



LAGUARDIA
COMMUNITY COLLEGE

ACT Opinion Survey 2005

Office of Institutional Research
November 2005

2005 ACT College Opinion Survey Summary Report

Executive Summary

- ❖ Of the twenty college services rated, Library/Learning Resources, Cultural Programs and Recreational Programs were rated highest. Parking Facilities, Cafeteria, and Job Placement Services received the lowest satisfaction rating. There was very little response variance between the 2002 and 2005 data.
- ❖ On average, LaGuardia students were not very satisfied with most areas of the college, but certain items tended to show up more frequently and evoked a greater negative response than did others. In all cases, LaGuardia students rated the college lower compared to students at comparable public two-year institutions.
- ❖ Older students were better satisfied than their younger peers; African American students were most satisfied and Asian students were least satisfied. Virtually no gender differences were found.
- ❖ Environmental areas in which LaGuardia lower than national norms by more than 10% (-.34 or greater) were, Class Size Relative To The Course, Condition of Building and Grounds, Accuracy of College Information Before Enrolling.
- ❖ Two areas of greatest concern in 2002; Attitude of Non-Teaching Staff Toward Students, and Financial Aid Services were rated much higher by students in 2005.
- ❖ Racial Harmony, Course Content In Majors Area, Variety of Courses Offered and Library and Learning Resources were among the eight areas identified as having the highest overall ratings.

ACT College Opinion Survey

Background:

The ACT Opinion Survey primarily focuses on student satisfaction with the College Environment and College Services, asking also for general impressions of the college. The survey was administered in Spring 2005 to a representative sample of LaGuardia students, regardless of credit accumulation, who were admitted in Fall 2004 or earlier. A total of 1643 forms were processed, for a response rate of 41.8%. The respondents' demographic characteristics closely corresponded to the college's student population.

Overview:

Overall, students gave similar response to those students who participated in the same survey in Spring 2002. On average, responses were less than enthusiastic although there has been an improvement since 2002. In virtually all areas, however, they continue to be below the national average for other two-year colleges.

As a starting point, the three general critical questions cited below are representative of students' feelings about the college. From their responses, it is clear that our students are less than satisfied in general, and are less satisfied than students at other public two year institutions.

	LaGuardia 2005	LaGuardia 2002	National Norms	LaGuardia 2005 +/- National Norms
If You Could Start Over Would You Attend This College	3.59	3.54	3.92	-8.4%
What Is Your Overall Impression Of The Quality Of Education At This College	3.80	3.72	4.10	-7.3%
What Is Your Level Of Satisfaction With The College In General	3.73	3.73	4.07	-8.4%

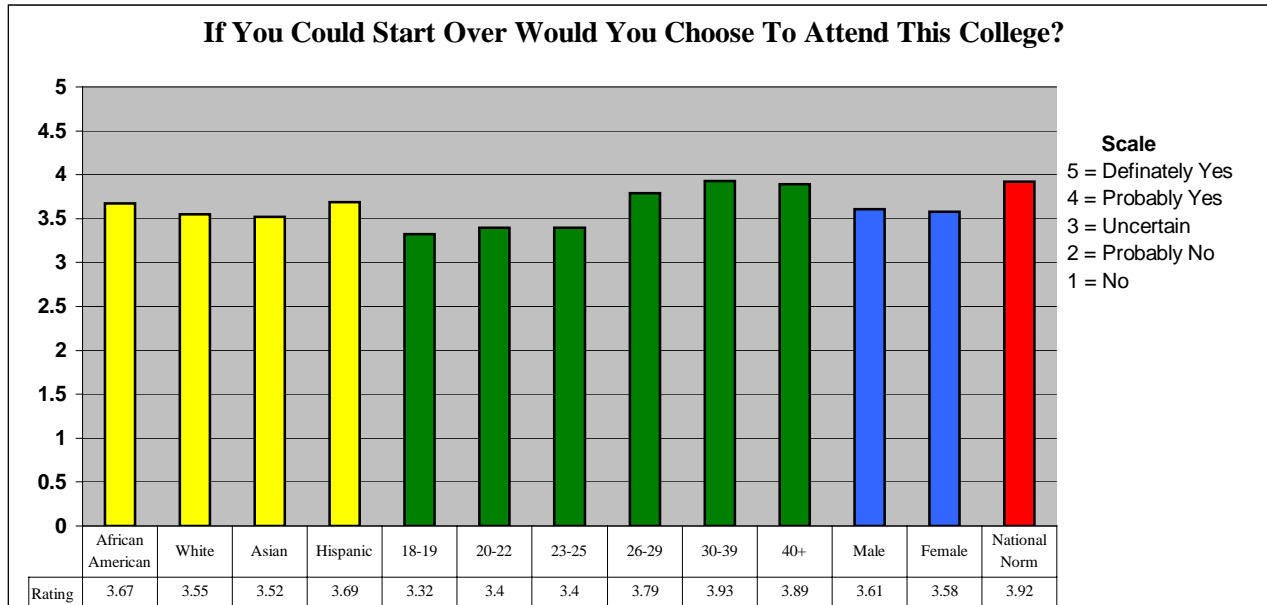
Rating is on a five point scale with five being the optimal score.

Within certain student sub-groups satisfaction ratings differ.

- Responses are progressively more positive as student age increases.
- African American students are the most satisfied and Asian students are the least satisfied.
- Male and Female students showed virtually no difference in their respective responses.

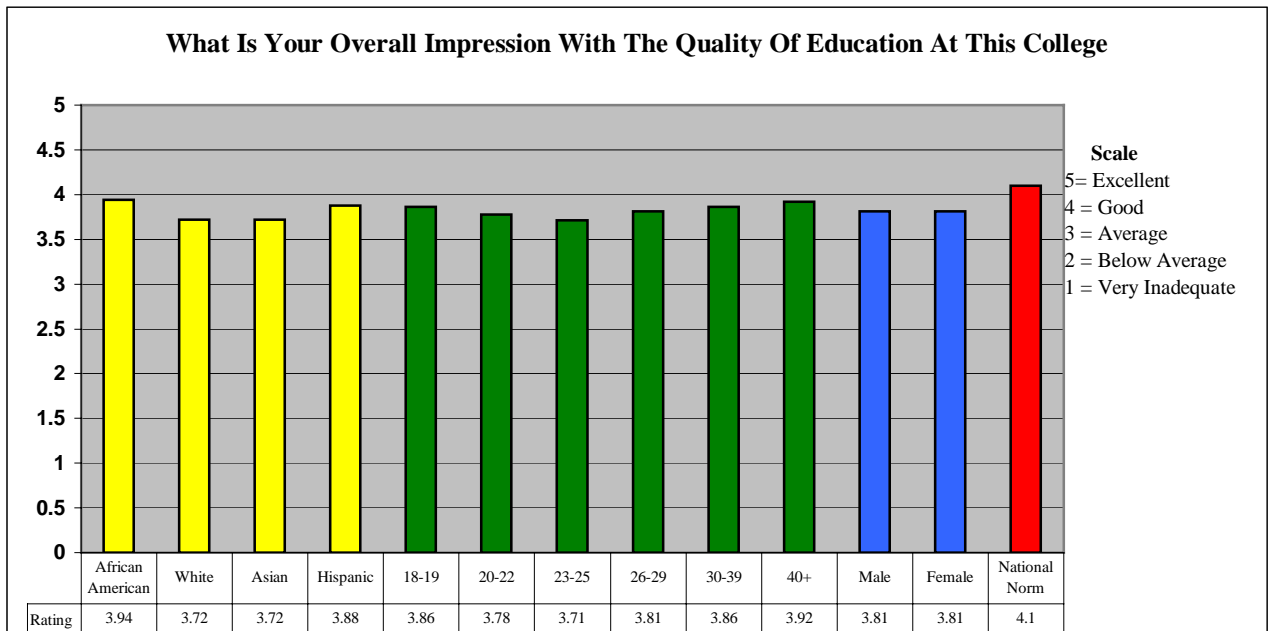
Figures 1-3 on the following pages graphically depict these findings.

Figure 1



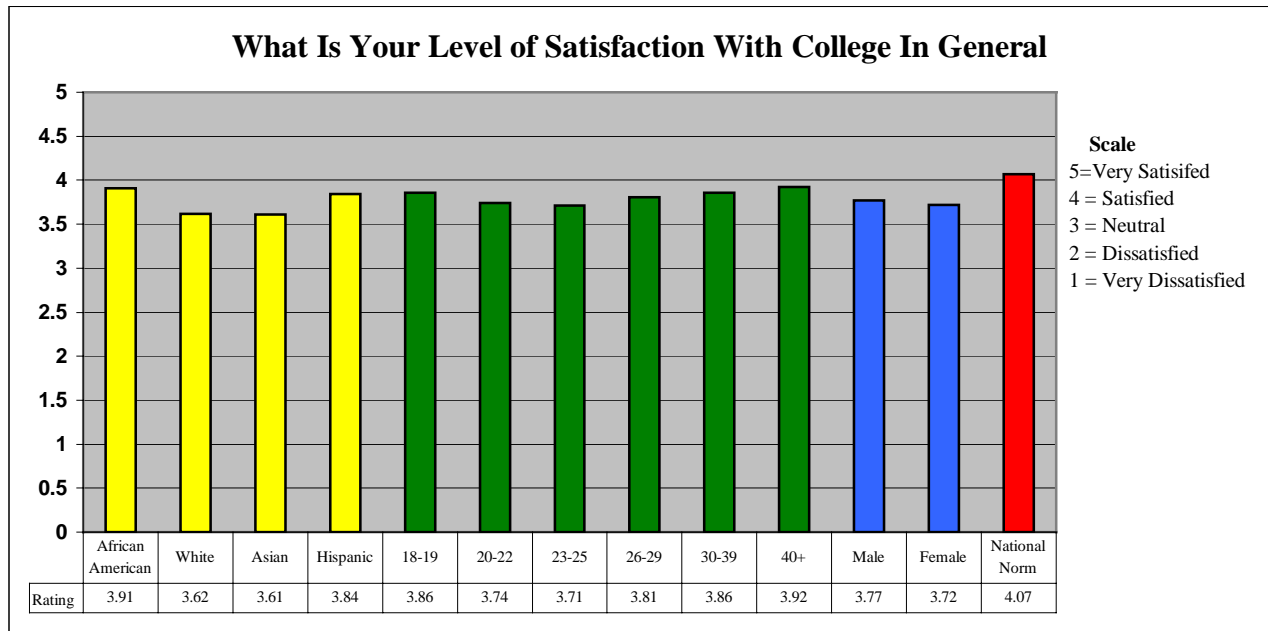
In responding to the question “If you could start college over again would you choose this college,” Hispanic students (3.69) and African American (3.67) students were slightly more positive than White (3.55) and Asian (3.52). Of all ethnic groups, African American students reported the highest increase, 8.9% from the 2002 survey, where their average response was 3.37. Student responses to this question when broken out by age show that as age increases, students are more likely to say they would choose LaGuardia again. The national norm for this question is 3.92, just a shade below ‘Probably Yes.’”

Figure 2



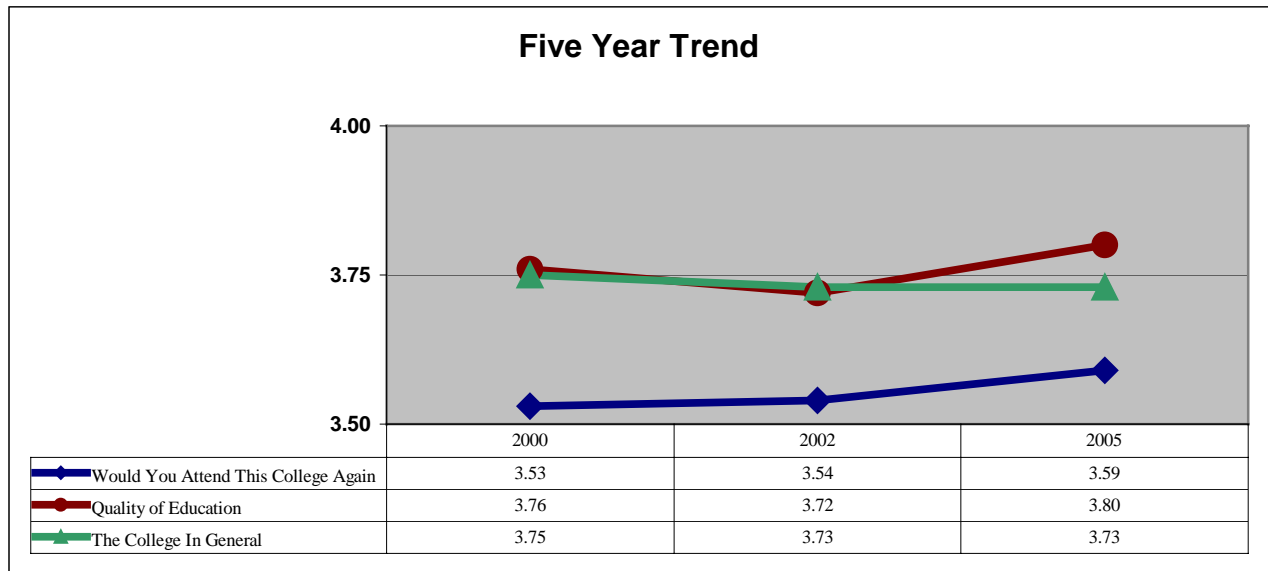
When asked “What is your overall impression of the quality of education at this college,” African American students reported the highest average score, 3.94, while White and Asian students reported slightly lower scores, 3.72. All groups reported scores that are closer to ‘Good’ than to ‘Average.’ As student age increases their impressions of the quality of education also increases. The national norm, for all students attending two-year public colleges, for this question is 4.07.

Figure 3



African American students are most satisfied with “The College In General” reporting an average score of 3.91 or just under ‘Satisfied.’ White (3.61) and Asian students (3.61) reported the lowest levels of satisfaction, between ‘Satisfied’ and ‘Neutral.’ In general, student satisfaction increases with age. The national norm for all students attending two-year public colleges is 4.07.

Figure 4



Since 2000, when this survey was first conducted, the College's rating in these three areas, show some improvement.

College Environment

LaGuardia students rated the college below the national norms on all 44 items related to College Environment. The items listed below are LaGuardia's fifteen highest rated items in 2005. Comparing 2005 responses to those of 2002 shows very little variance, as no item varied by more or less than one tenth of a point.

Table 2						
College Environment Average Satisfaction Rating Ranked By LaGuardia 2005 Responses						
15 Highest Rated Responses	LaGuardia Year To Year			LaGuardia To National Norms		
	LaG 2005	LaG 2002	Change	National Norm	Difference	Percent
Variety Of Courses Offered	3.80	3.77	0.03	4.04	-0.24	-5.9%
Attitude Of Teaching Staff Toward Students	3.78	3.80	-0.02	4.12	-0.34	-8.3%
College Catalog/Admissions Publications	3.74	3.81	-0.07	4.00	-0.26	-6.5%
Racial Harmony	3.74	3.75	-0.01	3.88	-0.14	-3.6%
Course Content In Major Area	3.74	3.82	-0.08	3.99	-0.25	-6.3%
Academic Calendar	3.73	3.79	-0.06	3.92	-0.19	-4.8%
The College In General	3.73	3.73	0.00	4.07	-0.34	-8.4%
Quality Of Instruction In Major Area	3.73	3.75	-0.02	4.03	-0.30	-7.4%
Class Size Relative To Course	3.72	3.64	0.08	4.19	-0.47	-11.2%
Flexibility To Design You Own Program	3.70	3.70	0.00	3.95	-0.25	-6.3%
Personal Security/Safety	3.70	3.79	-0.09	3.86	-0.16	-4.1%
Challenge Offered By Your Program	3.67	3.69	-0.02	3.97	-0.30	-7.6%
Study Areas	3.66	3.74	-0.08	3.97	-0.31	-7.8%
Classroom Facilities	3.65	3.64	0.01	3.92	-0.27	-6.9%
Testing Grading	3.62	3.71	-0.09	3.96	-0.34	-8.6%

Survey Scale 5=Very Satisfied 4=Satisfied 3=Neutral 2=Dissatisfied 1=Very Dissatisfied

Table 3 presents the five areas that showed the most growth between 2002 and 2005. The College Bookstore which rose .29 points, over 9%, is the only area to demonstrate significant growth. Its encouraging to note that 'Attitude of Non-Teaching Staff', which traditionally has been a low rated area, was the seconds highest growth area, increasing by one tenth of a point, or 3%.

Table 3						
College Environment Average Satisfaction Rating Growth Areas						
5 Highest Growth Areas	LaGuardia Year To Year			LaGuardia To National Norms		
	LaG 2005	LaG 2002	Change	National Norm	Difference	Percent
College Bookstore	3.45	3.16	0.29	3.66	-0.21	-5.7%
Attitude Of Non-Teaching Staff	3.42	3.32	0.10	3.67	-0.25	-6.8%
Class Size Relative To Course	3.72	3.64	0.08	4.19	-0.47	-11.2%
Student Government	3.34	3.26	0.08	3.46	-0.12	-3.5%
General Registration Procedures	3.49	3.42	0.07	3.83	-0.34	-8.9%

Of the five areas which showed the greatest decline between 2002 and 2005, two are non-academic areas: Condition of Building and Ground and Personal Safety. Course Content In You Major Area, which was top rated item in 2002, dropped eight tenths of a point, or 2%.

Table 4						
College Environment						
Average Satisfaction Rating						
Areas Of Decline						
	LaGuardia Year To Year			LaGuardia To National Norms		
	LaG 2005	LaG 2002	Change	National Norm	Difference	Percent
5 Areas Showing Greatest Decline						
Condition Of Building and Grounds	3.56	3.67	-0.11	3.97	-0.41	-10.3%
Personal Security/Safety	3.70	3.79	-0.09	3.86	-0.16	-4.1%
Testing Grading	3.62	3.71	-0.09	3.96	-0.34	-8.6%
Study Areas	3.66	3.74	-0.08	3.97	-0.31	-7.8%
Course Content In Major Area	3.74	3.82	-0.08	3.99	-0.25	-6.3%

Table 5 shows the five items on which LaGuardia’s average rating most greatly differs from the national norms. Satisfaction with class size, which was one of the College’s positive growth items in 2005, still leaves the College over 11% below the national norm. In fact, three of the five items listed showed gains between 2002 and 2005 but still lag well behind the national norms.

Table 5						
College Environment						
Average Satisfaction Rating						
Items Reporting The Greatest Distant From National Norms						
	LaGuardia Year To Year			LaGuardia To National Norms		
	LaG 2005	LaG 2002	Change	National Norm	Difference	Percent
5 Areas With Greatest Distance From Norms						
Class Size Relative To Course	3.72	3.64	0.08	4.19	-0.47	-11.2%
Condition Of Building and Grounds	3.56	3.67	-0.11	3.97	-0.41	-10.3%
Accuracy Of College Information Before Enrolled	3.45	3.48	-0.03	3.84	-0.39	-10.2%
General Admission/Entry Procedure	3.49	3.43	0.06	3.85	-0.36	-9.4%
General Registration Procedures	3.49	3.42	0.07	3.83	-0.34	-8.9%

College Services

LaGuardia students rated the college below the national norms on all 20 items related to College Services. Library / Learning Resources, the college's highest rated item, was 5.5% below the national norm. Recreational Programs, the colleges highest rate item in 2002, dropped slightly but is still the third highest rated item.

Table 6 College Services Usage and Average Satisfaction Rating Ranked By LaGuardia 2005 Responses							
	LaGuardia Year To Year				LaGuardia To National Norms		
	LaG 2005 Percent Using	LaG 2005	LaG 2002	Change	National Norm	Difference	Percent
Library/ Learning Resources	64.3%	4.02	3.96	0.06	4.24	-0.22	-5.5%
Cultural Programs	14.4%	3.98	3.93	0.05	4.10	-0.12	-3.0%
Recreational Programs	14.6%	3.96	4.01	-0.05	4.10	-0.14	-3.5%
Computer Services	57.8%	3.95	3.92	0.03	4.23	-0.28	-7.1%
Social Activities	12.7%	3.92	3.82	0.10	4.04	-0.12	-3.1%
Day Care Services	5.7%	3.86	3.98	-0.12	3.96	-0.10	-2.6%
Tutorial Services	30.4%	3.77	3.77	0.00	4.10	-0.33	-8.8%
Financial Aid	46.2%	3.72	3.55	0.17	3.86	-0.14	-3.8%
Student Health Services	18.0%	3.72	3.71	0.01	4.03	-0.31	-8.3%
Vocational Guidance / Career Planning	16.6%	3.68	3.57	0.11	3.84	-0.16	-4.3%
Personal Counseling	20.3%	3.66	3.83	-0.17	3.87	-0.21	-5.7%
College Orientation Program	30.0%	3.64	3.73	-0.09	3.88	-0.24	-6.6%
Academic Advising/Course Planning	51.4%	3.62	3.62	0.00	3.76	-0.14	-3.9%
Veterans Services	4.2%	3.53	3.74	-0.21	4.04	-0.51	-14.4%
CLEP (Credit by Examination)	6.8%	3.46	3.34	0.12	3.90	-0.44	-12.7%
Student Employment Service	8.5%	3.46	3.33	0.13	3.80	-0.34	-9.8%
Cafeteria	56.1%	3.24	3.73	-0.49	3.60	-0.36	-11.1%
Job Placement Services	9.0%	3.12	3.35	-0.23	3.57	-0.45	-14.4%
Parking Facilities	10.5%	2.41	2.69	-0.28	3.23	-0.82	-34.0%

5= Very Satisfied 4= Satisfied 3=Neutral 2=Dissatisfied 1=Very Dissatisfied

Table 7 presents the five areas that showed the most growth between 2002 and 2005. Financial Aid led all services rising .17 points, or 4.8%. While ‘Student Employment Services rose .13 points, ‘Job Placement Services’ dropped .23 points.

Table 7 College Services Usage and Average Satisfaction Rating Top Five Growth Areas								
	LaGuardia Year To Year				LaGuardia To National Norms			
	LaG 2005 Percent Using	LaG	LaG	Change	National Norm	Difference	Percent	
		2005	2002					
Financial Aid	46.2%	3.72	3.55	0.17	3.86	-0.14	-3.8%	
Student Employment Service	8.5%	3.46	3.33	0.13	3.80	-0.34	-9.8%	
CLEP	6.8%	3.46	3.34	0.12	3.90	-0.44	-12.7%	
Vocational Guidance / Career Planning	16.6%	3.68	3.57	0.11	3.84	-0.16	-4.3%	
Social Activities	12.7%	3.92	3.82	0.10	4.04	-0.12	-3.1%	

The College Cafeteria showed the greatest drop in ratings of any service between 2002 and 2005. The Cafeteria dropped .49 points, or 13.1%. Parking Facilities, always a low rated item, continued to be an area of student dissatisfaction.

Table 8 College Services Usage and Average Satisfaction Rating Area of Decline								
	LaGuardia Year To Year				LaGuardia To National Norms			
	LaG 2005 Percent Using	LaG	LaG	Change	National Norm	Difference	Percent	
		2005	2002					
Cafeteria	56.1%	3.24	3.73	-0.49	3.60	-0.36	-11.1%	
Parking Facilities	10.5%	2.41	2.69	-0.28	3.23	-0.82	-34.0%	
Job Placement Services	9.0%	3.12	3.35	-0.23	3.57	-0.45	-14.4%	
Veterans Services	4.2%	3.53	3.74	-0.21	4.04	-0.51	-14.4%	
Personal Counseling	20.3%	3.66	3.83	-0.17	3.87	-0.21	-5.7%	

Of the five areas that showed the greatest decline (Table 8), four of them: Parking Facilities, Veterans Service, Job Placement and the Cafeteria are also areas in which the College differs most from the national norms.

Table 9 College Services Usage and Average Satisfaction Rating Greatest Distance From National Norms								
	LaGuardia Year To Year				LaGuardia To National Norms			
	LaG 2005 Percent Using	LaG 2005	LaG 2002	Change	National Norm	Difference	Percent	
Parking Facilities	10.5%	2.41	2.69	-0.28	3.23	-0.82	-34.0%	
Veterans Services	4.2%	3.53	3.74	-0.21	4.04	-0.51	-14.4%	
Job Placement Services	9.0%	3.12	3.35	-0.23	3.57	-0.45	-14.4%	
CLEP (Credit by Examination)	6.8%	3.46	3.34	0.12	3.90	-0.44	-12.7%	
Cafeteria	56.1%	3.24	3.73	-0.49	3.60	-0.36	-11.1%	

Survey Background

In comparing the sample of LaGuardia students who participated in this survey with the national sample of two-year public college students who participated in the same survey, there are some small variances between our population and the national sample.

- LaGuardia students are slightly younger.
- LaGuardia has a slightly lower proportion of Male students than other 2-year public institutions.
- LaGuardia has a slightly higher rate of unmarried students.
- LaGuardia has a lower rate of students with dependant children.
- Fewer LaGuardia students’ report that they are working and those that do are working slightly less hours.
- More LaGuardia students are receiving financial aid
- LaGuardia students chose LaGuardia for the same reasons that other students chose their schools.

Table 10 LaGuardia Demographics Compared To The National Sample		
	LaGuardia Sample	National Sample
Average Age	25.7	26.8
Male	36.2%	40.0%
Female	63.8%	60.0%
Unmarried	77.9%	74.8%
No Dependant Children	78.5%	73.7%
Currently Working	58.4%	75.9%
Average Number of Hours Working (If Working)	25.7	27.2
Receiving Financial Aid	55.9%	42.8%
Entered LaGuardia To Take Courses Necessary To Transfer To A 4 Year College	40.0%	41.1%
Entered LaGuardia To Obtain An Associates Degree	37.5%	30.4%
College Selection Criteria		
Major, Minor or Not A Reason For Selecting Your College (3 Point Scale)		
Offered The Courses I Wanted	2.34 (1)	2.46 (1)
Low Cost of Attending	2.26 (2)	2.46 (1)
Convenient Location	2.13 (3)	2.30 (3)

Conclusion and Recommendations

Most Critical Areas

LaGuardia students, on average, are not very satisfied with most areas of the college, but certain items tend to show up more frequently and evoke a greater negative response than do others. One way to summarize these findings, and at the same time organize them, is to indicate items with very low average satisfaction ratings, high proportion of “dissatisfied” responses and which have ratings significantly lower than the national norms.

In 2002, five items were identified as the *most critical areas* to address. The five items were Parking Facilities, Cafeteria, College Bookstore, Attitude of Non-Teaching Staff and Financial Aid Services.

The results of the 2005 survey indicate that two items, Attitude of Non-Teaching Staff and Financial Aid Services, can be taken off the ‘critical list.’ Both areas showed significant increases in student rating in 2005.

Only one additional item qualifies to be added to the *most critical list*. The College’s Job Placement Office rated extremely low and is an area of high student dissatisfaction.

Other *areas of concern*, items that rated low in all three areas, but not as low as the most critical list items, all have to do with Admissions and Enrollment. Accuracy of College Information Before Enrolling, Assistance Provided by the College When Entering and General Admission and Entry Procedures were all items which were rated low on all three scales.

Areas of Strength

Of the sixty four items Environment and College Services rated by students eight items rose to the top based on low levels of dissatisfaction, closest to the national norms and overall positive ratings. In the ‘College Environment’ area Racial Harmony, Course Content In Major Area, Variety of Courses Offered, College Catalog and Academic Calendar were the highest overall rated items. In the “College Services” area, Cultural Programs, Social Activities, and Library and Learning Resources scored the highest.

The college, while still well below national norms, has made some strides in gaining the respect of its students and being sensitive to student needs both in and outside of the classroom.