



Incorporating Measures of Integrity through Student Satisfaction Feedback

2023

Introduction

Incorporating measures of success along with corresponding benchmarks is critical for colleges and universities wishing to validate claims of success to internal and external stakeholders. Cowley College regularly administers the Ruffalo Noel Levitz (RNL) Student Satisfaction Inventory (SSI) to gather feedback from students as metrics in the Accountability and Institutional Measures (AIM) and for strategic planning. This report includes information from the most recent administrations of the SSI as it pertains to the College's compliance with the Higher Learning Commission's Criterion Two Integrity: Ethical and Responsible Conduct.

About the Student Satisfaction Inventory

The SSI includes over 40 survey items, both standardized and customized for Cowley College, grouped in eight scales: Academic Advising Effectiveness, Admissions and Financial Aid Effectiveness, Campus Climate, Campus Services, Instructional Effectiveness, Registration Effectiveness, Safety and Security, and Student Centeredness.

Delivery of the survey invitation directly from the RNL platform assures students of an unbiased analysis of both quantitative and qualitative feedback. 28.2% or 636 of the 2,256 students receiving an invitation completed the survey for the 2022 administration.

Measuring Integrity through Student Perceptions

Student feedback provides invaluable information about internal stakeholder perceptions of organizational integrity as it pertains to functions and organizational culture. The mission and related statements, listed below, clearly define the organization's focus on a commitment to operate with integrity and transparency, integral attributes of a culture where students can succeed.

Our Mission Cowley College is committed to providing opportunities for learning excellence, personal achievement, and community engagement.

Our Core Values

- People
 - We emphasize the importance of human relationships, diversity, and a sense of community.
 - We provide student-centered instruction.
 - We provide a safe learning environment where joy, humor, and teamwork are embraced.
 - We encourage open communication and the sharing of ideas.
- Accountability
 - Our students will receive a quality education.
 - The College will allow students to take an active role in their success.
 - All employees are responsible and committed to excellence.
 - We are accountable to the community to educate students and to sustain and improve society.
- Integrity
 - We regard honesty, trust, and respect as essential principles in our academic, personal, and professional standards.
- Leadership
 - We provide a positive atmosphere that fosters personal and professional growth.
 - We empower students and employees to be innovative and visionary.

Student perceptions of integrity as it is related to the campus culture, departmental functions and stated priorities contribute to institutional understanding of its compliance with Criterion Two Integrity: Ethical and Responsible Conduct and its core and core sub-components:

Criterion Two: The institution acts with integrity; its conduct is ethical and responsible.

- Core Component 2.A. The institution establishes and follows policies and processes to ensure fair and ethical behavior on the part of its governing board, administration, faculty and staff.
 - Core Sub-Component 2.A.2. The institution operates with integrity in its financial, academic, human resources and auxiliary functions.
- Core Component 2.B. The institution presents itself clearly and completely to its students and to the public.
 - Core Sub-Component 2.B.1. The institution ensures the accuracy of any representations it makes regarding academic offerings, requirements, faculty and staff, costs to students, governance structure and accreditation relationships.
 - Core Sub-Component 2.B.2. The institution ensures evidence is available to support any claims it makes regarding its contributions to the educational experience through research, community engagement, experiential learning, religious or spiritual purpose and economic development.
- Core Component 2.D. The institution is committed to academic freedom and freedom of expression and the pursuit of truth in teaching and learning.
- Core Component 2.E. The institution's policies and procedures call for responsible acquisition, discovery and application of knowledge by its faculty, staff and students.
 - Core Sub-Component 2.E.3. The institution provides students guidance in the ethics of research and use of information resources
 - Core Sub-Component 2.E.4. The institution enforces policies on academic honesty and integrity.

About the Data

The results from the SSI include mean scores that measure how important a statement is to the student and how satisfied the student is with the statement. Performance gap scores are calculated by subtracting the importance score from the satisfaction score; mean difference scores are calculated when comparing Cowley College's performance gap to a national community college cohort.

Conclusion

While Cowley College's performance is positive when benchmarked against the national community college cohort, each of the items below were identified as being a strategic challenge and/or having a higher performance gap and are currently being addressed as components of initiatives in the 2022-2025 Strategic Plan.

- 12. Faculty are fair and unbiased in their treatment of individual students.
- 23. This institution helps me identify resources to finance my education.
- 36. Tuition paid is a worthwhile investment.
- 40. There are sufficient courses within my program of study available each term.

Main Survey

RATE IMPORTANCE (1 = "Not important at all" / 7 = "Very important") AND SATISFACTION (1 = "Not satisfied at all" / 7 = "Very satisfied")							
Academic Advising Effectiveness	Cowley College				National Cohort		
	Importance	Satisfaction	Standard Deviation	Gap	Gap	Difference	Related Criterion
3. My academic advisor is available when I need help.	6.47	6.20	1.25	0.27	0.51	0.36	2.B.
14. My academic advisor is knowledgeable about my program requirements.	6.69	6.31	1.23	0.38	0.56	0.30	2.B.
16. My advisor helps me apply my program of student to career goals.	6.49	6.16	1.34	0.33	0.60	0.33	2.B.
35. I receive ongoing feedback about progress toward my academic goals.	6.29	5.68	1.61	0.61	0.75	0.08	2.A.2.

Admissions and Financial Aid Effectiveness	Cowley College				National Cohort		
	Importance	Satisfaction	Standard Deviation	Gap	Gap	Difference	Related Criterion
5. Financial Aid awards are announced in time to be helpful in college planning.	6.47	6.06	1.23	0.41	0.70	0.40	2.A.
15. Financial aid counseling is available if I need it.	6.55	6.28	1.14	0.27	0.45	0.33	2.A.
17. Admissions counselors accurately portray program offerings in their recruiting practices.	6.41	6.02	1.31	0.39	0.51	0.24	2.B.
23. This institution helps me identify resources to finance my education.	6.52	5.99	1.41	0.53	0.70	0.28*	2.A.

Campus Climate	Cowley College				National Cohort		
	Importance	Satisfaction	Standard Deviation	Gap	Gap	Difference	Related Criterion
20. Students are made to feel welcome here.	6.58	6.32	1.16	0.26	0.32	0.10**	2.A.
33. Administrators are available to hear students' concerns.	6.46	6.02	1.37	0.44	0.62	0.24	2.B.1.
36. Tuition paid is a worthwhile investment.	6.55	6.10	1.31	0.45	0.58	0.14*	2.B.1.

Campus Services	Cowley College				National Cohort		
	Importance	Satisfaction	Standard Deviation	Gap	Gap	Difference	Related Criterion
6. Library resources and services are adequate.	6.37	6.30	1.10	0.07	0.18	0.16	2.E.3.

Instructional Effectiveness	Cowley College				National Cohort		
	Importance	Satisfaction	Standard Deviation	Gap	Gap	Difference	Related Criterion
12. Faculty are fair and unbiased in their treatment of individual students.	6.55	6.00	1.43	0.55	0.54	0.01	2.A. 2.D.
25. Faculty provide timely feedback about my academic progress.	6.48	5.88	1.37	0.60	0.67	0.06	2.A.2.
34. Faculty are usually available to students outside of class.	6.48	6.22	1.10	0.26	0.39	0.12	2.B.1.
40. There are sufficient courses within my program of study available each term.	6.58	6.14	1.27	0.44	0.65	0.24*	2.B.1.

Safety and Security	Cowley College				National Cohort		
	Importance	Satisfaction	Standard Deviation	Gap	Gap	Difference	Related Criterion
4. Security staff respond quickly to calls for assistance	6.35	6.04	1.23	0.31	0.47	0.15	2.A.2.
13. The campus is safe and secure for all students.	6.62	6.28	1.06	0.34	0.37	0.01**	2.A.2.
Scale Score	6.38	5.98	1.11	0.40	0.55	0.13	2.A.2.

Student Centeredness	Cowley College				National Cohort		
	Importance	Satisfaction	Standard Deviation	Gap	Gap	Difference	Related Criterion
20. Students are made to feel welcome here.	6.58	6.32	1.16	0.26	0.32	0.10**	2.A.
37. I seldom get the “run-around” when seeking information on this campus.	6.33	6.00	1.28	0.33	0.70	0.42	2.B.
*Statement identified as a strategic challenge by Noel Levitz.							
**Statement identified as a strategic strength by Noel Levitz.							

Campus Items

	Cowley College									
	2019 Administration				2022 Administration				Difference	Related Criterion
	Importance	Satisfaction	Standard Deviation	Gap	Importance	Satisfaction	Standard Deviation	Gap		
All college programs and activities are accessible to students with disabilities.	NA	NA	NA	NA	6.45	6.16	1.21	0.29	TBD	2.A.
Buildings and grounds have easy accessibility for people with physical disabilities.	NA	NA	NA	NA	6.38	6.16	1.19	0.22	TBD	2.A.
Cowley College fosters an atmosphere that promotes honesty and integrity among its students within the academic environment.	6.57	6.36	1.04	0.21	6.52	6.27	1.09	0.25	0.04	2.E.1.
I have a good understanding of what I need to do to complete my degree or plan of study at Cowley College.	6.73	6.36	1.00	0.37	6.66	6.20	1.20	0.46	0.16	2.B.1.
My education is enhanced by experiences outside the classroom.	NA	NA	NA	NA	6.18	6.06	1.38	0.12	TBD	2.B.2.
My professors present unbiased information to consider in my learning experiences.	NA	NA	NA	NA	6.56	6.08	1.30	0.48	TBD	2.D.