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## Feedback for the Crafton Hills College 2012 Student Satisfaction Survey Results

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**Overview:** In the spring of 2012, the Crafton Hills College (CHC) Crafton Council in collaboration with the Office of Institutional Effectiveness, Research and Planning (OIERP) developed and administered a Student Satisfaction survey. The survey assessed student perceptions of satisfaction with education and services at CHC. Understanding students' experiences and satisfaction is important to our on-going efforts to enrich the student experience. The results of this survey are being broadly shared with the campus community to gather feedback and strategies which can be used to direct program and service improvements.

In October 2012, the OIERP presented a portion of the results from the survey to the Student Senate. The presentation and facilitated discussion included strengths and opportunities for improvement at CHC as identified by survey respondents. Following the survey findings, discussion questions were presented to the attendees and the student comments following the questions were recorded. The individual comments are presented in this report under the title "Student Responses".

**Results:** The results illustrated on the following pages are organized into five areas: Communication, Classes, Admissions & Records, Counseling, and Financial Aid. Each topic lists the findings from the survey as presented, the questions posed for discussion, and the responses collected from the Student Senate. Suggestions for improvement that are specific recommendations are presented as bolded text **highlighted in yellow**.

Overall, the student satisfaction survey results were positive and the respondents were satisfied with their experience as a student at Crafton Hills College. Specifically, 97% of the respondents were satisfied or very satisfied with the Library, and 95% of the respondents were satisfied or very satisfied with the Tutoring Center. Additionally, 94% of the respondents were satisfied or very satisfied with Instruction, 93% would recommend CHC to a friend or family member, and 91% of the respondents agreed that they are receiving a great education at CHC. However, there were a few areas that did not receive such high ratings and were identified as needing improvement. Those areas, as presented to the Student Senate, are included as Survey Findings in this report.

## COMMUNICATION

### Survey Findings:

- ✚ 41% of the respondents do not feel well informed about what is happening on campus.
- ✚ 58% of the respondents indicated personal email as the means by which they prefer to receive important information.

### Discussion Questions:

- ✚ How can we improve communication at Crafton?
- ✚ Is personal email the best tool to communicate important information?

### Student Responses:

- Students defined "important information" as deadlines, instructor cancelling class, and power loss.
- They prefer to receive this information via a personal email

- Students don't want text because texts are reserved for personal communications (people they are close to) and they don't want spam texts. They prefer email because emails go to their smart phones and they receive an alert
- We need to educate students on how to link their student emails to their personal email.
- We need to tell students that they can update their personal email in Web Advisor. Have faculty tell students to do this
  - **On the website- post instructions of how to link student email accounts to personal email accounts**
- **Use the pictures feed to post important messages that roll rather than the same photos.**
- Make website and Web Advisor easier to use and more user-friendly. Website is "...a 90s website"
- **Encourage faculty to make announcements in class- especially Adjuncts**
- Students don't want Twitter feed, it is not effective
  - Submitting Twitter feed is a waste of time, students don't pay attention
  - Students do not use Twitter "It is just people talking to themselves"
  - The scrolling makes people have to wait
- Create a shared-governance task force with student input to **create a process for communication** since we don't have someone in charge of marketing. Would like to know **how to get things on the marquee and website.** We need direct channels and a procedure for that
- Students are lazy; we need to put the information in their face

## VARIETY OF COUSES OFFERED

### Survey Findings:

- ✚ 47% of the respondents did not feel the variety of courses offered is sufficient.
- ✚ 40% of the respondents did not feel the classes they need to take are available.

### Discussion Questions:

- ✚ How can we improve the variety of courses offered?
- ✚ What does "variety of classes" mean to you?

### Student Responses:

- Students defined "variety of classes" as:
  - Transfer required, basic skills, or
  - Cool Liberal Arts courses like: Lord of the Rings Appreciation, music, theatre, arts, photography
- Major courses are offered every two years
  - Human Resources / Marketing Offered once every other spring. Students have to choose between them and another course they need to graduate. Students have to wait for a year before the course is offered again
- **Use the Ed Plans to plan courses offered.** Ed Plans are really important
  - Can **forecast courses needed by looking at declared majors of students**
  - Students Need Ed Plans
  - **Student Ed Plans should be developed to fit into when the classes are offered**
  - Left Lane Project provided students with the knowledge of what classes they need to take
  - Students needs to take summer courses

## ADMISSIONS AND RECORDS

### Survey Findings:

- ✚ Overall, 91% of the respondents are satisfied or very satisfied with the services provided for students at Crafton.
- ✚ 14% of the respondents were not satisfied or not at all satisfied with the quality of services provided at Admissions and Records.
- ✚ 23% of the respondents disagreed or strongly disagreed with the statements “Online registration is easy to use” and “The personnel involved in registration are helpful”.

### Discussion Questions:

- ✚ How can we improve the online registration process?
- ✚ What can we do to improve the services offered by Admissions and Records?

### Student Responses:

- Most students don't go in there and use online registration
- **Timely printing of schedules**- didn't have in time last year. **Schedules should have consistent release dates**
  - **Students like the hard copy**
  - Important information: Communicate when schedules are available
- Hard to look up courses and sections in Web Advisor- never would have found what they were looking for without help from EOPS
- **Link courses in schedule to web advisor** so students can search through the schedule to find the classes they want, then they can “add to cart” from schedule and go into web advisor to pay
  - Separate fees from Valley at the end
- Instructions on how to use web advisor. When Web Advisor is updated, there is no information sent out on how to use updated system
  - **Recommend helping a few students who can help other students. Have a workshop to train students who have been here more than 2 semesters so they can help other students**
  - Go into classes to teach students
  - **Work study students in library, tutoring, student services, all students who have access to a computer should be able to help other students use web advisor**
  - **Teach the faculty how to use web advisor so they can help students. Many don't know how**
- One bad experience spreads. If they are busy (on computer- desk work) and don't acknowledge students they feel ignored
  - When they pay attention- they are good
  - **Recommend staff take a customer service skills course**
  - Smile and act like students are not a nuisance
  - Students may have already had the run around before getting to A&R
- The name is confusing. New students ask for “Administration” because that is what it is called in High School
  - Students aren't sure of what services are offered there. **A&R should clarify their purpose**
  - **Post a list outside of the door- Come here to register, pay for classes, petition to graduate, etc**
  - New building will help
  - Need to **consolidate duplication of services**. Example: we sell AS cards at bookstore and A&R

## COUNSELING

### Survey Findings:

- ✚ Overall, 91% of the respondents are satisfied or very satisfied with the services provided for students at Crafton.
- ✚ 26% of the respondents were not satisfied or not at all satisfied with the quality of services provided by Counseling.
- ✚ 30% of the respondents disagreed or strongly disagreed with the statements “The counselors are concerned about my success” and “The counselors provide accurate information”.

### Discussion Questions:

- ✚ What can we do to improve the services offered by the counseling office?

### Student Responses:

- This is the most important factor to determine whether or not a student transfers successfully
  - Students do not have confidence in the information received from counselors
  - Counseling is the most important element to improve transfer rate and speed
  - **Hire more counselors. With ratios 1-1000, it is not possible to serve students well**
  - Students don't have 3-4 hours to wait
  - New students get priority appointments. Other students have to wait 3-4 months for an appointment
- **Have counselors who specialize: two counselors who see new students, another counselor would specialize in students who want to graduate**
- **The Counseling office needs structure and organization**
- Students want something in writing. **Need computer program to track Ed Plans**
- Would like to see some **generic schedule examples**
- Students go into counseling office feeling lost and in need of direction and they do not get it.
  - Counselors only help if the students ask the right questions
- **Students need Ed Plans.** Have students volunteer to help other students develop their Ed Plan and **make Ed Plans mandatory**
- Counselors give wrong information
  - **Students should talk to counselors from the school they plan to transfer to because our counselors do not have sufficient training**
  - Students don't trust the counselors or their information
  - **Counselors need more training**
- Students feel like the counselors are just trying to get you out
  - Students feel rushed
  - Even when they aren't busy they treat you like they are
  - Won't go back
  - EOPS spends 20 minutes and students don't feel rushed.
  - Counselors don't care
- **Students don't know the right questions to ask and counselors don't give information with their own initiative**
  - Counselors just write down what the students say. The students know more than the counselor
- Counselors depend on Assist.org. Students can do that on their own
  - Students leave counseling office and don't know their Ed Plan. They don't know if the courses they need to take will be available when they need to take them. Counselors are not as helpful as they could be
  - Students learn more from other students than from counselors. Counselors are not informed on math sequence and the possible solutions for staying on track
- Students want to have a relationship similar to that of their High School counselors

- **Needs to be more interpersonal relationships**
- Students see different counselors. **Would be better to see the same counselor**
- It is recommended that students see a counselor every semester and that is impossible.
  - It is pointless because students are just rushed out
- Students see different counselors and get different information
  - **Need to develop a guideline to help counselors: Same Questions = Same Answers**
  - **Guidelines for helping every student with consistent information**

## FINANCIAL AID

### Survey Findings:

- ✚ Overall, 91% of the respondents are satisfied or very satisfied with the services provided for students at Crafton.
- ✚ 29% of the respondents were not satisfied or not at all satisfied with the quality of services provided by Counseling.
- ✚ 30% of the respondents disagreed or strongly disagreed with the statement “Financial Aid advisors are helpful”.

### Discussion Questions:

- ✚ What can we do to improve the services offered by the financial aid office?

### Student Responses:

- Ever-changing processes, FAFSA, deadlines.
- Students aren’t informed of changes to process or deadlines
  - Students don’t receive the information. There were 20 of the same deadline notification posted right outside the financial aid door but none anywhere else
- Students don’t know. **There should be a huge banner advertising – “It’s time to open your file for next semester so you will get \$ by this date”**
  - **Students would like emails and phone calls** to let them know
  - They are told after it is too late that they missed a deadline and “it’s too bad, your check will be delayed”
- Students want workshops to help them fill out the forms. We offer financial aid workshops for high school students but not our own students. They need to **offer financial aid workshops for all of our students including night students.**
  - Night students are not served well
- **Staff should smile and be nice**
- No customer service skills- students feel rushed
  - **Make it easier for students to find the answers on their own** so they don’t have to hold up the line unnecessarily
  - The rushed thing not their fault. Students need to be more understanding
- It is discouraging when there is a 100 mile line
- Student frustrated when they wait in line for 3 hours to be told “no”
  - **Have someone working the line answering general questions**
  - **There should be a way to get answers to simplest questions**
- Need to improve the ease of use for student services for disabled students
- No communication between departments. Offices send students to the wrong place
- Each student service should have **general information checklist / guidelines should be available to make it easier for students**
  - Establish task force to work on communication for deadlines. **Student Senate would like to have all the deadlines so they can keep them on one calendar.**
    - **Students should be able to go to one place for information on deadlines**
  - **For each service, the checklist should be called the same thing.**
  - This may eliminate students not asking the right questions.

- Checklists should all be designed so they are easy enough to read that a Basic Skills student can understand
- Guides need to be very basic. Details should be separate. If it is all together it is too much information. The first thing students look at for a guide should be very simple
- The websites should have a basic easy-to navigate list first with deadlines before all of the detailed information
- Transfer center should be the model for all student services webpages.
  - Layout is very clear and direct