

General Student Satisfaction Survey

Spring 2021

Executive Summary

The General Student Satisfaction (GSS) survey was administered during spring semester 2021. The general objective of the GSS is to gather student perceptions related to several components of their educational experience as well as experiences with student support and services at the University of South Alabama (USA). Students were invited to participate in the GSS via email. Reminder emails were sent to non-respondent students every three days until the close of the survey. The GSS is conducted electronically and data collection for the GSS occurred February 28, 2021 to March 28, 2021.

Instrument: The GSS is comprised of five sections: (1) Student Activity, (2) Online Learning, (3) College Experience, (4) Student Services and Support, and (5) Academic Goals. The survey instrument poses nearly eighty Likert scale, multiple choice, and open-ended questions including items about ten different student support and service units. To improve the likelihood of survey completion, respondents were randomly presented items for five of the following student support and service units:

1. Career Services Center
2. Human Patient Simulation Program
3. International Education
4. Office of the Registrar
5. Office of Undergraduate Research
6. Professional Readiness Engagement Program
7. Scholarship Services
8. Student Academic Success
9. Student Financial Services
10. Writing Center

Sample: A total of 12,860 students were invited to complete the GSS. Exactly 3,800 students responded to the survey, yielding a response rate of **30%**. Key respondent demographics are provided below.

Key respondent demographic details:

- 74% Female
- 85% Full-time
- 32% Minority
- 28% Online-only
- 35% Out-of-State
- 60% Undergraduate

Key Findings (**please note** » percent is based on number of responses per survey item):

- About 75% (n=2,023) of respondents would rate their overall educational experience positively.
- Approximately 60% (n= 2,007) of respondents report that they have or plan to volunteer in the community.
- Roughly 72% (n = 2,406) of respondents report working for pay. Of those respondents, 46% reported that they spend over 20 hours per week working for pay.
- Around 62% (n= 1937) of respondents report that they would take more online courses if courses were available.
- Nearly 79% (n = 1,792) of respondents rated their experience in courses taken on campus as either excellent or good.
- At least 69% (n= 1930) of respondents agreed with the statement "Overall, my advisor is a good source for academic advice" (UG = 60% / G = 40%).
- Relatively 75% (n= 2,016) of respondents wish to acquire a post-baccalaureate degree.

Improvement Opportunities:

- Forty-three percent (n=1,480) of respondents reported having no contact with the student support and service units presented to them in the GSS survey (UG = 52% / G = 48%).
- Fifty-two percent (n=1,466) of respondents agree either "A lot" or "Very much" that their college experience has made them more comfortable and tolerant when interacting with people of different backgrounds than themselves, with an additional 20% agreeing "Somewhat".
- Fifty-four percent (n=1,523) of respondents agree "A lot" or "Very much" that their college experience has helped them to see the value of including a variety of different kinds of people in their professional and personal life, with an additional 20% agreeing "Somewhat".
- Thirty-four percent (n=963) of respondents have or plan to present the results of research, scholarly activities, or creative works at a formal conference or exhibition either on campus or elsewhere (UG = 53% / G = 47%).