C. UW-Stout Student and Alumni Satisfaction

Student Services
- Library Facilities and Services as well as Recreational and Intramural Programs and Services are consistently the two highest rated student services reported by the ACT Student Opinion Survey since Stout first participated in 1999-00.
- The ratings of computer services at Stout have dropped from a high of 3.91 in 2000-01 down to 3.62 in 2003-04. Other services at Stout that have had similar declines in ratings in the same time period are:
    - Residence Hall Services and Programs (3.81 down to 3.56)
    - Academic Advising Services (3.72 down to 3.53)
    - Student Employment Services (3.93 down to 3.63)
    - Job Placement Services (3.86 down to 3.43)

College Environment
- Stout has always received high student ratings on the Facilities section of the ACT Student Opinion Survey. Ratings range from 3.53 up to 4.04.
- The highest rating of all questions on college environment is *the class size relative to the type of course*. This question averaged 4.11 over 5 years (1 to 5 scale with 1 = very dissatisfied and 5 = very satisfied).
- The availability of courses students want at times they can take them is consistently the lowest rated college environment question on the ACT Student Opinion survey. (2.71 in 2004).
- Student ratings regarding *purposes for which student activity fees are used* and *student voice in college policies* are the 2nd and 3rd lowest in the college environment section of the ACT Student Opinion Survey. Ratings are consistently under 3.25 in all years.

Overall satisfaction
- In 2004, about 85% of first-year students and 83% (88% in 2002) of seniors would "probably" or "definitely" attend the same school if they were starting college again. Stout's students responded higher than the national sample of 83% for first-year students and 81% for seniors.
- Nearly 95% of UW-Stout freshmen surveyed in 2004 reported that they were satisfied with their experience at Stout.
- UW-Stout graduates consistently report high ratings on if they would attend UW-Stout again, and if they would enroll in the same program. Mean ratings have been 3.94 or higher on a 5-point scale for the past several years.
- Most (74%) undergraduate alumni rate their program's overall effectiveness high or very high, however ratings on this question decreased in the 2004 survey.
- Given the cost of education and their investment of time and effort, most (81%) alumni rate the value of their education as very good or exceptional, however ratings on this question decreased in the 2004 survey.

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Advising

- *Quality of Academic Advising* continues to remain the area of lowest satisfaction for UW-Stout graduates one and three years after graduation. Ratings dropped slightly in 2004.
- Student evaluations of the first year advising program, however, show positive ratings. Over 90% of freshmen students in 2004 reported that their first-year advisor was knowledgeable and helpful in several different areas. Nearly 75% or more rated small group meetings, individual meetings, large group Advisement Day meetings and the 'Meet your Advisor' meeting as "very or somewhat helpful."
- Most 2004 freshmen met with their First-Year Advisor 2 or more times during their first year. Advisors helped the students with academic advising, selecting or changing their major (34%), considering or selecting a minor (23%), improving their study skills (22%), obtaining tutoring services (13%), and withdrawing or transferring to another school (8%).
- Nearly half of 2004 freshmen identified career exploration as a need from their advisor.
- During fall 2004 registration, students reported a mean rating of 2.77 on a four-point scale (1=very ineffective; 4=very effective) on the effectiveness of academic advising since they first entered UW-Stout.
- Freshmen in 2004 indicate that the quality of academic advising at Stout has increased slightly. The mean rating of 3.01 on a 4 point scale is above the System average of 2.90 and is very close to the national average of 3.02.

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