

# **Report of the Results of the 2012 Student Opinion Survey**

## **CONTENTS**

ABSTRACT	1
BACKGROUND	1
RESULTS	
Satisfaction with College Programs and Services	3
Satisfaction with College Environment	6
Comments	12
SUMMARY AND CONCLUSIONS	13

## **ABSTRACT**

This report describes the results of the Spring 2012 administration of the Student Opinion Survey (SOS) to BGSU's main campus undergraduate students. The SOS is a standardized instrument that has been used by many institutions to evaluate student satisfaction with campus services and the general campus environment. The results of the SOS could be used to assist in BGSU's assessment and institutional improvement efforts.

## **BACKGROUND**

The Office of Institutional Research conducts regular periodic assessment of student satisfaction with a variety of aspects of the University. One of the office's principal means of data collection is Student Opinion Survey (SOS), a standardized instrument provided by the American College Testing Company. The office has administered a paper version of the survey four times since 2001 and conducted an online version of the survey between February 9 and March 2, 2012.

All main campus undergraduate students were invited to complete the 2012 survey. One thousand and forty-eight students answered the survey. The response rate is 7.6% (1048/13807).

The great majorities of the 2012 survey respondents were unmarried (92.3%), full-time (91.5%), in-state (88.9%), traditional (age 22 or below) undergraduate students. Eighty-five percent of them indicated that they received some kind of financial aid and 53% of them claimed that they worked while attend college. Most of them arrived at BGSU directly from high school (79.7%) in order to obtain a Bachelor's degree (92.4%).

The 2012 survey respondents match the undergraduate population relatively well in terms of residence classification, enrollment status, class rank, and college (see Table 1). Female respondents, however, are heavily over-represented while minority students are less represented.

**Table 1. Student Characteristics**

	<b>Respondent</b>	<b>Population</b>
<b>Gender:</b>		
Female	72%	55%
Male	28%	45%
<b>Race/Ethnicity:</b>		
Minorities	11%	17%
Caucasian/White	84%	78%
Unknown	5%	5%
<b>Class Level:</b>		
Freshman	25%	26%
Sophomore	21%	23%
Junior	22%	21%
Senior	31%	29%
Guest student	1%	2%
<b>Enrollment Status:</b>		
Full-time	91.5%	91.5%
Part-time	8.5%	8.5%
<b>Residence Status:</b>		
On campus	48%	45%
Off campus	52%	55%
<b>College:</b>		
Pre Major	4.4%	7.0%
Arts and Sciences	33.4%	32.2%
Business Administration	9.7%	9.1%
Education and Human Development	29.5%	28.3%
Health and Human Services	10.8%	11.3%
Musical Arts	3.0%	2.4%
Technology	8.1%	7.9%
Guest	1.1%	1.6%

## RESULTS

The survey results were divided into three sections. The first section describes whether students have used 23 different programs and services that are provided by BGSU and if they were satisfied with them. The second section focuses on students' satisfaction with 42 characteristics of the University environment. The third and final section summarizes the comments wrote by some of the survey respondents.

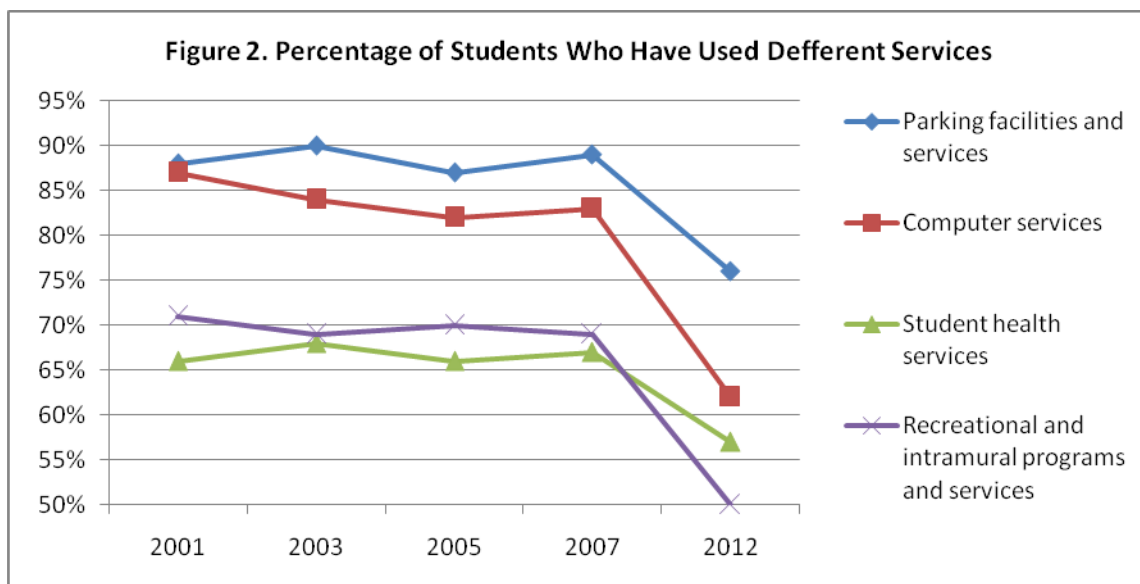
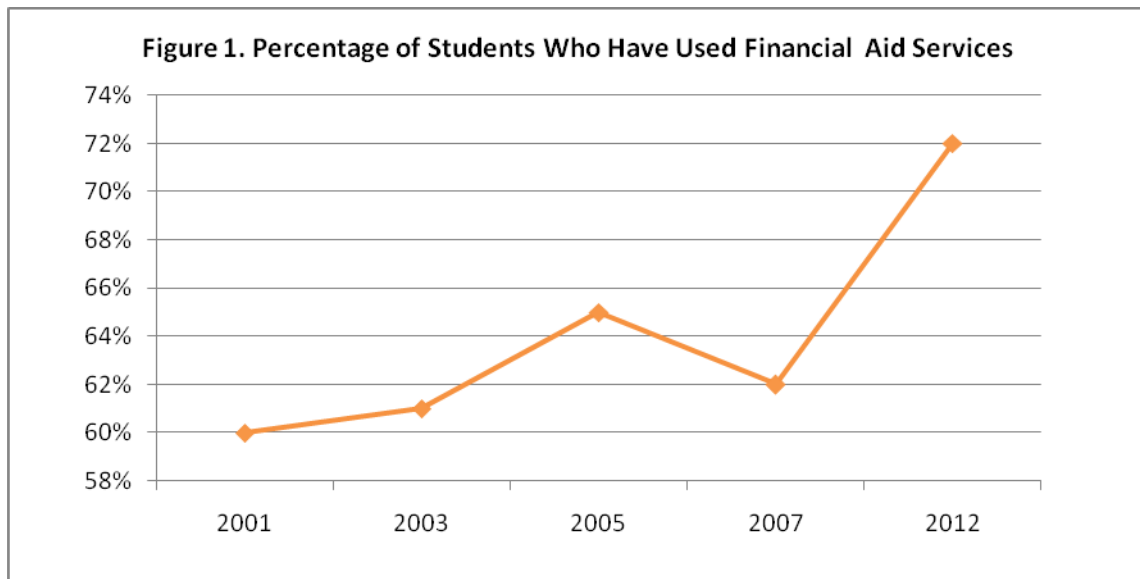
The results were analyzed by noting the percentages of participants who provided various responses to the survey items. Percentages may not always sum to 100 due to rounding. Internal group differences (e.g., gender, race, class level, enrollment status, college) were examined and significant differences are noted where they occurred. Selected results from previous survey administrations are also included to provide a longitudinal context.

### **1. Satisfaction with College Programs and Services**

**Table 2. Have You Used The Programs And Services Listed Below?  
(Percentage of Respondents who answered "Yes")**

	<b>2001</b>	<b>2003</b>	<b>2005</b>	<b>2007</b>	<b>2012</b>
	<b>%</b>	<b>%</b>	<b>%</b>	<b>%</b>	<b>%</b>
Library facilities and services	98	96	96	95	91
Academic advising services	91	88	93	95	90
Food services	89	90	92	91	87
Parking facilities and services	88	90	87	89	76
College orientation programs	76	73	79	78	74
Financial aid services	60	61	65	62	72
Residence hall services and programs	66	63	69	65	63
Computer services	87	84	82	83	62
College-sponsored social activities	55	51	55	59	60
Student health services	66	68	66	67	57
College mass transit services	58	59	54	54	51
Recreational and intramural programs and services	71	69	70	69	50
Student employment services	33	37	34	29	38
Learning Commons	NA	NA	NA	NA	34
Cultural programs	28	21	20	25	25
Career planning services	23	24	23	26	21
Personal counseling services	16	15	15	14	19
College-sponsored tutorial services	20	18	20	22	17
Student health insurance program	10	11	10	17	15
Job placement services	14	13	13	11	14
Honors programs	12	10	11	10	13
Credit-by-examination program (PEP, CLEP, etc.)	4	4	5	5	6
Veterans services	3	3	3	3	3

Half or more of the 2012 survey respondents indicated that they have used 12 services and programs listed on Table 2. Library, Academic Advising and Food services were among the ones that students have used most. Usage of Financial aid services was up from 62% in 2007 to 72% in 2012 (see Figure 1). During the same period of time, usage of parking facilities and services, computer services, student health services, and recreational and intramural programs and services dropped by at least 10% (see Figure 2). Additional study could be made to find the reasons behind the up and downs.



**Table 3. If You Have Used the Programs and Services Listed Below  
How Satisfied Were You With Them?**

	<b>2001</b>	<b>2003</b>	<b>2005</b>	<b>2007</b>	<b>2012</b>	
	S/VS	S/VS	S/VS	S/VS	S/VS*	D/VD*
	%	%	%	%	%	%
Library facilities and services	87	88	88	86	88	2
Recreational programs and services	89	88	91	88	86	3
Honors programs	83	68	65	60	85	6
Learning Commons	NA	NA	NA	NA	80	8
Cultural programs	64	75	78	75	79	4
Computer services	69	78	81	82	78	7
College-sponsored social activities	68	73	77	84	78	3
College-sponsored tutorial services	66	65	70	76	75	10
Personal counseling services	57	70	66	69	75	10
Credit-by-examination program	51	65	42	79	74	12
Veterans services	72	64	70	79	74	11
Career planning services	66	62	65	75	71	12
Academic advising services	61	62	66	69	71	12
College mass transit services	63	57	68	67	70	13
Student health services	57	63	72	64	68	18
Student employment services	68	61	66	68	65	16
Residence hall services/programs	61	62	63	66	65	12
College orientation programs	61	68	66	64	63	12
Financial aid services	58	61	64	64	60	14
Food services	51	55	57	61	56	18
Student health insurance program	49	54	57	46	53	17
Job placement services	62	38	41	53	48	25
Parking facilities and services	10	9	14	14	27	51

\* Notes:

*S/VS: Percentage of Respondents who answered “Satisfied” or “Very Satisfied”*

*D/VD: Percentage of Respondents who answered “Dissatisfied” or Very Dissatisfied”*

Most of the students, who claimed that they have used the various services and programs provided by BGSU, were satisfied or very satisfied with 21 out of 23 items listed in the survey (see Table 3 above). Two programs and services – the University Library and Recreational Sports – have historically been the areas of greatest student satisfaction, and 2012 shows no departure from that trend. Honors Program shows substantial improvement over 2007 satisfaction level, and Personal Counseling Services shows comparable gains over previous scores. Although significant improvement was found in parking facilities and services between 2007 and 2012, it remained as an area that 51% of the 2012 survey respondents were unsatisfied with.

Female students were more likely than male students to be satisfied with job placement

services, recreational/intramural programs and services, residence hall services and programs, food services, and college sponsored social activities. Minority students were more likely than European-American students to be happy with the college orientation program. Compared with part time students, full time students were more likely to say that they were satisfied with personal counseling services. While upper classmates (Juniors and seniors) were more likely to report that they were satisfied with the tutorial services, lower classmates (freshmen and sophomores) were more like to claim that they were satisfied with academic advising services, financial aid services, food services, and college mass transit services. Among the students in the seven colleges, Musical Arts student were least likely to be happy with the academic advising services, college-sponsored social activities, and residence hall services and programs.

## **2. Satisfaction with College Environment**

In another part of the Student Opinion Survey, students were asked to rate their satisfaction level with the University's academic environment, admissions and registration process, campus rules and policies, university facilities, and the general campus environment. The results are shown below.

### **2.1. Satisfaction with Academic Environment**

**Table 4. Satisfaction with Academic Environment**

	<b>2001</b>	<b>2003</b>	<b>2005</b>	<b>2007</b>	<b>2012</b>	
	<b>S/VS</b>	<b>S/VS</b>	<b>S/VS</b>	<b>S/VS</b>	<b>S/VS</b>	<b>D/VD</b>
	<b>%</b>	<b>%</b>	<b>%</b>	<b>%</b>	<b>%</b>	<b>%</b>
Class size relative to the type of course	82	82	84	83	84	4
Attitude of the faculty toward students	75	79	81	83	81	4
Variety of courses offered at this college	77	77	82	83	80	7
Out-of-class availability of your instructors	76	77	79	82	80	4
Instruction in your major field	71	75	76	78	77	5
Course content in your major field	72	75	76	82	76	8
Testing/grading system	72	73	74	74	75	5
Availability of your advisor	55	58	62	64	66	14
Prep. you are receiving for your future occupation	58	61	66	64	65	11
Value of the information provided by your advisor	54	53	59	61	65	15
Flexibility to design your own program of study	43	50	46	49	50	10

Student satisfaction scores with academic environment are little different from 2007 on 10 of the 11 survey items (see Table 4). Students continue to be most satisfied with class size, course variety, attitude of the faculty toward students, and out-of-class availability of their instructors. Notably, student's satisfaction with availability of their advisors as well as the value of the information provided by their advisors increased steadily throughout the years. The score of course content in student's major field, however, declined 6% over 2007.

Compared with their counterparts,

- Female students were more likely to be satisfied with course content, testing/grading system, attitude of the faculty toward students, and value of the information provided by their advisors
- European American students were more likely to be happy with the instruction in their major field and preparation they were receiving for their future occupation.
- Full time students were more likely to say they were satisfied with instruction, course variety, out-of-class availability of the instructors, information provided by their advisors, and the school preparing them for their future occupation
- Students who lived on campus were happier with the availability of their advisors as well as the information they got from them.
- Upper classmates were less likely to say that they were satisfied with course contents and variety, flexibility to design their own major/program, and the career preparation they are receiving from BGSU

Among the students in the seven colleges,

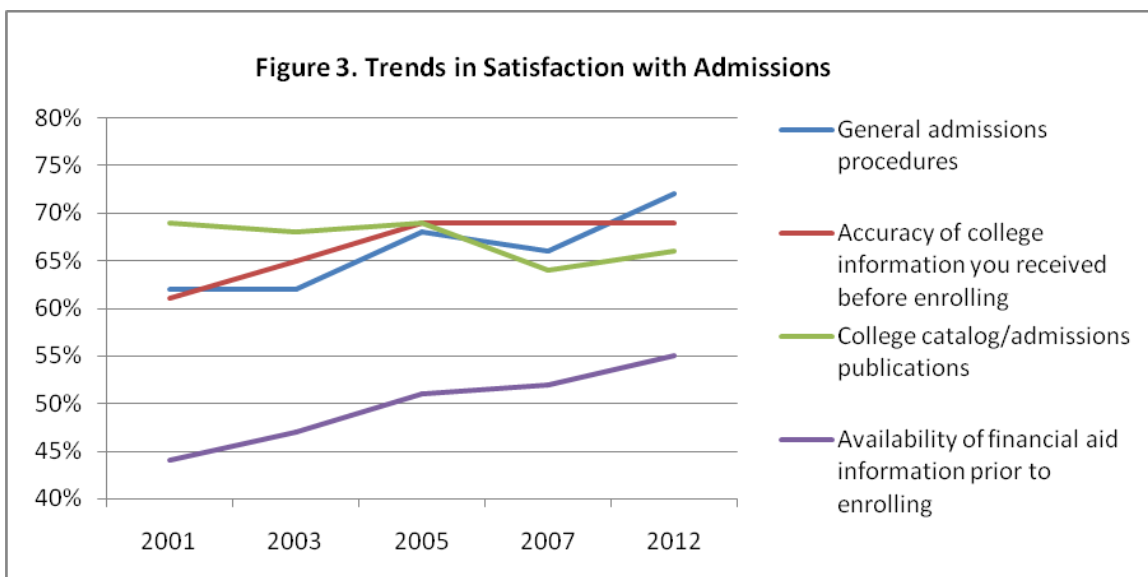
- Student in the College of Business Administration were most likely to be satisfied with course content in their major field and testing/grading system.
- Students in Musical Arts are most likely to be happy with the instruction they have received from their college.
- Students in Pre-major and the Arts and Sciences College were less likely than the students in the five other colleges to say that they were satisfied with class size
- Musical Arts and Technology students were less likely than the students in the other colleges to report that they were satisfied with the availability of their advisors as well as the value of the information provided by them
- Arts and Sciences students were least likely to be satisfied with the variety of courses offered at BGSU and the occupation preparation they are receiving at the school.

## 2.2. Satisfaction with Admissions and Registration

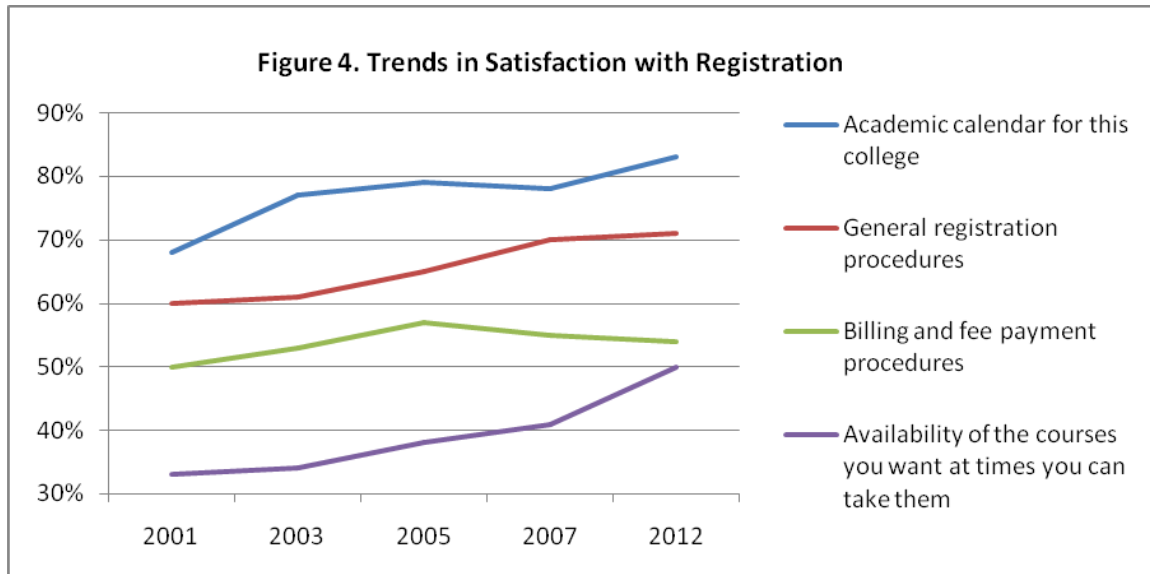
Students' satisfaction with general admissions and registration procedures, availability of financial aid information prior to enrolling, academic calendar for this college, and availability of the courses student want at times they can take them are at historic highs in 2012, and in most instance demonstrate an upward progression since the survey was first administered in 2001 (see Table 5 and Figure 3 and 4). Yet sizeable students still expressed their frustration over enrolling a course at times they want to take, and were unhappy with billing and fee payment procedures.

**Table 5. Satisfaction with Admissions and Registration**

	2001	2003	2005	2007	2012	
	S/VS	S/VS	S/VS	S/VS	S/VS	D/VD
	%	%	%	%	%	%
<b>Admissions</b>						
General admissions procedures	62	62	68	66	72	4
Accuracy of college information you received before enrolling	61	65	69	69	69	7
College catalog/admissions publications	69	68	69	64	66	4
Availability of financial aid information prior to enrolling	44	47	51	52	55	13
<b>Registration</b>						
Academic calendar for this college	68	77	79	78	83	5
General registration procedures	60	61	65	70	71	7
Billing and fee payment procedures	50	53	57	55	54	18
Availability of the courses you want at times you can take them	33	34	38	41	50	28







European-American students were likely than minority students to be satisfied with admissions procedures at BGSU. Students in the College of Business Administration, College of Education and Human Development, and College of Health and Human Services were more likely than the students in the four other colleges to be satisfied with accuracy of college information they received before enrolling at BGSU. Musical Arts students were least likely to be happy with general admissions as well as billing and fee payment procedures.

### 2.3. Satisfaction with Rules & Policies

**Table 6. Satisfaction with Rules & Policies**  
(Percentage of Respondents who answered "Satisfied" or "Very Satisfied")

	2001	2003	2005	2007	2012	
	S/VS	S/VS	S/VS	S/VS	S/VS	D/VD
	%	%	%	%	%	%
Personal security/safety at this campus	47	60	71	72	71	6
Rules governing student conduct at this college	44	46	50	48	54	5
Residence hall rules and regulations	41	37	41	41	43	15
Academic probation and suspension policies	34	36	37	37	42	4
Student voice in college policies	27	29	35	35	37	12
Purposes for which student activity fees are used	25	25	30	35	32	25

Student satisfaction with rules and policies has been stabled in four out of six items since 2005 (see Table 6). Improvements are seen in rules governing student conduct at this college and academic probation and suspension policies between 2007 and 2012. A quarter of students, however, are unhappy with the purposes for which student activity fees are used.

Compared with their counterparts, females, full time students, and lower classmen, were more likely to report that they were satisfied with student voice in college policies, rules governing student conduct at BGSU, residence hall rules and regulations, and academic probation and suspensions policies. Full time students were also more likely than part time students to be satisfied with personal safety and security at BG campus.

Compared with the students in the other colleges,

- Students in Pre Major, Business Administration, Education and Human Development, and Health and Human Services were more likely to say that they were satisfied with student voice in college policies and residence hall rules and regulations.
- Students in Business Administration, Education and Human Development, and Health and Human Services were more likely to feel that BG campus is a safe one.
- Students in Health and Human Services were least likely to complain the rules governing student conduct at the University.

## 2.4. Satisfaction with Facilities

Although more than half of the 2012 survey respondents were satisfied or very satisfied with the buildings and grounds, the value for six (student union, campus bookstore, classroom/athletic/laboratory facilities, and availability of student housing) out of the eight items declined between 2007 and 2012 (see Table 7 below).

**Table 7. Satisfaction with Facilities**  
(Percentage of Respondents who answered "Satisfied" or "Very Satisfied")

	2001	2003	2005	2007	2012	
	S/VS	S/VS	S/VS	S/VS	S/VS	D/VD
	%	%	%	%	%	%
Student union	14	84	91	92	83	4
Campus bookstore	62	81	81	79	74	9
Study areas	69	72	74	72	73	7
Classroom facilities	73	74	75	73	67	11
General condition of buildings and grounds	60	63	62	64	67	11
Availability of student housing	48	51	51	62	57	6
Athletic facilities	64	63	66	63	56	4
Laboratory facilities	58	60	62	61	54	8

Lower level classmen were more likely than upper classmen to be satisfied with all the items listed on the table above. Female students were more likely to be satisfied with the campus bookstore and student union than were male students. While minority students were more likely say that they were satisfied with study area European-American students were more likely to report that they were satisfied with the bookstore. Among

the students in different colleges, Health and Human Services students were most likely to be happy with the laboratory facilities; students in Arts and Sciences, Musical Arts, and Technology were less likely to be satisfied with classroom facilities.

## 2.5. Satisfaction with the General Campus Environment

Six out of eight items are at historical highs (see Table 8 below). Students clearly feel better about opportunities for personal involvement in religious and other campus activities, attitude of the college nonteaching staff toward students, concern for them as an individual, and student government than they did before. The racial climate on campus appears to be substantially more harmonious than in 2001. The only notable decline of student satisfaction is campus media between 2007 and 2012.

**Table 8. Satisfaction with General Campus Environment  
(Percentage of Respondents who answered "Satisfied" or "Very Satisfied")**

	2001	2003	2005	2007	2012	
	S/VS	S/VS	S/VS	S/VS	S/VS	D/VD
	%	%	%	%	%	%
This college in general	78	82	84	85	81	5
Opportune. for personal involvement in campus activities	62	63	68	72	74	2
Campus media (student newspaper, campus radio, etc.)	60	66	71	70	63	4
Attitude of the college nonteaching staff toward students	54	53	62	63	68	7
Racial harmony at this college	46	50	57	58	65	6
Concern for you as an individual	37	41	50	50	56	12
Opportunities for student employment	45	44	44	48	46	15
Religious activities and programs	33	33	36	41	43	3
Student government	30	28	33	35	36	5

Male students were more likely than female students to report that they were unsatisfied with student government. They were also less likely than their counterpart to be satisfied with BGSU in general. Minority students were less likely to be happy with racial harmony at BGSU than were European American students. Upper classmen were less likely than lower classmen to be satisfied with attitude of the college nonteaching staff toward students.

Compared with the students in the other colleges, students in the College of Business Administration, the College of Education and Human Development, and the College of Health and Human Services were more likely to be satisfied with concerning for them as an individual, attitude of the college nonteaching staff toward students, and BGSU in general. Musical Arts students and students who have not declared a major were less likely to be happy with employment opportunities than were students in the other colleges.

### **3. Comments**

Two hundred and four students filled out the “comments” section of the survey. They are cataloged as below.

<b>Subject</b>	<b>Total counts</b>
<b>Good Experience with:</b>	
BGSU overall (all round great campus, safe campus, I am enjoying my stay at BGSU, BGSU is my home)	42
Online Programs	3
Student Growth	3
Campus Activities (Falcon Marching Band)	2
Great President	1
Friendly Staff	1
<b>Negative Experience with:</b>	
Parking Services (More commuter parking lots, parking authority abuse, additional event fees )	24
Residence Life (Housing during break should be available to international students with a low pay rate; noise in dorms; the dorms are gross; laundry on campus seems not to be very clean; there is too much “protection” in the dorms; RA performance)	23
Class Options (More night classes needed)	18
Dinning Service (Overcharged, food is not good, more healthy food needed)	18
Poor Academic Advising	16
Out-of-Date Facilities/Equipment	15
Customer Services (Bursar’s Office, Financial Aid Office )	14
Graduate Student Teaching in Math Department	10
Service for Transfer/Commuting/Non-Traditional Students	8
Financial Aid/Scholarships	6
Discrimination (LGBT, Religion)	6
Career Services (Limited local companies)	4
High Tuition	4
Firelands Program ( Lack of communication with main campus)	3
Unfriendly Staff	3
Learning Commons	3
Campus Police	2
Student Cheating	2
Work-Study Programs	2
Limited Student Employment Opportunities	2
BG Perspectives	2
Financial Help	1

## **SUMMARY AND CONCLUSIONS**

BGSU undergraduate students, in general, had good experiences with the programs and services provided by BGSU and were satisfied on most dimensions of the University environment.

In terms of satisfaction with University services and programs, students were most satisfied with library facilities and services, recreational programs and services, Honors programs, Learning Commons, cultural programs, computer services, and college-sponsored social activities. Although improvement was found in parking facilities and services between 2007 and 2012, it remains the area that students were least satisfied with.

In terms of satisfaction with the University environment, students indicated the highest levels of satisfaction with class size, course variety, academic calendar, attitude of the faculty toward students and availability of instructors outside of classroom, student union, and BGSU in general. Students were least satisfied with purposes for which student activity fees are used.

Continuous improvement has happened in the areas of advising services, course availability, general admissions and registration procedures, availability of financial aid information prior to enrolling, personal involvement in religious programs and in campus activities, attitude of the nonteaching staff toward students, concern for students as an individual and racial harmony at BGSU since 2001. Student satisfaction with classroom/athletic/laboratory facilities, however, has reached lowest point in 2012.

The major limitations of this study are the lower response rate as well as over-representation of females and Caucasians in the survey respondents. The results from this survey must be interpreted with some caution.

The Office of Institutional Research welcomes feedback concerning this and other studies and how they can continue to be improved.