

## Students at Canadian Institutions (Part III)

by Gary L. Reynolds

The research we have reported on the Impact of Facilities on the Recruitment and Retention of Students thus far has focused on students attending institutions in the U.S. This article will examine the satisfaction levels of students attending Canadian institutions.

The sample in this survey included 16,153 students, with 2,313 students (14.4 percent) responding from two institutions in Canada. This is a relatively small sample representing only two institutions in Canada and the results reported here are only representative of the sample.

The demographics of the students attending Canadian institutions are repeated here—66.6 percent of the respondents were female and 33.4 percent were male. Of these students, 84.1 percent were Caucasian, 7.8 percent Asian, and very small percentages were reported for other races. Most of the students were full-time (93.8 percent), with 6.2 percent part-time students.

The students were asked which facilities they felt were important in making a decision as to which institution to attend, and then were asked how satisfied they were with those facilities. Five facilities were identified as clearly more important relative to other facilities, and the satisfaction levels for these same five facilities were much higher than the other facilities (Table 1).

The students were then asked if they were pleased with the facilities on campus. The results are shown in

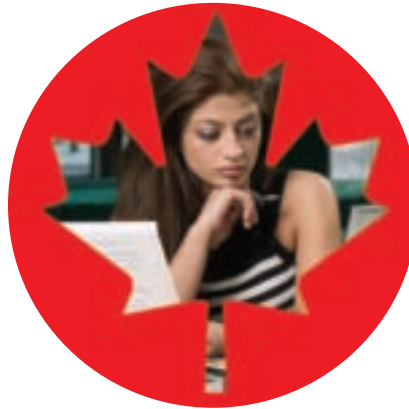


Chart 1. Note that approximately three-fourths of the students Strongly Agreed or Agreed with the statement.

The students were also asked to rate the quality of the maintenance on

their campus. The results are shown in Chart 2. Note that almost half the students rated the maintenance as Excellent or Very Good, but almost a quarter of the students rated the maintenance as Fair or Poor.

The students were also asked about their overall feelings for the campus with the results shown in Chart 3. Three quarters of the students were Enthusiastic or Like their campus.

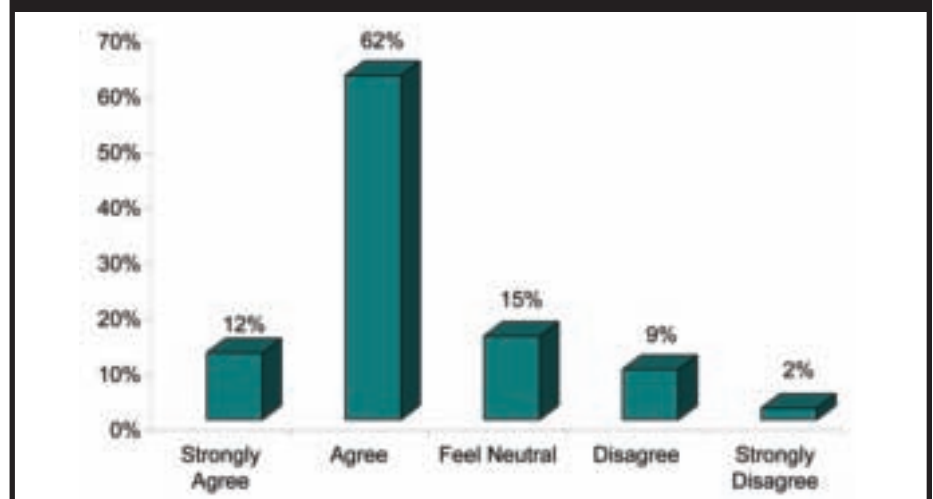
In conclusion, students attending Canadian institutions feel that the facilities which they viewed as important during their decision-making process as to which school to attend, also generally feel satisfied with these facilities once on campus. This data

TABLE 1:

Facility	Extremely Important or Very Important	Very Satisfied or Satisfied
Facility in Major	72.5%	69.1%
Library	54.9%	78.4%
Technology	47.5%	58.2%
Bookstore	44.3%	57.2%
Classrooms	42.9%	58.3%

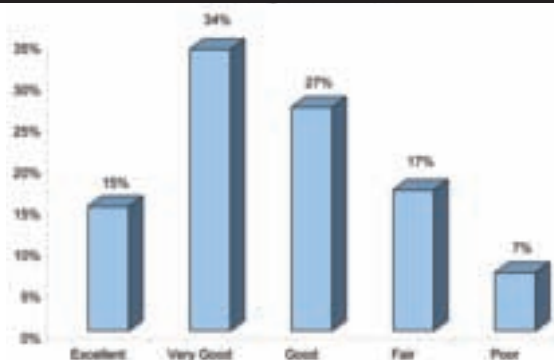
CHART 1:

Student Response to Survey Question on Being Pleased with Facilities on Campus

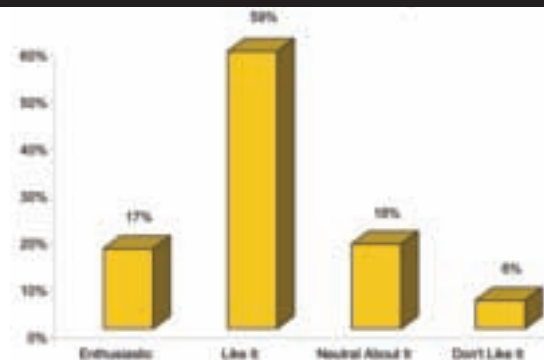


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**CHART 2:**  
Student Response to Survey Question on Quality of Maintenance



**CHART 3:**  
Student Response to Survey Question on Overall Feelings for Their Campus



“A high percentage of students are pleased with the facilities on their campuses. While, half the students feel the maintenance is excellent or very good, one-fourth of the students view the maintenance as fair or poor.”

suggests that Canadian institutions are providing satisfactory facilities, which are viewed as important by their students.

A high percentage of students are pleased with the facilities on their campuses. Half of the students feel the maintenance is excellent or very good, while one-fourth of the students view the maintenance as fair or poor. This data suggests that there is room for improvement in some specific areas of the surveyed campuses.

Finally, only a small percentage of students (6 percent) dislike their campus, which indicates that they made a good choice (or do not want to admit they made a bad one).▲

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