



BETHEL UNIVERSITY

Student Life

Student Satisfaction Inventory (SSI) Results 2019

Background: CAS students were asked to complete the Ruffalo Noel-Levitz Student Satisfaction Inventory (SSI) during Advising/Assessment Day (October 30th, 2019). We had 550 students complete the survey. In this survey students are asked to rate how important an item is to them on a 1 to 7 scale (7 highly important). Then students rate how satisfied they are with that item, again using a 7-point scale (7 very satisfied). Over 95% of the time the importance rating is higher than the satisfaction rating (this is the 'Gap' in the table below). The tables also include mean importance and satisfaction comparison ratings within Bethel from 2017 to 2019 and comparisons with National 4-year Private Institutions (We don't have the CCCU comparisons yet.) The difference column is the difference in satisfaction ratings, either from year to year within Bethel or with National 4-year privates.

Executive Summary:

Similar to previous administrations of the Student Satisfaction Inventory (SSI), current CAS students tend to be **significantly more satisfied** in a variety of areas compared to students at other national 4-year private institutions. There are a couple of areas that continue to be of concern. First, students

Primary Findings:

Comparisons to National 4-year Privates. The overarching theme in this section is that, for the majority of the items, **Bethel students are significantly more satisfied than students at National 4-year Private institutions.** Below are the items with the biggest differences in satisfaction compared to the National Norm Group.

- The intercollegiate athletic programs contribute to a strong sense of school spirit.
- Living conditions in the residence halls are comfortable (adequate space, lighting, heat, air, etc.)

- The staff in the health services area are competent.
- Institution's commitment to students with disabilities.
- The campus is safe and secure for all students.
- Residence hall staff are concerned about me as an individual.
- Counseling staff care about students as individuals.
- The student center is a comfortable place for students to spend their leisure time.
- This institution has a good reputation within the community.
- There are adequate services to help me decide upon a career.
- A variety of intramural activities are offered.

There was only one item with significantly lower satisfaction compared to the National Norm Group.

- The amount of student parking space on campus is adequate.

Below are the results for various scales that relate most directly to Student Life.

Student Centeredness

Bethel satisfaction ratings on five of the six Student Centeredness items are significantly higher than the national ratings. The only item that is not significantly higher in satisfaction is *“Most students feel a sense of belonging here.”* These results are similar to what we have seen in previous years. The satisfaction with “sense of belonging” is still a concern for us. Additionally, we saw a significant decrease in satisfaction on the item *“It is an enjoyable experience to be a student on this campus.”* Although most of the SSI results are quite positive, these are two of our main concerns.

Table 1: Student Centeredness Items Comparing Bethel Students with Students Nationally

i	Scale / Item	Bethel University (MN) - SSI				National Four-Year Privates				
		Importance	Satisfaction / SD	Gap	Importance	Satisfaction / SD	Gap	Difference		
	Student Centeredness	6.38	5.68 / 1.08	0.70	6.31	5.46 / 1.20	0.85	0.22***		
	59. This institution shows concern for students as individuals.	6.45	5.77 / 1.36	0.68	6.38	5.39 / 1.61	0.99	0.38***		
	45. Students are made to feel welcome on this campus.	6.52	5.87 / 1.30	0.65	6.39	5.66 / 1.45	0.73	0.21**		
🚩	29. It is an enjoyable experience to be a student on this campus.	6.53	5.73 / 1.38	0.80	6.44	5.43 / 1.58	1.01	0.30***		
	10. Administrators are approachable to students.	6.01	5.61 / 1.26	0.40	6.10	5.39 / 1.45	0.71	0.22**		
	2. The campus staff are caring and helpful.	6.47	5.91 / 1.07	0.56	6.41	5.64 / 1.33	0.77	0.27***		
🚩	1. Most students feel a sense of belonging here.	6.31	5.29 / 1.33	1.02	6.14	5.27 / 1.43	0.87	0.02		

*Difference statistically significant at the .05 level

**Difference statistically significant at the .01 level

***Difference statistically significant at the .001 level

Table 2: Student Centeredness Items Year to Year Comparisons (2019 to 2017)

i	Scale / Item	Dec 2019				Nov 2017				
		Importance	Satisfaction / SD	Gap	Importance	Satisfaction / SD	Gap	Difference		
	Student Centeredness	6.38	5.68 / 1.08	0.70	6.42	5.79 / 0.95	0.63	-0.11		
🚩	1. Most students feel a sense of belonging here.	6.31	5.29 / 1.33	1.02	6.41	5.37 / 1.27	1.04	-0.08		
	2. The campus staff are caring and helpful.	6.47	5.91 / 1.07	0.56	6.50	6.02 / 1.05	0.48	-0.11		
	10. Administrators are approachable to students.	6.01	5.61 / 1.26	0.40	6.04	5.65 / 1.16	0.39	-0.04		
🚩	29. It is an enjoyable experience to be a student on this campus.	6.53	5.73 / 1.38	0.80	6.57	5.92 / 1.29	0.65	-0.19*		

Scale / Item	Dec 2019				Nov 2017				Difference
	Importance	Satisfaction	SD	Gap	Importance	Satisfaction	SD	Gap	
45. Students are made to feel welcome on this campus.	6.52	5.87	1.30	0.65	6.52	5.86	1.32	0.66	0.01
59. This institution shows concern for students as individuals.	6.45	5.77	1.36	0.68	6.45	5.96	1.16	0.49	-0.19*

*Difference statistically significant at the .05 level

**Difference statistically significant at the .01 level

***Difference statistically significant at the .001 level

Concern for the Individual

Bethel had significantly higher ratings compared to the national norm for all of the Concern for the Individual items. The one negative result was the significantly lower satisfaction rating in 2019 compared to 2017 on the item “This institution shows concern for students as individuals.”

Table 3: Concern for the Individual Item Satisfaction Ratings Between Bethel and National Four-Year Privates

Scale / Item	Bethel University (MN) - SSI			National Four-Year Privates			Difference
	Importance	Satisfaction	SD	Importance	Satisfaction	SD	
Concern for the Individual	6.35	5.80	0.96	6.27	5.44	1.18	0.83
59. This institution shows concern for students as individuals.	6.45	5.77	1.36	6.38	5.39	1.61	0.99
30. Residence hall staff are concerned about me as an individual.	6.15	5.67	1.51	5.92	5.14	1.70	0.78
25. Faculty are fair and unbiased in their treatment of individual students.	6.42	5.65	1.35	6.39	5.35	1.55	1.04
22. Counseling staff care about students as individuals.	6.36	5.94	1.24	6.24	5.44	1.53	0.80



Scale / Item	Bethel University (MN) - SSI			National Four-Year Privates			Difference
	Importance	Satisfaction	SD Gap	Importance	Satisfaction	SD Gap	
★ 14. My academic advisor is concerned about my success as an individual.	6.39	5.97	/1.290.42	6.38	5.68	/1.560.70	0.29***
3. Faculty care about me as an individual.	6.28	5.84	/1.190.44	6.27	5.59	/1.390.68	0.25***

*Difference statistically significant at the .05 level

**Difference statistically significant at the .01 level

***Difference statistically significant at the .001 level

Table 4: Concern for the Individual Item Satisfaction Ratings at Bethel from Year to Year

Scale / Item	Dec 2019			Nov 2017			Difference
	Importance	Satisfaction/ SD	Gap	Importance	Satisfaction/ SD	Gap	
Concern for the Individual	6.35	5.80	/0.960.55	6.32	5.85	/0.880.47	-0.05
3. Faculty care about me as an individual.	6.28	5.84	/1.190.44	6.32	5.90	/1.090.42	-0.06
★ 14. My academic advisor is concerned about my success as an individual.	6.39	5.97	/1.290.42	6.39	5.95	/1.250.44	0.02
★ 22. Counseling staff care about students as individuals.	6.36	5.94	/1.240.42	6.28	5.86	/1.250.42	0.08
🚩 25. Faculty are fair and unbiased in their treatment of individual students.	6.42	5.65	/1.350.77	6.38	5.70	/1.270.68	-0.05
30. Residence hall staff are concerned about me as an individual.	6.15	5.67	/1.510.48	6.09	5.71	/1.420.38	-0.04
59. This institution shows concern for students as individuals.	6.45	5.77	/1.360.68	6.45	5.96	/1.160.49	-0.19*

*Difference statistically significant at the .05 level

**Difference statistically significant at the .01 level

***Difference statistically significant at the .001 level

Campus Life

For the majority of the items on this scale, Bethel students were significantly more satisfied compared to students nationally. In particular, the items with much higher satisfaction compared to national norms include:

- The intercollegiate athletic programs contribute to a strong sense of school spirit.
- Living conditions in the residence halls are comfortable (adequate space, lighting, heat, air, etc.)
- Residence hall staff are concerned about me as an individual.
- The student center is a comfortable place for students to spend their leisure time.
- A variety of intramural activities are offered.

There were two items on this scale where the Bethel satisfaction ratings were similar to the national norms:

- Freedom of expression is protected on campus.
- There are a sufficient number of weekend activities for students.

There were no significant changes in satisfaction ratings for Bethel students from 2017 to 2019 on this Campus Life Scale.

Table 5: Campus Life Item Satisfaction Ratings Between Bethel and National Four-Year Privates

Scale / Item	Bethel University (MN) - SSI				National Four-Year Privates				Difference			
	Importance	Satisfaction	SD	Gap	Importance	Satisfaction	SD	Gap				
Campus Life	5.97	5.51	/0.99	0.46	5.94	5.11	/	1.18	0.83	0.40***		
73. Student activities fees are put to good use.	6.09	5.20	/1.61	0.89	6.13	4.86	/	1.74	1.27	0.34***		
67. Freedom of expression is protected on campus.	6.18	5.39	/1.53	0.79	6.31	5.48	/	1.59	0.83	-0.09		
64. New student orientation services help students adjust to college.	6.10	5.68	/1.38	0.42	6.12	5.37	/	1.60	0.75	0.31***		
63. Student disciplinary procedures are fair.	6.19	5.55	/1.50	0.64	6.22	5.37	/	1.62	0.85	0.18*		
56. The student handbook provides helpful information about campus life.	5.60	5.60	/1.35	0.00	5.76	5.35	/	1.53	0.41	0.25**		
52. The student center is a comfortable place for students to spend their leisure time.		5.86	5.82	/	1.31	0.04	5.93	5.32	/	1.64	0.61	0.50***
46. I can easily get involved in campus organizations.		6.04	5.70	/	1.32	0.34	6.01	5.51	/	1.51	0.50	0.19**
42. There are a sufficient number of weekend activities for students.		5.68	4.77	/	1.63	0.91	5.60	4.72	/	1.79	0.88	0.05
40. Residence hall regulations are reasonable.		6.02	5.26	/	1.61	0.76	6.01	5.03	/	1.74	0.98	0.23**

Scale / Item	Bethel University (MN) - SSI			National Four-Year Privates			Difference		
	Importance	Satisfaction / SD	Gap	Importance	Satisfaction / SD	Gap			
38. There is an adequate selection of food available in the cafeteria.	6.17	5.19	/ 1.50	0.98	6.10	4.19	1.96	1.91	1.00***
31. Males and females have equal opportunities to participate in intercollegiate athletics.	5.99	6.09	/ 1.15	-0.10	5.98	5.76	1.46	0.22	0.33***
30. Residence hall staff are concerned about me as an individual.	6.15	5.67	/ 1.51	0.48	5.92	5.14	1.70	0.78	0.53***
24. The intercollegiate athletic programs contribute to a strong sense of school spirit.	5.62	5.58	/ 1.31	0.04	5.38	4.67	1.83	0.71	0.91***
23. Living conditions in the residence halls are comfortable (adequate space, lighting, heat, air, etc.)	6.40	5.52	/ 1.28	0.88	6.22	4.66	1.76	1.56	0.86***
9. A variety of intramural activities are offered.	5.47	5.62	/ 1.36	-0.15	5.30	5.20	1.56	0.10	0.42***

*Difference statistically significant at the .05 level
 **Difference statistically significant at the .01 level
 ***Difference statistically significant at the .001 level

Table 6: Campus Life Item Satisfaction Ratings from Year to Year

Scale / Item	Dec 2019			Nov 2017			Difference		
	Importance	Satisfaction / SD	Gap	Importance	Satisfaction / SD	Gap			
Campus Life	5.97	5.51	/0.99	0.46	5.93	5.49	/0.93	0.44	0.02
9. A variety of intramural activities are offered.	5.47	5.62	/1.36	-0.15	5.26	5.68	/1.34	-0.42	-0.06
23. Living conditions in the residence halls are comfortable (adequate space, lighting, heat, air, etc.)	6.40	5.52	/1.28	0.88	6.31	5.43	/1.29	0.88	0.09

Scale / Item	Dec 2019			Nov 2017			Difference
	Importance	Satisfaction/ SD	Gap	Importance	Satisfaction/ SD	Gap	
24. The intercollegiate athletic programs contribute to a strong sense of school spirit.	5.62	5.58	/1.31 0.04	5.53	5.42	/1.35 0.11	0.16
30. Residence hall staff are concerned about me as an individual.	6.15	5.67	/1.51 0.48	6.09	5.71	/1.42 0.38	-0.04
31. Males and females have equal opportunities to participate in intercollegiate athletics.	5.99	6.09	/1.15 -0.10	6.00	6.10	/1.10 -0.10	-0.01
38. There is an adequate selection of food available in the cafeteria.	6.17	5.19	/1.50 0.98	6.23	5.32	/1.49 0.91	-0.13
40. Residence hall regulations are reasonable.	6.02	5.26	/1.61 0.76	5.95	5.21	/1.56 0.74	0.05
42. There are a sufficient number of weekend activities for students.	5.68	4.77	/1.63 0.91	5.61	4.74	/1.75 0.87	0.03
46. I can easily get involved in campus organizations.	6.04	5.70	/1.32 0.34	6.00	5.68	/1.33 0.32	0.02
52. The student center is a comfortable place for students to spend their leisure time.	5.86	5.82	/1.31 0.04	5.85	5.82	/1.26 0.03	0.00
56. The student handbook provides helpful information about campus life.	5.60	5.60	/1.35 0.00	5.61	5.63	/1.25 -0.02	-0.03
63. Student disciplinary procedures are fair.	6.19	5.55	/1.50 0.64	6.19	5.61	/1.44 0.58	-0.06
64. New student orientation services help students adjust to college.	6.10	5.68	/1.38 0.42	6.10	5.68	/1.33 0.42	0.00
67. Freedom of expression is protected on campus.	6.18	5.39	/1.53 0.79	6.19	5.24	/1.62 0.95	0.15
73. Student activities fees are put to good use.	6.09	5.20	/1.61 0.89	6.08	5.20	/1.63 0.88	0.00

*Difference statistically significant at the .05 level
 **Difference statistically significant at the .01 level
 ***Difference statistically significant at the .001 level

Service Excellence

All of the Service Excellence items related to Student Life had significantly higher satisfaction ratings compared to the national norm. The Counseling Staff and Health Services satisfaction items were particularly higher compared to the national sample. However, there was a significant drop in satisfaction with Health Services in 2019 compared to 2017. It should be noted, though, that the health services satisfaction is still very high.

Table 7: Service Excellence Item Satisfaction Ratings Between Bethel and National Four-Year Privates

Scale / Item	Bethel University (MN) - SSI			National Four-Year Privates			Gap Difference
	Importance	Satisfaction / SD	Gap	Importance	Satisfaction / SD	Gap	
Service Excellence	6.09	5.67	/0.970.42	6.14	5.36	/1.110.78	0.31***
71. Channels for expressing student complaints are readily available.	5.92	5.17	/1.530.75	6.14	4.89	/1.761.25	0.28***
60. I generally know what's happening on campus.	5.87	5.47	/1.450.40	5.99	5.24	/1.600.75	0.23**
57. I seldom get the "run-around" when seeking information on this campus.	5.97	5.37	/1.510.60	6.07	4.98	/1.741.09	0.39***
27. The personnel involved in registration are helpful.	6.19	5.73	/1.230.46	6.25	5.55	/1.440.70	0.18**
★ 22. Counseling staff care about students as individuals.	6.36	5.94	/1.240.42	6.24	5.44	/1.530.80	0.50***
15. The staff in the health services area are competent.	6.22	5.88	/1.160.34	6.17	5.24	/1.650.93	0.64***
13. Library staff are helpful and approachable.	5.71	5.96	/1.09-0.25	5.87	5.84	/1.300.03	0.12
2. The campus staff are caring and helpful.	6.47	5.91	/1.070.56	6.41	5.64	/1.330.77	0.27***

*Difference statistically significant at the .05 level
 **Difference statistically significant at the .01 level
 ***Difference statistically significant at the .001 level

Table 8: Service Excellence Item Satisfaction Ratings from Year to Year

Scale / Item	Dec 2019			Nov 2017			Difference
	Importance	Satisfaction/ SD	Gap	Importance	Satisfaction/ SD	Gap	
Service Excellence	6.09	5.67	/0.970.42	6.08	5.73	/0.830.35	-0.06
2. The campus staff are caring and helpful.	6.47	5.91	/1.070.56	6.50	6.02	/1.050.48	-0.11
13. Library staff are helpful and approachable.	5.71	5.96	/1.09-0.25	5.75	5.99	/1.10-0.24	-0.03
15. The staff in the health services area are competent.	6.22	5.88	/1.160.34	6.25	6.05	/1.110.20	-0.17*
★ 22. Counseling staff care about students as individuals.	6.36	5.94	/1.240.42	6.28	5.86	/1.250.42	0.08
27. The personnel involved in registration are helpful.	6.19	5.73	/1.230.46	6.12	5.70	/1.220.42	0.03
57. I seldom get the "run-around" when seeking information on this campus.	5.97	5.37	/1.510.60	5.85	5.45	/1.390.40	-0.08
60. I generally know what's happening on campus.	5.87	5.47	/1.450.40	5.87	5.57	/1.330.30	-0.10
71. Channels for expressing student complaints are readily available.	5.92	5.17	/1.530.75	5.99	5.24	/1.450.75	-0.07

*Difference statistically significant at the .05 level
 **Difference statistically significant at the .01 level
 ***Difference statistically significant at the .001 level