
STUDENT SATISFACTION INVENTORY (SSI) SURVEY REPORT

Fall 2019



Baptist Bible College & Theological Seminary
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LEGEND

Color highlighting is used throughout the report to emphasize or note a particular statistic, statement, or section. The legend below provides the context for the color highlighting.

Color	Description
	Favorable statistic or statement
	Unfavorable statistic or statement
	Neutral statistic or statement (notable but neither favorable nor unfavorable)
	Section header
	Table header
	Table sub-header

EXECUTIVE SUMMARY

Introduction

The Student Satisfaction Inventory (SSI) survey is designed to gather quantitative and qualitative data on undergraduate experiences, expectations, and overall satisfaction for assessment of institutional effectiveness. The College's mission, Institutional Learning Outcomes (ILOs), Program Learning Outcomes (PLOs), Co-Curricular programs, and Support Services are measured and assessed through direct statements, student comments, and student satisfaction score data.

Mission Statement

Baptist Bible College is an institution of biblical higher education that exists to provide a Christ-centered curriculum that fosters a biblical worldview, empowering students to engage and impact their global society.

Institutional Learning Outcomes (ILOs)

Baptist Bible College graduates are equipped with biblical knowledge and scholarship, faith and commitment, community and global awareness thus preparing them to:

ILO #1 – Apply the rigorous learning of biblical truth to real life challenges. (HEAD)

ILO #2 – Nurture their relationship with God above all else and to respond unequivocally to God's call on their lives. (HEART)

ILO #3 – Engage a diverse global society, evangelizing and ministering both in and through the local church. (HAND)

Key Observations

1. The survey response rate was **47%**. According to Ruffalo Noel Levitz (RNL), the average response rate for the SSI survey on a residential campus is 25-30%. The high response rate suggests that students are actively engaged, recognize their feedback is valued, and a campus-wide culture of assessment and improvement is being developed.
2. The College administered the SSI survey in Fall 2019 and Fall 2017. Thus, the SSI survey is benchmarked against **BBC** itself. In **most** satisfaction areas, the data identify **slight declines** in student satisfaction from 2017 to 2019.
 - a. There are 83 unique satisfaction statements (including 10 custom campus-defined statements) which are benchmarked against the 2017 average. **BBC had a lower 2019 satisfaction score than the 2017 satisfaction score on 70 of 83 statements (84.34%)**. 45 of 83 statements realized a decrease of -0.30 or less; 25 of 83 statements realized a decrease of -0.31 or more; 13 of 73 statements realized an increase of +0.02 or more.
 - b. The 83 questions are placed into 12 general categories, and **BBC had a lower 2019 satisfaction score average than the 2017 satisfaction score average in all 12 general categories**.

3. The SSI survey is benchmarked against **ABHE Institutions**. The data comparison of BBC vs. ABHE Institutions (2016-2019) was **favorable** and demonstrates that overall, BBC is **performing better** than the average ABHE Institution.
 - a. There are 73 unique satisfaction statements which are benchmarked against the ABHE Institution average. **BBC had a higher satisfaction score than the ABHE Institution average satisfaction score on 52 of 73 statements (71.23%).**
 - b. The 73 questions are placed into 12 general categories, and **BBC has a higher category satisfaction score average than ABHE Institutions in 7 of 12 general categories.**
4. The SSI survey is benchmarked against **National 4-Year Private Institutions**. The data comparison of BBC vs. National 4-Year Private Institutions was **very favorable** and demonstrates that overall, BBC is **performing significantly better** than the average National 4-Year Private Institution.
 - a. There are 73 unique satisfaction statements which are benchmarked against the National 4-Year Private Institution average. **BBC has a higher satisfaction score than the National 4-Year Private Institution average satisfaction score on 60 of 73 statements (82.19%).**
 - b. The 73 questions are placed into 12 general categories, and **BBC had a higher category satisfaction score average than National 4-Year Private Institutions in every general category.**
5. BBC received an average satisfaction score of **6.00 or higher** (Likert scale of 1-7) on **36 of 83** unique satisfaction statements. That is **very favorable** when compared to ABHE Institutions which received a 6.00 or higher on only **13 of 73** unique statements, and National 4-Year Private Institutions which received a 6.00 or higher on **0 of 73** unique statements.
6. BBC received an average satisfaction score of **less than 5.00** (Likert scale of 1-7) on only **5 of the 83** unique satisfaction statements. ABHE institutions received less than 5.00 on **1 of 73** unique statements, and National 4-Year Private Institutions received less than 5.00 on **10 of 83** unique statements.
7. The **“Safety and Security”** category has the largest performance gap at BBC (6.31 importance score and a 5.17 satisfaction score for a performance gap of **1.14**). However, the “Safety and Security” category has the largest performance gap at ABHE Institutions (0.82) and National 4-Year Private Institutions (1.28) as well.
8. **38.71%** of students reported their decision to attend BBC was **MOST** influenced by their **pastor/church staff**. Thus, pastor/church staff remain the most influential group with regard to student recruiting and enrollment.
9. **Financial Aid, Cost, and Academic Reputation** (in that order) are the top three factors in a student’s decision to enroll at BBC, ABHE Institutions, and National 4-Year Private Institutions.
10. The summary statement, “Rate your **overall satisfaction** with your experience here thus far,” received a satisfaction score of **5.83** (Likert scale of 1-7) compared to 5.68 for ABHE Institutions and 5.26 for National 4-Year Private Institutions.
11. The summary question, “All in all, if you had to do it over, **would you enroll here again?**” received a satisfaction score of **5.96** (Likert scale of 1-7) compared to 5.90 for ABHE Institutions and 5.21 for National 4-Year Private Institutions.

SURVEY DATA

GENERAL SURVEY STATISTICS

General Survey Statistics	Count
Total Student Invitations	222
Total Valid Respondents	104
Response Rate *	47%

* **NOTE** – According to Ruffalo Noel Levitz (RNL), the average response rate for the SSI survey on a residential campus is 25-30%.

DEMOGRAPHICS

Gender	Count	Percent
Female	51	60.00%
Male	34	40.00%
TOTAL	85	100%
No Response	19	

Ethnicity/Race	Count	Percent
African-American	4	4.76%
American Indian or Alaskan Native	0	0.00%
Asian or Pacific Islander	0	0.00%
Caucasian/White *	71	84.52%
Hispanic	5	5.95%
Other Race	1	1.19%
Race – Prefer not to respond	3	3.57%
TOTAL	84	100%
No Response	20	

* **NOTE** – **84.52%** of the student population identify as Caucasian/White compared to **89.15%** in 2017.

Current Class Load	Count	Percent
Full-time	77	91.67%
Part-time	7	8.33%
TOTAL	84	100%
No Response	20	

Class Level	Count	Percent
Freshman	18	21.43%
Sophomore	15	17.86%
Junior	15	17.86%
Senior *	32	38.10%
Graduate/Professional	3	3.57%
Other class level	1	1.19%
TOTAL	84	100%
No Response	20	

* **NOTE – Seniors** were the largest response group from a class-level perspective (**38.10%**). This provides excellent context as they have the most institutional experience of all the undergraduate groups.

Major/Program	Count	Percent
Biblical Counseling	9	9.68%
Business	14	15.05%
Church Ministry	4	4.30%
Education *	22	23.66%
Missions/Intercultural Studies *	26	27.96%
Pastoral Studies	16	17.20%
Master’s in Biblical Counseling	1	1.08%
Master’s in Church Ministry	1	1.08%
TOTAL	93	100%
No Response	11	

* **NOTE – Education and Missions/Intercultural Studies** students accounted for **51.62%** of the respondents.

Decision to attend BBC was influenced MOST by:	Count	Percent
Pastor/church staff *	36	38.71%
Parents/family	18	19.35%
Athletic programs	2	2.15%
Summer camps/youth events	11	11.83%
College days/campus visit	11	11.83%
None of the above	15	16.13%
TOTAL	93	100%
No Response	11	

* **NOTE – Pastor/church staff** remain the most influential group with regard to student recruiting and enrollment.

OVERALL SATISFACTION DATA

The survey is designed with 98 statements which are organized as follows:

- **73 standard statements** (which are each related to 1 of 12 general categories: Academic Advising, Recruitment and Financial Aid, Instructional Effectiveness, Concern for the Individual, Student Centeredness, Registration Effectiveness, Campus Climate, Service Excellence, Campus Support Services, Safety and Security, Campus Life, and Responsiveness to Diverse Populations).
- **10 campus-specific statements** (custom statements developed by the institution to measure specific issues or initiatives).
- **6 student group statements** (identifies the satisfaction level of student expectations with regard to the institution’s commitment to part-time students, evening students, older returning learners, under-represented populations, commuters, and students with disabilities).
- **9 recruiting/admissions statements** (identifies the importance level of factors with regard to the student’s decision to enroll at the institution including: Cost, Financial Aid, Academic Reputation, size of Institution, Opportunity to Play Sports, Recommendation from family/friends, Geographic Setting, Campus Appearance, and Personalized Attention Prior to Enrollment).

The statement responses were measured using a Likert scale for the “Importance” to the student and the “Satisfaction” of the student with regard to each statement/question. The Likert scale values range from 1–7 (1–not important/not satisfied at all to 7–very important/very satisfied) as listed on the table below.

Likert Scale Values	
“Importance” Score Values	“Satisfaction” Score Values
1 – not important at all	1 – not satisfied at all
2 – not very important	2 – not very satisfied
3 – somewhat unimportant	3 – somewhat dissatisfied
4 – neutral	4 – neutral
5 – somewhat important	5 – somewhat satisfied
6 – important	6 – satisfied
7 – very important	7 – very satisfied
0 – does not apply	0 – not available / not used

NOTE: Averages are calculated based on the number of students who indicated a response of 1-7. Averages are calculated separately for the “Importance” response and the “Satisfaction” response.

Response averages to the 98 statements are included on the table below.

- Statements with a satisfaction score of 6.00 or higher are highlighted with **bold blue** lettering.
- Statements with a satisfaction score of 4.99 or lower are highlighted with **bold red** lettering.
- Statements within the satisfaction score range of 5.00 -5.99 but with a significant performance gap (0.75 or greater) between the importance score and satisfaction score are highlighted with **bold brown** lettering.

Statements in <u>NUMBER</u> Order – BBC Fall 2019	Importance	Satisfaction	Performance Gap
1. Most students feel a sense of belonging here.	6.35	5.64	0.71
2. The campus staff are caring and helpful.	6.72	6.17	0.55
3. Faculty care about me as an individual.	6.67	6.26	0.41
4. Admissions staff are knowledgeable.	6.76	6.19	0.57
5. Financial aid counselors are helpful.	6.81	6.43	0.38
6. My academic advisor is approachable.	6.80	6.48	0.32
7. The campus is safe and secure for all students.	6.18	4.65	1.53
8. The content of the courses within my major is valuable.	6.70	6.05	0.65
9. A variety of intramural activities are offered.	4.92	4.41	0.51
10. Administrators are approachable to students.	6.57	5.99	0.58
11. Billing policies are reasonable.	6.53	5.79	0.74
12. Financial aid awards are announced to students in time to be helpful in college planning.	6.51	5.96	0.55
13. Library staff are helpful and approachable.	6.51	6.46	0.05
14. My academic advisor is concerned about my success as an individual.	6.69	6.35	0.34
15. The staff in the health services area are competent.	6.33	5.94	0.39
16. The instruction in my major field is excellent.	6.69	6.08	0.61
17. Adequate financial aid is available for most students.	6.51	5.62	0.89
18. Library resources and services are adequate.	6.49	6.13	0.36
19. My academic advisor helps me to set goals to work toward.	6.43	5.65	0.78
20. The business office is open during hours which are convenient for most students.	6.34	6.05	0.29
21. The amount of student parking space on campus is adequate.	6.28	6.08	0.20
22. Counseling staff care about students as individuals.	6.51	6.10	0.41
23. Living conditions in the residence halls are comfortable (adequate space, lighting, heat, air, etc.).	6.30	5.38	0.92
24. The intercollegiate athletic programs contribute to a strong sense of school spirit.	5.78	5.47	0.31
25. Faculty are fair and unbiased in their treatment of individual students.	6.46	5.01	1.45
26. Computer labs are adequate and accessible.	6.11	5.58	0.53
27. The personnel involved in registration are helpful.	6.62	6.13	0.49
28. Parking lots are well-lighted and secure.	6.39	4.99	1.40
29. It is an enjoyable experience to be a student on this campus.	6.72	6.01	0.71
30. Residence hall staff are concerned about me as an individual.	6.43	5.95	0.48
31. Males and females have equal opportunities to participate in intercollegiate athletics.	5.57	5.25	0.32
32. Tutoring services are readily available.	6.33	6.21	0.12
33. My academic advisor is knowledgeable about requirements in my major.	6.70	6.48	0.22
34. I am able to register for classes I need with few conflicts.	6.58	5.95	0.63
35. The assessment and course placement procedures are reasonable.	6.49	6.11	0.38
36. Security staff respond quickly in emergencies.	6.39	4.73	1.66
37. I feel a sense of pride about my campus.	6.23	5.48	0.75
38. There is an adequate selection of food available in the cafeteria.	6.08	5.78	0.30
39. I am able to experience intellectual growth here.	6.79	6.26	0.53
40. Residence hall regulations are reasonable.	6.36	5.67	0.69
41. There is a commitment to academic excellence on this campus.	6.73	6.18	0.55
42. There are a sufficient number of weekend activities for students.	5.11	4.27	0.84
43. Admissions counselors respond to prospective students' unique needs and requests.	6.45	5.89	0.56
44. Academic support services adequately meet the needs of students.	6.52	6.01	0.51
45. Students are made to feel welcome on this campus.	6.49	5.76	0.73
46. I can easily get involved in campus organizations.	6.03	5.34	0.69
47. Faculty provide timely feedback about student progress in a course.	6.54	5.68	0.86

48. Admissions counselors accurately portray the campus in their recruiting practices.	6.47	5.52	0.95
49. There are adequate services to help me decide upon a career.	6.39	5.52	0.87
50. Class change (drop/add) policies are reasonable.	6.43	6.51	-0.08
51. This institution has a good reputation within the community.	6.53	5.71	0.82
52. The student center is a comfortable place for students to spend their leisure time.	6.00	5.51	0.49
53. Faculty take into consideration student differences as they teach a course.	6.42	5.68	0.74
54. Bookstore staff are helpful.	5.76	5.36	0.40
55. Major requirements are clear and reasonable.	6.61	5.98	0.63
56. The student handbook provides helpful information about campus life.	6.41	6.14	0.27
57. I seldom get the "run-around" when seeking information on this campus.	6.45	5.75	0.70
58. The quality of instruction I receive in most of my classes is excellent.	6.60	6.10	0.50
59. This institution shows concern for students as individuals.	6.56	6.09	0.47
60. I generally know what's happening on campus.	6.29	5.93	0.36
61. Adjunct faculty are competent as classroom instructors.	6.58	6.21	0.37
62. There is a strong commitment to racial harmony on this campus.	6.59	6.17	0.42
63. Student disciplinary procedures are fair.	6.16	5.24	0.92
64. New student orientation services help students adjust to college.	6.43	5.94	0.49
65. Faculty are usually available after class and during office hours.	6.45	6.15	0.30
66. Tuition paid is a worthwhile investment.	6.62	5.77	0.85
67. Freedom of expression is protected on campus.	6.30	5.56	0.74
68. Nearly all of the faculty are knowledgeable in their field.	6.73	6.44	0.29
69. There is a good variety of courses provided on this campus.	6.43	5.55	0.88
70. Graduate teaching assistants are competent as classroom instructors.	6.18	5.96	0.22
71. Channels for expressing student complaints are readily available.	6.26	5.26	1.00
72. On the whole, the campus is well-maintained.	6.40	5.44	0.96
73. Student activities fees are put to good use.	6.41	5.39	1.02
74. Campus item: The Academic Resource Center (ARC) at the Library has adequate quiet space for testing and study.	6.50	6.45	0.05
75. Campus item: Internships or practical experiences are provided in my degree program.	6.56	5.92	0.64
76. Campus item: College personnel and students show respect for diverse ethnicities.	6.49	6.25	0.24
77. Campus item: The College's policies and procedures regarding harassment are clear and well publicized.	6.55	6.06	0.49
78. Campus item: Prospective students receive adequate and accurate information about financial aid programs and application procedures.	6.64	6.16	0.48
79. Campus item: The campus uses email or text messages to effectively communicate important information to students.	6.64	6.64	0.00
80. Campus item: On campus access to the internet is adequate and reliable for homework and classroom instruction.	6.60	5.44	1.16
81. Campus item: Students have reasonable access to computers on campus.	6.48	6.04	0.44
82. Campus item: The proper channels for communicating complaints and/or safety concerns are clear.	6.36	5.28	1.08
83. Campus item: The campus provides an atmosphere for spiritual growth.	6.78	6.28	0.50
84. Institution's commitment to part-time students?	NA	6.13	NA
85. Institution's commitment to evening students?	NA	5.83	NA
86. Institution's commitment to older, returning learners?	NA	6.27	NA
87. Institution's commitment to under-represented populations?	NA	5.99	NA
88. Institution's commitment to commuters?	NA	5.89	NA
89. Institution's commitment to students with disabilities?	NA	6.15	NA
90. Cost as factor in decision to enroll.	6.44	NA	NA
91. Financial aid as factor in decision to enroll.	6.49	NA	NA
92. Academic reputation as factor in decision to enroll.	6.11	NA	NA
93. Size of institution as factor in decision to enroll.	4.78	NA	NA
94. Opportunity to play sports as factor in decision to enroll.	3.49	NA	NA
95. Recommendations from family/friends as factor in decision to enroll.	5.64	NA	NA
96. Geographic setting as factor in decision to enroll.	4.71	NA	NA
97. Campus appearance as factor in decision to enroll.	4.30	NA	NA
98. Personalized attention prior to enrollment as factor in decision to enroll.	5.22	NA	NA

* **NOTE** – Only 5 of the 83 statements received an average satisfaction score lower than 5.00 (somewhat satisfied).

Statements in CATEGORY Order – BBC Fall 2019	Importance	Satisfaction	Performance Gap
Academic Advising			
6. My academic advisor is approachable.	6.80	6.48	0.32
14. My academic advisor is concerned about my success as an individual.	6.69	6.35	0.34
19. My academic advisor helps me to set goals to work toward.	6.43	5.65	0.78
33. My academic advisor is knowledgeable about requirements in my major.	6.70	6.48	0.22
55. Major requirements are clear and reasonable.	6.61	5.98	0.63
Campus Climate			
1. Most students feel a sense of belonging here.	6.35	5.64	0.71
2. The campus staff are caring and helpful.	6.72	6.17	0.55
3. Faculty care about me as an individual.	6.67	6.26	0.41
7. The campus is safe and secure for all students.	6.18	4.65	1.53
10. Administrators are approachable to students.	6.57	5.99	0.58
29. It is an enjoyable experience to be a student on this campus.	6.72	6.01	0.71
37. I feel a sense of pride about my campus.	6.23	5.48	0.75
41. There is a commitment to academic excellence on this campus.	6.73	6.18	0.55
45. Students are made to feel welcome on this campus.	6.49	5.76	0.73
51. This institution has a good reputation within the community.	6.53	5.71	0.82
57. I seldom get the "run-around" when seeking information on this campus.	6.45	5.75	0.70
59. This institution shows concern for students as individuals.	6.56	6.09	0.47
60. I generally know what's happening on campus.	6.29	5.93	0.36
62. There is a strong commitment to racial harmony on this campus.	6.59	6.17	0.42
66. Tuition paid is a worthwhile investment.	6.62	5.77	0.85
67. Freedom of expression is protected on campus.	6.30	5.56	0.74
71. Channels for expressing student complaints are readily available.	6.26	5.26	1.00
Campus Life			
9. A variety of intramural activities are offered.	4.92	4.41	0.51
23. Living conditions in the residence halls are comfortable (adequate space, lighting, heat, air, etc.).	6.30	5.38	0.92
24. The intercollegiate athletic programs contribute to a strong sense of school spirit.	5.78	5.47	0.31
30. Residence hall staff are concerned about me as an individual.	6.43	5.95	0.48
31. Males and females have equal opportunities to participate in intercollegiate athletics.	5.57	5.25	0.32
38. There is an adequate selection of food available in the cafeteria.	6.08	5.78	0.30
40. Residence hall regulations are reasonable.	6.36	5.67	0.69
42. There are a sufficient number of weekend activities for students.	5.11	4.27	0.84
46. I can easily get involved in campus organizations.	6.03	5.34	0.69
52. The student center is a comfortable place for students to spend their leisure time.	6.00	5.51	0.49
56. The student handbook provides helpful information about campus life.	6.41	6.14	0.27
63. Student disciplinary procedures are fair.	6.16	5.24	0.92
64. New student orientation services help students adjust to college.	6.43	5.94	0.49
67. Freedom of expression is protected on campus.	6.30	5.56	0.74
73. Student activities fees are put to good use.	6.41	5.39	1.02
Campus Support Services			
13. Library staff are helpful and approachable.	6.51	6.46	0.05
18. Library resources and services are adequate.	6.49	6.13	0.36
26. Computer labs are adequate and accessible.	6.11	5.58	0.53
32. Tutoring services are readily available.	6.33	6.21	0.12
44. Academic support services adequately meet the needs of students.	6.52	6.01	0.51
49. There are adequate services to help me decide upon a career.	6.39	5.52	0.87
54. Bookstore staff are helpful.	5.76	5.36	0.40
Concern For The Individual			
3. Faculty care about me as an individual.	6.67	6.26	0.41
14. My academic advisor is concerned about my success as an individual.	6.69	6.35	0.34
22. Counseling staff care about students as individuals.	6.51	6.10	0.41
25. Faculty are fair and unbiased in their treatment of individual students.	6.46	5.01	1.45
30. Residence hall staff are concerned about me as an individual.	6.43	5.95	0.48
59. This institution shows concern for students as individuals.	6.56	6.09	0.47
Instructional Effectiveness			
3. Faculty care about me as an individual.	6.67	6.26	0.41
8. The content of the courses within my major is valuable.	6.70	6.05	0.65
16. The instruction in my major field is excellent.	6.69	6.08	0.61
25. Faculty are fair and unbiased in their treatment of individual students.	6.46	5.01	1.45

39. I am able to experience intellectual growth here.	6.79	6.26	0.53
41. There is a commitment to academic excellence on this campus.	6.73	6.18	0.55
47. Faculty provide timely feedback about student progress in a course.	6.54	5.68	0.86
53. Faculty take into consideration student differences as they teach a course.	6.42	5.68	0.74
58. The quality of instruction I receive in most of my classes is excellent.	6.60	6.10	0.50
61. Adjunct faculty are competent as classroom instructors.	6.58	6.21	0.37
65. Faculty are usually available after class and during office hours.	6.45	6.15	0.30
68. Nearly all of the faculty are knowledgeable in their field.	6.73	6.44	0.29
69. There is a good variety of courses provided on this campus.	6.43	5.55	0.88
70. Graduate teaching assistants are competent as classroom instructors.	6.18	5.96	0.22
Recruitment and Financial Aid			
4. Admissions staff are knowledgeable.	6.76	6.19	0.57
5. Financial aid counselors are helpful.	6.81	6.43	0.38
12. Financial aid awards are announced to students in time to be helpful in college planning.	6.51	5.96	0.55
17. Adequate financial aid is available for most students.	6.51	5.62	0.89
43. Admissions counselors respond to prospective students' unique needs and requests.	6.45	5.89	0.56
48. Admissions counselors accurately portray the campus in their recruiting practices.	6.47	5.52	0.95
Registration Effectiveness			
11. Billing policies are reasonable.	6.53	5.79	0.74
20. The business office is open during hours which are convenient for most students.	6.34	6.05	0.29
27. The personnel involved in registration are helpful.	6.62	6.13	0.49
34. I am able to register for classes I need with few conflicts.	6.58	5.95	0.63
50. Class change (drop/add) policies are reasonable.	6.43	6.51	-0.08
Responsiveness to Diverse Populations			
84. Institution's commitment to part-time students?	NA	6.13	NA
85. Institution's commitment to evening students?	NA	5.83	NA
86. Institution's commitment to older, returning learners?	NA	6.27	NA
87. Institution's commitment to under-represented populations?	NA	5.99	NA
88. Institution's commitment to commuters?	NA	5.89	NA
89. Institution's commitment to students with disabilities?	NA	6.15	NA
Safety and Security			
7. The campus is safe and secure for all students.	6.18	4.65	1.53
21. The amount of student parking space on campus is adequate.	6.28	6.08	0.20
28. Parking lots are well-lighted and secure.	6.39	4.99	1.40
36. Security staff respond quickly in emergencies.	6.39	4.73	1.66
Service Excellence			
2. The campus staff are caring and helpful.	6.72	6.17	0.55
13. Library staff are helpful and approachable.	6.51	6.46	0.05
15. The staff in the health services area are competent.	6.33	5.94	0.39
22. Counseling staff care about students as individuals.	6.51	6.10	0.41
27. The personnel involved in registration are helpful.	6.62	6.13	0.49
57. I seldom get the "run-around" when seeking information on this campus.	6.45	5.75	0.70
60. I generally know what's happening on campus.	6.29	5.93	0.36
71. Channels for expressing student complaints are readily available.	6.26	5.26	1.00
Student Centeredness			
1. Most students feel a sense of belonging here.	6.35	5.64	0.71
2. The campus staff are caring and helpful.	6.72	6.17	0.55
10. Administrators are approachable to students.	6.57	5.99	0.58
29. It is an enjoyable experience to be a student on this campus.	6.72	6.01	0.71
45. Students are made to feel welcome on this campus.	6.49	5.76	0.73
59. This institution shows concern for students as individuals.	6.56	6.09	0.47
Stand Alone Items (No Category Assigned)			
35. The assessment and course placement procedures are reasonable.	6.49	6.11	0.38
72. On the whole, the campus is well-maintained.	6.40	5.44	0.96
Campus Specific Items			
74. Campus item: The Academic Resource Center (ARC) at the Library has adequate quiet space for testing and study.	6.50	6.45	0.05
75. Campus item: Internships or practical experiences are provided in my degree program.	6.56	5.92	0.64
76. Campus item: College personnel and students show respect for diverse ethnicities.	6.49	6.25	0.24
77. Campus item: The College's policies and procedures regarding harassment are clear and well publicized.	6.55	6.06	0.49

78. Campus item: Prospective students receive adequate and accurate information about financial aid programs and application procedures.	6.64	6.16	0.48
79. Campus item: The campus uses email or text messages to effectively communicate important information to students.	6.64	6.64	0.00
80. Campus item: On campus access to the internet is adequate and reliable for homework and classroom instruction.	6.60	5.44	1.16
81. Campus item: Students have reasonable access to computers on campus.	6.48	6.04	0.44
82. Campus item: The proper channels for communicating complaints and/or safety concerns are clear.	6.36	5.28	1.08
83. Campus item: The campus provides an atmosphere for spiritual growth.	6.78	6.28	0.50

Statements in <u>NUMBER</u> Order – BBC vs. ABHE Institutions & National 4-Year Private Institutions	BBC (Fall 2019) Satisfaction	ABHE Institutions (2016-2019) Satisfaction	National 4- Year Private Institutions Satisfaction
1. Most students feel a sense of belonging here.	5.64	5.66	5.27
2. The campus staff are caring and helpful.	6.17	6.17	5.64
3. Faculty care about me as an individual.	6.26	6.12	5.59
4. Admissions staff are knowledgeable.	6.19	5.92	5.49
5. Financial aid counselors are helpful.	6.43	5.74	5.21
6. My academic advisor is approachable.	6.48	6.23	5.86
7. The campus is safe and secure for all students.	4.65	5.79	5.71
8. The content of the courses within my major is valuable.	6.05	6.03	5.73
9. A variety of intramural activities are offered.	4.41	5.29	5.20
10. Administrators are approachable to students.	5.99	5.93	5.39
11. Billing policies are reasonable.	5.79	5.55	4.75
12. Financial aid awards are announced to students in time to be helpful in college planning.	5.96	5.57	5.21
13. Library staff are helpful and approachable.	6.46	6.16	5.84
14. My academic advisor is concerned about my success as an individual.	6.35	6.18	5.68
15. The staff in the health services area are competent.	5.94	5.60	5.24
16. The instruction in my major field is excellent.	6.08	6.03	5.73
17. Adequate financial aid is available for most students.	5.62	5.59	5.03
18. Library resources and services are adequate.	6.13	5.86	5.76
19. My academic advisor helps me to set goals to work toward.	5.65	5.59	5.24
20. The business office is open during hours which are convenient for most students.	6.05	5.79	5.36
21. The amount of student parking space on campus is adequate.	6.08	5.15	3.81
22. Counseling staff care about students as individuals.	6.10	5.98	5.44
23. Living conditions in the residence halls are comfortable (adequate space, lighting, heat, air, etc.).	5.38	5.19	4.66
24. The intercollegiate athletic programs contribute to a strong sense of school spirit.	5.47	5.35	4.67
25. Faculty are fair and unbiased in their treatment of individual students.	5.01	5.72	5.35
26. Computer labs are adequate and accessible.	5.58	5.77	5.62
27. The personnel involved in registration are helpful.	6.13	6.08	5.55
28. Parking lots are well-lighted and secure.	4.99	5.26	5.09
29. It is an enjoyable experience to be a student on this campus.	6.01	5.94	5.43
30. Residence hall staff are concerned about me as an individual.	5.95	5.81	5.14
31. Males and females have equal opportunities to participate in intercollegiate athletics.	5.25	5.97	5.76
32. Tutoring services are readily available.	6.21	5.84	5.74
33. My academic advisor is knowledgeable about requirements in my major.	6.48	6.15	5.87
34. I am able to register for classes I need with few conflicts.	5.95	5.82	5.20
35. The assessment and course placement procedures are reasonable.	6.11	5.89	5.48
36. Security staff respond quickly in emergencies.	4.73	5.55	5.38
37. I feel a sense of pride about my campus.	5.48	5.66	5.29
38. There is an adequate selection of food available in the cafeteria.	5.78	4.72	4.19
39. I am able to experience intellectual growth here.	6.26	6.05	5.81
40. Residence hall regulations are reasonable.	5.67	5.50	5.03
41. There is a commitment to academic excellence on this campus.	6.18	5.87	5.70
42. There are a sufficient number of weekend activities for students.	4.27	5.08	4.72
43. Admissions counselors respond to prospective students' unique needs and requests.	5.89	5.85	5.46
44. Academic support services adequately meet the needs of students.	6.01	5.86	5.53

45. Students are made to feel welcome on this campus.	5.76	5.99	5.66
46. I can easily get involved in campus organizations.	5.34	5.70	5.51
47. Faculty provide timely feedback about student progress in a course.	5.68	5.55	5.26
48. Admissions counselors accurately portray the campus in their recruiting practices.	5.52	5.61	5.21
49. There are adequate services to help me decide upon a career.	5.52	5.49	5.41
50. Class change (drop/add) policies are reasonable.	6.51	5.99	5.59
51. This institution has a good reputation within the community.	5.71	5.94	5.70
52. The student center is a comfortable place for students to spend their leisure time.	5.51	5.60	5.32
53. Faculty take into consideration student differences as they teach a course.	5.68	5.61	5.22
54. Bookstore staff are helpful.	5.36	5.89	5.63
55. Major requirements are clear and reasonable.	5.98	5.93	5.71
56. The student handbook provides helpful information about campus life.	6.14	5.81	5.35
57. I seldom get the "run-around" when seeking information on this campus.	5.75	5.46	4.98
58. The quality of instruction I receive in most of my classes is excellent.	6.10	5.99	5.61
59. This institution shows concern for students as individuals.	6.09	6.03	5.39
60. I generally know what's happening on campus.	5.93	5.52	5.24
61. Adjunct faculty are competent as classroom instructors.	6.21	5.94	5.53
62. There is a strong commitment to racial harmony on this campus.	6.17	5.96	5.59
63. Student disciplinary procedures are fair.	5.24	5.76	5.37
64. New student orientation services help students adjust to college.	5.94	5.81	5.37
65. Faculty are usually available after class and during office hours.	6.15	6.10	5.85
66. Tuition paid is a worthwhile investment.	5.77	5.69	4.94
67. Freedom of expression is protected on campus.	5.56	5.68	5.48
68. Nearly all of the faculty are knowledgeable in their field.	6.44	6.28	5.96
69. There is a good variety of courses provided on this campus.	5.55	5.67	5.59
70. Graduate teaching assistants are competent as classroom instructors.	5.96	5.73	5.47
71. Channels for expressing student complaints are readily available.	5.26	5.33	4.89
72. On the whole, the campus is well-maintained.	5.44	5.68	5.71
73. Student activities fees are put to good use.	5.39	5.39	4.86
74. Campus item: The Academic Resource Center (ARC) at the Library has adequate quiet space for testing and study.	6.45	NA	NA
75. Campus item: Internships or practical experiences are provided in my degree program.	5.92	NA	NA
76. Campus item: College personnel and students show respect for diverse ethnicities.	6.25	NA	NA
77. Campus item: The College's policies and procedures regarding harassment are clear and well publicized.	6.06	NA	NA
78. Campus item: Prospective students receive adequate and accurate information about financial aid programs and application procedures.	6.16	NA	NA
79. Campus item: The campus uses email or text messages to effectively communicate important information to students.	6.64	NA	NA
80. Campus item: On campus access to the internet is adequate and reliable for homework and classroom instruction.	5.44	NA	NA
81. Campus item: Students have reasonable access to computers on campus.	6.04	NA	NA
82. Campus item: The proper channels for communicating complaints and/or safety concerns are clear.	5.28	NA	NA
83. Campus item: The campus provides an atmosphere for spiritual growth.	6.28	NA	NA
84. Institution's commitment to part-time students?	6.13	5.80	5.34
85. Institution's commitment to evening students?	5.83	5.64	5.32
86. Institution's commitment to older, returning learners?	6.27	5.90	5.48
87. Institution's commitment to under-represented populations?	5.99	5.78	5.35
88. Institution's commitment to commuters?	5.89	5.69	5.19
89. Institution's commitment to students with disabilities?	6.15	5.77	5.51
Decision to Enroll Statements (Importance Scores Only)	BBC	ABHE	National 4-Year Private
90. Cost as factor in decision to enroll.	6.44	6.16	6.19
91. Financial aid as factor in decision to enroll.	6.49	6.21	6.31
92. Academic reputation as factor in decision to enroll.	6.11	5.95	6.15
93. Size of institution as factor in decision to enroll.	4.78	4.99	5.50
94. Opportunity to play sports as factor in decision to enroll.	3.49	4.11	4.05
95. Recommendations from family/friends as factor in decision to enroll.	5.64	5.48	4.94
96. Geographic setting as factor in decision to enroll.	4.71	5.08	5.47
97. Campus appearance as factor in decision to enroll.	4.30	5.14	5.56
98. Personalized attention prior to enrollment as factor in decision to enroll.	5.22	5.59	5.67

Statements in CATEGORY Order – BBC vs. ABHE Institutions & National 4-Year Private Institutions	BBC (Fall 2019) Satisfaction	ABHE Institutions (2016-2019) Satisfaction	National 4- Year Private Institutions Satisfaction
Academic Advising	6.19	6.02	5.67
6. My academic advisor is approachable.	6.48	6.23	5.86
14. My academic advisor is concerned about my success as an individual.	6.35	6.18	5.68
19. My academic advisor helps me to set goals to work toward.	5.65	5.59	5.24
33. My academic advisor is knowledgeable about requirements in my major.	6.48	6.15	5.87
55. Major requirements are clear and reasonable.	5.98	5.93	5.71
Campus Climate	5.78	5.81	5.41
1. Most students feel a sense of belonging here.	5.64	5.66	5.27
2. The campus staff are caring and helpful.	6.17	6.17	5.64
3. Faculty care about me as an individual.	6.26	6.12	5.59
7. The campus is safe and secure for all students.	4.65	5.79	5.71
10. Administrators are approachable to students.	5.99	5.93	5.39
29. It is an enjoyable experience to be a student on this campus.	6.01	5.94	5.43
37. I feel a sense of pride about my campus.	5.48	5.66	5.29
41. There is a commitment to academic excellence on this campus.	6.18	5.87	5.70
45. Students are made to feel welcome on this campus.	5.76	5.99	5.66
51. This institution has a good reputation within the community.	5.71	5.94	5.70
57. I seldom get the "run-around" when seeking information on this campus.	5.75	5.46	4.98
59. This institution shows concern for students as individuals.	6.09	6.03	5.39
60. I generally know what's happening on campus.	5.93	5.52	5.24
62. There is a strong commitment to racial harmony on this campus.	6.17	5.96	5.59
66. Tuition paid is a worthwhile investment.	5.77	5.69	4.94
67. Freedom of expression is protected on campus.	5.56	5.68	5.48
71. Channels for expressing student complaints are readily available.	5.26	5.33	4.89
Campus Life	5.41	5.51	5.11
9. A variety of intramural activities are offered.	4.41	5.29	5.20
23. Living conditions in the residence halls are comfortable (adequate space, lighting, heat, air, etc.).	5.38	5.19	4.66
24. The intercollegiate athletic programs contribute to a strong sense of school spirit.	5.47	5.35	4.67
30. Residence hall staff are concerned about me as an individual.	5.95	5.81	5.14
31. Males and females have equal opportunities to participate in intercollegiate athletics.	5.25	5.97	5.76
38. There is an adequate selection of food available in the cafeteria.	5.78	4.72	4.19
40. Residence hall regulations are reasonable.	5.67	5.50	5.03
42. There are a sufficient number of weekend activities for students.	4.27	5.08	4.72
46. I can easily get involved in campus organizations.	5.34	5.70	5.51
52. The student center is a comfortable place for students to spend their leisure time.	5.51	5.60	5.32
56. The student handbook provides helpful information about campus life.	6.14	5.81	5.35
63. Student disciplinary procedures are fair.	5.24	5.73	5.37
64. New student orientation services help students adjust to college.	5.94	5.81	5.37
67. Freedom of expression is protected on campus.	5.56	5.68	5.48
73. Student activities fees are put to good use.	5.39	5.39	4.86
Campus Support Services	5.93	5.84	5.65
13. Library staff are helpful and approachable.	6.46	6.16	5.84
18. Library resources and services are adequate.	6.13	5.86	5.76
26. Computer labs are adequate and accessible.	5.58	5.77	5.62
32. Tutoring services are readily available.	6.21	5.84	5.74
44. Academic support services adequately meet the needs of students.	6.01	5.86	5.53
49. There are adequate services to help me decide upon a career.	5.52	5.49	5.41
54. Bookstore staff are helpful.	5.36	5.89	5.63
Concern For The Individual	5.96	5.98	5.44
3. Faculty care about me as an individual.	6.26	6.12	5.59
14. My academic advisor is concerned about my success as an individual.	6.35	6.18	5.68
22. Counseling staff care about students as individuals.	6.10	5.98	5.44
25. Faculty are fair and unbiased in their treatment of individual students.	5.01	5.72	5.35
30. Residence hall staff are concerned about me as an individual.	5.95	5.81	5.14
59. This institution shows concern for students as individuals.	6.09	6.03	5.39
Instructional Effectiveness	5.98	5.91	5.60
3. Faculty care about me as an individual.	6.26	6.12	5.59
8. The content of the courses within my major is valuable.	6.05	6.03	5.73

16. The instruction in my major field is excellent.	6.08	6.03	5.73
25. Faculty are fair and unbiased in their treatment of individual students.	5.01	5.72	5.35
39. I am able to experience intellectual growth here.	6.26	6.05	5.81
41. There is a commitment to academic excellence on this campus.	6.18	5.87	5.70
47. Faculty provide timely feedback about student progress in a course.	5.68	5.55	5.26
53. Faculty take into consideration student differences as they teach a course.	5.68	5.61	5.22
58. The quality of instruction I receive in most of my classes is excellent.	6.10	5.99	5.61
61. Adjunct faculty are competent as classroom instructors.	6.21	5.94	5.53
65. Faculty are usually available after class and during office hours.	6.15	6.10	5.85
68. Nearly all of the faculty are knowledgeable in their field.	6.44	6.28	5.96
69. There is a good variety of courses provided on this campus.	5.55	5.67	5.59
70. Graduate teaching assistants are competent as classroom instructors.	5.96	5.73	5.47
Recruitment and Financial Aid	5.95	5.71	5.27
4. Admissions staff are knowledgeable.	6.19	5.92	5.49
5. Financial aid counselors are helpful.	6.43	5.74	5.21
12. Financial aid awards are announced to students in time to be helpful in college planning.	5.96	5.57	5.21
17. Adequate financial aid is available for most students.	5.62	5.59	5.03
43. Admissions counselors respond to prospective students' unique needs and requests.	5.89	5.85	5.46
48. Admissions counselors accurately portray the campus in their recruiting practices.	5.52	5.61	5.21
Registration Effectiveness	6.07	5.85	5.29
11. Billing policies are reasonable.	5.79	5.55	4.75
20. The business office is open during hours which are convenient for most students.	6.05	5.79	5.36
27. The personnel involved in registration are helpful.	6.13	6.08	5.55
34. I am able to register for classes I need with few conflicts.	5.95	5.82	5.20
50. Class change (drop/add) policies are reasonable.	6.51	5.99	5.59
Responsiveness to Diverse Populations	6.04	5.77	5.36
84. Institution's commitment to part-time students?	6.13	5.80	5.34
85. Institution's commitment to evening students?	5.83	5.64	5.32
86. Institution's commitment to older, returning learners?	6.27	5.90	5.48
87. Institution's commitment to under-represented populations?	5.99	5.78	5.35
88. Institution's commitment to commuters?	5.89	5.69	5.19
89. Institution's commitment to students with disabilities?	6.15	5.77	5.51
Safety and Security	5.17	5.44	5.00
7. The campus is safe and secure for all students.	4.65	5.79	5.71
21. The amount of student parking space on campus is adequate.	6.08	5.15	3.81
28. Parking lots are well-lighted and secure.	4.99	5.26	5.09
36. Security staff respond quickly in emergencies.	4.73	5.55	5.38
Service Excellence	5.95	5.79	5.36
2. The campus staff are caring and helpful.	6.17	6.17	5.64
13. Library staff are helpful and approachable.	6.46	6.16	5.84
15. The staff in the health services area are competent.	5.94	5.60	5.24
22. Counseling staff care about students as individuals.	6.10	5.98	5.44
27. The personnel involved in registration are helpful.	6.13	6.08	5.55
57. I seldom get the "run-around" when seeking information on this campus.	5.75	5.46	4.98
60. I generally know what's happening on campus.	5.93	5.52	5.24
71. Channels for expressing student complaints are readily available.	5.26	5.33	4.89
Student Centeredness	5.93	5.95	5.46
1. Most students feel a sense of belonging here.	5.64	5.66	5.27
2. The campus staff are caring and helpful.	6.17	6.17	5.64
10. Administrators are approachable to students.	5.99	5.93	5.39
29. It is an enjoyable experience to be a student on this campus.	6.01	5.94	5.43
45. Students are made to feel welcome on this campus.	5.76	5.99	5.66
59. This institution shows concern for students as individuals.	6.09	6.03	5.39
Stand Alone Items (No Category Assigned)			
35. The assessment and course placement procedures are reasonable.	6.11	5.89	5.48
72. On the whole, the campus is well-maintained.	5.44	5.68	5.71

Statements in DEPARTMENT Order – BBC vs. ABHE Institutions & National 4-Year Private Institutions	BBC (Fall 2019) Satisfaction	ABHE Institutions (2016-2019) Satisfaction	National 4- Year Private Institutions Satisfaction
Academic Advising			
6. My academic advisor is approachable.	6.48	6.23	5.86
14. My academic advisor is concerned about my success as an individual.	6.35	6.18	5.68
19. My academic advisor helps me to set goals to work toward.	5.65	5.59	5.24
33. My academic advisor is knowledgeable about requirements in my major.	6.48	6.15	5.87
Admissions/Enrollment			
4. Admissions staff are knowledgeable.	6.19	5.92	5.49
27. The personnel involved in registration are helpful.	6.13	6.08	5.55
34. I am able to register for classes I need with few conflicts.	5.95	5.82	5.20
43. Admissions counselors respond to prospective students' unique needs and requests.	5.89	5.85	5.46
48. Admissions counselors accurately portray the campus in their recruiting practices.	5.52	5.61	5.21
Athletics			
9. A variety of intramural activities are offered.	4.41	5.29	5.20
24. The intercollegiate athletic programs contribute to a strong sense of school spirit.	5.47	5.35	4.67
31. Males and females have equal opportunities to participate in intercollegiate athletics.	5.25	5.97	5.76
Facilities/Maintenance			
21. The amount of student parking space on campus is adequate.	6.08	5.15	3.81
23. Living conditions in the residence halls are comfortable (adequate space, lighting, heat, air, etc.).	5.38	5.19	4.66
37. I feel a sense of pride about my campus.	5.48	5.66	5.29
72. On the whole, the campus is well-maintained.	5.44	5.68	5.71
Faculty			
3. Faculty care about me as an individual.	6.26	6.12	5.59
47. Faculty provide timely feedback about student progress in a course.	5.68	5.55	5.26
53. Faculty take into consideration student differences as they teach a course.	5.68	5.61	5.22
61. Adjunct faculty are competent as classroom instructors.	6.21	5.94	5.53
65. Faculty are usually available after class and during office hours.	6.15	6.10	5.85
68. Nearly all of the faculty are knowledgeable in their field.	6.44	6.28	5.96
Finance			
11. Billing policies are reasonable.	5.79	5.55	4.75
20. The business office is open during hours which are convenient for most students.	6.05	5.79	5.36
Financial Aid			
5. Financial aid counselors are helpful.	6.43	5.74	5.21
12. Financial aid awards are announced to students in time to be helpful in college planning.	5.96	5.57	5.21
17. Adequate financial aid is available for most students.	5.62	5.59	5.03
78. Campus item: Prospective students receive adequate and accurate information about financial aid programs and application procedures.	6.16	NA	NA
Food Services			
38. There is an adequate selection of food available in the cafeteria.	5.78	4.72	4.19
Instructional Effectiveness/Program Assessment			
8. The content of the courses within my major is valuable.	6.05	6.03	5.73
16. The instruction in my major field is excellent.	6.08	6.03	5.73
35. The assessment and course placement procedures are reasonable.	6.11	5.89	5.48
39. I am able to experience intellectual growth here.	6.26	6.05	5.81
41. There is a commitment to academic excellence on this campus.	6.18	5.87	5.70
55. Major requirements are clear and reasonable.	5.98	5.93	5.71
58. The quality of instruction I receive in most of my classes is excellent.	6.10	5.99	5.61
75. Campus item: Internships or practical experiences are provided in my degree program.	5.92	NA	NA
Library/Academic Resource Center (ARC)			
13. Library staff are helpful and approachable.	6.46	6.16	5.84
18. Library resources and services are adequate.	6.13	5.86	5.76
32. Tutoring services are readily available.	6.21	5.84	5.74
44. Academic support services adequately meet the needs of students.	6.01	5.86	5.53
74. Campus item: The Academic Resource Center (ARC) at the Library has adequate quiet space for testing and study.	6.45	NA	NA
Safety and Security			
7. The campus is safe and secure for all students.	4.65	5.79	5.71
28. Parking lots are well-lighted and secure.	4.99	5.26	5.09
36. Security staff respond quickly in emergencies.	4.73	5.55	5.38

Staff			
2. The campus staff are caring and helpful.	6.17	6.17	5.64
10. Administrators are approachable to students.	5.99	5.93	5.39
Student Life			
15. The staff in the health services area are competent.	5.94	5.60	5.24
22. Counseling staff care about students as individuals.	6.10	5.98	5.44
30. Residence hall staff are concerned about me as an individual.	5.95	5.81	5.14
40. Residence hall regulations are reasonable.	5.67	5.50	5.03
42. There are a sufficient number of weekend activities for students.	4.27	5.08	4.72
46. I can easily get involved in campus organizations.	5.34	5.70	5.51
52. The student center is a comfortable place for students to spend their leisure time.	5.51	5.60	5.32
56. The student handbook provides helpful information about campus life.	6.14	5.81	5.35
63. Student disciplinary procedures are fair.	5.24	5.76	5.37
64. New student orientation services help students adjust to college.	5.94	5.81	5.37
77. Campus item: The College's policies and procedures regarding harassment are clear and well publicized.	6.06	NA	NA
79. Campus item: The campus uses email or text messages to effectively communicate important information to students.	6.64	NA	NA
82. Campus item: The proper channels for communicating complaints and/or safety concerns are clear.	5.28	NA	NA
Technology			
26. Computer labs are adequate and accessible.	5.58	5.77	5.62
80. Campus item: On campus access to the internet is adequate and reliable for homework and classroom instruction.	5.44	NA	NA
81. Campus item: Students have reasonable access to computers on campus.	6.04	NA	NA

NOTES –

1. For purposes of Support Services assessment, only statements directly referring to or relating to a specific department were included on the Department table. Thus, there is no duplication of statements on the table, and not all 83 unique statements are listed on the table.
2. Given there is no external benchmark on campus-specific items, campus-specific items are not bolded and highlighted in green to indicate highest score.

Summary of SIGNIFICANT STATISTICS – BBC vs. ABHE Institutions & National 4-Year Private Institutions	Baptist Bible College (Fall 2019)	ABHE Institutions (2016-2019)	National 4-Year Private Institutions
<i>Significant Statistics</i>			
Unique statements receiving importance scores of 6.00 or greater	78	65	62
Unique statements receiving satisfaction scores of 6.00 or greater	36	13	0
Unique statements receiving satisfaction scores of 4.99 or lower	5	1	10
Largest performance gap - category	Safety and Security 1.14	Safety and Security 0.82	Safety and Security 1.28
<i>Satisfaction Category Scores</i>			
Academic Advising	6.19	6.02	5.67
Recruitment and Financial Aid	5.95	5.71	5.27
Instructional Effectiveness	5.98	5.91	5.60
Concern for the Individual	5.96	5.98	5.44
Student Centeredness	5.93	5.95	5.46
Registration Effectiveness	6.07	5.85	5.29
Campus Climate	5.78	5.81	5.41
Service Excellence	5.95	5.79	5.36
Campus Support Services	5.93	5.84	5.65
Safety and Security	5.17	5.44	5.00
Campus Life	5.41	5.51	5.11
Responsiveness to Diverse Populations	6.04	5.77	5.36
<i>Overall Satisfaction Statements</i>			
So far, how has your college experience met your expectations?	Average: 4.95	Average: 5.06	Average: 4.64
1 = Much worse than expected	0%	1%	2%
2 = Quite a bit worse than I expected	2%	1%	3%
3 = Worse than I expected	8%	6%	12%
4 = About what I expected	32%	26%	31%
5 = Better than I expected	22%	26%	24%
6 = Quite a bit better than I expected	17%	16%	14%
7 = Much better than expected	16%	20%	12%
Rate your overall satisfaction with your experience here thus far.	Average: 5.83	Average: 5.68	Average: 5.26
1 = Not satisfied at all	0%	0%	1%
2 = Not very satisfied	2%	2%	4%
3 = Somewhat dissatisfied	5%	6%	8%
4 = Neutral	7%	8%	11%
5 = Somewhat satisfied	13%	14%	18%
6 = Satisfied	35%	38%	36%
7 = Very Satisfied	36%	29%	18%
All in all, if you had to do it over, would you enroll here again?	Average 5.96	Average 5.90	Average 5.21
1 = Definitely not	0%	2%	4%
2 = Probably not	3%	3%	7%
3 = Maybe not	2%	3%	6%
4 = I don't know	10%	7%	10%
5 = Maybe yes	6%	9%	12%
6 = Probably yes	22%	24%	26%
7 = Definitely yes	52%	49%	30%

BBC BENCHMARK

The College administered the SSI survey in **Fall 2019** and **Fall 2017**. Thus, the SSI survey is benchmarked against BBC itself. There are 83 unique satisfaction statements (including 10 custom campus-defined statements) which are benchmarked against the 2017 average. **BBC has a lower 2019 satisfaction score than the 2017 satisfaction score on 70 of 83 statements (84.34%)**. However, of the 70 statements that received lower satisfaction scores, 45 of 70 were only **slightly lower (-0.30 or less)**.

Significant areas of difference (+0.50 or greater and -0.50 or greater) are noted on the table below.

Statements	Baptist Bible College – Fall 2019			Baptist Bible College – Fall 2017			Avg. Difference
	Importance	Satisfaction	Performance Gap	Importance	Satisfaction	Performance Gap	
7. The campus is safe and secure for all students.	6.18	4.65	1.53	6.49	5.56	0.93	-0.91
9. A variety of intramural activities are offered.	4.92	4.41	0.51	5.08	5.40	-0.32	-0.99
25. Faculty are fair and unbiased in their treatment of individual students.	6.46	5.01	1.45	6.63	5.78	.085	-0.77
31. Males and females have equal opportunities to participate in intercollegiate athletics.	5.57	5.25	0.32	5.94	5.80	0.14	-0.55
36. Security staff respond quickly in emergencies.	6.39	4.73	1.66	6.40	5.54	0.86	-0.81
38. There is an adequate selection of food available in the cafeteria.	6.08	5.78	0.30	5.86	4.94	0.92	0.84
42. There are a sufficient number of weekend activities for students.	5.11	4.27	0.84	5.32	5.08	0.24	-0.81
45. Students are made to feel welcome on this campus.	6.49	5.76	0.73	6.59	6.27	0.32	-0.51
46. I can easily get involved in campus organizations.	6.03	5.34	0.69	6.31	6.18	0.13	-0.84
63. Student disciplinary procedures are fair.	6.16	5.24	0.92	6.45	5.87	0.58	-0.63
69. There is a good variety of courses provided on this campus.	6.43	5.55	0.88	6.60	6.12	0.48	-0.57
74. Campus item: The Academic Resource Center (ARC) at the Library has adequate quiet space for testing and study.	6.50	6.45	0.05	6.40	5.48	0.92	0.97
82. Campus item: The proper channels for communicating complaints and/or safety concerns are clear.	6.36	5.28	1.08	6.47	5.89	0.58	-0.61

The 83 questions are placed into 12 general categories, and **BBC had a lower 2019 satisfaction score average than the 2017 satisfaction score average in all 12 general categories**. The general category data are provided on the table below. While the category satisfaction scores average between 5.41 – 6.19 (somewhat satisfied – satisfied), the data suggest that BBC has opportunities for improvement.

General Category	Baptist Bible College – Fall 2019			Baptist Bible College – Fall 2017			Avg. Difference
	Importance	Satisfaction	Performance Gap	Importance	Satisfaction	Performance Gap	
Academic Advising	6.65	6.19	0.46	6.59	6.32	0.27	-0.13
Recruitment and Financial Aid	6.59	5.95	0.64	6.50	6.02	0.48	-0.07
Instructional Effectiveness	6.58	5.98	0.60	6.63	6.19	0.44	-0.21
Concern for the Individual	6.56	5.96	0.60	6.58	6.21	0.37	-0.25
Student Centeredness	6.56	5.93	0.63	6.56	6.21	0.35	-0.28
Registration Effectiveness	6.50	6.07	0.43	6.47	6.18	0.29	-0.11
Campus Climate	6.49	5.78	0.71	6.48	6.07	0.41	-0.29
Service Excellence	6.46	5.95	0.51	6.39	6.12	0.27	-0.17
Campus Support Services	6.33	5.93	0.40	6.32	6.14	0.18	-0.21
Safety and Security *	6.31	5.17	1.14	6.29	5.47	0.82	-0.30
Campus Life	6.00	5.41	0.59	6.05	5.77	0.28	-0.36
Responsiveness to Diverse Populations		6.04			6.18		-0.14

* **NOTE** – Safety and Security has the largest performance gap for both 2019 and 2017.

Institutional Summary Statement (Overall Satisfaction)	BBC - Fall 2019	BBC - Fall 2017	Avg. Difference
So far, how has your college experience met your expectations?	Average: 4.95	Average: 5.34	-0.39
1 = Much worse than expected	0%	1%	
2 = Quite a bit worse than I expected	2%	2%	
3 = Worse than I expected	8%	4%	
4 = About what I expected	32%	25%	
5 = Better than I expected	22%	17%	
6 = Quite a bit better than I expected	17%	14%	
7 = Much better than expected	16%	34%	
Rate your overall satisfaction with your experience here thus far.	Average: 5.83	Average: 5.94	-0.11
1 = Not satisfied at all	0%	0%	
2 = Not very satisfied	2%	2%	
3 = Somewhat dissatisfied	5%	2%	
4 = Neutral	7%	8%	
5 = Somewhat satisfied	13%	12%	
6 = Satisfied	35%	28%	
7 = Very Satisfied	36%	44%	
All in all, if you had to do it over, would you enroll here again?	Average 5.96	Average 6.15	-0.19
1 = Definitely not	0%	1%	
2 = Probably not	3%	2%	
3 = Maybe not	2%	2%	
4 = I don't know	10%	8%	
5 = Maybe yes	6%	3%	
6 = Probably yes	22%	18%	
7 = Definitely yes	52%	62%	

ABHE INSTITUTIONS BENCHMARK

There are 73 unique satisfaction statements which are benchmarked against the ABHE Institution average. **BBC has a higher satisfaction score than the ABHE Institution average satisfaction score on 52 of 73 statements (71.23%).** The 73 questions are placed into 12 general categories, and **BBC has a higher category satisfaction score average than ABHE Institutions in 7 of 12 general categories.** The general category data are provided on the table below. This demonstrates that overall, BBC is performing **better** than the average ABHE Institution.

General Category	Baptist Bible College – Fall 2019			ABHE Institutions (2016-2019)			Avg. Difference
	Importance	Satisfaction	Performance Gap	Importance	Satisfaction	Performance Gap	
Academic Advising	6.65	6.19	0.46	6.40	6.02	0.38	0.17
Recruitment and Financial Aid	6.59	5.95	0.64	6.33	5.71	0.62	0.24
Instructional Effectiveness	6.58	5.98	0.60	6.46	5.91	0.55	0.07
Concern for the Individual	6.56	5.96	0.60	6.41	5.98	0.43	-0.02
Student Centeredness	6.56	5.93	0.63	6.44	5.95	0.49	-0.02
Registration Effectiveness	6.50	6.07	0.43	6.30	5.85	0.45	0.22
Campus Climate	6.49	5.78	0.71	6.36	5.81	0.55	-0.03
Service Excellence	6.46	5.95	0.51	6.24	5.79	0.45	0.16
Campus Support Services	6.33	5.93	0.40	6.09	5.84	0.25	0.09
Safety and Security *	6.31	5.17	1.14	6.26	5.44	0.82	-0.27
Campus Life	6.00	5.41	0.59	6.01	5.51	0.50	-0.10
Responsiveness to Diverse Populations		6.04			5.77		0.27

* **NOTE** – Safety and Security has the largest performance gap at BBC. However, this category has the largest performance gap at other ABHE Institutions as well.

Institutional Summary Statement (Overall Satisfaction)	BBC - Fall 2019	ABHE Institutions (2016-2019)	Avg. Difference
So far, how has your college experience met your expectations? 1 = Much worse than expected 2 = Quite a bit worse than I expected 3 = Worse than I expected 4 = About what I expected 5 = Better than I expected 6 = Quite a bit better than I expected 7 = Much better than expected	Average: 4.95 0% 2% 8% 32% 22% 17% 16%	Average: 5.06 1% 1% 6% 26% 26% 16% 20%	-0.11
Rate your overall satisfaction with your experience here thus far. 1 = Not satisfied at all 2 = Not very satisfied 3 = Somewhat dissatisfied 4 = Neutral 5 = Somewhat satisfied 6 = Satisfied 7 = Very Satisfied	Average: 5.83 0% 2% 5% 7% 13% 35% 36%	Average: 5.68 0% 2% 6% 8% 14% 38% 29%	0.15
All in all, if you had to do it over, would you enroll here again? 1 = Definitely not 2 = Probably not 3 = Maybe not 4 = I don't know 5 = Maybe yes 6 = Probably yes 7 = Definitely yes	Average 5.96 0% 3% 2% 10% 6% 22% 52%	Average 5.90 2% 3% 3% 7% 9% 24% 49%	0.06

NATIONAL 4-YEAR PRIVATE INSTITUTIONS BENCHMARK

There are 73 unique satisfaction statements which are benchmarked against the National 4-Year Private Institution average. **BBC has a higher satisfaction score than the National 4-Year Private Institution average satisfaction score on 60 of 73 statements (82.19%).** The 73 questions are placed into 12 general categories, and **BBC has a higher category satisfaction score average than National 4-Year Private Institutions in every general category.** The general category data are provided on the table below. This demonstrates that overall, BBC is performing **significantly better** than the average National 4-Year Private Institution (see table below).

General Category	Baptist Bible College – Fall 2019			National 4-Year Private Institutions			Avg. Difference
	Importance	Satisfaction	Performance Gap	Importance	Satisfaction	Performance Gap	
Academic Advising	6.65	6.19	0.46	6.39	5.67	0.72	0.52
Recruitment and Financial Aid	6.59	5.95	0.64	6.26	5.27	0.99	0.68
Instructional Effectiveness	6.58	5.98	0.60	6.40	5.60	0.80	0.38
Concern for the Individual	6.56	5.96	0.60	6.27	5.44	0.83	0.52
Student Centeredness	6.56	5.93	0.63	6.31	5.46	0.85	0.47
Registration Effectiveness	6.50	6.07	0.43	6.21	5.29	0.92	0.78
Campus Climate	6.49	5.78	0.71	6.27	5.41	0.86	0.37
Service Excellence	6.46	5.95	0.51	6.14	5.36	0.78	0.59
Campus Support Services	6.33	5.93	0.40	6.12	5.65	0.47	0.28
Safety and Security *	6.31	5.17	1.14	6.28	5.00	1.28	0.17
Campus Life	6.00	5.41	0.59	5.94	5.11	0.83	0.30
Responsiveness to Diverse Populations		6.04			5.36		0.68

* **NOTE** – Safety and Security has the largest performance gap at BBC. However, the Safety and Security category has the largest performance gap average for National 4-Year Private Institutions as well.

Institutional Summary Statement (Overall Satisfaction)	BBC - Fall 2019	National 4-Year Private Institutions	Avg. Difference
So far, how has your college experience met your expectations?	Average: 4.95	Average: 4.64	0.31
1 = Much worse than expected	0%	2%	
2 = Quite a bit worse than I expected	2%	3%	
3 = Worse than I expected	8%	12%	
4 = About what I expected	32%	31%	
5 = Better than I expected	22%	24%	
6 = Quite a bit better than I expected	17%	14%	
7 = Much better than expected	16%	12%	
Rate your overall satisfaction with your experience here thus far.	Average: 5.83	Average: 5.26	0.57
1 = Not satisfied at all	0%	1%	
2 = Not very satisfied	2%	4%	
3 = Somewhat dissatisfied	5%	8%	
4 = Neutral	7%	11%	
5 = Somewhat satisfied	13%	18%	
6 = Satisfied	35%	36%	
7 = Very Satisfied	36%	18%	
All in all, if you had to do it over, would you enroll here again?	Average 5.96	Average 5.21	0.75
1 = Definitely not	0%	4%	
2 = Probably not	3%	7%	
3 = Maybe not	2%	6%	
4 = I don't know	10%	10%	
5 = Maybe yes	6%	12%	
6 = Probably yes	22%	26%	
7 = Definitely yes	52%	30%	

SUMMARY

Summary

The overall results of the SSI survey are **very positive** and provide useful data for the assessment of institutional effectiveness. A strength of the SSI survey is the ability for institutions to **benchmark** the data against prior SSI surveys, against ABHE Institutions, and against National 4-Year Private Institutions. Although BBC underperformed against its 2017 average in every major statistical category, **BBC outperformed the ABHE institution average in most major statistical categories** (pp. 17, 20), and **BBC outperformed the National 4-Year Private Institution average in every major statistical category** (pp. 17, 21).

Given the comprehensive nature of the survey statements, the response data may be used to assess the institution as a whole including both the **academic services** and **support services** (refer to the “Department” table, p. 15). The data demonstrate that both the **academic services** and the **support services** of the College are strengths.

While the overall results are very positive, some of the data highlighted throughout the report indicate there are specific areas which may be enhanced or improved by the College, resulting in needs and future work and recommendations for consideration.

Needs and Future Work

Items listed below represent broad areas of need or future work based upon survey data and responses.

1. Improve all aspects of campus safety and security.
2. Address perceived “favoritism” expressed by students.
3. Improve communication regarding the student complaint process and form.
4. Address technology concerns expressed by students including computer access and Wi-Fi.
5. Develop additional student activities and engagement options.
6. Revisit academic processes related to communication with students, syllabi, and the interface with Populi.

Recommendations

Items listed below represent general recommendations. While some recommendations include more details than others, they are not intended to be all-inclusive or to limit creativity and brainstorming.

1. Review current security protocols and staffing needs and assure that all security lights, doors, driveways, etc. (campus wide) are functioning properly and repair where necessary.
2. Review school standards for building teams which represent the College, clearly publish the criteria in College Handbooks and on the College’s website, and consider conducting some student focus groups to discuss specific ways the College may address and improve the perception of bias or favoritism.

3. Increase communication frequency regarding the student complaint process and improve communication clarity regarding the location of the student complaint form.
4. Review current technology infrastructure and the budget priority list and identify opportunities for computer, network, and internet upgrades/improvement.
5. Review current student activities/engagement opportunities and develop additional initiatives which may include more weekend activities, intramural activities, and student clubs.
6. Meet with faculty to review processes for communicating with students, revisit required content in syllabi, and conduct a refresher on the use of Populi.
7. Consider developing a marketing and recruiting campaign focused on cost, financial aid, and academic reputation.