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The College for Financial Planning **Graduate Student Satisfaction with Services Survey Report**

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October 2015

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Introduction

Although satisfaction with teaching and course content is often the primary concern in instructional settings, student satisfaction with other elements of their educational experience should not be ignored. Students' satisfaction with institutional services can yield important information about institutional effectiveness (Middaugh, 2010). The non-teaching services provided to students, such as academic advising, can affect student retention (Habley & McClanahan, 2004). In online courses, the accessibility and functionality of course technology can affect student course satisfaction (Bollinger & Martindale, 2004). Furthermore, student perceptions of account services, technology services, and other support areas can highlight low-performing areas within the institution.

The Office of Institutional Research and Effectiveness developed a survey to investigate graduate students' satisfaction with non-teaching services at the College for Financial Planning. There were several goals that guided the development of this survey:

1. Evaluate academic advising effectiveness
2. Evaluate satisfaction with enrollment and account services
3. Evaluate use of and satisfaction with the University Library
4. Evaluate satisfaction with the online learning platform and the College website
5. Evaluate students' satisfaction with College communication and complaints processes
6. Evaluate overall student satisfaction with their experience at the College

The information was gathered to complement existing College student surveys, particularly the end-of-course evaluations and the graduate surveys, by providing an in-depth look at students' satisfaction with areas of the College that while not directly related to courses could still greatly affect students' satisfaction with their overall educational experience.

Method

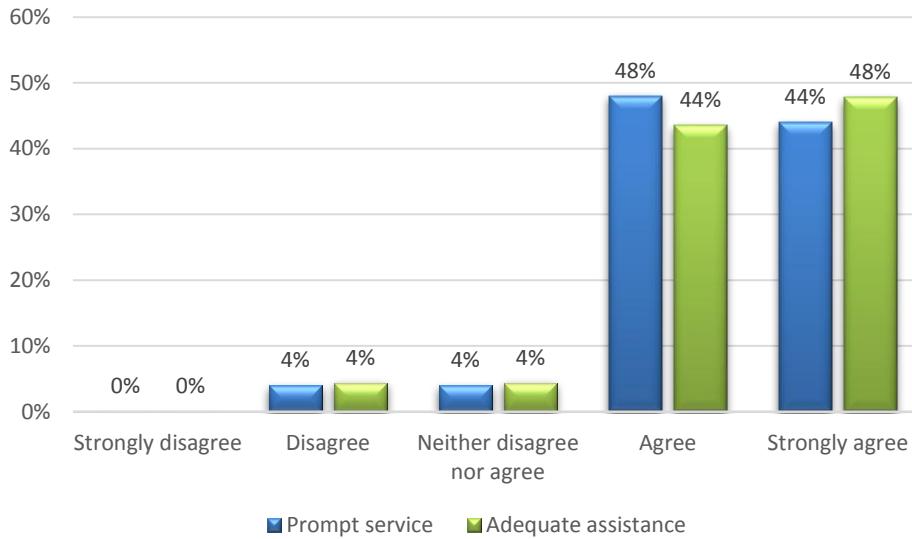
In August 2015, the Office of Institutional Research and Effectiveness developed a survey to assess graduate students' satisfaction with the services offered by the College. An email list of current graduate students was generated by the Office of Information Technology, and the survey was administered via SurveyMonkey to students currently enrolled in one of the College's graduate programs. The initial email inviting students to complete the survey was sent on September 21, 2015. The survey was available for students to complete until September 28, 2015. It was determined that a reminder email would not be sent to students due to a conflict with the end-of-course evaluations.

Results

Thirty-one (31) students completed at least some of the survey, and twenty-six (26) students completed the entire survey. Given the small sample size, results should be interpreted cautiously. The majority (80.6%) of the respondents were Personal Financial Planning majors.

Student Services Center

Figure 1. SSC service ratings



Advising and Enrollment

Figure 2. Academic advisor ratings

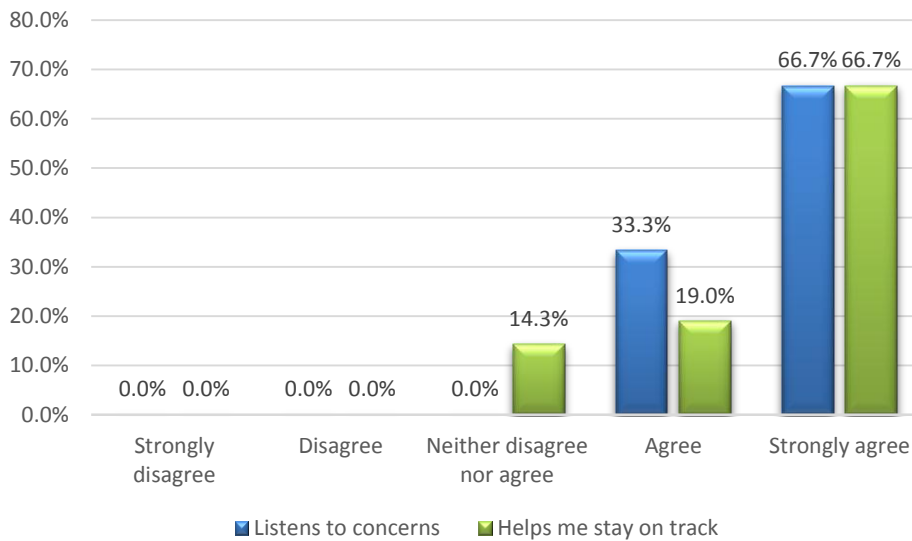
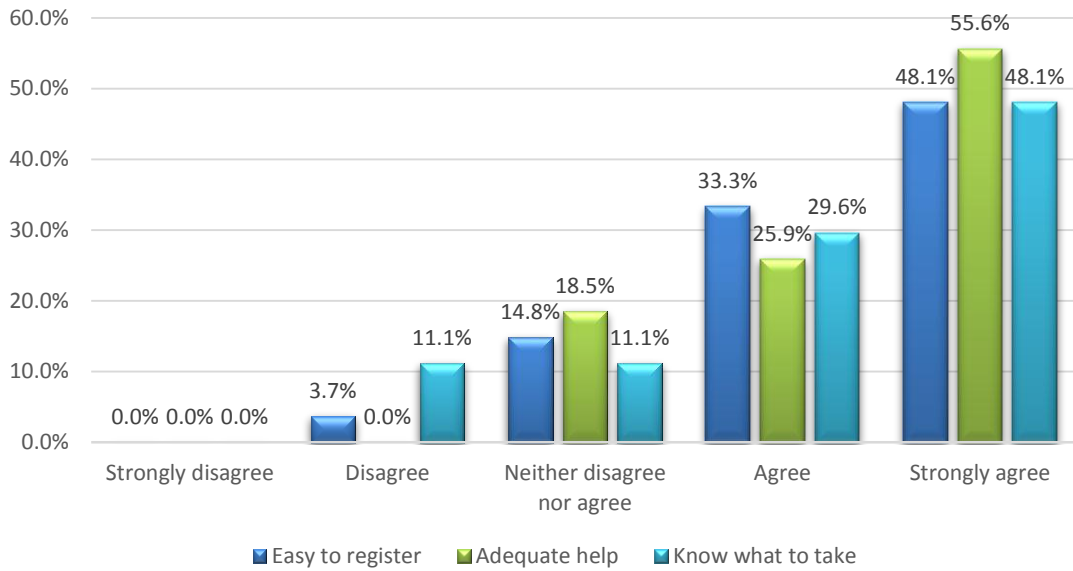
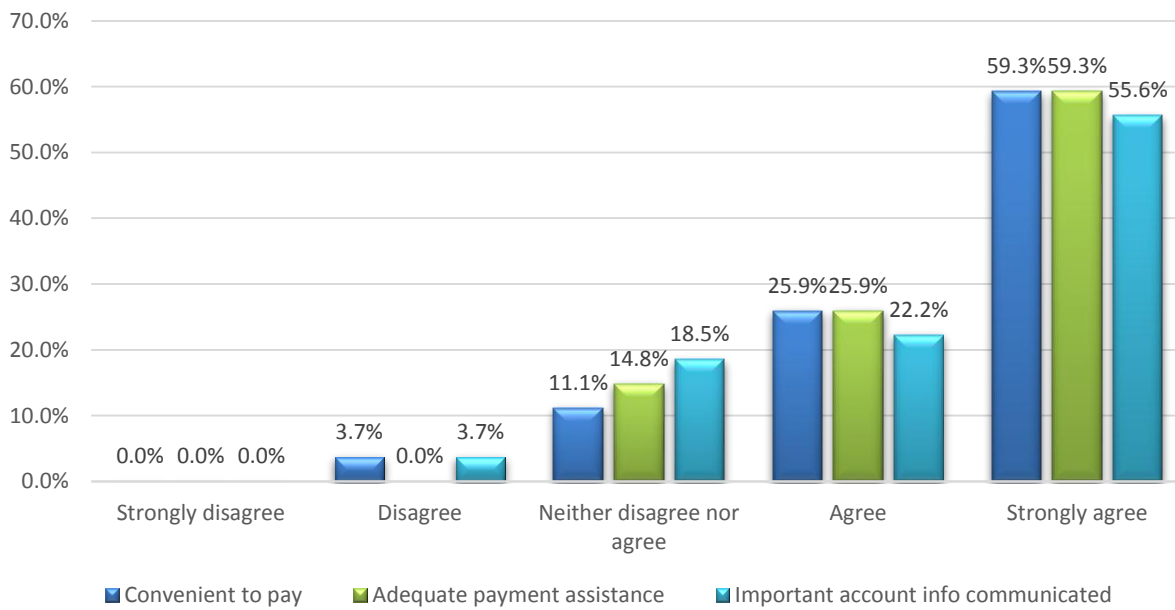


Figure 3. Enrollment assistance



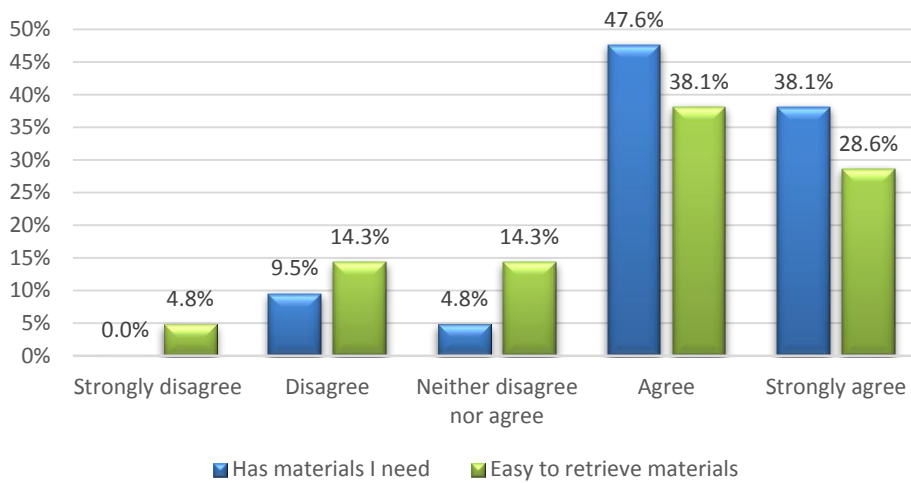
Account assistance

Figure 4. Account assistance



University Library

Figure 5. Library use



Technology

Figure 6. Learning platform

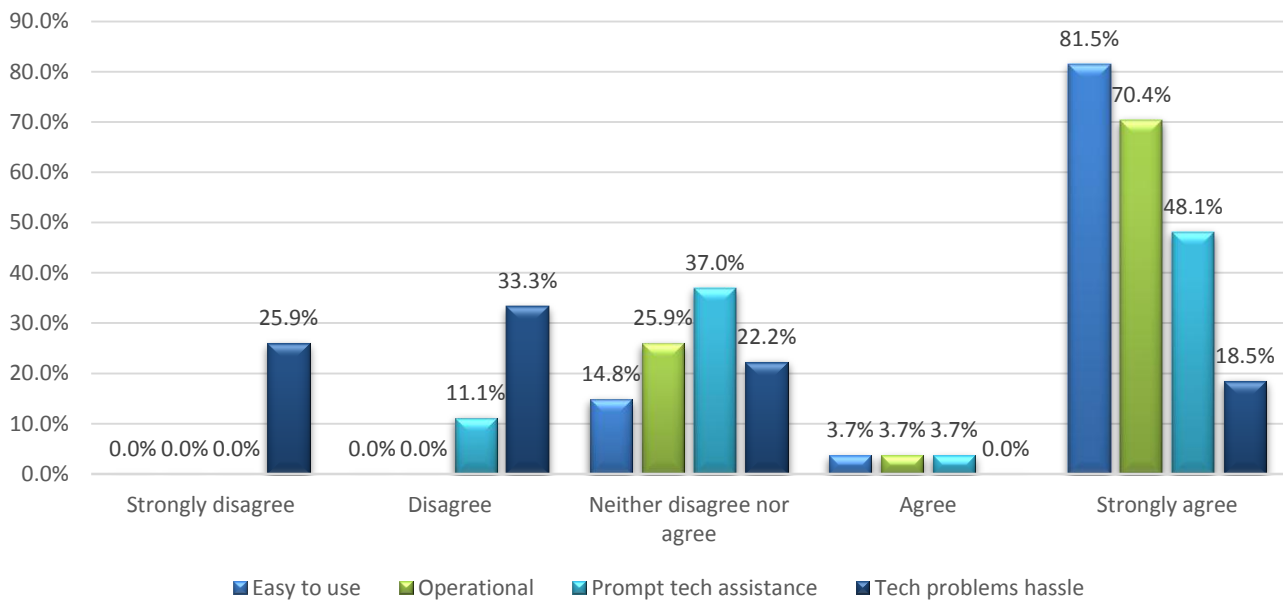
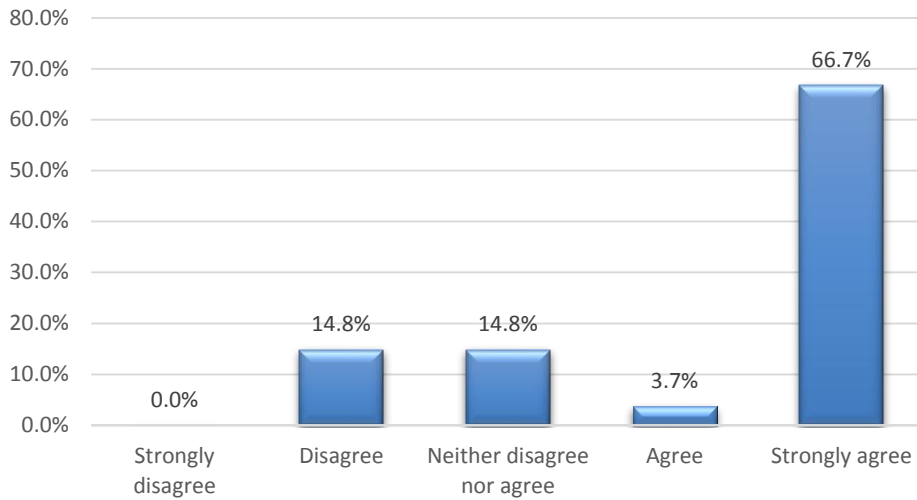


Figure 7. Quickly finding information on College website



Information seeking and complaints

Figure 8. Information seeking and complaints

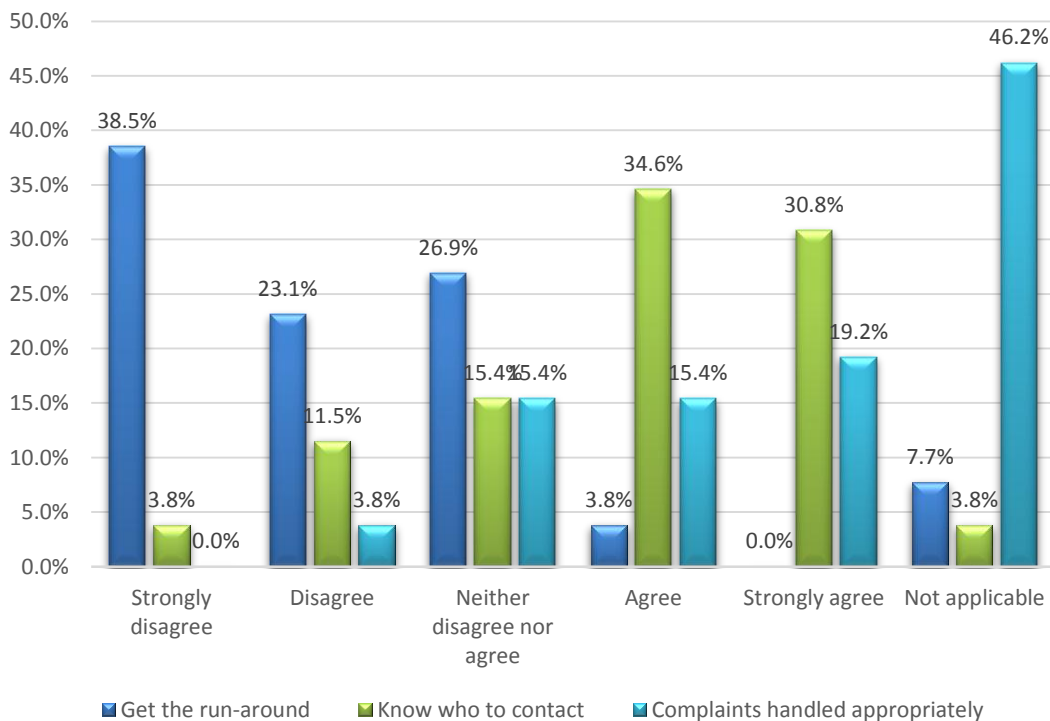


Figure 9. Impressions of College representatives

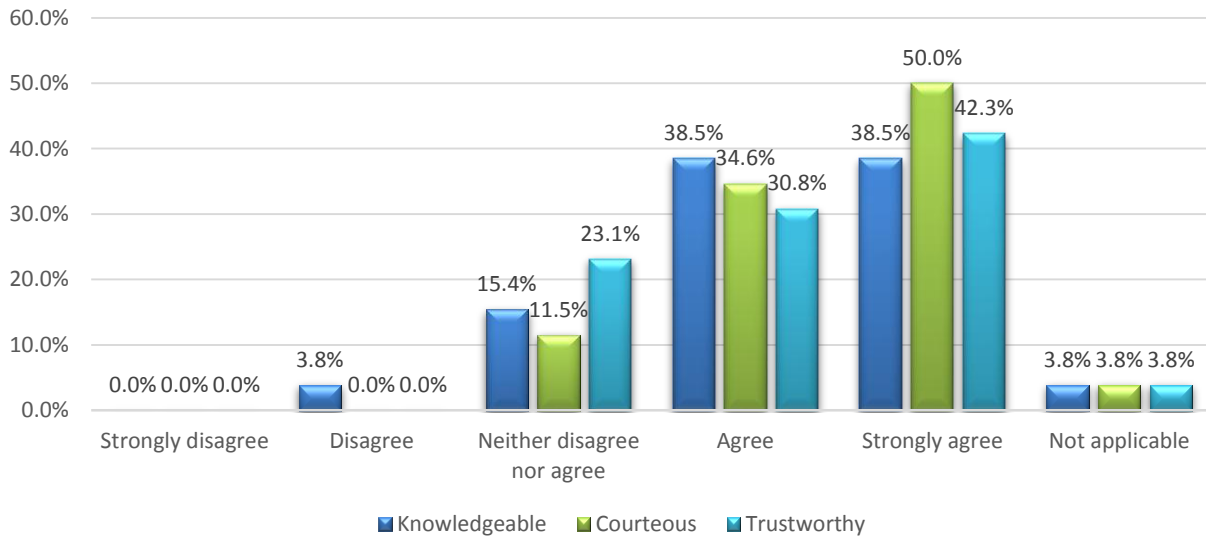
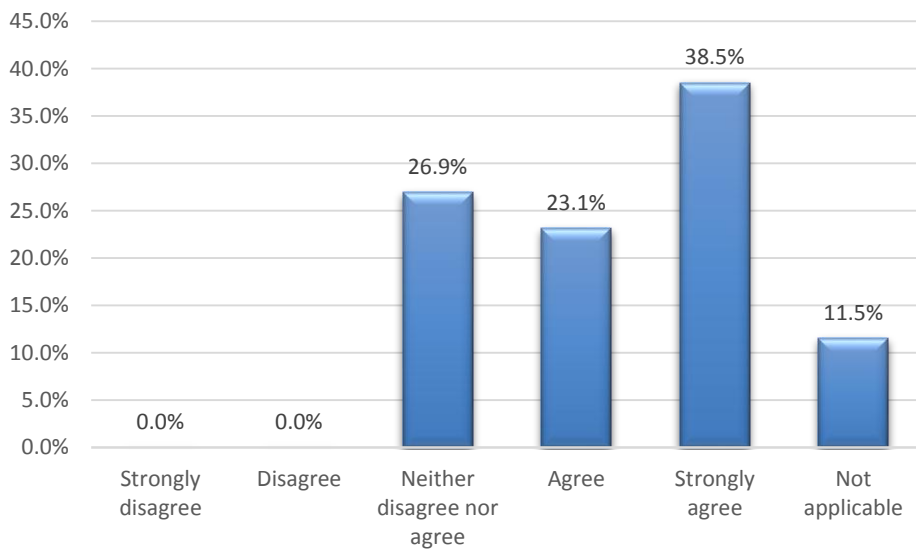
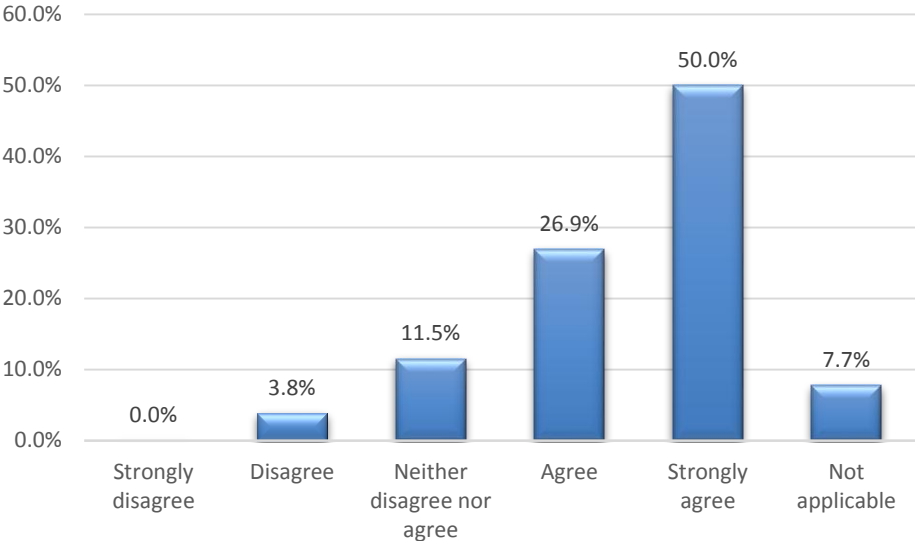


Figure 10. Departments work to meet students' needs



Overall experience

Figure 11. Satisfied with my experience at the College



References

Bollinger, D.U., & Martindale, T. (2004). Key factors for determining student satisfaction in online courses. *International Journal of E-Learning*, 3(1), 61-67.

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