

# CHAPMAN UNIVERSITY

## Student Services Satisfaction Survey

### Fall 2003

### 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 2003 for the eleventh consecutive year to approximately 2,150 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 10 and 11, 2003) 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 1013 student satisfaction surveys were returned resulting in a final response rate of about 47 percent.

### Sample Representation and Demographics

The Fall 2003 survey sample accounts for about 22% 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 2003.

Student Population and Survey Sample		
	ORANGE CAMPUS FALL '03	
	Chapman Population* (n = 4,667)	Survey Sample (n = 1013)
<b>GENDER</b>		
Male	40.5%	39.2%
Female	59.5%	60.8%
<b>ETHNICITY</b>		
African-American	2.3%	1.9%
Asian-American/Pacific Is.	7.8%	9.0%
Caucasian	63.1%	72.5%
International Student	3.3%	1.6%
Hispanic or Latino	10.2%	7.2%
Native-American/Alaskan	0.3%	0.5%
Other/Unknown	13.0%	7.3%
<b>CLASS LEVEL</b>		
Freshman	21.5%	27.8%
Sophomore	15.1%	21.5%
Junior	18.0%	27.3%
Senior	18.6%	18.4%
Graduate	26.2%	5.0%
<b>FULL/PART TIME</b>		
Full-time students	83.1%	98.5%
Part-time students	16.9%	1.5%

\*Excludes Law School students (Census: 10-09-03)

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 Art, Theater/Dance, Communications, English (21.9%), Film/TV (21.4%), Social Science, Psychology, Philosophy, Religion, Foreign Language, and Liberal Studies (19.2%) and Business Admin., Accounting, and Economics (18.3%), followed by Biology, Chemistry, Math, Computer Science, FS/N, Physical Therapy, and Kinesiology (8.3%), Undecided (6.5%), Music (2.7%), HR, Health Admin., OL, School/Career Counseling (1.2%). Only .5% 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 3.37.

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

- Services Provided by the Dean of the Chapel (1.92)
- Psychological Counseling Services (2.23)
- Writing Center (2.33)
- Associated Student Government (2.47)
- Telephone System (2.48)

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

- Ability to Schedule Desired Classes (4.64)

- Overall Satisfaction of Campus Services (4.33)
- Parking (4.26)
- Class Size (4.23)
- Upkeep of Campus Facilities (4.16)

#### 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 3.45.

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

- Parking (2.35)
- Services Provided by the Dean of the Chapel (2.81)
- Student Activities and Organizations (2.87)
- Food Service (3.01)
- Residence Life Facilities (3.13)

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

- Class Size (4.13)
- Library (3.97)
- Upkeep of Campus and Facilities (3.83)
- Registrar (3.71)
- Overall Satisfaction of Campus Services (3.65)

#### 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: 1.91)
- Ability to Schedule Desired Classes (gap: 1.13)
- Bookstore (gap: .72)
- Financial Aid (gap: .69)
- Overall Satisfaction of Campus Services (gap: .68)

#### One-Year Satisfaction Changes: Fall 2002 to Fall 2003

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

- Parking
- Psychological Counseling Services
- Residence Life Programs and Staff
- Registrar's Office

There were no areas revealing significant negative changes in the last year.

#### Utilization of Services

Less than half of the survey sample reported using the following services: Residential Life Facilities (n=181), Services Provided by the Dean of the Chapel (n=227), Writing Center (n=271), Center for Academic Success (n=404), Career Development Center (n=428), and Financial Aid (n=479).

#### Written Comments

Not surprisingly, parking had the most comments (121) and the overwhelming majority of the comments were negative. Many critical comments were also received regarding the food service and the construction on campus. The most frequently raised parking issue had to do with the inadequacy of the number of spaces available--especially to commuter students. Many students also expressed their dissatisfaction with the increased parking fee and the shortage of parking spaces due to the construction of the chapel. The lack of variety, the quality of the food, the cost of the food, and the limited hours of the dining hall were issues frequently raised by students regarding food service. While there were a few students who did comment positively on the progress of the construction, many more students indicated that the construction was really distracting and made it hard to concentrate in class, get to class, and to find parking. Some students felt it was just too much construction work at one time. The Academic Advising and Library Facilities also received a moderate number of comments. Students indicated that advising needed improving and that the library lacked adequate resources or reference material.

#### 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, and Ability to Schedule Desired Classes. While the quantitative and qualitative comments suggest that parking needs special attention, it is important to note that it was among one of the items that demonstrated significant positive change from last year. Interestingly, findings suggest that when it comes to campus services, students are the least interested in the one focused on their spiritual growth. The services provided by the Dean of the Chapel were rated least important among all the items. In addition, various students voiced their dissatisfaction in the qualitative section with the erection of a chapel over a much needed parking lot. 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 (87%). Findings also indicate that “class size” is an area that is keeping up with students' expectation. Students were the most satisfied with class size and rated it among one of the most important areas as well.