

Figure 3.3 Student and Stakeholder Focus Results (**UG Student Satisfaction Survey**)

Walker School Undergraduate Student Satisfaction Survey – Interest in professional development services				
Goal	Process/Measurement instrument	Current Results	Analysis of Results	Action Taken
Identify Areas of interest.	Annual Undergraduate Student Satisfaction Survey.	Revised survey indicated varying levels of interest in different options.	The more specific survey used in AY1718 helps better identify what resources students find valuable. This variety may account for the stagnant, somewhat mediocre interest over the last 6 years of results and perhaps the increase in overall interest in the most recent year. It also likely indicates that students don't understand completely what professional development activities in general mean but that when broken out into specific types of activities, they are more interested.	Resources will be focused areas with higher average interests such as internships and career fairs.

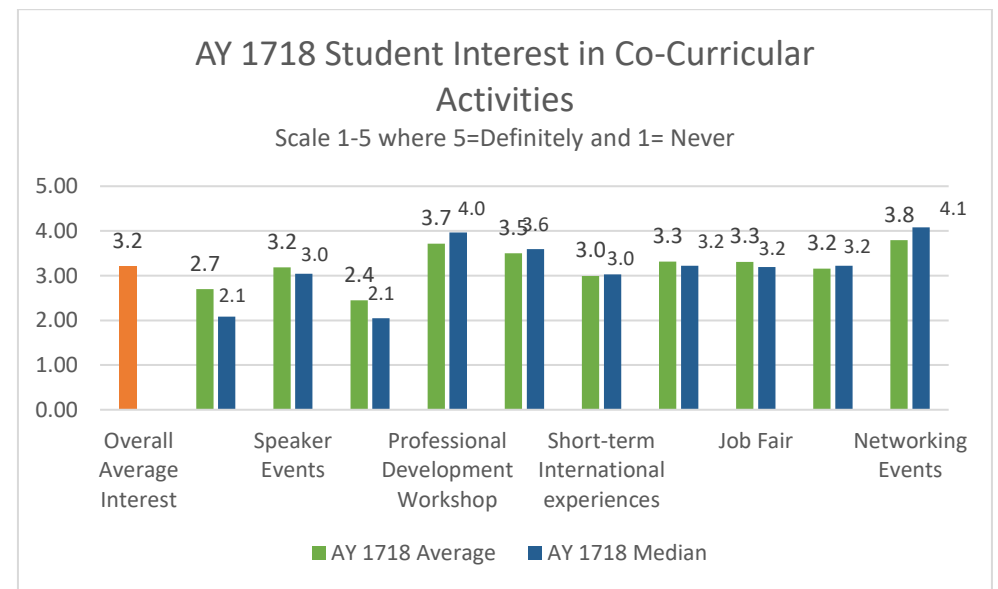
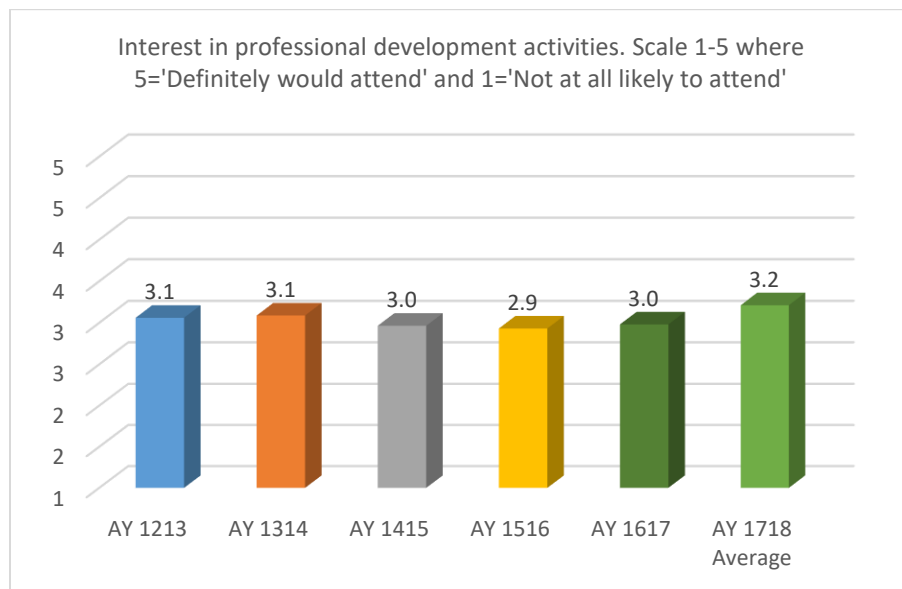


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Walker School Undergraduate Student Satisfaction Survey – Overall satisfaction with degree program				
Goal	Process/Measurement instrument	Current Results	Analysis of Results	Action Taken
80% overall rating of good or excellent.	Annual Undergraduate Student Satisfaction Survey.	AY1718 Results are at 78% which is a bit under goal.	This is the first year that the goal was not met. Several factors could have influenced this decline, including lower response numbers.	Given the decline, we will continue to monitor overall satisfaction and look at ways of addressing any specific concerns raised. All undergraduate programs were revised in the last year. Changes may improve results.
Walker School Undergraduate Student Satisfaction Survey – Average satisfaction rates of academic experience				
Satisfaction rate > 3.5 for all identified experiences.	Annual Undergraduate Student Satisfaction Survey.	Met or exceeded Goal in all areas measured.	This seems to indicate that generally students are pleased with their academic experience. Textbooks continues to receive lower marks.	Additional categories have been included this year to determine student interest in expanded course options which is part of a strategic planning initiative.

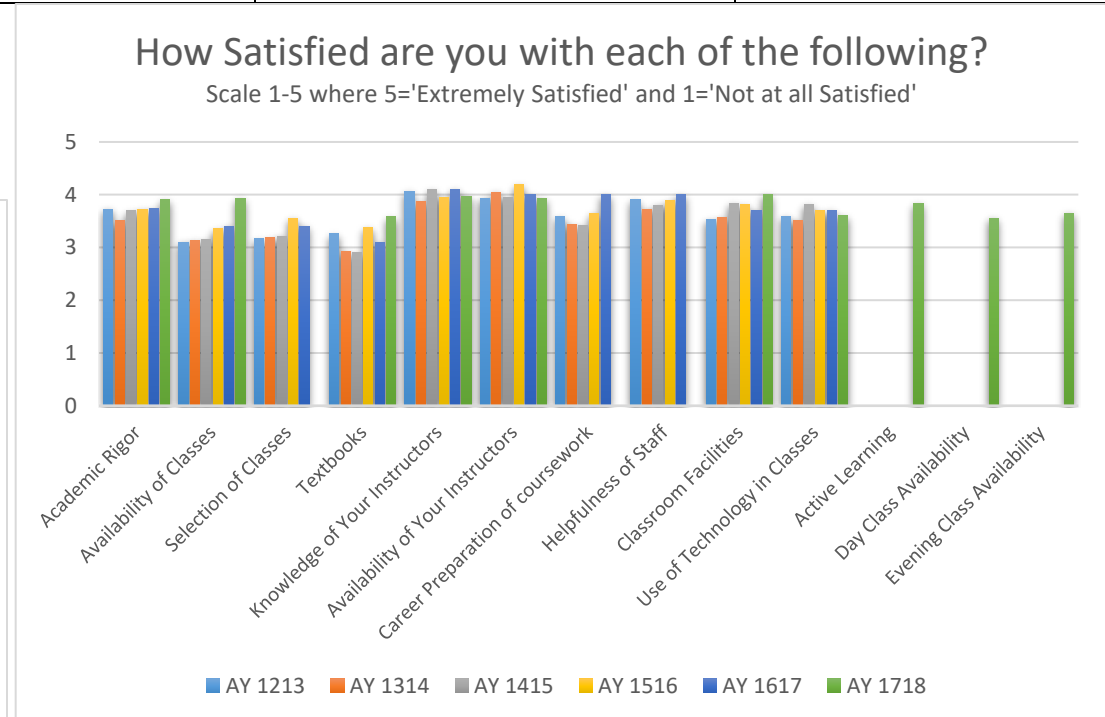
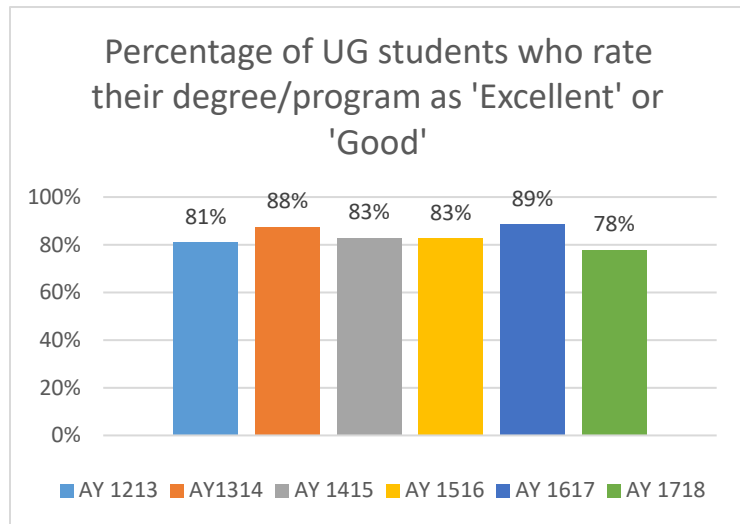


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Walker School Undergraduate Student Satisfaction Survey – Satisfaction rate of academic services				
Goal	Process/Measurement instrument	Current Results	Analysis of Results	Action Taken
Average Satisfaction rate > 3.5 for all identified resources.	Annual Undergraduate Student Satisfaction Survey.	Exceed goal for most categories, except for two of the three new areas added this year: Financial Aid and Tutoring.	This seems to indicate that generally students are satisfied with their academic services though there is room for improvement. The new measures validate our general perception of student concerns as tuition is a challenge for many students.	As mentioned previously improving tutoring services is a focus in the coming academic year.

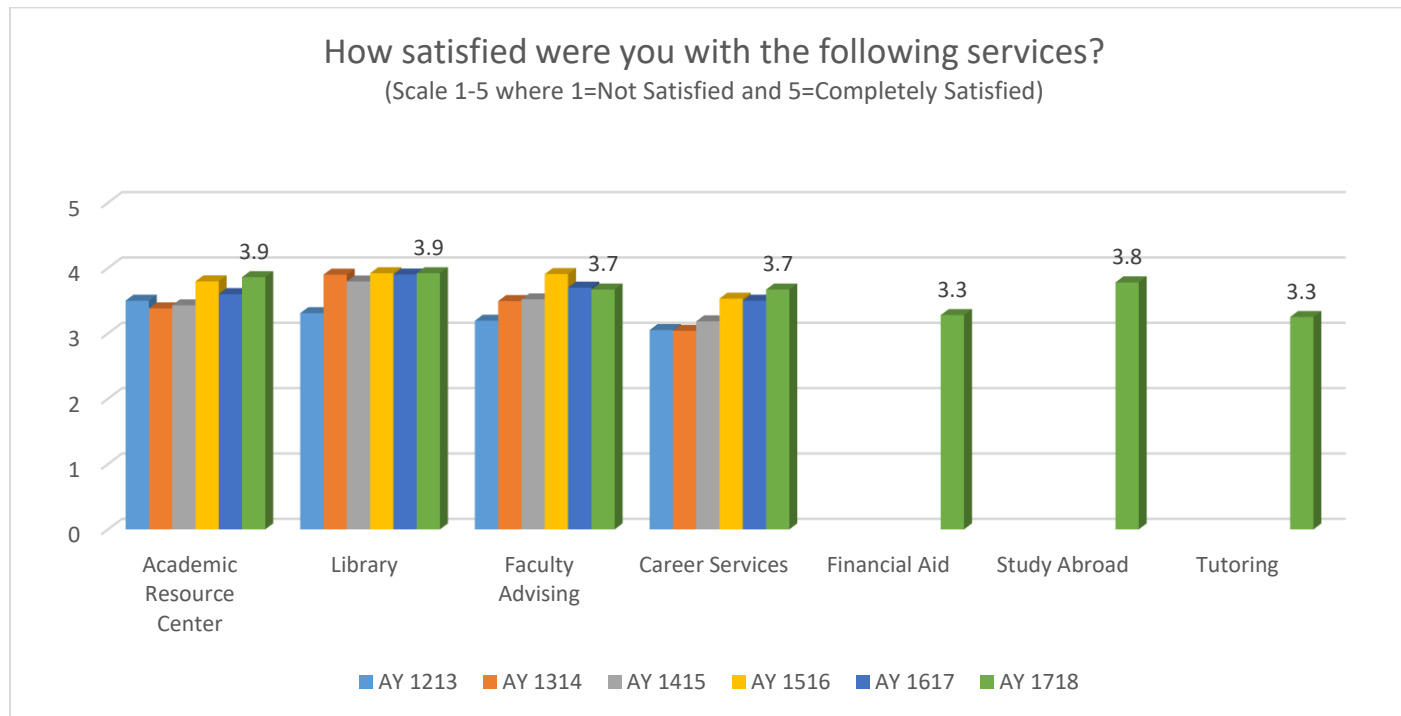


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Goal	Process/Measurement instrument	Current Results	Analysis of Results	Action Taken
Identify Areas of interest	Annual Undergraduate Student Satisfaction Survey	Revised survey indicated varying levels of interest in different options.	We have placed an increased emphasis on career services. More events are being held by the finance and accounting clubs and through career services. This may account for a 15-percentage point increase this year.	Resources will be focused on areas with higher average interests such as internships and career fairs.

