

Student Satisfaction with ARC Support Services Survey Response Reports - *Definitions*

ARC's Student Satisfaction with ARC Support Services Survey asks students to select one of the following responses for each of 23 service/support area/programs at ARC.

I don't know what this service/program is **OR** I didn't know ARC had it (coded as 1)

I know what this service/program is but haven't used it at ARC (coded as 2)

I've used this service/program at ARC but was **not** satisfied (coded as 3)

I've used this service/program at ARC and was **somewhat** satisfied (coded as 4)

I've used this service/program at ARC and was **very** satisfied (coded as 5)

Student responses are used in the following way to derive three metrics, student recognition, use, and satisfaction rates.

Recognition Rate is the percent of all respondents that recognize a given support area exists at ARC. Using the coding shown above, it is the sum of responses 2, 3, 4, and 5, divided by the total number of responses (the sum of responses 1, 2, 3, 4, and 5).

Use Rate is the percent of those recognizing a given support area exists at ARC that used the support area at ARC, irrespective of whether they were satisfied. It is the sum of responses 3, 4, and 5, divided by the sum of responses 2, 3, 4, and 5.

Satisfaction Rate is the percent of those using a given support area at ARC that were satisfied with the service/support received. It is the sum of responses 4 and 5, divided by the sum of responses 3, 4, and 5.

Small Cell Size and Statistical Reliability

Rates based on small numbers of respondents (small cell sizes) are inherently "flexible" (i.e., likely to bounce around a bit, or even a lot) from reporting period to reporting period. Such rates are referred to as having low statistical reliability. As an example, say that just 4 Filipino students responded to the survey question about the Admissions and Transitions support area. Let's say that all indicated that they were mostly or very satisfied with the support received. Their satisfaction rate would be 100%. But let's say the following year, four different Filipino students responded to the same question and one or two weren't satisfied. In this instance, the satisfaction rate would fall sharply to 75%, or 50%. That is, the 100% rate based on just four students' responses is statistically unreliable in that there's a reasonably good chance that it will not be reproduced each time the survey is administered.

The upshot is that rates based on small cell sizes should not be used to justify major policy or procedure changes.