



Office of Institutional Research, Planning and Assessment

FALL 2014 STUDENT SATISFACTION SURVEY

Introduction

The fall 2014 Student Satisfaction Survey was conducted by the Office of Institutional Research, Planning & Assessment (OIRPA) to complement the findings of an earlier Organizational Climate Survey that was administered to all faculty and staff of the University of Maryland Eastern Shore (UMES) during the previous summer. The survey was administered to all 4,281 students in both graduate and undergraduate programs and 1,325 students responded, giving a response rate of 31%. Respondents included 84.1% undergraduate and 15.1% graduate, full-time (96.8%) and part-time (3.2%) students, and the distribution by schools (i.e., four schools of Arts & Professions, Agriculture and Natural Sciences, Business & Technology and Pharmacy & Health Professions) ranged from 18.2% for Business & Technology to 32.2% for Arts and Professions. The survey covered areas including (1) student reasons for choosing UMES, (2) the quality of student educational experiences, (3) support services provided by faculty, (4) support services provided by staff, and (5) other services. The section that follows is a summary/highlights of this survey's findings:

Summary of Findings/Highlights

Reasons for Choosing UMES

Two in five students (40.3%) chose UMES because it offers programs that are attractive to them. UMES offers several distinctive programs in the state including Aviation Sciences, Hospitality and Tourism Management, Engineering, Physician Assistant Studies, Pharmacy, Physical Therapy and Professional Golf Management. These programs should be promoted even more aggressively to attract more students. In addition, students come to UMES because of low cost and funding/scholarship opportunities (12.1%), because they like the campus environment (8.9%) or one their parents/relatives attended UMES (7.3%). However, a significant number come to UMES to satisfy General Education requirements (9.4%) or to take a few courses while attending another college or while attending high school (4.3%). UMES should make every effort to convince those planning to leave that it is an institution of choice for them.

Table 1: Reason for Choosing UMES

Reason for Choosing UMES	# Responses	Percent
UMES offers the right program in my field	369	40.3%
Funding/scholarship opportunity	111	12.1%
Take courses to satisfy General Education requirements	86	9.4%
I like the UMES Campus environment	81	8.9%
One of my parents/relatives attended UMES	67	7.3%
Play sports	49	5.4%
Earn college credit while attending high school	30	3.3%
Take a few courses while attending another college	9	1.0%
Other	113	12.3%
Total	915	100%

Student Educational Experiences

Almost 7 in 10 (73.1%) respondents agreed or strongly agreed that they were aware that UMES offers internet courses. This is confirmed by positive outcomes reported in Managing for Results (MFR) report, a high states report UMES submits to the Maryland Higher Education Commission and Maryland Department of Budget and Management. According to the MFR report student enrollment in courses using distance education technology has increased from 648 in 2009 to 1,852 in 2014, an increase of a whopping 186% that has exceeded UMES’ goal of 1,000 by 2014. Also, almost 7 in 10 (65.0%) agreed or strongly agreed that they were satisfied with their educational experiences at UMES. In addition, a majority of respondents agreed or strongly agreed ranging from 52.9% for receiving printed information such as catalogs to 63.5% for being satisfied by the services provided by computer labs. Meanwhile, the proportion of respondents that were neutral, ranging from 20.2% for awareness that UMES offers internet courses to 36.3% for satisfaction with mentoring services, confirms that there is room for improvement (see Table 2).

Table 2: UMES Student Educational Experiences

Statement/Item	n	SA (%)	A (%)	N (%)	D (%)	SD (%)	AR*	AR 1	AR 2	AR 3	AR 4	AR 5
Q29. I am aware that UMES offers Internet courses	1251	28.7	44.4	20.2	4.1	2.6	3.9	4.0	4.0	4.1	3.8	3.9
Q1. Satisfied with educational experiences at UMES	1313	20.1	44.9	23.4	7.7	4.0	3.7	3.7	3.6	3.7	3.7	4.0
Q44. I am satisfied by the services provided by Computer Labs	1191	19.8	43.7	28.0	5.5	2.9	3.7	3.7	3.7	3.8	3.7	3.9
Q28. I am satisfied with on-line registration	1273	23.8	39.6	25.1	6.9	4.6	3.7	3.8	3.6	3.8	3.6	3.7
Q27. I am able to find the information I need on my school's web pages	1290	22.1	41.0	26.1	6.7	4.0	3.7	3.8	3.6	3.8	3.7	3.7
Q2. UMES has encouraged personal growth	1311	21.9	41.1	25.6	7.8	3.6	3.7	3.7	3.6	3.8	3.7	4.1
Q38. The printed information I receive is clear and understandable	1209	17.7	44.6	29.4	5.1	3.1	3.7	3.7	3.6	3.8	3.7	3.7
Q35. I am able to register for the classes I need to graduate on time	1220	20.2	41.1	24.9	8.6	5.2	3.6	3.7	3.5	3.6	3.7	4.0
Q30. I am satisfied with the availability of Internet courses	1199	21.2	38.1	28.9	7.3	4.4	3.6	3.7	3.5	3.8	3.6	3.8
Q61. I am satisfied by the services provided by Writing Support Services	1077	22.2	36.7	34.5	3.7	2.9	3.7	3.8	3.7	3.8	3.7	3.8
Q59. I am satisfied by the services provided by Tutoring	1067	22.0	36.5	33.4	4.5	3.7	3.7	3.8	3.7	3.7	3.6	3.7
Q41. I am satisfied by the services provided by Bookstore	1190	18.4	39.4	26.5	9.7	6.1	3.5	3.6	3.4	3.7	3.5	3.6
Q52. I am satisfied with mentoring services	1044	19.5	37.0	36.3	4.1	3.1	3.7	3.7	3.6	3.6	3.7	3.8
Q31. I am satisfied with the availability of class offerings	1253	18.5	37.6	26.7	11.3	5.8	3.5	3.6	3.2	3.6	3.6	3.8

Statement/Item	n	SA (%)	A (%)	N (%)	D (%)	SD (%)	AR*	AR 1	AR 2	AR 3	AR 4	AR 5
Q36. I have received printed information such as catalogs or brochures regarding UMES	1197	16.4	36.5	26.3	13.5	7.3	3.4	3.4	3.3	3.7	3.3	3.7

n= Number of respondents; SA=Strongly Agree; A=Agree; N=Neutral; D=Disagree; SD=Strongly Disagree; AR*=Average Rating; AR1= Average Rating for Agriculture and Natural Science; AR2=Arts & Professions; AR3=Business & Technology; AR4=Pharmacy and Health Professions, and AR5=Graduate Studies

Support Services Provided by Faculty

Almost 3 in 5 respondents agreed or strongly agreed that faculty academic advisors are accessible (63.5%), courteous (62.7%), provide sufficient information (60.4%), and that faculty academic advisement is satisfactory (60.0%). Similarly, a majority of respondents agreeing or strongly agreeing with statements ranging from faculty being courteous (54.8%) to faculty academic advisors providing timely advisement (59.5%) indicate satisfaction with services provided by faculty to students. However, the large proportion of respondents who are neutral, ranging from 29.1% for academic advisors are accessible to 32.9% for faculty is courteous, suggest that there is room for improvement. In addition, the fact that only 47.6% of respondents agreed or strongly agreed that faculty address their problems and concerns within reasonable time can be a source of frustration to students and therefore, needs to be addressed (see Table 3).

Table 3: Support Services Provided by Faculty

Statement/Item	n	SA (%)	A (%)	N (%)	D (%)	SD (%)	AR*	AR 1	AR 2	AR 3	AR 4	AR 5
Q23. Faculty academic advisors are accessible	1281	20.8	42.7	29.1	4.9	2.5	3.7	3.7	3.7	3.9	3.8	4.0
Q24. Faculty academic advisors are courteous	1279	22.6	40.1	30.0	4.9	2.3	3.8	3.7	3.7	3.9	3.8	4.2
Q20. Faculty academic advisors provide sufficient information	1269	21.0	39.4	29.3	7.0	3.3	3.7	3.7	3.7	3.7	3.6	4.1
Q25. Faculty academic advisement is satisfactory	1277	19.6	40.4	29.9	6.4	3.7	3.7	3.6	3.7	3.8	3.7	4.0
Q22. Faculty academic advisors provide timely advisement	1268	20.9	38.6	30.3	7.1	3.4	3.7	3.6	3.7	3.7	3.7	3.9

Statement/Item	n	SA (%)	A (%)	N (%)	D (%)	SD (%)	AR*	AR 1	AR 2	AR 3	AR 4	AR 5
Q21. Faculty academic advisors provide accurate advisement	1270	19.8	38.7	30.6	7.8	3.1	3.6	3.6	3.7	3.7	3.7	3.9
Q11. Faculty are willing to give needed time and assistance	1302	19.0	38.9	32.6	6.2	3.2	3.6	3.5	3.7	3.7	3.7	3.9
Q10. Faculty is courteous	1299	18.1	36.7	32.9	7.9	4.4	3.6	3.4	3.5	3.6	3.7	4.1
Q9. Faculty address my problems and concerns within reasonable time	1298	14.9	32.7	32.4	12.2	7.9	3.5	3.2	3.3	3.4	3.4	3.7

n= Number of respondents; SA=Strongly Agree; A=Agree; N=Neutral; D=Disagree; SD=Strongly Disagree; AR*=Average Rating; AR1= Average Rating for Agriculture and Natural Science; AR2=Arts & Professions; AR3=Business & Technology; AR4=Pharmacy and Health Professions, and AR5=Graduate Studies

Support Services Provided by Staff

Almost 7 in 10 respondents (67.2%) agreed or strongly agreed that they are satisfied by services provided by the library; and almost 3 in 5 are satisfied by services provided by the Registrar's Office (60.5%). In addition, a majority of respondents agreed or strongly agreed that they are satisfied with services ranging from those provided by Disability Services (50.9%) to services by Student Residence Life (59.2%). Like faculty support services above, the proportion of respondents who were neutral ranging from 23.6% for services provided by the Library to 43.8% for services provided by Disability Services suggests that there is room for improvement. Also, a significantly lower proportion of respondents ranging from those agreeing or strongly agreeing with satisfaction by services provided by the International Student Services (43.0%) to non-faculty advisors providing sufficient information (49.5%) suggest a great need for improvement in these areas. The corresponding proportions of respondents who are neutral, ranging from 23.1% for International Student Services to 42.2% for satisfaction with non-faculty advisors providing accurate advisement suggests that there is room for improvement (see Table 4). As UMES continues to promote strategies that will increase student success (i.e., retention and graduation rates), effective advisement by both faculty and staff is critical. Satisfaction with International Student Services for both national and international students is affected in large part by lack of funding in the form of financial aid/scholarships/grants for those international students who need financial assistance and nationals who want to take advantage of Study Abroad opportunities (see Table 4).

Table 4: Support Services Provided by Staff

Statement/Item	n	SA (%)	A (%)	N (%)	D (%)	SD (%)	AR*	AR 1	AR 2	AR 3	AR 4	AR 5
Q51. I am satisfied by the services provided by Library	1201	24.7	42.5	23.6	5.6	3.6	3.8	3.9	3.7	4.0	3.6	3.8
Q53. I am satisfied by the services provided by Registrar's office	1161	19.6	40.9	29.5	6.0	4.0	3.7	3.7	3.5	3.8	3.6	4.0
Q54. I am satisfied by the services provided by Residence Life	1095	21.8	37.4	30.6	5.4	4.7	3.7	3.8	3.5	3.7	3.6	3.7
Q46. I am satisfied by the services provided by Counseling Services	1053	19.0	39.7	35.4	3.7	2.2	3.7	3.7	3.7	3.8	3.7	3.8
Q45. I am satisfied by the services provided by Copy Center	1102	18.0	39.0	34.4	5.4	3.2	3.6	3.7	3.6	3.8	3.6	3.8
Q42. I am satisfied by the services provided by Career Services	1095	17.7	38.5	34.2	6.0	3.6	3.6	3.6	3.5	3.7	3.7	3.8
Q56. I am satisfied by the services provided by Student Advisement	1113	18.2	37.6	33.5	6.0	4.6	3.6	3.6	3.5	3.6	3.6	3.9
Q14. Staff is willing to give needed time and assistance	1292	16.6	38.3	33.6	8.6	2.9	3.6	3.5	3.5	3.7	3.6	3.9
Q57. I am satisfied by the services provided by Student Health Services	1115	19.3	35.3	33.3	6.8	5.3	3.6	3.6	3.4	3.7	3.5	3.8
Q13. Staff is Courteous	1299	17.0	37.3	34.3	7.2	4.2	3.6	3.4	3.5	3.7	3.6	3.8
Q43. I am satisfied by the services provided by Cashiers Office	1094	15.9	37.5	38.8	4.7	3.1	3.6	3.6	3.6	3.6	3.6	4.0
Q55. I am satisfied by the services provided by Student Activities	1100	18.0	34.6	33.6	7.7	6.0	3.5	3.5	3.4	3.5	3.5	3.8
Q58. I am satisfied by the services provided by Student Life	1089	18.1	34.4	34.3	7.4	5.7	3.5	3.6	3.4	3.5	3.6	3.6
Q48. I am satisfied by the services provided by Financial Aid	1175	16.9	35.1	28.0	9.8	10.3	3.4	3.4	3.3	3.5	3.3	3.8
Q19. Non-faculty advisors are courteous	1227	15.2	36.7	40.3	5.2	2.6	3.6	3.5	3.5	3.6	3.6	3.9
Q12. Staff address my problems and concerns within reasonable time	1296	15.4	36.4	33.8	9.4	5.0	3.5	3.4	3.4	3.4	3.5	3.9
Q47. I am satisfied by the services provided by Disability Services	925	17.6	33.3	43.8	3.1	2.2	3.6	3.6	3.6	3.7	3.6	3.8
Q15. Non-faculty advisors provide sufficient information	1237	14.2	35.3	39.3	8.0	3.2	3.5	3.4	3.6	3.6	3.5	3.8

Statement/Item	n	SA (%)	A (%)	N (%)	D (%)	SD (%)	AR*	AR 1	AR 2	AR 3	AR 4	AR 5
Q18. Non-faculty advisors are accessible	1219	13.5	35.6	40.7	7.7	2.5	3.5	3.4	3.5	3.6	3.5	3.9
Q60. I am satisfied by the services provided by University Police	1143	16.4	31.9	33.0	9.6	9.0	3.4	3.3	3.3	3.4	3.5	3.6
Q16. Non-faculty advisors provide accurate advisement	1222	12.9	34.7	42.2	7.4	2.7	3.5	3.4	3.5	3.6	3.5	3.7
Q17. Non-faculty advisors provide timely advisement	1218	13.3	34.1	40.9	9.1	2.6	3.5	3.4	3.5	3.5	3.4	3.7
Q50. I am satisfied by the services provided by International Student Services	883	15.3	27.7	49.0	3.6	4.3	3.5	3.5	3.4	3.7	3.4	3.5

n= Number of respondents; SA=Strongly Agree; A=Agree; N=Neutral; D=Disagree; SD=Strongly Disagree; AR*=Average Rating; AR1= Average Rating for Agriculture and Natural Science; AR2=Arts & Professions; AR3=Business & Technology; AR4=Pharmacy and Health Professions, and AR5=Graduate Studies

Other Services

Almost 7 in 10 respondents agreed or strongly agreed that classroom locations on the campus are convenient (72.5%) and UMES website is easy to navigate (65.9%). In addition, a majority of respondents agreed or strongly agreed, ranging from the time they have waited to receive services being reasonable (51.9%) to feeling safe on UMES campus (55.9%). However, significantly lower proportions of respondents agreed or strongly agreed with statements of satisfaction including satisfaction with food services (30.2%), choosing UMES among other options (35.3%), adequacy of campus parking (35.5%), believing that they file a complaint or suggestion it will be properly addressed (41.0%), recommending UMES to others (46.1%), and knowing how to file a complaint or suggestion on campus (48.1%). Fortunately, there is a significant number of respondents who were neutral ranging between (25.9%) for knowing how to file a complaint or suggestion on campus to believing that a complaint or suggestion filed on the campus will be properly addressed (32.5%). These services represent sound opportunities for improvement (see Table 5).

Table 5: Other Services

Statement/Item	n	SA (%)	A (%)	N (%)	D (%)	SD (%)	AR*	AR 1	AR 2	AR 3	AR 4	AR 5
Q5. Classroom locations on campus are convenient	1301	25.7	46.8	20.1	5.6	1.7	3.9	4.0	3.9	3.9	3.9	4.2
Q26. UMES website is easy to navigate	1294	25.6	40.3	23.6	5.4	5.0	3.8	3.9	3.7	3.9	3.6	3.8
Q8. Feel safe on UMES campus	1296	17.8	38.1	31.8	8.2	4.1	3.6	3.5	3.6	3.6	3.6	3.7

Statement/Item	n	SA (%)	A (%)	N (%)	D (%)	SD (%)	AR*	AR 1	AR 2	AR 3	AR 4	AR 5
Q37. I have received information regarding UMES in a timely manner	1221	15.2	38.7	32.4	8.8	4.8	3.5	3.5	3.4	3.7	3.5	3.7
Q32. University services are available to me at convenient times	1269	15.5	38.3	31.4	9.9	4.9	3.5	3.5	3.4	3.6	3.5	3.8
Q7. Clean and well maintained campus facilities	1299	16.6	36.7	29.8	12.7	4.2	3.5	3.5	3.4	3.5	3.6	3.8
Q33. The time I have waited to receive services has been reasonable	1274	14.0	37.9	34.3	9.5	4.3	3.5	3.5	3.4	3.6	3.4	3.6
Q39. I know how to file a complaint or suggestion on campus	1215	14.2	33.9	25.9	16.7	9.2	3.3	3.3	3.1	3.4	3.2	3.7
Q4. Would recommend UMES	1296	14.4	31.7	31.5	12.9	7.7	3.3	3.4	3.1	3.4	3.3	3.7
Q40. If I file a complaint or suggestion, I believe it will be properly addressed	1209	12.5	28.5	32.5	12.7	13.7	3.1	3.1	2.9	3.2	3.2	3.5
Q34. Parking space on campus is adequate	1128	10.4	25.1	28.9	19.3	16.3	2.9	2.9	2.6	2.9	3.1	3.3
Q3. Would choose UMES among other options	1296	13.8	21.5	32.4	18.8	13.6	3.0	3.0	2.8	3.0	3.2	3.5
Q49. I am satisfied by the services provided by Food Services	1097	9.3	20.9	24.1	18.0	27.8	2.7	2.5	2.4	2.7	2.9	3.3

n= Number of respondents; SA=Strongly Agree; A=Agree; N=Neutral; D=Disagree; SD=Strongly Disagree; AR*=Average Rating; AR1= Average Rating for Agriculture and Natural Science; AR2=Arts & Professions; AR3=Business & Technology; AR4=Pharmacy and Health Professions, and AR5=Graduate Studies

Conclusion

The overall findings reveal many positive aspects about the quality of education and education services provided to students across schools at the University of Maryland Eastern Shore. However, overall ratings, especially those below 3.5, suggest that there is a strong need for improvement in related service areas. Hence it is suggested that responsible divisions /operational units focus immediate attention on those areas and services with a low rating (i.e., a rating below 3.5) or for which less than 50% of respondents agree or strongly agree or are satisfied with the services, to identify and implement strategies to bring about desired changes.