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NATIONAL SAMPLE OF	FROM
217,956 STUDENTS FROM 332 INSTITUTIONS 27% FRESHMEN; 22% SOPHOMORES; 21% JUNIORS; 23% SENIORS	71,029 STUDENTS FROM 73 INSTITUTIONS 25% FRESHMEN; 18% SOPHOMORES; 24% JUNIORS; 25% SENIORS
162,081 STUDENTS FROM 195 INSTITUTIONS 65% FULL-TIME; 35% PART-TIME	31,412 STUDENTS FROM 53 INSTITUTIONS 86% FULL-TIME; 14% PART-TIME
72,124 STUDENTS FROM 153 INSTITUTIONS 47% UNDERGRADUATE; 49% GRADUATE	128,988 STUDENTS FROM 164 INSTITUTIONS 62% UNDERGRADUATE; 34% GRADUATE 94% PRIMARILY ONLINE; 6% PRIMARILY ON-GROUND

2014-15 | 2015-16 | 2016-17

including the RNL Student Satisfaction Inventory™ (SSI), the RNL Adult Student Priorities Survey™ (ASPS), and the RNL Priorities Survey for Online Learners™ (PSOL).

At a glance: How satisfied are today's college students?

Between one-half and three-quarters of college students reported they were satisfied with their experience overall at the institution they were attending.

Rate your overall satisfaction with your experience here thus far

Percentages indicate the proportions of "satisfied" or "very satisfied" scores.

How likely would students be to re-enroll?

All in all, if you had it to do over again, would you

Student satisfaction and priorities at four-year private colleges and universities

Based on a national sample of students at four-year private institutions who recently c (a)5 e RNL( )]TJ EMC /Span <</Lang (en

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Student satisfaction and priorities at four-year public universities

Based on a national sample of students at four-year public institutions who recently completed the RNL Student Satisfaction Inventory™

OP 5 RENG H (in order of importance)

Top strengths rated for four-year public institutions	Importance	Satisfaction
The content of the courses within my major is valuable.		
The instruction in my major field is ex (29en.18 titT1811 Tf9880 TcCS2 c54 ỷ maj0.49 1 4dỳ05R 0 51 435.860 Tc 0 Tw 5.525 0 Td60		

OP 5 CHALLENGE (in order of importance)

. Students rated these survey items most important and among the least satisfying from a total of 73 survey items in the study. The five challenges highlighted above call attention to specific areas of registration, instruction, campus climate, and recruitment/financial aid.

For more detailed definitions of challenges and strengths, please see page 19.

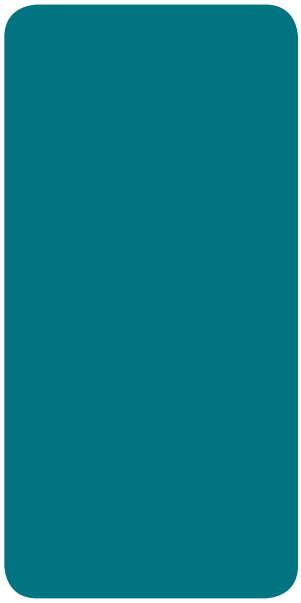
Students were asked to rate the importance of the following nine factors in their original decision to enroll at their current institution.

overall, reported they were satisfied with their four-year public institutions

Students at four-year public institutions reported that cost and financial aid were very important factors in their original decision to enroll.

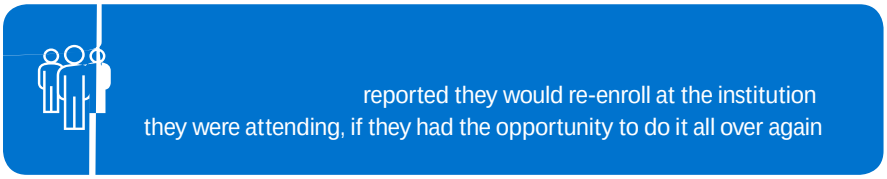
AKEA A

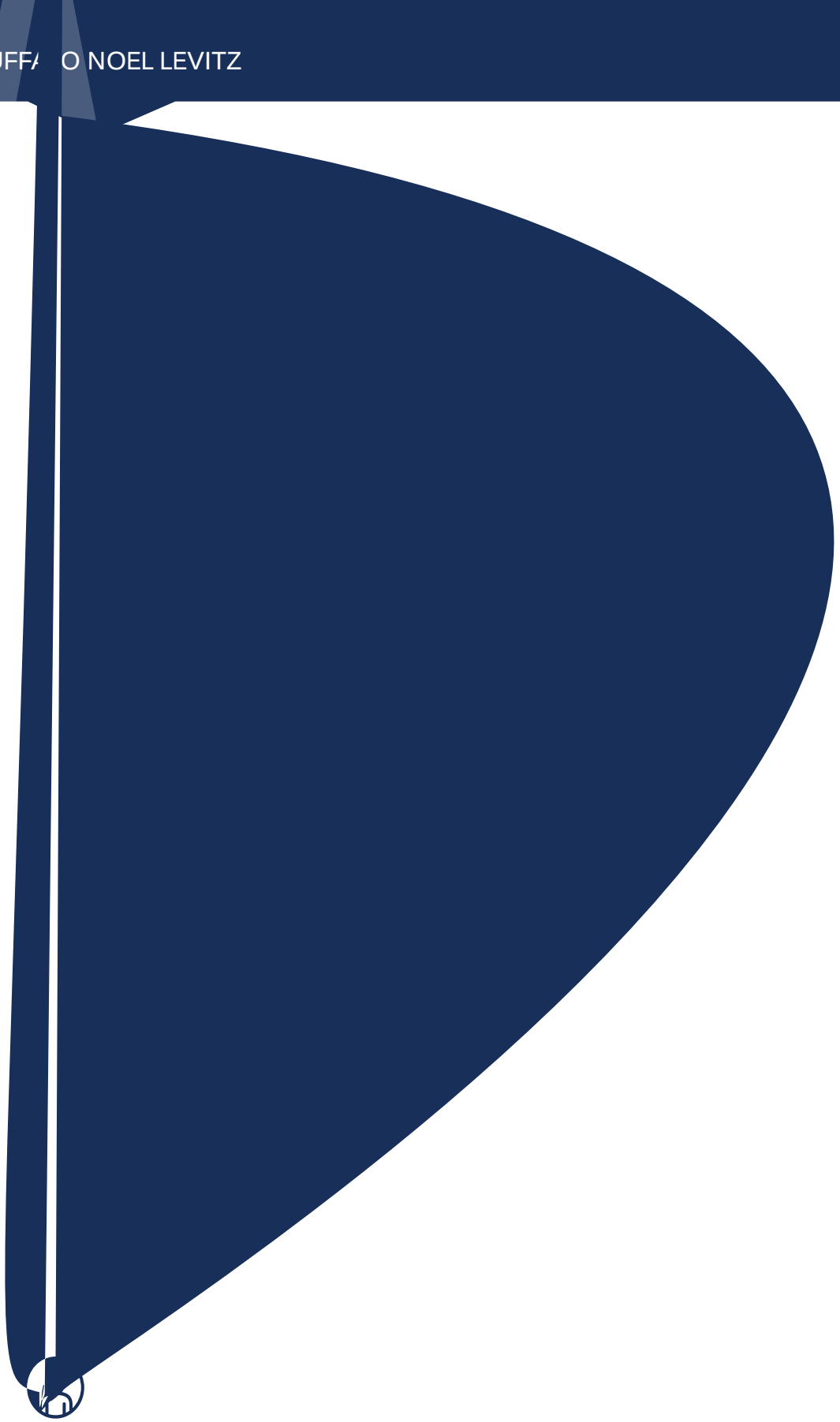
The overall four-year public student satisfaction rate of 53 percent shows that the majority of students are satisfied, but there is still room for improvement. This is also reflected in the retention and graduation rates at many institutions, which also have room for improvement. Four-year public institutions have an opportunity to enhance the perception of academic reputation as a factor in students' enrollment decisions by celebrating and showcasing their instruction-related strengths. At the same time, the data reveal opportunities to increase access to classes and improve student/faculty interaction.



(in order of importance)

Top strengths rated for career and private schools	Importance	Satisfaction
Classes are scheduled at times that are convenient for me.		
Internships or practical experiences are provided in my degree/certificate program.		
Nearly all of the faculty are knowledgeable in their fields.		
I am able to experience intellectual growth here.		
My academic advisor is knowledgeable about my program requirements.		


reported they would re-enroll at the institution
they were attending, if they had the opportunity to do it all over again



Online learner satisfaction and priorities

Based on a national sample of undergraduate and graduate online learners who recently completed the RNL Priorities Survey for Online Learners™

- Instructional services
- Student services
- Academic services

(in order of importance)

Top strengths identified by online learners	Importance	Satisfaction
Registration for online courses is convenient.		
This institution responds quickly when I request information.		
Billing and payment procedures are convenient for me.		
Adequate online library resources are provided.		

from a total of 26 survey items in the study. The top strengths highlighted above were in the areas of enrollment services, academic services, and student services.

For ratings of all 26 survey items, please see Appendix A. For more detailed definitions of strengths and challenges, see page 19.

reported they would re-enroll in their online program, if they had the opportunity to do it all over again

128,988 online learners from 164 colleges and universities completed the RNL Priorities Survey for Online Learners during academic years 2014-15, 2015-16, or 2016-17

62% of the students were undergraduates; 34% were graduate students

94% were studying primarily online; 6% were studying primarily on-ground

CORING

Level of importance
1 - Not important at all
2 - Not very important
3 - Somewhat unimportant
4 - Neutral
5 - Somewhat important

Level of satisfaction
1 - Not satisfied at all
2 - Not very satisfied
3 - Somewhat dissatisfied
4 - Neutral
5 - Somewhat satisfied

Percentages indicate the proportions of students with scores of 6 or 7.

(in order of importance)

. Students rated these survey items most important and among the least satisfying from a total of 26 survey items in the study. The five challenges highlighted above call

, overall, reported they were satisfied with their online program

For online learners, it is all about convenience and balancing course work with life's other demands. Online program strengths center on support services for the online learners. There is room for improvement on the perceptions of the online academic experience, which is still often compared to the in-classroom experience with which most students are familiar. Institutions have an opportunity to explore di□erent teaching methods that facilitate student and faculty interaction and collaboration.

Ready to benchmark your students' satisfaction and priorities with RNL Satisfaction-Priorities Surveys?

Maximize engagement through true multichannel experiences and generate genuine interest from your student search list with RNL Demand Builder™.

Launch campaigns that build a stronger pool of qualified, interested applicants who are a great fit for your institution and goals using RNL Applicant Cultivator™ and RNL Forecast . ™.

Align financial aid, yield, and revenue while communicating value to your admitted students using RNL Class Optimizer™, RNL Advanced FinAid Solutions™, RNL TrueCost Calculator™, and RNL Yield Campaign™.

Alpencil and RNL Yield Campaign™.

Ruffalo Noel Levitz (2017). 2017 national student satisfaction and priorities report. Cedar Rapids, Iowa: Ruffalo Noel Levitz. Retrieve from RuffaloNL.com/Benchmark.

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