

**General Student Satisfaction Survey  
Spring 2020**

**Executive Summary**

The General Student Satisfaction (GSS) survey was administered during spring semester 2020. The general objective of the GSS is to gather student perceptions related to several components of their educational experience as well as experiences with student support and services at the University of South Alabama (USA). The GSS is conducted electronically and data collection for the GSS occurred February 26, 2020 to March 26, 2020.

Historically, the Office of Institutional Effectiveness (OIE) administers this survey during the fall semester. However, the fall 2019 survey launch took place during the spring 2020 semester due to delays caused by the restructuring of the survey instrument. Students were invited to participate in the GSS via email. Reminder emails were sent to non-respondent students every three days until the close of the survey.

*Instrument:* The GSS is comprised of five sections: (1) Student Activity, (2) Online Learning, (3) College Experience, (4) Student Services and Support, and (5) Academic Goals. The survey instrument poses nearly eighty Likert scale, multiple choice, and open-ended questions including items about eight different student support and service units. To improve the likelihood of survey completion, the GSS survey was split into four versions (see table below). Items from sections 1, 2, 3, and 5 were present in each version of the survey. For section 4, the eight student support and service units were divided so that survey recipients were presented either four or five of the eight units across the four versions of the instrument. With the exception of Student Disability Services, each of the student academic support and service units were present in two of the eight versions. This unit was presented in all versions of the GSS.

GSS Survey Version	Sample n=	Support & Service Units
GSS 1	n=3,600	<ul style="list-style-type: none"> <li>• Campus Recreation</li> <li>• Office of Community Engagement</li> <li>• Student Activities</li> <li>• Student Disability Services</li> <li>• Student Health</li> </ul>
GSS 2	n=3,600	<ul style="list-style-type: none"> <li>• Greek Affairs</li> <li>• Office of Community Engagement</li> <li>• Student Activities</li> <li>• Student Disability Services</li> </ul>
GSS 3	n=3,600	<ul style="list-style-type: none"> <li>• Campus Recreation</li> <li>• Greek Affairs</li> <li>• Student Disability Services</li> <li>• Student Center Services/Jag Card</li> <li>• University Programs/Jaguar Productions</li> </ul>
GSS 4	n=3,597	<ul style="list-style-type: none"> <li>• Student Disability Services</li> <li>• Student Health</li> <li>• Student Center Services/Jag Card</li> <li>• University Programs/Jaguar Productions</li> </ul>

*Sample:* A total of 14,397 students were invited to complete the GSS. Students were split into four groups each receiving one of the four versions of the survey (see table above). Groups were stratified based on the demographic makeup of the University’s student population (i.e. race, gender, level). Three of the four groups consisted of 3,600 students. The fourth group consisted of 3,597 students. Exactly 3,092 students responded to the survey, yielding a response rate of 21.5%.

Key respondent demographic details:

- 73% Female
- 66% Undergraduate
- 54% First Generation (four-year college)
- 36% Age Group 26 – older
- 29% Minority

Key Findings:

- Nearly 77% of respondents would rate their overall educational experience positively.
- Approximately 69% of respondents report that they have or plan to volunteer in the community.
- About 70% of respondents report working for pay. Of those respondents, nearly 41% reported that they spend over 20 hours per week working for pay.
- More than 66% of respondents reported that their college experience taught them, on some level, to handle adversity and failure.
- Over 50% of respondents reported that, to some extent, college changed their life in a positive way.
- Around 62% of respondents report that they would take more online courses if they were available.
- Nearly half of respondents have either already completed (29%) or plan to participate (16%) in service learning as part of a class.

Improvement Opportunities:

- Over 36% of respondents did not agree with the statement “Overall, my advisor is a good source for academic advice” (UG = 62% / G = 38%).
- Thirty-one percent of respondents reported having no contact with any of the Academic Student Support and Service units listed in the GSS survey (UG = 51% / G = 49%).
- Forty-one percent of respondents agree either “A lot” or “Very much” that their college experience has made them more comfortable and tolerant when interacting with people of different backgrounds than themselves, with an additional 26% agreeing “Somewhat”.
- Over half of respondents agree “A lot” or “Very much” that their college experience has helped them to see the value of including a variety of different kinds of people in their professional and personal life, with an additional 21% agreeing “Somewhat”.
- Half of respondents agree “A lot” and “Very much” that their college experience has given them opportunities to get to know people from a variety of ethnic, religious, national, and/or gender communities, with an additional 21% agreeing with this statement “Somewhat”.
- Sixty-nine percent of respondents rate their online course offerings to be either good or excellent, in comparison 80% report both on campus or blended to be good or excellent.