University students less satisfied with staff

By TEH SHI NING

UNIVERSITY students here now hold a dimmer view of administrative and teaching staff than they did a year ago and are thus less satisfied with their universities overall.

The university sub-sector’s Customer Satisfaction Index of Singapore score fell 3.8 points to 66.7, pulling down public education’s score to 67.5. The other two public education sub-sectors, polytechnics and the Institute of Technical Education, managed to maintain students’ satisfaction levels from a year ago.

For students, quality is the most important of the three drivers which feed into satisfaction as measured in the CSISG model, the other two being expectations and value.

And though discontent with the quality of administrative and teaching staff was offset by greater satisfaction with campus facilities, leaving overall perceived quality unchanged, it still ended as lagging behind undergraduate expectations, which, four years on, said the head of service excellence at Singapore Management University, whose score suffered the largest drop of 9.5 points, was not easy to swallow.

SMU, Singapore Management University, whose score suffered the largest drop of 9.5 points, said it had taken active measures to bridge the gap between its service promise and service delivery, to meet rising expectations.

And in a sign of how important it is to meet student expectations, Singapore’s national university, NUS, scored the lowest mark of 66.1, 4.1 points lower than a year ago.

NTU’s Associate Provost in charge of undergraduate education, professor Ken Chan Hin, thinks that more competition in the higher education sector has raised student expectations. He says NTU will continue to emphasise good teaching. “Our priority is to attract and retain top faculty. Moving forward, junior faculty will attend courses on the basics of teaching, curriculum design and so on,” he says.

Despite the National University of Singapore (NUS) scoring the lowest mark of 66.1, 4.1 points lower than a year ago, despite the University of Science and Technology of Singapore Town as an example of a new model of living and learning experience that will benefit and excite our students,” NTU’s associate director Marcus Lee says the CSISG provides just a snapshot of student expectations, perceptions and satisfaction. “It is up to the universities to increase the academic and academic outcomes, and satisfaction is key,” he says.

In fact, interventions have been made since compa-

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