



STUDENT SATISFACTION SURVEY

Prepared for Southwestern Community College District

May 2023

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INTRODUCTION

INTRODUCTION

OVERVIEW

KEY OBJECTIVES

- Describe students' satisfaction with their academic experience at Southwestern College.
- Characterize students' satisfaction with the culture at Southwestern College.
- Explore the level of satisfaction that students have with support services and opportunities available to them at Southwestern College.

SURVEY ADMINISTRATION & SURVEY SAMPLE

- The survey was administered online in April and May of 2023.
- The analysis includes a total of 902 respondents following data cleaning.

RESPONDENT QUALIFICATIONS

- Current students at Southwestern College

INTRODUCTION

METHODOLOGY

- Sample sizes vary across questions as some questions only pertain to a subset of respondents.
- Conclusions drawn from a small sample size ($n < 20$) should be interpreted with caution.
- For full aggregate, segmented, and verbatim results, please consult the accompanying data supplement.
- Statistically significant differences (95% confidence level) between groups are noted with an asterisk (*).
- After data collection, Hanover identified and removed low-quality respondents.
- “Don’t Know” or “Not Applicable” responses, and equivalent, are often excluded from the figures and analysis in order to focus on respondents who did express an opinion.
- Percentages may sum to over 100% for questions where respondents could select more than one answer option.
- Data labels for values less than 5% may be removed from some figures to improve legibility.
- Question text and answer options marked with "†" are truncated for clarity and brevity.

RECOMMENDATIONS

RECOMMENDATIONS



Optimize course schedules to include the lengths, times, and modalities that students are most interested in.

Respondents indicate that they are interested in weekday evening classes to a greater degree than weekend programs. Additionally, nearly all respondents are interested in 8-week and consecutive 8-week courses. Notably, students are currently more satisfied with the availability of, and what they learn in, in-person courses compared with online courses. Therefore, providing students the opportunity to enroll in 8-week, weekday evening, in-person classes would provide the highest proportion of students courses that match their interests and availability. Simultaneously, Southwestern College might consider working to improve the availability and quality of their online course offerings to give more students the opportunity to learn in a modality of their choice. Hanover can assist Southwestern College to understand which programs students are most interested in taking online to help facilitate this process.



Offer campus services and counseling in both online and in-person modalities. Approximately half to two-thirds of respondents prefer that Southwestern College offer campus services and counseling in both online and in-person formats compared with under one-quarter for online only and in-person only. Services that the highest proportion of respondents prefer in both modalities include the career and transfer connections center, extended opportunities program & services (EOPS), financial aid, and admissions & records. Counseling services that respondents most prefer to include online and in-person options include career counseling, transfer counseling, and academic counseling. Offering a broad variety of services with online and in-person options will allow the greatest number of students to access and use those resources. Hanover can assist in future research projects to understand what needs students seek to meet from using these services, and which services are most conducive to offer in multiple modalities.



Provide students from minority groups other than Hispanic, especially those with Asian or Filipino backgrounds, the resources, support, and opportunities they need to feel supported at Southwestern College. A common theme across the survey is that students with Hispanic backgrounds are consistently more pleased and satisfied with their experience at Southwestern College compared with other minority groups (most often Asian and Filipino). For example, a higher proportion of students with Hispanic backgrounds find Southwestern college to be supportive of a culture of diversity and inclusivity on campus compared to both students with Asian or Filipino backgrounds. Ensuring that all minority groups find Southwestern College to be a welcoming and supportive campus will ensure that a diverse study body continues to apply and enroll.

KEY FINDINGS

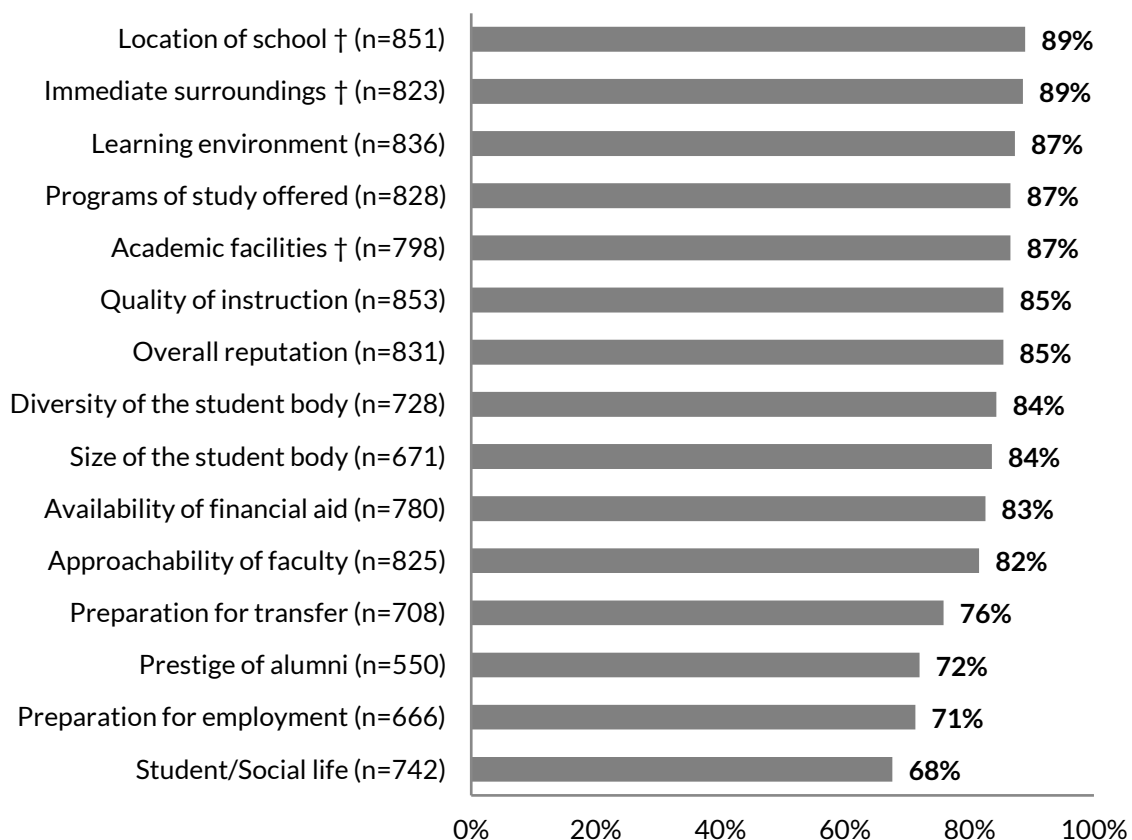
OVERALL QUALITY AND SATISFACTION

Overall, students are generally satisfied with Southwestern College, would recommend it, and rate the quality of most factors highly.

- Most respondents (80%) are either somewhat or completely satisfied with their experience at Southwestern College and nearly two-thirds (61%) identify as promoters compared with only 13% who identify as detractors.
- When asked to rate specific areas, respondents rate most areas at Southwestern College as good or excellent in similar proportions (ranging between 82% and 89%).
- However, a smaller proportion of respondents rate preparation for transfer (76%), prestige of alumni (72%), preparation for employment (71%), and student/social life (68%) as good or excellent.
- When segmenting by field of study, a higher proportion of business majors (91%) rate the quality of instruction as good or excellent compared with mathematics, science, and engineering (81%).

Overall, how would you rate the following at Southwestern College? If you lack experience with one, select "Don't Know or Not Applicable".

% Good + % Excellent



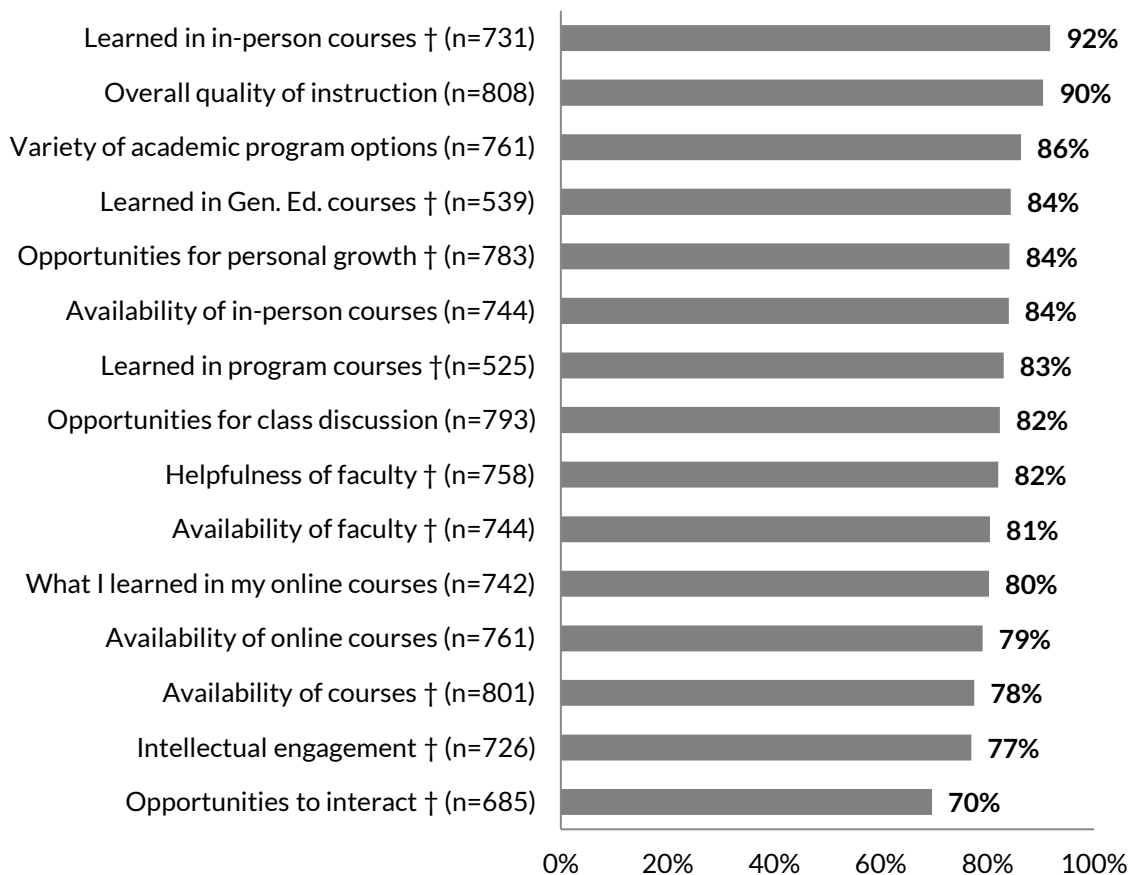
ACADEMIC EXPERIENCE AND SUPPORT

Most respondents are satisfied with many areas related to their academic experience at Southwestern College, but there are some opportunities for improvement.

- A higher proportion of respondents are at least somewhat satisfied with what they learn in (92%) and the availability of in-person courses (84%) compared with their online counterparts (80% and 79% respectively), suggesting there is room for improvement in online course offerings.
- The highest proportion of respondents are at least somewhat satisfied with what they learn in their in-person courses (92%) and the overall quality of instruction (90%).
 - However, a smaller proportion of students with non-Hispanic backgrounds are satisfied with what they learn in their in-person courses (89%) compared to students with Hispanic backgrounds (95%), suggesting expectations for instruction may differ between these two groups.
- Respondents are the least satisfied with opportunities to interact with students from other programs or departments (70%), but this proportion varies by field of study.
 - For example, a higher proportion of students in the Applied Technology and Hospitality program (85%) interact with others outside of their program compared with arts, communication, design, & media (62%), suggesting programs may benefit from sharing best practices and policies around collaboration with outside departments.

Thinking about your academic experience at Southwestern College, how satisfied or dissatisfied have you been with each of the following?

% Somewhat Satisfied + % Completely Satisfied



Note: Only respondents who indicated they had heard of an institution were asked how familiar they were with that institution.

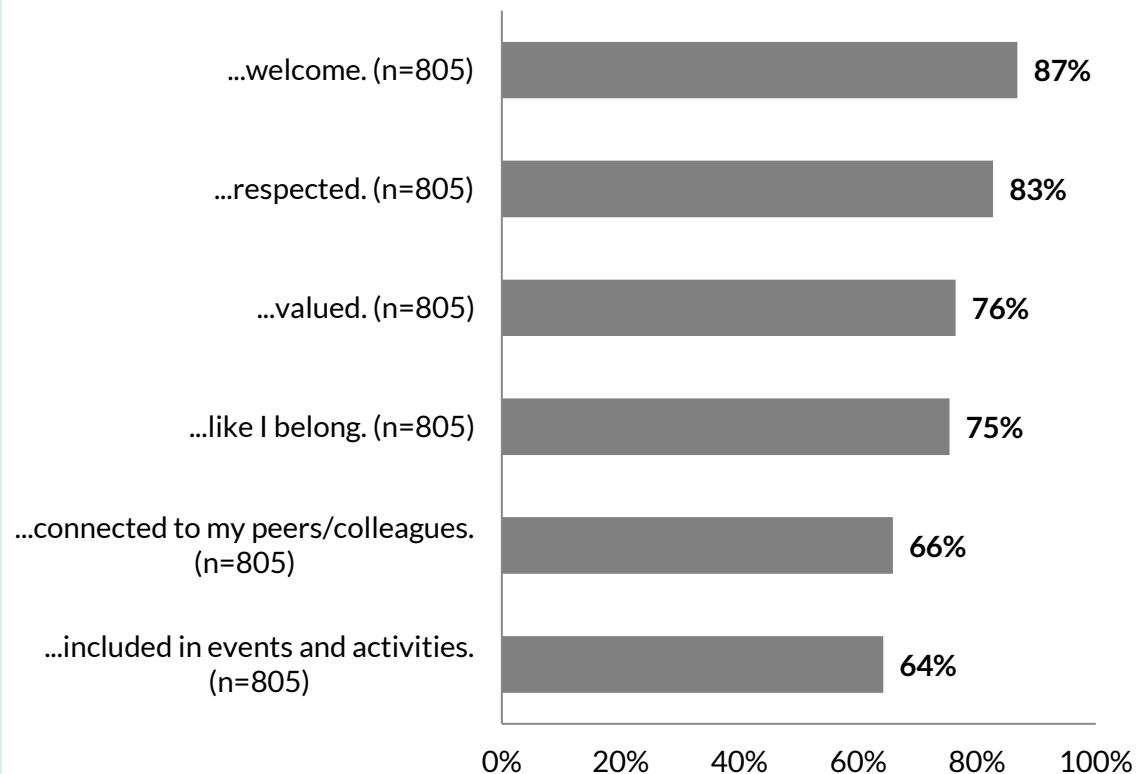


SCHOOL CLIMATE AND CULTURE

Students generally feel safe, supported, and welcome at Southwestern College, but do not feel as connected to their peers or community.

- The highest proportion of respondents agree that they feel welcome (87%) and respected (83%) at Southwestern College. Additionally, the highest proportion of respondents rate Southwestern as good or excellent on feeling secure on campus (81%) and support from college staff (80%)
- The lowest proportion of respondents agree they feel connected to their peers/colleagues (66%) and included in events and activities (64%). Further, the lowest proportion of respondents rate Southwestern College as good or excellent on sense of community (74%) and social life (63%)
- These results support findings on [slide 10](#) that students are pleased with many aspects of their experience at Southwestern College, but feel they are lacking opportunities to collaborate, be social, and feel included.
- When segmenting by race/ethnicity, a higher proportion of students with a Hispanic background agree they feel respected (86%) and welcome (90%) compared with students with a non-Hispanic background (79% and 82% respectively)
- Additionally, some fields of study differ in their ratings about the social life and sense of community at Southwestern College. For instance, a higher proportion of business majors rate their social life as good or excellent (67%) compared with arts, communication, design, and media majors (47%)

Please indicate the extent to which you disagree or agree with each of the following statements about your experiences at Southwestern College. At Southwestern College I feel...
% Somewhat Agree + % Strongly Agree



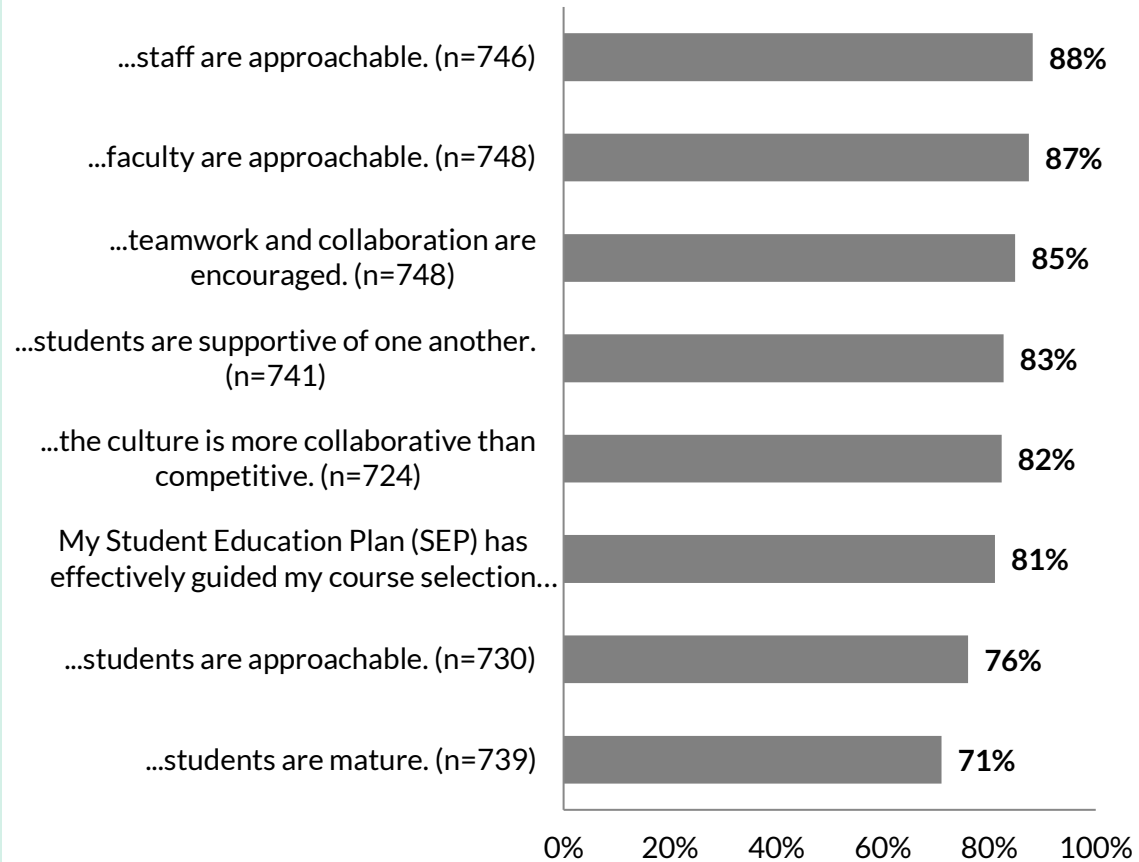
SCHOOL CLIMATE AND CULTURE (CONT'D)

Students rate the quality of their relationships and interactions with staff and faculty better than relationships with other students.

- The highest proportion of respondents agree that staff (88%) and faculty (87%) are approachable, and rate the quality of their relationships with instructional faculty (84%) and staff members (84%) as good or excellent.
- Additionally, nearly all respondents agree that teamwork and collaboration are encouraged (85%), suggesting that although collaboration is highly encouraged, it may typically be constrained to those within their same department or program as [slide 10](#) suggests.
- Conversely, a lower proportion of respondents agree that students are approachable (76%) and mature (71%), and rate their relationships with students as good or excellent (78%).
- These results are consistent across race and ethnicity, but do vary somewhat across fields of study. For example, agreement that students are mature is highest among those majoring in languages and literature (85%) and lowest among those majoring in education, humanities, social & behavioral sciences (65%).

To what extent do you agree or disagree with the following statements? At Southwestern College...

% Somewhat Agree + % Strongly Agree



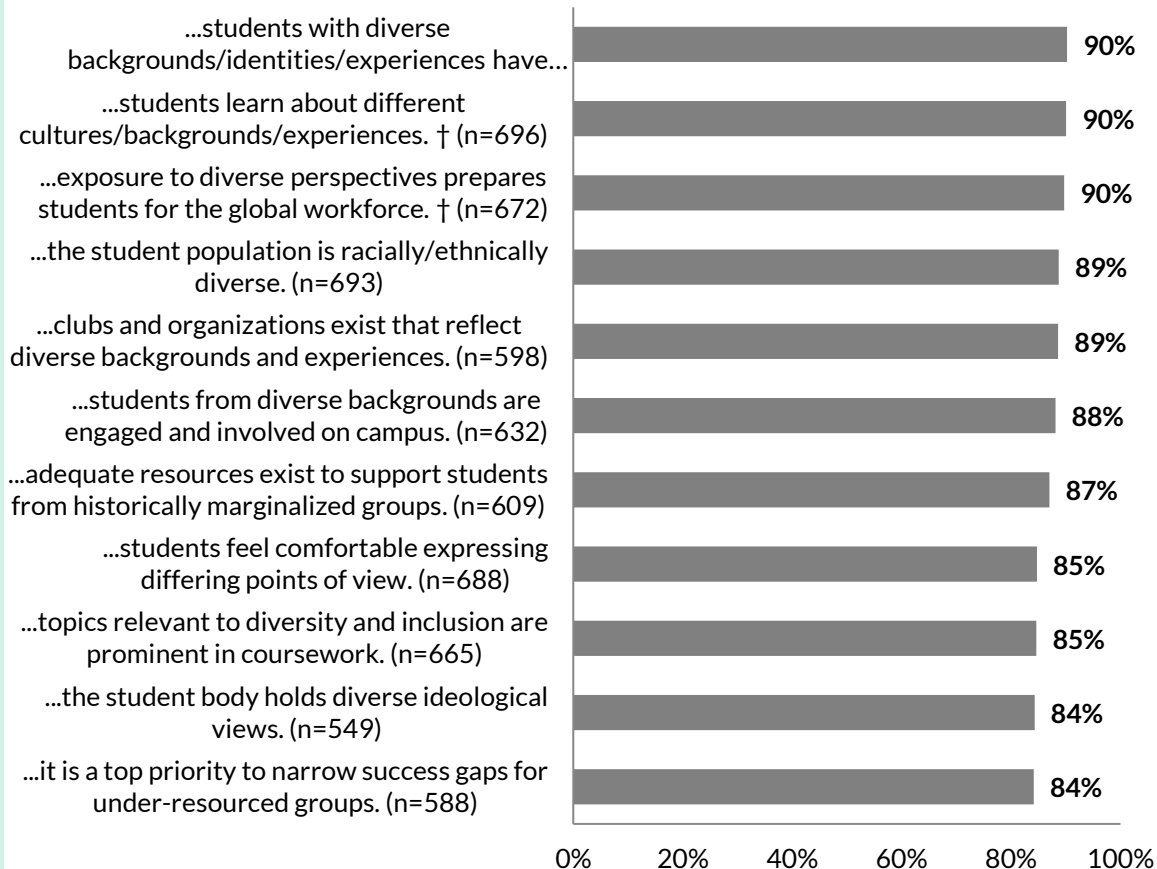
DIVERSITY AND INCLUSION

Most students agree that Southwestern College is supportive of diversity and inclusiveness, but there are differences in perceptions between race/ethnicity groups.

- Overall, most students indicate that Southwestern College considers diversity and inclusiveness very or extremely important (84%), is very or completely supportive of diversity and inclusiveness (81%), and agrees that Southwestern College provides experiences, resources, and support for students with diverse backgrounds, identities, and experiences (range: 84% - 90%).
- However, there are differences in perceptions between some race/ethnicity groups. For instance, a higher proportion of students with Hispanic backgrounds indicate that Southwestern College considers diversity and inclusiveness very or extremely important (88%) and is very or completely supportive of diversity and inclusiveness (86%), compared with other minority groups (Asian: 65% and 52%, Black or African-American: 79% and 67% and Filipino: 69% and 70%).
- This suggests that students with Hispanic backgrounds feel well supported at Southwestern College, but other minority groups feel support is lacking in comparison.

Please indicate the extent to which you disagree or agree with the following statements. If you lack experience with one, select "Don't Know or Not Applicable". At Southwestern College...

% Somewhat Agree + % Strongly Agree



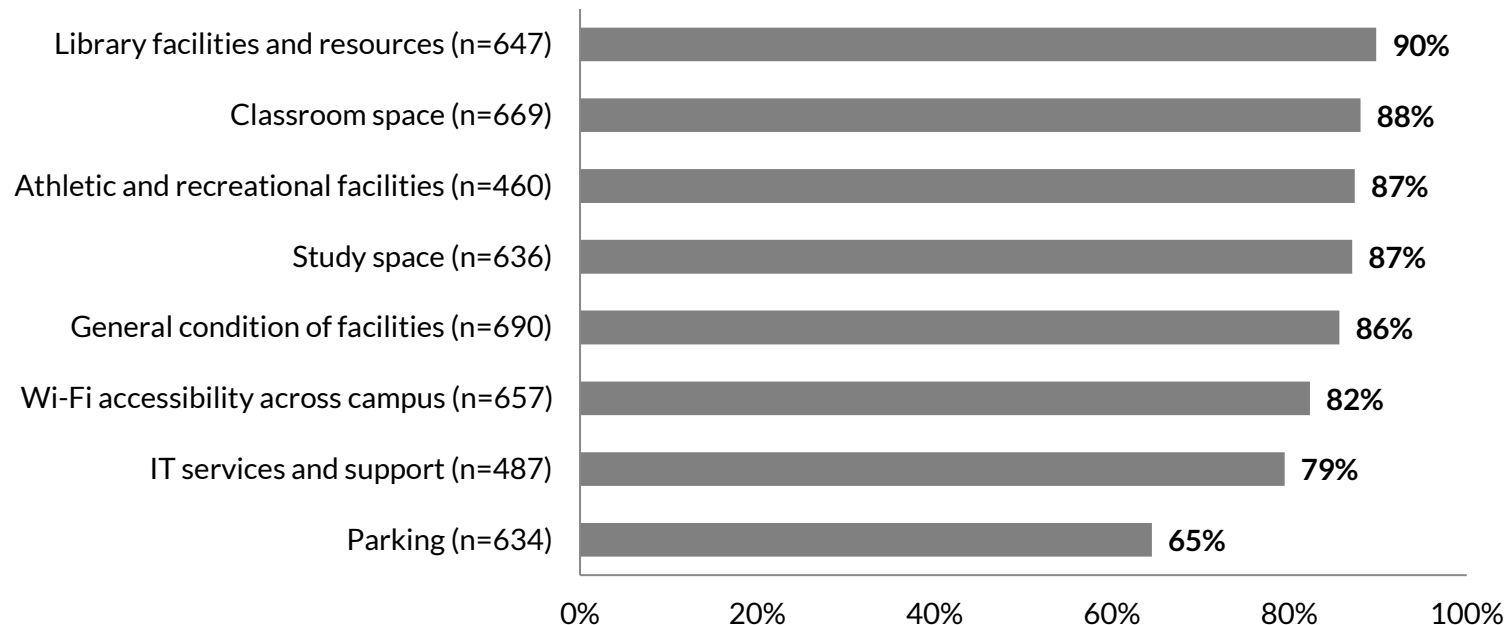
FACILITIES

The highest rated facilities are those related to academic spaces and resources.

- The highest proportion of respondents are satisfied with library facilities and resources (90%), classroom space (88%), athletic and recreational facilities (87%), and study space (87%), suggesting that Southwestern College provides high-quality academic facilities and spaces for students.
- When segmenting by field of study, a higher proportion of business students are satisfied with their classroom space (93%) compared with both arts, communication, design, & media (83%), and applied technology & hospitality management (77%).

How satisfied or dissatisfied are you with the overall quality of the following facilities at Southwestern College? If you lack experience with one, select "Don't Know or Not Applicable".

% Somewhat Satisfied + % Completely Satisfied



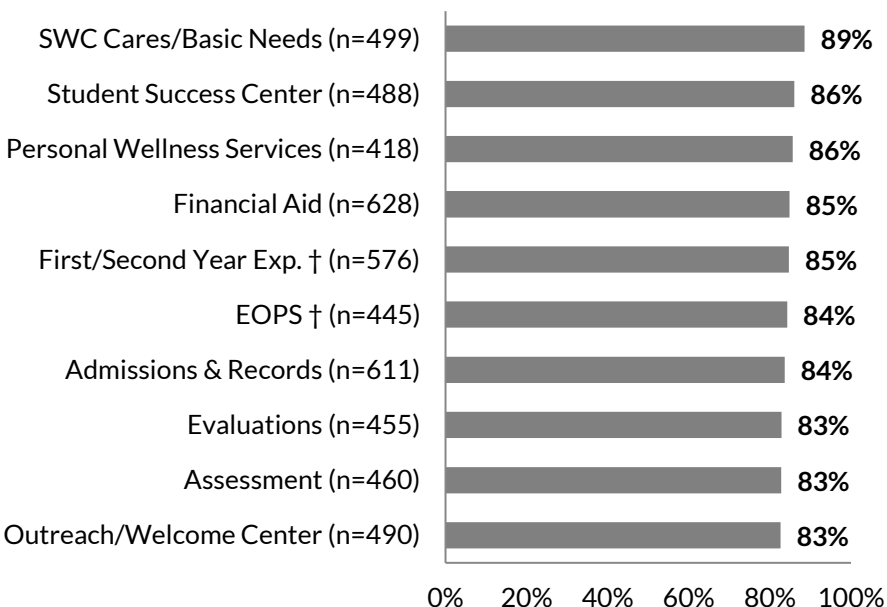
STUDENT SERVICES – CAMPUS SERVICES

Some campus services are aligned in their availability and the level of helpfulness they provide while others are not. Most students prefer to have access to all services both online and in-person.

- Most respondents are both satisfied with the availability SWC cares/Basic needs (89%), personal wellness services (86%), the student success center (86%), and financial aid (85%), and find these services to be very or extremely helpful (82%, 80%, 80%, and 80% respectively) suggesting that students are able to access these services and find them worthwhile.
- The highest proportion of students prefer to access all campus services both online and in-person (49% – 62%) compared with online only (5% - 19%) and in-person only (16% - 25%).

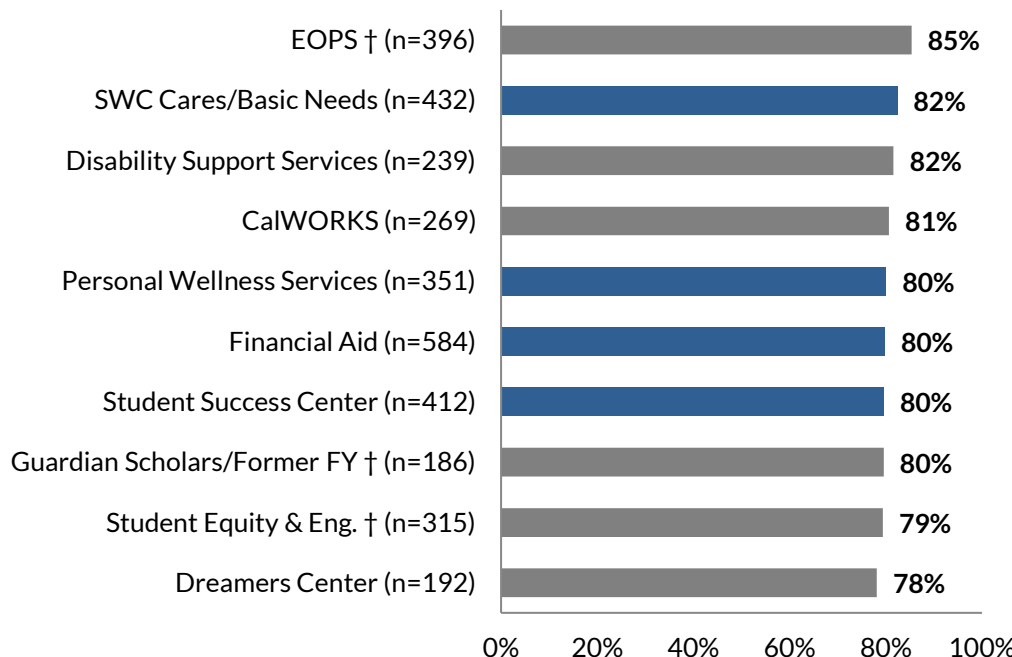
How satisfied or dissatisfied are you with the availability of the following campus services at Southwestern College? If you lack experience with one, select, "Don't Know or Not Applicable".

% Somewhat Satisfied + % Completely Satisfied



How helpful are the following campus services at Southwestern College? If you lack experience with one, select, "Don't Know or Not Applicable".

% Very Helpful + % Extremely Helpful



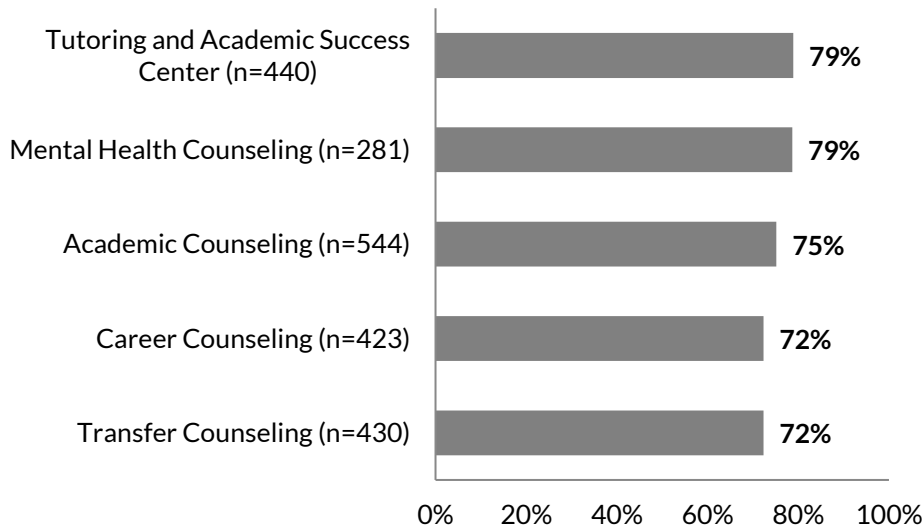
STUDENT SERVICES – COUNSELING

Most students find counseling at Southwestern College to be at least very helpful and prefer to access those services both online and in-person.

- The highest proportion of students find tutoring and academic success center (79%) and mental health counseling (79%) to be very or extremely helpful; however, the proportion for all counseling services has a relatively tight range (72% - 79%).
- When segmenting by field of study, a lower proportion of arts, communication, design, & media majors find academic counseling to be very or extremely helpful compared with business (86%) and education, humanities, social & behavioral sciences majors (79%), suggesting there may be differences in the quality of academic counseling provided depending on the program.
- Students prefer to access services both online and in-person (56% - 64%) compared with online only (9% - 13%) and in-person only (20% - 26%).

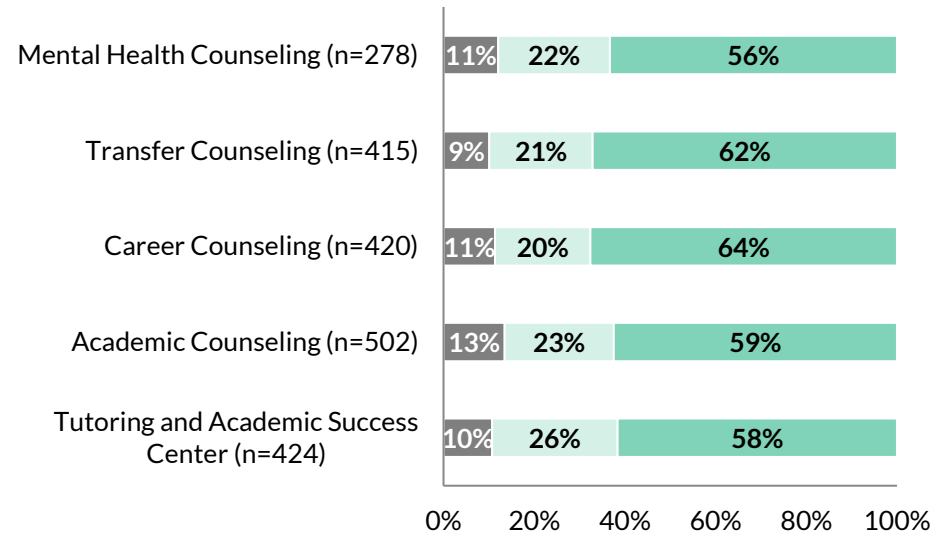
How helpful are the following types of academic counseling and support at Southwestern College? If you lack experience with one, select "Don't Know or Not Applicable".

% Very Helpful + % Extremely Helpful



How do you prefer to access the following campus services at Southwestern College? If you lack experience with one, select "Don't Know or Not Applicable".

■ Online Only ■ In-Person Only ■ Both Online and In-Person



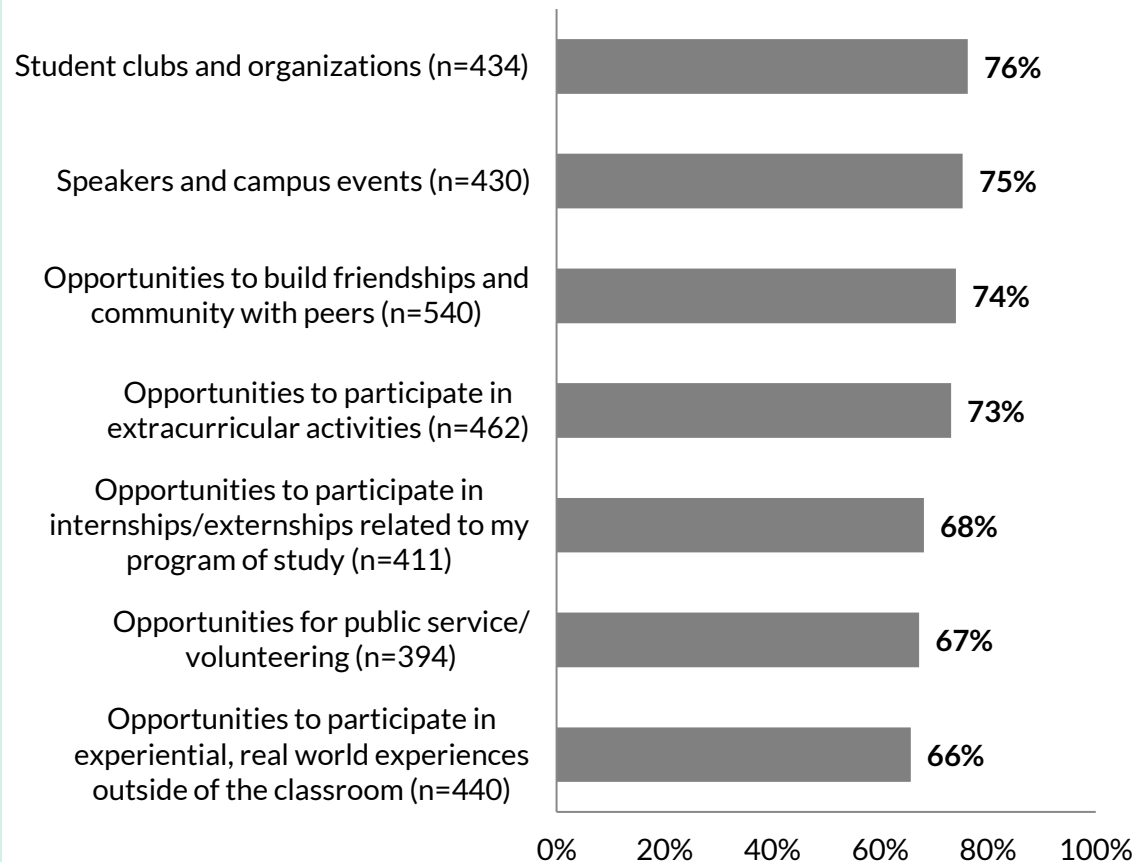
ACTIVITIES AND OPPORTUNITIES

Respondents are most satisfied with events and opportunities that take place on campus or are non-academic related.

- The highest proportion of respondents are satisfied with student clubs and organizations (76%), speakers and campus events (75%), and opportunities to build friendships and community with peers (74%).
- Alternatively, the smallest proportion of respondents are satisfied with opportunities to participate in internships/externships related to their program of study (68%), opportunities for public service/volunteering (67%), and opportunities to participate in experiential, real world experiences outside of the classroom (66%).
- These results are consistent across field of study and race/ethnicity.

How satisfied or dissatisfied are you with the following events and opportunities at Southwestern College?

% Somewhat Satisfied + % Completely Satisfied

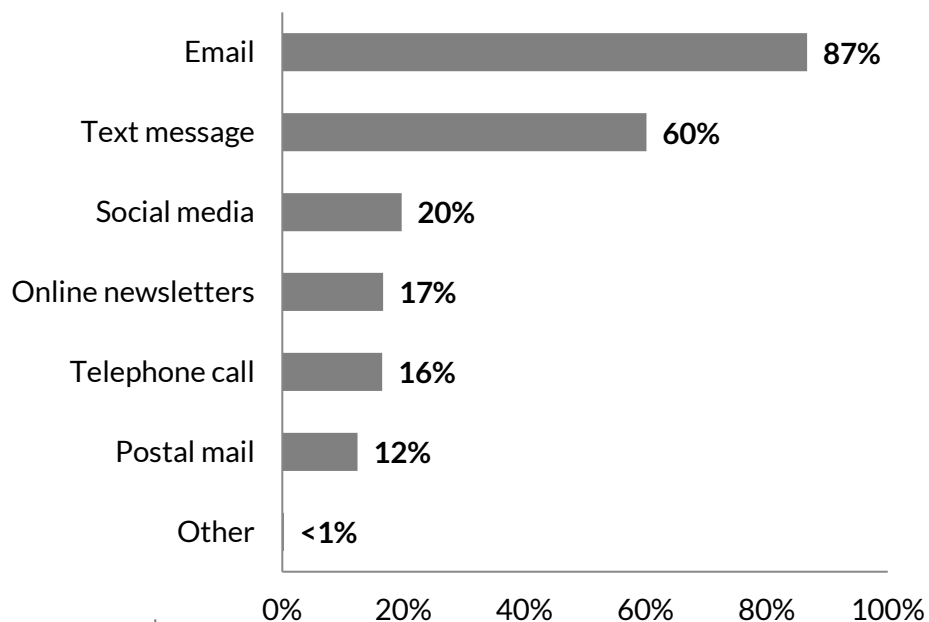


COMMUNICATION PREFERENCES

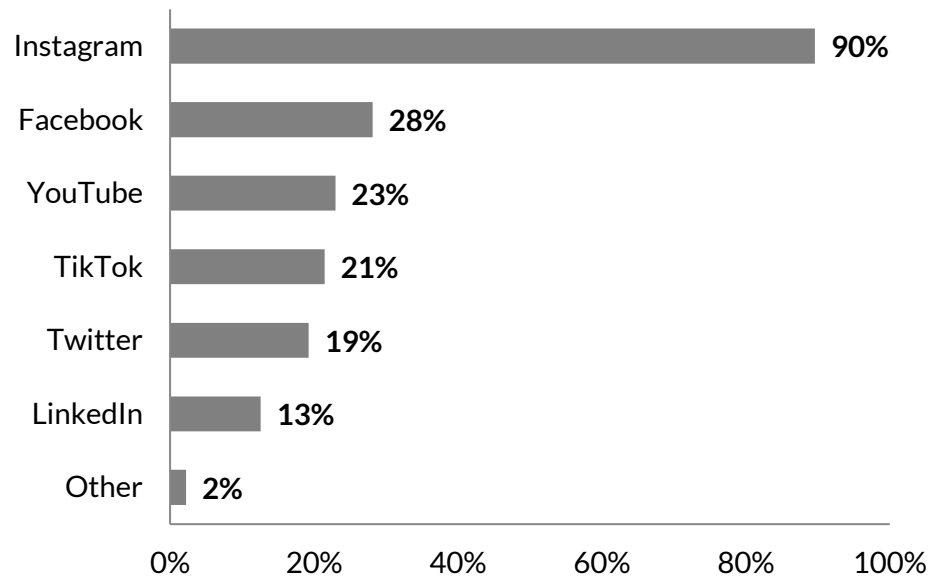
Most respondents prefer to receive communications via email or text message and Instagram is the most preferred social media platform.

- Email (87%), text message (60%), and social media (20%) are the most preferred types of media to receive communication from Southwestern College.
- Of those who prefer social media, Instagram is the most preferred platform (90%), followed by Facebook (28%) and Youtube (23%).

In which of the following ways would you prefer to receive communication from Southwestern College? Please select all that apply. (n=685)



Please select the social media platforms through which you prefer to receive communications from higher education institutions. Please select all that apply. (n=135)



RESPONDENT CHARACTERISTICS

Disability Diagnosis (n=675)

Yes	20%
No	74%
Prefer not to disclose	7%

Gender (n=676)

Female	66%
Male	29%
Gender variant/Non-conforming/Non-binary	2%
Transgender male	0%
Transgender female	0%
Not listed/Prefer to self-describe (specify, if desired):	0%
Prefer not to respond	3%

Race/Ethnicity (n=676)

Hispanic or Latin(o/a/x)	66%
White	20%
Filipino	10%
Asian	9%
Black or African-American	6%
American Indian or Alaskan Native	2%
Native Hawaiian or Pacific Islander	1%
Not listed/Prefer to self-describe (specify, if desired):	2%
Prefer not to respond	4%

Age (n=676)

19 or less	28%
20 to 24	34%
25 to 29	9%
30 to 34	6%
35 to 39	7%
40 to 59	10%
50 or above	5%
Prefer not to respond	2%

Field of Study (n=674)

Health, Wellness, & Public Safety	25%
Education, Humanities, Social & Behavioral Sciences	22%
Mathematics, Science, & Engineering	17%
Business	14%
Arts, Communication, Design, Media	11%
Languages & Literature	3%
Applied Technology & Hospitality Management	2%
Exploration & Personal Growth	2%
Other	1%
Not sure	4%



Thank you.

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