

# CHAPMAN UNIVERSITY

## Student Services Satisfaction Survey

### Fall 2002

### Executive Summary

The Chapman University Student Services Satisfaction Survey, the “home grown” survey developed to assess students’ level of satisfaction with various campus services, departments, and offices, was administered during the Fall 2002 for the eleventh consecutive year to about 2,000 Orange Campus students. In keeping with established administration procedures, faculty teaching at the 11a.m. hour on Monday and 1p.m. hour on Tuesday (November 11 and 12, 2002) were asked to take a few minutes of their class time to distribute the questionnaires, collect them, and return them via campus mail to Chapman’s Institutional Research Office in the envelope provided. Exactly 902 student satisfaction surveys were returned resulting in a final response rate of about 40 percent.

### Sample Representation and Demographics

The Fall 2002 survey sample accounts for about 20% of Chapman University’s undergraduate and graduate population. As can be seen in the table below, the characteristics of the student survey respondents do *not* match in every instance those of the general student population of Chapman University for Fall 2002.

Student Population and Sample		
	ORANGE CAMPUS FALL '02	
	Chapman Population* (n = 4,453)	Survey Sample (n = 902)
<b>GENDER</b>		
Male	42.0%	41.6%
Female	58.0%	58.4%
<b>ETHNICITY</b>		
African-American	2.4%	1.9%
Asian-American	7.0%	7.5%
Caucasian	63.0%	69.2%
International Student	3.9%	2.8%
Hispanic or Latino	10.6%	11.2%
Native-American	0.5%	0.4%
Other/Unknown	12.7%	7.1%
<b>CLASS LEVEL</b>		
Freshman	21.0%	26.1%
Sophomore	16.0%	27.9%
Junior	16.0%	25.0%
Senior	20.0%	20.7%
Graduate	27.0%	0.3%
<b>FULL/PART TIME</b>		
Full-time students	81.0%	96.6%
Part-time students	19.0%	1.4%

\*Excludes PT and Law School students (Census: 10-05-02)

As would be expected given their numbers on the Orange Campus, the survey sample is composed mostly of female and Caucasian students. Findings reveal that while freshmen, sophomores and juniors are overrepresented in the survey sample, graduate students are underrepresented. Given the population counts, the survey sample contained fewer part-time students than would have been ideal.

The most represented majors were Social Science, Psychology, Philosophy, Religion, Foreign Language, and Liberal Studies (20.9%) and Business Admin., Accounting, and Economics (20.6%), followed by Film/TV (18.2%), Art, Theater/Dance, Communications, English (18.0%), Biology, Chemistry, Math, Computer Science, FS/N, Physical Therapy, and Kinesiology (11.8%), Undecided (6.8%), Music (2.4%), HR, Health Admin., OL, School/Career Counseling (1.2%). Only .2% of the students from the Education graduate program were represented.

Due to the discrepancies discussed above, caution must be taken when generalizing sample findings to the entire student population. The results should be interpreted in the context of the over- and under-sampling of certain campus sub-populations. Also, it is important to keep in mind that since the survey was administered during the day, the perspective of evening students is probably not well represented.

### Findings

Highlighted below are some of the most salient findings from the Student Services Satisfaction Survey:

### Importance

Students were asked to indicate (for the semester the survey was administered) how important it was for Chapman to offer the service listed, using a scale from 1-“not at all” to 5-“very”. Average mean scores were calculated for all items. The importance overall weighted average for all items was 3.45.

The top 5 services rated as *least* important were:

- Services Provided by the Dean of the Chapel (1.95)
- Psychological Counseling Services (2.24)
- Writing Center (2.47)
- Associated Student Government (2.52)
- Residential Life Programs and Staff (2.73)

The top 5 services rated as *most* important were:

- Ability to Schedule Desired Classes (4.68)
- Parking (4.44)
- Overall Satisfaction of Campus Services (4.39)
- Class Size (4.32)
- Registrar (4.19)

### Satisfaction

Students were asked to report how satisfied they were with the service listed, using a scale from 1-“not at all” to 5-“very”. Average mean scores were calculated for all items. The satisfaction overall weighted average for all items was 3.37.

The top 5 services rated as *least* satisfactory were:

- Parking (1.75)
- Services Provided by the Dean of the Chapel (2.88)
- Psychological Counseling Services (2.93)
- Student Activities and Organizations (2.96)
- Residence Life Facilities (3.02)

The top 5 services rated as *most* satisfactory were:

- Class Size (4.07)
- Upkeep of Campus and Facilities (3.96)
- Library (3.95)
- Overall Satisfaction of Campus Services (3.59)
- Health Services (3.58)

### Gap Analysis

The average gap scores, the mean score difference between student satisfaction and importance items, provide valuable information since they can be used to set priorities that are closely aligned with those of Chapman University students. In other words, when the students' level of satisfaction is subtracted from the strength of the students' expectation (i.e., level of importance), the result suggests an unmet expectation. The following services were among the items students rated as the most important but least satisfied:

- Parking (gap: 2.68)
- Ability to Schedule Desired Classes (gap: 1.37)
- Overall Satisfaction of Campus Services (gap: .80)
- Bookstore (gap: .80)
- Financial Aid (gap: .75)

### One-Year Satisfaction Changes: Fall 2001 to Fall 2002

Areas that have shown significant positive change in the last year include:

- Library
- Food Service
- Registrar

Areas revealing significant negative change include:

- Student Activities and Organizations
- Computer labs
- Parking
- Telephone System

### Utilization of Services

Less than half of the survey sample reported using the following services: Residential Life Facilities (n=153), Services Provided by the Dean of the Chapel (n=179), Psychological Counseling Services (n=161), Writing Center (n=242), Center for Academic Success (n=349), Career Development Center (n=320), and Financial Aid (n=390).

### Written Comments

As has been the trend with past satisfaction surveys on the orange campus, parking had the most comments (203), followed by food service and residential life facilities. Most of the comments in these areas were negative. The most frequently raised issues related to parking had to do with the inadequacy of the number of spaces available to students, especially commuter students. Many students also expressed their dissatisfaction with the rise in the number of parking tickets being issued on campus as the parking availability in their opinion has worsened. With regard to food service, three issues were consistently raised: the lack of variety, the discontinuation of the “To-Go boxes,” and the cost of the food. The majority of the complaints with the residential life facilities were related to the periodic power, water, and telephone outages caused by the construction of the parking structure. Many students were also dissatisfied with the quality and speed of the internet access available in the dorms. While student activities and organizations had a moderate number of comments, the majority of the comments focused on student's dissatisfaction with the Panther Newspaper.

### Summary

Taken together, quantitative and qualitative survey results suggest that students feel the following areas are in need of the most attention: Parking, Food Service, Residential Life Facilities, and Ability to Schedule Desired Classes. However, despite student's dissatisfaction in some areas, the majority of the students who responded to the survey indicated that they would recommend Chapman University to a friend or relative (86.3%). Many students also commented on the high quality professors they have encountered at Chapman and the positive experiences they have had with them.