



# FACES OF THE FUTURE



Student Satisfaction & General Opinions  
Office of Institutional Effectiveness

[www.jjc.edu/admin/ie](http://www.jjc.edu/admin/ie)

March 2006

This summary is part of a larger analysis related to the Faces of the Future Survey available on-line at <http://www.jjc.edu/admin/ie/information/Surveys/surveys.htm>

# STUDENT SATISFACTION & GENERAL OPINIONS

The Faces of the Future Survey asks students, on a five-point scale, if they are “Very Satisfied” to “Very Dissatisfied” with their college experience. Over the last seven years, JJC students have stated the following:

- “*Very Satisfied.*” The percent of JJC students indicating they are “Very Satisfied” with their college has lagged about 5-6% behind national averages.
- “*Satisfied.*” Conversely, the percent of JJC students who indicated they are “Satisfied” has been consistent with or higher than national averages.

Researchers have generally defined satisfaction as the congruence between institutional and student values.<sup>1</sup> Higher education’s historic role, however, is more about helping students develop and form their own preferences, rather than merely satisfying them. It is important that colleges remember this distinction and ensure the delivery of services and instruction are driven by 1) an approach that is consistent with an institution’s mission & goals and 2) that assumptions about what students expect are not misinformed. If these two conditions are not met, satisfaction rates will fall, regardless of the time and effort expended in programs designed to meet them.

## *Satisfaction Rates by Semester, Fall 1999-2000*

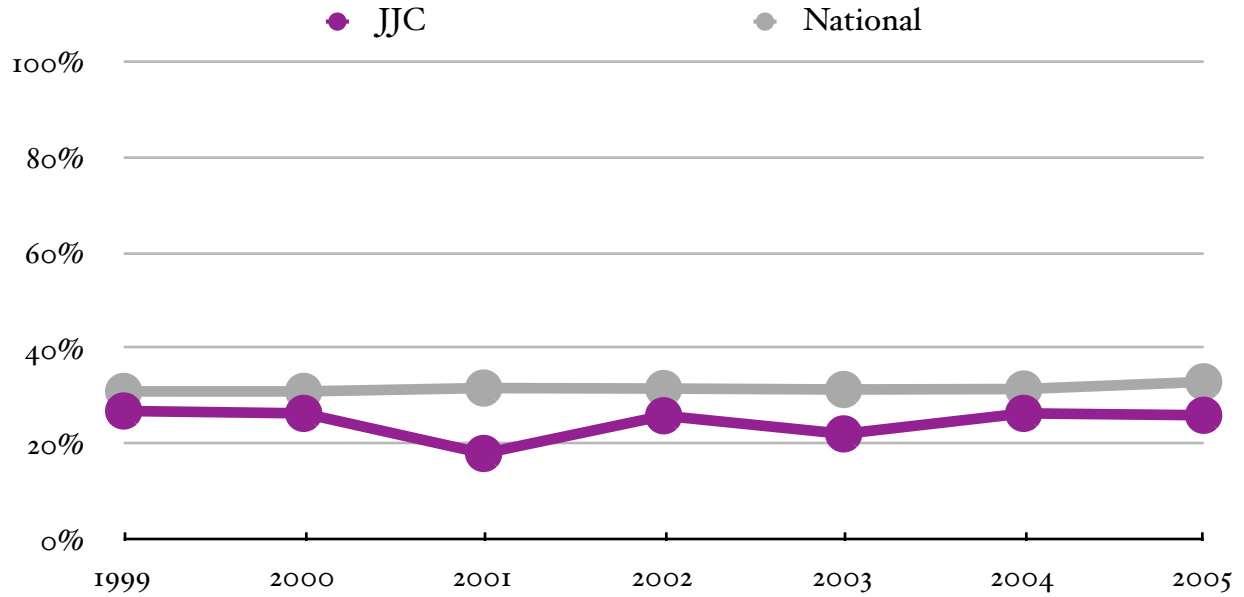
FALL	JJC				NATIONAL			
	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Satisfied	Satisfied	Neutral	Dissatisfied
1999	27.1%	51.5%	18.2%	3.2%	31.2%	52.1%	13.8%	2.9%
2000	26.6%	50.0%	20.5%	2.9%	31.2%	51.6%	14.2%	2.9%
2001	18.2%	59.5%	19.4%	2.9%	31.9%	51.2%	14.1%	2.7%
2002	26.1%	55.2%	16.1%	2.5%	31.8%	51.3%	14.2%	2.7%
2003	22.3%	59.1%	14.9%	3.6%	31.6%	51.5%	14.1%	2.8%
2004	26.6%	50.7%	20.9%	1.6%	31.7%	51.1%	14.4%	2.8%
2005	26.2%	55.4%	14.4%	4.0%	33.2%	50.4%	13.6%	2.7%

*Note.* Dissatisfied is a composite of “Dissatisfied” and “Very Dissatisfied.”

<sup>1</sup> Schertzer, C.B., & S.M.B. Schertzer. (2004). Student satisfaction and retention: A model. *Journal of Marketing for Higher Education*, 14.

# Student Satisfaction

*Percent of Students "Very Satisfied" with Their College*

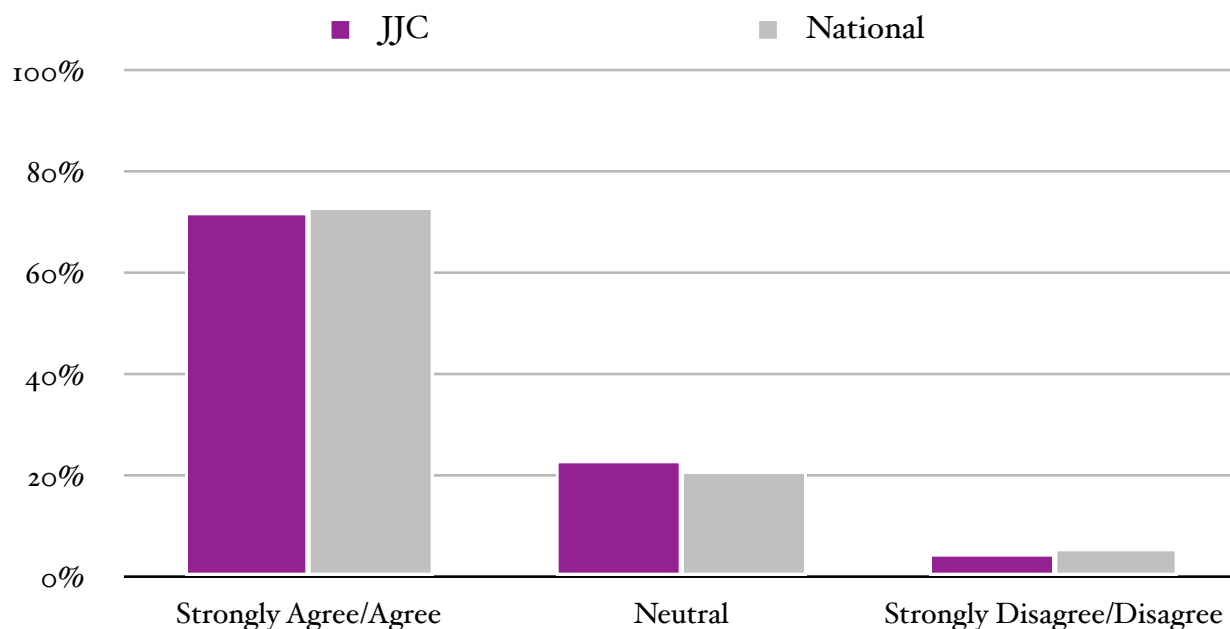


*Percent of Students "Very Satisfied" and "Satisfied" with Their College*



# College Reputation in the Community

*Students who Agree their College Has a Good Reputation in the Community,  
Fall 2005*

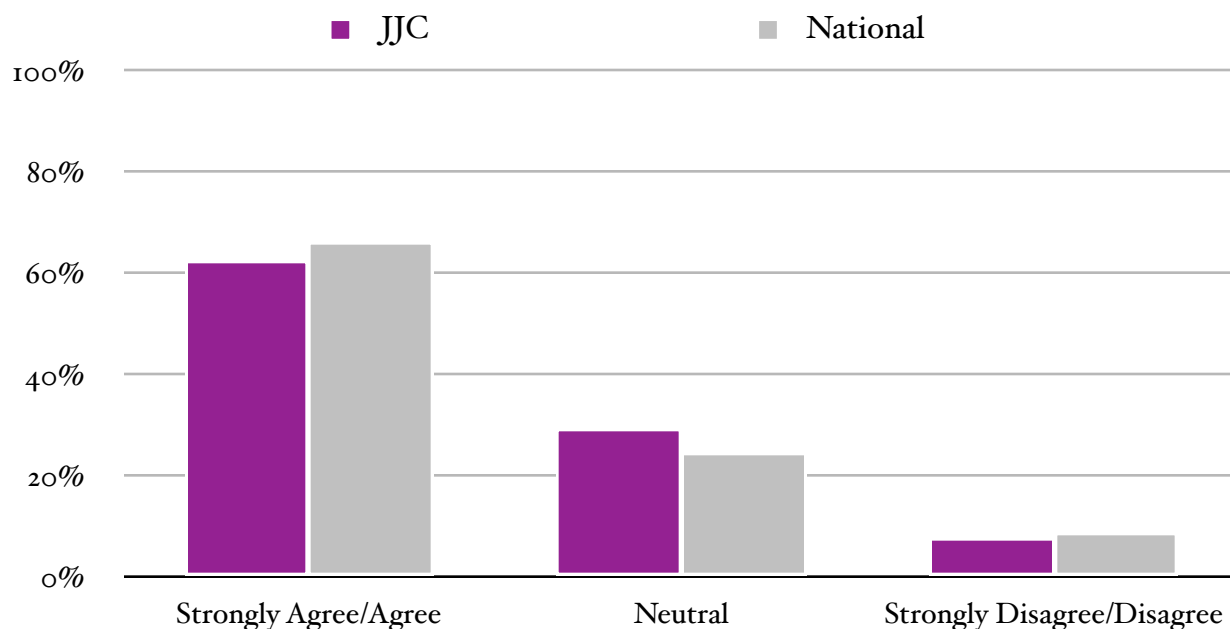


FALL	JJC				NATIONAL			
	Strongly Agree	Agree	Neutral	Disagree	Strongly Agree	Agree	Neutral	Disagree
1999	33.0%	42.9%	21.9%	2.1%	32.8%	39.7%	21.9%	5.7%
2000	37.4%	37.7%	20.9%	4.0%	32.6%	39.0%	22.2%	6.3%
2001	29.3%	40.4%	20.4%	7.3%	32.3%	39.2%	22.3%	6.2%
2002	31.6%	41.7%	22.3%	4.3%	32.0%	39.0%	23.0%	5.9%
2003	29.8%	44.2%	22.4%	3.5%	31.8%	39.2%	23.1%	5.8%
2004	34.1%	35.8%	24.0%	6.1%	33.4%	38.5%	22.3%	5.8%
2005	32.4%	39.8%	23.4%	4.5%	34.8%	38.4%	21.3%	5.6%

*Note.* Students were asked to respond on a five-point scale to this question. In this table, “Disagree” includes “Disagree” and “Strongly Disagree.” Students were also given the option to reply “Does not apply.” These responses are not included in the percentages in the table or chart.

## Concern Shown for Students

*Students who Agree that Concern is Shown for them as Individuals at Their College, Fall 2005*

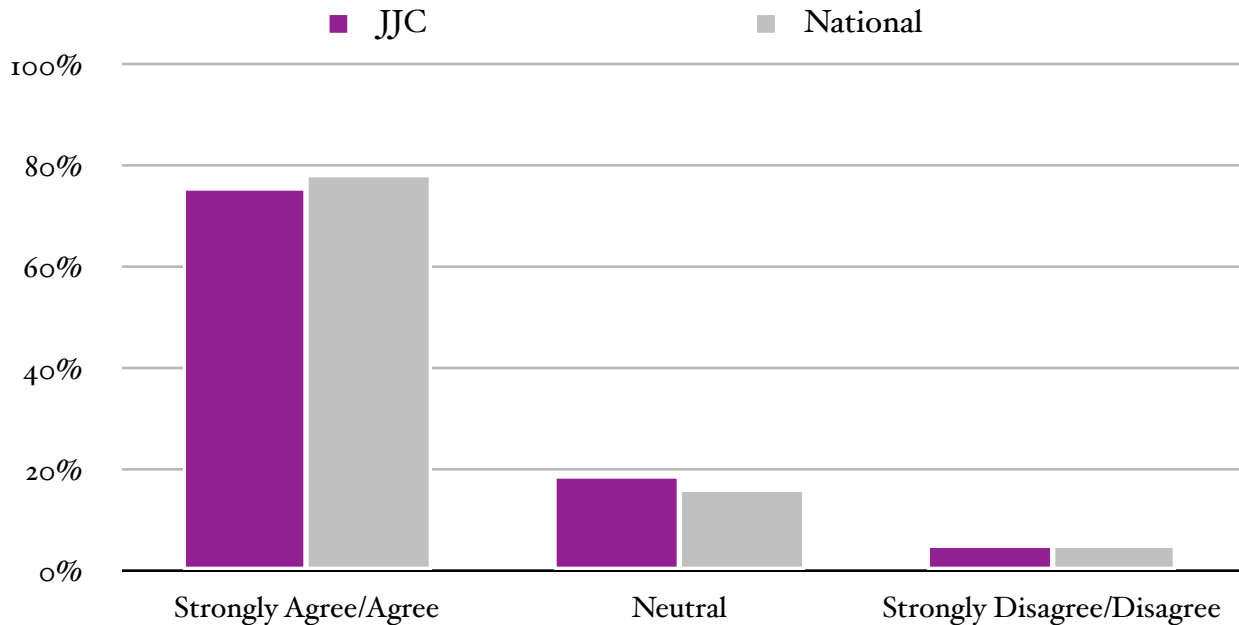


FALL	JJC				NATIONAL			
	Strongly Agree	Agree	Neutral	Disagree	Strongly Agree	Agree	Neutral	Disagree
1999	21.8%	36.2%	31.9%	10.1%	27.4%	38.0%	25.6%	8.9%
2000	26.5%	31.5%	30.0%	12.0%	27.9%	37.3%	25.5%	9.4%
2001	19.7%	36.7%	33.2%	10.4%	28.3%	37.1%	25.6%	9.0%
2002	23.2%	37.8%	28.7%	10.2%	27.7%	37.1%	26.0%	9.2%
2003	22.4%	34.3%	31.9%	11.4%	27.6%	37.0%	26.2%	9.3%
2004	28.4%	35.4%	24.8%	11.4%	27.9%	37.2%	25.7%	9.2%
2005	23.7%	38.9%	29.4%	8.1%	29.4%	36.7%	24.9%	9.0%

*Note.* Students were asked to respond on a five-point scale to this question. In this table, “Disagree” includes “Disagree” and “Strongly Disagree.” Students were also given the option to reply “Does not apply.” These responses are not included in the percentages in the table or chart.

# Recommendations to Friends & Relatives

*Students who Agree they Would Recommend Their College to Friends and Relatives, Fall 2005*

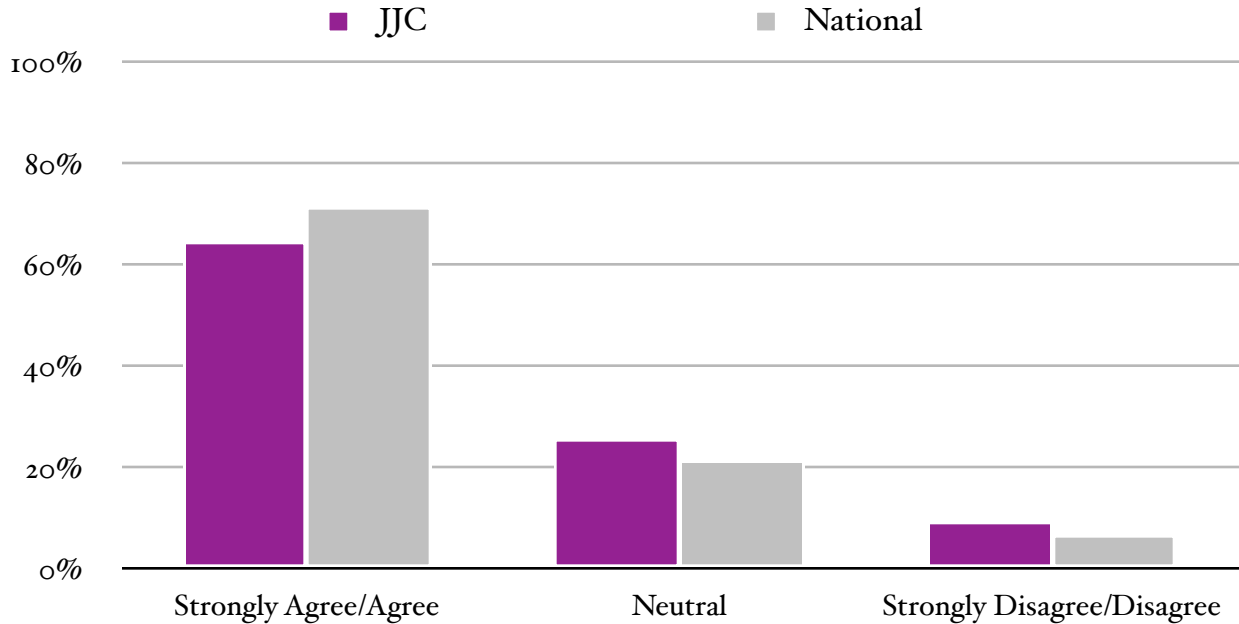


F A L L	J J C				N A T I O N A L			
	Strongly Agree	Agree	Neutral	Disagree	Strongly Agree	Agree	Neutral	Disagree
1 9 9 9	34.3%	40.4%	19.6%	5.7%	38.9%	38.6%	17.3%	5.3%
2 0 0 0	35.2%	37.7%	20.8%	6.3%	39.4%	37.7%	17.3%	5.6%
2 0 0 1	30.6%	38.5%	22.2%	8.7%	40.1%	37.6%	17.0%	5.3%
2 0 0 2	37.5%	39.7%	15.9%	6.8%	40.7%	37.4%	16.7%	5.2%
2 0 0 3	36.0%	42.8%	16.5%	5.7%	40.7%	37.1%	17.0%	5.2%
2 0 0 4	36.8%	35.5%	18.6%	9.0%	41.4%	36.2%	17.1%	5.3%
2 0 0 5	40.5%	35.2%	19.0%	5.3%	42.9%	35.3%	16.5%	5.3%

*Note.* Students were asked to respond on a five-point scale to this question. In this table, “Disagree” includes “Disagree” and “Strongly Disagree.” Students were also given the option to reply “Does not apply.” These responses are not included in the percentages in the table or chart.

# Student Opinions about Fitting In

*Students who Agree They Feel They Fit in at Their College, Fall 2005*

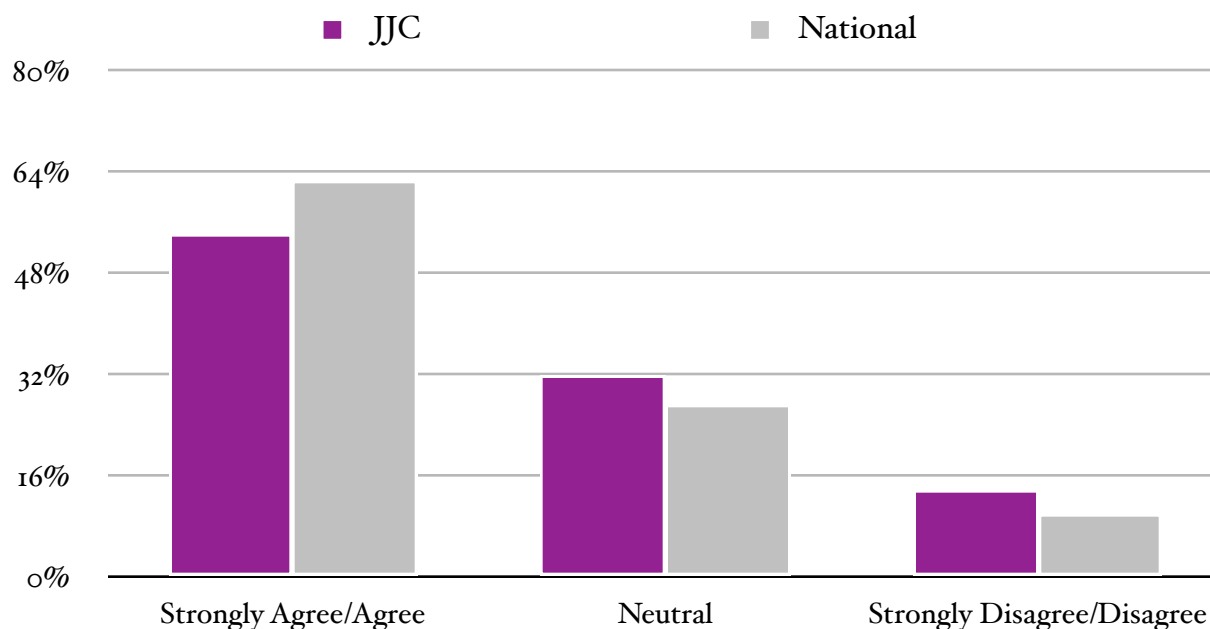


FALL	JJC				NATIONAL			
	Strongly Agree	Agree	Neutral	Disagree	Strongly Agree	Agree	Neutral	Disagree
1999	23.4%	38.3%	27.5%	10.8%	31.3%	39.0%	22.7%	7.1%
2000	32.3%	37.9%	22.3%	7.6%	32.3%	37.9%	22.3%	7.6%
2001	25.8%	37.1%	26.9%	10.1%	33.2%	37.9%	21.8%	7.0%
2002	24.0%	40.1%	27.6%	8.3%	33.2%	37.7%	22.2%	6.9%
2003	25.1%	41.6%	26.0%	7.3%	33.2%	37.5%	22.3%	7.0%
2004	26.9%	38.7%	25.2%	9.2%	33.4%	37.0%	22.3%	7.3%
2005	32.8%	31.9%	25.6%	9.7%	35.0%	36.5%	21.4%	7.1%

*Note.* Students were asked to respond on a five-point scale to this question. In this table, “Disagree” includes “Disagree” and “Strongly Disagree.” Students were also given the option to reply “Does not apply.” These responses are not included in the percentages in the table or chart.

# Challenge of Programs of Study

*Students who Agree That, Overall, Their Program of Study Has Been Sufficiently Challenging, Fall 2005*

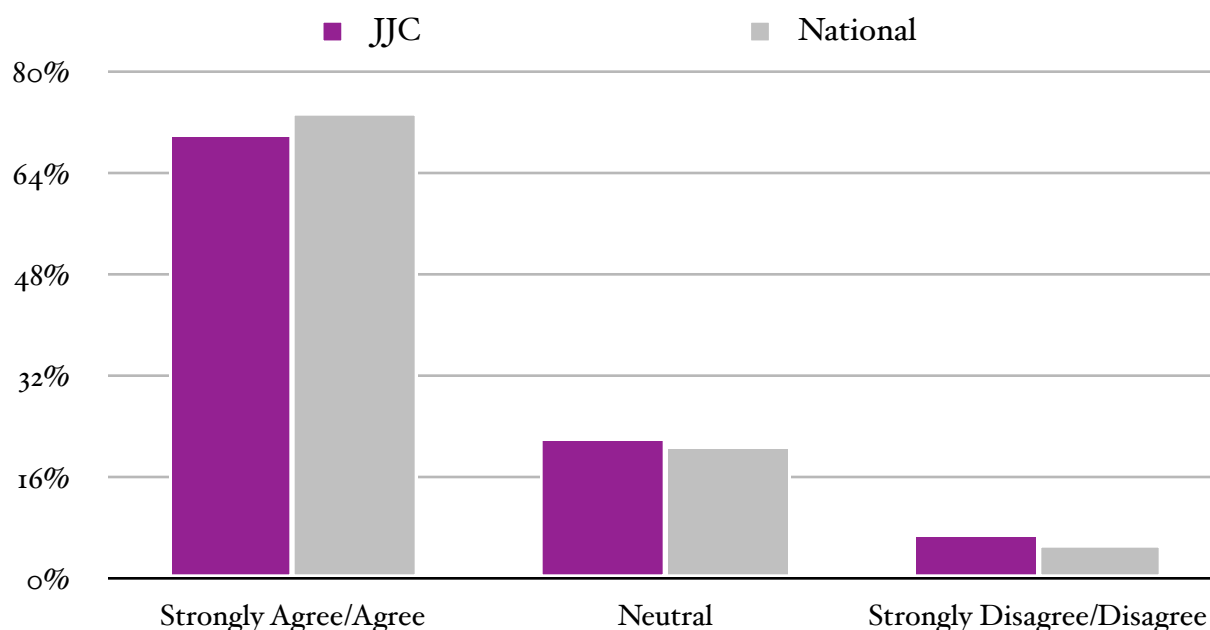


FALL	JJC				NATIONAL			
	Strongly Agree	Agree	Neutral	Disagree	Strongly Agree	Agree	Neutral	Disagree
1999	21.7%	38.1%	32.0%	8.2%	25.2%	39.0%	26.7%	9.0%
2000	23.2%	34.1%	31.1%	11.6%	25.6%	38.6%	26.8%	9.1%
2001	14.2%	33.5%	36.1%	16.2%	25.7%	38.3%	27.0%	9.0%
2002	19.9%	34.1%	31.5%	14.6%	25.1%	37.9%	27.7%	9.3%
2003	21.7%	38.1%	30.2%	10.0%	24.9%	37.9%	27.6%	9.5%
2004	16.6%	35.5%	30.8%	17.1%	25.0%	37.4%	27.7%	9.9%
2005	20.0%	34.2%	32.2%	13.7%	25.9%	36.8%	27.4%	9.9%

*Note.* Students were asked to respond on a five-point scale to this question. In this table, “Disagree” includes “Disagree” and “Strongly Disagree.” Students were also given the option to reply “Does not apply.” These responses are not included in the percentages in the table or chart.

# Rating of Academic Experiences

*Students who Agree Their Academic Experiences Have Been Positive, Fall 2005*



FALL	JJC				NATIONAL			
	Strongly Agree	Agree	Neutral	Disagree	Strongly Agree	Agree	Neutral	Disagree
1999	22.7%	43.2%	27.4%	6.8%	28.6%	44.4%	21.6%	5.4%
2000	27.6%	39.8%	25.3%	7.2%	29.3%	43.0%	22.3%	5.4%
2001	21.2%	44.0%	27.3%	7.5%	29.7%	43.2%	21.9%	5.2%
2002	20.6%	44.3%	29.4%	5.7%	30.0%	42.9%	21.8%	5.3%
2003	23.9%	44.5%	27.6%	4.0%	29.9%	42.8%	21.9%	5.3%
2004	25.6%	39.2%	27.4%	7.8%	30.4%	42.2%	21.9%	5.5%
2005	26.3%	44.2%	22.2%	7.3%	31.4%	42.1%	21.2%	5.3%

*Note.* Students were asked to respond on a five-point scale to this question. In this table, “Disagree” includes “Disagree” and “Strongly Disagree.” Students were also given the option to reply “Does not apply.” These responses are not included in the percentages in the table or chart.