



How Satisfied Are Your Online Learners?

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How are you gathering student feedback?

Do your students have a voice in your decision making?

The Priorities Survey for Online Learners is part of the Quality Matters Student Voice Inter-Institutional Research Project for 2014-2015

Priorities Survey for Online Learners



Priorities Survey for Online Learners™

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Dear Sample University student:

Your thoughtful and careful responses to this survey are very important to your institution. Your responses will give your campus leadership insights about the aspects of this program that are important to you as well as how satisfied you are with them.

Thank you for your participation.

INSTRUCTIONS:

- Indicate your responses to each item as requested.
- At the end of each section, click on "next page" to continue.
- Be sure to complete the survey in one sitting if you will and return to the survey, your original responses will be lost!

Please note: You will need approximately 20-25 minutes to complete the survey. To use as much of the survey as possible, you may want to maximize your browser window.

Priorities Survey for Online Learners



Each item below describes an expectation about your experience with this program. On the left, tell us how important it is for your institution to meet this expectation. On the right, tell us how satisfied you are that your institution has met this expectation.

Importance to me...					My level of satisfaction				
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Priorities Survey for Online Learners

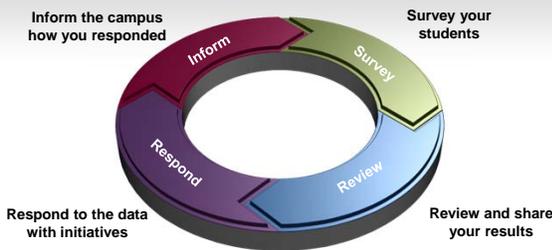
- Appropriate for students enrolled in 100 percent online programs or hybrid programs
 - Undergraduate or graduate students
- Only available for online administrations
 - Invite 100 percent of your population and expect a 20 percent response rate
- 26 standard items on the survey, covering the following categories:
 - Academic services
 - Enrollment services
 - Institutional perceptions
 - Instructional services
 - Student services
- Ability to customize the survey

Sample items on the PSOL

- Registration for online courses is convenient.
- Instructional materials are appropriate for program content.
- Billing and payment procedures are convenient for me.
- Adequate online library resources are provided.

- The quality of online instruction is excellent.
- Student assignments are clearly defined in the syllabus.
- Faculty are responsive to student needs.
- Tuition paid is a worthwhile investment.
- Faculty provide timely feedback about student progress in a course.

Systematic assessment cycle



When to survey? Determine timing



Fall or spring?

How to survey?

Determine method of administration



A few details regarding email invites

- Noel-Levitz will provide you with email invitation and reminder message templates that you can customize.
- Noel-Levitz will send the emails on your behalf, on dates you determine. They will appear to come from someone at your institution that you designate.
- You are encouraged to offer incentives (drawings for gift-cards, etc.) as well as use other communication avenues (faculty announcements, Website postings, etc.) to boost response rates.
- Most administrations are open for a two or three week window of time.
- Invite 100 percent of your population.
- Typical response rate: 20 percent

Who to survey? Determine the survey population



- QM programs
- Non-QM programs

Set up separate accounts for QM and Non-QM programs

- Goal is to survey your Quality Matters program students
- Optional: also survey your Non-Quality Matters program students – but must keep these students separate
- Noel-Levitz will set up two separate accounts for you to survey these students in each group; administrations will go on at the same time

What to survey?



Determine your customization

PSOL custom items

- Up to ten items rated for importance and satisfaction
 - Six are standard with the QM project
 - Four are campus specific
- Two additional campus specific demographic items
- Unlimited list of campus specific majors/programs for students to select their area of study from a drop-down list

Quality Matters custom items

1. This institution's online courses are of high quality.
2. Courses have clear instruction about getting started and where to begin.
3. The technologies required in my courses are readily available, provided or easily downloaded.
4. Navigation in the online courses is logical, consistent, and efficient.
5. Course learning objectives, and instructions on how to meet them, are made clear in my courses.
6. Courses are well-designed, readable and not distracting.

You are strongly encouraged to use the campus-specific items, especially the program designations.



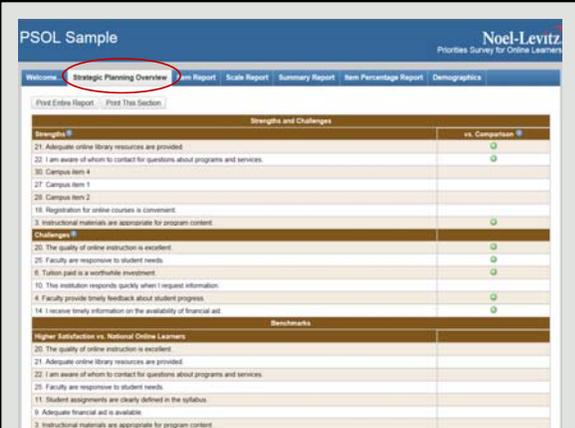
A successful survey administration will provide you with data you can have confidence in



You will receive your main results within two weeks after your online account closes

PSOL Reports for the QM Project

- Campus results vs. National Comparison Group
- Campus results (QM programs) vs. QM Comparison Group
- *Optional items:*
 - Your QM programs vs. your non-QM programs
 - Year-to-year reports to compare with previous administrations
 - Raw data

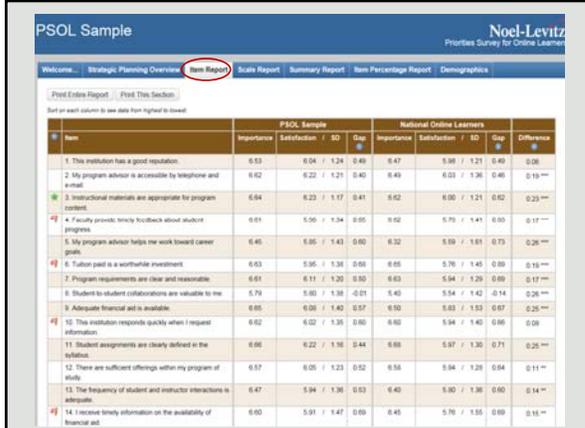


PSOL Sample

Strategic Planning Overview | **Item Report** | Scale Report | Summary Report | Item Percentage Report | Demographics

Print Entire Report | Print This Section

Item	Importance	Satisfaction	SD	Gap	Importance	Satisfaction	SD	Gap	Difference
21. Adequate online library resources are provided.									
22. I am aware of whom to contact for questions about programs and services.									
30. Campus item 4									
27. Campus item 1									
26. Campus item 2									
18. Registration for online courses is convenient.									
3. Instructional materials are appropriate for program content.									
Challenges									
20. The quality of online instruction is excellent.									
25. Faculty are responsive to student needs.									
6. Tuition paid is a worthwhile investment.									
10. This institution responds quickly when I request information.									
4. Faculty provide timely feedback about student progress.									
14. I receive timely information on the availability of financial aid.									
Benchmarks									
Higher Satisfaction vs. National Online Learners									
20. The quality of online instruction is excellent.									
21. Adequate online library resources are provided.									
22. I am aware of whom to contact for questions about programs and services.									
25. Faculty are responsive to student needs.									
11. Student assignments are clearly defined in the syllabus.									
9. Adequate financial aid is available.									
3. Instructional materials are appropriate for program content.									



PSOL Sample

Strategic Planning Overview | **Item Report** | Scale Report | Summary Report | Item Percentage Report | Demographics

Print Entire Report | Print This Section

Sort on each column to see data from highest to lowest

Item	PSOL Sample				National Online Learners				Difference
	Importance	Satisfaction	SD	Gap	Importance	Satisfaction	SD	Gap	
1. This institution has a good reputation.	6.53	6.04	1.24	0.49	6.47	5.98	1.21	0.49	0.06
2. My program advisor is accessible by telephone and e-mail.	6.62	6.22	1.21	0.40	6.49	6.03	1.26	0.46	0.19***
5. Instructional materials are appropriate for program content.	6.64	6.23	1.17	0.41	6.62	6.00	1.21	0.62	0.23***
4. Faculty provide timely feedback about student progress.	6.61	5.96	1.34	0.65	6.52	5.70	1.41	0.80	0.17***
5. My program advisor helps me work toward career goals.	6.45	6.05	1.43	0.60	6.32	6.09	1.61	0.73	0.26***
6. Tuition paid is a worthwhile investment.	6.63	5.95	1.38	0.68	6.65	5.76	1.45	0.89	0.19***
7. Program requirements are clear and reasonable.	6.61	6.11	1.20	0.50	6.63	5.94	1.29	0.69	0.17***
9. Student-to-student collaborations are valuable to me.	6.79	5.80	1.38	0.91	6.46	5.54	1.42	0.94	0.26***
9. Adequate financial aid is available.	6.66	6.06	1.42	0.60	6.50	5.83	1.52	0.67	0.25***
10. This institution responds quickly when I request information.	6.62	6.02	1.35	0.60	6.60	5.94	1.40	0.66	0.08
11. Student assignments are clearly defined in the syllabus.	6.66	6.22	1.18	0.44	6.68	5.97	1.30	0.71	0.25***
12. There are sufficient offerings within my program of study.	6.57	6.05	1.23	0.52	6.58	5.94	1.29	0.64	0.11**
13. The frequency of student and instructor interactions is adequate.	6.47	5.94	1.36	0.53	6.40	5.80	1.36	0.60	0.14**
14. I receive timely information on the availability of financial aid.	6.60	5.91	1.47	0.69	6.45	5.70	1.55	0.80	0.16**

PSOL Sample Noel-Levitz
Priorities Survey for Online Learners

Welcome... Strategic Planning Overview Item Report **Scale Report** Summary Report Item Percentage Report Demographics

Expand / Tagged All / Print Entire Report / Print This Section

Sort an exact column to see data from highest to lowest

#	Scale / Item	PSOL Sample			National Online Learners			Difference
		Importance	Satisfaction / SD	Gap	Importance	Satisfaction / SD	Gap	
1	Enrollment Services	6.83	6.14 / 1.08	0.48	6.54	6.04 / 1.09	0.50	0.19***
9	Adequate financial aid is available	6.65	6.08 / 1.40	0.57	6.50	5.93 / 1.53	0.67	0.25***
10	Registration for online courses is convenient	6.65	6.39 / 1.53	0.36	6.64	6.37 / 1.10	0.27	0.02
14	I receive timely information on the availability of financial aid	6.60	5.91 / 1.47	0.69	6.45	5.76 / 1.55	0.69	0.15**
23	Billing and payment procedures are convenient for me	6.60	6.18 / 1.27	0.42	6.56	6.16 / 1.27	0.40	0.02
Institutional Perceptions		6.58	6.00 / 1.18	0.58	6.56	6.07 / 1.20	0.69	0.13***
Academic Services		6.55	6.03 / 0.97	0.52	6.46	6.00 / 1.01	0.56	0.13***
Student Services		6.54	6.06 / 1.07	0.48	6.41	6.05 / 1.14	0.56	0.21***
Instructional Services		6.51	6.04 / 1.03	0.47	6.45	6.05 / 1.06	0.60	0.19***

National Group Means are based on 114732 records

*Difference statistically significant at the .05 level
 **Difference statistically significant at the .01 level
 ***Difference statistically significant at the .001 level

PSOL Sample Noel-Levitz
Priorities Survey for Online Learners

Welcome... Strategic Planning Overview Item Report Scale Report **Summary Report** Item Percentage Report Demographics

Print Entire Report / Print This Section

Summary	PSOL Sample	National Online Learners	Difference
To be, how have your college experience met your expectations?	5.49	5.18	0.22***
1-Much worse than expected	1%	2%	
2-Quite a bit worse than expected	7%	7%	
3-Worse than I expected	1%	1%	
4-About what I expected	17%	23%	
5-Better than I expected	27%	25%	
6-Quite a bit better than expected	32%	32%	
7-Much better than expected	32%	30%	
How your overall satisfaction with your experience here has been:	5.89	5.83	0.16***
1-Not satisfied at all	1%	1%	
2-Not very satisfied	1%	2%	
3-Somewhat dissatisfied	7%	4%	
4-Satisfied	9%	9%	
5-Extremely satisfied	82%	83%	
6-Probably not	2%	2%	
7-Probably not	2%	4%	
8-Probably yes	8%	7%	
9-Probably yes	23%	26%	
10-Definitely yes	63%	60%	

PSOL Sample Noel-Levitz
Priorities Survey for Online Learners

Welcome... Strategic Planning Overview Item Report Scale Report Summary Report **Item Percentage Report** Demographics

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This report provides a look at the percentage of responses that indicated an answer of 4 or 5 to the items in the survey. It is considered "important" or "satisfied" and 1 is considered "very important" or "very satisfied"

#	Item	PSOL Sample			National Online Learners			Difference
		Importance %	Satisfaction %	Gap	Importance %	Satisfaction %	Gap	
1	This institution has a good reputation	97%	96%	1%	95%	77%	17%	1%
2	My program advisor is accessible by telephone and e-mail	92%	92%	0%	89%	77%	11%	6%
3	Instructional materials are appropriate for program content	94%	94%	0%	94%	78%	16%	6%
4	Faculty provide timely feedback about student progress	93%	79%	14%	94%	69%	25%	6%
5	My program advisor helps me work toward career goals	89%	70%	19%	93%	64%	29%	6%
6	Tuition paid is a worthwhile investment	93%	79%	14%	93%	69%	24%	7%
7	Program requirements are clear and reasonable	94%	90%	4%	94%	74%	20%	6%
8	Student to student collaborations are valuable to me	83%	68%	15%	85%	60%	25%	6%
9	Adequate financial aid is available	95%	80%	15%	95%	71%	24%	3%
10	This institution responds quickly when I request information	94%	77%	17%	93%	70%	23%	2%
11	Student assignments are clearly defined in the syllabus	94%	83%	11%	95%	75%	20%	3%
12	There are sufficient offerings within my program of study	92%	77%	15%	92%	74%	18%	3%
13	The frequency of student and instructor interactions is adequate	89%	75%	14%	87%	70%	17%	5%
14	I receive timely information on the availability of financial aid	93%	74%	19%	95%	70%	25%	4%
15	Channels are available for providing timely responses to student complaints	96%	79%	17%	94%	63%	31%	7%
16	Appropriate technical assistance is readily available	92%	75%	14%	89%	77%	12%	1%
17	Assessment and evaluation procedures are clear and reasonable	93%	79%	14%	91%	76%	15%	3%
18	Registration for online courses is convenient	94%	87%	7%	93%	67%	26%	0%
19	Online career services are available	89%	76%	13%	78%	65%	13%	11%

PSOL Sample Noel-Levitz
Priorities Survey for Online Learners

Welcome... Strategic Planning Overview Item Report Scale Report Summary Report Item Percentage Report **Demographics**

Expand / Tagged All / Print Entire Report / Print This Section

Includes the response rates that were selected by the majority of survey participants

Gender	#	%
Female	146	76.12%
Male	238	23.88%
Not Answer	7	

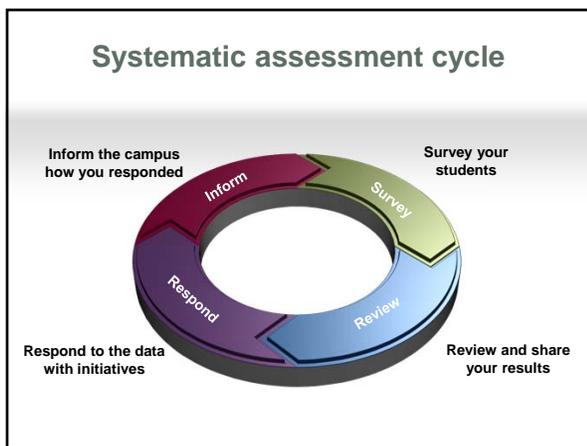
Age	#	%
18 and under	6	2%
19 to 24	67	6.61%
25 to 34	362	35.12%
35 to 44	287	28.16%
45 to 54	217	21.27%
55 to 64	52	5.11%
65 and over	7	0.71%
Total	695	100%
No Answer	7	

Marital Status	#	%
Single	238	23.19%
Single with children	233	22.71%
Married	118	11.54%
Married with children	301	29.35%
Widow / Partner not in household	42	4.08%
Total	660	100%
No Answer	17	

Current Plans	#	%
Complete online degree program	621	60.17%
Complete degree on campus	6	0.57%
Transfer online	28	2.74%
Complete this course	34	3.34%
Total	689	100%
No Answer	27	

Current Online Enrollment	#	%
1-2 courses	287	27.67%
3-4 courses	188	18.17%
5-6 courses	48	4.59%
7-8 courses	87	8.33%
9-10 courses	97	9.28%
More than 10 courses	371	35.89%
Total	686	100%
No Answer	32	

Current Enrollment Status



What is the cost?

Roughly \$2.00 per completed survey

Plus invitation and processing fees
(Fee vary depending on the quantities)

Investment Example

Invitation fee: 2500 students at \$0.25 each: \$625

Completed survey fee: \$2.00 x 500 students: \$1000

Processing and set up fee: \$250
Includes your results vs. the national group

Comparison with QM Comparison Group: \$75

5% handling on total order: \$97.50

Total: \$2047.50

Next steps:

- Visit www.noellewitz.com/QMProject to learn more
- Place your order:
www.noellewitz.com/orderPSOL

Timeline:

- Your online account will be available within 3 to 5 business days after you place your order. (Note: Be sure to place orders separately for QM and non-QM populations).
- You will want to allow a couple of days for the customization steps. (Noel-Levitz will provide support).
- Most accounts are open for two or three weeks.
- Once your online account closes, Noel-Levitz will deliver your results within two weeks.
- You will be invoiced based on the actual number of invited students and the actual number of completed surveys.
- Your QM comparison data will be available in June of 2015.

See the full survey instrument here:
www.noellewitz.com/PSOL

www.noellewitz.com/benchmark



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