
The purpose of this study is to investigate which aspects of the learning experience impact student satisfaction. The study population is undergraduate students in two business schools at two regional universities in the US.

1. Are you a: 1 – Freshman, 2 – Sophomore, 3 – Junior, 4 – Senior
2. Did you begin college at our school or elsewhere? 1 - started at our school, 2 - started elsewhere
3. How many credit hours are you currently taking during this semester? 1 - less than 12 credits, 2 - 12 credits or more
4. **Students' Engagement in Learning:** During the current school year at school, how often have you done the following: 1 - Very often, 2 - Often, 3 - Sometimes, 4 - Never
 - 4.1. Asked questions in class or contributed to class discussions
 - 4.2. Made a class presentation
 - 4.3. Prepared two or more drafts of a paper or assignment before turning it in
 - 4.4. Worked on a paper or project that required integrating ideas or information from various sources
 - 4.5. Come to class without completing readings or assignments
 - 4.6. Worked with other students on projects during class
 - 4.7. Worked with classmates outside of class to prepare class assignments
 - 4.8. Tutored or taught other students (paid or voluntary)
 - 4.9. Participated in a community-based project as part of a regular course
 - 4.10. Used the internet or instant messaging to work on an assignment
 - 4.11. Used email to communicate with an instructor
 - 4.12. Discussed grades or assignments with an instructor
 - 4.13. Talked about career plans with an instructor or advisor
 - 4.14. Discussed ideas from your readings or classes with instructors outside of class
 - 4.15. Received prompt feedback (written or oral from instructors on performance
 - 4.16. Worked harder than you thought you could to meet an instructor's standards or expectations
 - 4.17. Worked with instructors on activities other than coursework
 - 4.18. Discussed ideas from your readings or classes with others outside of class students, family members, coworkers, etc.)
 - 4.19. Had serious conversations with students of a different race or ethnicity other than your own
 - 4.20. Had serious conversations with students who differ from you in terms of their religious beliefs, political opinions, or personal values
 - 4.21. Skipped Class

5. Student Learning Styles: During the current school year, how much has your coursework at school emphasized the following mental activities? 1 - Very much, 2 - Quite a bit, 3 - Some, 4 - Very little

- 5.1. Memorizing facts, ideas, or methods from your courses and readings so you can repeat them in pretty much the same form
- 5.2. Analyzing the basic elements of an idea, experience, or theory
- 5.3. Synthesizing and organizing ideas, information, or experiences in new ways
- 5.4. Making judgments about the value or soundness of information, arguments, or methods
- 5.5. Applying theories or concepts to practical problems or in new situations
- 5.6. Using information you have read or heard to perform a new skill

6. Writing and Reading Load: During the current school year, how much reading and writing have you done at school? 1 - None, 2 - 1 to 4, 3 - 5 to 10, 4 - 11 to 20, 5 - more than 20

- 6.1. Number of assigned textbooks, manuals, books, or book-length packs of course readings
- 6.2. Number of books read on your own (not assigned) for personal enjoyment or academic enrichment
- 6.3. Number of written papers or reports of any length

7. Mark the response that best represents the extent to which your examinations during the current school year have challenged you: 1 - Extremely easy, 2 - Easy, 3 - Slightly easy, 4 - Neither easy nor challenging, 5 - Slightly challenging, 6 - Challenging, 7 - Extremely challenging, 8 - NA.

8. Remedial Experience: Which of the following have you done, are you doing, or do you plan to do while attending our School of Business? 1 - I have done, 2 - I plan to do, 3 - I have not done nor plan to do

- 8.1. Internship, field experience, co-op experience, or clinical assignment
- 8.2. English as a second language course
- 8.3. Developmental/remedial reading course
- 8.4. Developmental/remedial writing course
- 8.5. Developmental/remedial math course
- 8.6. Study skills course
- 8.7. Honors course
- 8.8. College orientation program or course
- 8.9. Organized learning communities (linked courses/study groups led by faculty or counselors)

9. Encouragement and Support: How much does our School of Business emphasize each of the following? 1 - Very much, 2 - Quite a bit, 3 - Some, 4 - Very little

- 9.1. Encouraging you to spend significant amounts of time studying
- 9.2. Providing the support you need to help you succeed
- 9.3. Encouraging contact among students from different economic, social, and racial or ethnic backgrounds
- 9.4. Helping you cope with your non-academic responsibilities (work, family, etc.)
- 9.5. Providing the support you need to thrive socially
- 9.6. Providing the financial support you need to afford your education
- 9.7. Using computers in academic work

10. Growth and Development: How much has your experience at our School of Business contributed to your knowledge, skills, and personal development in the following areas? 1 - Very much, 2 - Quite a bit, 3 - Some, 4 - Very little

- 10.1. Acquiring a broad general education
- 10.2. Acquiring job or work-related knowledge and skills
- 10.3. Writing clearly and effectively
- 10.4. Speaking clearly and effectively
- 10.5. Thinking critically and analytically
- 10.6. Solving numerical problems
- 10.7. Using computing and information technology
- 10.8. Working effectively with others
- 10.9. Learning effectively on your own
- 10.10. Understanding yourself
- 10.11. Understanding people of other racial and ethnic backgrounds
- 10.12. Developing a personal code of values and ethics
- 10.13. Contributing to the welfare of your community
- 10.14. Developing clearer career goals
- 10.15. Gaining information about career opportunities

11. Campus Resource Utilization: This section has three parts. Please answer all three sections, indicating

- (1) (FS)HOW OFTEN you use the following services,
 - (2) (SS) HOW SATISFIED you are with the services, and
 - (3) (IS) HOW IMPORTANT the services are to you at school.
- 1 - Very much, 2 - Quite a bit, 3 - Some, 4 - Very little.

- 11.1. Academic advising/planning
- 11.2. Career counseling
- 11.3. Job placement assistance
- 11.4. Peer or other tutoring
- 11.5. Skill labs (writing, math, etc.)
- 11.6. Child care

-
- 11.7. Financial aid advising
 - 11.8. Computer lab
 - 11.9. Student organization
 - 11.10. Transfer credit assistance
 - 11.11. Services to students with disabilities

12. Retention: How likely is it that the following issues would cause you to withdraw from class or from school?

1 - Very likely, 2 - Likely, 3 - Somewhat likely, 4 - Not Likely

- 12.1. Working full-time
- 12.2. Caring for dependents
- 12.3. Academically unprepared
- 12.4. Lack of finances
- 12.5. Transfer to another school

13. How Students Pay For College: Indicate which of the following are sources you use to pay your tuition at School. (Please respond to each item) 1 - Major source, 2 - Minor source, 3 - Not a source

- 13.1. My own income/savings
- 13.2. Parent or spouse/significant other's income/savings
- 13.3. Employer contributions
- 13.4. Grants and scholarships
- 13.5. Student loans (bank, etc.)
- 13.6. Public assistance

14. When do you plan to take classes at our school again? 1 - I will accomplish my goal during this term and will not be returning, 2 - I have no current plan to return, 3 - Within the next 12 months, 4 - Uncertain

Academic Standing

15. In what range is your overall grade point average (GPA)? 1 - Less than 2.00, 2 - Between 2.00 and 2.66, 3 - Between 2.67 and 3.32, 4 - Between 3.33 and 3.66, 5 - 3.67 or above.

16. How many TOTAL credit hours have you earned at our school, not counting the courses you are currently taking this term? 1 - None, 2 - 1-14 credits, 3 - 15-29, 4 - 30-44, 5 - 45-60, 6 - over 60.

Satisfaction/Loyalty

17. Would you recommend our School of Business to a friend or family member? 1 - Yes, 2 - No.

18. How would you evaluate your entire educational experience at our school? 1 - Excellent, 2 - Good, 3 - Fair, 4 - Poor.

Demographics

19. Select your age group: 1 - under 18, 2 - 18-19, 3 - 20-21, 4 - 22-24, 5 - 24-29, 6 - 30-39, 7 - 40-49, 8 - 50-64, 9 - 65+.

20. Your sex: 1 - Male, 2 - Female, 3 - Other

21. Do you have children who live with you? 1 - Yes, 2 - No

22. Is English your native (first) language? 1 - Yes, 2 - No

23. Are you an international student or a foreign national? 1 - Yes, 2 - No

24. What is your racial identification? 1 - American Indian or other Native American, 2 - Asian, Asian American or Pacific Islander, 3 - , 4 - Black or African American, Non-Hispanic, 5 - White/Caucasian, Non-Hispanic, 6 - Hispanic, Latino, Spanish, 7 - Other

25. Which school: 1 - FS, 2 - SM