

**Executive Summary of
Rank Analysis Prepared for Cedarville University
Based on 2007 SSI Data**

- Results are based on a sample of 757 Cedarville Students. All items are measured on a 7 point likert scale. Students are asked to rate each item in terms of both importance and level of satisfaction.
- The survey contains 73 items about student satisfaction, 6 items about special populations, and 9 items about the student's decision to enroll. This analysis looks at all 88 items.
- The survey was administered on-line by Noel-Levitz fall semester of 2007. Statistics on our rankings compared to other CCCU institutions arrived in December of 2008.
- We are doing additional analysis to identify how student satisfaction impacts retention. This analysis will indentify and areas of statistically significant difference between survey participants who have persisted and those who have left the university.
- From 2005 to 2007 we achieved higher student satisfaction on every single item. It appears that we have had our highest student satisfaction ratings going back at least to 1997 on every item in the survey. We are doing additional study of archival data to verify this.
- The individual items are clustered into 10 broad scales. Cedarville exceeded the CCCU average on every single scale.
- Out of 88 items Cedarville was number one out of a sample of 53 CCCU institutions on 22 items and in the top 5 in the CCCU on 75 out of 88 items. By comparison. In 1995 we were ranked number 1 in only 2 areas and we were in the top 5 in only 13 areas.
- On the following pages we have listed the items where Cedarville was in the top 5 in the CCCU. Within each category items are listed in order of student rated importance. Items is rated at least 6.5 in importance are especially significant. According to Noel-Levitz items that are rated high in importance and in satisfaction become the institutions "selling points."
- The only individual item where we were lower than the CCCU average was availability of financial aid. That score has steadily improved over the last 5 years, but remains the lowest in the CCCU.
- Other analysis of the data seems to show that "academic advising" is an area where there are opportunities for improvement. We were ranked toward the middle of the CCCU on that item and it is identified by students as an area of high importance.