

An Excerpt from the Noel-Levitz Satisfaction-Priorities Surveys Interpretive Guide

What to Share on Campus—an Outline:

Communicating the results from your survey is critical to making changes at your institution. We encourage you to develop your own presentation and summary of the results to help highlight key results. You may want to consider the following outline for developing your own presentation or summary:

- Why your institution is assessing student satisfaction.
 - When the survey was conducted; how it was administered; the response rate.
 - An overview with percentages of the students included in the results (from the Demographic Report).
 - The Scales in order of importance (from the Scale Report). We suggest that you do NOT include any numbers with this list. The importance scores, satisfaction scores, and performance gap scores themselves are not critical; what they tell you about your students' priorities is important. Simply list the scales in descending order of importance.
 - Before sharing your strengths and challenges, define how Noel-Levitz defines these categories. A visual of the Matrix for Prioritizing Action is also helpful and is available at the Noel-Levitz Client Resources Web site.
 - Lead with your strengths. List the items in descending order of importance, without any number scores, just as they appear in the Strategic Planning Overview.
 - Then share the challenges. Again, list them in descending order of importance, without number scores, as they appear in the Strategic Planning Overview.
 - Compare your results with the national comparison group. Point out that this is not the focus of your analysis, but it is important to not operate in a vacuum, so you need to know how relatively satisfied your students are. Refer to the Strategic Planning Overview Benchmark Section to list where your students are significantly more satisfied than the national group as well as where they may be significantly less satisfied. Remember that your students may be relatively more satisfied when compared with the national group on an item that still may be a challenge for you, as well as significantly less satisfied on an item that may be a strength for you. Be aware of this, but still use your particular strengths and challenges to determine how you respond to this item at your institution.
- If you have results from multiple years, share these. Identify where satisfaction levels have improved (and identify the specific initiatives that may have contributed to satisfaction level improvements). Also identify where satisfaction levels have declined and add these to your list of items which must be further explored.
 - If you have also analyzed target group results, you may want to include some overview of these findings. One caution – be careful to not overwhelm your audience with too much analysis on these subgroups at this time. You may want to give a very top-line overview on these findings, or report that you will share additional finding from these analyses at a later date. In addition, you may want to do follow-up presentations or reports focusing on a particular demographic variable which may be of interest to a certain group on campus. Ideas include:
 - First-year students for your freshman year experience staff;
 - Residential students for your residential hall staff;
 - Ethnicity/race analysis for groups responsible for diversity/multi-cultural affairs; and

- Analysis by majors or departments for leadership in those areas on campus.
- Be sure to conclude your presentation or report with identified next steps, such as the formation of a committee to further respond to the data, conducting focus groups to gather more information, the establishment of timelines for responding to top issues and plans for future survey administrations. It is important for the campus to be aware of what you plan to do with the data and to have everyone apprised of the next steps.

We encourage you to share the data with the following groups:

- President and campus leadership;
- Board of trustees;
- Deans, directors, and other top administrators;
- Student life personnel;
- Admissions and financial aid personnel;
- Faculty;
- Staff, especially those with face-to-face interaction with students;
- Any department identified as an area of strength or challenge;
- Student government leadership;
- General student population;
- Parents of students;
- Alumni; and
- Local community.

Consider next steps to enhance your use of your data:

- Request a free phone consultation to review and present your data
- Participate in the free January or May Web Report Review Webconference to better understand your data
- Attend the annual July client workshop to learn more and build relationships with other clients
- Invite a retention consultant to your campus to assist you with turning the data into action

For additional assistance and guidance, contact us:

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