

Comprehensive Fee Survey – Spring 2017
Summary of Findings
Assessment and Evaluation 2/27/17

Overview of Findings:

- 68% of respondents have read the Spring Broad-based Fees Report
- 93% of respondents at least slightly aware of the services/programs Broad-based Fee dollars support
- Technology and Parking are seen as the most important to student experience while Intercollegiate athletics is seen as the least important from the respondent pool.
- It is clear from the responses that students do not prioritize Athletics and Recreation when considering where their fees go. Interestingly enough, there is a distinct split between respondent's prioritization of student engagement and academic/co-curricular development opportunities, as that appears in both the top and bottom priorities.
- Electronic/Web resources are the most frequently used by students when seeking information about Broad-based Fees.
- Open-ended responses expressed general frustration from graduate students and online/distance students about what they get out of the fees, particularly in how these fees go to support their research, conferences, technology etc. General frustration about parking, shuttle services, and how these fees are being used given the perceived lack of parking and support for commuter students on campus.

Proposed Actions:

1. Ensure that unified message on Broad-based Fees is accessible via the web and electronic resources students use to access this information most commonly.
2. Highlight importance of fees in relation to student engagement and athletics on campus. A better illustration of how this money is being used to enhance the student experience might help with the perception of the importance of the allocation of money in these areas.
3. Parking comes up a lot which is not uncommon for any college campus, but transparency around fee use could help.
4. Investment initiatives are perceived as low priority from respondents. Clarity in the use of funds in these areas could help this perception.
5. Further messaging to graduate and online/distance learning students about the fees and how it goes to improve their student experience is recommended.

Responses:

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Q1. Have you read the Spring Broad-based Fees Report ([available on the web](#))?

Count	Percent	
250	68.68%	Yes
93	25.55%	No
21	5.77%	Not Sure
364		Respondents

A majority of students had read the report. Further filtering of the data did not show any significant difference in response between students who had read the report vs. students who did not read it or were not sure if they read it.

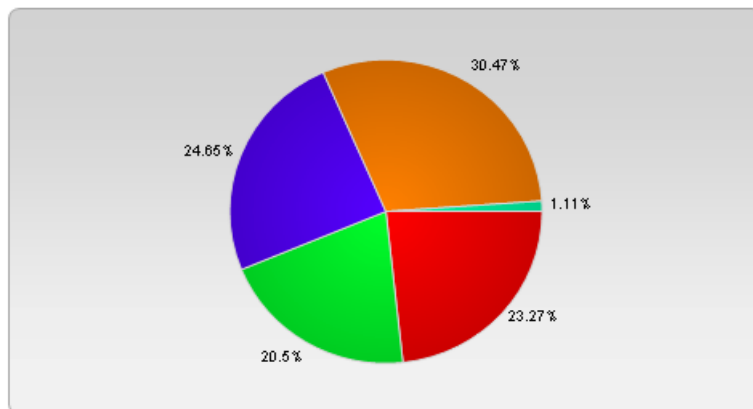
Q2. How aware are you about what services/programs your Broad-based Fee dollars support (e.g., Career Services, Leadership Program, Student Union, Student Activities, health services, technology, electronic libraries, parking/transportation, intercollegiate athletics, and intramurals/recreation)?

Count	Percent	
224	61.37%	I am aware and have used some of these services
95	26.03%	I am slightly aware, have heard of some of these services but have not used
24	6.58%	I am not aware of any of these services
22	6.03%	I am aware and have used all of these services
365		Respondents

An overwhelming majority of respondents are at least slightly aware of the services that the Broad-based Fee dollars support. Those respondents that were both aware and have used either some or all of these services, showed tendency to list the importance of the services assessed below as “very important” to their experience as a student but data patterns were similar to the whole respondent population.

Q3. How important are each of the following to your experience as a student? - Campus Life (e.g., Career Services, Leadership Program, Student Union, Student Activities)

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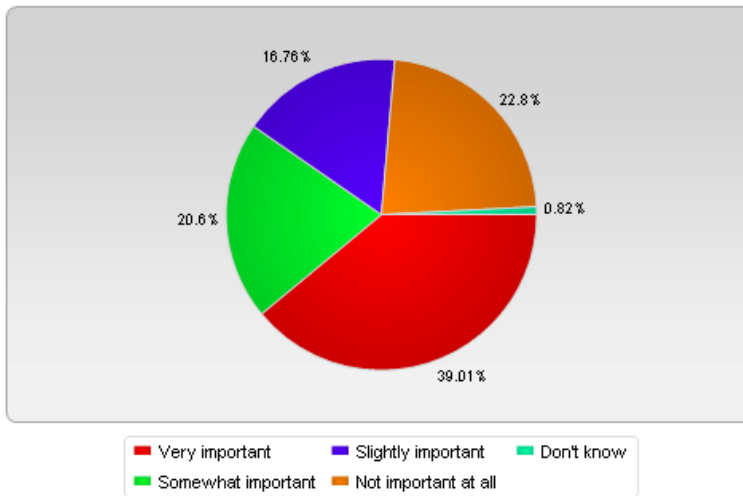


■ Very important
 ■ Slightly important
 ■ Don't know
■ Somewhat important
 ■ Not important at all

2/3 of respondents see experiences within Campus Life as at least slightly important.

Q4. How important are each of the following to your experience as a student? - Health Services (e.g., Health clinic, Accessibility Services, Counseling, Wellness)

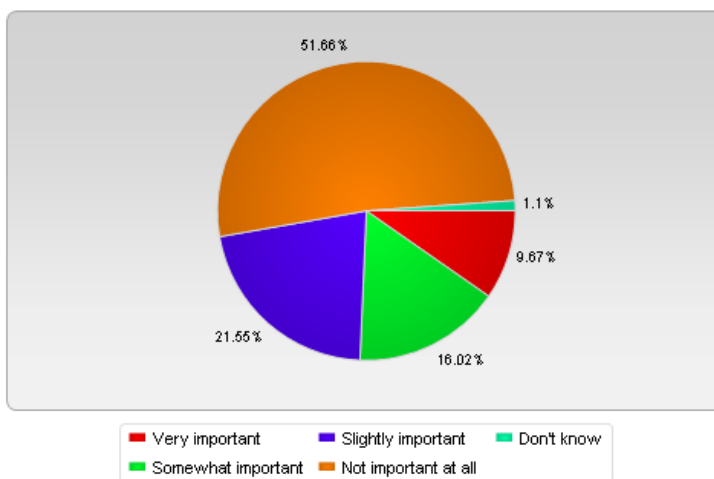
Q4. How important are each of the following to your experience as a student? - Health Services (e.g., Health clinic, Accessibility Services, Counseling, Wellness)



Health Services were seen as the third-most important contributor (of those assessed) to their experience as a student.

Q5. How important are each of the following to your experience as a student? - Intercollegiate athletics (e.g., Division I-A Sports, Recreation, Intramural programs)

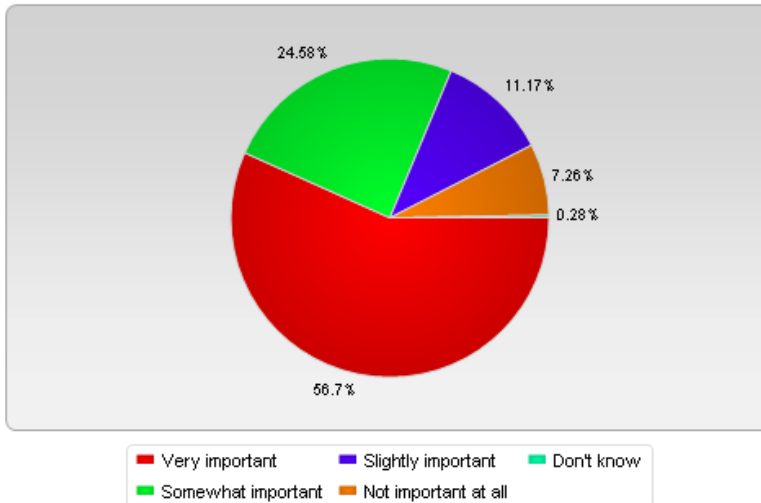
Q5. How important are each of the following to your experience as a student? - Intercollegiate athletics (e.g., Division I-A Sports, Recreation, Intramural programs)



Intercollegiate athletics were seen by respondents overwhelmingly as the least important factor to their experience as a student.

Q6. How important are each of the following to your experience as a student? - Technology (e.g., Electronic library services, Classroom technology, desktop computers and Cybraries)

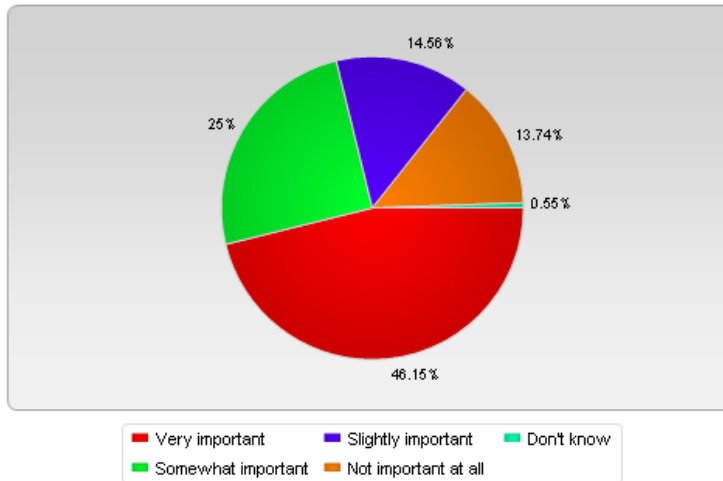
Q6. How important are each of the following to your experience as a student? - Technology (e.g., Electronic library services, Classroom technology, desktop computers and Cybraries)



Technology was seen as the most important contributor to student experience.

Q7. How important are each of the following to your experience as a student? - Parking/Transportation (e.g., buses, shuttles, parking lots, bike program)

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Parking/Transportation rated second-highest in terms of importance to student experience.

Q8. If you had to select the top five items below as high priorities to receive funding from UB Broad-based Fee income, which would you choose?

Count	Respondent %	Response %	
193	52.59%	11.61%	Student health, wellness and counseling services
168	45.78%	10.11%	Electronic library materials
166	45.23%	9.99%	Academic and co-curricular personal development (e.g. career services, leadership/community engagement programs, orientation, student readership, marching band, academic engagement, etc.)
152	41.42%	9.15%	Parking services
129	35.15%	7.76%	Academic mission of the University (academic programs and services)
123	33.51%	7.40%	Bus/shuttle services
120	32.70%	7.22%	Information technology services
119	32.43%	7.16%	University police services
108	29.43%	6.50%	Student engagement (student life programs/events, Late Night UB, diversity center, greek life, Student Union, Outdoor Pursuits)
106	28.88%	6.38%	Standards and safety programs (off campus student services, judicial affairs and student advocacy)
86	23.43%	5.17%	Strategic investment initiatives (undergraduate experience programming/support and heart of the campus infrastructure upgrades to Lockwood Library and Capen Hall student service facilities)
66	17.98%	3.97%	Accessibility resources
50	13.62%	3.01%	Recreation and intramurals
48	13.08%	2.89%	Official transcript services
14	3.81%	0.84%	None of the above
14	3.81%	0.84%	Intercollegiate athletics (Division IA)
367	Respondents		
1662	Responses		

The top five priorities to receive funding from the fee align with the general respondent ranking of importance in the previous questions. I have included the top seven below:

- 1. Student health, wellness and counseling services*
- 2. Electronic library materials*
- 3. Academic and co-curricular personal development (e.g. career services, leadership/community engagement programs, orientation, student readership, marching band, academic engagement, etc.)*
- 4. Parking services*

5. *Academic mission of the University (academic programs and services)*
6. *Bus/shuttle services*
7. *Information technology services*

Q9. If you had to select the lowest five items below as low priorities to receive funding from UB Broad-based Fee income, which would you choose?

Count	Respondent %	Response %	
251	68.96%	16.88%	Intercollegiate athletics (Division IA)
175	48.08%	11.77%	Recreation and intramurals
173		47.53%	Student engagement (student life programs/events, Late Night programming, diversity center, greek life, Student Union, Outdoor Pursuits, veteran services, and student programming)

Q9. If you had to select the lowest five items below as low priorities to receive funding from UB Broad-based Fee income, which would you choose?

Count	Respondent %	Response %	
124	34.07%	8.34%	Official transcript services
99	27.20%	6.66%	Strategic investment initiatives (undergraduate experience programming/support and heart of the campus infrastructure upgrades to Lockwood Library and Capen Hall student service facilities)
85	23.35%	5.72%	Academic and co-curricular personal development (e.g. career services, leadership/community engagement programs, orientation, student readership, marching band, academic engagement, etc.)
79	21.70%	5.31%	Standards and safety programs (off campus student services, judicial affairs and student advocacy)
77	21.15%	5.18%	University police services
68	18.68%	4.57%	Accessibility resources
61	16.76%	4.10%	Parking services
60	16.48%	4.03%	Bus/shuttle services
60	16.48%	4.03%	Electronic library materials
57	15.66%	3.83%	Academic mission of the University (academic programs and services)
55	15.11%	3.70%	Information technology services
34	9.34%	2.29%	Student health, wellness and counseling services
29	7.97%	1.95%	None of the above
364	Respondents		
1487	Responses		

The bottom 6 priorities are:

1. *Intercollegiate athletics (Division IA)*
2. *Recreation and intramurals*
3. *Student engagement (student life programs/events, Late Night programming, diversity center, greek life, Student Union, Outdoor Pursuits, veteran services, and student programming)*
4. *Official transcript services*

5. *Strategic investment initiatives (undergraduate experience programming/support and heart of the campus infrastructure upgrades to Lockwood Library and Capen Hall student service facilities)*
6. *Academic and co-curricular personal development (e.g. career services, leadership/community engagement programs, orientation, student readership, marching band, academic engagement, etc.)*

Q10. Are there specific services supported by the Broad-Based Fees that you feel are currently insufficient or not as accessible as you would like? Please explain:

Count	Percent
144	100.00%
144	Respondents

A quick word-cloud representation of this data shows that parking and the needs of graduate students were frequent topics of response here. I have pulled out some specific responses (based on general topic area) below:



Representative Quotes:

- “Graduate students are underrepresented in the fee, even though we still pay it.”
- “If you are going to charge online student fees there needs to be more money allocated to developing a virtual orientation for online students, that includes overviews of technology, programs, resources, and services that are available to online students. I very

much felt like I was fumbling along in the dark for the first semester trying to figure everything out.”

- *“I think that a service that needs more support is commuter services. I think that an office should either open, or join in with another office to provide support to commuter students. This could be a helpful resource to the people commuting anywhere from 10-20 minutes and less than two hours. I think that this population of commuters often get left behind when they need support in getting involved, making the most of their time when they are at UB during the game, and other assorted issues.”*
- *“I think that it is unacceptable that students are not involved in PLANNING the broadbased fee use. Once a year, student leaders are brought into a room and TOLD that the fee will be increased and what it will be spent on, but they are not given any VOICE in the process. This is entirely inappropriate.”*
- *“I would like the broad-based fees to support or subsidize an NFTA pass”*
- *“I don't see the reason for the pursued 100\$ increase to the Academic Excellence and Success Fee and I can't locate how it would bring any tangible benefits to me and other graduate students.”*

Q11. If you want information regarding UB services or the cost of attending UB, where do you go for that information? (Check all that apply)			
Count	Respondent %	Response %	
224	62.57%	22.88%	HUB Student Center or electronic billing statement (eBill)
208	58.10%	21.25%	Student Accounts/Fee website
177	49.44%	18.08%	MyUB
172	48.04%	17.57%	Departmental websites
51	14.25%	5.21%	Campus staff
41	11.45%	4.19%	Peers/Other students
26	7.26%	2.66%	Campus publications
17	4.75%	1.74%	Campus media
15	4.19%	1.53%	Don't seek this information
15	4.19%	1.53%	Student leaders
14	3.91%	1.43%	Social media
9	2.51%	0.92%	Listserves
7	1.96%	0.72%	Other (please specify)
3	0.84%	0.31%	RSS Feeds
358	Respondents		
979	Responses		

An overwhelming majority of respondents use electronic means to gather information around fees and the cost of attending UB. These are most frequently found on HUB, the Student Accounts website, MyUB, and departmental websites.