

Skyline College Balanced Scorecard

Outcome Measure Data Sheet

Perspective: External Stakeholders		Measure Name: Student Satisfaction Overall Ratings		Indicator: Community and Student Satisfaction and Perception	
College Strategy: 1.1 Student Success and Access			College Goal: 1		
Description: The percentage of students who selected "Very Satisfied" or, "Satisfied" on the question(s) that ask about overall satisfaction with the college from the student climate survey.					
Lead/Lag: Lead		Frequency: Every 3 years		Unit Type: Percents	
Polarity: High values are good					
Formula: The "Very Satisfied" and "Satisfied" ratings on the questions asking about overall satisfaction are compiled to give a rating on overall satisfaction.					
Data Source: Data are collected through a survey (i.e., Noel Levitz Student Satisfaction Inventory) which may be delivered via paper and pencil or on-line.					
Data Quality: Moderate –Dependent on sampling method and response rate.			Data Collector: Cathy Hasson, Dir., Planning, Research and Institutional Effectiveness		
			Owner: Cathy Hasson, Dir., Planning, Research and Institutional Effectiveness		
Scorecard Control Limits: Slightly below benchmark is equal to 1- 5 percentage points below the benchmark. Well below benchmark is equal to 6 or greater percentage points below the benchmark.			Benchmark: The baseline benchmark is set at 79% overall satisfaction.		
			College-wide Initiatives Links		
Benchmark Rationale: The overall satisfaction benchmark is based on a limited amount of data and information collected. Increased frequency of this measure (e.g., every three years) will improve the benchmarking process and help to make adjustments if needed to the benchmark.			1. Accreditation Self-Study		
			2. Education Master Plan		
			3. SLOAC		