

## Strategic Planning Overview

The Strategic Planning Overview provides the best summary of your results for immediate action planning. It identifies the areas we can celebrate and the areas that need attention. The overview identifies our top strengths and top challenges. Improvement priorities are highlighted in the list of challenges.

### Strengths

Strengths: Items with high student importance and high student satisfaction. The strengths are listed in descending order of importance. The number in front of the strength is the item number on the SSI survey.

6. My academic advisor is approachable.
8. The content of the courses within my major is valuable.
16. The instruction in my major field is excellent.
7. The campus is safe and secure for all students.
33. My academic advisor is knowledgeable about requirements in my major.
68. Nearly all of the faculty are knowledgeable in their field.
39. I am able to experience intellectual growth here.
2. The campus staff are caring and helpful.
45. Students are made to feel welcome on this campus.
65. Faculty are usually available after class and during office hours.
72. On the whole, the campus is well-maintained.
14. My academic advisor is concerned about my success as an individual.
  
27. The personnel involved in registration are helpful.
51. This institution has a good reputation within the community.
18. Library resources and services are adequate.
31. Males and females have equal opportunities to participate in intercollegiate athletics.
32. Tutoring services are readily available.
76. Campus item: The library has the atmosphere I need for both studying individually and meeting in groups.
62. There is a strong commitment to racial harmony on this campus.

#### **What can we do with our strengths?**

1. Inform everyone on campus of the areas that are highly valued by students, and where the institution is performing well.
2. Strengths provide positive feedback to the campus constituencies on what is working effectively.
3. Potential to model the positive activities in one area of strength in order to emulate it in another area which may have less positive perceptions.
4. Institutional strengths provide excellent guidance for areas to feature in promotional material. If we are performing well in highly-valued areas, we will want to recruit students who value the same things; we also have a higher likelihood of satisfying new students in these areas since you are satisfying currently enrolled students.
5. Highlight strengths in national and local media to build a more positive reputation within the community.
6. Highlight strengths unique to our institution, as compared with the national data, or by institution type. These unique strengths help distinguish us from the competition.

## Challenges

Challenges are items with high student importance and low student satisfaction. Challenges are listed in descending order of importance. The number in front of the challenge is the item number on the SSI survey. *If challenges are ignored we run the risk of increasing student dissatisfaction and ultimately impacting student retention.*

- 29. It is an enjoyable experience to be a student on this campus.
- 55. Major requirements are clear and reasonable.
- 34. I am able to register for classes I need with few conflicts.
- 49. There are adequate services to help me decide upon a career.
- 17. Adequate financial aid is available for most students.
- 25. Faculty are fair and unbiased in their treatment of individual students.
- 36. Security staff respond quickly in emergencies.
- 47. Faculty provide timely feedback about student progress in a course.
- 66. Tuition paid is a worthwhile investment.

### **What can we do about our challenges?**

College and universities typically approach responses to the challenges in three primary ways:

1. Changing perceptions through information and communication.
2. Implementing easy and quick actions that resolve the issues.
3. Planning for long-term, strategic adjustments in the delivery of the service.
4. Conduct student focus groups based on top challenges-ask: what is the situation, what has been experienced, and what suggestions do they have to improve the situation?

With responses two and three, it is still important to incorporate communication into the responses so that students are appropriately informed of any immediate resolution, or can be made aware of the issues that require more time and resources.

## **Student Satisfaction Inventory (SSI) Strengths and Challenges from SSI Administrations in 2011, 2014, and 2017**

### **Strengths: Items with high importance and high satisfaction**

2011-15 strength items

2014-16 strength items

2017-19 strength items

Five areas of strength in 2017 were not listed in previous years.

- The personnel involved in registration are helpful.
- This institution has a good reputation within the community.
- Males and females have equal opportunities to participate in intercollegiate athletics.
- Tutoring services are readily available.
- There is a strong commitment to racial harmony.

**Challenges: Items with high importance and low satisfaction**

2011-11 challenge items

2014-11 challenge items

2017-9 challenge items

There are four challenge items listed in each of the three years.

- Adequate financial aid is available for most students.
- Faculty are fair and unbiased in their treatment of individual students.
- Faculty provide timely feedback about student progress in a course.
- Tuition paid is a worthwhile investment.

The item "Major requirements are clear and reasonable" was a strength in 2011 and 2014 but became a challenge in 2017. Though this item has higher satisfaction than in 2014 it remains a challenge due to its high importance to students and low student satisfaction ratings.