Purpose

Assess the changes and sources of student satisfaction as the basis for continuing improvement of UAPB’s strategic plan in serving our students.
Background

- 2 year longitudinal study by Dr. Yeen K. Wu
- Approximately 115 classes
- Every department
- Nearly every major
- Every classification
- 970 valid cases

University of Arkansas at Pine Bluff™
<table>
<thead>
<tr>
<th>Rating Scale</th>
<th>Interpretation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than 1.70</td>
<td>very good</td>
</tr>
<tr>
<td>1.71-2.10</td>
<td>good</td>
</tr>
<tr>
<td>2.11-2.70</td>
<td>fair</td>
</tr>
<tr>
<td>2.71-3.10</td>
<td>poor</td>
</tr>
<tr>
<td>3.11 and above</td>
<td>very poor</td>
</tr>
</tbody>
</table>
Demographics: Gender

- Female (63%)
- Male (37%)
Demographics: Ethnicity

- African American: 90%
- Caucasian: 5%
- Other: 5%
Demographics: Residency

In-state/Out-of-state

In-state (63%)

Out-of-state (37%)

Dormitory

Male (45.5)

Female (55.5%)
Demographics: Classification

- Freshman: 17%
- Sophomore: 16%
- Junior: 30%
- Senior: 29%
- Graduate: 7%
- Other: 1%

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How Do We Look?
How we look: Advisement

OVERALL:

1.81 Good

My academic advisor treats me with respect (1.61)

My academic advisor is accessible (1.99)
How we look: Advisement

Over Time: A Comparison

1.89
1.88
1.87

2010 2009 2008

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Factors of Improvement (by Urgency)

- Accurate information on curriculum needed
- More training for advisors on courses required in the major
- Improve customer service (e.g., attitude, friendliness)
- Increase the number of advisors
- More printed instructions on the advisement process
How we look: Registration

OVERALL: 2.34 Fair

Time and dates for registration are adequate (2.16)

Campus signs are visible and accurate (2.56)
Over Time: A Comparison

How we look: Registration

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How we look: Registration

Factors of Improvement (by Urgency)

- Improve technology that supports advisement
- Improve efficiency (e.g. organization of process)
- Maintain a consistent location for registration
  - Improve online registration
How we look: Student Financial Services

OVERALL: 3.58

Very Poor

Counselors assist in resolving my financial aid problems (3.43)

Financial aid awards are distributed in a timely manner (3.77)
How we look: Student Financial Services

Over Time: A Comparison

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How we look: Student Financial Services

Factors of Improvement (by Urgency)

- More financial aid personnel
- More training in customer service towards students
- More financial aid workshops for students
- Improve communications on award disbursements
- Ensure correct distribution of financial aid information
How we look: Academic Programs

OVERALL: 2.07 Good

My instructors are knowledgeable (1.78)

Online courses are offered in my major (2.61)

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Over Time: A Comparison

How we look: Academic Programs

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How we look: **Academic Programs**

**Factors of Improvement** *(by Urgency)*

- Time of classes
  - More majors
- More tutorial services
- More online courses
How we look: **Residential Services**

**OVERALL:** 2.12 Fair

- I feel safe and secure in the residential areas on campus (2.22)
- Parking spaces are adequate (3.24)

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How we look: Residential Services

Over Time: A Comparison

- 2010: 2.65
- 2009: 2.85
- 2008: 2.82
How we look: Residential Services

Factors of Improvement (by Urgency)

- More residential activities for students
  - Improve sanitation
- Improve security during evening hours
  - Improve living environment
  - Improve customer service
  - Improve telephone service
How we look: Enrollment/Recruitment

OVERALL: 2.12
Fair

Cost (1.53)

Size of Institution (2.58)
Insights: Deciding Factors

Cost  Size  Financial Aid  Scholarships  Academic Reputation  Campus Appearance  Family/Friends  Geographical Setting

How we look: Enrollment/Recruitment
Thank You
Tisha D. Arnold
Planning, Institutional Research and Public Information
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