

Executive Summary

The Chapman University Student Services Satisfaction Survey, a “home-grown” survey developed to assess students’ levels of satisfaction with various campus services, departments, and offices, was administered during the Fall 2018 semester for the 26th consecutive year. The paper survey was converted into an online Qualtrics survey in 2016 allowing the entire student population the opportunity to complete the survey, including all Rinker Campus graduate students. The survey was modified to meet the needs of students attending the Rinker Campus. On November 12, 2018, approximately 701 Rinker Campus graduate students received an email from President Struppa containing an anonymous survey link. In order to increase response rates, the survey link was also placed on the student Blackboard portal. The survey remained open for two weeks. Exactly 231 Rinker Campus graduate students completed the survey, resulting in a final response rate of about 33 percent.

SAMPLE REPRESENTATION AND DEMOGRAPHICS

The survey sample accounts for about 33% of the Rinker Campus graduate student population. As can be seen in the table below, the characteristics of the survey respondents do *not* match in every instance those of the Rinker Campus student population for Fall 2018.

	Fall 2018	
	Population* (n = 701)	Sample (n = 231)
GENDER		
Man	37.7%	27.4%
Woman	62.3%	71.7%
Unknown	0.0%	0.0%
Non-Binary Identity	N/A	0.9%
RACE/ETHNICITY		
American Indian/Alaska Native	0.1%	0.0%
Asian	43.8%	38.5%
Black/African American	2.7%	3.5%
Hispanic/Latino	10.7%	10.8%
Nonresident alien	3.1%	N/A
Native Hawaiian or Other Pacific Islander	0.0%	0.0%
Two or more races	4.7%	5.2%
Other/Unknown	4.3%	10.4%
White	30.5%	31.6%
FULL/PART TIME		
Full-time students	85.3%	97.2%
Part-time students	14.7%	2.8%
ARE YOU A:		
1st year	N/A	64.2%
2nd Year	N/A	21.2%
3rd year	N/A	14.6%
CLASS TIME		
8:00am-4:00pm	N/A	83.5%
4:00pm-10:00pm	N/A	16.5%

*Fall Census: 9-24-18, degree-seeking

The Rinker Campus graduate student survey sample is composed mostly of women and Asian students. However, findings reveal that Asian students are slightly underrepresented in the survey sample given population demographics. Data show that first-year students make up 64% of the sample and the sample contains fewer part-time students than we would find in the population. The majority of respondents indicated that most of their classes during Fall 2018 were between 8am and 4pm. Data show that 55% of the respondents were affiliated with the Crean College of Health & Behavioral Sciences and 44% with the School of Pharmacy.

As always, caution should be taken when generalizing sample findings to the entire Rinker Campus population and data should be interpreted in the context of the over- and under-sampling of certain campus sub-populations.

FINDINGS

Highlighted below are some of the most salient findings from the 2018 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 important” to 5-“very important.” Average mean scores were calculated for all items. The importance overall weighted average for all items was 4.02.

The 5 services rated as *least* important were:

- Metrolink Shuttle Service (2.76)
- Prayer/Meditation Space (2.99)
- Bookstore Services (3.07)
- Computer Labs (3.21)
- Graduate Student Council (3.35)

The 5 services rated as *most* important were:

- Internet/Wireless Access (4.91)
- Study Spaces (4.74)
- Upkeep of Campus and Facilities (4.66)
- Overall Satisfaction of Campus Services (4.59)
- Print Stations (4.59)

Satisfaction

Students were asked to report how satisfied they were with the service listed, using a scale from 1-“not satisfied” to 5-“very satisfied.” Average mean scores were calculated for all items. The satisfaction overall weighted average for all items was 3.88.

The 5 services rated as *least* satisfactory were:

- Food Service (2.81)
- Classroom/Study Room Temperature (2.96)
- Bookstore Services (3.25)
- Metrolink Shuttle Service (3.53)
- Recreation Center, Room 94-149 (3.55)

The 5 services rated as *most* satisfactory were:

- Internet/Wireless Access (4.43)
- Upkeep of Campus and Facilities (4.38)
- Public Safety (4.35)
- Class Size (4.27)
- Office of Graduate Financial Aid (4.23)

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:

- Classroom/Study Room Temperature (1.62)
- Food Service (gap: 1.28)
- Study Spaces (gap: 1.09)

Utilization of Campus Services

Less than half of the Rinker Campus graduate student survey sample reported using the following services during Fall 2018: Disabilities Services (n=38), the Metrolink Shuttle Service (n=43), Prayer/Meditation Space (n=47), Office of Research (n=64), the Bookstore Services (n=83), the Computer Labs (n=100), and the Recreation Center (n=109).

Overall Satisfaction

The overall satisfaction of campus services rating was relatively high (4.01) from Rinker Campus respondents. Other data reveal that about 90% of the Rinker Campus graduate student respondents would recommend Chapman University to a friend or relative.

Important Services Not Available at the Rinker Campus

Students were asked to rate the importance of the following two additional services not available at the Rinker Campus: Outdoor Recreational Areas and Fitness Facility. Findings suggest these services are important to graduate students at the Rinker Campus. The mean importance scores were high for Outdoor Recreational Areas (4.14) and Fitness Facility (4.34). Student comments also support these findings.

Rinker Campus graduate students were asked to respond to one additional open-ended question: What services are currently not available at the Rinker Campus that are important to you? Respondents identified several services

they would like to see incorporated onsite. Fitness and Recreational Facilities was the area that many students identified as lacking on the Rinker Campus. Seventy-three different respondents made a comment about the need for an on-site gym or some kind of fitness center. Several students noted that driving to the Orange Campus to use the gym facilities was not practical/convenient due to the distance.

Food Service was also an area frequently mentioned. While the food trucks were acknowledged, several students noted it would be nice to have a cafeteria and better food options. Better access to coffee was a recurring theme—a coffee shop or coffee cart at Rinker were suggested.

Written Comments

Students were encouraged to provide comments regarding any of the service areas identified in the survey. The Classroom/Study Room Temperature (29) was a recurrent area of concern for many Rinker Campus students. The majority of the comments noted that the classrooms were too cold and the temperature in many of the rooms needed to be adjusted. Feedback this year from Rinker Campus students mostly revolved around the Upkeep of Campus Facilities (28). For example, a good number of students discussed the need for the Microwaves/Refrigerators (15) at Rinker to be cleaned more regularly. Food Service (19) is also an area student's identified needing attention. Many students appreciated the food trucks, but more food service options are still desired.

SUMMARY OF FINDINGS

Quantitative and qualitative survey results suggest that the following areas are in need of the most attention: Classroom/Study Room Temperature, Food Service, and Study Spaces. Classroom/Study Room Temperature had the largest gap score for Rinker Campus graduate respondents, received the most comments, and was identified as an area needing attention for the reason mentioned above. Food Service was also an area with a large gap score and was identified as an area of concern as evident from the student comments. Similarly, Study Spaces was one of the services rated as *most* important and an area also needing attention based on the gap score and comments. General upkeep issues also seem to warrant attention, especially the upkeep/cleanliness of the microwaves and refrigerators.

Over 90% of the Rinker Campus graduate student respondents indicated that they would recommend Chapman University to a friend or relative. Findings suggest that overall satisfaction with the campus services at Rinker could be improved by adjusting the temperature of the Rinker classrooms, introducing additional food service options, providing more study spaces, having the microwaves and refrigerators cleaned regularly, and/or introducing a fitness center/gym space on-site. Data indicate that these are the service areas students would appreciate the most.