



Northwood  
Technical College



2022 Ruffalo Noel Levitz

# Student Satisfaction Inventory (SSI) Report

## Table of Contents

INTRODUCTION .....	2
Background .....	2
Instrument.....	2
METHODOLOGY .....	3
Process .....	3
FINDINGS .....	4
Strengths .....	4
Challenges.....	5
Benchmarking Survey Results .....	6
Responsiveness to Diverse Students .....	9
Factors in Decision to Enroll.....	9
College Experience Met Expectations .....	10
Overall Satisfaction with College Experience .....	10
Northwood Tech Students Would Enroll Again .....	11
PROFILE OF NORTHWOOD TECH SSI RESPONDENTS.....	12
Student Population.....	12
Time of Day Students Attend Classes .....	13
Number of Years Enrolled at Northwood Tech.....	14
Current GPA.....	14
Educational Goals .....	15
Employment Status.....	15
Residence.....	15
Students with Disabilities .....	16
College of Choice .....	16
Appendix A .....	17
Appendix B .....	29
Appendix C.....	38
Appendix D.....	49
Appendix E .....	60
Appendix F .....	73
Appendix G.....	86
Appendix H.....	99
Appendix I.....	112
Appendix J.....	125

# INTRODUCTION

## Background

In spring 2022, Northwood Technical College administered the Ruffalo Noel Levitz Student Satisfaction Inventory (SSI), a nationally recognized student priority and satisfaction survey. The SSI provides academic institutions the ability to measure student satisfaction and priorities. Northwood Tech participates in the Ruffalo Noel Levitz SSI every other Spring, except for 2020 due to the COVID-19 Pandemic.

## Instrument

The Student Satisfaction Inventory (SSI) requested students to indicate both the level of importance they place on specific attributes of the college, as well as their level of satisfaction with each attribute.

Students completing the SSI assign each of the 70 items a level of importance and a level of satisfaction. The difference between the students' cumulative ratings of importance versus satisfaction is subtracted yielding a Performance Gap between perceived importance and satisfaction. As a result, the survey yields not only information about what is important to students at Northwood Tech, but also their comparative satisfaction with the item in relation to their overall educational experience.

The SSI reflects the candid opinions of current students on topics critical to college choice and satisfaction such as academic advising, instructional effectiveness, campus safety and security, and student centeredness. The SSI is especially useful because it indicates what is most important to our students, measures how well we meet their expectations and then compares their opinions with those of students attending other national colleges and Wisconsin technical colleges. The 2022 national comparison includes 100,104 student responses from 131 institutions and the WTCS comparison includes 9,538 student responses from five institutions. Four-hundred ninety-two (492) Northwood Tech students completed the SSI.

The 2022 Student Satisfaction Inventory instrument can be found in Appendix A.

## METHODOLOGY

### Process

The SSI was administered to Northwood Tech students online via an email invitation containing an electronic link to the survey. It was completed by 492 students, which represents 20% of the total students enrolled in undergraduate credit coursework at Northwood Tech during the 2022 spring term. Campus representation is detailed in Table 1 below.

Table 1  
Northwood Tech 2022 Campus Representation

Campus	Number Completing the Survey	Percent of Total Respondents
Ashland	46	9.35%
New Richmond	140	28.46%
Online	91	18.50%
Rice Lake	105	21.34%
Superior	87	17.68%
Outreach Centers	1	0.20%
Unknown/No Response	22	4.47%
Total	492	100%

# FINDINGS

## Strengths

Northwood Tech's results on the SSI are exceptional. Northwood Tech students in 2022, 2018 and 2016 continue to express greater satisfaction compared to the national results (69 of the 70 items on the SSI). Based on student responses compared to other institutions, the following focus areas were cited as strengths for the college.

Note: some items are included in more than one benchmark category.

### Instructional Effectiveness

- Nearly all of the faculty are knowledgeable in their fields.
- There is a good variety of courses provided on this campus.
- I am able to experience intellectual growth here.

### Academic Advising/Counseling

- My academic advisor is approachable.
- My academic advisor is knowledgeable about my program requirements.
- Counseling staff care about students as individuals
- Admissions counselors accurately portray the campus in their recruiting practices

### Student Centeredness

- The campus staff are caring and helpful.
- Students are made to feel welcome on this campus.

### Academic Services

- Campus item: Educational Technology Center (ETC) staff are helpful and approachable
- Academic support services adequately meet the needs of students

### Campus Climate

- The campus staff are caring and helpful.
- The campus is safe and secure for all students.
- Students are made to feel welcome on this campus.
- This institution has a good reputation within the community.

### Service Excellence

- The campus staff are caring and helpful.
- Campus item: Educational Technology Center (ETC) staff are helpful and approachable.
- Academic support services adequately meet the needs of students

### Safety and Security

- The campus is safe and secure for all students.
- On the whole, the campus is well-maintained.

### Admissions and Financial Aid

- Admissions staff are knowledgeable.

## Challenges

Also identified were areas that were considered to be challenges for the college. It should be noted that some items are included in more than one benchmark category.

Focus areas identified as challenges for Northwood Tech are as follows:

### Instructional Effectiveness

- The quality of instruction in the vocational/technical programs is excellent.
- The quality of instruction I receive in most of my classes is excellent.
- Faculty are fair and unbiased in their treatment of individual students.
- Faculty provide timely feedback about student progress in a course.
- Faculty are understanding of students' unique life circumstances

### Concern for the Individual

- Faculty are fair and unbiased in their treatment of individual students.
- Faculty are understanding of students' unique life circumstances

### Academic Advising/Counseling

- This school does whatever it can to help me reach my educational goals.

### Admissions and Financial Aid

- Adequate financial aid is available for most students.

### Registration Effectiveness

- I am able to register for classes I need with few conflicts.

### Campus Climate

- This school does whatever it can to help me reach my educational goals.

## Benchmarking Survey Results

Northwood Tech's SSI results were benchmarked to community colleges nationally, to other technical colleges in the Wisconsin Technical College System (WTCS), and to Northwood Tech's 2018, and 2016 results. Both nationally and regionally, Northwood Tech compared favorably against the "Performance Gaps" of other community colleges. Nationally (Table 2) and regionally (Table 3), Northwood Tech outperformed other community colleges in every area.

When comparing the 2022 results to the 2018 and 2016 results (Table 4), data shows higher satisfaction scores in all 11 focus areas.

Mean importance scores throughout this report are based on a scale of 1 to 7 with 1 being "not important at all" and 7 being "very important". Similarly, satisfaction scores are based on a scale of 1 to 7 with 1 being "not satisfied at all", and 7 being "very satisfied".

As student satisfaction increases, the gap between importance and satisfaction decreases.

Detailed breakdowns of the benchmark areas and statements by year can be found in Appendix B beginning on page 30.

Table 2  
Northwood Tech Compared to National Benchmarks – Mean Score Comparison

Focus Area (Aggregated)	Importance		Satisfaction		Gap	
	Northwood	National	Northwood	National	Northwood	National
Academic Advising/ Counseling	6.59	6.37	6.33	5.69	0.26	0.68
Academic Services	6.50	6.32	6.34	5.94	0.16	0.38
Admissions and Financial Aid	6.58	6.31	6.33	5.66	0.25	0.65
Campus Climate	6.51	6.25	6.28	5.74	0.23	0.51
Campus Support Services	6.30	5.98	6.03	5.54	0.27	0.44
Concern for the Individual	6.57	6.30	6.26	5.66	0.31	0.64
Instructional Effectiveness	6.62	6.37	6.27	5.78	0.35	0.59
Registration Effectiveness	6.55	6.36	6.30	5.83	0.25	0.53
Safety and Security	6.45	6.32	6.26	5.71	0.19	0.61
Service Excellence	6.49	6.23	6.28	5.73	0.21	0.50
Student Centeredness	6.52	6.26	6.30	5.79	0.22	0.47

Table 3  
Northwood Tech Compared to Regional Benchmarks (WTCS)

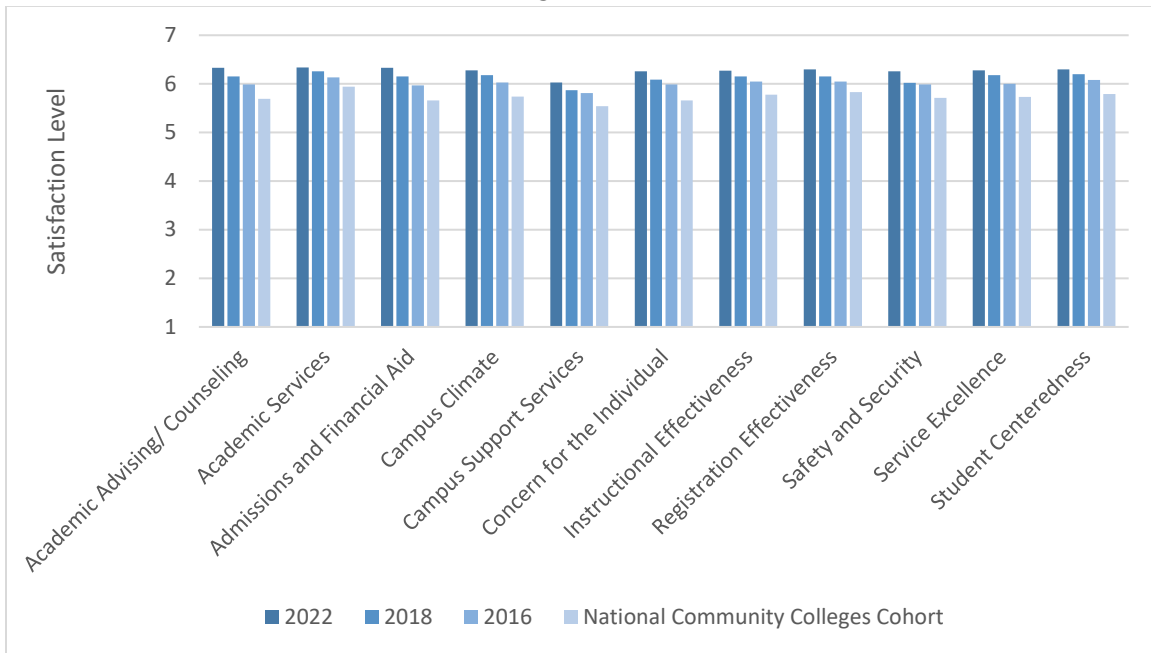
Focus Area (Aggregated)	Importance		Satisfaction		Gap	
	Northwood	WTCS	Northwood	WTCS	Northwood	WTCS
Academic Advising/ Counseling	6.59	6.35	6.33	5.73	0.26	0.62
Academic Services	6.50	6.32	6.34	6.05	0.16	0.27
Admissions and Financial Aid	6.58	6.31	6.33	5.72	0.25	0.59
Campus Climate	6.51	6.27	6.28	5.86	0.23	0.41
Campus Support Services	6.30	5.98	6.03	5.66	0.27	0.32
Concern for the Individual	6.57	6.34	6.26	5.79	0.31	0.55
Instructional Effectiveness	6.62	6.43	6.27	5.92	0.35	0.51
Registration Effectiveness	6.55	6.35	6.30	5.84	0.25	0.51
Safety and Security	6.45	6.28	6.26	5.51	0.19	0.77
Service Excellence	6.49	6.21	6.28	5.81	0.21	0.40
Student Centeredness	6.52	6.29	6.30	5.93	0.22	0.36

Table 4  
Northwood Tech Comparison of SSI Importance and Satisfaction Levels by Year

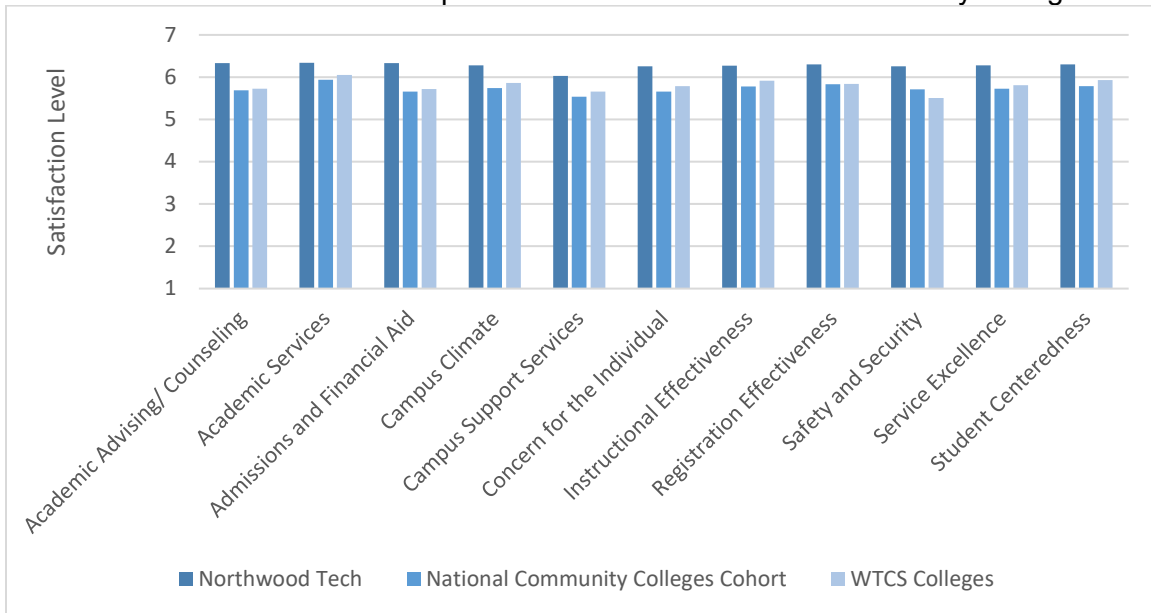
Focus Area (Aggregated)	Importance			Satisfaction			Gap		
	2022	2018	2016	2022	2018	2016	2022	2018	2016
Academic Advising/ Counseling	6.59	6.59	6.40	6.33	6.15	5.99	0.26	0.39	0.41
Academic Services	6.50	6.49	6.34	6.34	6.26	6.13	0.16	0.23	0.21
Admissions and Financial Aid	6.58	6.50	6.39	6.33	6.15	5.97	0.25	0.35	0.42
Campus Climate	6.51	6.44	6.33	6.28	6.18	6.03	0.23	0.26	0.30
Campus Support Services	6.30	6.19	5.98	6.03	5.87	5.81	0.27	0.32	0.17
Concern for the Individual	6.57	6.48	6.41	6.26	6.09	5.99	0.31	0.39	0.42
Instructional Effectiveness	6.62	6.53	6.47	6.27	6.15	6.05	0.35	0.38	0.42
Registration Effectiveness	6.55	6.48	6.37	6.30	6.15	6.05	0.25	0.33	0.32
Safety and Security	6.45	6.36	6.19	6.26	6.02	5.99	0.19	0.34	0.20
Service Excellence	6.49	6.41	6.27	6.28	6.18	6.00	0.21	0.23	0.27
Student Centeredness	6.52	6.43	6.35	6.30	6.20	6.08	0.22	0.23	0.27



**Figure 1**  
**WTCS SSI Benchmark Scores**  
**Northwood Tech 2022 Results Compared to Northwood Tech 2018, 2016 and National Community College Cohort\***



**Figure 2**  
**WTCS SSI Benchmark Scores**  
**Northwood Tech 2022 Results Compared to WTCS and National Community College Cohort\***



*\*The National Community College cohort represents 100,104 participants surveyed between fall 2018 and spring 2021*

## Responsiveness to Diverse Students

In addition to the 70 importance and satisfaction questions on the SSI, students were also asked to respond to several questions regarding their satisfaction with how the college demonstrates commitment to meeting the needs of students in diverse populations. Diverse students were categorized as part-time, evening, older/returning learners, under-represented populations, commuters, and students with disabilities. Northwood Tech's aggregated satisfaction score for 2022 compared to 2018 and 2016, as well as the National 2022 SSI score and the WTCS 2022 score is found in Table 5. As indicated, Northwood Tech students have a higher satisfaction in 2022 than in 2018 and 2016, and higher satisfaction in this area compared to the national and WTCS comparison groups.

Table 5  
Satisfaction with Northwood Tech's Responsiveness to Diverse Populations

	Northwood Tech			National 2022	WTCS 2022
	2022	2018	2016		
Responsiveness to Diverse Populations (aggregate)	6.28	6.19	6.11	5.90	5.94

## Factors in Decision to Enroll

Students were asked to evaluate how important several factors were in their decision to enroll at Northwood Tech. Table 6 below lists the factors in order of importance, according to the 2022 Northwood Tech SSI respondents' answers. Scores were based on a 1 – 7 scale with 1 being “not important at all” and 7 being “very important”. Cost continues to be the most important factor with Financial Aid and Academic Reputation also at the top.

Table 6  
Factors in Enrollment Decision by 2022 Importance Scores

Factor	2022	2018	2016
Cost	6.45	6.40	6.29
Financial aid	6.29	6.28	6.14
Academic reputation	6.20	6.32	6.10
Geographic setting	6.04	5.97	5.81
Personalized attention prior to enrollment	5.75	5.74	5.66
Size of institution	5.47	5.60	5.37
Campus appearance	5.29	5.38	5.24
Recommendations from family/friends	5.26	5.31	5.02
Opportunity to play sports	3.63	3.47	2.97

### College Experience Met Expectations

SSI respondents were asked how their college experience met their expectations. Responses were requested on a scale of 1 to 7 with 1 being “Much worse than I expected” and 7 being “Much better than I expected”. Northwood Tech’s aggregated score was 5.40, an increase from the 5.24 score in 2018. Table 7 displays responses by percentage over the last five distributions.

Table 7  
College Experience Met Expectations

Experience Met Expectations	2022	2018	2016	2014	2012
Much better than I expected	30%	24%	23%	22%	21%
Quite a bit better than I expected	17%	18%	16%	16%	17%
Better than I expected	21%	26%	27%	27%	28%
About what I expected	25%	23%	23%	23%	25%
Worse than I expected	3%	4%	5%	6%	3%
Quite a bit worse than I expected	1%	1%	2%	1%	1%
Much worse than I expected	0%	1%	1%	1%	1%

### Overall Satisfaction with College Experience

When asked to indicate their overall satisfaction with their college experience so far, SSI respondents’ overall satisfaction was 6.10, a slight increase from 2018’s score of 5.96. Answers were on a scale of 1 to 7 with 1 being “Not satisfied at all” and 7 being “Very satisfied”. Table 8 displays responses by percentage over the last five distributions.

Table 8  
Overall Satisfaction with College Experience

Satisfaction Level	2022	2018	2016	2014	2012
Very satisfied	45%	37%	37%	35%	35%
Satisfied	34%	42%	42%	41%	43%
Somewhat satisfied	9%	9%	8%	10%	9%
Neutral	5%	4%	4%	4%	6%
Somewhat dissatisfied	2%	2%	3%	4%	3%
Not very satisfied	1%	2%	3%	1%	1%
Not satisfied at all	0%	0%	0%	1%	0%

### Northwood Tech Students Would Enroll Again

SSI respondents were asked if they had it to do over, would they enroll at Northwood Tech again. Answers were on a scale of 1 to 7 with 1 being “Definitely not” and 7 being “Definitely yes”. This question scored an average of 6.31 which also increased from 2018 (6.21). Table 9 displays responses by percentage over the last five distributions.

Table 9  
Northwood Tech Students Would Enroll Again

Enroll Again	2022	2018	2016	2014	2012
Definitely yes	61%	55%	55%	53%	52%
Probably yes	24%	28%	26%	29%	29%
Maybe yes	3%	6%	6%	5%	6%
I don't know	4%	3%	3%	4%	5%
Maybe not	1%	1%	2%	2%	2%
Probably not	2%	2%	4%	2%	2%
Definitely not	0%	1%	1%	2%	1%

Northwood Tech SSI survey results for all questions are compared to national and regional results in Appendix C, which begins on page 39. The SSI survey results are then compared to 2018 and 2016 SSI survey results for all questions beginning on page 50 in Appendix D. Appendices E-I contain comparisons of 2022 SSI results to 2018 and 2016 SSI results for all questions by individual campuses, Ashland, New Richmond, Rice Lake, Superior, and Online, respectively. These appendices begin on page 61.

## PROFILE OF NORTHWOOD TECH SSI RESPONDENTS

### Student Population

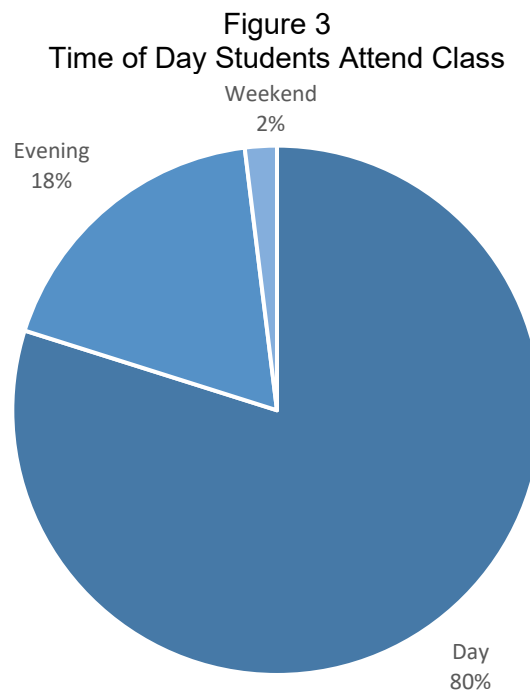
Table 10 shows a comparison of Northwood Tech's SSI respondent demographic characteristics to the 2022 spring term undergraduate credit student population. Overall, the respondents did not reflect the underlying population of Northwood Tech undergraduate students. The race/ethnicity breakdown was similar but SSI respondents were more female, full-time, and in older age categories than was represented in our total undergraduate student population that term.

Table 10  
Comparison of SSI Respondents to Northwood Tech's Undergraduate Student Population

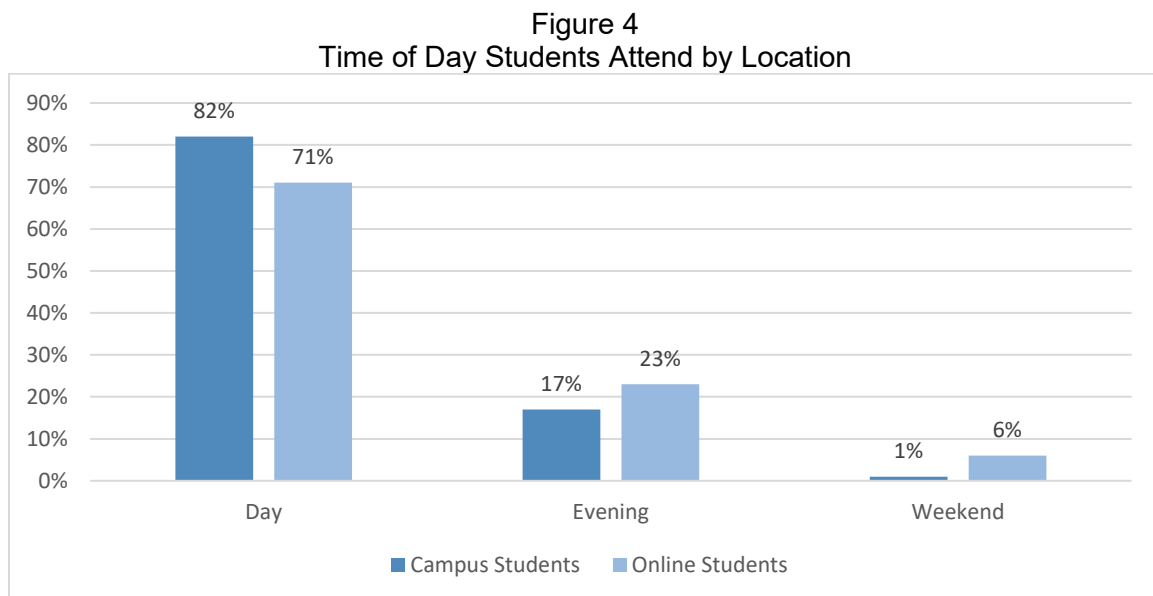
Demographics	2022 Northwood Tech SSI Respondents	Northwood Tech's FY22 Spring Term Student Population
Gender		
Female	79.63%	64.39%
Male	18.72%	35.61%
Other	0.83%	0%
Prefer not to respond	0.82%	0%
Race/Ethnicity		
Black/African-American	1.71%	1.81%
American Indian or Alaskan Native	2.14%	3.77%
Asian or Pacific Islander	1.50%	1.81%
Caucasian/White	87.58%	87.16%
Hispanic	1.93%	2.71%
Other	0.21%	-
Prefer not to respond or Unknown	1.28%	1.61%
Multi-racial	3.64%	1.14%
Enrollment Status		
Full-time	57.42%	25.05%
Part-time	42.58%	74.95%
Age		
18 and under	4.80%	42.28%
19-24	36.12%	23.90%
25-34	25.26%	17.17%
35-44	18.58%	10.64%
45 and over	15.24%	6.02%

### Time of Day Students Attend Classes

As reflected in Figure 3, 80% of SSI respondents attend daytime classes, while 18% attend evening. Two percent (2%) of SSI respondents attend weekend classes.



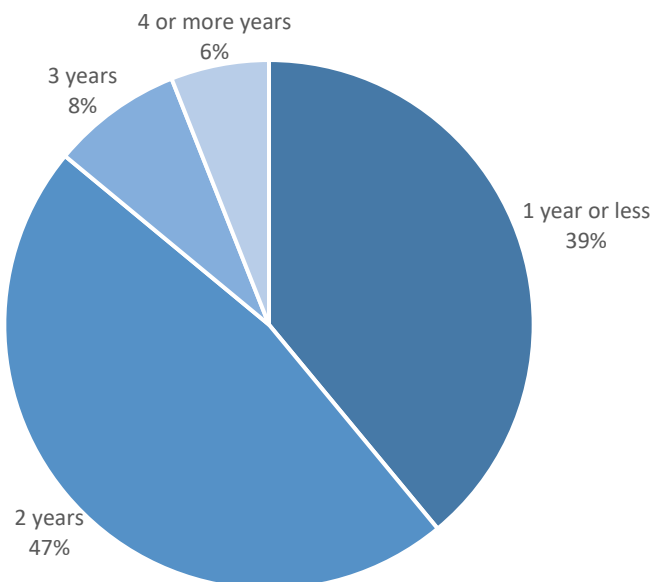
Respondents primarily attending a campus location attended daytime classes at a higher percentage (82%) than respondents taking classes online (71%). Figure 4 shows the time-of-day students took their classes.



### Number of Years Enrolled at Northwood Tech

Nearly half of SSI respondents (47%) have been enrolled two years, and over one-third (39%) have been enrolled at Northwood Tech for one year or less, as reflected in Figure 5. Eight percent (8%) have been enrolled three years, and 6% have been enrolled four or more years.

Figure 5  
Number of Years Enrolled at Northwood Tech



### Current GPA

Nearly half (46%) of 2022 Northwood Tech students indicate they have a GPA of 3.5 or above, and most Northwood Tech students maintain a GPA of 3.0 or better. As indicated in Table 11, almost 80% of 2022 SSI respondents have current GPA's over 3.0.

Table 11  
Students' Current GPA

Current GPA	2022	2018	2016
3.5 or Above	46%	49%	46%
3.0 – 3.49	33%	36%	35%
2.5 – 2.99	10%	10%	13%
2.0 – 2.49	3%	4%	5%
1.99 or below (including no credits earned)	8%	1%	1%

## Educational Goals

As indicated in Table 12, two-thirds (66%) of 2022 SSI respondents set an educational goal to earn an Associate Degree; and 10% have a goal of completing a technical diploma program.

Table 12  
Educational Goals of Student

<b>Educational Goal</b>	<b>2022</b>	<b>2018</b>	<b>2016</b>
Associate Degree	66%	70%	64%
Vocational/technical program	10%	13%	15%
Transfer to another institution	7%	6%	4%
Certification (initial/renewal)	8%	7%	8%
Self-improvement/pleasure	2%	1%	1%
Job-related training	3%	2%	3%
Other educational goal	4%	2%	5%

## Employment Status

Five out of six (82%) of Northwood Tech's 2022 SSI respondents are employed while attending college. There were more students employed full-time in 2022 than in the past. Forty percent (40%) are employed full-time, with slightly more (42%) employed part-time, as reflected in Table 13.

Table 13  
Students' Employment Status

<b>Employment Status</b>	<b>2022</b>	<b>2018</b>	<b>2016</b>
Full-time	40%	34%	33%
Part-time	42%	49%	47%
Not employed	18%	17%	20%

## Residence

The majority of 2022 SSI respondents attending Northwood Tech (90%) reside in Wisconsin, and 9% of respondents live out of state. Less than 1% (1 respondent) lives outside of the U.S.

As shown in rank order for 2022 SSI respondents in Table 14, 46% of all respondents own their house, followed by respondents living at their parents' home (25%), and those that rent a room or apartment off campus (21%). The remaining respondents reside in some other residential situation (8%). Four of the 2022 SSI respondents stated they reside in a resident hall.

Table 14  
Current Residence

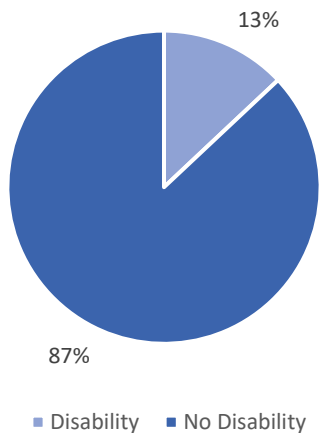
<b>Current Residence</b>	<b>2022</b>	<b>2018</b>	<b>2016</b>
Own house	46%	44%	40%
Parent's home	25%	27%	27%
Rent room or apt off campus	21%	24%	24%
Other residence	8%	6%	9%
Residence hall	<1%	<1%	-



## Students with Disabilities

More than 13% of Northwood Tech students have some type of physical disability or diagnosed learning disability, shown in Figure 6. Overall, students are satisfied with Northwood Tech's commitment to students with disabilities as indicated by a means score of 6.40 (see Appendix B).

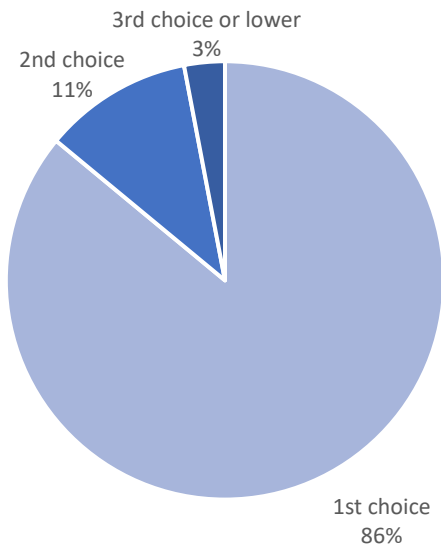
Figure 6  
Students with Disabilities



## College of Choice

Northwood Tech was the first-choice college for 86% of the 2022 SSI respondents, second choice for 11% of SSI respondents, and three percent (3%) of respondents indicated Northwood Tech was their third or lower choice, as reflected in Figure 7.

Figure 7  
College of Choice



# Appendix A



Student Satisfaction Inventory™

Community, Junior and Technical College Version

Form A

[Online Web-Survey Sample Items](#)

[Comprising Scales Raw Data File Format](#)

## Section 1

Each item below describes an expectation about your experiences with this program.

On the left, tell us how important it is for your institution to meet this expectation.

Level of importance...

- 1 - not important at all
- 2 - not very important
- 3 – somewhat unimportant
- 4 - neutral
- 5 - somewhat important
- 6 - important
- 7 - very important N/A - does not apply

On the right, tell us how satisfied you are that your institution has met this expectation.

Level of satisfaction...

- 1 - not satisfied at all
- 2 - not very satisfied
- 3 - somewhat dissatisfied
- 4 - neutral
- 5 - somewhat satisfied
- 6 - satisfied
- 7 - very satisfied
- N/A - not available / not used

The questions are as follows:

1. Most students feel a sense of belonging here.
2. Faculty care about me as an individual.
3. The quality of instruction in the vocational/technical programs is excellent.
4. Security staff are helpful.
5. The personnel involved in registration are helpful.
6. My academic advisor is approachable.
7. Adequate financial aid is available for most students.
8. Classes are scheduled at times that are convenient for me.
9. Internships or practical experiences are provided in my degree/certificate program.
10. Child care facilities are available on campus.
11. Security staff respond quickly in emergencies.
12. My academic advisor helps me set goals to work toward.
13. Financial aid awards are announced to students in time to be helpful in college planning.
14. Library resources and services are adequate.
15. I am able to register for classes I need with few conflicts.
16. The college shows concern for students as individuals.
17. Personnel in the Veterans' Services program are helpful.
18. The quality of instruction I receive in most of my classes is excellent.
19. This campus provides effective support services for displaced homemakers.
20. Financial aid counselors are helpful.
21. There are a sufficient number of study areas on campus.
22. People on this campus respect and are supportive of each other.
23. Faculty are understanding of students' unique life circumstances.
24. Parking lots are well-lighted and secure.
25. My academic advisor is concerned about my success as an individual.
26. Library staff are helpful and approachable.
27. The campus staff are caring and helpful.
28. It is an enjoyable experience to be a student on this campus.
29. Faculty are fair and unbiased in their treatment of individual students.
30. The career services office provides students with the help they need to get a job.
31. The campus is safe and secure for all students.
32. My academic advisor is knowledgeable about my program requirements.
33. Admissions counselors accurately portray the campus in their recruiting practices.
34. Computer labs are adequate and accessible.
35. Policies and procedures regarding registration and course selection are clear and well- publicized.
36. Students are made to feel welcome on this campus.
37. Faculty take into consideration student differences as they teach a course.
38. The student center is a comfortable place for students to spend their leisure time.
39. The amount of student parking space on campus is adequate.
40. My academic advisor is knowledgeable about the transfer requirements of other schools.
41. Admissions staff are knowledgeable.
42. The equipment in the lab facilities is kept up to date.
43. Class change (drop/add) policies are reasonable.
44. I generally know what's happening on campus.
45. This institution has a good reputation within the community.
46. Faculty provide timely feedback about student progress in a course.
47. There are adequate services to help me decide upon a career.

48. Counseling staff care about students as individuals.
49. Admissions counselors respond to prospective students' unique needs and requests.
50. Tutoring services are readily available.
51. There are convenient ways of paying my school bill.
52. This school does whatever it can to help me reach my educational goals.
53. The assessment and course placement procedures are reasonable.
54. Faculty are interested in my academic problems.
55. Academic support services adequately meet the needs of students.
56. The business office is open during hours which are convenient for most students.
57. Administrators are approachable to students.
58. Nearly all of the faculty are knowledgeable in their fields.
59. New student orientation services help students adjust to college.
60. Billing policies are reasonable.
61. Faculty are usually available after class and during office hours.
62. Bookstore staff are helpful.
63. I seldom get the "run-around" when seeking information on this campus.
64. Nearly all classes deal with practical experiences and applications.
65. Students are notified early in the term if they are doing poorly in a class.
66. Program requirements are clear and reasonable.
67. Channels for expressing student complaints are readily available.
68. On the whole, the campus is well-maintained.
69. There is a good variety of courses provided on this campus.
70. I am able to experience intellectual growth here.
71. Campus item - if utilized by the institution.
72. Campus item - if utilized by the institution.
73. ~~Campus item - if utilized by the institution.~~
74. ~~Campus item - if utilized by the institution.~~
75. ~~Campus item - if utilized by the institution.~~
76. ~~Campus item - if utilized by the institution.~~
77. ~~Campus item - if utilized by the institution.~~
78. ~~Campus item - if utilized by the institution.~~
79. ~~Campus item - if utilized by the institution.~~
80. ~~Campus item - if utilized by the institution.~~

How satisfied are you that this campus demonstrates a commitment to the needs of:

81. Institution's commitment to part-time students?
82. Institution's commitment to evening students?
83. Institution's commitment to older, returning learners?
84. Institution's commitment to under-represented populations?
85. Institution's commitment to commuters?
86. Institution's commitment to student with disabilities?

How important were each of the following factors in your decision to enroll at this institution?

- 87. Cost as a factor in decision to enroll.
- 88. Financial aid as a factor in decision to enroll.
- 89. Academic reputation as a factor in decision to enroll.
- 90. Size of institution as a factor in decision to enroll.
- 91. Opportunity to play sports as a factor in decision to enroll.
- 92. Recommendations from family/friends as a factor in decision to enroll.
- 93. Geographic setting as a factor in decision to enroll.
- 94. Campus appearance as a factor in decision to enroll.
- 95. Personalized attention prior to enrollment as a factor in decision to enroll.

## Section #2 - Summary Questions

1. So far, how has your college experience met your expectations?
  - 1 - Much worse than I expected
  - 2 - Quite a bit worse than I expected
  - 3 - Worse than I expected
  - 4 - About what I expected
  - 5 - Better than I expected
  - 6 - Quite a bit better than I expected
  - 7 - Much better than I expected
  
2. Rate your overall satisfaction with your experience here thus far.
  - 1 - Not satisfied at all
  - 2 - Not very satisfied
  - 3 - Somewhat dissatisfied
  - 4 - Neutral
  - 5 - Somewhat satisfied
  - 6 - Satisfied
  - 7 - Very satisfied
  
3. All in all, if you had it to do over again, would you enroll here?
  - 1 - Definitely not
  - 2 - Probably not
  - 3 - Maybe not
  - 4 - I don't know
  - 5 - Maybe yes
  - 6 - Probably yes
  - 7 - Definitely yes



## Section #3 - Demographic Questions

## 1. Gender

- 1 - Female
- 2 - Male
- 3 - Prefer not to respond
- 4 - Transgender
- 5 - Genderqueer; neither exclusively male nor female
- 6 - Additional gender category/ Other

## 2. Age

- 1 - 18 and under
- 2 - 19 to 24
- 3 - 25 to 34
- 4 - 35 to 44
- 5 - 45 and over

## 3. Ethnicity/Race

- 1 - Black/African-American
- 2 - American Indian or Alaskan Native
- 3 - Asian or Pacific Islander
- 4 - Caucasian / White
- 5 - Hispanic
- 6 - Other
- 7 - Race - Prefer not to respond
- 8 - Multi-racial

## 4. Current Enrollment Status

- 1 - Day
- 2 - Evening
- 3 - Weekend

## 5. Current Class Load

- 1 - Full-time
- 2 - Part-time

## 6. Class Level

- 1 - 1 or less
- 2 - 2
- 3 - 3
- 4 - 4 or more

## 7. Current GPA

- 1 - No credits earned
- 2 - 1.99 or below
- 3 - 2.0 - 2.49
- 4 - 2.5 - 2.99
- 5 - 3.0 - 3.49
- 6 - 3.5 or above

## 8. Educational Goal

- 1 - Associate degree
- 2 - Vocational / technical program
- 3 - Transfer to another institution
- 4 - Certification (initial or renewal)
- 5 - Self-improvement / pleasure
- 6 - Job-related training
- 7 - Other educational goal

## 9. Employment

- 1 - Full-time off campus
- 2 - Part-time off campus
- 3 - Full-time on campus
- 4 - Part-time on campus
- 5 - Not employed

## 10. Current Residence

- 1 - Residence hall
- 2 - Own house
- 3 - Rent room or apartment off campus
- 4 - Parent's home
- 5 - Other residence

## 11. Residence Classification

- 1 - In-state
- 2 - Out-of-state
- 3 - International (not U.S. citizen)

## 12. Disabilities

- 1 - Yes - disability
- 2 - No - disability

13. Institution Was My  
1 - 1st choice  
2 - 2nd choice  
3 - 3rd choice or lower

- How likely is it that you would recommend  
our institution to a friend or colleague?
- 0 - Not at all likely 1  
2  
3  
4  
5 - Neutral  
6  
7  
8  
9  
10 - Extremely likely

Please enter any comments you would like  
to share with this institution.

## Items Comprising Scales

### Scale1: Student Centeredness

- 36 Students are made to feel welcome here.
- 28 It is an enjoyable experience to be a student on this campus.
- 57 Administrators are approachable to students
- 27 The campus staff are caring and helpful.
- 16 The college shows concern for students as individuals.
- 1 Most students feel a sense of belonging here.

### Scale 2: Instructional Effectiveness

- 58 Nearly all the faculty are knowledgeable in their fields.
- 18 The quality of instruction I receive in most of my classes is excellent.
- 46 Faculty provide timely feedback about student progress in a course.
- 23 Faculty are understanding of students' unique life circumstances.
- 29 Faculty are fair and unbiased in their treatment of individual students.
- 37 Faculty take into consideration student differences as they teach a course.
- 2 Faculty care about me as an individual.
- 61 Faculty are usually available after class and during office hours.
- 54 Faculty are interested in my academic problems.
- 65 Students are notified early in the term if they are doing poorly in a class.
- 66 Program requirements are clear and reasonable.
- 64 Nearly all classes deal with practical experiences and applications.
- 70 I am able to experience intellectual growth here.
- 69 There is a good variety of courses provided on this campus.

### Scale 3: Responsiveness to Diverse Populations

- 81 How satisfied are you that this campus demonstrates a commitment to meeting the needs of part-time students?
- 83 How satisfied are you that this campus demonstrates a commitment to meeting the needs of older, returning learners?
- 82 How satisfied are you that this campus demonstrates a commitment to meeting the needs of evening students?
- 85 How satisfied are you that this campus demonstrates a commitment to meeting the needs of commuters?
- 84 How satisfied are you that this campus demonstrates a commitment to meeting the needs of under-represented populations?
- 86 How satisfied are you that this campus demonstrates a commitment to meeting the needs of students with disabilities?

#### Scale 4: Campus Support Services

- 30 The career services office provides students with the help they need to get a job.
- 17 Personnel in the Veteran's Services program are helpful.
- 19 The campus provides effective support services for displaced homemakers
- 38 The student center is a comfortable place for students to spend their leisure time.
- 10 Child care facilities are available on campus.
- 47 There are adequate services to help me decide upon a career.
- 59 New student orientation services help students adjust to college.

#### Scale 5: Safety and Security

- 4 Security staff are helpful.
- 11 Security staff respond quickly in emergencies.
- 31 The campus is safe and secure for all students.
- 24 Parking lots are well-lighted and secure.
- 39 The amount of student parking space on campus is adequate.

#### Scale 6: Academic Advising/Counseling Effectiveness

- 32 My academic advisor is knowledgeable about my program requirements.
- 6 My academic advisor is approachable.
- 40 My academic advisor is knowledgeable about the transfer requirements of other schools.
- 12 My academic advisor helps me to set goals to work toward.
- 25 My academic advisor is concerned about my success as an individual.
- 48 Counseling staff care about students as individuals.
- 52 This school does whatever it can to help me reach my educational goals.

#### Scale 7: Admissions and Financial Aid Effectiveness

- 7 Adequate financial aid is available for most students.
- 13 Financial aid awards are announced to students in time to be helpful in college planning.
- 20 Financial aid counselors are helpful.
- 33 Admissions counselors accurately portray the campus in their recruiting practices.
- 41 Admissions staff are knowledgeable.
- 49 Admissions counselors respond to prospective students' unique needs and requests.

#### Scale 8: Academic Services

- 21 There are a sufficient number of study areas on campus.
- 14 Library resources and services are adequate.
- 26 Library staff are helpful and approachable.
- 34 Computer labs are adequate and accessible.
- 42 The equipment in the lab facilities is kept up to date.
- 50 Tutoring services are readily available.
- 55 Academic support services adequately meet the needs of students.

#### Scale 9: Registration Effectiveness

- 5 The personnel involved in registration are helpful.
- 15 I am able to register for the classes I need with few conflicts.
- 43 Class change (drop/add) policies are reasonable.
- 8 Classes are scheduled at times that are convenient for me.
- 35 Policies and procedures regarding registration and course selection are clear and well- publicized.
- 60 Billing policies are reasonable.
- 51 There are convenient ways of paying my school bill.
- 56 The business office is open during hours which are convenient for most students.
- 62 Bookstore staff are helpful.

#### Scale 10: Service Excellence

- 62 Bookstore staff are helpful.
- 67 Channels for expressing student complaints are readily available.
- 57 Administrators are approachable to students
- 63 I seldom get the "run-around" when seeking information on this campus.
- 22 People on this campus respect and are supportive of each other.
- 5 The personnel involved in registration are helpful.
- 26 Library staff are helpful and approachable.
- 44 I generally know what's happening on campus.
- 27 The campus staff are caring and helpful.

#### Scale 11: Concern for the Individual

- 16 The college shows concern for students as individuals.
- 29 Faculty are fair and unbiased in their treatment of individual students.
- 2 Faculty care about me as an individual.
- 48 Counseling staff care about students as individuals.
- 25 My academic advisor is concerned about my success as an individual.

#### Scale 12: Campus Climate

- 36 Students are made to feel welcome here.
- 59 New student orientation services help students adjust to college.
- 28 It is an enjoyable experience to be a student on this campus.
- 57 Administrators are approachable to students
- 27 The campus staff are caring and helpful.
- 16 The college shows concern for students as individuals.
- 52 This school does whatever it can to help me reach my educational goals.
- 1 Most students feel a sense of belonging here.
- 44 I generally know what's happening on campus.
- 22 People on this campus respect and are supportive of each other.
- 45 This institution has a good reputation within the community.
- 2 Faculty care about me as an individual.
- 31 The campus is safe and secure for all students.
- 67 Channels for expressing student complaints are readily available.
- 63 I seldom get the "run around" when seeking information on this campus.

Stand-Alone Items:

- 9 Internships or practical experiences are provided in my degree/certificate program.
- 3 The quality of instruction in the vocational/technical programs is excellent.
- 68 On the whole, the campus is well-maintained.
- 53 The assessment and course placement procedures are reasonable.

# Appendix B

## Appendix B

### Benchmark Comparisons of 2022 SSI to 2018 and 2016 SSI Importance and Satisfaction Levels by Category

#### Instructional Effectiveness Importance and Satisfaction Levels

Item	SSI Spring 2022			SSI Spring 2018			SSI Spring 2016		
	Importance	Satisfaction	Gap	Importance	Satisfaction	Gap	Importance	Satisfaction	Gap
<b>Overall Instructional Effectiveness</b>	<b>6.62</b>	<b>6.27</b>	<b>0.35</b>	<b>6.53</b>	<b>6.15</b>	<b>0.38</b>	<b>6.47</b>	<b>6.05</b>	<b>0.42</b>
Faculty care about me as an individual.	6.48	6.20	0.28	6.43	6.05	0.38	6.38	6.03	0.35
The quality of instruction I receive in most of my classes is excellent.	6.72	6.06	0.66	6.64	5.97	0.67	6.68	5.95	0.73
Faculty are understanding of students' unique life circumstances.	6.56	6.11	0.45	6.48	6.05	0.43	6.44	5.92	0.52
Faculty are fair and unbiased in their treatment of individual students.	6.68	6.30	0.38	6.53	6.10	0.43	6.47	5.96	0.51
Faculty take into consideration student differences as they teach a course.	6.55	6.11	0.44	6.39	6.01	0.38	6.38	5.94	0.44
Faculty provide timely feedback about student progress in a course.	6.63	6.25	0.38	6.57	6.07	0.50	6.51	5.98	0.53
Faculty are interested in my academic problems.	6.58	6.23	0.35	6.45	6.06	0.39	6.36	5.92	0.44
Nearly all of the faculty are knowledgeable in their fields.	6.75	6.44	0.31	6.66	6.33	0.33	6.59	6.28	0.31
Faculty are usually available after class and during office hours.	6.58	6.35	0.23	6.50	6.25	0.25	6.36	6.09	0.27
Nearly all classes deal with practical experiences and applications.	6.62	6.34	0.28	6.51	6.20	0.31	6.46	6.08	0.38
Students are notified early in the term if they are doing poorly in a class.	6.54	6.14	0.40	6.49	5.95	0.54	6.37	5.79	0.58
Program requirements are clear and reasonable.	6.68	6.37	0.31	6.60	6.28	0.32	6.59	6.17	0.42
There is a good variety of courses provided on this campus.	6.64	6.40	0.24	6.52	6.37	0.15	6.41	6.24	0.17
I am able to experience intellectual growth here.	6.68	6.47	0.21	6.61	6.43	0.18	6.55	6.30	0.25



Concern for the Individual Importance and Satisfaction Levels

Item	SSI Spring 2022			SSI Spring 2018			SSI Spring 2016		
	Importance	Satisfaction	Gap	Importance	Satisfaction	Gap	Importance	Satisfaction	Gap
<b>Overall Concern for the Individual</b>	<b>6.57</b>	<b>6.26</b>	<b>0.31</b>	<b>6.48</b>	<b>6.09</b>	<b>0.39</b>	<b>6.41</b>	<b>5.99</b>	<b>0.42</b>
Faculty care about me as an individual.	6.48	6.20	0.28	6.43	6.05	0.38	6.38	6.03	0.35
The college shows concern for students as individuals.	6.51	6.15	0.36	6.39	5.97	0.42	6.42	5.95	0.47
My academic advisor is concerned about my success as an individual.	6.54	6.25	0.29	6.51	6.13	0.38	6.43	5.96	0.47
Faculty are fair and unbiased in their treatment of individual students.	6.68	6.30	0.38	6.53	6.10	0.43	6.47	5.96	0.51
Counseling staff care about students as individuals.	6.64	6.45	0.19	6.52	6.24	0.28	6.35	6.06	0.29

Academic Advising/Counseling Importance and Satisfaction Levels

Item	SSI Spring 2022			SSI Spring 2018			SSI Spring 2016		
	Importance	Satisfaction	Gap	Importance	Satisfaction	Gap	Importance	Satisfaction	Gap
<b>Overall Academic Advising/Counseling</b>	<b>6.59</b>	<b>6.33</b>	<b>0.26</b>	<b>6.54</b>	<b>6.15</b>	<b>0.39</b>	<b>6.40</b>	<b>5.99</b>	<b>0.41</b>
My academic advisor is approachable.	6.65	6.41	0.24	6.68	6.32	0.36	6.47	6.09	0.38
My academic advisor helps me set goals to work toward.	6.37	6.05	0.32	6.29	5.86	0.43	6.13	5.70	0.43
My academic advisor is concerned about my success as an individual.	6.54	6.25	0.29	6.51	6.13	0.38	6.43	5.96	0.47
My academic advisor is knowledgeable about my program requirements.	6.76	6.61	0.15	6.70	6.34	0.36	6.60	6.25	0.35
My academic advisor is knowledgeable about the transfer requirements of other schools.	6.53	6.25	0.28	6.50	6.02	0.48	6.28	5.86	0.42
Counseling staff care about students as individuals.	6.64	6.45	0.19	6.52	6.24	0.28	6.35	6.06	0.29
This school does whatever it can to help me reach my educational goals.	6.63	6.24	0.39	6.57	6.13	0.44	6.51	5.98	0.53

Admissions and Financial Aid Importance and Satisfaction Levels

Item	SSI Spring 2022			SSI Spring 2018			SSI Spring 2016		
	Importance	Satisfaction	Gap	Importance	Satisfaction	Gap	Importance	Satisfaction	Gap
<b>Overall Admissions and Financial Aid</b>	<b>6.58</b>	<b>6.33</b>	<b>0.25</b>	<b>6.50</b>	<b>6.15</b>	<b>0.35</b>	<b>6.39</b>	<b>5.97</b>	<b>0.42</b>
Adequate financial aid is available for most students.	6.61	6.16	0.45	6.53	6.04	0.49	6.49	5.98	0.51
Financial aid awards are announced to students in time to be helpful in college planning.	6.47	6.21	0.26	6.50	6.02	0.48	6.37	5.93	0.44
Financial aid counselors are helpful.	6.60	6.35	0.25	6.48	6.12	0.36	6.42	5.91	0.51
Admissions counselors accurately portray the campus in their recruiting practices.	6.57	6.40	0.17	6.39	6.13	0.26	6.31	5.91	0.40
Admissions staff are knowledgeable.	6.66	6.45	0.21	6.61	6.32	0.29	6.43	6.09	0.34
Admissions counselors respond to prospective students' unique needs and requests.	6.57	6.39	0.18	6.46	6.25	0.21	6.32	5.98	0.34

Registration Effectiveness Importance and Satisfaction Levels

Item	SSI Spring 2022			SSI Spring 2018			SSI Spring 2016		
	Importance	Satisfaction	Gap	Importance	Satisfaction	Gap	Importance	Satisfaction	Gap
<b>Overall Registration Effectiveness</b>	<b>6.55</b>	<b>6.30</b>	<b>0.25</b>	<b>6.48</b>	<b>6.15</b>	<b>0.33</b>	<b>6.37</b>	<b>6.05</b>	<b>0.32</b>
The personnel involved in registration are helpful.	6.59	6.35	0.24	6.48	6.14	0.34	6.35	6.00	0.35
Classes are scheduled at times that are convenient for me.	6.54	6.18	0.36	6.44	5.85	0.59	6.49	5.92	0.57
I am able to register for classes I need with few conflicts.	6.66	6.29	0.37	6.61	6.19	0.42	6.56	6.12	0.44
Policies and procedures regarding registration and course selection are clear and well-publicized.	6.51	6.24	0.27	6.50	6.12	0.38	6.41	.00	0.41
Class change (drop/add) policies are reasonable.	6.51	6.32	0.19	6.44	6.24	0.20	6.21	6.03	0.18
There are convenient ways of paying my school bill.	6.62	6.37	0.25	6.54	6.24	0.30	6.39	6.13	0.26
The business office is open during hours which are convenient for most students.	6.47	6.23	0.24	6.41	6.15	0.26	6.29	6.05	0.24
Billing policies are reasonable.	6.58	6.35	0.23	6.50	6.24	0.26	6.34	6.10	0.24
Bookstore staff are helpful.	6.50	6.34	0.16	6.42	6.22	0.20	6.25	6.08	0.17

**Student Centeredness Importance and Satisfaction Levels**

Item	SSI Spring 2022			SSI Spring 2018			SSI Spring 2016		
	Importance	Satisfaction	Gap	Importance	Satisfaction	Gap	Importance	Satisfaction	Gap
<b>Overall Student Centeredness</b>	<b>6.52</b>	<b>6.30</b>	<b>0.22</b>	<b>6.43</b>	<b>6.20</b>	<b>0.23</b>	<b>6.35</b>	<b>6.08</b>	<b>0.27</b>
Most students feel a sense of belonging here.	6.24	6.06	0.18	6.23	6.07	0.16	5.98	5.90	0.08
The college shows concern for students as individuals.	6.51	6.15	0.36	6.39	5.97	0.42	6.42	5.95	0.47
The campus staff are caring and helpful.	6.60	6.49	0.11	6.53	6.33	0.20	6.46	6.22	0.24
It is an enjoyable experience to be a student on this campus.	6.61	6.34	0.27	6.47	6.25	0.22	6.47	6.14	0.33
Students are made to feel welcome on this campus.	6.68	6.51	0.17	6.56	6.44	0.12	6.49	6.27	0.22
Administrators are approachable to students.	6.52	6.29	0.23	6.40	6.17	0.23	6.26	5.99	0.27

**Academic Services Importance and Satisfaction Levels**

Item	SSI Spring 2022			SSI Spring 2018			SSI Spring 2016		
	Importance	Satisfaction	Gap	Importance	Satisfaction	Gap	Importance	Satisfaction	Gap
<b>Overall Academic Services</b>	<b>6.50</b>	<b>6.34</b>	<b>0.16</b>	<b>6.49</b>	<b>6.26</b>	<b>0.23</b>	<b>6.34</b>	<b>6.13</b>	<b>0.21</b>
Library resources and services are adequate.	6.48	6.27	0.21	6.49	6.33	0.16	6.36	6.19	0.17
There are a sufficient number of study areas on campus.	6.46	6.45	0.01	6.46	6.24	0.22	6.24	6.10	0.14
Library staff are helpful and approachable.	6.44	6.41	0.03	6.43	6.41	0.02	6.36	6.38	-0.02
Computer labs are adequate and accessible.	6.47	6.24	0.23	6.58	6.37	0.21	6.45	6.26	0.19
The equipment in the lab facilities is kept up to date.	6.52	6.07	0.45	6.59	6.18	0.41	6.43	5.99	0.44
Tutoring services are readily available.	6.52	6.44	0.08	6.36	5.98	0.38	6.15	5.91	0.24
Academic support services adequately meet the needs of students.	6.60	6.44	0.16	6.54	6.25	0.29	6.39	6.03	0.36

Campus Climate Importance and Satisfaction Levels

Item	SSI Spring 2022			SSI Spring 2018			SSI Spring 2016		
	Importance	Satisfaction	Gap	Importance	Satisfaction	Gap	Importance	Satisfaction	Gap
<b>Overall Campus Climate</b>	<b>6.51</b>	<b>6.28</b>	<b>0.23</b>	<b>6.44</b>	<b>6.18</b>	<b>0.26</b>	<b>6.33</b>	<b>6.03</b>	<b>0.30</b>
Most students feel a sense of belonging here.	6.24	6.08	0.18	6.23	6.07	0.16	5.98	5.90	0.08
Faculty care about me as an individual.	6.48	6.20	0.28	6.43	6.05	0.38	6.38	6.03	0.35
The college shows concern for students as individuals.	6.51	6.15	0.36	6.39	5.97	0.42	6.42	5.95	0.47
People on this campus respect and are supportive of each other.	6.56	6.32	0.24	6.49	6.22	0.27	6.37	6.06	0.31
The campus staff are caring and helpful.	6.60	6.49	0.11	6.53	6.33	0.20	6.46	6.22	0.24
It is an enjoyable experience to be a student on this campus.	6.61	6.34	0.27	6.47	6.25	0.22	6.47	6.14	0.33
The campus is safe and secure for all students.	6.68	6.52	0.16	6.60	6.31	0.29	6.54	6.26	0.28
Students are made to feel welcome on this campus.	6.68	6.51	0.17	6.56	6.44	0.12	6.49	6.27	0.22
I generally know what's happening on campus.	6.21	6.16	0.05	6.10	6.21	-0.11	5.79	5.87	-0.08
This institution has a good reputation within the community.	6.57	6.48	0.09	6.55	6.46	0.09	6.38	6.34	0.04
This school does whatever it can to help me reach my educational goals.	6.63	6.24	0.39	6.57	6.13	0.44	6.51	5.98	0.53
Administrators are approachable to students.	6.52	6.29	0.23	6.40	6.17	0.23	6.26	5.99	0.27
New student orientation services help students adjust to college.	6.47	6.33	0.14	6.42	6.16	0.26	6.19	6.00	0.19
I seldom get the "run-around" when seeking information on this campus.	6.55	6.21	0.34	6.47	6.10	0.37	6.37	5.85	0.52
Channels for expressing student complaints are readily available.	6.39	5.92	0.47	6.31	5.77	0.54	6.25	5.50	0.75

Service Excellence Importance and Satisfaction Levels

Item	SSI Spring 2022			SSI Spring 2018			SSI Spring 2016		
	Importance	Satisfaction	Gap	Importance	Satisfaction	Gap	Importance	Satisfaction	Gap
<b>Overall Services Excellence</b>	<b>6.49</b>	<b>6.28</b>	<b>0.21</b>	<b>6.41</b>	<b>6.18</b>	<b>0.23</b>	<b>6.27</b>	<b>6.00</b>	<b>0.27</b>
The personnel involved in registration are helpful.	6.59	6.35	0.24	6.48	6.14	0.34	6.35	6.00	0.35
People on this campus respect and are supportive of each other.	6.56	6.32	0.24	6.49	6.22	0.27	6.37	6.06	0.31
Library staff are helpful and approachable.	6.44	6.41	0.03	6.43	6.41	0.02	6.36	6.38	-0.02
The campus staff are caring and helpful.	6.60	6.49	0.11	6.53	6.33	0.20	6.46	6.22	0.24
I generally know what's happening on campus.	6.21	6.16	0.05	6.10	6.21	-0.11	5.79	5.87	-0.08
Administrators are approachable to students.	6.52	6.29	0.23	6.40	6.17	0.23	6.26	5.99	0.27
Bookstore staff are helpful.	6.50	6.34	0.16	6.42	6.22	0.20	6.25	6.08	0.17
I seldom get the "run-around" when seeking information on this campus.	6.55	6.21	0.34	6.47	6.10	0.37	6.37	5.85	0.52
Channels for expressing student complaints are readily available.	6.39	5.92	0.47	6.31	5.77	0.54	6.25	5.50	0.75

Safety and Security Importance and Satisfaction Levels

Item	SSI Spring 2022			SSI Spring 2018			SSI Spring 2016		
	Importance	Satisfaction	Gap	Importance	Satisfaction	Gap	Importance	Satisfaction	Gap
<b>Overall Safety and Security</b>	<b>6.45</b>	<b>6.26</b>	<b>0.19</b>	<b>6.36</b>	<b>6.02</b>	<b>0.34</b>	<b>6.19</b>	<b>5.99</b>	<b>0.20</b>
Security staff are helpful.	6.16	5.74	0.42	5.98	5.60	0.38	5.81	5.69	0.12
Security staff respond quickly in emergencies.	6.48	5.89	0.59	6.37	5.62	0.75	6.08	5.61	0.47
Parking lots are well-lighted and secure.	6.42	6.24	0.18	6.35	6.06	0.29	6.15	5.94	0.21
The campus is safe and secure for all students.	6.60	6.49	0.11	6.60	6.31	0.29	6.54	6.26	0.28
The amount of student parking space on campus is adequate.	6.44	6.53	-0.09	6.40	6.15	0.25	6.26	6.16	0.10

**Campus Support Services Importance and Satisfaction Levels**

Item	SSI Spring 2022			SSI Spring 2018			SSI Spring 2016		
	Importance	Satisfaction	Gap	Importance	Satisfaction	Gap	Importance	Satisfaction	Gap
<b>Overall Campus Support Services</b>	<b>6.30</b>	<b>6.03</b>	<b>0.27</b>	<b>6.19</b>	<b>5.87</b>	<b>0.32</b>	<b>5.98</b>	<b>5.81</b>	<b>0.17</b>
Child care facilities are available on campus.	5.41	3.90	1.51	4.98	3.43	1.55	4.47	4.18	0.29
Personnel in the Veterans' Services program are helpful.	6.37	6.12	0.25	6.02	5.74	0.28	5.87	5.71	0.16
This campus provides effective support services for displaced homemakers.	6.29	5.95	0.34	6.00	5.79	0.21	5.91	5.79	0.12
The career services office provides students with the help they need to get a job.	6.43	6.07	0.36	6.49	6.03	0.46	6.30	5.81	0.49
The student center is a comfortable place for students to spend their leisure time.	6.26	6.36	-0.10	6.34	6.27	0.07	6.06	6.11	-0.05
There are adequate services to help me decide upon a career.	6.53	6.27	0.26	6.45	6.20	0.25	6.32	6.05	0.27
New student orientation services help students adjust to college.	6.47	6.33	0.14	6.42	6.16	0.26	6.19	6.00	0.19

**Responsiveness to Diverse Populations Importance and Satisfaction Levels**

Item	SSI Spring 2022	SSI Spring 2018	SSI Spring 2016
	Satisfaction	Satisfaction	Satisfaction
<b>Overall Responsiveness to Diverse Populations</b>	<b>6.28</b>	<b>6.19</b>	<b>6.11</b>
Institution's commitment to part-time students?	6.32	6.21	6.13
Institution's commitment to evening students?	6.23	6.09	6.01
Institution's commitment to older, returning learners?	6.33	6.29	6.19
Institution's commitment to under- represented populations?	6.22	6.15	6.08
Institution's commitment to commuters?	6.21	6.08	6.03
Institution's commitment to students with disabilities?	6.40	6.31	6.22

# Appendix C



Appendix C  
2022 SSI Survey Results by Comparison Groups

Item	Importance	Satisfaction	Gap
1. Most students feel a sense of belonging here.			
Northwood Technical College	6.24	6.06	0.18
Wisconsin Technical Colleges	6.05	5.78	0.27
National Community Colleges	5.96	5.65	0.31
2. Faculty care about me as an individual.			
Northwood Technical College	6.48	6.20	0.28
Wisconsin Technical Colleges	6.28	5.87	0.41
National Community Colleges	6.17	5.66	0.51
3. The quality of instruction in the vocational/technical programs is excellent.			
Northwood Technical College	6.63	6.10	0.53
Wisconsin Technical Colleges	6.48	5.88	0.60
National Community Colleges	6.27	5.66	0.61
4. Security staff are helpful.			
Northwood Technical College	6.16	5.74	0.42
Wisconsin Technical Colleges	5.96	5.58	0.38
National Community Colleges	6.11	5.69	0.42
5. The personnel involved in registration are helpful.			
Northwood Technical College	6.59	6.35	0.24
Wisconsin Technical Colleges	6.36	5.81	0.55
National Community Colleges	6.36	5.77	0.59
6. My academic advisor is approachable.			
Northwood Technical College	6.65	6.41	0.24
Wisconsin Technical Colleges	6.41	5.83	0.58
National Community Colleges	6.41	5.84	0.57
7. Adequate financial aid is available for most students.			
Northwood Technical College	6.61	6.16	0.45
Wisconsin Technical Colleges	6.40	5.62	0.78
National Community Colleges	6.36	5.60	0.76
8. Classes are scheduled at times that are convenient for me.			
Northwood Technical College	6.54	6.18	0.36
Wisconsin Technical Colleges	6.47	5.65	0.82
National Community Colleges	6.45	5.80	0.65
9. Internships or practical experiences are provided in my degree/certificate program.			
Northwood Technical College	6.41	6.03	0.38
Wisconsin Technical Colleges	6.21	5.65	0.56
National Community Colleges	6.15	5.40	0.75
10. Child care facilities are available on campus.			
Northwood Technical College	5.41	3.90	1.51
Wisconsin Technical Colleges	5.25	5.05	0.20
National Community Colleges	5.16	4.71	0.45

Item	Importance	Satisfaction	Gap
11. Security staff respond quickly in emergencies.			
Northwood Technical College	6.48	5.89	0.59
Wisconsin Technical Colleges	6.32	5.64	0.68
National Community Colleges	6.35	5.72	0.63
12. My academic advisor helps me set goals to work toward.			
Northwood Technical College	6.37	6.05	0.32
Wisconsin Technical Colleges	6.15	5.45	0.70
National Community Colleges	6.23	5.51	0.72
13. Financial aid awards are announced to students in time to be helpful in college planning.			
Northwood Technical College	6.47	6.21	0.26
Wisconsin Technical Colleges	6.31	5.51	0.80
National Community Colleges	6.29	5.46	0.83
14. Library resources and services are adequate.			
Northwood Technical College	6.48	6.27	0.21
Wisconsin Technical Colleges	6.32	6.11	0.21
National Community Colleges	6.34	6.03	0.31
15. I am able to register for classes I need with few conflicts.			
Northwood Technical College	6.66	6.29	0.37
Wisconsin Technical Colleges	6.51	5.80	0.71
National Community Colleges	6.46	5.81	0.65
16. The college shows concern for students as individuals.			
Northwood Technical College	6.51	6.15	0.36
Wisconsin Technical Colleges	6.27	5.68	0.59
National Community Colleges	6.27	5.53	0.74
17. Personnel in the Veteran's Services program are helpful.			
Northwood Technical College	6.37	6.12	0.25
Wisconsin Technical Colleges	5.77	5.42	0.35
National Community Colleges	5.74	5.39	0.35
18. The quality of instruction I receive in most of my classes is excellent.			
Northwood Technical College	6.72	6.06	0.66
Wisconsin Technical Colleges	6.58	5.89	0.69
National Community Colleges	6.50	5.74	0.76
19. This campus provides effective support services for displaced homemakers.			
Northwood Technical College	6.29	5.95	0.34
Wisconsin Technical Colleges	5.83	5.44	0.39
National Community Colleges	5.84	5.41	0.43
20. Financial aid counselors are helpful.			
Northwood Technical College	6.60	6.35	0.25
Wisconsin Technical Colleges	6.27	5.58	0.69
National Community Colleges	6.32	5.55	0.77
21. There are a sufficient number of study areas on campus.			
Northwood Technical College	6.46	6.45	0.01
Wisconsin Technical Colleges	6.30	6.11	0.19
National Community Colleges	6.28	5.94	0.34

Item	Importance	Satisfaction	Gap
22. People on this campus respect and are supportive of each other.			
Northwood Technical College	6.56	6.32	0.24
Wisconsin Technical Colleges	6.34	5.96	0.38
National Community Colleges	6.29	5.85	0.44
23. Faculty are understanding of students' unique life circumstances.			
Northwood Technical College	6.56	6.11	0.45
Wisconsin Technical Colleges	6.43	5.81	0.62
National Community Colleges	6.35	5.63	0.72
24. Parking lots are well-lighted and secure.			
Northwood Technical College	6.42	6.24	0.18
Wisconsin Technical Colleges	6.26	5.54	0.72
National Community Colleges	6.29	5.68	0.61
25. My academic advisor is concerned about my success as an individual.			
Northwood Technical College	6.54	6.25	0.29
Wisconsin Technical Colleges	6.30	5.56	0.74
National Community Colleges	6.31	5.54	0.77
26. Library staff are helpful and approachable.			
Northwood Technical College	6.44	6.41	0.03
Wisconsin Technical Colleges	6.21	6.10	0.11
National Community Colleges	6.25	6.02	0.23
27. The campus staff are caring and helpful.			
Northwood Technical College	6.60	6.49	0.11
Wisconsin Technical Colleges	6.35	6.08	0.27
National Community Colleges	6.34	5.93	0.41
28. It is an enjoyable experience to be a student on this campus.			
Northwood Technical College	6.61	6.34	0.27
Wisconsin Technical Colleges	6.39	6.05	0.34
National Community Colleges	6.33	5.85	0.48
29. Faculty are fair and unbiased in their treatment of individual students.			
Northwood Technical College	6.68	6.30	0.38
Wisconsin Technical Colleges	6.49	5.92	0.57
National Community Colleges	6.43	5.81	0.62
30. The career services office provides students with the help they need to get a job.			
Northwood Technical College	6.43	6.07	0.36
Wisconsin Technical Colleges	6.28	5.77	0.51
National Community Colleges	6.24	5.65	0.59
31. The campus is safe and secure for all students.			
Northwood Technical College	6.68	6.52	0.16
Wisconsin Technical Colleges	6.57	6.15	0.42
National Community Colleges	6.53	6.06	0.47
32. My academic advisor is knowledgeable about my program requirements.			
Northwood Technical College	6.76	6.61	0.15
Wisconsin Technical Colleges	6.53	5.93	0.60
National Community Colleges	6.48	5.82	0.66

Item	Importance	Satisfaction	Gap
33. Admissions counselors accurately portray the campus in their recruiting practices.			
Northwood Technical College	6.57	6.40	0.17
Wisconsin Technical Colleges	6.20	5.82	0.38
National Community Colleges	6.19	5.73	0.46
34. Computer labs are adequate and accessible.			
Northwood Technical College	6.47	6.24	0.23
Wisconsin Technical Colleges	6.38	6.11	0.27
National Community Colleges	6.35	6.03	0.32
35. Policies and procedures regarding registration and course selection are clear and well-publicized.			
Northwood Technical College	6.51	6.24	0.27
Wisconsin Technical Colleges	6.40	5.83	0.57
National Community Colleges	6.38	5.81	0.57
36. Students are made to feel welcome on this campus.			
Northwood Technical College	6.68	6.51	0.17
Wisconsin Technical Colleges	6.44	6.17	0.27
National Community Colleges	6.40	6.01	0.39
37. Faculty take into consideration student differences as they teach a course.			
Northwood Technical College	6.55	6.11	0.44
Wisconsin Technical Colleges	6.32	5.74	0.58
National Community Colleges	6.29	5.57	0.72
38. The student center is a comfortable place for students to spend their leisure time.			
Northwood Technical College	6.26	6.36	-0.10
Wisconsin Technical Colleges	5.99	5.93	0.06
National Community Colleges	6.11	5.83	0.28
39. The amount of student parking space on campus is adequate.			
Northwood Technical College	6.44	6.53	-0.09
Wisconsin Technical Colleges	6.26	4.68	1.58
National Community Colleges	6.29	5.36	0.93
40. My academic advisor is knowledgeable about the transfer requirements of other schools.			
Northwood Technical College	6.53	6.25	0.28
Wisconsin Technical Colleges	6.33	5.63	0.70
National Community Colleges	6.38	5.67	0.71
41. Admissions staff are knowledgeable.			
Northwood Technical College	6.66	6.45	0.21
Wisconsin Technical Colleges	6.40	5.96	0.44
National Community Colleges	6.40	5.89	0.51
42. The equipment in the lab facilities is kept up to date.			
Northwood Technical College	6.52	6.07	0.45
Wisconsin Technical Colleges	6.42	6.09	0.33
National Community Colleges	6.34	5.82	0.52

Item	Importance	Satisfaction	Gap
43. Class change (drop/add) policies are reasonable.			
Northwood Technical College	6.51	6.32	0.19
Wisconsin Technical Colleges	6.30	5.87	0.43
National Community Colleges	6.34	5.89	0.45
44. I generally know what's happening on campus.			
Northwood Technical College	6.21	6.16	0.05
Wisconsin Technical Colleges	5.73	5.44	0.29
National Community Colleges	5.89	5.45	0.44
45. This institution has a good reputation within the community.			
Northwood Technical College	6.57	6.48	0.09
Wisconsin Technical Colleges	6.35	6.21	0.14
National Community Colleges	6.29	6.01	0.28
46. Faculty provide timely feedback about student progress in a course.			
Northwood Technical College	6.63	6.25	0.38
Wisconsin Technical Colleges	6.43	5.78	0.65
National Community Colleges	6.38	5.67	0.71
47. There are adequate services to help me decide upon a career.			
Northwood Technical College	6.53	6.27	0.26
Wisconsin Technical Colleges	6.29	5.83	0.46
National Community Colleges	6.30	5.70	0.60
48. Counseling staff care about students as individuals.			
Northwood Technical College	6.64	6.45	0.19
Wisconsin Technical Colleges	6.35	5.92	0.43
National Community Colleges	6.34	5.78	0.56
49. Admissions counselors respond to prospective students' unique needs and requests.			
Northwood Technical College	6.57	6.39	0.18
Wisconsin Technical Colleges	6.27	5.84	0.43
National Community Colleges	6.29	5.74	0.55
50. Tutoring services are readily available.			
Northwood Technical College	6.52	6.44	0.08
Wisconsin Technical Colleges	6.28	5.96	0.32
National Community Colleges	6.35	5.96	0.39
51. There are convenient ways of paying my school bill.			
Northwood Technical College	6.62	6.37	0.25
Wisconsin Technical Colleges	6.39	5.92	0.47
National Community Colleges	6.39	5.88	0.51
52. This school does whatever it can to help me reach my educational goals.			
Northwood Technical College	6.63	6.24	0.39
Wisconsin Technical Colleges	6.40	5.80	0.60
National Community Colleges	6.39	5.68	0.71

Item	Importance	Satisfaction	Gap
53. The assessment and course placement procedures are reasonable.			
Northwood Technical College	6.58	6.35	0.23
Wisconsin Technical Colleges	6.29	5.86	0.43
National Community Colleges	6.30	5.82	0.48
54. Faculty are interested in my academic problems.			
Northwood Technical College	6.58	6.23	0.35
Wisconsin Technical Colleges	6.27	5.74	0.53
National Community Colleges	6.25	5.59	0.66
55. Academic support services adequately meet the needs of students.			
Northwood Technical College	6.60	6.44	0.16
Wisconsin Technical Colleges	6.32	5.88	0.44
National Community Colleges	6.31	5.78	0.53
56. The business office is open during hours which are convenient for most students.			
Northwood Technical College	6.47	6.23	0.24
Wisconsin Technical Colleges	6.20	5.83	0.37
National Community Colleges	6.27	5.80	0.47
57. Administrators are approachable to students.			
Northwood Technical College	6.52	6.29	0.23
Wisconsin Technical Colleges	6.23	5.83	0.40
National Community Colleges	6.29	5.77	0.52
58. Nearly all of the faculty are knowledgeable in their fields.			
Northwood Technical College	6.75	6.44	0.31
Wisconsin Technical Colleges	6.57	6.15	0.42
National Community Colleges	6.49	6.00	0.49
59. New student orientation services help students adjust to college.			
Northwood Technical College	6.47	6.33	0.14
Wisconsin Technical Colleges	6.15	5.77	0.38
National Community Colleges	6.16	5.70	0.46
60. Billing policies are reasonable.			
Northwood Technical College	6.58	6.35	0.23
Wisconsin Technical Colleges	6.32	5.84	0.48
National Community Colleges	6.32	5.77	0.55
61. Faculty are usually available after class and during office hours.			
Northwood Technical College	6.58	6.37	0.21
Wisconsin Technical Colleges	6.37	6.06	0.31
National Community Colleges	6.37	5.97	0.40
62. Bookstore staff are helpful.			
Northwood Technical College	6.50	6.34	0.16
Wisconsin Technical Colleges	6.21	6.00	0.21
National Community Colleges	6.24	5.94	0.30
63. I seldom get the "run-around" when seeking information on this campus.			
Northwood Technical College	6.55	6.21	0.34
Wisconsin Technical Colleges	6.24	5.61	0.63
National Community Colleges	6.18	5.49	0.69

Item	Importance	Satisfaction	Gap
64. Nearly all classes deal with practical experiences and applications.			
Northwood Technical College	6.62	6.34	0.28
Wisconsin Technical Colleges	6.36	5.93	0.43
National Community Colleges	6.28	5.75	0.53
65. Students are notified early in the term if they are doing poorly in a class.			
Northwood Technical College	6.54	6.14	0.40
Wisconsin Technical Colleges	6.30	5.44	0.86
National Community Colleges	6.30	5.40	0.90
66. Program requirements are clear and reasonable.			
Northwood Technical College	6.68	6.37	0.31
Wisconsin Technical Colleges	6.51	6.01	0.50
National Community Colleges	6.45	5.91	0.54
67. Channels for expressing student complaints are readily available.			
Northwood Technical College	6.39	5.92	0.47
Wisconsin Technical Colleges	6.18	5.38	0.80
National Community Colleges	6.20	5.36	0.84
68. On the whole, the campus is well-maintained.			
Northwood Technical College	6.62	6.61	0.01
Wisconsin Technical Colleges	6.45	6.36	0.09
National Community Colleges	6.41	6.14	0.27
69. There is a good variety of courses provided on this campus.			
Northwood Technical College	6.64	6.40	0.24
Wisconsin Technical Colleges	6.48	6.21	0.27
National Community Colleges	6.46	6.04	0.42
70. I am able to experience intellectual growth here.			
Northwood Technical College	6.68	6.47	0.21
Wisconsin Technical Colleges	6.57	6.29	0.28
National Community Colleges	6.51	6.10	0.41

Questions 71-80 were reserved for additional college questions. Northwood Tech utilized this space for two add-on questions.

Item	Importance	Satisfaction	Gap
71. Educational Technology Center (ETC) resources and services are adequate.			
Northwood Technical College	6.57	6.39	0.18
72. Educational Technology Center (ETC) staff are helpful.			
Northwood Technical College	6.59	6.53	0.06



Item	Satisfaction
<b>81. Institution's commitment to part-time students?</b>	
Northwood Technical College	6.32
Wisconsin Technical Colleges	6.02
National Community Colleges	5.95
<b>82. Institution's commitment to evening students?</b>	
Northwood Technical College	6.23
Wisconsin Technical Colleges	5.84
National Community Colleges	5.83
<b>83. Institution's commitment to older, returning learners?</b>	
Northwood Technical College	6.33
Wisconsin Technical Colleges	6.02
National Community Colleges	5.93
<b>84. Institution's commitment to under-represented populations?</b>	
Northwood Technical College	6.22
Wisconsin Technical Colleges	5.95
National Community Colleges	5.88
<b>85. Institution's commitment to commuters?</b>	
Northwood Technical College	6.21
Wisconsin Technical Colleges	5.78
National Community Colleges	5.84
<b>86. Institution's commitment to students with disabilities?</b>	
Northwood Technical College	6.40
Wisconsin Technical Colleges	6.06
National Community Colleges	6.00



Item	Importance
87. Cost as a factor in decision to enroll.	
Northwood Technical College	6.45
Wisconsin Technical Colleges	6.35
National Community Colleges	6.40
88. Financial aid as factor in decision to enroll.	
Northwood Technical College	6.29
Wisconsin Technical Colleges	6.07
National Community Colleges	6.22
89. Academic reputation as factor in decision to enroll.	
Northwood Technical College	6.20
Wisconsin Technical Colleges	6.03
National Community Colleges	6.05
90. Size of institution as factor in decision to enroll.	
Northwood Technical College	5.47
Wisconsin Technical Colleges	5.25
National Community Colleges	5.38
91. Opportunity to play sports as factor in decision to enroll.	
Northwood Technical College	3.63
Wisconsin Technical Colleges	3.45
National Community Colleges	4.04
92. Recommendations from family/friends as factor in decision to enroll.	
Northwood Technical College	5.26
Wisconsin Technical Colleges	5.01
National Community Colleges	5.25
93. Geographic setting as factor in decision to enroll.	
Northwood Technical College	6.04
Wisconsin Technical Colleges	5.72
National Community Colleges	5.74
94. Campus appearance as factor in decision to enroll.	
Northwood Technical College	5.29
Wisconsin Technical Colleges	5.27
National Community Colleges	5.45
95. Personalized attention prior to enrollment as factor in decision to enroll.	
Northwood Technical College	5.75
Wisconsin Technical Colleges	5.47
National Community Colleges	5.64

Item	Northwood Tech	Wisconsin Technical Colleges	National Community Colleges
96. So far, how has your college experience met your expectations?	5.40	5.18	5.04
1 = Much worse than expected	0%	0%	1%
2 = Quite a bit worse than I expected	1%	1%	1%
3 = Worse than I expected	3%	4%	5%
4 = About what I expected	25%	27%	30%
5 = Better than I expected	21%	27%	24%
6 = Quite a bit better than I expected	17%	18%	14%
7 = Much better than expected	30%	21%	21%
97. Rate your overall satisfaction with your experience here thus far?	6.10	5.84	5.62%
1 = Not satisfied at all	0%	0%	1%
2 = Not very satisfied	1%	1%	2%
3 = Somewhat dissatisfied	2%	3%	4%
4 = Neutral	5%	6%	11%
5 = Somewhat satisfied	9%	13%	14%
6 = Satisfied	34%	44%	38%
7 = Very satisfied	45%	29%	27%
98. All in all, if you had to do it over, would you enroll here again?	6.31	6.15	5.90%
1 = Definitely not	0%	0%	1%
2 = Probably not	2%	2%	3%
3 = Maybe not	1%	1%	2%
4 = I don't know	4%	5%	7%
5 = Maybe yes	3%	7%	9%
6 = Probably yes	24%	31%	29%
7 = Definitely yes	61%	51%	45%

# Appendix D

Appendix D  
2022 SSI Survey Results Compared to 2018 and 2016

Item	Importance	Satisfaction	Gap
1. Most students feel a sense of belonging here.			
2022	6.24	6.06	0.18
2018	6.23	6.07	0.16
2016	5.98	5.90	0.08
2. Faculty care about me as an individual.			
2022	6.48	6.20	0.28
2018	6.43	6.05	0.38
2016	6.38	6.03	0.35
3. The quality of instruction in the vocational/technical programs is excellent.			
2022	6.63	6.10	0.53
2018	6.54	5.97	0.57
2016	6.61	5.92	0.69
4. Security staff are helpful.			
2022	6.16	5.74	0.42
2018	5.98	5.60	0.38
2016	5.81	5.69	0.12
5. The personnel involved in registration are helpful.			
2022	6.59	6.35	0.24
2018	6.48	6.14	0.34
2016	6.35	6.00	0.35
6. My academic advisor is approachable.			
2022	6.65	6.41	0.24
2018	6.68	6.32	0.36
2016	6.47	6.09	0.38
7. Adequate financial aid is available for most students.			
2022	6.61	6.16	0.45
2018	6.53	6.04	0.49
2016	6.49	5.98	0.51
8. Classes are scheduled at times that are convenient for me.			
2022	6.54	6.18	0.36
2018	6.44	5.85	0.59
2016	6.49	5.92	0.57
9. Internships or practical experiences are provided in my degree/certificate program.			
2022	6.41	6.03	0.38
2018	6.38	5.95	0.43
2016	6.26	5.74	0.52
10. Child care facilities are available on campus.			
2022	5.41	3.90	1.51
2018	4.98	3.43	1.55
2016	4.47	4.18	0.29

Item	Importance	Satisfaction	Gap
11. Security staff respond quickly in emergencies.			
2022	6.48	5.89	0.59
2018	6.37	5.62	0.75
2016	6.08	5.61	0.47
12. My academic advisor helps me set goals to work toward.			
2022	6.37	6.05	0.32
2018	6.29	5.86	0.43
2016	6.13	5.70	0.43
13. Financial aid awards are announced to students in time to be helpful in college planning.			
2022	6.47	6.21	0.26
2018	6.50	6.02	0.48
2016	6.37	5.93	0.44
14. Library resources and services are adequate.			
2022	6.48	6.27	0.21
2018	6.49	6.33	0.16
2016	6.36	6.19	0.17
15. I am able to register for classes I need with few conflicts.			
2022	6.66	6.29	0.37
2018	6.61	6.19	0.42
2016	6.56	6.12	0.44
16. The college shows concern for students as individuals.			
2022	6.51	6.15	0.36
2018	6.39	5.97	0.42
2016	6.42	5.95	0.47
17. Personnel in the Veteran's Services program are helpful.			
2022	6.37	6.12	0.25
2018	6.02	5.74	0.28
2016	5.87	5.71	0.16
18. The quality of instruction I receive in most of my classes is excellent.			
2022	6.72	6.06	0.66
2018	6.64	5.97	0.67
2016	6.68	5.95	0.73
19. This campus provides effective support services for displaced homemakers.			
2022	6.29	5.95	0.34
2018	6.00	5.79	0.21
2016	5.91	5.79	0.12
20. Financial aid counselors are helpful.			
2022	6.60	6.35	0.25
2018	6.48	6.12	0.36
2016	6.42	5.91	0.51
21. There are a sufficient number of study areas on campus.			
2022	6.46	6.45	0.01
2018	6.24	6.10	0.14
2016	6.20	5.99	0.21

Item	Importance	Satisfaction	Gap
22. People on this campus respect and are supportive of each other.			
2022	6.56	6.32	0.24
2018	6.49	6.22	0.27
2016	6.37	6.06	0.31
23. Faculty are understanding of students' unique life circumstances.			
2022	6.56	6.11	0.45
2018	6.48	6.05	0.43
2016	6.44	5.92	0.52
24. Parking lots are well-lighted and secure.			
2022	6.42	6.24	0.18
2018	6.35	6.06	0.29
2016	6.15	5.94	0.21
25. My academic advisor is concerned about my success as an individual.			
2022	6.54	6.25	0.29
2018	6.51	6.13	0.38
2016	6.43	5.96	0.47
26. Library staff are helpful and approachable.			
2022	6.44	6.41	0.03
2018	6.43	6.41	0.02
2016	6.36	6.38	-0.02
27. The campus staff are caring and helpful.			
2022	6.60	6.49	0.11
2018	6.53	6.33	0.20
2016	6.46	6.22	0.24
28. It is an enjoyable experience to be a student on this campus.			
2022	6.61	6.34	0.27
2018	6.47	6.25	0.22
2016	6.47	6.14	0.33
29. Faculty are fair and unbiased in their treatment of individual students.			
2022	6.68	6.30	0.38
2018	6.53	6.10	0.43
2016	6.47	5.96	0.51
30. The career services office provides students with the help they need to get a job.			
2022	6.43	6.07	0.36
2018	6.49	6.03	0.46
2016	6.30	5.81	0.49
31. The campus is safe and secure for all students.			
2022	6.68	6.52	0.16
2018	6.60	6.31	0.29
2016	6.54	6.26	0.28
32. My academic advisor is knowledgeable about my program requirements.			
2022	6.76	6.61	0.15
2018	6.70	6.34	0.36
2016	6.60	6.25	0.35

Item	Importance	Satisfaction	Gap
33. Admissions counselors accurately portray the campus in their recruiting practices.			
2022	6.57	6.40	0.17
2018	6.39	6.13	0.26
2016	6.31	5.91	0.40
34. Computer labs are adequate and accessible.			
2022	6.47	6.24	0.23
2018	6.58	6.37	0.21
2016	6.45	6.26	0.19
35. Policies and procedures regarding registration and course selection are clear and well-publicized.			
2022	6.51	6.24	0.27
2018	6.50	6.12	0.38
2016	6.41	6.00	0.41
36. Students are made to feel welcome on this campus.			
2022	6.68	6.51	0.17
2018	6.56	6.44	0.12
2016	6.49	6.27	0.22
37. Faculty take into consideration student differences as they teach a course.			
2022	6.55	6.11	0.44
2018	6.39	6.01	0.38
2016	6.38	5.94	0.44
38. The student center is a comfortable place for students to spend their leisure time.			
2022	6.26	6.36	-0.10
2018	6.34	6.27	0.07
2016	6.06	6.11	-0.05
39. The amount of student parking space on campus is adequate.			
2022	6.44	6.53	-0.09
2018	6.40	6.15	0.25
2016	6.26	6.16	0.10
40. My academic advisor is knowledgeable about the transfer requirements of other schools.			
2022	6.53	6.25	0.28
2018	6.50	6.02	0.48
2016	6.28	5.86	0.42
41. Admissions staff are knowledgeable.			
2022	6.66	6.45	0.21
2018	6.61	6.32	0.29
2016	6.43	6.09	0.34
42. The equipment in the lab facilities is kept up to date.			
2022	6.52	6.07	0.45
2018	6.59	6.18	0.41
2016	6.43	5.99	0.44

Item	Importance	Satisfaction	Gap
43. Class change (drop/add) policies are reasonable.			
2022	6.51	6.32	0.19
2018	6.44	6.24	0.20
2016	6.21	6.03	0.18
44. I generally know what's happening on campus.			
2022	6.21	6.16	0.05
2018	6.10	6.21	-0.11
2016	5.79	5.87	-0.08
45. This institution has a good reputation within the community.			
2022	6.57	6.48	0.09
2018	6.55	6.46	0.09
2016	6.38	6.34	0.04
46. Faculty provide timely feedback about student progress in a course.			
2022	6.63	6.25	0.38
2018	6.57	6.07	0.50
2016	6.51	5.98	0.53
47. There are adequate services to help me decide upon a career.			
2022	6.53	6.27	0.26
2018	6.45	6.20	0.25
2016	6.32	6.05	0.27
48. Counseling staff care about students as individuals.			
2022	6.64	6.45	0.19
2018	6.52	6.24	0.28
2016	6.35	6.06	0.29
49. Admissions counselors respond to prospective students' unique needs and requests.			
2022	6.57	6.39	0.18
2018	6.46	6.25	0.21
2016	6.32	5.98	0.34
50. Tutoring services are readily available.			
2022	6.52	6.44	0.08
2018	6.36	5.98	0.38
2016	6.15	5.91	0.24
51. There are convenient ways of paying my school bill.			
2022	6.62	6.37	0.25
2018	6.54	6.24	0.30
2016	6.39	6.13	0.26
52. This school does whatever it can to help me reach my educational goals.			
2022	6.63	6.24	0.39
2018	6.57	6.13	0.44
2016	6.51	5.98	0.53



Item	Importance	Satisfaction	Gap
53. The assessment and course placement procedures are reasonable.			
2022	6.58	6.35	0.23
2018	6.46	6.22	0.24
2016	6.35	6.06	0.29
54. Faculty are interested in my academic problems.			
2022	6.58	6.23	0.35
2018	6.45	6.06	0.39
2016	6.36	5.92	0.44
55. Academic support services adequately meet the needs of students.			
2022	6.60	6.44	0.16
2018	6.54	6.25	0.29
2016	6.39	6.03	0.36
56. The business office is open during hours which are convenient for most students.			
2022	6.47	6.23	0.24
2018	6.41	6.15	0.26
2016	6.29	6.05	0.24
57. Administrators are approachable to students.			
2022	6.52	6.29	0.23
2018	6.40	6.17	0.23
2016	6.26	5.99	0.27
58. Nearly all of the faculty are knowledgeable in their fields.			
2022	6.75	6.44	0.31
2018	6.66	6.33	0.33
2016	6.59	6.28	0.31
59. New student orientation services help students adjust to college.			
2022	6.47	6.33	0.14
2018	6.42	6.16	0.26
2016	6.19	6.00	0.19
60. Billing policies are reasonable.			
2022	6.58	6.35	0.23
2018	6.50	6.24	0.26
2016	6.34	6.10	0.24
61. Faculty are usually available after class and during office hours.			
2022	6.58	6.37	0.21
2018	6.50	6.25	0.25
2016	6.36	6.09	0.27
62. Bookstore staff are helpful.			
2022	6.50	6.34	0.16
2018	6.42	6.22	0.20
2016	6.25	6.08	0.17
63. I seldom get the “run-around” when seeking information on this campus.			
2022	6.55	6.21	0.34
2018	6.47	6.10	0.37
2016	6.37	5.85	0.52

Item	Importance	Satisfaction	Gap
64. Nearly all classes deal with practical experiences and applications.			
2022	6.62	6.34	0.28
2018	6.51	6.20	0.31
2016	6.46	6.08	0.38
65. Students are notified early in the term if they are doing poorly in a class.			
2022	6.54	6.14	0.40
2018	6.49	5.95	0.54
2016	6.37	5.79	0.58
66. Program requirements are clear and reasonable.			
2022	6.68	6.37	0.31
2018	6.60	6.28	0.32
2016	6.59	6.17	0.42
67. Channels for expressing student complaints are readily available.			
2022	6.39	5.92	0.47
2018	6.31	5.77	0.54
2016	6.25	5.50	0.75
68. On the whole, the campus is well-maintained.			
2022	6.62	6.61	0.01
2018	6.60	6.59	0.01
2016	6.40	6.47	-0.07
69. There is a good variety of courses provided on this campus.			
2022	6.64	6.40	0.24
2018	6.52	6.37	0.15
2016	6.41	6.24	0.17
70. I am able to experience intellectual growth here.			
2022	6.68	6.47	0.21
2018	6.61	6.43	0.18
2016	6.55	6.30	0.25

Questions 71-80 were reserved for additional college questions. Northwood Tech utilized this space for two add-on questions.

Item	Importance	Satisfaction	Gap
71. Educational Technology Center (ETC) resources and services are adequate.			
2022	6.57	6.39	0.18
72. Educational Technology Center (ETC) staff are helpful.			
2022	6.59	6.53	0.06

Item	Satisfaction
<b>81. Institution's commitment to part-time students?</b>	
2022	6.32
2018	6.21
2016	6.13
<b>82. Institution's commitment to evening students?</b>	
2022	6.23
2018	6.09
2016	6.01
<b>83. Institution's commitment to older, returning learners?</b>	
2022	6.33
2018	6.29
2016	6.19
<b>84. Institution's commitment to under-represented populations?</b>	
2022	6.22
2018	6.15
2016	6.08
<b>85. Institution's commitment to commuters?</b>	
2022	6.21
2018	6.08
2016	6.03
<b>86. Institution's commitment to students with disabilities?</b>	
2022	6.40
2018	6.31
2016	6.22

Item	Importance
87. Cost as a factor in decision to enroll.	
2022	6.45
2018	6.40
2016	6.29
88. Financial aid as a factor in decision to enroll.	
2022	6.29
2018	6.28
2016	6.14
89. Academic reputation as a factor in decision to enroll.	
2022	6.20
2018	6.32
2016	6.10
90. Size of institution as a factor in decision to enroll.	
2022	5.47
2018	5.60
2016	5.37
91. Opportunity to play sports as a factor in decision to enroll.	
2022	3.63
2018	3.47
2016	2.97
92. Recommendations from family/friends as a factor in decision to enroll.	
2022	5.26
2018	5.31
2016	5.02
93. Geographic setting as a factor in decision to enroll.	
2022	6.04
2018	5.97
2016	5.81
94. Campus appearance as a factor in decision to enroll.	
2022	5.29
2018	5.38
2016	5.24
95. Personalized attention prior to enrollment as a factor in decision to enroll.	
2022	5.75
2018	5.74
2016	5.66

Item	2022	2018	2016	2014	2012
96. So far, how has your college experience met your expectations?	5.40	5.24	5.17	5.13	5.20
1 = Much worse than expected	0%	1%	1%	1%	1%
2 = Quite a bit worse than I expected	1%	1%	2%	1%	1%
3 = Worse than I expected	3%	4%	5%	6%	3%
4 = About what I expected	25%	23%	23%	23%	25%
5 = Better than I expected	21%	26%	27%	27%	28%
6 = Quite a bit better than I expected	17%	18%	16%	16%	17%
7 = Much better than expected	30%	24%	23%	22%	21%
97. Rate your overall satisfaction with your experience here thus far?	6.10	5.96	5.94	5.85	5.92
1 = Not satisfied at all	0%	0%	0%	1%	0%
2 = Not very satisfied	1%	2%	3%	1%	1%
3 = Somewhat dissatisfied	2%	2%	3%	4%	3%
4 = Neutral	5%	4%	4%	4%	6%
5 = Somewhat satisfied	9%	9%	8%	10%	9%
6 = Satisfied	34%	42%	42%	41%	43%
7 = Very satisfied	45%	37%	37%	35%	35%
98. All in all, if you had to do it over, would you enroll here again?	6.31	6.21	6.11	6.08	6.12
1 = Definitely not	0%	1%	1%	2%	1%
2 = Probably not	2%	2%	4%	2%	2%
3 = Maybe not	1%	1%	2%	2%	2%
4 = I don't know	4%	3%	3%	4%	5%
5 = Maybe yes	3%	6%	6%	5%	6%
6 = Probably yes	24%	28%	26%	29%	29%
7 = Definitely yes	61%	55%	55%	53%	52%

# Appendix E

Appendix E  
Ashland Campus 2022 SSI Survey Results Compared to 2018 and 2016

Item	Importance	Satisfaction	Gap
1. Most students feel a sense of belonging here.			
2022	6.40	6.33	0.07
2018	6.23	6.16	0.07
2016	6.01	5.92	0.09
2. Faculty care about me as an individual.			
2022	6.61	6.51	0.10
2018	6.47	6.42	0.05
2016	6.51	6.26	0.25
3. The quality of instruction in the vocational/technical programs is excellent.			
2022	6.80	6.39	0.41
2018	6.62	6.22	0.40
2016	6.68	6.01	0.67
4. Security staff are helpful.			
2022	6.68	6.45	0.23
2018	5.90	5.59	0.31
2016	5.84	6.03	-0.19
5. The personnel involved in registration are helpful.			
2022	6.68	6.70	-0.02
2018	6.51	6.51	0.00
2016	6.57	6.30	0.27
6. My academic advisor is approachable.			
2022	6.83	6.70	0.13
2018	6.77	6.70	0.07
2016	6.56	6.28	0.28
7. Adequate financial aid is available for most students.			
2022	6.70	6.14	0.56
2018	6.59	6.12	0.47
2016	6.63	5.86	0.77
8. Classes are scheduled at times that are convenient for me.			
2022	6.66	6.24	0.42
2018	6.40	6.00	0.40
2016	6.43	5.97	0.46
9. Internships or practical experiences are provided in my degree/certificate program.			
2022	6.83	6.38	0.45
2018	6.36	5.88	0.48
2016	6.45	5.83	0.62
10. Child care facilities are available on campus.			
2022	5.71	2.92	2.79
2018	4.92	2.79	2.13
2016	4.65	3.87	0.78

Item	Importance	Satisfaction	Gap
11. Security staff respond quickly in emergencies.			
2022	6.76	6.44	0.32
2018	6.33	5.64	0.69
2016	6.04	5.69	0.35
12. My academic advisor helps me set goals to work toward.			
2022	6.55	6.09	0.46
2018	6.47	6.25	0.22
2016	6.33	6.21	0.12
13. Financial aid awards are announced to students in time to be helpful in college planning.			
2022	6.61	6.30	0.31
2018	6.45	5.79	0.66
2016	6.42	5.90	0.52
14. Library resources and services are adequate.			
2022	6.68	6.61	0.07
2018	6.46	6.40	0.06
2016	6.35	6.13	0.22
15. I am able to register for classes I need with few conflicts.			
2022	6.70	6.48	0.22
2018	6.55	6.32	0.23
2016	6.61	6.16	0.45
16. The college shows concern for students as individuals.			
2022	6.58	6.53	0.05
2018	6.48	6.25	0.23
2016	6.50	6.14	0.36
17. Personnel in the Veteran's Services program are helpful.			
2022	6.71	6.60	0.11
2018	6.30	6.21	0.09
2016	6.21	5.35	0.86
18. The quality of instruction I receive in most of my classes is excellent.			
2022	6.90	6.35	0.55
2018	6.79	6.25	0.54
2016	6.77	6.01	0.76
19. This campus provides effective support services for displaced homemakers.			
2022	6.65	6.20	0.45
2018	5.50	5.50	0.00
2016	6.08	5.86	0.22
20. Financial aid counselors are helpful.			
2022	6.68	6.61	0.07
2018	6.52	6.17	0.35
2016	6.62	5.84	0.78
21. There are a sufficient number of study areas on campus.			
2022	6.73	6.56	0.17
2018	6.38	6.27	0.11
2016	6.28	6.27	0.01



Item	Importance	Satisfaction	Gap
22. People on this campus respect and are supportive of each other.			
2022	6.72	6.41	0.31
2018	6.48	6.34	0.14
2016	6.43	6.27	0.16
23. Faculty are understanding of students' unique life circumstances.			
2022	6.68	6.25	0.43
2018	6.40	6.37	0.03
2016	6.47	6.18	0.29
24. Parking lots are well-lighted and secure.			
2022	6.42	6.48	-0.06
2018	6.27	6.22	0.05
2016	6.28	6.40	-0.12
25. My academic advisor is concerned about my success as an individual.			
2022	6.78	6.63	0.15
2018	6.63	6.41	0.22
2016	6.59	6.27	0.32
26. Library staff are helpful and approachable.			
2022	6.68	6.78	-0.10
2018	6.37	6.55	-0.18
2016	6.41	6.52	-0.11
27. The campus staff are caring and helpful.			
2022	6.76	6.73	0.03
2018	6.52	6.51	0.01
2016	6.56	6.39	0.17
28. It is an enjoyable experience to be a student on this campus.			
2022	6.76	6.55	0.21
2018	6.50	6.47	0.03
2016	6.54	6.18	0.36
29. Faculty are fair and unbiased in their treatment of individual students.			
2022	6.90	6.41	0.49
2018	6.49	6.33	0.16
2016	6.55	6.08	0.47
30. The career services office provides students with the help they need to get a job.			
2022	6.67	6.59	0.08
2018	6.32	5.67	0.65
2016	6.63	6.08	0.55
31. The campus is safe and secure for all students.			
2022	6.86	6.62	0.24
2018	6.73	6.49	0.24
2016	6.73	6.55	0.18
32. My academic advisor is knowledgeable about my program requirements.			
2022	6.95	6.85	0.10
2018	6.82	6.59	0.23
2016	6.78	6.55	0.23

Item	Importance	Satisfaction	Gap
33. Admissions counselors accurately portray the campus in their recruiting practices.			
2022	6.68	6.55	0.13
2018	6.33	6.32	0.01
2016	6.46	6.21	0.25
34. Computer labs are adequate and accessible.			
2022	6.51	6.58	-0.07
2018	6.46	6.40	0.06
2016	6.53	6.06	0.47
35. Policies and procedures regarding registration and course selection are clear and well-publicized.			
2022	6.66	6.31	0.35
2018	6.43	6.29	0.14
2016	6.51	6.04	0.47
36. Students are made to feel welcome on this campus.			
2022	6.80	6.64	0.16
2018	6.62	6.53	0.09
2016	6.45	6.44	0.01
37. Faculty take into consideration student differences as they teach a course.			
2022	6.71	6.38	0.33
2018	6.32	6.07	0.25
2016	6.34	5.93	0.41
38. The student center is a comfortable place for students to spend their leisure time.			
2022	6.47	6.68	-0.21
2018	6.39	6.35	0.04
2016	6.03	6.24	-0.21
39. The amount of student parking space on campus is adequate.			
2022	6.39	6.68	-0.29
2018	6.38	6.28	0.10
2016	6.27	6.40	-0.13
40. My academic advisor is knowledgeable about the transfer requirements of other schools.			
2022	6.64	6.50	0.14
2018	6.72	6.27	0.45
2016	6.35	6.02	0.33
41. Admissions staff are knowledgeable.			
2022	6.71	6.74	-0.03
2018	6.62	6.47	0.15
2016	6.53	6.17	0.36
42. The equipment in the lab facilities is kept up to date.			
2022	6.60	6.23	0.37
2018	6.66	6.62	0.04
2016	6.50	6.08	0.42

Item	Importance	Satisfaction	Gap
43. Class change (drop/add) policies are reasonable.			
2022	6.58	6.42	0.16
2018	6.52	6.45	0.07
2016	6.32	6.13	0.19
44. I generally know what's happening on campus.			
2022	6.37	5.98	0.39
2018	5.63	6.24	-0.61
2016	5.72	5.84	-0.12
45. This institution has a good reputation within the community.			
2022	6.67	6.63	0.04
2018	6.54	6.61	-0.07
2016	6.59	6.55	0.04
46. Faculty provide timely feedback about student progress in a course.			
2022	6.80	6.39	0.41
2018	6.58	6.19	0.39
2016	6.58	5.90	0.68
47. There are adequate services to help me decide upon a career.			
2022	6.61	6.50	0.11
2018	6.31	6.33	-0.02
2016	6.38	6.20	0.18
48. Counseling staff care about students as individuals.			
2022	6.66	6.61	0.05
2018	6.52	6.51	0.01
2016	6.52	6.31	0.21
49. Admissions counselors respond to prospective students' unique needs and requests.			
2022	6.59	6.66	-0.07
2018	6.37	6.38	-0.01
2016	6.39	6.01	0.38
50. Tutoring services are readily available.			
2022	6.60	6.64	-0.04
2018	6.27	5.41	0.86
2016	6.12	5.60	0.52
51. There are convenient ways of paying my school bill.			
2022	6.71	6.59	0.12
2018	6.49	6.40	0.09
2016	6.38	5.99	0.39
52. This school does whatever it can to help me reach my educational goals.			
2022	6.76	6.41	0.35
2018	6.62	6.34	0.28
2016	6.61	6.12	0.49

Item	Importance	Satisfaction	Gap
53. The assessment and course placement procedures are reasonable.			
2022	6.61	6.47	0.14
2018	6.53	6.34	0.19
2016	6.39	6.10	0.29
54. Faculty are interested in my academic problems.			
2022	6.66	6.44	0.22
2018	6.34	6.17	0.17
2016	6.47	5.99	0.48
55. Academic support services adequately meet the needs of students.			
2022	6.72	6.65	0.07
2018	6.52	6.36	0.16
2016	6.51	6.12	0.39
56. The business office is open during hours which are convenient for most students.			
2022	6.69	6.38	0.31
2018	6.33	6.06	0.27
2016	6.22	5.94	0.28
57. Administrators are approachable to students.			
2022	6.71	6.44	0.27
2018	6.33	6.38	-0.05
2016	6.23	6.05	0.18
58. Nearly all of the faculty are knowledgeable in their fields.			
2022	6.85	6.60	0.25
2018	6.71	6.54	0.17
2016	6.65	6.39	0.26
59. New student orientation services help students adjust to college.			
2022	6.62	6.50	0.12
2018	6.50	6.37	0.13
2016	6.39	6.22	0.17
60. Billing policies are reasonable.			
2022	6.81	6.59	0.22
2018	6.44	6.34	0.10
2016	6.40	5.99	0.41
61. Faculty are usually available after class and during office hours.			
2022	6.72	6.48	0.24
2018	6.53	6.58	-0.05
2016	6.22	6.17	0.05
62. Bookstore staff are helpful.			
2022	6.61	6.58	0.03
2018	6.31	6.27	0.04
2016	6.28	6.11	0.17
63. I seldom get the "run-around" when seeking information on this campus.			
2022	6.59	6.57	0.02
2018	6.47	6.35	0.12
2016	6.48	5.93	0.55

Item	Importance	Satisfaction	Gap
64. Nearly all classes deal with practical experiences and applications.			
2022	6.71	6.53	0.18
2018	6.53	6.47	0.06
2016	6.45	6.21	0.24
65. Students are notified early in the term if they are doing poorly in a class.			
2022	6.74	6.07	0.67
2018	6.53	6.00	0.53
2016	6.55	6.02	0.53
66. Program requirements are clear and reasonable.			
2022	6.83	6.52	0.31
2018	6.68	6.45	0.23
2016	6.69	6.25	0.44
67. Channels for expressing student complaints are readily available.			
2022	6.45	5.93	0.52
2018	6.06	5.87	0.19
2016	6.29	5.67	0.62
68. On the whole, the campus is well-maintained.			
2022	6.79	6.85	-0.06
2018	6.56	6.73	-0.17
2016	6.47	6.60	-0.13
69. There is a good variety of courses provided on this campus.			
2022	6.71	6.36	0.35
2018	6.47	6.32	0.15
2016	6.39	6.22	0.17
70. I am able to experience intellectual growth here.			
2022	6.74	6.60	0.14
2018	6.74	6.58	0.16
2016	6.66	6.34	0.32

Questions 71-80 were reserved for additional college questions. Northwood Tech utilized this space for two add-on questions.

Item	Importance	Satisfaction	Gap
71. Educational Technology Center (ETC) resources and services are adequate.			
2022	6.69	6.47	0.22
2018	6.60	6.70	-0.10
72. Educational Technology Center (ETC) staff are helpful.			
2022	6.65	6.75	-0.10
2018	6.58	6.65	-0.07

Item	Satisfaction
<b>81. Institution's commitment to part-time students?</b>	
2022	6.41
2018	6.35
2016	6.31
<b>82. Institution's commitment to evening students?</b>	
2022	6.32
2018	6.10
2016	6.11
<b>83. Institution's commitment to older, returning learners?</b>	
2022	6.48
2018	6.47
2016	6.35
<b>84. Institution's commitment to under-represented populations?</b>	
2022	5.90
2018	6.27
2016	6.08
<b>85. Institution's commitment to commuters?</b>	
2022	6.20
2018	6.20
2016	6.00
<b>86. Institution's commitment to students with disabilities?</b>	
2022	6.08
2018	6.60
2016	6.30

Item	Importance
87. Cost as a factor in decision to enroll.	
2022	6.55
2018	6.36
2016	6.27
88. Financial aid as factor in decision to enroll.	
2022	6.62
2018	6.33
2016	6.33
89. Academic reputation as factor in decision to enroll.	
2022	6.55
2018	6.21
2016	6.27
90. Size of institution as factor in decision to enroll.	
2022	5.32
2018	5.69
2016	5.24
91. Opportunity to play sports as factor in decision to enroll.	
2022	3.32
2018	2.53
2016	2.68
92. Recommendations from family/friends as factor in decision to enroll.	
2022	5.62
2018	5.15
2016	4.93
93. Geographic setting as factor in decision to enroll.	
2022	6.20
2018	5.88
2016	6.01
94. Campus appearance as factor in decision to enroll.	
2022	5.43
2018	5.28
2016	5.32
95. Personalized attention prior to enrollment as factor in decision to enroll.	
2022	5.80
2018	5.80
2016	5.66

### Five Survey Cycle Summary of College Experience and Satisfaction Scores

Item	2022	2018	2016	2014	2012
96. So far, how has your college experience met your expectations?	5.64	5.18	5.21	5.20	5.63
1 = Much worse than expected	0%	0%	2%	1%	0%
2 = Quite a bit worse than I expected	2%	3%	3%	0%	0%
3 = Worse than I expected	2%	5%	3%	7%	1%
4 = About what I expected	24%	18%	17%	27%	12%
5 = Better than I expected	11%	33%	28%	22%	37%
6 = Quite a bit better than I expected	20%	23%	19%	16%	14%
7 = Much better than expected	40%	16%	24%	24%	33%
97. Rate your overall satisfaction with your experience here thus far?	6.33	6.10	6.03	5.99	6.30
1 = Not satisfied at all	0%	1%	1%	1%	0%
2 = Not very satisfied	2%	0%	5%	2%	0%
3 = Somewhat dissatisfied	0%	3%	2%	4%	3%
4 = Neutral	0%	3%	1%	3%	1%
5 = Somewhat satisfied	9%	6%	3%	12%	4%
6 = Satisfied	37%	43%	42%	33%	36%
7 = Very satisfied	51%	41%	43%	43%	53%
98. All in all, if you had to do it over, would you enroll here again?	6.56	6.47	6.19	6.10	6.50
1 = Definitely not	0%	1%	3%	2%	0%
2 = Probably not	0%	1%	1%	4%	0%
3 = Maybe not	0%	0%	2%	3%	1%
4 = I don't know	2%	0%	1%	3%	3%
5 = Maybe yes	2%	6%	5%	6%	3%
6 = Probably yes	32%	20%	26%	21%	20%
7 = Definitely yes	62%	69%	58%	59%	70%



Demographic Comparison of Ashland 2022 SSI Respondents to 2018  
and 2016 SSI Respondents

Demographics	2022 Ashland Respondents	2018 Ashland Respondents	2016 Ashland Respondents
Gender			
Female	78%	82%	75%
Male	20%	18%	25%
Prefer not to respond	0%	N/A New options in 2022	
Transgender	0%		
Genderqueer	0%		
Additional gender category or Other	2%		
Race/Ethnicity			
Caucasian	74%	89%	93%
Asian	0%	0%	0%
Hispanic	4%	0%	0%
Black/African American	0%	0%	0%
American Indian or Alaskan Native	9%	11%	7%
Other	0%	0%	0%
Prefer not to respond	0%	0%	0%
Multi-racial	13%	0%	0%
Enrollment Load Status			
Full-Time	67%	74%	56%
Part-Time	33%	26%	44%
Age			
18 and under	9%	9%	10%
19-24	35%	26%	32%
25-34	20%	26%	16%
35-44	20%	19%	16%
45 and over	17%	19%	26%
Enrollment Status			
Day	74%	82%	75%
Evening	22%	16%	22%
Weekend	4%	2%	3%
Class Level			
1 year or less	33%	39%	44%
2 years	59%	42%	38%
3 years	4%	12%	10%
4 or more years	4%	7%	8%
Educational Goal			
Associate Degree	63%	65%	56%
Vocational/technical program	11%	21%	14%
Transfer to another institution	11%	4%	3%
Certification (initial/renewal)	13%	7%	13%
Self-improvement/pleasure	0%	0%	5%
Job-related training	0%	0%	3%
Other educational goal	2%	4%	6%

Demographics	2022 Ashland Respondents	2018 Ashland Respondents	2016 Ashland Respondents
<b>Employment</b>			
Full-Time	30%	36%	30%
Part-Time	41%	51%	46%
Not employed	28%	14%	24%
<b>Current Residence</b>			
Residence Hall	0%	0%	0%
Own house	39%	45%	45%
Rent room or apt. off campus	26%	27%	23%
Parent's home	22%	25%	23%
Other residence	13%	3%	8%
<b>Residence Classification</b>			
In-state	91%	98%	95%
Out-of-state	7%	2%	5%
International (not U.S. citizen)	2%	0%	0%
<b>Disabilities</b>			
Yes - Disability	24%	14%	12%
No - Disability	76%	86%	88%
<b>Institution Was My</b>			
1 <sup>st</sup> Choice	91%	93%	87%
2 <sup>nd</sup> Choice	7%	7%	8%
3 <sup>rd</sup> Choice	2%	0%	5%
<b>Current GPA</b>			
No credits earned	7%	5%	4%
1.99 or below	2%	0%	0%
2.0 – 2.49	2%	3%	0%
2.5 – 2.99	11%	10%	11%
3.0 – 3.49	40%	34%	37%
3.5 or above	38%	47%	49%

# Appendix F

Appendix F  
New Richmond Campus 2022 SSI Survey Results Compared to 2018 and 2016

Item	Importance	Satisfaction	Gap
1. Most students feel a sense of belonging here.			
2022	6.17	6.03	0.14
2018	6.10	6.04	0.06
2016	6.00	5.80	0.20
2. Faculty care about me as an individual.			
2022	6.47	6.16	0.31
2018	6.37	6.11	0.26
2016	6.40	6.01	0.39
3. The quality of instruction in the vocational/technical programs is excellent.			
2022	6.52	6.01	0.51
2018	6.42	5.94	0.48
2016	6.53	5.68	0.85
4. Security staff are helpful.			
2022	6.04	5.79	0.25
2018	5.84	5.57	0.27
2016	5.78	5.58	0.20
5. The personnel involved in registration are helpful.			
2022	6.62	6.35	0.27
2018	6.42	5.89	0.53
2016	6.30	5.74	0.56
6. My academic advisor is approachable.			
2022	6.63	6.33	0.30
2018	6.61	6.16	0.45
2016	6.47	6.02	0.45
7. Adequate financial aid is available for most students.			
2022	6.69	6.30	0.39
2018	6.37	5.88	0.49
2016	6.44	5.91	0.53
8. Classes are scheduled at times that are convenient for me.			
2022	6.53	6.10	0.43
2018	6.47	5.75	0.72
2016	6.45	5.82	0.63
9. Internships or practical experiences are provided in my degree/certificate program.			
2022	6.44	6.01	0.43
2018	6.39	5.92	0.47
2016	6.15	5.63	0.52
10. Child care facilities are available on campus.			
2022	5.28	4.37	0.91
2018	4.99	3.25	1.74
2016	4.01	4.14	-0.13

Item	Importance	Satisfaction	Gap
11. Security staff respond quickly in emergencies.			
2022	6.50	6.12	0.38
2018	6.29	5.53	0.76
2016	6.10	5.59	0.51
12. My academic advisor helps me set goals to work toward.			
2022	6.39	5.98	0.41
2018	6.15	5.69	0.46
2016	6.12	5.65	0.47
13. Financial aid awards are announced to students in time to be helpful in college planning.			
2022	6.46	6.20	0.26
2018	6.46	5.93	0.53
2016	6.27	5.82	0.45
14. Library resources and services are adequate.			
2022	6.50	6.29	0.21
2018	6.39	6.31	0.08
2016	6.31	6.15	0.16
15. I am able to register for classes I need with few conflicts.			
2022	6.61	6.19	0.42
2018	6.52	6.01	0.51
2016	6.50	6.05	0.45
16. The college shows concern for students as individuals.			
2022	6.53	6.10	0.43
2018	6.26	5.90	0.36
2016	6.33	5.81	0.52
17. Personnel in the Veteran's Services program are helpful.			
2022	6.12	5.98	0.14
2018	6.05	5.72	0.33
2016	5.70	5.39	0.31
18. The quality of instruction I receive in most of my classes is excellent.			
2022	6.70	6.02	0.68
2018	6.56	5.98	0.58
2016	6.65	5.81	0.84
19. This campus provides effective support services for displaced homemakers.			
2022	6.13	5.87	0.26
2018	5.96	5.82	0.14
2016	5.63	5.53	0.10
20. Financial aid counselors are helpful.			
6.60	6.65	6.44	0.21
6.48	6.28	5.69	0.59
6.42	6.35	5.58	0.77
21. There are a sufficient number of study areas on campus.			
2022	6.56	6.52	0.04
2018	6.37	6.34	0.03
2016	6.19	5.98	0.21

Item	Importance	Satisfaction	Gap
22. People on this campus respect and are supportive of each other.			
2022	6.57	6.37	0.20
2018	6.40	6.26	0.14
2016	6.32	6.00	0.32
23. Faculty are understanding of students' unique life circumstances.			
2022	6.63	6.09	0.54
2018	6.40	6.07	0.33
2016	6.39	5.79	0.60
24. Parking lots are well-lighted and secure.			
2022	6.45	6.31	0.14
2018	6.25	6.01	0.24
2016	6.05	5.83	0.22
25. My academic advisor is concerned about my success as an individual.			
2022	6.63	6.20	0.43
2018	6.54	6.15	0.39
2016	6.41	5.96	0.45
26. Library staff are helpful and approachable.			
2022	6.52	6.41	0.11
2018	6.27	6.21	0.06
2016	6.30	6.25	0.05
27. The campus staff are caring and helpful.			
2022	6.62	6.47	0.15
2018	6.50	6.35	0.15
2016	6.38	6.12	0.26
28. It is an enjoyable experience to be a student on this campus.			
2022	6.69	6.32	0.37
2018	6.39	6.23	0.16
2016	6.43	6.03	0.40
29. Faculty are fair and unbiased in their treatment of individual students.			
2022	6.64	6.31	0.33
2018	6.45	5.98	0.47
2016	6.47	5.82	0.65
30. The career services office provides students with the help they need to get a job.			
2022	6.57	6.27	0.30
2018	6.35	6.10	0.25
2016	6.21	5.76	0.45
31. The campus is safe and secure for all students.			
2022	6.76	6.62	0.14
2018	6.55	6.31	0.24
2016	6.53	6.20	0.33
32. My academic advisor is knowledgeable about my program requirements.			
2022	6.79	6.53	0.26
2018	6.61	6.28	0.33
2016	6.57	6.26	0.31

Item	Importance	Satisfaction	Gap
33. Admissions counselors accurately portray the campus in their recruiting practices.			
2022	6.56	6.38	0.18
2018	6.36	6.05	0.31
2016	6.20	5.73	0.47
34. Computer labs are adequate and accessible.			
2022	6.48	6.18	0.30
2018	6.52	6.36	0.16
2016	6.44	6.23	0.21
35. Policies and procedures regarding registration and course selection are clear and well-publicized.			
2022	6.55	6.33	0.22
2018	6.52	6.02	0.50
2016	6.42	5.94	0.48
36. Students are made to feel welcome on this campus.			
2022	6.68	6.58	0.10
2018	6.53	6.41	0.12
2016	6.49	6.23	0.26
37. Faculty take into consideration student differences as they teach a course.			
2022	6.57	6.02	0.55
2018	6.29	5.97	0.32
2016	6.33	5.87	0.46
38. The student center is a comfortable place for students to spend their leisure time.			
2022	6.31	6.41	-0.10
2018	6.25	6.34	-0.09
2016	6.01	6.02	-0.01
39. The amount of student parking space on campus is adequate.			
2022	6.51	6.57	-0.06
2018	6.44	6.06	0.38
2016	6.23	6.01	0.22
40. My academic advisor is knowledgeable about the transfer requirements of other schools.			
2022	6.58	6.13	0.45
2018	6.39	5.85	0.54
2016	6.22	5.78	0.44
41. Admissions staff are knowledgeable.			
2022	6.69	6.50	0.19
2018	6.54	6.12	0.42
2016	6.35	6.02	0.33
42. The equipment in the lab facilities is kept up to date.			
2022	6.56	5.97	0.59
2018	6.57	6.13	0.44
2016	6.47	5.99	0.48

Item	Importance	Satisfaction	Gap
43. Class change (drop/add) policies are reasonable.			
2022	6.51	6.22	0.29
2018	6.43	6.17	0.26
2016	6.24	6.04	0.20
44. I generally know what's happening on campus.			
2022	6.32	6.21	0.11
2018	6.08	6.20	-0.12
2016	5.82	5.83	-0.01
45. This institution has a good reputation within the community.			
2022	6.58	6.45	0.13
2018	6.50	6.46	0.04
2016	6.36	6.26	0.10
46. Faculty provide timely feedback about student progress in a course.			
2022	6.64	6.21	0.43
2018	6.55	6.17	0.38
2016	6.44	5.94	0.50
47. There are adequate services to help me decide upon a career.			
2022	6.52	6.23	0.29
2018	6.45	6.11	0.34
2016	6.31	5.90	0.41
48. Counseling staff care about students as individuals.			
2022	6.59	6.39	0.20
2018	6.38	6.02	0.36
2016	6.24	5.96	0.28
49. Admissions counselors respond to prospective students' unique needs and requests.			
2022	6.55	6.37	0.18
2018	6.50	6.16	0.34
2016	6.31	5.89	0.42
50. Tutoring services are readily available.			
2022	6.64	6.39	0.25
2018	6.27	6.30	-0.03
2016	6.16	6.08	0.08
51. There are convenient ways of paying my school bill.			
2022	6.65	6.34	0.31
2018	6.47	6.20	0.27
2016	6.45	6.13	0.32
52. This school does whatever it can to help me reach my educational goals.			
2022	6.69	6.23	0.46
2018	6.52	6.12	0.40
2016	6.48	5.86	0.62



Item	Importance	Satisfaction	Gap
53. The assessment and course placement procedures are reasonable.			
2022	6.64	6.33	0.31
2018	6.42	6.25	0.17
2016	6.41	6.06	0.35
54. Faculty are interested in my academic problems.			
2022	6.59	6.28	0.31
2018	6.34	6.05	0.29
2016	6.33	5.85	0.48
55. Academic support services adequately meet the needs of students.			
2022	6.64	6.41	0.23
2018	6.53	6.21	0.32
2016	6.33	5.96	0.37
56. The business office is open during hours which are convenient for most students.			
2022	6.52	6.18	0.34
2018	6.34	6.18	0.16
2016	6.30	6.07	0.23
57. Administrators are approachable to students.			
2022	6.64	6.42	0.22
2018	6.33	6.10	0.23
2016	6.25	5.89	0.36
58. Nearly all of the faculty are knowledgeable in their fields.			
2022	6.74	6.45	0.29
2018	6.65	6.38	0.27
2016	6.58	6.20	0.38
59. New student orientation services help students adjust to college.			
2022	6.43	6.34	0.09
2018	6.43	6.15	0.28
2016	6.18	5.99	0.19
60. Billing policies are reasonable.			
2022	6.62	6.39	0.23
2018	6.44	6.17	0.27
2016	6.35	6.12	0.23
61. Faculty are usually available after class and during office hours.			
2022	6.59	6.44	0.15
2018	6.48	6.29	0.19
2016	6.29	5.99	0.30
62. Bookstore staff are helpful.			
2022	6.60	6.53	0.07
2018	6.40	6.34	0.06
2016	6.31	6.31	0.00
63. I seldom get the “run-around” when seeking information on this campus.			
2022	6.64	6.26	0.38
2018	6.44	5.99	0.45
2016	6.31	5.73	0.58

Item	Importance	Satisfaction	Gap
64. Nearly all classes deal with practical experiences and applications.			
2022	6.63	6.36	0.27
2018	6.47	6.24	0.23
2016	6.45	5.98	0.47
65. Students are notified early in the term if they are doing poorly in a class.			
2022	6.64	6.15	0.49
2018	6.42	6.05	0.37
2016	6.28	5.78	0.50
66. Program requirements are clear and reasonable.			
2022	6.69	6.31	0.38
2018	6.54	6.26	0.28
2016	6.55	6.14	0.41
67. Channels for expressing student complaints are readily available.			
2022	6.43	5.98	0.45
2018	6.23	5.82	0.41
2016	6.28	5.33	0.95
68. On the whole, the campus is well-maintained.			
2022	6.64	6.60	0.04
2018	6.48	6.51	-0.03
2016	6.38	6.38	0.00
69. There is a good variety of courses provided on this campus.			
2022	6.64	6.43	0.21
2018	6.49	6.34	0.15
2016	6.34	6.17	0.17
70. I am able to experience intellectual growth here.			
2022	6.64	6.49	0.15
2018	6.54	6.46	0.08
2016	6.51	6.22	0.29

Questions 71-80 were reserved for additional college questions. Northwood Tech utilized this space for two add-on questions.

Item	Importance	Satisfaction	Gap
71. Educational Technology Center (ETC) resources and services are adequate.			
2022	6.61	6.39	0.22
2018	6.34	6.37	-0.03
72. Educational Technology Center (ETC) staff are helpful.			
2022	6.64	6.51	0.13
2018	6.39	6.29	0.10

Item	Satisfaction
<b>81. Institution's commitment to part-time students?</b>	
2022	6.26
2018	6.04
2016	6.09
<b>82. Institution's commitment to evening students?</b>	
2022	6.28
2018	5.91
2016	6.07
<b>83. Institution's commitment to older, returning learners?</b>	
2022	6.22
2018	6.15
2016	6.12
<b>84. Institution's commitment to under-represented populations?</b>	
2022	6.12
2018	5.95
2016	5.99
<b>85. Institution's commitment to commuters?</b>	
2022	6.11
2018	6.08
2016	6.10
<b>86. Institution's commitment to students with disabilities?</b>	
2022	6.35
2018	6.23
2016	6.14

Item	Importance
87. Cost as a factor in decision to enroll.	
2022	6.54
2018	6.44
2016	6.23
88. Financial aid as factor in decision to enroll.	
2022	6.41
2018	6.10
2016	5.94
89. Academic reputation as factor in decision to enroll.	
2022	6.20
2018	6.22
2016	6.08
90. Size of institution as factor in decision to enroll.	
2022	5.60
2018	5.78
2016	5.36
91. Opportunity to play sports as factor in decision to enroll.	
2022	3.90
2018	3.60
2016	2.98
92. Recommendations from family/friends as factor in decision to enroll.	
2022	5.28
2018	5.17
2016	5.14
93. Geographic setting as factor in decision to enroll.	
2022	6.12
2018	6.02
2016	5.94
94. Campus appearance as factor in decision to enroll.	
2022	5.39
2018	5.45
2016	5.18
95. Personalized attention prior to enrollment as factor in decision to enroll.	
2022	5.94
2018	5.62
2016	5.60

### Five Survey Cycle Summary of College Experience and Satisfaction Scores

Item	2022	2018	2016	2014	2012
96. So far, how has your college experience met your expectations?	5.43	5.28	5.04	5.05	5.15
1 = Much worse than expected	1%	1%	2%	2%	1%
2 = Quite a bit worse than I expected	2%	0%	2%	0%	1%
3 = Worse than I expected	2%	7%	5%	5%	3%
4 = About what I expected	21%	23%	23%	26%	29%
5 = Better than I expected	20%	23%	29%	28%	24%
6 = Quite a bit better than I expected	20%	17%	15%	17%	17%
7 = Much better than expected	31%	27%	20%	18%	21%
97. Rate your overall satisfaction with your experience here thus far?	6.05	5.98	5.79	5.82	5.84
1 = Not satisfied at all	0%	0%	0%	1%	0%
2 = Not very satisfied	1%	1%	2%	1%	2%
3 = Somewhat dissatisfied	4%	5%	5%	4%	3%
4 = Neutral	6%	3%	4%	6%	6%
5 = Somewhat satisfied	5%	10%	10%	10%	10%
6 = Satisfied	35%	39%	44%	45%	44%
7 = Very satisfied	46%	39%	31%	30%	31%
98. All in all, if you had to do it over, would you enroll here again?	6.23	6.10	5.90	5.96	6.11
1 = Definitely not	1%	2%	1%	2%	0%
2 = Probably not	3%	1%	6%	2%	2%
3 = Maybe not	3%	2%	3%	2%	1%
4 = I don't know	5%	5%	4%	4%	7%
5 = Maybe yes	2%	5%	6%	7%	5%
6 = Probably yes	20%	32%	29%	35%	33%
7 = Definitely yes	64%	50%	48%	44%	48%

Demographic Comparison of New Richmond 2022 SSI Respondents  
to 2018 and 2016 SSI Respondents

Demographics	2022 New Richmond Respondents	2018 New Richmond Respondents	2016 New Richmond Respondents
Gender			
Female	76%	73%	61%
Male	22%	27%	39%
Prefer not to respond	1%	N/A New options in 2022	
Transgender	0%		
Genderqueer	1%		
Additional gender category or Other	0%		
Race/Ethnicity			
Caucasian	90%	93%	94%
Asian	4%	2%	3%
Hispanic	2%	2%	2%
Black/African American	2%	1%	<1%
American Indian or Alaskan Native	1%	1%	<1%
Other	0%	0%	<1%
Prefer not to respond	1%	0%	0%
Multi-racial	1%	0%	0%
Enrollment Load Status			
Full-Time	61%	67%	75%
Part-Time	39%	33%	25%
Age			
18 and under	6%	5%	8%
19-24	34%	39%	43%
25-34	30%	21%	22%
35-44	13%	13%	16%
45 and over	17%	22%	11%
Enrollment Status			
Day	84%	85%	84%
Evening	16%	14%	14%
Weekend	0%	1%	2%
Class Level			
1 year or less	47%	33%	39%
2 years	40%	53%	48%
3 years	9%	6%	8%
4 or more years	4%	8%	5%
Educational Goal			
Associate Degree	66%	68%	63%
Vocational/technical program	9%	14%	19%
Transfer to another institution	9%	8%	3%
Certification (initial/renewal)	6%	4%	6%
Self-improvement/pleasure	1%	1%	1%
Job-related training	4%	2%	4%
Other educational goal	6%	4%	4%

Demographics	2022 New Richmond Respondents	2018 New Richmond Respondents	2016 New Richmond Respondents
<b>Employment</b>			
Full-Time	34%	32%	28%
Part-Time	52%	53%	56%
Not employed	14%	15%	17%
<b>Current Residence</b>			
Residence Hall	1%	1%	0%
Own house	42%	45%	33%
Rent room or apt. off campus	16%	16%	22%
Parent's home	35%	34%	36%
Other residence	6%	5%	8%
<b>Residence Classification</b>			
In-state	90%	95%	93%
Out-of-state	10%	5%	6%
International (not U.S. citizen)	0%	0%	1%
<b>Disabilities</b>			
Yes - Disability	11%	8%	8%
No - Disability	89%	92%	92%
<b>Institution Was My</b>			
1 <sup>st</sup> Choice	84%	76%	73%
2 <sup>nd</sup> Choice	14%	23%	20%
3 <sup>rd</sup> Choice	2%	1%	7%
<b>Current GPA</b>			
No credits earned	7%	4%	6%
1.99 or below	0%	1%	<1%
2.0 – 2.49	4%	5%	5%
2.5 – 2.99	9%	8%	13%
3.0 – 3.49	35%	29%	39%
3.5 or above	46%	53%	37%

# Appendix G



Appendix G  
Rice Lake Campus 2022 SSI Survey Results Compared to 2018 and 2016

Item	Importance	Satisfaction	Gap
1. Most students feel a sense of belonging here.			
2022	6.23	6.15	0.08
2018	6.34	6.05	0.29
2016	6.00	5.89	0.11
2. Faculty care about me as an individual.			
2022	6.40	6.24	0.16
2018	6.37	6.02	0.35
2016	6.38	5.90	0.48
3. The quality of instruction in the vocational/technical programs is excellent.			
2022	6.66	6.14	0.52
2018	6.48	5.88	0.60
2016	6.60	5.86	0.74
4. Security staff are helpful.			
2022	6.25	5.73	0.52
2018	6.10	5.51	0.59
2016	5.76	5.48	0.28
5. The personnel involved in registration are helpful.			
2022	6.53	6.26	0.27
2018	6.56	6.30	0.26
2016	6.24	5.91	0.33
6. My academic advisor is approachable.			
2022	6.57	6.39	0.18
2018	6.66	6.22	0.44
2016	6.43	5.95	0.48
7. Adequate financial aid is available for most students.			
2022	6.60	5.98	0.62
2018	6.56	5.98	0.58
2016	6.51	5.97	0.54
8. Classes are scheduled at times that are convenient for me.			
2022	6.45	6.16	0.29
2018	6.41	5.72	0.69
2016	6.49	5.70	0.79
9. Internships or practical experiences are provided in my degree/certificate program.			
2022	6.45	6.01	0.44
2018	6.39	6.04	0.35
2016	6.29	5.59	0.70
10. Child care facilities are available on campus.			
2022	5.08	3.64	1.44
2018	4.67	3.15	1.52
2016	4.47	4.07	0.40

Item	Importance	Satisfaction	Gap
11. Security staff respond quickly in emergencies.			
2022	6.37	5.67	0.70
2018	6.38	5.65	0.73
2016	6.02	5.41	0.61
12. My academic advisor helps me set goals to work toward.			
2022	6.43	6.17	0.26
2018	6.11	5.81	0.30
2016	6.13	5.54	0.59
13. Financial aid awards are announced to students in time to be helpful in college planning.			
2022	6.46	6.15	0.31
2018	6.51	6.02	0.49
2016	6.41	5.91	0.50
14. Library resources and services are adequate.			
2022	6.41	6.17	0.24
2018	6.54	6.34	0.20
2016	6.37	6.23	0.14
15. I am able to register for classes I need with few conflicts.			
2022	6.62	6.40	0.22
2018	6.56	6.26	0.30
2016	6.53	6.03	0.50
16. The college shows concern for students as individuals.			
2022	6.52	6.07	0.45
2018	6.37	5.93	0.44
2016	6.49	5.84	0.65
17. Personnel in the Veteran's Services program are helpful.			
2022	6.33	6.04	0.29
2018	5.91	5.60	0.31
2016	5.69	5.73	-0.04
18. The quality of instruction I receive in most of my classes is excellent.			
2022	6.74	6.02	0.72
2018	6.60	5.83	0.77
2016	6.64	5.79	0.85
19. This campus provides effective support services for displaced homemakers.			
2022	6.31	6.19	0.12
2018	6.18	5.86	0.32
2016	5.84	5.63	0.21
20. Financial aid counselors are helpful.			
6.60	6.53	6.22	0.31
6.48	6.59	6.44	0.15
6.42	6.38	6.14	0.24
21. There are a sufficient number of study areas on campus.			
2022	6.40	6.37	0.03
2018	6.51	6.19	0.32
2016	6.30	6.16	0.14

Item	Importance	Satisfaction	Gap
22. People on this campus respect and are supportive of each other.			
2022	6.60	6.18	0.42
2018	6.52	6.19	0.33
2016	6.38	5.93	0.45
23. Faculty are understanding of students' unique life circumstances.			
2022	6.55	6.10	0.45
2018	6.48	6.02	0.46
2016	6.46	5.82	0.64
24. Parking lots are well-lighted and secure.			
2022	6.48	6.24	0.24
2018	6.38	6.07	0.31
2016	6.20	6.05	0.15
25. My academic advisor is concerned about my success as an individual.			
2022	6.45	6.35	0.10
2018	6.29	6.04	0.25
2016	6.42	5.85	0.57
26. Library staff are helpful and approachable.			
2022	6.31	6.41	-0.10
2018	6.48	6.45	0.03
2016	6.36	6.37	-0.01
27. The campus staff are caring and helpful.			
2022	6.57	6.35	0.22
2018	6.51	6.29	0.22
2016	6.49	6.17	0.32
28. It is an enjoyable experience to be a student on this campus.			
2022	6.53	6.22	0.31
2018	6.44	6.22	0.22
2016	6.45	6.06	0.39
29. Faculty are fair and unbiased in their treatment of individual students.			
2022	6.66	6.22	0.44
2018	6.46	6.04	0.42
2016	6.35	5.76	0.59
30. The career services office provides students with the help they need to get a job.			
2022	6.30	5.90	0.40
2018	6.54	6.08	0.46
2016	6.28	5.73	0.55
31. The campus is safe and secure for all students.			
2022	6.60	6.45	0.15
2018	6.56	6.12	0.44
2016	6.48	6.16	0.32
32. My academic advisor is knowledgeable about my program requirements.			
2022	6.79	6.65	0.14
2018	6.63	6.41	0.22
2016	6.58	6.21	0.37

Item	Importance	Satisfaction	Gap
33. Admissions counselors accurately portray the campus in their recruiting practices.			
2022	6.58	6.36	0.22
2018	6.35	6.14	0.21
2016	6.31	5.76	0.55
34. Computer labs are adequate and accessible.			
2022	6.38	5.99	0.39
2018	6.59	6.42	0.17
2016	6.45	6.32	0.13
35. Policies and procedures regarding registration and course selection are clear and well-publicized.			
2022	6.31	6.20	0.11
2018	6.40	6.16	0.24
2016	6.31	5.89	0.42
36. Students are made to feel welcome on this campus.			
2022	6.55	6.38	0.17
2018	6.49	6.39	0.10
2016	6.47	6.14	0.33
37. Faculty take into consideration student differences as they teach a course.			
2022	6.47	6.10	0.37
2018	6.42	6.09	0.33
2016	6.35	5.83	0.52
38. The student center is a comfortable place for students to spend their leisure time.			
2022	6.17	6.32	-0.15
2018	6.42	6.30	0.12
2016	6.16	6.18	-0.02
39. The amount of student parking space on campus is adequate.			
2022	6.45	6.58	-0.13
2018	6.39	6.18	0.21
2016	6.29	6.28	0.01
40. My academic advisor is knowledgeable about the transfer requirements of other schools.			
2022	6.44	6.32	0.12
2018	6.35	6.00	0.35
2016	6.29	5.83	0.46
41. Admissions staff are knowledgeable.			
2022	6.57	6.39	0.18
2018	6.72	6.44	0.28
2016	6.42	6.04	0.38
42. The equipment in the lab facilities is kept up to date.			
2022	6.50	6.07	0.43
2018	6.59	6.12	0.47
2016	6.42	5.95	0.47

Item	Importance	Satisfaction	Gap
43. Class change (drop/add) policies are reasonable.			
2022	6.47	6.41	0.06
2018	6.43	6.25	0.18
2016	6.25	5.92	0.33
44. I generally know what's happening on campus.			
2022	6.20	6.17	0.03
2018	6.26	6.28	-0.02
2016	5.80	5.90	-0.10
45. This institution has a good reputation within the community.			
2022	6.53	6.46	0.07
2018	6.55	6.43	0.12
2016	6.36	6.21	0.15
46. Faculty provide timely feedback about student progress in a course.			
2022	6.52	6.14	0.38
2018	6.53	6.00	0.53
2016	6.50	5.83	0.67
47. There are adequate services to help me decide upon a career.			
2022	6.47	6.04	0.43
2018	6.47	6.19	0.28
2016	6.37	6.02	0.35
48. Counseling staff care about students as individuals.			
2022	6.55	6.39	0.16
2018	6.68	6.34	0.34
2016	6.35	6.05	0.30
49. Admissions counselors respond to prospective students' unique needs and requests.			
2022	6.55	6.30	0.25
2018	6.47	6.35	0.12
2016	6.33	5.98	0.35
50. Tutoring services are readily available.			
2022	6.46	6.45	0.01
2018	6.36	5.95	0.41
2016	6.10	5.91	0.19
51. There are convenient ways of paying my school bill.			
2022	6.55	6.33	0.22
2018	6.55	6.11	0.44
2016	6.33	6.10	0.23
52. This school does whatever it can to help me reach my educational goals.			
2022	6.48	6.18	0.30
2018	6.54	6.08	0.46
2016	6.51	5.96	0.55

Item	Importance	Satisfaction	Gap
53. The assessment and course placement procedures are reasonable.			
2022	6.54	6.33	0.21
2018	6.46	6.24	0.22
2016	6.31	5.91	0.40
54. Faculty are interested in my academic problems.			
2022	6.49	6.25	0.24
2018	6.46	6.08	0.38
2016	6.33	5.80	0.53
55. Academic support services adequately meet the needs of students.			
2022	6.46	6.39	0.07
2018	6.52	6.21	0.31
2016	6.38	5.99	0.39
56. The business office is open during hours which are convenient for most students.			
2022	6.28	6.35	-0.07
2018	6.48	6.21	0.27
2016	6.31	5.92	0.39
57. Administrators are approachable to students.			
2022	6.41	6.17	0.24
2018	6.38	6.13	0.25
2016	6.29	5.90	0.39
58. Nearly all of the faculty are knowledgeable in their fields.			
2022	6.77	6.34	0.43
2018	6.65	6.14	0.51
2016	6.56	6.19	0.37
59. New student orientation services help students adjust to college.			
2022	6.48	6.34	0.14
2018	6.34	6.06	0.28
2016	6.24	5.94	0.30
60. Billing policies are reasonable.			
2022	6.48	6.25	0.23
2018	6.52	6.10	0.42
2016	6.28	6.09	0.19
61. Faculty are usually available after class and during office hours.			
2022	6.58	6.37	0.21
2018	6.44	6.13	0.31
2016	6.38	6.08	0.30
62. Bookstore staff are helpful.			
2022	6.42	6.20	0.22
2018	6.57	6.33	0.24
2016	6.19	5.73	0.46
63. I seldom get the "run-around" when seeking information on this campus.			
2022	6.39	5.97	0.42
2018	6.41	6.06	0.35
2016	6.36	5.82	0.54

Item	Importance	Satisfaction	Gap
64. Nearly all classes deal with practical experiences and applications.			
2022	6.54	6.25	0.29
2018	6.52	6.22	0.30
2016	6.49	6.01	0.48
65. Students are notified early in the term if they are doing poorly in a class.			
2022	6.40	6.00	0.40
2018	6.49	6.00	0.49
2016	6.40	5.58	0.82
66. Program requirements are clear and reasonable.			
2022	6.59	6.44	0.15
2018	6.57	6.24	0.33
2016	6.57	6.02	0.55
67. Channels for expressing student complaints are readily available.			
2022	6.38	5.82	0.56
2018	6.30	5.75	0.55
2016	6.22	5.40	0.82
68. On the whole, the campus is well-maintained.			
2022	6.49	6.52	-0.03
2018	6.65	6.61	0.04
2016	6.44	6.46	-0.02
69. There is a good variety of courses provided on this campus.			
2022	6.64	6.41	0.23
2018	6.54	6.37	0.17
2016	6.41	6.24	0.17
70. I am able to experience intellectual growth here.			
2022	6.65	6.37	0.28
2018	6.59	6.41	0.18
2016	6.49	6.20	0.29

Questions 71-80 were reserved for additional college questions. Northwood Tech utilized this space for two add-on questions.

Item	Importance	Satisfaction	Gap
71. Educational Technology Center (ETC) resources and services are adequate.			
2022	6.43	6.43	0.00
2018	6.59	6.37	0.22
72. Educational Technology Center (ETC) staff are helpful.			
2022	6.51	6.46	0.05
2018	6.56	6.44	0.12

Item	Satisfaction
<b>81. Institution's commitment to part-time students?</b>	
2022	6.34
2018	6.31
2016	5.99
<b>82. Institution's commitment to evening students?</b>	
2022	6.13
2018	6.29
2016	5.86
<b>83. Institution's commitment to older, returning learners?</b>	
2022	6.39
2018	6.37
2016	6.02
<b>84. Institution's commitment to under-represented populations?</b>	
2022	6.42
2018	6.28
2016	5.98
<b>85. Institution's commitment to commuters?</b>	
2022	6.13
2018	5.96
2016	5.74
<b>86. Institution's commitment to students with disabilities?</b>	
2022	6.56
2018	6.51
2016	6.17



Item	Importance
87. Cost as a factor in decision to enroll.	
2022	6.40
2018	6.25
2016	6.28
88. Financial aid as factor in decision to enroll.	
2022	6.28
2018	6.18
2016	6.13
89. Academic reputation as factor in decision to enroll.	
2022	6.16
2018	6.35
2016	6.01
90. Size of institution as factor in decision to enroll.	
2022	5.44
2018	5.57
2016	5.50
91. Opportunity to play sports as factor in decision to enroll.	
2022	3.83
2018	3.79
2016	3.09
92. Recommendations from family/friends as factor in decision to enroll.	
2022	5.47
2018	5.61
2016	4.99
93. Geographic setting as factor in decision to enroll.	
2022	6.00
2018	6.13
2016	5.75
94. Campus appearance as factor in decision to enroll.	
2022	5.28
2018	5.55
2016	5.43
95. Personalized attention prior to enrollment as factor in decision to enroll.	
2022	5.49
2018	5.77
2016	5.72

### Five Survey Cycle Summary of College Experience and Satisfaction Scores

Item	2022	2018	2016	2014	2012
96. So far, how has your college experience met your expectations?	5.38	5.19	5.13	4.91	5.14
1 = Much worse than expected	0%	1%	1%	2%	1%
2 = Quite a bit worse than I expected	0%	2%	1%	2%	1%
3 = Worse than I expected	4%	3%	6%	7%	3%
4 = About what I expected	27%	27%	26%	27%	25%
5 = Better than I expected	23%	20%	25%	28%	30%
6 = Quite a bit better than I expected	16%	21%	15%	9%	18%
7 = Much better than expected	28%	22%	23%	21%	19%
97. Rate your overall satisfaction with your experience here thus far?	6.31	5.88	5.88	5.64	5.94
1 = Not satisfied at all	0%	0%	1%	2%	1%
2 = Not very satisfied	1%	3%	3%	3%	1%
3 = Somewhat dissatisfied	1%	1%	3%	4%	1%
4 = Neutral	6%	7%	4%	4%	5%
5 = Somewhat satisfied	8%	9%	10%	11%	9%
6 = Satisfied	23%	44%	40%	45%	45%
7 = Very satisfied	59%	33%	37%	26%	33%
98. All in all, if you had to do it over, would you enroll here again?	6.09	6.16	6.06	5.96	6.06
1 = Definitely not	0%	0%	1%	2%	1%
2 = Probably not	0%	3%	5%	2%	2%
3 = Maybe not	2%	0%	1%	3%	2%
4 = I don't know	7%	3%	4%	5%	4%
5 = Maybe yes	16%	9%	6%	5%	6%
6 = Probably yes	27%	26%	27%	28%	31%
7 = Definitely yes	46%	55%	53%	50%	49%

Demographic Comparison of Rice Lake 2022 SSI Respondents  
to 2018 and 2016 SSI Respondents

Demographics	2022 Rice Lake Respondents	2018 Rice Lake Respondents	2016 Rice Lake Respondents
Gender			
Female	81%	80%	74%
Male	19%	20%	26%
Prefer not to respond	0%	N/A New options in 2022	
Transgender	0%		
Genderqueer	0%		
Additional gender category or Other	0%		
Race/Ethnicity			
Caucasian	86%	92%	94%
Asian	2%	2%	1%
Hispanic	2%	4%	2%
Black/African American	1%	0%	1%
American Indian or Alaskan Native	1%	1%	2%
Other	0%	1%	1%
Prefer not to respond	2%	0%	0%
Multi-racial	6%	0%	0%
Enrollment Load Status			
Full-Time	65%	76%	61%
Part-Time	35%	24%	39%
Age			
18 and under	2%	6%	6%
19-24	43%	37%	42%
25-34	23%	28%	22%
35-44	18%	16%	18%
45 and over	13%	13%	13%
Enrollment Status			
Day	83%	82%	90%
Evening	15%	16%	10%
Weekend	2%	2%	0%
Class Level			
1 year or less	37%	40%	42%
2 years	53%	44%	39%
3 years	8%	10%	11%
4 or more years	2%	5%	8%
Educational Goal			
Associate Degree	71%	70%	63%
Vocational/technical program	8%	11%	17%
Transfer to another institution	3%	7%	4%
Certification (initial/renewal)	10%	9%	9%
Self-improvement/pleasure	1%	1%	1%
Job-related training	3%	2%	2%
Other educational goal	4%	1%	5%

Demographics	2022 Rice Lake Respondents	2018 Rice Lake Respondents	2016 Rice Lake Respondents
<b>Employment</b>			
Full-Time	39%	32%	34%
Part-Time	47%	49%	43%
Not employed	13%	19%	23%
<b>Current Residence</b>			
Residence Hall	0%	0%	0%
Own house	52%	40%	39%
Rent room or apt. off campus	16%	28%	22%
Parent's home	21%	27%	30%
Other residence	10%	5%	8%
<b>Residence Classification</b>			
In-state	98%	98%	99%
Out-of-state	2%	2%	1%
International (not U.S. citizen)	0%	0%	0%
<b>Disabilities</b>			
Yes - Disability	13%	11%	14%
No - Disability	87%	89%	86%
<b>Institution Was My</b>			
1 <sup>st</sup> Choice	84%	79%	87%
2 <sup>nd</sup> Choice	11%	19%	10%
3 <sup>rd</sup> Choice	5%	2%	3%
<b>Current GPA</b>			
No credits earned	8%	2%	6%
1.99 or below	0%	1%	2%
2.0 – 2.49	3%	5%	6%
2.5 – 2.99	8%	9%	12%
3.0 – 3.49	30%	36%	31%
3.5 or above	51%	47%	43%

# Appendix H

Appendix H  
Superior Campus 2022 SSI Survey Results Compared to 2018 and 2016

Item	Importance	Satisfaction	Gap
1. Most students feel a sense of belonging here.			
2022	6.40	6.05	0.35
2018	6.25	6.15	0.10
2016	6.07	6.18	-0.11
2. Faculty care about me as an individual.			
2022	6.53	6.23	0.30
2018	6.48	6.04	0.44
2016	6.43	6.30	0.13
3. The quality of instruction in the vocational/technical programs is excellent.			
2022	6.68	6.16	0.52
2018	6.66	6.07	0.59
2016	6.72	6.30	0.42
4. Security staff are helpful.			
2022	6.06	5.34	0.72
2018	6.00	5.65	0.35
2016	5.82	5.78	0.04
5. The personnel involved in registration are helpful.			
2022	6.68	6.28	0.40
2018	6.43	6.03	0.40
2016	6.37	6.19	0.18
6. My academic advisor is approachable.			
2022	6.65	6.35	0.30
2018	6.71	6.42	0.29
2016	6.58	6.42	0.16
7. Adequate financial aid is available for most students.			
2022	6.55	6.17	0.38
2018	6.50	6.04	0.46
2016	6.53	5.99	0.54
8. Classes are scheduled at times that are convenient for me.			
2022	6.51	6.09	0.42
2018	6.35	5.76	0.59
2016	6.45	6.13	0.32
9. Internships or practical experiences are provided in my degree/certificate program.			
2022	6.42	5.86	0.56
2018	6.46	6.05	0.41
2016	6.45	6.18	0.27
10. Childcare facilities are available on campus.			
2022	5.35	3.65	1.70
2018	5.09	3.56	1.53
2016	4.91	4.58	0.33

Item	Importance	Satisfaction	Gap
11. Security staff respond quickly in emergencies.			
2022	6.44	5.50	0.94
2018	6.36	5.64	0.72
2016	6.13	5.70	0.43
12. My academic advisor helps me set goals to work toward.			
2022	6.32	6.19	0.13
2018	6.40	5.93	0.47
2016	6.31	6.02	0.29
13. Financial aid awards are announced to students in time to be helpful in college planning.			
2022	6.51	6.28	0.23
2018	6.52	6.16	0.36
2016	6.43	6.15	0.28
14. Library resources and services are adequate.			
2022	6.59	6.13	0.46
2018	6.57	6.34	0.23
2016	6.54	6.22	0.32
15. I am able to register for classes I need with few conflicts.			
2022	6.73	6.28	0.45
2018	6.70	6.23	0.47
2016	6.62	6.28	0.34
16. The college shows concern for students as individuals.			
2022	6.55	6.21	0.34
2018	6.43	5.97	0.46
2016	6.47	6.22	0.25
17. Personnel in the Veteran's Services program are helpful.			
2022	6.52	6.17	0.35
2018	6.02	5.51	0.51
2016	5.98	6.20	-0.22
18. The quality of instruction I receive in most of my classes is excellent.			
2022	6.74	6.19	0.52
2018	6.72	6.05	0.67
2016	6.69	6.33	0.36
19. This campus provides effective support services for displaced homemakers.			
2022	6.26	5.64	0.62
2018	5.89	5.78	0.11
2016	6.07	6.15	-0.08
20. Financial aid counselors are helpful.			
2022	6.61	6.25	0.36
2018	6.53	6.20	0.33
2016	6.48	6.08	0.40
21. There are a sufficient number of study areas on campus.			
2022	6.53	6.40	0.13
2018	6.57	6.22	0.35
2016	6.35	6.12	0.23
Item	Importance	Satisfaction	Gap

22. People on this campus respect and are supportive of each other.				
	2022	6.62	6.33	0.29
	2018	6.54	6.16	0.38
	2016	6.35	6.19	0.16
23. Faculty are understanding of students' unique life circumstances.				
	2022	6.47	6.11	0.36
	2018	6.54	6.04	0.50
	2016	6.45	6.12	0.33
24. Parking lots are well-lighted and secure.				
	2022	6.57	6.00	0.57
	2018	6.46	5.94	0.52
	2016	6.21	5.64	0.57
25. My academic advisor is concerned about my success as an individual.				
	2022	6.39	6.13	0.26
	2018	6.62	6.21	0.41
	2016	6.47	6.24	0.23
26. Library staff are helpful and approachable.				
	2022	6.46	6.20	0.26
	2018	6.53	6.64	-0.11
	2016	6.47	6.48	-0.01
27. The campus staff are caring and helpful.				
	2022	6.61	6.48	0.13
	2018	6.60	6.42	0.18
	2016	6.48	6.30	0.18
28. It is an enjoyable experience to be a student on this campus.				
	2022	6.68	6.37	0.31
	2018	6.63	6.26	0.37
	2016	6.53	6.35	0.18
29. Faculty are fair and unbiased in their treatment of individual students.				
	2022	6.68	6.19	0.49
	2018	6.68	6.12	0.56
	2016	6.46	6.21	0.25
30. The career services office provides students with the help they need to get a job.				
	2022	6.38	5.83	0.55
	2018	6.65	6.23	0.42
	2016	6.33	5.80	0.53
31. The campus is safe and secure for all students.				
	2022	6.68	6.43	0.25
	2018	6.68	6.35	0.33
	2016	6.52	6.28	0.24
32. My academic advisor is knowledgeable about my program requirements.				
	2022	6.65	6.65	0.00
	2018	6.77	6.32	0.45
	2016	6.63	6.41	0.22

Item	Importance	Satisfaction	Gap
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33. Admissions counselors accurately portray the campus in their recruiting practices.				
	2022	6.61	6.43	0.18
	2018	6.51	6.16	0.35
	2016	6.37	6.10	0.27
34. Computer labs are adequate and accessible.				
	2022	6.59	6.39	0.20
	2018	6.68	6.39	0.29
	2016	6.46	6.37	0.09
35. Policies and procedures regarding registration and course selection are clear and well-publicized.				
	2022	6.65	6.20	0.45
	2018	6.58	6.14	0.44
	2016	6.45	6.14	0.31
36. Students are made to feel welcome on this campus.				
	2022	6.73	6.41	0.32
	2018	6.63	6.50	0.13
	2016	6.54	6.38	0.16
37. Faculty take into consideration student differences as they teach a course.				
	2022	6.62	6.14	0.48
	2018	6.55	6.02	0.53
	2016	6.50	6.26	0.24
38. The student center is a comfortable place for students to spend their leisure time.				
	2022	6.32	6.22	0.10
	2018	6.41	6.27	0.14
	2016	6.13	6.06	0.07
39. The amount of student parking space on campus is adequate.				
	2022	6.50	6.34	0.16
	2018	6.50	6.12	0.38
	2016	6.35	6.13	0.22
40. My academic advisor is knowledgeable about the transfer requirements of other schools.				
	2022	6.65	6.31	0.34
	2018	6.61	6.07	0.54
	2016	6.35	5.93	0.42
41. Admissions staff are knowledgeable.				
	2022	6.74	6.31	0.43
	2018	6.61	6.35	0.26
	2016	6.47	6.14	0.33
42. The equipment in the lab facilities is kept up to date.				
	2022	6.52	6.02	0.50
	2018	6.58	6.18	0.40
	2016	6.39	6.04	0.35

Item	Importance	Satisfaction	Gap
43. Class change (drop/add) policies are reasonable.			
2022	6.57	6.28	0.29
2018	6.42	6.22	0.20
2016	6.17	6.06	0.11
44. I generally know what's happening on campus.			
2022	6.37	6.18	0.19
2018	6.16	6.19	-0.03
2016	5.95	6.05	-0.10
45. This institution has a good reputation within the community.			
2022	6.67	6.48	0.19
2018	6.65	6.48	0.17
2016	6.41	6.50	-0.09
46. Faculty provide timely feedback about student progress in a course.			
2022	6.64	6.38	0.26
2018	6.66	6.09	0.57
2016	6.63	6.24	0.39
47. There are adequate services to help me decide upon a career.			
2022	6.58	6.32	0.26
2018	6.49	6.30	0.19
2016	6.38	6.27	0.11
48. Counseling staff care about students as individuals.			
2022	6.75	6.48	0.27
2018	6.50	6.25	0.25
2016	6.44	6.13	0.31
49. Admissions counselors respond to prospective students' unique needs and requests.			
2022	6.60	6.21	0.39
2018	6.46	6.26	0.20
2016	6.32	6.12	0.20
50. Tutoring services are readily available.			
2022	6.66	6.40	0.26
2018	6.50	6.02	0.48
2016	6.45	5.90	0.55
51. There are convenient ways of paying my school bill.			
2022	6.70	6.43	0.27
2018	6.58	6.23	0.35
2016	6.46	6.24	0.22
52. This school does whatever it can to help me reach my educational goals.			
2022	6.70	6.41	0.29
2018	6.62	6.16	0.46
2016	6.53	6.18	0.35

Item	Importance	Satisfaction	Gap
53. The assessment and course placement procedures are reasonable.			
2022	6.60	6.25	0.35
2018	6.56	6.22	0.34
2016	6.35	6.24	0.11
54. Faculty are interested in my academic problems.			
2022	6.64	6.22	0.42
2018	6.56	6.14	0.42
2016	6.40	6.09	0.31
55. Academic support services adequately meet the needs of students.			
2022	6.70	6.42	0.28
2018	6.55	6.36	0.19
2016	6.44	6.17	0.27
56. The business office is open during hours which are convenient for most students.			
2022	6.61	6.15	0.46
2018	6.38	6.24	0.14
2016	6.30	6.37	-0.07
57. Administrators are approachable to students.			
2022	6.56	6.06	0.50
2018	6.46	6.22	0.24
2016	6.29	6.22	0.07
58. Nearly all of the faculty are knowledgeable in their fields.			
2022	6.73	6.44	0.29
2018	6.68	6.38	0.30
2016	6.62	6.42	0.20
59. New student orientation services help students adjust to college.			
2022	6.54	6.25	0.29
2018	6.50	6.23	0.27
2016	6.10	6.03	0.07
60. Billing policies are reasonable.			
2022	6.55	6.29	0.26
2018	6.55	6.42	0.13
2016	6.40	6.07	0.33
61. Faculty are usually available after class and during office hours.			
2022	6.59	6.18	0.41
2018	6.55	6.28	0.27
2016	6.58	6.34	0.24
62. Bookstore staff are helpful.			
2022	6.51	6.04	0.47
2018	6.33	5.90	0.43
2016	6.22	6.13	0.09
63. I seldom get the "run-around" when seeking information on this campus.			
2022	6.62	6.11	0.51
2018	6.52	6.15	0.37
2016	6.43	6.07	0.36

Item	Importance	Satisfaction	Gap
64. Nearly all classes deal with practical experiences and applications.			
2022	6.69	6.39	0.30
2018	6.53	6.11	0.42
2016	6.50	6.37	0.13
65. Students are notified early in the term if they are doing poorly in a class.			
2022	6.51	6.18	0.33
2018	6.52	5.89	0.63
2016	6.51	6.10	0.41
66. Program requirements are clear and reasonable.			
2022	6.64	6.31	0.33
2018	6.64	6.28	0.36
2016	6.63	6.37	0.26
67. Channels for expressing student complaints are readily available.			
2022	6.46	5.86	0.60
2018	6.46	5.71	0.75
2016	6.29	5.79	0.50
68. On the whole, the campus is well-maintained.			
2022	6.64	6.66	-0.02
2018	6.71	6.68	0.03
2016	6.43	6.53	-0.10
69. There is a good variety of courses provided on this campus.			
2022	6.59	6.37	0.22
2018	6.55	6.49	0.06
2016	6.58	6.40	0.18
70. I am able to experience intellectual growth here.			
2022	6.77	6.51	0.26
2018	6.69	6.48	0.21
2016	6.63	6.48	0.15

Questions 71-80 were reserved for additional college questions. Northwood Tech utilized this space for two add-on questions.

Item	Importance	Satisfaction	Gap
71. Educational Technology Center (ETC) resources and services are adequate.			
2022	6.56	6.29	0.27
2018	6.63	6.59	0.04
72. Educational Technology Center (ETC) staff are helpful.			
2022	6.62	6.55	0.07
2018	6.64	6.58	0.06

Item	Satisfaction
<b>81. Institution's commitment to part-time students?</b>	
2022	6.33
2018	6.24
2016	6.24
<b>82. Institution's commitment to evening students?</b>	
2022	5.98
2018	6.02
2016	6.22
<b>83. Institution's commitment to older, returning learners?</b>	
2022	6.37
2018	6.33
2016	6.43
<b>84. Institution's commitment to under-represented populations?</b>	
2022	6.20
2018	6.23
2016	6.22
<b>85. Institution's commitment to commuters?</b>	
2022	6.27
2018	6.19
2016	6.30
<b>86. Institution's commitment to students with disabilities?</b>	
2022	6.22
2018	6.14
2016	6.27

Item	Importance
87. Cost as a factor in decision to enroll.	
2022	6.41
2018	6.50
2016	6.32
88. Financial aid as factor in decision to enroll.	
2022	6.22
2018	6.52
2016	6.25
89. Academic reputation as factor in decision to enroll.	
2022	6.22
2018	6.43
2016	6.22
90. Size of institution as factor in decision to enroll.	
2022	5.63
2018	5.70
2016	5.79
91. Opportunity to play sports as factor in decision to enroll.	
2022	3.83
2018	3.61
2016	3.36
92. Recommendations from family/friends as factor in decision to enroll.	
2022	5.51
2018	5.57
2016	5.21
93. Geographic setting as factor in decision to enroll.	
2022	6.10
2018	5.93
2016	5.83
94. Campus appearance as factor in decision to enroll.	
2022	5.60
2018	5.59
2016	5.50
95. Personalized attention prior to enrollment as factor in decision to enroll.	
2022	5.83
2018	5.91
2016	5.91

### Five Survey Cycle Summary of College Experience and Satisfaction Scores

Item	2022	2018	2016	2014	2012
96. So far, how has your college experience met your expectations?	5.39	5.29	5.50	5.41	5.17
1 = Much worse than expected	0%	1%	0%	1%	1%
2 = Quite a bit worse than I expected	1%	1%	0%	0%	0%
3 = Worse than I expected	3%	2%	2%	6%	4%
4 = About what I expected	24%	19%	19%	14%	27%
5 = Better than I expected	24%	31%	28%	29%	26%
6 = Quite a bit better than I expected	15%	18%	17%	20%	19%
7 = Much better than expected	29%	24%	30%	27%	20%
97. Rate your overall satisfaction with your experience here thus far?	6.19	5.95	6.24	6.08	5.84
1 = Not satisfied at all	0%	0%	0%	1%	0%
2 = Not very satisfied	1%	4%	0%	0%	1%
3 = Somewhat dissatisfied	2%	0%	0%	4%	4%
4 = Neutral	3%	3%	4%	2%	6%
5 = Somewhat satisfied	5%	8%	7%	9%	13%
6 = Satisfied	41%	46%	39%	34%	39%
7 = Very satisfied	45%	35%	47%	46%	33%
98. All in all, if you had to do it over, would you enroll here again?	6.43	6.19	6.49	6.28	5.99
1 = Definitely not	1%	0%	0%	2%	1%
2 = Probably not	1%	3%	0%	2%	4%
3 = Maybe not	1%	1%	0%	1%	3%
4 = I don't know	2%	4%	3%	3%	5%
5 = Maybe yes	1%	5%	6%	2%	7%
6 = Probably yes	27%	26%	18%	25%	23%
7 = Definitely yes	64%	57%	69%	62%	54%

Demographic Comparison of Superior 2022 SSI Respondents  
to 2018 and 2016 SSI Respondents

Demographics		2022 Superior Respondents	2018 Superior Respondents	2016 Superior Respondents
Gender				
Female		73%	68%	70%
Male		24%	32%	30%
Prefer not to respond		1%	N/A New options in 2022	
Transgender		0%		
Genderqueer		1%		
Additional gender category or Other		0%		
Race/Ethnicity				
Caucasian		89%	90%	92%
Asian		0%	2%	1%
Hispanic		1%	0%	0%
Black/African American		4%	6%	2%
American Indian or Alaskan Native		3%	1%	4%
Other		0%	1%	1%
Prefer not to respond		1%	0%	0%
Multi-racial		3%	0%	0%
Enrollment Load Status				
Full-Time		58%	65%	60%
Part-Time		42%	35%	40%
Age				
18 and under		5%	3%	6%
19-24		35%	39%	30%
25-34		20%	24%	31%
35-44		23%	24%	17%
45 and over		17%	11%	15%
Enrollment Status				
Day		81%	90%	87%
Evening		19%	8%	13%
Weekend		0%	2%	0%
Class Level				
1 year or less		40%	40%	39%
2 years		49%	47%	39%
3 years		9%	9%	14%
4 or more years		3%	5%	9%
Educational Goal				
Associate Degree		61%	67%	64%
Vocational/technical program		17%	15%	16%
Transfer to another institution		4%	3%	6%
Certification (initial/renewal)		9%	12%	10%
Self-improvement/pleasure		4%	0%	0%
Job-related training		3%	2%	2%
Other educational goal		3%	2%	3%
Demographics		2022 Superior Respondents	2018 Superior Respondents	2016 Superior Respondents



<b>Employment</b>			
Full-Time	39%	29%	27%
Part-Time	33%	58%	54%
Not employed	28%	13%	19%
<b>Current Residence</b>			
Residence Hall	3%	0%	0%
Own house	34%	40%	33%
Rent room or apt. off campus	31%	31%	40%
Parent's home	23%	21%	17%
Other residence	9%	8%	10%
<b>Residence Classification</b>			
In-state	79%	74%	76%
Out-of-state	21%	25%	24%
International (not U.S. citizen)	0%	1%	0%
<b>Disabilities</b>			
Yes - Disability	10%	13%	11%
No - Disability	90%	87%	89%
<b>Institution Was My</b>			
1 <sup>st</sup> Choice	82%	79%	86%
2 <sup>nd</sup> Choice	17%	19%	12%
3 <sup>rd</sup> Choice	1%	2%	2%
<b>Current GPA</b>			
No credits earned	8%	7%	3%
1.99 or below	1%	1%	0%
2.0 – 2.49	4%	3%	3%
2.5 – 2.99	11%	10%	10%
3.0 – 3.49	32%	40%	30%
3.5 or above	43%	39%	53%

# Appendix I

Appendix I  
Online 2022 SSI Survey Results Compared to 2018 and 2016

Item	Importance	Satisfaction	Gap
1. Most students feel a sense of belonging here.			
2022	6.23	6.00	0.23
2018	6.23	5.92	0.31
2016	5.83	5.81	0.02
2. Faculty care about me as an individual.			
2022	6.44	6.10	0.34
2018	6.51	5.99	0.52
2016	6.28	5.89	0.39
3. The quality of instruction in the vocational/technical programs is excellent.			
2022	6.63	6.15	0.48
2018	6.76	6.10	0.66
2016	6.66	6.20	0.46
4. Security staff are helpful.			
2022	6.19	6.00	0.19
2018	5.95	5.90	0.05
2016	6.03	6.06	-0.03
5. The personnel involved in registration are helpful.			
2022	6.47	6.34	0.13
2018	6.66	6.32	0.34
2016	6.43	6.16	0.27
6. My academic advisor is approachable.			
2022	6.68	6.56	0.12
2018	6.84	6.39	0.45
2016	6.39	6.13	0.26
7. Adequate financial aid is available for most students.			
2022	6.62	6.24	0.38
2018	6.77	6.32	0.45
2016	6.58	6.29	0.29
8. Classes are scheduled at times that are convenient for me.			
2022	6.65	6.49	0.16
2018	6.76	6.39	0.37
2016	6.73	6.49	0.24
9. Internships or practical experiences are provided in my degree/certificate program.			
2022	6.19	6.10	0.09
2018	6.31	5.93	0.38
2016	5.94	5.77	0.17
10. Child care facilities are available on campus.			
2022	5.97	4.42	1.55
2018	5.66	5.83	-0.17
2016	5.05	4.22	0.83

Item	Importance	Satisfaction	Gap
11. Security staff respond quickly in emergencies.			
2022	6.57	5.89	0.68
2018	6.60	6.31	0.29
2016	6.36	6.50	-0.14
12. My academic advisor helps me set goals to work toward.			
2022	6.25	6.10	0.15
2018	6.54	5.85	0.69
2016	5.94	5.46	0.48
13. Financial aid awards are announced to students in time to be helpful in college planning.			
2022	6.54	6.20	0.34
2018	6.68	6.21	0.47
2016	6.42	5.97	0.45
14. Library resources and services are adequate.			
2022	6.40	6.36	0.04
2018	6.60	6.41	0.19
2016	6.21	6.46	-0.25
15. I am able to register for classes I need with few conflicts.			
2022	6.73	6.34	0.39
2018	6.83	6.35	0.48
2016	6.68	6.25	0.43
16. The college shows concern for students as individuals.			
2022	6.44	6.18	0.26
2018	6.61	6.10	0.51
2016	6.37	6.09	0.28
17. Personnel in the Veteran's Services program are helpful.			
2022	6.64	6.70	-0.06
2018	5.96	6.20	-0.24
2016	6.25	6.18	0.07
18. The quality of instruction I receive in most of my classes is excellent.			
2022	6.67	6.10	0.57
2018	6.70	6.04	0.66
2016	6.69	6.05	0.64
19. This campus provides effective support services for displaced homemakers.			
2022	6.33	6.21	0.12
2018	6.14	5.92	0.22
2016	6.38	6.44	-0.06
20. Financial aid counselors are helpful.			
2022	6.56	6.47	0.09
2018	6.60	6.37	0.23
2016	6.38	6.13	0.25
21. There are a sufficient number of study areas on campus.			
2022	6.30	6.52	-0.22
2018	6.40	6.41	-0.01
2016	5.97	6.39	-0.42

Item	Importance	Satisfaction	Gap
22. People on this campus respect and are supportive of each other.			
2022	6.41	6.44	-0.03
2018	6.58	6.28	0.30
2016	6.50	6.47	0.03
23. Faculty are understanding of students' unique life circumstances.			
2022	6.58	6.21	0.37
2018	6.60	5.89	0.71
2016	6.57	5.99	0.58
24. Parking lots are well-lighted and secure.			
2022	6.35	6.29	0.06
2018	6.41	6.30	0.11
2016	6.13	6.03	0.10
25. My academic advisor is concerned about my success as an individual.			
2022	6.53	6.27	0.26
2018	6.60	5.99	0.61
2016	6.28	5.42	0.86
26. Library staff are helpful and approachable.			
2022	6.44	6.49	-0.05
2018	6.58	6.50	0.08
2016	6.40	6.53	-0.13
27. The campus staff are caring and helpful.			
2022	6.59	6.69	-0.10
2018	6.61	6.27	0.34
2016	6.53	6.32	0.21
28. It is an enjoyable experience to be a student on this campus.			
2022	6.53	6.49	0.04
2018	6.45	6.21	0.24
2016	6.50	6.31	0.19
29. Faculty are fair and unbiased in their treatment of individual students.			
2022	6.68	6.46	0.22
2018	6.68	6.36	0.32
2016	6.66	6.38	0.28
30. The career services office provides students with the help they need to get a job.			
2022	6.29	6.13	0.16
2018	6.51	5.50	1.01
2016	6.29	5.71	0.58
31. The campus is safe and secure for all students.			
2022	6.70	6.63	0.07
2018	6.57	6.58	-0.01
2016	6.65	6.49	0.16
32. My academic advisor is knowledgeable about my program requirements.			
2022	6.73	6.65	0.08
2018	6.84	6.31	0.53
2016	6.53	5.80	0.73

Item	Importance	Satisfaction	Gap
33. Admissions counselors accurately portray the campus in their recruiting practices.			
2022	6.50	6.54	-0.04
2018	6.39	6.14	0.25
2016	6.46	6.14	0.32
34. Computer labs are adequate and accessible.			
2022	6.52	6.49	0.03
2018	6.71	6.39	0.32
2016	6.24	6.47	-0.23
35. Policies and procedures regarding registration and course selection are clear and well-publicized.			
2022	6.53	6.25	0.28
2018	6.62	6.23	0.39
2016	6.51	6.06	0.45
36. Students are made to feel welcome on this campus.			
2022	6.72	6.70	0.02
2018	6.65	6.50	0.15
2016	6.56	6.41	0.15
37. Faculty take into consideration student differences as they teach a course.			
2022	6.51	6.11	0.40
2018	6.35	5.93	0.42
2016	6.48	5.94	0.54
38. The student center is a comfortable place for students to spend their leisure time.			
2022	6.09	6.26	-0.17
2018	6.20	6.00	0.20
2016	5.83	6.08	-0.25
39. The amount of student parking space on campus is adequate.			
2022	6.38	6.42	-0.04
2018	6.37	6.31	0.06
2016	5.97	6.18	-0.21
40. My academic advisor is knowledgeable about the transfer requirements of other schools.			
2022	6.48	6.34	0.14
2018	6.62	6.09	0.53
2016	6.23	5.90	0.33
41. Admissions staff are knowledgeable.			
2022	6.63	6.51	0.12
2018	6.65	6.33	0.32
2016	6.56	6.15	0.41
42. The equipment in the lab facilities is kept up to date.			
2022	6.44	6.35	0.09
2018	6.69	6.00	0.69
2016	6.33	6.21	0.12

Item	Importance	Satisfaction	Gap
43. Class change (drop/add) policies are reasonable.			
2022	6.52	6.32	0.20
2018	6.44	6.34	0.10
2016	6.12	6.05	0.07
44. I generally know what's happening on campus.			
2022	5.84	6.16	-0.32
2018	6.05	6.24	-0.19
2016	5.43	5.71	-0.28
45. This institution has a good reputation within the community.			
2022	6.48	6.55	-0.07
2018	6.58	6.53	0.05
2016	6.30	6.48	-0.18
46. Faculty provide timely feedback about student progress in a course.			
2022	6.66	6.33	0.33
2018	6.58	5.99	0.59
2016	6.56	6.13	0.43
47. There are adequate services to help me decide upon a career.			
2022	6.56	6.47	0.09
2018	6.51	6.18	0.33
2016	6.18	6.14	0.04
48. Counseling staff care about students as individuals.			
2022	6.71	6.53	0.18
2018	6.61	6.23	0.38
2016	6.34	6.00	0.34
49. Admissions counselors respond to prospective students' unique needs and requests.			
2022	6.61	6.55	0.06
2018	6.50	6.24	0.26
2016	6.30	6.00	0.30
50. Tutoring services are readily available.			
2022	6.36	6.51	-0.15
2018	6.35	5.97	0.38
2016	5.84	5.97	-0.13
51. There are convenient ways of paying my school bill.			
2022	6.57	6.29	0.28
2018	6.59	6.48	0.11
2016	6.32	6.26	0.06
52. This school does whatever it can to help me reach my educational goals.			
2022	6.59	6.12	0.47
2018	6.64	6.01	0.63
2016	6.48	6.01	0.47

Item	Importance	Satisfaction	Gap
53. The assessment and course placement procedures are reasonable.			
2022	6.56	6.48	0.08
2018	6.38	6.22	0.16
2016	6.33	6.06	0.27
54. Faculty are interested in my academic problems.			
2022	6.53	6.09	0.44
2018	6.59	5.98	0.61
2016	6.33	6.02	0.31
55. Academic support services adequately meets the needs of students.			
2022	6.58	6.48	0.10
2018	6.59	6.20	0.39
2016	6.47	6.07	0.40
56. The business office is open during hours which are convenient for most students.			
2022	6.43	6.20	0.23
2018	6.61	6.05	0.29
2016	6.29	6.00	0.29
57. Administrators are approachable to students.			
2022	6.43	6.47	-0.04
2018	6.51	6.22	0.29
2016	6.30	6.29	0.01
58. Nearly all of the faculty are knowledgeable in their fields.			
2022	6.75	6.47	0.28
2018	6.78	6.50	0.28
2016	6.63	6.48	0.15
59. New student orientation services help students adjust to college.			
2022	6.40	6.36	0.04
2018	6.33	6.21	0.12
2016	6.17	5.97	0.20
60. Billing policies are reasonable.			
2022	6.57	6.29	0.28
2018	6.62	6.40	0.22
2016	6.37	6.17	0.20
61. Faculty are usually available after class and during office hours.			
2022	6.54	6.45	0.09
2018	6.62	6.31	0.31
2016	6.39	6.06	0.33
62. Bookstore staff are helpful.			
2022	6.48	6.40	0.08
2018	6.59	6.51	0.08
2016	6.22	6.18	0.04
63. I seldom get the "run-around" when seeking information on this campus.			
2022	6.57	6.39	0.18
2018	6.66	6.05	0.61
2016	6.43	5.90	0.53



Item	Importance	Satisfaction	Gap
64. Nearly all classes deal with practical experiences and applications.			
2022	6.57	6.39	0.18
2018	6.59	6.04	0.55
2016	6.34	5.90	0.44
65. Students are notified early in the term if they are doing poorly in a class.			
2022	6.54	6.31	0.23
2018	6.58	5.85	0.73
2016	6.21	5.62	0.59
66. Program requirements are clear and reasonable.			
2022	6.73	6.41	0.32
2018	6.69	6.32	0.37
2016	6.59	6.23	0.36
67. Channels for expressing student complaints are readily available.			
2022	6.33	6.05	0.28
2018	6.40	5.81	0.59
2016	6.20	5.98	0.22
68. On the whole, the campus is well-maintained.			
2022	6.67	6.65	0.02
2018	6.60	6.53	0.07
2016	6.29	6.57	-0.28
69. There is a good variety of courses provided on this campus.			
2022	6.65	6.47	0.18
2018	6.65	6.35	0.30
2016	6.48	6.39	0.09
70. I am able to experience intellectual growth here.			
2022	6.65	6.50	0.15
2018	6.68	6.42	0.26
2016	6.64	6.47	0.17

Questions 71-80 were reserved for additional college questions. Northwood Tech utilized this space for two add-on questions.

Item	Importance	Satisfaction	Gap
71. Educational Technology Center (ETC) resources and services are adequate.			
2022	6.62	6.56	0.06
2018	6.71	6.44	0.27
72. Educational Technology Center (ETC) staff are helpful.			
2022	6.60	6.66	-0.06
2018	6.71	6.51	0.20

Item	Satisfaction
81. Institution's commitment to part-time students?	
2022	6.40
2018	6.38
2016	6.33
82. Institution's commitment to evening students?	
2022	6.54
2018	6.29
2016	6.16
83. Institution's commitment to older, returning learners?	
2022	6.36
2018	6.34
2016	6.33
84. Institution's commitment to under-represented populations?	
2022	6.50
2018	6.21
2016	6.30
85. Institution's commitment to commuters?	
2022	6.47
2018	6.16
2016	6.19
86. Institution's commitment to students with disabilities?	
2022	6.63
2018	6.26
2016	6.37

Item	Importance
87. Cost as a factor in decision to enroll.	
2022	6.47
2018	6.56
2016	6.44
88. Financial aid as factor in decision to enroll.	
2022	6.17
2018	6.29
2016	6.18
89. Academic reputation as factor in decision to enroll.	
2022	6.08
2018	6.27
2016	6.04
90. Size of institution as factor in decision to enroll.	
2022	5.22
2018	4.93
2016	4.45
91. Opportunity to play sports as factor in decision to enroll.	
2022	3.10
2018	2.81
2016	2.23
92. Recommendations from family/friends as factor in decision to enroll.	
2022	4.54
2018	4.64
2016	4.41
93. Geographic setting as factor in decision to enroll.	
2022	5.81
2018	5.69
2016	5.29
94. Campus appearance as factor in decision to enroll.	
2022	4.71
2018	4.58
2016	4.33
95. Personalized attention prior to enrollment as factor in decision to enroll.	
2022	5.65
2018	5.49
2016	5.30

### Five Survey Cycle Summary of College Experience and Satisfaction Scores

Item	2022	2018	2016	2014	2012
96. So far, how has your college experience met your expectations?	5.35	5.20	4.96	5.22	5.03
1 = Much worse than expected	0%	2%	0%	1%	1%
2 = Quite a bit worse than I expected	1%	0%	2%	1%	1%
3 = Worse than I expected	4%	4%	6%	1%	4%
4 = About what I expected	26%	28%	31%	24%	29%
5 = Better than I expected	22%	22%	25%	29%	30%
6 = Quite a bit better than I expected	16%	16%	19%	24%	13%
7 = Much better than expected	28%	25%	14%	16%	19%
97. Rate your overall satisfaction with your experience here thus far?	6.30	6.05	5.96	5.97	5.79
1 = Not satisfied at all	0%	1%	0%	0%	0%
2 = Not very satisfied	2%	0%	3%	1%	4%
3 = Somewhat dissatisfied	1%	4%	2%	3%	1%
4 = Neutral	4%	1%	5%	3%	10%
5 = Somewhat satisfied	4%	10%	6%	11%	7%
6 = Satisfied	28%	44%	44%	45%	47%
7 = Very satisfied	57%	37%	36%	33%	29%
98. All in all, if you had to do it over, would you enroll here again?	6.13	6.35	6.25	6.25	6.13
1 = Definitely not	0%	1%	0%	0%	1%
2 = Probably not	1%	1%	5%	2%	1%
3 = Maybe not	1%	0%	2%	2%	1%
4 = I don't know	4%	1%	1%	3%	2%
5 = Maybe yes	12%	5%	5%	5%	10%
6 = Probably yes	37%	35%	23%	29%	35%
7 = Definitely yes	43%	55%	61%	55%	47%

Demographic Comparison of Online 2022 SSI Respondents  
to 2018 and 2016 SSI Respondents

Demographics	2022 Online Respondents	2018 Online Respondents	2016 Online Respondents
Gender			
Female	91%	85%	86%
Male	8%	15%	14%
Prefer not to respond	1%	N/A New options in 2022	
Transgender	0%		
Genderqueer	0%		
Additional gender category or Other	0%		
Race/Ethnicity			
Caucasian	93%	91%	92%
Asian	0%	1%	1%
Hispanic	0%	3%	0%
Black/African American	0%	0%	3%
American Indian or Alaskan Native	2%	3%	4%
Other	1%	1%	0%
Prefer not to respond	1%	0%	0%
Multi-racial	2%	0%	0%
Enrollment Load Status			
Full-Time	38%	47%	37%
Part-Time	63%	53%	63%
Age			
18 and under	1%	1%	1%
19-24	30%	21%	14%
25-34	30%	32%	29%
35-44	24%	25%	34%
45 and over	14%	22%	21%
Enrollment Status			
Day	71%	66%	59%
Evening	23%	28%	34%
Weekend	6%	6%	7%
Class Level			
1 year or less	34%	37%	32%
2 years	42%	45%	49%
3 years	9%	10%	12%
4 or more years	15%	8%	8%
Educational Goal			
Associate Degree	67%	75%	77%
Vocational/technical program	9%	11%	5%
Transfer to another institution	8%	4%	3%
Certification (initial/renewal)	6%	3%	5%
Self-improvement/pleasure	2%	1%	1%
Job-related training	5%	5%	3%
Other educational goal	3%	0%	5%

Demographics	2022 Online Respondents	2018 Online Respondents	2016 Online Respondents
<b>Employment</b>			
Full-Time	56%	52%	62%
Part-Time	29%	23%	22%
Not employed	15%	25%	16%
<b>Current Residence</b>			
Residence Hall	0%	0%	0%
Own house	59%	52%	68%
Rent room or apt. off campus	22%	19%	11%
Parent's home	15%	21%	11%
Other residence	5%	8%	11%
<b>Residence Classification</b>			
In-state	90%	96%	95%
Out-of-state	10%	4%	5%
International (not U.S. citizen)	0%	0%	0%
<b>Disabilities</b>			
Yes - Disability	14%	8%	5%
No - Disability	86%	92%	95%
<b>Institution Was My</b>			
1 <sup>st</sup> Choice	93%	77%	84%
2 <sup>nd</sup> Choice	4%	23%	14%
3 <sup>rd</sup> Choice	2%	0%	1%
<b>Current GPA</b>			
No credits earned	10%	6%	3%
1.99 or below	0%	4%	4%
2.0 – 2.49	4%	6%	9%
2.5 – 2.99	11%	8%	14%
3.0 – 3.49	30%	22%	24%
3.5 or above	46%	54%	46%

# Appendix J

Appendix J  
Comparison by Campus to Northwood Tech  
2022 SSI Survey Results

Item	Importance	Satisfaction	Gap
<b>1. Most students feel a sense of belonging here.</b>			
Northwood Technical College	6.24	6.06	0.18
Ashland Campus	6.40	6.33	0.07
New Richmond Campus	6.17	6.03	0.14
Rice Lake Campus	6.23	6.15	0.08
Superior Campus	6.40	6.05	0.35
Online	6.23	6.00	0.23
<b>2. Faculty care about me as an individual.</b>			
Northwood Technical College	6.48	6.20	0.28
Ashland Campus	6.61	6.51	0.10
New Richmond Campus	6.47	6.16	0.31
Rice Lake Campus	6.40	6.24	0.16
Superior Campus	6.53	6.23	0.30
Online	6.44	6.10	0.34
<b>3. The quality of instruction in the vocational/technical programs is excellent.</b>			
Northwood Technical College	6.63	6.10	0.53
Ashland Campus	6.80	6.39	0.41
New Richmond Campus	6.52	6.01	0.51
Rice Lake Campus	6.66	6.14	0.52
Superior Campus	6.68	6.16	0.52
Online	6.63	6.15	0.48
<b>4. Security staff are helpful.</b>			
Northwood Technical College	6.16	5.74	0.42
Ashland Campus	6.68	6.45	0.23
New Richmond Campus	6.04	5.79	0.25
Rice Lake Campus	6.25	5.73	0.52
Superior Campus	6.06	5.34	0.72
Online	6.19	6.00	0.19
<b>5. The personnel involved in registration are helpful.</b>			
Northwood Technical College	6.59	6.35	0.24
Ashland Campus	6.68	6.70	-0.02
New Richmond Campus	6.62	6.35	0.27
Rice Lake Campus	6.53	6.26	0.27
Superior Campus	6.68	6.28	0.40
Online	6.47	6.34	0.13
<b>6. My academic advisor is approachable.</b>			
Northwood Technical College	6.65	6.41	0.24
Ashland Campus	6.83	6.70	0.13
New Richmond Campus	6.63	6.33	0.30
Rice Lake Campus	6.57	6.39	0.18
Superior Campus	6.65	6.35	0.30
Online	6.68	6.56	0.12



Item	Importance	Satisfaction	Gap
7. Adequate financial aid is available for most students.			
Northwood Technical College	6.61	6.16	0.45
Ashland Campus	6.70	6.14	0.56
New Richmond Campus	6.69	6.30	0.39
Rice Lake Campus	6.60	5.98	0.62
Superior Campus	6.55	6.17	0.38
Online	6.62	6.24	0.38
8. Classes are scheduled at times that are convenient for me.			
Northwood Technical College	6.54	6.18	0.36
Ashland Campus	6.66	6.24	0.42
New Richmond Campus	6.53	6.10	0.43
Rice Lake Campus	6.45	6.16	0.29
Superior Campus	6.51	6.09	0.42
Online	6.65	6.49	0.16
9. Internships or practical experiences are provided in my degree/certificate program.			
Northwood Technical College	6.41	6.03	0.38
Ashland Campus	6.83	6.38	0.45
New Richmond Campus	6.44	6.01	0.43
Rice Lake Campus	6.45	6.01	0.44
Superior Campus	6.42	5.86	0.56
Online	6.19	6.10	0.09
10. Child care facilities are available on campus.			
Northwood Technical College	5.41	3.90	1.51
Ashland Campus	5.71	2.92	2.79
New Richmond Campus	5.28	4.37	0.91
Rice Lake Campus	5.08	3.64	1.44
Superior Campus	5.35	3.65	1.70
Online	5.97	4.42	1.55
11. Security staff respond quickly in emergencies.			
Northwood Technical College	6.48	5.89	0.59
Ashland Campus	6.76	6.44	0.32
New Richmond Campus	6.50	6.12	0.38
Rice Lake Campus	6.37	5.67	0.70
Superior Campus	6.44	5.50	0.94
Online	6.57	5.89	0.68
12. My academic advisor helps me set goals to work toward.			
Northwood Technical College	6.37	6.05	0.32
Ashland Campus	6.55	6.09	0.46
New Richmond Campus	6.39	5.98	0.41
Rice Lake Campus	6.43	6.17	0.26
Superior Campus	6.32	6.19	0.13
Online	6.25	6.10	0.15

Item	Importance	Satisfaction	Gap
13. Financial aid awards are announced to students in time to be helpful in college planning.			
Northwood Technical College	6.47	6.21	0.26
Ashland Campus	6.61	6.30	0.31
New Richmond Campus	6.46	6.20	0.26
Rice Lake Campus	6.46	6.15	0.31
Superior Campus	6.51	6.28	0.23
Online	6.54	6.20	0.34
14. Library resources and services are adequate.			
Northwood Technical College	6.48	6.27	0.21
Ashland Campus	6.68	6.61	0.07
New Richmond Campus	6.50	6.29	0.21
Rice Lake Campus	6.41	6.17	0.24
Superior Campus	6.59	6.13	0.46
Online	6.40	6.36	0.04
15. I am able to register for classes I need with few conflicts.			
Northwood Technical College	6.66	6.29	0.37
Ashland Campus	6.70	6.48	0.22
New Richmond Campus	6.61	6.19	0.42
Rice Lake Campus	6.62	6.40	0.22
Superior Campus	6.73	6.28	0.45
Online	6.73	6.34	0.39
16. The college shows concern for students as individuals.			
Northwood Technical College	6.51	6.15	0.36
Ashland Campus	6.58	6.53	0.05
New Richmond Campus	6.53	6.10	0.43
Rice Lake Campus	6.52	6.07	0.45
Superior Campus	6.55	6.21	0.34
Online	6.44	6.18	0.26
17. Personnel in the Veteran's Services program are helpful.			
Northwood Technical College	6.37	6.12	0.25
Ashland Campus	6.71	6.60	0.11
New Richmond Campus	6.12	5.98	0.14
Rice Lake Campus	6.33	6.04	0.29
Superior Campus	6.52	6.17	0.35
Online	6.64	6.70	-0.06
18. The quality of instruction I receive in most of my classes is excellent.			
Northwood Technical College	6.72	6.06	0.66
Ashland Campus	6.90	6.35	0.55
New Richmond Campus	6.70	6.02	0.68
Rice Lake Campus	6.74	6.02	0.72
Superior Campus	6.74	6.19	0.52
Online	6.67	6.10	0.57

Item	Importance	Satisfaction	Gap
<b>19. This campus provides effective support services for displaced homemakers.</b>			
Northwood Technical College	6.29	5.95	0.34
Ashland Campus	6.65	6.20	0.45
New Richmond Campus	6.13	5.87	0.26
Rice Lake Campus	6.31	6.19	0.12
Superior Campus	6.26	5.64	0.62
Online	6.33	6.21	0.12
<b>20. Financial aid counselors are helpful.</b>			
Northwood Technical College	6.60	6.35	0.25
Ashland Campus	6.68	6.61	0.07
New Richmond Campus	6.65	6.44	0.21
Rice Lake Campus	6.53	6.22	0.31
Superior Campus	6.61	6.25	0.36
Online	6.56	6.47	0.09
<b>21. There are a sufficient number of study areas on campus.</b>			
Northwood Technical College	6.46	6.45	0.01
Ashland Campus	6.73	6.56	0.17
New Richmond Campus	6.56	6.52	0.04
Rice Lake Campus	6.40	6.37	0.03
Superior Campus	6.53	6.40	0.13
Online	6.30	6.52	-0.22
<b>22. People on this campus respect and are supportive of each other.</b>			
Northwood Technical College	6.56	6.32	0.24
Ashland Campus	6.72	6.41	0.31
New Richmond Campus	6.57	6.37	0.20
Rice Lake Campus	6.60	6.18	0.42
Superior Campus	6.62	6.33	0.29
Online	6.41	6.44	-0.03
<b>23. Faculty are understanding of students' unique life circumstances.</b>			
Northwood Technical College	6.56	6.11	0.45
Ashland Campus	6.68	6.25	0.43
New Richmond Campus	6.63	6.09	0.54
Rice Lake Campus	6.55	6.10	0.45
Superior Campus	6.47	6.11	0.36
Online	6.58	6.21	0.37
<b>24. Parking lots are well-lighted and secure.</b>			
Northwood Technical College	6.42	6.24	0.18
Ashland Campus	6.42	6.48	-0.06
New Richmond Campus	6.45	6.31	0.14
Rice Lake Campus	6.48	6.24	0.24
Superior Campus	6.57	6.00	0.57
Online	6.35	6.29	0.06

Item	Importance	Satisfaction	Gap
<b>25. My academic advisor is concerned about my success as an individual.</b>			
Northwood Technical College	6.54	6.25	0.29
Ashland Campus	6.78	6.63	0.15
New Richmond Campus	6.63	6.20	0.43
Rice Lake Campus	6.45	6.35	0.10
Superior Campus	6.39	6.13	0.26
Online	6.53	6.27	0.26
<b>26. Library staff are helpful and approachable.</b>			
Northwood Technical College	6.44	6.41	0.03
Ashland Campus	6.68	6.78	-0.10
New Richmond Campus	6.52	6.41	0.11
Rice Lake Campus	6.31	6.41	-0.10
Superior Campus	6.46	6.20	0.26
Online	6.44	6.49	-0.05
<b>27. The campus staff are caring and helpful.</b>			
Northwood Technical College	6.60	6.49	0.11
Ashland Campus	6.76	6.73	0.03
New Richmond Campus	6.62	6.47	0.15
Rice Lake Campus	6.57	6.35	0.22
Superior Campus	6.61	6.48	0.13
Online	6.59	6.69	-0.10
<b>28. It is an enjoyable experience to be a student on this campus.</b>			
Northwood Technical College	6.61	6.34	0.27
Ashland Campus	6.76	6.55	0.21
New Richmond Campus	6.69	6.32	0.37
Rice Lake Campus	6.53	6.22	0.31
Superior Campus	6.68	6.37	0.31
Online	6.53	6.49	0.04
<b>29. Faculty are fair and unbiased in their treatment of individual students.</b>			
Northwood Technical College	6.68	6.30	0.38
Ashland Campus	6.90	6.41	0.49
New Richmond Campus	6.64	6.31	0.33
Rice Lake Campus	6.66	6.22	0.44
Superior Campus	6.68	6.19	0.49
Online	6.68	6.46	0.22
<b>30. The career services office provides students with the help they need to get a job.</b>			
Northwood Technical College	6.43	6.07	0.36
Ashland Campus	6.67	6.59	0.08
New Richmond Campus	6.57	6.27	0.30
Rice Lake Campus	6.30	5.90	0.40
Superior Campus	6.38	5.83	0.55
Online	6.29	6.13	0.16

Item	Importance	Satisfaction	Gap
31. The campus is safe and secure for all students.			
Northwood Technical College	6.68	6.52	0.16
Ashland Campus	6.86	6.62	0.24
New Richmond Campus	6.76	6.62	0.14
Rice Lake Campus	6.60	6.45	0.15
Superior Campus	6.68	6.43	0.25
Online	6.70	6.63	0.07
32. My academic advisor is knowledgeable about my program requirements.			
Northwood Technical College	6.76	6.61	0.15
Ashland Campus	6.95	6.85	0.10
New Richmond Campus	6.79	6.53	0.26
Rice Lake Campus	6.79	6.65	0.14
Superior Campus	6.65	6.65	0.00
Online	6.73	6.65	0.08
33. Admissions counselors accurately portray the campus in their recruiting practices.			
Northwood Technical College	6.57	6.40	0.17
Ashland Campus	6.68	6.55	0.13
New Richmond Campus	6.56	6.38	0.18
Rice Lake Campus	6.58	6.36	0.22
Superior Campus	6.61	6.43	0.18
Online	6.50	6.54	-0.04
34. Computer labs are adequate and accessible.			
Northwood Technical College	6.47	6.24	0.23
Ashland Campus	6.51	6.58	-0.07
New Richmond Campus	6.48	6.18	0.30
Rice Lake Campus	6.38	5.99	0.39
Superior Campus	6.59	6.39	0.20
Online	6.52	6.49	0.03
35. Policies and procedures regarding registration and course selection are clear and well-publicized.			
Northwood Technical College	6.51	6.24	0.27
Ashland Campus	6.66	6.31	0.35
New Richmond Campus	6.55	6.33	0.22
Rice Lake Campus	6.31	6.20	0.11
Superior Campus	6.65	6.20	0.45
Online	6.53	6.25	0.28
36. Students are made to feel welcome on this campus.			
Northwood Technical College	6.68	6.51	0.17
Ashland Campus	6.80	6.64	0.16
New Richmond Campus	6.68	6.58	0.10
Rice Lake Campus	6.55	6.38	0.17
Superior Campus	6.73	6.41	0.32
Online	6.72	6.70	0.02

Item	Importance	Satisfaction	Gap
<b>37. Faculty take into consideration student differences as they teach a course.</b>			
Northwood Technical College	6.55	6.11	0.44
Ashland Campus	6.71	6.38	0.33
New Richmond Campus	6.57	6.02	0.55
Rice Lake Campus	6.47	6.10	0.37
Superior Campus	6.62	6.14	0.48
Online	6.51	6.11	0.40
<b>38. The student center is a comfortable place for students to spend their leisure time.</b>			
Northwood Technical College	6.26	6.36	-0.10
Ashland Campus	6.47	6.68	-0.21
New Richmond Campus	6.31	6.41	-0.10
Rice Lake Campus	6.17	6.32	-0.15
Superior Campus	6.32	6.22	0.10
Online	6.09	6.26	-0.17
<b>39. The amount of student parking space on campus is adequate.</b>			
Northwood Technical College	6.44	6.53	-0.09
Ashland Campus	6.39	6.68	-0.29
New Richmond Campus	6.51	6.57	-0.06
Rice Lake Campus	6.45	6.58	-0.13
Superior Campus	6.50	6.34	0.16
Online	6.38	6.42	-0.04

Item	Importance	Satisfaction	Gap
40. My academic advisor is knowledgeable about the transfer requirements of other schools.			
Northwood Technical College	6.53	6.25	0.28
Ashland Campus	6.64	6.50	0.14
New Richmond Campus	6.58	6.13	0.45
Rice Lake Campus	6.44	6.32	0.12
Superior Campus	6.65	6.31	0.34
Online	6.48	6.34	0.14
41. Admissions staff are knowledgeable.			
Northwood Technical College	6.66	6.45	0.21
Ashland Campus	6.71	6.74	-0.03
New Richmond Campus	6.69	6.50	0.19
Rice Lake Campus	6.57	6.39	0.18
Superior Campus	6.74	6.31	0.43
Online	6.63	6.51	0.12
42. The equipment in the lab facilities is kept up to date.			
Northwood Technical College	6.52	6.07	0.45
Ashland Campus	6.60	6.23	0.37
New Richmond Campus	6.56	5.97	0.59
Rice Lake Campus	6.50	6.07	0.43
Superior Campus	6.52	6.02	0.50
Online	6.44	6.35	0.09
43. Class change (drop/add) policies are reasonable.			
Northwood Technical College	6.51	6.32	0.19
Ashland Campus	6.58	6.42	0.16
New Richmond Campus	6.51	6.22	0.29
Rice Lake Campus	6.47	6.41	0.06
Superior Campus	6.57	6.28	0.29
Online	6.52	6.32	0.20
44. I generally know what's happening on campus.			
Northwood Technical College	6.21	6.16	0.05
Ashland Campus	6.37	5.98	0.39
New Richmond Campus	6.32	6.21	0.11
Rice Lake Campus	6.20	6.17	0.03
Superior Campus	6.37	6.18	0.19
Online	5.84	6.16	-0.32
45. This institution has a good reputation within the community.			
Northwood Technical College	6.57	6.48	0.09
Ashland Campus	6.67	6.63	0.04
New Richmond Campus	6.58	6.45	0.13
Rice Lake Campus	6.53	6.46	0.07
Superior Campus	6.67	6.48	0.19
Online	6.48	6.55	-0.07

Item	Importance	Satisfaction	Gap
46. Faculty provide timely feedback about student progress in a course.			
Northwood Technical College	6.63	6.25	0.38
Ashland Campus	6.80	6.39	0.41
New Richmond Campus	6.64	6.21	0.43
Rice Lake Campus	6.52	6.14	0.38
Superior Campus	6.64	6.38	0.26
Online	6.66	6.33	0.33
47. There are adequate services to help me decide upon a career.			
Northwood Technical College	6.53	6.27	0.26
Ashland Campus	6.61	6.50	0.11
New Richmond Campus	6.52	6.23	0.29
Rice Lake Campus	6.47	6.04	0.43
Superior Campus	6.58	6.32	0.26
Online	6.56	6.47	0.09
48. Counseling staff care about students as individuals.			
Northwood Technical College	6.64	6.45	0.19
Ashland Campus	6.66	6.61	0.05
New Richmond Campus	6.59	6.39	0.20
Rice Lake Campus	6.55	6.39	0.16
Superior Campus	6.75	6.48	0.27
Online	6.71	6.53	0.18
49. Admissions counselors respond to prospective students' unique needs and requests.			
Northwood Technical College	6.57	6.39	0.18
Ashland Campus	6.59	6.66	-0.07
New Richmond Campus	6.55	6.37	0.18
Rice Lake Campus	6.55	6.30	0.25
Superior Campus	6.60	6.21	0.39
Online	6.61	6.55	0.06
50. Tutoring services are readily available.			
Northwood Technical College	6.52	6.44	0.08
Ashland Campus	6.60	6.64	-0.04
New Richmond Campus	6.64	6.39	0.25
Rice Lake Campus	6.46	6.45	0.01
Superior Campus	6.66	6.40	0.26
Online	6.36	6.51	-0.15
51. There are convenient ways of paying my school bill.			
Northwood Technical College	6.62	6.37	0.25
Ashland Campus	6.71	6.59	0.12
New Richmond Campus	6.65	6.34	0.31
Rice Lake Campus	6.55	6.33	0.22
Superior Campus	6.70	6.43	0.27
Online	6.57	6.29	0.28



Item	Importance	Satisfaction	Gap
<b>52. This school does whatever it can to help me reach my educational goals.</b>			
Northwood Technical College	6.63	6.24	0.39
Ashland Campus	6.76	6.41	0.35
New Richmond Campus	6.69	6.23	0.46
Rice Lake Campus	6.48	6.18	0.30
Superior Campus	6.70	6.41	0.29
Online	6.59	6.12	0.47
<b>53. The assessment and course placement procedures are reasonable.</b>			
Northwood Technical College	6.58	6.35	0.23
Ashland Campus	6.61	6.47	0.14
New Richmond Campus	6.64	6.33	0.31
Rice Lake Campus	6.54	6.33	0.21
Superior Campus	6.60	6.25	0.35
Online	6.56	6.48	0.08
<b>54. Faculty are interested in my academic problems.</b>			
Northwood Technical College	6.58	6.23	0.35
Ashland Campus	6.66	6.44	0.22
New Richmond Campus	6.59	6.28	0.31
Rice Lake Campus	6.49	6.25	0.24
Superior Campus	6.64	6.22	0.42
Online	6.53	6.09	0.44
<b>55. Academic support services adequately meet the needs of students.</b>			
Northwood Technical College	6.60	6.44	0.16
Ashland Campus	6.72	6.65	0.07
New Richmond Campus	6.64	6.41	0.23
Rice Lake Campus	6.46	6.39	0.07
Superior Campus	6.70	6.42	0.28
Online	6.58	6.48	0.10
<b>56. The business office is open during hours which are convenient for most students.</b>			
Northwood Technical College	6.47	6.23	0.24
Ashland Campus	6.69	6.38	0.31
New Richmond Campus	6.52	6.18	0.34
Rice Lake Campus	6.28	6.35	-0.07
Superior Campus	6.61	6.15	0.46
Online	6.43	6.20	0.23
<b>57. Administrators are approachable to students.</b>			
Northwood Technical College	6.52	6.29	0.23
Ashland Campus	6.71	6.44	0.27
New Richmond Campus	6.64	6.42	0.22
Rice Lake Campus	6.41	6.17	0.24
Superior Campus	6.56	6.06	0.50
Online	6.43	6.47	-0.04

Item	Importance	Satisfaction	Gap
58. Nearly all of the faculty are knowledgeable in their fields.			
Northwood Technical College	6.75	6.44	0.31
Ashland Campus	6.85	6.60	0.25
New Richmond Campus	6.74	6.45	0.29
Rice Lake Campus	6.77	6.34	0.43
Superior Campus	6.73	6.44	0.29
Online	6.75	6.47	0.28
59. New student orientation services help students adjust to college.			
Northwood Technical College	6.47	6.33	0.14
Ashland Campus	6.62	6.50	0.12
New Richmond Campus	6.43	6.34	0.09
Rice Lake Campus	6.48	6.34	0.14
Superior Campus	6.54	6.25	0.29
Online	6.40	6.36	0.04
60. Billing policies are reasonable.			
Northwood Technical College	6.58	6.35	0.23
Ashland Campus	6.81	6.59	0.22
New Richmond Campus	6.62	6.39	0.23
Rice Lake Campus	6.48	6.25	0.23
Superior Campus	6.55	6.29	0.26
Online	6.57	6.29	0.28
61. Faculty are usually available after class and during office hours.			
Northwood Technical College	6.58	6.37	0.21
Ashland Campus	6.72	6.48	0.24
New Richmond Campus	6.59	6.44	0.15
Rice Lake Campus	6.58	6.37	0.21
Superior Campus	6.59	6.18	0.41
Online	6.54	6.45	0.09
62. Bookstore staff are helpful.			
Northwood Technical College	6.50	6.34	0.16
Ashland Campus	6.61	6.58	0.03
New Richmond Campus	6.60	6.53	0.07
Rice Lake Campus	6.42	6.20	0.22
Superior Campus	6.51	6.04	0.47
Online	6.48	6.40	0.08
63. I seldom get the "run-around" when seeking information on this campus.			
Northwood Technical College	6.55	6.21	0.34
Ashland Campus	6.59	6.57	0.02
New Richmond Campus	6.64	6.26	0.38
Rice Lake Campus	6.39	5.97	0.42
Superior Campus	6.62	6.11	0.51
Online	6.57	6.39	0.18

Item	Importance	Satisfaction	Gap
64. Nearly all classes deal with practical experiences and applications.			
Northwood Technical College	6.62	6.34	0.28
Ashland Campus	6.71	6.53	0.18
New Richmond Campus	6.63	6.36	0.27
Rice Lake Campus	6.54	6.25	0.29
Superior Campus	6.69	6.39	0.30
Online	6.57	6.39	0.18
65. Students are notified early in the term if they are doing poorly in a class.			
Northwood Technical College	6.54	6.14	0.40
Ashland Campus	6.74	6.07	0.67
New Richmond Campus	6.64	6.15	0.49
Rice Lake Campus	6.40	6.00	0.40
Superior Campus	6.51	6.18	0.33
Online	6.54	6.31	0.23
66. Program requirements are clear and reasonable.			
Northwood Technical College	6.68	6.37	0.31
Ashland Campus	6.83	6.52	0.31
New Richmond Campus	6.69	6.31	0.38
Rice Lake Campus	6.59	6.44	0.15
Superior Campus	6.64	6.31	0.33
Online	6.73	6.41	0.32
67. Channels for expressing student complaints are readily available.			
Northwood Technical College	6.39	5.92	0.47
Ashland Campus	6.45	5.93	0.52
New Richmond Campus	6.43	5.98	0.45
Rice Lake Campus	6.38	5.82	0.56
Superior Campus	6.46	5.86	0.60
Online	6.33	6.05	0.28
68. On the whole, the campus is well-maintained.			
Northwood Technical College	6.62	6.61	0.01
Ashland Campus	6.79	6.85	-0.06
New Richmond Campus	6.64	6.60	0.04
Rice Lake Campus	6.49	6.52	-0.03
Superior Campus	6.64	6.66	-0.02
Online	6.67	6.65	0.02
69. There is a good variety of courses provided on this campus.			
Northwood Technical College	6.64	6.40	0.24
Ashland Campus	6.71	6.36	0.35
New Richmond Campus	6.64	6.43	0.21
Rice Lake Campus	6.64	6.41	0.23
Superior Campus	6.59	6.37	0.22
Online	6.65	6.47	0.18

Item	Importance	Satisfaction	Gap
70. I am able to experience intellectual growth here.			
Northwood Technical College	6.68	6.47	0.21
Ashland Campus	6.74	6.60	0.14
New Richmond Campus	6.64	6.49	0.15
Rice Lake Campus	6.65	6.37	0.28
Superior Campus	6.77	6.51	0.26
Online	6.65	6.50	0.15

Questions 71-80 were reserved for additional college questions. Northwood Tech utilized this space for two add-on questions.

Item	Importance	Satisfaction	Gap
<b>71. Educational Technology Center (ETC) resources and services are adequate.</b>			
Northwood Technical College	6.57	6.39	0.18
Ashland Campus	6.69	6.47	0.22
New Richmond Campus	6.61	6.39	0.22
Rice Lake Campus	6.43	6.43	0.00
Superior Campus	6.56	6.29	0.27
Online	6.62	6.56	0.06
<b>72. Educational Technology Center (ETC) staff are helpful.</b>			
Northwood Technical College	6.59	6.53	0.06
Ashland Campus	6.65	6.75	-0.10
New Richmond Campus	6.64	6.51	0.13
Rice Lake Campus	6.51	6.46	0.05
Superior Campus	6.62	6.55	0.07
Online	6.60	6.66	-0.06

Item	Satisfaction
<b>81. Institution's commitment to part-time students?</b>	
Northwood Technical College	6.32
Ashland Campus	6.41
New Richmond Campus	6.26
Rice Lake Campus	6.34
Superior Campus	6.33
Online	6.40
<b>82. Institution's commitment to evening students?</b>	
Northwood Technical College	6.23
Ashland Campus	6.32
New Richmond Campus	6.28
Rice Lake Campus	6.13
Superior Campus	5.98
Online	6.54
<b>83. Institution's commitment to older, returning learners?</b>	
Northwood Technical College	6.33
Ashland Campus	6.48
New Richmond Campus	6.22
Rice Lake Campus	6.39
Superior Campus	6.37
Online	6.36
<b>84. Institution's commitment to under-represented populations?</b>	
Northwood Technical College	6.22
Ashland Campus	5.90
New Richmond Campus	6.12
Rice Lake Campus	6.42
Superior Campus	6.20
Online	6.50
<b>85. Institution's commitment to commuters?</b>	
Northwood Technical College	6.21
Ashland Campus	6.20
New Richmond Campus	6.11
Rice Lake Campus	6.13
Superior Campus	6.27
Online	6.47
<b>86. Institution's commitment to students with disabilities?</b>	
Northwood Technical College	6.40
Ashland Campus	6.08
New Richmond Campus	6.35
Rice Lake Campus	6.56
Superior Campus	6.22
Online	6.63

Item	Importance
<b>87. Cost as a factor in decision to enroll.</b>	
Northwood Technical College	6.45
Ashland Campus	6.55
New Richmond Campus	6.54
Rice Lake Campus	6.40
Superior Campus	6.41
Online	6.47
<b>88. Financial aid as factor in decision to enroll.</b>	
Northwood Technical College	6.29
Ashland Campus	6.62
New Richmond Campus	6.41
Rice Lake Campus	6.28
Superior Campus	6.22
Online	6.17
<b>89. Academic reputation as factor in decision to enroll.</b>	
Northwood Technical College	6.20
Ashland Campus	6.55
New Richmond Campus	6.20
Rice Lake Campus	6.16
Superior Campus	6.22
Online	6.08
<b>90. Size of institution as factor in decision to enroll.</b>	
Northwood Technical College	5.47
Ashland Campus	5.32
New Richmond Campus	5.60
Rice Lake Campus	5.44
Superior Campus	5.63
Online	5.22
<b>91. Opportunity to play sports as factor in decision to enroll.</b>	
Northwood Technical College	3.63
Ashland Campus	3.32
New Richmond Campus	3.90
Rice Lake Campus	3.83
Superior Campus	3.83
Online	3.10
<b>92. Recommendations from family/friends as factor in decision to enroll.</b>	
Northwood Technical College	5.26
Ashland Campus	5.62
New Richmond Campus	5.28
Rice Lake Campus	5.47
Superior Campus	5.51
Online	4.54

Item	Importance
93. Geographic setting as factor in decision to enroll.	
Northwood Technical College	6.04
Ashland Campus	6.20
New Richmond Campus	6.12
Rice Lake Campus	6.00
Superior Campus	6.10
Online	5.81
94. Campus appearance as factor in decision to enroll.	
Northwood Technical College	5.29
Ashland Campus	5.43
New Richmond Campus	5.39
Rice Lake Campus	5.28
Superior Campus	5.60
Online	4.71
95. Personalized attention prior to enrollment as factor in decision to enroll.	
Northwood Technical College	5.75
Ashland Campus	5.80
New Richmond Campus	5.94
Rice Lake Campus	5.49
Superior Campus	5.83
Online	5.65



Item	Northwood Tech	Ashland Campus	New Richmond Campus	Rice Lake Campus	Superior Campus	Online
96. So far, how has your college experience met your expectations?	5.40	5.64	5.43	5.38	5.39	5.35
1 = Much worse than expected	0%	0%	1%	0%	0%	0%
2 = Quite a bit worse than I expected	1%	2%	2%	0%	1%	1%
3 = Worse than I expected	3%	2%	2%	4%	3%	4%
4 = About what I expected	25%	24%	21%	27%	24%	26%
5 = Better than I expected	21%	11%	20%	23%	24%	22%
6 = Quite a bit better than I expected	17%	20%	20%	16%	15%	16%
7 = Much better than expected	30%	40%	31%	28%	29%	28%
97. Rate your overall satisfaction with your experience here thus far?	6.10	6.33	6.05	6.31	6.19	6.30
1 = Not satisfied at all	0%	0%	0%	0%	0%	0%
2 = Not very satisfied	1%	2%	1%	1%	1%	2%
3 = Somewhat dissatisfied	2%	0%	4%	1%	2%	1%
4 = Neutral	5%	0%	6%	6%	3%	4%
5 = Somewhat satisfied	9%	9%	5%	8%	5%	4%
6 = Satisfied	34%	37%	35%	23%	41%	28%
7 = Very satisfied	45%	51%	46%	59%	45%	57%
98. All in all, if you had to do it over, would you enroll here again?	6.31	6.56	6.23	6.09	6.43	6.13
1 = Definitely not	0%	0%	1%	0%	1%	0%
2 = Probably not	2%	0%	3%	0%	1%	1%
3 = Maybe not	1%	0%	3%	2%	1%	1%
4 = I don't know	4%	2%	5%	7%	2%	4%
5 = Maybe yes	3%	2%	2%	16%	1%	12%
6 = Probably yes	24%	32%	20%	27%	27%	37%
7 = Definitely yes	61%	62%	64%	46%	64%	43%