



2018 Campus Climate Research



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Tracking Student Perceptions

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NOTE: In all charts and tables, detail may not add to total due to rounding and/or multiple mentions.





Introduction



Schoolcraft College commissioned the 2018 survey to again assess student perceptions of various important aspects of campus life, including safety.

- In late 2016, Schoolcraft College proactively conducted its first survey among students regarding their perceptions of various aspect of campus life, in response – in part – to increased campus safety issues across the nation. This survey was again administered in late 2018 to gauge current perceptions and identify changes over time.
- Students enrolled at Schoolcraft were invited to participate in a brief (approximately seven minutes) online survey. The survey was conducted between November 16 – December 18, 2018.
- A total of 1576 students participated in the 2018 research, including full and part-time students at the three college locations, as well as those who attend daytime, evening and/or online classes.
- This report primarily details top-2 box scores (on 5-point agreement scales) for the various campus attributes evaluated. Both 2016 and 2018 top-2 box scores are presented, and significant differences between the two waves are indicated. It is important to keep in mind that given the large sample sizes in both waves, a difference may be statistically – but not *meaningfully* – different. These are noted nonetheless.
- In subgroup analyses, those students in overlapping categories were eliminated for cleaner comparisons across segments.



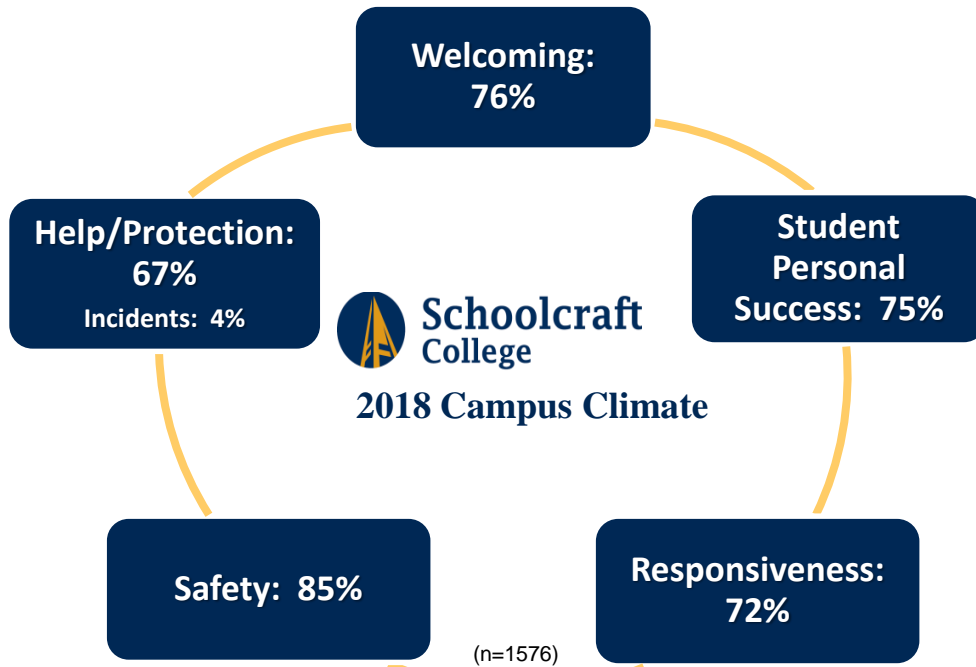


Executive Summary



As in the past, Schoolcraft College performs favorably among 2018 students in key areas of interest.

Snapshot Summary: Average Agreement Scores Across Categories* (Average % Strongly Agree/Agree – 5-pt. scale)



When directly questioned, a full three quarters of current students indicate that the topics covered in this survey are personally important.

Once again in 2018, Schoolcraft College is favorably perceived in most survey categories. The following slides present an overview of the College’s performance in each area – providing recommendations that may improve the student experience (and perceptions) in each.

Schoolcraft continues to be highly regarded in terms of providing student safety. *Still, consider most seriously those suggestions related to perceptions of Schoolcraft as providing student help/protection – a key area of concern on today’s college campuses, and perhaps the world at large.*

*NOTE: Welcoming: one item used strongly/disagree score, student personal success: one item not included in average, responsiveness: two items not included in average, safety: one item not included in average. (See Appendix Slides 35 – 40 for details.)



Consider efforts to enhance Schoolcraft students' already favorable impressions of the College being welcoming and friendly.

Welcoming:

76%↑

(2016 – 75%)

On an overall basis, Schoolcraft College is strongly perceived as providing a welcoming environment, and students feel comfortable even the first time on campus. This is critical for Schoolcraft since feeling welcome is important to most students.

Faculty – and to a slightly lesser extent – staff are largely approachable, and students find the campus friendly, with people (even beyond instructors) knowing them by name.

As in 2016, where Schoolcraft suffers a bit is in terms of students building meaningful relationships. Again, this is not surprising for a commuter college – especially one with a relatively high percentage of students who work in addition to attending college.



Significantly higher
than in previous wave



Significantly lower
than in previous wave



To enhance already favorable impressions that Schoolcraft is welcoming, consider...

- *Organizing and better promoting additional student activities to take place at various times of the day/evening to allow more students the opportunity to come together/get to know one another. Keep all college locations in mind in these efforts.*
- *Specific outreach to younger (incoming) students may be warranted, as they are less likely to feel “at home” at Schoolcraft. Additionally, attracting Asians to extracurricular activities may be in order, as they are most likely to feel connected by being involved.*



Despite maintaining its overall solid reputation for student support, consider advising improvements and stronger action in cases where students file complaints.

Student Personal Success: 75%

(2016 – 75%)

Faculty/Staff Responsiveness: 72%

(2016 – 72%)

Schoolcraft continues to have a strong reputation as being a college that supports its students' educational goals. The College offers educational support services and has instructors who are vested in students' personal success.

Similarly, the vast majority of students know where to go for needed information and indicate that the faculty and staff answer their questions in a timely manner.

Despite these positive perceptions, Schoolcraft should consider efforts with regard to advising/counseling and those that reinforce students' feelings that *if they happen to have concerns/issues*, the College will take them seriously and follow up appropriately.

↑ Significantly higher than in previous wave
 ↓ Significantly lower than in previous wave

To enhance currently favorable impressions that Schoolcraft is interested in student success and is responsive, consider...



- *More proactive counseling/advising efforts, especially to younger, part-time and evening students, as well as those who are performing poorly academically (GPA under 2.0). This could be as simple as flagging these students and sending a proactive email reminding them of the advising/counseling resources.*
- *Responding to concerns in a more direct manner to build confidence that Schoolcraft reacts appropriately to student needs.*



Students largely feel safe at Schoolcraft; consider more strongly touting safety record – especially to women and evening students.

***Safety: 85%** ↓

(2016 – 88%)

**Help/
Protection:
67%**

(2016 – 66%)

Despite some downward movement, since 2016,* current Schoolcraft students largely feel safe anywhere on campus – especially during the day. Importantly, students with greater college/ Schoolcraft experience (more credits) are more likely to feel safe. While not widespread, some students (more often women) may have concerns regarding parking lot safety, particularly in the evening.

Along these line, most students feel Schoolcraft has policies in place to protect them and would report an incident if it occurred. In fact, only 4% of students indicate awareness of an unwanted student incident (unwanted sexual contact, gender-based violence, stalking) in the past year, but not all of them were reported. While low, Schoolcraft wants to eliminate any and all such incidents to the degree possible.



Significantly higher
than in previous wave



Significantly lower
than in previous wave

*NOTE: Because of the continued very low level of incidents on campus, the decreased ratings in the “safety” category may be attributable to increased violence the world over, rather than to specific concerns at Schoolcraft.

To increase already solid feelings of student safety and protection, consider...

- *Increased security on campus in general, especially in the evening/at night.*
- *Greater parking lot security – more lights, enforced speed limits, more security patrols, etc.*
- *Developing and communicating a zero tolerance policy and encouraging students to report any incident, with confidence of proper response.*
- *Stronger communication regarding how to contact police (especially off hours) and about available mental health resources – especially among evening students.*





Detailed Findings

- Welcoming Environment -

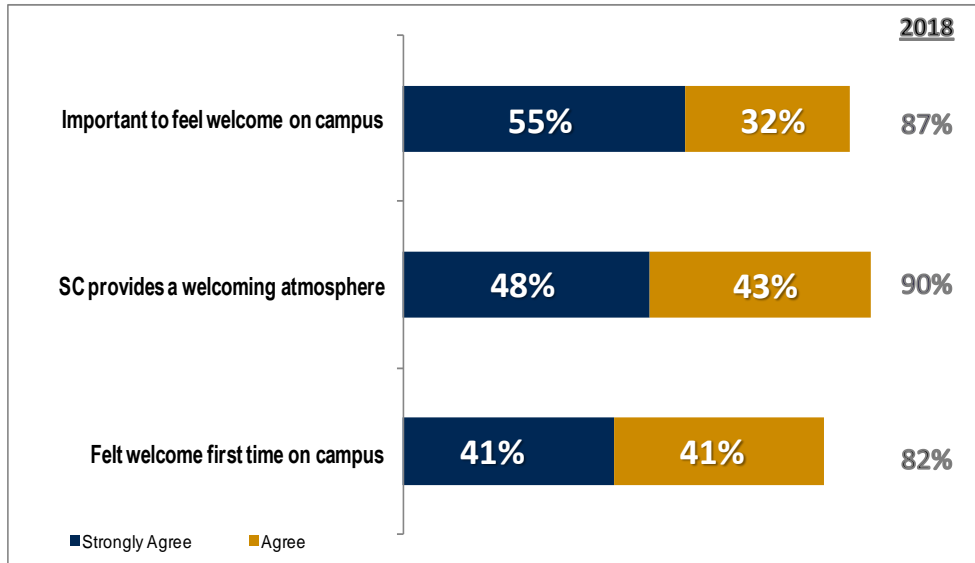
NOTES: This section is based on survey Q4 – Q13.



Schoolcraft
College

Schoolcraft is again strongly perceived as a welcoming college; encouraging student involvement can further enhance these perceptions.

Welcoming Campus Environment (% Strongly Agree/Agree – 5-pt. scale)



2016 Schoolcraft College continues to do a good job of making students feel welcome, even from their first visit to campus.

2016 This again bodes well for Schoolcraft because the large majority of students indicate that feeling welcome is an important consideration.



↑ Significantly higher than in previous wave
 ↓ Significantly lower than in previous wave
 (n=1576) (n=1727)

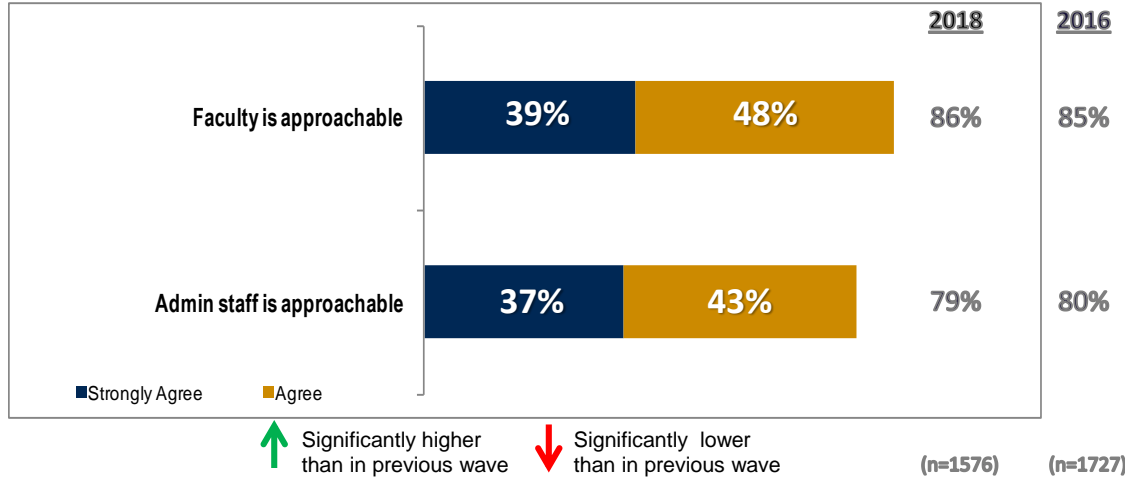
Where subgroup differences exist in 2018 (% strongly agree/agree)...

- **Important to feel welcome on campus:** female (90%) vs. male (79%) / involved (93%) vs. not involved (86%) / African Americans (94%) vs. Caucasian (86%)
- **Welcoming atmosphere:** involved (96%) vs. not involved (89%) / directly related to age – 18-24 (89%) vs. 25-35 (92%) and 45-54 (94%) / 41+ credits (92%- 94%) vs. 0-12 credits (88%)
- **Welcomed first time:** inversely related to age – age 18-24 (78%) vs. 25+ (85% - 91%) / Radcliff (89%) vs. main (81%) and online (79%)



While continuing to be perceived as highly approachable, faculty and staff should consider extra efforts among younger students.

Faculty/Staff Approachability (% Strongly Agree/Agree – 5-pt. scale)



Overall, Schoolcraft faculty and administrative staff are again perceived as approachable.



Where subgroup differences exist in 2018 (% strongly agree/agree)...

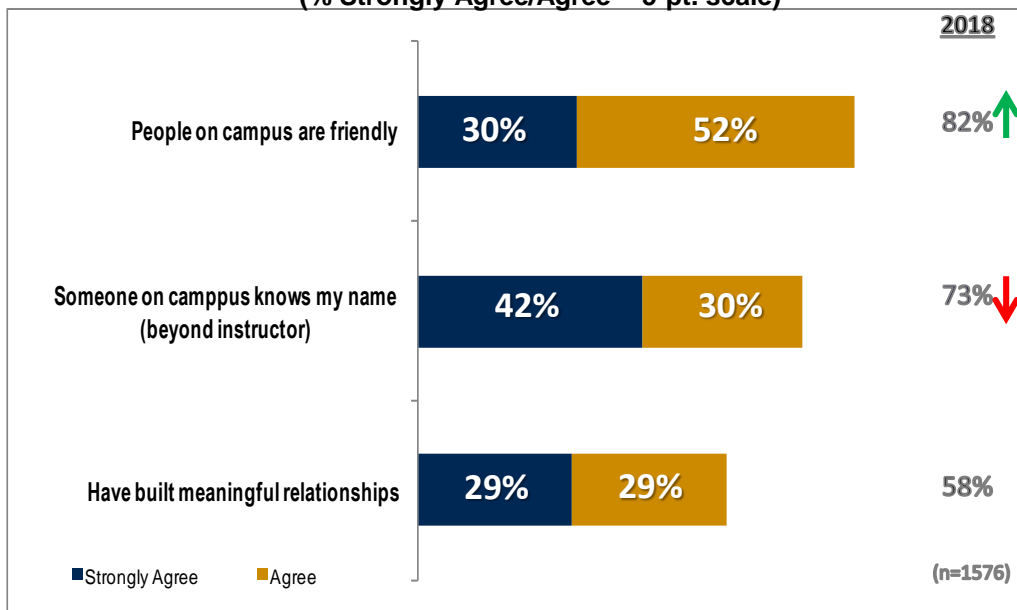
- **Faculty approachable:** inversely related to age – 18 – 24 (83%) vs. 25+ (90%– 97%)
- **Staff approachable:** inversely related to age -- 18-24 (77%) vs. 25+ (83% - 94%) / Radcliffe (86%) vs. main (78%)



To the degree possible, encouraging student involvement – which also increases the time they spend on campus – can help building relationships at Schoolcraft.

Relationships

(% Strongly Agree/Agree – 5-pt. scale)



↑ Significantly higher than in previous wave
 ↓ Significantly lower than in previous wave

2016

Paralleling high ratings in terms of being welcoming, Schoolcraft is also perceived as a friendly campus and a place where students are known by name. However, like other commuter colleges, Schoolcraft is at a disadvantage in terms of relationship building.

76%

Not surprisingly, those who spend more time on campus (number of hours/week, number of credits earned, full vs. part-time) and those involved in extra-curricular activities are more easily able to build meaningful relationships.

59%



(n=1727)

(n=1576)

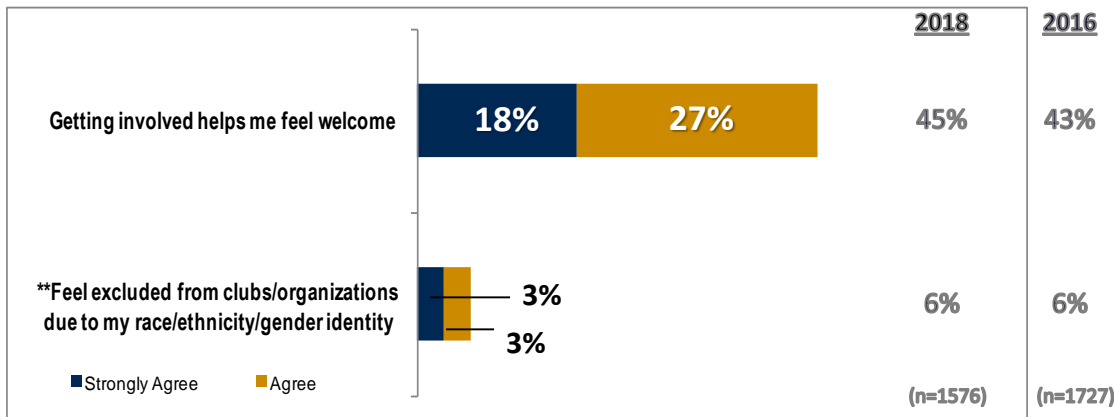
Where subgroup differences exist in 2018 (% strongly agree/agree)...

- **Friendly:** age 18-24 (79%) vs. 25-54 (85% - 88%) / Radcliffe (91%) vs. main (82%) vs. online (68%)
- **Knows my name:** day (76%) vs. evening (62%) / full-time (81%) vs. part-time (66%) / involved (89%) vs. not involved (70%) / directly related to hours on campus – 3-10 (73%) vs. 11-12 (85%) vs. 20+ (92%) vs. online only (39%) / inversely related to age – 18 – 24 (78%) vs. 25+ (58% - 67%) / GPA 2+ (74%) vs. <2 (69%) / 55+ and 24-40 credits completed (70%) vs. under 36 (60%)
- **Meaningful relationships:** day (59%) vs. evening (52%) / full-time (62%) vs. part-time (55%) / involved (81%) vs. not involved (55%) / directly related to hours on campus – 3-10 (55%) vs. 11-20 (66%) vs. 20+ (76%) vs. online only (27%) / GPA 2+ (62%) vs. <2 (47%) / directly related to credits completed – 0-26 (51%) VS. 27-54 (62%) vs. 55+ (72%)



As in the past, most Schoolcraft students feel welcome to participate in clubs/ organizations; greater effort with Asians may have the most positive impact.

Involvement
(% Strongly Agree/Agree – 5-pt. scale)



** 54% gave “strongly disagree” and 25% gave “disagree” ratings on this item.

↑ Significantly higher than in previous wave ↓ Significantly lower than in previous wave

Similar to other commuter colleges, Schoolcraft students may have less opportunity to “get involved” in extracurricular activities because many work in addition to attending school.



Specific outreach to Asian students may have the most positive impact, as they are more likely than other students to indicate that involvement is tied to feeling welcome and also more likely (than Caucasians) to feel excluded.

Where subgroup differences exist in 2018 (% strongly agree/agree)...

- **Getting involved helps feel welcome:** male (50%) vs. female (44%) / day (48%) vs. evening (35%) / full-time (48%) vs. part-time (43%) / involved (79%) vs. not involved (40%) / directly related to hours on campus – 3-10 (38%) vs. 11-20 (48%) vs. 20+ (65%) vs. online only (28%) / Asians (70%) vs. Caucasians, African Americans and Hispanics (42% - 54%) / Radcliffe (52%) and main (46%) vs. online (33%)
- **Feel excluded:** Asians (11%) vs. Caucasians (6%)





Detailed Findings

- Interest in Students' Personal Success-

NOTE: This section is based on survey Q23 – Q29.

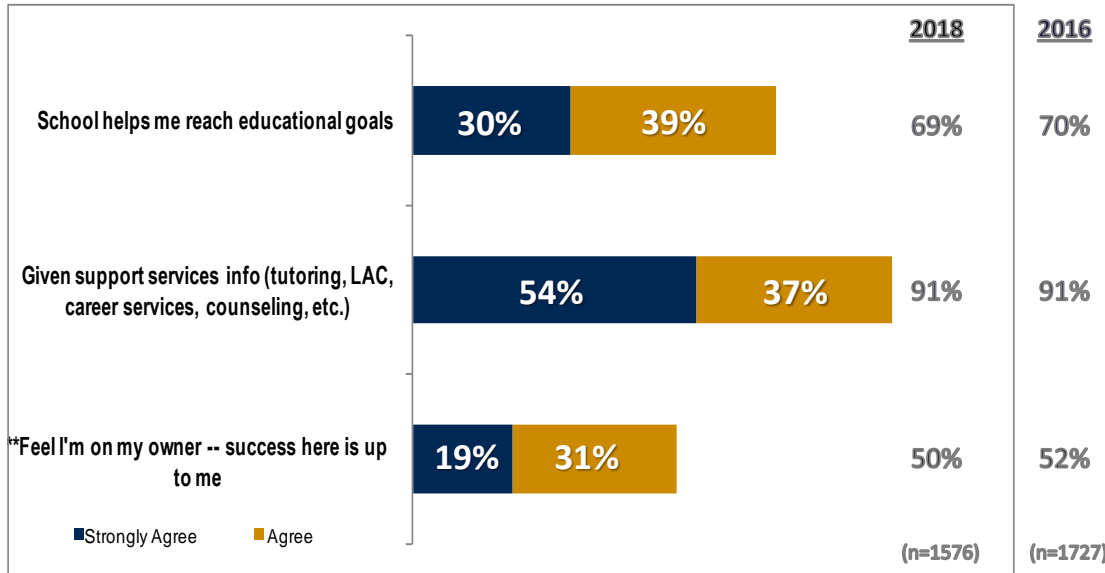


Schoolcraft
College

Schoolcraft continues to provide a supportive environment, with services to help students succeed in their higher education.

College Helps Students Reach Educational Goals

(% Strongly Agree/Agree – 5-pt. scale)



While half indicate they feel “success is up to them/they’re on their own,” this may positively reflect students taking responsibility for their academic success. Still, younger students, males and Asians are more likely to feel this way.

The older they are, the more likely students are to feel supported by the College.



** 8% gave “strongly disagree” and 20% gave “disagree” ratings on this item.

↑ Significantly higher than in previous wave
 ↓ Significantly lower than in previous wave

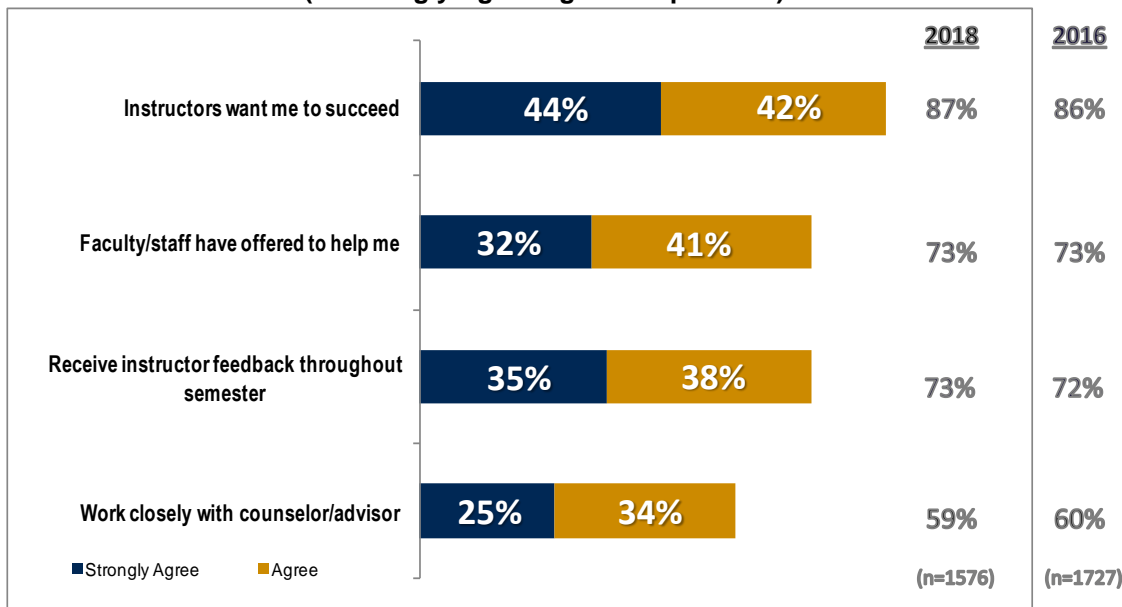
Where subgroup differences exist in 2018 (% strongly agree/agree)...

- **Help with education goals:** involved (78%) vs. not involved (68%) / directly related to age – 18-24 (67%) vs. 24-34 (70%) vs. 35-44 (79%)
- **Given support services info:** female (92%) vs. male (89%) / age 18-24 (90%) vs. 25-54 (93%-94%) / GPA 2+ (92%) vs. <2 (89%)
- **Success up to me:** male (55%) vs. female (48%) / inversely related to age --18-24 (55%) vs. 25-43 (48%) vs. 34-55 (37%) vs. 45-54 (24%) / Asian (54%) vs. African Americans (41%)



The Schoolcraft faculty/staff continues to be strongly viewed as supportive of student success; improvements in counseling/advising may be warranted.

Faculty/Staff Give Student Support (% Strongly Agree/Agree – 5-pt. scale)



↑ Significantly higher than in previous wave
 ↓ Significantly lower than in previous wave

The large majority of students feel that Schoolcraft supports their success. Increased effort with respect to counselors/advisors – especially with younger, part-time and evening students – may further bolster Schoolcraft’s reputation.



Where subgroup differences exist in 2018 (% strongly agree/agree)...

- **Faculty wants student success:** age 35-44 (91%) vs. 18-34 (86%) / Radcliffe (94%) vs. main (87%) vs. online (79%)
- **Faculty/staff offered help:** involved (80%) vs. not involved (72%) / ages 25-44 (80%) vs. 18-24 (70%) and 45-54 (71%) / directly related to number of credits completed – 0-40 (71%) vs. 55+ (70%)
- **Regular instructor feedback:** part-time (75%) vs. full-time (69%) / age. 25-54 (80% - 83%) vs. 18-24 (68%) / Radcliffe (85%) vs. online (76%) vs. main (73%)
- **Work with counselor/advisor:** day (62%) vs. evening (53%) / full-time (64%) vs. part-time (56%) / involved (67%) vs. not involved (58%) / age 35-44 (72%) vs. 18-34 (58%) and 45+ (62%) / GPA 2+ (62%) vs. <2 (53%)





Detailed Findings

- Faculty/Staff Responsiveness -

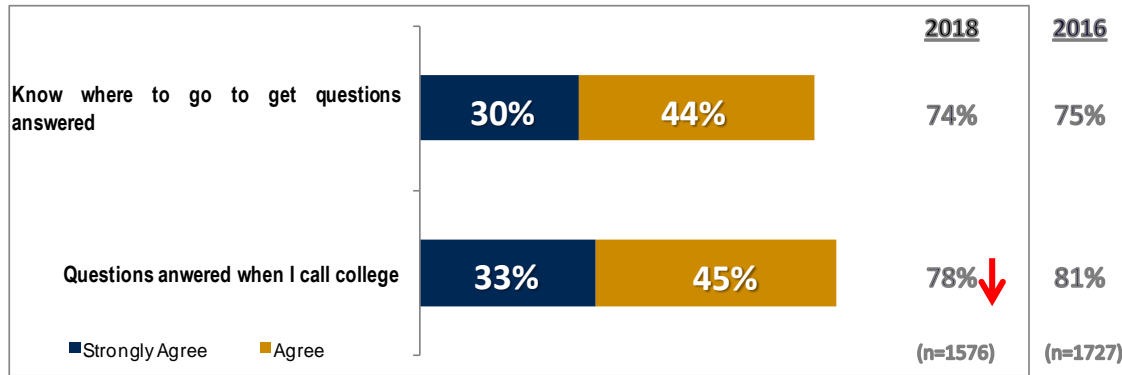
NOTE: This section is based on survey Q30 –Q37.



Schoolcraft
College

Schoolcraft continues to adequately inform students about available resources for their questions and to be responsive to student phone calls.

When Students Have Questions... (% Strongly Agree/Agree – 5-pt. scale)



↑ Significantly higher than in previous wave
 ↓ Significantly lower than in previous wave

Interestingly, women and African Americans (more than their respective counterparts) feel their questions are adequately answered when they call the College.



Where subgroup differences exist in 2018 (% strongly agree/agree)...

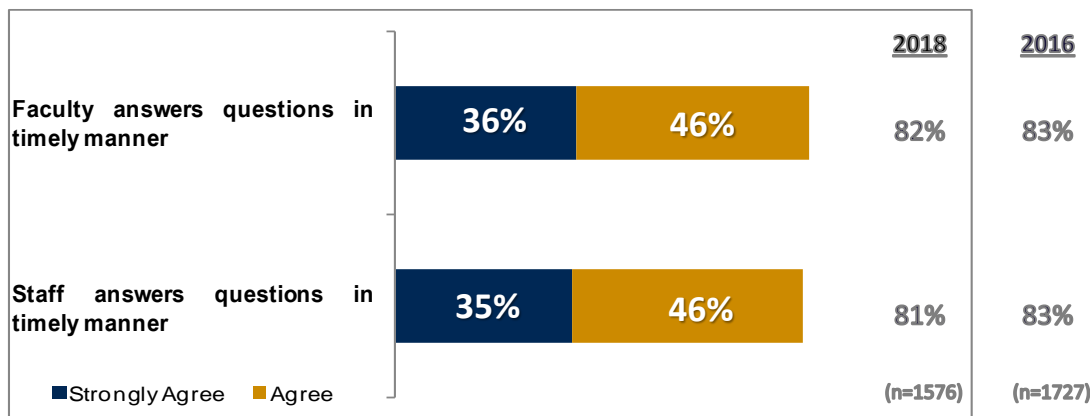
- **Questions are answered:** female (80%) vs. male (75%) / African Americans (86%) vs. Caucasians (77%) and Hispanics (74%)



Faculty and staff are again strongly favorably perceived in terms of responding to students in a timely fashion.

Timeliness in Answering Questions/Concerns

(% Strongly Agree/Agree – 5-pt. scale)



↑ Significantly higher than in previous wave
 ↓ Significantly lower than in previous wave

As in the past, four out of five feel that Schoolcraft personnel are timely in answering student questions.

Interestingly, those aged 35 – 44 rate the College most highly in these areas.



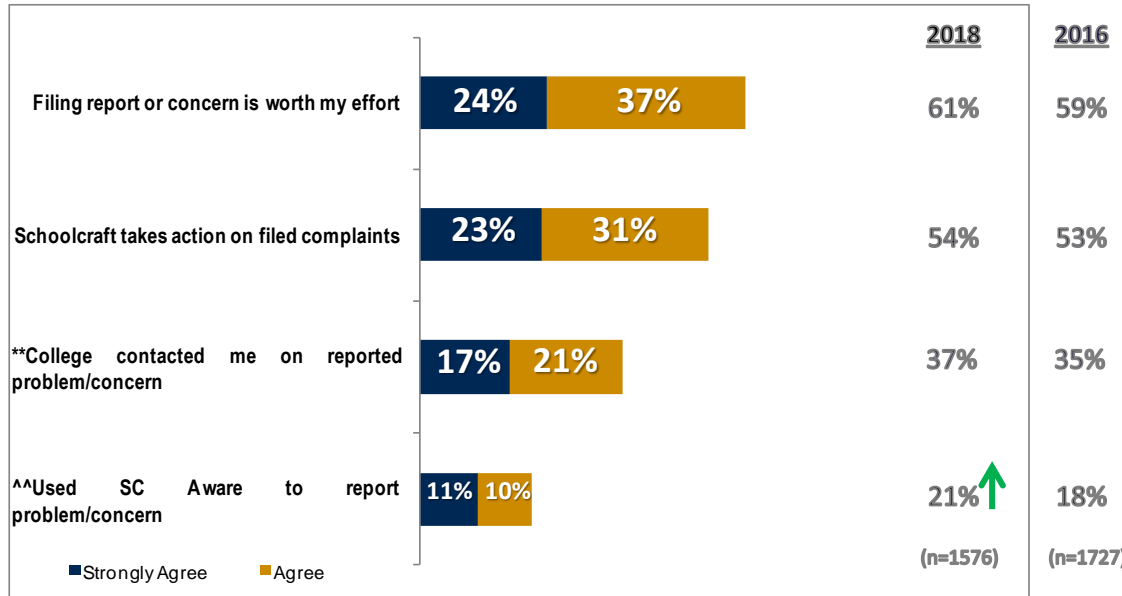
Where subgroup differences exist in 2018 (% strongly agree/agree)...

- **Faculty timely:** age 35-44 (94%) vs. 18-24 (79%) vs. 24-34 and 45-54 (82% - 84%)
- **Staff timely:** age 35-44 (91%) vs. 18-24 (79%) vs. 24-34 (84%) and 45-54 (82%)



Schoolcraft should again consider taking stronger action on student complaints, as this continues to be a bit of an issue among students.

Reporting Problems/Concerns
(% Strongly Agree/Agree – 5-pt. scale)



↑ Significantly higher than in previous wave
↓ Significantly lower than in previous wave

While students are overall quite favorable toward Schoolcraft in terms of being responsive, continued focus with respect to student-filed issues/concerns is warranted, as was the case in 2016.

Still, it is important to note that low agreement scores on “college contacted me” and “used SC Aware” likely reflect low incidence of problems/concerns, with many giving “neutral,” “don’t know” or “disagree” ratings on these items.



** 29% gave “neutral” and 26% gave “don’t know” ratings on this item.
^^18% gave “neutral,” 17% gave “don’t know,” 15% gave “strongly disagree” and 29% gave “disagree” ratings on this item.

Where subgroup differences exist in 2018 (% strongly agree/agree)...

- **Filing report worth effort:** female (66%) vs. male (57%) / involved (68%) vs. not involved (60%) / African Americans (71%) vs. Asians and Caucasians (59%)
- **College takes actions on complaints:** full-time (58%) vs. part-time (51%)
- **Contacted on concerns:** involved (48%) vs. not involved (36%)
- **Used SC Aware:** Involved (31%) vs. not involved (19%) / Asian (31%) vs. Caucasian (18%)





Detailed Findings

- Campus Safety-

NOTE: This section is based on survey Q14 – Q22.

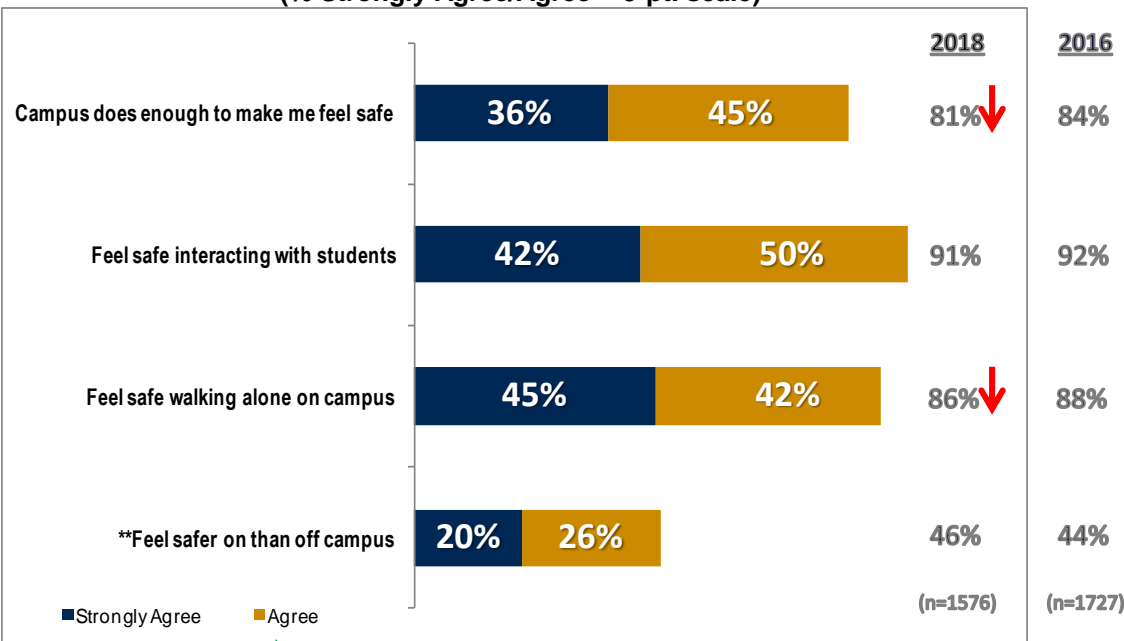


Schoolcraft
College



Importantly, Schoolcraft students continue to feel safe on campus; any safety communications should message to women and around evening safety efforts.

Overall Campus Safety (% Strongly Agree/Agree – 5-pt. scale)



Despite slight downward movement, Schoolcraft continues to be favorably perceived for overall safety. As in the previous wave, the “feel safer on vs. off campus” item generates mixed reaction, with 39% giving a neutral rating (suggesting possible difficulty understanding the question/intent.)

Importantly, women are less likely than men to feel safe. Additionally, evening students are less likely than daytime students to feel safe at Schoolcraft.



↑ Significantly higher than in previous wave | ↓ Significantly lower than in previous wave

** 39% gave a “neutral” rating on this item.

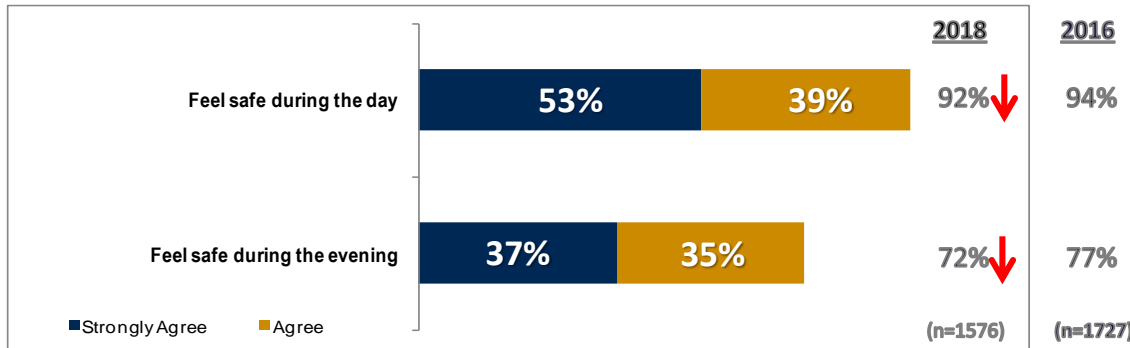
Where subgroup differences exist in 2018 (% strongly agree/agree)...

- **Campus does enough for safety:** male (85%) vs. female (79%)
- **Safe with students:** involved (95%) vs. not involved (91%) / age: 25-34 (94%) vs. 18-24 (90%) / GPA 2+ (92%) vs. <2 (89%)
- **Comfortable walking alone:** male (94%) vs. females (83%) / day (90%) vs. evening (84%) / full-time (89%) vs. part-time (84%) / 55+ credits (90%) vs. 0-40 credits (84% - 86%)
- **Safer on campus:** day (50%) vs. evening (37%) / involved (55%) vs. not involved (44%) / Asians (63%) vs. African Americans (51%), Hispanic (47%) and Caucasian (44%)



Although daytime has a natural advantage over evening in terms of perceptions of safety, for the most part, students continue to feel safe on campus any time.

Safety – Daytime and Evening (% Strongly Agree/Agree – 5-pt. scale)



↑ Significantly higher than in previous wave
 ↓ Significantly lower than in previous wave



As expected, students are more likely to feel safe on campus during the day than during the evening hours, though a slight decline is noted for both times.

It is important to note that female students feel less safe on campus in the evening compared to male students. Also important, it appears that the more time students spend at Schoolcraft (full time students, those involved in extracurricular activities, etc.), the more likely they are to feel safe.



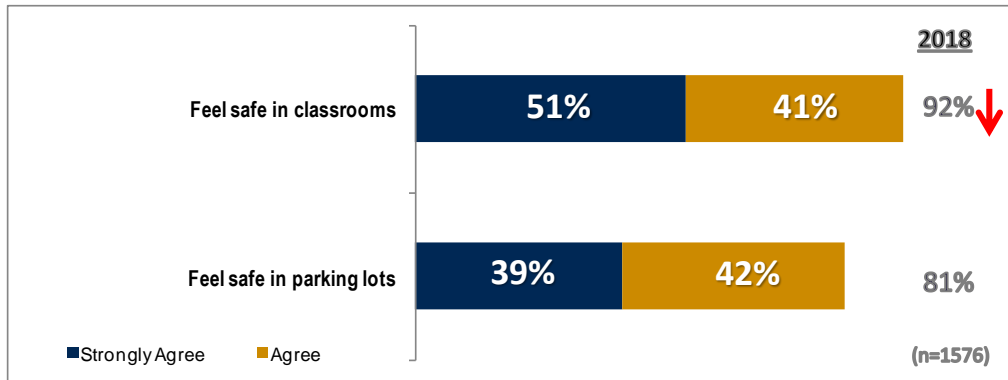
Where subgroup differences exist in 2018 (% strongly agree/agree)...

- **Daytime safety:** day (96%) vs. evening (82%) / full-time (95%) vs. part-time (90%) / involved (96%) vs. not involved (92%) / GPA 2+ (94%) vs. <2 (88%) / 69+ credits completed (95%) vs. 0-26 credits (91%)
- **Evening safety:** male (82%) vs. female (68%) / evening (86%) vs. day (60%) / involved (78%) vs. not involved (71%) / GPA 2+ (74%) vs. <2 (66%) / directly related to credits completed – 0-26 (67%) vs. 41+ (78%-85%)



As in the past, students feel safe anywhere on campus; any communications/efforts around safety should focus on the parking lots.

Safety – Areas of Campus
(% Strongly Agree/Agree – 5-pt. scale)



2016 95%
Despite slight decreases, nine out of ten students continue to feel safe in the classroom, and four out of five feel safe in Schoolcraft parking lots.

2018 83%
Females continue to feel less safe in the parking lots, as do young students.

(n=1727)

↑ Significantly higher than in previous wave
↓ Significantly lower than in previous wave

Additionally, when directly asked to identify areas of campus where they felt unsafe, 71% did not respond and another 19% indicated “nowhere/don’t know.” Only a few (6%) mentioned the parking lot – being not well-lit or having unsafe/speedy drivers. (See Appendix Slide 33 for more details.)



Where subgroup differences exist in 2018 (% strongly agree/agree)...

- **Classroom safety:** full-time (94%) vs. part-time (91%) / GPA 2+ (94%) vs. <2 (88%) / directly related to number of credits completed – 55+ (95% - 970%) vs. 0-26 (91%)
- **Parking lot safety:** male (87%) vs. female (78%) / day (86%) vs. evening (81%) / age 25-34 (86%) and 45-54 (88%) vs. 18-24 (79%)





Detailed Findings

- Finding Student Help/Protection-

NOTE: This section is based on survey Q38 –Q48.

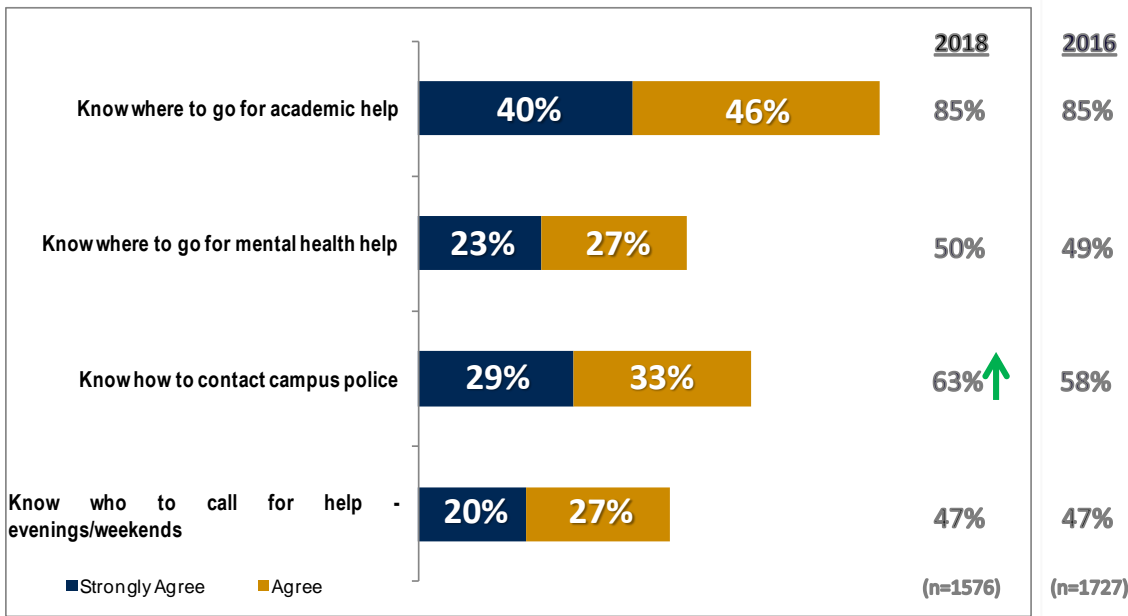


Schoolcraft
College



Schoolcraft still needs better student communications regarding mental health resources, how to contact police and how to get weekend/evening help.

Resource Awareness
(% Strongly Agree/Agree – 5-pt. scale)



↑ Significantly higher than in previous wave ↓ Significantly lower than in previous wave

Once again, Schoolcraft students reveal solid awareness of resources for academic assistance. However, only five or six out of ten know where to go to get mental health assistance, how to contact campus police and who to call for assistance on evenings and weekends.

The issue is more pronounced for those not involved in extracurricular activities and students attending Schoolcraft in the evenings (likely overlapping subgroups).



Where subgroup differences exist in 2018 (% strongly agree/agree)...

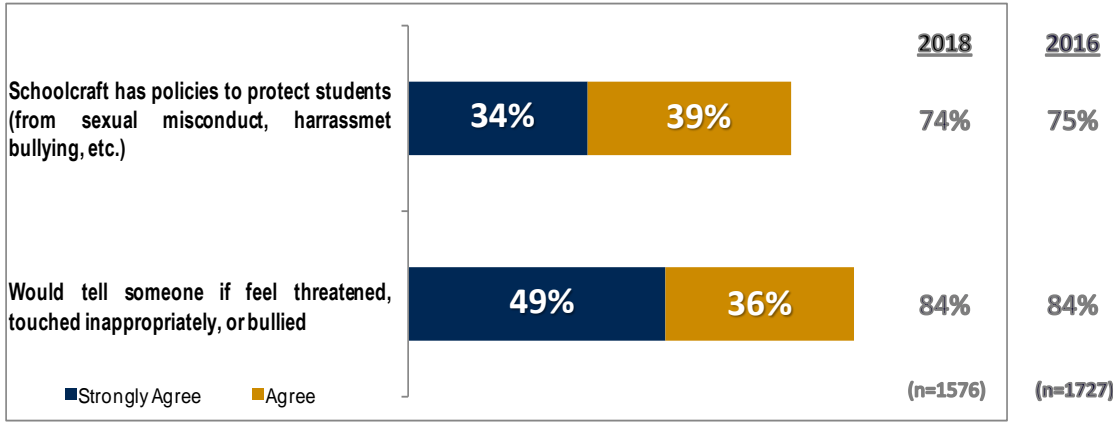
- **Academic help:** day (89%) vs. evening (77%) / involved (91%) vs. not involved (85%)
- **Mental health help:** day (53%) vs. evening (42%) / involved (56%) vs. not involved (49%)
- **Contact campus police:** male (67%) vs. female (61%) / day (65%) vs. evening (55%) / involved (76%) vs. not involved (60%)
- **Know who to call evenings/weekends:** Asian and African Americans (55%) vs. Caucasians (46%) and Hispanics (42%)



Schoolcraft students feel the College protects them; they are also strongly inclined to report any personal threats.

Student Protection

(% Strongly Agree/Agree – 5-pt. scale)



↑ Significantly higher than in previous wave
 ↓ Significantly lower than in previous wave

As in the past, the vast majority feel Schoolcraft College has student protection policies in place for them, and most would indicate they would report feeling threatened, being inappropriately touched or bullied.



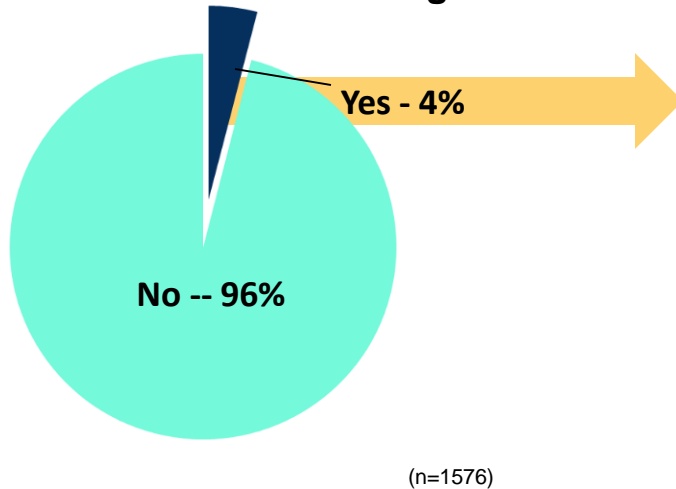
Where subgroup differences exist in 2018 (% strongly agree/agree)...

- **Protection policies:** involved (83%) vs. not involved (72%) / GPA <2 (78%) vs. 2+ (72%) / full-time (78%) vs. part-time (72%) / directly related to time spent on campus – 3 – 10 hrs, (73%), 11 – 20 hrs (76%) 20+ hrs (82%) vs. exclusively online (69%) / 2.0+ GPA (76%) vs. <2.0 (71%)
- **Report threats:** female (86%) vs. male (80%) / African Americans (90%) vs. Caucasians (84%) vs. Asians (75%) / 2.0+ GPA (85%) vs. <2.0 (81%) / some variation by age -- 35-44 (94%) vs. other age groups (81% - 90%)



Again in 2018, the rate of unwanted student incidents is low, but even 4% is higher than desired.

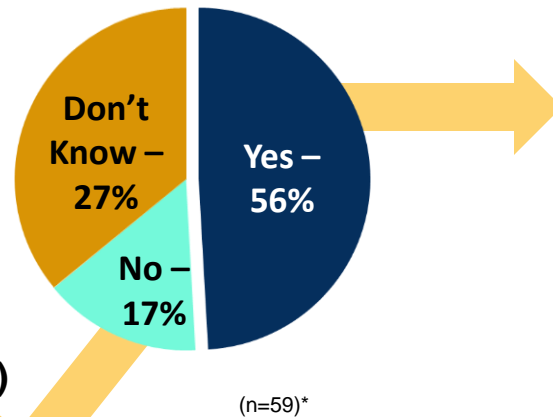
Past Year On-Campus Incidence of Unwanted Sexual Contact, Gender-Based Violence or Stalking



About half of these incidents were reported – most often to *SC Aware* or campus police.

Reasons for not reporting include feeling the incident was not serious and concern that the victim would not be believed.

Incidence of Incident Being Reported



% Reporting Incidence To: (Top Mentions)

<i>SC Aware</i>	45%
Campus police	42
Faculty	36
Friend	24
Counselor	18
Parent	15

(n=33)**

Key Reasons for Not Reporting Incident (%)

Lack of evidence/wouldn't be believed/addressed	30%
Minor incident	30
Too disruptive to life	10
Hassle to report	10
Other	10

(n=10)**

* Small base ** Extremely small base

