



OAKLAND  
COMMUNITY  
COLLEGE

Memo

To: Ruth Grass, Chair,  
Highland Lakes Counseling Department

From: Martin A. Orlowski, Director,  
Institutional Planning & Analysis

Subject: Student Utilization of Services and Satisfaction Report

Date: October 5, 1994

Last May I met with you and other Highland Lakes Counseling Department staff concerning student satisfaction with regard to services at Highland Lakes. As a result of our meeting, I agreed to conduct a more in-depth analysis on these issues. The attached report presents our findings.

Findings are based on survey data from the Fall 1992 and Fall 1993 First-Time Student Survey, Winter 1993 and Winter 1994 Continuing Student Survey, Graduate Exit Survey compiled between January 1993 and March 1994, and Graduate Follow-Up Survey responses between 1988-89 and 1992-93.

This report examines overall service use and satisfaction. It depicts trends (year-to-year) as well as comparisons between Highland Lakes and all other campuses. It is important to note that these findings are general in nature and can be used to identify areas for more focused study.

If further research is deemed appropriate, the Office of Institutional Planning & Analysis is available to assist in these efforts. Meanwhile, if you have any questions with regard to this report, please do not hesitate to call me at 7746.

pc: D. Jaksen

Attachment: Student Utilization of Services Report

/s

**OAKLAND COMMUNITY COLLEGE  
HIGHLAND LAKES CAMPUS  
STUDENT UTILIZATION OF SERVICES**

**Prepared by :  
The Office of Institutional Planning & Analysis  
October, 1994**

OAKLAND COMMUNITY COLLEGE  
HIGHLAND LAKES CAMPUS  
STUDENT UTILIZATION OF SERVICES

INTRODUCTION

This report illustrating the use of and satisfaction with student services was conducted at the request of Highland Lakes Counselling department. Data used in this analysis was compiled from responses obtained to the First-time student, Continuing student, Graduate Exit and Graduate Follow-up surveys.

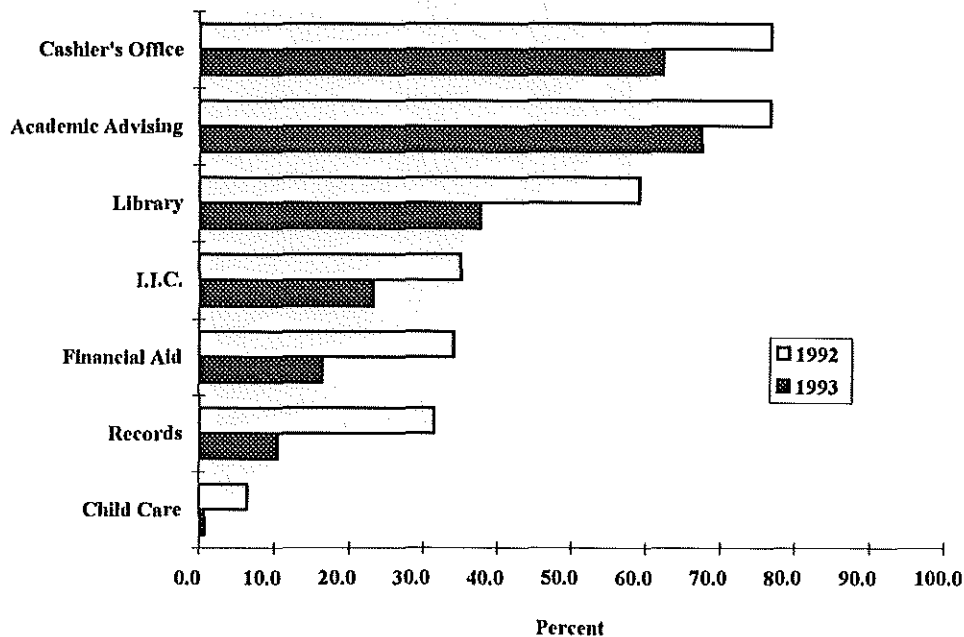
Data was analyzed in two categories; by "campus utilized" by students and "campus assigned" to students. Although the data was similar in both formats, for the purposes of this study it was decided to concentrate on "campus utilized" as being the most representative of student use of services available to them. In addition, it should be noted that data from the graduate follow-up survey is available only by "home campus".

ANALYSIS

*First-Time Students*

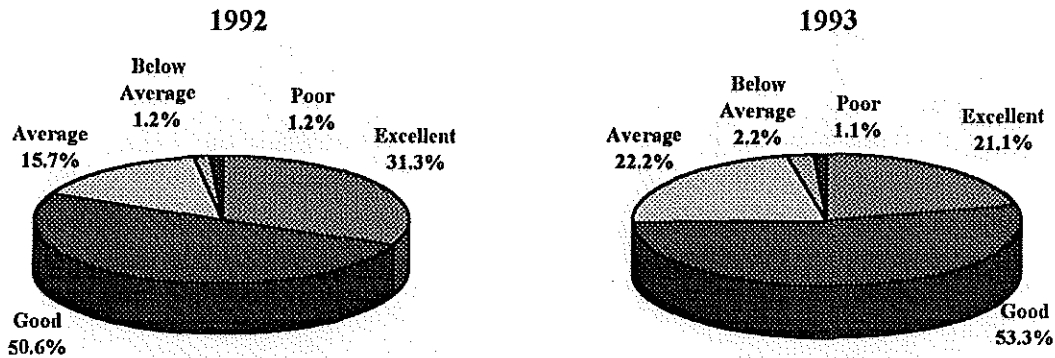
Services most used by the responding first-time students at Highland Lakes in 1993 were academic advising (68%), cashier's office (62%) and the library (38%). Academic advising was reportedly used by a higher percentage of first-time students at Highland Lakes (68%) than at other campuses (54%). A comparison with services used by responding first-time students in 1992 shows a similar pattern with 1993 data, although overall usage levels were lower in 1993. In 1992 a higher percentage (77%) used the cashier's office than in 1993. Services least used by this group of students, both at Highland Lakes and other campuses, were child care and records (see Figure 1).

Figure 1: First-Time Student Use of Services at Highland Lakes



When asked to rate their satisfaction with academic advising, fewer first-time students (21%) rated it as "excellent" in 1993 than in 1992 (31%). However, a slightly higher number (54%) rated it as "good" than in 1992 (51%). In comparison with other campuses the percentage of students at Highland Lakes (21% in 1993) who rated advising as "excellent" was lower than at the other campuses (31% in 1993) but a higher percentage judged it "good" (53% at Highland Lakes compared with 46% at other campuses) (see Figure 2).

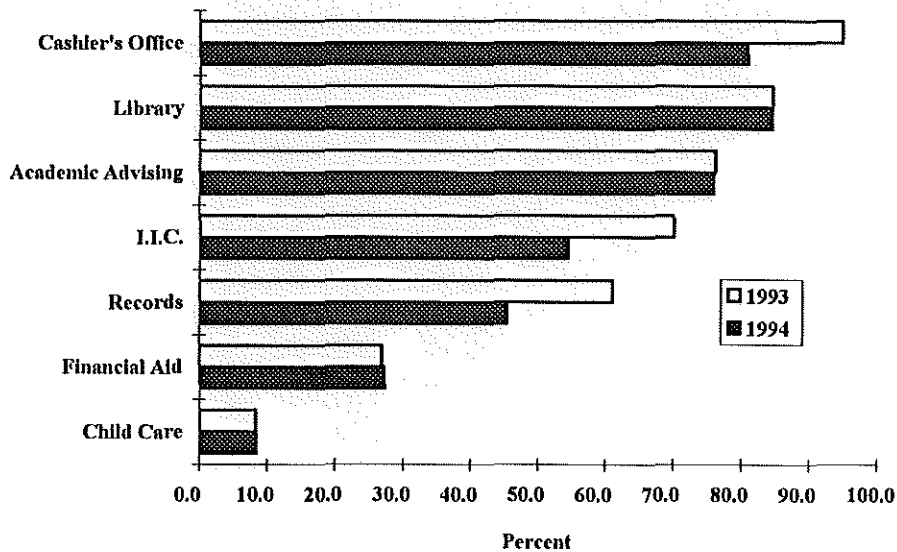
**Figure 2: First-Time Student Satisfaction with Academic Advising (Highland Lakes)**



**Continuing Students**

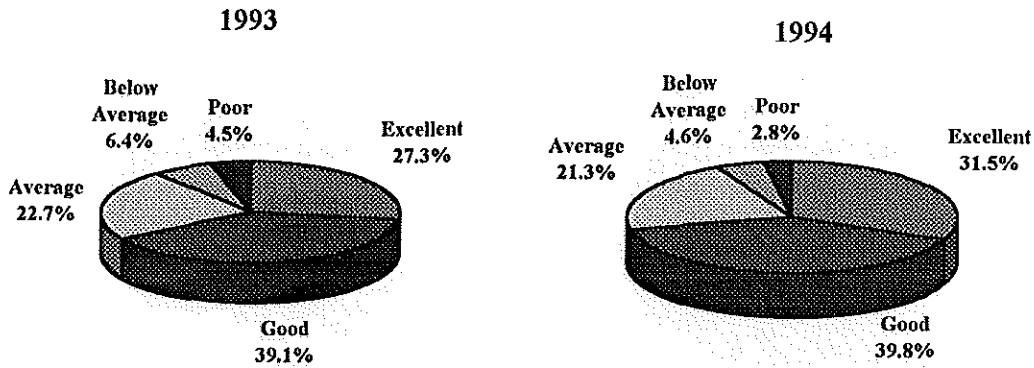
Services most used by continuing students at Highland Lakes in 1994, who responded to the survey, were the library (85%), the cashier's office (81%), and academic advising (76%). This pattern of usage was similar to that seen college-wide. A comparison with the previous year indicates a decrease in the percentage of students using records and the cashier's office in 1994. In addition, students reporting that they used the IIC also dropped from 70% in 1993 to 55% in 1994 (see Figure 3, Highland Lakes).

**Figure 3: Continuing Student Use of Services (Highland Lakes)**



When asked to comment on their satisfaction with academic advising, a higher percentage (27% in 1993 and 32% in 1994) of continuing than first-time students (21% in 1993) gave an "excellent" rating. However, the percentage rating it as "good" was lower among continuing (39% in 1993 and 40% in 1994) than among first-time students. The ratings varied only slightly from 1993 to 1994 for this group of continuing students (see Figure 4).

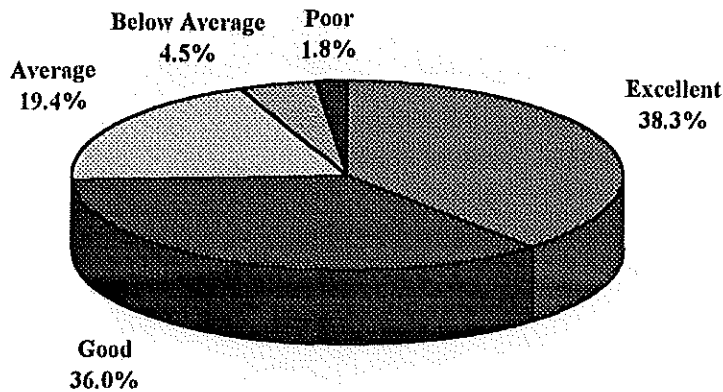
Figure 4: Continuing Student Satisfaction with Academic Advising (Highland Lakes)



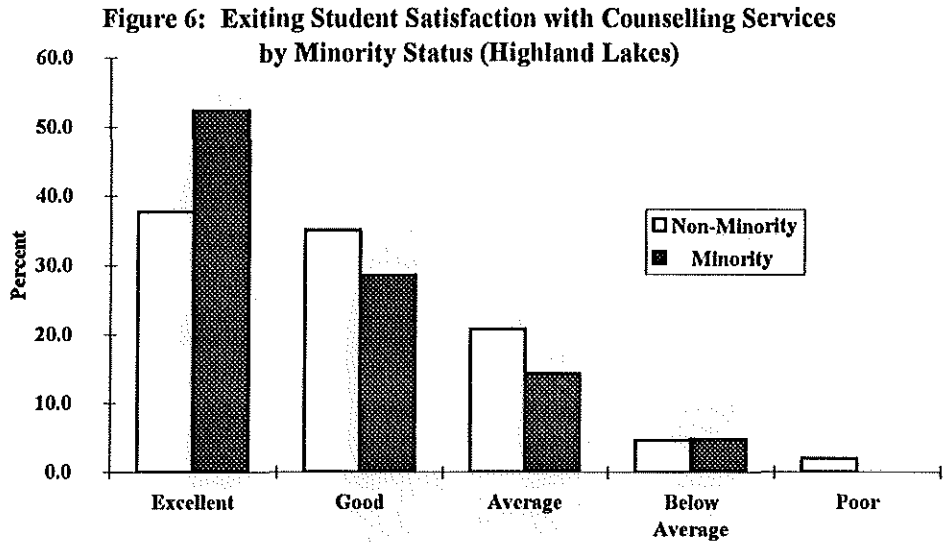
**Exiting Students**

The percentage of students exiting from Highland Lakes who rated the counselling services as excellent (38%) was lower than that for all other campuses (56%). A larger group at Highland Lakes (19%) than at other campuses (8%) rated the services "average" (see Figure 5).

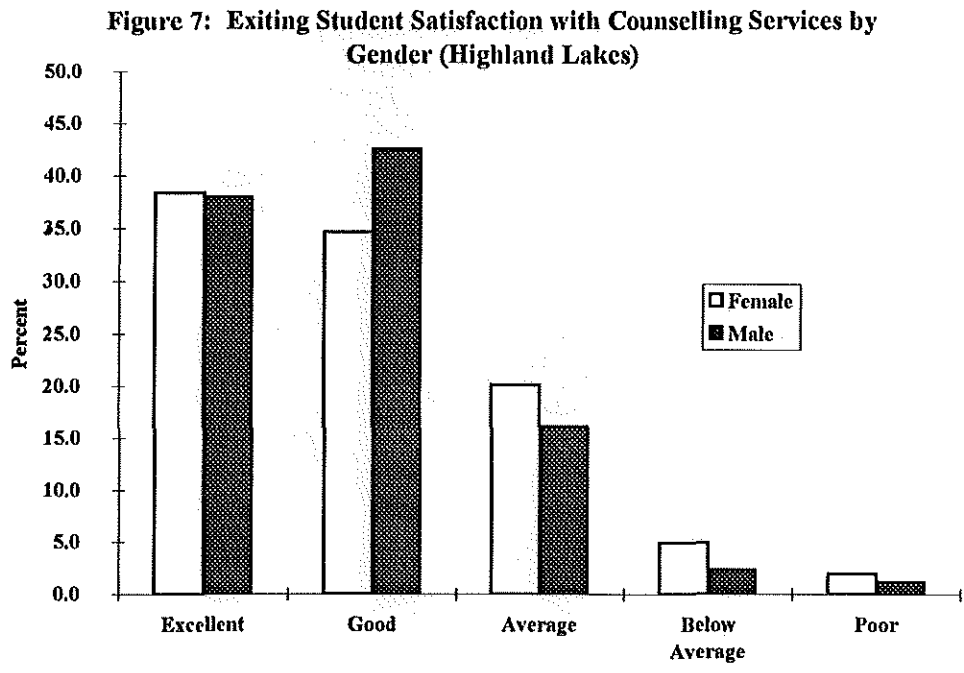
Figure 5: Exiting Student Satisfaction with Counselling Services (Highland Lakes)



Minority students at Highland Lakes (21 of the 423 ) typically had a higher level of satisfaction with counselling services than non-minority. Fifty-two percent of minority students rated these services as "excellent" (see Figure 6).

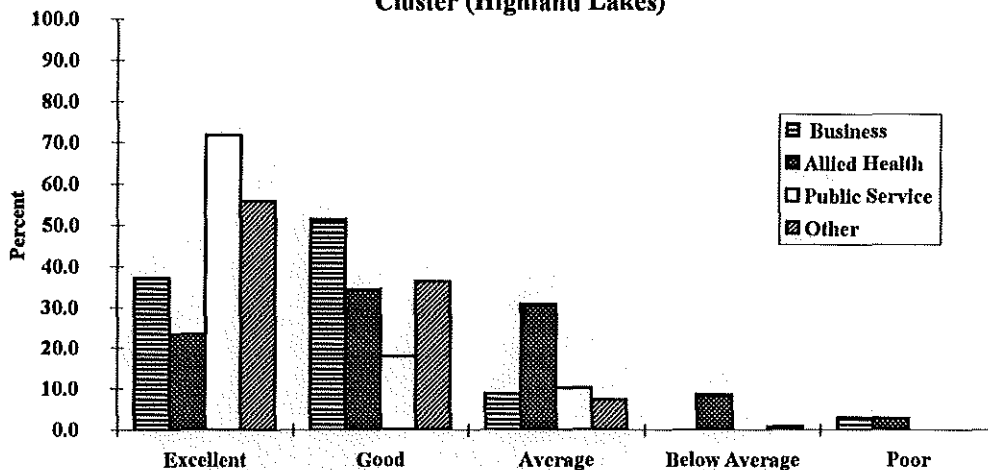


Male and female exiting students rated counselling services similarly, although more males (43%) than females (38%) graded counselling as "good" (see Figure 7).



When analyzed by curriculum cluster, considerable differences in satisfaction levels appear. Seventy-two percent of responding Public Service students rated counselling services "excellent", in comparison with 24% of Allied Health, 38% of Business and 56% of "other" students (See Figure 8).

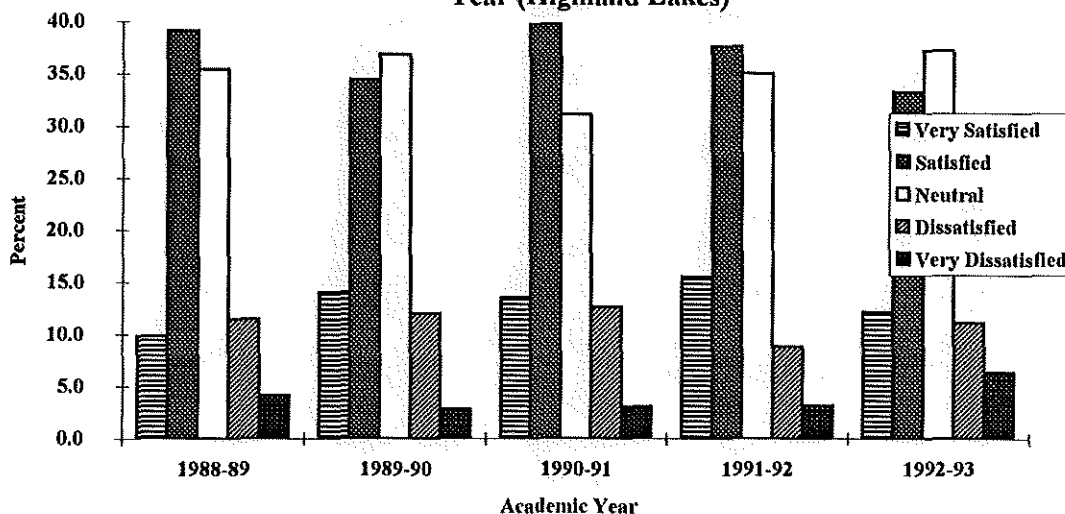
**Figure 8: Exiting Student Satisfaction with Counselling by Curriculum Cluster (Highland Lakes)**



**Graduates**

The level of Highland Lakes graduate satisfaction with counselling services has shown a consistent pattern since 1989-90 with between 12-16% of graduates reporting themselves as "very satisfied". A higher percentage of graduates of all other campuses (between 18-19%) report this level of satisfaction. However, it should be noted that percentages of both groups (Highland Lakes and all other campuses) reporting themselves "dissatisfied" or "very dissatisfied" were at similar levels. More of Highland Lakes' graduates than of the college as a whole reported themselves "neutral" (see Figure 9).

**Figure 9: Graduate Satisfaction with Counselling Services by Graduating Year (Highland Lakes)**



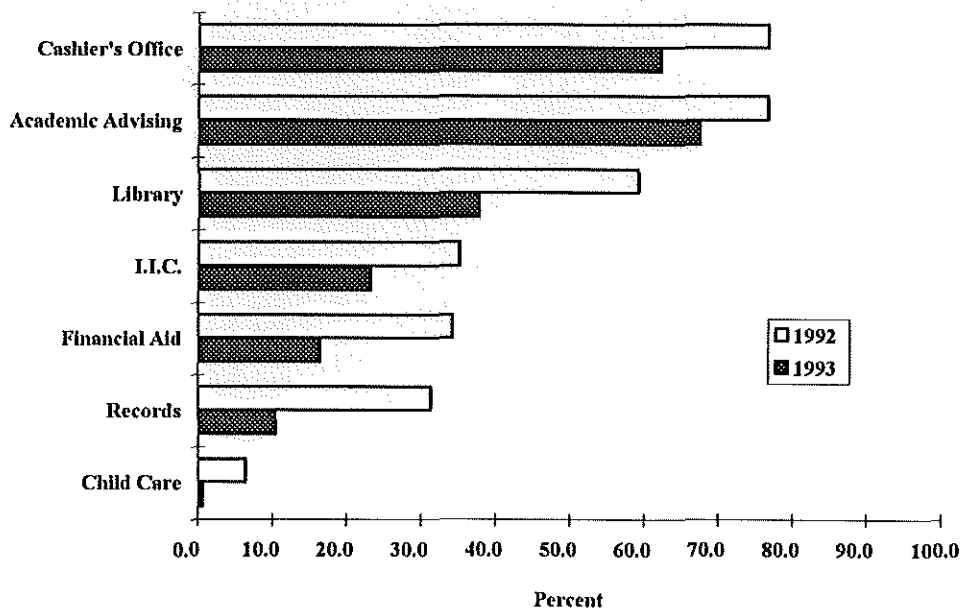
**APPENDIX A**  
**Data and Tables**



**Table 1**  
**First-Time Students Use of Services (Campus Utilized Most)**  
**Highland Lakes**

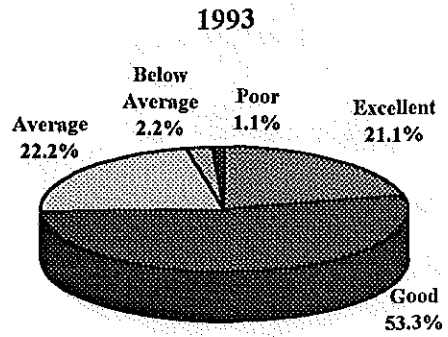
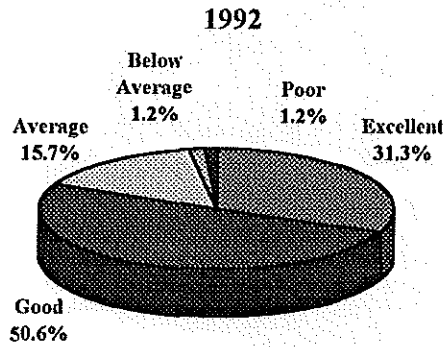
	1992		1993	
	Number	Percent	Number	Percent
<b>Records</b>				
Have Used	34	31.5	14	10.5
Not Used	74	68.5	119	89.5
<b>Cashier's Office</b>				
Have Used	83	76.9	83	62.4
Not Used	25	23.1	50	37.6
<b>Financial Aid</b>				
Have Used	37	34.3	22	16.5
Not Used	71	65.7	111	83.5
<b>Academic Advising</b>				
Have Used	83	76.9	90	67.7
Not Used	25	23.1	43	32.3
<b>Library</b>				
Have Used	64	59.3	50	37.9
Not Used	44	40.7	82	62.1
<b>I.I.C.</b>				
Have Used	38	35.2	31	23.3
Not Used	70	64.8	102	76.7
<b>Child Care</b>				
Have Used	7	6.5	1	0.8
Not Used	101	93.5	130	99.2

**Figure 1: First-Time Student Use of Services at Highland Lakes**



**Table 2**  
**First-Time Students Satisfaction with Academic Advising (Campus Utilized)**  
**Highland Lakes**

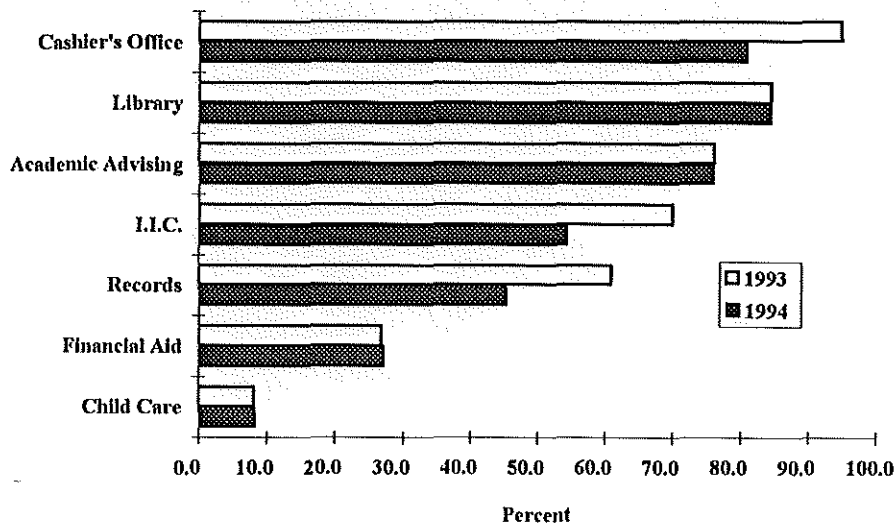
	1992		1993	
	Number	Percent	Number	Percent
Excellent	26	31.3	19	21.1
Good	42	50.6	48	53.3
Average	13	15.7	20	22.2
Below Average	1	1.2	2	2.2
Poor	1	1.2	1	1.1
<b>Total</b>	<b>83</b>	<b>100.0</b>	<b>90</b>	<b>100.0</b>



**Table 3**  
**Continuing Student Use of Services (Campus Utilized)**  
**Highland Lakes**

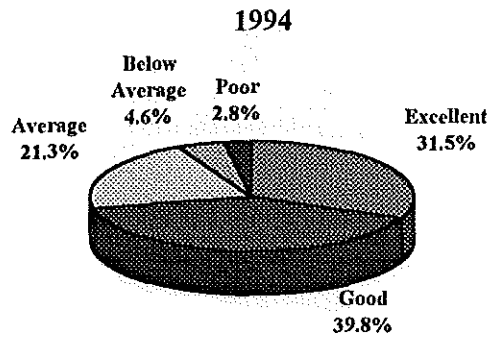
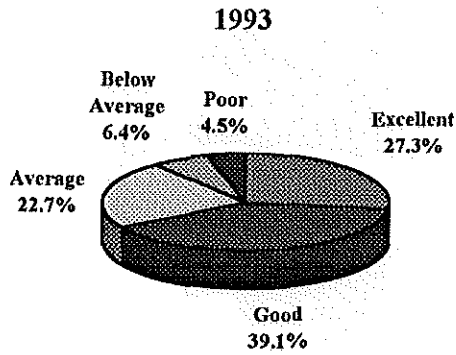
	1993		1994	
	Number	Percent	Number	Percent
<b>Records</b>				
Have Used	88	61.1	65	45.5
Not Used	56	38.9	78	54.5
<b>Cashier's Office</b>				
Have Used	137	95.1	116	81.1
Not Used	7	4.9	27	18.9
<b>Financial Aid</b>				
Have Used	39	26.9	39	27.3
Not Used	106	73.1	104	72.7
<b>Academic Advising</b>				
Have Used	110	76.4	108	76.1
Not Used	34	23.6	34	23.9
<b>Library</b>				
Have Used	122	84.7	121	84.6
Not Used	22	15.3	22	15.4
<b>I.I.C.</b>				
Have Used	101	70.1	78	54.5
Not Used	43	29.9	65	45.5
<b>Child Care</b>				
Have Used	12	8.3	12	8.4
Not Used	133	91.7	131	91.6

**Figure 3: Continuing Student Use of Services (Highland Lakes)**



**Table 4**  
**Continuing Student Satisfaction with Academic Advising (Campus Utilized)**  
**Highland Lakes**

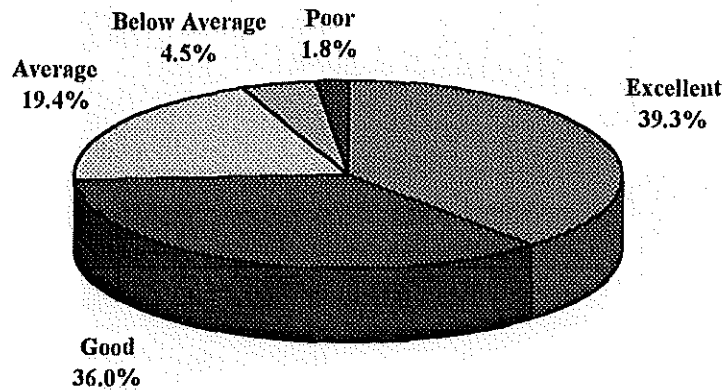
	1993		1994	
	Number	Percent	Number	Percent
Excellent	30	27.3	34	31.5
Good	43	39.1	43	39.8
Average	25	22.7	23	21.3
Below Average	7	6.4	5	4.6
Poor	5	4.5	3	2.8
Total	110	100.0	108	100.0



**Table 5**  
**Exiting Student Satisfaction with Counseling Services**  
**Highland Lakes**

	Number	Percent
Excellent	189	38.3
Good	178	36.0
Average	96	19.4
Below Average	22	4.5
Poor	9	1.8
<b>Total</b>	<b>494</b>	<b>100.0</b>

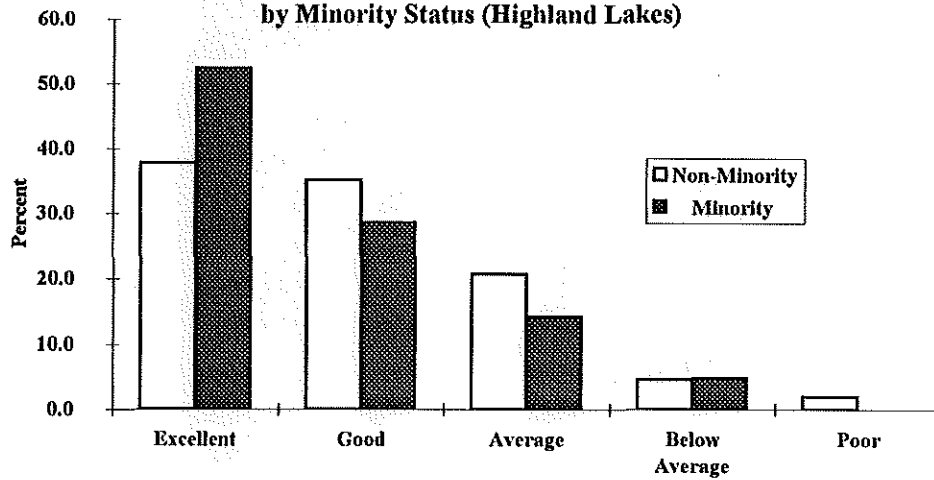
**Figure 5: Exiting Student Satisfaction with Counselling Services**  
**(Highland Lakes)**



**Table 6**  
**Exiting Student Satisfaction with Counseling Services by Race**  
**(Surveyed at Highland Lakes)**

	Non-Minority		Minority	
	Number	Percent	Number	Percent
Excellent	155	37.7	11	52.4
Good	144	35.0	6	28.6
Average	85	20.7	3	14.3
Below Average	19	4.6	1	4.8
Poor	8	1.9	0	0.0
<b>Total</b>	<b>411</b>	<b>100.0</b>	<b>21</b>	<b>100.0</b>

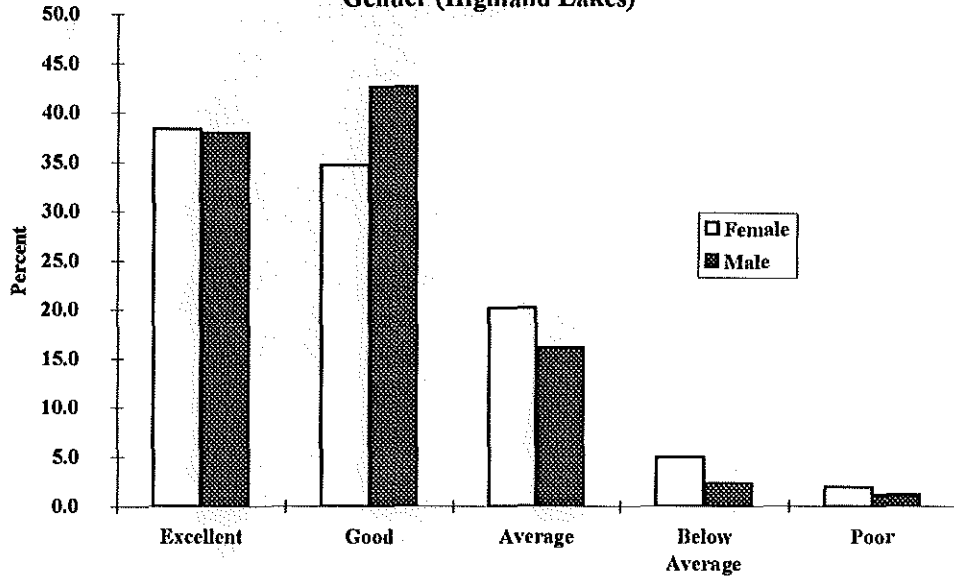
**Figure 6: Exiting Student Satisfaction with Counselling Services**  
**by Minority Status (Highland Lakes)**



**Table 7**  
**Exiting Student Satisfaction with Counseling Services by Gender**  
**(Surveyed at Highland Lakes)**

	Female		Male	
	Number	Percent	Number	Percent
Excellent	156	38.3	33	37.9
Good	141	34.6	37	42.5
Average	82	20.1	14	16.1
Below Average	20	4.9	2	2.3
Poor	8	2.0	1	1.1
<b>Total</b>	<b>407</b>	<b>100.0</b>	<b>87</b>	<b>100.0</b>

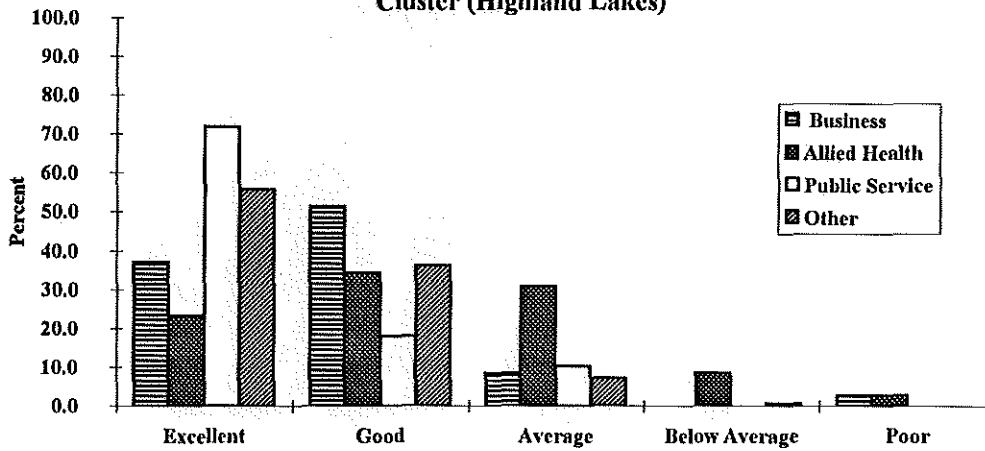
**Figure 7: Exiting Student Satisfaction with Counselling Services by Gender (Highland Lakes)**



**Table 8**  
**Exiting Student Satisfaction with Counseling Services by Curriculum Cluster**  
**(Surveyed at Highland Lakes)**

	Business		Allied Health		Public Service		Other	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Excellent	26	37.1	58	23.5	28	71.8	77	55.8
Good	36	51.4	85	34.4	7	17.9	50	36.2
Average	6	8.6	76	30.8	4	10.3	10	7.2
Below Average	0	0.0	21	8.5	0	0.0	1	0.7
Poor	2	2.9	7	2.8	0	0.0	0	0.0
<b>Total</b>	<b>70</b>	<b>100.0</b>	<b>247</b>	<b>100.0</b>	<b>39</b>	<b>100.0</b>	<b>138</b>	<b>100.0</b>

**Figure 8: Exiting Student Satisfaction with Counselling by Curriculum Cluster (Highland Lakes)**





**Table 9**  
**Graduate Satisfaction with Counseling Services by Graduating Year (Home Campus)**  
**Highland Lakes**

	1988-89		1989-90		1990-91		1991-92		1992-93	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Very Satisfied	19	9.9	35	14.0	44	13.5	49	15.5	46	12.1
Satisfied	75	39.1	86	34.4	129	39.7	119	37.5	126	33.2
Neutral	68	35.4	92	36.8	101	31.1	111	35.0	141	37.2
Dissatisfied	22	11.5	30	12.0	41	12.6	28	8.8	42	11.1
Very Dissatisfied	8	4.2	7	2.8	10	3.1	10	3.2	24	6.3
<b>Total</b>	<b>192</b>	<b>100.0</b>	<b>250</b>	<b>100.0</b>	<b>325</b>	<b>100.0</b>	<b>317</b>	<b>100.0</b>	<b>379</b>	<b>100.0</b>

**Figure 9: Graduate Satisfaction with Counselling Services by Graduating Year (Highland Lakes)**

