



New York City College of Technology

# 2018 Noel-Levitz Student Satisfaction Inventory Overview



OFFICE OF ASSESSMENT,  
INSTITUTIONAL RESEARCH & EFFECTIVENESS

**NEW YORK CITY COLLEGE OF TECHNOLOGY**  
**2018 NOEL LEVITZ STUDENT SATISFACTION INVENTORY**  
**EXECUTIVE SUMMARY**

The Noel-Levitz Student Satisfaction Inventory was administered to City Tech students in March 2018. Courses were randomly selected for an in-class administration. Through the course sampling, 1,246 students were identified to complete the survey in class; 809 forms were returned with a response rate of 65%.

**Strengths and Challenges Identified through the Survey Results**

*Strengths*

An examination of the survey items based upon the importance and satisfaction reported by the students resulted in the following relative strengths of the institution. The methodology for ranking the items considers the importance, distribution of responses, satisfaction, and the gap between importance and satisfaction. The list of the most positive survey items is presented, along with the overall satisfaction rating, noting that the most positively ranked items may fall below the College's expectations for student satisfaction.

1. The campus is safe and secure for all students (*52% satisfaction*)
2. The content of the courses within my major is valuable (*42% satisfaction*)
3. My instructors provide helpful feedback on assignments so I know how to improve (*42% satisfaction*)
4. My instructors share the grading criteria/scoring rubric in advance so I know what is expected (*50% satisfaction*)
5. The general education courses I have taken so far have contributed to success in my degree program courses (*38% satisfaction*)
6. Computer labs are adequate and accessible (*44% satisfaction*)
7. The college made me aware that I could earn an associate degree en route to a bachelor's degree (*43% satisfaction*)
8. Library resources and services are adequate (*40% satisfaction*)
9. Tutoring services are readily available (*42% satisfaction*)
10. Nearly all of the faculty are knowledgeable in their field (*37% satisfaction*)
11. There is a good variety of courses provided on this campus (*38% satisfaction*)
12. Faculty are usually available after class and during office hours (*39% satisfaction*)
13. DegreeWorks has helped me plan my path to graduation (*39% satisfaction*)
14. Library staff are helpful and approachable (*47% satisfaction*)
15. Security staff respond quickly in emergencies (*35% satisfaction*)
16. Freedom of expression is protected on campus (*34% satisfaction*)

*Challenges*

An examination of the survey items based upon the importance and satisfaction reported by the students resulted in the following challenges to the institution. The methodology for ranking the items considers the importance, distribution of responses, satisfaction, and the gap between importance and satisfaction.

The list of the most challenging survey items is presented, along with the overall satisfaction rating:

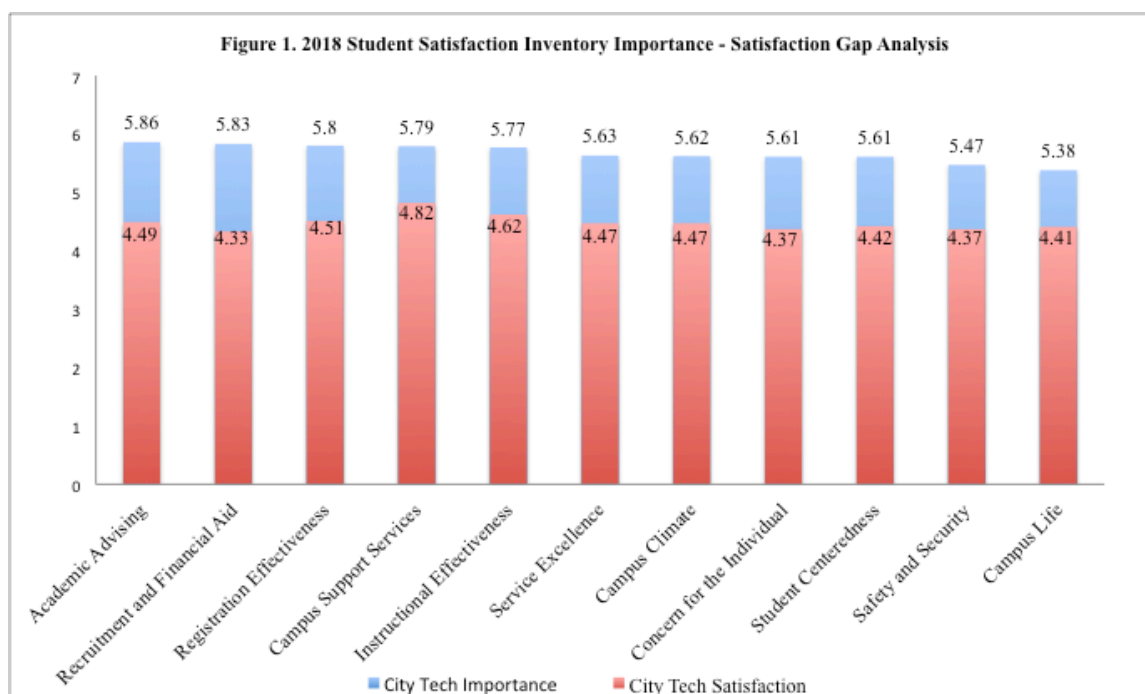
1. Financial aid awards are announced to students in time to be helpful in college planning (*28% satisfaction*)
2. Adequate financial aid is available for most students (*33% satisfaction*)
3. The instruction in my major field is excellent (*34% satisfaction*)
4. Financial aid counselors are helpful (*25% satisfaction*)
5. I am able to register for classes I need with few conflicts (*34% satisfaction*)
6. My academic advisor is approachable (*36% satisfaction*)
7. Admissions staff are knowledgeable (*32% satisfaction*)
8. Faculty advisors in my department have helped me with academic matters (*33% satisfaction*)
9. My academic advisor helps me set goals to work toward (*30% satisfaction*)
10. Billing policies are reasonable (*28% satisfaction*)
11. My academic advisor is concerned about my success as an individual (*31% satisfaction*)
12. Tuition paid is a worthwhile investment (*29% satisfaction*)
13. The campus staff are caring and helpful (*30% satisfaction*)
14. Faculty take into consideration student differences as they teach a course (*29% satisfaction*)
15. There are adequate services to help me decide upon a career (*28% satisfaction*)

### **Gap Analysis – Student Importance and Satisfaction Ratings**

Students were asked to report the importance of each item along with their satisfaction. The multiple items formed scales as follows:

- Academic Advising
- Campus Climate
- Campus Life
- Campus Support Services
- Concern for the Individual
- Instructional Effectiveness
- Recruitment and Financial Aid
- Registration Effectiveness
- Safety and Security
- Service Excellence
- Student Centeredness

The results of the student responses with respect to these scales are presented in Figure 1. The difference between the ratings of importance for an item and the ratings of satisfaction for that item is represented by a gap. A positive gap implies that attention should be given to the particular area. The results of this survey indicated satisfaction fell below importance for all eleven scales. The scale scores ranged from 1 to 7.



The top five gaps, indicating that satisfaction was lower than importance, were as follows:

1. Recruitment and Financial Aid – Gap = 1.50
2. Academic Advising – Gap = 1.37
3. Registration Effectiveness – Gap = 1.29
4. Concern for the Individual – Gap = 1.24
5. Student Centeredness – Gap = 1.19

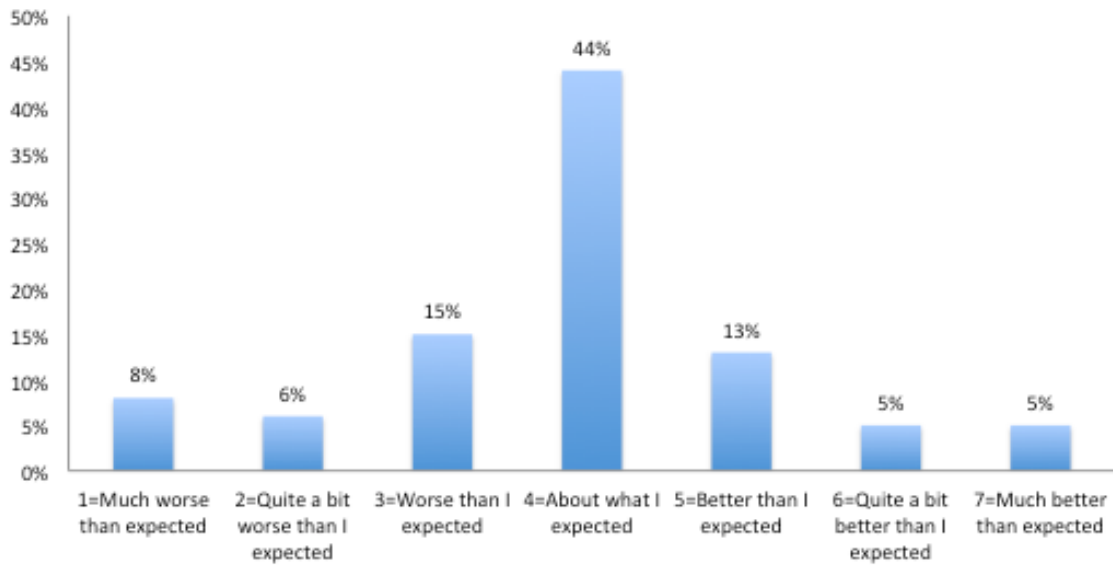
### Summary Results

Students were also asked to rate the institution in general terms with respect to their expectations, satisfaction, and decision to attend City Tech. The summary findings were as follows:

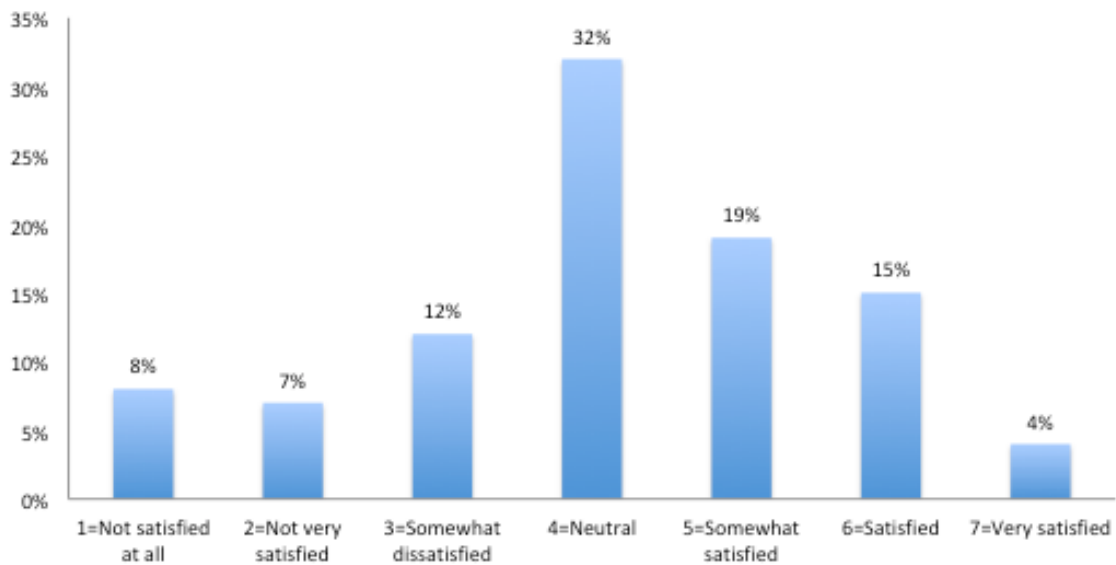
- Students generally reported the College met their expectations with only 29% indicating the College fell short (Figure 2).
- The overall satisfaction ratings were somewhat low with only 38% of students indicating some level of satisfaction (Figure 3).
- While the ratings were not particularly positive with respect to students' decisions to select City Tech at the onset, only 13% of the students indicated that they definitely would not have chosen to attend City Tech (Figure 4).

In general, City Tech provides students with an affordable opportunity to attend a post-secondary institution in order to gain the skills necessary to successfully enter the workforce. However, the results of this survey administration suggest that attention should be given to enhancing the holistic student experience.

**Figure 2. Percentage of Students Responding to "So far, how has your college experience met your expectations?"**



**Figure 3. Percentage of Students Responding to "Rate your overall satisfaction with your experience here thus far."**



**Figure 4. Percentage of Students Responding to "All in all, if you had to do it over, would you enroll here again?"**

