Highlights
Noel Levitz Adult Student Priority Survey
March 7, 2011

The Noel Levitz Adult Student Priority Survey is designed to identify areas of importance to adult learners and their level of satisfaction with programs and services. The 82 survey items were analyzed conceptually to form eight comprehensive scales, as follows: academic advising effectiveness, academic services, admissions and financial aid, campus climate, instructional effectiveness, registration effectiveness, safety and security, and service excellence (Noel-Levitz, 2006).

Students enrolled in the Weekend (WEC), Accelerated (ACC) and Graduate (GRA) programs completed the survey in fall 2010. Using a stratified, random sampling technique, 34 courses with a total enrollment of 400 students were selected for administering the survey in class. A total of 312 responses were received, yielding a response rate of 78 percent.

Results
Survey results indicated that adult students generally feel satisfied with the overall academic programs and services provided by the College. Specifically, three questions measured overall students' satisfaction.

Overall Satisfaction	*College of Notre Dame of Maryland*	*National Adult Students*
So far, how has your college experience met your expectations?	4.79	4.81
Rate your overall satisfaction with your experience here thus far.	5.57	5.57
All in all, if you had to do it over, would you enroll here again?	5.70	5.66

Rating scale: The satisfaction rating was based a 1-7 likert scale with 7 being high and 1 being low. Interpretation: Compared to national norms, we received a comparable rating on all these three questions

In addition, the survey results indicated that instructional effectiveness was of top importance to students, followed by registration effectiveness, academic advising, safety and security, service excellence, etc., which was consistent with the responses of adult students nationwide. The list below includes the items indentified as the strengths surfacing from the survey results. By definition, these items were rated as high importance by our students and they received higher satisfaction scores compared to the national norms.

- Nearly all faculty are knowledgeable in their field.
- Major requirements are clear and reasonable.
- There is a commitment to academic excellence at this institution.
- Faculty are fair and unbiased in their treatment of individual students.
- Faculty are usually available for adult students outside the classroom by phone, by e-mail or in-person.
- Registration processes are reasonable and convenient for adults.
- Faculty provide timely feedback about my progress.
- I am able to complete most of my enrollment tasks in one location.
- Classroom locations are safe and secure for all students.
- I am able to register for classes by personal computer, fax, or telephone.
- The staff at this institution are caring and helpful.
- Faculty care about me as an individual.
- This institution has a good reputation within the community.
- Adult students are made to feel welcome at this institution.

Despite the above higher satisfaction findings, the following items were identified as <u>challenges</u>, meaning that these items received lower satisfaction scores compared to the national norms but rated as high importance by the students.

- Parking lots are well-lighted and secure.
- The amount of student parking is adequate.
- There are sufficient options within my program of study.
- There is an adequate selection of course offerings each semester.
- My academic advisor is available to meet with me at times that are convenient for me.

Further, compared against the results received from the last survey administration in spring 2008, the student satisfaction level of the fall 2010 survey has increased in seven out of the eight areas measured by the survey. The chart below illustrates a year-to-year comparison.

Scale	Fall2010	Spring 2008	Differences
Instructional Effectiveness	5.72	5.62	0.10
Safety and Security	5.00	5.17	-0.17
Academic Advising	5.36	5.16	0.20
Admissions and Financial Aid	5.02	4.94	0.08
Academic Services	5.25	5.25	0.00
Registration Effectiveness	5.63	5.34	0.29**
Service Excellence	5.29	5.00	0.29**
Campus Climate	5.63	5.47	0.16

***Statistically significant differences were identified at .01 level.*

The positive survey results reflect Notre Dame's improved services to adult students, success of investment in technology (e.g. web advisor, online billing, online registration, etc.), as well as the measures that have been taken intentionally to address the "run-around" issue that surfaced from the past survey administrations. Below listed examples of the specific actions that have been implemented during the last two years to better address adult and all student needs.

- Opened up online registration to all the adult student groups
- Added online payment options to WebAdvisor
- Implemented a "territory manager" type approach to the ACC and WEC students – each cohort has an enrollment manager who is their point person; the WEC students are more intentionally connected to both their faculty advisors but also the enrollment managers who act as their advisors when faculty are not available
- Placed more information on the web and portal – allowing 24/7 access to information as well as some troubleshooting tips for students
- Encouraged use of Notre Dame email – most of the administrative information goes only to the Notre Dame email.
- Created of ND Express – currently working to replace staff who just left at start of spring semester.

The main area for improvement that the survey data suggested seems to be around parking availabilities and facilities.

Future Follow Up
Survey results will be shared with directors of administrative departments and relevant academic departments. Areas of dissatisfaction are being reviewed by the staff of the ACC, WEC and GRA offices. Areas of strength will be included in promotional or recruitment materials in order to attract prospective students and build an even more optimistic reputation within the community.