



## A Profile of Satisfaction at Malone

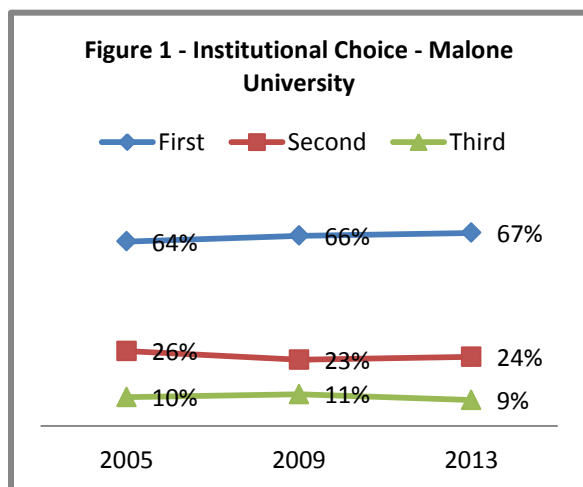
Based Upon Noel-Levitz Student and Parent Satisfaction Inventories (SSI, PSI)

### A. Malone Becoming Institution of First Choice among Students

Malone University is gradually becoming an institution of First Choice for our students as indicated in Chart 1 below.

In 2005, 64% of students considered Malone as their 1<sup>st</sup> choice. This ratio improved to 66% in 2009, and by 2013, there was a 1% increase to 67%.

Figure 1 also indicates that the ratio of students who decided on Malone as their 3<sup>rd</sup> choice decreased from 10% in 2005 to 9% in 2013

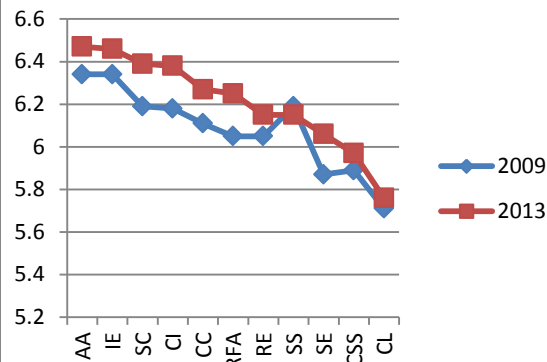


The implication here is that Malone is increasingly becoming “attractive” to potential college applicants.

### B. Malone Able to Meet Increasing Student Expectations with Improved Student Satisfaction

The Importance/Expectations students placed on curricular and non-curricular activities increased at all levels from 2009 to 2013.

**Figure 2 - Importance - 2009 vs. 2013**

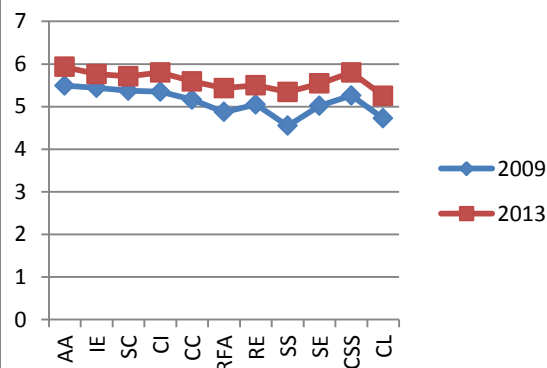


With the exception of Safety & Security (SS), Figure 2 above shows that students placed higher importance (and therefore increasing expectations) on:

*Academic Advising (AA); Instructional Effectiveness (IE); Student Centeredness (SC); Concern for the Individual (CI); Campus Climate (CC); Recruitment & Financial Aid (RFA); Registration Effectiveness (RE); Service Excellence (SE); Campus Support Services (CSS); Campus Life (CL)*

Malone was able to respond adequately to the increasing student expectations, as indicated in Figure 3 below.

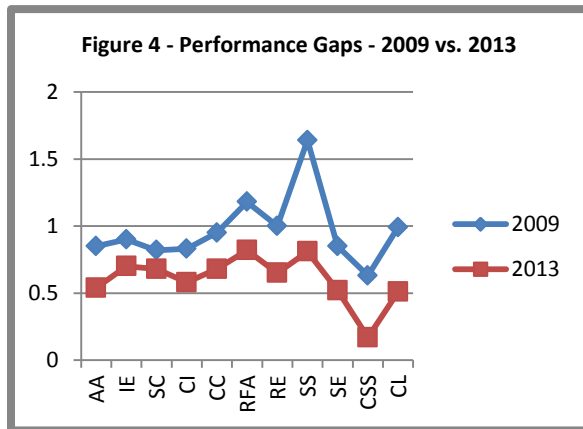
**Figure 3 - Satisfaction - 2009 vs. 2013**



At first glance, it is easy to acknowledge that the levels of Satisfaction in 2013 (in red) are higher than the levels of Satisfaction in 2009 (in blue), in spite of increased Expectations from 2009 to 2013 as demonstrated in Figure 2. What must be noted here is

that increased levels of Satisfaction are prominent on the Campus Support Services and Campus Life scales despite their lower levels of Importance as depicted in Figure 2.

The implication is that Malone is committed to the provision of supportive campus services even while strengthening other areas of greater importance to our students.



Indeed, as indicated in Figure 4 above, the reduction in the gaps between Importance and Satisfaction from 2009 (in blue) to 2013 (in red) attests to demonstrable improvements in all areas of institution/academic-related services at Malone University.

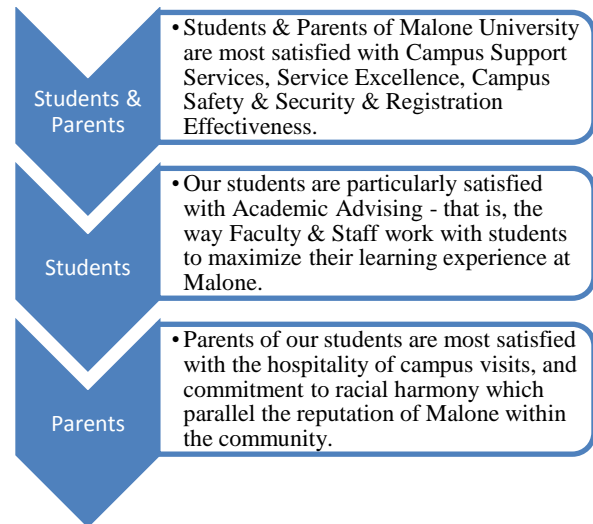
Of note is that even on Safety & Security, a perennial issue for most academic institutions, Malone performed very well as shown by a decrease of 0.83 in the 2 gap scores (1.64-0.81).

On a macro level, Malone University is performing very well to the satisfaction of its major stakeholder: students.

#### C. Malone University Has Relative Strengths Compared to Two Peer Groups

Compared with Council of Christian Colleges & Universities (CCCU) and National Four-Year Private Universities (N4YPU), Malone has demonstrable relative strengths in the satisfaction of both students and parents as shown in Figure 5.

#### Figure 5 – Summary Statement on Malone University Relative Strengths



#### D. Malone Chooses Path of Continuous Improvement

In comparing SSI results from 2009 and 2013, Malone University improved upon all levels of student satisfaction.

Compared with our peers, Malone also demonstrates relative strengths in critical areas of student and parent satisfaction.

While it is appropriate to celebrate these strengths, it is also our commitment to work diligently toward continuous improvement in satisfaction levels of two of our major stakeholders: students and their parents.