The results provide a roadmap for next steps that the institution can and should be taking to respond to the issues that students, campus personnel, and parents have identified.

scale)with individuals in Student Affairs. Or share the items in the Recruitment and Financial Aid scale with the people in your Enrollment Management area. You will still want to have broad campus-based initiatives that respond to the overall strengths and challenges for the institution, but individual departments may want to work to improve their particular areas, and the items within the scale report can assist with this process.

In the HTML report, when the scales are expanded to reflect the items that contribute to each scale, a strength or challenge indicator appears on the left side of the report. A star H is for items that are strengths and a flag is for items that are challenges, as listed in your Strategic Planning Overview. This additional indicator allows for better tracking of the items identified as either strengths or challenges to your population either

Celebrate your strengths! When you are sharing information on campus, always lead with the positive; inform the campus of your strengths and provide the appropriate positive feedback.

Identification of institutional strengths is a powerful component of the assessment process that should not be overlooked. Knowing and sharing institutional strengths can further deepen the excellent service being provided to students in these highly regarded areas.

Strengths should be communicated and celebrated. Everyone on campus should be aware of the areas that are highly valued by students, and where the institution is also performing well. An institution's strengths provide positive feedback to the campus constituencies on what is working effectively. There is also the potential to model the positive activities in one area of strength in order to emulate it in another area which may have less positive perceptions.

Institutional strengths also provide excellent guidance for areas to feature in promotional material. If you are performing well in highly valued areas, you will want to recruit students   working

a quick overview to see how your students' perceptions compare nationally. This list only includes items in the top half of importance.

In the HTML reports, there is an indicator on the right side of the strengths and challenges,in a column labeled "vs. Comparison." These indicators allow you to easily see if the item is significantly higher in satisfaction (reflected with a plus sign + for significantly greater) or if the item is significantly lower in satisfaction (shown with a minus sign —for significantly less)as compared with your comparison group.

Keep in mind that your students may the T2 1 Tf .2515 0 TD -.0002 Tc (the)Tj /TT1 Tf 1.relaf 5.2096 0 TD 0 Tc <4.2>Tj /T

"vs. Comparison" column show a plus sign + for significantly greater satisfaction versus the comparison year or a minus sign —for significantly lower satisfaction versus the previous year.

Analyzing the Raw Data

The raw data from the surveys is available and allows you to conduct your own in depth analysis of the results. The raw data includes all of the individual responses to each survey item as well as all of the demographic responses. The raw data file is also the one place that provides the individual record identifier (i.e. SSN, student ID, or unique passcode from the web administration).

The raw data is delivered to you as an attachment in SafeMail. The raw data includes text files with the data in both a fixed width format and a tab delimited format. Also included are a Word document with the file format reference, SPSS syntax, and an Excel file with the header for the tab delimited data. The data can be loaded into Excel or SPSS to conduct the additional

ƒ When the survey was conducted; how it was administered; the response rate.

ƒ An overview with percentages of the students included in the results (from the Demographic Report).

ƒ 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.

ƒ Before sharing your strengths and challenges, define how Ruffalo Noel Levitz defines these categories. A visual of the Matrix for Prioritizing Action is also helpful and is available at the Ruffalo Noel Levitz Client Resources website.

ƒ L8.2575 0 TD .0007Tc (are)Tj /TT1 1 Tf 1.3892Tc <01 -1.1976 T.eTc <00020002>Tj /TT7 1 Tf -13.0659 -1. 0 TD 0/TT

ƒ   Julie Bryant, Associate Vice President of Retention Solutions, Julie.Bryant@RuffaloNL.com

ƒ   Shannon Cook, Director of Retention Solutions, Shannon.Cook@RuffaloNL.com

To schedule an in depth report discussion phone call at no charge or to explore opportunities to have a consultant come to campus to present your results (additional fees apply), please contact:

ƒ   Julie Bryant, Associate Vice President of Retention Solutions, Julie.Bryant@RuffaloNL.com

For questions regarding analyzing the raw data, please contact:

ƒ   Scott Bodfish, Vice President of Market Research, Scott.Bodfish@RuffaloNL.com

Visit the Satisfaction Priorities Surveys Client Resource Site

This link is appropriate for all surveys in this survey family: www.noellevitz.com/SSIClient

Enter your email address and log in information.

(Note: If you cannot remember your log in information, please request your log in be sent to you