



# 2024 Student Satisfaction Inventory (SSI):

## *A Summary of Results*

# Overall Survey Content

- Measures student expectations and satisfaction
- Main survey includes 83 items covering a wide range of university experiences, programs and services, such as:
  - Student centeredness
  - Campus life
  - Instructional effectiveness
  - Recruitment and financial aid effectiveness
  - Campus support services
  - Academic advising effectiveness
  - Registration effectiveness
  - Safety and security
  - Concern for the individual
  - Service excellence
  - Responsiveness to diverse populations
  - Campus climate

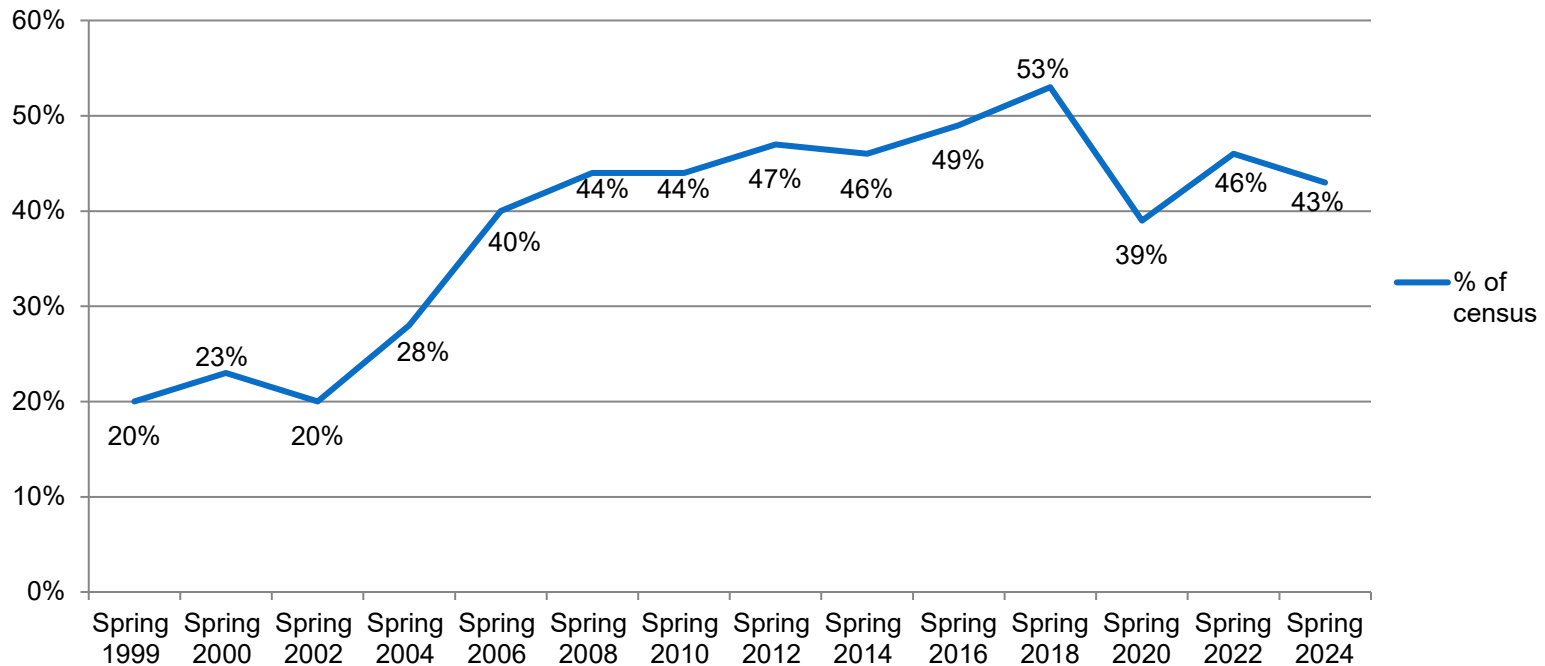
# Survey Background

- Collects students' perceptions of importance and satisfaction
- Scaled from 1 ('not at all') to 7 ('very')
- Reliability and validity are very strong
- Hundreds of 4-year private colleges/universities participate every year providing benchmarking capabilities
- Commonly used for assessment purposes (indirect)
- Extensively used at Point Park in planning and accreditation

# Response rates

Slight decrease in response rate in Spring 2024, after an increase in 2022

## Respondents as a % of census\*



**Spring 2024 = 940 responses out of 2,193 possible (43%)**

\* Does not include students in online programs

# 2024 Respondent Profile

<b>Current Class Load</b>	<b>N</b>	<b>%</b>	<b>% est. actual*</b>
Full-time	922	98.1	88.6
Part-time	18	1.9	11.4

<b>Current Enrollment Status</b>	<b>N</b>	<b>%</b>	<b>% est. actual*</b>
Day student	841	95.1	na
Evening	41	4.6	na
Weekend	2	0.2	na

<b>Class Level</b>	<b>N</b>	<b>%</b>	<b>% est. actual*</b>
Freshman	286	30.4	21.5
Sophomore	225	23.9	20.3
Junior	230	24.5	21.3
Senior	144	15.3	24.0
Graduate	55	5.9	9.3

<b>Conservatory Majors</b>	<b>N</b>	<b>%</b>	<b>% est. actual*</b>
COPA Majors	385	41.0	36.7
Non-COPA Majors	555	59.0	63.3

<b>Employment</b>	<b>N</b>	<b>%</b>	<b>% est. actual*</b>
Full-time off campus	91	10.3	na
Part-time off campus	351	39.8	na
Full-time on campus	56	6.3	na
Part-time on campus	107	12.1	na
Not employed	278	31.5	na

<b>Age</b>	<b>N</b>	<b>%</b>	<b>% est. actual*</b>
Traditional aged (18 to 24)	859	91.4	85.3
Non-traditional aged (25+)	81	8.6	14.7

<b>Gender</b>	<b>N</b>	<b>%</b>	<b>% est. actual*</b>
Female	637	67.8	65.0
Male	300	31.9	34.4
Unknown/No answer	3	0.3	0.5

<b>Ethnicity/Race</b>	<b>N</b>	<b>%</b>	<b>% est. actual*</b>
Asian	24	2.6	2.2
Am. Indian/Alaskan Native	0	0.0	0.1
Black or African-American	97	10.3	12.2
Hispanic of any race	97	10.3	10.5
Nat. Hawaiian/Pac. Islander	1	0.1	0.0
Nonresident	53	5.6	5.3
White	627	66.7	64.7
Two or more races	33	3.5	3.9
Race/Ethnicity Unknown	8	0.9	1.0

<b>Current Residence</b>	<b>N</b>	<b>%</b>	<b>% est. actual*</b>
Residence hall	390	41.5	35.4
Commuter	550	58.5	64.6

<b>Residence Classification</b>	<b>N</b>	<b>%</b>	<b>% est. actual*</b>
In-state	557	60.1	60.2
Out-of-state	316	34.1	34.5
International	54	5.8	5.3

\* % estimated actual from Spring 2023-24 Census students in on-ground programs

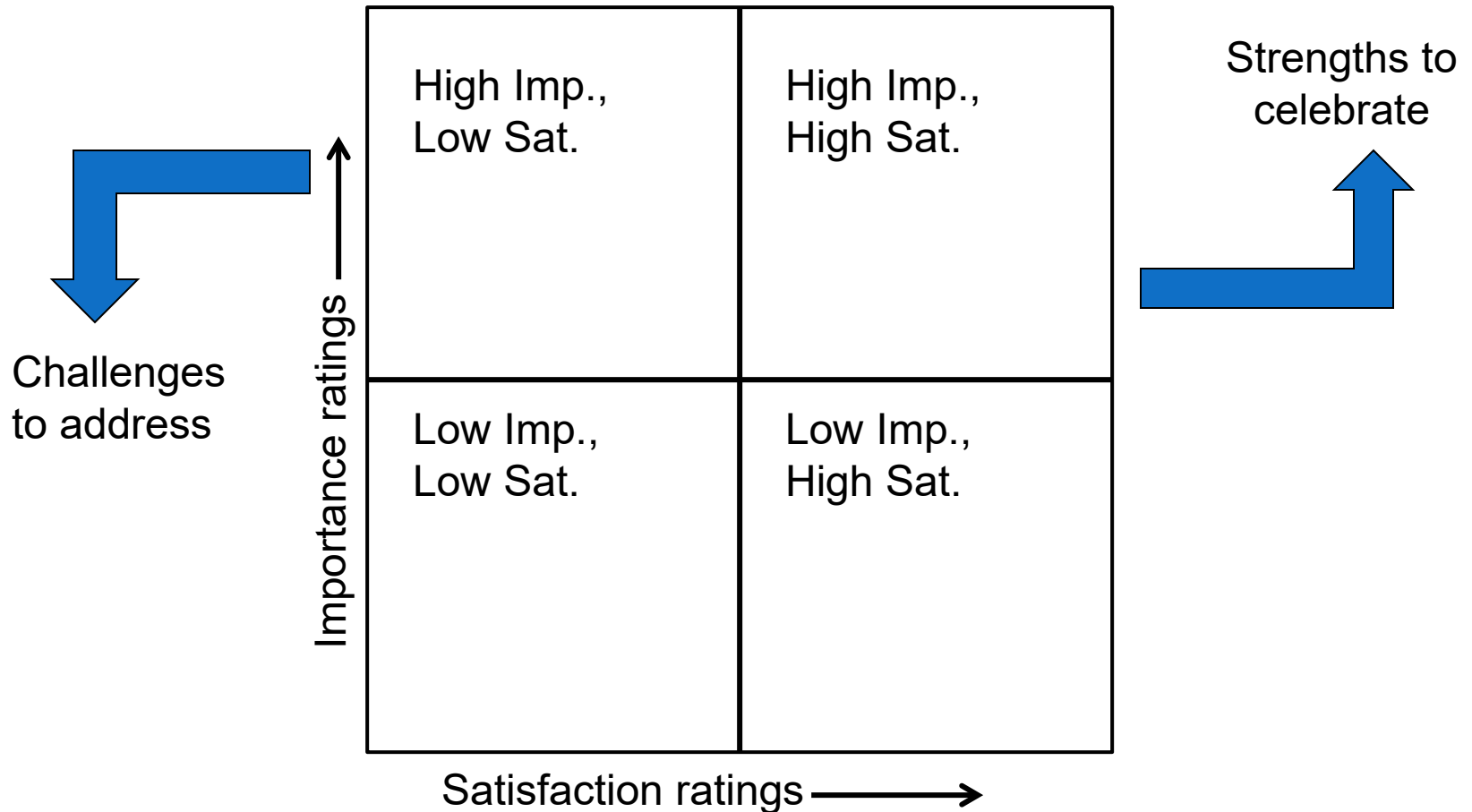
# Data Analysis and Interpretation

## *Strengths and Challenges*

- Strength – any question item with a mean rating in *top half of importance* and in *top quartile of satisfaction*
- Challenge – any question item with a mean rating in *top half of importance* and in *bottom quartile of satisfaction*

Allows Point Park to focus on those items that are important to students (the positive and the negative)

# Using SSI data and setting priorities



# Data Analysis and Interpretation: *Performance Gaps (PG's)*

- Performance gap (PG) - difference between importance and satisfaction
- According to RNL guidelines,
  - A PG score  $< 0$  = exceeding student expectations. *I.e., satisfaction is higher than importance.*
  - A PG score between zero and 1.49 = marginally meeting student expectations.
  - Large PG's (i.e., those  $> 1.49$ ) = does not meet student expectations.

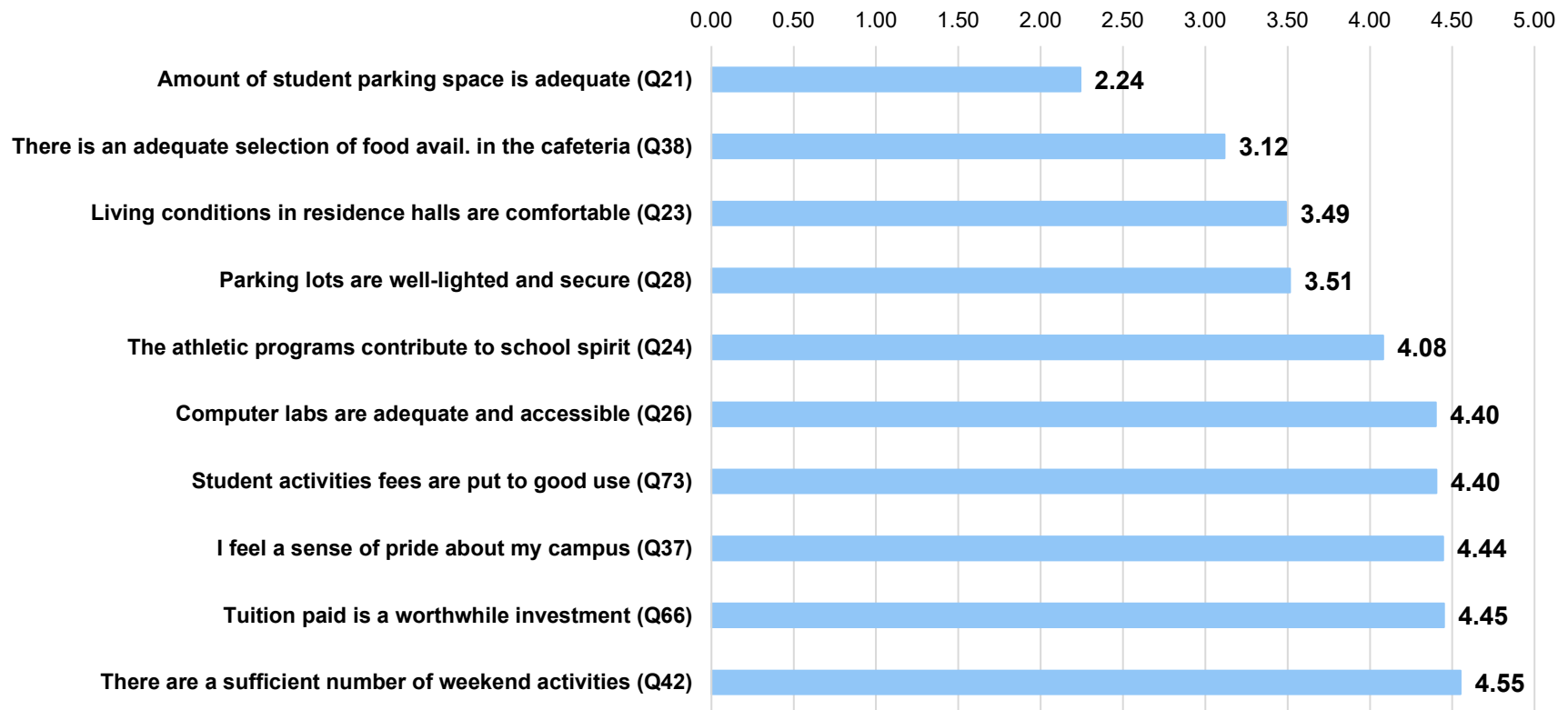


# Satisfaction

- Overall, satisfaction ratings increased for 77% of the 78 question items from 2022 to 2024, following an increase for 76% of questions from 2020 to 2022.

- Note: Only Q23, Q26, and Q66 were identified as a “challenge”. The others were not rated as important enough.

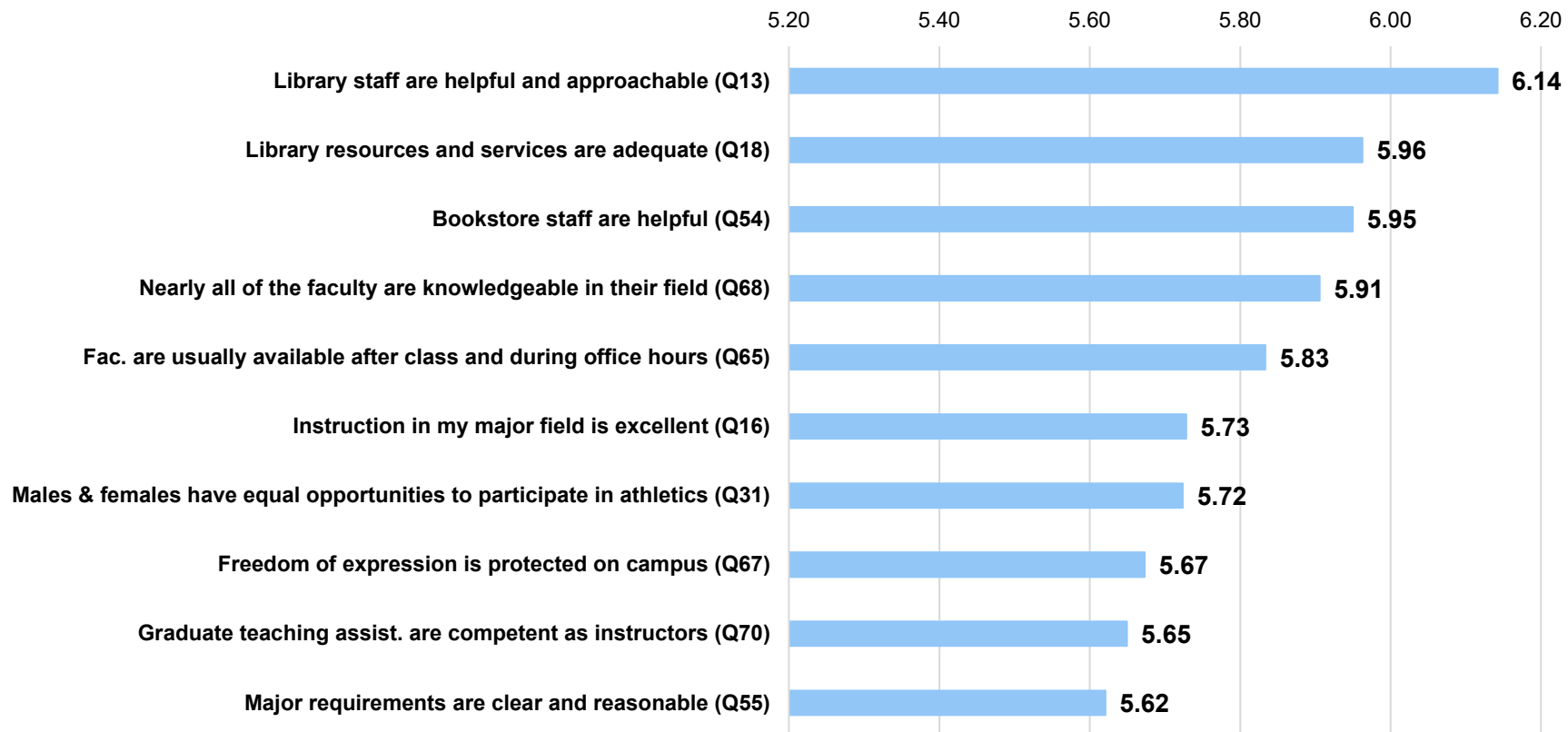
## Lowest Satisfaction Ratings (2024)



# Satisfaction

Five of the 10 items (Q16, Q55, Q65, Q67, Q68) were calculated “strengths” since they also fell in the top half of importance. In 2022, five of the 10 highest satisfaction items were rated as “strengths”.

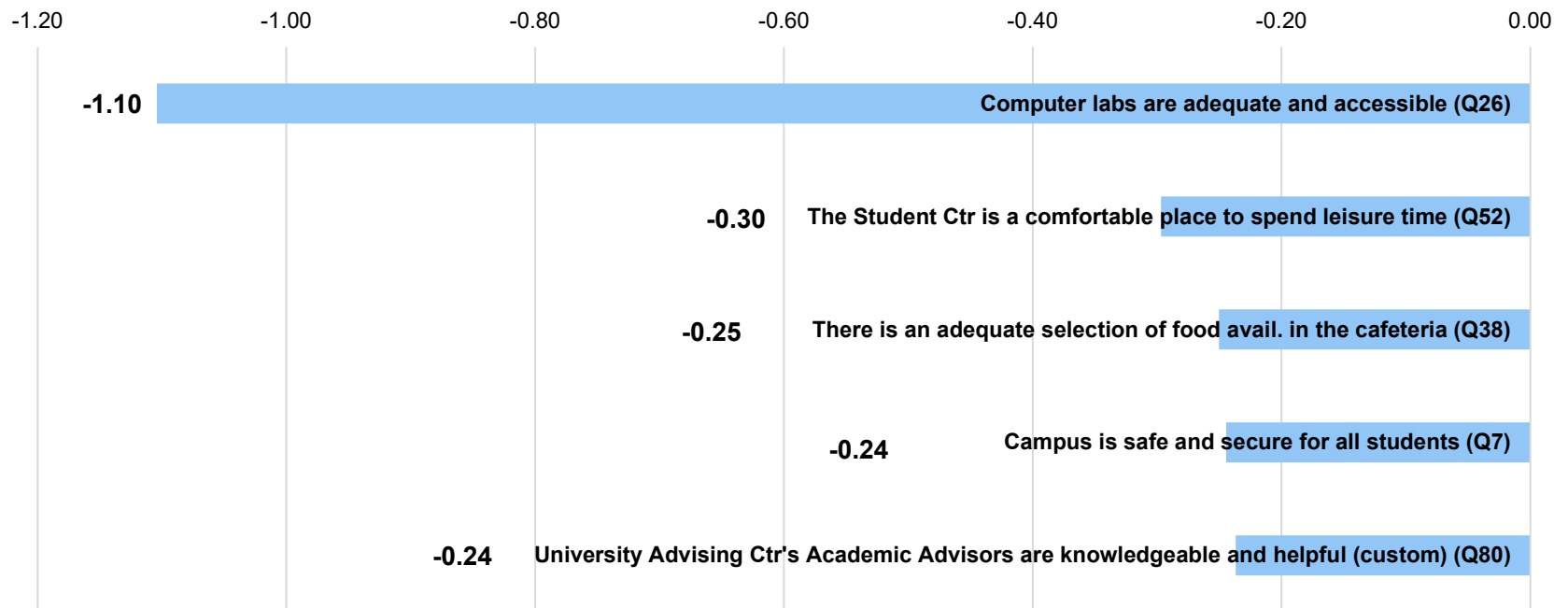
## Highest Satisfaction Ratings (2024)



# Satisfaction

Satisfaction rating differences between 2022 and 2024.

## Top decreases in satisfaction from 2022 to 2024

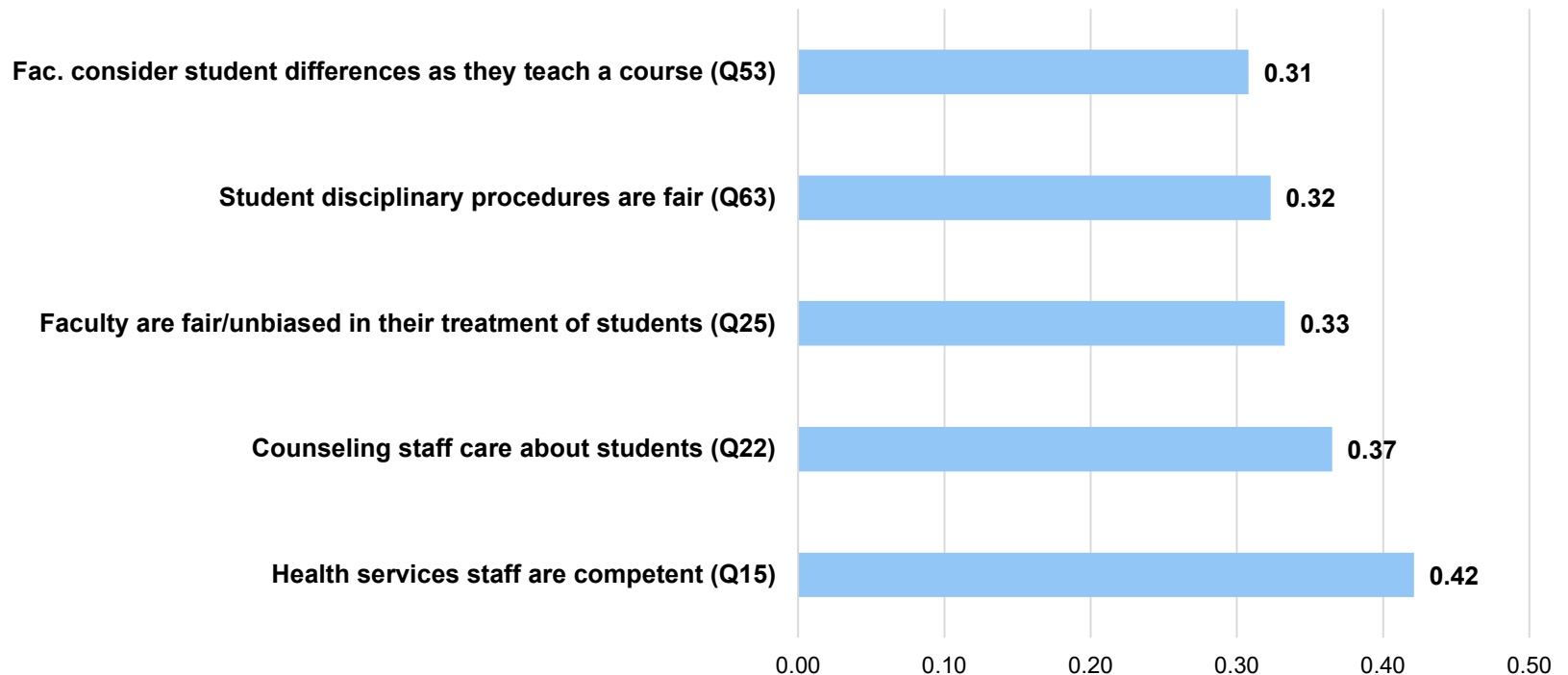


Notes: Q7 was identified as a “challenge” for the first time this year; it had been a “strength” from 1999-2016. Q26 was identified as a “challenge” for the first time since 2000; it had been a “strength” from 2012-2020.

# Satisfaction

Satisfaction rating differences between 2022 and 2024.

## Top increases in satisfaction from 2022 to 2024



Notes: Q15 was identified as a “strength” for the first time this year. Q25 had been identified as a “challenge” in 2022, but no longer is.

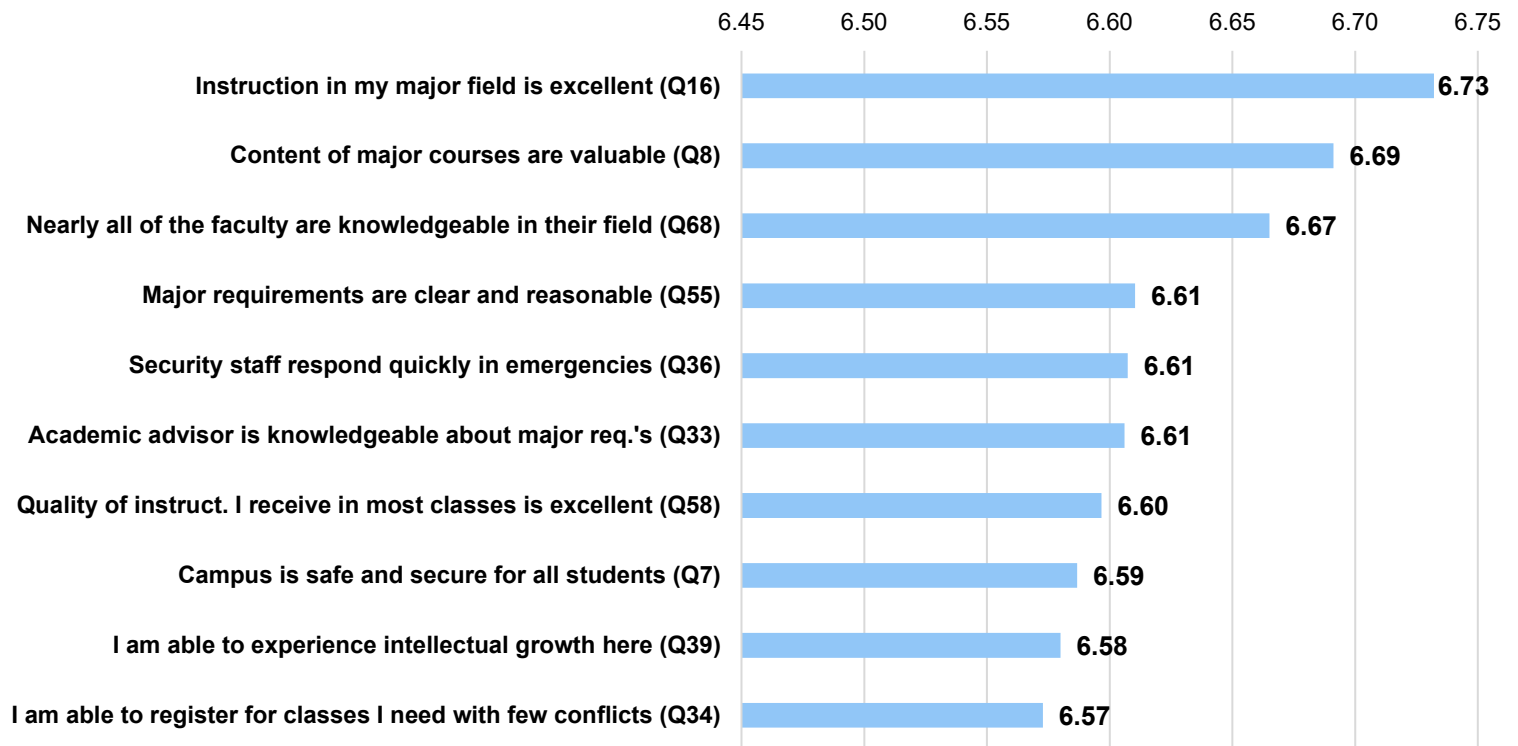
# Importance

7 of the 10 items were either identified as strengths or challenges.

Strengths = Q8, Q16, Q39, Q55, Q58, Q68

Challenges = Q7

## Top 10 most important items (2024)



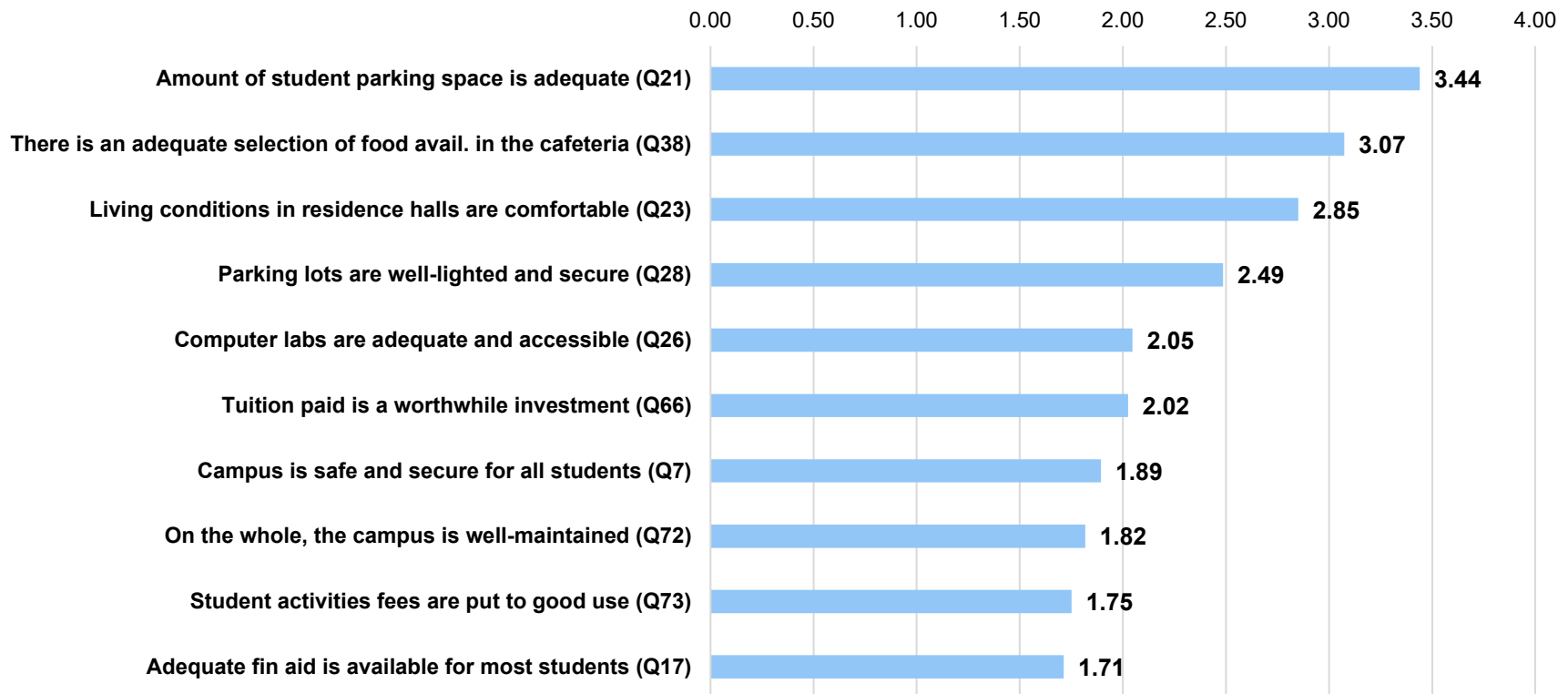
# Performance Gaps (PG)

PG's greater than 1.49 are those areas in which Point Park is NOT meeting student expectations.

There were 17 items with a PG greater than 1.49 in 2024, a decrease from 22 in 2022.

5 of the 10 items below are identified as “challenges” (Q7, Q23, Q26, Q66, Q72), a similar number to the five of 10 items in 2022.

## Top 10 largest performance gaps (2024)



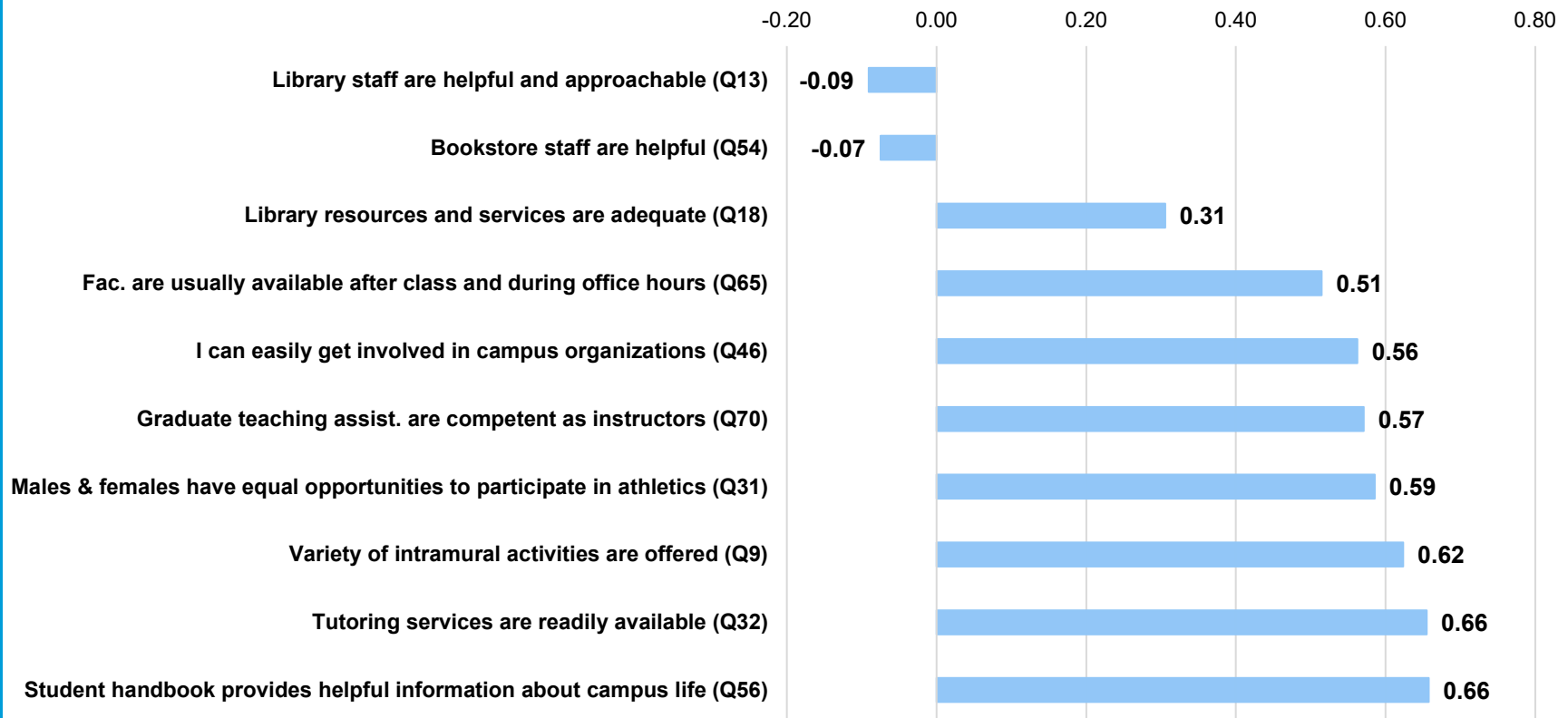
# Performance Gaps (PG)

PG's less than 1.00 are those areas in which Point Park is meeting student expectations.

There were 28 items with a PG less than 1.00 in 2024, an increase from 19 in 2022.

Of those below, only Q65 was identified as a “strength”.

## Top 10 smallest performance gaps (2024)

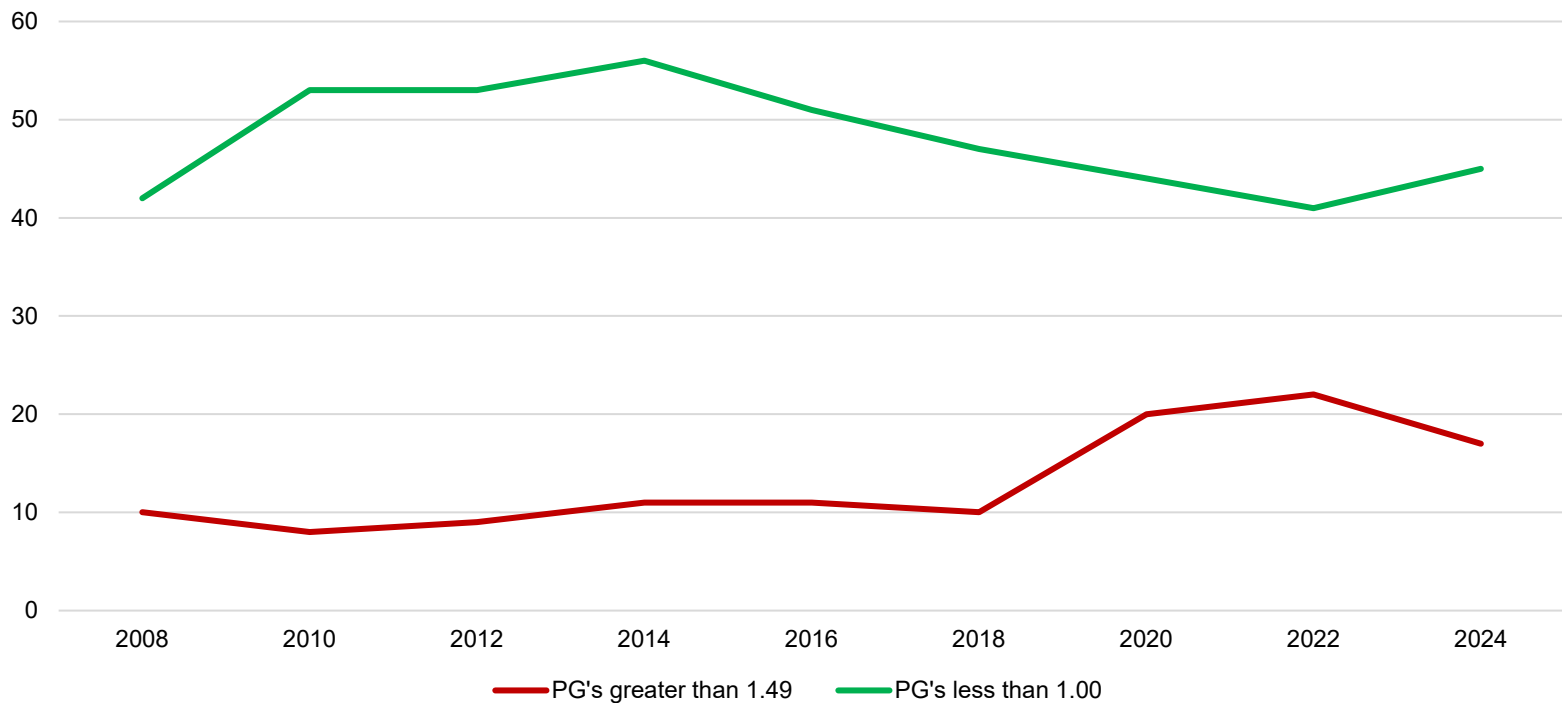


# Performance Gaps (PG)

PG's greater than 1.49 are those areas in which Point Park is NOT meeting student expectations.

PG's less than 1.00 are those areas in which Point Park is meeting student expectations.

## Number of High & Low PG's over time





# Summary Question:

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

	Point Park Univ.			All private		Peers	
	2024	2022	Diff	2024	Diff	2024	Diff
Score out of 7:	4.27	4.15	+0.12	4.55	-0.28	4.41	-0.14

	Point Park Univ.			All private		Peers	
	%	%	Diff	%	Diff	%	Diff
	2024	2022	Diff	2024	Diff	2024	Diff
Worse than expected (1, 2, 3)	22	27	-5	18	+4	21	+1
About what I expected (4)	36	35	+1	31	+5	33	+3
Better than expected (5, 6, 7)	38	34	+4	47	-9	42	-4

# Summary Question:

Rate your overall satisfaction with your experience here thus far.

	Point Park Univ.			All private		Peers	
Score out of 7:	2024	2022	Diff	2024	Diff	2024	Diff
	4.91	4.80	+0.11	5.19	-0.28	5.07	-0.16

- 1= Not satisfied at all
- 2= Not very satisfied
- 3= Somewhat dissatisfied
- 4= Neutral
- 5= Somewhat satisfied
- 6= Satisfied
- 7= Very satisfied

	Point Park Univ.			All private		Peers	
	%	%	Diff	%	Diff	%	Diff
	2024	2022	Diff	2024	Diff	2024	Diff
Dissatisfied(1, 2, 3)	16	20	-4	15	+1	16	0
Neutral (4)	16	14	+2	11	+5	11	+5
Satisfied (5, 6, 7)	65	63	+2	72	-7	69	-4

# Summary Question:

All in all, if you had it to do over again, would you enroll here?

	Point Park Univ.			All private		Peers	
	2024	2022	Diff	2024	Diff	2024	Diff
Score out of 7:	4.90	4.79	+0.11	5.25	-0.35	5.09	-0.19

- 1= Definitely not
- 2= Probably not
- 3= Maybe not
- 4= I don't know
- 5= Maybe yes
- 6= Probably yes
- 7= Definitely yes

	Point Park Univ.			All private		Peers	
	%	%	Diff	%	Diff	%	Diff
	2024	2022	Diff	2024	Diff	2024	Diff
No (1, 2, 3)	22	23	-1	17	+5	20	+2
I don't know (4)	11	14	-3	10	+1	10	+1
Yes (5, 6, 7)	64	60	+4	69	-5	66	-2

# 2024 Strengths at Point Park Univ

(top half of importance, top quartile of satisfaction)

- ❖ Content of major courses is valuable (Q8)
- ❖ Health services staff are competent (Q15) – **first-time strength**
- ❖ Instruction in my major field is excellent (Q16)
- ❖ I am able to experience intellectual growth here (Q39)
- ❖ Major requirements are clear and reasonable (Q55)
- ❖ The quality of instruction I receive in most of my classes is excellent (Q58)
- ❖ Adjunct faculty are competent as classroom instructors (Q61)

# 2024 PPU Strengths (con't)

- ❖ Faculty are available after class and during office hours (Q65)
  - ❖ Freedom of expression is protected on campus (Q67)
  - ❖ Nearly all of the faculty are knowledgeable in their field (Q68)
  - ❖ There is a good variety of courses provided on this campus (Q69)
  - ❖ PPU supports/encourages climate that values equity, diversity, unique perspectives (Custom Q77) – **first-time strength**
  - ❖ My courses and extra-curricular activities inspire my imagination/creativity (Custom Q83)
-

# 2024 Challenges at Point Park Univ.

(top half of importance, bottom quartile of satisfaction)

- ❖ Campus is safe and secure for all students (Q7) – **first-time challenge**
  - ❖ Living conditions in residence halls are comfortable (Q23)
  - ❖ Computer labs are adequate and accessible (Q26)
  - ❖ Tuition paid is a worthwhile investment (Q66)
  - ❖ On the whole, the campus is well-maintained (Q72)
-

## Strengths (S)

### Comparing PPU Strengths to 4-year private universities and customized peer group

Question Item	PPU	All 4 Yr Private	Other Peers
Content of major courses are valuable (Q8)	S	S	
Health services staff are competent (Q15) - NEW	S		
Instruction in my major field is excellent (Q16)	S	S	
I am able to experience intellectual growth here (Q39)	S	S	S
Major requirements are clear and reasonable (Q55)	S	S	S
Quality of instruction I receive in most of my classes is excellent (Q58)	S		
Adjunct faculty are competent as classroom instructors (Q61)	S		
Faculty are usually available after class and during office hours (Q65)	S	S	S
Freedom of expression is protected on campus (Q67)	S		
Nearly all of the faculty are knowledgeable in their field (Q68)	S	S	S
There is a good variety of courses provided on this campus (Q69)	S		S

# Strengths (S)

Comparing strengths at 4-year private universities and Other Peers to PPU

Question Item	PPU	All 4 Yr Private	Other Peers
My academic advisor is approachable (Q6)		S	S
Campus is safe and secure for all students (Q7)	C		S
My academic advisor is concerned about my success (Q14)		S	
Tutoring services are readily available (Q32)			S
My academic advisor is knowledgeable about my major req.'s (Q33)		S	S
There is a commitment to academic excellence on this campus (Q41)		S	S
On the whole, the campus is well-maintained (Q72)	C	S	S



# Challenges (C)

## Comparisons to 4-year private universities and Other Peers

Question Item	PPU	All 4 Yr Private	Other Peers
Financial aid counselors are helpful (Q5)			C
Campus is safe and secure for all students (Q7) - NEW	C		S
Adequate financial aid is available for most students (Q17)		C	C
Living conditions in residence halls are comfortable (Q23)	C	C	C
Computer labs are adequate and accessible (Q26)	C		
My university shows concern for students as individuals (Q59)			C
Tuition paid is a worthwhile investment (Q66)	C	C	C
On the whole, the campus is well-maintained (Q72)	C	S	S

# Trends – Strengths and Challenges at Point Park

The following items have been strengths for at least the last four survey administrations (from 2018 to 2024):

- ❖ Content of major courses is valuable (Q8)
- ❖ Instruction in my major field is excellent (Q16)
- ❖ Major requirements are clear and reasonable (Q55)
- ❖ Adjunct faculty are competent as classroom instructors (Q61)
- ❖ Faculty are available after class and during office hours (Q65)
- ❖ Freedom of expression is protected on campus (Q67)
- ❖ Nearly all of the faculty are knowledgeable in their field (Q68)

---

The following items have been challenges for at least the last four survey administrations (from 2018 to 2024):

- ❖ Tuition paid is a worthwhile investment (Q66)

# Trends – Strengths and Challenges at Point Park

## Some other notable highlights:

- Challenges in 2022, but not in 2024:
  - ❖ Adequate financial aid is available for most students (Q17) – due to increased satisfaction (from 4.75 to 4.82) moving this item out of the bottom quartile.
  - ❖ Faculty are fair and unbiased in their treatment of students (Q25) – due to increased satisfaction (from 4.75 to 5.09) moving this item out of the bottom quartile.
  - ❖ It is an enjoyable experience to be a Point Park student (Q29) – due to increased satisfaction (from 4.71 to 4.85) moving this item out of the bottom quartile.
  - ❖ Point Park shows concern for students as individuals (Q59) – due to increased satisfaction (from 4.59 to 4.89) moving this item out of the bottom quartile.
- Strengths in 2022, but not in 2024:
  - ❖ My academic advisor is knowledgeable about my major requirements (Q33) – due to decrease in satisfaction (from 5.55 to 5.42) dropping this item out of the top quartile.
  - ❖ Instructors post course materials & learning opportunities in Canvas LMS (Custom Q74) – despite an increase in satisfaction (from 5.38 to 5.43), this item dropped out of the top half of importance in 2024.

# Strengths and challenges by selected characteristics

- ❖ Data is available for selected student characteristics that include:
  - Day, evening
  - Traditional aged, non-traditional aged
  - Full-time, part-time status
  - Conservatory majors, non-conservatory majors
  - Live in residence halls, commuter
  - Undergraduate, graduate
  - Class level (FR, SO, JR, SR)
- ❖ Allows us to be more precise in pinpointing strengths and challenges

# SSI results by school and department

- ❖ Reports showing strengths and challenges for academic areas will be sent to Department Chairs and Deans
- ❖ Meetings can be scheduled with various departments to review SSI results specific to those departments.

# Next steps

- Continue communicating findings to the University community (faculty and staff)
- Find opportunities to highlight “strengths” in:
  - Admissions literature
  - Marketing materials
  - Public relations
- Select challenges for improvement and measure progress towards goals
- Fully document strategies and assessment
- Prepare for follow-up in Spring 2026

# Thank you!

Any questions or requests for follow-up, please contact the Office of Institutional Research or visit our webpage for additional information.

Phone: 412-392-3905

Email: [cchoncek@pointpark.edu](mailto:cchoncek@pointpark.edu)

Webpage:

<https://www.pointpark.edu/About/AdminDepts/InstitutionalResearch/index>