STUDENT SATISFACTION WITH COLLEGE SERVICES: CAMPUSES

In October 2009, the Office of Institutional Research & Grants conducted the second biennial survey of student satisfaction using an online format. In a brief preceding this one, the college-wide results were assessed and compared to the 2007 results. This brief will serve to review noteworthy results in which the rates of satisfaction differed by campus substantially.

Upon visual review of the graphs for each of the items of the 2009 Student Satisfaction Survey, there are six items that displayed noticeable spread among the campuses. The graphs for these items are below.

1. ‘When I need to see an academic advisor, I can see one within a reasonable amount of time’

This was the lowest rated item overall (51st out of 51) in the 2009 college-wide results with a 40.6% satisfaction rate. Three campuses reported levels of satisfaction below 40% and two reported levels above. Almost three-quarters (72.5%) of respondents on Southshore campus indicated that they were satisfied with the wait time.
2. ‘How satisfied are you with the advising services at HCC?’

Satisfaction with advising services was ranked 45th out of 51 services in the 2009 collegewide results (64.2%). Southshore (79.1%) and Plant City (76.7%) both had more than three-quarters of their respondents satisfied with the advising services offered. All campuses had more than a sixty percent satisfaction rate.

![Q14: Satisfaction with Advising Services](image)

3. ‘When I have questions related to Financial Aid, the staff in the Financial Aid office are helpful.’

This item, ranked 46th out of 51, had an overall satisfaction rate of 61.3%. Southshore (82.5%), Plant City (77.5%), and Ybor City (70.9%) had the highest ratings among the campuses.

![Q18: Helpfulness of Financial Aid Staff to Answer Questions](image)
4. ‘The Financial Aid staff help me identify sources of Financial Aid.’

The financial aid staff’s ability to assist students in finding sources of aid yielded a college-wide satisfaction rate of 59.3%, ranking 47th out of the 51 services. When reviewed by campus, Southshore (81.3%), Plant City (73.1%), and Ybor City (69.9%) scored the highest rates. Dale Mabry (49.3%) was the lowest ranked.

5. ‘Ease of registering for classes on campus.’

College-wide, there was a 52.8% satisfaction rate with this service (48th out of 51). Respondents indicated that the highest rated location for registering onsite was Southshore (85.5%) with Plant City (74.3%) coming in second. Dale Mabry (42.0%) had the lowest rating.
6. ‘The variety of the food offered in the cafeterias is adequate.’

Dale Mabry (80.8%) and Brandon (79.0%) scored the highest among the campuses with regard to the adequacy of the food variety. College-wide, 77.1% of respondents reported satisfaction with this service, giving it a rank of 41st of 51 services.

The following observations can be made from the findings.

1. The six items with the greatest spread in satisfaction between the campuses were among the lowest rated items in the 2009 survey.
2. It appears that for most of these items, satisfaction is related to the size of campus enrollment. For five out of six items, Southshore campus had the highest satisfaction ratings, but also has the smallest student population. Dale Mabry, on the other hand, generally had the lowest ratings, but is the largest of the campuses.
3. Satisfaction rates for food service were the highest for Dale Mabry and Brandon.

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