

Student Voice Score[®]

Johnson & Wales University CPS – Spring 2024

About the SVS

Understanding student perceptions and satisfaction is more important than ever as higher education evolves. The Student Voice Score[®] (SVS) powered by EdSights is the first quantifiable industry benchmark that measures student satisfaction.

SVS Methodology

As part of EdSights' proactive retention framework, the chatbot conducts a yearly SVS campaign, asking students to rate their likelihood of recommending the institution to a friend on a scale of 0-10. The SVS is calculated by subtracting the percentage of students who are detractors (rated a 0-6) from the percentage of promoters (rated a 9 or 10). The SVS ranges from -100 to 100, and scores above 0 indicate more overall promoters than detractors.

Note: This is a stricter scale than in 2023, so average scores are lower and not comparable to last year's.



Your SVS

65

Above sector and industry average

75% of your students were promoters (rated 9-10), and **10%** were detractors (rated 0-6)

- 154 students responded
- 50% of students shared open-ended comments
- Average rating was 8.8

*Benchmarks using data from 100+ institutions and 1 million students**

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Your Sector

Average SVS across private, 4-year institutions

16

Industry

Average SVS across all institutions partnering with EdSights



AI-Driven Analysis of Qualitative Comments

Below are the most common sentiments cited by students in each satisfaction group

Promoters

- **Instructor Quality:** Knowledgeable, accommodating, and approachable professors, though some noted inconsistent communication and grading timeliness
- **Academic Quality:** Engaging classes, supportive advisors and professors, and quality educational programs that prepare students for careers
- **Flexible Schedule:** Accommodates working students with online courses and a program structured around full-time jobs

Passives

- **Course Selection:** Limited class options, but recommended for those interested in cooking or if their desired major is offered
- **Instructor Quality:** While some professors were highly supportive, others seemed less engaged, and discussions were not always effective for learning
- **Engagement:** Mixed feedback on opportunities to feel connected to JWU and their peers

Detractors

- **Affordability:** Concerns about the high cost of tuition