

SENIOR SURVEY

University of Missouri-Kansas City 2011-2012
Office of Institutional Research and Planning



SENIOR SURVEY

Introduction

Each year the Office of Institutional Research and Planning conducts a survey of senior students preparing to graduate regarding their experiences at the University of Missouri-Kansas City. The results of this survey provide valuable insights into the effectiveness of UMKC's curricular and co-curricular programs. The results also assist the university in preparing to meet the needs of future students.

Methodology

An e-mail invitation to complete the on-line survey was sent to 1,457 students who had applied for graduation during the fall 2011 and spring 2012 semesters. The survey was completed by 438 students, resulting in a 30% response rate.

Demographic variables were analyzed to determine whether or not the respondent group accurately reflects the total senior student population at UMKC. After comparing the percentages of students by gender, ethnicity, and academic unit it was determined that males were slightly underrepresented¹. Otherwise, the respondents were reflective of the general population. See Table 1 in Appendix A for respondent characteristics.

Findings

A summary of the findings of the survey follows. Tables detailing results of the senior survey are located in Appendix A. Individual reports detailing the results of the survey for their particular students will also be provided to each academic unit.

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¹ According to the fall 2011 Student Profile UMKC undergraduate female population was 57% while the undergraduate male population was 43%. 65.7% of the respondents to the 2011-2012 Senior Survey were female, while 34.0% were male.

MAJOR FINDINGS

General Education Assessment

Eight in ten or more of the respondents agreed that UMKC had helped them improve their critical-thinking skills, expand their understanding of different people and ideas, and improve their written and oral communication skills.

High Impact Educational Experiences

Nearly half of respondents indicated that they participated in undergraduate research, and roughly nine in ten reported that the opportunity enhanced their time at UMKC. In addition, of students who participated in volunteering or a job related to their degree, nine in ten indicated that the experience made a positive impact on their University experience.

Overall Experience at UMKC

Roughly eight in ten respondents rated their overall experience at UMKC as either good or excellent. At least three-fourths or more of the respondents indicated they would choose to attend UMKC again if they had it to do all over. These findings are noteworthy when one considers the fact that a little over half of the respondents indicated UMKC was not their first choice when they decided to attend college.

Satisfaction with UMKC Services and Programs

Respondents indicated they were most satisfied with quality of instruction, the library, the admissions process, personal safety on campus, the availability of computer services, and the availability of faculty outside of class. About one-quarter of the respondents were dissatisfied with the Cashier's Office, academic advising, Financial Aid, career preparation, and placement and career services. Seven in ten respondents were dissatisfied with parking services.

Future Plans

A majority of the respondents indicated their primary future activity was most likely going to be working full-time. In addition, six in ten respondents indicated that they would be attending graduate school part-time or full-time as a primary or secondary future activity. Of the students planning on attending graduate school, 31.5% indicated they planned to conduct their graduate studies at UMKC.

GENERAL EDUCATION ASSESSMENT

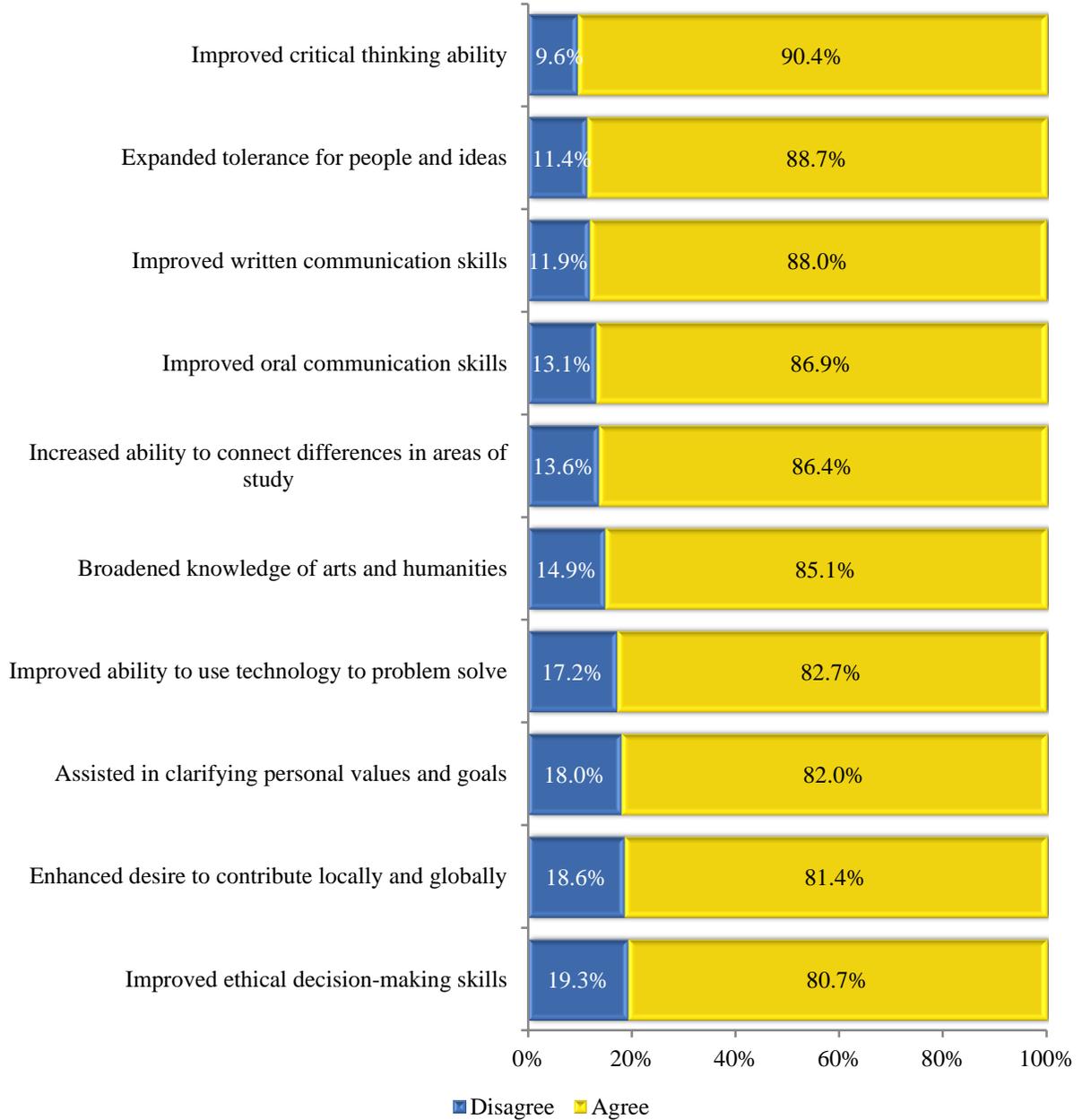
The General Education Program at UMKC is designed to provide students with an opportunity to enhance their capacity for intellectual inquiry and discovery, critical reasoning, and effective communications. In an effort to show evidence of student growth on university-wide learning objectives, students were asked to indicate how much they agreed that the university had helped them accomplish a variety of “typical” goals students have for their college experiences.

As Chart 1 demonstrates, many students agreed that UMKC had helped them achieve these goals. Specifically, it appears that that respondents believe the University best developed student abilities for critical thinking, increasing tolerance for different people and ideas, and both written and oral communication. When respondents were asked to select the objective in which they most progressed during their time at UMKC, the responses were consistent with the aforementioned findings (See Chart 2).

It appears that the top three areas for University growth with the General Education program include ethical decision making, community contribution, and personal goal development, as these were the three goals in which the greatest number of respondents disagreed that UMKC helped them develop. See Table 2 in Appendix A for detailed results.

Chart 1 General Education Assessment

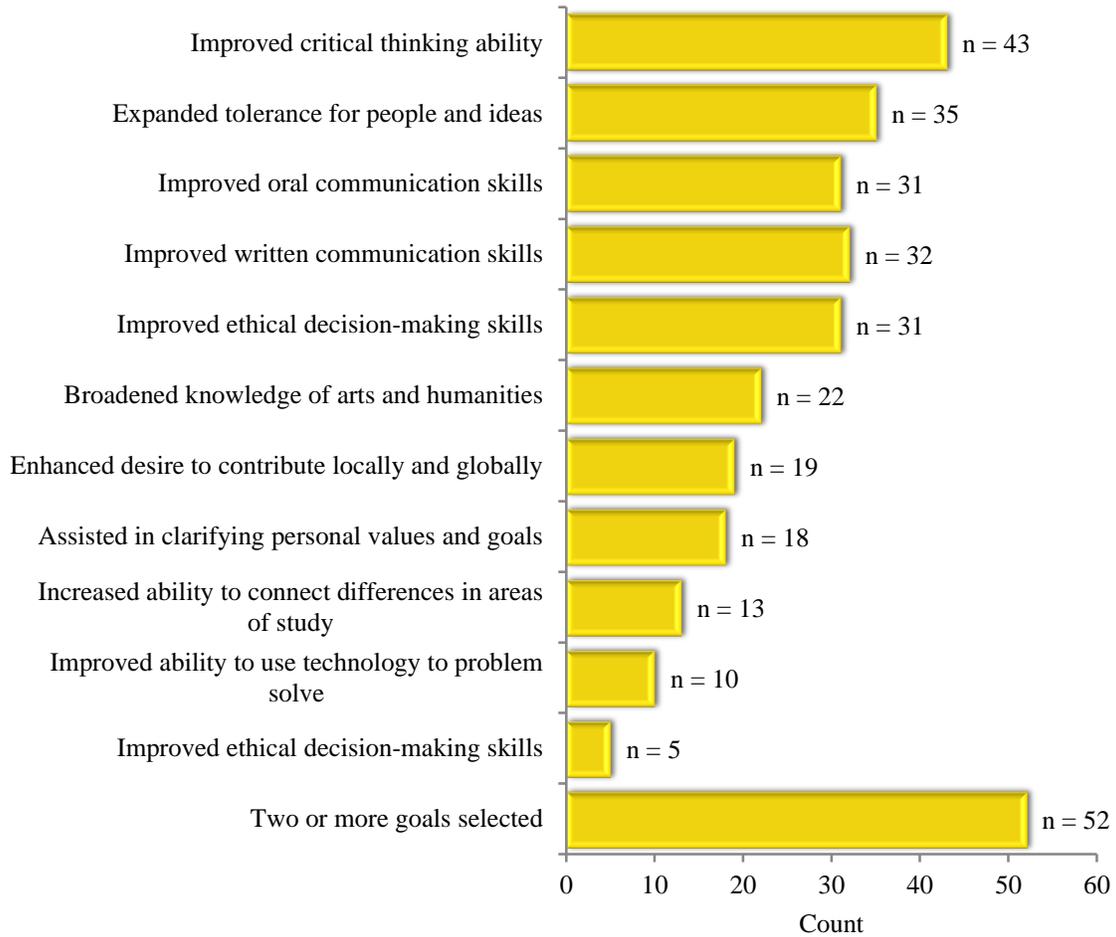
N = 429



Note. “Disagree” = Total of strongly, moderately, and slightly disagree as one item rather than three separate items. “Agree” = Total of strongly, moderately, and slightly agree as one item rather than three separate items. Data was originally collected on a 6-point scale ranging from “strongly disagree” to “strongly agree.”

Chart 2 General Education Assessment Primary Area of Growth

N = 280



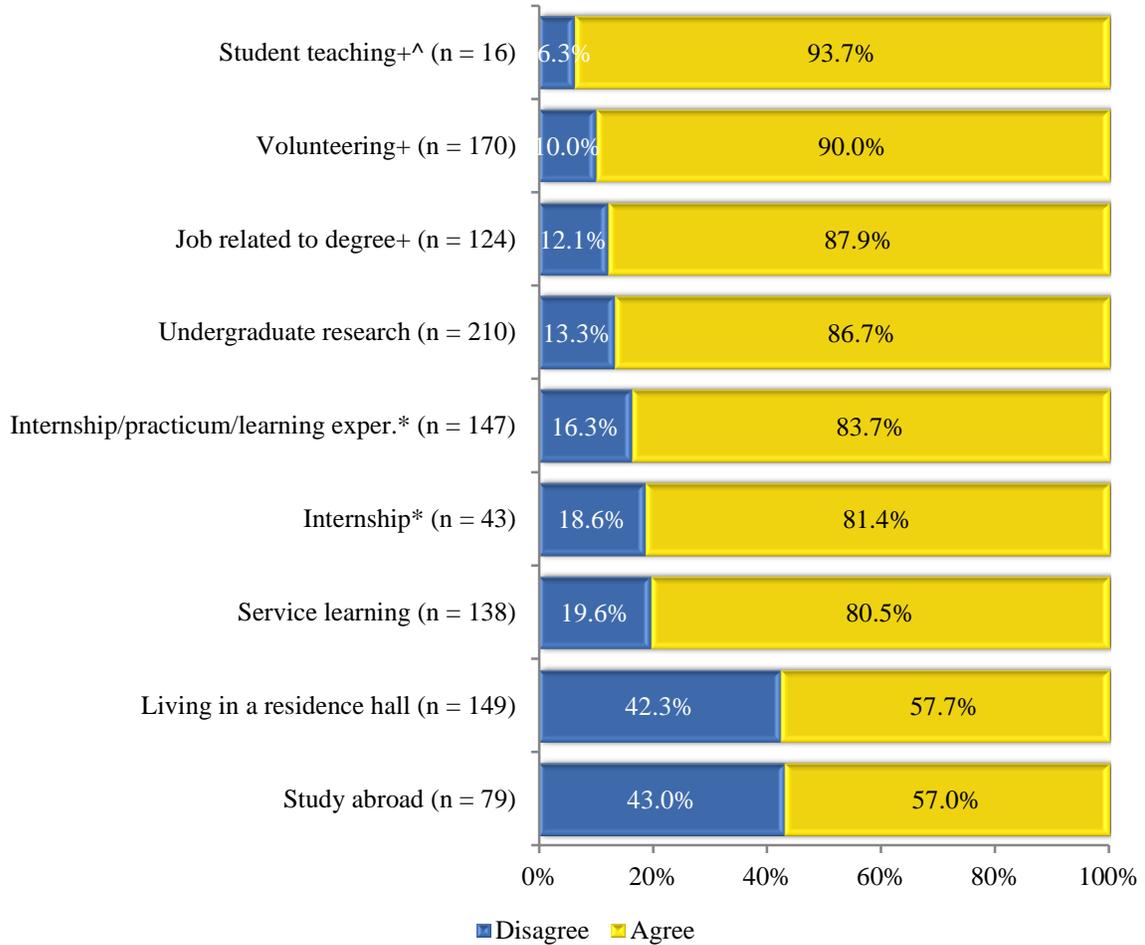
HIGH IMPACT EXPERIENCES

In accordance with accountability measures implemented across all UM System institutions, in addition to the UMKC Strategic Plan, a measure of high impact educational experiences was included in the most recent iteration of the Senior Survey. Table 4 in Appendix A details responses regarding high impact experiences.

As shown in Chart 3, it appears that undergraduate research opportunities are a University strength, as nearly half ($n = 210$; 47.9%) of respondents indicated that they participated in undergraduate research. Of these individuals, 37.6% reported strong agreement that undergraduate research enhanced their undergraduate experience. 43.4% ($n = 190$) of respondents indicated that they participated in an internship, practicum, or learning experience and roughly half of the individuals indicated that the opportunity strongly enhanced their undergraduate experience at UMKC; however, it should also be noted that nearly one in five disagreed that the experience made a positive impression.

In contrast, 43.0% of individuals who participated in study abroad ($n = 79$) while at UMKC indicated that they disagreed that the experience improved their time at the University. Although study abroad experiences are out of the direct control of the University, there is opportunity for administrators to further evaluate the programs that are supported by UMKC to ensure that they are meaningful experiences, and make adjustments as necessary. Similarly, 42.3% of the 149 students who reported that they lived in campus housing expressed negative appraisals of their time living in a residence hall on campus. Residence Life staff may want to examine ways to bolster residential living on campus as a positive experience for a greater number of students.

Chart 3 High Impact Learning Experiences



Note. “Disagree” = Total of strongly, moderately, and slightly disagree as one item rather than three separate items. “Agree” = Total of strongly, moderately, and slightly agree as one item rather than three separate items Data was originally collected on a 6-point scale ranging from “strongly disagree” to “strongly agree.”

*Fall administration had question asking about “participating in an internship” and spring administration had question asking about “participating in internship/practicum/learning experience.”

†These items were added for spring administration but were not administered for fall administration.

^ Data was only reported on student teaching for students enrolled in the School of Education.

STUDENT SATISFACTION AT UMKC

Nearly eight in ten respondents rated their overall experience at UMKC as either good or excellent (see Chart 4). This is noteworthy considering that over half of the respondents (55%) indicated that UMKC was not their first choice when they decided to attend college. As shown in Chart 7 (in Appendix B), individuals have rated their overall experience at UMKC in a similar way for the past three years.

Just over half of the respondents indicated that UMKC was their first choice for college; this finding has been fairly stable over the past three years (see Chart 7 in Appendix B). However, a majority of this year's respondents (77%) who indicated that UMKC was not their first choice ultimately ended up rating their overall experience as positive. This information suggests that UMKC had a positive impact on many students, including some who may have entered the University with diminished expectations for their college experience.

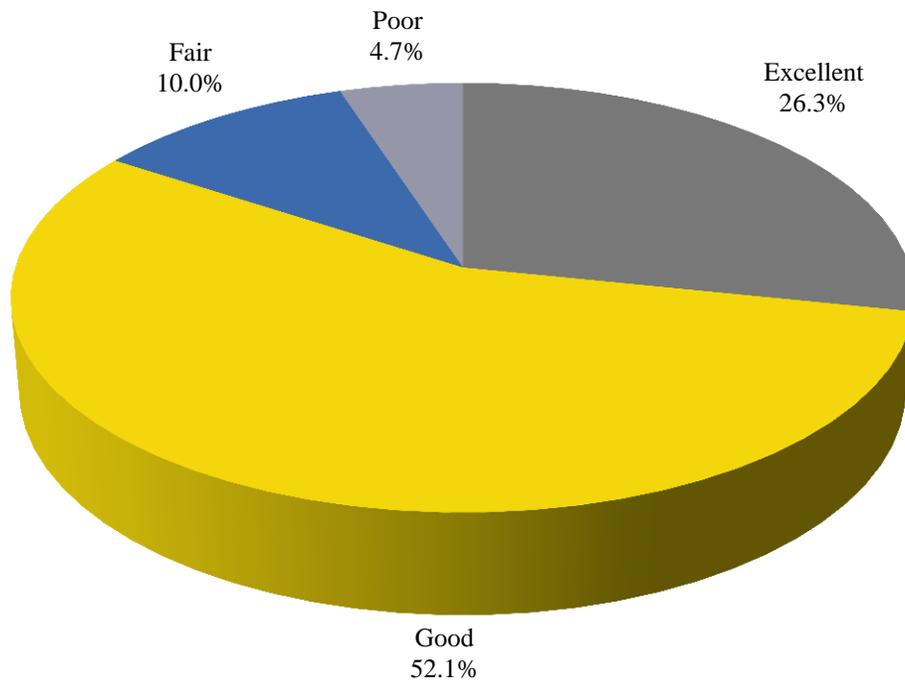
As an additional indicator of student satisfaction, three-fourths (75.6%) of the respondents indicated they would choose to attend UMKC if they had it to do over again. A similarly number (78.7%) also indicated that they would choose the same degree program they were graduating from as well. These findings have been consistent over the last three administrations of the Senior Survey (see Chart 8 in Appendix B).

While they represent a small proportion of the respondents, there is a group of seniors (63 students or 19%) that indicated they would choose the same degree program again, but would not choose to attend UMKC. This demonstrates that student satisfaction at UMKC is informed by student interactions at the program level, as well as at the University level.

An indirect measure of student satisfaction on the Senior Survey asks students whether or not they would recommend UMKC to a friend; four in five respondents (82.8%) stated that they would make this recommendation. Similar responses have been given over the past three administrations of the survey.

New items to the survey indicate that many respondents agree that UMKC provided a welcoming and supportive environment for them as students (79%) and that UMKC is student-centered (73%). See Table 3 in Appendix A for response details on these items measuring overall student satisfaction.

Chart 4
Evaluation of Overall Experience at
UMKC
N = 426



SATISFACTION WITH SERVICES AND PROGRAMS

Students were asked to rate how satisfied they were with a number of academic and non-academic services and programs offered at UMKC (see Chart 5). From an academic perspective, respondents indicated they were most satisfied with the quality of instruction they received, availability of faculty outside of class, and the content, availability, and the variety of courses offered. However, students were not quite as satisfied with academic advising and career preparation. Thus, improvement initiatives for academic support may be best targeted at these areas.

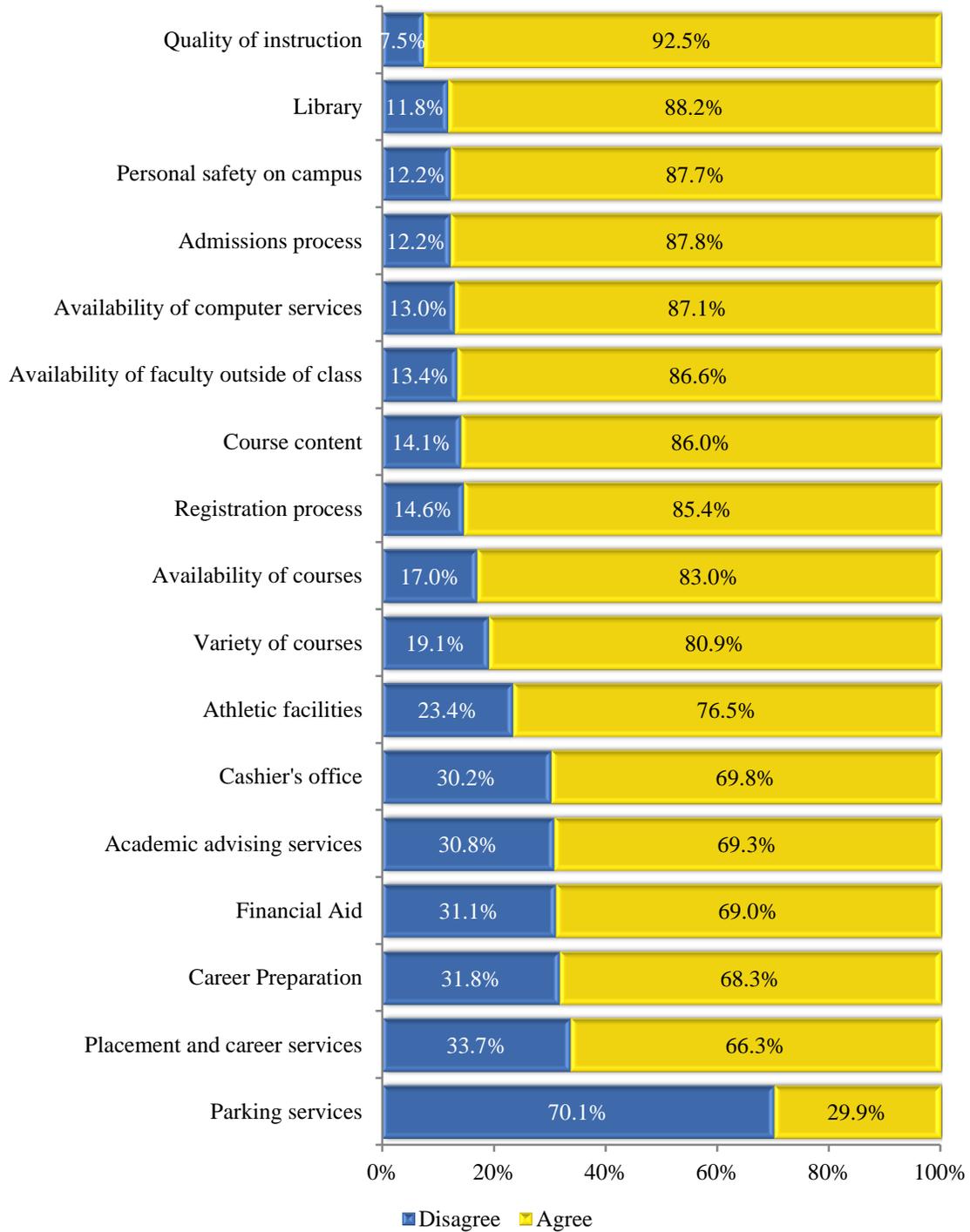
From an administrative perspective, respondents indicated they were most satisfied with the library, the admissions process, their personal safety on campus, the availability of computer services on campus, and the registration process. Conversely, fewer respondents reported satisfaction with Athletic facilities, the Cashier's office, financial aid, and placement and career services. Thus, as the university plans for the future, greater attention and focus should be placed on these areas.

Seven out of ten respondents reported they were dissatisfied with parking services. This is likely caused in part to limited parking availability during the demolition and redevelopment of the Cherry Street Parking Structure. These data also correspond to other institutional data and highlight the potential need for increased communication about what the university has planned to improve campus parking availability. See Table 5 in Appendix A for details on satisfaction with student services and programs. Tables 6 through 12 (Appendix A) explicate student satisfaction with a variety of services, broken down by academic unit.

As shown in Chart 9 (located in Appendix B), several services and programs have a relative change in student satisfaction over the past three years. There has been a 6% increase in satisfaction with the library, which may be a reflection of building improvements. Over the past three years, there has been nearly an 8% increase in satisfaction with personal safety on campus. Additionally, there has been a 6% increase in student satisfaction with athletic facilities. The Cashier's Office has seen an increase in student satisfaction of 4%, and placement and career services has seen an increase of 5%. However, consistent with aforementioned information, Parking Services has seen a 10% decrease in satisfaction by students over the past three years, with all average ratings falling in the range of dissatisfaction.

Chart 5 Satisfaction with UMKC Services and Programs

N = 426



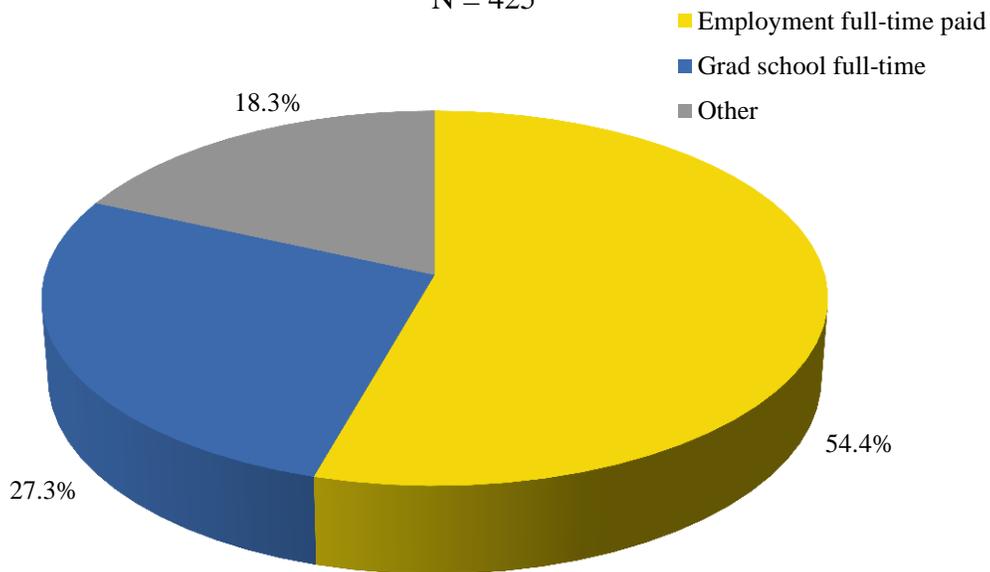
FUTURE PLANS

Students were asked to indicate future plans upon graduation. As shown in Chart 6, a majority of the respondents indicated their primary activity was most likely going to be working full-time. An additional 20.5% of the respondents indicated working full-time would be their secondary activity.

While the plans to seek employment upon graduation are not surprising, it is noteworthy that more than half of the respondents (61.4%) indicated that they would be attending graduate school on a full-time or part-time basis after graduation. Of those respondents, 31.5% stated that they planned on returning to UMKC. It is also interesting to note that, within the past three years, there has been a 17.6% increase in the number of students who report that their primary intention is to attend graduate school full-time. See Table 13 in Appendix A.

Chart 6
Primary Activity Upon Graduation

N = 425



QUALITATIVE RESPONSES

Five open-response items on the senior survey allow for students to provide written feedback on what they perceive as strengths and areas of growth for the University (see Appendix C to read the questions). Through a qualitative analysis of the written responses, several themes emerged as important to respondents.

Many students who responded indicated that a primary strength of the University was the faculty and their attention to student learning and success. Additionally, many responses indicated that students had a sense of self-growth and increased self-confidence as a result of their educational experience at UMKC. Respondents from the School of Dentistry and the School of Nursing expressed accolades about their respective programs of study.

Although many respondents expressed positive regard toward their faculty, there was a sense that some respondents believed University administration was not committed to student success in the same way. Many comments suggested that the administration was more focused on profits rather than student learning. Others indicated dissatisfaction with the interactions and information received from the Office of Financial Aid and the Cashier's Office. Several students indicated that they believed there was a lack of effective communication between university offices and academic units.

From an academic perspective, several students from the College of Arts and Sciences expressed frustration with having a major-advisor as well as a general advisor from the College of Arts and Sciences. Additionally, some of these students indicated that they felt there was poor communication from Arts and Sciences Advising. In several instances, students indicated that misinformation resulted in a lack of clarity regarding the correct course sequence for program completion. At times, students reported that they did not graduate on-time because of this issue.

The most cited area of frustration for respondents pertained to Parking Services. Many respondents indicated that it was too difficult to locate a parking spot. Others stated that the fee for parking was too high. In addition, several students felt that they paid parking tickets that were not fair.

It is important to consider multiple sources of information when assessing student satisfaction and effective practices. These qualitative results, in conjunction with the scaled item analyses, will help shape an agenda for further exploration and intervention.

CONCLUSIONS

The Senior Survey serves as an outlet for graduating students to express thoughts and opinions regarding their educational experience at UMKC. Additionally, the survey gauges student satisfaction with the University as a whole, in addition to specific programs and services located on campus. Taken together, this information can be used to inform policy decisions meant to enhance student success on campus.

The general perception of respondents is that UMKC does well enabling students to develop in the domain of general education. It seems that UMKC is particularly strong at helping students improve critical thinking abilities, expanding tolerance for people and ideas, and improving written communication skills. Although it appears respondents felt that UMKC had helped in these areas, there is room for continued growth by the University to further promote student development regarding ethical decision making, community contribution, and personal goal clarification.

This year's inclusion of an assessment of high impact experiences helps provide insight as to which learning experiences may enhance student learning. It appears that volunteer experiences, jobs related to one's degree, and undergraduate research tend to facilitate positive student learning. Likewise, respondents expressed hesitation regarding the influence of experiences such as studying abroad and living in a residence hall as experiences that enhanced their time at UMKC.

Overall, a strong majority of students rated its overall experience at UMKC as good or excellent. This positive endorsement is corroborated by other indicators of student satisfaction. For example, three out of four students reported that they would choose UMKC again, and eight out of ten students reported that they would choose the same degree and would recommend UMKC to a friend. However, the data also show that less than half of all respondents chose UMKC as their first-choice. Although it appears that many students have a positive experience once they attend the University, some may enter the University having preferred to attend a different institution. University administrators may want to team with Admissions and University Communications staff in order to develop a strategy to communicate to prospective students that members of the UMKC community do indeed have a positive experience, and that UMKC is truly worthy to be one's primary choice when deciding where to receive a secondary education.

It appears that respondents were satisfied with many UMKC services and programs. There was a particularly high level of satisfaction with the library, availability of computer services, and the availability of faculty. Conversely, there appears to be a lack of satisfaction pertaining to academic advising, financial aid, academic advising, career preparation, and availability of courses when students want to take them. Many of these

areas are consistent with themes that were expressed in written responses provided by students.

Parking was the area in which respondents most vocally expressed frustration at UMKC; this has been a consistent frustration for over the past three years. During the construction of the Cherry Street Parking Structure, the University has communicated with students about parking disruptions, as well as temporary solutions to deal with the lack of parking (such as the implementation of an enhanced shuttle service). It is suggested that the University continue to maintain open communication with the UMKC community about parking improvements and express that frustrations are being heard by administrators. With the opening of the Cherry Street Parking Structure, it will be necessary to reassess this area.

Roughly half of respondents on the Senior Survey indicated that their primary intention was to find full-time employment. In addition, about one-quarter stated that they intended to go to graduate school full-time; of these individuals, 31.5% stated that they planned to return to UMKC. When considering trends over the past three years, there has been an 18% increase in the number of students who indicate that they intend to go to graduate school. University officials may want to explore whether or not this increase is reflective of factors attributed to the University or primarily from external factors (such as the state of the economy incentivizing students to continue into graduate school), whether or not UMKC is retaining these individuals as graduate students, and utilize the National Student Clearinghouse to assess the quality of subsequent institutions of graduate enrollment.

With few exceptions, it appears that UMKC has been stable, or increased, in levels of respondent satisfaction over the past three years. Given recent amendments to the survey, trend data is not available regarding student perceptions of general education attainment or high impact learning experiences; however, comparisons will be made available in next year's report.

Appendices

- **Appendix A: Tabled Findings for 2011-2012 Senior Survey**
- **Appendix B: Trend data charts**
- **Appendix C: Sample Senior Survey**

Appendix A

• **Tabled Findings for UMKC Senior Survey 2011-2012**

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Table 1			
Student Characteristics			
	N	%	All Eligible Respondents
School			
College of Arts & Sciences	239	55.7%	56.7%
Henry W. Bloch School of Management	43	10.0%	10.3%
School of Computing & Engineering	33	7.7%	7.2%
School of Nursing	30	7.0%	7.2%
School of Biological Sciences	30	7.0%	6.8%
School of Dentistry	18	4.2%	2.0%
School of Education	17	4.0%	5.1%
Conservatory of Music & Dance	16	3.7%	4.2%
School of Pharmacy	3	0.7%	0.5%
One or both parents graduated from college			
No, neither graduated	175	41.2%	
Yes, both parents graduated	141	33.2%	
Yes, mother graduated	59	13.9%	
Yes, father graduated	50	11.8%	
Age			
Mean (SD)	26.5 (7.2)		26.5 (7.5)
Gender			
Female	282	65.7%	58.2%
Male	146	34.0%	41.7%
Ethnicity			
White	276	64.3%	60.1%
Black	55	12.8%	14.3%
Not specified	44	10.3%	9.9%
Hispanic	25	5.8%	5.4%
Asian	21	4.9%	5.8%
Non resident	5	1.2%	2.7%
Two or more ethnicities	2	0.5%	0.9%
American Indian	1	0.2%	0.6%
Admit Type			
Transfer	263	61.3%	
FTC	131	30.5%	
Readmit	19	4.4%	
Unknown/other	16	3.8%	
<i>Note.</i> "All Eligible Respondents" = the characteristics of the student population who received the request to participate in the survey.			

Table 2 Goals for College Experience (General Education Assessment)							
My experience at UMKC...	N	Disagree 1 - 3	Slightly Agree 4	Moderately Agree 5	Strongly Agree 6	Mean (SD)	Selected as Primary Growth*
Broadened my knowledge of arts and humanities	429	14.9%	25.9%	34.3%	24.9%	4.57 (1.27)	7.9% N = 22
Improved my ability to communicate orally	427	13.1%	23.7%	37.9%	25.3%	4.65 (1.22)	11.1% N = 31
Improved my ability to communicate in writing	427	11.9%	22.0%	37.9%	28.1%	4.73 (1.21)	11.4% N = 32
Improved my ability to make ethical decisions	429	19.3%	25.2%	32.9%	22.6%	4.43 (1.36)	1.8% N = 5
Expanded my understanding of people and ideas that are different from me	422	11.4%	21.6%	36.3%	30.8%	4.76 (1.24)	12.5% N = 35
Assisted me in clarifying the values and goals of my life	428	18.0%	22.9%	35.5%	23.6%	4.52 (1.30)	6.4% N = 18
Improved my critical thinking ability	427	9.6%	17.3%	39.1%	34.0%	4.89 (1.16)	15.4% N = 43
Improved my ability to use technology in order to obtain information and solve problems	429	17.2%	24.0%	32.4%	26.3%	4.53 (1.35)	3.6% N = 10
Increased my ability to see how ideas from different areas of study are related to one another	427	13.6%	22.7%	36.3%	27.4%	4.65 (1.29)	4.6% N = 13
Enhanced my desire to contribute to the local and global community	420	18.6%	24.0%	34.3%	23.1%	4.46 (1.35)	6.8% N = 19
Two or more goals selected							18.36% N = 52
Total	409	7.1%	15.9%	42.5%	34.5%	4.61 (0.99)	N = 280

Note. “Disagree” = Total of strongly, moderately, and slightly disagree as one item rather than three separate items. Data was originally collected on a 6-point scale ranging from “strongly disagree” to “strongly agree.” Mean and SD (standard deviation) are representative of original data on a 6-point scale. “Total” represents the percentage of respondents who had an average global score that was reflective of the corresponding level of endorsement. * Respondents indicated on which goal they felt they grew most.

Table 3 Evaluation of UMKC		
	N	%
UMKC was first choice to attend		
Yes	192	44.8%
No	237	55.2%
Would choose to select same degree program again		
Yes	337	78.7%
No	91	21.3%
Would choose to attend UMKC again		
Yes	323	75.6%
No	104	24.4%
Would recommend UMKC to friends and family		
Yes	352	82.8%
No	73	17.2%
Evaluation of overall experience at UMKC		
Excellent	112	26.3%
Good	222	52.1%
Fair	72	16.9%
Poor	20	4.7%
UMKC provided a supportive environment		
Strongly Disagree	22	5.2%
Moderately Disagree	29	6.8%
Slightly Disagree	38	8.9%
Slightly Agree	85	20.0%
Moderately Agree	128	30.0%
Strongly Agree	124	29.1%
Mean (SD)	4.50 (1.43)	
UMKC is student-centered		
Strongly Disagree	31	7.3%
Moderately Disagree	40	9.3%
Slightly Disagree	46	10.8%
Slightly Agree	95	22.3%
Moderately Agree	115	27.0%
Strongly Agree	99	23.2%
Mean (SD)	4.22 (1.52)	

Table 4 High Impact Experiences						
Experiences that enhanced my time at UMKC...	N	Disagree 1 - 3	Slightly Agree 4	Moderately Agree 5	Strongly Agree 6	Mean (SD)
Participating in undergraduate research	210	13.3%	22.9%	26.2%	37.6%	4.74 (1.38)
Participating in study abroad	79	43.0%	19.0%	8.9%	29.1%	3.70 (1.92)
Participating in service learning	138	19.6%	22.5%	31.2%	26.8%	4.49 (1.41)
Participating in an internship*	43	18.6%	18.6%	20.9%	41.9%	4.65 (1.59)
Participating in an internship/practicum/learning experience*	147	16.3%	10.9%	17.0%	55.8%	4.91 (1.60)
Participating in community volunteering ⁺	170	10.0%	20.0%	27.1%	42.9%	4.93 (1.27)
Participating in student teaching ⁺ ^	16	6.3%	0.0%	6.3%	87.5%	5.63 (1.26)
Living in a residence hall	149	42.3%	18.8%	17.4%	21.5%	3.68 (1.79)
Working part-time in a professional position related to your degree ⁺	124	12.1%	16.1%	25.8%	46.0%	4.86 (1.49)
<p>Note. "Disagree" = Total of strongly, moderately, and slightly disagree as one item rather than three separate items. Data was originally collected on a 6-point scale ranging from "strongly disagree" to "strongly agree." Mean and SD (standard deviation) are representative of original data on a 6-point scale.</p> <p>*Fall administration had question asking about "participating in an internship" and spring administration had question asking about "participating in internship/practicum/learning experience."</p> <p>⁺These items were added for spring administration but were not administered for fall administration.</p> <p>[^]Data was only reported on student teaching for students enrolled in the School of Education.</p>						

Table 5
Satisfaction with UMKC Services and Programs

“During my time at UMKC, I was satisfied with…”	N	Disagree 1 - 3	Slightly Agree 4	Moderately Agree 5	Strongly Agree 6	Mean (SD)
The admissions process	426	14.1%	18.8%	40.4%	26.8%	4.70 (1.21)
Academic advising services	426	30.8%	15.3%	31.0%	23.0%	4.15 (1.63)
The registration process	424	14.6%	24.1%	36.3%	25.0%	4.61 (1.23)
Financial aid	383	31.1%	19.6%	25.1%	24.3%	4.17 (1.57)
The Cashier's Office	384	23.4%	23.4%	29.9%	23.2%	4.32 (1.47)
Parking Services	398	70.1%	11.8%	10.1%	8.0%	2.64 (1.68)
Athletic facilities	277	17.0%	18.4%	35.0%	29.6%	4.64 (1.34)
The variety of courses	419	19.1%	21.5%	38.2%	21.2%	4.50 (1.26)
The content of courses	424	13.0%	20.3%	42.0%	24.8%	4.72 (1.13)
The quality of instruction	425	12.2%	15.3%	44.5%	28.0%	4.80 (1.16)
The library	389	7.5%	12.9%	38.0%	41.6%	5.08 (1.07)
Personal safety on campus	392	12.2%	17.6%	39.5%	30.6%	4.80 (1.20)
Placement and career services	258	33.7%	21.7%	27.9%	16.7%	4.00 (1.52)
Career preparation	358	30.2%	23.7%	28.5%	17.6%	4.12 (1.43)
Availability of faculty outside of class	409	13.4%	18.6%	35.7%	32.2%	4.79 (1.19)
Availability of courses when you want to take them	422	31.8%	18.5%	32.5%	17.3%	4.12 (1.48)
Availability of computer services	398	11.8%	20.4%	33.9%	33.9%	4.81 (1.23)

Note. “Disagree” = Total of strongly, moderately, and slightly disagree as one item rather than three separate items. Data was originally collected on a 6-point scale ranging from “strongly disagree” to “strongly agree.” Mean and SD (standard deviation) are representative of original data on a 6-point scale.

Table 6 Satisfaction with Admissions by Academic Unit						
“During my time at UMKC, I was satisfied with the admissions process.”	N	Disagree 1 - 3	Slightly Agree 4	Moderately Agree 5	Strongly Agree 6	Mean (SD)
College of Arts and Sciences	237	13.5%	18.1%	40.9%	27.4%	4.70 (1.26)
Conservatory of Music and Dance	16	18.8%	31.3%	37.5%	12.5%	4.31 (1.20)
School of Biological Sciences	30	10.0%	26.7%	33.3%	30.0%	4.77 (1.17)
Henry W. Bloch School of Management	42	14.3%	11.9%	52.4%	21.4%	4.79 (1.00)
School of Computing and Engineering	33	15.2%	30.3%	33.3%	21.2%	4.52 (1.18)
School of Dentistry	18	11.1%	16.7%	38.9%	33.3%	4.83 (1.30)
School of Education	17	29.4%	23.5%	23.5%	23.5%	4.29 (1.36)
School of Nursing	30	10.0%	6.7%	46.7%	36.7%	5.07 (1.02)
School of Pharmacy	3	33.3%	0.0%	33.3%	33.3%	4.67 (1.53)
University Total	426	14.1%	18.8%	40.4%	26.8%	4.70 (1.21)

Note. “Disagree” = Total of strongly, moderately, and slightly disagree as one item rather than three separate items. Data was originally collected on a 6-point scale ranging from “strongly disagree” to “strongly agree.” Mean and SD (standard deviation) are representative of original data on a 6-point scale.

Table 7 Satisfaction with Academic Advising by Academic Unit						
“During my time at UMKC, I was satisfied with academic advising services.”	N	Disagree 1 - 3	Slightly Agree 4	Moderately Agree 5	Strongly Agree 6	Mean (SD)
College of Arts and Sciences	238	35.3%	16.8%	26.9%	21.0%	3.97 (1.68)
Conservatory of Music and Dance	16	50.0%	6.3%	31.3%	12.5%	3.56 (1.79)
School of Biological Sciences	30	23.3%	10.0%	46.7%	20.0%	4.43 (1.48)
Henry W. Bloch School of Management	42	23.8%	7.1%	38.1%	31.0%	4.55 (1.55)
School of Computing and Engineering	33	27.3%	18.2%	27.3%	27.3%	4.30 (1.57)
School of Dentistry	17	11.8%	29.4%	29.4%	29.4%	4.65 (1.32)
School of Education	17	41.2%	23.5%	17.6%	17.6%	3.47 (1.91)
School of Nursing	30	10.0%	6.7%	50.0%	33.3%	5.07 (0.91)
School of Pharmacy	3	33.3%	33.3%	33.3%	0.0%	4.00 (1.00)
University Total	426	30.8%	15.3%	31.0%	23.0%	4.15 (1.63)

Note. “Disagree” = Total of strongly, moderately, and slightly disagree as one item rather than three separate items. Data was originally collected on a 6-point scale ranging from “strongly disagree” to “strongly agree.” Mean and SD (standard deviation) are representative of original data on a 6-point scale.

Table 8 Satisfaction with Variety of Courses by Academic Unit						
“During my time at UMKC, I was satisfied with the variety of courses.”	N	Disagree 1 - 3	Slightly Agree 4	Moderately Agree 5	Strongly Agree 6	Mean (SD)
College of Arts and Sciences	234	22.2%	13.7%	44.0%	20.1%	4.49 (1.30)
Conservatory of Music and Dance	16	12.5%	31.3%	37.5%	18.8%	4.63 (0.96)
School of Biological Sciences	30	16.7%	26.7%	43.3%	13.3%	4.37 (1.30)
Henry W. Bloch School of Management	43	7.0%	48.8%	27.9%	16.3%	4.51 (0.91)
School of Computing and Engineering	33	27.3%	30.3%	27.3%	15.2%	4.21 (1.22)
School of Dentistry	17	5.9%	17.6%	23.5%	52.9%	5.24 (0.97)
School of Education	16	37.5%	43.8%	18.8%	0.0%	3.44 (1.37)
School of Nursing	27	7.4%	7.4%	37.0%	48.1%	5.19 (1.15)
School of Pharmacy	3	0.0%	66.7%	0.0%	33.3%	4.67 (1.16)
University Total	419	19.1%	21.5%	38.2%	21.2%	4.50 (1.26)

Note. “Disagree” = Total of strongly, moderately, and slightly disagree as one item rather than three separate items. Data was originally collected on a 6-point scale ranging from “strongly disagree” to “strongly agree.” Mean and SD (standard deviation) are representative of original data on a 6-point scale.

Table 9 Satisfaction with Content of Courses by Academic Unit						
“During my time at UMKC, I was satisfied with the content of courses.”	N	Disagree 1 - 3	Slightly Agree 4	Moderately Agree 5	Strongly Agree 6	Mean (SD)
College of Arts and Sciences	237	14.8%	16.5%	43.9%	24.9%	4.71 (1.17)
Conservatory of Music and Dance	16	18.8%	25.0%	31.3%	25.0%	4.50 (1.32)
School of Biological Sciences	30	10.0%	16.7%	60.0%	13.3%	4.77 (0.82)
Henry W. Bloch School of Management	43	7.0%	34.9%	44.2%	14.0%	4.65 (0.81)
School of Computing and Engineering	33	9.1%	36.4%	45.5%	9.1%	4.52 (0.87)
School of Dentistry	16	0.0%	31.3%	6.3%	62.5%	5.31 (0.95)
School of Education	17	41.2%	17.6%	29.4%	11.8%	3.76 (1.64)
School of Nursing	29	3.4%	6.9%	34.5%	55.2%	5.38 (0.90)
School of Pharmacy	3	0.0%	33.3%	33.3%	33.3%	5.00 (1.00)
University Total	424	13.0%	20.3%	42.0%	24.8%	4.72 (1.13)

Note. “Disagree” = Total of strongly, moderately, and slightly disagree as one item rather than three separate items. Data was originally collected on a 6-point scale ranging from “strongly disagree” to “strongly agree.” Mean and SD (standard deviation) are representative of original data on a 6-point scale.

Table 10 Satisfaction with Quality of Instruction by Academic Unit						
“During my time at UMKC, I was satisfied with the quality of instruction.”	N	Disagree 1 - 3	Slightly Agree 4	Moderately Agree 5	Strongly Agree 6	Mean (SD)
College of Arts and Sciences	236	13.6%	13.6%	42.4%	30.5%	4.81 (1.20)
Conservatory of Music and Dance	16	18.8%	25.0%	25.0%	31.3%	4.56 (1.41)
School of Biological Sciences	30	10.0%	16.7%	66.7%	6.7%	4.60 (1.04)
Henry W. Bloch School of Management	43	7.0%	23.3%	51.2%	18.6%	4.79 (0.89)
School of Computing and Engineering	33	6.1%	18.2%	60.6%	15.2%	4.79 (0.93)
School of Dentistry	17	0.0%	17.6%	35.3%	47.1%	5.29 (0.77)
School of Education	17	29.4%	23.5%	23.5%	23.5%	4.06 (1.71)
School of Nursing	30	13.3%	0.0%	36.7%	50.0%	5.17 (1.18)
School of Pharmacy	3	0.0%	33.3%	66.7%	0.0%	4.67 (0.58)
University Total	425	12.2%	15.3%	44.5%	28.0%	4.80 (1.16)

Note. “Disagree” = Total of strongly, moderately, and slightly disagree as one item rather than three separate items. Data was originally collected on a 6-point scale ranging from “strongly disagree” to “strongly agree.” Mean and SD (standard deviation) are representative of original data on a 6-point scale.

Table 11 Satisfaction with Placement and Career Services by Academic Unit						
“During my time at UMKC, I was satisfied with placement and career services.”	N	Disagree 1 - 3	Slightly Agree 4	Moderately Agree 5	Strongly Agree 6	Mean (SD)
College of Arts and Sciences	134	38.1%	17.9%	29.9%	14.2%	3.83 (1.63)
Conservatory of Music and Dance	9	44.4%	22.2%	11.1%	22.2%	4.00 (1.41)
School of Biological Sciences	11	45.5%	36.4%	18.2%	0.0%	3.73 (0.79)
Henry W. Bloch School of Management	36	22.2%	25.0%	33.3%	19.4%	4.42 (1.20)
School of Computing and Engineering	28	32.1%	25.0%	21.4%	21.4%	4.00 (1.61)
School of Dentistry	11	18.2%	27.3%	18.2%	36.4%	4.55 (1.57)
School of Education	15	33.3%	20.0%	26.7%	20.0%	4.13 (1.46)
School of Nursing	11	18.2%	27.3%	36.4%	18.2%	4.36 (1.43)
School of Pharmacy	3	33.3%	33.3%	33.3%	0.0%	3.33 (2.08)
University Total	258	33.7%	21.7%	27.9%	16.7%	4.00 (1.52)

Note. “Disagree” = Total of strongly, moderately, and slightly disagree as one item rather than three separate items. Data was originally collected on a 6-point scale ranging from “strongly disagree” to “strongly agree.” Mean and SD (standard deviation) are representative of original data on a 6-point scale.

Table 12 Satisfaction with Availability of Faculty by Academic Unit						
“During my time at UMKC, I was satisfied with the availability of faculty outside of class.”	N	Disagree 1 - 3	Slightly Agree 4	Moderately Agree 5	Strongly Agree 6	Mean (SD)
College of Arts and Sciences	225	15.1%	20.9%	32.9%	31.1%	4.70 (1.26)
Conservatory of Music and Dance	16	18.8%	12.5%	37.5%	31.3%	4.75 (1.24)
School of Biological Sciences	28	10.7%	21.4%	50.0%	17.9%	4.71 (0.98)
Henry W. Bloch School of Management	42	14.3%	19.0%	33.3%	33.3%	4.81 (1.15)
School of Computing and Engineering	33	12.1%	18.2%	36.4%	33.3%	4.88 (1.08)
School of Dentistry	17	5.9%	11.8%	41.2%	41.2%	5.18 (0.88)
School of Education	17	11.8%	29.4%	29.4%	29.4%	4.59 (1.42)
School of Nursing	28	7.1%	0.0%	46.4%	46.4%	5.25 (1.04)
School of Pharmacy	3	0.0%	0.0%	33.3%	66.7%	5.67 (0.58)
University Total	409	13.4%	18.6%	35.7%	32.2%	4.79 (1.19)

Note. “Disagree” = Total of strongly, moderately, and slightly disagree as one item rather than three separate items. Data was originally collected on a 6-point scale ranging from “strongly disagree” to “strongly agree.” Mean and SD (standard deviation) are representative of original data on a 6-point scale.

Table 13 Future Plans		
	N	%
Primary Activity Upon Graduation		
Employment, full time	231	54.4%
Graduate or professional school, full-time	116	27.3%
Employment, part time	18	4.2%
Graduate or professional school, part-time	15	3.5%
Other : (Please specify)	12	2.8%
Traveling	8	1.9%
Completely undecided	7	1.6%
Starting or raising a family	7	1.6%
Additional undergraduate coursework	5	1.2%
Volunteer activity (e.g., Peace Corp)	4	0.9%
Military service	2	0.5%
Secondary Activity Upon Graduation		
Employment, full time	85	20.5%
Graduate or professional school, part-time	67	16.1%
Employment, part time	66	15.9%
Graduate or professional school, full-time	60	14.5%
Starting or raising a family	45	10.8%
Traveling	35	8.4%
Completely undecided	17	4.1%
Volunteer activity (e.g., Peace Corp)	16	3.9%
Additional undergraduate coursework	12	2.9%
Other : (Please specify)	9	2.2%
Military service	3	0.7%
Where Graduates will attend in the future		
Will not attend UMKC	89	33.1%
Will attend UMKC	70	26.0%
Did not specify	53	19.7%
Not sure yet	32	11.9%
Will possibly return to UMKC	25	9.3%

Appendix B

- **Trend Data Charts**

Chart 7:	Overall Experience at UMKC.....	32
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Chart 9:	Level of Satisfaction with Services.....	34

Chart 7 Overall Experience at UMKC

■ 2009 ■ 2010 ■ 2011

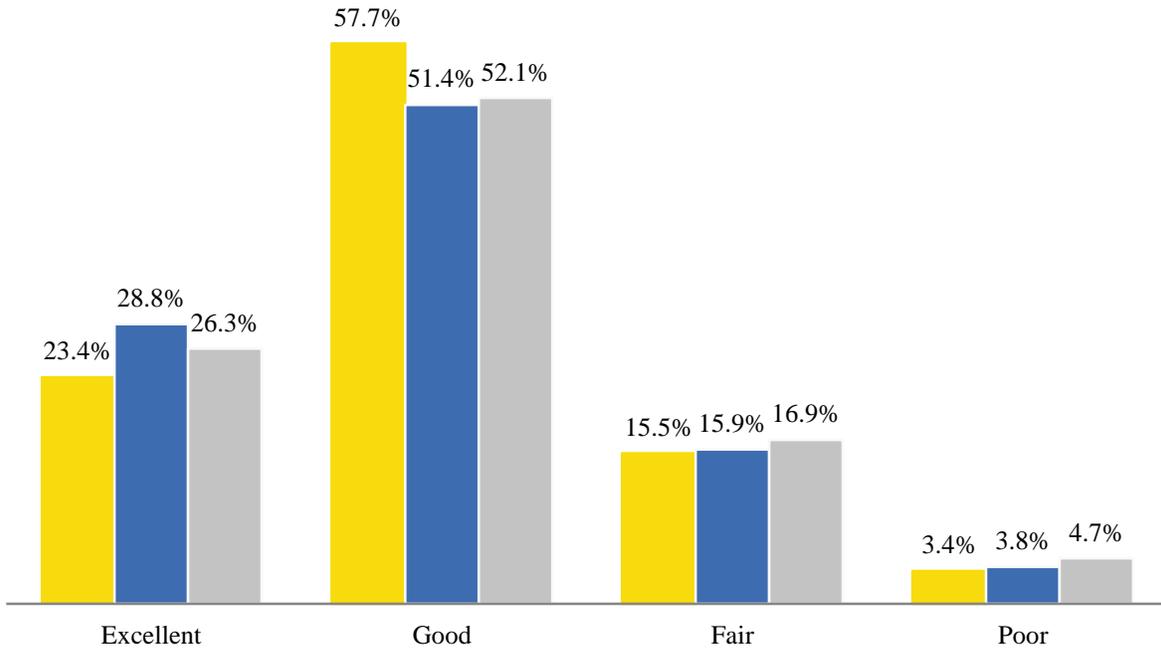


Chart 8 Student Satisfaction Indicators

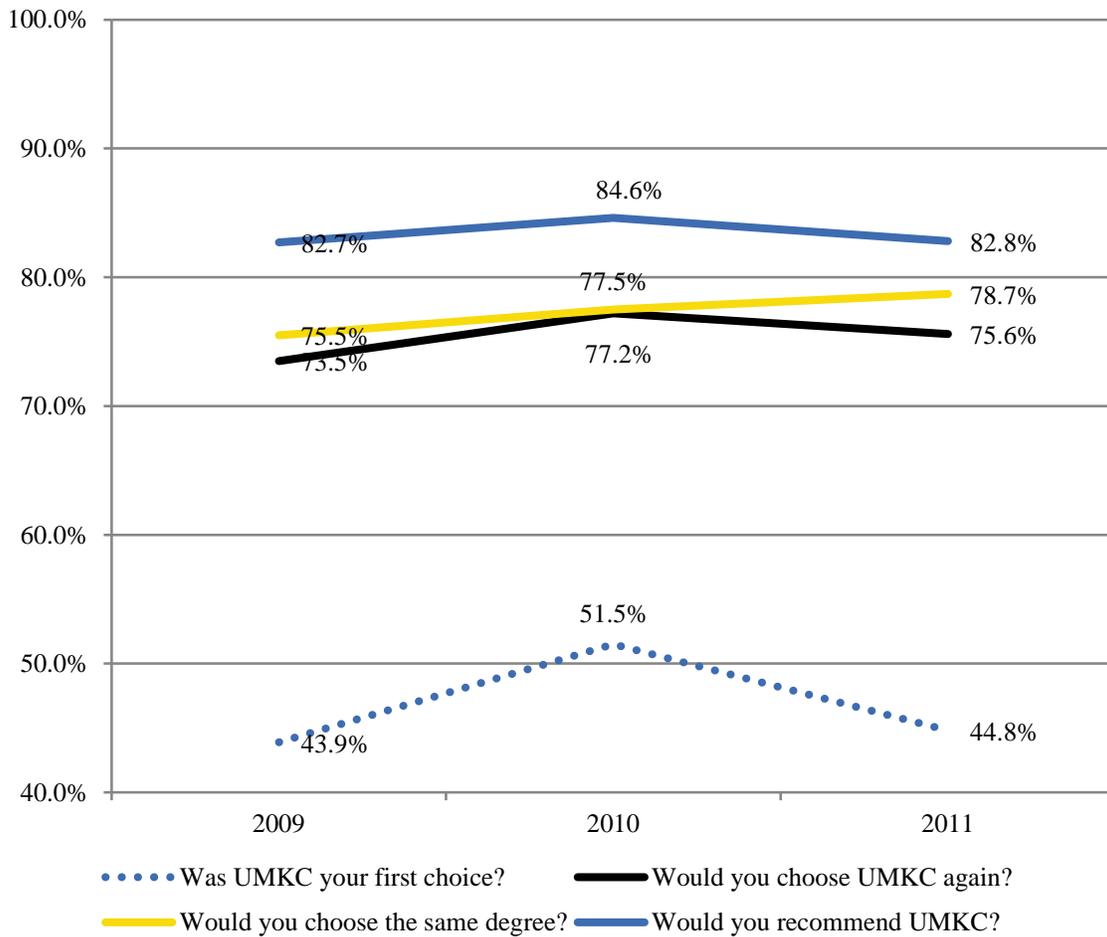
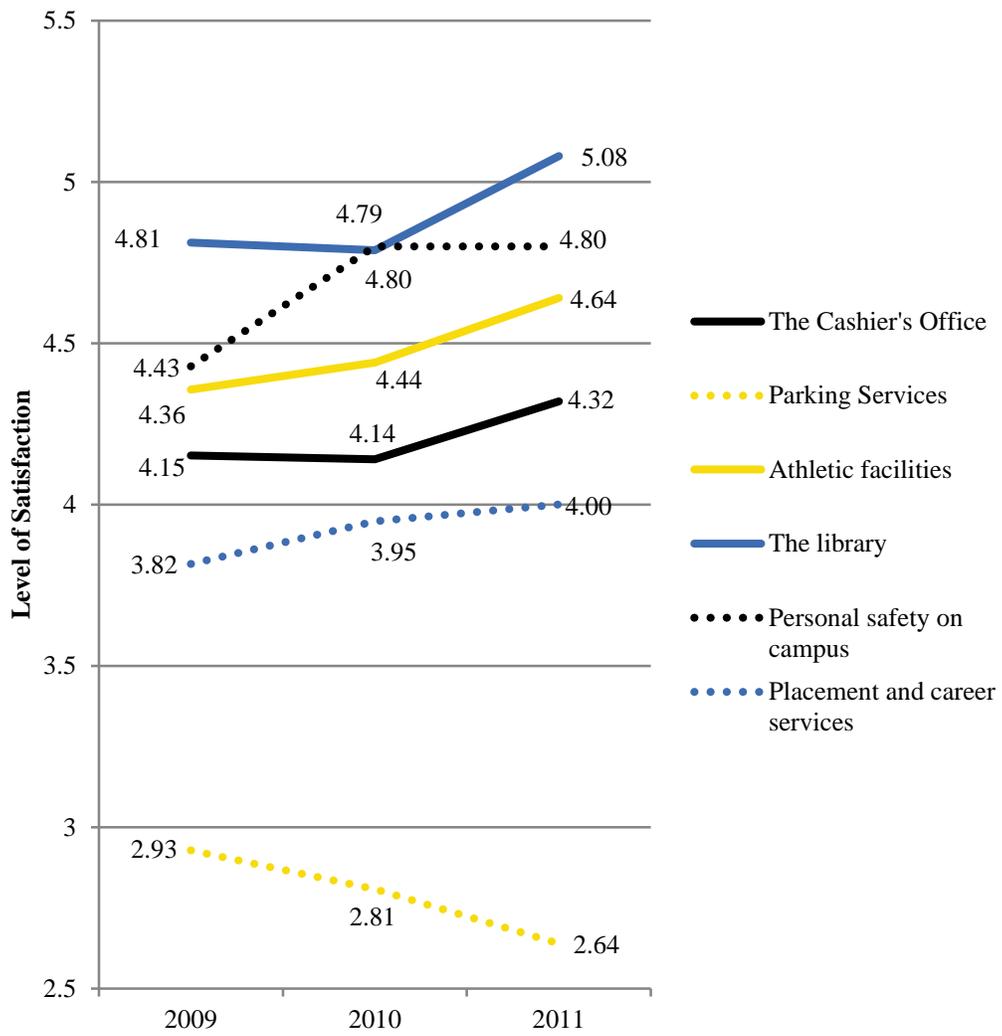


Chart 9 Level of Satisfaction with Services



Appendix C

- **Sample Senior Survey**

UMKC Senior Survey

We would like to hear about your experiences at UMKC. Please take a few minutes to complete this survey as fully and honestly as possible. All responses will be kept strictly confidential and reported as group data only. Thank you for your help.

1. Was UMKC your first choice when you decided to attend college?

- Yes
- No

2. Below are several goals that "typical" students have for their college experiences. Please indicate how much you agree that your experiences at UMKC helped you to accomplish these goals.

- 1 = Strongly Disagree
- 2 = Moderately Disagree
- 3 = Slightly Disagree
- 4 = Slightly Agree
- 5 = Moderately Agree
- 6 = Strongly Agree

"My experiences at UMKC..."

- Broadened my knowledge of arts and humanities
- Improved my ability to communicate orally
- Improved my ability to communicate in writing
- Improved my ability to make ethical decisions
- Expanded my understanding of people and ideas that are different from me
- Assisted me in clarifying the values and goals of my life
- Improved my critical thinking ability
- Improved my ability to use technology in order to obtain information and solve problems
- Increased my ability to see how ideas from different areas of study are related to one another
- Enhanced my desire to contribute to the local and global community

3. In which of these areas do you think you have developed the most during your time at UMKC?

(Open field)

4. Below are several learning opportunities students may have during their college experiences. Please indicate how much you agree that these experiences at UMKC enhanced your college experience. For activities in which you did not participate, selected "N/A."

- 1 = Strongly Disagree
- 2 = Moderately Disagree
- 3 = Slightly Disagree
- 4 = Slightly Agree
- 5 = Moderately Agree
- 6 = Strongly Agree
- 0 = N/A

- Participating in undergraduate research
- Participating in study abroad
- Participating in service learning
- Participating in an internship
- Living in a residence hall

²Participating in an internship/practicum/learning experience

³Participating in community volunteering

⁴Participating in student teaching

⁵Working part-time in a professional position related to your degree

5. Please indicate how much you agree with the following statements about your college experience.

1 = Strongly Disagree

2 = Moderately Disagree

3 = Slightly Disagree

4 = Slightly Agree

5 = Moderately Agree

6 = Strongly Agree

I feel that UMKC provided a welcoming/supportive environment for me as a student.

I feel that UMKC is student-centered.

6. If you could go back, knowing what you know now, would you still select the same degree program?

Yes

No

7. If you could go back, knowing what you know now, would you still choose to attend UMKC?

Yes

No

8. Would you recommend UMKC to a friend or family member?

Yes

No

9. How would you evaluate your overall experience at UMKC?

1 = Poor

2 = Fair

3 = Good

4 = Excellent

10. What is the main thing you have learned or gained by attending UMKC? Why?

(Open field)

11. Please indicate how satisfied you are with each of the following aspects of UMKC. Please respond in terms of the university as a whole, not in terms of your experience in your major department.

"During my time at UMKC, I was satisfied with..."

1 = Strongly Disagree

2 = Moderately Disagree

3 = Slightly Disagree

4 = Slightly Agree

5 = Moderately Agree

6 = Strongly Agree

0 = N/A

The admissions process

Academic advising services

^{2/3/4/5} These items were only included in Spring 2012 administration

The registration process
 Financial aid
 The Cashier's Office
 Parking Services
 Athletic facilities
 The variety of courses
 The content of courses
 The quality of instruction
 The library
 Personal safety on campus
 Placement and career services
 Career preparation
 Availability of faculty outside of class
 Availability of courses when you want to take them
 Availability of computer services

12. The previous question asked you to describe your opinion of various services and programs provided university-wide at UMKC. Some departments also provide these same services. Please mark the response that best describes your level of satisfaction with your experience within your department.

"During my time within my department, I was satisfied with..."

1 = Strongly Disagree
 2 = Moderately Disagree
 3 = Slightly Disagree
 4 = Slightly Agree
 5 = Moderately Agree
 6 = Strongly Agree
 0 = N/A

The admissions process
 Academic advising services
 The variety of courses
 The content of courses
 Quality of instruction
 Placement and career services
 Availability of faculty outside of class
 Availability of courses when you want to take them.

13. What would you say were the primary strengths of the major program you will be completing?
(Open field)

14. What would you say were the primary weaknesses (if any) of the major program you will be completing?
(Open field)

15. Did one or both of your parents graduate from college?
 Yes, mom graduated
 Yes, dad graduated
 Yes, both graduated
 No, neither graduated

16. What is MOST LIKELY to be your PRIMARY activity upon graduation?
 Employment, full time
 Employment, part time
 Graduate or professional school, full-time
 Graduate or professional school, part-time
 Additional undergraduate coursework

Military service
Volunteer activity (e.g., Peace Corp)
Starting or raising a family
Traveling
Completely undecided
Other : (Please specify)

17. What is MOST LIKELY to be your SECONDARY activity upon graduation?

Employment, full time
Employment, part time
Graduate or professional school, full-time
Graduate or professional school, part-time
Additional undergraduate coursework
Military service
Volunteer activity (e.g., Peace Corp)
Starting or raising a family
Traveling
Completely undecided
Other : (Please specify)

18. If you plan to attend graduate school, where do you plan to attend graduate school and what will be your field of study?

(Open field)

19. If you have any comments or concerns that were not addressed in the previous survey items, please share them in the space below.

(Open field)