



Lake Land College

Noel Levitz

Student Satisfaction

Inventory

2015

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Introduction

The Noel Levitz Student Satisfaction Inventory (SSI) measures student satisfaction and priorities and identifies areas of importance to students as well as satisfaction levels with each of these areas. The SSI is a nationally standardized survey consisting of 95 questions for which 76 have a national comparison. Between 2002 and 2009 Lake Land College (LLC) administered the SSI annually to assess trends and changes in student satisfaction and to compare LLC student satisfaction to a national group of students attending similar community colleges across the country. In the spring of 2010, LLC administered the Community College Survey of Student Engagement (CCSSE) in order to examine student engagement or the amount of time and energy students invest in meaningful educational practices, as well as student satisfaction. At that time, the College decided to administer the CCSSE and SSI once every three years. For example, the College administered the SSI in 2009, CCSSE in 2010, and did not administer any survey in 2011. This pattern is repeated continuously as the College moves forward.

The purpose of the following report is to provide information to the leadership of Lake Land College. It is recommended that the leadership of Lake Land College review and assess the findings in this report to identify areas for improvement across the college as well as determine the next steps for analyzing the data to provide more information to college leadership.

This report provides a summary of the following information:

- The sampling plan for survey administration
- A demographic summary of Lake Land College participants
- A summary of the responses to survey questions by Lake Land students and their national counterparts as appropriate in relation to
 - Student Satisfaction with 12 Major Areas of the College
 - Top 25 ranked items
 - New to the Top 25
 - No Longer in Top 25
 - Top 5 Reasons Students Chose to Enroll at Lake Land College
- Summary of Institutional Questions
- Findings by College Department (i.e., Student Services, ISS, Library, etc.)
- Comparing responses of career and transfer students
- Comparing responses of traditional and non-traditional students
- Comparing responses of men and women

Sampling Design

For the spring 2015 SSI, Lake Land College utilized a random sampling approach to identify the courses used to collect the SSI data. To ensure the survey focused on students receiving all available services at the College, all Department of Corrections, dual credit, CBI, continuing education, credit non-credit, English as a second language, adult education, and intensive English language were removed from the semester class listing. All independent study courses were also removed since most independent study courses only have one student enrolled. In addition, the courses selected to complete the CAPP assessment tests were also eliminated. Finally, all module 1 courses were eliminated due to the timing

of the SSI administration. Once the list of courses was finalized, a computerized random number generator was utilized to identify the courses to be included in the sample. In addition to face to face courses all online

Faculty in the selected face-to-face courses received a survey packet via campus mail containing everything necessary to disseminate the survey. They were asked to disseminate the survey during one of their scheduled class times within a three week period and to return the completed surveys to the Office of Institutional Research. Faculty members in the online selected courses were asked to have their students complete the SSI online during this same time period. Of the potential 1,523 students surveyed, Lake Land had 649 completed and usable surveys for a 43% response rate.

2015 Student Respondent Profile

All 649 students did not complete each question on the SSI. As a result, the number of respondents for the demographic information will vary from question to question. The students that did not complete the demographic questions are excluded from the demographic results.

Gender

Of the 633 student respondents 65% were female and 35% were male.

Age

Of the 631 respondents, 13% were 18 and under, 63% were between 19 and 24, 14% were between 25 and 34, 5% were between 35 and 44 and 4% were 45 and older.

Ethnicity/Race

The normal racial breakdown of all Lake Land College students includes a lower percentage of Caucasians and a much higher percentage of African Americans, which is due to the inclusion of the Department of Correction (DOC) students. However, the DOC students were not included in the SSI student population. As a result, of the racial breakdown of the 631 students participating in the SSI survey is as follows:

- 90% White/non-Hispanic
- 2% Hispanic/Latino/Spanish
- 3.5% African American
- >1% Native American
- >1% Asian or Pacific Islander
- 1.6% Other
- 2% Prefer not to respond

Enrollment Status

Of the 630 responders to this question, 86% reported being full time students while only 14% reported being part time students.

Educational Goal

624 students reported their educational goal on the SSI. Close to half indicated that their goal is to receive an associate degree and around one third reported an intent to transfer to another institution as their educational goal. The full breakdown of educational goals for the responding students is as follows:

- 46% Associate Degree
- 4% Vocational/technical program
- 37% Transfer to another institution
- 9% Certification
- >1% self-improvement/pleasure
- 1% job-related training
- 2% other educational goal

Employment

Employment status of SSI respondents varied. Of the 631 students that reported their employment status, 25% were not employed, 47% were employed part time off campus and 5% were employed part time on campus. Almost 20% were employed full time off campus and 3% were employed full time on campus.

Institutional Choice

Of the 632 students responding to the SSI question related to institutional choice, 73% indicated that Lake Land College was their first choice for college, 21% indicated it was their second choice, and 6% indicated it was their third choice.

Satisfaction of Items Deemed Important

The next section of the report focuses on items deemed the most important by the students completing the survey. The first table provides information related to 12 scaled areas identified by Noel Levitz. The items on the Student Satisfaction Inventory have been analyzed to develop twelve conceptual scales which are described and presented in the first table below. The 12 scaled areas are presented in order of importance according to Lake Land students. The check on the right of the table indicates where Lake Land's students are not as satisfied, equally satisfied, or more satisfied than students at other community colleges across the nation.

The next table identifies the 25 items ranked most important by Lake Land students. The check on the right of the table indicates where Lake Land's students are not as satisfied, equally satisfied, or more satisfied than students at other community colleges across the nation. Items no longer in the top 25 compared to the 2012 survey and new items in the top 25 are also summarized. The overall national comparison summarized the number of items that fall below, meet, or exceed the national average. The next table is new to the report this year and features the four items that fall below the national average for Lake Land.

Student Satisfaction with 12 Major Areas of the College: LLC Students Compared to National Community College Sample (in order of importance to LLC Students)

Below	LLC students are not as satisfied as students at other community colleges across the nation.		
Meets	LLC students are equally satisfied as students at other community colleges across the nation.		
Exceeds	LLC students are more satisfied than students at other community colleges across the nation.		
Area of College	Below	Meets	Exceeds
Academic Advising/Counseling – Comprehensiveness of college’s advising program; academic advisors’ and counselors’ approachability, knowledge, competence and personal concern for student success.			
Instructional Effectiveness – Student’s academic experience and curriculum; college’s commitment to academic excellence including variety of courses offered and effectiveness of faculty in and out of the classroom.			
Registration Effectiveness – Issues associated with registration and billing including institution’s commitment to making the process as smooth and effective as possible.			
Concern for the Individual – College’s commitment to treating each student as an individual.			
Academic Services – Services students use to achieve their academic goals including the library, computer labs, tutoring and study areas.			
Student Centeredness – College’s efforts to convey to students that they are important to the institution; college’s attitude toward students and the extent to which students feel welcome and valued.			
Admissions and Financial Aid – College’s ability to enroll students in an effective manner; competence and knowledge of admissions representatives; availability of financial aid programs.			
Campus Climate – Extent to which college provides experiences that promote a sense of campus pride and feelings of belonging; effectiveness of college’s channels of communication for students.			
Safety and Security – College’s responsiveness to students’ personal safety and security on campus; effectiveness of both security personnel and campus facilities.			
Service Excellence – Attitude of staff toward students, especially front-line staff.			
Campus Support Services – Quality of support programs used to make educational experiences more meaningful and productive including career services, orientation, child care, veterans services.			
Responsiveness to Diverse Populations – College’s commitment to specific groups of students, including under-represented populations, students with disabilities, commuters, part-time students, and older returning learners.			

LLC Student Satisfaction with the 25 Most Important Activities: LLC Students Compared to National Community College Sample

Below	LLC students are not as satisfied as students at other community colleges across the nation.		
Meets	LLC students are equally satisfied as students at other community colleges across the nation.		
Exceeds	LLC students are more satisfied than students at other community colleges across the nation.		
Activities	Below	Meets	Exceeds
1. My academic advisor is knowledgeable about my program requirements.			
2. My academic advisor is approachable.			
3. There is a good variety of courses provided on this campus.			
4. Cost as a factor in decision to enroll.*			
5. Classes are scheduled at times that are convenient for me.			
6. I am able to register for classes that I need with few conflicts.			
7. The quality of instruction I receive in most of my classes is excellent.			
8. Nearly all of the faculty are knowledgeable in their fields.			
9. Information important to me is easily located on the LLC website. *			
10. I am able to experience intellectual growth here.			
11. My academic advisor is knowledgeable about the transfer requirements of other schools.			
12. The campus is safe and secure for all students.			
13. Faculty are usually available after class and during office hours.			
14. On the whole, the campus is well-maintained.			
15. My academic advisor is concerned about my success as an individual.			
16. This school does whatever it can to help me reach my educational goals.			
17. Adequate financial aid is available for most students.			

Continued
Lake Land College Student Satisfaction with the 25 Most Important Activities

Below	LLC students are not as satisfied as students at other community colleges across the nation.		
Meets	LLC students are equally satisfied as students at other community colleges across the nation.		
Exceeds	LLC students are more satisfied than students at other community colleges across the nation.		
Activities	Below	Meets	Exceeds
18. Computer labs are adequate and accessible.			
19. Program requirements are clear and reasonable.			
20. Information about tuition and fees is easily accessible.*			
21. The personnel involved in registration are helpful.			
22. Faculty are fair and unbiased in their treatment of individual students.			
23. There are convenient ways for paying my school bill.			
24. Faculty provide timely feedback about student progress in a course.			
25. Policies and procedures regarding registration and course selection are clear and well-publicized.			

NOTE: Questions 6 and 17 (*) are Campus Items and do not have national comparison data.

New This Year to the Top 25

Activities	Below	Meets	Exceeds
87. Cost as a factor in decision to enroll.			
46. Faculty provide timely feedback about student progress in a course.			

No Longer in Top 25

Activities	Below	Meets	Exceeds
65. Students are notified early in the term if they are doing poorly in class. (22)			
39. The amount of student parking space on campus is adequate. (25)			

NOTE: The number in () indicates where the item was ranked in the Top 25 in 2012

Overall National Comparison

Lake Land College Student Satisfaction Compared to Students at Other Community Colleges Across the Nation	Below	Meets	Exceeds
LLC student satisfaction according to the total of 76 survey items.	4	13	59

NOTE: In 2012, LLC students were more satisfied than students at other community colleges in 65 (85%) of the survey items.

Areas where Lake Land College falls BELOW the Nation on Satisfaction

Activities	Below	Meets	Exceeds
4. Security staff are helpful.			
11. Security staff respond quickly in emergencies.			
26. Library staff are helpful and approachable.			
62. Bookstore staff are helpful.			

Top 5 Reasons Students Chose to Enroll at Lake Land College

Item	2015 Rank	2012 Rank	2009 Rank
Cost	1	1	1
Financial Aid	2	2	2
Academic Reputation	3	3	3
Personalized attention prior to enrollment	4	5	5
Geographic Setting	5	4	4

Institutional Questions

Each time a college administers the Noel Levitz SSI, the college can generate up to 10 of its own questions. Each year it has participated, Lake Land has taken advantage of this opportunity. For the spring 2015 SSI, the college used the same questions generated for the 2012 survey. These questions included three questions related to Lake Land’s institutional learning goals of diversity and citizenship. Four of the college’s questions addressed the Assessment and Quality Committee’s goal of ensuring all students receive the same quality of service and instruction regardless of point of access or mode of delivery. The final three college questions concentrated on accessing information for students. The result summaries for the college questions are presented in order of importance as indicated by student participants in 2015 and the mean satisfaction is also provided. The mean is calculated based on a seven point scale where 1=not at all satisfied, 4=neutral, and 7=very satisfied.

Item	Question Focus	2012 Mean Satisfaction	2015 Mean Satisfaction
Information important to me is easily located on the LLC website.	Information	5.81	5.75
Information about tuition and fees is easily accessible.	Information	5.97	5.86
The quality of instruction I receive online is comparable to the quality of instruction I receive on campus.	Assessment & Quality	5.10	5.23
I find the LLC “hub” helpful in accessing the information I use every day.	Information	5.68	5.60
The counseling/advising services I receive off campus meet my needs.	Assessment & Quality	5.31	5.56
The financial aid services I receive off campus meet my needs.	Assessment & Quality	5.27	5.40
The quality of instruction I receive off campus is comparable to the quality of instruction I receive on campus.	Assessment & Quality	5.53	5.53
My coursework at LLC increases my understanding of people from diverse economic, social, and racial ethnic backgrounds.	Diversity	5.47	5.47
LLC provides opportunities for me to engage in activities related to the local community.	Citizenship	5.35	5.48
LLC provides opportunities for me to engage in activities related to social, economic, cultural, and racial or ethnic diversity.	Diversity	5.52	5.51

In general, the student responses to these questions indicate that they range from somewhat satisfied to satisfied with these 10 issues. However, it seems that there is room to enhance these services in order to obtain an overall satisfied to very satisfied response to these items from students.

Strengths and Challenges

Noel Levitz provides each participating college a summary that outlines the strengths and challenges facing that college. Strengths are categorized as items with high importance and high satisfaction results while challenges include items with high importance and low satisfaction scores. ***Even though many of the items classified as challenges for Lake Land College exceed the national average in satisfaction, the items are considered challenges because of the gap between importance and satisfaction for Lake Land College students.*** The following tables provide the items identified as strengths and challenges from the 2015 SSI results.

<i>Strengths</i>		
Item	Mean Importance	Mean Satisfaction
32. My academic advisor is knowledgeable about my program requirements.	6.50	6.02*
6. My academic advisor is approachable.	6.48	5.96*
69. There is a good variety of courses provided on this campus.	6.46	6.01*
18. The quality of instruction I receive in most of my classes is excellent.	6.42	5.77*
58. Nearly all of the faculty are knowledgeable in their fields.	6.42	5.98*
70. I am able to experience intellectual growth here.	6.40	6.03*
31. The campus is safe and secure for all students.	6.36	6.08*
61. Faculty are usually available after class and during office hours.	6.36	5.89*
68. On the whole, the campus is well-maintained.	6.36	6.18*
34. Computer labs are adequate and accessible.	6.31	6.03*
66. Program requirements are clear and reasonable.	6.31	5.83*
74. Campus item: Information about tuition and fees is easily accessible.	6.31	5.86
51. There are convenient ways of paying my school bill.	6.29	5.83*
36. Students are made to feel welcome on this campus.	6.25	5.91*
50. Tutoring services are readily available.	6.18	5.92*
42. The equipment in the lab facilities is kept up to date.	6.17	5.76*
45. This institution has a good reputation within the community.	6.14	5.98*
*indicates a significant difference in satisfaction between LLC students and the national comparison group.		

LLC students are significantly more satisfied than students at other community colleges across the nation for all of the items characterized as strengths except for “Information about tuition and fees is easily accessible”. Since this item was developed by LLC and given to only LLC students, no national comparison data exist.

<i>Challenges</i>		
Item	Mean Importance	Mean Satisfaction
15. I am able to register for classes I need with few conflicts.	6.45	5.64*
8. Classes are scheduled at times that are convenient for me.	6.45	5.53
79. Campus item: Information important to me is easily located on the LLC website.	6.42	5.75
40. My academic advisor is knowledgeable about the transfer requirements of other schools.	6.38	5.71*
25. My academic advisor is concerned about my success as an individual.	6.33	5.67*
52. This school does whatever it can to help me reach my educational goals.	6.32	5.62*
7. Adequate financial aid is available for most students.	6.31	5.40
29. Faculty are fair and unbiased in their treatment of individual students.	6.30	5.50
5. The personnel involved in registration are helpful.	6.30	5.60*
46. Faculty provide timely feedback about student progress in a course.	6.26	5.54*
76. Campus item: The quality of instruction I receive online is comparable to the quality of instruction I receive on campus.	6.23	5.23
16. The college shows concern for students as individuals.	6.18	5.47*
23. Faculty are understanding of students' unique life circumstances.	6.18	5.39
65. Students are notified early in the term if they are doing poorly in a class.	6.18	5.08
37. Faculty take into consideration student differences as they teach a course.	6.16	5.41
*indicates a significant difference in satisfaction between LLC students and the national comparison group.		

The challenges identified by Noel Levitz in the table above represent items with the greatest discrepancy between importance and satisfaction. In other words, even though satisfaction levels on these items seem fairly high and many of them are significantly higher than the national comparison, the difference between the level of importance and satisfaction is too big. Ideally, the level of satisfaction should be parallel to the level of importance. These items have the largest gap between importance and satisfaction. As a result, focusing attention on enhancing these areas may improve the student experience.

Departmental Results

This section presents the itemized results by division (i.e., Academic Services, Business Services, Student Services, and Institutional). Within each division, with the exception of the institutional level items, survey questions are separated into specified departments (i.e., counseling, admissions, financial aid, etc.). For each section, the items are presented in order of importance as specified by the student respondents and the mean satisfaction score is presented along with how LLC compares to community colleges at the national level (i.e., below, meets, or exceeds the national average). For Academic, Business, and Student Services there is a general category of items that either do not link to a specific department or are the only item for a specific department. As a result, these items were grouped together.

Academic Services

Below	LLC students are not as satisfied as students at other community colleges across the nation.			
Meets	LLC students are equally satisfied as students at other community colleges across the nation.			
Exceeds	LLC students are more satisfied than students at other community colleges across the nation.			
Activities	Mean Satisfaction	Below	Meets	Exceeds
Faculty				
58. Nearly all of the faculty are knowledgeable in their fields.	5.98			
61. Faculty are usually available after class and during office hours.	5.89			
18. The quality of instruction I receive in most of my classes is excellent.	5.77			
2. Faculty care about me as an individual.	5.67			
3. The quality of instruction in the vocational/technical programs is excellent.	5.59			
46. Faculty provide timely feedback about student progress in a course.	5.54			
54. Faculty are interested in my academic problems.	5.53			
29. Faculty are fair and unbiased in their treatment of individual students.	5.50			
37. Faculty take into consideration student differences as they teach a course.	5.41			
23. Faculty are understanding of students' unique life circumstances.	5.39			
Courses/Classes				
69. There is a good variety of courses provided on this campus.	6.01			

66. Program requirements are clear and reasonable.	5.83			
42. The equipment in the lab facilities is kept up to date.	5.76			
64. Nearly all classes deal with practical experiences and applications.	5.64			
15. I am able to register for classes I need with few conflicts.	5.64			
8. Classes are scheduled at times that are convenient for me.	5.53			
9. Internships or practical experiences are provided in my degree/certificate program.	5.30			
Library				
14. Library resources and services are adequate.	5.87			
26. Library staff are helpful and approachable.	5.66			
Academic Services				
55. Academic support services adequately meet the needs of students.	5.69			
67. Channels for expressing student complaints are readily available.	5.23			
10. Child care facilities are available on campus.	5.16			

Business Services

Below	LLC students are not as satisfied as students at other community colleges across the nation.			
Meets	LLC students are equally satisfied as students at other community colleges across the nation.			
Exceeds	LLC students are more satisfied than students at other community colleges across the nation.			
Activities	Mean Satisfaction	Below	Meets	Exceeds
Public Safety				
31. The campus is safe and secure for all students	6.08			
24. Parking lots are well-lighted and secure.	5.81			
11. Security staff respond quickly in emergencies.	5.15			
4. Security staff are helpful.	5.09			
Accounting				
51. There are convenient ways of paying my school bill.	5.83			
60. Billing policies are reasonable.	5.67			
56. The business office is open during hours which are convenient for most students.	5.62			
General				
68. On the whole, the campus is well-maintained.	6.18			
34. Computer labs are adequate and accessible.	6.03			
62. Bookstore staff are helpful.	5.62			

Student Services

Below	LLC students are not as satisfied as students at other community colleges across the nation.			
Meets	LLC students are equally satisfied as students at other community colleges across the nation.			
Exceeds	LLC students are more satisfied than students at other community colleges across the nation.			
Activities	Mean Satisfaction	Below	Meets	Exceeds
Admissions/Registration				
50. Tutoring services are readily available.	5.92			
43. Class change (drop/add) policies are reasonable.	5.75			
35. Policies and procedures regarding registration and course selection are clear and well-publicized.	5.69			
41. Admissions staff are knowledgeable.	5.67			
53. The assessment and course placement procedures are reasonable.	5.62			
5. The personnel involved in registration are helpful.	5.60			
33. Admissions counselors accurately portray the campus in their recruiting practices.	5.52			
Counseling				
32. My academic advisor is knowledgeable about my program requirements.	6.02			
6. My academic advisor is approachable.	5.96			
40. My academic advisor is knowledgeable about the transfer requirements of other schools.	5.71			
25. My academic advisor is concerned about my success as an individual.	5.67			
59. New student orientation services help students adjust to college.	5.57			
12. My academic advisor helps me set goals to work toward.	5.55			
65. Students are notified early in the term if they are doing poorly in a class.	5.08			
Financial Aid				
7. Adequate financial aid is available for most students.	5.40			
13. Financial aid awards are announced to students in time to be helpful in college planning.	5.37			

20. Financial aid counselors are helpful.	5.33			
General Student Services				
67. Channels for expressing student complaints are readily available.	5.23			
30. The career services office provides students with the help they need to get a job.	5.32			
19. This campus provides effective support services for displaced homemakers.	5.06			
17. Personnel in the Veterans' Services program are helpful.	4.90			

Institutional/General

Below	LLC students are not as satisfied as students at other community colleges across the nation.			
Meets	LLC students are equally satisfied as students at other community colleges across the nation.			
Exceeds	LLC students are more satisfied than students at other community colleges across the nation.			
Activities	Mean Satisfaction	Below	Meets	Exceeds
70. I am able to experience intellectual growth here.	6.03			
21. There are a sufficient number of study areas on campus.	6.01			
45. This institution has a good reputation within the community.	5.98			
36. Students are made to feel welcome on this campus.	5.91			
28. It is an enjoyable experience to be a student on this campus.	5.75			
27. The campus staff are caring and helpful.	5.72			
39. The amount of student parking space on campus is adequate.	5.68			
38. The student center is a comfortable place for students to spend their leisure time.	5.67			
57. Administrators are approachable to students.	5.67			
52. This school does whatever it can to help me reach my educational goals.	5.62			
1. Most students feel a sense of belonging here.	5.52			
44. I generally know what's happening on campus.	5.50			
22. People on this campus respect and are supportive of each other.	5.48			
16. The college shows concern for students as individuals.	5.47			
63. I seldom get the "run-around" when seeking information on this campus.	5.45			

The SSI asks students several questions related to **ONLY** their satisfaction with how well the campus demonstrates commitment to meeting the needs of various special student populations including part-time students, evening students, older, returning learners, under-represented populations, commuters, and students with disabilities. The results of these questions indicated that, on average, LLC students are somewhat satisfied to satisfied that LLC is committed to meeting the needs of these special student populations. Results from these questions indicate that LLC student satisfaction with the institution's commitment to part-time and evening students **EXCEEDS** the satisfaction of students at other community colleges across the nation. LLC student satisfaction with the institution's commitment to older/returning students, under-represented populations, commuters, and students with disabilities is equal to that of students at other institutions across the country.

The SSI asks students three additional questions related to their college experience. Each question has unique response options. These three questions have response options on a 7 point likert scale. The questions and response options are:

- So far, how has your college experience met your expectations? (mean=4.91)
 - 1=Much worse than I expected, 4=Neutral, 7=Much better than expected
- Rate your overall satisfaction with your experience here thus far. (mean=5.71)
 - 1=Not satisfied at all, 4=Neutral, 7=Very satisfied
- All in all, if you had to do it over, would you enroll here again? (mean=5.84)
 - 1=Definitely not, 4=I don't know, 7=Definitely yes

While the means for all three questions are higher than the means from students at other community colleges across the nation, only one of the items revealed a significant difference. Results suggest LLC students are significantly more satisfied with their experience at their college thus far than students in the national comparison group. Both groups of students indicate that their college experience thus far ranges, on average, between "about what I expected" and "better than expected". When asked "All in all, if you had to do it over, would you enroll here again?", 73% of LLC students indicated probably or definitely yes, which is comparable to the 70% of students in the national group who answered probably or definitely yes.

In addition, the SSI asks students questions related to the importance **ONLY** of nine factors that potentially impact their decision to enroll in the college which they attend. These factors include cost, financial aid, academic reputation, size, sports, recommendations from family/friends, geography, appearance, and personalized attention. These questions have response options on a 7 point likert scale where 1 = not at all important, 4 = neutral, and 7 = very important. The table below provides a summary of the mean importance for each item for LLC students and the national comparison group.

Item	Mean Importance for LLC	Mean Importance for National Comparison Group
87. Cost as factor in decision to enroll.	6.46	6.34
88. Financial aid as factor in decision to enroll.	6.04	6.09
89. Academic reputation as factor in decision to enroll.	5.98	5.91
90. Size of institution as factor in decision to enroll.	5.14	5.21
91. Opportunity to play sports as factor in decision to enroll.	3.42	3.52
92. Recommendations from family/friends as factor in decision to enroll.	5.23	4.95
93. Geographic setting as factor in decision to enroll.	5.43	5.56
94. Campus appearance as factor in decision to enroll.	5.21	5.24
95. Personalized attention prior to enrollment as factor in decision to enroll.	5.38	5.44

These findings yield no significant differences in the level of importance for these nine factors when comparing LLC students to the national comparison group. However, the results do indicate that cost is a very important factor when making a decision to attend a college both for Lake Land students and the national comparison.