

**Grand Valley Graduates Rate University Services**  
**(A Survey of Winter 2000 Graduates)**

Office of Institutional Analysis  
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## Background

Since 1974, the Office of Institutional Analysis in cooperation with the Records Office has done a survey of graduates every even numbered year. The survey asks the winter term graduates to rate selected university services on a four point scale from excellent to poor. As such, the survey results give us a measure of quality control on the selected services included in the survey.

## Methodology

The Records Office sent out the survey instrument with diplomas to students that graduated Winter 2000. Also enclosed was a business reply envelope. The response rates through July 03, 2000 were as shown below.

	bachelors	masters	total
sent	1,108	366	1,474
returned	305	96	401
return rate	27.5%	26.2%	27.2%

## Results

### *Frequencies of Ratings*

In addition to the option of rating the service or office on a four-point scale, the respondents also had the option of indicating that he/she had no contact with that service or office. The percentage distribution shown is for those that did rate the service or office. Also indicated is the number of total respondents that indicated “no contact”.

**Percentages of Responses, Total Responses, and “No Contact”**

<b>service</b>	<b>excellent</b>	<b>good</b>	<b>fair</b>	<b>poor</b>	<b>#</b>	<b>no contact</b>
academic advising	36.3	30.4	18.5	14.8	372	30
course avail.	25.0	56.5	16.3	2.3	400	2
quality of instruction	29.6	60.7	9.5	0.2	402	0
career counsel by acad. advisor	23.9	37.3	19.7	19.0	284	118
student transaction center	43.1	50.8	6.1	0.0	262	140
food service	20.4	56.4	18.6	4.6	280	122
intercollegiate athletics	28.6	51.3	16.0	4.2	119	283
financial aid	37.8	43.8	11.6	6.8	251	151
campus health center	47.2	37.3	11.8	3.7	161	241
library	22.4	49.2	21.6	6.8	380	22
bookstore	37.0	49.6	10.6	2.8	395	7
career services	36.1	37.9	17.2	8.8	227	175
housing	20.5	48.6	22.6	8.2	146	256
records office	43.8	41.6	11.0	3.5	317	85
orientation	19.8	51.2	19.2	9.9	172	230
registration	48.0	41.4	8.6	2.0	396	6
student activities	22.1	57.2	18.3	2.4	208	194
campus police	29.9	44.1	15.6	10.4	211	191
safety – Allendale	58.4	34.4	5.4	1.9	317	85
safety – Grand Rapids	31.7	43.1	20.3	4.9	246	156
campus appearance	74.4	23.3	2.0	0.3	395	7
admissions	39.0	54.2	5.1	1.8	336	66
ARC	36.5	48.8	11.2	3.5	170	232
Lanthorn	17.5	52.8	21.0	8.7	309	93
student employment	31.7	43.6	20.8	4.0	101	301
computer labs	21.1	41.3	28.8	8.9	361	41
parking – Allendale	10.0	31.1	29.4	29.4	350	52
parking – Grand Rapids	6.2	27.9	32.6	33.3	276	126
recreation & facilities	55.6	38.7	5.8	0.0	225	177
overall GVSU	32.7	57.5	8.8	1.0	398	4

## **Mean Ratings**

We can assign numerical values to the ratings (excellent=4, good=3, fair=2, poor=1) if one is willing to assume that the “distance” between the ratings is equal. By doing this we can examine the differences between mean ratings of the various offices and services.

We are dealing with a sample of the Winter 2000 graduates. If we try to make inferences from this sample about the total population of Winter 2000 graduates, we would have to assume that the sample is truly representative of the total population. Inferences about the differences in the total population on mean ratings must rely on a term called the “standard error of the mean”. The standard error of the mean is an estimate of the probable range of the “true” population mean, expressed as upper and lower “confidence limits”. We can be 67% confident that the true population mean (the mean of all Winter 1998 graduates) falls within these confidence limits if the sample is not biased.

### **Mean Ratings with Upper and Lower 67% Confidence Limits**

<b>service</b>	<b>mean rating</b>	<b>#</b>	<b>upper confidence</b>	<b>lower confidence</b>
academic advising	2.88	372	2.94	2.82
course avail.	3.04	400	3.08	3.00
quality of instruction	3.20	402	3.23	3.17
career counsel by acad. advisor	2.66	284	2.72	2.60
student transaction center	3.37	262	3.41	3.33
food service	2.93	280	2.98	2.88
intercollegiate athletics	3.04	119	3.11	2.97
financial aid	3.13	251	3.18	3.08
health center	3.28	161	3.34	3.22
library	2.87	380	2.91	2.83
bookstore	3.21	395	3.25	3.17
career services	3.01	227	3.07	2.95
housing	2.82	146	2.89	2.75
records office	3.26	317	3.30	3.22
orientation	2.81	172	2.88	2.74
registration	3.35	396	3.39	3.31
student activities	2.99	208	3.04	2.94
campus police	2.93	211	2.99	2.87
safety – Allendale	3.49	317	3.53	3.45
safety – Grand Rapids	3.02	246	3.07	2.97
campus appearance	3.72	395	3.75	3.69

service	mean rating	#	upper confidence	lower confidence
admissions	3.30	336	3.34	3.26
ARC	3.18	170	3.24	3.12
Lanthorn	2.79	309	2.84	2.74
student employment	3.03	101	3.11	2.95
computer labs	2.75	361	2.80	2.70
parking – Allendale	2.22	350	2.27	2.17
parking – Grand Rapids	2.07	276	2.13	2.01
recreation & facilities	3.50	225	3.54	3.46
overall GVSU	3.22	398	3.25	3.19

There are some differences in a few areas between the ratings of those graduates that earned a bachelor's degree Winter 2000 and those that earned a masters degree.

### Mean Ratings by Degree Earned

service	mean rating bachelors	#	mean rating masters	#
academic advising	2.82	283	3.08	88
course avail.	3.02	305	3.12	94
quality of instruction	3.20	305	3.20	96
career counsel by acad. advisor	2.63	234	2.80	50
student transaction center	3.37	230	3.34	32
food service	2.94	238	2.86	42
intercollegiate athletics	3.06	101	2.94	18
financial aid	3.11	203	3.19	48
health center	3.29	134	3.22	27
library	2.82	302	2.95	78
bookstore	3.19	301	3.28	93
career services	3.01	195	3.03	32
housing	2.79	129	3.00	17
records office	3.19	242	3.47	75
orientation	2.80	149	2.87	23
registration	3.31	303	3.49	93
student activities	3.01	177	2.90	31
campus police	2.92	176	3.06	34
safety – Allendale	3.50	274	3.52	42
safety – Grand Rapids	3.02	181	3.00	65
campus appearance	3.73	299	3.69	95
admissions	3.28	261	3.41	74
ARC	3.16	146	3.29	24
Lanthorn	2.78	260	2.86	49
student employment	3.06	88	2.85	13
computer labs	2.68	284	2.97	77
parking – Allendale	2.22	291	2.19	58
parking – Grand Rapids	2.05	202	1.84	74

<b>service</b>	<b>mean rating bachelors</b>	<b>#</b>	<b>mean rating masters</b>	<b>#</b>
recreation & facilities	3.51	192	3.45	33
overall GVSU	3.21	301	3.24	96

### ***Comparison of Mean Ratings, 1982 through 2000***

Displayed starting on page 116 are graphs for each service or office that display the means and standard error band for the years 1982 through 2000.



**Survey Instrument**



**Allendale, Michigan 49401**

*Congratulations on the completion of your degree program!*

*Now that you have passed that milestone, we would like to have you look back on your experience at Grand Valley. In doing so, you are uniquely qualified to rate the quality of services we have provided during your tenure here.*

*Will you please take a few minutes of your time to help us in this project? Your impressions will help us improve our services and better serve the needs of current and future students at Grand Valley.*

*When you have completed the questionnaire, please use the enclosed postage paid business reply envelope and drop it in the mail.*

*Thanks for your help.*

*Sincerely,*

*R. Bruce Tweddale, Director  
Office of Institutional Analysis*

*(questionnaire begins on next page)*

# GRAND VALLEY STATE UNIVERSITY

## Survey of Graduates

Please rate each of the following services or programs by placing the appropriate code number in the space provided, using the following scale.

- 4 - excellent, few reservations
- 3 - good, some reservations
- 2 - fair, several reservations
- 1 - poor, many reservations
- 0 - no contact, can't rate

In addition to the ratings, space is provided for your comments and/or suggestions for improvement.

<u>Place Rating</u>	<u>Service or Program</u>	<u>Write Comments Here</u>
<u>Codes Here</u>		

\_\_\_\_\_ 1. ACADEMIC ADVISING  
(by faculty advisor)

\_\_\_\_\_ 2. AVAILABILITY OF COURSES

\_\_\_\_\_ 3. QUALITY OF INSTRUCTION

\_\_\_\_\_ 4. CAREER COUNSELING  
(by faculty advisor)

\_\_\_\_\_ 5. STUDENT TRANSACTION CENTER (STU Building)

\_\_\_\_\_ 6. FOOD SERVICE

\_\_\_\_\_ 7. INTERCOLLEGIATE ATHLETICS

Place Rating  
Codes Here Service or Program Write Comments Here

- \_\_\_\_\_ 8. FINANCIAL AIDS OFFICE
- \_\_\_\_\_ 9. CAMPUS HEALTH CENTER
- \_\_\_\_\_ 10. LIBRARY
- \_\_\_\_\_ 11. BOOKSTORE
- \_\_\_\_\_ 12. CAREER SERVICES
- \_\_\_\_\_ 13. HOUSING (dorms, living  
                                centers, apartments`)
- \_\_\_\_\_ 14. RECORDS OFFICE
- \_\_\_\_\_ 15. NEW STUDENT ORIENTATION  
                                PROGRAM
- \_\_\_\_\_ 16. REGISTRATION PROCESS
- \_\_\_\_\_ 17. STUDENT ACTIVITIES
- \_\_\_\_\_ 18. CAMPUS POLICE
- \_\_\_\_\_ 19. SAFETY ON CAMPUS (Allendale)
- \_\_\_\_\_ 20. SAFETY ON CAMPUS (Grand Rapids)
- \_\_\_\_\_ 21. GENERAL APPEARANCE OF  
                                CAMPUS & FACILITIES

(more on next page)

[illegible]

\_\_\_\_ 22. ADMISSIONS OFFICE

\_\_\_\_\_ 23. ACADEMIC RESOURCE  
CENTER (A.R.C.)

\_\_\_\_\_ 24. STUDENT NEWSPAPER  
(Lanthorn)

\_\_\_\_ 25. STUDENT EMPLOYMENT  
OFFICE

## 26. OPEN COMPUTING LABS

\_\_\_\_27. PARKING (Allendale Campus)

\_\_\_\_\_28. PARKING (Grand Rapids Campus)

## 29. CAMPUS RECREATION FACILITIES & PROGRAMS

\_\_\_\_ 30. OVERALL RATING OF  
GRAND VALLEY

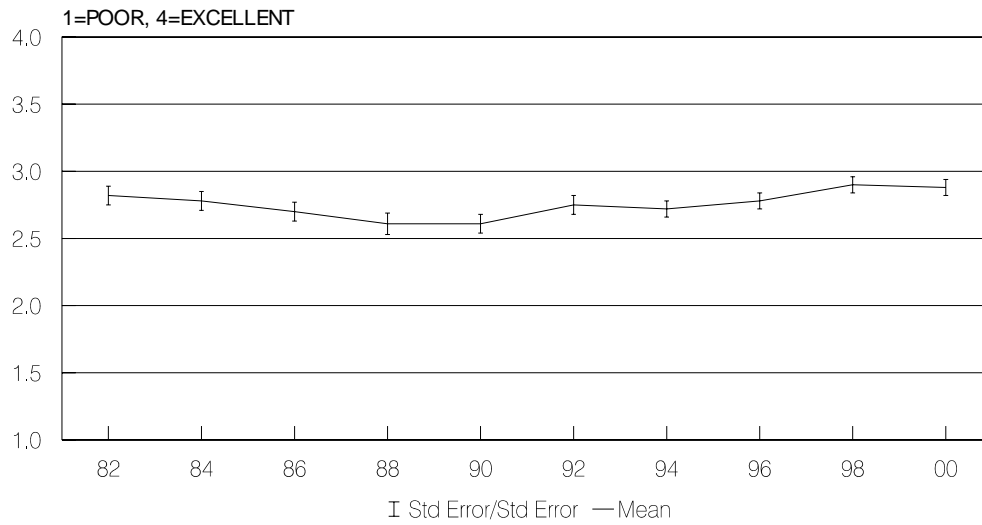
Please use the space below for any additional comments and/or suggestions relative to the services offered by Grand Valley or your experience as a student here.

Please indicate with a check mark the degree you have just earned at Grand Valley.

1. \_\_\_\_\_ Bachelor's Degree
2. \_\_\_\_\_ Master's Degree

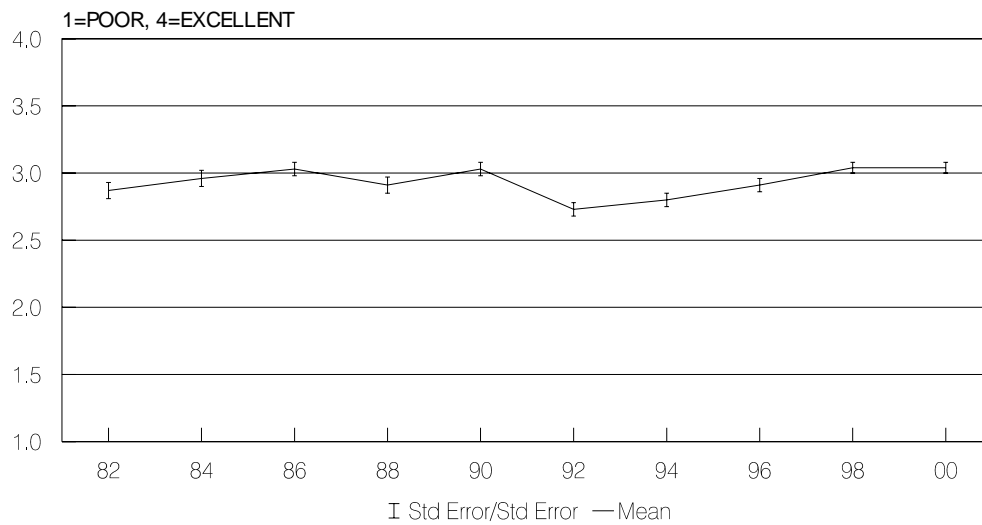
**Figure 1 (Academic Advising)**

**GRADUATE RATINGS OF SERVICES**  
**ACADEMIC ADVISING**

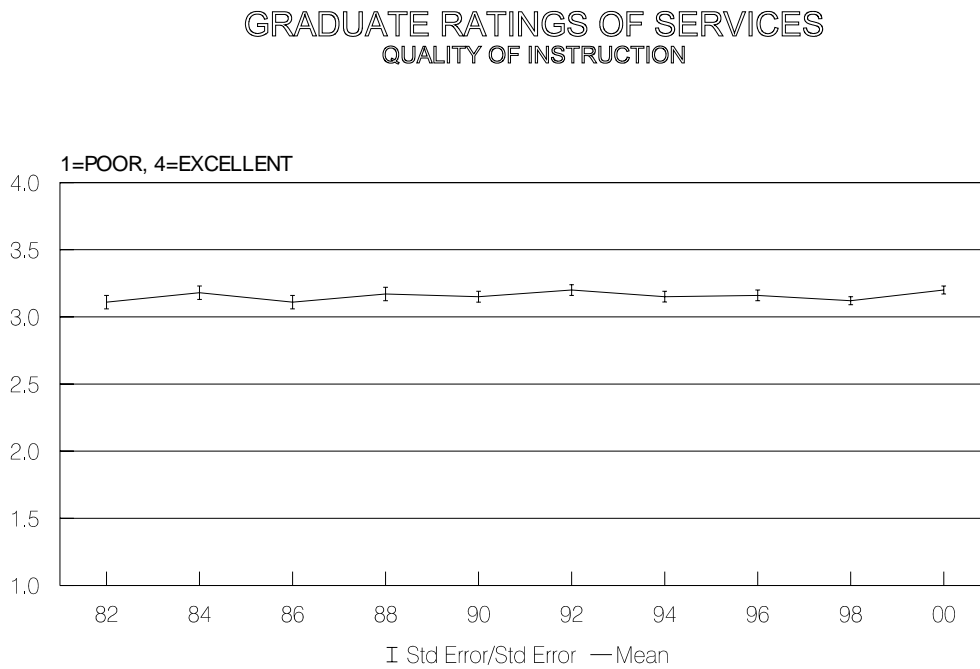


**Figure 2 (Course Availability)**

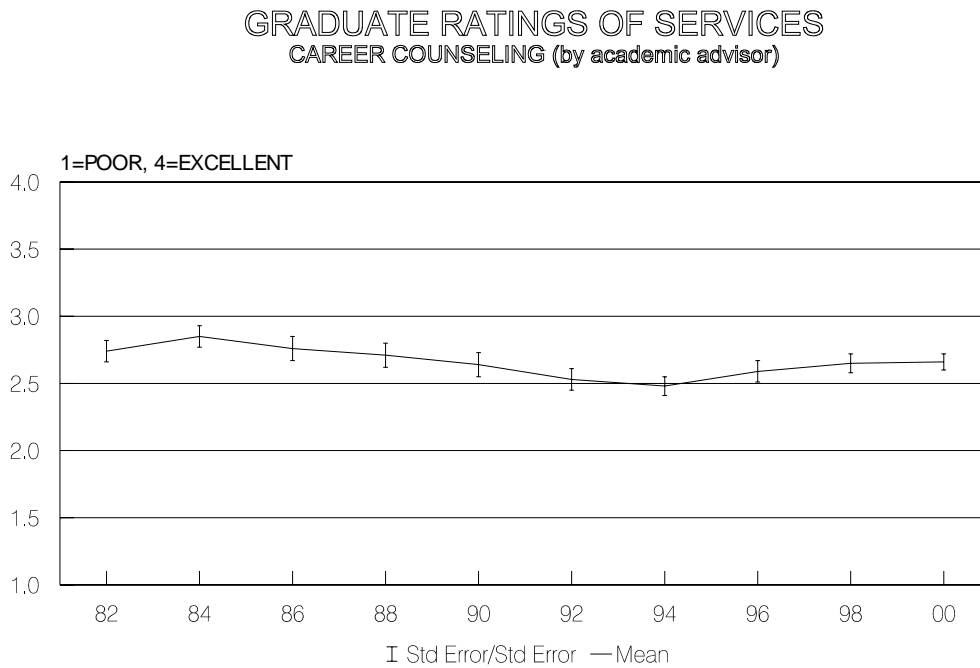
**GRADUATE RATINGS OF SERVICES**  
**COURSE AVAILABILITY**



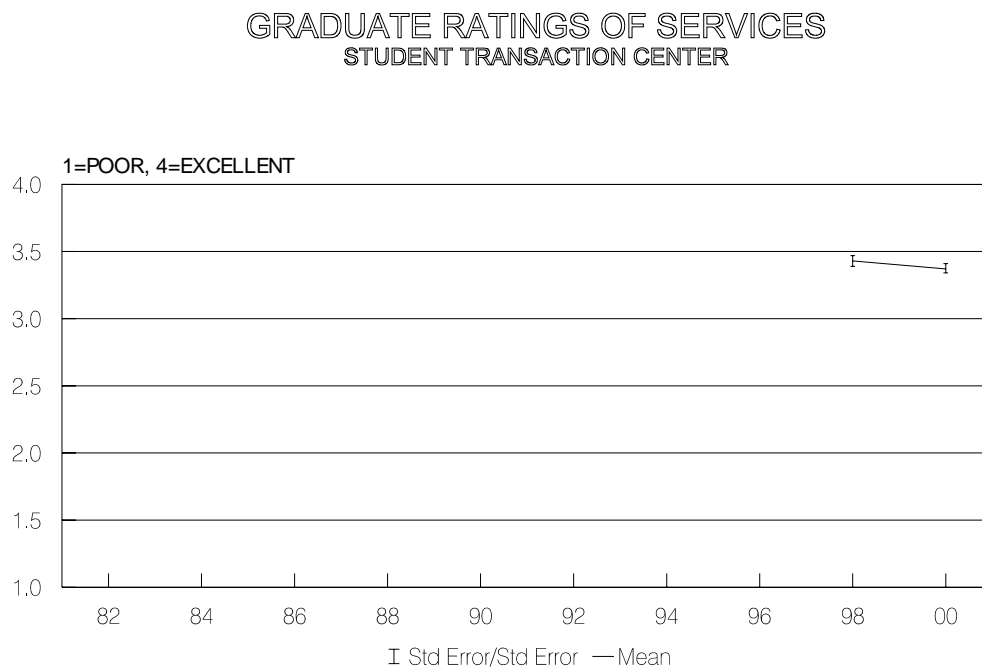
**Figure 3 (Quality of Instruction)**



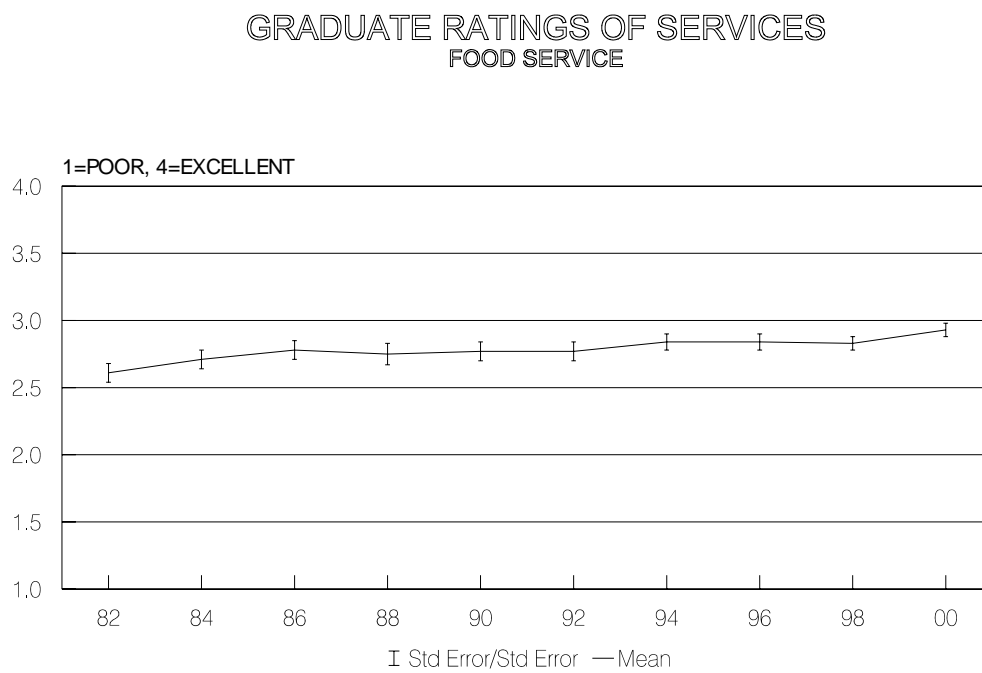
**Figure 4 (Career Counseling by Academic Advisor)**



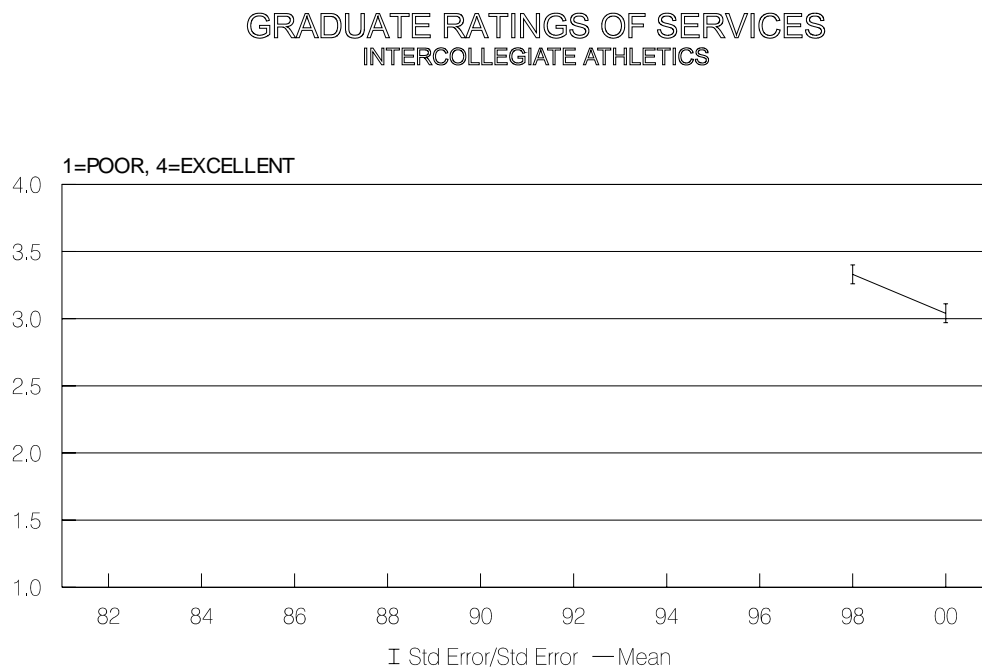
**Figure 5 (Student Transaction Center)**



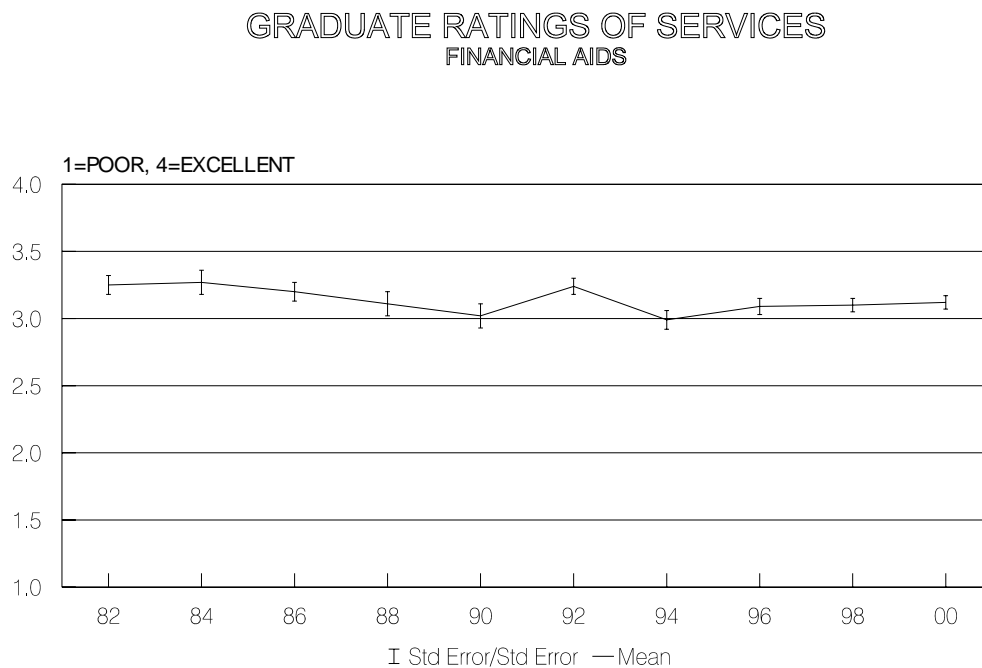
**Figure 6 (Food Service)**



**Figure 7 (Intercollegiate Athletics)**

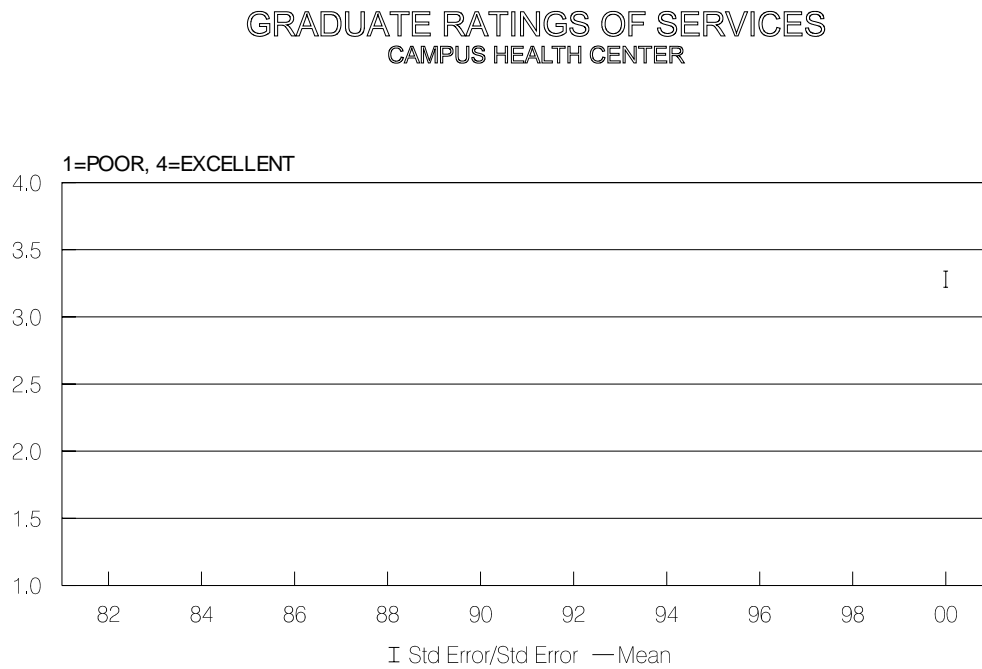


**Figure 8 (Financial Aids)**

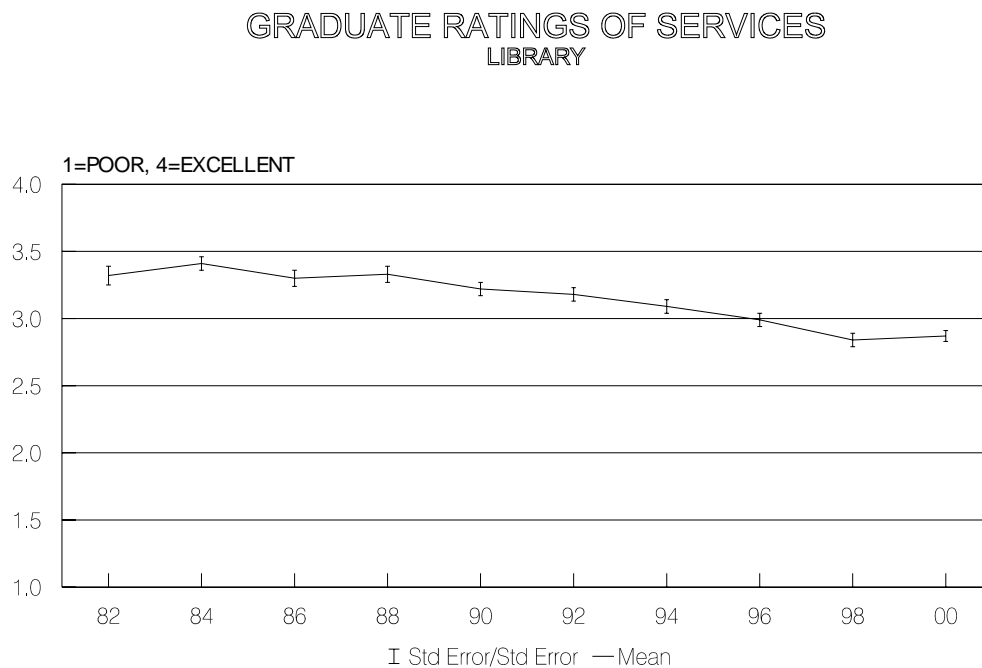




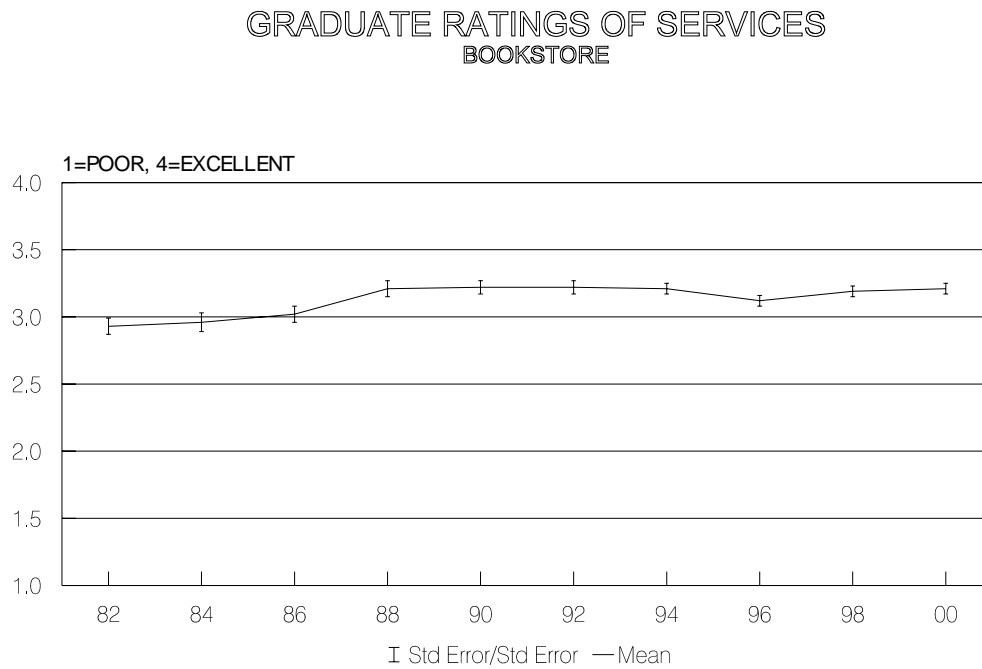
**Figure 9 (Campus Health Center)**



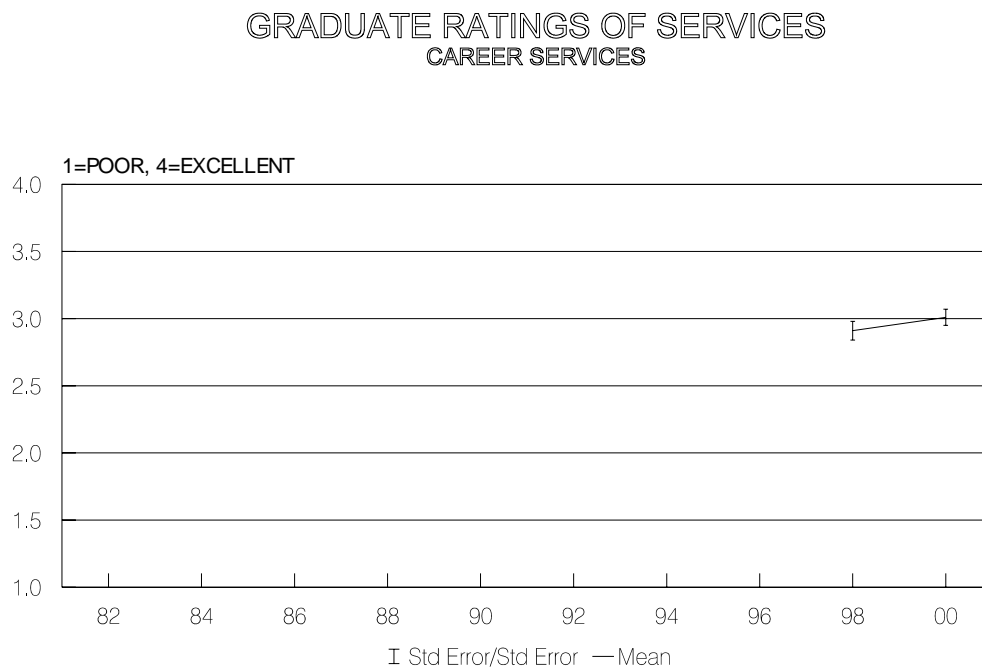
**Figure 10 (Library)**



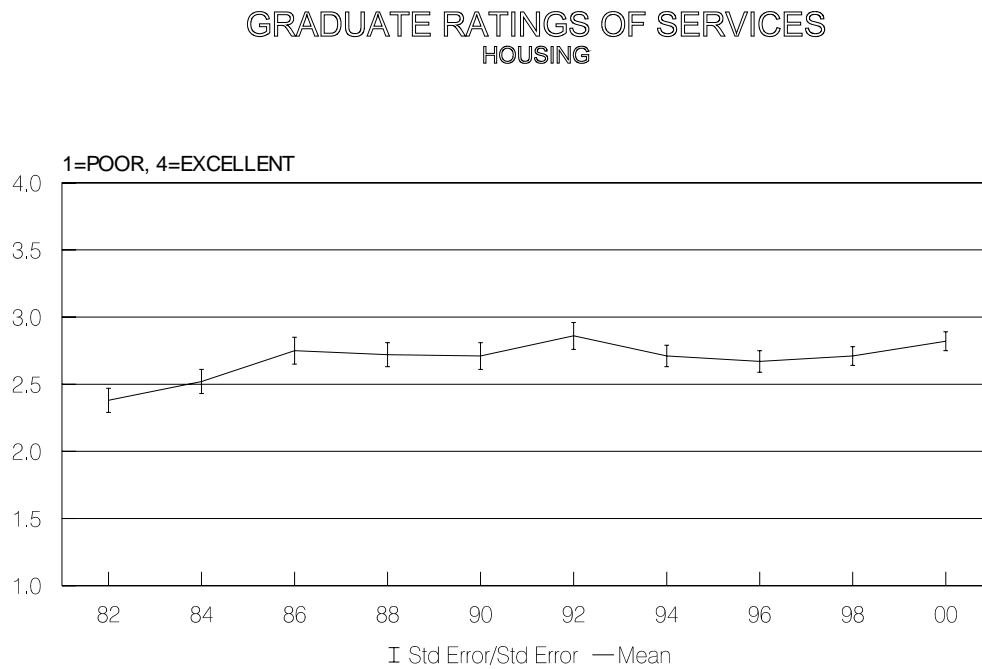
**Figure 11 (Bookstore)**



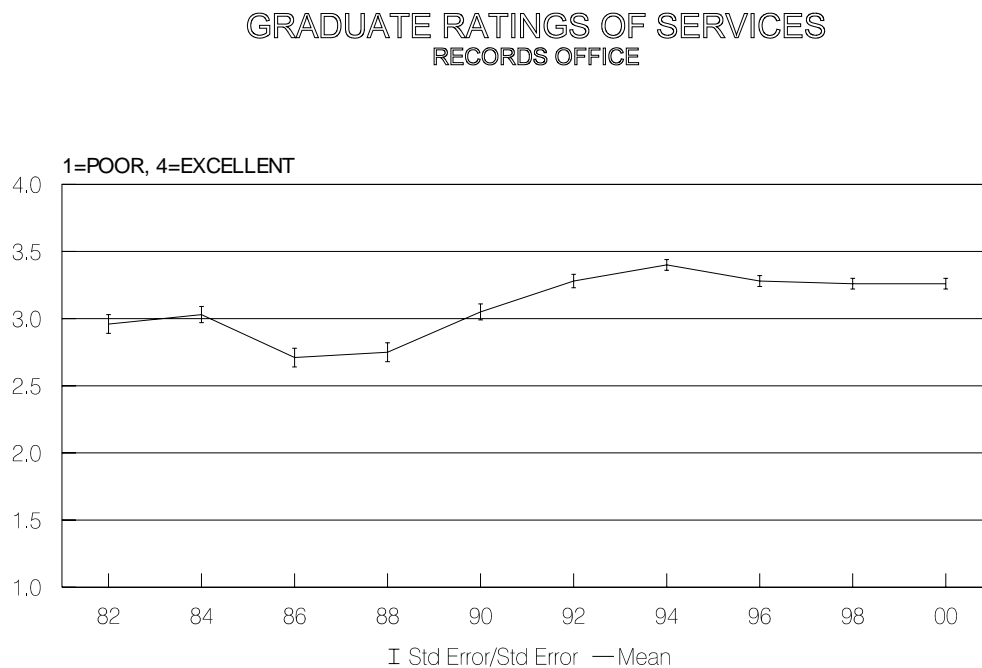
**Figure 12 (Career Services)**



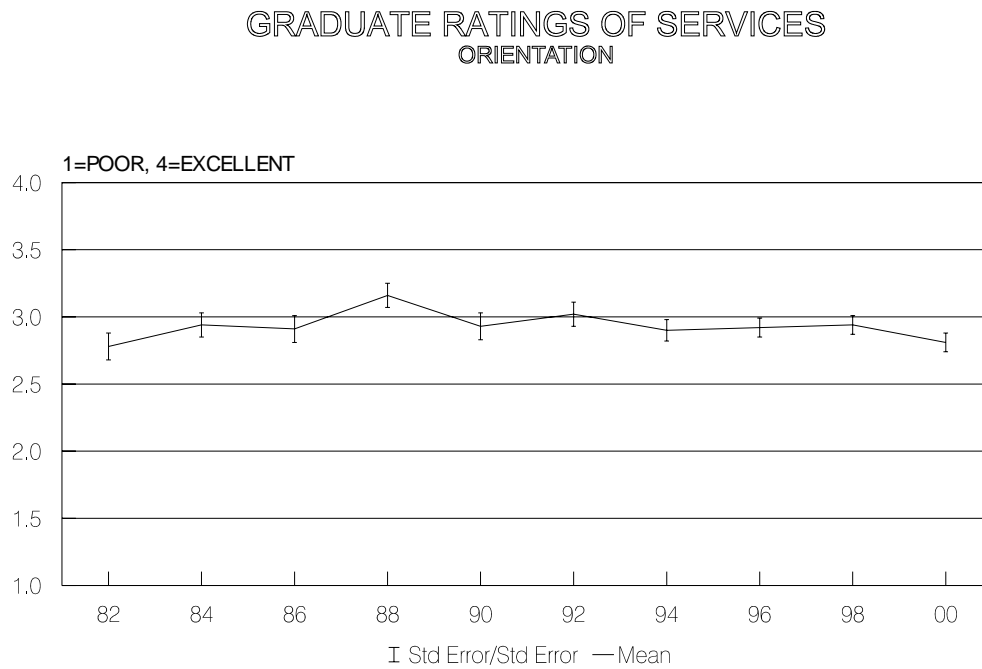
**Figure 13 (Housing)**



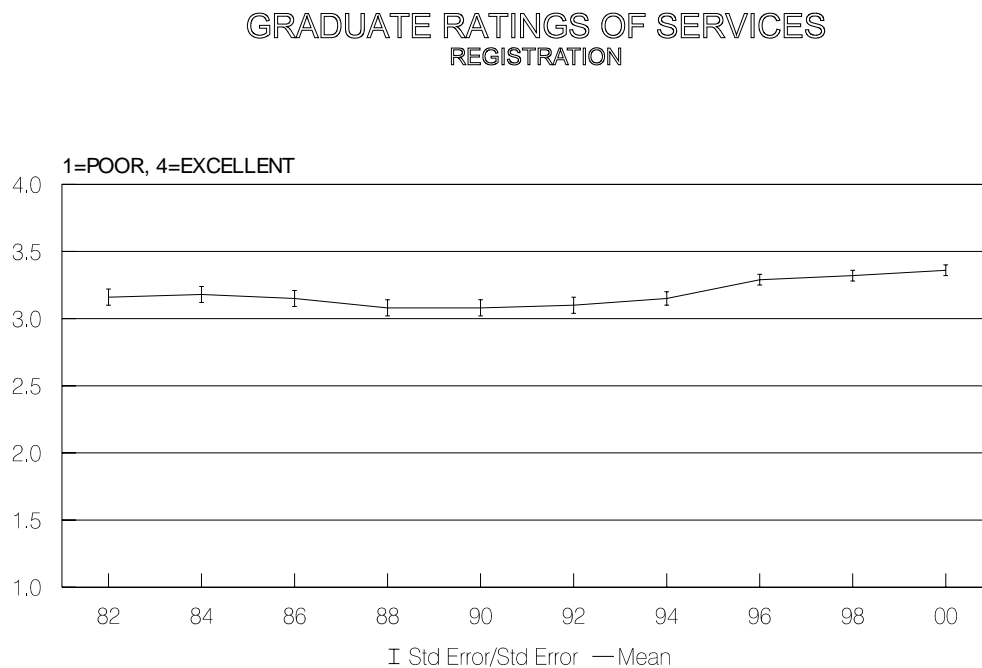
**Figure 14 (Records Office)**



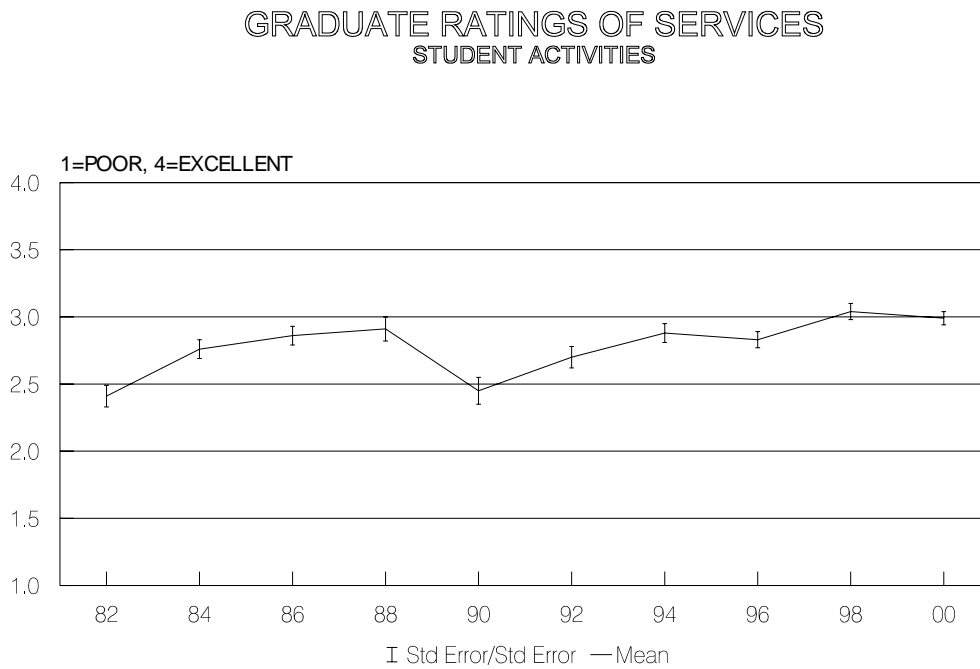
**Figure 15 (Orientation)**



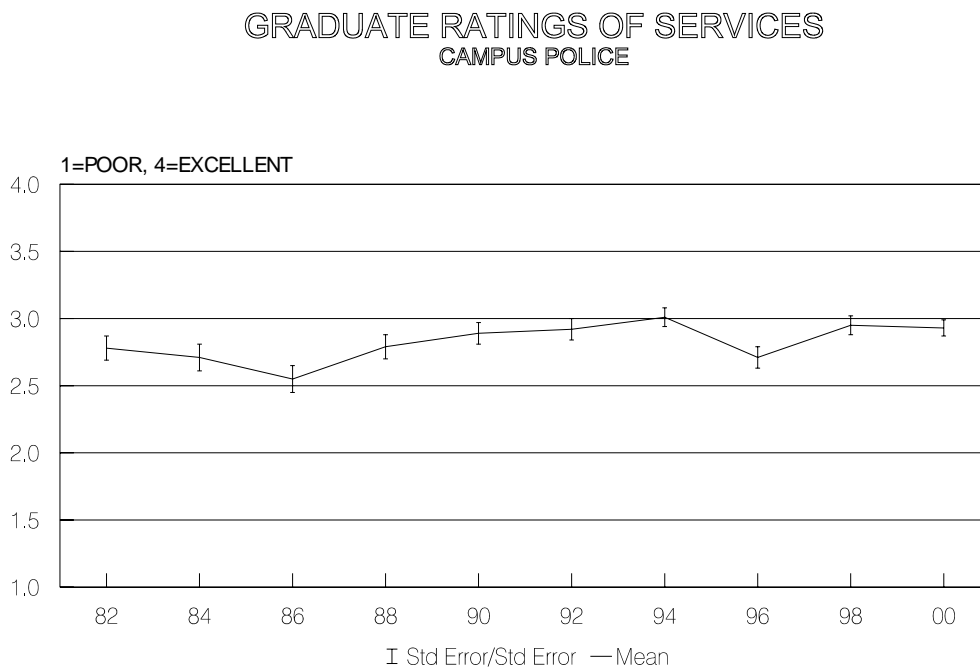
**Figure 16 (Registration)**



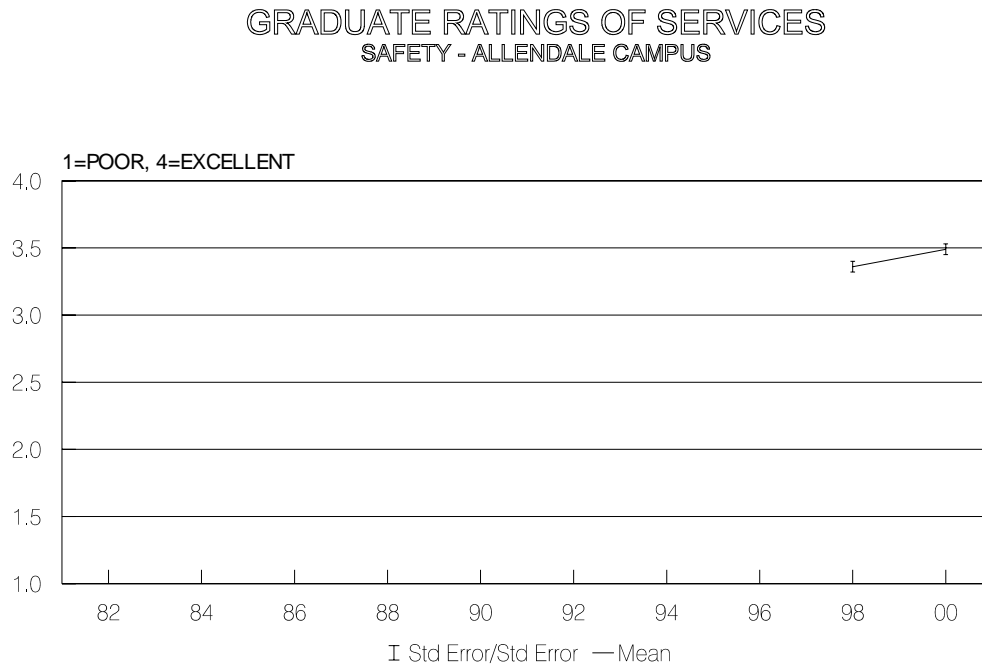
**Figure 17 (Student Activities)**



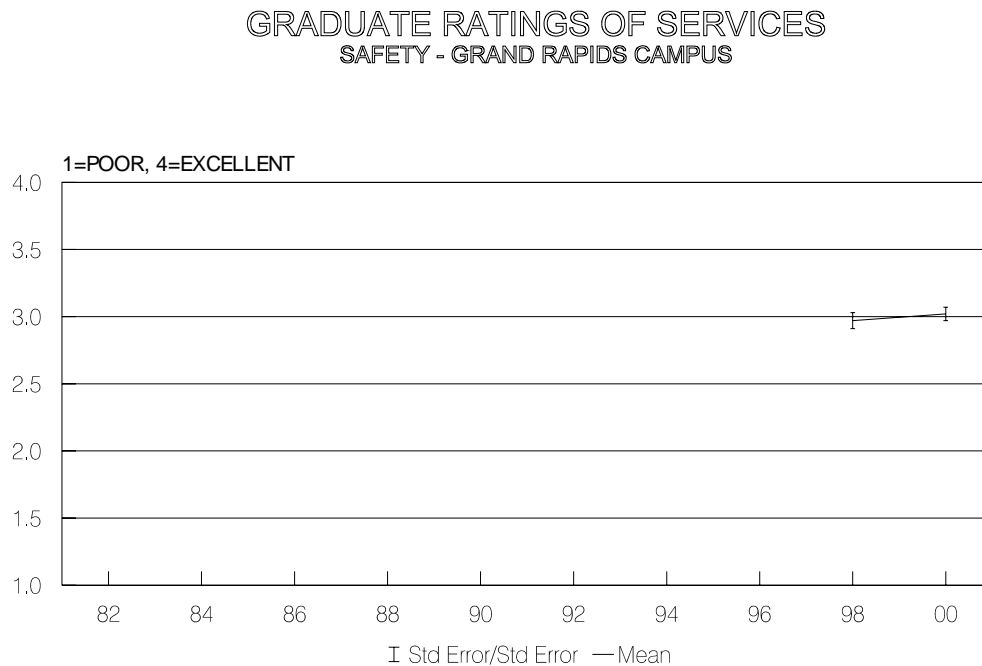
**Figure 18 (Campus Police)**



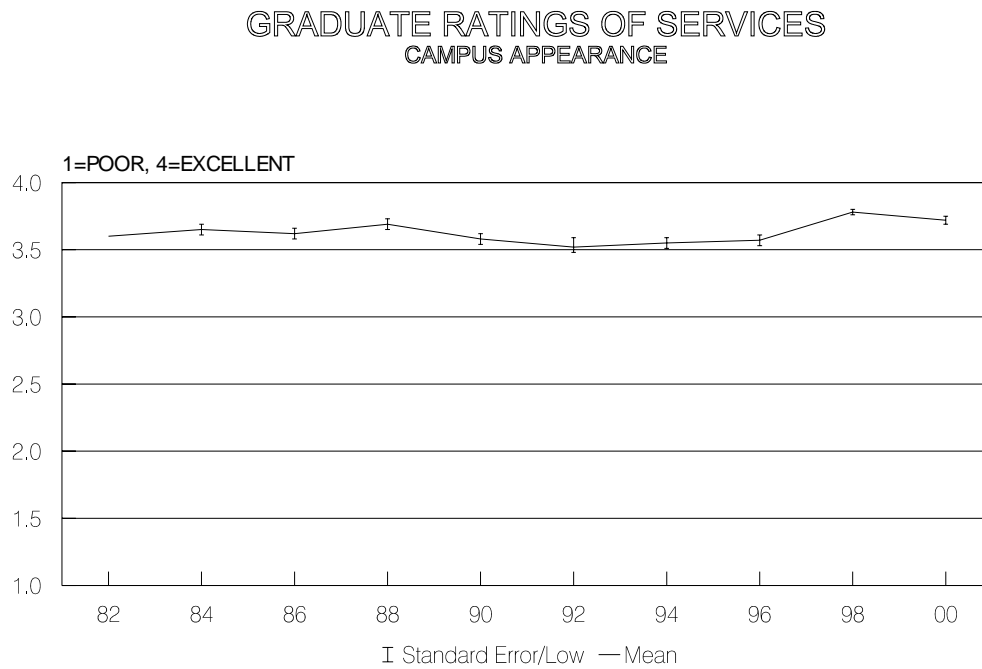
**Figure 19 (Safety – Allendale Campus)**



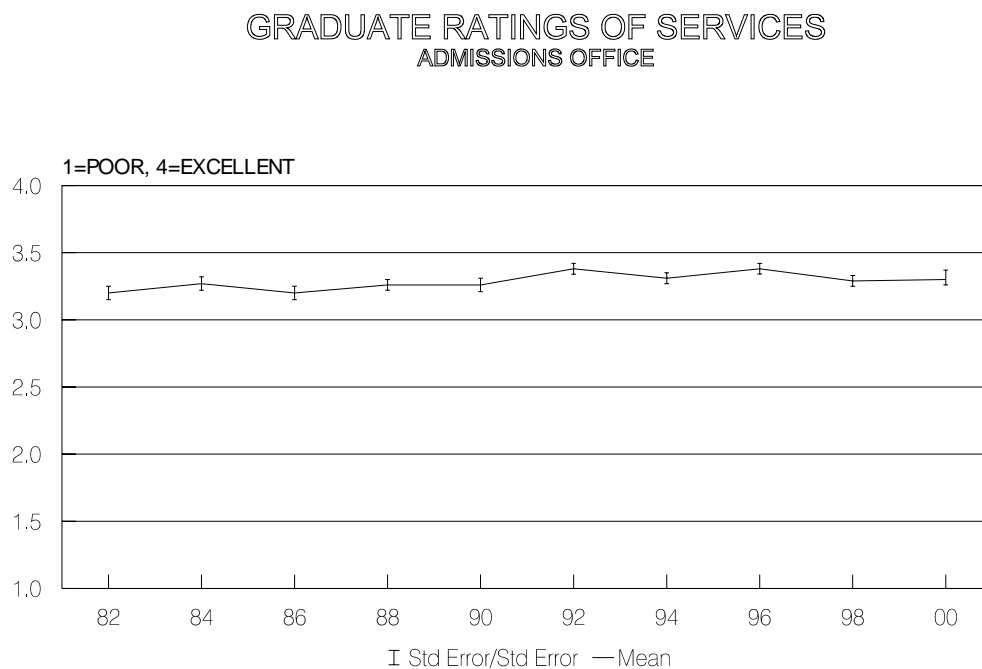
**Figure 20 (Safety – Grand Rapids Campus)**



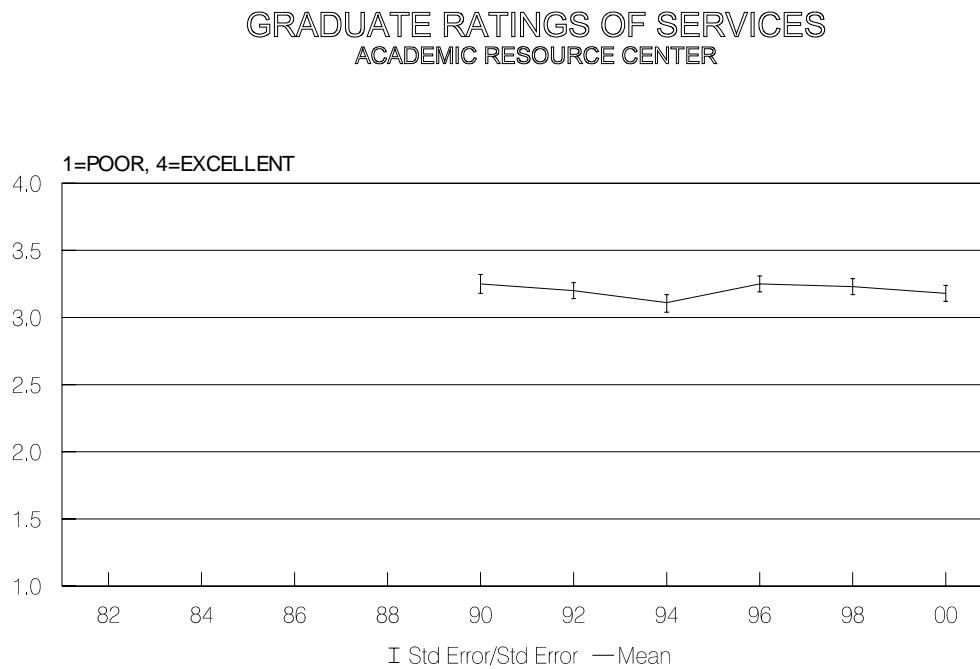
**Figure 21 (Campus Appearance)**



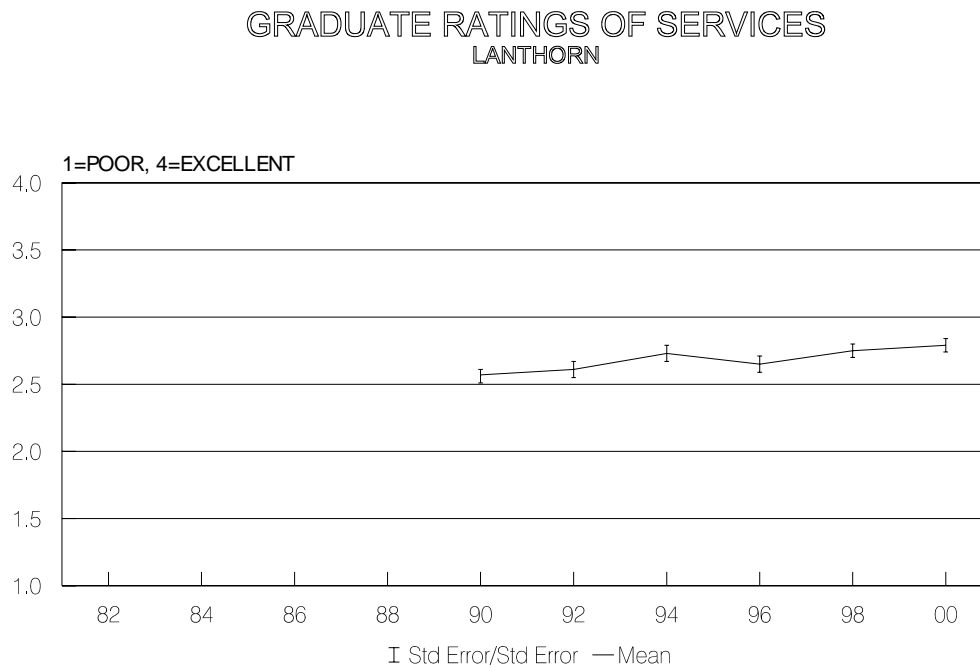
**Figure 22 (Admissions Office)**



**Figure 23 (Academic Resource Center)**

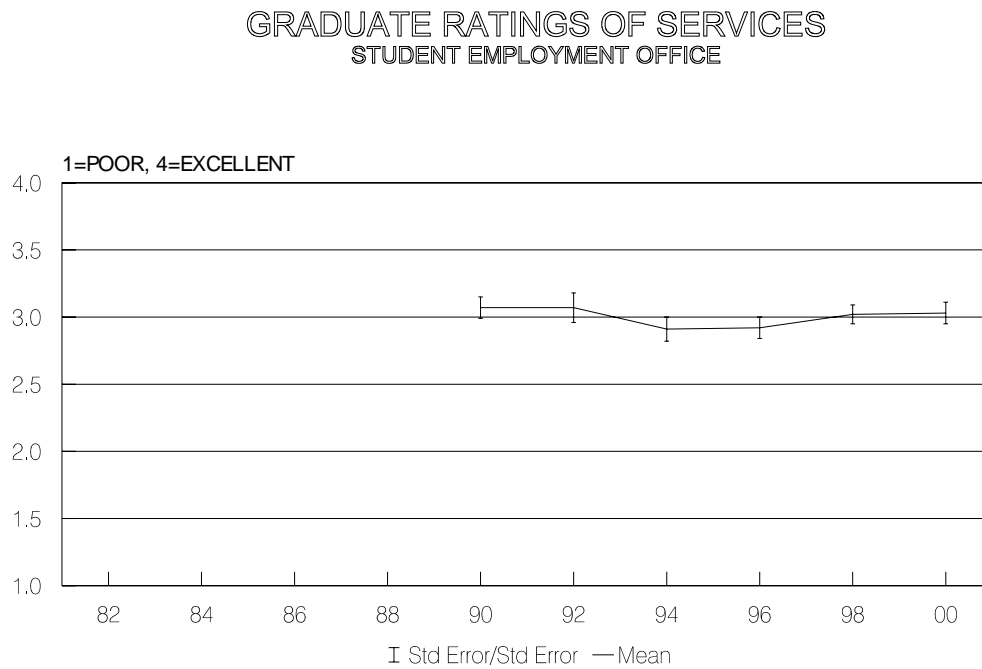


**Figure 24 (Lanthorn)**

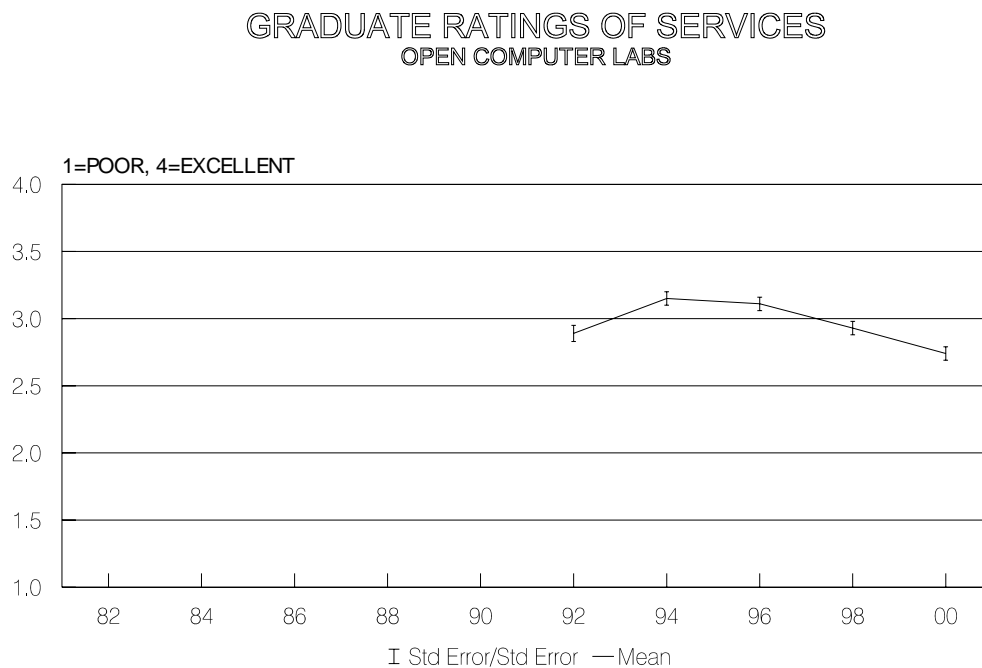




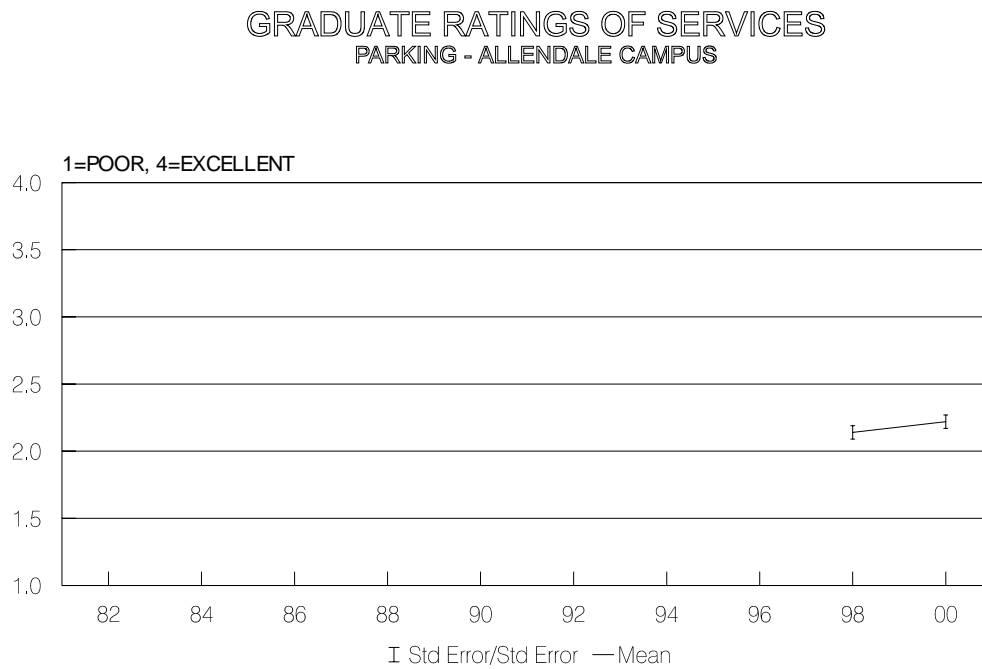
**Figure 25 (Student Employment Office)**



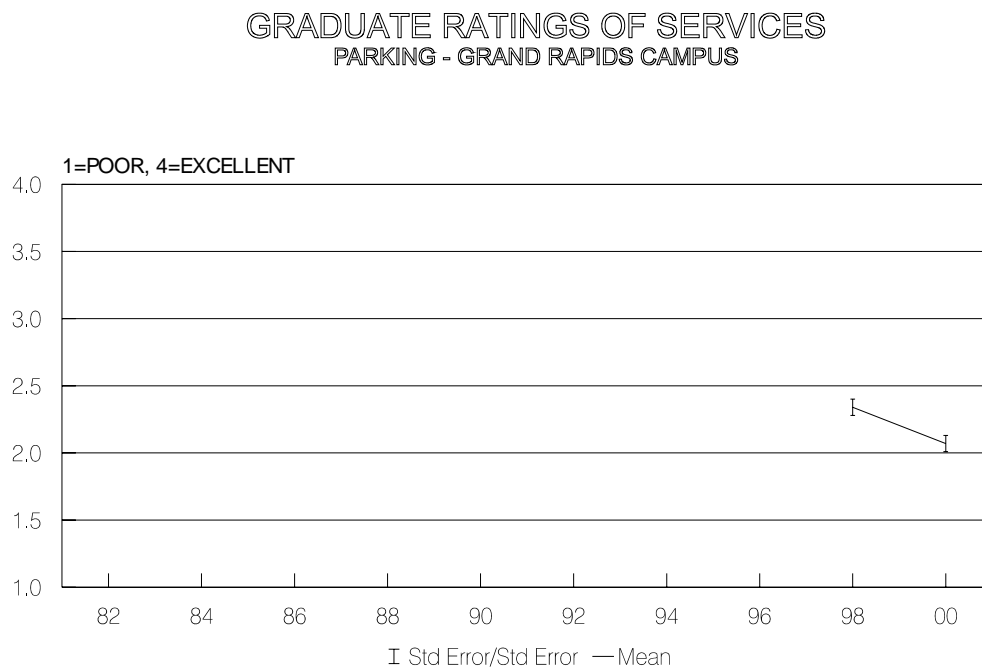
**Figure 26 (Open Computer Labs)**



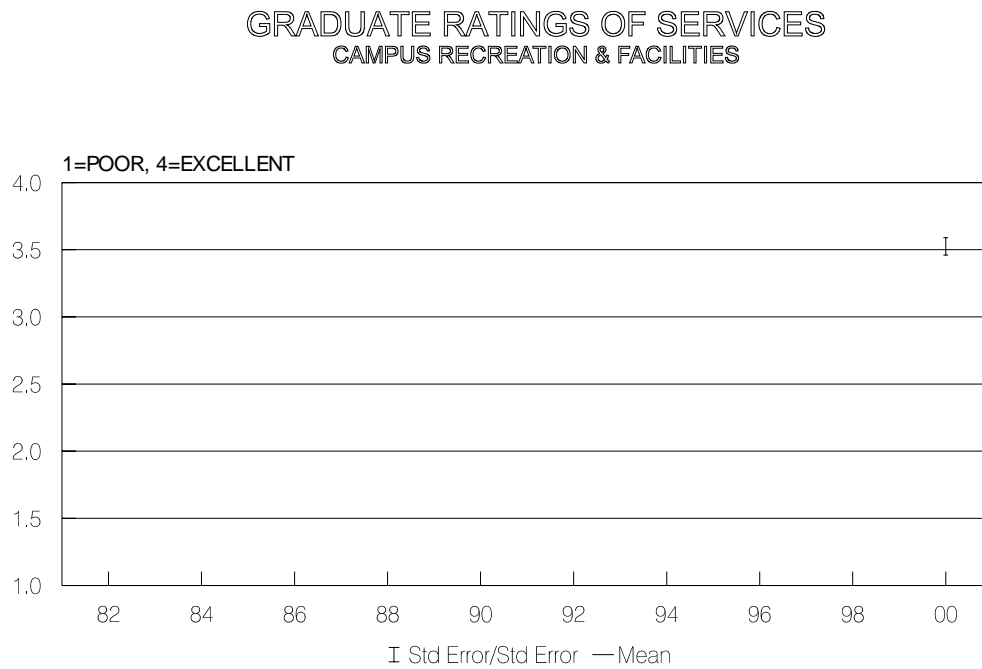
**Figure 27 (Parking – Allendale Campus)**



**Figure 28 (Parking – Grand Rapids Campus)**



**Figure 29 (Campus Recreation & Facilities)**



**Figure 30 (Overall GVSU)**

