

# Student Satisfaction & Priorities

## Fall 2018 | 2,564 Completed Surveys

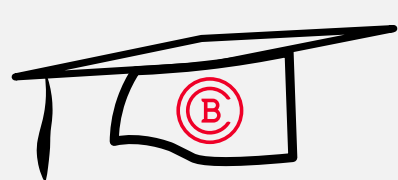


**Student satisfaction** is defined as “when expectations are met or exceeded by the student’s **perception** of the campus reality.” **\*Remember perception is reality!**

\*Schreiner & Juillerat, 1994

### Why does student satisfaction matter?

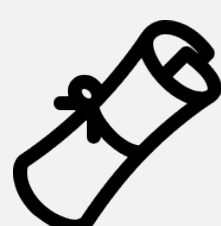
Student satisfaction has been positively linked to:



Individual Student Retention



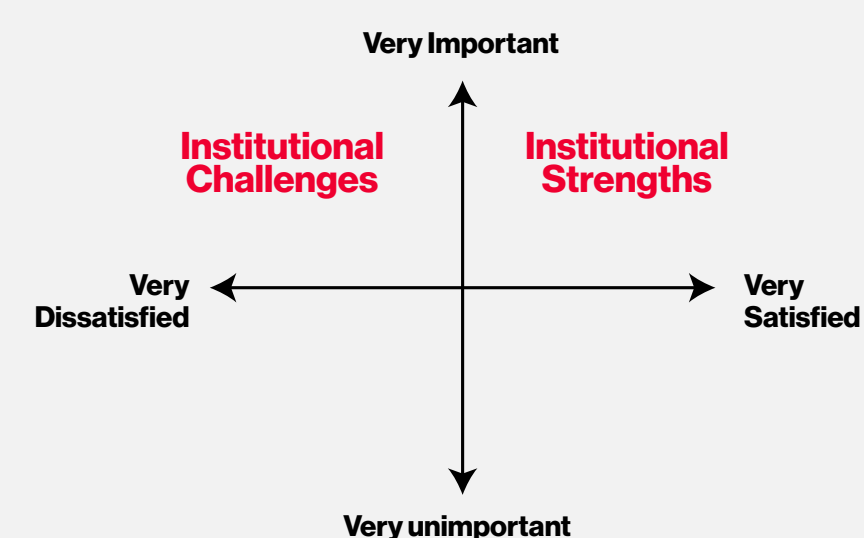
Annual Giving



College Completion Rates

### Priorities for Our Students

Matrix for prioritizing action:



### 1 Our Institutional Strengths

These are the top areas our students care about, where we are meeting their expectations.

- The campus is well-maintained, safe and secure for all students.
- Graduation is a priority for this institution.
- Provide online access to needed services.
- Faculty are available to students outside of class.
- Students are made to feel welcome here.

### 2 Our Institutional Challenges

These items are the key areas to improve, based on the priorities of our students.

- Ability to register for classes with few conflicts.
- The portal (MyBaker) is easy to navigate and find info.
- Academic advisor knowledge about major requirements.
- Staff members provided clear information about tuition costs.
- Availability of academic advisors.

### 3 Next steps on our Campus

For the 2019-20 academic year, Baker College is assessing new initiatives in the following areas to help address student priorities:

- **Academic Advising**
- **Registration Processes**
- **MyBaker Portal Updates**

These initiatives will be communicated and deployed throughout the 2019-20 academic year.