

RNL Student Satisfaction Inventory (SSI) – Central Maine Community College – May 2025

Executive Summary

Bottom Line Indicators

Satisfied / Very Satisfied

How satisfied are our students compared with students nationally?

Percentages below indicate the students indicating Satisfied/Very Satisfied.

66%

Our Institution

69%

National

Probably / Definitely Yes

How likely are our students to enroll again, if they had it to do over?

Percentages below indicate the students indicating Probably/Definitely yes.

75%

Our Institution

77%

National

Top 5 Factors to Enroll

Item	Importance %
Cost as factor in decision to enroll.	86%
Financial assistance as factor in decision to enroll.	86%
Future career opportunities as factor in decision to enroll.	81%
Distance from campus as factor in decision to enroll.	74%
Academic reputation as factor in decision to enroll.	65%

Gender

Demographic Responses	N	%
Female	291	59.27%
Male	168	34.22%
Prefer not to respond	16	3.26%
Transgender	5	1.02%
Genderqueer	7	1.43%
Additional gender category or Other	4	0.81%
Total	491	100.00%
No Answer	7	

Class Level

Demographic Responses	N	%
1 year or less	221	45.57%
2 years	186	38.35%
3 years	52	10.72%
4 or more years	26	5.36%
Total	485	100.00%
No Answer	13	

Institutional Choice

Demographic Responses	N	%
1st choice	410	83.16%
2nd choice	62	12.58%
3rd choice or lower	21	4.26%
Total	493	100.00%
No Answer	5	

Students attending their first-choice institution are more likely to have higher satisfaction levels overall.

Strengths

Item
★ The campus is safe and secure for all students.
★ My academic advisor is knowledgeable about my program requirements.
★ Campus item: The interactions I have had with faculty and staff have been positive.
★ Students are made to feel welcome here.
★ On the whole, the campus is well-maintained.
★ There are convenient ways of paying my school bill.
★ This campus provides online access to services I need.
★ Campus item: Academic support services adequately meet my needs.
★ Campus item: Transfer Advising Services Are Available and Helpful

Strengths are items with high importance and high satisfaction. These are specifically identified as items above the mid-point in importance (top-half) and in the upper quartile (25 percent) of your satisfaction scores. The strengths are listed in descending order of importance.

Challenges

Item
🚩 There are sufficient courses within my program of study available each term.
🚩 The quality of instruction I receive in most of my classes is excellent.
🚩 Computers and/or Wi-Fi are adequate and accessible.
🚩 I am able to register for the classes I need with few conflicts.
🚩 Administrators are available to hear students' concerns.
🚩 Faculty provide timely feedback about my academic progress.

Challenges are items with high importance and low satisfaction or a large performance gap. These are specifically identified as items above the mid-point in importance (top half) and in the lower quartile (25 percent) of your satisfaction scores or items above the mid-point in importance (top half) and in the top quartile (25 percent) of your performance gap scores. The performance gap score is likely the reason the item has been identified as a challenge. The challenges are listed in descending order of importance.

RNL Student Satisfaction Inventory (SSI) – Central Maine Community College – May 2025

Majors/Programs	Population	%	2425SP Enrollment	Response Rate
1000: Conservation Law Enforcement Degree	6	1.23%	24	25%
1001: Graphic Design Degree	19	3.91%	63	30%
1002: Computer Technology Degree	16	3.29%	81	20%
1003: Cybersecurity Digital Forensics Degree	13	2.67%	46	28%
1004: Culinary Arts Degree	7	1.44%	36	19%
1007: Education Degree	14	2.88%	68	21%
1008: Early Childhood Education Degree	9	1.85%	59	15%
1009: Architectural and Civil Engineering Technology Degree	1	0.21%	8	13%
1010: Electromechanical Technology Degree	16	3.29%	73	22%
1011: Electromechanical Technology Certificate	1	0.21%	13	8%
1012: Architectural Studies Degree	2	0.41%	23	9%
1013: Liberal Studies Degree	11	2.26%	49	22%
1014: Social Sciences Degree	7	1.44%	25	28%
1016: General Studies Degree	44	9.05%	522	8%
1017: Life Science Degree	10	2.06%	31	32%
1018: Career Studies Degree	1	0.21%	1	100%
1019: Exercise Science Degree	5	1.03%	23	22%
1020: Physical Fitness Specialist Degree	3	0.62%	15	20%
1021: Psychology Degree	21	4.32%	146	14%
1022: Criminal Justice Degree	16	3.29%	117	14%
1024: Forensic Science Degree	8	1.65%	21	38%
1025: Human Services Degree	34	7.00%	121	28%
1026: Human Services Certificate	2	0.41%	6	33%
1027: Justice Studies Degree	4	0.82%	10	40%
1028: Facilities Maintenance and Management Technology Degree	3	0.62%	4	75%
1029: Building Construction Technology Degree	7	1.44%	49	14%
1030: Building Construction Technology - Job Site Degree	1	0.21%	9	11%
1031: Building Construction Technology Certificate	1	0.21%	2	50%
1032: Plumbing & Heating Technology Degree	4	0.82%	31	13%
1033: Plumbing & Heating Technology Certificate	2	0.41%	22	9%
1034: Heat, Ventilation, Air, & Refrigeration Technology Certificate	1	0.21%	52	2%
1035: Heat, Ventilation, Air, & Refrigeration Technology Degree	7	1.44%	8	88%
1036: Automotive Technology Degree	9	1.85%	62	15%

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1037: Automotive Technology Ford ASSET Degree	3	0.62%	23	13%
1038: Precision Machining Technology Degree	9	1.85%	33	27%
1040: Metal Fabrication Degree	1	0.21%	12	8%
1041: Esports Management Degree	1	0.21%	3	33%
1042: Medical Coding and Electronic Health Records Degree	21	4.32%	88	24%
1043: Medical Coding and Electronic Health Records Certificate	6	1.23%	11	55%
1044: Nursing Degree	63	12.96%	128	49%
1045: Business Administration and Management Degree	41	8.44%	258	16%
1046: Business Administration Transfer Degree	5	1.03%	77	6%
1047: Business Administration and Management Certificate	6	1.23%	7	86%
1048: Accounting Degree	24	4.94%	107	22%
1049: Not Matriculated Non-Degree	1	0.21%	0	--
Total	486	100.00%	2585	19%

Year-to-Year Reports

Educational Goal

Educational Goal	2025	2024	2021	2019
Associate Degree	70.39%	67.36%	70.79%	66.42%
Vocational/Technical Program	1.66%	1.04%	2.23%	1.45%
Transfer to Another Institution	16.77%	16.42%	15.59%	20.87%
Certification (Initial/Renewal)	2.69%	5.61%	4.21%	3.81%
Self-Improvement/Pleasure	1.24%	2.29%	0.99%	1.45%
Job-Related Training	2.28%	2.91%	1.24%	2.00%
Other Educational Goal	4.97%	4.37%	4.95%	3.99%

Employment

Employment	2025	2024	2021	2019
Full-Time off Campus	33.20%	32.22%	33.83%	33.39%
Part-Time off Campus	34.02%	37.03%	33.09%	32.67%
Full-Time on Campus	2.27%	1.05%	0.74%	4.54%
Part-Time on Campus	4.33%	6.28%	3.70%	6.72%
Not Employed	26.19%	23.43%	28.64%	22.69%

Campus Item 1 - How many hours do you work a week?

Demographic Responses	N	%
Answer 1 : More than 20 hours	238	48.67 %
Answer 2 : 20 hours or less	131	26.79 %
Answer 3 : Not employed	120	24.54 %

NOTE: The table above (Campus Item 1) was a new item asked in the 2025 RNL SSI.

RNL Student Satisfaction Inventory (SSI) – Central Maine Community College – May 2025

Strengths

No	Item	Imp Rank
★	13 The campus is safe and secure for all students.	1
★	14 My academic advisor is knowledgeable about my program requirements.	2
★	46 Campus item: The interactions I have had with faculty and staff have been positive.	3
★	20 Students are made to feel welcome here.	4
★	39 On the whole, the campus is well-maintained.	10
★	29 There are convenient ways of paying my school bill.	11
★	28 This campus provides online access to services I need.	14
★	41 Campus item: Academic support services adequately meet my needs.	22
★	45 Campus item: Transfer Advising Services Are Available and Helpful	24

Challenges

No	Item	Imp Rank
▶	40 There are sufficient courses within my program of study available each term.	6
▶	8 The quality of instruction I receive in most of my classes is excellent.	9
▶	18 Computers and/or Wi-Fi are adequate and accessible.	11
▶	9 I am able to register for the classes I need with few conflicts.	15
▶	33 Administrators are available to hear students' concerns.	15
▶	25 Faculty provide timely feedback about my academic progress.	19

RNL Student Satisfaction Inventory (SSI) – Central Maine Community College – May 2025

Strengths and Challenges Comparison – CMCC, MCCS, and National

S/C	Item	Importance	Satisfaction	Gap	MCCS Importance	MCCS Satisfaction	MCCS Gap	MCCS Difference	National Importance	National Satisfaction	National Gap	National Difference
★	The campus is safe and secure for all students.	91%	79%	12%	92%	82%	10%	-3%	93%	84%	9%	-5%
★	My academic advisor is knowledgeable about my program requirements.	90%	80%	10%	91%	81%	10%	-1%	91%	79%	12%	1%
★	Students are made to feel welcome here.	90%	80%	10%	89%	80%	9%	0%	90%	83%	7%	-3%
★	This campus provides online access to services I need.	86%	73%	13%	88%	75%	13%	-2%	90%	84%	6%	-11%
★	There are convenient ways of paying my school bill.	86%	74%	12%	86%	71%	15%	3%	89%	81%	8%	-7%
★	On the whole, the campus is well-maintained.	86%	81%	5%	85%	74%	11%	7%	89%	85%	4%	-4%
▶	The quality of instruction I receive in most of my classes is excellent.	88%	63%	25%	90%	66%	24%	-3%	91%	72%	19%	-9%
▶	I am able to register for the classes I need with few conflicts.	86%	69%	17%	88%	67%	21%	2%	91%	76%	15%	-7%
▶	Computers and/or Wi-Fi are adequate and accessible.	85%	56%	29%	87%	62%	25%	-6%	88%	78%	10%	-22%
▶	Faculty provide timely feedback about my academic progress.	84%	60%	24%	86%	66%	20%	-6%	89%	73%	16%	-13%
▶	Administrators are available to hear students' concerns.	85%	67%	18%	85%	69%	16%	-2%	87%	74%	13%	-7%
▶	There are sufficient courses within my program of study available each term.	88%	69%	19%	90%	70%	20%	-1%	91%	76%	15%	-7%

RNL Student Satisfaction Inventory (SSI) – Central Maine Community College – May 2025

CMCC's Strengths – Multi-Year Comparison

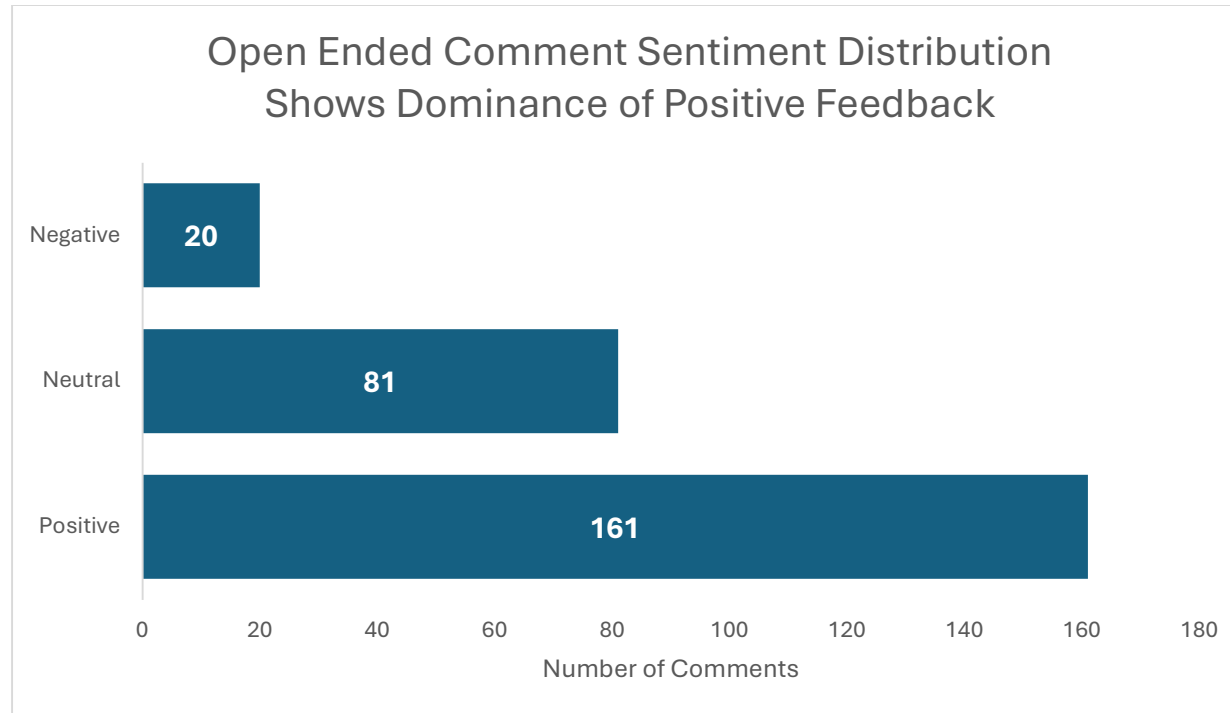
Strengths	2025	2024	2021	2019
The campus is safe and secure for all students.	x	x	x	x
My academic advisor is knowledgeable about my program requirements.	x	x	x	x
Campus item: The interactions I have had with faculty and staff have been positive.	x	x		
Students are made to feel welcome here.	x	x	x	x
On the whole, the campus is well-maintained.	x			x
There are convenient ways of paying my school bill.	x	x	x	x
This campus provides online access to services I need.	x	x	x	x
Campus item: Academic support services adequately meet my needs.	x			
Campus item: Transfer Advising Services Are Available and Helpful	x			
Tuition paid is a worthwhile investment.		x		x
Campus item: My faculty advisor is accessible and helpful		x		
Campus item: The Learning & Advising Center is a helpful resource		x	x	
Campus item: Academic support services such as the Writing Center, Math/Science Center and the Learning Commons are helpful resources.		x		
Security staff respond quickly to calls for assistance.				x
Registration processes and procedures are convenient.				x

CMCC's Challenges – Multi-Year Comparison

Challenges	2025	2024	2021	2019
There are sufficient courses within my program of study available each term.	x	x	x	x
The quality of instruction I receive in most of my classes is excellent.	x	x	x	x
Computers and/or Wi-Fi are adequate and accessible.	x	x		
I am able to register for the classes I need with few conflicts.	x	x	x	x
Administrators are available to hear students' concerns.	x			x
Faculty provide timely feedback about my academic progress.	x	x	x	x
Faculty are fair and unbiased in their treatment of individual students.		x		x
Campus item: CMCC's current online course offerings meet my needs.		x	x	x
Security staff respond quickly to calls for assistance.		x		
The campus staff are caring and helpful.		x	x	
My advisor helps me apply my program of study to career goals.			x	
Faculty are usually available to students outside of class (during office hours, by phone, or by e-mail).			x	
Classes are scheduled at times that are convenient for me.			x	x

RNL Student Satisfaction Inventory (SSI) – Central Maine Community College – May 2025

Open-Ended Comments



Common Praise:

- Flexibility of online programs, especially for working adults and parents.
- Affordability and accessibility of education.
- Supportive and enthusiastic instructors.
- Clean and welcoming campus environment.

Common Concerns:

- Lack of timely feedback from instructors, especially in online courses.
- Communication issues with advisors and administrative departments.
- Dining services and food quality.
- Limited quiet study spaces on campus.
- Portal and email system transitions causing confusion.

RNL Student Satisfaction Inventory (SSI) – Central Maine Community College – May 2025

CMCC - Custom Questions

S/C	No	Item	Importance %	Satisfaction %	Gap %
★	41	Campus item: Academic support services adequately meet my needs.	86%	74%	12%
	42	Campus item: I feel accepted, valued and included in my college community.	81%	73%	8%
	43	Campus item: I am notified early if I am doing poorly in a class.	83%	56%	27%
	44	Campus item: The college shows concern for me as an individual.	75%	56%	19%
★	45	Campus item: Transfer Advising Services Are Available and Helpful	85%	74%	11%
★	46	Campus item: The interactions I have had with faculty and staff have been positive.	89%	75%	14%
	47	Campus item: Policies and procedures regarding registration and course selection are clear and well-publicized.	90%	72%	18%
	48	Campus item: Personalized attention prior to enrollment is a factor in decision to enroll.	71%	68%	3%
	49	Campus item: Maine Free College influenced my decision to enroll at the college.	82%	82%	0%
	50	Campus item: Channels for expressing my complaints are readily available.	77%	59%	18%

CMCC/MCCS Custom Question Comparison – 2025

S/C	No	Item	CMCC			MCCS			Difference
			Importance %	Satisfaction %	Gap %	Importance %	Satisfaction %	Gap %	
★	41	Campus item: Academic support services adequately meet my needs.	86%	74%	12%	87%	76%	11%	-2%
	42	Campus item: I feel accepted, valued and included in my college community.	81%	73%	8%	83%	74%	9%	-1%
	43	Campus item: I am notified early if I am doing poorly in a class.	83%	56%	27%	85%	63%	22%	-7%
	44	Campus item: The college shows concern for me as an individual.	75%	56%	19%	79%	63%	16%	-7%
★	45	Campus item: Transfer Advising Services Are Available and Helpful	85%	74%	11%	84%	73%	11%	1%
★	46	Campus item: The interactions I have had with faculty and staff have been positive.	89%	75%	14%	89%	78%	11%	-3%
	47	Campus item: Policies and procedures regarding registration and course selection are clear and well-publicized.	90%	72%	18%	88%	71%	17%	1%
	48	Campus item: Personalized attention prior to enrollment is a factor in decision to enroll.	71%	68%	3%	75%	70%	5%	-2%
	49	Campus item: Maine Free College influenced my decision to enroll at the college.	82%	82%	0%	83%	82%	1%	0%
	50	Campus item: Channels for expressing my complaints are readily available.	77%	59%	18%	79%	61%	18%	-2%

RNL Student Satisfaction Inventory (SSI) – Central Maine Community College – May 2025

CMCC/MCCS Scale Summary - 2025

Central Maine Community
College - SSI

Maine Community College
System Composite 2025

Scale	①				①				Difference	SS
	Importance	Satisfaction	SD	Gap	Importance	Satisfaction	SD	Gap		
Academic Advising Effectiveness	6.40	5.91	1.26	0.49	6.42	5.97	1.26	0.45	-0.06	
Admissions and Financial Aid Effectiveness	6.26	5.76	1.33	0.50	6.33	5.85	1.27	0.48	-0.09	
Campus Climate	6.45	5.96	1.17	0.49	6.47	6.01	1.10	0.46	-0.05	
Campus Services	6.33	5.87	1.13	0.46	6.36	5.95	1.08	0.41	-0.08	
Instructional Effectiveness	6.37	5.78	1.17	0.59	6.42	5.92	1.08	0.50	-0.14	★
Registration Effectiveness	6.39	5.87	1.15	0.52	6.43	5.85	1.16	0.58	0.02	
Safety and Security	6.33	5.76	1.25	0.57	6.37	5.88	1.17	0.49	-0.12	★
Student Centeredness	6.40	5.84	1.27	0.56	6.43	5.92	1.20	0.51	-0.08	

CMCC/National Scale Summary - 2025

Central Maine Community
College - SSI

National Community Colleges
Form B 2021-2024

Scale	①				①				Difference	SS
	Importance	Satisfaction	SD	Gap	Importance	Satisfaction	SD	Gap		
Academic Advising Effectiveness	6.40	5.91	1.26	0.49	6.49	6.03	1.27	0.46	-0.12	★
Admissions and Financial Aid Effectiveness	6.26	5.76	1.33	0.50	6.44	6.02	1.21	0.42	-0.26	★★★
Campus Climate	6.45	5.96	1.17	0.49	6.54	6.18	1.03	0.36	-0.22	★★★
Campus Services	6.33	5.87	1.13	0.46	6.47	6.22	1.01	0.25	-0.35	★★★
Instructional Effectiveness	6.37	5.78	1.17	0.59	6.50	6.10	1.07	0.40	-0.32	★★★
Registration Effectiveness	6.39	5.87	1.15	0.52	6.55	6.14	1.01	0.41	-0.27	★★★
Safety and Security	6.33	5.76	1.25	0.57	6.48	6.14	1.15	0.34	-0.38	★★★
Student Centeredness	6.40	5.84	1.27	0.56	6.50	6.09	1.14	0.41	-0.25	★★★

CMCC Multi-Year Scale Summary

Scale	2025				2024				2021				2019			
	Importance	Satisfaction	SD	Gap	Importance	Satisfaction	SD	Gap	Importance	Satisfaction	SD	Gap	Importance	Satisfaction	SD	Gap
Academic Advising Effectiveness	6.40	5.91	1.26	0.49	6.45	6.05	1.23	0.40	6.51	5.98	1.24	0.53	6.48	5.92	1.22	0.56
Admissions and Financial Aid Effectiveness	6.26	5.76	1.33	0.50	6.39	5.94	1.25	0.45	6.37	6.07	1.06	0.30	6.39	6.00	1.10	0.39
Campus Climate	6.45	5.96	1.17	0.49	6.49	6.05	1.16	0.44	6.52	6.11	1.04	0.41	6.56	6.10	0.98	0.46
Campus Services	6.33	5.87	1.13	0.46	6.40	6.08	1.07	0.32	6.34	6.05	1.02	0.29	6.38	6.00	1.03	0.38
Instructional Effectiveness	6.37	5.78	1.17	0.59	6.43	5.93	1.19	0.50	6.45	5.87	1.08	0.58	6.48	5.82	1.06	0.66
Registration Effectiveness	6.39	5.87	1.15	0.52	6.50	6.07	1.04	0.43	6.50	6.04	1.00	0.46	6.51	5.95	1.03	0.56
Safety and Security	6.33	5.76	1.25	0.57	6.40	5.93	1.16	0.47	6.45	6.22	1.03	0.23	6.47	5.79	1.16	0.68
Student Centeredness	6.40	5.84	1.27	0.56	6.46	5.98	1.26	0.48	6.48	5.97	1.21	0.51	6.51	5.98	1.13	0.53

RNL Student Satisfaction Inventory (SSI) – Central Maine Community College – May 2025

CMCC/MCCS Summary Comparison - 2025

Central Maine Community College - SSI	Maine Community College System Composite 2025
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Summary	Institution	National Norms	Difference	SS
So far, how has your college experience met your expectations?	4.89	4.99	-0.10	
1= Much worse than I expected	2%	1%		
2= Quite a bit worse than I expected	2%	1%		
3= Worse than I expected	5%	6%		
4= About what I expected	31%	30%		
5= Better than I expected	26%	25%		
6= Quite a bit better than I expected	14%	13%		
7= Much better than I expected	17%	20%		
Rate your overall satisfaction with your experience here thus far.	5.52	5.67	-0.15	★
1= Not satisfied at all	2%	1%		
2= Not very satisfied	3%	2%		
3= Somewhat dissatisfied	4%	4%		
4= Neutral	10%	9%		
5= Somewhat satisfied	13%	11%		
6= Satisfied	43%	42%		
7= Very satisfied	23%	27%		
All in all, if you had it to do over again, would you enroll here?	5.83	5.95	-0.12	
1= Definitely not	2%	1%		
2= Probably not	4%	3%		
3= Maybe not	3%	3%		
4= I don't know	5%	5%		
5= Maybe yes	7%	8%		
6= Probably yes	34%	30%		
7= Definitely yes	41%	47%		

- ★ Difference statistically significant at the .05 level
- ★★ Difference statistically significant at the .01 level
- ★★★ Difference statistically significant at the .001 level

National Group Means are based on 2,108 records

RNL Student Satisfaction Inventory (SSI) – Central Maine Community College – May 2025

CMCC/National Summary Comparison - 2025

Central Maine Community College
- SSI

National Community Colleges
Form B 2021-2024

Summary	Institution	National Norms	Difference	SS
So far, how has your college experience met your expectations?	4.89	5.15	-0.26	★★★
1= Much worse than I expected	2%	1%		
2= Quite a bit worse than I expected	2%	1%		
3= Worse than I expected	5%	5%		
4= About what I expected	31%	27%		
5= Better than I expected	26%	24%		
6= Quite a bit better than I expected	14%	15%		
7= Much better than I expected	17%	24%		
Rate your overall satisfaction with your experience here thus far.	5.52	5.76	-0.24	★★★
1= Not satisfied at all	2%	0%		
2= Not very satisfied	3%	1%		
3= Somewhat dissatisfied	4%	4%		
4= Neutral	10%	9%		
5= Somewhat satisfied	13%	12%		
6= Satisfied	43%	38%		
7= Very satisfied	23%	32%		
All in all, if you had it to do over again, would you enroll here?	5.83	6.04	-0.21	★★★
1= Definitely not	2%	1%		
2= Probably not	4%	2%		
3= Maybe not	3%	2%		
4= I don't know	5%	5%		
5= Maybe yes	7%	8%		
6= Probably yes	34%	28%		
7= Definitely yes	41%	50%		

- ★ Difference statistically significant at the .05 level
- ★★ Difference statistically significant at the .01 level
- ★★★ Difference statistically significant at the .001 level

National Group Means are based on 48,015 records

RNL Student Satisfaction Inventory (SSI) – Central Maine Community College – May 2025

CMCC Multi-Year Summary

	2025	2024	2021	2019
Summary	%	%	%	%
So far, how has your college experience met your expectations?	4.89	4.97	4.87	5.08
1 = Much worse than I expected	2%	2%	1%	1%
2 = Quite a bit worse than I expected	2%	2%	2%	2%
3 = Worse than I expected	5%	5%	6%	5%
4 = About what I expected	31%	30%	32%	25%
5 = Better than I expected	26%	24%	25%	26%
6 = Quite a bit better than I expected	14%	12%	15%	16%
7 = Much better than I expected	17%	21%	15%	21%
Rate your overall satisfaction with your experience here thus	5.52	5.73	5.62	5.71
1 = Not satisfied at all	2%	1%	1%	1%
2 = Not very satisfied	3%	2%	2%	2%
3 = Somewhat dissatisfied	4%	4%	5%	4%
4 = Neutral	10%	8%	10%	8%
5 = Somewhat satisfied	13%	13%	12%	12%
6 = Satisfied	43%	38%	41%	39%
7 = Very satisfied	23%	32%	27%	30%
All in all, if you had it to do over again, would you enroll here?	5.83	5.83	5.99	5.96
1 = Definitely not	2%	2%	1%	1%
2 = Probably not	4%	4%	3%	4%
3 = Maybe not	3%	2%	2%	2%
4 = I don't know	5%	7%	6%	5%
5 = Maybe yes	7%	7%	7%	6%
6 = Probably yes	34%	29%	30%	31%
7 = Definitely yes	41%	45%	48%	47%

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Resources and Definitions

RNL Interpretive Guide: https://www.ruffalonl.com/wp-content/uploads/2025/02/SPS_InterpretiveGuide2024.pdf

The following definitions and calculations are extracted directly from the RNL Interpretive Guide, which is linked above.

Calculating the Average Scores: Means for importance and satisfaction for individual items are calculated by summing the respondents' ratings (for those that responded to that specific item) and dividing by the number of respondents. The item calculation is based on the number of respondents to that item (not the total data set) and is unique for the responses to the importance segment and the satisfaction segment. Only the responses of 1-7 are included; zero responses (for not applicable/not used) and blanks are not included when creating the average score.

Each **scale mean** is calculated by summing all valid responses to the items within the scale and dividing by the number of valid responses to the items, again specific to the importance and satisfaction scores separately. Note that the scale score is not the average of the averages. Students respond to each item on a 1 to 7 Likert scale, with 7 being high. Averages for importance are typically in the range of 5 to 6 and average satisfaction scores are typically in a range of 4 to 5.

Definition of Performance Gap: A performance gap is simply the importance score minus the satisfaction score. The larger the performance gap, the greater the discrepancy between what students expect and their level of satisfaction with the current situation. The smaller the performance gap, the better the institution is doing at meeting student expectations. Note that typical performance gaps vary based on the type of institution and the population surveyed.

Definition of Standard Deviation: The standard deviation (or SD) appears next to the satisfaction score columns. This represents the variability in the satisfaction scores. The larger the standard deviation, the greater the variability in the responses (with some students being very satisfied and some students being very dissatisfied). The smaller the standard deviation, the less variability in the responses. Though generally not a number to focus on, it is important to be aware if there is a great variance in the experience of your students in a particular area. If a large standard deviation occurs for a particular item, you may want to review the data by the demographic segments to identify which student groups are having different experiences.

Definition of Mean Difference: The far-right hand columns show the difference between your institution's satisfaction means and the comparison group means, along with stars showing the statistical significance of this difference. This is the left column of satisfaction data minus the right column of satisfaction data. If the mean difference is a POSITIVE number, then your students are MORE satisfied than the students in the comparison group. If the mean difference is a NEGATIVE number, your students are LESS satisfied than the students in the comparison group.

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Definition of Statistical Significance: Statistical significance in the difference of the means is calculated when two groups are compared and a mean difference is reflected in the far right-hand column. A twin-tailed t-test is used to determine significance. The level of significance is reflected by the number of stars which appear behind the mean difference number:

- No stars: No significant difference;
- One star: Difference statistically significant at the .05 level;
- Two stars: Difference statistically significant at the .01 level; and
- Three stars: Difference statistically significant at the .001 level.

The greater the number of stars, the greater the confidence in the significance of this difference, and the greater the likelihood that this difference did not occur by chance. For example, statistical significance at the .05 level indicates that there are five chances in 100 that the difference between your institution's satisfaction score and the comparison group's satisfaction score would occur due to chance alone. The .01 level indicates a one in 100 chance and the .001 level indicates a one in 1,000 chance. If there are no stars for a particular score, then the level of satisfaction is basically the same between your institution and the comparison group.

Items without Satisfaction or Importance: Some survey versions include items that measure only satisfaction or only importance. For a description, please refer to the addendum for the specific survey that you are utilizing.