



Demographics

Gender	N	%	Class Level	N	%
Female	528	61.18%	Freshman	553	63.93%
Male	335	38.82%	Sophomore	170	19.65%
Total	863	100.00%	Junior	72	8.32%
No Response	65		Senior	65	7.51%
			Special student	2	0.23%
			Graduate/Professional	2	0.23%
			Other class level	1	0.12%
			Total	865	100.00%
			No Response	63	
Age	N	%	Current GPA	N	%
18 and under	352	40.88%	No credits earned	246	29.25%
19 to 24	499	57.96%	1.99 or below	12	1.43%
25 to 34	6	0.70%	2.0 - 2.49	62	7.37%
35 to 44	2	0.23%	2.5 - 2.99	144	17.12%
45 and over	2	0.23%	3.0 - 3.49	261	31.03%
Total	861	100.00%	3.5 or above	116	13.79%
No Response	67		Total	841	100.00%
			No Response	87	
Ethnicity/Race	N	%	Educational Goal	N	%
African-American	782	91.89%	Associate degree	34	3.99%
American Indian or Alaskan Native	2	0.24%	Bachelor's degree	470	55.10%
Asian or Pacific Islander	5	0.59%	Master's degree	189	22.16%
Caucasian/White	6	0.71%	Doctorate or professional degree	135	15.83%
Hispanic	12	1.41%	Certification (initial/renewal)	4	0.47%
Other race	36	4.23%	Self-improvement/pleasure	2	0.23%
Race - Prefer not to respond	8	0.94%	Job-related training	1	0.12%
Total	851	100.00%	Other educational goal	18	2.11%
No Response	77		Total	853	100.00%
			No Response	75	
Current Enrollment Status	N	%			
Day	791	95.88%			
Evening	29	3.52%			
Weekend	5	0.61%			
Total	825	100.00%			
No Response	103				
Current Class Load	N	%			
Full-time	834	97.89%			
Part-time	18	2.11%			
Total	852	100.00%			
No Response	76				



Demographics

Employment	N	%	Institution Question	N	%
Full-time off campus	64	7.46%	Campus item - Answer 1	2	25.00%
Part-time off campus	111	12.94%	Campus item - Answer 2	1	12.50%
Full-time on campus	164	19.11%	Campus item - Answer 3	4	50.00%
Part-time on campus	26	3.03%	Campus item - Answer 4	1	12.50%
Not employed	493	57.46%	Campus item - Answer 5	0	0.00%
Total	858	100.00%	Campus item - Answer 6	0	0.00%
No Response	70		Total	8	100.00%
			No Response	920	

Current Residence	N	%	Institution Question 2	N	%
Residence hall	796	92.34%	Campus item 2 - Answer 1	0	0%
Fraternity / Sorority	2	0.23%	Campus item 2 - Answer 2	0	0%
Own house	7	0.81%	Campus item 2 - Answer 3	0	0%
Rent room or apt off campus	37	4.29%	Campus item 2 - Answer 4	0	0%
Parent's home	10	1.16%	Campus item 2 - Answer 5	0	0%
Other residence	10	1.16%	Campus item 2 - Answer 6	0	0%
Total	862	100.00%	Total	0	100.00%
No Response	66		No Response	928	

Residence Classification	N	%	Group Code	N	%
In-state	613	71.36%	0003	1	16.67%
Out-of-state	228	26.54%	0031	2	33.33%
International (not U.S. citizen)	18	2.10%	0111	1	16.67%
Total	859	100.00%	0701	1	16.67%
No Response	69		0901	1	16.67%
			Total	6	100.00%
			No Response	922	

Disabilities	N	%
Yes - Disability	36	4.20%
No - Disability	822	95.80%
Total	858	100.00%
No Response	70	

Institution Was My	N	%
1st choice	315	36.59%
2nd choice	298	34.61%
3rd choice or lower	248	28.80%
Total	861	100.00%
No Response	67	



Strategic Planning Overview

Strengths and Challenges

Strengths

- 8. The content of the courses within my major is valuable.
- 33. My academic advisor is knowledgeable about requirements in my major.
- 6. My academic advisor is approachable.
- 16. The instruction in my major field is excellent.
- 34. I am able to register for classes I need with few conflicts.
- 14. My academic advisor is concerned about my success as an individual.
- 39. I am able to experience intellectual growth here.
- 45. Students are made to feel welcome on this campus.
- 68. Nearly all of the faculty are knowledgeable in their field.
- 32. Tutoring services are readily available.
- 55. Major requirements are clear and reasonable.
- 41. There is a commitment to academic excellence on this campus.
- 26. Computer labs are adequate and accessible.
- 18. Library resources and services are adequate.
- 35. The assessment and course placement procedures are reasonable.
- 50. Class change (drop/add) policies are reasonable.

Challenges

- 23. Living conditions in the residence halls are comfortable (adequate space, lighting, heat, air, etc.)
- 7. The campus is safe and secure for all students.
- 12. Financial aid awards are announced to students in time to be helpful in college planning.
- 17. Adequate financial aid is available for most students.
- 22. Counseling staff care about students as individuals.
- 66. Tuition paid is a worthwhile investment.
- 59. This institution shows concern for students as individuals.
- 38. There is an adequate selection of food available in the cafeteria.
- 5. Financial aid counselors are helpful.
- 53. Faculty take into consideration student differences as they teach a course.



Strategic Planning Overview

Benchmarks

Lower Satisfaction vs. National Four-Year Privates

- 8. The content of the courses within my major is valuable.
- 33. My academic advisor is knowledgeable about requirements in my major.
- 23. Living conditions in the residence halls are comfortable (adequate space, lighting, heat, air, etc.)
- 6. My academic advisor is approachable.
- 16. The instruction in my major field is excellent.
- 34. I am able to register for classes I need with few conflicts.
- 36. Security staff respond quickly in emergencies.
- 7. The campus is safe and secure for all students.
- 14. My academic advisor is concerned about my success as an individual.
- 39. I am able to experience intellectual growth here.
- 45. Students are made to feel welcome on this campus.
- 68. Nearly all of the faculty are knowledgeable in their field.
- 32. Tutoring services are readily available.
- 55. Major requirements are clear and reasonable.
- 69. There is a good variety of courses provided on this campus.
- 12. Financial aid awards are announced to students in time to be helpful in college planning.
- 41. There is a commitment to academic excellence on this campus.
- 65. Faculty are usually available after class and during office hours.
- 17. Adequate financial aid is available for most students.
- 22. Counseling staff care about students as individuals.
- 26. Computer labs are adequate and accessible.
- 58. The quality of instruction I receive in most of my classes is excellent.
- 67. Freedom of expression is protected on campus.
- 44. Academic support services adequately meet the needs of students.
- 49. There are adequate services to help me decide upon a career.
- 19. My academic advisor helps me set goals to work toward.
- 29. It is an enjoyable experience to be a student on this campus.
- 64. New student orientation services help students adjust to college.
- 66. Tuition paid is a worthwhile investment.
- 18. Library resources and services are adequate.
- 35. The assessment and course placement procedures are reasonable.
- 59. This institution shows concern for students as individuals.



Institutional Summary

Scales: In Order of Importance

Scale	Bethune-Cookman University - SSI			National Four-Year Privates			Mean Difference
	Importance	Satisfaction / SD	Performance Gap	Importance	Satisfaction / SD	Performance Gap	
Academic Advising	6.18	5.08 / 1.38	1.10	6.36	5.64 / 1.26	0.72	-0.56 ***
Instructional Effectiveness	6.08	4.79 / 1.18	1.29	6.39	5.59 / 1.05	0.80	-0.80 ***
Safety and Security	6.08	4.15 / 1.33	1.93	6.25	5.06 / 1.31	1.19	-0.91 ***
Recruitment and Financial Aid	6.03	4.25 / 1.28	1.78	6.23	5.25 / 1.23	0.98	-1.00 ***
Campus Support Services	6.02	5.00 / 1.21	1.02	6.07	5.61 / 1.04	0.46	-0.61 ***
Campus Climate	6.01	4.70 / 1.17	1.31	6.25	5.42 / 1.12	0.83	-0.72 ***
Concern for the Individual	6.01	4.65 / 1.24	1.36	6.25	5.44 / 1.18	0.81	-0.79 ***
Registration Effectiveness	6.01	4.63 / 1.21	1.38	6.19	5.27 / 1.19	0.92	-0.64 ***
Student Centeredness	6.01	4.75 / 1.24	1.26	6.29	5.48 / 1.19	0.81	-0.73 ***
Campus Life	5.96	4.59 / 1.17	1.37	5.90	5.11 / 1.17	0.79	-0.52 ***
Service Excellence	5.95	4.65 / 1.17	1.30	6.11	5.35 / 1.11	0.76	-0.70 ***
Responsiveness to Diverse Populations		4.81 / 1.36			5.36 / 1.41		-0.55 ***

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

National Group Means are based on 213573 records.



Institutional Summary

Items: In Order of Importance

Item	Bethune-Cookman University - SSI			National Four-Year Privates			Mean Difference
	Importance	Satisfaction / SD	Performance Gap	Importance	Satisfaction / SD	Performance Gap	
91. Financial aid as factor in decision to enroll.	6.43			6.27			
90. Cost as factor in decision to enroll.	6.38			6.15			
8. The content of the courses within my major is valuable.	6.26	5.10 / 1.56	1.16	6.60	5.71 / 1.33	0.89	-0.61 ***
33. My academic advisor is knowledgeable about requirements in my major.	6.25	5.26 / 1.66	0.99	6.51	5.82 / 1.51	0.69	-0.56 ***
92. Academic reputation as factor in decision to enroll.	6.25			6.14			
6. My academic advisor is approachable.	6.24	5.20 / 1.74	1.04	6.43	5.82 / 1.51	0.61	-0.62 ***
23. Living conditions in the residence halls are comfortable (adequate space, lighting, heat, air, etc.)	6.24	3.97 / 1.90	2.27	6.19	4.76 / 1.73	1.43	-0.79 ***
16. The instruction in my major field is excellent.	6.21	4.99 / 1.58	1.22	6.57	5.71 / 1.36	0.86	-0.72 ***
7. The campus is safe and secure for all students.	6.20	4.42 / 1.67	1.78	6.51	5.75 / 1.41	0.76	-1.33 ***
34. I am able to register for classes I need with few conflicts.	6.20	5.03 / 1.63	1.17	6.49	5.20 / 1.73	1.29	-0.17 **
36. Security staff respond quickly in emergencies.	6.20	4.77 / 1.67	1.43	6.42	5.39 / 1.60	1.03	-0.62 ***
14. My academic advisor is concerned about my success as an individual.	6.18	5.02 / 1.75	1.16	6.35	5.64 / 1.56	0.71	-0.62 ***
39. I am able to experience intellectual growth here.	6.18	4.97 / 1.57	1.21	6.49	5.79 / 1.34	0.70	-0.82 ***
45. Students are made to feel welcome on this campus.	6.17	5.03 / 1.64	1.14	6.37	5.66 / 1.44	0.71	-0.63 ***
68. Nearly all of the faculty are knowledgeable in their field.	6.16	4.98 / 1.62	1.18	6.55	5.94 / 1.26	0.61	-0.96 ***
32. Tutoring services are readily available.	6.15	5.23 / 1.60	0.92	6.11	5.69 / 1.41	0.42	-0.46 ***

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Institutional Summary

Items: In Order of Importance

Item	Bethune-Cookman University - SSI			National Four-Year Privates			Mean Difference
	Importance	Satisfaction / SD	Performance Gap	Importance	Satisfaction / SD	Performance Gap	
55. Major requirements are clear and reasonable.	6.15	5.11 / 1.59	1.04	6.44	5.68 / 1.39	0.76	-0.57 ***
69. There is a good variety of courses provided on this campus.	6.14	4.90 / 1.69	1.24	6.41	5.57 / 1.48	0.84	-0.67 ***
12. Financial aid awards are announced to students in time to be helpful in college planning.	6.12	3.82 / 1.93	2.30	6.27	5.19 / 1.61	1.08	-1.37 ***
41. There is a commitment to academic excellence on this campus.	6.12	5.01 / 1.54	1.11	6.38	5.67 / 1.39	0.71	-0.66 ***
65. Faculty are usually available after class and during office hours.	6.12	4.94 / 1.65	1.18	6.33	5.81 / 1.30	0.52	-0.87 ***
17. Adequate financial aid is available for most students.	6.11	4.18 / 1.78	1.93	6.38	5.02 / 1.64	1.36	-0.84 ***
22. Counseling staff care about students as individuals.	6.11	4.60 / 1.60	1.51	6.19	5.41 / 1.52	0.78	-0.81 ***
26. Computer labs are adequate and accessible.	6.11	4.97 / 1.67	1.14	6.19	5.58 / 1.50	0.61	-0.61 ***
58. The quality of instruction I receive in most of my classes is excellent.	6.11	4.69 / 1.55	1.42	6.50	5.61 / 1.36	0.89	-0.92 ***
67. Freedom of expression is protected on campus.	6.11	4.96 / 1.63	1.15	6.28	5.48 / 1.56	0.80	-0.52 ***
44. Academic support services adequately meet the needs of students.	6.09	4.70 / 1.58	1.39	6.20	5.50 / 1.40	0.70	-0.80 ***
49. There are adequate services to help me decide upon a career.	6.09	4.81 / 1.61	1.28	6.29	5.40 / 1.52	0.89	-0.59 ***
19. My academic advisor helps me set goals to work toward.	6.08	4.83 / 1.77	1.25	6.08	5.22 / 1.70	0.86	-0.39 ***
29. It is an enjoyable experience to be a student on this campus.	6.08	4.69 / 1.71	1.39	6.44	5.47 / 1.56	0.97	-0.78 ***
64. New student orientation services help students adjust to college.	6.08	4.96 / 1.66	1.12	6.08	5.35 / 1.58	0.73	-0.39 ***

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Institutional Summary

Items: In Order of Importance

Item	Bethune-Cookman University - SSI			National Four-Year Privates			Mean Difference
	Importance	Satisfaction / SD	Performance Gap	Importance	Satisfaction / SD	Performance Gap	
66. Tuition paid is a worthwhile investment.	6.08	4.23 / 1.81	1.85	6.44	4.95 / 1.73	1.49	-0.72 ***
18. Library resources and services are adequate.	6.07	5.14 / 1.51	0.93	6.11	5.71 / 1.30	0.40	-0.57 ***
35. The assessment and course placement procedures are reasonable.	6.07	4.97 / 1.47	1.10	6.23	5.47 / 1.42	0.76	-0.50 ***
59. This institution shows concern for students as individuals.	6.07	4.61 / 1.65	1.46	6.37	5.42 / 1.58	0.95	-0.81 ***
5. Financial aid counselors are helpful.	6.06	3.63 / 1.89	2.43	6.26	5.20 / 1.63	1.06	-1.57 ***
38. There is an adequate selection of food available in the cafeteria.	6.06	3.89 / 1.90	2.17	6.09	4.28 / 1.94	1.81	-0.39 ***
50. Class change (drop/add) policies are reasonable.	6.06	5.04 / 1.56	1.02	6.15	5.56 / 1.49	0.59	-0.52 ***
53. Faculty take into consideration student differences as they teach a course.	6.06	4.50 / 1.67	1.56	6.21	5.23 / 1.54	0.98	-0.73 ***
72. On the whole, the campus is well-maintained.	6.06	4.66 / 1.63	1.40	6.32	5.75 / 1.41	0.57	-1.09 ***
40. Residence hall regulations are reasonable.	6.04	4.51 / 1.83	1.53	5.98	5.03 / 1.71	0.95	-0.52 ***
47. Faculty provide timely feedback about student progress in a course.	6.03	4.41 / 1.67	1.62	6.34	5.27 / 1.50	1.07	-0.86 ***
73. Student activities fees are put to good use.	6.03	4.17 / 1.85	1.86	6.11	4.87 / 1.71	1.24	-0.70 ***
4. Admissions staff are knowledgeable.	6.01	4.61 / 1.57	1.40	6.22	5.47 / 1.44	0.75	-0.86 ***
25. Faculty are fair and unbiased in their treatment of individual students.	6.01	4.60 / 1.64	1.41	6.38	5.38 / 1.52	1.00	-0.78 ***
27. The personnel involved in registration are helpful.	6.01	4.67 / 1.63	1.34	6.22	5.53 / 1.44	0.69	-0.86 ***

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Institutional Summary

Items: In Order of Importance

Item	Bethune-Cookman University - SSI			National Four-Year Privates			Mean Difference
	Importance	Satisfaction / SD	Performance Gap	Importance	Satisfaction / SD	Performance Gap	
28. Parking lots are well-lighted and secure.	6.01	4.20 / 1.76	1.81	6.07	5.14 / 1.67	0.93	-0.94 ***
60. I generally know what's happening on campus.	6.01	4.73 / 1.67	1.28	5.98	5.25 / 1.58	0.73	-0.52 ***
63. Student disciplinary procedures are fair.	6.01	4.88 / 1.53	1.13	6.18	5.36 / 1.59	0.82	-0.48 ***
37. I feel a sense of pride about my campus.	6.00	4.94 / 1.68	1.06	5.96	5.30 / 1.65	0.66	-0.36 ***
46. I can easily get involved in campus organizations.	6.00	4.93 / 1.59	1.07	5.97	5.48 / 1.51	0.49	-0.55 ***
62. There is a strong commitment to racial harmony on this campus.	5.99	5.07 / 1.50	0.92	6.17	5.58 / 1.49	0.59	-0.51 ***
43. Admissions counselors respond to prospective students' unique needs and requests.	5.98	4.63 / 1.59	1.35	6.09	5.43 / 1.47	0.66	-0.80 ***
20. The business office is open during hours which are convenient for most students.	5.97	4.70 / 1.61	1.27	5.97	5.32 / 1.48	0.65	-0.62 ***
51. This institution has a good reputation within the community.	5.97	4.70 / 1.69	1.27	6.26	5.65 / 1.52	0.61	-0.95 ***
2. The campus staff are caring and helpful.	5.96	4.74 / 1.57	1.22	6.39	5.65 / 1.32	0.74	-0.91 ***
10. Administrators are approachable to students.	5.96	4.68 / 1.51	1.28	6.07	5.40 / 1.43	0.67	-0.72 ***
31. Males and females have equal opportunities to participate in intercollegiate athletics.	5.93	5.03 / 1.56	0.90	5.87	5.68 / 1.48	0.19	-0.65 ***
52. The student center is a comfortable place for students to spend their leisure time.	5.93	4.60 / 1.81	1.33	5.91	5.30 / 1.63	0.61	-0.70 ***
61. Adjunct faculty are competent as classroom instructors.	5.93	4.72 / 1.54	1.21	6.23	5.51 / 1.45	0.72	-0.79 ***
15. The staff in the health services area are competent.	5.92	4.56 / 1.67	1.36	6.11	5.23 / 1.62	0.88	-0.67 ***

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Institutional Summary

Items: In Order of Importance

Item	Bethune-Cookman University - SSI			National Four-Year Privates			Mean Difference
	Importance	Satisfaction / SD	Performance Gap	Importance	Satisfaction / SD	Performance Gap	
21. The amount of student parking space on campus is adequate.	5.90	3.23 / 1.89	2.67	5.99	3.93 / 2.10	2.06	-0.70 ***
56. The student handbook provides helpful information about campus life.	5.90	4.85 / 1.59	1.05	5.71	5.32 / 1.51	0.39	-0.47 ***
71. Channels for expressing student complaints are readily available.	5.90	4.57 / 1.62	1.33	6.11	4.91 / 1.73	1.20	-0.34 ***
48. Admissions counselors accurately portray the campus in their recruiting practices.	5.89	4.67 / 1.60	1.22	6.16	5.21 / 1.63	0.95	-0.54 ***
70. Graduate teaching assistants are competent as classroom instructors.	5.89	4.73 / 1.50	1.16	6.07	5.43 / 1.44	0.64	-0.70 ***
57. I seldom get the "run-around" when seeking information on this campus.	5.85	4.19 / 1.84	1.66	6.08	4.98 / 1.73	1.10	-0.79 ***
30. Residence hall staff are concerned about me as an individual.	5.84	4.52 / 1.75	1.32	5.88	5.17 / 1.67	0.71	-0.65 ***
54. Bookstore staff are helpful.	5.84	5.02 / 1.57	0.82	5.83	5.61 / 1.46	0.22	-0.59 ***
3. Faculty care about me as an individual.	5.83	4.56 / 1.62	1.27	6.26	5.58 / 1.38	0.68	-1.02 ***
42. There are a sufficient number of weekend activities for students.	5.83	4.17 / 1.81	1.66	5.58	4.75 / 1.77	0.83	-0.58 ***
13. Library staff are helpful and approachable.	5.82	5.10 / 1.64	0.72	5.80	5.78 / 1.31	0.02	-0.68 ***
24. The intercollegiate athletic programs contribute to a strong sense of school spirit.	5.82	4.88 / 1.66	0.94	5.34	4.62 / 1.82	0.72	0.26 ***
97. Campus appearance as factor in decision to enroll.	5.82			5.53			
98. Personalized attention prior to enrollment as factor in decision to enroll.	5.81			5.67			

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 *** Difference statistically significant at the .001 level

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Institutional Summary Items: In Order of Importance

Item	Bethune-Cookman University - SSI			National Four-Year Privates			Mean Difference
	Importance	Satisfaction / SD	Performance Gap	Importance	Satisfaction / SD	Performance Gap	
1. Most students feel a sense of belonging here.	5.80	4.74 / 1.58	1.06	6.10	5.28 / 1.44	0.82	-0.54 ***
11. Billing policies are reasonable.	5.80	3.73 / 1.73	2.07	6.12	4.78 / 1.67	1.34	-1.05 ***
9. A variety of intramural activities are offered.	5.66	4.59 / 1.61	1.07	5.23	5.17 / 1.55	0.06	-0.58 ***
96. Geographic setting as factor in decision to enroll.	5.49			5.48			
93. Size of institution as factor in decision to enroll.	5.46			5.47			
95. Recommendations from family/friends as factor in decision to enroll.	5.29			4.93			
94. Opportunity to play sports as factor in decision to enroll.	4.89			3.93			
74. Campus item 1							
75. Campus item 2							
76. Campus item 3							
77. Campus item 4							
78. Campus item 5							
79. Campus item 6							
80. Campus item 7							
81. Campus item 8							
82. Campus item 9							
83. Campus item 10							
84. Institution's commitment to part-time students?		4.70 / 1.57			5.34 / 1.49		-0.64 ***

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 ** Difference statistically significant at the .01 level
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Institutional Summary

Items: In Order of Importance

Item	Bethune-Cookman University - SSI			National Four-Year Privates			Mean Difference
	Importance	Satisfaction / SD	Performance Gap	Importance	Satisfaction / SD	Performance Gap	
85. Institution's commitment to evening students?		4.78 / 1.50			5.32 / 1.51		-0.54 ***
86. Institution's commitment to older, returning learners?		4.88 / 1.52			5.46 / 1.47		-0.58 ***
87. Institution's commitment to under-represented populations?		4.84 / 1.54			5.35 / 1.53		-0.51 ***
88. Institution's commitment to commuters?		4.75 / 1.57			5.19 / 1.65		-0.44 ***
89. Institution's commitment to students with disabilities?		4.91 / 1.61			5.52 / 1.52		-0.61 ***

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 ** Difference statistically significant at the .01 level
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Institutional Summary

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

Scale/Item	Bethune-Cookman University - SSI			National Four-Year Privates			Mean Difference
	Importance	Satisfaction / SD	Performance Gap	Importance	Satisfaction / SD	Performance Gap	
ACADEMIC ADVISING	6.18	5.08 / 1.38	1.10	6.36	5.64 / 1.26	0.72	-0.56 ***
6. My academic advisor is approachable.	6.24	5.20 / 1.74	1.04	6.43	5.82 / 1.51	0.61	-0.62 ***
14. My academic advisor is concerned about my success as an individual.	6.18	5.02 / 1.75	1.16	6.35	5.64 / 1.56	0.71	-0.62 ***
19. My academic advisor helps me set goals to work toward.	6.08	4.83 / 1.77	1.25	6.08	5.22 / 1.70	0.86	-0.39 ***
33. My academic advisor is knowledgeable about requirements in my major.	6.25	5.26 / 1.66	0.99	6.51	5.82 / 1.51	0.69	-0.56 ***
55. Major requirements are clear and reasonable.	6.15	5.11 / 1.59	1.04	6.44	5.68 / 1.39	0.76	-0.57 ***

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

National Group Means are based on 213573 records.



Institutional Summary

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

Scale/Item	Bethune-Cookman University - SSI			National Four-Year Privates			Mean Difference
	Importance	Satisfaction / SD	Performance Gap	Importance	Satisfaction / SD	Performance Gap	
CAMPUS CLIMATE	6.01	4.70 / 1.17	1.31	6.25	5.42 / 1.12	0.83	-0.72 ***
1. Most students feel a sense of belonging here.	5.80	4.74 / 1.58	1.06	6.10	5.28 / 1.44	0.82	-0.54 ***
2. The campus staff are caring and helpful.	5.96	4.74 / 1.57	1.22	6.39	5.65 / 1.32	0.74	-0.91 ***
3. Faculty care about me as an individual.	5.83	4.56 / 1.62	1.27	6.26	5.58 / 1.38	0.68	-1.02 ***
7. The campus is safe and secure for all students.	6.20	4.42 / 1.67	1.78	6.51	5.75 / 1.41	0.76	-1.33 ***
10. Administrators are approachable to students.	5.96	4.68 / 1.51	1.28	6.07	5.40 / 1.43	0.67	-0.72 ***
29. It is an enjoyable experience to be a student on this campus.	6.08	4.69 / 1.71	1.39	6.44	5.47 / 1.56	0.97	-0.78 ***
37. I feel a sense of pride about my campus.	6.00	4.94 / 1.68	1.06	5.96	5.30 / 1.65	0.66	-0.36 ***
41. There is a commitment to academic excellence on this campus.	6.12	5.01 / 1.54	1.11	6.38	5.67 / 1.39	0.71	-0.66 ***
45. Students are made to feel welcome on this campus.	6.17	5.03 / 1.64	1.14	6.37	5.66 / 1.44	0.71	-0.63 ***
51. This institution has a good reputation within the community.	5.97	4.70 / 1.69	1.27	6.26	5.65 / 1.52	0.61	-0.95 ***
57. I seldom get the "run-around" when seeking information on this campus.	5.85	4.19 / 1.84	1.66	6.08	4.98 / 1.73	1.10	-0.79 ***
59. This institution shows concern for students as individuals.	6.07	4.61 / 1.65	1.46	6.37	5.42 / 1.58	0.95	-0.81 ***
60. I generally know what's happening on campus.	6.01	4.73 / 1.67	1.28	5.98	5.25 / 1.58	0.73	-0.52 ***
62. There is a strong commitment to racial harmony on this campus.	5.99	5.07 / 1.50	0.92	6.17	5.58 / 1.49	0.59	-0.51 ***
66. Tuition paid is a worthwhile investment.	6.08	4.23 / 1.81	1.85	6.44	4.95 / 1.73	1.49	-0.72 ***

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

National Group Means are based on 213573 records.



Institutional Summary

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

Scale/Item	Bethune-Cookman University - SSI			National Four-Year Privates			Mean Difference
	Importance	Satisfaction / SD	Performance Gap	Importance	Satisfaction / SD	Performance Gap	
67. Freedom of expression is protected on campus.	6.11	4.96 / 1.63	1.15	6.28	5.48 / 1.56	0.80	-0.52 ***
71. Channels for expressing student complaints are readily available.	5.90	4.57 / 1.62	1.33	6.11	4.91 / 1.73	1.20	-0.34 ***

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

National Group Means are based on 213573 records.



Institutional Summary

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

Scale/Item	Bethune-Cookman University - SSI			National Four-Year Privates			Mean Difference
	Importance	Satisfaction / SD	Performance Gap	Importance	Satisfaction / SD	Performance Gap	
CAMPUS LIFE	5.96	4.59 / 1.17	1.37	5.90	5.11 / 1.17	0.79	-0.52 ***
9. A variety of intramural activities are offered.	5.66	4.59 / 1.61	1.07	5.23	5.17 / 1.55	0.06	-0.58 ***
23. Living conditions in the residence halls are comfortable (adequate space, lighting, heat, air, etc.)	6.24	3.97 / 1.90	2.27	6.19	4.76 / 1.73	1.43	-0.79 ***
24. The intercollegiate athletic programs contribute to a strong sense of school spirit.	5.82	4.88 / 1.66	0.94	5.34	4.62 / 1.82	0.72	0.26 ***
30. Residence hall staff are concerned about me as an individual.	5.84	4.52 / 1.75	1.32	5.88	5.17 / 1.67	0.71	-0.65 ***
31. Males and females have equal opportunities to participate in intercollegiate athletics.	5.93	5.03 / 1.56	0.90	5.87	5.68 / 1.48	0.19	-0.65 ***
38. There is an adequate selection of food available in the cafeteria.	6.06	3.89 / 1.90	2.17	6.09	4.28 / 1.94	1.81	-0.39 ***
40. Residence hall regulations are reasonable.	6.04	4.51 / 1.83	1.53	5.98	5.03 / 1.71	0.95	-0.52 ***
42. There are a sufficient number of weekend activities for students.	5.83	4.17 / 1.81	1.66	5.58	4.75 / 1.77	0.83	-0.58 ***
46. I can easily get involved in campus organizations.	6.00	4.93 / 1.59	1.07	5.97	5.48 / 1.51	0.49	-0.55 ***
52. The student center is a comfortable place for students to spend their leisure time.	5.93	4.60 / 1.81	1.33	5.91	5.30 / 1.63	0.61	-0.70 ***
56. The student handbook provides helpful information about campus life.	5.90	4.85 / 1.59	1.05	5.71	5.32 / 1.51	0.39	-0.47 ***
63. Student disciplinary procedures are fair.	6.01	4.88 / 1.53	1.13	6.18	5.36 / 1.59	0.82	-0.48 ***
64. New student orientation services help students adjust to college.	6.08	4.96 / 1.66	1.12	6.08	5.35 / 1.58	0.73	-0.39 ***

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

National Group Means are based on 213573 records.



Institutional Summary

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

Scale/Item	Bethune-Cookman University - SSI			National Four-Year Privates			Mean Difference
	Importance	Satisfaction / SD	Performance Gap	Importance	Satisfaction / SD	Performance Gap	
67. Freedom of expression is protected on campus.	6.11	4.96 / 1.63	1.15	6.28	5.48 / 1.56	0.80	-0.52 ***
73. Student activities fees are put to good use.	6.03	4.17 / 1.85	1.86	6.11	4.87 / 1.71	1.24	-0.70 ***

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

National Group Means are based on 213573 records.



Institutional Summary

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

Scale/Item	Bethune-Cookman University - SSI			National Four-Year Privates			Mean Difference
	Importance	Satisfaction / SD	Performance Gap	Importance	Satisfaction / SD	Performance Gap	
CAMPUS SUPPORT SERVICES	6.02	5.00 / 1.21	1.02	6.07	5.61 / 1.04	0.46	-0.61 ***
13. Library staff are helpful and approachable.	5.82	5.10 / 1.64	0.72	5.80	5.78 / 1.31	0.02	-0.68 ***
18. Library resources and services are adequate.	6.07	5.14 / 1.51	0.93	6.11	5.71 / 1.30	0.40	-0.57 ***
26. Computer labs are adequate and accessible.	6.11	4.97 / 1.67	1.14	6.19	5.58 / 1.50	0.61	-0.61 ***
32. Tutoring services are readily available.	6.15	5.23 / 1.60	0.92	6.11	5.69 / 1.41	0.42	-0.46 ***
44. Academic support services adequately meet the needs of students.	6.09	4.70 / 1.58	1.39	6.20	5.50 / 1.40	0.70	-0.80 ***
49. There are adequate services to help me decide upon a career.	6.09	4.81 / 1.61	1.28	6.29	5.40 / 1.52	0.89	-0.59 ***
54. Bookstore staff are helpful.	5.84	5.02 / 1.57	0.82	5.83	5.61 / 1.46	0.22	-0.59 ***

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

National Group Means are based on 213573 records.



Institutional Summary

Scales: In Order With Items That Make Up the Scale - Concern for the Individual

Scale/Item	Bethune-Cookman University - SSI			National Four-Year Privates			Mean Difference
	Importance	Satisfaction / SD	Performance Gap	Importance	Satisfaction / SD	Performance Gap	
CONCERN FOR THE INDIVIDUAL	6.01	4.65 / 1.24	1.36	6.25	5.44 / 1.18	0.81	-0.79 ***
3. Faculty care about me as an individual.	5.83	4.56 / 1.62	1.27	6.26	5.58 / 1.38	0.68	-1.02 ***
14. My academic advisor is concerned about my success as an individual.	6.18	5.02 / 1.75	1.16	6.35	5.64 / 1.56	0.71	-0.62 ***
22. Counseling staff care about students as individuals.	6.11	4.60 / 1.60	1.51	6.19	5.41 / 1.52	0.78	-0.81 ***
25. Faculty are fair and unbiased in their treatment of individual students.	6.01	4.60 / 1.64	1.41	6.38	5.38 / 1.52	1.00	-0.78 ***
30. Residence hall staff are concerned about me as an individual.	5.84	4.52 / 1.75	1.32	5.88	5.17 / 1.67	0.71	-0.65 ***
59. This institution shows concern for students as individuals.	6.07	4.61 / 1.65	1.46	6.37	5.42 / 1.58	0.95	-0.81 ***

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

National Group Means are based on 213573 records.



Institutional Summary

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

Scale/Item	Bethune-Cookman University - SSI			National Four-Year Privates			Mean Difference
	Importance	Satisfaction / SD	Performance Gap	Importance	Satisfaction / SD	Performance Gap	
INSTRUCTIONAL EFFECTIVENESS	6.08	4.79 / 1.18	1.29	6.39	5.59 / 1.05	0.80	-0.80 ***
3. Faculty care about me as an individual.	5.83	4.56 / 1.62	1.27	6.26	5.58 / 1.38	0.68	-1.02 ***
8. The content of the courses within my major is valuable.	6.26	5.10 / 1.56	1.16	6.60	5.71 / 1.33	0.89	-0.61 ***
16. The instruction in my major field is excellent.	6.21	4.99 / 1.58	1.22	6.57	5.71 / 1.36	0.86	-0.72 ***
25. Faculty are fair and unbiased in their treatment of individual students.	6.01	4.60 / 1.64	1.41	6.38	5.38 / 1.52	1.00	-0.78 ***
39. I am able to experience intellectual growth here.	6.18	4.97 / 1.57	1.21	6.49	5.79 / 1.34	0.70	-0.82 ***
41. There is a commitment to academic excellence on this campus.	6.12	5.01 / 1.54	1.11	6.38	5.67 / 1.39	0.71	-0.66 ***
47. Faculty provide timely feedback about student progress in a course.	6.03	4.41 / 1.67	1.62	6.34	5.27 / 1.50	1.07	-0.86 ***
53. Faculty take into consideration student differences as they teach a course.	6.06	4.50 / 1.67	1.56	6.21	5.23 / 1.54	0.98	-0.73 ***
58. The quality of instruction I receive in most of my classes is excellent.	6.11	4.69 / 1.55	1.42	6.50	5.61 / 1.36	0.89	-0.92 ***
61. Adjunct faculty are competent as classroom instructors.	5.93	4.72 / 1.54	1.21	6.23	5.51 / 1.45	0.72	-0.79 ***
65. Faculty are usually available after class and during office hours.	6.12	4.94 / 1.65	1.18	6.33	5.81 / 1.30	0.52	-0.87 ***
68. Nearly all of the faculty are knowledgeable in their field.	6.16	4.98 / 1.62	1.18	6.55	5.94 / 1.26	0.61	-0.96 ***
69. There is a good variety of courses provided on this campus.	6.14	4.90 / 1.69	1.24	6.41	5.57 / 1.48	0.84	-0.67 ***
70. Graduate teaching assistants are competent as classroom instructors.	5.89	4.73 / 1.50	1.16	6.07	5.43 / 1.44	0.64	-0.70 ***

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

National Group Means are based on 213573 records.



Institutional Summary

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

Scale/Item	Bethune-Cookman University - SSI			National Four-Year Privates			Mean Difference
	Importance	Satisfaction / SD	Performance Gap	Importance	Satisfaction / SD	Performance Gap	
RECRUITMENT AND FINANCIAL AID	6.03	4.25 / 1.28	1.78	6.23	5.25 / 1.23	0.98	-1.00 ***
4. Admissions staff are knowledgeable.	6.01	4.61 / 1.57	1.40	6.22	5.47 / 1.44	0.75	-0.86 ***
5. Financial aid counselors are helpful.	6.06	3.63 / 1.89	2.43	6.26	5.20 / 1.63	1.06	-1.57 ***
12. Financial aid awards are announced to students in time to be helpful in college planning.	6.12	3.82 / 1.93	2.30	6.27	5.19 / 1.61	1.08	-1.37 ***
17. Adequate financial aid is available for most students.	6.11	4.18 / 1.78	1.93	6.38	5.02 / 1.64	1.36	-0.84 ***
43. Admissions counselors respond to prospective students' unique needs and requests.	5.98	4.63 / 1.59	1.35	6.09	5.43 / 1.47	0.66	-0.80 ***
48. Admissions counselors accurately portray the campus in their recruiting practices.	5.89	4.67 / 1.60	1.22	6.16	5.21 / 1.63	0.95	-0.54 ***

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

National Group Means are based on 213573 records.



Institutional Summary

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

Scale/Item	Bethune-Cookman University - SSI			National Four-Year Privates			Mean Difference
	Importance	Satisfaction / SD	Performance Gap	Importance	Satisfaction / SD	Performance Gap	
REGISTRATION EFFECTIVENESS	6.01	4.63 / 1.21	1.38	6.19	5.27 / 1.19	0.92	-0.64 ***
11. Billing policies are reasonable.	5.80	3.73 / 1.73	2.07	6.12	4.78 / 1.67	1.34	-1.05 ***
20. The business office is open during hours which are convenient for most students.	5.97	4.70 / 1.61	1.27	5.97	5.32 / 1.48	0.65	-0.62 ***
27. The personnel involved in registration are helpful.	6.01	4.67 / 1.63	1.34	6.22	5.53 / 1.44	0.69	-0.86 ***
34. I am able to register for classes I need with few conflicts.	6.20	5.03 / 1.63	1.17	6.49	5.20 / 1.73	1.29	-0.17 **
50. Class change (drop/add) policies are reasonable.	6.06	5.04 / 1.56	1.02	6.15	5.56 / 1.49	0.59	-0.52 ***

National Group Means are based on 213573 records.

* 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 - Responsiveness to Diverse Populations

Scale/Item	Bethune-Cookman University - SSI			National Four-Year Privates			Mean Difference
	Importance	Satisfaction / SD	Performance Gap	Importance	Satisfaction / SD	Performance Gap	
RESPONSIVENESS TO DIVERSE POPULATIONS		4.81 / 1.36			5.36 / 1.41		-0.55 ***
84. Institution's commitment to part-time students?		4.70 / 1.57			5.34 / 1.49		-0.64 ***
85. Institution's commitment to evening students?		4.78 / 1.50			5.32 / 1.51		-0.54 ***
86. Institution's commitment to older, returning learners?		4.88 / 1.52			5.46 / 1.47		-0.58 ***
87. Institution's commitment to under-represented populations?		4.84 / 1.54			5.35 / 1.53		-0.51 ***
88. Institution's commitment to commuters?		4.75 / 1.57			5.19 / 1.65		-0.44 ***
89. Institution's commitment to students with disabilities?		4.91 / 1.61			5.52 / 1.52		-0.61 ***

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

National Group Means are based on 213573 records.



Institutional Summary

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

Scale/Item	Bethune-Cookman University - SSI			National Four-Year Privates			Mean Difference
	Importance	Satisfaction / SD	Performance Gap	Importance	Satisfaction / SD	Performance Gap	
SAFETY AND SECURITY	6.08	4.15 / 1.33	1.93	6.25	5.06 / 1.31	1.19	-0.91 ***
7. The campus is safe and secure for all students.	6.20	4.42 / 1.67	1.78	6.51	5.75 / 1.41	0.76	-1.33 ***
21. The amount of student parking space on campus is adequate.	5.90	3.23 / 1.89	2.67	5.99	3.93 / 2.10	2.06	-0.70 ***
28. Parking lots are well-lighted and secure.	6.01	4.20 / 1.76	1.81	6.07	5.14 / 1.67	0.93	-0.94 ***
36. Security staff respond quickly in emergencies.	6.20	4.77 / 1.67	1.43	6.42	5.39 / 1.60	1.03	-0.62 ***

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

National Group Means are based on 213573 records.



Institutional Summary

Scales: In Order With Items That Make Up the Scale - Service Excellence

Scale/Item	Bethune-Cookman University - SSI			National Four-Year Privates			Mean Difference
	Importance	Satisfaction / SD	Performance Gap	Importance	Satisfaction / SD	Performance Gap	
SERVICE EXCELLENCE	5.95	4.65 / 1.17	1.30	6.11	5.35 / 1.11	0.76	-0.70 ***
2. The campus staff are caring and helpful.	5.96	4.74 / 1.57	1.22	6.39	5.65 / 1.32	0.74	-0.91 ***
13. Library staff are helpful and approachable.	5.82	5.10 / 1.64	0.72	5.80	5.78 / 1.31	0.02	-0.68 ***
15. The staff in the health services area are competent.	5.92	4.56 / 1.67	1.36	6.11	5.23 / 1.62	0.88	-0.67 ***
22. Counseling staff care about students as individuals.	6.11	4.60 / 1.60	1.51	6.19	5.41 / 1.52	0.78	-0.81 ***
27. The personnel involved in registration are helpful.	6.01	4.67 / 1.63	1.34	6.22	5.53 / 1.44	0.69	-0.86 ***
57. I seldom get the "run-around" when seeking information on this campus.	5.85	4.19 / 1.84	1.66	6.08	4.98 / 1.73	1.10	-0.79 ***
60. I generally know what's happening on campus.	6.01	4.73 / 1.67	1.28	5.98	5.25 / 1.58	0.73	-0.52 ***
71. Channels for expressing student complaints are readily available.	5.90	4.57 / 1.62	1.33	6.11	4.91 / 1.73	1.20	-0.34 ***

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

National Group Means are based on 213573 records.



Institutional Summary

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

Scale/Item	Bethune-Cookman University - SSI			National Four-Year Privates			Mean Difference
	Importance	Satisfaction / SD	Performance Gap	Importance	Satisfaction / SD	Performance Gap	
STUDENT CENTEREDNESS	6.01	4.75 / 1.24	1.26	6.29	5.48 / 1.19	0.81	-0.73 ***
1. Most students feel a sense of belonging here.	5.80	4.74 / 1.58	1.06	6.10	5.28 / 1.44	0.82	-0.54 ***
2. The campus staff are caring and helpful.	5.96	4.74 / 1.57	1.22	6.39	5.65 / 1.32	0.74	-0.91 ***
10. Administrators are approachable to students.	5.96	4.68 / 1.51	1.28	6.07	5.40 / 1.43	0.67	-0.72 ***
29. It is an enjoyable experience to be a student on this campus.	6.08	4.69 / 1.71	1.39	6.44	5.47 / 1.56	0.97	-0.78 ***
45. Students are made to feel welcome on this campus.	6.17	5.03 / 1.64	1.14	6.37	5.66 / 1.44	0.71	-0.63 ***
59. This institution shows concern for students as individuals.	6.07	4.61 / 1.65	1.46	6.37	5.42 / 1.58	0.95	-0.81 ***

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

National Group Means are based on 213573 records.



Institutional Summary

Items: In Sequential Order

Item	Bethune-Cookman University - SSI			National Four-Year Privates			Mean Difference
	Importance	Satisfaction / SD	Performance Gap	Importance	Satisfaction / SD	Performance Gap	
1. Most students feel a sense of belonging here.	5.80	4.74 / 1.58	1.06	6.10	5.28 / 1.44	0.82	-0.54 ***
2. The campus staff are caring and helpful.	5.96	4.74 / 1.57	1.22	6.39	5.65 / 1.32	0.74	-0.91 ***
3. Faculty care about me as an individual.	5.83	4.56 / 1.62	1.27	6.26	5.58 / 1.38	0.68	-1.02 ***
4. Admissions staff are knowledgeable.	6.01	4.61 / 1.57	1.40	6.22	5.47 / 1.44	0.75	-0.86 ***
5. Financial aid counselors are helpful.	6.06	3.63 / 1.89	2.43	6.26	5.20 / 1.63	1.06	-1.57 ***
6. My academic advisor is approachable.	6.24	5.20 / 1.74	1.04	6.43	5.82 / 1.51	0.61	-0.62 ***
7. The campus is safe and secure for all students.	6.20	4.42 / 1.67	1.78	6.51	5.75 / 1.41	0.76	-1.33 ***
8. The content of the courses within my major is valuable.	6.26	5.10 / 1.56	1.16	6.60	5.71 / 1.33	0.89	-0.61 ***
9. A variety of intramural activities are offered.	5.66	4.59 / 1.61	1.07	5.23	5.17 / 1.55	0.06	-0.58 ***
10. Administrators are approachable to students.	5.96	4.68 / 1.51	1.28	6.07	5.40 / 1.43	0.67	-0.72 ***
11. Billing policies are reasonable.	5.80	3.73 / 1.73	2.07	6.12	4.78 / 1.67	1.34	-1.05 ***
12. Financial aid awards are announced to students in time to be helpful in college planning.	6.12	3.82 / 1.93	2.30	6.27	5.19 / 1.61	1.08	-1.37 ***
13. Library staff are helpful and approachable.	5.82	5.10 / 1.64	0.72	5.80	5.78 / 1.31	0.02	-0.68 ***
14. My academic advisor is concerned about my success as an individual.	6.18	5.02 / 1.75	1.16	6.35	5.64 / 1.56	0.71	-0.62 ***
15. The staff in the health services area are competent.	5.92	4.56 / 1.67	1.36	6.11	5.23 / 1.62	0.88	-0.67 ***
16. The instruction in my major field is excellent.	6.21	4.99 / 1.58	1.22	6.57	5.71 / 1.36	0.86	-0.72 ***

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

National Group Means are based on 213573 records.



Institutional Summary

Items: In Sequential Order

Item	Bethune-Cookman University - SSI			National Four-Year Privates			Mean Difference
	Importance	Satisfaction / SD	Performance Gap	Importance	Satisfaction / SD	Performance Gap	
17. Adequate financial aid is available for most students.	6.11	4.18 / 1.78	1.93	6.38	5.02 / 1.64	1.36	-0.84 ***
18. Library resources and services are adequate.	6.07	5.14 / 1.51	0.93	6.11	5.71 / 1.30	0.40	-0.57 ***
19. My academic advisor helps me set goals to work toward.	6.08	4.83 / 1.77	1.25	6.08	5.22 / 1.70	0.86	-0.39 ***
20. The business office is open during hours which are convenient for most students.	5.97	4.70 / 1.61	1.27	5.97	5.32 / 1.48	0.65	-0.62 ***
21. The amount of student parking space on campus is adequate.	5.90	3.23 / 1.89	2.67	5.99	3.93 / 2.10	2.06	-0.70 ***
22. Counseling staff care about students as individuals.	6.11	4.60 / 1.60	1.51	6.19	5.41 / 1.52	0.78	-0.81 ***
23. Living conditions in the residence halls are comfortable (adequate space, lighting, heat, air, etc.)	6.24	3.97 / 1.90	2.27	6.19	4.76 / 1.73	1.43	-0.79 ***
24. The intercollegiate athletic programs contribute to a strong sense of school spirit.	5.82	4.88 / 1.66	0.94	5.34	4.62 / 1.82	0.72	0.26 ***
25. Faculty are fair and unbiased in their treatment of individual students.	6.01	4.60 / 1.64	1.41	6.38	5.38 / 1.52	1.00	-0.78 ***
26. Computer labs are adequate and accessible.	6.11	4.97 / 1.67	1.14	6.19	5.58 / 1.50	0.61	-0.61 ***
27. The personnel involved in registration are helpful.	6.01	4.67 / 1.63	1.34	6.22	5.53 / 1.44	0.69	-0.86 ***
28. Parking lots are well-lighted and secure.	6.01	4.20 / 1.76	1.81	6.07	5.14 / 1.67	0.93	-0.94 ***
29. It is an enjoyable experience to be a student on this campus.	6.08	4.69 / 1.71	1.39	6.44	5.47 / 1.56	0.97	-0.78 ***
30. Residence hall staff are concerned about me as an individual.	5.84	4.52 / 1.75	1.32	5.88	5.17 / 1.67	0.71	-0.65 ***
31. Males and females have equal opportunities to participate in intercollegiate athletics.	5.93	5.03 / 1.56	0.90	5.87	5.68 / 1.48	0.19	-0.65 ***

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National Group Means are based on 213573 records.



Institutional Summary

Items: In Sequential Order

Item	Bethune-Cookman University - SSI			National Four-Year Privates			Mean Difference
	Importance	Satisfaction / SD	Performance Gap	Importance	Satisfaction / SD	Performance Gap	
32. Tutoring services are readily available.	6.15	5.23 / 1.60	0.92	6.11	5.69 / 1.41	0.42	-0.46 ***
33. My academic advisor is knowledgeable about requirements in my major.	6.25	5.26 / 1.66	0.99	6.51	5.82 / 1.51	0.69	-0.56 ***
34. I am able to register for classes I need with few conflicts.	6.20	5.03 / 1.63	1.17	6.49	5.20 / 1.73	1.29	-0.17 **
35. The assessment and course placement procedures are reasonable.	6.07	4.97 / 1.47	1.10	6.23	5.47 / 1.42	0.76	-0.50 ***
36. Security staff respond quickly in emergencies.	6.20	4.77 / 1.67	1.43	6.42	5.39 / 1.60	1.03	-0.62 ***
37. I feel a sense of pride about my campus.	6.00	4.94 / 1.68	1.06	5.96	5.30 / 1.65	0.66	-0.36 ***
38. There is an adequate selection of food available in the cafeteria.	6.06	3.89 / 1.90	2.17	6.09	4.28 / 1.94	1.81	-0.39 ***
39. I am able to experience intellectual growth here.	6.18	4.97 / 1.57	1.21	6.49	5.79 / 1.34	0.70	-0.82 ***
40. Residence hall regulations are reasonable.	6.04	4.51 / 1.83	1.53	5.98	5.03 / 1.71	0.95	-0.52 ***
41. There is a commitment to academic excellence on this campus.	6.12	5.01 / 1.54	1.11	6.38	5.67 / 1.39	0.71	-0.66 ***
42. There are a sufficient number of weekend activities for students.	5.83	4.17 / 1.81	1.66	5.58	4.75 / 1.77	0.83	-0.58 ***
43. Admissions counselors respond to prospective students' unique needs and requests.	5.98	4.63 / 1.59	1.35	6.09	5.43 / 1.47	0.66	-0.80 ***
44. Academic support services adequately meet the needs of students.	6.09	4.70 / 1.58	1.39	6.20	5.50 / 1.40	0.70	-0.80 ***
45. Students are made to feel welcome on this campus.	6.17	5.03 / 1.64	1.14	6.37	5.66 / 1.44	0.71	-0.63 ***
46. I can easily get involved in campus organizations.	6.00	4.93 / 1.59	1.07	5.97	5.48 / 1.51	0.49	-0.55 ***

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Institutional Summary

Items: In Sequential Order

Item	Bethune-Cookman University - SSI			National Four-Year Privates			Mean Difference
	Importance	Satisfaction / SD	Performance Gap	Importance	Satisfaction / SD	Performance Gap	
47. Faculty provide timely feedback about student progress in a course.	6.03	4.41 / 1.67	1.62	6.34	5.27 / 1.50	1.07	-0.86 ***
48. Admissions counselors accurately portray the campus in their recruiting practices.	5.89	4.67 / 1.60	1.22	6.16	5.21 / 1.63	0.95	-0.54 ***
49. There are adequate services to help me decide upon a career.	6.09	4.81 / 1.61	1.28	6.29	5.40 / 1.52	0.89	-0.59 ***
50. Class change (drop/add) policies are reasonable.	6.06	5.04 / 1.56	1.02	6.15	5.56 / 1.49	0.59	-0.52 ***
51. This institution has a good reputation within the community.	5.97	4.70 / 1.69	1.27	6.26	5.65 / 1.52	0.61	-0.95 ***
52. The student center is a comfortable place for students to spend their leisure time.	5.93	4.60 / 1.81	1.33	5.91	5.30 / 1.63	0.61	-0.70 ***
53. Faculty take into consideration student differences as they teach a course.	6.06	4.50 / 1.67	1.56	6.21	5.23 / 1.54	0.98	-0.73 ***
54. Bookstore staff are helpful.	5.84	5.02 / 1.57	0.82	5.83	5.61 / 1.46	0.22	-0.59 ***
55. Major requirements are clear and reasonable.	6.15	5.11 / 1.59	1.04	6.44	5.68 / 1.39	0.76	-0.57 ***
56. The student handbook provides helpful information about campus life.	5.90	4.85 / 1.59	1.05	5.71	5.32 / 1.51	0.39	-0.47 ***
57. I seldom get the "run-around" when seeking information on this campus.	5.85	4.19 / 1.84	1.66	6.08	4.98 / 1.73	1.10	-0.79 ***
58. The quality of instruction I receive in most of my classes is excellent.	6.11	4.69 / 1.55	1.42	6.50	5.61 / 1.36	0.89	-0.92 ***
59. This institution shows concern for students as individuals.	6.07	4.61 / 1.65	1.46	6.37	5.42 / 1.58	0.95	-0.81 ***
60. I generally know what's happening on campus.	6.01	4.73 / 1.67	1.28	5.98	5.25 / 1.58	0.73	-0.52 ***
61. Adjunct faculty are competent as classroom instructors.	5.93	4.72 / 1.54	1.21	6.23	5.51 / 1.45	0.72	-0.79 ***

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Institutional Summary

Items: In Sequential Order

Item	Bethune-Cookman University - SSI			National Four-Year Privates			Mean Difference
	Importance	Satisfaction / SD	Performance Gap	Importance	Satisfaction / SD	Performance Gap	
62. There is a strong commitment to racial harmony on this campus.	5.99	5.07 / 1.50	0.92	6.17	5.58 / 1.49	0.59	-0.51 ***
63. Student disciplinary procedures are fair.	6.01	4.88 / 1.53	1.13	6.18	5.36 / 1.59	0.82	-0.48 ***
64. New student orientation services help students adjust to college.	6.08	4.96 / 1.66	1.12	6.08	5.35 / 1.58	0.73	-0.39 ***
65. Faculty are usually available after class and during office hours.	6.12	4.94 / 1.65	1.18	6.33	5.81 / 1.30	0.52	-0.87 ***
66. Tuition paid is a worthwhile investment.	6.08	4.23 / 1.81	1.85	6.44	4.95 / 1.73	1.49	-0.72 ***
67. Freedom of expression is protected on campus.	6.11	4.96 / 1.63	1.15	6.28	5.48 / 1.56	0.80	-0.52 ***
68. Nearly all of the faculty are knowledgeable in their field.	6.16	4.98 / 1.62	1.18	6.55	5.94 / 1.26	0.61	-0.96 ***
69. There is a good variety of courses provided on this campus.	6.14	4.90 / 1.69	1.24	6.41	5.57 / 1.48	0.84	-0.67 ***
70. Graduate teaching assistants are competent as classroom instructors.	5.89	4.73 / 1.50	1.16	6.07	5.43 / 1.44	0.64	-0.70 ***
71. Channels for expressing student complaints are readily available.	5.90	4.57 / 1.62	1.33	6.11	4.91 / 1.73	1.20	-0.34 ***
72. On the whole, the campus is well-maintained.	6.06	4.66 / 1.63	1.40	6.32	5.75 / 1.41	0.57	-1.09 ***
73. Student activities fees are put to good use.	6.03	4.17 / 1.85	1.86	6.11	4.87 / 1.71	1.24	-0.70 ***
74. Campus item 1							
75. Campus item 2							
76. Campus item 3							
77. Campus item 4							

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Institutional Summary

Items: In Sequential Order

Item	Bethune-Cookman University - SSI			National Four-Year Privates			Mean Difference
	Importance	Satisfaction / SD	Performance Gap	Importance	Satisfaction / SD	Performance Gap	
78. Campus item 5							
79. Campus item 6							
80. Campus item 7							
81. Campus item 8							
82. Campus item 9							
83. Campus item 10							
84. Institution's commitment to part-time students?		4.70 / 1.57			5.34 / 1.49		-0.64 ***
85. Institution's commitment to evening students?		4.78 / 1.50			5.32 / 1.51		-0.54 ***
86. Institution's commitment to older, returning learners?		4.88 / 1.52			5.46 / 1.47		-0.58 ***
87. Institution's commitment to under-represented populations?		4.84 / 1.54			5.35 / 1.53		-0.51 ***
88. Institution's commitment to commuters?		4.75 / 1.57			5.19 / 1.65		-0.44 ***
89. Institution's commitment to students with disabilities?		4.91 / 1.61			5.52 / 1.52		-0.61 ***
90. Cost as factor in decision to enroll.	6.38			6.15			
91. Financial aid as factor in decision to enroll.	6.43			6.27			
92. Academic reputation as factor in decision to enroll.	6.25			6.14			
93. Size of institution as factor in decision to enroll.	5.46			5.47			
94. Opportunity to play sports as factor in decision to enroll.	4.89			3.93			
95. Recommendations from family/friends as factor in decision to enroll.	5.29			4.93			

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Institutional Summary

Items: In Sequential Order

Item	Bethune-Cookman University - SSI			National Four-Year Privates			Mean Difference
	Importance	Satisfaction / SD	Performance Gap	Importance	Satisfaction / SD	Performance Gap	
96. Geographic setting as factor in decision to enroll.	5.49			5.48			
97. Campus appearance as factor in decision to enroll.	5.82			5.53			
98. Personalized attention prior to enrollment as factor in decision to enroll.	5.81			5.67			

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Institutional Summary

Summary Items

Summary Item	Bethune-Cookman University - SSI	National Four-Year Privates	Mean Difference
So far, how has your college experience met your expectations?	Average: 4.24	Average: 4.65	-0.41
1=Much worse than expected	4%	2%	
2=Quite a bit worse than I expected	4%	3%	
3=Worse than I expected	16%	11%	
4=About what I expected	37%	31%	
5=Better than I expected	18%	24%	
6=Quite a bit better than I expected	11%	13%	
7=Much better than expected	7%	12%	
Rate your overall satisfaction with your experience here thus far.	Average: 4.52	Average: 5.29	-0.77
1=Not satisfied at all	3%	1%	
2=Not very satisfied	6%	4%	
3=Somewhat dissatisfied	10%	8%	
4=Neutral	28%	11%	
5=Somewhat satisfied	22%	18%	
6=Satisfied	20%	37%	
7=Very satisfied	7%	19%	
All in all, if you had to do it over, would you enroll here again?	Average: 4.13	Average: 5.23	-1.10
1=Definitely not	12%	4%	
2=Probably not	14%	7%	
3=Maybe not	9%	6%	
4=I don't know	17%	10%	
5=Maybe yes	14%	12%	
6=Probably yes	16%	26%	
7=Definitely yes	13%	31%	