



COLEMAN COLLEGE

# **STUDENT SATISFACTION SURVEY REPORT**

**SEPTEMBER 2019**



## **Content:**

- I. Objective
- II. Survey Methodology
- III. Participants
- IV. Survey Results
- V. Findings and Analysis
- VI. Conclusions and Recommendations



## **Coleman College - Student Satisfaction Survey September 2019**

### **I. Objective**

- To measure the student's level of satisfaction on their experiences with Coleman College covering the areas as shown below:
  - a. Section A: Physical Facilities and Infrastructure
  - b. Section B: Standard and Quality of Student Support Services
  - c. Section C: Effectiveness of Communication
  - d. Section D: Adequacy, Accessibility and Quality of Teaching-learning Resources and the School Environment
  - e. Section E: Academic Staff Performance (quality of teaching)
  - f. Section F: Pre-course Counselling Experience of Students (on recruitment agents and/or Coleman staff)
  - g. Section G: Assessment Methods and Frequency
  - h. Section H: Overall Students Satisfaction Level
  
- To identify and address gaps for process improvement.

### **II. Survey Methodology**

- a. Coleman College shall conduct Student Satisfaction Survey twice a year in March and September of each year. The survey shall cover all active students where they are required to complete the Student Satisfaction Survey form (Student Satisfaction Survey Form, Doc. No.: CC-EDT-C2.6.2 FM1) on-line. The completed survey form shall then be submitted to Coleman College electronically.
  
- b. The Student Support Services takes the lead in conducting the Student Satisfaction Survey on-line in September 2019 with the assistance of Academic staff. The survey results were electronically tabulated and printed by Student Support Services for analysis and for continual improvement of the processes and systems. The analysis was compiled into a survey report which was submitted to the management for review and approval prior to implementation of recommended improvement actions. Survey report was made available to stakeholders after management approval.



- c. The student satisfaction level target set for 2019 was increased to 4.0/5.0 from 3.8/5.0 set in 2018 during the 2019 Strategic Planning. The target was revised due to the following reasons:
  - b. the students did not express any confusion towards the new format of the survey; and
    - ii. the target score from 2018 was met and exceeded, thus the target average score for 2019 was increased.
    - iii. setting the benchmark higher than that of the previous year sets motivation to improve the services rendered by Coleman College.

### III. Participants

The student satisfaction survey conducted in September 2019 covered a total of 379 active students from High School, Higher Education, and Engineering (including all part-time students).

The breakdowns were:

Name of Schools	Total Active Students (End August 2019)	Total Participants successfully completed the survey
High School	79	73
Higher Education	231	197
Engineering and Part-time Students	105	104
Industrial Attachment	195	0
Total	610	379

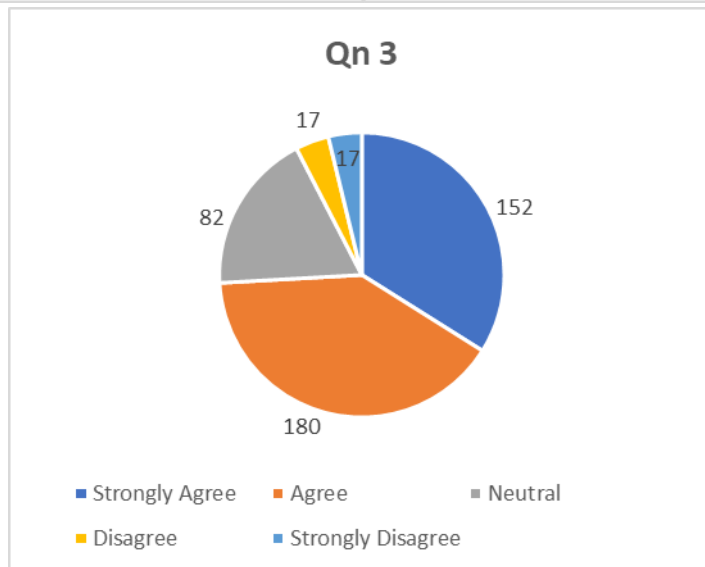
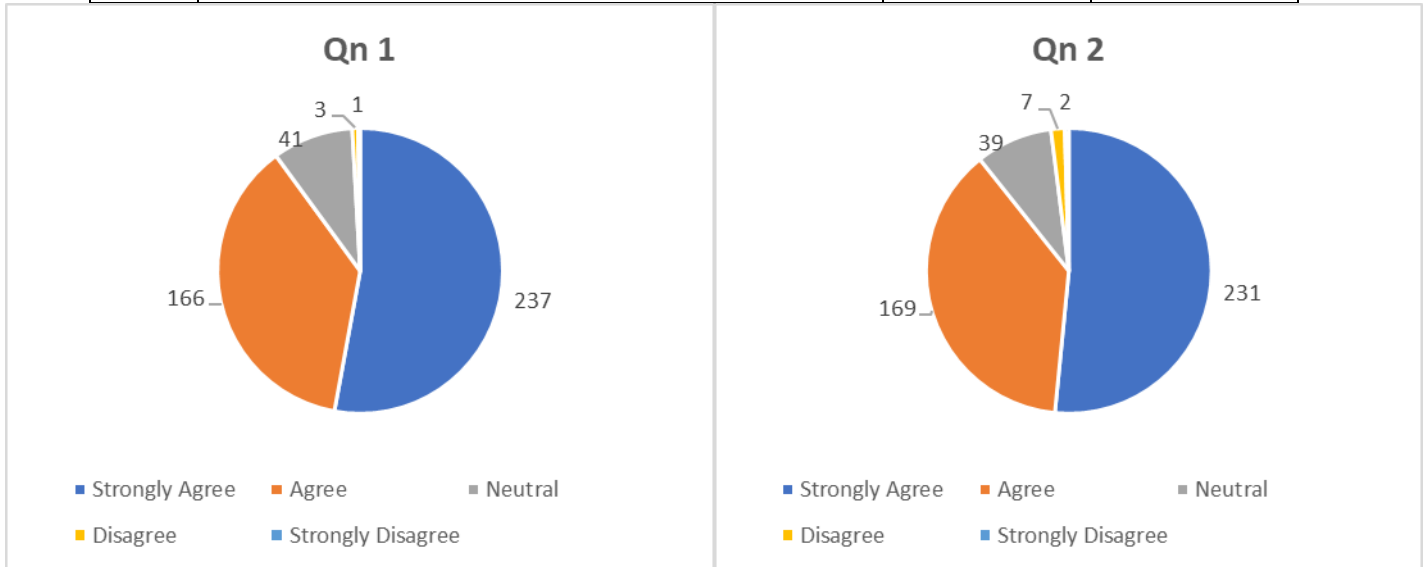
Of the 415 active students invited to participate in the survey via Google online platform, the platform successfully registered 379 students which was 91% of the total number of students.

**The survey excluded 195 students who are currently on Industrial Attachment/ OJT.**



#### IV. Survey Results (Graphs and Figures)

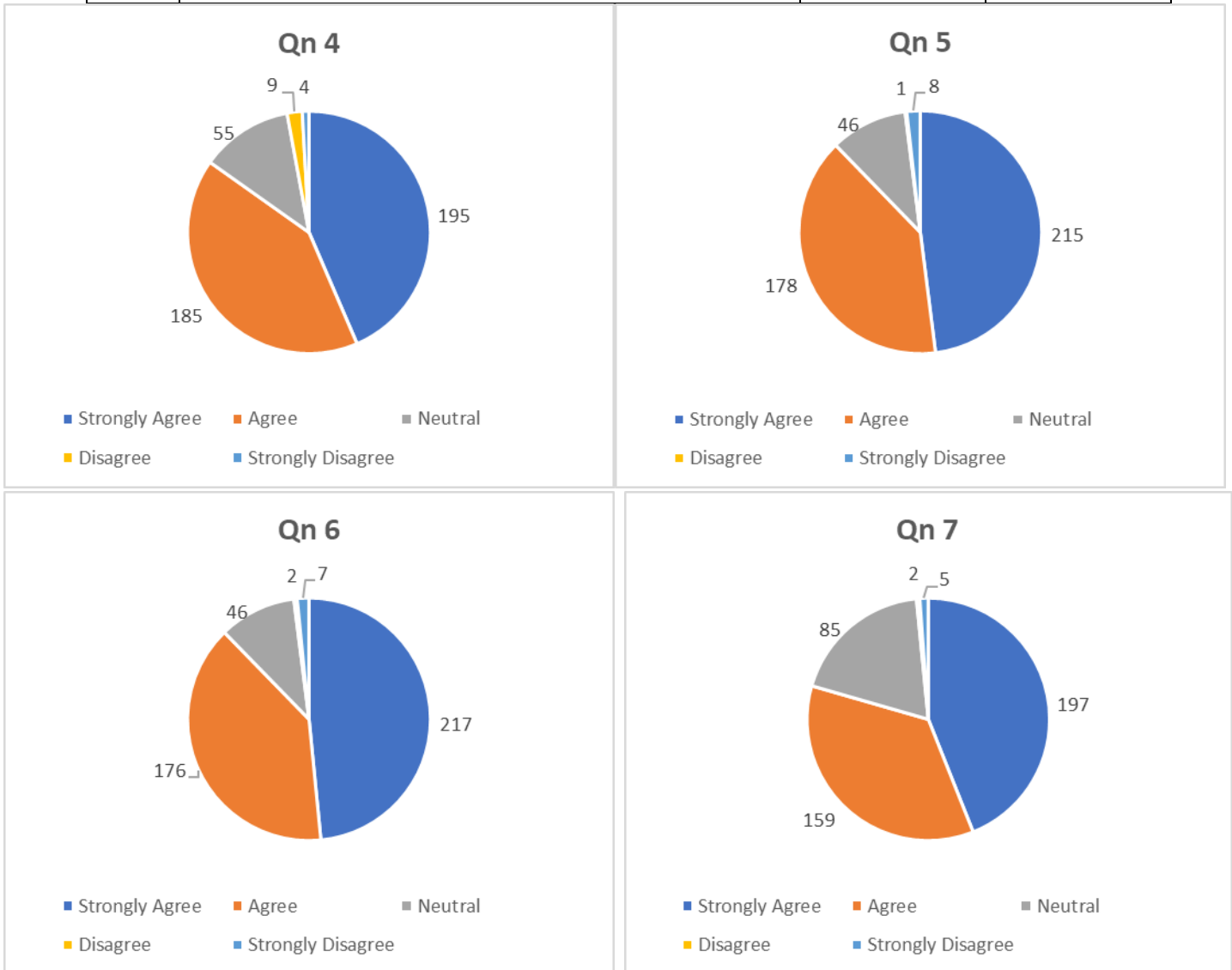
SECTION A: PHYSICAL FACILITIES & INFRASTRUCTURE			
No	Questions	Score (March 2019)	Score (September 2019)
Qn 1	My classroom is easy to locate	4.3	4.4
Qn 2	My classroom is clean and tidy	4.2	4.4
Qn 3	The facilities provided are conducive for learning (eg. Library, computer lab and etc)	3.9	4.0
	Average Score:	4.2	4.3





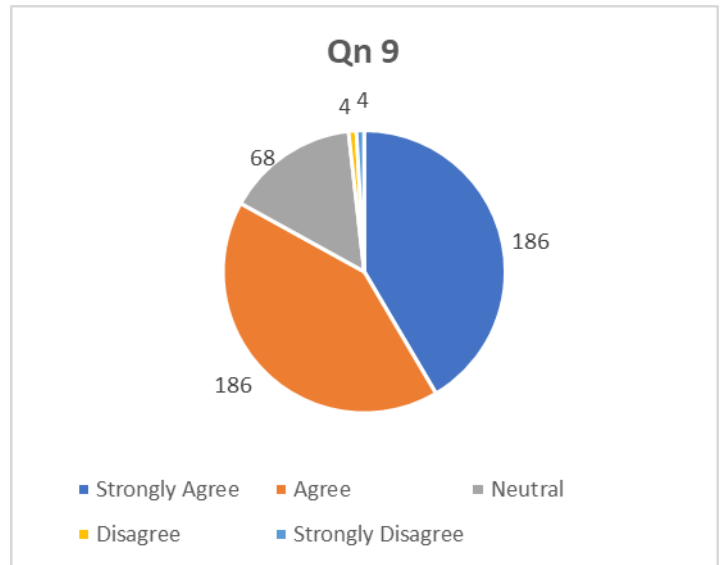
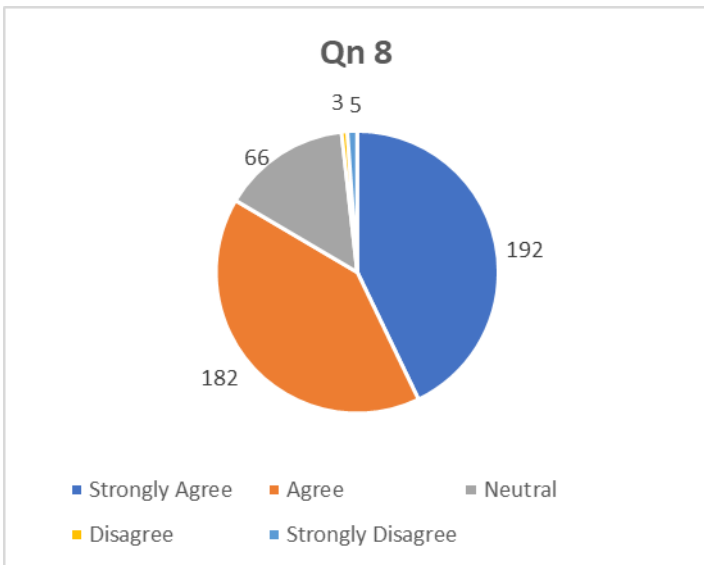
**SECTION B: STANDARD AND QUALITY OF STUDENT SUPPORT SERVICES**

No	Questions	Score (March 2019)	Score (September 2019)
Qn 4	It is convenient for me to request for services when needed	4.2	4.2
Qn 5	The staff is efficient and prompt in their services	4.2	4.3
Qn 6	The services and information provided by the staff met my needs	4.3	4.3
Qn 7	The staff is helpful in guiding me through the Student's Pass formality process	4.3	4.2
	Average Score:	4.2	4.3





SECTION C: EFFECTIVENESS OF COMMUNICATION			
No	Questions	Score (March 2019)	Score (September 2019)
Qn 8	The college used various channels to clearly communicate to me the college policies and critical course information	4.2	4.2
Qn 9	I have been promptly updated on any changes to critical course information	4.2	4.2
	Average Score:	4.2	4.2

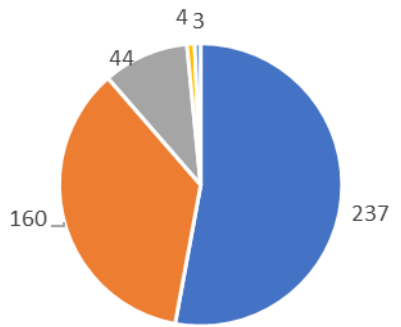




**SECTION D: ADEQUACY, ACCESSIBILITY AND QUALITY OF TEACHING-LEARNING RESOURCES AND SCHOOL ENVIRONMENT**

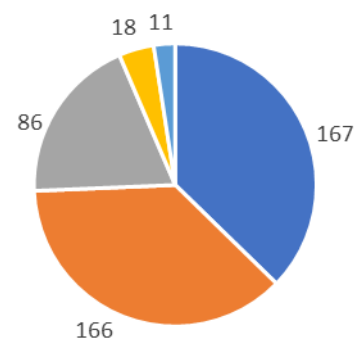
No	Questions	Score (March 2019)	Score (September 2019)
Qn 10	My classroom is adequately equipped with teaching equipment (computer, projector and others) which aid the lecturer in the delivery of lessons	4.4	4.4
Qn 11	It is easy to access to the learning resources in the college library and computer laboratory	3.9	4.0
Qn 12	I feel safe studying in the college with the security cameras installed and the security guard stationed at each building	4.2	4.4
	Average Score:	4.2	4.3

**Qn 10**



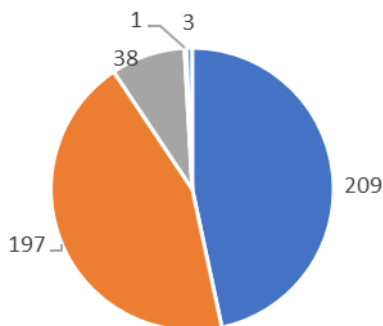
■ Strongly Agree   
 ■ Agree   
 ■ Neutral  
■ Disagree   
 ■ Strongly Disagree

**Qn 11**



■ Strongly Agree   
 ■ Agree   
 ■ Neutral  
■ Disagree   
 ■ Strongly Disagree

**Qn 12**



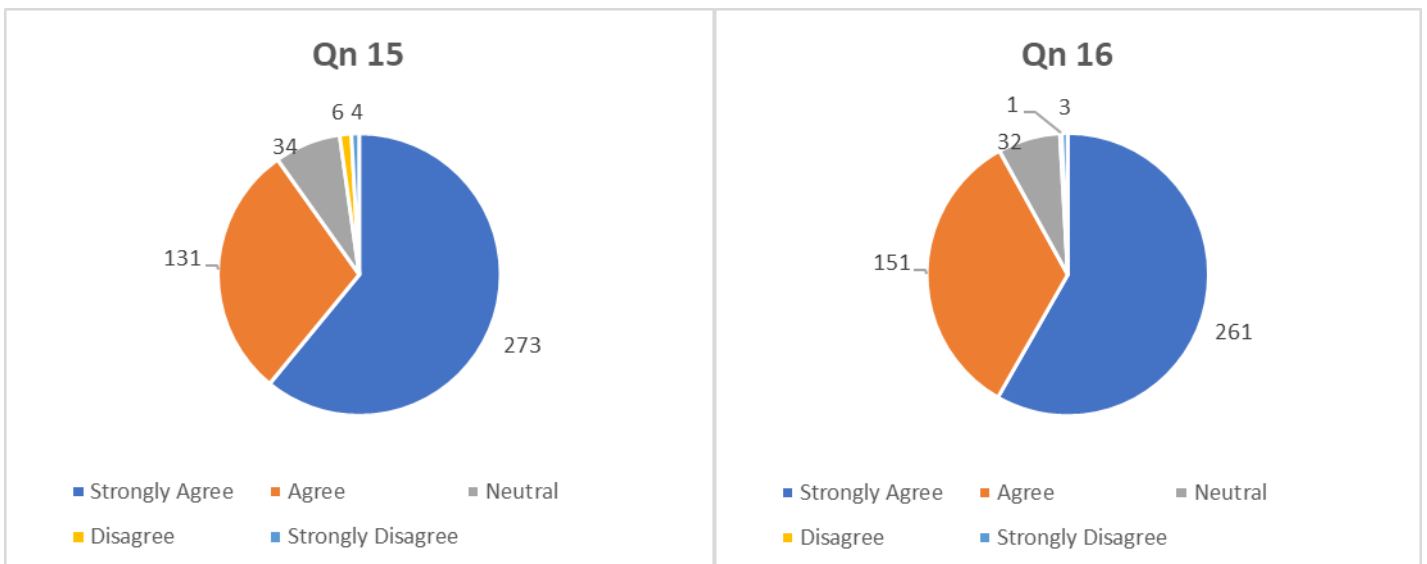
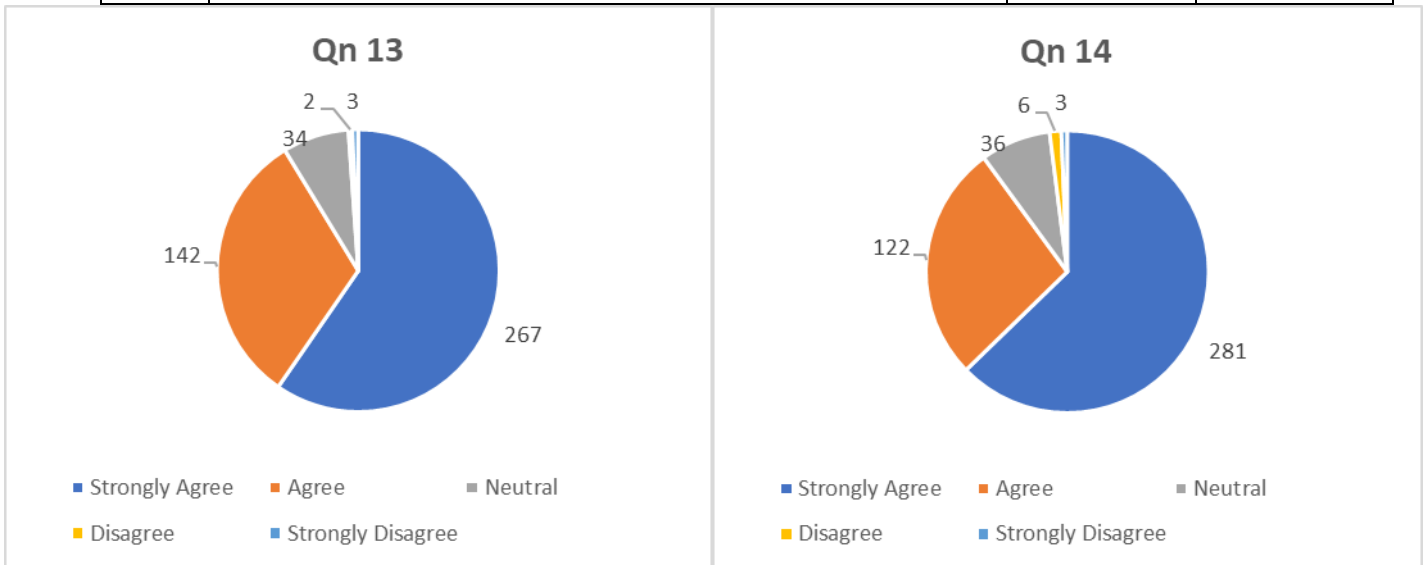
■ Strongly Agree   
 ■ Agree   
 ■ Neutral  
■ Disagree   
 ■ Strongly Disagree





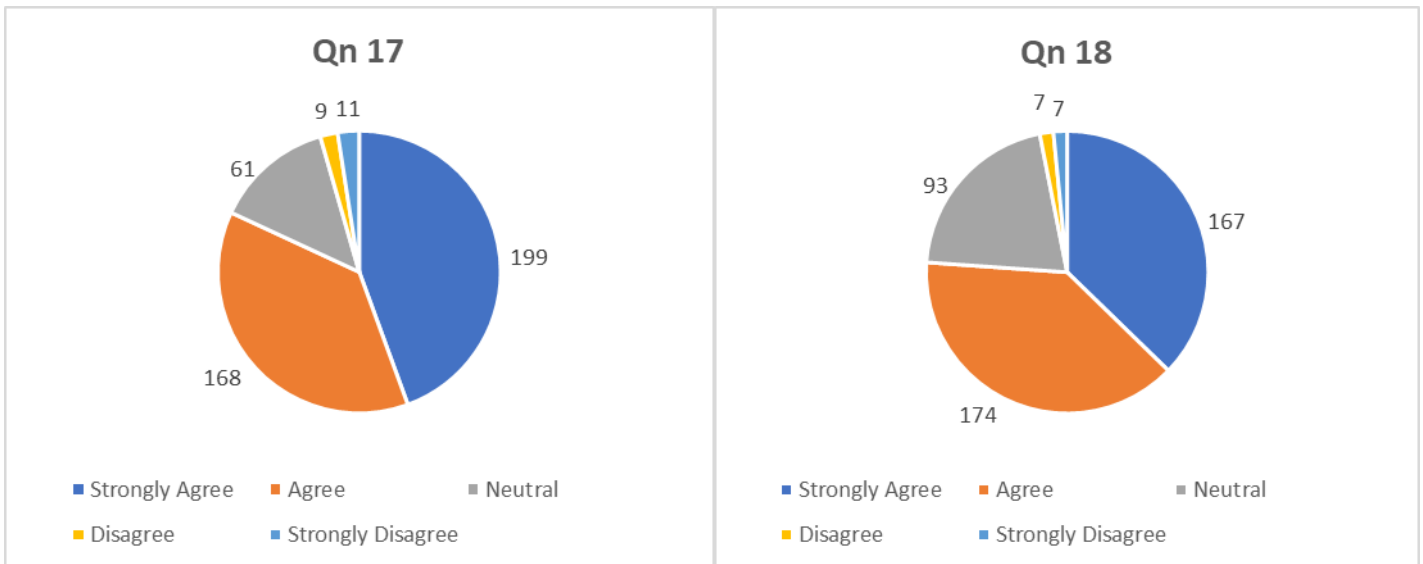
**SECTION E: ACADEMIC STAFF PERFORMANCE i.e. QUALITY OF TEACHING**

No	Questions	Score (March 2019)	Score (September 2019)
Qn 13	I am able to cope with my lecturer/teacher pace of teaching	4.4	4.5
Qn 14	My lecturer/teacher uses various teaching method which enhanced my learning	4.4	4.5
Qn 15	I find it easy to ask my lecturer questions whenever I do not understand	4.4	4.5
Qn 16	My lecturer/teacher has been prompt in helping me with my school work when I requested	4.4	4.5
	Average Score:	4.4	4.5



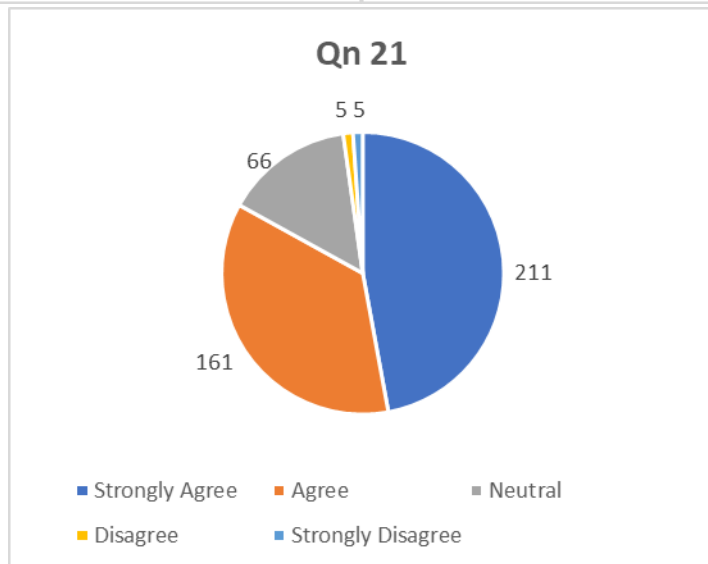
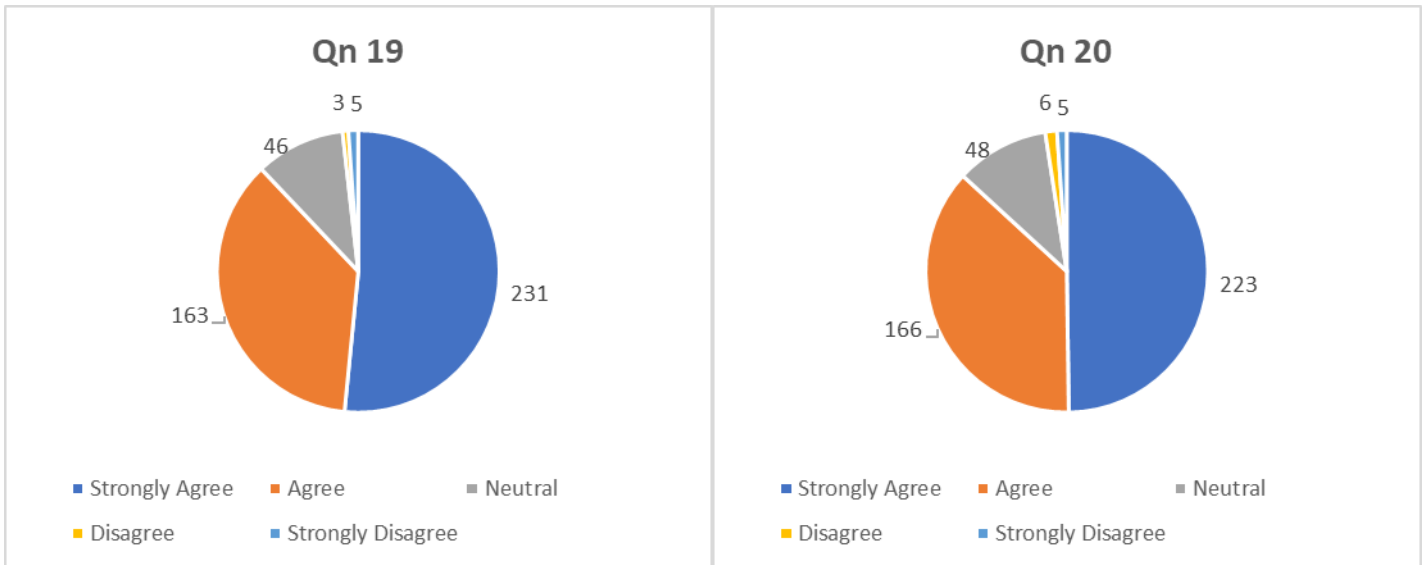


<b>SECTION F: Pre-course Counselling Experience of Students</b>			
No	Questions	Score (March 2019)	Score (September 2019)
Qn 17	I have been briefed clearly on the relevant course information by the agent and/or Coleman Staff	4.1	4.2
Qn 18	The agent and Coleman staff had clearly briefed me (as a Student's Pass holder) on the additional information: (a). I am not permitted to engage in any form of employment or attend an industrial attachment, whether paid or unpaid, without a work pass issued by Ministry of Manpower (Singapore) (b). Other relevant Singapore Laws; and (c). Student's Pass application requirements and procedures	4.1	4.1
	Average Score:	4.1	4.1



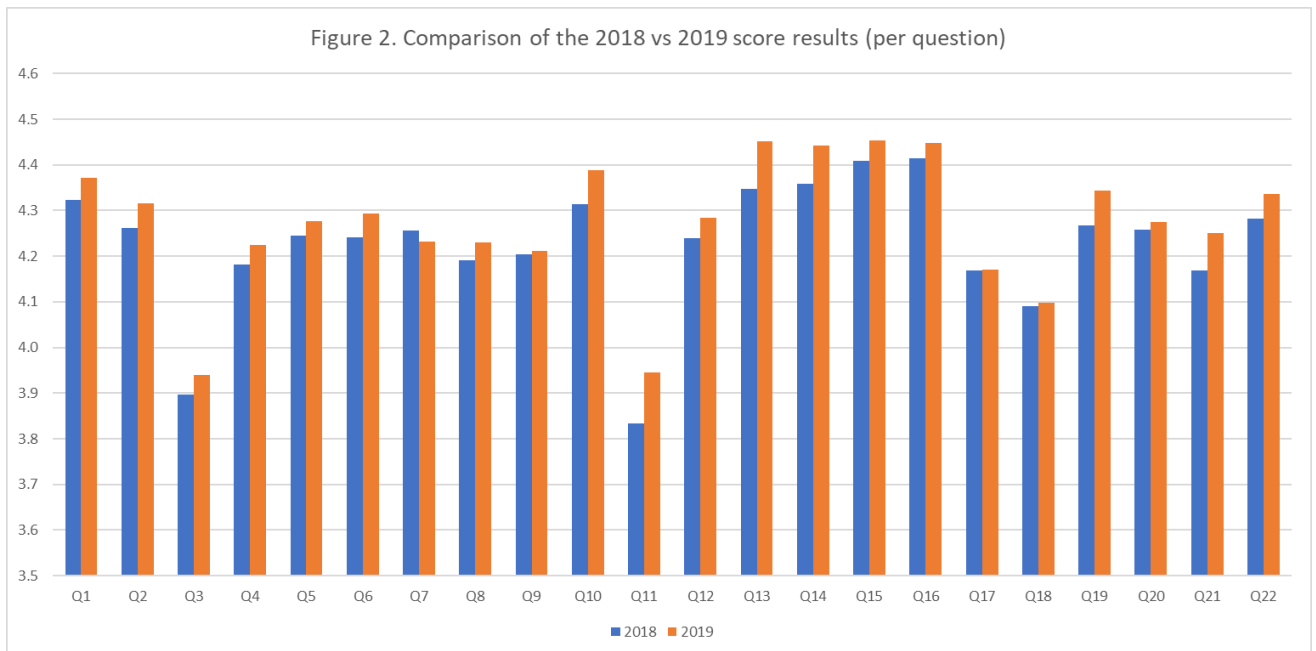
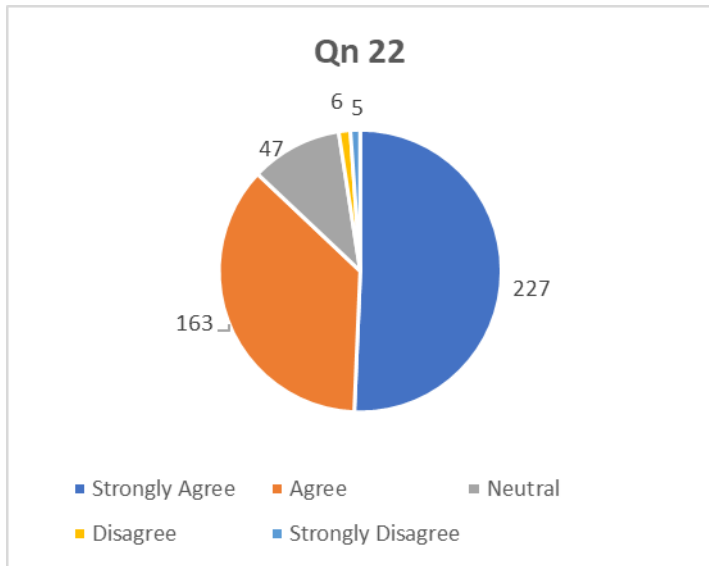


SECTION G: ASSESSMENT METHODS AND FREQUENCY			
No	Questions	Score (March 2019)	Score (September 2019)
Qn 19	I have been well informed on the module/course assessment dates in advance	4.3	4.4
Qn 20	I felt that the college had conducted all the assessments fairly as per scheduled	4.2	4.3
Qn 21	I received my module/assessment results within 3 months from the date of assessment	4.2	4.3
	Average Score:	4.3	4.3





SECTION H: OVERALL STUDENT SATISFACTION LEVEL			
No	Questions	Score (March 2019)	Score (September 2019)
Qn 22	SECTION H: OVERALL STUDENT SATISFACTION LEVEL	4.3	4.3





<b>TABLE I. AVERAGE SCORE FOR IN THE DIFFERENT AREAS FOR THE YEAR 2019</b>	
Section	2019 Average Score
Section A: Physical Facilities & Infrastructure	4.2
Section B: Standard and Quality of Student Support Services	4.2
Section C: Effectiveness of Communication	4.2
Section D: Adequacy, Accessibility and Quality of Teaching-Learning Resources and School Environment	4.2
Section E: Academic Staff Performance, i.e. Quality of Teaching	4.4
Section F: Pre-Course Counselling	4.1
Section G: Assessment Methods and Frequency	4.3
Section H: Overall Student Satisfaction Level	4.3

**V. Findings and Analysis**

**A. Section A - Physical Facilities & Infrastructure**

The average score achieved for Physical Facilities and Infrastructure in the recent survey was 4.3/5.0. Averaging the March and September 2019 survey results, section A has a yearly score of 4.3/5.0; it has exceeded the target score set for 2019 which is 4.0/5.0.

All the questions under Section A have increased compared to the scores obtained in the March 2019 Survey. The increase in score may be attributed to the improvements of the facilities around the campus, and in the classrooms. User-friendly signages in each classroom has also been put up so assist students in finding their classrooms more conveniently.

However, it would be noticed that Question 3, which is pertaining to the accessibility and conduciveness of the learning facilities remained to have comparatively lower score than the rest of the scores obtained in Questions 1 and 2. From this data, the College is recommended to undertake further improvements in providing the students facilities that enhances students' learning experience.

**B. Section B - Standard and Quality of Student Support Services**

The average score achieved for Standard and Quality of Student Support Services was 4.3/5.0. For 2019, the average score achieved was 4.2/5.0. The yearly average exceeds the 4.0/5.0 target score set for 2019. Among all the questions under Section B, Question 5, which pertains



to the efficiency and promptness to attend to students' requests, gained an increase from 4.2/5.0 (March 2019) to 4.3/5.0.

Although the score reflects good performance of Coleman's service to students, scores in the individual questions under this section pose note-worthy indicators to improve the services rendered to students:

In June 2019, generic emails for Coleman Life and Coleman Registry has been launched to cater to more students' requests and inquiries. The effects of this move were not perceptible in the results of current survey as the score in Question 4, which pertains to the convenience of requesting services, remained to be 4.2/5.0, same score achieved in March 2019 survey.

From Table B, it would be noticed that Question 7 decreased by 0.1 from the previous score of 4.3/5.0 in the March 2019 survey. Question 7 pertains to the service given to students in guiding them through the Student's Pass formalities. While there had been no tangible cases that can be attributed to the decrease of score, the score in Question 7 is expected to increase with the new informational video guiding students the step-by-step process of Student's Pass formalities.

**C. Section C - Effectiveness of Communication**

The average score achieved for Effectiveness of Communication was 4.2/5.0. Taking the scores of the March and September 2019, Section C scored 4.2/5.0 in average. The achieved score more than satisfy the set target score for 2019 which is 4.0/5.0.

**D. Section D - Adequacy, Accessibility and Quality of Teaching-Learning Resources and School Environment**

The average score for Section D in the recent September 2019 survey was 4.3/5.0. In average, Section D scored 4.2/5.0 for the year 2019; the score surpassed the set target of 4.0/5.0 for 2019. In the full picture, the score indicates that a good service when it comes to access to quality teaching-learning resources and nurturing school environment is provided by Coleman. Indeed, both Questions 10 and 12 achieved score of 4.4/5.0 which suggests that students are satisfied with the teaching resources used by the lecturers, and that they feel safe within the premises of the College.

On the other hand, Question 11, achieved the lowest score 4.0/5.0 among all the questions in the entire survey. Going back to Question 3, which also scored 4.0/5.0. The scores are not surprising as both questions are related to the access of library and computer resources. This result hints that there is a need to improve the access to the learning resources provided by the College.



**E. Section E - Academic Staff Performance i.e. Quality of Teaching**

Section E has achieved the highest score among all the sections in the survey. All the questions averaged 4.5/5.0 across all the questions in this section. Moreover, the scores have all increased compared to the scores obtained in the March 2019 survey. The high scores recognize the hard work and effort of the teachers and lecturers to deliver a positive classroom learning experience of the students.

**F. Section F - Pre-course Counselling Experience of Students**

In September 2019, the average score, 4.1/5.0, achieved for this section met the set target of 4.0/5.0 for 2019. The yearly average score is 4.1/5.0 as well. This section gained the lowest score across all the sections in the survey. Although the score did meet the target score for 2019, the relatively low score in this section still poses as a challenge to improve the pre-course counselling experience of the prospective students.

**G. Section G - Assessment Method and Frequency**

The average score achieved for Assessment Methods and Frequency section was 4.3/5.0; it met the set target of 4.0/5.0 for 2019. The result signals that students are satisfied with the school's service of providing timely information about the assessments' schedule, fair conduct of the assessments, and the promptness of the release of exam results.

**H. Section H - Overall Student Satisfaction Level**

The score achieved for Overall Student Satisfaction Level was 4.3/5.0 which exceeded the set target of 4.0/5.0. In general, the result shows that students are satisfied with the services rendered by Coleman College.



## **VI. Conclusion and Recommendations**

### **A. Conclusion**

The overall student satisfaction survey results achieved for September 2019 was 4.3/5.0 against the set target of 4.0/5.0. Generally, the average scores in each question have either increased or retained the score as compared to the March 2019 survey. This may be attributed to the actions for improvement taken in lieu of the survey results in March 2019.

The sections under the care of Academic Department, Section E - Academic Staff Performance i.e. Quality of Teaching, and Section G - Assessment Method and Frequency, have shown commendable results as these are the only two sections whose scores exceeded the target mark and have incremented (from the March 2018 survey scores) across all the questions. This result reflects how Coleman College invests in giving students quality academic experience.

The survey also revealed the need to revamp the conduct of the Pre-course counselling service of the students. Nevertheless, the fact that the Section F - Pre-course Counselling Experience of Students (pre-joining phase) score is lower than the rest of the sections is a good indicator that students are not short-changed in their expectations when they joined the school.