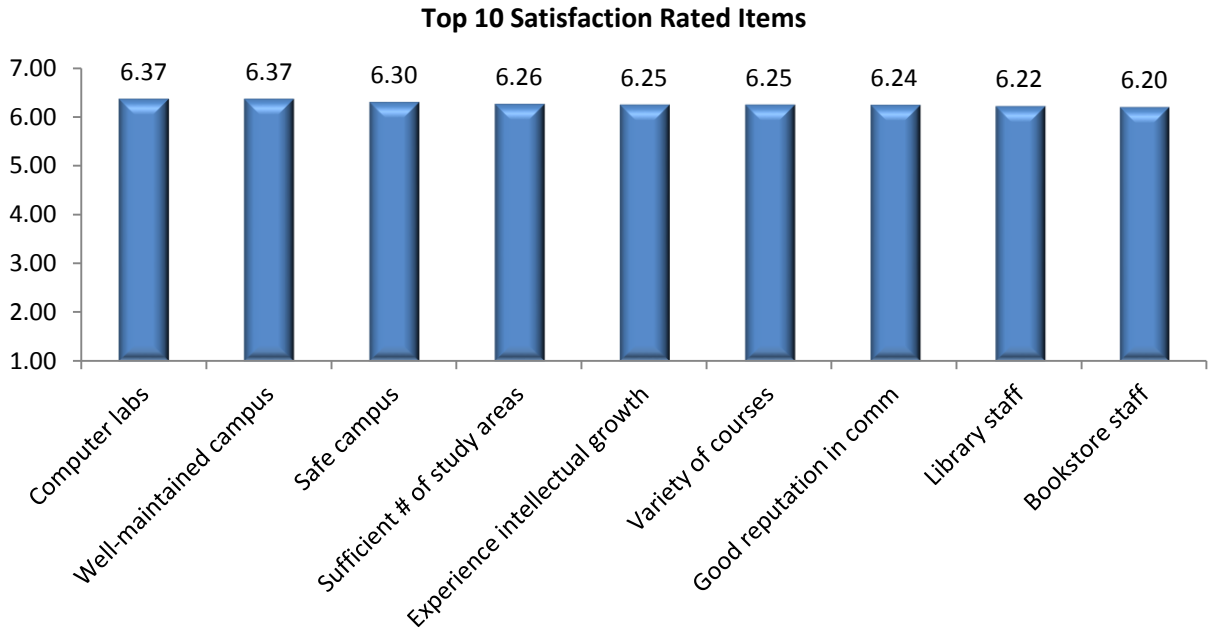
OCCC DATA ONLY

Overview

The review of OCCC data only provides a slightly different perspective of the results than when the data was compared to the national. The College's results in terms of the level of satisfaction continues to shine, however, there are some items in which there are large differences between the level of importance and the level of satisfaction. If there are some types of changes we could implement to close these gaps, student persistence, retention and graduation could be impacted.

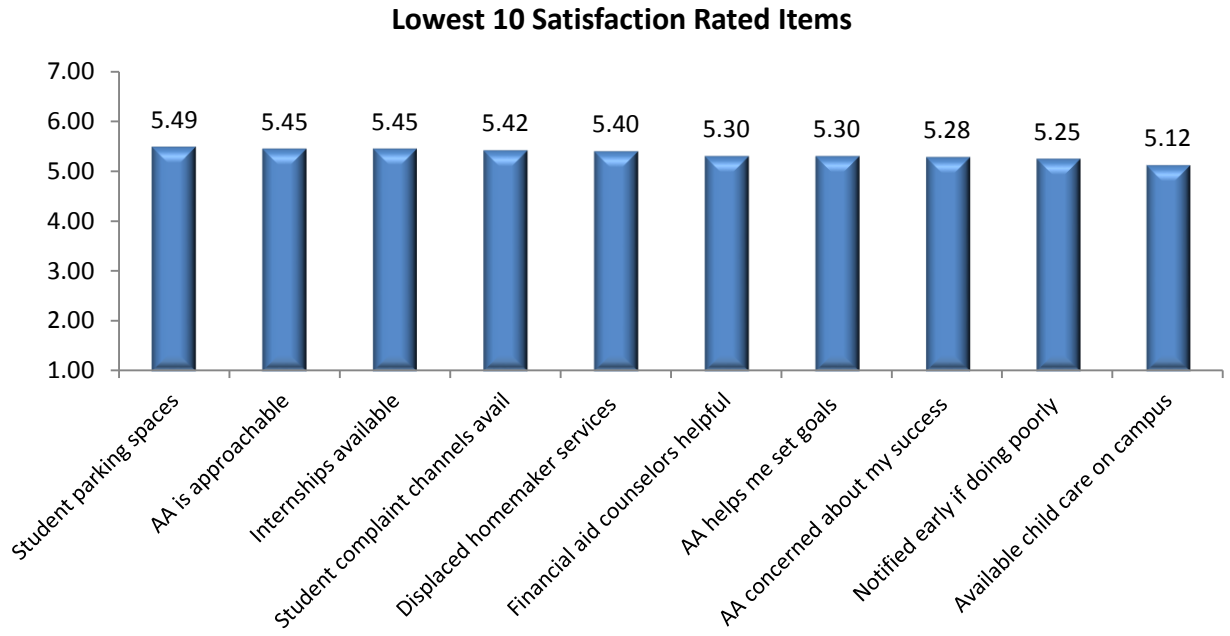
OCCC Top Ten Questions of Satisfaction

The top ten areas of satisfaction appear below. All ten items were statistically significantly higher than the national norm. The scale used in this survey was 1=not satisfied at all to 7=very satisfied. Each of the top ten were above 6.0 which is a positive reflection of how the students view the College.



OCCC Lowest Ten Questions of Satisfaction

The ten lowest rated satisfaction questions are identified in the chart on the following page. Nine of the ten items were statistically significantly higher than the national level of satisfaction. The only item that was not statistically higher was the question asking if academic advisors are approachable.



AA = Academic Advisor

OCCC Smallest Ten Performance Gaps

When a student identifies a level of satisfaction that is close to how he/she rated the importance of that question, the results indicate that overall the student is satisfied with the service characteristics. The smallest gap was the availability of child care facilities on campus with a gap of 0.02. This gap was followed by a sufficient number of study areas and the campus is well-maintained at 0.09.

	OCCC		
	Importance	Satisfaction	Performance Gap
1. Bookstore staff are helpful.	6.37	6.20	0.17
2. Computer labs are adequate and accessible.	6.53	6.37	0.16
3. This institution has a good reputation within the community.	6.39	6.24	0.15
4. Personnel in the Veterans' Services programs are helpful.	5.82	5.69	0.13
5. I generally know what's happening on campus.	5.96	5.83	0.13
6. Library staff are helpful and approachable.	6.35	6.22	0.13
7. Most students feel a sense of belonging here.	5.89	5.76	0.13
8. There are a sufficient number of study areas on campus.	6.35	6.26	0.09
9. On the whole, the campus is well-maintained.	6.46	6.37	0.09
10. Child care facilities are available on campus.	5.14	5.12	0.02

OCCC Largest Ten Performance Gaps

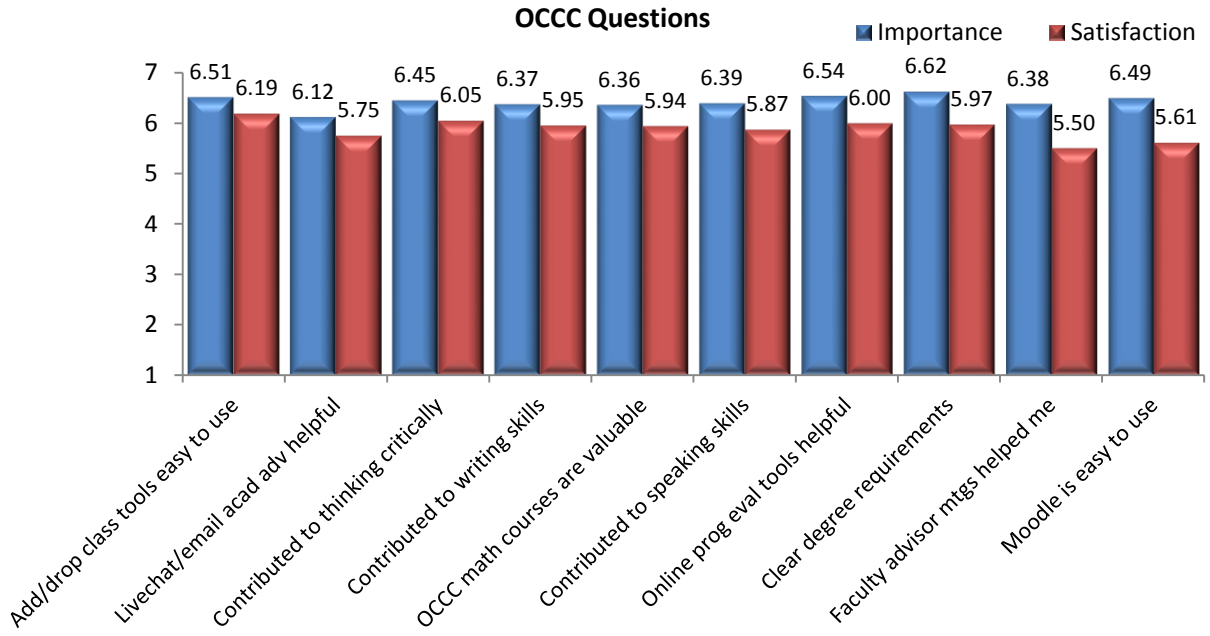
The largest performance gaps are significant because the results provide an insight into the student's expectations. The level of importance is based on a 1-7 point scale with 1=not important at all and 7=very important. Similarly, the level of satisfaction is based on a 1-7 point scale with 1=not at all satisfied and 7=very satisfied. The larger the gap, the more important it is to address what could be causing the difference. The item which had the largest gap was that

"financial aid counselors are helpful" followed closely by "students are notified early in the term if they are doing poorly in a class," and "my academic advisor is concerned about my success as an individual." Note that the question regarding the approachability of academic advisors is in the fourth highest rated gap which reinforces the previously stated satisfaction results.

	OCCC		
	Importance	Satisfaction	Performance Gap
1. Financial aid counselors are helpful.	6.45	5.30	1.15
2. Students are notified early in the term if they are doing poorly in a class.	6.39	5.25	1.14
3. My academic advisor is concerned about my success as an individual.	6.41	5.28	1.13
4. My academic advisor is approachable.	6.50	5.45	1.05
5. My academic advisor helps me set goals to work toward.	6.34	5.30	1.04
6. My academic advisor is knowledgeable about the transfer requirements of other schools.	6.52	5.53	0.99
7. My academic advisor is knowledgeable about my program requirements.	6.60	5.63	0.97
8. The amount of student parking space on campus is adequate.	6.44	5.49	0.95
9. Faculty provide timely feedback about student progress in a course.	6.59	5.68	0.91
10. Financial aid awards are announced to students in time to be helpful in college planning.	6.45	5.56	0.89

OCCC Questions

There were ten campus questions which the College developed for the survey. The ratings of importance as well as the level of satisfaction were quite high. The smallest gaps between the level of importance and satisfaction were the add/drop class tools were easy to use and the live chat/email academic advisement services were helpful. There were two items that had relatively large gaps. These two items were Moodle at OCCC is easy to access and use, as well as meeting with my faculty advisor helps me stay on track toward my degree (both had 0.88 gap). These two items may need further attention.


OCCC Questions
Importance
Satisfaction
7
6
5
4
3
2
1
6.51
6.19
6.12
5.75
6.45
6.05
6.37
5.95
6.36
5.94
6.39
5.87
6.54
6.00
6.62
5.97
6.38
5.50
6.49
5.61
Add/drop class tools easy to use
Livechat/email acad adv helpful
Contributed to thinking critically
Contributed to writing skills
OCCC math courses are valuable
Contributed to speaking skills
Online prog eval tools helpful
Clear degree requirements
Faculty advisor mtgs helped me
Moodle is easy to use

Noel Levitz Student Satisfaction Inventory vs ACT Student Opinion Survey Results

One of the primary reasons why OCCC chose to administer the Noel Levitz Student Satisfaction Inventory (SSI) when the ACT Student Opinion Survey (SOS) was no longer available was because there were similar questions on this survey. There were 17 items which were common to both surveys. To compare the two surveys it was necessary to convert the results to a scale of 100 because the SSI had a seven-point scale and the SOS had a five-point scale.

Generally, when reviewing results on a 100 point scale, the items that would be of interest would be those which were plus or minus eight points. As can be viewed in the chart below there were nine items in which the SSI results were 8 points or higher than the SOS survey results and only one that was 8 points lower. The other seven rated items were comparatively the same.

Item	SOS 2012	SSI 2013	Difference
1. College Bookstore	71	87	16
2. Availability of courses	69	83	14
3. Billing	70	84	14
4. Variety of courses offered	78	90	12
5. Instructor out of class availability	73	85	12
6. Concern for the individual	68	79	11
7. Condition of the campus	79	90	11
8. Study areas	79	88	9
9. Lab facilities	76	84	8
10. Career services	72	79	7
11. Quality of instruction	76	83	6
12. Library services	85	88	3
13. College orientation	79	82	3
14. Financial aid services	69	72	3
15. OCCC in general	80	82	2
16. Tutorial services	81	83	2
17. Veterans' services	86	78	-8

CONCLUSIONS

Overall the College results when compared to the national results were very positive with the satisfaction of 69 of the 70 questions at a statistically significantly higher rate than the national satisfaction rate. Of the twelve categories identified by Noel Levitz, the highest student-rated category based on their level of satisfaction was academic services which were comprised of the library, tutoring, study areas etc. When comparing OCCC developed questions, two items with the smallest gap between their level of importance and satisfaction included the use of online tools to add or drop classes as well as the live chat and email academic advisement services are helpful. The six items regarding student satisfaction with how the campus demonstrated a commitment to meeting the needs of various student populations were all statistically significantly higher than the national level of satisfaction. Students were very satisfied with the College overall and would enroll here if they had to do it all over again.

Perhaps one of the more interesting results was that one of the largest positive differences between the levels of satisfaction at OCCC compared to the National level of satisfaction was student parking. Even though students express their concerns about parking on campus, they rated their level of satisfaction with parking significantly higher than others outside of the College who have completed this survey.

Some of the areas College staff may want to explore further include academic advising, students' notification if they are doing poorly in class, financial aid counselor help, and access to Moodle.

Appendix A
Demographics

Gender	**N**	**%**
Female	646	70.99%
Male	264	29.01%
Total	910	100.00%
No Response 15		

Age	**N**	**%**
18 and under	41	4.51%
19 to 24	302	33.19%
25 to 34	287	31.54%
35 to 44	159	17.47%
45 and over	121	13.30%
Total	910	100.00%
No Response 15		

Ethnicity/Race	**N**	**%**
African-American	88	9.71%
American Indian/Alaskan Native	59	6.51%
Asian or Pacific Islander	57	6.29%
Caucasian/White	534	58.94%
Hispanic	100	11.04%
Other race	33	3.64%
Race - Prefer not to respond	35	3.86%
Total	906	100.00%
No Response 19		

Current Enrollment Status	**N**	**%**
Day	611	67.74%
Evening	278	30.82%
Weekend	13	1.44%
Total	902	100.00%
No Response 23		

Current Class Load	**N**	%
Full-time	519	57.48%
Part-time	384	42.52%
Total	903	100.00%
No Response 22		

Class Level	**N**	**%**
1 year or less	311	34.48%
2 years	376	41.69%
3 years	118	13.08%
4 or more years	97	10.75%
Total	902	100.00%
No Response 23		

Current GPA	N	%
No credits earned	60	6.77%
1.99 or below	21	2.37%
2.0 - 2.49	52	5.87%
2.5 - 2.99	139	15.69%
3.0 - 3.49	270	30.47%
3.5 or above	344	38.83%
Total	886	100.00%
No Response 39		

Educational Goal	N	%
Associate degree	572	63.49%
Vocational/technical program	6	0.67%
Transfer to another institution	242	26.86%
Certification (initial / renewal)	13	1.44%
Self-improvement/pleasure	9	1.00%
Job-related training	11	1.22%
Other educational goal	48	5.33%
Total	901	100.00%
No Response 24		

Employment	N	%
Full-time off campus	327	36.41%
Part-time off campus	201	22.38%
Full-time on campus	21	2.34%
Part-time on campus	58	6.46%
Not employed	291	32.41%
Total	898	100.00%
No Response 27		

Current Residence	N	%
Residence hall	0	0.00%
Own house	347	38.51%
Rent room or apt off campus	244	27.08%
Parent's home	233	25.86%
Other residence	77	8.55%
Total	901	100.00%
No Response 24		

Residence Classification	N	%
In-state	853	95.20%
Out-of-state	25	2.79%
International (not U.S. citizen)	18	2.01%
Total	896	100.00%
No Response 29		

Disabilities	N	%
Yes - Disability	76	8.43%
No - Disability	826	91.57%
Total	902	100.00%
No Response 23		

Institution Was My	N	%
1st choice	707	77.95%
2nd choice	158	17.42%
3rd choice or lower	42	4.63%
Total	907	100.00%
No Response 18		

Did either of your parents attend college?		
Yes	471	51.87%
No	417	45.93%
Don't know	20	2.20%
Total	908	100.00%
No Response 17		

Appendix B
Results by Question

	OCCC			National			Mean Diff
	Imp	Satis	Perf Gap	Imp	Satis	Perf Gap	
1. Most students feel a sense of belonging here.	5.89	5.76	0.13	5.53	5.33	0.20	0.43***
2. Faculty care about me as an individual.	6.38	5.77	0.61	6.00	5.39	0.61	0.38***
3. The quality of instruction in the vocational/technical programs is excellent.	6.43	5.82	0.61	6.08	5.42	0.66	0.40***
4. Security staff are helpful.	6.12	5.84	0.28	5.59	5.03	0.56	0.81***
5. The personnel involved in registration are helpful.	6.42	5.64	0.78	6.21	5.35	0.86	0.29***
6. My academic advisor is approachable.	6.50	5.45	1.05	6.26	5.42	0.84	0.03
7. Adequate financial aid is available for most students.	6.45	5.62	0.83	6.27	5.28	0.99	0.34***
8. Classes are scheduled at times that are convenient for me.	6.65	5.88	0.77	6.45	5.49	0.96	0.39***
9. Internships or practical experiences are provided to my degree/certificate program.	6.24	5.45	0.79	5.93	5.00	0.93	0.45***
10. Child care facilities are available on campus.	5.14	5.12	0.02	4.52	4.44	0.08	0.68***
11. Security staff respond quickly in emergencies.	6.48	5.96	0.52	5.95	5.01	0.94	0.95***
12. My academic advisor helps me set goals to work toward.	6.34	5.30	1.04	6.04	5.04	1.00	0.26***
13. Financial aid awards are announced to students in time to be helpful in college planning.	6.45	5.56	0.89	6.13	4.98	1.15	0.58***
14. Library resources and services are adequate.	6.49	6.30	0.19	6.15	5.66	0.49	0.64***
15. I am able to register for classes I need with few conflicts.	6.63	6.00	0.63	6.38	5.39	0.99	0.61***
16. The college shows concern for students as individuals.	6.40	5.67	0.73	6.12	5.13	0.99	0.54***
17. Personnel in the Veterans' Services programs are helpful.	5.82	5.69	0.13	4.80	4.65	0.15	1.04***
18. The quality of instruction I receive in most of my classes is excellent.	6.71	5.96	0.75	6.44	5.60	0.84	0.36***
19. This campus provides effective support services for displaced homemakers.	5.94	5.40	0.54	5.18	4.79	0.39	0.61***
20. Financial aid counselors are helpful.	6.45	5.30	1.15	6.13	5.08	1.05	0.22***
21. There are a sufficient number of study areas on campus.	6.35	6.26	0.09	6.03	5.44	0.59	0.82***
22. People on this campus respect and are supportive of each other.	6.34	5.96	0.38	6.00	5.32	0.68	0.64***
23. Faculty are understanding of students' unique life circumstances.	6.49	5.75	0.74	6.16	5.26	0.90	0.49***
24. Parking lots are well-lighted and secure.	6.50	5.99	0.51	6.13	5.18	0.95	0.81***

	OCCC			National			Mean Diff
	Imp	Satis	Perf Gap	Imp	Satis	Perf Gap	
25. My academic advisor is concerned about my success as an individual.	6.41	5.28	1.13	6.15	5.07	1.08	0.21***
26. Library staff are helpful and approachable.	6.35	6.22	0.13	5.98	5.59	0.39	0.63***
27. The campus staff are caring and helpful.	6.39	5.94	0.45	6.09	5.49	0.60	0.45***
28. It is an enjoyable experience to be a student on this campus.	6.42	6.06	0.36	6.17	5.54	0.63	0.52***
29. Faculty are fair and unbiased in their treatment of individual students.	6.59	5.94	0.65	6.27	5.42	0.85	0.52***
30. The career services office provides students with the help they need to get a job.	6.31	5.76	0.55	5.93	4.96	0.97	0.80***
31. The campus is safe and secure for all students.	6.65	6.26	0.39	6.33	5.63	0.70	0.63***
32. My academic advisor is knowledgeable about my program requirements.	6.60	5.63	0.97	6.33	5.40	0.93	0.23***
33. Admissions counselors accurately portray the campus in their recruiting practices.	6.24	5.78	0.46	5.82	5.17	0.65	0.61***
34. Computer labs are adequate and accessible.	6.53	6.37	0.16	6.21	5.57	0.64	0.80***
35. Policies and procedures regarding registration and course selection are clear and well-publicized.	6.47	5.91	0.56	6.19	5.44	0.75	0.47***
36. Students are made to feel welcome on this campus.	6.47	6.15	0.32	6.18	5.62	0.56	0.53***
37. Faculty take into consideration student differences as they teach a course.	6.34	5.67	0.67	6.09	5.25	0.84	0.42***
38. The student center is a comfortable place for students to spend their leisure time.	6.03	5.82	0.21	5.72	5.28	0.44	0.54***
39. The amount of student parking space on campus is adequate.	6.44	5.49	0.95	6.20	4.42	1.78	1.07***
40. My academic advisor is knowledgeable about the transfer requirements of other schools.	6.52	5.53	0.99	6.19	5.15	1.04	0.38***
41. Admissions staff are knowledgeable.	6.45	5.81	0.64	6.19	5.43	0.76	0.38***
42. The equipment in the lab facilities is kept up to date.	6.48	6.03	0.45	6.16	5.48	0.68	0.55***
43. Class change (drop/add) policies are reasonable.	6.45	6.10	0.35	6.13	5.50	0.63	0.60***
44. I generally know what's happening on campus.	5.96	5.83	0.13	5.57	5.04	0.53	0.79***
45. This institution has a good reputation within the community.	6.39	6.24	0.15	6.07	5.66	0.41	0.58***
46. Faculty provide timely feedback about student progress in a course.	6.59	5.68	0.91	6.22	5.29	0.93	0.39***

	OCCC			National			Mean Diff
	Imp	Satis	Perf Gap	Imp	Satis	Perf Gap	
47. There are adequate services to help me decide upon a career.	6.44	5.76	0.68	6.08	5.22	0.86	0.54***
48. Counseling staff care about students as individuals.	6.45	5.85	0.60	6.07	5.22	0.85	0.63***
49.Admissions counselors respond to prospective students' unique needs and requests.	6.33	5.65	0.68	6.00	5.21	0.79	0.44***
50. Tutoring services are readily available.	6.38	5.98	0.40	6.04	5.50	0.54	0.48***
51. There are convenient ways of paying my school bill.	6.42	6.06	0.36	6.18	5.52	0.66	0.54***
52. This school does whatever it can to help me reach my educational goals.	6.51	5.76	0.75	6.24	5.27	0.97	0.49***
53. The assessment and course placement procedures are reasonable.	6.36	5.86	0.50	6.06	5.37	0.69	0.49***
54. Faculty are interested in my academic problems.	6.37	5.64	0.73	6.05	5.21	0.84	0.43***
55. Academic support services adequately meet the needs of students.	6.40	5.77	0.63	6.04	5.31	0.73	0.46***
56. The business office is open during hours which are convenient for most students.	6.36	5.86	0.50	6.05	5.43	0.62	0.43***
57. Administrators are approachable to students.	6.35	5.80	0.55	6.05	5.33	0.72	0.47***
58. Nearly all of the faculty are knowledgeable in their fields.	6.60	6.11	0.49	6.36	5.71	0.65	0.40***
59. New student orientation services help students adjust to college.	6.13	5.90	0.23	5.84	5.29	0.55	0.61***
60. Billing policies are reasonable.	6.40	5.90	0.50	6.09	5.38	0.71	0.52***
61. Faculty are usually available after class and during office hours.	6.50	6.10	0.40	6.23	5.64	0.59	0.46***
62. Bookstore staff are helpful.	6.37	6.20	0.17	6.06	5.60	0.49	0.60***
63. I seldom get the "run-around" when seeking information on this campus.	6.44	5.57	0.87	6.07	5.10	0.97	0.47***
64. Nearly all classes deal with practical experiences and applications.	6.36	5.81	0.55	6.10	5.44	0.66	0.37***
65. Students are notified early in the term if they are doing poorly in a class.	6.39	5.25	1.14	6.19	4.91	1.28	0.34***
66. Program requirements are clear and reasonable.	6.56	6.00	0.56	6.29	5.55	0.74	0.45***
67. Channels for expressing student complaints are readily available.	6.26	5.42	0.84	5.95	4.91	1.04	0.51***
68. On the whole, the campus is well-maintained.	6.46	6.37	0.09	6.20	5.83	0.37	0.54***
69. There is a good variety of courses provided on this campus.	6.56	6.25	0.31	6.33	5.65	0.68	0.60***
70. I am able to experience intellectual growth here.	6.60	6.25	0.35	6.35	5.76	0.59	0.49***

* Difference statistically significant at the .05 level

** Difference statistically significant at the .01 level

*** Difference statistically significant at the .001 level

OCCC Items

	Importance	Satisfaction	Performance Gap
71. The live chat and email academic advisement services are helpful.	6.12	5.75	0.37
72. Online tools to add or drop classes are easy to access and use.	6.51	6.19	0.32
73. Online program evaluation tools that help me track classes to take and how close I am to completing a degree are helpful.	6.54	6.00	0.54
74. Meeting with my faculty advisor helps me stay on track toward my degree.	6.38	5.50	0.88
75. Requirements for my degree program are clear and easy to follow.	6.62	5.97	0.65
76. My OCCC experience contributed to my skills in writing clearly and effectively.	6.37	5.95	0.42
77. My OCCC experience contributed to my skills in thinking critically and analytically.	6.45	6.05	0.40
78. My OCCC experience contributed to my skills in speaking clearly and effectively.	6.39	5.87	0.52
79. OCCC math courses are valuable.	6.36	5.94	0.42
80. Moodle at OCCC is easy to access and use.	6.49	5.61	0.88

Satisfaction That OCCC Demonstrates a Commitment to:

	OCCC Satisfaction	National Satisfaction	Gap
81. Part-time students?	6.07	5.63	0.44***
82. Evening students?	6.06	5.53	0.53***
83. Older, returning learners?	6.08	5.60	0.48***
84. Under-represented populations?	6.05	5.42	0.63***
85. Commuters?	5.98	5.41	0.57***
86. Students with disabilities?	6.17	5.54	0.63***

Importance of Decision to Enroll

	OCCC Importance	National Importance	Difference
87. Cost as factor in decision to enroll.	6.41	6.31	0.10
88. Financial aid as factor in decision to enroll.	6.18	6.03	0.15
89. Academic reputation as factor in decision to enroll.	6.09	5.85	0.24
90. Size of institution as factor in decision to enroll.	5.43	5.19	0.24
91. Opportunity to play sports as factor in decision to enroll.	3.27	3.53	-0.26
92. Recommendations from family/friends as factor in decision to enroll.	5.10	4.91	0.19
93. Geographic setting as factor in decision to enroll.	5.84	5.48	0.36
94. Campus appearance as factor in decision to enroll.	5.39	5.22	0.17
95. Personalized attention prior to enrollment as factor in decision to enroll.	5.63	5.38	0.25

	OCCC	National	Mean Difference
So far, how has your college experience met your expectations?			
Average	5.21	4.82	0.39
1=Much worse than expected	1%	1%	
2=Quite a bit worse than I expected	0%	1%	
3=Worse than I expected	3%	6%	
4=About what I expected	28%	36%	
5=Better than I expected	28%	25%	
6=Quite a bit better than I expected	13%	12%	
7=Much better than expected	24%	15%	
Rate your overall satisfaction with your experience here thus far.			
Average	5.93	5.46	0.47
1=Not satisfied at all	0%	1%	
2=Not very satisfied	1%	2%	
3=Somewhat dissatisfied	3%	5%	
4=Neutral	5%	11%	
5=Somewhat satisfied	11%	17%	
6=Satisfied	41%	40%	
7=Very satisfied	35%	20%	
All in all, if you had to do it over, would you enroll here again?			
Average	6.33	5.72	0.61
1=Definitely not	0%	2%	
2=Probably not	1%	4%	
3=Maybe not	1%	3%	
4=I don't know	3%	8%	
5=Maybe yes	4%	10%	
6=Probably yes	27%	31%	
7=Definitely yes	60%	39%	

Appendix C
Institutional Summary

	OCCC			National			
Scale	**Import**	**Satis / SD**	**Gap**	**Import**	**Satis / SD**	**Gap**	**Mean Diff**
Student Centeredness	6.32	5.90 / 1.03	0.42	6.02	5.41 / 1.16	0.61	0.49 ***
1. Most students feel a sense of belonging here.	5.89	5.76 / 1.25	0.13	5.53	5.33 / 1.38	0.20	0.43 ***
16. The college shows concern for students as individuals.	6.40	5.67 / 1.39	0.73	6.12	5.13 / 1.56	0.99	0.54 ***
27. The campus staff are caring and helpful.	6.39	5.94 / 1.22	0.45	6.09	5.49 / 1.34	0.60	0.45 ***
28. It is an enjoyable experience to be a student on this campus.	6.42	6.06 / 1.22	0.36	6.17	5.54 / 1.43	0.63	0.52 ***
36. Students are made to feel welcome on this campus.	6.47	6.15 / 1.13	0.32	6.18	5.62 / 1.36	0.56	0.53 ***
57. Administrators are approachable to students.	6.35	5.80 / 1.36	0.55	6.05	5.33 / 1.48	0.72	0.47 ***
Instructional Effectiveness	6.50	5.88 / 0.99	0.62	6.22	5.44 / 1.08	0.78	0.44 ***
2. Faculty care about me as an individual.	6.38	5.77 / 1.31	0.61	6.00	5.39 / 1.42	0.61	0.38 ***
18. The quality of instruction I receive in most of my classes is excellent.	6.71	5.96 / 1.21	0.75	6.44	5.60 / 1.35	0.84	0.36 ***
23. Faculty are understanding of students' unique life circumstances.	6.49	5.75 / 1.44	0.74	6.16	5.26 / 1.53	0.90	0.49 ***
29. Faculty are fair and unbiased in their treatment of individual students.	6.59	5.94 / 1.33	0.65	6.27	5.42 / 1.49	0.85	0.52 ***
37. Faculty take into consideration student differences as they teach a course.	6.34	5.67 / 1.34	0.67	6.09	5.25 / 1.47	0.84	0.42 ***
46. Faculty provide timely feedback about student progress in a course.	6.59	5.68 / 1.44	0.91	6.22	5.29 / 1.50	0.93	0.39 ***
54. Faculty are interested in my academic problems.	6.37	5.64 / 1.48	0.73	6.05	5.21 / 1.49	0.84	0.43 ***
58. Nearly all of the faculty are knowledgeable in their fields.	6.60	6.11 / 1.14	0.49	6.36	5.71 / 1.33	0.65	0.40 ***
61. Faculty are usually available after class and during office hours.	6.50	6.10 / 1.15	0.40	6.23	5.64 / 1.37	0.59	0.46 ***
64. Nearly all classes deal with practical experiences and applications.	6.36	5.81 / 1.25	0.55	6.10	5.44 / 1.37	0.66	0.37 ***
65. Students are notified early in the term if they are doing poorly in a class.	6.39	5.25 / 1.75	1.14	6.19	4.91 / 1.74	1.28	0.34 ***
66. Program requirements are clear and reasonable.	6.56	6.00 / 1.22	0.56	6.29	5.55 / 1.39	0.74	0.45 ***
69. There is a good variety of courses provided on this campus.	6.56	6.25 / 1.07	0.31	6.33	5.65 / 1.41	0.68	0.60 ***
70. I am able to experience intellectual growth here.	6.60	6.25 / 1.04	0.35	6.35	5.76 / 1.32	0.59	0.49 ***
Responsiveness to Diverse Populations		6.06 / 1.12			5.52 / 1.25		0.54 ***
81. Institution's commitment to part-time students?		6.07 / 1.14			5.63 / 1.36		0.44 ***
82. Institution's commitment to evening students?		6.06 / 1.21			5.53 / 1.43		0.53 ***

	OCCC			National			
Scale	**Import**	**Satis / SD**	**Gap**	**Import**	**Satis / SD**	**Gap**	**Mean Diff**
83. Institution's commitment to older, returning learners?		6.08 / 1.29			5.60 / 1.40		0.48 ***
84. Institution's commitment to under-represented populations?		6.05 / 1.22			5.42 / 1.39		0.63 ***
85. Institution's commitment to commuters?		5.98 / 1.29			5.41 / 1.47		0.57 ***
86. Institution's commitment to students with disabilities?		6.17 / 1.26			5.54 / 1.41		0.63 ***
Campus Support Services	6.03	5.70 / 1.18	0.33	5.51	5.00 / 1.19	0.51	0.70 ***
10. Child care facilities are available on campus.	5.14	5.12 / 1.76	0.02	4.52	4.44 / 1.67	0.08	0.68 ***
17. Personnel in the Veterans' Services program are helpful.	5.82	5.69 / 1.44	0.13	4.80	4.65 / 1.40	0.15	1.04 ***
19. This campus provides effective support services for displaced homemakers.	5.94	5.40 / 1.58	0.54	5.18	4.79 / 1.40	0.39	0.61 ***
30. The career services office provides students with the help they need to get a job.	6.31	5.76 / 1.43	0.55	5.93	4.96 / 1.49	0.97	0.80 ***
38. The student center is a comfortable place for students to spend their leisure time.	6.03	5.82 / 1.34	0.21	5.72	5.28 / 1.47	0.44	0.54 ***
47. There are adequate services to help me decide upon a career.	6.44	5.76 / 1.45	0.68	6.08	5.22 / 1.49	0.86	0.54 ***
59. New student orientation services help students adjust to college.	6.13	5.90 / 1.38	0.23	5.84	5.29 / 1.49	0.55	0.61 ***
Safety and Security	6.44	5.91 / 0.99	0.53	6.05	5.06 / 1.20	0.99	0.85 ***
4. Security staff are helpful.	6.12	5.84 / 1.34	0.28	5.59	5.03 / 1.57	0.56	0.81 ***
11. Security staff respond quickly in emergencies.	6.48	5.96 / 1.28	0.52	5.95	5.01 / 1.47	0.94	0.95 ***
24. Parking lots are well-lighted and secure.	6.50	5.99 / 1.28	0.51	6.13	5.18 / 1.63	0.95	0.81 ***
31. The campus is safe and secure for all students.	6.65	6.26 / 1.00	0.39	6.33	5.63 / 1.34	0.70	0.63 ***
39. The amount of student parking space on campus is adequate.	6.44	5.49 / 1.67	0.95	6.20	4.42 / 2.02	1.78	1.07 ***
Academic Advising/Counseling	6.48	5.54 / 1.41	0.94	6.18	5.23 / 1.34	0.95	0.31 ***
6. My academic advisor is approachable.	6.50	5.45 / 1.77	1.05	6.26	5.42 / 1.64	0.84	0.03
12. My academic advisor helps me set goals to work toward.	6.34	5.30 / 1.87	1.04	6.04	5.04 / 1.73	1.00	0.26 ***
25. My academic advisor is concerned about my success as an individual.	6.41	5.28 / 1.79	1.13	6.15	5.07 / 1.72	1.08	0.21 ***
32. My academic advisor is knowledgeable about my program requirements.	6.60	5.63 / 1.70	0.97	6.33	5.40 / 1.65	0.93	0.23 ***
40. My academic advisor is knowledgeable about the transfer requirements of other schools.	6.52	5.53 / 1.66	0.99	6.19	5.15 / 1.66	1.04	0.38 ***

	OCCC			National			
Scale	**Import**	**Satis / SD**	**Gap**	**Import**	**Satis / SD**	**Gap**	**Mean Diff**
48. Counseling staff care about students as individuals.	6.45	5.85 / 1.37	0.60	6.07	5.22 / 1.54	0.85	0.63 ***
52. This school does whatever it can to help me reach my educational goals.	6.51	5.76 / 1.39	0.75	6.24	5.27 / 1.50	0.97	0.49 ***
Admissions and Financial Aid	6.40	5.62 / 1.25	0.78	6.09	5.19 / 1.24	0.90	0.43 ***
7. Adequate financial aid is available for most students.	6.45	5.62 / 1.73	0.83	6.27	5.28 / 1.68	0.99	0.34 ***
13. Financial aid awards are announced to students in time to be helpful in college planning.	6.45	5.56 / 1.60	0.89	6.13	4.98 / 1.70	1.15	0.58 ***
20. Financial aid counselors are helpful.	6.45	5.30 / 1.77	1.15	6.13	5.08 / 1.70	1.05	0.22 ***
33. Admissions counselors accurately portray the campus in their recruiting practices.	6.24	5.78 / 1.37	0.46	5.82	5.17 / 1.45	0.65	0.61 ***
41. Admissions staff are knowledgeable.	6.45	5.81 / 1.31	0.64	6.19	5.43 / 1.44	0.76	0.38 ***
49. Admissions counselors respond to prospective students' unique needs and requests.	6.33	5.65 / 1.44	0.68	6.00	5.21 / 1.47	0.79	0.44 ***
Academic Services	6.43	6.15 / 0.86	0.28	6.09	5.51 / 1.06	0.58	0.64 ***
14. Library resources and services are adequate.	6.49	6.30 / 1.01	0.19	6.15	5.66 / 1.35	0.49	0.64 ***
21. There are a sufficient number of study areas on campus.	6.35	6.26 / 1.11	0.09	6.03	5.44 / 1.51	0.59	0.82 ***
26. Library staff are helpful and approachable.	6.35	6.22 / 1.09	0.13	5.98	5.59 / 1.39	0.39	0.63 ***
34. Computer labs are adequate and accessible.	6.53	6.37 / 1.01	0.16	6.21	5.57 / 1.46	0.64	0.80 ***
42. The equipment in the lab facilities is kept up to date.	6.48	6.03 / 1.19	0.45	6.16	5.48 / 1.42	0.68	0.55 ***
50. Tutoring services are readily available.	6.38	5.98 / 1.35	0.40	6.04	5.50 / 1.45	0.54	0.48 ***
55. Academic support services adequately meet the needs of students.	6.40	5.77 / 1.36	0.63	6.04	5.31 / 1.39	0.73	0.46 ***
Registration Effectiveness	6.47	5.95 / 0.93	0.52	6.20	5.46 / 1.05	0.74	0.49 ***
5. The personnel involved in registration are helpful.	6.42	5.64 / 1.51	0.78	6.21	5.35 / 1.58	0.86	0.29 ***
8. Classes are scheduled at times that are convenient for me.	6.65	5.88 / 1.35	0.77	6.45	5.49 / 1.51	0.96	0.39 ***
15. I am able to register for classes I need with few conflicts.	6.63	6.00 / 1.30	0.63	6.38	5.39 / 1.56	0.99	0.61 ***
35. Policies and procedures regarding registration and course selection are clear and well-publicized.	6.47	5.91 / 1.32	0.56	6.19	5.44 / 1.45	0.75	0.47 ***
43. Class change (drop/add) policies are reasonable.	6.45	6.10 / 1.23	0.35	6.13	5.50 / 1.46	0.63	0.60 ***
51. There are convenient ways of paying my school bill.	6.42	6.06 / 1.31	0.36	6.18	5.52 / 1.47	0.66	0.54 ***
56. The business office is open during hours which are convenient for most students.	6.36	5.86 / 1.33	0.50	6.05	5.43 / 1.43	0.62	0.43 ***

	OCCC			National			
Scale	**Import**	**Satis / SD**	**Gap**	**Import**	**Satis / SD**	**Gap**	**Mean Diff**
60. Billing policies are reasonable.	6.40	5.90 / 1.35	0.50	6.09	5.38 / 1.46	0.71	0.52 ***
62. Bookstore staff are helpful.	6.37	6.20 / 1.14	0.17	6.06	5.60 / 1.47	0.46	0.60 ***
Service Excellence	6.32	5.85 / 0.97	0.47	6.00	5.31 / 1.09	0.69	0.54 ***
5. The personnel involved in registration are helpful.	6.42	5.64 / 1.51	0.78	6.21	5.35 / 1.58	0.86	0.29 ***
22. People on this campus respect and are supportive of each other.	6.34	5.96 / 1.20	0.38	6.00	5.32 / 1.41	0.68	0.64 ***
26. Library staff are helpful and approachable.	6.35	6.22 / 1.09	0.13	5.98	5.59 / 1.39	0.39	0.63 ***
27. The campus staff are caring and helpful.	6.39	5.94 / 1.22	0.45	6.09	5.49 / 1.34	0.60	0.45 ***
44. I generally know what's happening on campus.	5.96	5.83 / 1.31	0.13	5.57	5.04 / 1.53	0.53	0.79 ***
57. Administrators are approachable to students.	6.35	5.80 / 1.36	0.55	6.05	5.33 / 1.48	0.72	0.47 ***
62. Bookstore staff are helpful.	6.37	6.20 / 1.14	0.17	6.06	5.60 / 1.47	0.46	0.60 ***
63. I seldom get the "run-around" when seeking information on this campus.	6.44	5.57 / 1.59	0.87	6.07	5.10 / 1.67	0.97	0.47 ***
67. Channels for expressing student complaints are readily available.	6.26	5.42 / 1.64	0.84	5.95	4.91 / 1.64	1.04	0.51 ***
Concern for the Individual	6.44	5.71 / 1.15	0.73	6.12	5.25 / 1.23	0.87	0.46 ***
2. Faculty care about me as an individual.	6.38	5.77 / 1.31	0.61	6.00	5.39 / 1.42	0.61	0.38 ***
16. The college shows concern for students as individuals.	6.40	5.67 / 1.39	0.73	6.12	5.13 / 1.56	0.99	0.54 ***
25. My academic advisor is concerned about my success as an individual.	6.41	5.28 / 1.79	1.13	6.15	5.07 / 1.72	1.08	0.21 ***
29. Faculty are fair and unbiased in their treatment of individual students.	6.59	5.94 / 1.33	0.65	6.27	5.42 / 1.49	0.85	0.52 ***
48. Counseling staff care about students as individuals.	6.45	5.85 / 1.37	0.60	6.07	5.22 / 1.54	0.85	0.63 ***
Campus Climate	6.33	5.88 / 0.97	0.45	6.01	5.34 / 1.09	0.67	0.54 ***
1. Most students feel a sense of belonging here.	5.89	5.76 / 1.25	0.13	5.53	5.33 / 1.38	0.20	0.43 ***
2. Faculty care about me as an individual.	6.38	5.77 / 1.31	0.61	6.00	5.39 / 1.42	0.61	0.38 ***
16. The college shows concern for students as individuals.	6.40	5.67 / 1.39	0.73	6.12	5.13 / 1.56	0.99	0.54 ***
22. People on this campus respect and are supportive of each other.	6.34	5.96 / 1.20	0.38	6.00	5.32 / 1.41	0.68	0.64 ***
27. The campus staff are caring and helpful.	6.39	5.94 / 1.22	0.45	6.09	5.49 / 1.34	0.60	0.45 ***
28. It is an enjoyable experience to be a student on this campus.	6.42	6.06 / 1.22	0.36	6.17	5.54 / 1.43	0.63	0.52 ***
31. The campus is safe and secure for all students.	6.65	6.26 / 1.00	0.39	6.33	5.63 / 1.34	0.70	0.63 ***
36. Students are made to feel welcome on this campus.	6.47	6.15 / 1.13	0.32	6.18	5.62 / 1.36	0.56	0.53 ***
44. I generally know what's happening on campus.	5.96	5.83 / 1.31	0.13	5.57	5.04 / 1.53	0.53	0.79 ***

	OCCC			National			
Scale	**Import**	**Satis / SD**	**Gap**	**Import**	**Satis / SD**	**Gap**	**Mean Diff**
45. This institution has a good reputation within the community.	6.39	6.24 / 1.06	0.15	6.07	5.66 / 1.37	0.41	0.58 ***
52. This school does whatever it can to help me reach my educational goals.	6.51	5.76 / 1.39	0.75	6.24	5.27 / 1.50	0.97	0.49 ***
57. Administrators are approachable to students.	6.35	5.80 / 1.36	0.55	6.05	5.33 / 1.48	0.72	0.47 ***
59. New student orientation services help students adjust to college.	6.13	5.90 / 1.38	0.23	5.84	5.29 / 1.49	0.55	0.61 ***
63. I seldom get the "run-around" when seeking information on this campus.	6.44	5.57 / 1.59	0.87	6.07	5.10 / 1.67	0.97	0.47 ***
67. Channels for expressing student complaints are readily available.	6.26	5.42 / 1.64	0.84	5.95	4.91 / 1.64	1.04	0.51 ***

APPENDIX D
National Comparison Group
As of May 2012
Community, Junior and Technical Colleges (Form A)
191,857 Student Records from 192 Institutions

Allen Community College, KS
Anne Arundel Community College, MD
Augusta Technical College, GA
Bay de Noc Community College, MI
Bismarck State College, ND
Blackhawk Technical College, WI
Brazosport College, TX
Brookdale Community College, NJ
Brookhaven College (DCCCD), TX
Bucks County Community College, PA
Burlington County College, NJ
Butler County Community College, PA
Canada College, CA
Cape Cod Community College, MA
Carl Sandburg College, IL
Cascadia Community College, WA
Central Georgia Technical College, GA
Central New Mexico Community College, NM
Centralia College, WA
Century College, MN
Chandler-Gilbert Community College, AZ
Chatfield College, OH
Chattahoochee Technical College, GA
Cincinnati State Technical College, OH
Clark College, WA
Cloud County Community College, KS
Coffeyville Community College, KS
Colby Community College, KS
College of DuPage, IL
College of San Mateo, CA
College of the Mainland, TX
Collin County Community College District, TX
Crowder College, MO
CUNY Borough of Manhattan, NY
Cypress College, CA
Dakota College at Bottineau, ND
Danville Area Community College, IL
Dawson Community College, MT
Delaware County Community College, PA
Delgado Community College, LA
Delta College, MI
Dodge City Community College, KS
Eastern Arizona College, AZ
Eastern Gateway Community College, OH
Eastern Idaho Technical College, ID
Eastern Iowa Community College District, IA
Eastern Maine Community College, ME
Eastern New Mexico University-Roswell, NM
Edison Community College, OH
El Paso Community College, TX
Elgin Community College, IL
Essex County College, NJ
Estrella Mountain Community College, AZ
Flathead Valley Community College, MT
Flint Hills Technical College, KS
Fort Scott Community College, KS
Fox Valley Technical College, WI
Garden City Community College, KS
Gateway Community and Technical College, KY
Gateway Community College, AZ
Gateway Technical College, WI
Georgia Military College, GA
Glendale Community College, AZ
Grand Rapids Community College, MI
Greenville Technical College, SC
Gwinnett Technical College, GA
Heartland Community College, IL
Highland Community College, IL
Highland Community College, KS
Hinds Community College, MS
Illinois Central College, IL

Independence Community College, KS
Inver Hills Community College, MN
Jackson Community College, MI
Johnson County Community College, KS
Kankakee Community College, IL
Kansas City Kansas Community College, KS
Kansas State University-Salina, KS
Kennebec Valley Community College, ME
Kilian Community College, SD
Lake Land College, IL
Lake Region State College, ND
Lake Superior College, MN
Lakeland College, AB
Lakeshore Technical College, WI
Lanier Technical College, GA
Laredo Community College, TX
Lassen Community College, CA
Latter-Day Saints Business, UT
Lenoir Community College, NC
Lincoln College, IL
Lincoln Land Community College, IL
Little Priest Tribal College, NE
Luzerne County Community College, PA
Madison Area Technical College, WI
Madisonville Community College, KY
Merritt College, CA
Mesa Community College, AZ
Metropolitan Community College, MO
Mid Michigan Community College, MI
Mid-State Technical College, WI
Mission College, CA
Mitchell Technical Institute, SD
Montana State University-Billings, MT
Montana Technical College-South, MT
Montcalm Community College, MI
Montgomery County Community College, PA
Moraine Park Technical College, WI
Mountain View College, TX
Murray State College, OK
Navarro College, TX
New Mexico Junior College, NM
North Arkansas College, AR
North Dakota State College of Science, ND
North Hennepin Community College, MN
Northeast Community College, NE
Northeastern Junior College, CO
Northern Maine Community College, ME
Northwest Technical College, MN
Ohio State University Agricultural Technical Institute, OH
Ohio University Lancaster, OH
Oklahoma State University-Okmulgee, OK
Owens Community College, OH
Palo Alto College, TX
Palo Verde College, CA
Paradise Valley Community College, AZ
Passaic County Community College, NJ
Pensacola State College, FL
Phoenix College, AZ
Piedmont Technical College, SC
Pierpont Community & Technical College, WV
Pitt Community College, NC
Potomac State College of West Virginia University, WV
Pratt Community College, KS
Pulaski Technical College, AR
Reading Area Community College, PA
Red Rocks Community College, CO
Redwoods Community College, CA
Richland College (DCCCD), TX
Richland Community College, IL
Rochester Community & Technical College, MN
Rockingham Community College, NC
Saginaw Chippewa Tribal College, MI
Sandersville Technical College, GA
Santa Fe Community College, NM
Sauk Valley Community College, IL
Schoolcraft College, MI
Scottsdale Community College, AZ
Seward County Community College, KS
Sitting Bull College, ND
Skyline College, CA
South Central College, MN

South Mountain Community College, AZ
Southeast Technical Institute, SD
Southern Crescent Technical College, GA
Southern Maine Community College, ME
Southwestern Indian Polytechnic Institute, NM
Spartanburg Community College, SC
Spokane Falls Community College, WA
St. Clair County Community College, MI
St. Luke's College, MO
Surry Community College, NC
Tacoma Community College, WA
Tarrant County College, TX
Texas State Technical College - West Texas, TX
Texas State Technical College-Harlingen, TX
The Restaurant School, PA
Tri-County Technical College, SC
Trident Technical College, SC
Tyler Junior College, TX
University of Akron-Wayne College, OH
University of Alaska-Kenai/ Kachemak, AK
University of Alaska-Kodiak, AK
University of Alaska-Mat-Su, AK
University of Alaska-Prince, AK
University of Arkansas Community College-Batesville, AR
University of Cincinnati Blue Ash College, OH
University of Hawaii Kauai Community College, HI
University of Wisconsin-Marshfield/Wood, WI
Volunteer State Community College, TN
Warren County Community College, NJ
Washington County Community College, ME
Western Dakota Technical Institute, SD
Western Nevada College, NV
Western Technical College, WI
Western Wyoming Community College, WY
Wichita Area Technical College, KS
Williston State College, ND
Wisconsin Indianhead Technical, WI
Wright State University Lake Campus, OH
Yavapai College, AZ
York County Community College, ME

SSI Community, Junior and Technical College Form A
192 total institutions
191,857 total student records
Fall 2009 through spring 2012