

# Research & Analysis

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## SERVICE SATISFACTION: RESULTS FROM FORMER STUDENTS AND GRADUATES

**PURPOSE.** Service satisfaction of enrolled students is assessed regularly by the Community College Survey of Student Engagement (CCSSE). College surveys supplement the CCSSE with satisfaction ratings from students who have not been enrolled at the College for a year. **The purpose of this brief is to describe service satisfaction based on the ratings of former students and graduates.** Survey results apply to planning and evaluation activities.

**METHODOLOGY.** In Fall 2005, two groups of students were surveyed. One group was former students (see Brief February 2006-2), and the other, a sample of graduates from 2004-2005. Students were given three opportunities to reply. The three part survey addressed (1) learning, (2) service satisfaction and (3) student goals and plans.

It is common practice in survey research to assess agreement among multiple groups. Congruence across different groups reinforces findings, serving as a proxy for internal reliability. When applicable, CCSSE findings for enrolled students were used with the HCC surveys. The CCSSE sample was representative of enrolled students in Spring 2004.

**RESULTS.** Table 1 shows the response rate for the two groups of non-enrolled surveyed students. The high rate of non-response is a common limitation in surveys of formerly enrolled students. Consequently, results from the two groups are best considered with other measures. Appendix A profiles the demographics of the survey respondents.

Table 1: Survey Response Rates

Group	Number Surveyed	Number Responded	Responded (%)
Former Students	1,190	53	4%
Graduates	637	74	12%

Table 2 shows the percent of former students and graduates reporting satisfaction with overall service quality. **Overall service quality had positive satisfaction ratings from 80 percent of the former students, and 73 percent of the graduates.** Satisfaction was reported by at least 70 percent of the two student groups on three key College qualities: responsiveness to diverse populations, on-line courses, and quality of instruction.

Table 2: Satisfaction with Four Qualities

Quality	Satisfaction (%)	
	Former Sts.	Graduated Sts.
Responsive to diversity	81%	79%
On-line courses	72%	74%
Quality of instruction	80%	74%
Overall service quality	80%	73%

Convenient campus locations and affordability were noted in students comments about the overall service quality. **Student comments on College strengths repeatedly referenced the high quality of instructors and staff.** Instructors were described as accessible, accommodating, knowledgeable, and well prepared. Small class size was also reflected in favorable comments.

Table 3 highlights ratings for the five services rated most important by enrolled students on the CCSSE.

Table 3: Use and Satisfaction for Five Important Service Areas

Area/Service	Range of Satisfaction- All Three Student Groups (%)	Level of Use (%)			Level of Satisfaction (%)		
		Former	Enrolled	Graduated	Former	Enrolled	Graduated
Advising/planning	56-70	87	59	86	64	70	56
Financial aid services	40-60	50	42	64	54	40	60
Computer labs on campus	69-79	65	58	74	79	69	76
Math, read, writing labs	50-69	67	50	68	67	50	69
Transfer center	29-70	19	22	34	70	29	52

Note: The 2004 CCSSE is the source for enrolled (EN) students. HCC surveys were used for former (FR) and graduated (GR) students.

Among former students and graduates:

- More than 75 percent reported satisfaction with the campus computer labs. Satisfaction among enrolled students was lower.
- More than 65 percent were satisfied with the basic skill labs for math, reading and writing. Satisfaction among enrolled students was lower.
- More than 55 percent reported satisfaction with advising and planning. Satisfaction among enrolled students was higher.
- Satisfaction with financial aid and the transfer centers was reported by at least 50 percent of the former students and graduates. For enrolled students, satisfaction ratings were below 50 percent.

Appendix B displays the level of use, favorable satisfaction ratings and importance ratings for all services included on the former students and graduates survey. Unabridged student comments appear as Appendix C.

**IMPLICATIONS.** Continuous service improvement is a College goal. The satisfaction of the former students and graduates, as reported through surveys, support College improvement efforts by providing feedback to service providers.

**Strengths.** It is notable that more than 70 percent of the former students and graduates reported satisfaction with the College's overall service quality, instructional quality, responsiveness to diversity, and on-line courses.

**Improvements.** Improvements were indicated for both financial aid and transfer centers. This need was reinforced in the survey results from former students, enrolled students and graduates.

Student input may be of continued value when planned improvements are developed. In consultation with administrators responsible for the delivery of financial aid, they agreed to the student identified need for improvement. Service providers indicated that technological enhancements were needed to deliver more efficient student service.

The consultation also offered reasons to explain the low ratings for the transfer center. It was asserted that students may not recognize the name "transfer center" as a service unit since transfer assistance is provided by FACTS, advising and other areas.

As repeated measures support cyclical review, student ratings may be monitored as one information source. The Spring 2006 CCSSE administration will produce another set of student satisfaction ratings. These results will be valuable to guide improvements and College quality assurance

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APPENDIX A

DEMOGRAPHICS -FORMER STUDENTS AND GRADUATES SURVEY RESPONDENTS

Student Characteristics	Former Students		Graduated Students	
	N	%	N	%
<b>Gender</b>				
Male	18	34	33	45
Female	35	66	41	55
<b>Ethnic Group</b>				
Asian	4	7	6	1
African-American	11	21	12	17
Hispanic	8	15	10	14
White	30	57	43	61
<b>Award Type</b>				
Associate in Arts	39	74	35	47
Associate in Science	12	23	14	19
Vocational	2	4	25	34

Note: Ethnic group not specified for three graduated students.

APPENDIX B

HCC AND CCSSE (2004) RESULTS FOR SERVICE SATISFACTION

AREA/SERVICE	USE %			SATISFACTION %			IMP %
	Former	Enrolled	Graduated	Former	Enrolled	Graduated	Enrolled
College Quality <b>Responsive to diverse populations</b>	71	NA	65	81	NA	79	NA
Academics							
<b>Distance learning (on-line courses)</b>	35	NA	48	72	NA	74	NA
<b>Quality of instruction</b>	94	NA	99	80	NA	74	NA
Academic Support							
<b>Course scheduling</b>	96	NA	97	68	NA	63	
<b>Libraries</b>	87	NA	82	82	NA	73	50
<b>Math/reading/writing labs</b>	67	43	68	67	54	69	42
<b>Tutoring</b>	54	24	48	68	37	71	66
Student Services							
<b>Academic advising</b>	87	59	86	64	70	56	48
<b>Career counseling</b>	58	24	67	67	41	55	62
<b>Financial aid services</b>	50	42	64	54	40	60	47
<b>Registration process</b>	94	NA	93	65	NA	60	51
<b>Services for students with disabilities</b>	12	7	19	83	14	86	26
<b>Transfer center</b>	19	22	34	70	29	52	59
Non-academic services							
<b>Child care</b>	12	4	15	89	9	85	NA
<b>Computer labs on campus</b>	65	58	74	79	69	76	NA
<b>Campus facilities (clean)</b>	94	NA	99	73	NA	76	NA
<b>Food service</b>	59	NA	69	80	NA	78	NA
<b>Parking</b>	96	NA	96	66	NA	50	NA
<b>Web resources (Hawknet)</b>	65	NA	86	76	NA	75	NA
							NA
<b>Overall service quality</b>	94	NA	97	80	NA	73	

Use % is the percent student indicating service use.

Satisfaction % is percent of student rating service experience as "very satisfied" or "satisfied".

IMP % is the percent of students rating the service "very important" or "important" on the 2004 CCSSE.

HCC surveys are the source for former and graduated students' ratings.

CCSSE is the source for enrolled students' ratings.

Student comments follow

<b>APPENDIX B1: GRADUATED STUDENT COMMENTS</b>	
<b>Graduating Student Survey Comments</b>	
<b>Strengths</b>	<b>Improvements</b>
Smaller Classes	Improving the distance learning by having a better College Web Site and also with more instructors' interaction online by posting notes and power point slides that support the web Course.
Excellent Professors - Helped with smooth transition to USF - I had a wonderful experience at HCC!	Offer more classes at the smaller campuses.
The classes at MacDill are easier and teachers more lenient than at 4 year universities. This helped me increase my GPA quickly.	Advising needs to improve in all aspects: advisors need to advise students quickly w/o a several hour wait. They also should know their jobs better. I saw an advisor who told me I wouldn't graduate on time but when I saw another advisor, she told me I was ready to graduate. Also, many of the classes are too easy and do not prepare students for a four-year university.
I enjoyed your caring staff/teachers helped with getting my AA in a timely manner.	Make at least one location a four year college.
Excellent instructors - particularly ___of Hillsborough County Fire Department	More funding for the Fire Science Program. The facilities were run-down & required upgrading.
Diversity of Classes	I have attended 3 colleges (including HCC). I have a BS & AS and HCC is the worst run/unorganized college I have encountered.
The registration process is good. I also think that they do a good job getting financial aid distributed.	More computer training in basic computer use, like Excel, Access, Word and Power Point
I had an overall excellent experience at HCC	Could not think of one at the moment.

<p>Good professors that are enthusiastic about sharing knowledge</p>	<p>The one area that could use the most improvement is the use of the internet to conduct business. Applying for admission, submitting forms and other tasks should be available to students online. This would GREATLY cut down on the amount of time a student spends on these tasks. The HCC website has improved greatly, but is still rather broad. Submitting Financial Aid forms online would drastically cut down on wait times in the office during peak periods Incorporating the use of the internet in correspondence between the College and student would make HCC more consumer friendly and appealing to prospective students, It's worth the investment.</p>
<p>Very supportive staff and resources</p>	<p>Limitation of class sizes.</p>
<p>Quality of instruction was decent.</p>	<p>Parking needs to be expanded in some areas. (Brandon Student Parking, Ybor City)</p>
<p>Instructors were very professional and responsive to student needs.</p>	<p>Very satisfied with my experience at HCC. Keep up the great work!</p>
<p>Greatest strength is the exceptional teachers: Sociology: _____, English: Prof. _____, Calculus: _____. The counseling and career center are very helpful as well.</p>	<p>Financial Aid staff could be extremely difficult. The cashiers office has to be the worst staff at HCC! Also, the transfer department has yet to transfer my transcripts to USF (3 requests later). Your Faculty is the best!!</p>
<p>I was in the Dental Hygiene program. It was a great program in a convenient location being that the next closest schools were in Orlando &amp; St. Pete. The teachers in the program were very knowledgeable.</p>	<p>Food services, parking</p>
<p>Having several subject matter experts.</p>	<p>1) Screen for Police Academy more effectively, 2) Help with placement after graduation, 3) Help with application process, 4) Ensure those who apply for the Academy can be able to pass the application process at L.E. Agencies.</p>
<p>My experience with HCC was great. I had a chance to attend all the campuses and it was great. HCC is definitely a hands on college, the instructors are readily available. I have 3 children attending now and just hope they utilize all the campuses and online classes to their advantage to get in and get done.</p>	<p>I really can't say anything negative.</p>

Very strong Nursing program	Financial Aid is horrible. For the size of the HCC (student population) they are inadequate. Registrar is terrible. The lines are horrendous, the employees are sometimes rude.
	Fire ___ and replace him with someone who's concerned with the development of the EMS program and the education of individual students. ___ is more concerned about accreditation than curriculum. It is the epitome of nepotism and cronyism. Very unorganized, unfair, biased and unprofessional.
The teachers were great. They all pushed me to learn	The books could be a lot cheaper. There are a lot of people that have to pay for school. Lowering the book prices or even having more opportunities available so that students can rent books or even borrow them for a couple of days for testing purposes.
The biggest strength of my experience at HCC was the small class size with the one on one of the teacher. It gave me a greater understanding of the subject I was studying.	I would have more socials or gatherings throughout the semester to celebrate little things and for the student to get to enjoy some food and entertainment with their fellow classmates.
Quality of instructors, Academic Advisors	None
Opticianary is very good.	The number of instructors & facilities needs to be increased & expanded. More & better equipment.
Wide array of courses & studies	Academic Advising and Financial Aid departments almost made me want to quit school. These departments had a lack of communication & knowledge needed to help students. It was so bad in academic Advising that I had two counselors disagreeing with each other while I was there discussing my requirements.
It's a good place to begin your education but not necessarily to be what you want.	People who want to get in the nursing program should be told that you must get A's in all classes to even be considered for the program. The way HCC does the acceptance for the nursing program sucks.
The Fire Academy is an excellent course	Make it easier for students to get into medic school, especially if they have finished EMT and Fire School.
Clean and quiet campus (Plant City & Brandon)	Attitudes in administrative staff. (Plant City)
Small class sizes & attentive staff.	Organization of financial aid office & its availability to students.
Both the Ybor and Brandon Campus had a few phenomenal professors that truly cared and wanted to see their students excel. Professor _____ is an amazing professor.	The counselors, advisors on the Plant City campus severely lacked organizational skills.

Class size is personable	Instruction and education are overall weak.
Excellent technology resources. I relied heavily on the computer labs, and I am glad that they are there.	Could use more secluded outdoor spaces for quiet study.
1) Good & efficient for getting young students through general undergraduate requirements. 2) provides flexible schedule for working students, 3) good for young students making a transition to more challenging 4 year colleges. 4) Overall, satisfied with HCC experience but can improve.	1) education level needs to be more challenging 2) need better teachers, who are able to teach students at a higher level 3) registration staff needs vital improvement 4) Advisors need to pay closer attention to students & detail! 5) records, transcripts & correspondence at HCC are very, very poor. 6) nearly impossible to get anyone on the phone to speak to.
I spent a true enjoyable moment at HCC, particularly with instructor _____ and coordinator _____ who were very helpful to all students during the learning period.	I have no suggestions for improvement
Fire school is solid from top to bottom. Very easy to register and progress as it is set-up.	Needs more and newer equipment, trucks have many problems, some equipment is unsatisfactory.
Convenient for working adults	The preparation for nurses to be on the job could be better. Clinical groups should be 6 rather than 12. that is too much for one instructor and most floor nurses can't be bothered with a student. ___ is wonderful.
There are some amazing professors here at HCC. I was lucky to have such great teachers early on in my education.	The college could do a better job with helping students transition to a four year institution. The advisors often don't know what is required for certain four year or graduate degrees.
_____ went above and beyond to accommodate me for testing!	
Accounting program	Food service
Overall cost and ease of use of college website. Credit hour cost is very reasonable for in state residents.	Financial aid and other administrative services had issues. Long wait times and conflicting answers to questions at times as well as a general feeling of too much "bureaucracy". On balance, the website was helpful and ability to complete certain tasks online was an improvement.
There are many Health degrees you can receive @ HCC	Financial Aid, Parking, more staff (assistants to teachers)
It gave me a chance to meet new people and mature as a college student	Go back to school and finish what I started at HCC

In the overall HCC is great and I hope I can come back this Spring.	Sent catalogs home to those that have not sign in for more than 2 semesters.
Most of the professors are outstanding. I love the small classes and individual help when needed - unlike traditional universities	More class selection for grown working people is desperately needed. You would move people through to graduation if more class options were available (This includes book store hours being extended)
Strong never quit attitude from teachers to students	Need a Gym on Ybor Campus to train the Body as well as the Mind.
	Reading
The Ybor City Campus have an excellent Math department	The campus needs more parking spaces.
The Success center	
Instructors are excellent and their availability is wonderful	Parking Garage for ease of Parking , Better system of Financial aid to cut down the long lines and waiting time.
Multiple locations made going back to college easier	The HCC main campus bookstore could use some work. Rental services were convenient and store had many supplies available for sale. Problem lies however with the staff, personnel running bookstore are not friendly, there are never enough available for assistance, and long lines make the visit a horrible experience.
The college was excellent. All my professors (except couple of them) were wonderful and were into students improvement. They were very assessable. The tutoring center was very helpful too.	Expansion of the tutoring center employing more tutors to help students as many are older students returning back to school.
There are for the most part pretty good teachers at HCC.	Get people in your financial aid and advising departments that care about the students and don't give out wrong information.

<b>APPENDIX B2: FORMER STUDENT COMMENTS</b>	
<b>Strengths</b>	<b>Improvements</b>
Small intimate classes, convenient locations, mostly good instructors, online courses, good student activities (on campus)	Knowledge of staff ( where to go for what, etc) administration process, HCC Website (Not Hawknet) - More information, better navigation, up to date info, more options for students needs to be revamped, brought to college level, Renovate Ybor Campus!! Classrooms, bathrooms, seating, book buying/availability
College and Professors did very well accommodating needs of the working class; i.e. web based & online classes	Increase evening classes for technology type courses, Improve/expand parking.
	Improve on career placement after degree
Affordable	Teachers need to show more respect to students and treat them as adults.
I love the computer lab at the Plant City Campus. I like the tutor service at both, Dale Mabry and Plant City campuses. The one thing that I miss most at HCC is the availability of professors and small class sizes.	If I were the person in charge of improving the quality the first thing I would start with, is noise discipline in the library. The staff are the biggest violators!! I also think I would improve on career counseling & academic advising. When I was there, I took classes that I didn't need.
Close to home, small classes - most instructors excellent	Long lines at registration some windows closed at peak hours.
IT classes, Online courses, Computer labs	Administration.
	Hawknet is terrible. Had to escalate to top College Management to even get acknowledgment of problems I was having. Ridiculous support via phone. Problems still not resolved last time I checked Hawknet.
Clean facilities	Registration
Accessible, great instructors	Financial aid !!!
	HCC could improve by having more parking, a fuller registration office to process students.
Professors were great	Parking
Great choices of subjects & times especially for working students	Better ventilation at science classrooms

	Can be more helpful when helping a student get into their desired program. All I got was a denial letter and no assistance on how to overturn it or get into the firefighter program.
HCC offered the courses I needed to complete my undergrad requirements for USF	The Advising/Counseling center is ridiculous, because students are not allowed to make appt. You have to wait almost 3 hrs to see someone. Never ever did they have any helpful knowledge. I had holds that wouldn't go away because my transcripts keep getting lost. One of my courses somehow switched my registration to "audit" and the advisor was so unhelpful, the hassle so frustrating I just took the class over at USF. That dept. needs some serious organization.
For the most part, my teachers have been very informative and knowledgeable in their field.	Learn how to study more after a 50 hour work week.
Don't have any, very unhappy w/this school	Need math teachers that help like ____, others run through the course too fast to explain what's going on. Two of my classes didn't cover the entire chapters in the books & we still had to take the test.
	The financial aid office needs more people in this department that are willing to help and not just be there to collect a paycheck. Lines are too long, not everyone can wait 3-7 hours to be seen. School does not focus on students who have been out of high school for a while. We may have decent jobs that pay OK but that does not mean we can afford to pay out of pocket for everything. We have goals of being college grads too.
Instructors were well educated & lessons were meaningful & well planned	My Design Foundations & 3 Dimensional design classes were held in the printmaking room. It was filthy, tables in poor condition, chairs were cheap, mismatched folding chairs. Sink completely caked with ink. Poor lighting for an art room. Display cork board for critique classes in horrible condition. Required students to climb up on counter top to hang up art. Not very inspiring for the art students!!!
Excellent instructor. ( ____)	Financial aid (Ybor)

The registration system. We had to make long lines and schedule for students that are most adult of 30 years it need to go assist after work	The parking is big trouble any time.
Learned to work with others well and realized my career goal after attending HCC.	The counselors were not very helpful & need to be more one on one with students.
One educator stands out to the ideals and following of consistencies of nations. His higher status of allegiance, accordance of honor, in teaching and securing the City of Tampa and the adherence of his duties are to be admired as much as praised and admired.	Such as ___ being absent from scheduled classes. There should be a more manageable way to handle the finesses of the security class. He is too debase for HCC and needs to be more attentive at his class room.
Well organized, strong teacher	None
Well it could help me get a good degree to have a successfully good job.	Well, I already finish my beginning classes, prep classes so I will need more time.
My overall experience was very good. I had excellent professors___, and my favorite was ___.. She should be recognized for not only teaching but caring that the students learn.	One improvement could be that the electives offered at the Dale Mabry Campus be offered at all campuses as well as the possibility of providing the nursing program at the Brandon Campus. I and many others have had to drive 60 miles round trip to get classes that are more exciting and not just required especially electives. My only bad experience was my Anthropology professor who ran the class like a Gestapo of Hitler and should be banned from teaching.
Academic wise everything is good, but there is still room for improvement.	A little bit of improvement in all areas can help, especially in some of the health departments where the intake is difficult.
Organized classes, reasonable class size.	Time available to talk to advisors. Waiting too long.
	Have Technical people teach technical classes.
Overall, the instructors were great, especially, ___ They made my time there more fun. Tell them I said so too, if you get a chance. GO BULLS	Your VA system stinks. By delaying sending our enrollment info in until after the Add/Drop date, we have to wait up to 3 months to get paid. We live off of this money. I went almost 3 thousand dollars in debt, and paid about \$400 in interest because of this. Your system cost me at least \$400 per semester. Thanks from a VET. PS Call Manatee Community College in venice to learn how to treat VETs right.

Most of the teachers I had were very helpful with teaching and answering questions. I loved the relaxed atmosphere I got at the Brandon Campus.	I don't think it is fair that a person that works 40 hrs a week, takes care of a family, and juggles college with average grades gets beat into the nursing program by a student straight out of high school that gets straight A's, does not work, or have a family. It is only logical that student would have a better grade on average, they should. Moms struggling to better their future and that of their children should also get that opportunity.
None	The people that really want an education can't get _____ from Financial Aid office.
	I, as well as others, have difficulty with your Financial Aid office. I never minded the waiting time, but when I wait 2 hours to speak to someone and they're rude, that's dissatisfying. Also you cannot get through to the office, ever, by phone.
Very good teachers and/or professors. The layout of the campus is "user friendly" for the most part.	Parking issues should be addressed. Also the process in which students pay for tuition could be more accommodating. Because I have Florida Prepaid I cannot pay over the phone - I have to take time to go to the bursars office and wait for 1 or more hours to pay tuition fees.
Faculty is great.	Parking
I enjoyed the education classes offered.	Parking could be better. I wish more classes were offered on-line as I have a 1-yr old and am unable to work & attend school.
So far I have had a good experience in the science department and with a particular calculus teacher at Brandon	At the time I was enrolled I encountered many problems with the registration for the courses at the beginning of many semesters. The automated system at the time was very conflictive with classes chosen and payments made. We also need a better structure with the counseling department. Many times I had been given incorrect information.
HCC did a good job on my English.	
On-line/distance learning classes were available.	Long wait times for advising, registration and cash registrar.

<p>My favorite aspect of the education at HCC is the thoroughness of my instructors. All of my classes were taught with attention to detail instead of the typical skimming through, that is done in many high schools.</p>	<p>Offer more night classes</p>
<p>Small classes-location</p>	<p>Better selection of classes &amp; time.</p>
<p>Overall, the strength of HCC lies in the quality of its teachers. I felt that the teachers were excellent and very interested in their students.</p>	<p>I know this is wishful thinking, but replacing ___ as the head of the ___ would be a vast improvement, in my opinion. She is only interested in helping students who do exactly what she wants them to do and who suck up to her. My experiences with her were by far my worst at HCC.</p>
<p>Writing lab was great.</p>	<p>Registration process was horrible.</p>