

ACADEMIC ADVISING SATISFACTION SURVEY

Missouri State University – Spring 2010

Introduction

The academic advising relationship is an important part of student learning and success in higher education. It is in the best interest of higher education in America to improve the quality of academic advisement for student retention. National studies of student satisfaction indicate that advising is the area of their educational experience about which students are the least satisfied (Kuh, Kinzie, Schuh & Whitt, 2005). For this reason, the Academic Advisement Council at Missouri State University wanted to explore the satisfaction of students with their academic advising experiences.

Method

The paper-and-pencil survey was constructed by the Academic Advising Council. It consisted of twenty-two items, two of which were open ended. The survey was administered to all sections of the COM 115 (basic public speaking) classes during the week of November 30 through December 4, 2009. One section returned an empty packet. We received a total of 1,070 surveys. Of the 1,070 participants, 230 participants did not have an advisor listed on answer sheet. The sheets that did have an advisor's name attached were separated. Computer services formatted the results into an electronic format.

Results

1. Are you a) undecided about a major or b) have a declared major or c) have a declared major but plan to change?

Undecided	378	35.4%
Declared Major	614	57.4%
Plan to Change	77	7.2%

2. How many times have you met with your assigned advisor?

0	259	24.3%
1	421	39.4%
2	239	22.4%
3	84	7.9%
4 or more	65	6.1%

3. How many college hours have you completed?

0-29	811	75.8%
30-59	196	18.3%
60-89	48	4.5%
90+	15	1.4%

4. How many semesters have you attended Missouri State University?

This is my first	876	81.9%
2 or 3	164	15.3%
4 or 5	21	2.0%
6 or more	9	.8%

5. Are you enrolled, or planning to enroll, for Spring 2010 classes at Missouri state?

Yes	1037	97%
No	25	2.3%
Do not know yet	6	.6%

6. Where do you generally meet with your academic advisor?

Faculty Advisor's Office	784	73.5%
An Advisement Center	219	20.5%
Adult Student Services (CAR 314)	5	.5%
Other	53	5%

7. If you meet with your advisor in an advisement center, which one?

Academic Advisement Center	338	32.6%
Business Advisement Center	177	17.1%
Professional Education Advisement	38	3.7%
Psychology Advisement Center	12	1.2%
Not Applicable	472	45.5%

Please Rate how much you agree or disagree with each of the following statements. A=Agree Strongly, b=Agree, c=Neutral, d=Disagree, e=Disagree Strongly

8. Overall, the academic advising I have received at Missouri State University has met my needs.

Agree Strongly	592	55.7%
Agree	314	29.5%
Neutral	104	9.8%
Disagree	40	3.8%
Disagree Strongly	13	1.2%

9. My academic advisor is friendly.

Agree Strongly	800	75.3%
Agree	186	17.5%
Neutral	65	6.1%
Disagree	11	1.0%
Disagree Strongly	1	.1%

10. My academic advisor is helpful.

Agree Strongly	704	66.2%
Agree	230	21.6%
Neutral	93	8.7%
Disagree	28	2.6%
Disagree Strongly	8	.8%

11. My academic advisor is knowledgeable about the programs at Missouri State University.

Agree Strongly	697	65.5%
Agree	242	22.7%
Neutral	105	9.9%
Disagree	16	1.5%
Disagree Strongly	4	.4%

12. My academic advisor listens to me and treats me with respect.

Agree Strongly	766	72%
Agree	213	20%
Neutral	70	6.6%
Disagree	14	1.3%
Disagree Strongly	2	.1%

13. When my academic advisor doesn't know something, she/he finds the answer or refers me to the appropriate offices.

Agree Strongly	652	61.4%
Agree	237	22.3%
Neutral	153	14.4%
Disagree	17	1.6%
Disagree Strongly	3	.3%

14. My advisor is reasonably accessible for appointment meetings (usually within one week of calling for an appointment).

Agree Strongly	638	60%
Agree	255	24%
Neutral	116	10.9%
Disagree	36	3.4%
Disagree Strongly	18	1.7%

15. My advisor responds to any phone messages or emails within a reasonable period of time (usually 1-2 business days).

Agree Strongly	663	62.5%
Agree	236	22.3%
Neutral	125	11.8%
Disagree	27	2.5%
Disagree Strongly	9	.8%

16. My advisor helped answer any questions I had regarding my general education requirements.

Agree Strongly	716	67.4%
Agree	236	22.2%
Neutral	88	8.3%
Disagree	19	1.8%
Disagree Strongly	4	.4%

17. I understand what courses and requirements are necessary to complete a degree at Missouri State University.

Agree Strongly	694	65.2%
Agree	262	24.6%
Neutral	83	7.8%
Disagree	21	2%
Disagree Strongly	4	.4%

18. My academic advisor encourages me to be involved and engaged at Missouri State University.

Agree Strongly	501	47.2%
Agree	277	26.1%
Neutral	228	21.5%
Disagree	45	4.2%
Disagree Strongly	11	1%

19. My academic advisor helps inform me about internships, organizations and opportunities in my major department.

Agree Strongly	446	42%
Agree	223	21%
Neutral	279	26.2%
Disagree	98	9.2%
Disagree Strongly	17	1.6%

20. I would recommend my assigned academic advisor to other students.

Agree Strongly	639	60.1%
Agree	230	21.6%

Neutral	136	12.8%
Disagree	33	3.1%
Disagree Strongly	25	2.4%

21. I had a positive advising experience at Student Orientation Advisement and Registration (SOAR).

Agree Strongly	551	52.2%
Agree	240	22.7%
Neutral	160	15.2%
Disagree	61	5.8%
Disagree Strongly	43	4.1%

22. I am committed to graduating from Missouri State University.

Agree Strongly	740	70.9%
Agree	166	15.9%
Neutral	93	8.9%
Disagree	22	2.1%
Disagree Strongly	22	2.1%

Discussion

Overall, 85% percent of students ‘agree strongly’ and ‘agree’ that academic advising at Missouri State University has met their needs. The overall satisfaction of Academic Advising at Missouri State University was favorable. In all but three of the questions (#18, # 19, #21) students reported 83% or higher ‘agree strongly’ and ‘agree’ ratings.

Of the 1,070 responses, 840 had the advisor’s name on them (either on the scantron or written onto the survey). From those responses we were able to code the data into staff and faculty advisors. The independent means T-test showed there were no significant differences between what the students reported for staff advisors and what they reported for faculty advisors. This means that there are no reported differences between the satisfaction with advising whether the advisor was a staff member or faculty member.

Implications for Future Assessment

#18. My academic advisor encourages me to be involved and engaged at Missouri State University. (73.3% ‘agree strongly’ and ‘agree’)

#19. My academic advisor helps inform me about internships, organizations and opportunities in my major department. (63% 'agree strongly' and 'agree')

The previous questions were reported the lowest satisfaction from students. Many students here at Missouri State University reported lower satisfaction with their academic advisors in regards to encouraging them to be involved on campus, and informing them about internships, organizations and other opportunities in their major department. Both of these questions relate to dissemination of information about events, programs, and opportunities on campus. Looking into this further could reveal the reasons why students feel this way and how advisors could address this issue. Advisors on campus could use new methods of conveying information to students, as well as, giving them more information about programs on campus to encourage them to get involved with areas outside of the classroom.

Students may not realize the wealth of knowledge that staff and faculty advisors have about involvement on campus. Advisors could encourage questions beyond the academic scheduling so that students know about other events, internships, organizations on campus.

The Academic Advising Council recommends that academic advisors at Missouri State University make an organized effort to improve in these areas during 2010—2011.

#21. I had a positive advising experience at SOAR. (74.9% 'agree strongly' and 'agree')

This response is interesting in that a much larger percentage of students indicated that they were highly satisfied with their SOAR advising experience directly after SOAR. Further research may be justified to determine why these satisfaction rates differ.

Conclusion

Overall, students reported high satisfaction with the advising services at Missouri State University. Students also reported no differences with the advising services whether it was a staff advisor or faculty advisor.

The three areas that students reported the lowest satisfaction will be looked at further to identify ways to improve satisfaction among students. In an effort to identify ways to increase satisfaction the Academic Advising Council at Missouri State University plans to organize a collaborative effort to address the three areas of concern.

Kuh, G. D., Kinzie, J., Schuh, J. H., Whitt, E. J., & Associates (2005). *Student success in college*. San Francisco, CA: Jossey-Bass.

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