Designing and Implementing a Graduate Student Satisfaction Survey

By Gina Calzaferri, Mariel Halpern, and Amanda Albu
Outcomes:

• Participants will gain an understanding of how Temple designed a new Graduate Student Survey and implemented for the first time
• Participants will have access to Temple’s Survey Instrument
• Participants will develop ideas for adapting this survey to fit their institutions needs
Overview:

- Temple at-a-glance
- Background and Purpose
- Development and Design
- Administration
- Data Processing and Initial Analysis
- Reporting
- Next steps
Temple At-a-Glance

• Located in Philadelphia, Pennsylvania
• 17 Schools/Colleges, including
  • 5 Professional Schools
• 9 Campuses (including Rome & Japan)
• 500+ Academic Programs
• 38,000+ Students
• Approximately 3,500 Faculty
Background

- Based on Temple University Student Questionnaire (TUSQ)
- Designed by Survey Sub-Committee after review of graduate surveys used by peer institutions
Survey Purpose:

To measure graduate students’ satisfaction across the following areas:

1. Academic Program
2. Funding
3. Student Services
4. Student Experience
5. Reasons for Enrolling at Temple University
6. Challenges
7. Advising and Mentoring
8. Post-Graduation Plans
Differences and similarities between Temple University Student Questionnaire (TUSQ) & Temple University Graduate Student Survey (GSS)

**TUSQ**
- Measure students' perceptions about their experiences at Temple
- Asks about the importance of various academic, social, and administration areas, as well as satisfaction or agreement with each area
- Questions devote to academics, various opportunities at Temple, technology use on campus, support services and resources, and frequency of engagement with certain activities
- 4 point likert scale
- 3 year cycle

**GSS**
- Asks about Post-grad plans
- 2 year cycle
Design

- Qualtrics
- 115 items; most based on a 4-point likert scale to measure level of satisfaction

4 = “Very Important”/ “Very Satisfied”/ or “Strongly Agree”
3 = “Moderately Important” / “Somewhat Satisfied” / or “Somewhat Agree”
2 = “Slightly Important” / “Somewhat Dissatisfied” / or “Somewhat Disagree”
1 = “Not Important” / “Very Dissatisfied” / or “Strongly Disagree”
Design

AccessNet Username

TUID

>>
# Side-by-side

How often do you use the following office/department services and how satisfied are you with the quality of service from each office?

<table>
<thead>
<tr>
<th>How Often</th>
<th>Satisfied</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Very</td>
</tr>
<tr>
<td>Frequently</td>
<td></td>
</tr>
<tr>
<td>Occasionally</td>
<td></td>
</tr>
<tr>
<td>Never</td>
<td></td>
</tr>
</tbody>
</table>

| The Graduate School/Office Staff | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| University Career Center        | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Tuttleman Counseling Services   | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
To what extent do you find the following factors present challenges to your graduate studies?

Scale: 1 represents little to no challenge, 5 represents significant challenge

<table>
<thead>
<tr>
<th>Factor</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Academic Load/Course-Work</td>
<td></td>
<td>4</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Research</td>
<td></td>
<td>3</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Financing your Education</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>3</td>
</tr>
<tr>
<td>Physical Health and Fitness</td>
<td></td>
<td>2</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Pick, Group, and Rank

Of these factors, please select the top 3 which are most likely to impact the amount of time it will take you to complete your degree.

Directions: Click on your selection and pull this item into the box on the right. You may do this up to three times. Once the items are in the box, you may reorder them as you see fit. The item closest to the top of the box will be viewed as the top factor. If you do not feel that any items impact the amount of time it will take you to complete your degree, please do not pull any items into the box.

<table>
<thead>
<tr>
<th>Items</th>
<th>Top 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Academic Load/Course-Work</td>
<td></td>
</tr>
<tr>
<td>Research</td>
<td></td>
</tr>
<tr>
<td>Financing your Education</td>
<td></td>
</tr>
<tr>
<td>Physical Health and Fitness</td>
<td></td>
</tr>
<tr>
<td>Mental Health</td>
<td></td>
</tr>
</tbody>
</table>
Parameters

- Not administered to students at Japan and Rome campuses

No professional schools or executive MBA programs
Marketing & Incentives

Marketing
• Email communication
• Survey & Assessment committees
• Associate Dean meeting
• “Next Steps” in TU Portal

Incentives:
• Five $100 Diamond Dollar Awards
Administration

Survey Subcommittee
Preliminary survey design

Survey opens
March 9th, 2016
Email distribution begins

Survey revisions
Iterations and final drafts

Email distribution ends
March 30th, 2016

Survey closes
April 5th, 2016

Data is exported
Cleaned and prepared for analysis
Data Processing & Initial Analysis

• Data were exported from Qualtrics server and research analysts cleaned & prepared data for analysis

• Survey results were weighted so that our final data set would more closely resemble the characteristics of the entire graduate population
Reporting

• General Reports
  • Executive summary
  • Weighting
  • TUSQ & GSS comparisons

• School & College Breakout Reports
Overall Satisfaction

I feel a sense of belonging here at Temple
I would enroll at Temple again
I am satisfied with quality of graduate education
My experience at Temple has been positive
I would enroll in the same program of study again
I feel a sense of belonging here at Temple

Strongly Disagree  Somewhat Disagree  Somewhat Agree  Strongly Agree

4 = “Strongly Agree”
3 = “Somewhat Agree”
2 = “Somewhat Disagree”
1 = “Strongly Disagree”
Overall Satisfaction

- I feel a sense of belonging here at Temple
- I would enroll at Temple again
- I am satisfied with quality of education at Temple
- My experience at Temple has been positive
- I have received good treatment at Temple

Legend:

- 4 = “Strongly Agree”
- 3 = “Somewhat Agree”
- 2 = “Somewhat Disagree”
- 1 = “Strongly Disagree”

2016 GSS vs 2015 TUSQ
Areas of Highest Satisfaction/Agreement

Ease of viewing my grades

Faculty are approachable

Ease of registering for courses

My advisor addresses my questions and concerns

I am satisfied with library resources and services

4 = “Very Satisfied” / “Strongly Agree”
3 = “Somewhat Satisfied” / “Somewhat Agree”
2 = “Somewhat Dissatisfied” / “Somewhat Disagree”
1 = “Very Dissatisfied” / “Strongly Disagree”
Areas of Lowest Satisfaction/Agreement

I receive support I need to make presentations at conferences
I am satisfied with the funding for graduate students
I receive the support I need to publish in scholarly journals
I receive the support I need to apply for grants
I am encouraged to apply for grants

Mean

4 = “Very Satisfied” / “Strongly Agree”
3 = “Somewhat Satisfied” / “Somewhat Agree”
2 = “Somewhat Dissatisfied” / “Somewhat Disagree”
1 = “Very Dissatisfied” / “Strongly Disagree”
How are you funding your education?

All graduate students

- Self-Funded
- Student Loans
- Teaching Assistantship
- School/College Scholarships
- Research Assistantship
- Fellowships
- Grants

Doctoral and Masters students

- Self-Funded
- Student Loans
- Teaching Assistantship
- School/College Scholarships
- Research Assistantship
- Fellowships
- Grants

Percent of Students:
- Doctoral
- Masters
<table>
<thead>
<tr>
<th>Service</th>
<th>Satisfied Level</th>
</tr>
</thead>
<tbody>
<tr>
<td>Computer Services Help Desk</td>
<td>Very Satisfied</td>
</tr>
<tr>
<td>Writing Center</td>
<td>Very Satisfied</td>
</tr>
<tr>
<td>Student Health Center</td>
<td>Very Satisfied</td>
</tr>
<tr>
<td>The Graduate School Office/Staff</td>
<td>Very Satisfied</td>
</tr>
<tr>
<td>Library</td>
<td>Very Satisfied</td>
</tr>
<tr>
<td>Campus Safety/ University Police</td>
<td>Very Satisfied</td>
</tr>
<tr>
<td>International Student and Scholar Services</td>
<td>Very Satisfied</td>
</tr>
<tr>
<td>Office of Institutional Diversity, Equity, Advocacy, and Leadership</td>
<td>Very Satisfied</td>
</tr>
<tr>
<td>Disability Resources and Services</td>
<td>Very Satisfied</td>
</tr>
<tr>
<td>Bursar</td>
<td>Very Satisfied</td>
</tr>
<tr>
<td>Tuttleman Counseling Services</td>
<td>Very Satisfied</td>
</tr>
<tr>
<td>Temple University Bookstore</td>
<td>Very Satisfied</td>
</tr>
<tr>
<td>Parking and Transportation</td>
<td>Very Satisfied</td>
</tr>
<tr>
<td>Student Financial Services</td>
<td>Very Satisfied</td>
</tr>
<tr>
<td>University Career Center</td>
<td>Very Satisfied</td>
</tr>
<tr>
<td>International Students</td>
<td>Very Satisfied</td>
</tr>
</tbody>
</table>

4 = “Very Satisfied” / “Strongly Agree”  
3 = “Somewhat Satisfied” / “Somewhat Agree”  
2 = “Somewhat Dissatisfied” / “Somewhat Disagree”  
1 = “Very Dissatisfied” / “Strongly Disagree”
Open-ended Comments

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Financial Aid</th>
<th>Advising</th>
<th>Positive Temple Experience</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall</td>
<td>16%</td>
<td>10%</td>
<td>8%</td>
</tr>
<tr>
<td>Female</td>
<td>15%</td>
<td>13%</td>
<td>8%</td>
</tr>
<tr>
<td>Male</td>
<td>16%</td>
<td>10%</td>
<td>9%</td>
</tr>
<tr>
<td>Doctoral</td>
<td>21%</td>
<td>10%</td>
<td>9%</td>
</tr>
<tr>
<td>Masters</td>
<td>11%</td>
<td>10%</td>
<td>9%</td>
</tr>
<tr>
<td>Non-Degree</td>
<td>21%</td>
<td>14%</td>
<td>14%</td>
</tr>
</tbody>
</table>

*Only 2 Certificate students provided comments. Their data are included in overall analyses, but were not used for demographic breakdown.
# Reporting: School/College Breakout Reports

Temple University Graduate Student Questionnaire-Spring 2016

**Students Enrolled in College of Education and Students Enrolled in Other Colleges**

<table>
<thead>
<tr>
<th></th>
<th>Students Within the College</th>
<th>Students Outside of the College</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Quality of courses in your program</td>
<td>75</td>
<td>78</td>
</tr>
<tr>
<td></td>
<td>49.2%</td>
<td>45.8%</td>
</tr>
<tr>
<td>2. Availability of open courses</td>
<td>85</td>
<td>54</td>
</tr>
<tr>
<td></td>
<td>50.1%</td>
<td>32.7%</td>
</tr>
<tr>
<td><strong>3. Availability of faculty</strong></td>
<td>77</td>
<td>68</td>
</tr>
<tr>
<td></td>
<td>46.4%</td>
<td>41.4%</td>
</tr>
</tbody>
</table>

Please indicate how much you agree with or how satisfied you are with each area.
Next Steps:

• Question design & mobile optimization
• Content
• Reporting
Any Questions?

Gina Calzaferri
 gina.calzaferri@temple.edu
Mariel Halpern
 Mariel.Halpern@temple.edu
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