



# Student Satisfaction Inventory

*2018 Overview*



WISCONSIN  
INDIANHEAD  
TECHNICAL  
COLLEGE

Prepared by Institutional Research

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# INTRODUCTION

## Background

In spring 2018, Wisconsin Indianhead Technical College (WITC) administered the Ruffalo Noel Levitz Student Satisfaction Inventory (SSI), a nationally recognized student priority and satisfaction survey. The SSI provides

academic institutions the ability to measure student satisfaction and priorities. WITC participates in the Ruffalo Noel Levitz SSI every other year.

## Instrument

The Student Satisfaction Inventory (SSI) requested students to indicate both the level of importance they place on specific attributes of the college, as well as their level of satisfaction with each attribute.

Students completing the SSI assign each of the 70 items a level of importance and a level of satisfaction. The difference between the students' cumulative ratings of importance versus satisfaction is subtracted yielding a Performance Gap between perceived importance and satisfaction. As a result, the survey yields not only information about what is important to students at WITC, but also their comparative satisfaction with the item in relation to their overall educational experience.

The SSI reflects the candid opinions of current students on topics critical to college choice and satisfaction such as academic advising, instructional effectiveness, campus safety and security, and student centeredness. The SSI is especially useful because it indicates what is most important to our students, measures how well we meet their expectations and then compares their opinions with those of students attending other national colleges and Wisconsin technical colleges. The 2018 national comparison includes 162,081 student responses from 195 institutions and the WTCS comparison includes 13,003 student responses from eight institutions. Five-hundred fifty-four (554) WITC students completed the SSI.

The 2018 Student Satisfaction Inventory instrument can be found in Appendix A.

## METHODOLOGY

### Process

The SSI was administered to WITC students online via an email invitation containing an electronic link to the survey. It was completed by 554 students, which represents 19% of the

total students enrolled in undergraduate credit coursework at WITC during the 2018 spring term. Campus representation is detailed in Table 1 below.

Table 1  
Summary of Respondents by Campus Compared to Actual Undergraduate Enrollment

Campus	Number Completing Survey	Percent of Total Respondents	Total Spring 2018 Undergraduate Enrollment*	Percent Surveyed Compared to Actual Attendance
Ashland	60	11%	399	15%
New Richmond	142	26%	841	17%
Online	74	13%	1,231	6%
Rice Lake	130	23%	942	14%
Superior	117	21%	629	19%
Outreach Centers	1	<1%	42	2%
Unknown	30	5%	N/A	N/A
Unduplicated WITC Total	554	100%	2,929	19%

\*Total is unduplicated for each location. Students may be enrolled in multiple locations simultaneously.

# FINDINGS

## STRENGTHS

WITC's results on the SSI are outstanding. WITC students in 2018, 2016 and 2014 continue to express greater satisfaction compared to the national results (69 of the 70 items on the SSI). Based on student responses compared to other institutions, the

following focus areas were cited as strengths for the college.

It should be noted that some items are included in more than one benchmark category.

### Instructional Effectiveness

- Nearly all of the faculty are knowledgeable in their fields.
- Program requirements are clear and reasonable.
- There is a good variety of courses provided on this campus.
- I am able to experience intellectual growth here.

### Academic Advising/Counseling

- My academic advisor is approachable.
- My academic advisor is knowledgeable about my program requirements.

### Student Centeredness

- The campus staff are caring and helpful.
- Students are made to feel welcome on this campus.

### Academic Services

- Library resources and services are adequate.
- Computer labs are adequate and accessible.
- Campus item: Educational Technology Center (ETC) resources and service are adequate.

### Campus Climate

- The campus staff are caring and helpful.
- The campus is safe and secure for all students.
- Students are made to feel welcome on this campus.
- This institution has a good reputation within the community.

### Service Excellence

- The campus staff are caring and helpful.
- Campus item: Educational Technology Center (ETC) staff are helpful and approachable.

### Safety and Security

- The campus is safe and secure for all students.
- On the whole, the campus is well-maintained.

### Admissions and Financial Aid

- Admissions staff are knowledgeable.

## **CHALLENGES**

Also identified were areas that were considered to be challenges for the college. It should be noted that some items are included in more than one benchmark category.

Focus areas identified as challenges for WITC are as follows:

### Instructional Effectiveness

- The quality of instruction in the vocational/technical programs is excellent.
- The quality of instruction I receive in most of my classes is excellent.
- Faculty are fair and unbiased in their treatment of individual students.
- Faculty provide timely feedback about student progress in a course.
- Students are notified early in the term if they are doing poorly in a class.

### Concern for the Individual

- Faculty are fair and unbiased in their treatment of individual students.

### Academic Advising/Counseling

- My academic advisor is knowledgeable about transfer requirements of other schools.
- This school does whatever it can to help me reach my educational goals.

### Admissions and Financial Aid

- Adequate financial aid is available for most students.
- Financial aid awards are announced to students in time to be helpful in college planning.

### Registration Effectiveness

- I am able to register for classes I need with few conflicts.

### Campus Support Services

- The career services office provides students with the help they need to get a job.

### Campus Climate

- This school does whatever it can to help me reach my educational goals.

## Trends

In addition to strengths and challenges, trends were identified based on a comparison of student responses from 2016 to their responses in 2018. Table 2

below indicates the key trends determined by SSI that had higher satisfaction in 2018 compared to 2016.

Table 2  
Key Trends in Satisfaction and Importance in 2018 Over 2016

Focus Area	Higher Satisfaction
My academic advisor is approachable.	X
My academic advisor is concerned about my success as an individual.	X
Students are made to feel welcome on this campus.	X
My academic advisor is knowledgeable about the transfer requirements of other schools.	
Admissions staff are knowledgeable.	X
The equipment in the lab facilities is kept up to date.	X
This institution has a good reputation within the community.	
Counseling staff care about students as individuals.	X
This school does whatever it can to help me reach my educational goals.	X
Academic support services adequately meet the needs of students.	X
Billing policies are reasonable.	X
Faculty are usually available after class and during office hours.	X
On the whole, the campus is well-maintained.	X
There is a good variety of courses provided on this campus.	X
I am able to experience intellectual growth here.	X

## Benchmarking Survey Results

WITC's SSI results were benchmarked to community colleges nationally, to other technical colleges in the Wisconsin Technical College System (WTCS), and to WITC's 2016, and 2014 results. Both nationally and regionally, WITC compared favorably against the "Performance Gaps" of other community colleges. Nationally (Table 3) and regionally (Table 4), WITC outperformed other community colleges in every area.

When comparing WITC's 2018 results to 2016, and 2014, (Table 5) results also show higher satisfaction in all of the 11 focus areas.

Mean importance scores throughout this report are based on a scale of 1 to 7 with 1 being "not important at all" and 7 being "very important". Similarly, satisfaction scores are based on a scale of 1 to 7 with 1 being "not satisfied at all", and 7 being "very satisfied".

As student satisfaction increases, the gap between importance and satisfaction decreases.

Detailed breakdowns of the benchmark areas and statements by year can be found in Appendix B beginning on page 27.

Table 3  
WITC Compared to National Benchmarks – Mean Score Comparison

Focus Area (Aggregated)	Importance		Satisfaction		Gap	
	WITC	National	WITC	National	WITC	National
Academic Advising/Counseling	6.54	6.27	6.15	5.46	0.39	0.81
Instructional Effectiveness	6.53	6.29	6.15	5.60	0.38	0.69
Admissions and Financial Aid	6.50	6.20	6.15	5.42	0.35	0.78
Academic Services	6.49	6.18	6.26	5.74	0.23	0.44
Concern for the Individual	6.48	6.21	6.09	5.46	0.39	0.75
Registration Effectiveness	6.48	6.27	6.15	5.63	0.33	0.64
Campus Climate	6.44	6.12	6.18	5.53	0.26	0.59
Student Centeredness	6.43	6.13	6.20	5.58	0.23	0.55
Service Excellence	6.41	6.10	6.18	5.52	0.23	0.58
Safety and Security	6.36	6.18	6.02	5.41	0.34	0.77
Campus Support Services	6.19	5.72	5.87	5.26	0.32	0.46



**Table 4**  
**WITC Compared to Regional Benchmarks (WTCS)**

Focus Area (Aggregated)	Importance		Satisfaction		Gap	
	WITC SSI	WTCS SSI	WITC SSI	WTCS SSI	WITC SSI	WTCS SSI
Academic Advising/Counseling	6.54	6.23	6.15	5.53	0.39	0.70
Instructional Effectiveness	6.53	6.34	6.15	5.75	0.38	0.59
Admissions and Financial Aid	6.50	6.16	6.15	5.49	0.35	0.67
Academic Services	6.49	6.13	6.26	5.78	0.23	0.35
Concern for the Individual	6.48	6.24	6.09	5.60	0.39	0.64
Registration Effectiveness	6.48	6.24	6.15	5.67	0.33	0.57
Campus Climate	6.44	6.12	6.18	5.67	0.26	0.45
Student Centeredness	6.43	6.14	6.20	5.73	0.23	0.41
Service Excellence	6.41	6.05	6.18	5.61	0.23	0.44
Safety and Security	6.36	6.05	6.02	5.30	0.34	0.75
Campus Support Services	6.19	5.64	5.87	5.36	0.32	0.28

**Table 5**  
**WITC Comparison of SSI Importance and Satisfaction Levels by Year**

Focus Area (Aggregated)	Importance			Satisfaction			Gap		
	2018	2016	2014	2018	2016	2014	2018	2016	2014
Academic Advising/ Counseling	6.59	6.40	6.43	6.15	5.99	5.96	0.39	0.41	0.47
Instructional Effectiveness	6.53	6.47	6.50	6.15	6.05	6.00	0.38	0.42	0.50
Admissions and Financial Aid	6.50	6.39	6.41	6.15	5.97	5.96	0.35	0.42	0.45
Academic Services	6.49	6.34	6.35	6.26	6.13	6.12	0.23	0.21	0.23
Concern for the Individual	6.48	6.41	6.44	6.09	5.99	5.94	0.39	0.42	0.50
Registration Effectiveness	6.48	6.37	6.40	6.15	6.05	6.02	0.33	0.32	0.38
Campus Climate	6.44	6.33	6.33	6.18	6.03	6.01	0.26	0.30	0.32
Student Centeredness	6.43	6.35	6.36	6.20	6.08	6.04	0.23	0.27	0.32
Service Excellence	6.41	6.27	6.30	6.18	6.00	5.99	0.23	0.27	0.31
Safety and Security	6.36	6.19	6.17	6.02	5.99	5.86	0.34	0.20	0.31
Campus Support Services	6.19	5.98	5.93	5.87	5.81	5.69	0.32	0.17	0.24

# Ruffalo Noel Levitz SSI Survey Results - Benchmarking

Figure 1  
WITC SSI Benchmark Scores  
WITC 2018 Results Compared to WITC 2016, 2014 and National Community College Cohort\*

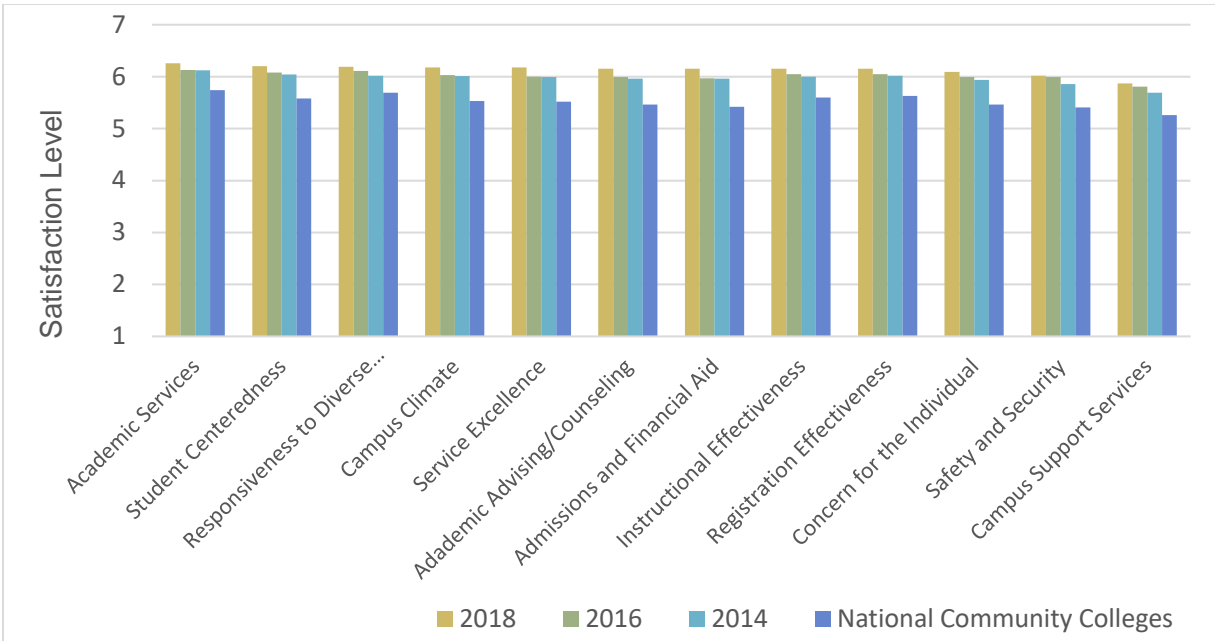
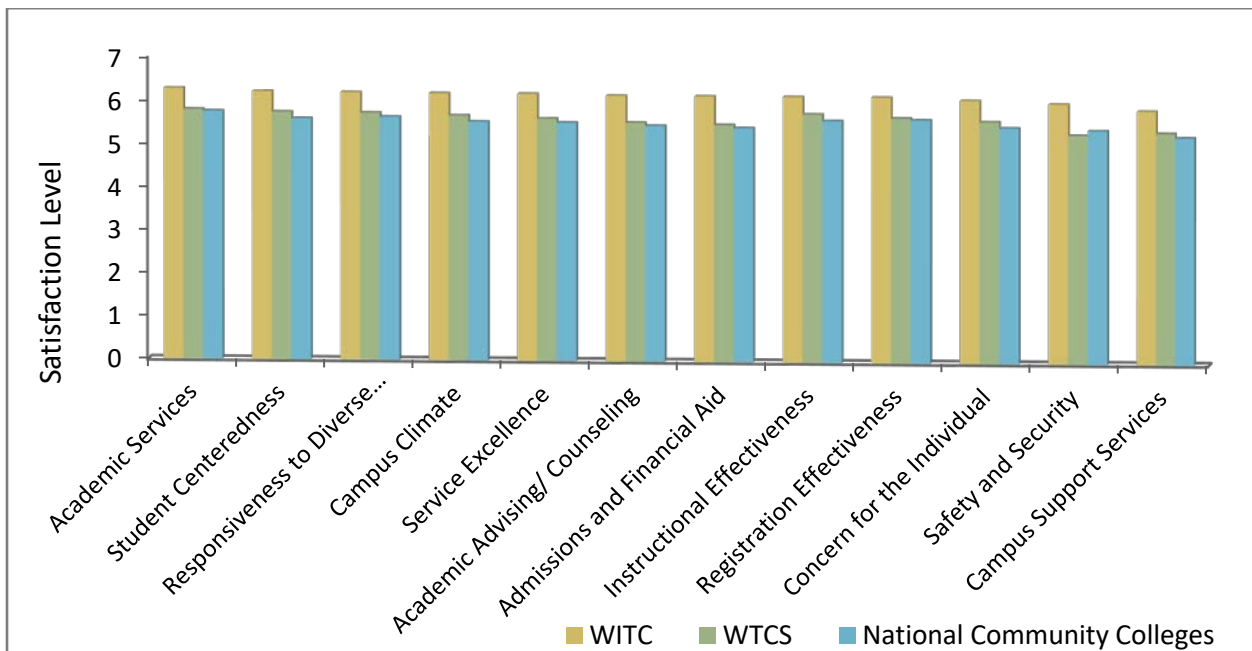


Figure 2  
WITC SSI Benchmark Scores  
WITC 2018 Results Compared WTCS and National Community College Cohort\*



\*The National Community College cohort represents 162,081 participants surveyed between fall 2013 and spring 2017, including WITC's 2014 and 2016 SSI participants.

## Responsiveness to Diverse Students

In addition to the 70 importance and satisfaction questions on the SSI, students were also asked to respond to several questions regarding their satisfaction with how the college demonstrates commitment to meeting the needs of students in diverse populations. Diverse students were categorized as part-time, evening, older/returning learners, under-represented populations, commuters,

and students with disabilities. WITC's aggregated satisfaction score for 2018 compared to 2016 and 2014, as well as the National SSI score and the WTCS score is found in Table 6. As indicated, WITC students have a higher satisfaction in 2018 than in 2016 and 2014; and WITC students indicated higher satisfaction in this area than the national and WTCS comparison groups.

Table 6  
Satisfaction with WITC's Responsiveness to Diverse Populations

	WITC			National	WTCS
	2018	2016	2014		
Responsiveness to Diverse Populations (Aggregate)	6.19	6.11	6.02	5.69	5.72

## Factors in Decision to Enroll

Students were asked to evaluate how important several factors were in their decision to enroll at WITC. Table 7 below lists the factors in order of importance, according to the 2018 WITC

SSI respondents' answers. Scores were based on a 1 – 7 scale with 1 being “not important at all” and 7 being “very important”.

Table 7  
Factors in Enrollment Decision by 2018 Ranking

Factor	2018	2016	2014
Cost	6.40	6.29	6.24
Academic reputation	6.32	6.10	6.16
Financial aid	6.28	6.14	6.10
Geographic setting	5.97	5.81	5.95
Personalized attention prior to enrollment	5.74	5.66	5.69
Size of institution	5.60	5.37	5.35
Campus appearance	5.38	5.24	5.14
Recommendations from family/friends	5.31	5.02	5.02
Opportunity to play sports	3.47	2.97	2.79

## College Experience Met Expectations

SSI respondents were asked how their college experience met their expectations. Responses were requested on a scale of 1 to 7 with 1 being “Much worse than I expected” and

7 being “Much better than I expected”. WITC’s aggregated score was 5.24. Table 8 displays responses by percentage.

Table 8  
College Experience Met Expectations

Experience Met Expectations	2018	2016	2014	2012	2010
Much better than I expected	24%	23%	22%	21%	19%
Quite a bit better than I expected	18%	16%	16%	17%	17%
Better than I expected	26%	27%	27%	28%	26%
About what I expected	23%	23%	23%	25%	30%
Worse than I expected	4%	5%	6%	3%	4%
Quite a bit worse than I expected	1%	2%	1%	1%	-
Much worse than I expected	1%	1%	1%	1%	1%

## Overall Satisfaction with College Experience

When asked to indicate their overall satisfaction with their college experience so far, SSI respondents' overall satisfaction was 5.96. Answers were on

a scale of 1 to 7 with 1 being "Not satisfied at all" and 7 being "Very satisfied". Table 9 displays responses by percentage.

Table 9  
Overall Satisfaction with College Experience

Satisfaction Level	2018	2016	2014	2012	2010
Very satisfied	37%	37%	35%	35%	28%
Satisfied	42%	42%	41%	43%	48%
Somewhat satisfied	9%	8%	10%	9%	11%
Neutral	4%	4%	4%	6%	5%
Somewhat dissatisfied	2%	3%	4%	3%	3%
Not very satisfied	2%	3%	1%	1%	1%
Not satisfied at all	-	-	1%	-	-

## WITC Students Would Enroll Again

SSI respondents were asked if they had it to do over, would they enroll at WITC again. Answers were on a scale of 1 to 7 with 1 being “Definitely not” and 7

being “Definitely yes”. This question scored an average of 6.21. Table 10 displays responses by percentage.

Table 10  
WITC Students Would Enroll Again

Enroll Again	2018	2016	2014	2012	2010
Definitely yes	55%	55%	53%	52%	44%
Probably yes	28%	26%	29%	29%	34%
Maybe yes	6%	6%	5%	6%	8%
I don't know	3%	3%	4%	5%	5%
Maybe not	1%	2%	2%	2%	2%
Probably not	2%	4%	2%	2%	3%
Definitely not	1%	1%	2%	1%	1%

WITC SSI survey results for all questions are compared to national and regional results in Appendix C, which begins on page 41. The SSI survey results are then compared to 2016 and 2014 SSI survey results for all questions beginning on page 53 in Appendix D.

Appendices E-J contain comparisons of 2018 SSI results to 2016 and 2014 SSI results for all questions by individual campuses, Ashland, New Richmond, Rice Lake, Superior, Online, and WITC Outreach Centers respectively. These appendices begin on page 65.

# PROFILE OF WITC SSI RESPONDENTS

## Student Population

Table 11 shows a comparison of WITC SSI respondent demographic characteristics to WITC's 2018 credit

student population. Overall, the respondents reflect the underlying population of WITC students.

Table 11  
Comparison of SSI Respondents to WITC Overall Student Population

Demographics	2018 WITC SSI Respondents	WITC's FY18 Spring Term Student Population
Gender		
Female	76%	63%
Male	24%	37%
Race/Ethnicity		
Caucasian	91%	89%
Asian	2%	1%
Hispanic/Latino	2%	1%
African-American	2%	2%
Native American	3%	4%
Other	1%	3%
Enrollment Status		
Full-time	66%	33%
Part-time	34%	67%
Age		
18 and under	5%	23%
19-24	35%	30%
25-34	25%	24%
35-44	18%	12%
45 and over	17%	10%

### Time of Day Students Attend Classes

As reflected in Figure 3, 83% of SSI respondents attend daytime classes, while 15% attend evening. Three

percent (3%) of SSI respondents attend weekend classes.

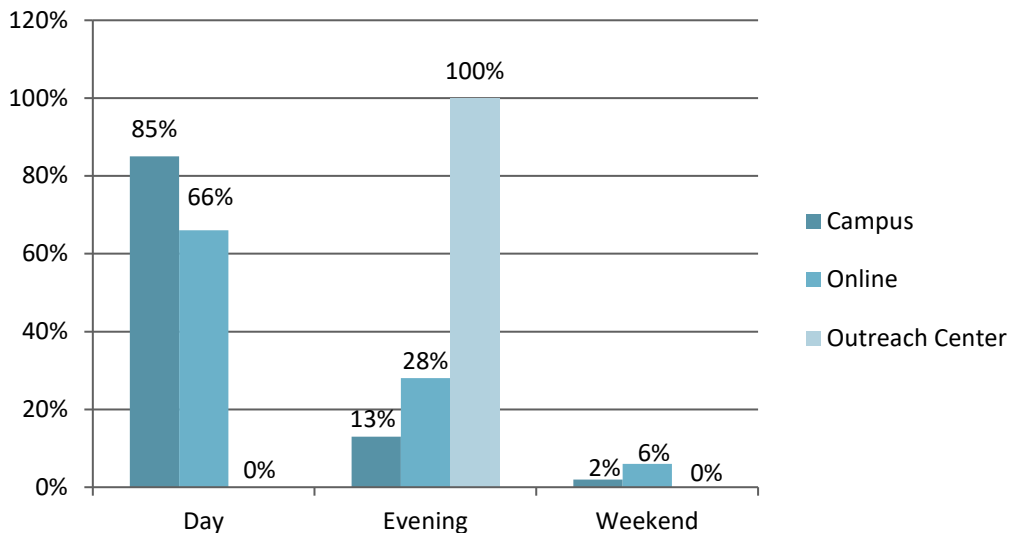
Figure 3  
Time of Day Students Attend Classes



Respondents primarily attending a campus location attended daytime classes at a higher percentage (85%) than respondents taking classes online

(66%) or at a WITC Outreach Center (0%). Figure 4 shows the time of day respondents on campus, online and at outreach centers took their classes.

Figure 4  
Time of Day Students Attend by Location



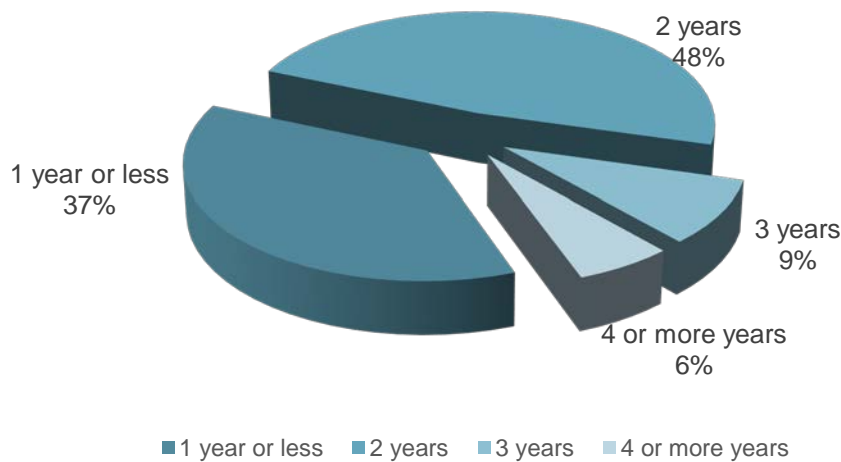


## Number of Years Enrolled at WITC

Nearly half of SSI respondents (48%) have been enrolled two years, and over one-third (37%) have been enrolled at WITC for one year or less, as reflected

in Figure 5. Nine percent (9%) have been enrolled three years, and 6% have been enrolled four or more years.

Figure 5  
Number of Years Enrolled at WITC



## Current GPA

Nearly half (49%) of 2018 WITC students indicate they have a GPA of 3.5 or above, and most WITC students maintain a GPA of 3.0 or better. As

indicated in Table 12, over 80% of WITC's 2018 SSI respondents have current GPA's over 3.0.

Table 12  
Students' Current GPA

Current GPA	2018	2016	2014
3.5 or above	49%	46%	51%
3.0 – 3.49	36%	35%	33%
2.5 – 2.99	10%	13%	11%
2.0 – 2.49	4%	5%	5%
1.99 or below	1%	1%	<1%

## Educational Goals

As indicated in Table 13, over two-thirds (70%) of 2018 SSI respondents set an educational goal to earn an Associate

Degree; and 13% have a goal of completing a technical diploma program.

Table 13  
Educational Goals of Students

Educational Goal	2018	2016	2014
Associate Degree	70%	64%	69%
Vocational/technical program	13%	15%	15%
Transfer to another institution	6%	4%	5%
Certification (initial/renewal)	7%	8%	5%
Self-improvement/pleasure	1%	1%	1%
Job-related training	2%	3%	4%
Other educational goal	2%	5%	3%

## Employment Status

Five out of six (83%) of WITC's 2018 SSI respondents are employed while attending WITC. Forty-nine percent

(49%) are employed part-time, while 34% are employed full-time, as reflected in Table 14.

Table 14  
Students' Employment Status

Employment Status	2018	2016	2014
Full-time	34%	33%	31%
Part-time	49%	47%	43%
Not employed	17%	20%	26%

## Residence

The majority of 2018 SSI respondents attending WITC (92%) reside in Wisconsin, and 8% of respondents live out of state.

As shown in rank order for 2018 SSI respondents in Table 15, 44% of all respondents own their house, followed

by respondents living at their parents' home (27%), and those that rent a room or apartment off campus (24%). The remaining respondents reside in some other residential situation (6%). Two of the 2018 SSI respondents reside in a resident hall.

Table 15  
Current Residence

Current Residence	2018	2016	2014
Own house	44%	40%	44%
Parent's home	27%	27%	21%
Rent room or apartment off campus	24%	24%	27%
Other residence	6%	9%	7%
Residence hall	<1%	-	1%

## Students with Disabilities

Over 11% of WITC students have some type of physical disability or diagnosed learning disability, shown in Figure 6.

Overall, students are satisfied with WITC's commitment to students with disabilities as indicated by a means score of 6.31 (see Appendix B).

Figure 6  
Students with Disabilities

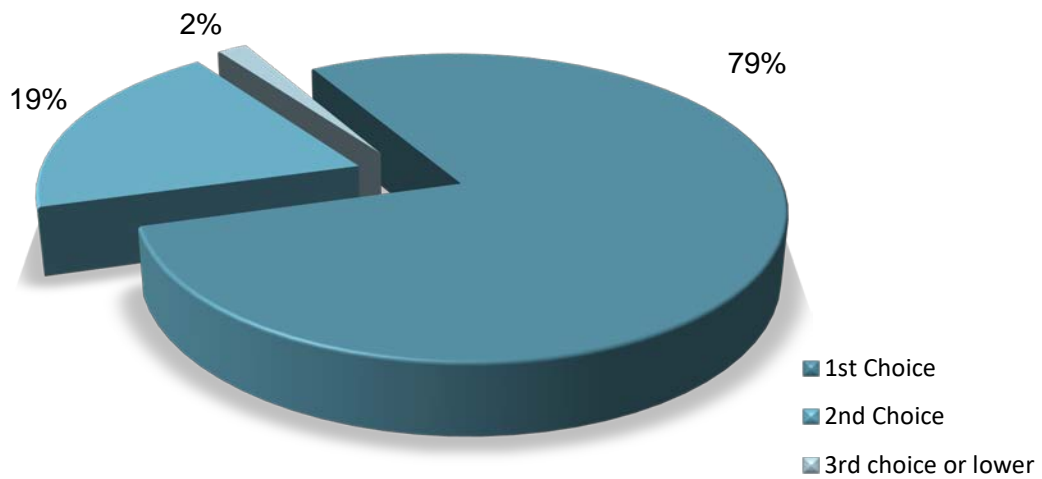


## College of Choice

WITC was the first choice college for 79% of the SSI respondents, second choice for 19% of SSI respondents, and

two percent (2%) of respondents indicated WITC was their third or lower choice, as reflected in Figure 7.

Figure 7  
College of Choice



# **APPENDIX A**

# **STUDENT SATISFACTION INVENTORY™**

Community, Junior and Technical College Version

Form A

Items 1 – 95 are responded as follows:

Each item below describes an expectation about your experiences with this program.

On the left, tell us how important it is for your institution to meet this expectation.

Level of importance...

- 1 - not important at all
- 2 - not very important
- 3 - somewhat unimportant
- 4 - neutral
- 5 - somewhat important
- 6 - important
- 7 - very important
- N/A - does not apply

On the right, tell us how satisfied you are that your institution has met this expectation.

...Level of satisfaction

- 1 - not satisfied at all
- 2 - not very satisfied
- 3 - somewhat dissatisfied
- 4 - neutral
- 5 - somewhat satisfied
- 6 - satisfied
- 7 - very satisfied
- N/A - not available / not used

### The questions are as follows:

1. Most students feel a sense of belonging here.
2. Faculty care about me as an individual.
3. The quality of instruction in the vocational/technical programs is excellent.
4. Security staff are helpful.
5. The personnel involved in registration are helpful.
6. My academic advisor is approachable.
7. Adequate financial aid is available for most students.
8. Classes are scheduled at times that are convenient for me.
9. Internships or practical experiences are provided in my degree/certificate program.
10. Child care facilities are available on campus.
11. Security staff respond quickly in emergencies.
12. My academic advisor helps me set goals to work toward.
13. Financial aid awards are announced to students in time to be helpful in college planning.
14. Library resources and services are adequate.
15. I am able to register for classes I need with few conflicts.
16. The college shows concern for students as individuals.
17. Personnel in the Veterans' Services program are helpful.
18. The quality of instruction I receive in most of my classes is excellent.
19. This campus provides effective support services for displaced homemakers.
20. Financial aid counselors are helpful.
21. There are a sufficient number of study areas on campus.
22. People on this campus respect and are supportive of each other.
23. Faculty are understanding of students' unique life circumstances.
24. Parking lots are well-lighted and secure.
25. My academic advisor is concerned about my success as an individual.
26. Library staff are helpful and approachable.
27. The campus staff are caring and helpful.
28. It is an enjoyable experience to be a student on this campus.
29. Faculty are fair and unbiased in their treatment of individual students.
30. The career services office provides students with the help they need to get a job.
31. The campus is safe and secure for all students.
32. My academic advisor is knowledgeable about my program requirements.
33. Admissions counselors accurately portray the campus in their recruiting practices.
34. Computer labs are adequate and accessible.
35. Policies and procedures regarding registration and course selection are clear and well-publicized.
36. Students are made to feel welcome on this campus.
37. Faculty take into consideration student differences as they teach a course.
38. The student center is a comfortable place for students to spend their leisure time.
39. The amount of student parking space on campus is adequate.
40. My academic advisor is knowledgeable about the transfer requirements of other schools.
41. Admissions staff are knowledgeable.
42. The equipment in the lab facilities is kept up to date.
43. Class change (drop/add) policies are reasonable.



44. I generally know what's happening on campus.
45. This institution has a good reputation within the community.
46. Faculty provide timely feedback about student progress in a course.
47. There are adequate services to help me decide upon a career.
48. Counseling staff care about students as individuals.
49. Admissions counselors respond to prospective students' unique needs and requests.
50. Tutoring services are readily available.
51. There are convenient ways of paying my school bill.
52. This school does whatever it can to help me reach my educational goals.
53. The assessment and course placement procedures are reasonable.
54. Faculty are interested in my academic problems.
55. Academic support services adequately meet the needs of students.
56. The business office is open during hours which are convenient for most students.
57. Administrators are approachable to students.
58. Nearly all of the faculty are knowledgeable in their fields.
59. New student orientation services help students adjust to college.
60. Billing policies are reasonable.
61. Faculty are usually available after class and during office hours.
62. Bookstore staff are helpful.
63. I seldom get the "run-around" when seeking information on this campus.
64. Nearly all classes deal with practical experiences and applications.
65. Students are notified early in the term if they are doing poorly in a class.
66. Program requirements are clear and reasonable.
67. Channels for expressing student complaints are readily available.
68. On the whole, the campus is well-maintained.
69. There is a good variety of courses provided on this campus.
70. I am able to experience intellectual growth here.
71. Wisconsin Indianhead Technical College Educational Technology Center (ETC) resources and services are adequate.
72. Educational Technology Center (ETC) staff are helpful and approachable.

**How satisfied are you that this campus demonstrates a commitment to the needs of:**

73. Institution's commitment to part-time students?
74. Institution's commitment to evening students?
75. Institution's commitment to older, returning learners?
76. Institution's commitment to under-represented populations?
77. Institution's commitment to commuters?
78. Institution's commitment to student with disabilities?

**How important were each of the following factors in your decision to enroll at this institution?**

79. Cost as a factor in decision to enroll.
80. Financial aid as a factor in decision to enroll.
81. Academic reputation as a factor in decision to enroll.
82. Size of institution as a factor in decision to enroll.

- 83. Opportunity to play sports as a factor in decision to enroll.
- 84. Recommendations from family/friends as a factor in decision to enroll.
- 85. Geographic setting as a factor in decision to enroll.
- 86. Campus appearance as a factor in decision to enroll.
- 87. Personalized attention prior to enrollment as a factor in decision to enroll.

## Section #2 - Summary Questions

1. 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

2. Rate your overall satisfaction with your experience here thus far.

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

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

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

### Section #3 – Demographic Questions

#### 1. Gender

- 1 - Female
- 2 - Male

#### 2. Age

- 1 - 18 and under
- 2 - 19 to 24
- 3 - 25 to 34
- 4 - 35 to 44
- 5 - 45 and over

#### 3. Ethnicity/Race

- 1 - African-American
- 2 - American Indian or Alaskan Native
- 3 - Asian or Pacific Islander
- 4 - Caucasian / White
- 5 - Hispanic
- 6 - Other
- 7 - Prefer not to respond

#### 4. Current Enrollment Status

- 1 - Day
- 2 - Evening
- 3 - Weekend

#### 5. Current Class Load

- 1 - Full-time
- 2 - Part-time

#### 6. Class Level

- 1 - 1 or less
- 2 - 2
- 3 - 3
- 4 - 4 or more

#### 7. Current GPA

- 1 - No credits earned
- 2 - 1.99 or below
- 3 - 2.0 - 2.49
- 4 - 2.5 - 2.99
- 5 - 3.0 - 3.49
- 6 - 3.5 or above

#### 8. Educational Goal

- 1 - Associate degree
- 2 - Vocational / technical program
- 3 - Transfer to another institution
- 4 - Certification (initial or renewal)
- 5 - Self-improvement / pleasure
- 6 - Job-related training
- 7 - Other educational goal

#### 9. Employment

- 1 - Full-time off campus
- 2 - Part-time off campus
- 3 - Full-time on campus
- 4 - Part-time on campus
- 5 - Not employed

#### 10. Current Residence

- 1 - Residence hall
- 2 - Own house
- 3 - Rent room or apartment off campus
- 4 - Parent's home
- 5 - Other residence

#### 11. Residence Classification

- 1 - In-state
- 2 - Out-of-state
- 3 - International (not U.S. citizen)

#### 12. Disabilities

- 1 - Yes - disability
- 2 - No - disability

13. Institution Was My

- 1 - 1st choice
- 2 - 2nd choice
- 3 - 3rd choice or lower

Demographic Item #1: Please indicate the campus that you primarily attend:

- 1 - Ashland
- 2 - New Richmond
- 3 - Online
- 4 - Rice Lake
- 5 - Superior
- 6 - Outreach Centers

How likely is it that you would recommend our institution to a friend or colleague?

- 0 - Not at all likely
- 1
- 2
- 3
- 4
- 5 - Neutral
- 6
- 7
- 8
- 9
- 10 - Extremely likely

Please enter any comments you would like to share with this institution.

# **APPENDIX B**

Appendix B  
 Benchmark Comparisons of 2018 SSI to 2018 and 2016 SSI  
 Importance and Satisfaction Levels by Category

Instructional Effectiveness Importance and Satisfaction Levels

Item	SSI Spring 2018			SSI Spring 2016			SSI Spring 2014		
	Importance	Satisfaction	Gap	Importance	Satisfaction	Gap	Importance	Satisfaction	Gap
<b>Overall Instructional Effectiveness</b>	6.53	6.15	0.38	6.47	6.05	0.42	6.50	6.00	0.50
Faculty care about me as an individual.	6.43	6.05	0.38	6.38	6.03	0.35	6.41	6.00	0.41
The quality of instruction I receive in most of my classes is excellent.	6.64	5.97	0.67	6.68	5.95	0.73	6.70	5.94	0.76
Faculty are understanding of students' unique life circumstances.	6.48	6.05	0.43	6.44	5.92	0.52	6.48	5.85	0.63
Faculty are fair and unbiased in their treatment of individual students.	6.53	6.10	0.43	6.47	5.96	0.51	6.55	5.91	0.64
Faculty take into consideration student differences as they teach a course.	6.39	6.01	0.38	6.38	5.94	0.44	6.38	5.80	0.58
Faculty provide timely feedback about student progress in a course.	6.57	6.07	0.50	6.51	5.98	0.53	6.54	5.87	0.67
Faculty are interested in my academic problems.	6.45	6.06	0.39	6.36	5.92	0.44	6.38	5.85	0.53
Nearly all of the faculty are knowledgeable in their fields.	6.66	6.33	0.33	6.59	6.28	0.31	6.60	6.24	0.36
Faculty are usually available after class and during office hours.	6.50	6.25	0.25	6.36	6.09	0.27	6.39	6.13	0.26
Nearly all classes deal with practical experiences and applications.	6.51	6.20	0.31	6.46	6.08	0.38	6.49	6.11	0.38
Students are notified early in the term if they are doing poorly in a class.	6.49	5.95	0.54	6.37	5.79	0.58	6.41	5.64	0.77
Program requirements are clear and reasonable.	6.60	6.28	0.32	6.59	6.17	0.42	6.58	6.13	0.45

Item	SSI Spring 2018			SSI Spring 2016			SSI Spring 2014		
	Importance	Satisfaction	Gap	Importance	Satisfaction	Gap	Importance	Satisfaction	Gap
There is a good variety of courses provided on this campus.	6.52	6.37	0.15	6.41	6.24	0.17	6.46	6.20	0.26
I am able to experience intellectual growth here.	6.61	6.43	0.18	6.55	6.30	0.25	6.58	6.26	0.32

Concern for the Individual Importance and Satisfaction Levels

Item	SSI Spring 2018			SSI Spring 2016			SSI Spring 2014		
	Importance	Satisfaction	Gap	Importance	Satisfaction	Gap	Importance	Satisfaction	Gap
<b>Overall Concern for the Individual</b>	6.48	6.09	0.39	6.41	5.99	0.42	6.44	5.94	0.50
Faculty care about me as an individual.	6.43	6.05	0.38	6.38	6.03	0.35	6.41	6.00	0.41
The college shows concern for students as individuals.	6.39	5.97	0.42	6.42	5.95	0.47	6.40	5.86	0.54
My academic advisor is concerned about my success as an individual.	6.51	6.13	0.38	6.43	5.96	0.47	6.45	5.94	0.51
Faculty are fair and unbiased in their treatment of individual students.	6.53	6.10	0.43	6.47	5.96	0.51	6.55	5.91	0.64
Counseling staff care about students as individuals.	6.52	6.24	0.28	6.35	6.06	0.29	6.39	6.00	0.39

Academic Advising/Counseling Importance and Satisfaction Levels

Item	SSI Spring 2018			SSI Spring 2016			SSI Spring 2014		
	Importance	Satisfaction	Gap	Importance	Satisfaction	Gap	Importance	Satisfaction	Gap
<b>Overall Academic Advising/ Counseling</b>	6.54	6.15	0.39	6.40	5.99	0.41	6.43	5.96	0.47
My academic advisor is approachable.	6.68	6.32	0.36	6.47	6.09	0.38	6.51	6.14	0.37
My academic advisor helps me set goals to work toward.	6.29	5.86	0.43	6.13	5.70	0.43	6.21	5.66	0.55
My academic advisor is concerned about my success as an individual.	6.51	6.13	0.38	6.43	5.96	0.47	6.45	5.94	0.51
My academic advisor is knowledgeable about my program requirements.	6.70	6.34	0.36	6.60	6.25	0.35	6.64	6.26	0.38
My academic advisor is knowledgeable about the transfer requirements of other schools.	6.50	6.02	0.48	6.28	5.86	0.42	6.30	5.74	0.56
Counseling staff care about students as individuals.	6.52	6.24	0.28	6.35	6.06	0.29	6.39	6.00	0.39
This school does whatever it can to help me reach my educational goals.	6.57	6.13	0.44	6.51	5.98	0.53	6.51	5.91	0.60



Admissions and Financial Aid Importance and Satisfaction Levels

Item	SSI Spring 2018			SSI Spring 2016			SSI Spring 2014		
	Importance	Satisfaction	Gap	Importance	Satisfaction	Gap	Importance	Satisfaction	Gap
<b>Overall Admissions and Financial Aid</b>	6.50	6.15	0.35	6.39	5.97	0.42	6.41	5.96	0.45
Adequate financial aid is available for most students.	6.53	6.04	0.49	6.49	5.98	0.51	6.52	5.98	0.54
Financial aid awards are announced to students in time to be helpful in college planning.	6.50	6.02	0.48	6.37	5.93	0.44	6.38	5.92	0.46
Financial aid counselors are helpful.	6.48	6.12	0.36	6.42	5.91	0.51	6.40	5.88	0.52
Admissions counselors accurately portray the campus in their recruiting practices.	6.39	6.13	0.26	6.31	5.91	0.40	6.32	5.92	0.40
Admissions staff are knowledgeable.	6.61	6.32	0.29	6.43	6.09	0.34	6.46	6.08	0.38
Admissions counselors respond to prospective students' unique needs and requests.	6.46	6.25	0.21	6.32	5.98	0.34	6.34	5.95	0.39

### Registration Effectiveness Importance and Satisfaction Levels

Item	SSI Spring 2018			SSI Spring 2016			SSI Spring 2014		
	Importance	Satisfaction	Gap	Importance	Satisfaction	Gap	Importance	Satisfaction	Gap
<b>Overall Registration Effectiveness</b>	6.48	6.15	0.33	6.37	6.05	0.32	6.40	6.02	0.38
The personnel involved in registration are helpful.	6.48	6.14	0.34	6.35	6.00	0.35	6.38	6.00	0.38
Classes are scheduled at times that are convenient for me.	6.44	5.85	0.59	6.49	5.92	0.57	6.45	5.77	0.68
I am able to register for classes I need with few conflicts.	6.61	6.19	0.42	6.56	6.12	0.44	6.60	6.02	0.58
Policies and procedures regarding registration and course selection are clear and well-publicized.	6.50	6.12	0.38	6.41	6.00	0.41	6.46	5.99	0.47
Class change (drop/add) policies are reasonable.	6.44	6.24	0.20	6.21	6.03	0.18	6.27	6.13	0.14
There are convenient ways of paying my school bill.	6.54	6.24	0.30	6.39	6.13	0.26	6.41	6.15	0.26
The business office is open during hours which are convenient for most students.	6.41	6.15	0.26	6.29	6.05	0.24	6.26	6.09	0.17
Billing policies are reasonable.	6.50	6.24	0.26	6.34	6.10	0.24	6.37	6.06	0.31
Bookstore staff are helpful.	6.42	6.22	0.20	6.25	6.08	0.17	6.36	5.98	0.38

### Student Centeredness Importance and Satisfaction Levels

Item	SSI Spring 2018			SSI Spring 2016			SSI Spring 2014		
	Importance	Satisfaction	Gap	Importance	Satisfaction	Gap	Importance	Satisfaction	Gap
<b>Overall Student Centeredness</b>	6.43	6.20	0.23	6.35	6.08	0.27	6.36	6.04	0.32
Most students feel a sense of belonging here.	6.23	6.07	0.16	5.98	5.90	0.08	6.01	5.89	0.12
The college shows concern for students as individuals.	6.39	5.97	0.42	6.42	5.95	0.47	6.40	5.86	0.54
The campus staff are caring and helpful.	6.53	6.33	0.20	6.46	6.22	0.24	6.44	6.15	0.29
It is an enjoyable experience to be a student on this campus.	6.47	6.25	0.22	6.47	6.14	0.33	6.48	6.08	0.40
Students are made to feel welcome on this campus.	6.56	6.44	0.12	6.49	6.27	0.22	6.50	6.22	0.28
Administrators are approachable to students.	6.40	6.17	0.23	6.26	5.99	0.27	6.31	6.05	0.26

### Academic Services Importance and Satisfaction Levels

Item	SSI Spring 2018			SSI Spring 2016			SSI Spring 2014		
	Importance	Satisfaction	Gap	Importance	Satisfaction	Gap	Importance	Satisfaction	Gap
<b>Overall Academic Services</b>	6.49	6.26	0.23	6.34	6.13	0.21	6.35	6.12	0.23
Library resources and services are adequate.	6.49	6.33	0.16	6.36	6.19	0.17	6.35	6.23	0.12
There are a sufficient number of study areas on campus.	6.46	6.24	0.22	6.24	6.10	0.14	6.20	5.99	0.21
Library staff are helpful and approachable.	6.43	6.41	0.02	6.36	6.38	-0.02	6.39	6.33	0.06
Computer labs are adequate and accessible.	6.58	6.37	0.21	6.45	6.26	0.19	6.47	6.28	0.19
The equipment in the lab facilities is kept up to date.	6.59	6.18	0.41	6.43	5.99	0.44	6.47	5.98	0.49
Tutoring services are readily available.	6.36	5.98	0.38	6.15	5.91	0.24	6.21	5.97	0.24
Academic support services adequately meet the needs of students.	6.54	6.25	0.29	6.39	6.03	0.36	6.39	6.02	0.37

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### Campus Climate Importance and Satisfaction Levels

Item	SSI Spring 2018			SSI Spring 2016			SSI Spring 2014		
	Importance	Satisfaction	Gap	Importance	Satisfaction	Gap	Importance	Satisfaction	Gap
<b>Overall Campus Climate</b>	6.44	6.18	0.26	6.33	6.03	0.30	6.33	6.01	0.32
Most students feel a sense of belonging here.	6.23	6.07	0.16	5.98	5.90	0.08	6.01	5.89	0.12
Faculty care about me as an individual.	6.43	6.05	0.38	6.38	6.03	0.35	6.41	6.00	0.41
The college shows concern for students as individuals.	6.39	5.97	0.42	6.42	5.95	0.47	6.40	5.86	0.54
People on this campus respect and are supportive of each other.	6.49	6.22	0.27	6.37	6.06	0.31	6.36	6.04	0.32

Item	SSI Spring 2018			SSI Spring 2016			SSI Spring 2014		
	Importance	Satisfaction	Gap	Importance	Satisfaction	Gap	Importance	Satisfaction	Gap
The campus staff are caring and helpful.	6.53	6.33	0.20	6.46	6.22	0.24	6.44	6.15	0.29
It is an enjoyable experience to be a student on this campus.	6.47	6.25	0.22	6.47	6.14	0.33	6.48	6.08	0.40
The campus is safe and secure for all students.	6.60	6.31	0.29	6.54	6.26	0.28	6.51	6.24	0.27
Students are made to feel welcome on this campus.	6.56	6.44	0.12	6.49	6.27	0.22	6.50	6.22	0.28
I generally know what's happening on campus.	6.10	6.21	-0.11	5.79	5.87	-0.08	5.80	5.90	-0.10
This institution has a good reputation within the community.	6.55	6.46	0.09	6.38	6.34	0.04	6.39	6.32	0.07
This school does whatever it can to help me reach my educational goals.	6.57	6.13	0.44	6.51	5.98	0.53	6.51	5.91	0.60
Administrators are approachable to students.	6.40	6.17	0.23	6.26	5.99	0.27	6.31	6.05	0.26
New student orientation services help students adjust to college.	6.42	6.16	0.26	6.19	6.00	0.19	6.10	6.02	0.08
I seldom get the "run-around" when seeking information on this campus.	6.47	6.10	0.37	6.37	5.85	0.52	6.40	5.86	0.54
Channels for expressing student complaints are readily available.	6.31	5.77	0.54	6.25	5.50	0.75	6.22	5.57	0.65

### Service Excellence Importance and Satisfaction Levels

Item	SSI Spring 2018			SSI Spring 2016			SSI Spring 2014		
	Importance	Satisfaction	Gap	Importance	Satisfaction	Gap	Importance	Satisfaction	Gap
<b>Overall Service Excellence</b>	6.41	6.18	0.23	6.27	6.00	0.27	6.30	5.99	0.31
The personnel involved in registration are helpful.	6.48	6.14	0.34	6.35	6.00	0.35	6.38	6.00	0.38
People on this campus respect and are supportive of each other.	6.49	6.22	0.27	6.37	6.06	0.31	6.36	6.04	0.32
Library staff are helpful and approachable.	6.43	6.41	0.02	6.36	6.38	-0.02	6.39	6.33	0.06
The campus staff are caring and helpful.	6.53	6.33	0.20	6.46	6.22	0.24	6.44	6.15	0.29
I generally know what's happening on campus.	6.10	6.21	-0.11	5.79	5.87	-0.08	5.80	5.90	-0.10
Administrators are approachable to students.	6.40	6.17	0.23	6.26	5.99	0.27	6.31	6.05	0.26
Bookstore staff are helpful.	6.42	6.22	0.20	6.25	6.08	0.17	6.36	5.98	0.38
I seldom get the "run-around" when seeking information on this campus.	6.47	6.10	0.37	6.37	5.85	0.52	6.40	5.86	0.54
Channels for expressing student complaints are readily available.	6.31	5.77	0.54	6.25	5.50	0.75	6.22	5.57	0.65

### Safety and Security Importance and Satisfaction Levels

Item	SSI Spring 2018			SSI Spring 2016			SSI Spring 2014		
	Importance	Satisfaction	Gap	Importance	Satisfaction	Gap	Importance	Satisfaction	Gap
<b>Overall Safety and Security</b>	6.36	6.02	0.34	6.19	5.99	0.20	6.17	5.86	0.31
Security staff are helpful.	5.98	5.60	0.38	5.81	5.69	0.12	5.66	5.40	0.26
Security staff respond quickly in emergencies.	6.37	5.62	0.75	6.08	5.61	0.47	6.07	5.49	0.58
Parking lots are well-lighted and secure.	6.35	6.06	0.29	6.15	5.94	0.21	6.17	5.78	0.39
The campus is safe and secure for all students.	6.60	6.31	0.29	6.54	6.26	0.28	6.51	6.24	0.27
The amount of student parking space on campus is adequate.	6.40	6.15	0.25	6.26	6.16	0.10	6.27	6.00	0.27

### Campus Support Services Importance and Satisfaction Levels

Item	SSI Spring 2018			SSI Spring 2016			SSI Spring 2014		
	Importance	Satisfaction	Gap	Importance	Satisfaction	Gap	Importance	Satisfaction	Gap
<b>Overall Campus Support Services</b>	6.19	5.87	0.32	5.98	5.81	0.17	5.93	5.69	0.24
Child care facilities are available on campus.	4.98	3.43	1.55	4.47	4.18	0.29	4.58	3.59	0.99
Personnel in the Veterans' Services program are helpful.	6.02	5.74	0.28	5.87	5.71	0.16	5.46	5.35	0.11
This campus provides effective support services for displaced homemakers.	6.00	5.79	0.21	5.91	5.79	0.12	5.69	5.48	0.21
The career services office provides students with the help they need to get a job.	6.49	6.03	0.46	6.30	5.81	0.49	6.39	5.78	0.61
The student center is a comfortable place for students to spend their leisure time.	6.34	6.27	0.07	6.06	6.11	-0.05	6.08	6.02	0.06
There are adequate services to help me decide upon a career.	6.45	6.20	0.25	6.32	6.05	0.27	6.32	5.96	0.36
New student orientation services help students adjust to college.	6.42	6.16	0.26	6.19	6.00	0.19	6.10	6.02	0.08



### Responsiveness to Diverse Populations Satisfaction Levels

Item	SSI Spring 2018	SSI Spring 2016	SSI Spring 2014
	Satisfaction	Satisfaction	Satisfaction
<b>Overall Responsiveness to Diverse Populations</b>	6.19	6.11	6.02
Institution's commitment to part-time students?	6.21	6.13	6.06
Institution's commitment to evening students?	6.09	6.01	5.91
Institution's commitment to older, returning learners?	6.29	6.19	6.09
Institution's commitment to under-represented populations?	6.15	6.08	5.99
Institution's commitment to commuters?	6.08	6.03	5.87
Institution's commitment to students with disabilities?	6.31	6.22	6.19

# APPENDIX C

Appendix C  
2018 SSI Survey Results by Comparison Groups

Item	Importance	Satisfaction	Gap
<b>1. Most students feel a sense of belonging here.</b>			
WITC	6.23	6.07	0.16
Wisconsin Technical Colleges	5.75	5.59	0.16
National Community Colleges	5.70	5.46	0.24
<b>2. Faculty care about me as an individual.</b>			
WITC	6.43	6.05	0.38
Wisconsin Technical Colleges	6.20	5.75	0.45
National Community Colleges	6.10	5.52	0.58
<b>3. The quality of instruction in the vocational/technical programs is excellent.</b>			
WITC	6.54	5.97	0.57
Wisconsin Technical Colleges	6.43	5.73	0.70
National Community Colleges	6.18	5.53	0.65
<b>4. Security staff are helpful.</b>			
WITC	5.98	5.60	0.38
Wisconsin Technical Colleges	5.50	5.21	0.29
National Community Colleges	5.87	5.39	0.48
<b>5. The personnel involved in registration are helpful.</b>			
WITC	6.48	6.14	0.34
Wisconsin Technical Colleges	6.22	5.64	0.58
National Community Colleges	6.26	5.53	0.73
<b>6. My academic advisor is approachable.</b>			
WITC	6.68	6.32	0.36
Wisconsin Technical Colleges	6.31	5.66	0.65
National Community Colleges	6.33	5.63	0.70
<b>7. Adequate financial aid is available for most students.</b>			
WITC	6.53	6.04	0.49
Wisconsin Technical Colleges	6.32	5.52	0.80
National Community Colleges	6.30	5.42	0.88
<b>8. Classes are scheduled at times that are convenient for me.</b>			
WITC	6.44	5.85	0.59
Wisconsin Technical Colleges	6.46	5.51	0.95
National Community Colleges	6.45	5.60	0.85
<b>9. Internships or practical experiences are provided in my degree/certificate program.</b>			
WITC	6.38	5.95	0.43
Wisconsin Technical Colleges	6.10	5.42	0.68
National Community Colleges	6.04	5.19	0.85
<b>10. Child care facilities are available on campus.</b>			
WITC	4.98	3.43	1.55
Wisconsin Technical Colleges	4.45	4.57	-0.12
National Community Colleges	4.70	4.48	0.22

Item	Importance	Satisfaction	Gap
11. Security staff respond quickly in emergencies.			
WITC	6.37	5.62	0.75
Wisconsin Technical Colleges	5.95	5.22	0.73
National Community Colleges	6.16	5.37	0.79
12. My academic advisor helps me set goals to work toward.			
WITC	6.29	5.86	0.43
Wisconsin Technical Colleges	6.01	5.25	0.76
National Community Colleges	6.15	5.29	0.86
13. Financial aid awards are announced to students in time to be helpful in college planning.			
WITC	6.50	6.02	0.48
Wisconsin Technical Colleges	6.18	5.26	0.92
National Community Colleges	6.21	5.24	0.97
14. Library resources and services are adequate.			
WITC	6.49	6.33	0.16
Wisconsin Technical Colleges	6.12	5.84	0.28
National Community Colleges	6.21	5.86	0.35
15. I am able to register for classes I need with few conflicts.			
WITC	6.61	6.19	0.42
Wisconsin Technical Colleges	6.46	5.66	0.80
National Community Colleges	6.42	5.61	0.81
16. The college shows concern for students as individuals.			
WITC	6.39	5.97	0.42
Wisconsin Technical Colleges	6.21	5.47	0.74
National Community Colleges	6.20	5.33	0.87
17. Personnel in the Veteran's Services program are helpful.			
WITC	6.02	5.74	0.28
Wisconsin Technical Colleges	5.18	5.02	0.16
National Community Colleges	5.34	5.06	0.28
18. The quality of instruction I receive in most of my classes is excellent.			
WITC	6.64	5.97	0.67
Wisconsin Technical Colleges	6.55	5.77	0.78
National Community Colleges	6.48	5.66	0.82
19. This campus provides effective support services for displaced homemakers.			
WITC	6.00	5.79	0.21
Wisconsin Technical Colleges	5.35	5.08	0.27
National Community Colleges	5.48	5.07	0.41
20. Financial aid counselors are helpful.			
WITC	6.48	6.12	0.36
Wisconsin Technical Colleges	6.12	5.36	0.76
National Community Colleges	6.22	5.32	0.90
21. There are a sufficient number of study areas on campus.			
WITC	6.46	6.24	0.22
Wisconsin Technical Colleges	6.09	5.84	0.25
National Community Colleges	6.14	5.73	0.41

Item	Importance	Satisfaction	Gap
22. People on this campus respect and are supportive of each other.			
WITC	6.49	6.22	0.27
Wisconsin Technical Colleges	6.16	5.72	0.44
National Community Colleges	6.12	5.56	0.56
23. Faculty are understanding of students' unique life circumstances.			
WITC	6.48	6.05	0.43
Wisconsin Technical Colleges	6.33	5.61	0.72
National Community Colleges	6.26	5.43	0.83
24. Parking lots are well-lighted and secure.			
WITC	6.35	6.06	0.29
Wisconsin Technical Colleges	6.08	5.45	0.63
National Community Colleges	6.21	5.46	0.75
25. My academic advisor is concerned about my success as an individual.			
WITC	6.51	6.13	0.38
Wisconsin Technical Colleges	6.21	5.40	0.81
National Community Colleges	6.24	5.33	0.91
26. Library staff are helpful and approachable.			
WITC	6.43	6.41	0.02
Wisconsin Technical Colleges	5.99	5.83	0.16
National Community Colleges	6.09	5.81	0.28
27. The campus staff are caring and helpful.			
WITC	6.53	6.33	0.20
Wisconsin Technical Colleges	6.20	5.88	0.32
National Community Colleges	6.20	5.71	0.49
28. It is an enjoyable experience to be a student on this campus.			
WITC	6.47	6.25	0.22
Wisconsin Technical Colleges	6.29	5.85	0.44
National Community Colleges	6.23	5.67	0.56
29. Faculty are fair and unbiased in their treatment of individual students.			
WITC	6.53	6.10	0.43
Wisconsin Technical Colleges	6.38	5.71	0.67
National Community Colleges	6.34	5.60	0.74
30. The career services office provides students with the help they need to get a job.			
WITC	6.49	6.03	0.46
Wisconsin Technical Colleges	6.07	5.41	0.66
National Community Colleges	6.07	5.31	0.76
31. The campus is safe and secure for all students.			
WITC	6.60	6.31	0.29
Wisconsin Technical Colleges	6.41	5.97	0.44
National Community Colleges	6.42	5.84	0.58
32. My academic advisor is knowledgeable about my program requirements.			
WITC	6.70	6.34	0.36
Wisconsin Technical Colleges	6.45	5.77	0.68
National Community Colleges	6.40	5.59	0.81

Item	Importance	Satisfaction	Gap
33. Admissions counselors accurately portray the campus in their recruiting practices.			
WITC	6.39	6.13	0.26
Wisconsin Technical Colleges	5.97	5.51	0.46
National Community Colleges	6.00	5.43	0.57
34. Computer labs are adequate and accessible.			
WITC	6.58	6.37	0.21
Wisconsin Technical Colleges	6.28	5.87	0.41
National Community Colleges	6.26	5.85	0.41
35. Policies and procedures regarding registration and course selection are clear and well-publicized.			
WITC	6.50	6.12	0.38
Wisconsin Technical Colleges	6.27	5.61	0.66
National Community Colleges	6.28	5.62	0.66
36. Students are made to feel welcome on this campus.			
WITC	6.56	6.44	0.12
Wisconsin Technical Colleges	6.31	5.96	0.35
National Community Colleges	6.27	5.79	0.48
37. Faculty take into consideration student differences as they teach a course.			
WITC	6.39	6.01	0.38
Wisconsin Technical Colleges	6.22	5.54	0.68
National Community Colleges	6.18	5.39	0.79
38. The student center is a comfortable place for students to spend their leisure time.			
WITC	6.34	6.27	0.07
Wisconsin Technical Colleges	5.76	5.66	0.10
National Community Colleges	5.89	5.56	0.33
39. The amount of student parking space on campus is adequate.			
WITC	6.40	6.15	0.25
Wisconsin Technical Colleges	6.22	4.58	1.64
National Community Colleges	6.23	4.97	1.26
40. My academic advisor is knowledgeable about the transfer requirements of other schools.			
WITC	6.50	6.02	0.48
Wisconsin Technical Colleges	6.13	5.35	0.78
National Community Colleges	6.28	5.39	0.89
41. Admissions staff are knowledgeable.			
WITC	6.61	6.32	0.29
Wisconsin Technical Colleges	6.26	5.71	0.55
National Community Colleges	6.29	5.62	0.67
42. The equipment in the lab facilities is kept up to date.			
WITC	6.59	6.18	0.41
Wisconsin Technical Colleges	6.27	5.79	0.48
National Community Colleges	6.24	5.63	0.61

Item	Importance	Satisfaction	Gap
43. Class change (drop/add) policies are reasonable.			
WITC	6.44	6.24	0.20
Wisconsin Technical Colleges	6.15	5.73	0.42
National Community Colleges	6.22	5.69	0.53
44. I generally know what's happening on campus.			
WITC	6.10	6.21	-0.11
Wisconsin Technical Colleges	5.51	5.32	0.19
National Community Colleges	5.73	5.26	0.47
45. This institution has a good reputation within the community.			
WITC	6.55	6.46	0.09
Wisconsin Technical Colleges	6.19	6.01	0.18
National Community Colleges	6.15	5.78	0.37
46. Faculty provide timely feedback about student progress in a course.			
WITC	6.57	6.07	0.50
Wisconsin Technical Colleges	6.36	5.60	0.76
National Community Colleges	6.31	5.48	0.83
47. There are adequate services to help me decide upon a career.			
WITC	6.45	6.20	0.25
Wisconsin Technical Colleges	6.16	5.61	0.55
National Community Colleges	6.18	5.45	0.73
48. Counseling staff care about students as individuals.			
WITC	6.52	6.24	0.28
Wisconsin Technical Colleges	6.19	5.66	0.53
National Community Colleges	6.19	5.50	0.69
49. Admissions counselors respond to prospective students' unique needs and requests.			
WITC	6.46	6.25	0.21
Wisconsin Technical Colleges	6.08	5.55	0.53
National Community Colleges	6.13	5.46	0.67
50. Tutoring services are readily available.			
WITC	6.36	5.98	0.38
Wisconsin Technical Colleges	5.99	5.61	0.38
National Community Colleges	6.18	5.72	0.46
51. There are convenient ways of paying my school bill.			
WITC	6.54	6.24	0.30
Wisconsin Technical Colleges	6.25	5.76	0.49
National Community Colleges	6.28	5.70	0.58
52. This school does whatever it can to help me reach my educational goals.			
WITC	6.57	6.13	0.44
Wisconsin Technical Colleges	6.33	5.58	0.75
National Community Colleges	6.31	5.46	0.85
53. The assessment and course placement procedures are reasonable.			
WITC	6.46	6.22	0.24
Wisconsin Technical Colleges	6.15	5.67	0.48
National Community Colleges	6.17	5.58	0.59

Item	Importance	Satisfaction	Gap
54. Faculty are interested in my academic problems.			
WITC	6.45	6.06	0.39
Wisconsin Technical Colleges	6.16	5.55	0.61
National Community Colleges	6.16	5.40	0.76
55. Academic support services adequately meet the needs of students.			
WITC	6.54	6.25	0.29
Wisconsin Technical Colleges	6.15	5.63	0.52
National Community Colleges	6.17	5.54	0.63
56. The business office is open during hours which are convenient for most students.			
WITC	6.41	6.15	0.26
Wisconsin Technical Colleges	6.04	5.65	0.39
National Community Colleges	6.15	5.61	0.54
57. Administrators are approachable to students.			
WITC	6.40	6.17	0.23
Wisconsin Technical Colleges	6.09	5.63	0.46
National Community Colleges	6.17	5.55	0.62
58. Nearly all of the faculty are knowledgeable in their fields.			
WITC	6.66	6.33	0.33
Wisconsin Technical Colleges	6.50	6.04	0.46
National Community Colleges	6.41	5.83	0.58
59. New student orientation services help students adjust to college.			
WITC	6.42	6.16	0.26
Wisconsin Technical Colleges	5.92	5.57	0.35
National Community Colleges	5.99	5.48	0.51
60. Billing policies are reasonable.			
WITC	6.50	6.24	0.26
Wisconsin Technical Colleges	6.19	5.68	0.51
National Community Colleges	6.20	5.57	0.63
61. Faculty are usually available after class and during office hours.			
WITC	6.50	6.25	0.25
Wisconsin Technical Colleges	6.29	5.89	0.40
National Community Colleges	6.29	5.79	0.50
62. Bookstore staff are helpful.			
WITC	6.42	6.22	0.20
Wisconsin Technical Colleges	6.06	5.79	0.27
National Community Colleges	6.13	5.78	0.35
63. I seldom get the "run-around" when seeking information on this campus.			
WITC	6.47	6.10	0.37
Wisconsin Technical Colleges	6.16	5.44	0.72
National Community Colleges	6.13	5.29	0.84
64. Nearly all classes deal with practical experiences and applications.			
WITC	6.51	6.20	0.31
Wisconsin Technical Colleges	6.30	5.80	0.50
National Community Colleges	6.19	5.58	0.61



Item	Importance	Satisfaction	Gap
<b>65. Students are notified early in the term if they are doing poorly in a class.</b>			
WITC	6.49	5.95	0.54
Wisconsin Technical Colleges	6.21	5.20	1.01
National Community Colleges	6.24	5.18	1.06
<b>66. Program requirements are clear and reasonable.</b>			
WITC	6.60	6.28	0.32
Wisconsin Technical Colleges	6.43	5.85	0.58
National Community Colleges	6.37	5.71	0.66
<b>67. Channels for expressing student complaints are readily available.</b>			
WITC	6.31	5.77	0.54
Wisconsin Technical Colleges	6.00	5.16	0.84
National Community Colleges	6.07	5.13	0.94
<b>68. On the whole, the campus is well-maintained.</b>			
WITC	6.60	6.59	0.01
Wisconsin Technical Colleges	6.30	6.17	0.13
National Community Colleges	6.28	5.96	0.32
<b>69. There is a good variety of courses provided on this campus.</b>			
WITC	6.52	6.37	0.15
Wisconsin Technical Colleges	6.38	5.99	0.39
National Community Colleges	6.37	5.83	0.54
<b>70. I am able to experience intellectual growth here.</b>			
WITC	6.61	6.43	0.18
Wisconsin Technical Colleges	6.46	6.07	0.39
National Community Colleges	6.43	5.92	0.51

Questions 71-80 were reserved for additional college questions. WITC utilized this space for two add-on questions.

Item	Importance	Satisfaction	Gap
<b>71. Educational Technology Center (ETC) resources and services are adequate.</b>			
WITC	6.54	6.45	0.09
<b>72. Educational Technology Center (ETC) staff are helpful and approachable.</b>			
WITC	6.55	6.44	0.11

Item	Satisfaction
<b>81. Institution's commitment to part-time students?</b>	
WITC	6.21
Wisconsin Technical Colleges	5.83
National Community Colleges	5.76
<b>82. Institution's commitment to evening students?</b>	
WITC	6.09
Wisconsin Technical Colleges	5.68
National Community Colleges	5.64

Item	Satisfaction
83. Institution's commitment to older, returning learners?	
WITC	6.29
Wisconsin Technical Colleges	5.83
National Community Colleges	5.73
84. Institution's commitment to under-represented populations?	
WITC	6.15
Wisconsin Technical Colleges	5.68
National Community Colleges	5.63
85. Institution's commitment to commuters?	
WITC	6.08
Wisconsin Technical Colleges	5.53
National Community Colleges	5.62
86. Institution's commitment to students with disabilities?	
WITC	6.31
Wisconsin Technical Colleges	5.80
National Community Colleges	5.76

Item	Importance
87. Cost as a factor in decision to enroll.	
WITC	6.40
Wisconsin Technical Colleges	6.25
National Community Colleges	6.36
88. Financial aid as factor in decision to enroll.	
WITC	6.28
Wisconsin Technical Colleges	5.94
National Community Colleges	6.11
89. Academic reputation as factor in decision to enroll.	
WITC	6.32
Wisconsin Technical Colleges	5.94
National Community Colleges	5.96
90. Size of institution as factor in decision to enroll.	
WITC	5.60
Wisconsin Technical Colleges	5.09
National Community Colleges	5.23
91. Opportunity to play sports as factor in decision to enroll.	
WITC	3.47
Wisconsin Technical Colleges	3.02
National Community Colleges	3.68
92. Recommendations from family/friends as factor in decision to enroll.	
WITC	5.31
Wisconsin Technical Colleges	4.79
National Community Colleges	5.05
93. Geographic setting as factor in decision to enroll.	

Item	Importance
WITC	5.97
Wisconsin Technical Colleges	5.59
National Community Colleges	5.60
<b>94. Campus appearance as factor in decision to enroll.</b>	
WITC	5.38
Wisconsin Technical Colleges	5.05
National Community Colleges	5.31
<b>95. Personalized attention prior to enrollment as factor in decision to enroll.</b>	
WITC	5.74
Wisconsin Technical Colleges	5.38
National Community Colleges	5.50

Item	WITC	Wisconsin Technical Colleges	National Community Colleges
<b>96. So far, how has your college experience met your expectations?</b>	<b>5.24</b>	<b>4.99</b>	<b>4.92</b>
1 = Much worse than expected	1%	1%	1%
2 = Quite a bit worse than I expected	1%	1%	1%
3 = Worse than I expected	4%	5%	6%
4 = About what I expected	23%	30%	33%
5 = Better than I expected	26%	28%	25%
6 = Quite a bit better than I expected	18%	15%	13%
7 = Much better than expected	24%	17%	18%
<b>97. Rate your overall satisfaction with your experience here thus far.</b>	<b>5.96</b>	<b>5.70</b>	<b>5.55</b>
1 = Not satisfied at all	0%	0%	1%
2 = Not very satisfied	2%	1%	2%
3 = Somewhat dissatisfied	2%	4%	5%
4 = Neutral	4%	7%	11%
5 = Somewhat satisfied	9%	14%	15%
6 = Satisfied	42%	44%	40%
7 = Very satisfied	37%	26%	24%
<b>98. All in all, if you had to do it over, would you enroll here again?</b>	<b>6.21</b>	<b>5.96</b>	<b>5.78</b>
1 = Definitely not	1%	1%	2%
2 = Probably not	2%	3%	3%
3 = Maybe not	1%	2%	3%
4 = I don't know	3%	6%	8%
5 = Maybe yes	6%	8%	10%
6 = Probably yes	28%	31%	30%
7 = Definitely yes	55%	45%	41%

# **APPENDIX D**

Appendix D  
2018 SSI Survey Results Compared to 2016 and 2014 SSI

Item	Importance	Satisfaction	Gap
1. Most students feel a sense of belonging here.			
2018	6.23	6.07	0.16
2016	5.98	5.90	0.08
2014	6.01	5.89	0.12
2. Faculty care about me as an individual.			
2018	6.43	6.05	0.38
2016	6.38	6.03	0.35
2014	6.41	6.00	0.41
3. The quality of instruction in the vocational/technical programs is excellent.			
2018	6.54	5.97	0.57
2016	6.61	5.92	0.69
2014	6.62	5.84	0.78
4. Security staff are helpful.			
2018	5.98	5.60	0.38
2016	5.81	5.69	0.12
2014	5.66	5.40	0.26
5. The personnel involved in registration are helpful.			
2018	6.48	6.14	0.34
2016	6.35	6.00	0.35
2014	6.38	6.00	0.38
6. My academic advisor is approachable.			
2018	6.68	6.32	0.36
2016	6.47	6.09	0.38
2014	6.51	6.14	0.37
7. Adequate financial aid is available for most students.			
2018	6.53	6.04	0.49
2016	6.49	5.98	0.51
2014	6.52	5.98	0.54
8. Classes are scheduled at times that are convenient for me.			
2018	6.44	5.85	0.59
2016	6.49	5.92	0.57
2014	6.45	5.77	0.68
9. Internships or practical experiences are provided in my degree/certificate program.			
2018	6.38	5.95	0.43
2016	6.26	5.74	0.52
2014	6.30	5.69	0.61
10. Child care facilities are available on campus.			
2018	4.98	3.43	1.55
2016	4.47	4.18	0.29
2014	4.58	3.59	0.99

Item	Importance	Satisfaction	Gap
11. Security staff respond quickly in emergencies.			
2018	6.37	5.62	0.75
2016	6.08	5.61	0.47
2014	6.07	5.49	0.58
12. My academic advisor helps me set goals to work toward.			
2018	6.29	5.86	0.43
2016	6.13	5.70	0.43
2014	6.21	5.66	0.55
13. Financial aid awards are announced to students in time to be helpful in college planning.			
2018	6.50	6.02	0.48
2016	6.37	5.93	0.44
2014	6.38	5.92	0.46
14. Library resources and services are adequate.			
2018	6.49	6.33	0.16
2016	6.36	6.19	0.17
2014	6.35	6.23	0.12
15. I am able to register for classes I need with few conflicts.			
2018	6.61	6.19	0.42
2016	6.56	6.12	0.44
2014	6.60	6.02	0.58
16. The college shows concern for students as individuals.			
2018	6.39	5.97	0.42
2016	6.42	5.95	0.47
2014	6.40	5.86	0.54
17. Personnel in the Veteran's Services program are helpful.			
2018	6.02	5.74	0.28
2016	5.87	5.71	0.16
2014	5.46	5.35	0.11
18. The quality of instruction I receive in most of my classes is excellent.			
2018	6.64	5.97	0.67
2016	6.68	5.95	0.73
2014	6.70	5.94	0.76
19. This campus provides effective support services for displaced homemakers.			
2018	6.00	5.79	0.21
2016	5.91	5.79	0.12
2014	5.69	5.48	0.21
20. Financial aid counselors are helpful.			
2018	6.48	6.12	0.36
2016	6.42	5.91	0.51
2014	6.40	5.88	0.52
21. There are a sufficient number of study areas on campus.			
2018	6.46	6.24	0.22
2016	6.24	6.10	0.14
2014	6.20	5.99	0.21

Item	Importance	Satisfaction	Gap
22. People on this campus respect and are supportive of each other.			
2018	6.49	6.22	0.27
2016	6.37	6.06	0.31
2014	6.36	6.04	0.32
23. Faculty are understanding of students' unique life circumstances.			
2018	6.48	6.05	0.43
2016	6.44	5.92	0.52
2014	6.48	5.85	0.63
24. Parking lots are well-lighted and secure.			
2018	6.35	6.06	0.29
2016	6.15	5.94	0.21
2014	6.17	5.78	0.39
25. My academic advisor is concerned about my success as an individual.			
2018	6.51	6.13	0.38
2016	6.43	5.96	0.47
2014	6.45	5.94	0.51
26. Library staff are helpful and approachable.			
2018	6.43	6.41	0.02
2016	6.36	6.38	-0.02
2014	6.39	6.33	0.06
27. The campus staff are caring and helpful.			
2018	6.53	6.33	0.20
2016	6.46	6.22	0.24
2014	6.44	6.15	0.29
28. It is an enjoyable experience to be a student on this campus.			
2018	6.47	6.25	0.22
2016	6.47	6.14	0.33
2014	6.48	6.08	0.40
29. Faculty are fair and unbiased in their treatment of individual students.			
2018	6.53	6.10	0.43
2016	6.47	5.96	0.51
2014	6.55	5.91	0.64
30. The career services office provides students with the help they need to get a job.			
2018	6.49	6.03	0.46
2016	6.30	5.81	0.49
2014	6.39	5.78	0.61
31. The campus is safe and secure for all students.			
2018	6.60	6.31	0.29
2016	6.54	6.26	0.28
2014	6.51	6.24	0.27
32. My academic advisor is knowledgeable about my program requirements.			
2018	6.70	6.34	0.36
2016	6.60	6.25	0.35
2014	6.64	6.26	0.38

Item	Importance	Satisfaction	Gap
33. Admissions counselors accurately portray the campus in their recruiting practices.			
2018	6.39	6.13	0.26
2016	6.31	5.91	0.40
2014	6.32	5.92	0.40
34. Computer labs are adequate and accessible.			
2018	6.58	6.37	0.21
2016	6.45	6.26	0.19
2014	6.47	6.28	0.19
35. Policies and procedures regarding registration and course selection are clear and well-publicized.			
2018	6.50	6.12	0.38
2016	6.41	6.00	0.41
2014	6.46	5.99	0.47
36. Students are made to feel welcome on this campus.			
2018	6.56	6.44	0.12
2016	6.49	6.27	0.22
2014	6.50	6.22	0.28
37. Faculty take in to consideration student differences as they teach a course.			
2018	6.39	6.01	0.38
2016	6.38	5.94	0.44
2014	6.38	5.80	0.58
38. The student center is a comfortable place for students to spend their leisure time.			
2018	6.34	6.27	0.07
2016	6.06	6.11	-0.05
2014	6.08	6.02	0.06
39. The amount of student parking space on campus is adequate.			
2018	6.40	6.15	0.25
2016	6.26	6.16	0.10
2014	6.27	6.00	0.27
40. My academic advisor is knowledgeable about the transfer requirements of other schools.			
2018	6.50	6.02	0.48
2016	6.28	5.86	0.42
2014	6.30	5.74	0.56
41. Admissions staff are knowledgeable.			
2018	6.61	6.32	0.29
2016	6.43	6.09	0.34
2014	6.46	6.08	0.38
42. The equipment in the lab facilities is kept up to date.			
2018	6.59	6.18	0.41
2016	6.43	5.99	0.44
2014	6.47	5.98	0.49



Item	Importance	Satisfaction	Gap
43. Class change (drop/add) policies are reasonable.			
2018	6.44	6.24	0.20
2016	6.21	6.03	0.18
2014	6.27	6.13	0.14
44. I generally know what's happening on campus.			
2018	6.10	6.21	-0.11
2016	5.79	5.87	-0.08
2014	5.80	5.90	-0.10
45. This institution has a good reputation within the community.			
2018	6.55	6.46	0.09
2016	6.38	6.34	0.04
2014	6.39	6.32	0.07
46. Faculty provide timely feedback about student progress in a course.			
2018	6.57	6.07	0.50
2016	6.51	5.98	0.53
2014	6.54	5.87	0.67
47. There are adequate services to help me decide upon a career.			
2018	6.45	6.20	0.25
2016	6.32	6.05	0.27
2014	6.32	5.96	0.36
48. Counseling staff care about students as individuals.			
2018	6.52	6.24	0.28
2016	6.35	6.06	0.29
2014	6.39	6.00	0.39
49. Admissions counselors respond to prospective students' unique needs and requests.			
2018	6.46	6.25	0.21
2016	6.32	5.98	0.34
2014	6.34	5.95	0.39
50. Tutoring services are readily available.			
2018	6.36	5.98	0.38
2016	6.15	5.91	0.24
2014	6.21	5.97	0.24
51. There are convenient ways of paying my school bill.			
2018	6.54	6.24	0.30
2016	6.39	6.13	0.26
2014	6.41	6.15	0.26
52. This school does whatever it can to help me reach my educational goals.			
2018	6.57	6.13	0.44
2016	6.51	5.98	0.53
2014	6.51	5.91	0.60
53. The assessment and course placement procedures are reasonable.			
2018	6.46	6.22	0.24
2016	6.35	6.06	0.29
2014	6.36	6.06	0.30

Item	Importance	Satisfaction	Gap
54. Faculty are interested in my academic problems.			
2018	6.45	6.06	0.39
2016	6.36	5.92	0.44
2014	6.38	5.85	0.53
55. Academic support services adequately meet the needs of students.			
2018	6.54	6.25	0.29
2016	6.39	6.03	0.36
2014	6.39	6.02	0.37
56. The business office is open during hours which are convenient for most students.			
2018	6.41	6.15	0.26
2016	6.29	6.05	0.24
2014	6.26	6.09	0.17
57. Administrators are approachable to students.			
2018	6.40	6.17	0.23
2016	6.26	5.99	0.27
2014	6.31	6.05	0.26
58. Nearly all of the faculty are knowledgeable in their fields.			
2018	6.66	6.33	0.33
2016	6.59	6.28	0.31
2014	6.60	6.24	0.36
59. New student orientation services help students adjust to college.			
2018	6.42	6.16	0.26
2016	6.19	6.00	0.19
2014	6.10	6.02	0.08
60. Billing policies are reasonable.			
2018	6.50	6.24	0.26
2016	6.34	6.10	0.24
2014	6.37	6.06	0.31
61. Faculty are usually available after class and during office hours.			
2018	6.50	6.25	0.25
2016	6.36	6.09	0.27
2014	6.39	6.13	0.26
62. Bookstore staff are helpful.			
2018	6.42	6.22	0.20
2016	6.25	6.08	0.17
2014	6.36	5.98	0.38
63. I seldom get the "run-around" when seeking information on this campus.			
2018	6.47	6.10	0.37
2016	6.37	5.85	0.52
2014	6.40	5.86	0.54
64. Nearly all classes deal with practical experiences and applications.			
2018	6.51	6.20	0.31
2016	6.46	6.08	0.38
2014	6.49	6.11	0.38

Item	Importance	Satisfaction	Gap
65. Students are notified early in the term if they are doing poorly in a class.			
2018	6.49	5.95	0.54
2016	6.37	5.79	0.58
2014	6.41	5.64	0.77
66. Program requirements are clear and reasonable.			
2018	6.60	6.28	0.32
2016	6.59	6.17	0.42
2014	6.58	6.13	0.45
67. Channels for expressing student complaints are readily available.			
2018	6.31	5.77	0.54
2016	6.25	5.50	0.75
2014	6.22	5.57	0.65
68. On the whole, the campus is well-maintained.			
2018	6.60	6.59	0.01
2016	6.40	6.47	-0.07
2014	6.42	6.42	0.00
69. There is a good variety of courses provided on this campus.			
2018	6.52	6.37	0.15
2016	6.41	6.24	0.17
2014	6.46	6.20	0.26
70. I am able to experience intellectual growth here.			
2018	6.61	6.43	0.18
2016	6.55	6.30	0.25
2014	6.58	6.26	0.32

Questions 71-80 were reserved for additional college questions. This is the first year WITC utilized this space for two add-on questions.

Item	Importance	Satisfaction	Gap
71. Educational Technology Center (ETC) resources and services are adequate.			
2018	6.54	6.45	0.09
72. Educational Technology Center (ETC) staff are helpful and approachable.			
2018	6.55	6.44	0.11

Item	Satisfaction
81. Institution's commitment to part-time students?	
2018	6.21
2016	6.13
2014	6.06
82. Institution's commitment to evening students?	
2018	6.09
2016	6.01
2014	5.91

Item	Satisfaction
83. Institution's commitment to older, returning learners?	
2018	6.29
2016	6.19
2014	6.09
84. Institution's commitment to under-represented populations?	
2018	6.15
2016	6.08
2014	5.99
85. Institution's commitment to commuters?	
2018	6.08
2016	6.03
2014	5.87
86. Institution's commitment to students with disabilities?	
2018	6.31
2016	6.22
2014	6.19

Item	Importance
87. Cost as a factor in decision to enroll.	
2018	6.40
2016	6.29
2014	6.24
88. Financial aid as factor in decision to enroll.	
2018	6.28
2016	6.14
2014	6.10
89. Academic reputation as factor in decision to enroll.	
2018	6.32
2016	6.10
2014	6.16
90. Size of institution as factor in decision to enroll.	
2018	5.60
2016	5.37
2014	5.35
91. Opportunity to play sports as factor in decision to enroll.	
2018	3.47
2016	2.97
2014	2.79
92. Recommendations from family/friends as factor in decision to enroll.	
2018	5.31
2016	5.02
2014	5.02

Item	Importance
Item	Importance
93. Geographic setting as factor in decision to enroll.	
2018	5.97
2016	5.81
2014	5.95
94. Campus appearance as factor in decision to enroll.	
2018	5.38
2016	5.24
2014	5.14
95. Personalized attention prior to enrollment as factor in decision to enroll.	
2018	5.74
2016	5.66
2014	5.69

#### Five Survey Cycle Summary of College Experience and Satisfaction Scores

Item	2018	2016	2014	2012	2010
96. So far, how has your college experience met your expectations?	5.24	5.17	5.13	5.20	5.09
1 = Much worse than expected	1%	1%	1%	1%	1%
2 = Quite a bit worse than I expected	1%	2%	1%	1%	0%
3 = Worse than I expected	4%	5%	6%	3%	4%
4 = About what I expected	23%	23%	23%	25%	30%
5 = Better than I expected	26%	27%	27%	28%	26%
6 = Quite a bit better than I expected	18%	16%	16%	17%	17%
7 = Much better than expected	24%	23%	22%	21%	19%
97. Rate your overall satisfaction with your experience here thus far.	5.96	5.94	5.85	5.92	5.84
1 = Not satisfied at all	0%	0%	1%	0%	0%
2 = Not very satisfied	2%	3%	1%	1%	1%
3 = Somewhat dissatisfied	2%	3%	4%	3%	3%
4 = Neutral	4%	4%	4%	6%	5%
5 = Somewhat satisfied	9%	8%	10%	9%	11%
6 = Satisfied	42%	42%	41%	43%	48%
7 = Very satisfied	37%	37%	35%	35%	28%
98. All in all, if you had to do it over, would you enroll here again?	6.21	6.11	6.08	6.12	5.98
1 = Definitely not	1%	1%	2%	1%	1%
2 = Probably not	2%	4%	2%	2%	3%
3 = Maybe not	1%	2%	2%	2%	2%
4 = I don't know	3%	3%	4%	5%	5%
5 = Maybe yes	6%	6%	5%	6%	8%
6 = Probably yes	28%	26%	29%	29%	34%
7 = Definitely yes	55%	55%	53%	52%	44%

# **APPENDIX E**

Appendix E  
Ashland Campus 2018 SSI Survey Results Compared to 2016 and 2014 SSI

Item	Importance	Satisfaction	Gap
<b>1. Most students feel a sense of belonging here.</b>			
2018	6.23	6.16	0.07
2016	6.01	5.92	0.09
2014	6.20	5.86	0.34
<b>2. Faculty care about me as an individual.</b>			
2018	6.47	6.42	0.05
2016	6.51	6.26	0.25
2014	6.59	6.08	0.51
<b>3. The quality of instruction in the vocational/technical programs is excellent.</b>			
2018	6.62	6.22	0.40
2016	6.68	6.01	0.67
2014	6.75	6.00	0.75
<b>4. Security staff are helpful.</b>			
2018	5.90	5.59	0.31
2016	5.84	6.03	-0.19
2014	5.91	5.67	0.24
<b>5. The personnel involved in registration are helpful.</b>			
2018	6.51	6.51	0.00
2016	6.57	6.30	0.27
2014	6.45	6.34	0.11
<b>6. My academic advisor is approachable.</b>			
2018	6.77	6.70	0.07
2016	6.56	6.28	0.28
2014	6.69	6.21	0.48
<b>7. Adequate financial aid is available for most students.</b>			
2018	6.59	6.12	0.47
2016	6.63	5.86	0.77
2014	6.62	6.01	0.61
<b>8. Classes are scheduled at times that are convenient for me.</b>			
2018	6.40	6.00	0.40
2016	6.43	5.97	0.46
2014	6.51	5.76	0.75
<b>9. Internships or practical experiences are provided in my degree/certificate program.</b>			
2018	6.36	5.88	0.48
2016	6.45	5.83	0.62
2014	6.30	5.50	0.80
<b>10. Child care facilities are available on campus.</b>			
2018	4.92	2.79	2.13
2016	4.65	3.87	0.78
2014	3.85	4.00	-0.15
<b>11. Security staff respond quickly in emergencies.</b>			
2018	6.33	5.64	0.69
2016	6.04	5.69	0.35
2014	6.04	5.27	0.77

Item	Importance	Satisfaction	Gap
12. My academic advisor helps me set goals to work toward.			
2018	6.47	6.25	0.22
2016	6.33	6.21	0.12
2014	6.30	5.70	0.60
13. Financial aid awards are announced to students in time to be helpful in college planning.			
2018	6.45	5.79	0.66
2016	6.42	5.90	0.52
2014	6.45	5.82	0.63
14. Library resources and services are adequate.			
2018	6.46	6.40	0.06
2016	6.35	6.13	0.22
2014	6.48	6.26	0.22
15. I am able to register for classes I need with few conflicts.			
2018	6.55	6.32	0.23
2016	6.61	6.16	0.45
2014	6.73	6.15	0.58
16. The college shows concern for students as individuals.			
2018	6.48	6.25	0.23
2016	6.50	6.14	0.36
2014	6.54	6.02	0.52
17. Personnel in the Veteran's Services program are helpful.			
2018	6.30	6.21	0.09
2016	6.21	5.35	0.86
2014	5.21	5.00	0.21
18. The quality of instruction I receive in most of my classes is excellent.			
2018	6.79	6.25	0.54
2016	6.77	6.01	0.76
2014	6.84	6.09	0.75
19. This campus provides effective support services for displaced homemakers.			
2018	5.50	5.50	0.00
2016	6.08	5.86	0.22
2014	5.58	5.60	-0.02
20. Financial aid counselors are helpful.			
2018	6.52	6.17	0.35
2016	6.62	5.84	0.78
2014	6.67	5.88	0.79
21. There are a sufficient number of study areas on campus.			
2018	6.38	6.27	0.11
2016	6.28	6.27	0.01
2014	6.26	6.22	0.04
22. People on this campus respect and are supportive of each other.			
2018	6.48	6.34	0.14
2016	6.43	6.27	0.16
2014	6.49	6.34	0.15



Item	Importance	Satisfaction	Gap
23. Faculty are understanding of students' unique life circumstances.			
2018	6.40	6.37	0.03
2016	6.47	6.18	0.29
2014	6.51	6.04	0.47
24. Parking lots are well-lighted and secure.			
2018	6.27	6.22	0.05
2016	6.28	6.40	-0.12
2014	6.21	6.19	0.02
25. My academic advisor is concerned about my success as an individual.			
2018	6.63	6.41	0.22
2016	6.59	6.27	0.32
2014	6.60	6.17	0.43
26. Library staff are helpful and approachable.			
2018	6.37	6.55	-0.18
2016	6.41	6.52	-0.11
2014	6.48	6.41	0.07
27. The campus staff are caring and helpful.			
2018	6.52	6.51	0.01
2016	6.56	6.39	0.17
2014	6.54	6.33	0.21
28. It is an enjoyable experience to be a student on this campus.			
2018	6.50	6.47	0.03
2016	6.54	6.18	0.36
2014	6.50	6.24	0.26
29. Faculty are fair and unbiased in their treatment of individual students.			
2018	6.49	6.33	0.16
2016	6.55	6.08	0.47
2014	6.74	6.04	0.70
30. The career services office provides students with the help they need to get a job.			
2018	6.32	5.67	0.65
2016	6.63	6.08	0.55
2014	6.45	5.97	0.48
31. The campus is safe and secure for all students.			
2018	6.73	6.49	0.24
2016	6.73	6.55	0.18
2014	6.57	6.35	0.22
32. My academic advisor is knowledgeable about my program requirements.			
2018	6.82	6.59	0.23
2016	6.78	6.55	0.23
2014	6.71	6.32	0.39
33. Admissions counselors accurately portray the campus in their recruiting practices.			
2018	6.33	6.32	0.01
2016	6.46	6.21	0.25
2014	6.54	6.08	0.46

Item	Importance	Satisfaction	Gap
34. Computer labs are adequate and accessible.			
2018	6.46	6.40	0.06
2016	6.53	6.06	0.47
2014	6.51	6.45	0.06
35. Policies and procedures regarding registration and course selection are clear and well-publicized.			
2018	6.43	6.29	0.14
2016	6.51	6.04	0.47
2014	6.41	6.17	0.24
36. Students are made to feel welcome on this campus.			
2018	6.62	6.53	0.09
2016	6.45	6.44	0.01
2014	6.58	6.45	0.13
37. Faculty take into consideration student differences as they teach a course.			
2018	6.32	6.07	0.25
2016	6.34	5.93	0.41
2014	6.52	5.90	0.62
38. The student center is a comfortable place for students to spend their leisure time.			
2018	6.39	6.35	0.04
2016	6.03	6.24	-0.21
2014	6.33	6.24	0.09
39. The amount of student parking space on campus is adequate.			
2018	6.38	6.28	0.10
2016	6.27	6.40	-0.13
2014	6.24	6.32	-0.08
40. My academic advisor is knowledgeable about the transfer requirements of other schools.			
2018	6.72	6.27	0.45
2016	6.35	6.02	0.33
2014	6.39	5.83	0.56
41. Admissions staff are knowledgeable.			
2018	6.62	6.47	0.15
2016	6.53	6.17	0.36
2014	6.59	6.33	0.26
42. The equipment in the lab facilities is kept up to date.			
2018	6.66	6.62	0.04
2016	6.50	6.08	0.42
2014	6.62	6.06	0.56
43. Class change (drop/add) policies are reasonable.			
2018	6.52	6.45	0.07
2016	6.32	6.13	0.19
2014	6.38	6.13	0.25
44. I generally know what's happening on campus.			
2018	5.63	6.24	-0.61
2016	5.72	5.84	-0.12
2014	5.82	5.95	-0.13

Item	Importance	Satisfaction	Gap
45. This institution has a good reputation within the community.			
2018	6.54	6.61	-0.07
2016	6.59	6.55	0.04
2014	6.40	6.33	0.07
46. Faculty provide timely feedback about student progress in a course.			
2018	6.58	6.19	0.39
2016	6.58	5.90	0.68
2014	6.63	5.85	0.78
47. There are adequate services to help me decide upon a career.			
2018	6.31	6.33	-0.02
2016	6.38	6.20	0.18
2014	6.47	5.99	0.48
48. Counseling staff care about students as individuals.			
2018	6.52	6.51	0.01
2016	6.52	6.31	0.21
2014	6.54	6.10	0.44
49. Admissions counselors respond to prospective students' unique needs and requests.			
2018	6.37	6.38	-0.01
2016	6.39	6.01	0.38
2014	6.38	6.16	0.22
50. Tutoring services are readily available.			
2018	6.27	5.41	0.86
2016	6.12	5.60	0.52
2014	6.25	5.82	0.43
51. There are convenient ways of paying my school bill.			
2018	6.49	6.40	0.09
2016	6.38	5.99	0.39
2014	6.49	6.17	0.32
52. This school does whatever it can to help me reach my educational goals.			
2018	6.62	6.34	0.28
2016	6.61	6.12	0.49
2014	6.66	5.97	0.69
53. The assessment and course placement procedures are reasonable.			
2018	6.53	6.34	0.19
2016	6.39	6.10	0.29
2014	6.47	6.12	0.35
54. Faculty are interested in my academic problems.			
2018	6.34	6.17	0.17
2016	6.47	5.99	0.48
2014	6.57	5.89	0.68
55. Academic support services adequately meet the needs of students.			
2018	6.52	6.36	0.16
2016	6.51	6.12	0.39
2014	6.62	6.09	0.53

Item	Importance	Satisfaction	Gap
56. The business office is open during hours which are convenient for most students.			
2018	6.33	6.06	0.27
2016	6.22	5.94	0.28
2014	6.33	6.20	0.13
57. Administrators are approachable to students.			
2018	6.33	6.38	-0.05
2016	6.23	6.05	0.18
2014	6.41	6.26	0.15
58. Nearly all of the faculty are knowledgeable in their fields.			
2018	6.71	6.54	0.17
2016	6.65	6.39	0.26
2014	6.65	6.38	0.27
59. New student orientation services help students adjust to college.			
2018	6.50	6.37	0.13
2016	6.39	6.22	0.17
2014	6.15	6.06	0.09
60. Billing policies are reasonable.			
2018	6.44	6.34	0.10
2016	6.40	5.99	0.41
2014	6.50	6.14	0.36
61. Faculty are usually available after class and during office hours.			
2018	6.53	6.58	-0.05
2016	6.22	6.17	0.05
2014	6.44	6.21	0.23
62. Bookstore staff are helpful.			
2018	6.31	6.27	0.04
2016	6.28	6.11	0.17
2014	6.34	6.16	0.18
63. I seldom get the "run-around" when seeking information on this campus.			
2018	6.47	6.35	0.12
2016	6.48	5.93	0.55
2014	6.42	5.97	0.45
64. Nearly all classes deal with practical experiences and applications.			
2018	6.53	6.47	0.06
2016	6.45	6.21	0.24
2014	6.54	6.20	0.34
65. Students are notified early in the term if they are doing poorly in a class.			
2018	6.53	6.00	0.53
2016	6.55	6.02	0.53
2014	6.52	5.63	0.89
66. Program requirements are clear and reasonable.			
2018	6.68	6.45	0.23
2016	6.69	6.25	0.44
2014	6.73	6.18	0.55

Item	Importance	Satisfaction	Gap
<b>67. Channels for expressing student complaints are readily available.</b>			
2018	6.06	5.87	0.19
2016	6.29	5.67	0.62
2014	6.39	5.71	0.68
<b>68. On the whole, the campus is well-maintained.</b>			
2018	6.56	6.73	-0.17
2016	6.47	6.60	-0.13
2014	6.42	6.54	-0.12
<b>69. There is a good variety of courses provided on this campus.</b>			
2018	6.47	6.32	0.15
2016	6.39	6.22	0.17
2014	6.57	5.98	0.59
<b>70. I am able to experience intellectual growth here.</b>			
2018	6.74	6.58	0.16
2016	6.66	6.34	0.32
2014	6.76	6.32	0.44

Questions 71-80 were reserved for additional college questions. This is the first year WITC utilized this space for two add-on questions.

Item	Importance	Satisfaction	Gap
<b>71. Educational Technology Center (ETC) resources and services are adequate.</b>			
2018	6.60	6.70	-0.10
<b>72. Educational Technology Center (ETC) staff are helpful and approachable.</b>			
2018	6.58	6.65	-0.07

Item	Satisfaction
<b>81. Institution's commitment to part-time students?</b>	
2018	6.35
2016	6.31
2014	6.03
<b>82. Institution's commitment to evening students?</b>	
2018	6.10
2016	6.11
2014	5.66
<b>83. Institution's commitment to older, returning learners?</b>	
2018	6.47
2016	6.35
2014	6.05
<b>84. Institution's commitment to under-represented populations?</b>	
2018	6.27
2016	6.08
2014	5.85

Item	Satisfaction
85. Institution's commitment to commuters?	
2018	6.20
2016	6.00
2014	5.86
86. Institution's commitment to students with disabilities?	
2018	6.60
2016	6.30
2014	6.11

Item	Importance
87. Cost as a factor in decision to enroll.	
2018	6.36
2016	6.27
2014	6.14
88. Financial aid as factor in decision to enroll.	
2018	6.33
2016	6.33
2014	6.18
89. Academic reputation as factor in decision to enroll.	
2018	6.21
2016	6.27
2014	6.08
90. Size of institution as factor in decision to enroll.	
2018	5.69
2016	5.24
2014	4.85
91. Opportunity to play sports as factor in decision to enroll.	
2018	2.53
2016	2.68
2014	2.45
92. Recommendations from family/friends as factor in decision to enroll.	
2018	5.15
2016	4.93
2014	4.66
93. Geographic setting as factor in decision to enroll.	
2018	5.88
2016	6.01
2014	5.65
94. Campus appearance as factor in decision to enroll.	
2018	5.28
2016	5.32
2014	4.74
95. Personalized attention prior to enrollment as factor in decision to enroll.	
2018	5.80
2016	5.66
2014	5.41

## Five Survey Cycle Summary of College Experience and Satisfaction Scores

Item	2018	2016	2014	2012	2010
96. So far, how has your college experience met your expectations?	5.18	5.21	5.20	5.63	5.05
1 = Much worse than expected	0%	2%	1%	0%	1%
2 = Quite a bit worse than I expected	3%	3%	0%	0%	0%
3 = Worse than I expected	5%	3%	7%	1%	3%
4 = About what I expected	18%	17%	27%	12%	31%
5 = Better than I expected	33%	28%	22%	37%	29%
6 = Quite a bit better than I expected	23%	19%	16%	14%	17%
7 = Much better than expected	16%	24%	24%	33%	16%
97. Rate your overall satisfaction with your experience here thus far.	6.10	6.03	5.99	6.30	5.87
1 = Not satisfied at all	1%	1%	1%	0%	0%
2 = Not very satisfied	0%	5%	2%	0%	1%
3 = Somewhat dissatisfied	3%	2%	4%	3%	3%
4 = Neutral	3%	1%	3%	1%	5%
5 = Somewhat satisfied	6%	3%	12%	4%	12%
6 = Satisfied	43%	42%	33%	36%	48%
7 = Very satisfied	41%	43%	43%	53%	28%
98. All in all, if you had to do it over, would you enroll here again?	6.47	6.19	6.10	6.50	6.00
1 = Definitely not	1%	3%	2%	0%	2%
2 = Probably not	1%	1%	4%	0%	3%
3 = Maybe not	0%	2%	3%	1%	2%
4 = I don't know	0%	1%	3%	3%	2%
5 = Maybe yes	6%	5%	6%	3%	7%
6 = Probably yes	20%	26%	21%	20%	34%
7 = Definitely yes	69%	58%	59%	70%	47%

Table 16  
Demographic Comparison of Ashland 2018 SSI Respondents to  
2016 and 2014 SSI Respondents

Demographics	2018 Ashland Respondents	2016 Ashland Respondents	2014 Ashland Respondents
Gender			
Female	82%	75%	71%
Male	18%	25%	29%
Race/Ethnicity			
Caucasian	89%	93%	90%
Asian	0%	0%	0%
Hispanic/Latino	0%	0%	0%
African-American	0%	0%	0%
Native American	11%	7%	8%
Other	0%	0%	2%
Enrollment Load Status			
Full-time	74%	56%	67%
Part-time	26%	44%	33%
Age			
18 and under	9%	10%	9%
19-24	26%	32%	22%
25-34	26%	16%	32%
35-44	19%	16%	23%
45 and over	19%	26%	14%
Enrollment Status			
Day	82%	75%	88%
Evening	16%	22%	12%
Weekend	2%	3%	0%
Class Level			
1 year or less	39%	44%	39%
2 years	42%	38%	44%
3 years	12%	10%	11%
4 or more years	7%	8%	6%
Educational Goal			
Associate Degree	65%	56%	69%
Vocational/technical program	21%	14%	11%
Transfer to another institution	4%	3%	6%
Certification (initial/renewal)	7%	13%	6%
Self-improvement/ pleasure	0%	5%	1%
Job-related training	0%	3%	1%
Other educational goal	4%	6%	5%
Employment			
Full-time	36%	30%	25%
Part-time	51%	46%	47%
Not employed	14%	24%	27%



Demographics	2018 Ashland Respondents	2016 Ashland Respondents	2014 Ashland Respondents
Current Residence			
Residence hall	0%	0%	1%
Own house	45%	45%	41%
Rent room or apt. off campus	27%	23%	33%
Parent's home	25%	23%	22%
Other residence	3%	8%	3%
Residence Classification			
In-state	98%	95%	100%
Out-of-state	2%	5%	0%
International (not U.S. citizen)	0%	0%	0%
Disabilities			
Yes-Disability	14%	12%	9%
No-Disability	86%	88%	91%
Institution Was My			
1 <sup>st</sup> choice	93%	87%	79%
2 <sup>nd</sup> choice	7%	8%	17%
3 <sup>rd</sup> choice	0%	5%	4%
Current GPA			
No credits earned	5%	4%	5%
1.99 or below	0%	0%	0%
2.0 – 2.49	3%	0%	5%
2.5 – 2.99	10%	11%	13%
3.0 – 3.49	34%	37%	34%
3.5 or above	47%	49%	43%

# **APPENDIX F**

Appendix F  
New Richmond Campus 2018 SSI Survey Results Compared to 2016 and 2014 SSI

Item	Importance	Satisfaction	Gap
<b>1. Most students feel a sense of belonging here.</b>			
2018	6.10	6.04	0.06
2016	6.00	5.80	0.20
2014	5.96	5.91	0.05
<b>2. Faculty care about me as an individual.</b>			
2018	6.37	6.11	0.26
2016	6.40	6.01	0.39
2014	6.32	5.86	0.46
<b>3. The quality of instruction in the vocational/technical programs is excellent.</b>			
2018	6.42	5.94	0.48
2016	6.53	5.68	0.85
2014	6.56	5.76	0.80
<b>4. Security staff are helpful.</b>			
2018	5.84	5.57	0.27
2016	5.78	5.58	0.20
2014	5.54	5.28	0.26
<b>5. The personnel involved in registration are helpful.</b>			
2018	6.42	5.89	0.53
2016	6.30	5.74	0.56
2014	6.26	5.76	0.50
<b>6. My academic advisor is approachable.</b>			
2018	6.61	6.16	0.45
2016	6.47	6.02	0.45
2014	6.31	6.12	0.19
<b>7. Adequate financial aid is available for most students.</b>			
2018	6.37	5.88	0.49
2016	6.44	5.91	0.53
2014	6.43	5.94	0.49
<b>8. Classes are scheduled at times that are convenient for me.</b>			
2018	6.47	5.75	0.72
2016	6.45	5.82	0.63
2014	6.42	5.66	0.76
<b>9. Internships or practical experiences are provided in my degree/certificate program.</b>			
2018	6.39	5.92	0.47
2016	6.15	5.63	0.52
2014	6.20	5.58	0.62
<b>10. Child care facilities are available on campus.</b>			
2018	4.99	3.25	1.74
2016	4.01	4.14	-0.13
2014	4.36	3.70	0.66
<b>11. Security staff respond quickly in emergencies.</b>			
2018	6.29	5.53	0.76
2016	6.10	5.59	0.51
2014	5.93	5.36	0.57

Item	Importance	Satisfaction	Gap
12. My academic advisor helps me set goals to work toward.			
2018	6.15	5.69	0.46
2016	6.12	5.65	0.47
2014	6.16	5.49	0.67
13. Financial aid awards are announced to students in time to be helpful in college planning.			
2018	6.46	5.93	0.53
2016	6.27	5.82	0.45
2014	6.30	5.83	0.47
14. Library resources and services are adequate.			
2018	6.39	6.31	0.08
2016	6.31	6.15	0.16
2014	6.24	6.21	0.03
15. I am able to register for classes I need with few conflicts.			
2018	6.52	6.01	0.51
2016	6.50	6.05	0.45
2014	6.52	5.91	0.61
16. The college shows concern for students as individuals.			
2018	6.26	5.90	0.36
2016	6.33	5.81	0.52
2014	6.32	5.73	0.59
17. Personnel in the Veteran's Services program are helpful.			
2018	6.05	5.72	0.33
2016	5.70	5.39	0.31
2014	5.13	5.07	0.06
18. The quality of instruction I receive in most of my classes is excellent.			
2018	6.56	5.98	0.58
2016	6.65	5.81	0.84
2014	6.62	5.91	0.71
19. This campus provides effective support services for displaced homemakers.			
2018	5.96	5.82	0.14
2016	5.63	5.53	0.10
2014	5.50	5.26	0.24
20. Financial aid counselors are helpful.			
2018	6.28	5.69	0.59
2016	6.35	5.58	0.77
2014	6.22	5.51	0.71
21. There are a sufficient number of study areas on campus.			
2018	6.37	6.34	0.03
2016	6.19	5.98	0.21
2014	6.07	5.88	0.19
22. People on this campus respect and are supportive of each other.			
2018	6.40	6.26	0.14
2016	6.32	6.00	0.32
2014	6.25	5.93	0.32

Item	Importance	Satisfaction	Gap
23. Faculty are understanding of students' unique life circumstances.			
2018	6.40	6.07	0.33
2016	6.39	5.79	0.60
2014	6.40	5.62	0.78
24. Parking lots are well-lighted and secure.			
2018	6.25	6.01	0.24
2016	6.05	5.83	0.22
2014	6.20	5.73	0.47
25. My academic advisor is concerned about my success as an individual.			
2018	6.54	6.15	0.39
2016	6.41	5.96	0.45
2014	6.40	5.79	0.61
26. Library staff are helpful and approachable.			
2018	6.27	6.21	0.06
2016	6.30	6.25	0.05
2014	6.28	6.17	0.11
27. The campus staff are caring and helpful.			
2018	6.50	6.35	0.15
2016	6.38	6.12	0.26
2014	6.42	6.07	0.35
28. It is an enjoyable experience to be a student on this campus.			
2018	6.39	6.23	0.16
2016	6.43	6.03	0.40
2014	6.40	5.98	0.42
29. Faculty are fair and unbiased in their treatment of individual students.			
2018	6.45	5.98	0.47
2016	6.47	5.82	0.65
2014	6.42	5.80	0.62
30. The career services office provides students with the help they need to get a job.			
2018	6.35	6.10	0.25
2016	6.21	5.76	0.45
2014	6.36	5.71	0.65
31. The campus is safe and secure for all students.			
2018	6.55	6.31	0.24
2016	6.53	6.20	0.33
2014	6.48	6.15	0.33
32. My academic advisor is knowledgeable about my program requirements.			
2018	6.61	6.28	0.33
2016	6.57	6.26	0.31
2014	6.56	6.24	0.32
33. Admissions counselors accurately portray the campus in their recruiting practices.			
2018	6.36	6.05	0.31
2016	6.20	5.73	0.47
2014	6.24	5.71	0.53

Item	Importance	Satisfaction	Gap
34. Computer labs are adequate and accessible.			
2018	6.52	6.36	0.16
2016	6.44	6.23	0.21
2014	6.48	6.09	0.39
35. Policies and procedures regarding registration and course selection are clear and well-publicized.			
2018	6.52	6.02	0.50
2016	6.42	5.94	0.48
2014	6.46	5.82	0.64
36. Students are made to feel welcome on this campus.			
2018	6.53	6.41	0.12
2016	6.49	6.23	0.26
2014	6.42	6.11	0.31
37. Faculty take into consideration student differences as they teach a course.			
2018	6.29	5.97	0.32
2016	6.33	5.87	0.46
2014	6.33	5.69	0.64
38. The student center is a comfortable place for students to spend their leisure time.			
2018	6.25	6.34	-0.09
2016	6.01	6.02	-0.01
2014	5.99	5.90	0.09
39. The amount of student parking space on campus is adequate.			
2018	6.44	6.06	0.38
2016	6.23	6.01	0.22
2014	6.22	5.65	0.57
40. My academic advisor is knowledgeable about the transfer requirements of other schools.			
2018	6.39	5.85	0.54
2016	6.22	5.78	0.44
2014	6.18	5.64	0.54
41. Admissions staff are knowledgeable.			
2018	6.54	6.12	0.42
2016	6.35	6.02	0.33
2014	6.38	5.90	0.48
42. The equipment in the lab facilities is kept up to date.			
2018	6.57	6.13	0.44
2016	6.47	5.99	0.48
2014	6.42	5.71	0.71
43. Class change (drop/add) policies are reasonable.			
2018	6.43	6.17	0.26
2016	6.24	6.04	0.20
2014	6.25	5.95	0.30
44. I generally know what's happening on campus.			
2018	6.08	6.20	-0.12
2016	5.82	5.83	-0.01
2014	5.75	5.67	0.08

Item	Importance	Satisfaction	Gap
45. This institution has a good reputation within the community.			
2018	6.50	6.46	0.04
2016	6.36	6.26	0.10
2014	6.38	6.19	0.19
46. Faculty provide timely feedback about student progress in a course.			
2018	6.55	6.17	0.38
2016	6.44	5.94	0.50
2014	6.51	5.80	0.71
47. There are adequate services to help me decide upon a career.			
2018	6.45	6.11	0.34
2016	6.31	5.90	0.41
2014	6.29	5.77	0.52
48. Counseling staff care about students as individuals.			
2018	6.38	6.02	0.36
2016	6.24	5.96	0.28
2014	6.22	5.66	0.56
49. Admissions counselors respond to prospective students' unique needs and requests.			
2018	6.50	6.16	0.34
2016	6.31	5.89	0.42
2014	6.30	5.75	0.55
50. Tutoring services are readily available.			
2018	6.27	6.30	-0.03
2016	6.16	6.08	0.08
2014	6.19	5.82	0.37
51. There are convenient ways of paying my school bill.			
2018	6.47	6.20	0.27
2016	6.45	6.13	0.32
2014	6.34	5.97	0.37
52. This school does whatever it can to help me reach my educational goals.			
2018	6.52	6.12	0.40
2016	6.48	5.86	0.62
2014	6.45	5.77	0.68
53. The assessment and course placement procedures are reasonable.			
2018	6.42	6.25	0.17
2016	6.41	6.06	0.35
2014	6.32	5.96	0.36
54. Faculty are interested in my academic problems.			
2018	6.34	6.05	0.29
2016	6.33	5.85	0.48
2014	6.19	5.68	0.51
55. Academic support services adequately meet the needs of students.			
2018	6.53	6.21	0.32
2016	6.33	5.96	0.37
2014	6.29	5.82	0.47

Item	Importance	Satisfaction	Gap
56. The business office is open during hours which are convenient for most students.			
2018	6.34	6.18	0.16
2016	6.30	6.07	0.23
2014	6.09	5.93	0.16
57. Administrators are approachable to students.			
2018	6.33	6.10	0.23
2016	6.25	5.89	0.36
2014	6.23	5.88	0.35
58. Nearly all of the faculty are knowledgeable in their fields.			
2018	6.65	6.38	0.27
2016	6.58	6.20	0.38
2014	6.54	6.14	0.40
59. New student orientation services help students adjust to college.			
2018	6.43	6.15	0.28
2016	6.18	5.99	0.19
2014	5.98	5.80	0.18
60. Billing policies are reasonable.			
2018	6.44	6.17	0.27
2016	6.35	6.12	0.23
2014	6.30	5.91	0.39
61. Faculty are usually available after class and during office hours.			
2018	6.48	6.29	0.19
2016	6.29	5.99	0.30
2014	6.35	5.98	0.37
62. Bookstore staff are helpful.			
2018	6.40	6.34	0.06
2016	6.31	6.31	0.00
2014	6.28	6.15	0.13
63. I seldom get the "run-around" when seeking information on this campus.			
2018	6.44	5.99	0.45
2016	6.31	5.73	0.58
2014	6.32	5.68	0.64
64. Nearly all classes deal with practical experiences and applications.			
2018	6.47	6.24	0.23
2016	6.45	5.98	0.47
2014	6.45	5.95	0.50
65. Students are notified early in the term if they are doing poorly in a class.			
2018	6.42	6.05	0.37
2016	6.28	5.78	0.50
2014	6.35	5.46	0.89
66. Program requirements are clear and reasonable.			
2018	6.54	6.26	0.28
2016	6.55	6.14	0.41
2014	6.49	6.03	0.46



Item	Importance	Satisfaction	Gap
<b>67. Channels for expressing student complaints are readily available.</b>			
2018	6.23	5.82	0.41
2016	6.28	5.33	0.95
2014	6.11	5.38	0.73
<b>68. On the whole, the campus is well-maintained.</b>			
2018	6.48	6.51	-0.03
2016	6.38	6.38	0.00
2014	6.33	6.26	0.07
<b>69. There is a good variety of courses provided on this campus.</b>			
2018	6.49	6.34	0.15
2016	6.34	6.17	0.17
2014	6.37	6.05	0.32
<b>70. I am able to experience intellectual growth here.</b>			
2018	6.54	6.46	0.08
2016	6.51	6.22	0.29
2014	6.44	6.13	0.31

Questions 71-80 were reserved for additional college questions. This is the first year WITC utilized this space for two add-on questions.

Item	Importance	Satisfaction	Gap
<b>71. Educational Technology Center (ETC) resources and services are adequate.</b>			
2018	6.34	6.37	-0.03
<b>72. Educational Technology Center (ETC) staff are helpful and approachable.</b>			
2018	6.39	6.29	0.10

Item	Satisfaction
<b>81. Institution's commitment to part-time students?</b>	
2018	6.04
2016	6.09
2014	5.95
<b>82. Institution's commitment to evening students?</b>	
2018	5.91
2016	6.07
2014	5.75
<b>83. Institution's commitment to older, returning learners?</b>	
2018	6.15
2016	6.12
2014	6.03
<b>84. Institution's commitment to under-represented populations?</b>	
2018	5.95
2016	5.99
2014	5.87

Item	Satisfaction
85. Institution's commitment to commuters?	
2018	6.08
2016	6.10
2014	5.84
86. Institution's commitment to students with disabilities?	
2018	6.23
2016	6.14
2014	6.13

Item	Importance
87. Cost as a factor in decision to enroll.	
2018	6.44
2016	6.23
2014	6.20
88. Financial aid as factor in decision to enroll.	
2018	6.10
2016	5.94
2014	6.09
89. Academic reputation as factor in decision to enroll.	
2018	6.22
2016	6.08
2014	6.15
90. Size of institution as factor in decision to enroll.	
2018	5.78
2016	5.36
2014	5.57
91. Opportunity to play sports as factor in decision to enroll.	
2018	3.60
2016	2.98
2014	2.93
92. Recommendations from family/friends as factor in decision to enroll.	
2018	5.17
2016	5.14
2014	4.96
93. Geographic setting as factor in decision to enroll.	
2018	6.02
2016	5.94
2014	6.11
94. Campus appearance as factor in decision to enroll.	
2018	5.45
2016	5.18
2014	5.32
95. Personalized attention prior to enrollment as factor in decision to enroll.	
2018	5.62
2016	5.60
2014	5.70

### Five Survey Cycle Summary of College Experience and Satisfaction Scores

Item	2018	2016	2014	2012	2010
96. So far, how has your college experience met your expectations?	5.28	5.04	5.05	5.15	5.14
1 = Much worse than expected	1%	2%	2%	1%	1%
2 = Quite a bit worse than I expected	0%	2%	0%	1%	1%
3 = Worse than I expected	7%	5%	5%	3%	4%
4 = About what I expected	23%	23%	26%	29%	26%
5 = Better than I expected	23%	29%	28%	24%	28%
6 = Quite a bit better than I expected	17%	15%	17%	17%	20%
7 = Much better than expected	27%	20%	18%	21%	18%
97. Rate your overall satisfaction with your experience here thus far.	5.98	5.79	5.82	5.84	5.85
1 = Not satisfied at all	0%	0%	1%	0%	0%
2 = Not very satisfied	1%	2%	1%	2%	2%
3 = Somewhat dissatisfied	5%	5%	4%	3%	2%
4 = Neutral	3%	4%	6%	6%	4%
5 = Somewhat satisfied	10%	10%	10%	10%	14%
6 = Satisfied	39%	44%	45%	44%	49%
7 = Very satisfied	39%	31%	30%	31%	27%
98. All in all, if you had to do it over, would you enroll here again?	6.10	5.90	5.96	6.11	6.01
1 = Definitely not	2%	1%	2%	0%	1%
2 = Probably not	1%	6%	2%	2%	4%
3 = Maybe not	2%	3%	2%	1%	1%
4 = I don't know	5%	4%	4%	7%	4%
5 = Maybe yes	5%	6%	7%	5%	6%
6 = Probably yes	32%	29%	35%	33%	35%
7 = Definitely yes	50%	48%	44%	48%	45%

Table 17  
Demographic Comparison of New Richmond 2018 SSI Respondents  
to 2016 and 2014 SSI Respondents

Demographics	2018 New Richmond Respondents	2016 New Richmond Respondents	2014 New Richmond Respondents
Gender			
Female	73%	61%	66%
Male	27%	39%	34%
Race/Ethnicity			
Caucasian	93%	94%	94%
Asian	2%	3%	1%
Hispanic/Latino	2%	2%	<1%
African-American	1%	<1%	2%
Native American	1%	<1%	1%
Other	0%	<1%	1%
Enrollment Load Status			
Full-time	67%	75%	70%
Part-time	33%	25%	30%
Age			
18 and under	5%	8%	5%
19-24	39%	43%	36%
25-34	21%	22%	22%
35-44	13%	16%	19%
45 and over	22%	11%	17%
Enrollment Status			
Day	85%	84%	91%
Evening	14%	14%	8%
Weekend	1%	2%	<1%
Class Level			
1 year or less	33%	39%	37%
2 years	53%	48%	51%
3 years	6%	8%	6%
4 or more years	8%	5%	5%
Educational Goal			
Associate Degree	68%	63%	71%
Vocational/technical program	14%	19%	15%
Transfer to another institution	8%	3%	5%
Certification (initial/renewal)	4%	6%	2%
Self-improvement/pleasure	1%	1%	1%
Job-related training	2%	4%	3%
Other educational goal	4%	4%	2%
Employment			
Full-time	32%	28%	28%
Part-time	53%	56%	44%
Not employed	15%	17%	27%

Demographics	2018 New Richmond Respondents	2016 New Richmond Respondents	2014 New Richmond Respondents
Current Residence			
Residence hall	1%	0%	<1%
Own house	45%	33%	44%
Rent room or apt. off campus	16%	22%	23%
Parent's home	34%	36%	27%
Other residence	5%	8%	5%
Residence Classification			
In-state	95%	93%	94%
Out-of-state	5%	6%	6%
International (not U.S. citizen)	0%	1%	0%
Disabilities			
Yes-Disability	8%	8%	6%
No-Disability	92%	92%	94%
Institution Was My			
1 <sup>st</sup> choice	76%	73%	81%
2 <sup>nd</sup> choice	23%	20%	15%
3 <sup>rd</sup> choice	1%	7%	4%
Current GPA			
No credits earned	4%	6%	3%
1.99 or below	1%	<1%	0%
2.0 – 2.49	5%	5%	5%
2.5 – 2.99	8%	13%	9%
3.0 – 3.49	29%	39%	30%
3.5 or above	53%	37%	52%

# APPENDIX G

Appendix G  
Rice Lake Campus 2018 SSI Survey Results Compared to 2016 and 2014 SSI

Item	Importance	Satisfaction	Gap
<b>1. Most students feel a sense of belonging here.</b>			
2018	6.34	6.05	0.29
2016	6.00	5.89	0.11
2014	5.99	5.82	0.17
<b>2. Faculty care about me as an individual.</b>			
2018	6.37	6.02	0.35
2016	6.38	5.90	0.48
2014	6.36	5.93	0.43
<b>3. The quality of instruction in the vocational/technical programs is excellent.</b>			
2018	6.48	5.88	0.60
2016	6.60	5.86	0.74
2014	6.53	5.69	0.84
<b>4. Security staff are helpful.</b>			
2018	6.10	5.51	0.59
2016	5.76	5.48	0.28
2014	5.64	5.53	0.11
<b>5. The personnel involved in registration are helpful.</b>			
2018	6.56	6.30	0.26
2016	6.24	5.91	0.33
2014	6.38	5.93	0.45
<b>6. My academic advisor is approachable.</b>			
2018	6.66	6.22	0.44
2016	6.43	5.95	0.48
2014	6.46	5.92	0.54
<b>7. Adequate financial aid is available for most students.</b>			
2018	6.56	5.98	0.58
2016	6.51	5.97	0.54
2014	6.49	6.00	0.49
<b>8. Classes are scheduled at times that are convenient for me.</b>			
2018	6.41	5.72	0.69
2016	6.49	5.70	0.79
2014	6.46	5.75	0.71
<b>9. Internships or practical experiences are provided in my degree/certificate program.</b>			
2018	6.39	6.04	0.35
2016	6.29	5.59	0.70
2014	6.33	5.85	0.48
<b>10. Child care facilities are available on campus.</b>			
2018	4.67	3.15	1.52
2016	4.47	4.07	0.40
2014	5.11	3.43	1.68
<b>11. Security staff respond quickly in emergencies.</b>			
2018	6.38	5.65	0.73
2016	6.02	5.41	0.61
2014	6.17	5.68	0.49

Item	Importance	Satisfaction	Gap
12. My academic advisor helps me set goals to work toward.			
2018	6.11	5.81	0.30
2016	6.13	5.54	0.59
2014	6.11	5.44	0.67
13. Financial aid awards are announced to students in time to be helpful in college planning.			
2018	6.51	6.02	0.49
2016	6.41	5.91	0.50
2014	6.35	5.77	0.58
14. Library resources and services are adequate.			
2018	6.54	6.34	0.20
2016	6.37	6.23	0.14
2014	6.31	6.21	0.10
15. I am able to register for classes I need with few conflicts.			
2018	6.56	6.26	0.30
2016	6.53	6.03	0.50
2014	6.56	6.03	0.53
16. The college shows concern for students as individuals.			
2018	6.37	5.93	0.44
2016	6.49	5.84	0.65
2014	6.41	5.77	0.64
17. Personnel in the Veteran's Services program are helpful.			
2018	5.91	5.60	0.31
2016	5.69	5.73	-0.04
2014	5.56	5.71	-0.15
18. The quality of instruction I receive in most of my classes is excellent.			
2018	6.60	5.83	0.77
2016	6.64	5.79	0.85
2014	6.68	5.79	0.89
19. This campus provides effective support services for displaced homemakers.			
2018	6.18	5.86	0.32
2016	5.84	5.63	0.21
2014	5.96	5.38	0.58
20. Financial aid counselors are helpful.			
2018	6.59	6.44	0.15
2016	6.38	6.14	0.24
2014	6.41	5.97	0.44
21. There are a sufficient number of study areas on campus.			
2018	6.51	6.19	0.32
2016	6.30	6.16	0.14
2014	6.33	6.05	0.28
22. People on this campus respect and are supportive of each other.			
2018	6.52	6.19	0.33
2016	6.38	5.93	0.45
2014	6.39	5.93	0.46



Item	Importance	Satisfaction	Gap
23. Faculty are understanding of students' unique life circumstances.			
2018	6.48	6.02	0.46
2016	6.46	5.82	0.64
2014	6.51	5.73	0.78
24. Parking lots are well-lighted and secure.			
2018	6.38	6.07	0.31
2016	6.20	6.05	0.15
2014	6.26	5.92	0.34
25. My academic advisor is concerned about my success as an individual.			
2018	6.29	6.04	0.25
2016	6.42	5.85	0.57
2014	6.40	5.73	0.67
26. Library staff are helpful and approachable.			
2018	6.48	6.45	0.03
2016	6.36	6.37	-0.01
2014	6.41	6.24	0.17
27. The campus staff are caring and helpful.			
2018	6.51	6.29	0.22
2016	6.49	6.17	0.32
2014	6.41	6.03	0.38
28. It is an enjoyable experience to be a student on this campus.			
2018	6.44	6.22	0.22
2016	6.45	6.06	0.39
2014	6.51	5.96	0.55
29. Faculty are fair and unbiased in their treatment of individual students.			
2018	6.46	6.04	0.42
2016	6.35	5.76	0.59
2014	6.59	5.75	0.84
30. The career services office provides students with the help they need to get a job.			
2018	6.54	6.08	0.46
2016	6.28	5.73	0.55
2014	6.43	5.62	0.81
31. The campus is safe and secure for all students.			
2018	6.56	6.12	0.44
2016	6.48	6.16	0.32
2014	6.57	6.32	0.25
32. My academic advisor is knowledgeable about my program requirements.			
2018	6.63	6.41	0.22
2016	6.58	6.21	0.37
2014	6.59	6.06	0.53
33. Admissions counselors accurately portray the campus in their recruiting practices.			
2018	6.35	6.14	0.21
2016	6.31	5.76	0.55
2014	6.29	5.79	0.50

Item	Importance	Satisfaction	Gap
34. Computer labs are adequate and accessible.			
2018	6.59	6.42	0.17
2016	6.45	6.32	0.13
2014	6.44	6.31	0.13
35. Policies and procedures regarding registration and course selection are clear and well-publicized.			
2018	6.40	6.16	0.24
2016	6.31	5.89	0.42
2014	6.39	5.87	0.52
36. Students are made to feel welcome on this campus.			
2018	6.49	6.39	0.10
2016	6.47	6.14	0.33
2014	6.55	6.10	0.45
37. Faculty take into consideration student differences as they teach a course.			
2018	6.42	6.09	0.33
2016	6.35	5.83	0.52
2014	6.40	5.69	0.71
38. The student center is a comfortable place for students to spend their leisure time.			
2018	6.42	6.30	0.12
2016	6.16	6.18	-0.02
2014	6.16	5.95	0.21
39. The amount of student parking space on campus is adequate.			
2018	6.39	6.18	0.21
2016	6.29	6.28	0.01
2014	6.41	6.12	0.29
40. My academic advisor is knowledgeable about the transfer requirements of other schools.			
2018	6.35	6.00	0.35
2016	6.29	5.83	0.46
2014	6.31	5.60	0.71
41. Admissions staff are knowledgeable.			
2018	6.72	6.44	0.28
2016	6.42	6.04	0.38
2014	6.43	6.01	0.42
42. The equipment in the lab facilities is kept up to date.			
2018	6.59	6.12	0.47
2016	6.42	5.95	0.47
2014	6.46	5.99	0.47
43. Class change (drop/add) policies are reasonable.			
2018	6.43	6.25	0.18
2016	6.25	5.92	0.33
2014	6.28	6.10	0.18
44. I generally know what's happening on campus.			
2018	6.26	6.28	-0.02
2016	5.80	5.90	-0.10
2014	5.87	5.97	-0.10

Item	Importance	Satisfaction	Gap
45. This institution has a good reputation within the community.			
2018	6.55	6.43	0.12
2016	6.36	6.21	0.15
2014	6.35	6.25	0.10
46. Faculty provide timely feedback about student progress in a course.			
2018	6.53	6.00	0.53
2016	6.50	5.83	0.67
2014	6.53	5.76	0.77
47. There are adequate services to help me decide upon a career.			
2018	6.47	6.19	0.28
2016	6.37	6.02	0.35
2014	6.41	5.93	0.48
48. Counseling staff care about students as individuals.			
2018	6.68	6.34	0.34
2016	6.35	6.05	0.30
2014	6.44	5.93	0.51
49. Admissions counselors respond to prospective students' unique needs and requests.			
2018	6.47	6.35	0.12
2016	6.33	5.98	0.35
2014	6.35	5.94	0.41
50. Tutoring services are readily available.			
2018	6.36	5.95	0.41
2016	6.10	5.91	0.19
2014	6.23	6.03	0.20
51. There are convenient ways of paying my school bill.			
2018	6.55	6.11	0.44
2016	6.33	6.10	0.23
2014	6.47	6.18	0.29
52. This school does whatever it can to help me reach my educational goals.			
2018	6.54	6.08	0.46
2016	6.51	5.96	0.55
2014	6.56	5.80	0.76
53. The assessment and course placement procedures are reasonable.			
2018	6.46	6.24	0.22
2016	6.31	5.91	0.40
2014	6.38	6.00	0.38
54. Faculty are interested in my academic problems.			
2018	6.46	6.08	0.38
2016	6.33	5.80	0.53
2014	6.40	5.73	0.67
55. Academic support services adequately meet the needs of students.			
2018	6.52	6.21	0.31
2016	6.38	5.99	0.39
2014	6.36	5.92	0.44

Item	Importance	Satisfaction	Gap
56. The business office is open during hours which are convenient for most students.			
2018	6.48	6.21	0.27
2016	6.31	5.92	0.39
2014	6.33	6.08	0.25
57. Administrators are approachable to students.			
2018	6.38	6.13	0.25
2016	6.29	5.90	0.39
2014	6.31	5.89	0.42
58. Nearly all of the faculty are knowledgeable in their fields.			
2018	6.65	6.14	0.51
2016	6.56	6.19	0.37
2014	6.61	6.09	0.52
59. New student orientation services help students adjust to college.			
2018	6.34	6.06	0.28
2016	6.24	5.94	0.30
2014	6.26	6.02	0.24
60. Billing policies are reasonable.			
2018	6.52	6.10	0.42
2016	6.28	6.09	0.19
2014	6.44	6.09	0.35
61. Faculty are usually available after class and during office hours.			
2018	6.44	6.13	0.31
2016	6.38	6.08	0.30
2014	6.38	6.08	0.30
62. Bookstore staff are helpful.			
2018	6.57	6.33	0.24
2016	6.19	5.73	0.46
2014	6.33	5.41	0.92
63. I seldom get the "run-around" when seeking information on this campus.			
2018	6.41	6.06	0.35
2016	6.36	5.82	0.54
2014	6.39	5.77	0.62
64. Nearly all classes deal with practical experiences and applications.			
2018	6.52	6.22	0.30
2016	6.49	6.01	0.48
2014	6.51	6.11	0.40
65. Students are notified early in the term if they are doing poorly in a class.			
2018	6.49	6.00	0.49
2016	6.40	5.58	0.82
2014	6.40	5.42	0.98
66. Program requirements are clear and reasonable.			
2018	6.57	6.24	0.33
2016	6.57	6.02	0.55
2014	6.57	6.05	0.52

Item	Importance	Satisfaction	Gap
<b>67. Channels for expressing student complaints are readily available.</b>			
2018	6.30	5.75	0.55
2016	6.22	5.40	0.82
2014	6.31	5.39	0.92
<b>68. On the whole, the campus is well-maintained.</b>			
2018	6.65	6.61	0.04
2016	6.44	6.46	-0.02
2014	6.46	6.41	0.05
<b>69. There is a good variety of courses provided on this campus.</b>			
2018	6.54	6.37	0.17
2016	6.41	6.24	0.17
2014	6.47	6.30	0.17
<b>70. I am able to experience intellectual growth here.</b>			
2018	6.59	6.41	0.18
2016	6.49	6.20	0.29
2014	6.58	6.22	0.36

Questions 71-80 were reserved for additional college questions. This is the first year WITC utilized this space for two add-on questions.

Item	Importance	Satisfaction	Gap
<b>71. Educational Technology Center (ETC) resources and services are adequate.</b>			
2018	6.59	6.37	0.22
<b>72. Educational Technology Center (ETC) staff are helpful and approachable.</b>			
2018	6.56	6.44	0.12

Item	Satisfaction
<b>81. Institution's commitment to part-time students?</b>	
2018	6.31
2016	5.99
2014	6.14
<b>82. Institution's commitment to evening students?</b>	
2018	6.29
2016	5.86
2014	6.05
<b>83. Institution's commitment to older, returning learners?</b>	
2018	6.37
2016	6.02
2014	6.09
<b>84. Institution's commitment to under-represented populations?</b>	
2018	6.28
2016	5.98
2014	6.06

Item	Satisfaction
85. Institution's commitment to commuters?	
2018	5.96
2016	5.74
2014	5.78
86. Institution's commitment to students with disabilities?	
2018	6.51
2016	6.17
2014	6.19

Item	Importance
87. Cost as a factor in decision to enroll.	
2018	6.25
2016	6.28
2014	6.26
88. Financial aid as factor in decision to enroll.	
2018	6.18
2016	6.13
2014	6.15
89. Academic reputation as factor in decision to enroll.	
2018	6.35
2016	6.01
2014	6.17
90. Size of institution as factor in decision to enroll.	
2018	5.57
2016	5.50
2014	5.34
91. Opportunity to play sports as factor in decision to enroll.	
2018	3.79
2016	3.09
2014	2.86
92. Recommendations from family/friends as factor in decision to enroll.	
2018	5.61
2016	4.99
2014	5.21
93. Geographic setting as factor in decision to enroll.	
2018	6.13
2016	5.75
2014	5.99
94. Campus appearance as factor in decision to enroll.	
2018	5.55
2016	5.43
2014	5.25
95. Personalized attention prior to enrollment as factor in decision to enroll.	
2018	5.77
2016	5.72
2014	5.75

### Five Survey Cycle Summary of College Experience and Satisfaction Scores

Item	2018	2016	2014	2012	2010
96. So far, how has your college experience met your expectations?	5.19	5.13	4.91	5.14	5.04
1 = Much worse than expected	1%	1%	2%	1%	1%
2 = Quite a bit worse than I expected	2%	1%	2%	1%	0%
3 = Worse than I expected	3%	6%	7%	3%	5%
4 = About what I expected	27%	26%	27%	25%	33%
5 = Better than I expected	20%	25%	28%	30%	23%
6 = Quite a bit better than I expected	21%	15%	9%	18%	15%
7 = Much better than expected	22%	23%	21%	19%	20%
97. Rate your overall satisfaction with your experience here thus far.	5.88	5.88	5.64	5.94	5.77
1 = Not satisfied at all	0%	1%	2%	1%	1%
2 = Not very satisfied	3%	3%	3%	1%	0%
3 = Somewhat dissatisfied	1%	3%	4%	1%	5%
4 = Neutral	7%	4%	4%	5%	7%
5 = Somewhat satisfied	9%	10%	11%	9%	10%
6 = Satisfied	44%	40%	45%	45%	48%
7 = Very satisfied	33%	37%	26%	33%	26%
98. All in all, if you had to do it over, would you enroll here again?	6.16	6.06	5.96	6.06	5.85
1 = Definitely not	0%	1%	2%	1%	1%
2 = Probably not	3%	5%	2%	2%	3%
3 = Maybe not	0%	1%	3%	2%	2%
4 = I don't know	3%	4%	5%	4%	8%
5 = Maybe yes	9%	6%	5%	6%	10%
6 = Probably yes	26%	27%	28%	31%	34%
7 = Definitely yes	55%	53%	50%	49%	40%

Table 18  
Demographic Comparison of Rice Lake 2018 SSI Respondents  
to 2016 and 2014 SSI Respondents

Demographics	2018 Rice Lake Respondents	2016 Rice Lake Respondents	2014 Rice Lake Respondents
Gender			
Female	80%	74%	67%
Male	20%	26%	33%
Race/Ethnicity			
Caucasian	92%	94%	97%
Asian	2%	1%	<1%
Hispanic/Latino	4%	2%	1%
African-American	0%	1%	<1%
Native American	1%	2%	0%
Other	1%	1%	1%
Enrollment Load Status			
Full-time	76%	61%	67%
Part-time	24%	39%	33%
Age			
18 and under	6%	6%	5%
19-24	37%	42%	35%
25-34	28%	22%	24%
35-44	16%	18%	15%
45 and over	13%	13%	20%
Enrollment Status			
Day	82%	90%	87%
Evening	16%	10%	11%
Weekend	2%	0%	2%
Class Level			
1 year or less	40%	42%	38%
2 years	44%	39%	49%
3 years	10%	11%	5%
4 or more years	5%	8%	8%
Educational Goal			
Associate Degree	70%	63%	68%
Vocational/technical program	11%	17%	13%
Transfer to another institution	7%	4%	4%
Certification (initial/renewal)	9%	9%	7%
Self-improvement/pleasure	1%	1%	<1%
Job-related training	2%	2%	4%
Other educational goal	1%	5%	3%
Employment			
Full-time	32%	34%	34%
Part-time	49%	43%	45%
Not employed	19%	23%	21%



Demographics	2018 Rice Lake Respondents	2016 Rice Lake Respondents	2014 Rice Lake Respondents
Current Residence			
Residence hall	0%	0%	<1%
Own house	40%	39%	45%
Rent room or apt. off campus	28%	22%	25%
Parent's home	27%	30%	22%
Other residence	5%	8%	8%
Residence Classification			
In-state	98%	99%	99%
Out-of-state	2%	1%	1%
International (not U.S. citizen)	0%	0%	0%
Disabilities			
Yes-Disability	11%	14%	13%
No-Disability	89%	86%	87%
Institution Was My			
1 <sup>st</sup> choice	79%	87%	86%
2 <sup>nd</sup> choice	19%	10%	13%
3 <sup>rd</sup> choice	2%	3%	2%
Current GPA			
No credits earned	2%	6%	11%
1.99 or below	1%	2%	1%
2.0 – 2.49	5%	6%	5%
2.5 – 2.99	9%	12%	9%
3.0 – 3.49	36%	31%	29%
3.5 or above	47%	43%	45%

# APPENDIX H

Appendix H  
 Superior Campus 2018 SSI Survey Results Compared to 2016 and 2014 SSI

Item	Importance	Satisfaction	Gap
<b>1. Most students feel a sense of belonging here.</b>			
2018	6.25	6.15	0.10
2016	6.07	6.18	-0.11
2014	6.01	5.98	0.03
<b>2. Faculty care about me as an individual.</b>			
2018	6.48	6.04	0.44
2016	6.43	6.30	0.13
2014	6.45	6.23	0.22
<b>3. The quality of instruction in the vocational/technical programs is excellent.</b>			
2018	6.66	6.07	0.59
2016	6.72	6.30	0.42
2014	6.71	6.08	0.63
<b>4. Security staff are helpful.</b>			
2018	6.00	5.65	0.35
2016	5.82	5.78	0.04
2014	5.63	5.20	0.43
<b>5. The personnel involved in registration are helpful.</b>			
2018	6.43	6.03	0.40
2016	6.37	6.19	0.18
2014	6.41	6.14	0.27
<b>6. My academic advisor is approachable.</b>			
2018	6.71	6.42	0.29
2016	6.58	6.42	0.16
2014	6.64	6.34	0.30
<b>7. Adequate financial aid is available for most students.</b>			
2018	6.50	6.04	0.46
2016	6.53	5.99	0.54
2014	6.55	5.89	0.66
<b>8. Classes are scheduled at times that are convenient for me.</b>			
2018	6.35	5.76	0.59
2016	6.45	6.13	0.32
2014	6.32	5.68	0.64
<b>9. Internships or practical experiences are provided in my degree/certificate program.</b>			
2018	6.46	6.05	0.41
2016	6.45	6.18	0.27
2014	6.42	5.65	0.77
<b>10. Child care facilities are available on campus.</b>			
2018	5.09	3.56	1.53
2016	4.91	4.58	0.33
2014	4.47	3.30	1.17
<b>11. Security staff respond quickly in emergencies.</b>			
2018	6.36	5.64	0.72
2016	6.13	5.70	0.43
2014	6.03	5.41	0.62

Item	Importance	Satisfaction	Gap
12. My academic advisor helps me set goals to work toward.			
2018	6.40	5.93	0.47
2016	6.31	6.02	0.29
2014	6.38	5.98	0.40
13. Financial aid awards are announced to students in time to be helpful in college planning.			
2018	6.52	6.16	0.36
2016	6.43	6.15	0.28
2014	6.41	6.12	0.29
14. Library resources and services are adequate.			
2018	6.57	6.34	0.23
2016	6.54	6.22	0.32
2014	6.42	6.24	0.18
15. I am able to register for classes I need with few conflicts.			
2018	6.70	6.23	0.47
2016	6.62	6.28	0.34
2014	6.61	6.09	0.52
16. The college shows concern for students as individuals.			
2018	6.43	5.97	0.46
2016	6.47	6.22	0.25
2014	6.40	6.02	0.38
17. Personnel in the Veteran's Services program are helpful.			
2018	6.02	5.51	0.51
2016	5.98	6.20	-0.22
2014	5.81	5.31	0.50
18. The quality of instruction I receive in most of my classes is excellent.			
2018	6.72	6.05	0.67
2016	6.69	6.33	0.36
2014	6.72	6.08	0.64
19. This campus provides effective support services for displaced homemakers.			
2018	5.89	5.78	0.11
2016	6.07	6.15	-0.08
2014	5.62	5.76	-0.14
20. Financial aid counselors are helpful.			
2018	6.53	6.20	0.33
2016	6.48	6.08	0.40
2014	6.37	6.12	0.25
21. There are a sufficient number of study areas on campus.			
2018	6.57	6.22	0.35
2016	6.35	6.12	0.23
2014	6.18	5.97	0.21
22. People on this campus respect and are supportive of each other.			
2018	6.54	6.16	0.38
2016	6.35	6.19	0.16
2014	6.35	6.06	0.29

Item	Importance	Satisfaction	Gap
23. Faculty are understanding of students' unique life circumstances.			
2018	6.54	6.04	0.50
2016	6.45	6.12	0.33
2014	6.51	6.10	0.41
24. Parking lots are well-lighted and secure.			
2018	6.46	5.94	0.52
2016	6.21	5.64	0.57
2014	6.04	5.46	0.58
25. My academic advisor is concerned about my success as an individual.			
2018	6.62	6.21	0.41
2016	6.47	6.24	0.23
2014	6.46	6.21	0.25
26. Library staff are helpful and approachable.			
2018	6.53	6.64	-0.11
2016	6.47	6.48	-0.01
2014	6.44	6.59	-0.15
27. The campus staff are caring and helpful.			
2018	6.60	6.42	0.18
2016	6.48	6.30	0.18
2014	6.46	6.36	0.10
28. It is an enjoyable experience to be a student on this campus.			
2018	6.63	6.26	0.37
2016	6.53	6.35	0.18
2014	6.51	6.26	0.25
29. Faculty are fair and unbiased in their treatment of individual students.			
2018	6.68	6.12	0.56
2016	6.46	6.21	0.25
2014	6.54	6.11	0.43
30. The career services office provides students with the help they need to get a job.			
2018	6.65	6.23	0.42
2016	6.33	5.80	0.53
2014	6.37	5.95	0.42
31. The campus is safe and secure for all students.			
2018	6.68	6.35	0.33
2016	6.52	6.28	0.24
2014	6.44	6.19	0.25
32. My academic advisor is knowledgeable about my program requirements.			
2018	6.77	6.32	0.45
2016	6.63	6.41	0.22
2014	6.71	6.42	0.29
33. Admissions counselors accurately portray the campus in their recruiting practices.			
2018	6.51	6.16	0.35
2016	6.37	6.10	0.27
2014	6.41	6.14	0.27

Item	Importance	Satisfaction	Gap
34. Computer labs are adequate and accessible.			
2018	6.68	6.39	0.29
2016	6.46	6.37	0.09
2014	6.49	6.37	0.12
35. Policies and procedures regarding registration and course selection are clear and well-publicized.			
2018	6.58	6.14	0.44
2016	6.45	6.14	0.31
2014	6.53	6.12	0.41
36. Students are made to feel welcome on this campus.			
2018	6.63	6.50	0.13
2016	6.54	6.38	0.16
2014	6.50	6.37	0.13
37. Faculty take into consideration student differences as they teach a course.			
2018	6.55	6.02	0.53
2016	6.50	6.26	0.24
2014	6.31	6.03	0.28
38. The student center is a comfortable place for students to spend their leisure time.			
2018	6.41	6.27	0.14
2016	6.13	6.06	0.07
2014	6.02	6.13	-0.11
39. The amount of student parking space on campus is adequate.			
2018	6.50	6.12	0.38
2016	6.35	6.13	0.22
2014	6.30	6.04	0.26
40. My academic advisor is knowledgeable about the transfer requirements of other schools.			
2018	6.61	6.07	0.54
2016	6.35	5.93	0.42
2014	6.40	5.93	0.47
41. Admissions staff are knowledgeable.			
2018	6.61	6.35	0.26
2016	6.47	6.14	0.33
2014	6.51	6.27	0.24
42. The equipment in the lab facilities is kept up to date.			
2018	6.58	6.18	0.40
2016	6.39	6.04	0.35
2014	6.55	6.17	0.38
43. Class change (drop/add) policies are reasonable.			
2018	6.42	6.22	0.20
2016	6.17	6.06	0.11
2014	6.29	6.31	-0.02
44. I generally know what's happening on campus.			
2018	6.16	6.19	-0.03
2016	5.95	6.05	-0.10
2014	5.90	6.02	-0.12

Item	Importance	Satisfaction	Gap
45. This institution has a good reputation within the community.			
2018	6.65	6.48	0.17
2016	6.41	6.50	-0.09
2014	6.49	6.48	0.01
46. Faculty provide timely feedback about student progress in a course.			
2018	6.66	6.09	0.57
2016	6.63	6.24	0.39
2014	6.51	6.03	0.48
47. There are adequate services to help me decide upon a career.			
2018	6.49	6.30	0.19
2016	6.38	6.27	0.11
2014	6.21	6.14	0.07
48. Counseling staff care about students as individuals.			
2018	6.50	6.25	0.25
2016	6.44	6.13	0.31
2014	6.44	6.30	0.14
49. Admissions counselors respond to prospective students' unique needs and requests.			
2018	6.46	6.26	0.20
2016	6.32	6.12	0.20
2014	6.42	6.08	0.34
50. Tutoring services are readily available.			
2018	6.50	6.02	0.48
2016	6.45	5.90	0.55
2014	6.25	6.20	0.05
51. There are convenient ways of paying my school bill.			
2018	6.58	6.23	0.35
2016	6.46	6.24	0.22
2014	6.41	6.24	0.17
52. This school does whatever it can to help me reach my educational goals.			
2018	6.62	6.16	0.46
2016	6.53	6.18	0.35
2014	6.48	6.20	0.28
53. The assessment and course placement procedures are reasonable.			
2018	6.56	6.22	0.34
2016	6.35	6.24	0.11
2014	6.41	6.18	0.23
54. Faculty are interested in my academic problems.			
2018	6.56	6.14	0.42
2016	6.40	6.09	0.31
2014	6.46	6.20	0.26
55. Academic support services adequately meet the needs of students.			
2018	6.55	6.36	0.19
2016	6.44	6.17	0.27
2014	6.44	6.29	0.15

Item	Importance	Satisfaction	Gap
56. The business office is open during hours which are convenient for most students.			
2018	6.38	6.24	0.14
2016	6.30	6.37	-0.07
2014	6.34	6.28	0.06
57. Administrators are approachable to students.			
2018	6.46	6.22	0.24
2016	6.29	6.22	0.07
2014	6.43	6.33	0.10
58. Nearly all of the faculty are knowledgeable in their fields.			
2018	6.68	6.38	0.30
2016	6.62	6.42	0.20
2014	6.64	6.43	0.21
59. New student orientation services help students adjust to college.			
2018	6.50	6.23	0.27
2016	6.10	6.03	0.07
2014	6.05	6.20	-0.15
60. Billing policies are reasonable.			
2018	6.55	6.42	0.13
2016	6.40	6.07	0.33
2014	6.40	6.11	0.29
61. Faculty are usually available after class and during office hours.			
2018	6.55	6.28	0.27
2016	6.58	6.34	0.24
2014	6.45	6.28	0.17
62. Bookstore staff are helpful.			
2018	6.33	5.90	0.43
2016	6.22	6.13	0.09
2014	6.45	6.34	0.11
63. I seldom get the "run-around" when seeking information on this campus.			
2018	6.52	6.15	0.37
2016	6.43	6.07	0.36
2014	6.47	6.14	0.33
64. Nearly all classes deal with practical experiences and applications.			
2018	6.53	6.11	0.42
2016	6.50	6.37	0.13
2014	6.50	6.28	0.22
65. Students are notified early in the term if they are doing poorly in a class.			
2018	6.52	5.89	0.63
2016	6.51	6.10	0.41
2014	6.46	5.97	0.49
66. Program requirements are clear and reasonable.			
2018	6.64	6.28	0.36
2016	6.63	6.37	0.26
2014	6.61	6.32	0.29



Item	Importance	Satisfaction	Gap
<b>67. Channels for expressing student complaints are readily available.</b>			
2018	6.46	5.71	0.75
2016	6.29	5.79	0.50
2014	6.23	5.87	0.36
<b>68. On the whole, the campus is well-maintained.</b>			
2018	6.71	6.68	0.03
2016	6.43	6.53	-0.10
2014	6.47	6.49	-0.02
<b>69. There is a good variety of courses provided on this campus.</b>			
2018	6.55	6.49	0.06
2016	6.58	6.40	0.18
2014	6.48	6.30	0.18
<b>70. I am able to experience intellectual growth here.</b>			
2018	6.69	6.48	0.21
2016	6.63	6.48	0.15
2014	6.64	6.43	0.21

Questions 71-80 were reserved for additional college questions. This is the first year WITC utilized this space for two add-on questions.

Item	Importance	Satisfaction	Gap
<b>71. Educational Technology Center (ETC) resources and services are adequate.</b>			
2018	6.63	6.59	0.04
<b>72. Educational Technology Center (ETC) staff are helpful and approachable.</b>			
2018	6.64	6.58	0.06

Item	Satisfaction
<b>81. Institution's commitment to part-time students?</b>	
2018	6.24
2016	6.24
2014	6.14
<b>82. Institution's commitment to evening students?</b>	
2018	6.02
2016	6.22
2014	5.96
<b>83. Institution's commitment to older, returning learners?</b>	
2018	6.33
2016	6.43
2014	6.24
<b>84. Institution's commitment to under-represented populations?</b>	
2018	6.23
2016	6.22
2014	6.05

Item	Satisfaction
85. Institution's commitment to commuters?	
2018	6.19
2016	6.30
2014	6.03
86. Institution's commitment to students with disabilities?	
2018	6.14
2016	6.27
2014	6.26

Item	Importance
87. Cost as a factor in decision to enroll.	
2018	6.50
2016	6.32
2014	6.29
88. Financial aid as factor in decision to enroll.	
2018	6.52
2016	6.25
2014	6.06
89. Academic reputation as factor in decision to enroll.	
2018	6.43
2016	6.22
2014	6.26
90. Size of institution as factor in decision to enroll.	
2018	5.70
2016	5.79
2014	5.57
91. Opportunity to play sports as factor in decision to enroll.	
2018	3.61
2016	3.36
2014	2.92
92. Recommendations from family/friends as factor in decision to enroll.	
2018	5.57
2016	5.21
2014	5.15
93. Geographic setting as factor in decision to enroll.	
2018	5.93
2016	5.83
2014	5.81
94. Campus appearance as factor in decision to enroll.	
2018	5.59
2016	5.50
2014	5.15
95. Personalized attention prior to enrollment as factor in decision to enroll.	
2018	5.91
2016	5.91
2014	5.82

## Five Survey Cycle Summary of College Experience and Satisfaction Scores

Item	2018	2016	2014	2012	2010
96. So far, how has your college experience met your expectations?	5.29	5.50	5.41	5.17	5.14
1 = Much worse than expected	1%	0%	1%	1%	1%
2 = Quite a bit worse than I expected	1%	0%	0%	0%	0%
3 = Worse than I expected	2%	2%	6%	4%	2%
4 = About what I expected	19%	19%	14%	27%	29%
5 = Better than I expected	31%	28%	29%	26%	28%
6 = Quite a bit better than I expected	18%	17%	20%	19%	18%
7 = Much better than expected	24%	30%	27%	20%	18%
97. Rate your overall satisfaction with your experience here thus far.	5.95	6.24	6.08	5.84	5.91
1 = Not satisfied at all	0%	0%	1%	0%	0%
2 = Not very satisfied	4%	0%	0%	1%	1%
3 = Somewhat dissatisfied	0%	0%	4%	4%	3%
4 = Neutral	3%	4%	2%	6%	4%
5 = Somewhat satisfied	8%	7%	9%	13%	11%
6 = Satisfied	46%	39%	34%	39%	47%
7 = Very satisfied	35%	47%	46%	33%	30%
98. All in all, if you had to do it over, would you enroll here again?	6.19	6.49	6.28	5.99	6.13
1 = Definitely not	0%	0%	2%	1%	1%
2 = Probably not	3%	0%	2%	4%	1%
3 = Maybe not	1%	0%	1%	3%	1%
4 = I don't know	4%	3%	3%	5%	5%
5 = Maybe yes	5%	6%	2%	7%	7%
6 = Probably yes	26%	18%	25%	23%	33%
7 = Definitely yes	57%	69%	62%	54%	49%

Table 19  
Demographic Comparison of Superior 2018 SSI Respondents  
to 2016 and 2014 SSI Respondents

Demographics	2018 Superior Respondents	2016 Superior Respondents	2014 Superior Respondents
Gender			
Female	68%	70%	57%
Male	32%	30%	43%
Race/Ethnicity			
Caucasian	90%	92%	93%
Asian	2%	1%	2%
Hispanic/Latino	0%	0%	0%
African-American	6%	2%	2%
Native American	1%	4%	2%
Other	1%	1%	2%
Enrollment Load Status			
Full-time	65%	60%	68%
Part-time	35%	40%	32%
Age			
18 and under	3%	6%	7%
19-24	39%	30%	25%
25-34	24%	31%	30%
35-44	24%	17%	21%
45 and over	11%	15%	17%
Enrollment Status			
Day	90%	87%	90%
Evening	8%	13%	10%
Weekend	2%	0%	1%
Class Level			
1 year or less	40%	39%	37%
2 years	47%	39%	54%
3 years	9%	14%	6%
4 or more years	5%	9%	3%
Educational Goal			
Associate Degree	67%	64%	62%
Vocational/technical program	15%	16%	22%
Transfer to another institution	3%	6%	4%
Certification (initial/renewal)	12%	10%	4%
Self-improvement/pleasure	0%	0%	1%
Job-related training	2%	2%	5%
Other educational goal	2%	3%	2%
Employment			
Full-time	29%	27%	20%
Part-time	58%	54%	48%
Not employed	13%	19%	32%

Demographics	2018 Superior Respondents	2016 Superior Respondents	2014 Superior Respondents
Current Residence			
Residence hall	0%	0%	4%
Own house	40%	33%	39%
Rent room or apt. off campus	31%	40%	33%
Parent's home	21%	17%	16%
Other residence	8%	10%	9%
Residence Classification			
In-state	74%	76%	75%
Out-of-state	25%	24%	25%
International (not U.S. citizen)	1%	0%	0%
Disabilities			
Yes-Disability	13%	11%	11%
No-Disability	87%	89%	89%
Institution Was My			
1 <sup>st</sup> choice	79%	86%	86%
2 <sup>nd</sup> choice	19%	12%	11%
3 <sup>rd</sup> choice	2%	2%	3%
Current GPA			
No credits earned	7%	3%	2%
1.99 or below	1%	0%	0%
2.0 – 2.49	3%	3%	4%
2.5 – 2.99	10%	10%	11%
3.0 – 3.49	40%	30%	34%
3.5 or above	39%	53%	48%

# APPENDIX I

Appendix I  
Online 2018 SSI Survey Results Compared to 2016 and 2014 SSI

Item	Importance	Satisfaction	Gap
<b>1. Most students feel a sense of belonging here.</b>			
2018	6.23	5.92	0.31
2016	5.83	5.81	0.02
2014	5.91	5.87	0.04
<b>2. Faculty care about me as an individual.</b>			
2018	6.51	5.99	0.52
2016	6.28	5.89	0.39
2014	6.39	6.04	0.35
<b>3. The quality of instruction in the vocational/technical programs is excellent.</b>			
2018	6.76	6.10	0.66
2016	6.66	6.20	0.46
2014	6.65	5.76	0.89
<b>4. Security staff are helpful.</b>			
2018	5.95	5.90	0.05
2016	6.03	6.06	-0.03
2014	5.73	5.47	0.26
<b>5. The personnel involved in registration are helpful.</b>			
2018	6.66	6.32	0.34
2016	6.43	6.16	0.27
2014	6.52	6.04	0.48
<b>6. My academic advisor is approachable.</b>			
2018	6.84	6.39	0.45
2016	6.39	6.13	0.26
2014	6.64	6.14	0.50
<b>7. Adequate financial aid is available for most students.</b>			
2018	6.77	6.32	0.45
2016	6.58	6.29	0.29
2014	6.68	6.15	0.53
<b>8. Classes are scheduled at times that are convenient for me.</b>			
2018	6.76	6.39	0.37
2016	6.73	6.49	0.24
2014	6.69	6.34	0.35
<b>9. Internships or practical experiences are provided in my degree/certificate program.</b>			
2018	6.31	5.93	0.38
2016	5.94	5.77	0.17
2014	6.23	5.82	0.41
<b>10. Child care facilities are available on campus.</b>			
2018	5.66	5.83	-0.17
2016	5.05	4.22	0.83
2014	4.41	3.56	0.85
<b>11. Security staff respond quickly in emergencies.</b>			
2018	6.60	6.31	0.29
2016	6.36	6.50	-0.14
2014	6.23	5.67	0.56

Item	Importance	Satisfaction	Gap
12. My academic advisor helps me set goals to work toward.			
2018	6.54	5.85	0.69
2016	5.94	5.46	0.48
2014	5.97	5.67	0.30
13. Financial aid awards are announced to students in time to be helpful in college planning.			
2018	6.68	6.21	0.47
2016	6.42	5.97	0.45
2014	6.56	6.12	0.44
14. Library resources and services are adequate.			
2018	6.60	6.41	0.19
2016	6.21	6.46	-0.25
2014	6.37	6.15	0.22
15. I am able to register for classes I need with few conflicts.			
2018	6.83	6.35	0.48
2016	6.68	6.25	0.43
2014	6.76	5.89	0.87
16. The college shows concern for students as individuals.			
2018	6.61	6.10	0.51
2016	6.37	6.09	0.28
2014	6.38	5.94	0.44
17. Personnel in the Veteran's Services program are helpful.			
2018	5.96	6.20	-0.24
2016	6.25	6.18	0.07
2014	5.33	5.25	0.08
18. The quality of instruction I receive in most of my classes is excellent.			
2018	6.70	6.04	0.66
2016	6.69	6.05	0.64
2014	6.82	5.91	0.91
19. This campus provides effective support services for displaced homemakers.			
2018	6.14	5.92	0.22
2016	6.38	6.44	-0.06
2014	5.72	5.59	0.13
20. Financial aid counselors are helpful.			
2018	6.60	6.37	0.23
2016	6.38	6.13	0.25
2014	6.61	5.94	0.67
21. There are a sufficient number of study areas on campus.			
2018	6.40	6.41	-0.01
2016	5.97	6.39	-0.42
2014	6.06	6.07	-0.01
22. People on this campus respect and are supportive of each other.			
2018	6.58	6.28	0.30
2016	6.50	6.47	0.03
2014	6.40	6.32	0.08



Item	Importance	Satisfaction	Gap
23. Faculty are understanding of students' unique life circumstances.			
2018	6.60	5.89	0.71
2016	6.57	5.99	0.58
2014	6.55	6.04	0.51
24. Parking lots are well-lighted and secure.			
2018	6.41	6.30	0.11
2016	6.13	6.03	0.10
2014	6.15	5.77	0.38
25. My academic advisor is concerned about my success as an individual.			
2018	6.60	5.99	0.61
2016	6.28	5.42	0.86
2014	6.59	5.94	0.65
26. Library staff are helpful and approachable.			
2018	6.58	6.50	0.08
2016	6.40	6.53	-0.13
2014	6.37	6.44	-0.07
27. The campus staff are caring and helpful.			
2018	6.61	6.27	0.34
2016	6.53	6.32	0.21
2014	6.41	6.07	0.34
28. It is an enjoyable experience to be a student on this campus.			
2018	6.45	6.21	0.24
2016	6.50	6.31	0.19
2014	6.58	6.22	0.36
29. Faculty are fair and unbiased in their treatment of individual students.			
2018	6.68	6.36	0.32
2016	6.66	6.38	0.28
2014	6.66	6.23	0.43
30. The career services office provides students with the help they need to get a job.			
2018	6.51	5.50	1.01
2016	6.29	5.71	0.58
2014	6.32	5.88	0.44
31. The campus is safe and secure for all students.			
2018	6.57	6.58	-0.01
2016	6.65	6.49	0.16
2014	6.70	6.26	0.44
32. My academic advisor is knowledgeable about my program requirements.			
2018	6.84	6.31	0.53
2016	6.53	5.80	0.73
2014	6.79	6.31	0.48
33. Admissions counselors accurately portray the campus in their recruiting practices.			
2018	6.39	6.14	0.25
2016	6.46	6.14	0.32
2014	6.24	6.18	0.06

Item	Importance	Satisfaction	Gap
34. Computer labs are adequate and accessible.			
2018	6.71	6.39	0.32
2016	6.24	6.47	-0.23
2014	6.33	6.59	-0.26
35. Policies and procedures regarding registration and course selection are clear and well-publicized.			
2018	6.62	6.23	0.39
2016	6.51	6.06	0.45
2014	6.55	6.20	0.35
36. Students are made to feel welcome on this campus.			
2018	6.65	6.50	0.15
2016	6.56	6.41	0.15
2014	6.53	6.22	0.31
37. Faculty take into consideration student differences as they teach a course.			
2018	6.35	5.93	0.42
2016	6.48	5.94	0.54
2014	6.52	5.80	0.72
38. The student center is a comfortable place for students to spend their leisure time.			
2018	6.20	6.00	0.20
2016	5.83	6.08	-0.25
2014	5.75	6.22	-0.47
39. The amount of student parking space on campus is adequate.			
2018	6.37	6.31	0.06
2016	5.97	6.18	-0.21
2014	5.74	6.34	-0.60
40. My academic advisor is knowledgeable about the transfer requirements of other schools.			
2018	6.62	6.09	0.53
2016	6.23	5.90	0.33
2014	6.25	5.79	0.46
41. Admissions staff are knowledgeable.			
2018	6.65	6.33	0.32
2016	6.56	6.15	0.41
2014	6.44	6.01	0.43
42. The equipment in the lab facilities is kept up to date.			
2018	6.69	6.00	0.69
2016	6.33	6.21	0.12
2014	6.21	6.30	-0.09
43. Class change (drop/add) policies are reasonable.			
2018	6.44	6.34	0.10
2016	6.12	6.05	0.07
2014	6.11	6.28	-0.17
44. I generally know what's happening on campus.			
2018	6.05	6.24	-0.19
2016	5.43	5.71	-0.28
2014	5.29	5.98	-0.69

Item	Importance	Satisfaction	Gap
45. This institution has a good reputation within the community.			
2018	6.58	6.53	0.05
2016	6.30	6.48	-0.18
2014	6.17	6.41	-0.24
46. Faculty provide timely feedback about student progress in a course.			
2018	6.58	5.99	0.59
2016	6.56	6.13	0.43
2014	6.67	5.93	0.74
47. There are adequate services to help me decide upon a career.			
2018	6.51	6.18	0.33
2016	6.18	6.14	0.04
2014	6.21	6.07	0.14
48. Counseling staff care about students as individuals.			
2018	6.61	6.23	0.38
2016	6.34	6.00	0.34
2014	6.39	6.24	0.15
49. Admissions counselors respond to prospective students' unique needs and requests.			
2018	6.50	6.24	0.26
2016	6.30	6.00	0.30
2014	6.29	6.00	0.29
50. Tutoring services are readily available.			
2018	6.35	5.97	0.38
2016	5.84	5.97	-0.13
2014	6.02	5.97	0.05
51. There are convenient ways of paying my school bill.			
2018	6.59	6.48	0.11
2016	6.32	6.26	0.06
2014	6.38	6.36	0.02
52. This school does whatever it can to help me reach my educational goals.			
2018	6.64	6.01	0.63
2016	6.48	6.01	0.47
2014	6.45	5.85	0.60
53. The assessment and course placement procedures are reasonable.			
2018	6.38	6.22	0.16
2016	6.33	6.06	0.27
2014	6.18	6.18	0.00
54. Faculty are interested in my academic problems.			
2018	6.59	5.98	0.61
2016	6.33	6.02	0.31
2014	6.38	5.73	0.65
55. Academic support services adequately meet the needs of students.			
2018	6.59	6.20	0.39
2016	6.47	6.07	0.40
2014	6.31	6.12	0.19

Item	Importance	Satisfaction	Gap
56. The business office is open during hours which are convenient for most students.			
2018	6.61	6.05	0.29
2016	6.29	6.00	0.29
2014	6.24	5.96	0.28
57. Administrators are approachable to students.			
2018	6.51	6.22	0.29
2016	6.30	6.29	0.01
2014	6.14	6.16	-0.02
58. Nearly all of the faculty are knowledgeable in their fields.			
2018	6.78	6.50	0.28
2016	6.63	6.48	0.15
2014	6.67	6.32	0.35
59. New student orientation services help students adjust to college.			
2018	6.33	6.21	0.12
2016	6.17	5.97	0.20
2014	6.02	6.17	-0.15
60. Billing policies are reasonable.			
2018	6.62	6.40	0.22
2016	6.37	6.17	0.20
2014	6.14	6.17	-0.03
61. Faculty are usually available after class and during office hours.			
2018	6.62	6.31	0.31
2016	6.39	6.06	0.33
2014	6.27	6.25	0.02
62. Bookstore staff are helpful.			
2018	6.59	6.51	0.08
2016	6.22	6.18	0.04
2014	6.47	6.11	0.36
63. I seldom get the "run-around" when seeking information on this campus.			
2018	6.66	6.05	0.61
2016	6.43	5.90	0.53
2014	6.45	5.80	0.65
64. Nearly all classes deal with practical experiences and applications.			
2018	6.59	6.04	0.55
2016	6.34	5.90	0.44
2014	6.47	6.00	0.47
65. Students are notified early in the term if they are doing poorly in a class.			
2018	6.58	5.85	0.73
2016	6.21	5.62	0.59
2014	6.28	5.86	0.42
66. Program requirements are clear and reasonable.			
2018	6.69	6.32	0.37
2016	6.59	6.23	0.36
2014	6.57	6.24	0.33

Item	Importance	Satisfaction	Gap
<b>67. Channels for expressing student complaints are readily available.</b>			
2018	6.40	5.81	0.59
2016	6.20	5.98	0.22
2014	6.02	5.71	0.31
<b>68. On the whole, the campus is well-maintained.</b>			
2018	6.60	6.53	0.07
2016	6.29	6.57	-0.28
2014	6.39	6.56	-0.17
<b>69. There is a good variety of courses provided on this campus.</b>			
2018	6.65	6.35	0.30
2016	6.48	6.39	0.09
2014	6.52	6.34	0.18
<b>70. I am able to experience intellectual growth here.</b>			
2018	6.68	6.42	0.26
2016	6.64	6.47	0.17
2014	6.60	6.28	0.32

Questions 71-80 were reserved for additional college questions. This is the first year WITC utilized this space for two add-on questions.

Item	Importance	Satisfaction	Gap
<b>71. Educational Technology Center (ETC) resources and services are adequate.</b>			
2018	6.71	6.44	0.27
<b>72. Educational Technology Center (ETC) staff are helpful and approachable.</b>			
2018	6.71	6.51	0.20

Item	Satisfaction
<b>81. Institution's commitment to part-time students?</b>	
2018	6.38
2016	6.33
2014	6.07
<b>82. Institution's commitment to evening students?</b>	
2018	6.29
2016	6.16
2014	6.11
<b>83. Institution's commitment to older, returning learners?</b>	
2018	6.34
2016	6.33
2014	6.10
<b>84. Institution's commitment to under-represented populations?</b>	
2018	6.21
2016	6.30
2014	6.18
<b>85. Institution's commitment to commuters?</b>	

Item	Satisfaction
2018	6.16
2016	6.19
2014	6.00
86. Institution's commitment to students with disabilities?	
2018	6.26
2016	6.37
2014	6.08

Item	Importance
87. Cost as a factor in decision to enroll.	
2018	6.56
2016	6.44
2014	6.21
88. Financial aid as factor in decision to enroll.	
2018	6.29
2016	6.18
2014	5.85
89. Academic reputation as factor in decision to enroll.	
2018	6.27
2016	6.04
2014	5.95
90. Size of institution as factor in decision to enroll.	
2018	4.93
2016	4.45
2014	4.65
91. Opportunity to play sports as factor in decision to enroll.	
2018	2.81
2016	2.23
2014	2.04
92. Recommendations from family/friends as factor in decision to enroll.	
2018	4.64
2016	4.41
2014	4.48
93. Geographic setting as factor in decision to enroll.	
2018	5.69
2016	5.29
2014	5.93
94. Campus appearance as factor in decision to enroll.	
2018	4.58
2016	4.33
2014	4.65
95. Personalized attention prior to enrollment as factor in decision to enroll.	
2018	5.49
2016	5.30
2014	5.45

## Five Survey Cycle Summary of College Experience and Satisfaction Scores

Item	2018	2016	2014	2012	2010
96. So far, how has your college experience met your expectations?	5.20	4.96	5.22	5.03	5.14
1 = Much worse than expected	2%	0%	1%	1%	1%
2 = Quite a bit worse than I expected	0%	2%	1%	1%	0%
3 = Worse than I expected	4%	6%	1%	4%	2%
4 = About what I expected	28%	31%	24%	29%	29%
5 = Better than I expected	22%	25%	29%	30%	28%
6 = Quite a bit better than I expected	16%	19%	24%	13%	18%
7 = Much better than expected	25%	14%	16%	19%	18%
97. Rate your overall satisfaction with your experience here thus far.	6.05	5.96	5.97	5.79	5.91
1 = Not satisfied at all	1%	0%	0%	0%	0%
2 = Not very satisfied	0%	3%	1%	4%	1%
3 = Somewhat dissatisfied	4%	2%	3%	1%	3%
4 = Neutral	1%	5%	3%	10%	4%
5 = Somewhat satisfied	10%	6%	11%	7%	11%
6 = Satisfied	44%	44%	45%	47%	47%
7 = Very satisfied	37%	36%	33%	29%	30%
98. All in all, if you had to do it over, would you enroll here again?	6.35	6.25	6.25	6.13	6.13
1 = Definitely not	1%	0%	0%	1%	1%
2 = Probably not	1%	5%	2%	1%	1%
3 = Maybe not	0%	2%	2%	1%	1%
4 = I don't know	1%	1%	3%	2%	5%
5 = Maybe yes	5%	5%	5%	10%	7%
6 = Probably yes	35%	23%	29%	35%	33%
7 = Definitely yes	55%	61%	55%	47%	49%

Table 20  
Demographics of Online 2018 SSI Respondents Compared to 2016 and 2014 SSI

Demographics	2018 Online SSI Respondents	2016 Online SSI Respondents	2014 Online SSI Respondents
Gender			
Female	85%	86%	87%
Male	15%	14%	13%
Race/Ethnicity			
Caucasian	91%	92%	97%
Asian	1%	1%	0%
Hispanic/Latino	3%	0%	0%
African-American	0%	3%	0%
Native American	3%	4%	3%
Other	1%	0%	0%
Enrollment Load Status			
Full-time	47%	37%	47%
Part-time	53%	63%	53%
Age			
18 and under	1%	1%	8%
19-24	21%	14%	17%
25-34	32%	29%	37%
35-44	25%	34%	21%
45 and over	22%	21%	17%
Enrollment Status			
Day	66%	59%	67%
Evening	28%	34%	31%
Weekend	6%	7%	1%
Class Level			
1 year or less	37%	32%	40%
2 years	45%	49%	43%
3 years	10%	12%	12%
4 or more years	8%	8%	5%
Educational Goal			
Associate Degree	75%	77%	79%
Vocational/technical program	11%	5%	4%
Transfer to another institution	4%	3%	8%
Certification (initial/renewal)	3%	5%	3%
Self-improvement/pleasure	1%	1%	0%
Job-related training	5%	3%	4%
Other educational goal	0%	5%	3%
Employment			
Full-time	52%	62%	64%
Part-time	23%	22%	20%
Not employed	25%	16%	16%



Demographics	2018 Online SSI Respondents	2016 Online SSI Respondents	2014 Online SSI Respondents
Current Residence			
Residence hall	0%	0%	0%
Own house	52%	68%	61%
Rent room or apt. off campus	19%	11%	20%
Parent's home	21%	11%	11%
Other residence	8%	11%	8%
Residence Classification			
In-state	96%	95%	97%
Out-of-state	4%	5%	3%
International (not U.S. citizen)	0%	0%	0%
Disabilities			
Yes-Disability	8%	5%	5%
No-Disability	92%	95%	95%
Institution Was My			
1 <sup>st</sup> choice	77%	84%	88%
2 <sup>nd</sup> choice	23%	14%	7%
3 <sup>rd</sup> choice	0%	1%	5%
Current GPA			
No credits earned	6%	3%	8%
1.99 or below	4%	4%	0%
2.0 – 2.49	6%	9%	4%
2.5 – 2.99	8%	14%	8%
3.0 – 3.49	22%	24%	24%
3.5 or above	54%	46%	55%

# APPENDIX J

Appendix J  
 Outreach Centers 2018 SSI Survey Results Compared to 2016 and 2014 SSI  
 (No reportable data for 2018)

Item	Importance	Satisfaction	Gap
<b>1. Most students feel a sense of belonging here.</b>			
2018	-	-	-
2016	5.75	6.00	-0.25
2014	6.31	5.69	0.62
<b>2. Faculty care about me as an individual.</b>			
2018	-	-	-
2016	6.00	5.00	1.00
2014	6.67	6.07	0.60
<b>3. The quality of instruction in the vocational/technical programs is excellent.</b>			
2018	-	-	-
2016	6.25	5.75	0.50
2014	6.87	6.13	0.74
<b>4. Security staff are helpful.</b>			
2018	-	-	-
2016	5.50	6.50	-1.00
2014	6.67	5.38	1.29
<b>5. The personnel involved in registration are helpful.</b>			
2018	-	-	-
2016	6.50	6.75	-0.25
2014	6.86	6.53	0.33
<b>6. My academic advisor is approachable.</b>			
2018	-	-	-
2016	6.00	4.67	1.33
2014	6.83	6.67	0.16
<b>7. Adequate financial aid is available for most students.</b>			
2018	-	-	-
2016	6.67	6.33	0.34
2014	7.00	6.36	0.64
<b>8. Classes are scheduled at times that are convenient for me.</b>			
2018	-	-	-
2016	6.25	6.25	0.00
2014	6.86	6.40	0.46
<b>9. Internships or practical experiences are provided in my degree/certificate program.</b>			
2018	-	-	-
2016	6.00	5.50	0.50
2014	6.40	5.89	0.51
<b>10. Child care facilities are available on campus.</b>			
2018	-	-	-
2016	5.00	5.00	0.00
2014	7.00	5.50	1.50
<b>11. Security staff respond quickly in emergencies.</b>			
2018	-	-	-
2016	-	6.00	-
2014	7.00	7.00	0.00

Item	Importance	Satisfaction	Gap
12. My academic advisor helps me set goals to work toward.			
2018	-	-	-
2016	6.00	4.67	1.33
2014	6.82	6.78	0.04
13. Financial aid awards are announced to students in time to be helpful in college planning.			
2018	-	-	-
2016	6.50	6.00	0.50
2014	6.91	6.70	0.21
14. Library resources and services are adequate.			
2018	-	-	-
2016	7.00	5.00	2.00
2014	7.00	6.36	0.64
15. I am able to register for classes I need with few conflicts.			
2018	-	-	-
2016	6.67	5.33	1.34
2014	6.86	6.64	0.22
16. The college shows concern for students as individuals.			
2018	-	-	-
2016	6.00	5.75	0.25
2014	6.80	6.13	0.67
17. Personnel in the Veteran's Services program are helpful.			
2018	-	-	-
2016	7.00	7.00	0.00
2014	6.75	6.50	0.25
18. The quality of instruction I receive in most of my classes is excellent.			
2018	-	-	-
2016	6.75	6.25	0.50
2014	7.00	6.20	0.80
19. This campus provides effective support services for displaced homemakers.			
2018	-	-	-
2016	6.00	7.00	-1.00
2014	6.86	5.86	1.00
20. Financial aid counselors are helpful.			
2018	-	-	-
2016	6.67	6.00	0.67
2014	6.83	6.73	0.10
21. There are a sufficient number of study areas on campus.			
2018	-	-	-
2016	7.00	6.00	1.00
2014	6.58	5.78	0.80
22. People on this campus respect and are supportive of each other.			
2018	-	-	-
2016	6.50	5.25	1.25
2014	6.67	6.18	0.49

Item	Importance	Satisfaction	Gap
23. Faculty are understanding of students' unique life circumstances.			
2018	-	-	-
2016	6.50	6.50	0.00
2014	6.50	6.31	0.19
24. Parking lots are well-lighted and secure.			
2018	-	-	-
2016	6.00	6.50	-0.50
2014	6.67	5.89	0.78
25. My academic advisor is concerned about my success as an individual.			
2018	-	-	-
2016	6.00	5.00	1.00
2014	6.42	6.33	0.09
26. Library staff are helpful and approachable.			
2018	-	-	-
2016	6.00	6.00	0.00
2014	7.00	6.36	0.64
27. The campus staff are caring and helpful.			
2018	-	-	-
2016	6.33	5.67	0.66
2014	6.67	6.27	0.40
28. It is an enjoyable experience to be a student on this campus.			
2018	-	-	-
2016	6.33	5.67	0.66
2014	6.57	6.08	0.49
29. Faculty are fair and unbiased in their treatment of individual students.			
2018	-	-	-
2016	6.33	5.67	0.66
2014	6.73	5.79	0.94
30. The career services office provides students with the help they need to get a job.			
2018	-	-	-
2016	6.00	6.00	0.00
2014	6.67	6.38	0.29
31. The campus is safe and secure for all students.			
2018	-	-	-
2016	6.50	6.00	0.50
2014	6.57	6.58	-0.01
32. My academic advisor is knowledgeable about my program requirements.			
2018	-	-	-
2016	6.50	6.50	0.00
2014	6.83	6.91	-0.08
33. Admissions counselors accurately portray the campus in their recruiting practices.			
2018	-	-	-
2016	6.50	6.00	0.50
2014	6.45	6.30	0.15

Item	Importance	Satisfaction	Gap
34. Computer labs are adequate and accessible.			
2018	-	-	-
2016	6.50	3.00	3.50
2014	6.92	6.36	0.56
35. Policies and procedures regarding registration and course selection are clear and well-publicized.			
2018	-	-	-
2016	6.50	6.00	0.50
2014	6.87	6.73	0.14
36. Students are made to feel welcome on this campus.			
2018	-	-	-
2016	6.67	5.67	1.00
2014	6.57	6.38	0.19
37. Faculty take into consideration student differences as they teach a course.			
2018	-	-	-
2016	6.50	6.00	0.50
2014	6.87	6.00	0.87
38. The student center is a comfortable place for students to spend their leisure time.			
2018	-	-	-
2016	5.50	5.00	0.50
2014	6.20	6.20	0.00
39. The amount of student parking space on campus is adequate.			
2018	-	-	-
2016	5.50	5.00	0.50
2014	6.50	6.27	0.23
40. My academic advisor is knowledgeable about the transfer requirements of other schools.			
2018	-	-	-
2016	6.50	7.00	-0.50
2014	6.64	6.11	0.53
41. Admissions staff are knowledgeable.			
2018	-	-	-
2016	6.50	6.50	0.00
2014	6.86	6.57	0.29
42. The equipment in the lab facilities is kept up to date.			
2018	-	-	-
2016	6.50	4.50	2.00
2014	6.70	6.10	0.60
43. Class change (drop/add) policies are reasonable.			
2018	-	-	-
2016	6.67	6.33	0.34
2014	6.85	6.75	0.10
44. I generally know what's happening on campus.			
2018	-	-	-
2016	6.00	5.67	0.33
2014	6.43	5.92	0.51

Item	Importance	Satisfaction	Gap
45. This institution has a good reputation within the community.			
2018	-	-	-
2016	6.25	6.50	-0.25
2014	6.67	6.60	0.07
46. Faculty provide timely feedback about student progress in a course.			
2018	-	-	-
2016	6.00	5.75	0.25
2014	6.80	6.27	0.53
47. There are adequate services to help me decide upon a career.			
2018	-	-	-
2016	5.33	6.33	-1.00
2014	6.54	6.54	0.00
48. Counseling staff care about students as individuals.			
2018	-	-	-
2016	6.00	6.00	0.00
2014	6.75	6.82	-0.07
49. Admissions counselors respond to prospective students' unique needs and requests.			
2018	-	-	-
2016	5.33	5.67	-0.34
2014	6.54	6.54	0.00
50. Tutoring services are readily available.			
2018	-	-	-
2016	6.00	4.00	2.00
2014	6.91	6.30	0.61
51. There are convenient ways of paying my school bill.			
2018	-	-	-
2016	6.33	5.00	1.33
2014	6.73	6.67	0.06
52. This school does whatever it can to help me reach my educational goals.			
2018	-	-	-
2016	6.25	6.00	0.25
2014	6.87	6.13	0.74
53. The assessment and course placement procedures are reasonable.			
2018	-	-	-
2016	6.00	6.33	-0.33
2014	6.79	6.38	0.41
54. Faculty are interested in my academic problems.			
2018	-	-	-
2016	6.25	6.50	-0.25
2014	6.67	6.47	0.20
55. Academic support services adequately meet the needs of students.			
2018	-	-	-
2016	6.00	5.00	1.00
2014	6.77	6.38	0.39

Item	Importance	Satisfaction	Gap
56. The business office is open during hours which are convenient for most students.			
2018	-	-	-
2016	6.00	5.67	0.33
2014	6.86	6.31	0.55
57. Administrators are approachable to students.			
2018	-	-	-
2016	6.33	5.67	0.66
2014	6.92	6.27	0.65
58. Nearly all of the faculty are knowledgeable in their fields.			
2018	-	-	-
2016	6.67	5.67	1.00
2014	6.87	6.36	0.51
59. New student orientation services help students adjust to college.			
2018	-	-	-
2016	6.33	5.67	0.66
2014	6.31	6.62	-0.31
60. Billing policies are reasonable.			
2018	-	-	-
2016	6.50	6.50	0.00
2014	6.64	6.29	0.35
61. Faculty are usually available after class and during office hours.			
2018	-	-	-
2016	6.50	6.50	0.00
2014	6.80	6.64	0.16
62. Bookstore staff are helpful.			
2018	-	-	-
2016	6.33	5.00	1.33
2014	6.85	6.73	0.12
63. I seldom get the "run-around" when seeking information on this campus.			
2018	-	-	-
2016	6.50	6.25	0.25
2014	6.79	6.25	0.54
64. Nearly all classes deal with practical experiences and applications.			
2018	-	-	-
2016	6.50	5.25	1.25
2014	6.80	6.71	0.09
65. Students are notified early in the term if they are doing poorly in a class.			
2018	-	-	-
2016	6.67	6.00	0.67
2014	6.86	6.38	0.48
66. Program requirements are clear and reasonable.			
2018	-	-	-
2016	6.75	6.50	0.25
2014	6.93	6.40	0.53



Item	Importance	Satisfaction	Gap
<b>67. Channels for expressing student complaints are readily available.</b>			
2018	-	-	-
2016	6.00	5.25	0.75
2014	6.57	6.18	0.39
<b>68. On the whole, the campus is well-maintained.</b>			
2018	-	-	-
2016	6.33	6.33	0.00
2014	6.93	6.85	0.08
<b>69. There is a good variety of courses provided on this campus.</b>			
2018	-	-	-
2016	5.75	5.00	0.75
2014	6.86	6.62	0.24
<b>70. I am able to experience intellectual growth here.</b>			
2018	-	-	-
2016	6.75	6.50	0.25
2014	7.00	6.27	0.73

Questions 71-80 were reserved for additional college questions. WITC did not utilize this space for add-on questions.

Item	Importance	Satisfaction	Gap
<b>71. Educational Technology Center (ETC) resources and services are adequate.</b>			
2018	-	-	-
<b>72. Educational Technology Center (ETC) staff are helpful and approachable.</b>			
2018	-	-	-

Item	Satisfaction
<b>81. Institution's commitment to part-time students?</b>	
2018	-
2016	6.25
2014	6.50
<b>82. Institution's commitment to evening students?</b>	
2018	-
2016	6.00
2014	6.33
<b>83. Institution's commitment to older, returning learners?</b>	
2018	-
2016	6.25
2014	6.38
<b>84. Institution's commitment to under-represented populations?</b>	
2018	-
2016	6.67
2014	6.50

Item	Satisfaction
85. Institution's commitment to commuters?	
2018	-
2016	5.75
2014	6.20
86. Institution's commitment to students with disabilities?	
2018	-
2016	6.33
2014	6.78

Item	Importance
87. Cost as a factor in decision to enroll.	
2018	-
2016	6.50
2014	6.38
88. Financial aid as factor in decision to enroll.	
2018	-
2016	7.00
2014	6.36
89. Academic reputation as factor in decision to enroll.	
2018	-
2016	6.75
2014	6.50
90. Size of institution as factor in decision to enroll.	
2018	-
2016	5.00
2014	5.69
91. Opportunity to play sports as factor in decision to enroll.	
2018	-
2016	4.00
2014	3.00
92. Recommendations from family/friends as factor in decision to enroll.	
2018	-
2016	5.00
2014	5.79
93. Geographic setting as factor in decision to enroll.	
2018	-
2016	6.25
2014	6.60
94. Campus appearance as factor in decision to enroll.	
2018	-
2016	5.67
2014	5.40
95. Personalized attention prior to enrollment as factor in decision to enroll.	
2018	-
2016	6.75
2014	5.87

Four Survey Cycle Summary of College Experience and Satisfaction Scores  
(Outreach Center results not available for 2010)

Item	2018	2016	2014	2012
96. So far, how has your college experience met your expectations?	-	5.00	5.87	5.00
1 = Much worse than expected	-	0%	0%	4%
2 = Quite a bit worse than I expected	-	0%	0%	0%
3 = Worse than I expected	-	0%	6%	4%
4 = About what I expected	-	66%	13%	28%
5 = Better than I expected	-	0%	13%	28%
6 = Quite a bit better than I expected	-	0%	20%	9%
7 = Much better than expected	-	33%	46%	23%
97. Rate your overall satisfaction with your experience here thus far.	-	6.25	6.00	5.95
1 = Not satisfied at all	-	0%	0%	4%
2 = Not very satisfied	-	0%	6%	0%
3 = Somewhat dissatisfied	-	0%	6%	0%
4 = Neutral	-	0%	0%	9%
5 = Somewhat satisfied	-	0%	0%	4%
6 = Satisfied	-	75%	43%	38%
7 = Very satisfied	-	25%	43%	42%
98. All in all, if you had to do it over, would you enroll here again?	-	5.75	6.25	6.10
1 = Definitely not	-	0%	6%	4%
2 = Probably not	-	0%	0%	4%
3 = Maybe not	-	0%	0%	0%
4 = I don't know	-	0%	0%	4%
5 = Maybe yes	-	50%	0%	0%
6 = Probably yes	-	25%	37%	23%
7 = Definitely yes	-	25%	56%	61%

Table 21

Demographics of Outreach Centers 2018 SSI Respondents Compared to 2016 and 2014 SSI

Demographics	2018 Outreach Centers SSI Respondents	2016 Outreach Centers SSI Respondents	2014 Outreach Centers SSI Respondents
Gender			
Female	-	100%	75%
Male	-	0%	25%
Race/Ethnicity			
Caucasian	-	100%	87%
Asian	-	0%	0%
Hispanic/Latino	-	0%	7%
African-American	-	0%	0%
Native American	-	0%	7%
Other	-	0%	0%
Enrollment Load Status			
Full-time	-	33%	44%
Part-time	-	67%	56%
Age			
18 and under	-	25%	0%
19-24	-	0%	19%
25-34	-	25%	25%
35-44	-	25%	31%
45 and over	-	25%	25%
Enrollment Status			
Day	-	67%	73%
Evening	-	33%	27%
Weekend	-	0%	0%
Class Level			
1 year or less	-	50%	31%
2 years	-	50%	38%
3 years	-	0%	19%
4 or more years	-	0%	13%
Educational Goal			
Associate Degree	-	50%	69%
Vocational/technical program	-	0%	0%
Transfer to another institution	-	0%	0%
Certification (initial/renewal)	-	0%	13%
Self-improvement/pleasure	-	0%	0%
Job-related training	-	25%	6%
Other educational goal	-	25%	13%
Employment			
Full-time	-	25%	38%
Part-time	-	75%	25%
Not employed	-	0%	38%

Demographics	2018 Outreach Centers SSI Respondents	2016 Outreach Centers SSI Respondents	2014 Outreach Centers SSI Respondents
Current Residence			
Residence hall	-	0%	0%
Own house	-	50%	50%
Rent room or apt. off campus	-	50%	25%
Parent's home	-	0%	13%
Other residence	-	0%	13%
Residence Classification			
In-state	-	100%	100%
Out-of-state	-	0%	0%
International (not U.S. citizen)	-	0%	0%
Disabilities			
Yes-Disability	-	0%	13%
No-Disability	-	100%	88%
Institution Was My			
1 <sup>st</sup> choice	-	75%	56%
2 <sup>nd</sup> choice	-	0%	44%
3 <sup>rd</sup> choice	-	25%	0%
Current GPA			
No credits earned	-	0%	25%
1.99 or below	-	0%	0%
2.0 – 2.49	-	0%	13%
2.5 – 2.99	-	25%	13%
3.0 – 3.49	-	0%	25%
3.5 or above	-	75%	25%

# **APPENDIX K**

WITC / Ashland Campus Comparison  
2018 SSI Survey Results

Item	Importance	Satisfaction	Gap
<b>1. Most students feel a sense of belonging here.</b>			
Ashland	6.23	6.16	0.07
WITC	6.23	6.07	0.16
<b>2. Faculty care about me as an individual.</b>			
Ashland	6.47	6.42	0.05
WITC	6.43	6.05	0.38
<b>3. The quality of instruction in the vocational/technical programs is excellent.</b>			
Ashland	6.62	6.22	0.40
WITC	6.54	5.97	0.57
<b>4. Security staff are helpful.</b>			
Ashland	5.90	5.59	0.31
WITC	5.98	5.60	0.38
<b>5. The personnel involved in registration are helpful.</b>			
Ashland	6.51	6.51	0.00
WITC	6.48	6.14	0.34
<b>6. My academic advisor is approachable.</b>			
Ashland	6.77	6.70	0.07
WITC	6.68	6.32	0.36
<b>7. Adequate financial aid is available for most students.</b>			
Ashland	6.59	6.12	0.47
WITC	6.53	6.04	0.49
<b>8. Classes are scheduled at times that are convenient for me.</b>			
Ashland	6.40	6.00	0.40
WITC	6.44	5.85	0.59
<b>9. Internships or practical experiences are provided in my degree/certificate program.</b>			
Ashland	6.36	5.88	0.48
WITC	6.38	5.95	0.43
<b>10. Child care facilities are available on campus.</b>			
Ashland	4.92	2.79	2.13
WITC	4.98	3.43	1.55
<b>11. Security staff respond quickly in emergencies.</b>			
Ashland	6.33	5.64	0.69
WITC	6.37	5.62	0.75
<b>12. My academic advisor helps me set goals to work toward.</b>			
Ashland	6.47	6.25	0.22
WITC	6.29	5.86	0.43
<b>13. Financial aid awards are announced to students in time to be helpful in college planning.</b>			
Ashland	6.45	5.79	0.66
WITC	6.50	6.02	0.48
<b>14. Library resources and services are adequate.</b>			
Ashland	6.46	6.40	0.06
WITC	6.49	6.33	0.16

Item	Importance	Satisfaction	Gap
15. I am able to register for classes I need with few conflicts.			
Ashland	6.55	6.32	0.23
WITC	6.61	6.19	0.42
16. The college shows concern for students as individuals.			
Ashland	6.48	6.25	0.23
WITC	6.39	5.97	0.42
17. Personnel in the Veteran's Services program are helpful.			
Ashland	6.30	6.21	0.09
WITC	6.02	5.74	0.28
18. The quality of instruction I receive in most of my classes is excellent.			
Ashland	6.79	6.25	0.54
WITC	6.64	5.97	0.67
19. This campus provides effective support services for displaced homemakers.			
Ashland	5.50	5.50	0.00
WITC	6.00	5.79	0.21
20. Financial aid counselors are helpful.			
Ashland	6.52	6.17	0.35
WITC	6.48	6.12	0.36
21. There are a sufficient number of study areas on campus.			
Ashland	6.38	6.27	0.11
WITC	6.46	6.24	0.22
22. People on this campus respect and are supportive of each other.			
Ashland	6.48	6.34	0.14
WITC	6.49	6.22	0.27
23. Faculty are understanding of students' unique life circumstances.			
Ashland	6.40	6.37	0.03
WITC	6.48	6.05	0.43
24. Parking lots are well-lighted and secure.			
Ashland	6.27	6.22	0.05
WITC	6.35	6.06	0.29
25. My academic advisor is concerned about my success as an individual.			
Ashland	6.63	6.41	0.22
WITC	6.51	6.13	0.38
26. Library staff are helpful and approachable.			
Ashland	6.37	6.55	-0.18
WITC	6.43	6.41	0.02
27. The campus staff are caring and helpful.			
Ashland	6.52	6.51	0.01
WITC	6.53	6.33	0.20
28. It is an enjoyable experience to be a student on this campus.			
Ashland	6.50	6.47	0.03
WITC	6.47	6.25	0.22
29. Faculty are fair and unbiased in their treatment of individual students.			
Ashland	6.49	6.33	0.16
WITC	6.53	6.10	0.43



Item	Importance	Satisfaction	Gap
30. The career services office provides students with the help they need to get a job.			
Ashland	6.32	5.67	0.65
WITC	6.49	6.03	0.46
31. The campus is safe and secure for all students.			
Ashland	6.73	6.49	0.24
WITC	6.60	6.31	0.29
32. My academic advisor is knowledgeable about my program requirements.			
Ashland	6.82	6.59	0.23
WITC	6.70	6.34	0.36
33. Admissions counselors accurately portray the campus in their recruiting practices.			
Ashland	6.33	6.32	0.01
WITC	6.39	6.13	0.26
34. Computer labs are adequate and accessible.			
Ashland	6.46	6.40	0.06
WITC	6.58	6.37	0.21
35. Policies and procedures regarding registration and course selection are clear and well-publicized.			
Ashland	6.43	6.29	0.14
WITC	6.50	6.12	0.38
36. Students are made to feel welcome on this campus.			
Ashland	6.62	6.53	0.09
WITC	6.56	6.44	0.12
37. Faculty take into consideration student differences as they teach a course.			
Ashland	6.32	6.07	0.25
WITC	6.39	6.01	0.38
38. The student center is a comfortable place for students to spend their leisure time.			
Ashland	6.39	6.35	0.04
WITC	6.34	6.27	0.07
39. The amount of student parking space on campus is adequate.			
Ashland	6.38	6.28	0.10
WITC	6.40	6.15	0.25
40. My academic advisor is knowledgeable about the transfer requirements of other schools.			
Ashland	6.72	6.27	0.45
WITC	6.50	6.02	0.48
41. Admissions staff are knowledgeable.			
Ashland	6.62	6.47	0.15
WITC	6.61	6.32	0.29
42. The equipment in the lab facilities is kept up to date.			
Ashland	6.66	6.62	0.04
WITC	6.59	6.18	0.41
43. Class change (drop/add) policies are reasonable.			
Ashland	6.52	6.45	0.07
WITC	6.44	6.24	0.20

Item	Importance	Satisfaction	Gap
44. I generally know what's happening on campus.			
Ashland	5.63	6.24	-0.61
WITC	6.10	6.21	-0.11
45. This institution has a good reputation within the community.			
Ashland	6.54	6.61	-0.07
WITC	6.55	6.46	0.09
46. Faculty provide timely feedback about student progress in a course.			
Ashland	6.58	6.19	0.39
WITC	6.57	6.07	0.50
47. There are adequate services to help me decide upon a career.			
Ashland	6.31	6.33	-0.02
WITC	6.45	6.20	0.25
48. Counseling staff care about students as individuals.			
Ashland	6.52	6.51	0.01
WITC	6.52	6.24	0.28
49. Admissions counselors respond to prospective students' unique needs and requests.			
Ashland	6.37	6.38	-0.01
WITC	6.46	6.25	0.21
50. Tutoring services are readily available.			
Ashland	6.27	5.41	0.86
WITC	6.36	5.98	0.38
51. There are convenient ways of paying my school bill.			
Ashland	6.49	6.40	0.09
WITC	6.54	6.24	0.30
52. This school does whatever it can to help me reach my educational goals.			
Ashland	6.62	6.34	0.28
WITC	6.57	6.13	0.44
53. The assessment and course placement procedures are reasonable.			
Ashland	6.53	6.34	0.19
WITC	6.46	6.22	0.24
54. Faculty are interested in my academic problems.			
Ashland	6.34	6.17	0.17
WITC	6.45	6.06	0.39
55. Academic support services adequately meet the needs of students.			
Ashland	6.52	6.36	0.16
WITC	6.54	6.25	0.29
56. The business office is open during hours which are convenient for most students.			
Ashland	6.33	6.06	0.27
WITC	6.41	6.15	0.26
57. Administrators are approachable to students.			
Ashland	6.33	6.38	-0.05
WITC	6.40	6.17	0.23

Item	Importance	Satisfaction	Gap
58. Nearly all of the faculty are knowledgeable in their fields.			
Ashland	6.71	6.54	0.17
WITC	6.66	6.33	0.33
59. New student orientation services help students adjust to college.			
Ashland	6.50	6.37	0.13
WITC	6.42	6.16	0.26
60. Billing policies are reasonable.			
Ashland	6.44	6.34	0.10
WITC	6.50	6.24	0.26
61. Faculty are usually available after class and during office hours.			
Ashland	6.53	6.58	-0.05
WITC	6.50	6.25	0.25
62. Bookstore staff are helpful.			
Ashland	6.31	6.27	0.04
WITC	6.42	6.22	0.20
63. I seldom get the "run-around" when seeking information on this campus.			
Ashland	6.47	6.35	0.12
WITC	6.47	6.10	0.37
64. Nearly all classes deal with practical experiences and applications.			
Ashland	6.53	6.47	0.06
WITC	6.51	6.20	0.31
65. Students are notified early in the term if they are doing poorly in a class.			
Ashland	6.53	6.00	0.53
WITC	6.49	5.95	0.54
66. Program requirements are clear and reasonable.			
Ashland	6.68	6.45	0.23
WITC	6.60	6.28	0.32
67. Channels for expressing student complaints are readily available.			
Ashland	6.06	5.87	0.19
WITC	6.31	5.77	0.54
68. On the whole, the campus is well-maintained.			
Ashland	6.56	6.73	-0.17
WITC	6.60	6.59	0.01
69. There is a good variety of courses provided on this campus.			
Ashland	6.47	6.32	0.15
WITC	6.52	6.37	0.15
70. I am able to experience intellectual growth here.			
Ashland	6.74	6.58	0.16
WITC	6.61	6.43	0.18

Questions 71-80 were reserved for additional college questions. This is the first year WITC utilized this space for two add-on questions.

Item	Importance	Satisfaction	Gap
71. Educational Technology Center (ETC) resources and services are adequate.			
Ashland	6.60	6.70	-0.10
WITC	6.54	6.45	0.09
72. Educational Technology Center (ETC) staff are helpful and approachable.			
Ashland	6.58	6.65	-0.07
WITC	6.55	6.44	0.11

Item	Satisfaction
81. Institution's commitment to part-time students?	
Ashland	6.35
WITC	6.21
82. Institution's commitment to evening students?	
Ashland	6.10
WITC	6.09
83. Institution's commitment to older, returning learners?	
Ashland	6.47
WITC	6.29
84. Institution's commitment to under-represented populations?	
Ashland	6.27
WITC	6.15
85. Institution's commitment to commuters?	
Ashland	6.20
WITC	6.08
86. Institution's commitment to students with disabilities?	
Ashland	6.60
WITC	6.31

Item	Importance
87. Cost as a factor in decision to enroll.	
Ashland	6.36
WITC	6.40
88. Financial aid as factor in decision to enroll.	
Ashland	6.33
WITC	6.28
89. Academic reputation as factor in decision to enroll.	
Ashland	6.21
WITC	6.32
90. Size of institution as factor in decision to enroll.	
Ashland	5.69
WITC	5.60
91. Opportunity to play sports as factor in decision to enroll.	
Ashland	2.53
WITC	3.47

Item	Importance
92. Recommendations from family/friends as factor in decision to enroll.	
Ashland	5.15
WITC	5.31
93. Geographic setting as factor in decision to enroll.	
Ashland	5.88
WITC	5.97
94. Campus appearance as factor in decision to enroll.	
Ashland	5.28
WITC	5.38
95. Personalized attention prior to enrollment as factor in decision to enroll.	
Ashland	5.80
WITC	5.74

Item	Ashland	WITC
96. So far, how has your college experience met your expectations?	5.18	5.24
1 = Much worse than expected	0%	1%
2 = Quite a bit worse than I expected	3%	1%
3 = Worse than I expected	5%	4%
4 = About what I expected	18%	23%
5 = Better than I expected	33%	26%
6 = Quite a bit better than I expected	23%	18%
7 = Much better than expected	16%	24%
97. Rate your overall satisfaction with your experience here thus far.	6.10	5.96
1 = Not satisfied at all	1%	0%
2 = Not very satisfied	0%	2%
3 = Somewhat dissatisfied	3%	2%
4 = Neutral	3%	4%
5 = Somewhat satisfied	6%	9%
6 = Satisfied	43%	42%
7 = Very satisfied	41%	37%
98. All in all, if you had to do it over, would you enroll here again?	6.47	6.21
1 = Definitely not	1%	1%
2 = Probably not	1%	2%
3 = Maybe not	0%	1%
4 = I don't know	0%	3%
5 = Maybe yes	6%	6%
6 = Probably yes	20%	28%
7 = Definitely yes	69%	55%

WITC / New Richmond Campus Comparison  
2018 SSI Survey Results

Item	Importance	Satisfaction	Gap
<b>1. Most students feel a sense of belonging here.</b>			
New Richmond	6.10	6.04	0.06
WITC	6.23	6.07	0.16
<b>2. Faculty care about me as an individual.</b>			
New Richmond	6.37	6.11	0.26
WITC	6.43	6.05	0.38
<b>3. The quality of instruction in the vocational/technical programs is excellent.</b>			
New Richmond	6.42	5.94	0.48
WITC	6.54	5.97	0.57
<b>4. Security staff are helpful.</b>			
New Richmond	5.84	5.57	0.27
WITC	5.98	5.60	0.38
<b>5. The personnel involved in registration are helpful.</b>			
New Richmond	6.42	5.89	0.53
WITC	6.48	6.14	0.34
<b>6. My academic advisor is approachable.</b>			
New Richmond	6.61	6.16	0.45
WITC	6.68	6.32	0.36
<b>7. Adequate financial aid is available for most students.</b>			
New Richmond	6.37	5.88	0.49
WITC	6.53	6.04	0.49
<b>8. Classes are scheduled at times that are convenient for me.</b>			
New Richmond	6.47	5.75	0.72
WITC	6.44	5.85	0.59
<b>9. Internships or practical experiences are provided in my degree/certificate program.</b>			
New Richmond	6.39	5.92	0.47
WITC	6.38	5.95	0.43
<b>10. Child care facilities are available on campus.</b>			
New Richmond	4.99	3.25	1.74
WITC	4.98	3.43	1.55
<b>11. Security staff respond quickly in emergencies.</b>			
New Richmond	6.29	5.53	0.76
WITC	6.37	5.62	0.75
<b>12. My academic advisor helps me set goals to work toward.</b>			
New Richmond	6.15	5.69	0.46
WITC	6.29	5.86	0.43
<b>13. Financial aid awards are announced to students in time to be helpful in college planning.</b>			
New Richmond	6.46	5.93	0.53
WITC	6.50	6.02	0.48
<b>14. Library resources and services are adequate.</b>			
New Richmond	6.39	6.31	0.08
WITC	6.49	6.33	0.16

Item	Importance	Satisfaction	Gap
15. I am able to register for classes I need with few conflicts.			
New Richmond	6.52	6.01	0.51
WITC	6.61	6.19	0.42
16. The college shows concern for students as individuals.			
New Richmond	6.26	5.90	0.36
WITC	6.39	5.97	0.42
17. Personnel in the Veteran's Services program are helpful.			
New Richmond	6.05	5.72	0.33
WITC	6.02	5.74	0.28
18. The quality of instruction I receive in most of my classes is excellent.			
New Richmond	6.56	5.98	0.58
WITC	6.64	5.97	0.67
19. This campus provides effective support services for displaced homemakers.			
New Richmond	5.96	5.82	0.14
WITC	6.00	5.79	0.21
20. Financial aid counselors are helpful.			
New Richmond	6.28	5.69	0.59
WITC	6.00	5.79	0.21
21. There are a sufficient number of study areas on campus.			
New Richmond	6.37	6.34	0.03
WITC	6.46	6.24	0.22
22. People on this campus respect and are supportive of each other.			
New Richmond	6.40	6.26	0.14
WITC	6.49	6.22	0.27
23. Faculty are understanding of students' unique life circumstances.			
New Richmond	6.40	6.07	0.33
WITC	6.48	6.05	0.43
24. Parking lots are well-lighted and secure.			
New Richmond	6.25	6.01	0.24
WITC	6.35	6.06	0.29
25. My academic advisor is concerned about my success as an individual.			
New Richmond	6.54	6.15	0.39
WITC	6.51	6.13	0.38
26. Library staff are helpful and approachable.			
New Richmond	6.27	6.21	0.06
WITC	6.43	6.41	0.02
27. The campus staff are caring and helpful.			
New Richmond	6.50	6.35	0.15
WITC	6.53	6.33	0.20
28. It is an enjoyable experience to be a student on this campus.			
New Richmond	6.39	6.23	0.16
WITC	6.47	6.25	0.22
29. Faculty are fair and unbiased in their treatment of individual students.			
New Richmond	6.45	5.98	0.47
WITC	6.53	6.10	0.43

Item	Importance	Satisfaction	Gap
30. The career services office provides students with the help they need to get a job.			
New Richmond	6.35	6.10	0.25
WITC	6.49	6.03	0.46
31. The campus is safe and secure for all students.			
New Richmond	6.55	6.31	0.24
WITC	6.60	6.31	0.29
32. My academic advisor is knowledgeable about my program requirements.			
New Richmond	6.61	6.28	0.33
WITC	6.70	6.34	0.36
33. Admissions counselors accurately portray the campus in their recruiting practices.			
New Richmond	6.36	6.05	0.31
WITC	6.39	6.13	0.26
34. Computer labs are adequate and accessible.			
New Richmond	6.52	6.36	0.16
WITC	6.58	6.37	0.21
35. Policies and procedures regarding registration and course selection are clear and well-publicized.			
New Richmond	6.52	6.02	0.50
WITC	6.50	6.12	0.38
36. Students are made to feel welcome on this campus.			
New Richmond	6.53	6.41	0.12
WITC	6.56	6.44	0.12
37. Faculty take into consideration student differences as they teach a course.			
New Richmond	6.29	5.97	0.32
WITC	6.39	6.01	0.38
38. The student center is a comfortable place for students to spend their leisure time.			
New Richmond	6.25	6.34	-0.09
WITC	6.34	6.27	0.07
39. The amount of student parking space on campus is adequate.			
New Richmond	6.44	6.06	0.38
WITC	6.40	6.15	0.25
40. My academic advisor is knowledgeable about the transfer requirements of other schools.			
New Richmond	6.39	5.85	0.54
WITC	6.50	6.02	0.48
41. Admissions staff are knowledgeable.			
New Richmond	6.54	6.12	0.42
WITC	6.61	6.32	0.29
42. The equipment in the lab facilities is kept up to date.			
New Richmond	6.57	6.13	0.44
WITC	6.59	6.18	0.41
43. Class change (drop/add) policies are reasonable.			
New Richmond	6.43	6.17	0.26
WITC	6.44	6.24	0.20



Item	Importance	Satisfaction	Gap
44. I generally know what's happening on campus.			
New Richmond	6.08	6.20	-0.12
WITC	6.10	6.21	-0.11
45. This institution has a good reputation within the community.			
New Richmond	6.50	6.46	0.04
WITC	6.55	6.46	0.09
46. Faculty provide timely feedback about student progress in a course.			
New Richmond	6.55	6.17	0.38
WITC	6.57	6.07	0.50
47. There are adequate services to help me decide upon a career.			
New Richmond	6.45	6.11	0.34
WITC	6.45	6.20	0.25
48. Counseling staff care about students as individuals.			
New Richmond	6.38	6.02	0.36
WITC	6.52	6.24	0.28
49. Admissions counselors respond to prospective students' unique needs and requests.			
New Richmond	6.50	6.16	0.34
WITC	6.46	6.25	0.21
50. Tutoring services are readily available.			
New Richmond	6.27	6.30	-0.03
WITC	6.36	5.98	0.38
51. There are convenient ways of paying my school bill.			
New Richmond	6.47	6.20	0.27
WITC	6.54	6.24	0.30
52. This school does whatever it can to help me reach my educational goals.			
New Richmond	6.52	6.12	0.40
WITC	6.57	6.13	0.44
53. The assessment and course placement procedures are reasonable.			
New Richmond	6.42	6.25	0.17
WITC	6.46	6.22	0.24
54. Faculty are interested in my academic problems.			
New Richmond	6.34	6.05	0.29
WITC	6.45	6.06	0.39
55. Academic support services adequately meet the needs of students.			
New Richmond	6.53	6.21	0.32
WITC	6.54	6.25	0.29
56. The business office is open during hours which are convenient for most students.			
New Richmond	6.34	6.18	0.16
WITC	6.41	6.15	0.26
57. Administrators are approachable to students.			
New Richmond	6.33	6.10	0.23
WITC	6.40	6.17	0.23

Item	Importance	Satisfaction	Gap
58. Nearly all of the faculty are knowledgeable in their fields.			
New Richmond	6.65	6.38	0.27
WITC	6.66	6.33	0.33
59. New student orientation services help students adjust to college.			
New Richmond	6.43	6.15	0.28
WITC	6.42	6.16	0.26
60. Billing policies are reasonable.			
New Richmond	6.44	6.17	0.27
WITC	6.50	6.24	0.26
61. Faculty are usually available after class and during office hours.			
New Richmond	6.48	6.29	0.19
WITC	6.50	6.25	0.25
62. Bookstore staff are helpful.			
New Richmond	6.40	6.34	0.06
WITC	6.42	6.22	0.20
63. I seldom get the "run-around" when seeking information on this campus.			
New Richmond	6.44	5.99	0.45
WITC	6.47	6.10	0.37
64. Nearly all classes deal with practical experiences and applications.			
New Richmond	6.47	6.24	0.23
WITC	6.51	6.20	0.31
65. Students are notified early in the term if they are doing poorly in a class.			
New Richmond	6.42	6.05	0.37
WITC	6.49	5.95	0.54
66. Program requirements are clear and reasonable.			
New Richmond	6.54	6.26	0.28
WITC	6.60	6.28	0.32
67. Channels for expressing student complaints are readily available.			
New Richmond	6.23	5.82	0.41
WITC	6.31	5.77	0.54
68. On the whole, the campus is well-maintained.			
New Richmond	6.48	6.51	-0.03
WITC	6.60	6.59	0.01
69. There is a good variety of courses provided on this campus.			
New Richmond	6.49	6.34	0.15
WITC	6.52	6.37	0.15
70. I am able to experience intellectual growth here.			
New Richmond	6.54	6.46	0.08
WITC	6.61	6.43	0.18

Questions 71-80 were reserved for additional college questions. This is the first year WITC utilized this space for two add-on questions.

Item	Importance	Satisfaction	Gap
71. Educational Technology Center (ETC) resources and services are adequate.			
New Richmond	6.34	6.37	-0.03
WITC	6.54	6.45	0.09
72. Educational Technology Center (ETC) staff are helpful and approachable.			
New Richmond	6.39	6.29	0.10
WITC	6.55	6.44	0.11

Item	Satisfaction
81. Institution's commitment to part-time students?	
New Richmond	6.04
WITC	6.21
82. Institution's commitment to evening students?	
New Richmond	5.91
WITC	6.09
83. Institution's commitment to older, returning learners?	
New Richmond	6.15
WITC	6.29
84. Institution's commitment to under-represented populations?	
New Richmond	5.95
WITC	6.15
85. Institution's commitment to commuters?	
New Richmond	6.08
WITC	6.08
86. Institution's commitment to students with disabilities?	
New Richmond	6.23
WITC	6.31

Item	Importance
87. Cost as a factor in decision to enroll.	
New Richmond	6.44
WITC	6.40
88. Financial aid as factor in decision to enroll.	
New Richmond	6.10
WITC	6.28
89. Academic reputation as factor in decision to enroll.	
New Richmond	6.22
WITC	6.32
90. Size of institution as factor in decision to enroll.	
New Richmond	5.78
WITC	5.60
91. Opportunity to play sports as factor in decision to enroll.	
New Richmond	3.60
WITC	3.47

Item	Importance
92. Recommendations from family/friends as factor in decision to enroll.	
New Richmond	5.14
WITC	5.31
93. Geographic setting as factor in decision to enroll.	
New Richmond	6.02
WITC	5.97
94. Campus appearance as factor in decision to enroll.	
New Richmond	5.45
WITC	5.38
95. Personalized attention prior to enrollment as factor in decision to enroll.	
New Richmond	5.62
WITC	5.74

Item	New Richmond	WITC
96. So far, how has your college experience met your expectations?	5.28	5.24
1 = Much worse than expected	1%	1%
2 = Quite a bit worse than I expected	0%	1%
3 = Worse than I expected	7%	4%
4 = About what I expected	23%	23%
5 = Better than I expected	23%	26%
6 = Quite a bit better than I expected	17%	18%
7 = Much better than expected	27%	24%
97. Rate your overall satisfaction with your experience here thus far.	5.98	5.96
1 = Not satisfied at all	0%	0%
2 = Not very satisfied	1%	2%
3 = Somewhat dissatisfied	5%	2%
4 = Neutral	3%	4%
5 = Somewhat satisfied	10%	9%
6 = Satisfied	39%	42%
7 = Very satisfied	39%	37%
98. All in all, if you had to do it over, would you enroll here again?	6.10	6.21
1 = Definitely not	2%	1%
2 = Probably not	1%	2%
3 = Maybe not	2%	1%
4 = I don't know	5%	3%
5 = Maybe yes	5%	6%
6 = Probably yes	32%	28%
7 = Definitely yes	50%	55%

WITC / Rice Lake Campus Comparison  
2018 SSI Survey Results

Item	Importance	Satisfaction	Gap
<b>1. Most students feel a sense of belonging here.</b>			
Rice Lake	6.34	6.05	0.29
WITC	6.23	6.07	0.16
<b>2. Faculty care about me as an individual.</b>			
Rice Lake	6.37	6.02	0.35
WITC	6.43	6.05	0.38
<b>3. The quality of instruction in the vocational/technical programs is excellent.</b>			
Rice Lake	6.48	5.88	0.60
WITC	6.54	5.97	0.57
<b>4. Security staff are helpful.</b>			
Rice Lake	6.10	5.51	0.59
WITC	5.98	5.60	0.38
<b>5. The personnel involved in registration are helpful.</b>			
Rice Lake	6.56	6.30	0.26
WITC	6.48	6.14	0.34
<b>6. My academic advisor is approachable.</b>			
Rice Lake	6.66	6.22	0.44
WITC	6.68	6.32	0.36
<b>7. Adequate financial aid is available for most students.</b>			
Rice Lake	6.56	5.98	0.58
WITC	6.53	6.04	0.49
<b>8. Classes are scheduled at times that are convenient for me.</b>			
Rice Lake	6.41	5.72	0.69
WITC	6.44	5.85	0.59
<b>9. Internships or practical experiences are provided in my degree/certificate program.</b>			
Rice Lake	6.39	6.04	0.35
WITC	6.38	5.95	0.43
<b>10. Child care facilities are available on campus.</b>			
Rice Lake	4.67	3.15	1.52
WITC	4.98	3.43	1.55
<b>11. Security staff respond quickly in emergencies.</b>			
Rice Lake	6.38	5.65	0.73
WITC	6.37	5.62	0.75
<b>12. My academic advisor helps me set goals to work toward.</b>			
Rice Lake	6.11	5.81	0.30
WITC	6.29	5.86	0.43
<b>13. Financial aid awards are announced to students in time to be helpful in college planning.</b>			
Rice Lake	6.51	6.02	0.49
WITC	6.50	6.02	0.48
<b>14. Library resources and services are adequate.</b>			
Rice Lake	6.54	6.34	0.20
WITC	6.49	6.33	0.16

Item	Importance	Satisfaction	Gap
15. I am able to register for classes I need with few conflicts.			
Rice Lake	6.56	6.26	0.30
WITC	6.61	6.19	0.42
16. The college shows concern for students as individuals.			
Rice Lake	6.37	5.93	0.44
WITC	6.39	5.97	0.42
17. Personnel in the Veteran's Services program are helpful.			
Rice Lake	5.91	5.60	0.31
WITC	6.02	5.74	0.28
18. The quality of instruction I receive in most of my classes is excellent.			
Rice Lake	6.60	5.83	0.77
WITC	6.64	5.97	0.67
19. This campus provides effective support services for displaced homemakers.			
Rice Lake	6.18	5.86	0.32
WITC	6.00	5.79	0.21
20. Financial aid counselors are helpful.			
Rice Lake	6.59	6.44	0.15
WITC	6.48	6.12	0.36
21. There are a sufficient number of study areas on campus.			
Rice Lake	6.51	6.19	0.32
WITC	6.46	6.24	0.22
22. People on this campus respect and are supportive of each other.			
Rice Lake	6.52	6.19	0.33
WITC	6.49	6.22	0.27
23. Faculty are understanding of students' unique life circumstances.			
Rice Lake	6.48	6.02	0.46
WITC	6.48	6.05	0.43
24. Parking lots are well-lighted and secure.			
Rice Lake	6.38	6.07	0.31
WITC	6.35	6.06	0.29
25. My academic advisor is concerned about my success as an individual.			
Rice Lake	6.29	6.04	0.25
WITC	6.51	6.13	0.38
26. Library staff are helpful and approachable.			
Rice Lake	6.48	6.45	0.03
WITC	6.43	6.41	0.02
27. The campus staff are caring and helpful.			
Rice Lake	6.51	6.29	0.22
WITC	6.53	6.33	0.20
28. It is an enjoyable experience to be a student on this campus.			
Rice Lake	6.44	6.22	0.22
WITC	6.47	6.25	0.22
29. Faculty are fair and unbiased in their treatment of individual students.			
Rice Lake	6.46	6.04	0.42
WITC	6.53	6.10	0.43

Item	Importance	Satisfaction	Gap
30. The career services office provides students with the help they need to get a job.			
Rice Lake	6.54	6.08	0.46
WITC	6.49	6.03	0.46
31. The campus is safe and secure for all students.			
Rice Lake	6.56	6.12	0.44
WITC	6.60	6.31	0.29
32. My academic advisor is knowledgeable about my program requirements.			
Rice Lake	6.63	6.41	0.22
WITC	6.70	6.34	0.36
33. Admissions counselors accurately portray the campus in their recruiting practices.			
Rice Lake	6.35	6.14	0.21
WITC	6.39	6.13	0.26
34. Computer labs are adequate and accessible.			
Rice Lake	6.59	6.42	0.17
WITC	6.58	6.37	0.21
35. Policies and procedures regarding registration and course selection are clear and well-publicized.			
Rice Lake	6.40	6.16	0.24
WITC	6.50	6.12	0.38
36. Students are made to feel welcome on this campus.			
Rice Lake	6.49	6.39	0.10
WITC	6.56	6.44	0.12
37. Faculty take into consideration student differences as they teach a course.			
Rice Lake	6.42	6.09	0.33
WITC	6.39	6.01	0.38
38. The student center is a comfortable place for students to spend their leisure time.			
Rice Lake	6.42	6.30	0.12
WITC	6.34	6.27	0.07
39. The amount of student parking space on campus is adequate.			
Rice Lake	6.39	6.18	0.21
WITC	6.40	6.15	0.25
40. My academic advisor is knowledgeable about the transfer requirements of other schools.			
Rice Lake	6.35	6.00	0.35
WITC	6.50	6.02	0.48
41. Admissions staff are knowledgeable.			
Rice Lake	6.72	6.44	0.28
WITC	6.61	6.32	0.29
42. The equipment in the lab facilities is kept up to date.			
Rice Lake	6.59	6.12	0.47
WITC	6.59	6.18	0.41
43. Class change (drop/add) policies are reasonable.			
Rice Lake	6.43	6.25	0.18
WITC	6.44	6.24	0.20

Item	Importance	Satisfaction	Gap
44. I generally know what's happening on campus.			
Rice Lake	6.26	6.28	-0.02
WITC	6.10	6.21	-0.11
45. This institution has a good reputation within the community.			
Rice Lake	6.55	6.43	0.12
WITC	6.55	6.46	0.09
46. Faculty provide timely feedback about student progress in a course.			
Rice Lake	6.53	6.00	0.53
WITC	6.57	6.07	0.50
47. There are adequate services to help me decide upon a career.			
Rice Lake	6.47	6.19	0.28
WITC	6.45	6.20	0.25
48. Counseling staff care about students as individuals.			
Rice Lake	6.68	6.34	0.34
WITC	6.52	6.24	0.28
49. Admissions counselors respond to prospective students' unique needs and requests.			
Rice Lake	6.47	6.35	0.12
WITC	6.46	6.25	0.21
50. Tutoring services are readily available.			
Rice Lake	6.36	5.95	0.41
WITC	6.36	5.98	0.38
51. There are convenient ways of paying my school bill.			
Rice Lake	6.55	6.11	0.44
WITC	6.54	6.24	0.30
52. This school does whatever it can to help me reach my educational goals.			
Rice Lake	6.54	6.08	0.46
WITC	6.57	6.13	0.44
53. The assessment and course placement procedures are reasonable.			
Rice Lake	6.46	6.24	0.22
WITC	6.46	6.22	0.24
54. Faculty are interested in my academic problems.			
Rice Lake	6.46	6.08	0.38
WITC	6.45	6.06	0.39
55. Academic support services adequately meet the needs of students.			
Rice Lake	6.52	6.21	0.31
WITC	6.54	6.25	0.29
56. The business office is open during hours which are convenient for most students.			
Rice Lake	6.48	6.21	0.27
WITC	6.41	6.15	0.26
57. Administrators are approachable to students.			
Rice Lake	6.38	6.13	0.25
WITC	6.40	6.17	0.23



Item	Importance	Satisfaction	Gap
58. Nearly all of the faculty are knowledgeable in their fields.			
Rice Lake	6.65	6.14	0.51
WITC	6.66	6.33	0.33
59. New student orientation services help students adjust to college.			
Rice Lake	6.34	6.06	0.28
WITC	6.42	6.16	0.26
60. Billing policies are reasonable.			
Rice Lake	6.52	6.10	0.42
WITC	6.50	6.24	0.26
61. Faculty are usually available after class and during office hours.			
Rice Lake	6.44	6.13	0.31
WITC	6.50	6.25	0.25
62. Bookstore staff are helpful.			
Rice Lake	6.57	6.33	0.24
WITC	6.42	6.22	0.20
63. I seldom get the "run-around" when seeking information on this campus.			
Rice Lake	6.41	6.06	0.35
WITC	6.47	6.10	0.37
64. Nearly all classes deal with practical experiences and applications.			
Rice Lake	6.52	6.22	0.30
WITC	6.51	6.20	0.31
65. Students are notified early in the term if they are doing poorly in a class.			
Rice Lake	6.49	6.00	0.49
WITC	6.49	5.95	0.54
66. Program requirements are clear and reasonable.			
Rice Lake	6.57	6.24	0.33
WITC	6.60	6.28	0.32
67. Channels for expressing student complaints are readily available.			
Rice Lake	6.30	5.75	0.55
WITC	6.31	5.77	0.54
68. On the whole, the campus is well-maintained.			
Rice Lake	6.65	6.61	0.04
WITC	6.60	6.59	0.01
69. There is a good variety of courses provided on this campus.			
Rice Lake	6.54	6.37	0.17
WITC	6.52	6.37	0.15
70. I am able to experience intellectual growth here.			
Rice Lake	6.59	6.41	0.18
WITC	6.61	6.43	0.18

Questions 71-80 were reserved for additional college questions. This is the first year WITC utilized this space for two add-on questions.

Item	Importance	Satisfaction	Gap
71. Educational Technology Center (ETC) resources and services are adequate.			
Rice Lake	6.59	6.37	0.22
WITC	6.54	6.45	0.09
72. Educational Technology Center (ETC) staff are helpful and approachable.			
Rice Lake	6.56	6.44	0.12
WITC	6.55	6.44	0.11

Item	Satisfaction
81. Institution's commitment to part-time students?	
Rice Lake	6.31
WITC	6.21
82. Institution's commitment to evening students?	
Rice Lake	6.29
WITC	6.09
83. Institution's commitment to older, returning learners?	
Rice Lake	6.37
WITC	6.29
84. Institution's commitment to under-represented populations?	
Rice Lake	6.28
WITC	6.15
85. Institution's commitment to commuters?	
Rice Lake	5.96
WITC	6.08
86. Institution's commitment to students with disabilities?	
Rice Lake	6.51
WITC	6.31

Item	Importance
87. Cost as a factor in decision to enroll.	
Rice Lake	6.25
WITC	6.40
88. Financial aid as factor in decision to enroll.	
Rice Lake	6.18
WITC	6.28
89. Academic reputation as factor in decision to enroll.	
Rice Lake	6.35
WITC	6.32
90. Size of institution as factor in decision to enroll.	
Rice Lake	5.57
WITC	5.60
91. Opportunity to play sports as factor in decision to enroll.	
Rice Lake	3.79
WITC	3.47

Item	Importance
92. Recommendations from family/friends as factor in decision to enroll.	
Rice Lake	5.61
WITC	5.31
93. Geographic setting as factor in decision to enroll.	
Rice Lake	6.13
WITC	5.97
94. Campus appearance as factor in decision to enroll.	
Rice Lake	5.55
WITC	5.38
95. Personalized attention prior to enrollment as factor in decision to enroll.	
Rice Lake	5.77
WITC	5.74

Item	Rice Lake	WITC
96. So far, how has your college experience met your expectations?	5.19	5.24
1 = Much worse than expected	1%	1%
2 = Quite a bit worse than I expected	2%	1%
3 = Worse than I expected	3%	4%
4 = About what I expected	27%	23%
5 = Better than I expected	20%	26%
6 = Quite a bit better than I expected	21%	18%
7 = Much better than expected	22%	24%
97. Rate your overall satisfaction with your experience here thus far.	5.88	5.96
1 = Not satisfied at all	0%	0%
2 = Not very satisfied	3%	2%
3 = Somewhat dissatisfied	1%	2%
4 = Neutral	7%	4%
5 = Somewhat satisfied	9%	9%
6 = Satisfied	44%	42%
7 = Very satisfied	33%	37%
98. All in all, if you had to do it over, would you enroll here again?	6.16	6.21
1 = Definitely not	0%	1%
2 = Probably not	3%	2%
3 = Maybe not	0%	1%
4 = I don't know	3%	3%
5 = Maybe yes	9%	6%
6 = Probably yes	26%	28%
7 = Definitely yes	55%	55%

WITC / Superior Campus Comparison  
2018 SSI Survey Results

Item	Importance	Satisfaction	Gap
1. Most students feel a sense of belonging here.			
Superior	6.25	6.15	0.10
WITC	6.23	6.07	0.16
2. Faculty care about me as an individual.			
Superior	6.48	6.04	0.44
WITC	6.43	6.05	0.38
3. The quality of instruction in the vocational/technical programs is excellent.			
Superior	6.66	6.07	0.59
WITC	6.54	5.97	0.57
4. Security staff are helpful.			
Superior	6.00	5.65	0.35
WITC	5.98	5.60	0.38
5. The personnel involved in registration are helpful.			
Superior	6.43	6.03	0.40
WITC	6.48	6.14	0.34
6. My academic advisor is approachable.			
Superior	6.71	6.42	0.29
WITC	6.68	6.32	0.36
7. Adequate financial aid is available for most students.			
Superior	6.50	6.04	0.46
WITC	6.53	6.04	0.49
8. Classes are scheduled at times that are convenient for me.			
Superior	6.35	5.76	0.59
WITC	6.44	5.85	0.59
9. Internships or practical experiences are provided in my degree/certificate program.			
Superior	6.46	6.05	0.41
WITC	6.38	5.95	0.43
10. Child care facilities are available on campus.			
Superior	5.09	3.56	1.53
WITC	4.98	3.43	1.55
11. Security staff respond quickly in emergencies.			
Superior	6.36	5.64	0.72
WITC	6.37	5.62	0.75
12. My academic advisor helps me set goals to work toward.			
Superior	6.40	5.93	0.47
WITC	6.29	5.86	0.43
13. Financial aid awards are announced to students in time to be helpful in college planning.			
Superior	6.52	6.16	0.36
WITC	6.50	6.02	0.48
14. Library resources and services are adequate.			
Superior	6.57	6.34	0.23
WITC	6.49	6.33	0.16

Item	Importance	Satisfaction	Gap
15. I am able to register for classes I need with few conflicts.			
Superior	6.70	6.23	0.47
WITC	6.61	6.19	0.42
16. The college shows concern for students as individuals.			
Superior	6.43	5.97	0.46
WITC	6.39	5.97	0.42
17. Personnel in the Veteran's Services program are helpful.			
Superior	6.02	5.51	0.51
WITC	6.02	5.74	0.28
18. The quality of instruction I receive in most of my classes is excellent.			
Superior	6.72	6.05	0.67
WITC	6.64	5.97	0.67
19. This campus provides effective support services for displaced homemakers.			
Superior	5.89	5.78	0.11
WITC	6.00	5.79	0.21
20. Financial aid counselors are helpful.			
Superior	6.53	6.20	0.33
WITC	6.48	6.12	0.36
21. There are a sufficient number of study areas on campus.			
Superior	6.57	6.22	0.35
WITC	6.46	6.24	0.22
22. People on this campus respect and are supportive of each other.			
Superior	6.54	6.16	0.38
WITC	6.49	6.22	0.27
23. Faculty are understanding of students' unique life circumstances.			
Superior	6.54	6.04	0.50
WITC	6.48	6.05	0.43
24. Parking lots are well-lighted and secure.			
Superior	6.46	5.94	0.52
WITC	6.35	6.06	0.29
25. My academic advisor is concerned about my success as an individual.			
Superior	6.62	6.21	0.41
WITC	6.51	6.13	0.38
26. Library staff are helpful and approachable.			
Superior	6.53	6.64	-0.11
WITC	6.43	6.41	0.02
27. The campus staff are caring and helpful.			
Superior	6.60	6.42	0.18
WITC	6.53	6.33	0.20
28. It is an enjoyable experience to be a student on this campus.			
Superior	6.63	6.26	0.37
WITC	6.47	6.25	0.22
29. Faculty are fair and unbiased in their treatment of individual students.			
Superior	6.68	6.12	0.56
WITC	6.53	6.10	0.43

Item		Importance	Satisfaction	Gap
30. The career services office provides students with the help they need to get a job.				
	Superior	6.65	6.23	0.42
	WITC	6.49	6.03	0.46
31. The campus is safe and secure for all students.				
	Superior	6.68	6.35	0.33
	WITC	6.60	6.31	0.29
32. My academic advisor is knowledgeable about my program requirements.				
	Superior	6.77	6.32	0.45
	WITC	6.70	6.34	0.36
33. Admissions counselors accurately portray the campus in their recruiting practices.				
	Superior	6.51	6.16	0.35
	WITC	6.39	6.13	0.26
34. Computer labs are adequate and accessible.				
	Superior	6.68	6.39	0.29
	WITC	6.58	6.37	0.21
35. Policies and procedures regarding registration and course selection are clear and well-publicized.				
	Superior	6.58	6.14	0.44
	WITC	6.50	6.12	0.38
36. Students are made to feel welcome on this campus.				
	Superior	6.63	6.50	0.13
	WITC	6.56	6.44	0.12
37. Faculty take into consideration student differences as they teach a course.				
	Superior	6.55	6.02	0.53
	WITC	6.39	6.01	0.38
38. The student center is a comfortable place for students to spend their leisure time.				
	Superior	6.41	6.27	0.14
	WITC	6.34	6.27	0.07
39. The amount of student parking space on campus is adequate.				
	Superior	6.50	6.12	0.38
	WITC	6.40	6.15	0.25
40. My academic advisor is knowledgeable about the transfer requirements of other schools.				
	Superior	6.61	6.07	0.54
	WITC	6.50	6.02	0.48
41. Admissions staff are knowledgeable.				
	Superior	6.61	6.35	0.26
	WITC	6.61	6.32	0.29
42. The equipment in the lab facilities is kept up to date.				
	Superior	6.58	6.18	0.40
	WITC	6.59	6.18	0.41
43. Class change (drop/add) policies are reasonable.				
	Superior	6.42	6.22	0.20
	WITC	6.44	6.24	0.20

Item	Importance	Satisfaction	Gap
44. I generally know what's happening on campus.			
Superior	6.16	6.19	-0.03
WITC	6.10	6.21	-0.11
45. This institution has a good reputation within the community.			
Superior	6.65	6.48	0.17
WITC	6.55	6.46	0.09
46. Faculty provide timely feedback about student progress in a course.			
Superior	6.66	6.09	0.57
WITC	6.57	6.07	0.50
47. There are adequate services to help me decide upon a career.			
Superior	6.49	6.30	0.19
WITC	6.45	6.20	0.25
48. Counseling staff care about students as individuals.			
Superior	6.50	6.25	0.25
WITC	6.52	6.24	0.28
49. Admissions counselors respond to prospective students' unique needs and requests.			
Superior	6.46	6.26	0.20
WITC	6.46	6.25	0.21
50. Tutoring services are readily available.			
Superior	6.50	6.02	0.48
WITC	6.36	5.98	0.38
51. There are convenient ways of paying my school bill.			
Superior	6.58	6.23	0.35
WITC	6.54	6.24	0.30
52. This school does whatever it can to help me reach my educational goals.			
Superior	6.62	6.16	0.46
WITC	6.57	6.13	0.44
53. The assessment and course placement procedures are reasonable.			
Superior	6.56	6.22	0.34
WITC	6.46	6.22	0.24
54. Faculty are interested in my academic problems.			
Superior	6.56	6.14	0.42
WITC	6.45	6.06	0.39
55. Academic support services adequately meet the needs of students.			
Superior	6.55	6.36	0.19
WITC	6.54	6.25	0.29
56. The business office is open during hours which are convenient for most students.			
Superior	6.38	6.24	0.14
WITC	6.41	6.15	0.26
57. Administrators are approachable to students.			
Superior	6.46	6.22	0.24
WITC	6.40	6.17	0.23

Item	Importance	Satisfaction	Gap
58. Nearly all of the faculty are knowledgeable in their fields.			
Superior	6.68	6.38	0.30
WITC	6.66	6.33	0.33
59. New student orientation services help students adjust to college.			
Superior	6.50	6.23	0.27
WITC	6.42	6.16	0.26
60. Billing policies are reasonable.			
Superior	6.55	6.42	0.13
WITC	6.50	6.24	0.26
61. Faculty are usually available after class and during office hours.			
Superior	6.55	6.28	0.27
WITC	6.50	6.25	0.25
62. Bookstore staff are helpful.			
Superior	6.33	5.90	0.43
WITC	6.42	6.22	0.20
63. I seldom get the "run-around" when seeking information on this campus.			
Superior	6.52	6.15	0.37
WITC	6.47	6.10	0.37
64. Nearly all classes deal with practical experiences and applications.			
Superior	6.53	6.11	0.42
WITC	6.51	6.20	0.31
65. Students are notified early in the term if they are doing poorly in a class.			
Superior	6.52	5.89	0.63
WITC	6.49	5.95	0.54
66. Program requirements are clear and reasonable.			
Superior	6.64	6.28	0.36
WITC	6.60	6.28	0.32
67. Channels for expressing student complaints are readily available.			
Superior	6.46	5.71	0.75
WITC	6.31	5.77	0.54
68. On the whole, the campus is well-maintained.			
Superior	6.71	6.68	0.03
WITC	6.60	6.59	0.01
69. There is a good variety of courses provided on this campus.			
Superior	6.55	6.49	0.06
WITC	6.52	6.37	0.15
70. I am able to experience intellectual growth here.			
Superior	6.69	6.48	0.21
WITC	6.61	6.43	0.18

Questions 71-80 were reserved for additional college questions. This is the first year WITC utilized this space for two add-on questions.



Item	Importance	Satisfaction	Gap
71. Educational Technology Center (ETC) resources and services are adequate.			
Superior	6.63	6.59	0.04
WITC	6.54	6.45	0.09
72. Educational Technology Center (ETC) staff are helpful and approachable.			
Superior	6.64	6.58	0.06
WITC	6.55	6.44	0.11

Item	Satisfaction
81. Institution's commitment to part-time students?	
Superior	6.24
WITC	6.21
82. Institution's commitment to evening students?	
Superior	6.02
WITC	6.09
83. Institution's commitment to older, returning learners?	
Superior	6.33
WITC	6.29
84. Institution's commitment to under-represented populations?	
Superior	6.23
WITC	6.15
85. Institution's commitment to commuters?	
Superior	6.19
WITC	6.08
86. Institution's commitment to students with disabilities?	
Superior	6.14
WITC	6.31

Item	Importance
87. Cost as a factor in decision to enroll.	
Superior	6.50
WITC	6.40
88. Financial aid as factor in decision to enroll.	
Superior	6.52
WITC	6.28
89. Academic reputation as factor in decision to enroll.	
Superior	6.43
WITC	6.32
90. Size of institution as factor in decision to enroll.	
Superior	5.70
WITC	5.60
91. Opportunity to play sports as factor in decision to enroll.	
Superior	3.61
WITC	3.47

Item	Importance
92. Recommendations from family/friends as factor in decision to enroll.	
Superior	5.57
WITC	5.31
93. Geographic setting as factor in decision to enroll.	
Superior	5.93
WITC	5.97
94. Campus appearance as factor in decision to enroll.	
Superior	5.59
WITC	5.38
95. Personalized attention prior to enrollment as factor in decision to enroll.	
Superior	5.91
WITC	5.74

Item	Superior	WITC
96. So far, how has your college experience met your expectations?	5.29	5.24
1 = Much worse than expected	1%	1%
2 = Quite a bit worse than I expected	1%	1%
3 = Worse than I expected	2%	4%
4 = About what I expected	19%	23%
5 = Better than I expected	31%	26%
6 = Quite a bit better than I expected	18%	18%
7 = Much better than expected	24%	24%
97. Rate your overall satisfaction with your experience here thus far.	5.95	5.96
1 = Not satisfied at all	0%	0%
2 = Not very satisfied	4%	2%
3 = Somewhat dissatisfied	0%	2%
4 = Neutral	3%	4%
5 = Somewhat satisfied	8%	9%
6 = Satisfied	46%	42%
7 = Very satisfied	35%	37%
98. All in all, if you had to do it over, would you enroll here again?	6.19	6.21
1 = Definitely not	0%	1%
2 = Probably not	3%	2%
3 = Maybe not	1%	1%
4 = I don't know	4%	3%
5 = Maybe yes	5%	6%
6 = Probably yes	26%	28%
7 = Definitely yes	57%	55%