

### April 2016 Demographics

<b>Gender</b>	<b>N</b>	<b>%</b>	<b>Current Class Load</b>	<b>N</b>	<b>%</b>
Female	132	56.17%	Full-time	231	98.30%
Male	103	43.83%	Part-time	4	1.70%
Total	235	100.00%	Total	235	100.00%
No Response	14		No Response	14	

  

<b>Age</b>	<b>N</b>	<b>%</b>	<b>Class Level</b>	<b>N</b>	<b>%</b>
18 and under	15	6.33%	Freshman	33	14.04%
19 to 24	211	89.03%	Sophomore	63	26.81%
25 to 34	6	2.53%	Junior	66	28.09%
35 to 44	5	2.11%	Senior	60	25.53%
45 and over	0	0.00%	Special student	2	0.85%
Total	237	100.00%	Graduate/Professional	10	4.26%
No Response	12		Other class level	1	0.43%
			Total	235	100.00%
			No Response	14	

  

<b>Ethnicity/Race</b>	<b>N</b>	<b>%</b>	<b>Current GPA</b>	<b>N</b>	<b>%</b>
Alaskan Native	0	0.00%	No credits earned	0	0.00%
American Indian	3	1.28%	1.99 or below	3	1.27%
Asian	14	5.98%	2.0 - 2.49	10	4.24%
Black/African-American	8	3.42%	2.5 - 2.99	49	20.76%
Hispanic or Latino (and Puerto Rican)	3	1.28%	3.0 - 3.49	88	37.29%
Native Hawaiian or Pacific Islander	0	0.00%	3.5 or above	86	36.44%
White/Caucasian	195	83.33%	Total	236	100.00%
Multi-racial	8	3.42%	No Response	13	
Other race	3	1.28%			
Total	234	100.00%			
No Response	15				

  

<b>Current Enrollment Status</b>	<b>N</b>	<b>%</b>	<b>Educational Goal</b>	<b>N</b>	<b>%</b>
Day	232	98.72%	Associate degree	1	0.43%
Evening	0	0.00%	Bachelor's degree	191	81.28%
Weekend	3	1.28%	Master's degree	24	10.21%
Total	235	100.00%	Doctorate or professional degree	15	6.38%
No Response	14		Certification (initial/renewal)	2	0.85%
			Self-improvement/pleasure	1	0.43%
			Job-related training	0	0.00%
			Other educational goal	1	0.43%
			Total	235	100.00%
			No Response	14	

### April 2016 Demographics

<b>Employment</b>			<b>Plan to Transfer</b>		
	<b>N</b>	<b>%</b>		<b>N</b>	<b>%</b>
Full-time off campus	9	3.83%	Yes I plan to transfer	20	8.66%
Part-time off campus	50	21.28%	No I do not plan to transfer	211	91.34%
Full-time on campus	10	4.26%	Total	231	100.00%
Part-time on campus	96	40.85%	No Response	18	
Not employed	70	29.79%			
Total	235	100.00%			
No Response	14				
<b>Current Residence</b>			<b>Organization Memberships</b>		
	<b>N</b>	<b>%</b>		<b>N</b>	<b>%</b>
Residence hall	151	64.53%	No organization memberships	43	18.14%
Fraternity/Sorority	30	12.82%	One or two organization memberships	98	41.35%
Own house	14	5.98%	Three or four organization memberships	69	29.11%
Rent room or apt off campus	16	6.84%	Five or more organization memberships	27	11.39%
Parent's home	22	9.40%	Total	237	100.00%
Other residence	1	0.43%	No Response	12	
Total	234	100.00%			
No Response	15				
<b>Residence Classification</b>			<b>Tuition Source</b>		
	<b>N</b>	<b>%</b>		<b>N</b>	<b>%</b>
In-state	145	61.44%	Scholarships	55	23.71%
Out-of-state	80	33.90%	Financial aid	79	34.05%
International (not U.S. citizen)	11	4.66%	Family contributions	59	25.43%
Total	236	100.00%	Self support	27	11.64%
No Response	13		Other tuition source	12	5.17%
			Total	232	100.00%
			No Response	17	
<b>Institution Was My</b>			<b>Institution Question</b>		
	<b>N</b>	<b>%</b>		<b>N</b>	<b>%</b>
1st choice	152	64.68%	Campus item - Answer 1	0	0%
2nd choice	56	23.83%	Campus item - Answer 2	0	0%
3rd choice or lower	27	11.49%	Campus item - Answer 3	0	0%
Total	235	100.00%	Campus item - Answer 4	0	0%
No Response	14		Campus item - Answer 5	0	0%
			Campus item - Answer 6	0	0%
			Total	0	100.00%
			No Response	249	
<b>Did Transfer Here</b>					
	<b>N</b>	<b>%</b>			
Yes transferred here	16	6.78%			
No did not transfer here	220	93.22%			
Total	236	100.00%			
No Response	13				

## April 2016 Demographics

<b>Institution Question 2</b>	<b>N</b>	<b>%</b>
Campus item 2 - Answer 1	0	0%
Campus item 2 - Answer 2	0	0%
Campus item 2 - Answer 3	0	0%
Campus item 2 - Answer 4	0	0%
Campus item 2 - Answer 5	0	0%
Campus item 2 - Answer 6	0	0%
Total	0	100.00%
No Response	249	

## May 2012 Demographics

<b>Gender</b>	<b>N</b>	<b>%</b>	<b>Current Class Load</b>	<b>N</b>	<b>%</b>
Female	239	60.66%	Full-time	373	95.64%
Male	155	39.34%	Part-time	17	4.36%
Total	394	100.00%	Total	390	100.00%
No Response	6		No Response	10	
<b>Age</b>	<b>N</b>	<b>%</b>	<b>Class Level</b>	<b>N</b>	<b>%</b>
18 and under	19	4.80%	Freshman	65	16.58%
19 to 24	351	88.64%	Sophomore	101	25.77%
25 to 34	17	4.29%	Junior	80	20.41%
35 to 44	4	1.01%	Senior	122	31.12%
45 and over	5	1.26%	Special student	2	0.51%
Total	396	100.00%	Graduate/Professional	16	4.08%
No Response	4		Other class level	6	1.53%
<b>Ethnicity/Race</b>	<b>N</b>	<b>%</b>	Total	392	100.00%
Alaskan Native	1	0.25%	No Response	8	
American Indian	1	0.25%	<b>Current GPA</b>	<b>N</b>	<b>%</b>
Asian	28	7.07%	No credits earned	3	0.77%
Black/African-American	17	4.29%	1.99 or below	6	1.53%
Hispanic or Latino (and Puerto Rican)	9	2.27%	2.0 - 2.49	22	5.63%
Native Hawaiian or Pacific Islander	2	0.51%	2.5 - 2.99	70	17.90%
White/Caucasian	330	83.33%	3.0 - 3.49	126	32.23%
Multi-racial	5	1.26%	3.5 or above	164	41.94%
Other race	3	0.76%	Total	391	100.00%
Total	396	100.00%	No Response	9	
No Response	4		<b>Educational Goal</b>	<b>N</b>	<b>%</b>
<b>Current Enrollment Status</b>	<b>N</b>	<b>%</b>	Associate degree	4	1.02%
Day	382	97.45%	Bachelor's degree	291	74.23%
Evening	7	1.79%	Master's degree	56	14.29%
Weekend	3	0.77%	Doctorate or professional degree	34	8.67%
Total	392	100.00%	Certification (initial/renewal)	0	0.00%
No Response	8		Self-improvement/pleasure	4	1.02%
			Job-related training	2	0.51%
			Other educational goal	1	0.26%
			Total	392	100.00%
			No Response	8	

### May 2012 Demographics

<b>Employment</b>	<b>N</b>	<b>%</b>
Full-time off campus	14	3.59%
Part-time off campus	77	19.74%
Full-time on campus	26	6.67%
Part-time on campus	146	37.44%
Not employed	127	32.56%
Total	390	100.00%
No Response	10	

  

<b>Current Residence</b>	<b>N</b>	<b>%</b>
Residence hall	255	66.23%
Fraternity/Sorority	54	14.03%
Own house	17	4.42%
Rent room or apt off campus	28	7.27%
Parent's home	23	5.97%
Other residence	8	2.08%
Total	385	100.00%
No Response	15	

  

<b>Residence Classification</b>	<b>N</b>	<b>%</b>
In-state	243	62.15%
Out-of-state	126	32.23%
International (not U.S. citizen)	22	5.63%
Total	391	100.00%
No Response	9	

  

<b>Institution Was My</b>	<b>N</b>	<b>%</b>
1st choice	267	68.11%
2nd choice	87	22.19%
3rd choice or lower	38	9.69%
Total	392	100.00%
No Response	8	

  

<b>Did Transfer Here</b>	<b>N</b>	<b>%</b>
Yes transferred here	39	10.08%
No did not transfer here	348	89.92%
Total	387	100.00%
No Response	13	

<b>Plan to Transfer</b>	<b>N</b>	<b>%</b>
Yes I plan to transfer	19	4.91%
No I do not plan to transfer	368	95.09%
Total	387	100.00%
No Response	13	

  

<b>Organization Memberships</b>	<b>N</b>	<b>%</b>
No organization memberships	61	15.64%
One or two organization memberships	157	40.26%
Three or four organization memberships	117	30.00%
Five or more organization memberships	55	14.10%
Total	390	100.00%
No Response	10	

  

<b>Tuition Source</b>	<b>N</b>	<b>%</b>
Scholarships	113	28.83%
Financial aid	132	33.67%
Family contributions	94	23.98%
Self support	36	9.18%
Other tuition source	17	4.34%
Total	392	100.00%
No Response	8	

  

<b>Institution Question</b>	<b>N</b>	<b>%</b>
Campus item - Answer 1	0	0%
Campus item - Answer 2	0	0%
Campus item - Answer 3	0	0%
Campus item - Answer 4	0	0%
Campus item - Answer 5	0	0%
Campus item - Answer 6	0	0%
Total	0	100.00%
No Response	400	

## May 2012 Demographics

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<b>Institution Question 2</b>	<b>N</b>	<b>%</b>
Campus item 2 - Answer 1	0	0%
Campus item 2 - Answer 2	0	0%
Campus item 2 - Answer 3	0	0%
Campus item 2 - Answer 4	0	0%
Campus item 2 - Answer 5	0	0%
Campus item 2 - Answer 6	0	0%
Total	0	100.00%
No Response	400	

## **Strategic Planning Overview**

### **Strengths and Challenges**

#### **Strengths**

- 36. The quality of instruction I receive in most of my classes is excellent.
- 4. The content of the courses within my major is valuable.
- 3. The campus is safe and secure for all students.
- 21. My academic advisor is knowledgeable about requirements in my major.
- 40. Faculty are usually available to students outside of class (during office hours, by phone or by e-mail).
- 28. Security staff respond quickly to calls for assistance.
- 16. My academic advisor is available when I need help.
- 44. On the whole, the campus is well-maintained.
- 10. My academic advisor helps me set goals to work toward.

#### **Challenges**

- 41. Tuition paid is a worthwhile investment.
- 23. I am able to register for classes I need with few conflicts.
- 17. There are sufficient courses within my program of study available each term.
- 14. Faculty are fair and unbiased in their treatment of individual students.
- 13. Living conditions in the residence halls are comfortable.
- 35. I seldom get the "run-around" when seeking information on this campus.
- 30. There is an adequate selection of food available on campus.
- 45. Student activity fees are put to good use.

## **Strategic Planning Overview Trends**

### **Higher Satisfaction vs. May 2012**

3. The campus is safe and secure for all students.
28. Security staff respond quickly to calls for assistance.
1. The campus staff are caring and helpful.



**Institutional Summary**  
**Scales: In Order of Importance**

Scale	April 2016			May 2012			Mean Difference
	Importance	Satisfaction / SD	Performance Gap	Importance	Satisfaction / SD	Performance Gap	
Instructional Effectiveness	6.32	5.52 / 0.96	0.80	6.29	5.37 / 1.03	0.92	0.15
Academic Advising Effectiveness	6.24	5.85 / 1.09	0.39	6.30	5.82 / 0.98	0.48	0.03
Registration Effectiveness	6.22	4.81 / 1.18	1.41	6.21	4.86 / 1.19	1.35	-0.05
Student Centeredness	6.20	5.06 / 1.21	1.14	6.31	4.90 / 1.32	1.41	0.16
Campus Climate	6.14	5.13 / 1.10	1.01	6.21	5.02 / 1.15	1.19	0.11
Safety and Security	6.14	5.08 / 1.10	1.06	6.12	4.80 / 1.13	1.32	0.28 **
Campus Life	6.00	4.33 / 1.36	1.67	6.13	4.20 / 1.40	1.93	0.13
Recruitment and Financial Aid Effectiveness	6.00	4.88 / 1.26	1.12	6.02	4.92 / 1.26	1.10	-0.04
Campus Services	5.97	5.61 / 0.96	0.36	5.94	5.47 / 0.98	0.47	0.14

\* Difference statistically significant at the .05 level  
 \*\* Difference statistically significant at the .01 level  
 \*\*\* Difference statistically significant at the .001 level

**Institutional Summary**  
**Items: In Order of Importance**

Item	April 2016			May 2012			Mean Difference
	Importance	Satisfaction / SD	Performance Gap	Importance	Satisfaction / SD	Performance Gap	
36. The quality of instruction I receive in most of my classes is excellent.	6.65	5.72 / 1.32	0.93	6.54	5.54 / 1.30	1.00	0.18
4. The content of the courses within my major is valuable.	6.61	5.71 / 1.33	0.90	6.61	5.54 / 1.45	1.07	0.17
41. Tuition paid is a worthwhile investment.	6.60	4.31 / 1.73	2.29	6.51	4.30 / 1.83	2.21	0.01
23. I am able to register for classes I need with few conflicts.	6.57	5.04 / 1.70	1.53	6.44	5.00 / 1.65	1.44	0.04
17. There are sufficient courses within my program of study available each term.	6.48	5.11 / 1.71	1.37	6.49	5.05 / 1.64	1.44	0.06
24. I receive the help I need to apply my academic major to my career goals.	6.48	5.63 / 1.47	0.85	6.41	5.46 / 1.50	0.95	0.17
3. The campus is safe and secure for all students.	6.47	6.18 / 1.05	0.29	6.43	5.75 / 1.29	0.68	0.43 ***
21. My academic advisor is knowledgeable about requirements in my major.	6.46	6.28 / 1.18	0.18	6.52	6.25 / 1.11	0.27	0.03
40. Faculty are usually available to students outside of class (during office hours, by phone or by e-mail).	6.45	6.06 / 1.25	0.39	6.35	5.93 / 1.24	0.42	0.13
14. Faculty are fair and unbiased in their treatment of individual students.	6.42	5.08 / 1.55	1.34	6.44	4.91 / 1.77	1.53	0.17
59. Future career opportunities as factor in decision to enroll.	6.38			6.04			
57. Financial assistance as factor in decision to enroll.	6.37			6.34			
32. Faculty provide timely feedback about my academic progress.	6.36	5.36 / 1.38	1.00	6.26	5.24 / 1.51	1.02	0.12
13. Living conditions in the residence halls are comfortable.	6.35	4.61 / 1.75	1.74	6.42	4.41 / 1.64	2.01	0.20
28. Security staff respond quickly to calls for assistance.	6.34	6.10 / 1.31	0.24	6.29	5.64 / 1.54	0.65	0.46 ***

\* Difference statistically significant at the .05 level  
 \*\* Difference statistically significant at the .01 level  
 \*\*\* Difference statistically significant at the .001 level

### Institutional Summary Items: In Order of Importance

Item	April 2016			May 2012			Mean Difference
	Importance	Satisfaction / SD	Performance Gap	Importance	Satisfaction / SD	Performance Gap	
1. The campus staff are caring and helpful.	6.32	5.58 / 1.19	0.74	6.42	5.31 / 1.35	1.11	0.27 **
8. Financial aid awards are announced in time to be helpful in college planning.	6.31	5.14 / 1.48	1.17	6.30	5.03 / 1.64	1.27	0.11
16. My academic advisor is available when I need help.	6.30	6.08 / 1.29	0.22	6.41	6.10 / 1.21	0.31	-0.02
31. Students are made to feel welcome here.	6.27	5.30 / 1.54	0.97	6.39	5.21 / 1.61	1.18	0.09
25. I am able to take care of college-related business at times that are convenient for me.	6.22	5.12 / 1.52	1.10	6.11	5.00 / 1.56	1.11	0.12
54. Campus item: I was given assistance in developing my 2 or 4 year academic plan for graduation.	6.22	5.00 / 1.96	1.22	6.15	4.93 / 1.90	1.22	0.07
35. I seldom get the "run-around" when seeking information on this campus.	6.21	4.53 / 1.88	1.68	6.24	4.38 / 1.87	1.86	0.15
44. On the whole, the campus is well-maintained.	6.19	5.81 / 1.41	0.38	6.15	5.80 / 1.36	0.35	0.01
58. Academic reputation as factor in decision to enroll.	6.19			5.99			
22. This campus provides online access to services I need.	6.17	5.47 / 1.38	0.70	6.23	5.41 / 1.49	0.82	0.06
30. There is an adequate selection of food available on campus.	6.16	3.36 / 1.84	2.80	6.34	3.50 / 1.99	2.84	-0.14
34. There are adequate services to help me decide upon a career.	6.16	5.33 / 1.47	0.83	6.06	5.32 / 1.53	0.74	0.01
10. My academic advisor helps me set goals to work toward.	6.14	5.81 / 1.39	0.33	6.21	5.78 / 1.49	0.43	0.03
49. Campus item: There are sufficient opportunities for experiential learning (study abroad, internships, service learning, etc.).	6.14	5.62 / 1.47	0.52	6.14	5.77 / 1.40	0.37	-0.15
45. Student activity fees are put to good use.	6.13	4.36 / 1.83	1.77	6.16	4.05 / 1.89	2.11	0.31

\* Difference statistically significant at the .05 level  
 \*\* Difference statistically significant at the .01 level  
 \*\*\* Difference statistically significant at the .001 level

### Institutional Summary Items: In Order of Importance

Item	April 2016			May 2012			Mean Difference
	Importance	Satisfaction / SD	Performance Gap	Importance	Satisfaction / SD	Performance Gap	
42. Students are free to express their ideas on this campus.	6.12	5.16 / 1.64	0.96	6.18	4.97 / 1.71	1.21	0.19
6. Billing policies are reasonable.	6.11	4.39 / 1.57	1.72	6.13	4.42 / 1.68	1.71	-0.03
27. This institution helps me identify resources to finance my education.	6.07	4.39 / 1.81	1.68	6.09	4.38 / 1.78	1.71	0.01
9. Library resources and services are adequate.	6.03	5.85 / 1.25	0.18	6.06	5.70 / 1.31	0.36	0.15
38. I receive ongoing feedback about progress toward my academic goals.	6.03	5.21 / 1.51	0.82	6.06	5.14 / 1.36	0.92	0.07
5. Administrators are available to hear students' concerns.	6.02	4.80 / 1.61	1.22	6.19	4.68 / 1.76	1.51	0.12
2. Registration processes and procedures are convenient.	6.00	4.72 / 1.54	1.28	6.17	5.00 / 1.45	1.17	-0.28 *
33. Admissions counselors accurately portray the campus in their recruiting practices.	6.00	4.77 / 1.68	1.23	6.10	4.98 / 1.68	1.12	-0.21
52. Campus item: There is a good variety of extra-curricular and co-curricular opportunities on campus.	6.00	5.50 / 1.50	0.50	6.11	5.60 / 1.42	0.51	-0.10
56. Cost as factor in decision to enroll.	5.99			5.98			
48. Campus item: Academic support services (ARC, Writing Center, etc.) are readily accessible when needed.	5.97	6.01 / 1.30	-0.04	5.74	5.74 / 1.26	0.00	0.27 *
12. The amount of student parking space on campus is adequate.	5.96	3.07 / 1.80	2.89	5.98	2.91 / 1.82	3.07	0.16
39. Student disciplinary procedures are fair.	5.96	4.99 / 1.77	0.97	6.18	4.38 / 1.98	1.80	0.61 ***
43. Mentors are available to guide my life and career goals.	5.90	5.29 / 1.51	0.61	5.78	5.19 / 1.52	0.59	0.10
11. Financial aid counseling is available if I need it.	5.84	4.91 / 1.55	0.93	5.98	5.00 / 1.63	0.98	-0.09

\* Difference statistically significant at the .05 level  
 \*\* Difference statistically significant at the .01 level  
 \*\*\* Difference statistically significant at the .001 level

### Institutional Summary Items: In Order of Importance

Item	April 2016			May 2012			Mean Difference
	Importance	Satisfaction / SD	Performance Gap	Importance	Satisfaction / SD	Performance Gap	
18. Parking lots are well-lighted and secure.	5.80	5.11 / 1.67	0.69	5.74	4.89 / 1.60	0.85	0.22
53. Campus item: The purpose of a Liberal Arts education is clearly articulated at Marietta College.	5.80	5.06 / 1.69	0.74	5.78	5.35 / 1.66	0.43	-0.29 *
15. Computer labs are adequate and accessible.	5.79	5.57 / 1.41	0.22	5.93	5.53 / 1.38	0.40	0.04
7. Admissions staff provide personalized attention prior to enrollment.	5.76	5.16 / 1.56	0.60	5.64	5.19 / 1.58	0.45	-0.03
26. Counseling services are available if I need them.	5.69	5.84 / 1.32	-0.15	5.49	5.72 / 1.28	-0.23	0.12
50. Campus item: New Student Orientation helped me with my transition to Marietta College.	5.66	4.45 / 1.90	1.21	5.56	4.73 / 1.82	0.83	-0.28
20. Tutoring services are readily available.	5.53	5.89 / 1.27	-0.36	5.45	5.47 / 1.36	-0.02	0.42 ***
51. Campus item: My FYE/FYSE course helped me with my transition to Marietta College.	5.53	4.37 / 2.07	1.16	5.51	4.82 / 1.95	0.69	-0.45 **
63. Campus visits as factor in decision to enroll.	5.48			5.76			
46. Campus item: General Education requirements are a valuable part of my Marietta College education.	5.45	4.71 / 1.90	0.74	5.43	4.62 / 1.88	0.81	0.09
19. Residence hall staff are concerned about me as an individual.	5.34	4.52 / 1.75	0.82	5.53	4.74 / 1.69	0.79	-0.22
60. Personal recommendations as factor in decision to enroll.	5.28			5.22			
29. Faculty use a variety of technology and media in the classroom.	5.27	5.64 / 1.25	-0.37	5.33	5.38 / 1.36	-0.05	0.26 *
37. There is a strong commitment to diversity on this campus.	5.19	4.89 / 1.69	0.30	5.55	4.99 / 1.60	0.56	-0.10
61. Distance from campus as factor in decision to enroll.	5.15			5.03			

\* Difference statistically significant at the .05 level  
 \*\* Difference statistically significant at the .01 level  
 \*\*\* Difference statistically significant at the .001 level

**Institutional Summary**  
**Items: In Order of Importance**

Item	April 2016			May 2012			Mean Difference
	Importance	Satisfaction / SD	Performance Gap	Importance	Satisfaction / SD	Performance Gap	
62. Information on the campus Web site as factor in decision to enroll.	4.66			4.74			
47. Campus item: My freshman year common reading contributed to my preparation to begin college level work.	4.33	2.97 / 2.01	1.36	4.41	3.69 / 2.08	0.72	-0.72 ***
55. Campus item 10							

\* Difference statistically significant at the .05 level  
 \*\* Difference statistically significant at the .01 level  
 \*\*\* Difference statistically significant at the .001 level

### Institutional Summary

Scales: In Order With Items That Make Up the Scale - Academic Advising Effectiveness

Scale/Item	April 2016			May 2012			Mean Difference
	Importance	Satisfaction / SD	Performance Gap	Importance	Satisfaction / SD	Performance Gap	
<b>ACADEMIC ADVISING EFFECTIVENESS</b>	6.24	5.85 / 1.09	0.39	6.30	5.82 / 0.98	0.48	0.03
10. My academic advisor helps me set goals to work toward.	6.14	5.81 / 1.39	0.33	6.21	5.78 / 1.49	0.43	0.03
16. My academic advisor is available when I need help.	6.30	6.08 / 1.29	0.22	6.41	6.10 / 1.21	0.31	-0.02
21. My academic advisor is knowledgeable about requirements in my major.	6.46	6.28 / 1.18	0.18	6.52	6.25 / 1.11	0.27	0.03
38. I receive ongoing feedback about progress toward my academic goals.	6.03	5.21 / 1.51	0.82	6.06	5.14 / 1.36	0.92	0.07

\* Difference statistically significant at the .05 level  
 \*\* Difference statistically significant at the .01 level  
 \*\*\* Difference statistically significant at the .001 level

### Institutional Summary

**Scales: In Order With Items That Make Up the Scale - Campus Climate**

Scale/Item	April 2016			May 2012			Mean Difference
	Importance	Satisfaction / SD	Performance Gap	Importance	Satisfaction / SD	Performance Gap	
<b>CAMPUS CLIMATE</b>	6.14	5.13 / 1.10	1.01	6.21	5.02 / 1.15	1.19	0.11
3. The campus is safe and secure for all students.	6.47	6.18 / 1.05	0.29	6.43	5.75 / 1.29	0.68	0.43 ***
5. Administrators are available to hear students' concerns.	6.02	4.80 / 1.61	1.22	6.19	4.68 / 1.76	1.51	0.12
31. Students are made to feel welcome here.	6.27	5.30 / 1.54	0.97	6.39	5.21 / 1.61	1.18	0.09
35. I seldom get the "run-around" when seeking information on this campus.	6.21	4.53 / 1.88	1.68	6.24	4.38 / 1.87	1.86	0.15
37. There is a strong commitment to diversity on this campus.	5.19	4.89 / 1.69	0.30	5.55	4.99 / 1.60	0.56	-0.10
41. Tuition paid is a worthwhile investment.	6.60	4.31 / 1.73	2.29	6.51	4.30 / 1.83	2.21	0.01
42. Students are free to express their ideas on this campus.	6.12	5.16 / 1.64	0.96	6.18	4.97 / 1.71	1.21	0.19
44. On the whole, the campus is well-maintained.	6.19	5.81 / 1.41	0.38	6.15	5.80 / 1.36	0.35	0.01

\* Difference statistically significant at the .05 level  
 \*\* Difference statistically significant at the .01 level  
 \*\*\* Difference statistically significant at the .001 level



**Institutional Summary**

**Scales: In Order With Items That Make Up the Scale - Campus Life**

Scale/Item	April 2016			May 2012			Mean Difference
	Importance	Satisfaction / SD	Performance Gap	Importance	Satisfaction / SD	Performance Gap	
<b>CAMPUS LIFE</b>	6.00	4.33 / 1.36	1.67	6.13	4.20 / 1.40	1.93	0.13
13. Living conditions in the residence halls are comfortable.	6.35	4.61 / 1.75	1.74	6.42	4.41 / 1.64	2.01	0.20
19. Residence hall staff are concerned about me as an individual.	5.34	4.52 / 1.75	0.82	5.53	4.74 / 1.69	0.79	-0.22
30. There is an adequate selection of food available on campus.	6.16	3.36 / 1.84	2.80	6.34	3.50 / 1.99	2.84	-0.14
39. Student disciplinary procedures are fair.	5.96	4.99 / 1.77	0.97	6.18	4.38 / 1.98	1.80	0.61 ***
45. Student activity fees are put to good use.	6.13	4.36 / 1.83	1.77	6.16	4.05 / 1.89	2.11	0.31

\* Difference statistically significant at the .05 level  
 \*\* Difference statistically significant at the .01 level  
 \*\*\* Difference statistically significant at the .001 level

### Institutional Summary

**Scales: In Order With Items That Make Up the Scale - Campus Services**

Scale/Item	April 2016			May 2012			Mean Difference
	Importance	Satisfaction / SD	Performance Gap	Importance	Satisfaction / SD	Performance Gap	
<b>CAMPUS SERVICES</b>	5.97	5.61 / 0.96	0.36	5.94	5.47 / 0.98	0.47	0.14
9. Library resources and services are adequate.	6.03	5.85 / 1.25	0.18	6.06	5.70 / 1.31	0.36	0.15
15. Computer labs are adequate and accessible.	5.79	5.57 / 1.41	0.22	5.93	5.53 / 1.38	0.40	0.04
20. Tutoring services are readily available.	5.53	5.89 / 1.27	-0.36	5.45	5.47 / 1.36	-0.02	0.42 ***
22. This campus provides online access to services I need.	6.17	5.47 / 1.38	0.70	6.23	5.41 / 1.49	0.82	0.06
24. I receive the help I need to apply my academic major to my career goals.	6.48	5.63 / 1.47	0.85	6.41	5.46 / 1.50	0.95	0.17
26. Counseling services are available if I need them.	5.69	5.84 / 1.32	-0.15	5.49	5.72 / 1.28	-0.23	0.12
34. There are adequate services to help me decide upon a career.	6.16	5.33 / 1.47	0.83	6.06	5.32 / 1.53	0.74	0.01
43. Mentors are available to guide my life and career goals.	5.90	5.29 / 1.51	0.61	5.78	5.19 / 1.52	0.59	0.10

\* Difference statistically significant at the .05 level  
 \*\* Difference statistically significant at the .01 level  
 \*\*\* Difference statistically significant at the .001 level

### Institutional Summary

**Scales: In Order With Items That Make Up the Scale - Instructional Effectiveness**

Scale/Item	April 2016			May 2012			Mean Difference
	Importance	Satisfaction / SD	Performance Gap	Importance	Satisfaction / SD	Performance Gap	
<b>INSTRUCTIONAL EFFECTIVENESS</b>	6.32	5.52 / 0.96	0.80	6.29	5.37 / 1.03	0.92	0.15
4. The content of the courses within my major is valuable.	6.61	5.71 / 1.33	0.90	6.61	5.54 / 1.45	1.07	0.17
14. Faculty are fair and unbiased in their treatment of individual students.	6.42	5.08 / 1.55	1.34	6.44	4.91 / 1.77	1.53	0.17
17. There are sufficient courses within my program of study available each term.	6.48	5.11 / 1.71	1.37	6.49	5.05 / 1.64	1.44	0.06
29. Faculty use a variety of technology and media in the classroom.	5.27	5.64 / 1.25	-0.37	5.33	5.38 / 1.36	-0.05	0.26 *
32. Faculty provide timely feedback about my academic progress.	6.36	5.36 / 1.38	1.00	6.26	5.24 / 1.51	1.02	0.12
36. The quality of instruction I receive in most of my classes is excellent.	6.65	5.72 / 1.32	0.93	6.54	5.54 / 1.30	1.00	0.18
40. Faculty are usually available to students outside of class (during office hours, by phone or by e-mail).	6.45	6.06 / 1.25	0.39	6.35	5.93 / 1.24	0.42	0.13

\* Difference statistically significant at the .05 level  
 \*\* Difference statistically significant at the .01 level  
 \*\*\* Difference statistically significant at the .001 level

### Institutional Summary

Scales: In Order With Items That Make Up the Scale - Recruitment and Financial Aid Effectiveness

Scale/Item	April 2016			May 2012			Mean Difference
	Importance	Satisfaction / SD	Performance Gap	Importance	Satisfaction / SD	Performance Gap	
<b>RECRUITMENT AND FINANCIAL AID EFFECTIVENESS</b>	6.00	4.88 / 1.26	1.12	6.02	4.92 / 1.26	1.10	-0.04
7. Admissions staff provide personalized attention prior to enrollment.	5.76	5.16 / 1.56	0.60	5.64	5.19 / 1.58	0.45	-0.03
8. Financial aid awards are announced in time to be helpful in college planning.	6.31	5.14 / 1.48	1.17	6.30	5.03 / 1.64	1.27	0.11
11. Financial aid counseling is available if I need it.	5.84	4.91 / 1.55	0.93	5.98	5.00 / 1.63	0.98	-0.09
27. This institution helps me identify resources to finance my education.	6.07	4.39 / 1.81	1.68	6.09	4.38 / 1.78	1.71	0.01
33. Admissions counselors accurately portray the campus in their recruiting practices.	6.00	4.77 / 1.68	1.23	6.10	4.98 / 1.68	1.12	-0.21

\* Difference statistically significant at the .05 level  
 \*\* Difference statistically significant at the .01 level  
 \*\*\* Difference statistically significant at the .001 level

### Institutional Summary

**Scales: In Order With Items That Make Up the Scale - Registration Effectiveness**

Scale/Item	April 2016			May 2012			Mean Difference
	Importance	Satisfaction / SD	Performance Gap	Importance	Satisfaction / SD	Performance Gap	
<b>REGISTRATION EFFECTIVENESS</b>	6.22	4.81 / 1.18	1.41	6.21	4.86 / 1.19	1.35	-0.05
2. Registration processes and procedures are convenient.	6.00	4.72 / 1.54	1.28	6.17	5.00 / 1.45	1.17	-0.28 *
6. Billing policies are reasonable.	6.11	4.39 / 1.57	1.72	6.13	4.42 / 1.68	1.71	-0.03
23. I am able to register for classes I need with few conflicts.	6.57	5.04 / 1.70	1.53	6.44	5.00 / 1.65	1.44	0.04
25. I am able to take care of college-related business at times that are convenient for me.	6.22	5.12 / 1.52	1.10	6.11	5.00 / 1.56	1.11	0.12

\* Difference statistically significant at the .05 level  
 \*\* Difference statistically significant at the .01 level  
 \*\*\* Difference statistically significant at the .001 level

**Institutional Summary**

**Scales: In Order With Items That Make Up the Scale - Safety and Security**

Scale/Item	April 2016			May 2012			Mean Difference
	Importance	Satisfaction / SD	Performance Gap	Importance	Satisfaction / SD	Performance Gap	
<b>SAFETY AND SECURITY</b>	6.14	5.08 / 1.10	1.06	6.12	4.80 / 1.13	1.32	0.28 **
3. The campus is safe and secure for all students.	6.47	6.18 / 1.05	0.29	6.43	5.75 / 1.29	0.68	0.43 ***
12. The amount of student parking space on campus is adequate.	5.96	3.07 / 1.80	2.89	5.98	2.91 / 1.82	3.07	0.16
18. Parking lots are well-lighted and secure.	5.80	5.11 / 1.67	0.69	5.74	4.89 / 1.60	0.85	0.22
28. Security staff respond quickly to calls for assistance.	6.34	6.10 / 1.31	0.24	6.29	5.64 / 1.54	0.65	0.46 ***

\* Difference statistically significant at the .05 level  
 \*\* Difference statistically significant at the .01 level  
 \*\*\* Difference statistically significant at the .001 level

### Institutional Summary

Scales: In Order With Items That Make Up the Scale - Student Centeredness

Scale/Item	April 2016			May 2012			Mean Difference
	Importance	Satisfaction / SD	Performance Gap	Importance	Satisfaction / SD	Performance Gap	
<b>STUDENT CENTEREDNESS</b>	6.20	5.06 / 1.21	1.14	6.31	4.90 / 1.32	1.41	0.16
1. The campus staff are caring and helpful.	6.32	5.58 / 1.19	0.74	6.42	5.31 / 1.35	1.11	0.27 **
5. Administrators are available to hear students' concerns.	6.02	4.80 / 1.61	1.22	6.19	4.68 / 1.76	1.51	0.12
31. Students are made to feel welcome here.	6.27	5.30 / 1.54	0.97	6.39	5.21 / 1.61	1.18	0.09
35. I seldom get the "run-around" when seeking information on this campus.	6.21	4.53 / 1.88	1.68	6.24	4.38 / 1.87	1.86	0.15

\* Difference statistically significant at the .05 level  
 \*\* Difference statistically significant at the .01 level  
 \*\*\* Difference statistically significant at the .001 level

## Institutional Summary

### Items: In Sequential Order

Item	April 2016			May 2012			Mean Difference
	Importance	Satisfaction / SD	Performance Gap	Importance	Satisfaction / SD	Performance Gap	
1. The campus staff are caring and helpful.	6.32	5.58 / 1.19	0.74	6.42	5.31 / 1.35	1.11	0.27 **
2. Registration processes and procedures are convenient.	6.00	4.72 / 1.54	1.28	6.17	5.00 / 1.45	1.17	-0.28 *
3. The campus is safe and secure for all students.	6.47	6.18 / 1.05	0.29	6.43	5.75 / 1.29	0.68	0.43 ***
4. The content of the courses within my major is valuable.	6.61	5.71 / 1.33	0.90	6.61	5.54 / 1.45	1.07	0.17
5. Administrators are available to hear students' concerns.	6.02	4.80 / 1.61	1.22	6.19	4.68 / 1.76	1.51	0.12
6. Billing policies are reasonable.	6.11	4.39 / 1.57	1.72	6.13	4.42 / 1.68	1.71	-0.03
7. Admissions staff provide personalized attention prior to enrollment.	5.76	5.16 / 1.56	0.60	5.64	5.19 / 1.58	0.45	-0.03
8. Financial aid awards are announced in time to be helpful in college planning.	6.31	5.14 / 1.48	1.17	6.30	5.03 / 1.64	1.27	0.11
9. Library resources and services are adequate.	6.03	5.85 / 1.25	0.18	6.06	5.70 / 1.31	0.36	0.15
10. My academic advisor helps me set goals to work toward.	6.14	5.81 / 1.39	0.33	6.21	5.78 / 1.49	0.43	0.03
11. Financial aid counseling is available if I need it.	5.84	4.91 / 1.55	0.93	5.98	5.00 / 1.63	0.98	-0.09
12. The amount of student parking space on campus is adequate.	5.96	3.07 / 1.80	2.89	5.98	2.91 / 1.82	3.07	0.16
13. Living conditions in the residence halls are comfortable.	6.35	4.61 / 1.75	1.74	6.42	4.41 / 1.64	2.01	0.20
14. Faculty are fair and unbiased in their treatment of individual students.	6.42	5.08 / 1.55	1.34	6.44	4.91 / 1.77	1.53	0.17
15. Computer labs are adequate and accessible.	5.79	5.57 / 1.41	0.22	5.93	5.53 / 1.38	0.40	0.04
16. My academic advisor is available when I need help.	6.30	6.08 / 1.29	0.22	6.41	6.10 / 1.21	0.31	-0.02

\* Difference statistically significant at the .05 level

\*\* Difference statistically significant at the .01 level

\*\*\* Difference statistically significant at the .001 level



## Institutional Summary

### Items: In Sequential Order

Item	April 2016			May 2012			Mean Difference
	Importance	Satisfaction / SD	Performance Gap	Importance	Satisfaction / SD	Performance Gap	
17. There are sufficient courses within my program of study available each term.	6.48	5.11 / 1.71	1.37	6.49	5.05 / 1.64	1.44	0.06
18. Parking lots are well-lighted and secure.	5.80	5.11 / 1.67	0.69	5.74	4.89 / 1.60	0.85	0.22
19. Residence hall staff are concerned about me as an individual.	5.34	4.52 / 1.75	0.82	5.53	4.74 / 1.69	0.79	-0.22
20. Tutoring services are readily available.	5.53	5.89 / 1.27	-0.36	5.45	5.47 / 1.36	-0.02	0.42 ***
21. My academic advisor is knowledgeable about requirements in my major.	6.46	6.28 / 1.18	0.18	6.52	6.25 / 1.11	0.27	0.03
22. This campus provides online access to services I need.	6.17	5.47 / 1.38	0.70	6.23	5.41 / 1.49	0.82	0.06
23. I am able to register for classes I need with few conflicts.	6.57	5.04 / 1.70	1.53	6.44	5.00 / 1.65	1.44	0.04
24. I receive the help I need to apply my academic major to my career goals.	6.48	5.63 / 1.47	0.85	6.41	5.46 / 1.50	0.95	0.17
25. I am able to take care of college-related business at times that are convenient for me.	6.22	5.12 / 1.52	1.10	6.11	5.00 / 1.56	1.11	0.12
26. Counseling services are available if I need them.	5.69	5.84 / 1.32	-0.15	5.49	5.72 / 1.28	-0.23	0.12
27. This institution helps me identify resources to finance my education.	6.07	4.39 / 1.81	1.68	6.09	4.38 / 1.78	1.71	0.01
28. Security staff respond quickly to calls for assistance.	6.34	6.10 / 1.31	0.24	6.29	5.64 / 1.54	0.65	0.46 ***
29. Faculty use a variety of technology and media in the classroom.	5.27	5.64 / 1.25	-0.37	5.33	5.38 / 1.36	-0.05	0.26 *
30. There is an adequate selection of food available on campus.	6.16	3.36 / 1.84	2.80	6.34	3.50 / 1.99	2.84	-0.14
31. Students are made to feel welcome here.	6.27	5.30 / 1.54	0.97	6.39	5.21 / 1.61	1.18	0.09

\* Difference statistically significant at the .05 level

\*\* Difference statistically significant at the .01 level

\*\*\* Difference statistically significant at the .001 level

### Institutional Summary

#### Items: In Sequential Order

Item	April 2016			May 2012			Mean Difference
	Importance	Satisfaction / SD	Performance Gap	Importance	Satisfaction / SD	Performance Gap	
32. Faculty provide timely feedback about my academic progress.	6.36	5.36 / 1.38	1.00	6.26	5.24 / 1.51	1.02	0.12
33. Admissions counselors accurately portray the campus in their recruiting practices.	6.00	4.77 / 1.68	1.23	6.10	4.98 / 1.68	1.12	-0.21
34. There are adequate services to help me decide upon a career.	6.16	5.33 / 1.47	0.83	6.06	5.32 / 1.53	0.74	0.01
35. I seldom get the "run-around" when seeking information on this campus.	6.21	4.53 / 1.88	1.68	6.24	4.38 / 1.87	1.86	0.15
36. The quality of instruction I receive in most of my classes is excellent.	6.65	5.72 / 1.32	0.93	6.54	5.54 / 1.30	1.00	0.18
37. There is a strong commitment to diversity on this campus.	5.19	4.89 / 1.69	0.30	5.55	4.99 / 1.60	0.56	-0.10
38. I receive ongoing feedback about progress toward my academic goals.	6.03	5.21 / 1.51	0.82	6.06	5.14 / 1.36	0.92	0.07
39. Student disciplinary procedures are fair.	5.96	4.99 / 1.77	0.97	6.18	4.38 / 1.98	1.80	0.61 ***
40. Faculty are usually available to students outside of class (during office hours, by phone or by e-mail).	6.45	6.06 / 1.25	0.39	6.35	5.93 / 1.24	0.42	0.13
41. Tuition paid is a worthwhile investment.	6.60	4.31 / 1.73	2.29	6.51	4.30 / 1.83	2.21	0.01
42. Students are free to express their ideas on this campus.	6.12	5.16 / 1.64	0.96	6.18	4.97 / 1.71	1.21	0.19
43. Mentors are available to guide my life and career goals.	5.90	5.29 / 1.51	0.61	5.78	5.19 / 1.52	0.59	0.10
44. On the whole, the campus is well-maintained.	6.19	5.81 / 1.41	0.38	6.15	5.80 / 1.36	0.35	0.01
45. Student activity fees are put to good use.	6.13	4.36 / 1.83	1.77	6.16	4.05 / 1.89	2.11	0.31
46. Campus item: General Education requirements are a valuable part of my Marietta College education.	5.45	4.71 / 1.90	0.74	5.43	4.62 / 1.88	0.81	0.09

\* Difference statistically significant at the .05 level  
 \*\* Difference statistically significant at the .01 level  
 \*\*\* Difference statistically significant at the .001 level

### Institutional Summary

Items: In Sequential Order

Item	April 2016			May 2012			Mean Difference
	Importance	Satisfaction / SD	Performance Gap	Importance	Satisfaction / SD	Performance Gap	
47. Campus item: My freshman year common reading contributed to my preparation to begin college level work.	4.33	2.97 / 2.01	1.36	4.41	3.69 / 2.08	0.72	-0.72 ***
48. Campus item: Academic support services (ARC, Writing Center, etc.) are readily accessible when needed.	5.97	6.01 / 1.30	-0.04	5.74	5.74 / 1.26	0.00	0.27 *
49. Campus item: There are sufficient opportunities for experiential learning (study abroad, internships, service learning, etc.).	6.14	5.62 / 1.47	0.52	6.14	5.77 / 1.40	0.37	-0.15
50. Campus item: New Student Orientation helped me with my transition to Marietta College.	5.66	4.45 / 1.90	1.21	5.56	4.73 / 1.82	0.83	-0.28
51. Campus item: My FYE/FYSE course helped me with my transition to Marietta College.	5.53	4.37 / 2.07	1.16	5.51	4.82 / 1.95	0.69	-0.45 **
52. Campus item: There is a good variety of extra-curricular and co-curricular opportunities on campus.	6.00	5.50 / 1.50	0.50	6.11	5.60 / 1.42	0.51	-0.10
53. Campus item: The purpose of a Liberal Arts education is clearly articulated at Marietta College.	5.80	5.06 / 1.69	0.74	5.78	5.35 / 1.66	0.43	-0.29 *
54. Campus item: I was given assistance in developing my 2 or 4 year academic plan for graduation.	6.22	5.00 / 1.96	1.22	6.15	4.93 / 1.90	1.22	0.07
55. Campus item 10							
56. Cost as factor in decision to enroll.	5.99			5.98			
57. Financial assistance as factor in decision to enroll.	6.37			6.34			
58. Academic reputation as factor in decision to enroll.	6.19			5.99			
59. Future career opportunities as factor in decision to enroll.	6.38			6.04			
60. Personal recommendations as factor in decision to enroll.	5.28			5.22			

\* Difference statistically significant at the .05 level  
 \*\* Difference statistically significant at the .01 level  
 \*\*\* Difference statistically significant at the .001 level

**Institutional Summary**

**Items: In Sequential Order**

Item	April 2016			May 2012			Mean Difference
	Importance	Satisfaction / SD	Performance Gap	Importance	Satisfaction / SD	Performance Gap	
61. Distance from campus as factor in decision to enroll.	5.15			5.03			
62. Information on the campus Web site as factor in decision to enroll.	4.66			4.74			
63. Campus visits as factor in decision to enroll.	5.48			5.76			

\* Difference statistically significant at the .05 level  
 \*\* Difference statistically significant at the .01 level  
 \*\*\* Difference statistically significant at the .001 level

## Institutional Summary

### Summary Items

Summary Item	April 2016	May 2012	Mean Difference
So far, how has your college experience met your expectations? 1=Much worse than expected 2=Quite a bit worse than I expected 3=Worse than I expected 4=About what I expected 5=Better than I expected 6=Quite a bit better than I expected 7=Much better than expected	Average: 4.32  2% 3% 15% 40% 20% 13% 4%	Average: 4.54  2% 5% 15% 27% 22% 14% 11%	-0.22
Rate your overall satisfaction with your experience here thus far. 1=Not satisfied at all 2=Not very satisfied 3=Somewhat dissatisfied 4=Neutral 5=Somewhat satisfied 6=Satisfied 7=Very satisfied	Average: 5.03  2% 5% 8% 8% 30% 33% 11%	Average: 5.16  2% 6% 9% 9% 15% 38% 18%	-0.13
All in all, if you had to do it over, would you enroll here again? 1=Definitely not 2=Probably not 3=Maybe not 4=I don't know 5=Maybe yes 6=Probably yes 7=Definitely yes	Average: 4.82  4% 9% 11% 14% 14% 24% 21%	Average: 5.05  6% 10% 7% 7% 12% 26% 29%	-0.23