

Sample Characteristics (N=523 out of 1,411)

Level of Study

Level	Frequency	Percent
Graduate	65	12.43%
Undergraduate	446	85.28%
Not Reported	12	2.29%
Total	523	100.00%

Semester of Entry to AUI

Semester	Frequency	Percent
021	1	0.19%
022	1	0.19%
031	1	0.19%
032	1	0.19%
041	5	0.96%
042	9	1.72%
051	21	4.02%
052	25	4.78%
061	77	14.72%
062	36	6.88%
071	70	13.38%
072	33	6.31%
081	66	12.62%
082	53	10.13%
091	116	22.18%
Not Reported	8	1.53%
Total	523	100.00%

Gender

Gender	Frequency	Percent
Female	303	57.93%
Male	216	41.30%
Not Reported	4	0.76%
Total	523	100.00%

School

School	Frequency	Percent
SBA	187	35.76%
SHSS	111	21.22%
SSE	214	40.92%
Non-degree Seeking	6	1.15%
Not Reported	5	0.96%
Total	523	100.00%

Top 5 Results

5 Highest Satisfaction Items (listed in order of score)	Security
	Facilities
	Library
	Student Activities
	Copy Center
5 Lowest Satisfaction Items (listed in order of score)	Information Technology
	Dining
	Enrollment
	Availability of courses
	Student Government Association
5 Items with biggest Gap between Importance and Satisfaction (listed in order of score)	Information Technology
	Dining
	Enrollment
	Availability of Courses
	Health Center

-November 2008 Student Satisfaction Survey Results-

Student Satisfaction

(N=523 out of 1,411) (1=Low, 5=High)			
	Mean Importance	Mean Satisfaction	Gap (difference between importance and satisfaction)
Security (Visibility, availability, effectiveness)	4.53	4.10	0.43
Psychological Counseling (Effectiveness, availability)	3.85	3.40	0.46
Campus Facilities (Classrooms, cleanliness of campus, lounge space, parking lots)	4.46	3.98	0.48
Student Activities (Activities on campus, athletics, clubs)	4.11	3.61	0.50
Copy Center (Quality of service, opening hours, cost)	4.12	3.53	0.59
Business Office (Quality of service, accuracy)	4.17	3.47	0.69
Bookstore (Availability of text books, cost, opening hours)	4.20	3.40	0.80
Contact with Faculty (Availability, approachability)	4.37	3.50	0.88
Library (Opening hours, resources, search process)	4.64	3.72	0.93
Office of International Programs (Availability and quality of exchange programs, student support)	4.33	3.31	1.02
Transportation (Quality and availability of campus transportation and stops)	4.07	3.04	1.03
Communication (Website, e-mail as communication for policies, etc.)	4.43	3.38	1.04
Contact with Executive Officers (Availability, communication with students)	4.08	2.93	1.15
Schools (Quality of assistance, availability)	4.40	3.20	1.20
Housing (Comfort, facilities, cleanliness, quietness)	4.55	3.28	1.27
Student Government Association (Effectiveness, availability, communication)	4.09	2.77	1.32
Campus Store (Availability of products, cost, opening hours)	4.30	2.97	1.33
Quality of Teaching	4.64	3.29	1.36
Academic advising (Availability, quality, knowledge of advisors)	4.37	2.86	1.51
Health Center (Treatment, doctor availability, insurance service)	4.67	2.97	1.70
Availability of Courses	4.52	2.77	1.75
Enrollment Services (Quality of services offered, registration process, assistance with seeking financial aid, admissions process)	4.34	2.38	1.97
Restaurant/Cafeteria (Quality of food, variety, cleanliness, opening hours)	4.57	2.10	2.47
IT (Internet connection, student computer support, storage space, availability of PCs for student use)	4.62	2.04	2.58

Academic Related Questions By School

Average Level of Importance			(1=Low, 5=High)	Average Level of Satisfaction		
SBA	SHSS	SSE		SBA	SHSS	SSE
4.60	4.64	4.66	Quality of Teaching	3.10	3.21	3.45
4.36	4.43	4.36	Academic Advising	2.66	2.77	3.04
4.41	4.36	4.40	School	3.03	3.03	3.43
4.47	4.55	4.53	Availability of Courses	2.71	2.37	2.98
4.28	4.34	4.48	Contact with Faculty	3.31	3.33	3.69
3.95	4.01	4.27	Contact with Executives	2.71	2.60	3.27

What attracted you to AUI?

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

Item	Frequency	% of students who chose item (N=523)
American system of education in Morocco	387	74.00%
English as the language of instruction	377	72.08%
Prestige or reputation of the university	286	54.68%
Campus appearance	219	41.87%
Classes/programs not available elsewhere in Morocco	214	40.92%
International teachers	173	33.08%
Quality of academic programs	165	31.55%
Sports and extracurricular activities	156	29.83%
Availability and quality of technological tools	149	28.49%
International students on campus	120	22.94%
Financial aid/scholarship availability	114	21.80%
Geographic location	105	20.08%
Cost compared to similar universities abroad	72	13.77%
Selective admission policy	52	9.94%
Student population	35	6.69%

Would you recommend AUI to others?

Overall	Total Frequency	Percent
Definitely	115	21.99%
Yes, with Reservations	274	52.39%
Probably Not	85	16.25%
No	38	7.27%
Did Not Answer	11	2.10%
Total	523	100.00%

Would you recommend AUI to others?

By Gender	Female		Male	
	Frequency	Percent	Frequency	Percent
Definitely	66	21.78%	49	22.69%
Yes, with Reservations	160	52.81%	112	51.85%
Probably Not	50	16.50%	33	15.28%
No	24	7.92%	14	6.48%
Did Not Answer	3	0.99%	8	3.70%
Total	303	100.00%	216	100.00%

By Level	Graduate		Undergraduate	
	Frequency	Percent	Frequency	Percent
Definitely	20	30.77%	93	20.85%
Yes, with Reservations	38	58.46%	231	51.79%
Probably Not	4	6.15%	78	17.49%
No	2	3.08%	35	7.85%
Did Not Answer	1	1.54%	9	2.02%
Total	65	100.00%	446	100.00%

By School	SBA		SHSS		SSE	
	Frequency	Percent	Frequency	Percent	Frequency	Percent
Definitely	32	17.11%	16	14.41%	62	28.97%
Yes, with Reservations	97	51.87%	57	51.35%	115	53.74%
Probably Not	40	21.39%	23	20.72%	21	9.81%
No	13	6.95%	13	11.71%	12	5.61%
Did Not Answer	5	2.67%	2	1.80%	4	1.87%
Total	187	100.00%	111	100.00%	214	100.00%

By Semester of Entry		Definitely	Yes, with Reservations	Probably Not	No	Did Not Answer	Total
021-042	Frequency	6	4	3	0	1	18
	Percent	33.33%	22.22%	16.67%	0.00%	5.56%	100.00%
051	Frequency	6	6	8	0	1	21
	Percent	28.57%	28.57%	38.10%	0.00%	4.76%	100.00%
052	Frequency	1	14	7	3	0	25
	Percent	4.00%	56.00%	28.00%	12.00%	0.00%	100.00%
061	Frequency	10	35	20	11	1	77
	Percent	12.99%	45.45%	25.97%	14.29%	1.30%	100.00%
062	Frequency	2	19	7	7	1	36
	Percent	5.56%	52.78%	19.44%	19.44%	2.78%	100.00%
071	Frequency	9	39	13	5	4	70
	Percent	12.86%	55.71%	18.57%	7.14%	5.71%	100.00%
072	Frequency	2	24	4	3	0	33
	Percent	6.06%	72.73%	12.12%	9.09%	0.00%	100.00%
081	Frequency	16	39	8	3	0	66
	Percent	24.24%	59.09%	12.12%	4.55%	0.00%	100.00%
082	Frequency	6	31	10	5	1	53
	Percent	11.32%	58.49%	18.87%	9.43%	1.89%	100.00%
091	Frequency	54	55	4	1	2	116
	Percent	46.55%	47.41%	3.45%	0.86%	1.72%	100.00%