What Students Are Saying About Advising

A selection of findings from recent surveys

Carmen Williams
Office of Institutional Research

December 2008
Survey results from the following surveys

- 2007 Cooperative Institutional Research Program (CIRP) Freshman Survey
- 2007 College Student Inventory (CSI)
- 2008 Student Satisfaction Inventory (SSI)
- 2006 Withdrawing/Non-returning Student Survey
- 2007 Sophomore Satisfaction Survey
- 2007 National Survey of Student Engagement (NSSE)
- 2008 Graduating Student Survey
The top five “very important” reasons influencing a student’s decision to attend UND

- This college has a very good academic reputation (64.8% UND, 66.8% National)
- This college’s graduates get good jobs (53.5% UND, 53.7% National)
- This college has a good reputation for social activities (38.9% UND, 41.6% National)
- The cost of attending this college (31.7% UND, 36.2% National)
- I wanted to attend a school the size of this college (29.4% UND, 29.0% National)

Source: 2007 CIRP Freshman Survey
Top eight self-ratings of freshmen

- Help with exam skills (mean=6.22)
- Discuss job market for college graduates (mean=6.15)
- Discuss qualifications for occupations (mean=6.13)
- Get help in meeting new friends (mean=6.13)
- Get information about clubs & social organizations (fraternities/sororities) (mean=6.08)
- Get help in selecting an occupation (mean=5.92)
- Get help with study habits (mean=5.89)
- Get advice and tour from experienced student (mean=5.88)

Source: 2007 College Student Inventory
Why do students leave?
The top 12 reasons

- Decided to attend a different college (72% UND, 38% Natl)
- Wanted to move to a new location (49% UND, 24% Natl)
- Academic advising was inadequate (38% UND, 25% Natl)
- Desired major not offered by college (32% UND, 18% Natl)
- Disappointed with quality of instruction (32% UND, 25% Natl)
- Tuition & fees unaffordable (30% UND, 30% Natl)
- Wanted to live closer to family/friends (30% UND, 13% Natl)
- Did not like the size of this college (21% UND, 11% Natl)
- Experienced class scheduling problems (19% UND, 28% Natl)
- Experienced emotional problems (17% UND, 23% Natl)
- Impersonal attitudes of faculty or staff (17% UND, 18% Natl)
- Dissatisfied with social life at this college (17% UND, 18% Natl)

Source: 2006 Withdrawing/non-returning student survey
How satisfied are sophomores with ACADEMIC advising?

- Satisfied, 38%
- Very Satisfied, 23%
- Neutral, 21%
- Dissatisfied, 15%
- Very Dissatisfied, 3%
- Not Applicable, 3%

61% Satisfied or Very Satisfied

Source: 2007 Sophomore Satisfaction Survey (SSS)
How satisfied are sophomores with CAREER advising?

- Not Applicable, 12%
- Very Dissatisfied, 3%
- Dissatisfied, 10%
- Neutral, 27%
- Very Satisfied, 15%
- Satisfied, 45%

60% Satisfied or Very Satisfied

Source: 2007 Sophomore Satisfaction Survey (SSS)
What do sophomores say about advising?
Satisfaction of ACADEMIC & CAREER advising from 1993-2007

Percent “Very Satisfied” or “Satisfied”

Source: 2007 Sophomore Satisfaction Survey (SSS)
From the SSI (survey of all students), what students say about ACADEMIC advising
Mean and Rank of Importance, Satisfaction, and Gap (difference)

<table>
<thead>
<tr>
<th>2008 SSI Survey Statements</th>
<th>Importance (order by)</th>
<th>Satisfaction</th>
<th>Gap</th>
</tr>
</thead>
<tbody>
<tr>
<td>My academic advisor is knowledgeable about requirements in my major.</td>
<td>Mean: 6.60 Rank: 4</td>
<td>Mean: 5.79</td>
<td>Rank: 2</td>
</tr>
<tr>
<td>My academic advisor is approachable.</td>
<td>Mean: 6.52 Rank: 8</td>
<td>Mean: 5.61</td>
<td>Rank: 13</td>
</tr>
<tr>
<td>My academic advisor is concerned about my success as an individual.</td>
<td>Mean: 6.38 Rank: 19</td>
<td>Mean: 5.37</td>
<td>Rank: 32</td>
</tr>
<tr>
<td>My academic advisor helps me set goals to work toward.</td>
<td>Mean: 6.10 Rank: 51</td>
<td>Mean: 5.08</td>
<td>Rank: 58</td>
</tr>
</tbody>
</table>

Source: 2008 Student Satisfaction Inventory (SSI)
From the SSI (survey of all students), what students say about ACADEMIC advising
Mean scores compared to four-year institutions

<table>
<thead>
<tr>
<th>2008 SSI Survey Statements</th>
<th>UND 2008</th>
<th>ND 4-Year Institute 2008</th>
<th>4-Year Public Institutions 2008</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Import</td>
<td>Satis</td>
<td>Gap</td>
</tr>
<tr>
<td>My academic advisor is knowledgeable about requirements in my major.</td>
<td>6.60</td>
<td>5.79</td>
<td><strong>0.81</strong></td>
</tr>
<tr>
<td>My academic advisor is approachable.</td>
<td>6.52</td>
<td>5.61</td>
<td>0.91</td>
</tr>
<tr>
<td>My academic advisor is concerned about my success as an individual.</td>
<td>6.38</td>
<td>5.37</td>
<td>1.01</td>
</tr>
<tr>
<td>My academic advisor helps me set goals to work toward.</td>
<td>6.10</td>
<td>5.08</td>
<td>1.02</td>
</tr>
</tbody>
</table>

Source: 2008 Student Satisfaction Inventory (SSI)
What students say about ACADEMIC advising
Mean Gap Scores Over Time

Source: 2008 Student Satisfaction Inventory (SSI)
From the NSSE, what freshmen & seniors say about ACADEMIC advising

UND compared to Peers (DOC-I=Doctoral Institutions)

<table>
<thead>
<tr>
<th>NSSE Question</th>
<th>Response options</th>
<th>Freshmen</th>
<th>Senior</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall how would you evaluate the quality of academic advising you have received at your institution?</td>
<td>1 = poor</td>
<td>6%</td>
<td>7%</td>
</tr>
<tr>
<td></td>
<td>2 = fair</td>
<td>21%</td>
<td>20%</td>
</tr>
<tr>
<td></td>
<td>3 = good</td>
<td>53%</td>
<td>45%</td>
</tr>
<tr>
<td></td>
<td>4 = excellent</td>
<td>21%</td>
<td>27%</td>
</tr>
<tr>
<td></td>
<td><strong>Mean</strong></td>
<td><strong>2.89</strong></td>
<td><strong>2.92</strong></td>
</tr>
</tbody>
</table>

Source: 2007 National Survey of Student Engagement (NSSE)
### From the NSSE, what freshmen & seniors say about CAREER advising

**UND compared to Peers (DOC-I=Doctoral Institutions)**

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<th>NSSE Question</th>
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<tr>
<td></td>
<td></td>
<td>UND</td>
<td>DOC-I</td>
</tr>
<tr>
<td>Talked about career plans with a faculty member or advisor</td>
<td>Never (%)</td>
<td>24%</td>
<td>26%</td>
</tr>
<tr>
<td></td>
<td>Sometimes (%)</td>
<td>54%</td>
<td>47%</td>
</tr>
<tr>
<td></td>
<td>Often (%)</td>
<td>17%</td>
<td>19%</td>
</tr>
<tr>
<td></td>
<td>Very often (%)</td>
<td>6%</td>
<td>8%</td>
</tr>
<tr>
<td></td>
<td>Mean</td>
<td>2.04</td>
<td>2.09</td>
</tr>
</tbody>
</table>

Source: 2007 National Survey of Student Engagement (NSSE)
What do graduating seniors say about advising?

Percent “Very Satisfied” or “Satisfied”

Source: 2008 Graduating Student Survey
What do graduating seniors say about advising?
Females compared to Males

Percent “Very Satisfied” or “Satisfied”

<table>
<thead>
<tr>
<th></th>
<th>Female</th>
<th>Male</th>
</tr>
</thead>
<tbody>
<tr>
<td>Academic advising</td>
<td>64%</td>
<td>72%</td>
</tr>
<tr>
<td>Career advising</td>
<td>52%</td>
<td>66%</td>
</tr>
</tbody>
</table>

Source: 2008 Graduating Student Survey
Satisfaction of advising among graduating seniors
ACADEMIC compared to CAREER advising, by college

Percent “Very Satisfied” or “Satisfied”

Source: 2008 Graduating Student Survey
Freshman to Sophomore Retention Rate by First Semester Grade Point Average

% of Students Retained

First Semester GPA

--1999
--2000
--2001
--2002
--2003
--2006
Six-year Graduation Rates by First Semester Grade Point Average

% of Students Graduating

First Semester GPA

--1999
--2000
--2001
Questions or Comments

Other presentations can be found at
http://www.und.nodak.edu/dept/datacol/presentations/index.htm

If questions, please contact Carmen Williams
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University of North Dakota, Office of Institutional Research  December 2008
The top “very important” reasons, over time (was slide 4)

- This college has a very good academic reputation
- This college's graduates get good jobs
NSSE Clusters (Benchmarks)

- Level of Academic Challenge
- Active and Collaborative Learning
- Student-Faculty Interaction
- Enriching Educational Experiences
- Supportive Campus Environment
Five benchmarks are created from clusters of NSSE questions. The below table summarizes UND results compared to peer groups. Overall, UND is lower than peers on many freshmen benchmarks.

<table>
<thead>
<tr>
<th>Benchmark</th>
<th>UND Score</th>
<th>Comparison Groups</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Level of Academic Challenge</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td><em>How challenging is your institution’s intellectual and creative work?</em></td>
<td></td>
<td></td>
</tr>
<tr>
<td>First-year</td>
<td>48</td>
<td><img src="#" alt="Red Arrow" /></td>
</tr>
<tr>
<td>Senior</td>
<td>53</td>
<td><img src="#" alt="Green Arrow" /></td>
</tr>
<tr>
<td><strong>Active and Collaborative Learning</strong></td>
<td></td>
<td><img src="#" alt="Red Arrow" /></td>
</tr>
<tr>
<td><em>Are your students intensely involved in their education?</em></td>
<td></td>
<td><img src="#" alt="Red Arrow" /></td>
</tr>
<tr>
<td>First-year</td>
<td>37</td>
<td><img src="#" alt="Red Arrow" /></td>
</tr>
<tr>
<td>Senior</td>
<td>48</td>
<td><img src="#" alt="Green Arrow" /></td>
</tr>
<tr>
<td><strong>Student-Faculty Interaction</strong></td>
<td></td>
<td><img src="#" alt="Red Arrow" /></td>
</tr>
<tr>
<td><em>Do your students work with faculty members inside and outside the classroom?</em></td>
<td></td>
<td><img src="#" alt="Red Arrow" /></td>
</tr>
<tr>
<td>First-year</td>
<td>28</td>
<td><img src="#" alt="Red Arrow" /></td>
</tr>
<tr>
<td>Senior</td>
<td>39</td>
<td><img src="#" alt="Green Arrow" /></td>
</tr>
<tr>
<td><strong>Enriching Educational Experiences</strong></td>
<td></td>
<td><img src="#" alt="Red Arrow" /></td>
</tr>
<tr>
<td><em>Do your students take advantage of complementary learning opportunities?</em></td>
<td></td>
<td><img src="#" alt="Red Arrow" /></td>
</tr>
<tr>
<td>First-year</td>
<td>21</td>
<td><img src="#" alt="Red Arrow" /></td>
</tr>
<tr>
<td>Senior</td>
<td>35</td>
<td><img src="#" alt="Red Arrow" /></td>
</tr>
<tr>
<td><strong>Supportive Campus Environment</strong></td>
<td></td>
<td><img src="#" alt="Green Arrow" /></td>
</tr>
<tr>
<td><em>Do your students feel the college is committed to their success?</em></td>
<td></td>
<td><img src="#" alt="Green Arrow" /></td>
</tr>
<tr>
<td>First-year</td>
<td>57</td>
<td><img src="#" alt="Green Arrow" /></td>
</tr>
<tr>
<td>Senior</td>
<td>55</td>
<td><img src="#" alt="Green Arrow" /></td>
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The 🟢 symbol indicates UND’s score is statistically higher than the comparison groups (p<.05); the 🟣 symbol indicates a statistically lower score. A 🟣 indicates no significant difference.

Source: 2007 National Survey of Student Engagement