

Survey was administered November 2-13th, 2009. Results collected, compiled, and analyzed by Michelle Elghardgui, Project Manager to the VPSA.

Sample Characteristics (N=612 out of 1,503)

Gender

Gender	Frequency	Percent
Female	325	53.10%
Male	282	46.08%
Not Reported	5	0.82%
Total	612	100.00%

Semester of Entry to AUI

Semester	Frequency	Percent
Fall 2003	1	0.16%
Spring 2004	3	0.49%
Fall 2004	11	1.80%
Spring 2005	16	2.61%
Fall 2005	49	8.01%
Spring 2006	31	5.07%
Fall 2006	46	7.52%
Spring 2007	38	6.21%
Summer 2007	1	0.16%
Fall 2007	53	8.66%
Spring 2008	35	5.72%
Fall 2008	89	14.54%
Spring 2009	26	4.25%
Summer 2009	1	0.16%
Fall 2009	134	21.90%
Not Reported	78	12.75%
Grand Total	612	100.00%

School

School	Frequency	Percent
SBA	250	40.85%
SHSS	83	13.56%
SSE	241	39.38%
Non-degree Seeking	25	4.08%
Not Reported	13	2.12%
Total	612	100.00%

Level of Study

Level	Frequency	Percent
Undergraduate	512	83.66%
Graduate	92	15.03%
Not Reported	8	1.31%
Total	612	100.00%

Living Arrangement

Residence	Frequency	Percent
On Campus	515	84.15%
Downtown Residence	21	3.43%
Own Arrangement	28	4.58%
Not Reported	48	7.84%
Total	612	100.00%

Top 5 Results

5 Highest Satisfaction Items (listed in order of score)	Security
	Campus Facilities
	Library
	Contact with Faculty
	Student Activities
5 Lowest Satisfaction Items (listed in order of score)	Restaurant (building 3)
	Cafeteria (building 2)
	Information Technology
	Student Government Association
	Club House (building 16)
5 Items with biggest Gap between Importance and Satisfaction (listed in order of score)	Restaurant (building 3)
	Information Technology
	Cafeteria (building 2)
	Club House (building 16)
	Availability of courses

Student Satisfaction

(N=612 out of 1,503) (1=Low, 5=High)			
	Average Importance	Average Satisfaction	Gap (difference between importance and satisfaction)
Security (Visibility, availability, effectiveness)	4.49	4.12	0.37
Campus Facilities (Classrooms, cleanliness of campus, lounge space, parking lots)	4.46	4.04	0.42
Library (Opening hours, resources, search process)	4.66	3.85	0.81
Contact with Faculty (Availability, approachability)	4.46	3.66	0.80
Student Activities (Activities on campus, athletics, clubs)	4.10	3.57	0.52
Communication (Website, e-mail as communication for policies, etc.)	4.50	3.57	0.93
Business Office (Quality of service, accuracy, cash wallet)	4.38	3.55	0.83
Quality of teaching	4.78	3.47	1.31
Office of International Programs (Availability and quality of exchange programs, student support)	4.39	3.37	1.02
Copy Center (Quality of service, opening hours, cost)	4.14	3.36	0.78
Psychological Counseling (Effectiveness, availability)	3.88	3.35	0.52
Bookstore (Availability of text books, cost, opening hours)	4.24	3.31	0.93
Registration Process (Use of the portal to register, add/drop process)	4.40	3.28	1.12
Housing (Comfort, facilities, cleanliness, quietness)	4.58	3.26	1.32
Culture on campus (general feel of campus, friendliness of students, social interaction among students)	4.23	3.26	0.97
Schools (Quality of assistance, availability, administrative services)	4.42	3.20	1.22
Contact with Executive Officers (Availability, communication with students)	4.05	3.15	0.90
Health Center (Treatment, doctor availability, insurance service)	4.66	3.05	1.61
Transportation (Quality and availability of campus transportation and stops)	4.10	3.03	1.07
Availability of courses	4.62	3.01	1.62
Enrollment Services (Quality of services offered, assistance with seeking financial aid, admissions process)	4.34	2.98	1.37
Academic advising (Availability, quality, knowledge of advisors)	4.34	2.95	1.40
Campus Store (Availability of products, cost, opening hours)	4.37	2.88	1.49
Club House (building 16) (Quality of food, variety, cleanliness, opening hours, prices)	4.33	2.59	1.73

-November 2009 Student Satisfaction Survey Results-

	Average Importance	Average Satisfaction	Gap (difference between importance and satisfaction)
Student Government Association (Effectiveness, availability, communication)	3.98	2.55	1.43
IT (Pay per print, internet connection, student computer support, storage space, availability of PCs for student use)	4.52	2.46	2.06
Cafeteria (building 2) (Quality of food, variety, cleanliness, opening hours, prices)	4.43	2.42	2.00
Restaurant (building 3) (Quality of food, variety, cleanliness, opening hours, prices)	4.61	2.01	2.60

Academic Related Questions By School

Average Level of Importance			(1=low, 5=high)	Average Level of Satisfaction		
SBA	SHSS	SSE		SBA	SHSS	SSE
4.80	4.74	4.77	Quality of Teaching	3.22	3.56	3.72
4.28	4.32	4.47	Academic Advising	2.62	3.12	3.23
4.44	4.38	4.42	School	3.04	3.07	3.42
4.61	4.62	4.64	Availability of Courses	2.95	2.68	3.19
4.45	4.52	4.46	Contact with Faculty	3.46	3.87	3.78
4.07	4.09	4.07	Contact with Executives	2.94	2.97	3.43

What attracted you to AUI?

(for this question, students had the option to check all that applied)

Item	Frequency	Percent of students who chose item (N=612)
American system of education in Morocco	459	75.00%
English as the language of instruction	437	71.41%
Prestige or reputation of the university	327	53.43%
Classes/Programs not available elsewhere in Morocco	262	42.81%
Campus appearance	252	41.18%
International teachers	215	35.13%
Sports and extracurricular activities	204	33.33%
Quality of the academic programs	196	32.03%
Availability and quality of technological tools	163	26.63%
Geographic location	143	23.37%
International students on campus	139	22.71%
Financial aid/scholarship availability	131	21.41%
Selective admission policy	74	12.09%
Cost compared to similar institutions abroad	70	11.44%
Small student population	58	9.48%

Would you recommend AUI to others?

Response	Frequency	Percent
Definitely	138	22.55%
Yes, with Reservations	362	59.15%
Probably Not	72	11.76%
No	31	5.07%
Not Reported	9	1.47%
Total	612	100.00%

By Gender	Female		Male	
Response	Frequency	Percent	Frequency	Percent
Definitely	74	22.77%	64	22.70%
Yes, with Reservations	189	58.15%	170	60.28%
Probably Not	40	12.31%	31	10.99%
No	20	6.15%	10	3.55%
Not Reported	2	0.62%	7	2.48%
Total	325	100.00%	282	100.00%

By Level	Undergraduate		Graduate	
Response	Frequency	Percent	Frequency	Percent
Definitely	110	21.48%	27	29.35%
Yes, with Reservations	304	59.38%	52	56.52%
Probably Not	64	12.50%	8	8.70%
No	26	5.08%	4	4.35%
Not Reported	8	1.56%	1	1.09%
Total	512	100.00%	92	100.00%

By School	SBA		SHSS		SSE		NDS	
Response	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent
Definitely	43	17.20%	15	18.07%	77	31.95%	1	4.00%
Yes, with Reservations	146	58.40%	49	59.04%	135	56.02%	21	84.00%
Probably Not	41	16.40%	9	10.84%	21	8.71%	1	4.00%
No	13	5.20%	9	10.84%	7	2.90%	2	8.00%
Not Reported	7	2.80%	1	1.20%	1	0.41%	0	0.00%
Total	250	100.00%	83	100.00%	241	100.00%	25	100.00%