

# Student Satisfaction and Priorities

STUDENT SATISFACTION AND ONLINE PRIORITIES TO LEARNERS COMBINED REPORT SPRING 2021

N = Students Surveyed

162 Campus 278 Online

## Why does student satisfaction matter?

Student satisfaction has been positively linked to:



Individual student retention



Annual giving



College completion rates

## Priorities for Our Students

Matrix for prioritizing action:



### 1 Our Institutional Strengths

These are the top areas our students care about, where we are meeting their expectations.

#### Campus

1. Academic advising is knowledgeable about my program requirements
2. The campus is safe and secure for all students
3. Students are made to feel welcome here

#### Online

1. Registration for online courses is convenient
2. Billing and payment procedures are convenient for me
3. Program requirements are clear and reasonable

### 2 Our Institutional Challenges

These items are the key areas to improve, based on the priorities of our students."

#### Campus

1. Register for the needed classes with few conflicts
2. Quality of Instruction is excellent
3. Academic advisor is knowledgeable on transfer requirements of schools

#### Online

1. The quality of online instruction is excellent
2. Faculty are responsive to student needs
3. Faculty provide timely feedback about student progress

### 3 Next steps

These are the institutional strategic plan updates in the challenge areas:

#### Campus

1. Course schedules and delivery methods expanded
2. Continued attention given to student evaluation system and responses.
3. Advising staff cross-train with better data access

#### Online

1. Piloting the new course quality review rubric. Purchase of Quality Matters rubric.
2. & 3. Professional development stress importance of substantive interaction within these rubrics to ensure faculty are responsive to student needs.

### 4 The Importance of Institutional Choice

Students attending their first choice institution are more likely to have higher satisfaction levels overall.

The percentage of our students indicating that we are their:

This question was only asked of Campus students

1st Choice	71%
2nd Choice	23%
3rd or Lower	6%

### 5 What Factors Influence Our Student to Enroll?

It is important to understand why students enroll here.

The percentage of students saying the following factors were important or very important:

#### Campus

Financial Aid	85%
Cost	85%
Academic Reputation	74%

#### Online

Convenience	89%
Flexible Pacing	89%
Work Schedule/Cost	87%

### 6 Bottom Line Indicators

#### Overall Satisfaction

Campus Very Positive/Positive/Neutral	83%
National Very Positive/Positive/Neutral	82%
Online Very Positive/Positive/Neutral	86%
National Very Positive/Positive/Neutral	86%

#### Would you enroll again if you could do it over?

Campus Very Positive/Positive/Neutral	88%
National Very Positive/Positive/Neutral	81%
Online Very Positive/Positive/Neutral	87%
National Very Positive/Positive/Neutral	82%