

AIR | FORUM 2017

Designing and Implementing a Graduate Student Satisfaction Survey

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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:

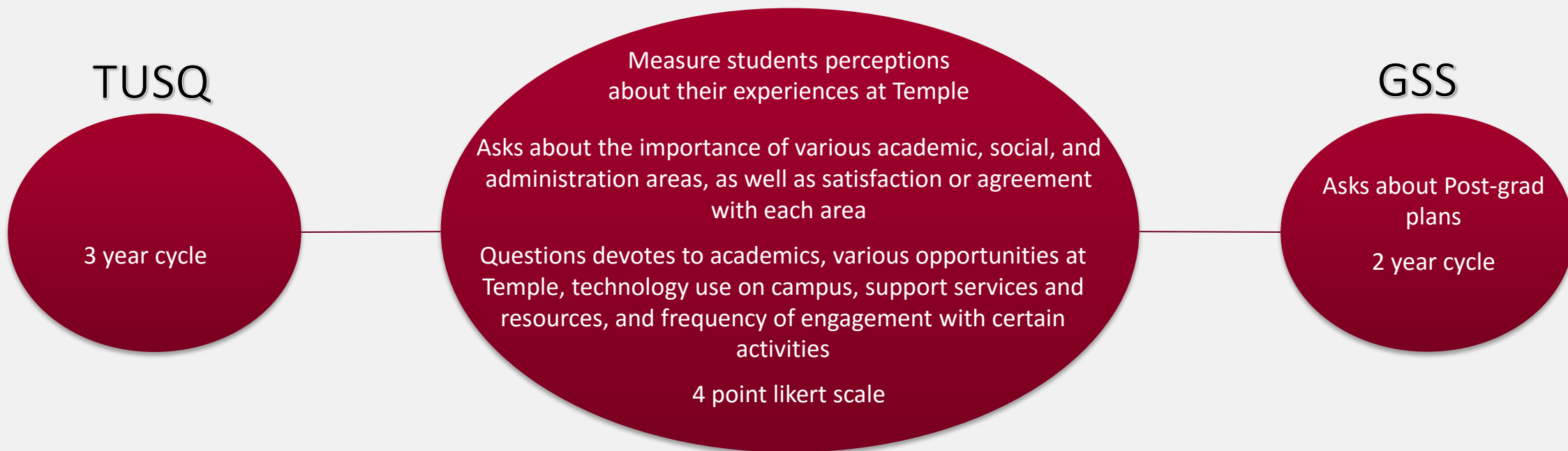
To measure graduate students' satisfaction across the following areas:

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



Development

Differences and similarities between Temple University Student Questionnaire (TUSQ) & Temple University Graduate Student Survey (GSS)





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?

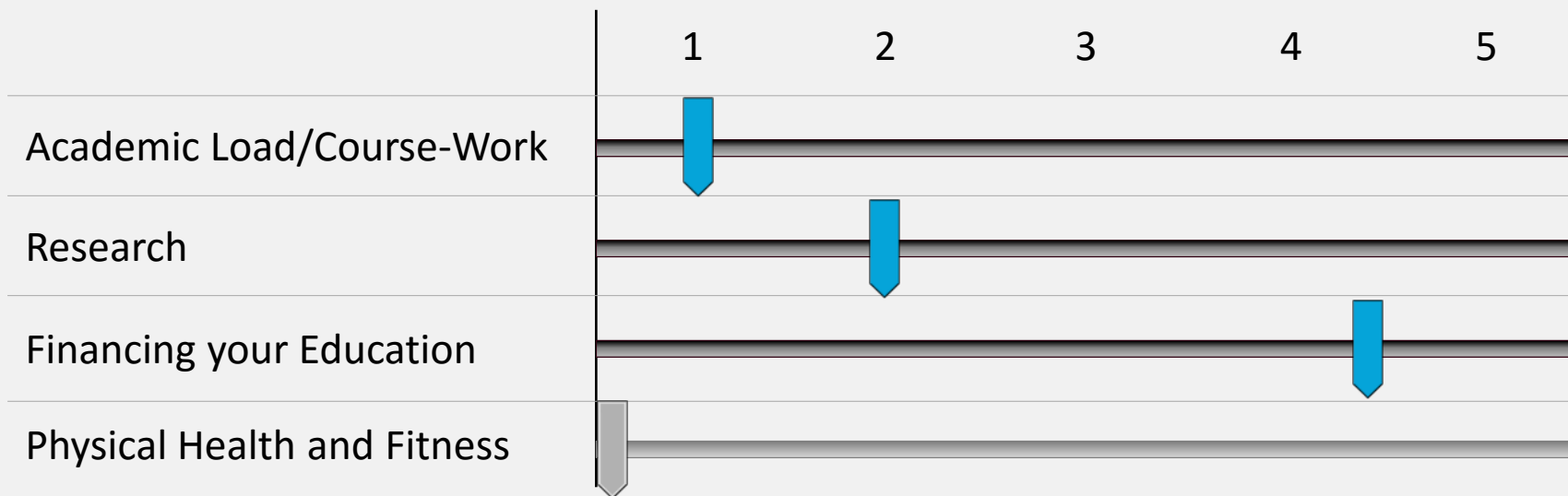
	How Often			Satisfaction				
	Frequently	Occasionally	Never	Very Satisfied	Somewhat Satisfied	Somewhat Dissatisfied	Very Dissatisfied	N/A
The Graduate School/Office Staff	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
University Career Center	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tuttleman Counseling Services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



Slider

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





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.

Items	Top 3
Academic Load/Course-Work	
Research	
Financing your Education	
Physical Health and Fitness	
Mental Health	



Parameters

- Not administered to students at Japan and Rome campuses



No professional schools or executive MBA programs



Marketing & Incentives

Marketing

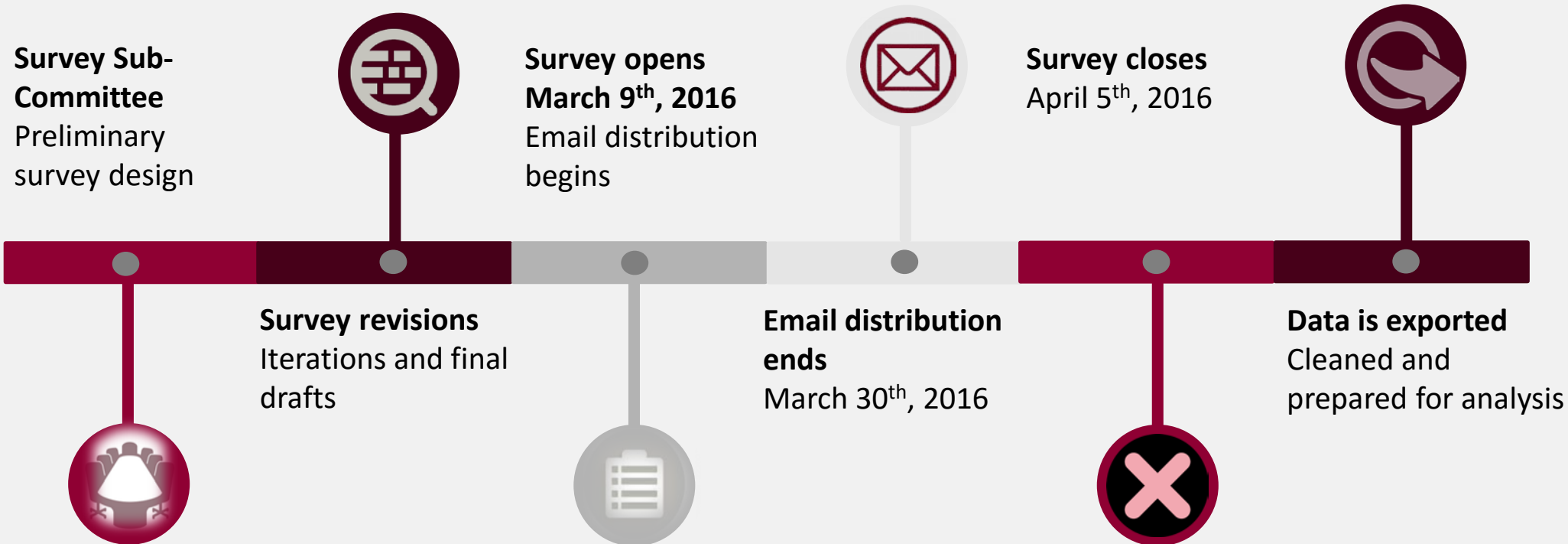
- Email communication
- Survey & Assessment committees
- Associate Dean meeting
- “Next Steps” in TU Portal

Incentives:

- Five \$100 Diamond Dollar Awards



Administration





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 would enroll in the same program of study again

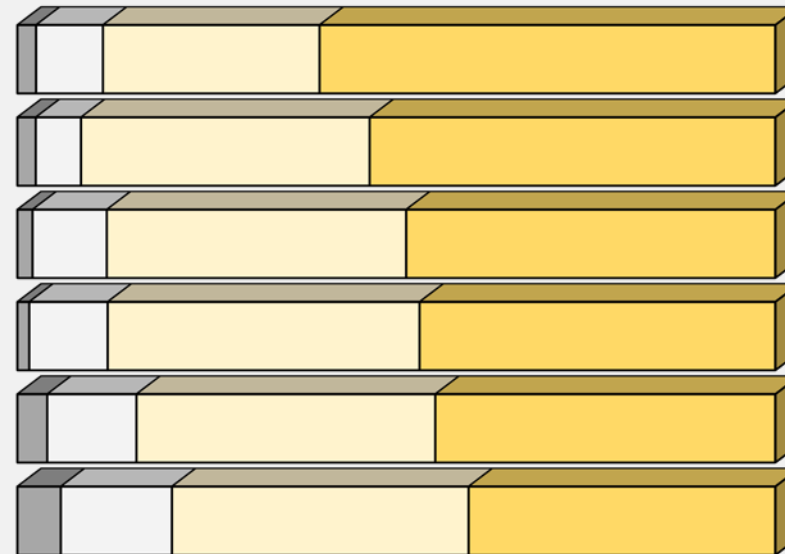
I have received good treatment at Temple

My experience at Temple has been positive

I am satisfied with quality of graduate education

I would enroll at Temple again

I feel a sense of belonging here at Temple

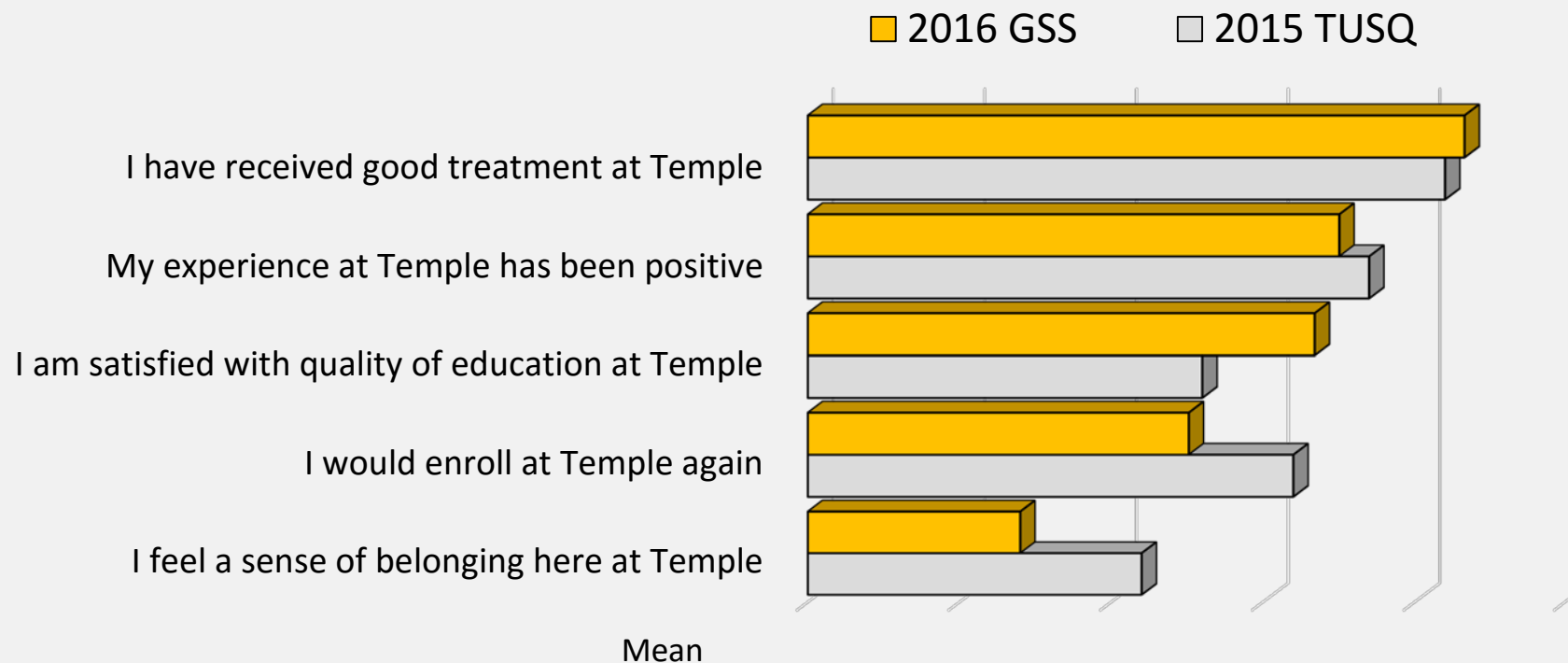


■ Strongly Disagree □ Somewhat Disagree □ Somewhat Agree ■ Strongly Agree

4 = "Strongly Agree"
3 = "Somewhat Agree"
2 = "Somewhat Disagree"
1 = "Strongly Disagree"



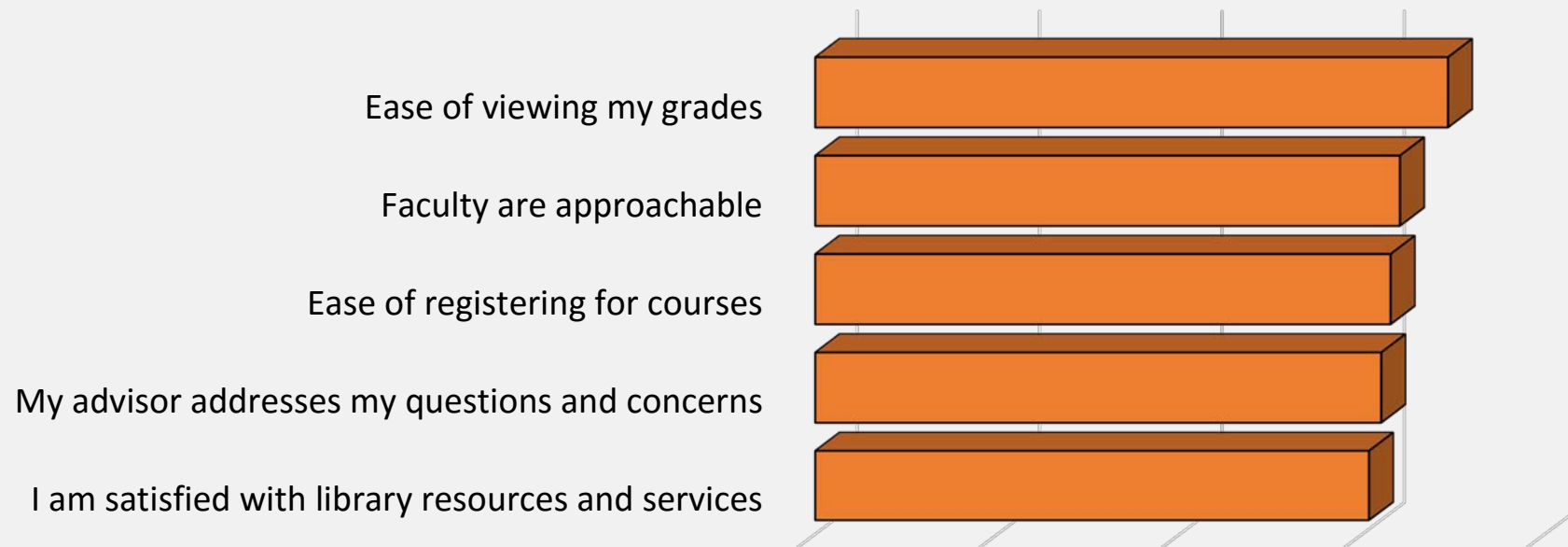
Overall Satisfaction



- 4 = "Strongly Agree"
- 3 = "Somewhat Agree"
- 2 = "Somewhat Disagree"
- 1 = "Strongly Disagree"



Areas of Highest Satisfaction/Agreement



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

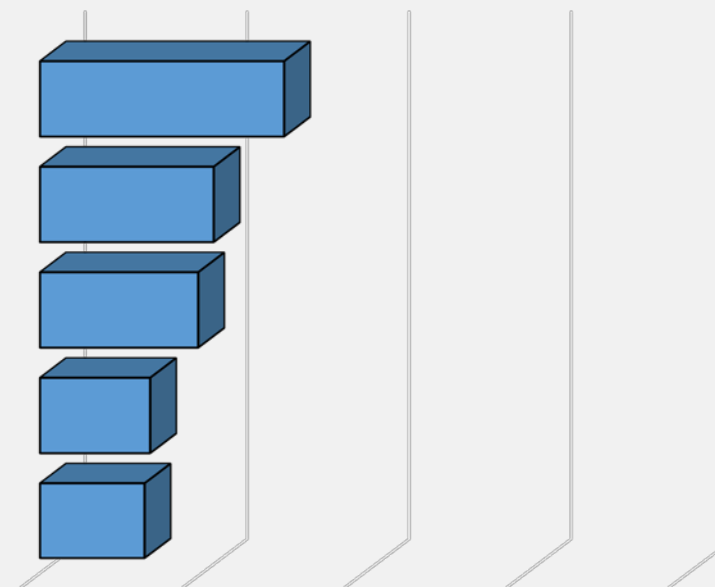
I receive support I need to make presentations at conferences

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"

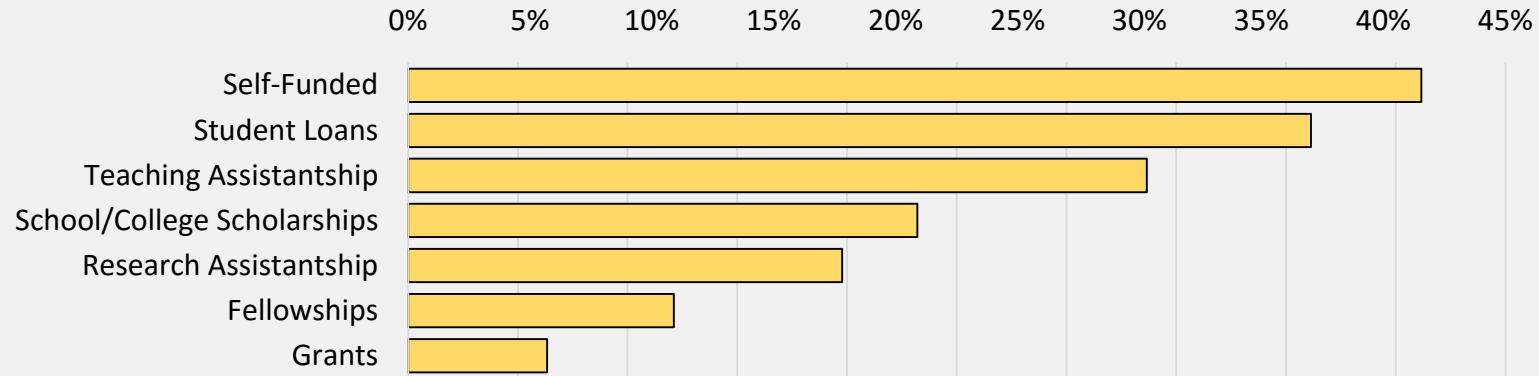
3 = "Somewhat Satisfied" / "Somewhat Agree"

2 = "Somewhat Dissatisfied" / "Somewhat Disagree"

1 = "Very Dissatisfied" / "Strongly Disagree"

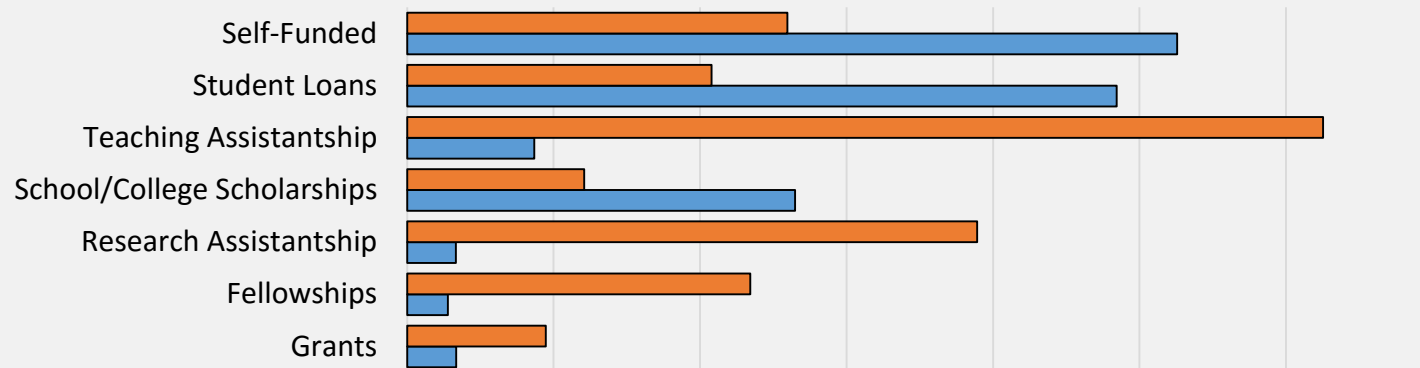
How are you funding your education?

All graduate students



Percent of Students

Doctoral and Masters students



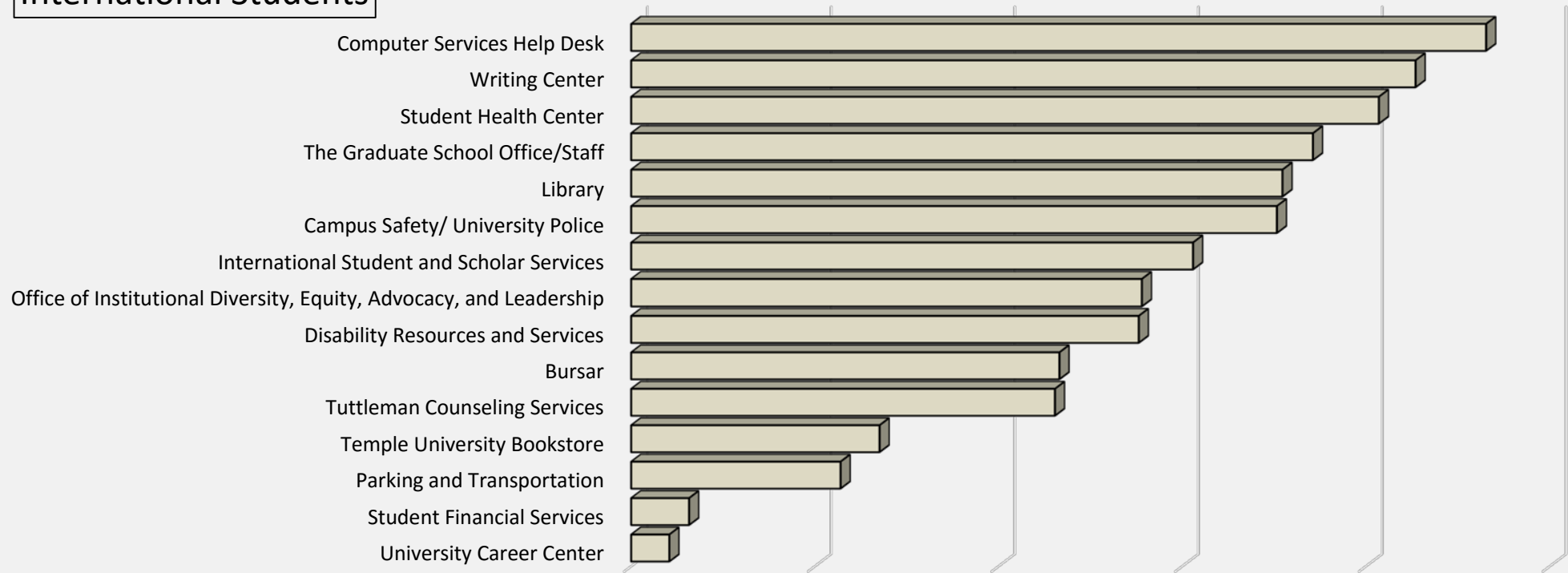
Percent of Students

■ Doctoral ■ Masters



How satisfied are you with the following?

International Students



- 4 = "Very Satisfied" / "Strongly Agree"
- 3 = "Somewhat Satisfied" / "Somewhat Agree"
- 2 = "Somewhat Dissatisfied" / "Somewhat Disagree"
- 1 = "Very Dissatisfied" / "Strongly Disagree"



Open-ended Comments

Top Issues Mentioned in Open-Ended Comments by Demographic*

Overall	Financial Aid (16%)	Advising (10%)	Positive Temple Experience (8%)
Female	Financial Aid (15%)	Advising (13%)	Positive Temple Experience (8%)
Male	Financial Aid (16%)	Faculty (10%)	Positive Temple Experience (9%)
Doctoral	Financial Aid (21%)	Advising (10%)	Positive Temple Experience (8%)
Masters	Advising (11%)	Financial Aid (10%)	Positive Temple Experience (9%)
Non-Degree	Course Availability (21%)	Financial Aid (14%)	Faculty (14%)

*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 [REDACTED] and Students Enrolled in Other Colleges

	Students Within the College					Students Outside of the College				
	Very Satisfied/ Strongly Agree (4)	Somewhat Satisfied/ Agree (3)	Somewhat Dissatisfied/ Disagree (2)	Very Dissatisfied / Strongly Disagree (1)	Avg.	Very Satisfied/ Strongly Agree (4)	Somewhat Satisfied/ Agree (3)	Somewhat Dissatisfied/ Disagree (2)	Very Dissatisfied / Strongly Disagree (1)	Avg.
1. Quality of courses in your program	75 49.2%	78 45.8%	14 7.5%	1 0.3%	3.36	387 41.7%	429 46.2%	89 9.6%	23 2.5%	3.30
2. Availability of open courses	85 50.1%	54 32.7%	20 13.9%	5 3.6%	3.30	408 45.3%	327 36.5%	151 15.5%	35 3.8%	3.20
** 3. Availability of faculty	77 46.4%	68 41.4%	18 10.4%	3 1.8%	3.31	544 59.1%	294 32.7%	78 8.5%	5 0.6%	3.50

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?



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