



**RUFFALO NOEL LEVITZ**

# **PRIORITIES SURVEY FOR ONLINE LEARNERS RESULTS**



# Executive Summary - Bottom Line



## Bottom Line Indicators

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### Satisfied / Very Satisfied

How satisfied are our students compared with students nationally?

Percentages below indicate the students indicating Satisfied/Very Satisfied.

**74%**

Our Institution

**72%**

National

### Probably / Definitely Yes

How likely are our students to enroll again, if they had it to do over?

Percentages below indicate the students indicating Probably/Definitely yes.

**81%**

Our Institution

**75%**

National

## Top 5 Factors to Enroll

| Item                                                       | Importance % |
|------------------------------------------------------------|--------------|
| Factor to enroll: Flexible pacing for completing a program | 91%          |
| Factor to enroll: Ability to transfer credits              | 90%          |
| Factor to enroll: Work schedule                            | 90%          |
| Factor to enroll: Convenience                              | 89%          |
| Factor to enroll: Cost                                     | 89%          |

## Gender

| Demographic Responses               | N   | %       |
|-------------------------------------|-----|---------|
| Female                              | 170 | 75.89%  |
| Male                                | 49  | 21.88%  |
| Prefer not to respond               | 4   | 1.79%   |
| Transgender                         | 0   | 0.00%   |
| Genderqueer                         | 1   | 0.45%   |
| Additional gender category or Other | 0   | 0.00%   |
| Total                               | 224 | 100.00% |
| No Answer                           | 22  |         |

## Class Level

| Demographic Responses | N   | %       |
|-----------------------|-----|---------|
| First year            | 80  | 35.87%  |
| Second year           | 66  | 29.60%  |
| Third year            | 16  | 7.17%   |
| Fourth year           | 12  | 5.38%   |
| Special student       | 5   | 2.24%   |
| Graduate/Professional | 7   | 3.14%   |
| Other class level     | 37  | 16.59%  |
| Total                 | 223 | 100.00% |
| No Answer             | 23  |         |





## Strengths

|   | Item                                                                                                                            |
|---|---------------------------------------------------------------------------------------------------------------------------------|
| ★ | Registration for online courses is convenient.                                                                                  |
| ★ | Campus item: Barton offers exceptional and affordable learning opportunities supporting student, community, and employee needs. |
| ★ | Campus item: The application and enrollment processes were easy to understand and follow.                                       |
| ★ | Assessment and evaluation procedures are clear and reasonable.                                                                  |
| ★ | Billing and payment procedures are convenient for me.                                                                           |

Strengths are items with high importance and high satisfaction.

These are specifically identified as items above the mid-point in importance (top half) and in the upper quartile (25 percent) of our satisfaction scores. The strengths are listed in descending order of importance.



## Challenges

### Item

- ❑ The quality of online instruction is excellent.
- ❑ Faculty are responsive to student needs.
- ❑ Instructional materials are appropriate for program content.
- ❑ This institution responds quickly when I request information.
- ❑ Faculty provide timely feedback about student progress.
- ❑ My program advisor is accessible by telephone and e-mail.
- ❑ Program requirements are clear and reasonable.

Challenges are items with high importance and low satisfaction or a large performance gap. These are specifically identified as items above the mid-point in importance (top half) and in the lower quartile (25 percent) of your satisfaction scores or items above the mid-point in importance (top half) and in the top quartile (25 percent) of our performance gap scores. The performance gap score is likely the reason the item has been identified as a challenge. The challenges are listed in descending order of importance.



# SCALE SUMMARY



| Scale                     | Barton | National | Difference |
|---------------------------|--------|----------|------------|
| Academic Services         | 87.57% | 86.29%   | +1.29%     |
| Enrollment Services       | 89.29% | 86.71%   | +2.57% ★   |
| Institutional Perceptions | 89.86% | 85.57%   | +4.29% ★★★ |
| Instructional Services    | 87.57% | 84.86%   | +2.71% ★★  |
| Student Services          | 88.00% | 85.14%   | +2.86% ★   |

★ Statistical Significance



# DEFINITION OF STATISTICAL SIGNIFICANCE

Statistical significance in the difference of the means is calculated when two groups are compared and a mean difference is displayed. A twin-tailed t-test is used to determine significance. The level of significance is reflected by the number of stars which appear behind the mean difference number. The greater the number of stars, the greater the confidence in the significance of this difference, and the greater the likelihood that this difference did not occur by chance.

## ★★★ Three stars:

**Difference statistically significant at the .001 level:**  
The .001 level indicates a one in 1,000 chance that the difference between your institution's satisfaction score and the comparison group satisfaction score would occur due to chance alone.

## ★★ Two stars:

**Difference statistically significant at the .01 level:**  
The .01 level indicates a one in 100 chance.

## ★ One star:

**Difference statistically significant at the .05 level:**  
Statistical significance at the .05 level indicates that there are five chances in 100

**No stars: No significant difference:** If there are no stars for a particular score, then the level of satisfaction is basically the same between your institution and the comparison group.



# All Standardized Questions



| #  | Item                                                                         | Barton     |              |     | National Average |              |     | Difference |
|----|------------------------------------------------------------------------------|------------|--------------|-----|------------------|--------------|-----|------------|
|    |                                                                              | Importance | Satisfaction | Gap | Importance       | Satisfaction | Gap |            |
| 1  | This institution has a good reputation.                                      | 80%        | 84%          | -4% | 86%              | 77%          | 9%  | 7%         |
| 2  | My program advisor is accessible by telephone and e-mail.                    | 92%        | 78%          | 14% | 88%              | 79%          | 9%  | -1%        |
| 3  | Instructional materials are appropriate for program content.                 | 94%        | 80%          | 14% | 93%              | 75%          | 18% | 5%         |
| 4  | Faculty provide timely feedback about student progress.                      | 91%        | 73%          | 18% | 91%              | 72%          | 19% | 1%         |
| 5  | My program advisor helps me work toward career goals.                        | 83%        | 74%          | 9%  | 83%              | 68%          | 15% | 6%         |
| 6  | Tuition paid is a worthwhile investment.                                     | 92%        | 82%          | 10% | 90%              | 69%          | 21% | 13%        |
| 7  | Program requirements are clear and reasonable.                               | 91%        | 81%          | 10% | 93%              | 76%          | 17% | 5%         |
| 8  | Student-to-student collaborations are valuable to me.                        | 51%        | 60%          | -9% | 50%              | 56%          | -6% | 4%         |
| 9  | Adequate financial aid is available.                                         | 82%        | 74%          | 8%  | 85%              | 67%          | 18% | 7%         |
| 10 | This institution responds quickly when I request information.                | 92%        | 79%          | 13% | 91%              | 76%          | 15% | 3%         |
| 11 | Student assignments are clearly defined in the syllabus.                     | 90%        | 79%          | 11% | 93%              | 76%          | 17% | 3%         |
| 12 | There are sufficient offerings within my program of study.                   | 88%        | 79%          | 9%  | 90%              | 74%          | 16% | 5%         |
| 13 | The frequency of student and instructor interactions is adequate.            | 86%        | 78%          | 8%  | 85%              | 72%          | 13% | 6%         |
| 14 | I receive timely information on the availability of financial aid.           | 83%        | 79%          | 4%  | 86%              | 72%          | 14% | 7%         |
| 15 | Channels are available for providing timely responses to student complaints. | 84%        | 69%          | 15% | 82%              | 66%          | 16% | 3%         |
| 16 | Appropriate technical assistance is readily available.                       | 88%        | 77%          | 11% | 87%              | 79%          | 8%  | -2%        |
| 17 | Assessment and evaluation procedures are clear and reasonable.               | 90%        | 81%          | 9%  | 90%              | 78%          | 12% | 3%         |
| 18 | Registration for online courses is convenient.                               | 92%        | 85%          | 7%  | 93%              | 84%          | 9%  | 1%         |
| 19 | Online career services are available.                                        | 83%        | 78%          | 5%  | 78%              | 70%          | 8%  | 8%         |
| 20 | The quality of online instruction is excellent.                              | 95%        | 77%          | 18% | 94%              | 70%          | 24% | 7%         |
| 21 | Adequate online library resources are provided.                              | 83%        | 77%          | 6%  | 88%              | 81%          | 7%  | -4%        |
| 22 | I am aware of whom to contact for questions about programs and services.     | 86%        | 76%          | 10% | 88%              | 73%          | 15% | 3%         |
| 23 | Billing and payment procedures are convenient for me.                        | 88%        | 85%          | 3%  | 90%              | 81%          | 9%  | 4%         |
| 24 | Tutoring services are readily available for online courses.                  | 79%        | 74%          | 5%  | 78%              | 69%          | 9%  | 5%         |
| 25 | Faculty are responsive to student needs.                                     | 93%        | 82%          | 11% | 93%              | 76%          | 17% | 6%         |
| 26 | The bookstore provides timely service to students.                           | 86%        | 85%          | 1%  | 83%              | 78%          | 5%  | 7%         |





# STUDENT SATISFACTION INVENTORY (FACE-TO-FACE) REPORT

# Executive Summary - Bottom Line



## Bottom Line Indicators

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### Satisfied / Very Satisfied

How satisfied are our students compared with students nationally?

Percentages below indicate the students indicating Satisfied/Very Satisfied.

**74%**

Our Institution

**68%**

National

### Probably / Definitely Yes

How likely are our students to enroll again, if they had it to do over?

Percentages below indicate the students indicating Probably/Definitely yes.

**79%**

Our Institution

**76%**

National

## Top 5 Factors to Enroll

| Item                                                         | Importance % |
|--------------------------------------------------------------|--------------|
| Cost as factor in decision to enroll.                        | 91%          |
| Financial assistance as factor in decision to enroll.        | 88%          |
| Future career opportunities as factor in decision to enroll. | 85%          |
| Distance from campus as factor in decision to enroll.        | 78%          |
| Academic reputation as factor in decision to enroll.         | 74%          |

## Institutional Choice

| Demographic Responses | N  | %       |
|-----------------------|----|---------|
| 1st choice            | 42 | 84.00%  |
| 2nd choice            | 7  | 14.00%  |
| 3rd choice or lower   | 1  | 2.00%   |
| Total                 | 50 | 100.00% |
| No Answer             | 20 |         |

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



## Gender

| Demographic Responses               | N  | %       |
|-------------------------------------|----|---------|
| Female                              | 23 | 52.27%  |
| Male                                | 20 | 45.45%  |
| Prefer not to respond               | 1  | 2.27%   |
| Transgender                         | 0  | 0.00%   |
| Genderqueer                         | 0  | 0.00%   |
| Additional gender category or Other | 0  | 0.00%   |
| Total                               | 44 | 100.00% |
| No Answer                           | 26 |         |

## Class Level

| Demographic Responses | N  | %       |
|-----------------------|----|---------|
| 1 year or less        | 34 | 64.15%  |
| 2 years               | 8  | 15.09%  |
| 3 years               | 7  | 13.21%  |
| 4 or more years       | 4  | 7.55%   |
| Total                 | 53 | 100.00% |
| No Answer             | 17 |         |





## Strengths

|   | No | Item                                                                                                                            | vs. Comparison | Imp Rank |
|---|----|---------------------------------------------------------------------------------------------------------------------------------|----------------|----------|
| ★ | 13 | The campus is safe and secure for all students.                                                                                 |                | 1        |
| ★ | 18 | Computers and/or Wi-Fi are adequate and accessible.                                                                             |                | 3        |
| ★ | 47 | Campus item: Barton offers exceptional and affordable learning opportunities supporting student, community, and employee needs. |                | 4        |
| ★ | 12 | Faculty are fair and unbiased in their treatment of individual students.                                                        | ▲              | 5        |
| ★ | 8  | The quality of instruction I receive in most of my classes is excellent.                                                        | ▲              | 6        |
| ★ | 43 | Campus item: The library staff was available and able to assist me or answer my questions.                                      |                | 8        |
| ★ | 42 | Campus item: The atmosphere in the library is conducive to studying.                                                            |                | 9        |
| ★ | 41 | Campus item: There is sufficient seating and study area space in the library for both individual and group study.               |                | 10       |
| ★ | 7  | Admissions staff provide personalized attention prior to enrollment.                                                            | ▲              | 11       |
| ★ | 39 | On the whole, the campus is well-maintained.                                                                                    |                | 11       |



## Challenges

|   | No | Item                                                                                      | vs. Comparison | Imp Rank |
|---|----|-------------------------------------------------------------------------------------------|----------------|----------|
| 🚩 | 19 | Registration processes and procedures are convenient.                                     |                | 2        |
| 🚩 | 32 | I am able to take care of college-related business at times that are convenient for me.   |                | 11       |
| 🚩 | 33 | Administrators are available to hear students' concerns.                                  |                | 11       |
| 🚩 | 17 | Admissions counselors accurately portray program offerings in their recruiting practices. |                | 18       |
| 🚩 | 22 | My academic advisor is knowledgeable about transfer requirements of other schools.        |                | 18       |
| 🚩 | 40 | There are sufficient courses within my program of study available each term.              | ▼              | 23       |

Challenges are items with high importance and low satisfaction or a large performance gap. These are specifically identified as items above the mid-point in importance (top half) and in the lower quartile (25 percent) of your satisfaction scores or items above the mid-point in importance (top half) and in the top quartile (25 percent) of our performance gap scores. The performance gap score is likely the reason the item has been identified as a challenge. The challenges are listed in descending order of importance.



# FACE-TO-FACE SCALE SUMMARY



| Scale                                      | Barton | National | Difference |
|--------------------------------------------|--------|----------|------------|
| Academic Advising Effectiveness            | 86.86% | 84.00%   | 2.86%      |
| Admissions and Financial Aid Effectiveness | 88.57% | 83.71%   | 4.86% ★    |
| Campus Climate                             | 89.71% | 86.57%   | 3.14%      |
| Campus Services                            | 90.00% | 87.14%   | 2.86%      |
| Instructional Effectiveness                | 88.43% | 85.57%   | 2.86%      |
| Registration Effectiveness                 | 88.14% | 86.00%   | 2.14%      |
| Safety and Security                        | 89.71% | 84.86%   | 4.86% ★    |
| Student Centeredness                       | 88.00% | 85.14%   | 2.86%      |

★ Statistical Significance Lower due to low turnout %



# All Standardized Questions



| #  | Item                                                                                      | Barton       |                |       | National Average |                |       | Difference |
|----|-------------------------------------------------------------------------------------------|--------------|----------------|-------|------------------|----------------|-------|------------|
|    |                                                                                           | Importance % | Satisfaction % | Gap % | Importance %     | Satisfaction % | Gap % |            |
| 1  | The campus staff are caring and helpful.                                                  | 90%          | 87%            | 3%    | 87%              | 74%            | 13%   | 13%        |
| 2  | Classes are scheduled at times that are convenient for me.                                | 78%          | 74%            | 4%    | 88%              | 70%            | 18%   | 4%         |
| 3  | My academic advisor is available when I need help.                                        | 85%          | 72%            | 13%   | 84%              | 71%            | 13%   | 1%         |
| 4  | Security staff respond quickly to calls for assistance.                                   | 88%          | 74%            | 14%   | 84%              | 72%            | 12%   | 2%         |
| 5  | Financial aid awards are announced in time to be helpful in college planning.             | 80%          | 67%            | 13%   | 84%              | 66%            | 18%   | 1%         |
| 6  | Library resources and services are adequate.                                              | 82%          | 81%            | 1%    | 82%              | 79%            | 3%    | 2%         |
| 7  | Admissions staff provide personalized attention prior to enrollment.                      | 89%          | 86%            | 3%    | 80%              | 68%            | 12%   | 18%        |
| 8  | The quality of instruction I receive in most of my classes is excellent.                  | 94%          | 90%            | 4%    | 91%              | 69%            | 22%   | 21%        |
| 9  | I am able to register for the classes I need with few conflicts.                          | 84%          | 77%            | 7%    | 90%              | 73%            | 17%   | 4%         |
| 10 | Parking lots are well-lighted and secure.                                                 | 79%          | 82%            | -3%   | 82%              | 72%            | 10%   | 10%        |
| 11 | Counseling services are available if I need them.                                         | 76%          | 77%            | -1%   | 81%              | 74%            | 7%    | 3%         |
| 12 | Faculty are fair and unbiased in their treatment of individual students.                  | 89%          | 91%            | -2%   | 89%              | 76%            | 13%   | 15%        |
| 13 | The campus is safe and secure for all students.                                           | 89%          | 85%            | 4%    | 92%              | 82%            | 10%   | 3%         |
| 14 | My academic advisor is knowledgeable about my program requirements.                       | 87%          | 81%            | 6%    | 90%              | 76%            | 14%   | 5%         |
| 15 | Financial aid counseling is available if I need it.                                       | 70%          | 70%            | 0%    | 86%              | 74%            | 12%   | -4%        |
| 16 | My advisor helps me apply my program of study to career goals.                            | 88%          | 83%            | 5%    | 86%              | 72%            | 14%   | 11%        |
| 17 | Admissions counselors accurately portray program offerings in their recruiting practices. | 83%          | 72%            | 11%   | 83%              | 69%            | 14%   | 3%         |
| 18 | Computers and/or Wi-Fi are adequate and accessible.                                       | 88%          | 88%            | 0%    | 84%              | 80%            | 4%    | 8%         |
| 19 | Registration processes and procedures are convenient.                                     | 91%          | 81%            | 10%   | 89%              | 76%            | 13%   | 5%         |
| 20 | Students are made to feel welcome here.                                                   | 88%          | 81%            | 7%    | 89%              | 81%            | 8%    | 0%         |



# All Standardized Questions (Part 2)



| #  | Item                                                                                                      | Barton       |                |       | National Average |                |       | Difference |
|----|-----------------------------------------------------------------------------------------------------------|--------------|----------------|-------|------------------|----------------|-------|------------|
|    |                                                                                                           | Importance % | Satisfaction % | Gap % | Importance %     | Satisfaction % | Gap % |            |
| 21 | The amount of student parking space on campus is adequate.                                                | 83%          | 76%            | 7%    | 82%              | 63%            | 19%   | 13%        |
| 22 | My academic advisor is knowledgeable about transfer requirements of other schools.                        | 90%          | 67%            | 23%   | 86%              | 70%            | 16%   | -3%        |
| 23 | This institution helps me identify resources to finance my education.                                     | 83%          | 84%            | -1%   | 86%              | 68%            | 18%   | 16%        |
| 24 | The equipment in the lab facilities is kept up to date.                                                   | 88%          | 76%            | 12%   | 85%              | 73%            | 12%   | 3%         |
| 25 | Faculty provide timely feedback about my academic progress.                                               | 81%          | 72%            | 9%    | 88%              | 70%            | 18%   | 2%         |
| 26 | There are adequate services to help me decide upon a career.                                              | 79%          | 79%            | 0%    | 85%              | 70%            | 15%   | 9%         |
| 27 | Tutoring services are readily available.                                                                  | 79%          | 83%            | -4%   | 84%              | 77%            | 7%    | 6%         |
| 28 | This campus provides online access to services I need.                                                    | 82%          | 87%            | -5%   | 89%              | 81%            | 8%    | 6%         |
| 29 | There are convenient ways of paying my school bill.                                                       | 81%          | 70%            | 11%   | 88%              | 78%            | 10%   | -8%        |
| 30 | The assessment and course placement procedures are reasonable.                                            | 83%          | 79%            | 4%    | 85%              | 75%            | 10%   | 4%         |
| 31 | Faculty use a variety of technology and media in the classroom.                                           | 77%          | 80%            | -3%   | 76%              | 74%            | 2%    | 6%         |
| 32 | I am able to take care of college-related business at times that are convenient for me.                   | 88%          | 79%            | 9%    | 87%              | 73%            | 14%   | 6%         |
| 33 | Administrators are available to hear students' concerns.                                                  | 92%          | 76%            | 16%   | 85%              | 70%            | 15%   | 6%         |
| 34 | Faculty are usually available to students outside of class (during office hours, by phone, or by e-mail). | 74%          | 80%            | -6%   | 88%              | 78%            | 10%   | 2%         |
| 35 | I receive ongoing feedback about progress toward my academic goals.                                       | 79%          | 74%            | 5%    | 84%              | 64%            | 20%   | 10%        |
| 36 | Tuition paid is a worthwhile investment.                                                                  | 85%          | 84%            | 1%    | 89%              | 74%            | 15%   | 10%        |
| 37 | I seldom get the "run-around" when seeking information on this campus.                                    | 75%          | 56%            | 19%   | 82%              | 64%            | 18%   | -8%        |
| 38 | Most classes deal with practical experiences and applications.                                            | 79%          | 79%            | 0%    | 86%              | 72%            | 14%   | 7%         |
| 39 | On the whole, the campus is well-maintained.                                                              | 85%          | 87%            | -2%   | 88%              | 83%            | 5%    | 4%         |
| 40 | There are sufficient courses within my program of study available each term.                              | 86%          | 61%            | 25%   | 90%              | 73%            | 17%   | -12%       |