

# ENROLLED STUDENT SURVEY

## YEAR 2003-2004

### NINTH ANNUAL REPORT

#### St. Petersburg College

**The Enrolled Student Survey (ENSS)** was developed at St. Petersburg College (SPC) as one component of a college-wide assessment system to ensure the delivery of quality academic and student support services. The specific purposes of this annual survey is to ascertain how our enrolled students perceive the College and determine both the importance and level of satisfaction of enrolled students with the College's academic and student support services. Subsequently, this information is to be used by the faculty and administration to establish quality improvement initiatives that benefit our students.

The Enrolled Student Survey was administered to students at the Health Center, Allstate Center, St. Petersburg /Gibbs, Clearwater, Tarpon Springs and Seminole Campuses. Students completed the survey in selected daytime and evening classes on in late October 2003 and 2558 scanable forms were processed. Also an on-line version of this survey was administered to our E-Students during the following week however students enrolled in dual credit, cooperative education, non-credit and television courses were not part of this survey. The data from the on-line E-Student Survey is not included in the aggregate descriptive statistics presented in this document. However, some tables in this document will present columns from the on-line E-Survey for comparison (the same questions were asked).

The campus profiles of the respondents are similar to information presented in the SPC FACTBOOK 2002-2003 and this information is presented in summary form as Table 1.

The ENSS survey has five major sections. In Section A, students provided demographic and academic information. In Sections B and C, survey respondents rated the importance and their level of satisfaction with the College's academic and student support services. The ratings used to gauge "Importance" are on a 7-point scale with (7) "Critical" being the highest possible rating and (1) "Unimportant," the lowest. Likewise, a 7-point scale was used to measure, "Level of Satisfaction" with (7) "Excellent" being the highest rating and (1) "Poor," the lowest possible rating. In Section D-A, respondents were asked to rate their SPC experiences in four areas on a 7-point scale with (7) "Excellent" being the highest possible rating and (1) "Poor," the lowest possible rating. In Section D-B, students rated the preparation they received in five skill areas using the same 7-point scale. In Section E, students responded to an open-ended question related to how the quality of the College's academic and student support services, curriculum and academic programs can be improved. Student responses to this open-ended question will be retained and may be viewed in the Planning Office for two years. This survey report will be distributed broadly and the information herein is to be used by program managers as a catalyst to improve, reevaluate, and/or restructure their programs and services.

The College has established the following criteria to evaluate whether the College's 33 academic and student services are meeting students' needs. Each academic and student service should achieve an average rating (mean) of 5.0 or greater on the "Level of Satisfaction" scale and/or a positive performance gap (performance gap will be defined later in this document). Eighteen of the 33 academic services had mean satisfaction ratings of 5.0 or greater while one additional services/offices did not reach the 5.0 threshold but did have a positive performance gap, thus 19 of the 33 academic and student services met the criteria. Fourteen did not. The remainder of this document presents the findings from the ENSS in both text and chart format.

Two Appendices are included with this document. Appendix A shows the separate "Performance Gap" charts for each campus and for the E-Student Survey. Appendix B shows a side-by-side "Satisfaction" comparison of these same groups.

**TABLE 1**  
**COMPARISON OF RESPONDENTS COLLEGE-WIDE**  
**TO STUDENT MAKEUP BY CAMPUS**  
**SESSION I 2003-2004 (N = 2558)**

<b>CAMPUS</b>	<b>SAMPLE SURVEYED 2003-2004</b>		<b>FALL 2002 HEADCOUNT BY HOME CAMPUS *</b>
	<b>Number</b>	<b>Percent</b>	<b>Percent Students</b>
St. Petersburg/Gibbs	313	12.2	43.0
Clearwater	1041	40.7	37.7
Tarpon Springs	658	25.7	16.9
Seminole	6	0.2	8.4
Health Center	182	7.1	
Allstate Center	15	0.6	
Other or Multiple Campuses	118	4.6	
Unidentified, No Response	225	8.8	

\* SPJC FACTBOOK 2002-03(Sorted by four main campuses only)—

## BACKGROUND CHARACTERISTICS

### Demographic and Background Profile

The information shown in TABLE 2 gives a demographic profile of the respondents. Analysis of the demographic characteristics of the respondents revealed the following information:

Thirty-seven percent (37%) are under the age of 25.

Fifty-five percent (55%) of the students are females.

Ethnicity:

- 69.3 % White
- 8.9 % Black
- 7.3% Hispanic
- 3.9% Asian
- 0.9% American Indian

Thirty-seven percent (37%) of the students have been enrolled at the College only one semester.

Twenty-five (25%) of the students graduated from high school or earned a General Education Degree (GED) during the past year.

Respondents received services at the following locations:

12.2%	St. Petersburg/Gibbs
40.7%	Clearwater
25.7%	Tarpon Springs
0.2%	Seminole
7.1%	Health Center
0.6%	Allstate Center
4.6%	Other or Multiple Campuses
8.8%	Unidentified, No Response

Fifty-three percent (53%) of the students have earned 15 or fewer credit hours at SPC.

Among the students surveyed seventy-nine percent (79%) indicated that they attended classes during the day.

Fifty-nine percent (59%) of the respondents indicated that they planned to obtain an Associate in Arts degree, seventeen percent (17%) an Associate in Science degree and six percent (6%) plan to earn a Certificate from SPC. Of course, these percentages increase if students with "Multiple Goals" are included in each individual category.

Ninety-four percent (94%) of the students noted that they had access to a computer with Internet capabilities.

**TABLE 2**  
**BACKGROUND/DEMOGRAPHIC INFORMATION**  
**SESSION I 2003-2004 (N = 2558)**

	Number	Percent		Number	Percent
<b>Age</b>			<b>Campus for Services</b>		
19 and under	940	36.8	St. Petersburg/Gibbs	313	12.2
20-24	855	33.4	Clearwater	1041	40.7
25-29	299	11.7	Tarpon Springs	658	25.7
30-39	250	9.8	Seminole	15	0.6
40-49	140	5.5	Health Center	6	0.2
50-59	31	1.2	Allstate Center	182	7.1
60 or over	13	.5	Other or Multiple Campuses	118	4.6
No Response	<u>30</u>	<u>1.2</u>	Unidentified, No Response	<u>225</u>	<u>8.8</u>
Total	2558	100	Total	2558	100
<b>Gender</b>			<b>Number of Credits Earned at SPC</b>		
Female	1420	55.5	0 - 15 hrs.	1359	53.1
Male	1035	40.5	16 - 30 hrs.	486	19.0
No Response	<u>103</u>	<u>4.0</u>	31 - 45 hrs	287	11.2
Total	2558	100	Over 45	372	14.5
			No Response	<u>54</u>	<u>2.1</u>
			Total	2558	100
<b>Ethnicity</b>			<b>Classes Taken</b>		
American Indian	22	0.9	During the day	2012	78.7
Asian	100	3.9	In the Evening	449	17.6
Black	186	7.3	On the Weekend	6	.2
Hispanic	72	2.8	No Response	<u>91</u>	<u>3.6</u>
White	1773	69.3	Total	2558	100
Other	175	6.8			
No Response	<u>230</u>	<u>9.0</u>			
Total	2558	100			
<b>Semesters Enrolled at SPC</b>			<b>Degree Goal at SPC</b>		
1	965	37.7	Associate Arts	1501	58.7
2	268	10.5	Associate Science	428	16.7
3	361	14.1	Certificate	147	5.8
4	289	11.3	Multiple Goals	107	4.2
5	194	7.6	None	83	3.2
6 or more	443	17.3	Other	172	6.7
No Response	<u>38</u>	<u>1.5</u>	No Response	<u>120</u>	<u>4.7</u>
Total	2558	100	Total	2558	100
<b>Years Since High School Graduation or GED</b>			<b>Access to Computer/Internet Capabilities</b>		
Less than 1 year ago	632	24.7	Yes	2394	93.6
1 - 3	845	33.0	No	110	4.3
4 - 5	214	8.4	No Response	<u>54</u>	<u>2.1</u>
More than 5 years ago	724	28.3	Total	2558	100
No Response	<u>143</u>	<u>5.6</u>			
Total	2558	100			

### **Importance of Academic and Student Support Services**

Students were asked to rate the Importance of the College's academic and student support services on a 7-point scale ranging from "Critical" (7) to "Unimportant" (1). TABLE 3 provides a listing of the 33 students and academic support services rank-ordered by means. There was a 1.73 spread among all scores. The range of the means was from (6.3) "Convenience of Times Classes are Offered" to (4.57) "Student Publications." The top five ranked services in terms of importance to students are: "Convenience of Times Classes are Offered" (6.3), " Ability to Get Their First Choice of Classes" (6.24), "Overall Quality of Educational Program Content" (6.21) "Variety of Courses Offered" (6.2), and "Overall Rating of Academic/Educational Support Services" (6.14). The five lowest rated services in terms of importance are: "Food Services" (5.03), "Registration process – "SPIRIT"(4.95), "New Student Orientation" (4.81), "Student Activities" (4.67) and "Student Publications" (4.57).

**TABLE 3**  
**IMPORTANCE OF ACADEMIC AND STUDENT SUPPORT SERVICES**

**SESSION I 2003-2004**

Based on a 7-point scale "Critical (7) to "Unimportant (1)

		<b>Mean</b>	<b>N</b>
1	Convenience of times classes are offered	6.30	2331
2	Ability to get their "first choice" of classes	6.24	2303
3	Overall quality of educational program content	6.21	2297
4	Variety of courses offered	6.20	2307
5	Overall rating of academic/educational support services	6.14	2228
6	Academic advising	6.12	2360
7	Personal safety and security	6.10	2356
8	Parking	6.08	2403
9	Library	6.00	2301
10	Scholarships and Student Assistance Office	5.98	2176
11	Registration process – "In person"	5.92	2271
12	Out-of-class access to computers	5.91	2224
13	Bookstore	5.84	2410
14	Application/admission process	5.83	2432
15	Supplemental Instructional Centers/Tutoring	5.82	1930
16	Registration process – "On-line"	5.81	1997
17	Overall rating of student support services/offices	5.81	2269
18	Facilities	5.79	2305
19	Use of technology during instruction	5.47	2178
20	Attractiveness of the campus	5.43	2385
21	Career counseling	5.41	1712
22	Initial testing for placement in courses	5.40	2239
23	General information about programs and services	5.36	2169
24	Career Development Center resources	5.29	1828
25	Career assessment	5.26	1733
26	Specialized academic support	5.10	1668
27	Business office	5.07	2009
28	Official mailings received from the College	5.03	2147
29	Food services	5.03	2157
30	Registration process – "SPIRIT"	4.95	1623
31	New student orientation	4.81	2045
32	Student activities	4.67	1901
33	Student publications	4.57	1924
* Services rank ordered by mean importance rating based on a 7-point scale.			

### **Level of Satisfaction with Academic and Student Support Services**

On the ENSS, students indicated their Level of Satisfaction with the College's student and academic services on a 7-point scale ranging from "Excellent" (7) to "Poor" (1). TABLE 4 shows the students' ratings college-wide on student/academic services rank-ordered by means. There was a 1.7 spread among all scores, ranging from (5.91) for the "Use of technology during instruction" to (4.21) "Parking". The top five rated student/academic services are "Use of Technology During Instruction" (5.91), "Library" (5.81), "Out-of-class Access to Computers" (5.62), "Personal Safety and Security" (5.58), and "Overall Quality of Educational Program Content" (5.49). On the Other Hand, the five-student/academic services with the lowest satisfaction ratings are "Scholarships and Student Assistance Office" (4.56), "Registration Process—"SPIRIT" (4.52), "Student Publications" (4.31), "Food Services" (4.28) and "Parking" (4.21).

**Table 4****LEVEL OF SATISFACTION ACADEMIC AND STUDENT SUPPORT SERVICES****SESSION I 2003-2004**

Based on a 7 - point scale "Excellent" (7) "Poor" (1)

**Academic and Student Service**

		<b>Mean</b>	<b>N</b>
1	Use of technology during instruction	5.91	2250
2	Library	5.81	2204
3	Out-of-class access to computers	5.62	2093
4	Personal safety and security	5.58	2335
5	Overall quality of educational program content	5.49	2296
6	Overall rating of academic/educational support services	5.44	2186
7	Attractiveness of the campus	5.41	2380
8	Supplemental Instructional Centers/Tutoring	5.35	1573
9	Facilities	5.34	2263
10	Ability to get their "first choice" of classes	5.18	2265
11	Convenience of times classes are offered	5.14	2321
12	Overall rating of student support services/offices	5.14	2221
13	Variety of courses offered	5.13	2285
14	Bookstore	5.12	2384
15	Specialized academic support services	5.12	1072
16	Career Development Center resources	5.11	1340
17	Initial testing for placement in courses	5.03	2078
18	Career assessment	5.02	1285
19	Business office	4.99	1634
20	Application/admission process	4.95	2410
21	Career counseling	4.94	1316
22	Registration process – "In person"	4.87	2153
23	General information about programs and services	4.83	2048
24	Academic advising	4.80	2304
25	Official mailings received from the College	4.76	1965
26	Student activities	4.73	1370
27	Registration process – "On-line"	4.62	1769
28	New student orientation	4.61	1709
29	Scholarships and Student Assistance Office	4.56	1896
30	Registration process – "SPIRIT"	4.52	1158
31	Student publications	4.37	1579
32	Food services	4.28	1972
33	Parking	4.21	2408
	*Services rank ordered by mean "Satisfaction" rating based on a 7-point scale		

### **Comparison of Importance and Level of Satisfaction with Academic and Student Support Services**

As shown in TABLE 5, "Performance Gaps" are formulated for each of the 33-academic/student support services by calculating the difference between the mean ratings for "Level of Satisfaction" and "Importance". Three of the academic/support services had positive performance gaps with a range of (0.44) to (0.02), which indicates that the students found their level of satisfaction with these services higher than the importance of these services to them. The performance gaps for these academic/support services are "Use of Technology During Instruction" (+0.44), "Student Activities" (+0.06), and "Specialized Academic Support Services" (+0.02).

Eight academic and student support services had "negative" performance gaps that are below a negative 1. This indicates that the students' level of satisfaction with these services is considerably lower than the importance they assign to these services. The services included "Parking" (-1.87), "Scholarships and Student Assistance Office" (-1.42), "Academic Advising" (-1.32), "Registration Process- 'On-Line'" (-1.19), "Convenience of Class Times Offered" (-1.16), "Variety of Courses Offered" (-1.07), "Ability to Get Their 'First Choice' of classes" (-1.06), and "Registration Process- 'In Person'" (-1.05).

Appendix A shows the "Performance Gaps" by individual campuses and the E-Student Survey for comparison.

Appendix B shows a side-by-side comparison of "Satisfaction" ratings at six locations-and E-Student Survey for comparison.

**TABLE 5**  
**ENROLLED STUDENT SURVEY PERFORMANCE GAP**  
**SESSION I 2003-2004**

Based on a 7 - point scale "Critical/Excellent" (7) "Unimportant/Poor" (1)

SERVICES/OFFICE	LEVEL OF SATISFACTION	IMPORTANCE	PERFORMANCE GAP
Use of technology during instruction	5.91	5.47	0.44
Student activities	4.73	4.67	0.06
Specialized academic support	5.12	5.1	0.02
<b>Attractiveness of the campus</b>	5.41	5.43	-0.02
<b>Business office</b>	<b>4.99</b>	<b>5.07</b>	<b>-0.08</b>
Career Development Center resources	5.11	5.29	-0.18
Library	5.81	6	-0.19
<b>New student orientation</b>	<b>4.61</b>	<b>4.81</b>	<b>-0.2</b>
<b>Student publications</b>	<b>4.37</b>	<b>4.57</b>	<b>-0.2</b>
Career assessment	5.02	5.26	-0.24
<b>Official mailings received from the College</b>	<b>4.76</b>	<b>5.03</b>	<b>-0.27</b>
Out-of-class access to computers	5.62	5.91	-0.29
Initial testing for placement in courses	5.03	5.4	-0.37
<b>Registration process – “SPIRIT”</b>	<b>4.52</b>	<b>4.95</b>	<b>-0.43</b>
Facilities	5.34	5.79	-0.45
<b>Career counseling</b>	<b>4.94</b>	<b>5.41</b>	<b>-0.47</b>
Supplemental Instructional Centers/Tutoring	5.35	5.82	-0.47
Personal safety and security	5.58	6.1	-0.52
<b>General information about programs and services</b>	<b>4.83</b>	<b>5.36</b>	<b>-0.53</b>
Overall rating of student support services/offices	5.14	5.81	-0.67
Overall rating of academic/educational support services	5.44	6.14	-0.7
Overall quality of educational program content	5.49	6.21	-0.72
Bookstore	5.12	5.84	-0.72
<b>Food services</b>	<b>4.28</b>	<b>5.03</b>	<b>-0.75</b>
<b>Application/admission process</b>	<b>4.95</b>	<b>5.83</b>	<b>-0.88</b>
<b>Registration process – “In person”</b>	<b>4.87</b>	<b>5.92</b>	<b>-1.05</b>
Ability to get their “first choice” of classes	5.18	6.24	-1.06
Variety of courses offered	5.13	6.2	-1.07
Convenience of times classes are offered	5.14	6.3	-1.16
<b>Registration process – “On-line”</b>	<b>4.62</b>	<b>5.81</b>	<b>-1.19</b>
<b>Academic advising</b>	<b>4.8</b>	<b>6.12</b>	<b>-1.32</b>
<b>Scholarships and Student Assistance Office</b>	<b>4.56</b>	<b>5.98</b>	<b>-1.42</b>
<b>Parking</b>	<b>4.21</b>	<b>6.08</b>	<b>-1.87</b>

Bold items did not meet established criteria.

### **Usage of Student and Academic Services**

TABLE 6 is the level of usage; defined as the percent of students that rated the "Level of Satisfaction" of the student/academic services. Students were asked to select N/A if they had not used a service/office. College-wide, two thousand five hundred fifty-eight (2558) student surveys were processed and as such this is the number used in the denominator to calculate the ratio, "Usage Percentages". The number used in the numerator was the number of students that answered the "Level of Satisfaction" question in each student/academic service area.

**TABLE 6**  
**ACADEMIC AND STUDENT SUPPORT SERVICES**  
**BY STUDENT USAGE SESSION I 2003-2004\***

	<b>Academic and Student Service</b>	<b>Usage Percentages</b>
1.	Application/admission process	94%
2.	Parking	94%
3.	Bookstore	93%
4.	Attractiveness of the campus	93%
5.	Personal safety and security	91%
6.	Convenience of times classes are offered	91%
7.	Academic advising	90%
8.	Overall quality of educational program content	90%
9.	Variety of courses offered	89%
10.	Ability to get their "first choice" of classes	89%
11.	Facilities	88%
12.	Use of technology during instruction	88%
13.	Overall rating of student support services/offices	87%
14.	Library	86%
15.	Overall rating of academic/educational support services	85%
16.	Registration process – "In person"	84%
17.	Out-of-class access to computers	82%
18.	Initial testing for placement in courses	81%
19.	General information about programs and services	80%
20.	Food services	77%
21.	Official mailings received from the College	77%
22.	Scholarships and Student Assistance Office	74%
23.	Registration process – "On-line"	69%
24.	New student orientation	67%
25.	Business office	64%
26.	Student publications	62%
27.	Supplemental Instructional Centers/Tutoring	61%
28.	Student activities	54%
29.	Career Development Center resources	52%
30.	Career counseling	51%
31.	Career assessment	50%
32.	Registration process – "SPIRIT"	45%
33.	Specialized academic support services	42%

\*Based on the number of students that rated the "Level of Satisfaction" of the student/academic services.

## STUDENTS' RATINGS OF SPC EXPERIENCES

The survey asked the students to rate their SPC experiences in four areas on a 7-point scale with (7) "Excellent" being the highest rating and (1) "Poor" the lowest. The responses are summarized in TABLE 7. Over seventy three percent of the students rated all four areas in the 5 to 7 point ranges. Overall, these percentages imply that the majority of enrolled students are satisfied with their SPC experiences.

### TABLE 7

#### OVERVIEW OF SURVEY OF ENROLLED STUDENTS

#### RATINGS OF SPC EXPERIENCES 2003-2004 YEAR

Categories	(7) Excellent	(6)	(5)	(4)	(3)	(2)	(1) Poor	No Response	Subtotal
<b>Quality of Instruction</b> Mean 5.77	743 29.1%	836 32.7	585 22.9%	237 9.3%	48 1.9	14 .6	13 .5%	82 3.2%	2558 100%
<b>Course Materials</b> Mean 5.58	624 24.4%	771 30.1%	668 26.1	283 11.1%	80 3.1%	19 0.7%	20 0.8	93 3.6%	2558 100%
<b>Equipment</b> Mean 5.52	644 25.2	694 27.1%	546 21.3%	317 12.4%	99 3.9%	42 1.7%	25 1.0%	191 7.5%	2558 100%
<b>Course Scheduling</b> Mean 5.43	606 23.7%	737 28.8%	564 22.1%	348 13.6%	131 5.1%	54 2.1%	28 1.1%	90 3.5%	2558 100%

### PREPARATION BY SPC

On the ENSS, students were asked to rate how well they perceived that they were prepared by SPC in 5 critical preparedness areas on a 7-point scale ranging from "Excellent" (7) to "Poor" (1). TABLE 8 shows the students' ratings on these areas, ranked-ordered by mean. Overall, the means for the five skill areas indicates that the majority of enrolled students are satisfied with the preparation they are receiving at SPC.

**Table 8**

**Areas of Preparedness**  
by  
**St. Petersburg College's Enrolled Students 2003-2004 Year**

<b>Skill Area</b>	<b>Mean</b>
Reading	5.80
Writing	5.81
Use of Computers	5.73
Oral Communication	5.67
Mathematics (logical reasoning)	5.48

## **COMMENTS MADE BY ENROLLED STUDENTS**

Section E of the survey asked students to respond to an open-ended question as follows:

1. How can SPC improve services, curriculum and academic programs for students? Let us know your ideas!

\*All student comments are retained in the Planning Office for two years and may be viewed there.

TABLE 9

**COMPARISON OF MEANS ON LEVEL OF SATISFACTION ACADEMIC AND STUDENT SUPPORT SERVICES SESSION I 2003-2004 COMPARED TO SESSION I 2002-2003**

	<b>Academic And Student Service</b>	<b>Mean 2003-04</b>	<b>Mean 2002-03</b>	<b>Difference</b>
1.	Parking	4.21	3.99	0.22
2.	Library	5.81	5.61	0.2
3.	Supplemental Instructional Centers/Tutoring	5.35	5.22	0.13
4.	Career assessment	5.02	4.90	0.12
5.	Career counseling	4.94	4.83	0.11
6.	Career Development Center resources	5.11	5.02	0.09
7.	Personal safety and security	5.58	5.50	0.08
8.	Bookstore	5.12	5.05	0.07
9.	Attractiveness of the campus	5.41	5.37	0.04
10.	Scholarships and Student Assistance Office	4.56	4.52	0.04
11.	Specialized academic support services	5.12	5.08	0.04
12.	General information about programs and services	4.83	4.80	0.03
13.	Convenience of times classes are offered	5.14	5.11	0.03
14.	Out-of-class access to computers	5.62	5.60	0.02
15.	Student activities	4.73	4.72	0.01
16.	Academic advising	4.8	4.80	0.00
17.	Variety of courses offered	5.13	5.14	-0.01
18.	Use of technology during instruction	5.91	5.93	-0.02
19.	Overall rating of academic/educational support services	5.44	5.46	-0.02
20.	Overall quality of educational program content	5.49	5.52	-0.03
21.	Ability to get their "first choice" of classes	5.18	5.21	-0.03
22.	Facilities	5.34	5.39	-0.05
23.	Initial testing for placement in courses	5.03	5.08	-0.05
24.	Overall rating of student support services/offices	5.14	5.20	-0.06
25.	New student orientation	4.61	4.69	-0.08
26.	Official mailings received from the College	4.76	4.86	-0.10
27.	Business office	4.99	5.14	-0.15
28.	Food services	4.28	4.49	-0.21
29.	Student publications	4.37	4.58	-0.21
30.	Application/admission process	4.95	5.31	-0.36
31.	Registration process – "In person"	4.87	5.33	-0.46
32.	Registration process – "SPIRIT"	4.52	5.02	-0.50
33.	Registration process – "On-line"	4.62	5.63	-1.01

\*Services rank ordered by largest improvement.

## CONCLUSIONS AND RECOMMENDATIONS

The respondents to this survey were most positively impressed with the “Use of technology during instruction” giving it the highest satisfaction rating and the largest positive performance gap. However, fifteen of the thirty-three listed academic and student services did not meet the stated criteria of producing a 5.0 mean satisfaction rating or higher and/or a positive performance gap.

	Satisfaction Rating	Performance Gap
Attractiveness of the campus	5.41	-0.02
Business office	4.99	-0.08
New student orientation	4.61	-0.2
Student publications	4.37	-0.2
Official mailings received from the College	4.76	-0.27
Registration process – “SPIRIT”	4.52	-0.43
Career counseling	4.94	-0.47
General information about programs and services	4.83	-0.53
Food services	4.28	-0.75
Application/admission process	4.95	-0.88
Registration process – “In person”	4.87	-1.05
Registration process – “On-line”	4.62	-1.19
Academic advising	4.8	-1.32
Scholarships and Student Assistance Office	4.56	-1.42
Parking	4.21	-1.87

Of this group, two stand out as areas where new performance initiatives could have the greatest potential for improving student satisfaction at the College in area that are most important to our mission. They are “Academic Advising”, and “Scholarship and Student Assistance Office”.

On average students gave the Seminole Campuses the highest satisfaction marks followed closely by the Allstate Campus. All the campuses had negative “Performance Gaps” but on average Seminole had the smallest negative “Performance Gaps” while the Health Education Center had the largest negative “Performance Gap”.

Next, overall the students were satisfied with their SPC experience and how well they were prepared in five basic skill areas. The table below shows student ratings in the five skill areas compared to last year’s ratings while most areas showed small reductions, the results were very similar to last year and still quite positive. Moreover, all areas were well above the 5.0 threshold rating.

	Mean 2002/2003	Mean 2003/2004
Reading	5.78	5.80
Writing	5.74	5.81
Oral Communication	5.63	5.67
Use of Computer	5.65	5.73
Mathematics	5.41	5.48

On balance, our students seemed satisfied with the performance of the College. Nevertheless, they did identify some areas where they were less satisfied and where they perceived performance gaps (difference between “Satisfaction” and “Importance”). It is recommended that each campus and unit review this report and use the insights gained to establish quality improvement initiatives for their units.

## Appendix A

## Gaps by Campuses 2003/2004

All Campuses	Satisfaction	Importance	Performance
	2003/2003	2003/2004	Gap
Use of technology during instruction	5.91	5.47	0.44
Student activities	4.73	4.67	0.06
Specialized academic support	5.12	5.1	0.02
Attractiveness of the campus	5.41	5.43	-0.02
Business office	4.99	5.07	-0.08
Career Development Center resources	5.11	5.29	-0.18
Library	5.81	6	-0.19
New student orientation	4.61	4.81	-0.2
Student publications	4.37	4.57	-0.2
Career assessment	5.02	5.26	-0.24
Official mailings received from the College	4.76	5.03	-0.27
Out-of-class access to computers	5.62	5.91	-0.29
Initial testing for placement in courses	5.03	5.4	-0.37
Registration process – “SPIRIT”	4.52	4.95	-0.43
Facilities	5.34	5.79	-0.45
Career counseling	4.94	5.41	-0.47
Supplemental Instructional Centers/Tutoring	5.35	5.82	-0.47
Personal safety and security	5.58	6.1	-0.52
General information about programs and services	4.83	5.36	-0.53
Overall rating of student support services/offices	5.14	5.81	-0.67
Overall rating of academic/educational support services	5.44	6.14	-0.7
Overall quality of educational program content	5.49	6.21	-0.72
Bookstore	5.12	5.84	-0.72
Food services	4.28	5.03	-0.75
Application/admission process	4.95	5.83	-0.88
Registration process – “In person”	4.87	5.92	-1.05
Ability to get their “first choice” of classes	5.18	6.24	-1.06
Variety of courses offered	5.13	6.2	-1.07
Convenience of times classes are offered	5.14	6.3	-1.16
Registration process – “On-line”	4.62	5.81	-1.19
Academic advising	4.8	6.12	-1.32
Scholarships and Student Assistance Office	4.56	5.98	-1.42
Parking	4.21	6.08	-1.87
Average of all ratings	5.03	5.60	-0.57

<b>St. Petersburg/Gibbs</b>	Satisfaction	Importance	Performance
	2003/2004	2003/2004	Gap
Student activities	4.83	4.23	0.60
Use of technology during instruction	5.85	5.29	0.56
Specialized academic support services	5.10	5.02	0.09
Student publications	4.48	4.49	-0.01
Attractiveness of the campus	5.39	5.41	-0.03
New student orientation	4.46	4.52	-0.07
Career assessment	5.24	5.42	-0.19
Initial testing for placement in courses	5.00	5.27	-0.26
Out-of-class access to computers	5.56	5.83	-0.27
Career Development Center resources	5.16	5.45	-0.29
Business office	4.79	5.17	-0.37
Official mailings received from the College	4.61	5.00	-0.39
Library	5.51	5.92	-0.41
Facilities	5.27	5.70	-0.43
Registration process – “SPIRIT”	4.56	4.99	-0.43
General information about programs and services	4.77	5.35	-0.58
Supplemental Instructional Centers/Tutoring	5.19	5.78	-0.59
Career counseling	4.92	5.59	-0.66
Personal safety and security	5.47	6.19	-0.72
Food service	4.00	4.77	-0.77
Overall rating of student support services/offices	4.95	5.73	-0.78
Overall rating of academic/educational support services	5.26	6.12	-0.86
Bookstore	4.85	5.76	-0.90
Overall quality of educational program content	5.31	6.22	-0.91
Application/admission process	4.82	5.81	-0.99
Variety of courses offered	5.13	6.21	-1.07
Ability to get “first choice” of classes	4.99	6.20	-1.20
Registration process – “On-line”	4.56	5.92	-1.36
Convenience of times classes are offered	4.91	6.29	-1.38
Registration process – “In person”	4.53	5.96	-1.43
Scholarships and Student Assistance Office	4.30	5.99	-1.68
Academic advising	4.55	6.25	-1.70
Parking	3.49	6.13	-2.64
Average of all ratings	4.90	5.57	-0.67

Clearwater	Satisfaction	Importance	Performance
	2003/2004	2003/2004	Gap
Use of technology during instruction	5.88	5.40	0.48
Business office	4.87	4.81	0.06
Specialized academic support services	5.20	5.30	-0.10
Student activities	4.72	4.90	-0.18
Library	5.82	6.01	-0.19
Career Development Center resources	5.11	5.32	-0.21
Attractiveness of the campus	5.19	5.44	-0.25
Career assessment	5.02	5.28	-0.26
Student publications	4.36	4.63	-0.27
Official mailings received from the College	4.64	5.00	-0.37
Food service	4.71	5.10	-0.39
New student orientation	4.42	4.83	-0.41
Initial testing for placement in courses	5.08	5.52	-0.43
Career counseling	4.91	5.39	-0.49
Out-of-class access to computers	5.51	6.01	-0.51
Registration process – “SPIRIT”	4.42	4.94	-0.51
Bookstore	5.37	5.91	-0.54
General information about programs and services	4.76	5.35	-0.59
Supplemental Instructional Centers/Tutoring	5.24	5.85	-0.62
Personal safety and security	5.44	6.07	-0.62
Facilities	5.16	5.80	-0.64
Overall rating of student support services/offices	5.14	5.86	-0.72
Overall quality of educational program content	5.43	6.19	-0.76
Overall rating of academic/educational support services	5.36	6.13	-0.77
Application/admission process	4.81	5.82	-1.01
Ability to get “first choice” of classes	5.15	6.25	-1.10
Variety of courses offered	5.10	6.23	-1.13
Registration process – “In person”	4.71	5.91	-1.20
Convenience of times classes are offered	5.09	6.31	-1.22
Registration process – “On-line”	4.53	5.82	-1.29
Scholarships and Student Assistance Office	4.61	5.98	-1.38
Academic advising	4.67	6.12	-1.44
Parking	3.89	6.10	-2.21
Average of all ratings	4.98	5.62	-0.64

<b>Tarpon Springs</b>	Satisfaction	Importance	Performance
	2003/2004	2003/2004	Gap
Use of technology during instruction	6.02	5.67	0.35
Attractiveness of the campus	5.64	5.46	0.19
Specialized academic support services	5.15	5.02	0.13
Student activities	4.67	4.69	-0.02
Library	6.10	6.16	-0.06
Out-of-class access to computers	5.90	5.97	-0.07
Career Development Center resources	5.06	5.23	-0.17
Business office	5.24	5.43	-0.18
New student orientation	4.64	4.86	-0.22
Career assessment	4.98	5.21	-0.23
Personal safety and security	5.81	6.07	-0.26
Facilities	5.52	5.79	-0.27
Registration process – “SPIRIT”	4.67	4.95	-0.28
Official mailings received from the College	4.77	5.06	-0.29
Student publications	4.23	4.58	-0.35
Initial testing for placement in courses	4.98	5.37	-0.39
Supplemental Instructional Centers/Tutoring	5.60	6.02	-0.42
Career counseling	4.97	5.42	-0.45
General information about programs and services	4.91	5.39	-0.47
Overall rating of student support services/offices	5.32	5.85	-0.53
Application/admission process	5.33	5.89	-0.56
Overall rating of academic/educational support services	5.61	6.18	-0.57
Overall quality of educational program content	5.63	6.23	-0.59
Registration process – “In person”	5.36	5.99	-0.63
Ability to get “first choice” of classes	5.42	6.27	-0.85
Registration process – “On-line”	4.91	5.76	-0.86
Bookstore	4.94	5.92	-0.98
Academic advising	5.10	6.13	-1.02
Variety of courses offered	5.15	6.18	-1.03
Convenience of times classes are offered	5.33	6.36	-1.03
Parking	4.91	6.08	-1.16
Scholarships and Student Assistance Office	4.65	6.06	-1.41
Food service	3.56	5.18	-1.61
Average of all ratings	5.15	5.65	-0.49

<b>Seminole</b>	Satisfaction	Importance	Performance
	2003/2004	2003/2004	Gap
Career assessment	6.10	5.13	0.97
Food service	5.00	4.20	0.80
Personal safety and security	6.62	5.93	0.68
Use of technology during instruction	6.40	5.93	0.47
Attractiveness of the campus	6.00	5.60	0.40
Student publications	4.89	4.53	0.36
Career counseling	5.80	5.47	0.33
Supplemental Instructional Centers/Tutoring	5.78	5.54	0.24
Student activities	4.60	4.40	0.20
New student orientation	5.64	5.47	0.17
Career Development Center resources	5.80	5.67	0.13
Specialized academic support services	5.29	5.15	0.13
Initial testing for placement in courses	5.71	5.67	0.05
Application/admission process	5.15	5.20	-0.05
Registration process – “SPIRIT”	5.00	5.08	-0.08
Official mailings received from the College	5.36	5.47	-0.11
Registration process – “In person”	5.54	5.67	-0.13
Facilities	5.93	6.07	-0.14
Overall rating of student support services/offices	5.17	5.31	-0.14
Business office	4.70	5.00	-0.30
Library	5.54	5.87	-0.33
Scholarships and Student Assistance Office	4.83	5.40	-0.57
General information about programs and services	5.00	5.60	-0.60
Academic advising	5.31	5.93	-0.63
Variety of courses offered	5.79	6.43	-0.64
Overall quality of educational program content	5.71	6.40	-0.69
Ability to get “first choice” of classes	5.43	6.20	-0.77
Out-of-class access to computers	5.60	6.50	-0.90
Bookstore	5.53	6.47	-0.93
Overall rating of academic/educational support services	5.36	6.43	-1.06
Convenience of times classes are offered	5.00	6.40	-1.40
Registration process – “On-line”	4.54	6.20	-1.66
Parking	4.20	6.13	-1.93
Average of all ratings	5.40	5.65	-0.25

Health Education Center	Satisfaction	Importance	Performance
	2003/2004	2003/2004	Gap
Attractiveness of the campus	6.00	4.67	1.33
New student orientation	6.50	5.33	1.17
Official mailings received from the College	5.75	5.00	0.75
Initial testing for placement in courses	4.25	3.60	0.65
Student publications	4.33	3.80	0.53
Library	6.00	5.83	0.17
Bookstore	5.83	5.83	0.00
Registration process – “SPIRIT”	5.00	5.00	0.00
Use of technology during instruction	6.33	6.33	0.00
Student activities	3.00	3.20	-0.20
Career assessment	5.00	5.25	-0.25
Specialized academic support services	4.67	5.00	-0.33
Career Development Center resources	3.50	4.20	-0.70
Ability to get “first choice” of classes	6.20	7.00	-0.80
Overall quality of educational program content	5.60	6.40	-0.80
Career counseling	4.67	5.50	-0.83
Personal safety and security	6.00	6.83	-0.83
Convenience of times classes are offered	6.17	7.00	-0.83
Business office	4.00	5.00	-1.00
General information about programs and services	4.80	5.80	-1.00
Overall rating of academic/educational support services	5.20	6.33	-1.13
Variety of courses offered	5.83	7.00	-1.17
Facilities	5.00	6.40	-1.40
Supplemental Instructional Centers/Tutoring	4.33	5.80	-1.47
Application/admission process	3.67	5.33	-1.67
Scholarships and Student Assistance Office	5.00	6.67	-1.67
Out-of-class access to computers	5.33	7.00	-1.67
Overall rating of student support services/offices	4.50	6.40	-1.90
Registration process – “On-line”	4.20	6.33	-2.13
Academic advising	3.83	6.00	-2.17
Parking	4.20	6.60	-2.40
Food service	3.00	5.80	-2.80
Registration process – “In person”	2.80	6.80	-4.00
Average of all ratings	4.86	5.73	-0.87

Allstate	Satisfaction	Importance	Performance
	2003/2004	2003/2004	Gap
Student activities	5.01	4.37	0.64
Specialized academic support services	5.19	4.69	0.50
Attractiveness of the campus	5.65	5.19	0.46
Student publications	4.72	4.32	0.40
Use of technology during instruction	5.90	5.59	0.31
New student orientation	5.23	4.98	0.25
Supplemental Instructional Centers/Tutoring	5.36	5.19	0.17
Out-of-class access to computers	5.31	5.25	0.05
Official mailings received from the College	5.08	5.05	0.04
Food service	4.68	4.68	0.00
Career assessment	5.08	5.13	-0.05
Business office	5.02	5.08	-0.06
Career Development Center resources	5.18	5.24	-0.06
Facilities	5.61	5.72	-0.12
Library	5.49	5.62	-0.13
Registration process – “SPIRIT”	4.56	4.73	-0.17
General information about programs and services	5.10	5.38	-0.28
Career counseling	5.00	5.31	-0.31
Initial testing for placement in courses	5.03	5.34	-0.32
Bookstore	5.02	5.39	-0.37
Personal safety and security	5.76	6.14	-0.38
Variety of courses offered	5.45	5.84	-0.39
Overall quality of educational program content	5.67	6.15	-0.49
Overall rating of academic/educational support services	5.57	6.13	-0.56
Overall rating of student support services/offices	5.07	5.63	-0.57
Convenience of times classes are offered	5.43	6.08	-0.65
Parking	5.03	5.75	-0.71
Application/admission process	4.90	5.67	-0.78
Registration process – “In person”	4.77	5.70	-0.93
Academic advising	5.00	6.01	-1.01
Registration process – “On-line”	4.44	5.47	-1.03
Ability to get “first choice” of classes	4.87	6.03	-1.15
Scholarships and Student Assistance Office	4.33	5.83	-1.50
Average of all ratings	5.14	5.41	-0.28

<b>E-Students Survey</b>	Satisfaction	Importance	Performance
	2003/2004	2003/2004	Gap
Out-of-class access to computers	5.93	5.93	0.00
The Library	5.82	5.69	0.13
Personal safety and security	5.81	6.29	-0.48
Overall quality of educational program content	5.80	6.51	-0.71
Use of technology for instruction	5.80	6.34	-0.54
Attractiveness of the campus	5.74	5.47	0.27
Overall rating of academic program/educational support services	5.66	6.27	-0.61
Facilities	5.56	5.79	-0.23
Supplemental instructional centers/tutoring	5.49	5.67	-0.18
Initial testing for placement in courses	5.38	5.24	0.14
Ability to get in "first choice" of classes	5.32	6.51	-1.19
The Business Office	5.30	5.25	0.05
Variety of courses offered	5.28	6.51	-1.23
Specialized academic support services	5.18	4.92	0.26
Convenience of times courses offered	5.18	6.58	-1.40
"Online" registration	5.17	6.41	-1.24
The application/admission process	5.17	5.83	-0.66
Overall rating of student support services/offices	5.15	6.01	-0.86
Career Development Center resources	5.13	4.96	0.17
Official mailings received from the College	5.08	5.24	-0.16
General information about the programs and services	5.07	5.94	-0.87
Career assessment	5.05	5.10	-0.05
"In-person" registration	4.90	5.56	-0.66
The Bookstore	4.90	5.89	-0.99
Student activities	4.84	4.31	0.53
"SPIRIT" registration	4.83	4.81	0.02
New student orientation	4.83	4.62	0.21
Career counseling	4.81	5.24	-0.43
Academic advising	4.79	6.26	-1.47
Scholarships and Student Financial Assistance Office	4.72	5.82	-1.10
Parking	4.57	6.02	-1.45
Student publications	4.55	4.40	0.15
Food services	4.24	4.24	0.00
Average of all ratings	5.18	5.63	-0.44

## Appendix B

### Satisfaction by Campus Side-by-Side Comparison

Enrolled Student Survey Based on a 7-point scale Excellent (7) to Poor (1)

Satisfaction	Mean	St. Pete/	Clearwater	Tarpon	Seminole	Health	Allstate	E-Students
	2003-2004	Gibbs		Springs				
Ability to get "first choice" of classes	5.18	4.99	5.15	5.42	5.43	<b>6.20</b>	<i>4.87</i>	5.32
Academic advising	4.8	4.55	4.67	5.10	<b>5.31</b>	<i>3.83</i>	5.00	4.79
Application/admission process	4.95	4.82	4.81	<b>5.33</b>	5.15	<i>3.67</i>	4.90	5.17
Attractiveness of the campus	5.41	5.39	<i>5.19</i>	5.64	<b>6.00</b>	<b>6.00</b>	5.65	5.74
Bookstore	5.12	<i>4.85</i>	5.37	4.94	5.53	<b>5.83</b>	5.02	4.90
Business office	4.99	4.79	4.87	<b>5.24</b>	4.70	<i>4.00</i>	5.02	<b>5.30</b>
Career assessment	5.02	5.24	5.02	4.98	<b>6.10</b>	5.00	5.08	5.05
Career counseling	4.94	4.92	4.91	4.97	<b>5.80</b>	<i>4.67</i>	5.00	4.81
Career Development Center resources	5.11	5.16	5.11	5.06	<b>5.80</b>	<i>3.50</i>	5.18	5.13
Convenience of times classes are offered	5.14	<i>4.91</i>	5.09	5.33	5.00	<b>6.17</b>	5.43	5.18
Facilities	5.34	5.27	5.16	5.52	<b>5.93</b>	<i>5.00</i>	5.61	5.56
Food service	4.28	4.00	4.71	3.56	<b>5.00</b>	<i>3.00</i>	4.68	4.24
General information about programs and services	4.83	4.77	<i>4.76</i>	4.91	5.00	4.80	<b>5.10</b>	5.07
Initial testing for placement in courses	5.03	5.00	5.08	4.98	<b>5.71</b>	<i>4.25</i>	5.03	5.38
Library	5.81	5.51	5.82	<b>6.10</b>	5.54	6.00	<i>5.49</i>	5.82
New student orientation	4.61	4.46	<i>4.42</i>	4.64	5.64	<b>6.50</b>	5.23	4.83
Official mailings received from the College	4.76	<i>4.61</i>	4.64	4.77	5.36	<b>5.75</b>	5.08	5.08
Out-of-class access to computers	5.62	5.56	5.51	<b>5.90</b>	5.60	5.33	<i>5.31</i>	<b>5.93</b>
Overall quality of educational program content	5.49	<i>5.31</i>	5.43	5.63	<b>5.71</b>	5.60	5.67	<b>5.80</b>
Overall rating of academic/educational support	5.44	5.26	5.36	<b>5.61</b>	5.36	<i>5.20</i>	5.57	<b>5.66</b>
Overall rating of student support services/offices	5.14	4.95	5.14	<b>5.32</b>	5.17	<i>4.50</i>	5.07	5.15
Parking	4.21	<i>3.49</i>	3.89	4.91	4.20	4.20	<b>5.03</b>	4.57
Personal safety and security	5.58	5.47	<i>5.44</i>	5.81	<b>6.62</b>	6.00	5.76	5.81
Registration process – "In person"	4.87	4.53	4.71	5.36	<b>5.54</b>	<i>2.80</i>	4.77	4.90
Registration process – "On-line"	4.62	4.56	4.53	<b>4.91</b>	4.54	<i>4.20</i>	4.44	5.17
Registration process – "SPIRIT"	4.52	4.56	<i>4.42</i>	4.67	<b>5.00</b>	<b>5.00</b>	4.56	4.83
Scholarships and Student Assistance Office	4.56	<i>4.30</i>	4.61	4.65	4.83	<b>5.00</b>	4.33	4.72
Specialized academic support services	5.12	5.10	5.20	5.15	<b>5.29</b>	<i>4.67</i>	5.19	5.18
Student activities	4.73	4.83	4.72	4.67	4.60	<i>3.00</i>	<b>5.01</b>	4.84
Student publications	4.37	4.48	4.36	<i>4.23</i>	<b>4.89</b>	4.33	4.72	4.55
Supplemental Instructional Centers/Tutoring	5.35	5.19	5.24	5.60	<b>5.78</b>	<i>4.33</i>	5.36	5.49
Use of technology during instruction	5.91	<i>5.85</i>	5.88	6.02	<b>6.40</b>	6.33	5.90	5.80
Variety of courses offered	5.13	<i>5.13</i>	5.10	5.15	5.79	<b>5.83</b>	5.45	5.28
Average	5.03	4.90	4.98	5.15	<b>5.40</b>	<i>4.86</i>	5.14	5.18

**Bold - High score in category**

*Italic - Low score in category*

**E-Student Survey Areas that equal or exceed highest in category**