

Student Satisfaction and Demographics Survey 2013: Overview Report

Penn State Lehigh Valley, Spring 2013

Office of Institutional Planning and Office of Student Affairs

Student Satisfaction and Demographics Survey 2013 Data Overview Report

Executive Summary

Survey Background and Purpose

The objective of the Penn State Lehigh Valley Student Satisfaction and Demographics Survey 2013 was to collect information regarding the current student body's satisfaction pertaining to a range of student factors, programs, and services. It also aimed to collect demographic and educational status information about the current student body.

The survey consisted of three main areas of questions:

1- Satisfaction with Campus Factors, Programs, and Services

- Welcoming Campus Environment/Diversity
- Campus Services
- On-Campus Programs and Events
- Quality of Instruction
- Out-of-Classroom Experiences
- Academic Advising
- Online/Hybrid Course Interest
- Social Media
- Reasons for Choosing Penn State Lehigh Valley
- Areas of Improvement on Campus

2- Student Demographics

- Gender
- Age
- Veteran Status
- Race/Ethnicity
- Native Language
- Citizenship Status
- First Generation College Student

3- Educational Status

- Semesters Completed
- Cumulative GPA
- First Choice College
- Transfer to Penn State
- Major
- Plans for Completing Degree

The data collected via the survey will be used by the Office of Institutional Planning and the Office of Student Affairs to more effectively gauge the satisfaction, interests, and backgrounds of the current body. Specifically, the Office of Institutional Planning will use the aggregate data to inform campus planning processes (development and implementation of strategic plans and departmental action plans) and the Office of Student Affairs will use the data in program and activity designs for current and future student populations.

Methodology and Confidentiality

The Penn State Lehigh Valley Office of Institutional Planning administered the survey instrument via the online survey program SurveyMonkey (www.surveymonkey.com). The online account is a secure account that can only be accessed by the Coordinator of Institutional Planning (Kristy Weidner Hove, kmw14) via a secure login and password.

Prospective respondents were provided a link to the survey via an email invitation from the Office Student Affairs. A series of reminder emails were sent. The schedule of email invites was:

Initial Survey Invite: April 16, 2013
First Survey Reminder: April 22, 2013
Second Survey Reminder: April 24, 2013
Final Survey Reminder: May 1, 2013

The survey adhered to a high standard of confidentiality. No names or email accounts were collected for this survey, and individual responses cannot be linked to any specific student name or identifiable information.

Survey Responses

A total of 202 surveys were collected. The official enrollment number for 2012-2013 is 945. This represents a 21% response rate. The margin of error for this survey is +/- 6%, with a confidence level of 95%.

Comparisons to Official 2012-13 Student Percentages (via PSU EIS System)

Category	Survey Response Percentage	Official Campus Percentage
Male	61%	55%
Female	38%	45%
White (non-minority)*	40%	68%
Hispanic	19%	15%
Black/African American	10%	5%
Asian/Asian American	14%	10%
Middle Eastern	6%	Not collected by PSU
Adult Student (by age, 24+)	12%	20%
Veteran	10%	6.5%
First Generation	49%	50%-51% (approximate figure)

**This survey included additional minority designations from the official data.*

Survey Data Highlights

Demographics of Respondents

61% are male
49% are within the 18-19 year age range
40% are White (non-Hispanic, non-Middle Eastern)
18% say they are a transfer student
49% say they are a first generation U.S. college student
10% say they are a veteran
21% say English is not their native language

College Choice and Degree Completion

51% say that PSLV was their first choice of a college; 23% say University Park was first
83% say they choose PSLV because it is close to home; 56% say because of the small campus
32% plan on completing their degree at PSLV; 56% plan on completing at University Park

Diversity and Climate

96% agree that PSLV has a diverse student body; 95% agree that PSLV welcomes and celebrates diversity
95% agree that both faculty and staff interact positively with them

Satisfaction with Services and Programs

Satisfaction with campus services ranged from 92% to 97% (food services rated at 82%), with the Registrar's Office and Student Healthcare Services receiving the highest ratings (97% and 96%)

Satisfaction with campus programs and events ranged from 83% to 97%, with "Hot Topics" informal student discussions receiving the highest rating (97%) and intramural sports and intercollegiate sports receiving the lowest ratings (89% and 83%)

Satisfaction with Instruction and Advising

93% are satisfied or very satisfied with the quality of instruction on campus

86% are satisfied or very satisfied with the overall quality of their academic advising experience; yet 18% say they do not know who is their assigned adviser and 11.3% are dissatisfied with the information their advisers provide to help them make informed decisions

Technology/Social Media

42% are interested or very interested in taking a fully online course, while 27% have no interest

67% say they use Facebook every day; 39% say they use Twitter every day

The three top types of social media posts that students are most interested in are:
Academics, Events on Campus, and Student Life

Overall Thoughts

The top 5 words students would use to describe PSLV are:
Awesome, Diverse, Fun, Small, and Welcoming

82% are happy being a PSLV student

85% of current students would recommend PSLV to a prospective college student

Background/Demographics of Survey Respondents

Demographic/Factor	Response
GENDER	Male: 60.5% Female: 38.5% Transgender: .05% Prefer not to answer: 0.5%
AGE	18-19: 49% 20-21: 34% 22-23: 6% 24-26: 4% 27-30: 1.5% 31-40: 4% 41-50: 1.5%
RACE/ETHNICITY	White (non-Hispanic, non-Middle Eastern): 40% Hispanic/Latino: 19% Asian: 14% Black/African American: 10% Middle Eastern: 6% Alaska Native; 0.5% Two or more races: 3.5% Other: 3.5% Prefer not to answer: 3%
FIRST GENERATION U.S. COLLEGE STUDENT	No: 50% Yes: 48.5% Don't know: 1.5%
ENGLISH IS NATIVE LANGUAGE	Yes: 77% No: 21% Prefer not to answer: 2%
CURRENT U.S. CITIZENSHIP STATUS	U.S. Citizen: 92% Permanent Resident: 7% International Student: 1%
VETERAN	No: 90% Yes: 10%
SEMESTERS COMPLETED	1-2: 40% 3-4: 38% 5-6: 12% 7 or more: 9% Provisional/Non-degree: 1.5%

CUMULATIVE GPA	3.00 to 3.49: 32.5% 3.5 to 4.00: 24% 2.25 to 2.99: 15% Below 2.25: 7% N/A or don't know: 7%
MAJOR	Business: 33% Psychology: 21% Information Sciences and Technology: 9% Early Childhood and Adolescent Ed: 9% Rehabilitation and Human Services: 9% Corporate Communication: 5% Not yet declared: 5% Do not know: 9%
FIRST CHOICE OF COLLEGE	Penn State Lehigh Valley: 51% University Park: 23% Another college or university: 22% Another PSU campus: 4%
TRANSFER STUDENT	No: 81% Yes: 18% Not sure: 1%
PLANS FOR COMPLETING DEGREE	At University Park: 56.2% At Penn State Lehigh Valley: 31.9% Not yet sure: 11.9%

Sense of Belonging

(highest to lowest scoring areas)

Statement	% Agree or Strongly Agree	% Disagree or Strongly Disagree	% I am not sure
PSLV has a diverse student body.	95.5%	2.5%	2%
My professors interact positively with me.	95.5%	4.1%	0.5%
The staff at PSLV interacts positively with me.	95.4%	3%	1.5%
PSLV is a campus that welcomes and celebrates diversity.	95%	2%	3%
I feel that I can succeed at PSLV.	93.5%	4%	2.5%
PSLV is a welcoming and supportive environment for students with disabilities.	93.5%	2%	4.5%
PSLV is a welcoming and supportive environment for minority students.	92%	1.5%	6.5%
PSLV is a welcoming and supportive environment for adult students.	91.9%	3%	5.1%
PSLV is a safe and secure campus.	91.5%	4%	4.5%
PSLV is a welcoming and supportive environment for LGBT (lesbian gay, bisexual, and transgender) students.	87%	2.5%	10.6%
I would recommend PSLV to a prospective college student.	84.5%	11%	4.5%
I am happy being a PSLV student.	82.3%	13.6%	4%
I feel like I belong at PSLV.	78.2%	13.7%	8.1%
I have a lot of friends at PSLV.	75.5%	20.5%	4%

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Percentage of Students Who Use Campus Student Services

(from most used to least used service)

Campus Service	% Who Use Service	% Who Do Not Use Service
Campus Book Store	96%	4%
Food Services	95.5%	4.5%
Registrar's Office	94.9%	5.1%
Campus Library Services	92.3%	7.7%
Financial Aid Services	89.8%	10.2%
Learning Center	80.1%	19.9%
IT Help Desk	79.8%	20.2%
Fitness Center	77.2%	22.8%
Student Healthcare Services	70.4%	29.6%
Career Services	69.9%	30.1%
Campus Counseling	67.7%	32.3%

Satisfaction with Campus Services

(from highest to lowest satisfaction levels)

Campus Service	% Satisfied or Very Satisfied (of those who use campus service)
Registrar's Office	96.7%
Student Healthcare Services	96.4%
Campus Library Services	95%
Learning Center	94.9%
Career Services	94.8%
Campus Book Store	94.2%
IT Help Desk	93.6%
Campus Counseling	93.3%
Fitness Center	93%
Financial Aid Services	92%
Food Services	82%

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Percentage of Students Who Participate in Programs/Events

(from most participation to least participation)

Campus Program/Event	% who participate	% who do not participate
Campus Speakers	87.4%	12.6%
Campus Clubs	86.4%	13.6%
Informal student discussions /"Hot Topics"	75.6%	24.4%
Intramural Sports	68.7%	31.3%
Intercollegiate Sports	67.2%	32.8%

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Satisfaction with On-Campus Programs and Events

(from highest to lowest satisfaction levels)

Campus Program/Event	% Satisfied or Very Satisfied (of those who participate)
Informal student discussions/"Hot Topics"	97.3%
Campus Speakers	97%
Campus clubs	92.9%
Intramural sports	89.7%
Intercollegiate sports	83.5%

Satisfaction with Quality of Instruction

Factor	% Satisfied or Very Satisfied	% Dissatisfied or Very Dissatisfied	Not Applicable
The quality of instruction	93.4%	5.5%	1%
The quality of courses you have taken to meet general education requirements	92.4%	6%	1.5%
The quality of courses you have taken in your major or field of study	89.3%	7.6%	3.1%
The quality of your first year experience course	86.8%	7.6%	5.6%
The extent to which faculty members include diversity/multicultural perspectives in class presentations, assignments, or discussions	91%	5%	4%
The use of technology in your classes	91.4%	6.6%	2%

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Out-Of-Classroom Experiences

	% Satisfied or Very Satisfied (of those who provided rating)	% who provided rating	% who said N/A
Independent research project with a faculty member	96.5%	59.7%	40.3%
Short-term study abroad program	95.5%	57.1%	42.9%
Penn-State approved internship or student teaching experience	92.6%	63.1%	36.9%
Class-sponsored field trips	94%	70.4%	29.6%
Campus-sponsored community service or service-learning projects	95.8%	73%	27%

Academic Advising

Is your current assigned adviser a professional adviser (located on the first floor in the administrative wing) or a faculty adviser? *(31 respondents-15%-skipped question; n= 171)*

Faculty Adviser: 53.8% Professional Adviser: 28.7% I do not know: 17.5%

Statement	% Satisfied or Very Satisfied	% Dissatisfied or Very Dissatisfied	% who said N/A (do not use services)
Accessibility of your assigned adviser (by email, phone, office hours, and/or appointment)	90.7%	6.2%	3.1%
Information and/or referrals your adviser provides to help you make informed decisions	84.1%	11.3%	4.6%
Overall quality of your academic advising experience	85.6%	11.3%	3.1%
Your experience registering for courses	88.6%	9.8%	1.5%

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Technology-Based Questions

Online/Hybrid

On a scale of 1-5, how interested are you in taking a fully online course as part of your regular schedule of courses?

- 1- Not at all interested: 26.8%
- 2- Only a little interested: 14.9%
- 3- Moderately interested: 16%
- 4- Interested: 15.5%**
- 5- Very interested: 26.8%** (total 4 and 5 = 42.3%)

On a scale of 1-5, how interested are you in taking a hybrid course (partially online and partially on-campus) as part of your regular schedule of courses?

- 1- Not at all interested: 10.9%
- 2- Only a little interested: 14%
- 3- Moderately interested: 28%
- 4- Interested: 18.1%**
- 5- Very interested: 29%** (total 4 and 5 = 47.1%)

Use of Social Media

Social Media Account	% who have an account	% who use account daily
Facebook	93.8%	67%
Twitter	65.6%	39.2%
Instagram	56.6%	40.2%
Pinterest	31.7%	14.8%
LinkedIn	25.5%	40.2%

Ranking of Social Media Posts of Most Interest from 1 to 7

1. Academics
2. Events on Campus
3. Student Life
4. Campus Information
5. Interesting Facts about the Campus
6. Club and Organization News
7. Athletics

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Main Reasons for Selecting PSLV

Reason	Percentage who cite reason
Location close to home	83.6%
Small campus environment	56.6%
Price/Tuition	45.5%
Educational reputation of Penn State	36.5%
Helpfulness of staff members	25.9%
A friend attends PSLV	14.3%
Received a scholarship/financial aid to attend PSLV	12.7%
The student activities and clubs/organizations that are available	9%
Family member is an alumni	8.5%
Information presented at an Open House and/or Offer Program	5.8%
The athletic programs that are available	3.2%

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What one word would you use to describe Penn State Lehigh Valley?

Top 7 Responses:

- Awesome
- Amazing
- Community
- Diverse/Diversity
- Friendly
- Small
- Welcoming

List of Responses (by alphabetical order; numbers in parentheses indicate number of times response was cited, if more than once)

Adequate	Family (2)	Original
Adventurous	Fantabulous	Outstanding
Amazing (5)	Freedom (2)	Overrated
Average (2)	Friendly (6)	Perfect
Awesome (9)	Fulfilling	Personal
Balanced	Fun (8)	Phenomenal
Beautiful	Gateway (2)	Pleasant
Beginning	Good (4)	Positive
Boring (2)	Great (4)	Proud
Boss	Growing (2)	Quality
Close-knit (2)	Happy, Happiness	Quintessential
Comfortable (1)	Haven	Relaxing
Community (5)	High School	Resourceful
Compatible	Home (2), Homey, Homely	Restricted
Convenient	Immoral	Simple
Cool (3)	Incredible	Small (8)
Cramped (3)	Indescribable (2)	Solemnly
Determined	Interesting (2)	Solid
Developing	Intimate	Success
Dope	Inviting	Stable
Diversity (4), Diversifying (1), Diverse (9)	Kewl	Supportive
Efficient	Lame	Swell
Energetic	Limited	Tiring
Enlightening	Me	Underfunded
Enjoyable (3)	Nice (3)	Unique (2)
Entertaining	Nostalgic	University
Eventful	OneTeam	WeAre
Exciting	Opportunity (2)	Welcoming (6)
		Wonderful

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Snapshot of Responses: Thoughts to Improve the Student Experience

<p>General Overall I had a really great experience Good environment to begin your college learning I am currently satisfied with PSLV The faculty and staff are doing a great job Everything is fine now</p> <p>Student Programs/Activities Have more diverse cultural events More things to do on campus Include more outside events Plan more student activities More social opportunities More campus events More speakers and field trips Big events More staff involvement in activities More things to do when students have free time More organized events for older students More creative forms of advertisement for campus events</p> <p>Academics More majors here Better instructors needed for core subjects General education courses must improve the quality Class sizes Classes should be more structured Offer more online courses More music and art classes</p>	<p>Veterans More veteran resources Conduct a better job of outreach and recognize veterans as a minority population Help veterans use their college money</p> <p>Advising Better advising processes Faculty advisers need to be better at advising</p> <p>Athletics Improve athletic sports More sports Expand facilities such as a gym, locker rooms, etc. Our own basketball facility as well as soccer team Build a gym for basketball Pick-up game of football or soccer a few days a week</p> <p>Financial Tuition is my only concern</p> <p>Café Improve the cafeteria-more seating Better and cheaper food at the Lion's Den Offer more vegetarian foods Have the lunch specials up a week before</p> <p>Expansion Make it bigger Somehow give us more space Save for future projects to expand the campus</p>
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