



PRESENTATION HANDOUT



Assessing Student Satisfaction for Online Learner Success

Panel Session

Tiffany Doherty, Alisa Fleming, and Julie Bryant



@JulieBryantNL • #StudentSatisfaction • #OnlineLearners • #RNLNC

What do the national data tell us about online enrollment?

National Data Reports



Context for your own campus

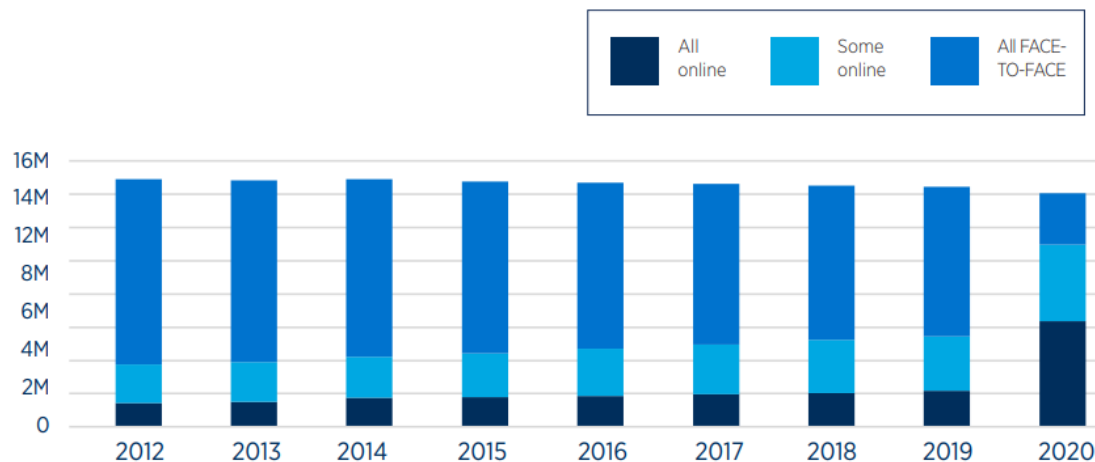


www.RuffaloNL.com/Online2022

Substantial Growth in Online Formats

Between 2012 and 2019, 1.7 million more students enrolled fully or partially online

TABLE 1: UNDERGRADUATE FALL ENROLLMENT BY FORMAT



Source: RNL Analysis of IPEDS fall enrollment data, First Look, Degree Granting Institutions. Retrieved April 2022.



A person is shown from the chest down, wearing a blue checkered shirt. They are holding a smartphone in their right hand and have their left hand on a laptop keyboard. The entire image is overlaid with a semi-transparent blue filter. Centered over the image is white text that reads: "Important to understand the perceptions of these students".

Important to
understand the
perceptions of these
students

Satisfaction-Priorities Surveys

Where is the institution meeting or failing to meet expectations?

**Student Satisfaction
Inventory (SSI):
Traditional-aged
students**

www.RuffaloNL.com/SSI

**Adult Student
Priorities
Survey (ASPS):
Adult Graduate
and Undergrad**

www.RuffaloNL.com/ASPS

**Priorities Survey for
Online Learners
(PSOL): Students in
Online Learning
Programs**

www.RuffaloNL.com/PSOL

Priorities Survey for Online Learners

Appropriate for Graduate and Undergraduate Students in Online Learning Programs

- Comprehensive assessment for all currently enrolled students
- Captures experiences both inside and outside of the “classroom”
- Completed during the academic year with an online administration
- Administered by approximately 140 institutions at least once every three years
- Most institutions survey on an every-other-year cycle
- 26 Standard Items rated for importance and satisfaction, clustered into scales, plus the opportunity to customize 10 items

Learn more here: www.RuffaloNL.com/PSOL



Definition of satisfaction:

“

When expectations are met or exceeded by the student's perception of the campus reality.

Schreiner & Juillerat, 1994

The RNL surveys capture both an importance score and a satisfaction score

STUDENT SATISFACTION INVENTORY 4-YEAR FORM A
Ruffalo Noel Levitz (mock)

About the responses

Each item below describes an expectation about your experiences on this campus.

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.

Level of importance...			...Level of satisfaction
1 - Not important at all	5 - Somewhat important	1 - Not satisfied at all	5 - Somewhat satisfied
2 - Not very important	6 - Important	2 - Not very satisfied	6 - Satisfied
3 - Somewhat unimportant	7 - Very important	3 - Somewhat dissatisfied	7 - Very satisfied
4 - Neutral	N/A - Does not apply	4 - Neutral	N/A - Not available/not used

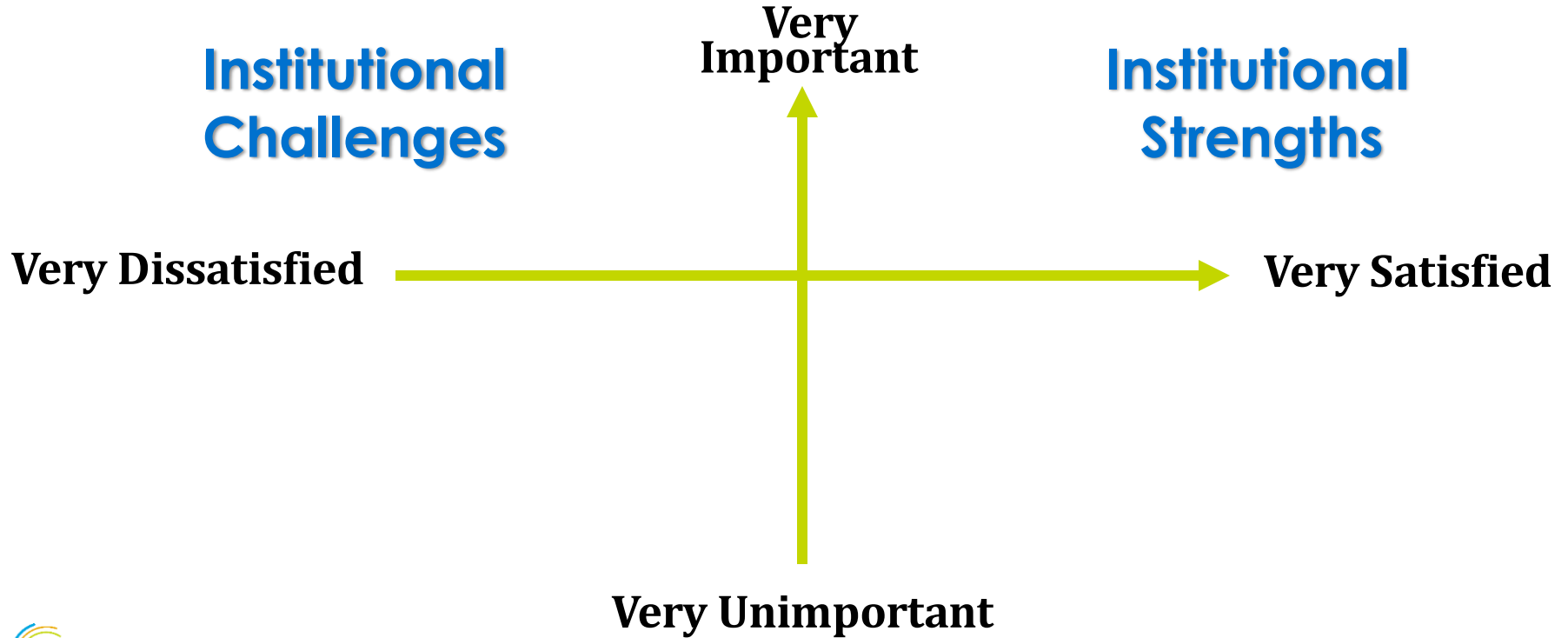
1 2 3 4 5 6 7 N/A

1. Most students feel a sense of belonging here.

1 2 3 4 5 6 7 N/A

The combination allows you to review your satisfaction results within the context of what is most important to your students.

Matrix for prioritizing action



SPS Results: Clear identification of strengths and challenges

Strategic Planning Overview Segment

RNL University - SSI 11/2019



Strength and Challenges

Benchmarking

Strengths

①			
No	Item	vs. Comparison	Imp Rank
★ 8	The content of the courses within my major is valuable.	▲	1
★ 33	My academic advisor is knowledgeable about requirements in my maj...	▲	3
★ 16	The instruction in my major field is excellent.	▲	5
★ 2	The campus staff are caring and helpful.	▲	6
★ 6	My academic advisor is approachable.	▲	8
★ 39	I am able to experience intellectual growth here.	▲	8
★ 68	Nearly all of the faculty are knowledgeable in their field.	▲	13
★ 51	This institution has a good reputation within the community.	▲	16
★ 41	There is a commitment to academic excellence on this campus.	▲	19
★ 55	Major requirements are clear and reasonable.	▲	24
★ 65	Faculty are usually available after class and during office hours.	▲	28
★ 35	The assessment and course placement procedures are reasonable.	▲	31
★ 14	My academic advisor is concerned about my success as an individual.	▲	33
★ 49	There are adequate services to help me decide upon a career.	▲	38
★ 77	Campus item 4		41

Challenges

①			
No	Item	vs. Comparison	Imp Rank
🚩 80	Campus item 7		3
🚩 75	Campus item 2		6
🚩 25	Faculty are fair and unbiased in their treatment of individual students.	▼	8
🚩 79	Campus item 6		11
🚩 28	Parking lots are well-lighted and secure.	▼	16
🚩 83	Campus item 10		16
🚩 66	Tuition paid is a worthwhile investment.	▲	21
🚩 74	Campus item 1		21
🚩 17	Adequate financial aid is available for most students.		23
🚩 21	The amount of student parking space on campus is adequate.	▼	26
🚩 47	Faculty provide timely feedback about student progress in a course.	▲	28
🚩 29	It is an enjoyable experience to be a student on this campus.		33
🚩 12	Financial aid awards are announced to students in time to be helpful in...		39
🚩 5	Financial aid counselors are helpful.		42

Comprehensive survey instrument: Inside and outside of the “classroom”

- Academic Services
- Enrollment Services
- Institutional Perceptions
- Instructional Services
- Student Services



National Results: Online Learners



2021 National Student Satisfaction and Priorities Report

Based on 397,571 student records at four-year and two-year colleges and universities



Download the 2021 National Student Satisfaction and Priorities Report

For more information see: RuffaloNL.com/Satisfaction



Source of data

National sample of **397,571** students from **652** colleges and universities



FOUR-YEAR PRIVATE

105,471

students from **223** institutions

(25% Freshmen; 22% Sophomores;
23% Juniors; 24% Seniors)

ACADEMIC YEAR	NUMBER OF STUDENTS	NUMBER OF INSTITUTIONS
2018-2019	47,388	115
2020-2021	21,921	79



FOUR-YEAR PUBLIC

60,834

students from **60** institutions

(20% Freshmen; 18% Sophomores;
25% Juniors; 27% Seniors)

ACADEMIC YEAR	NUMBER OF STUDENTS	NUMBER OF INSTITUTIONS
2018-2019	34,967	30
2020-2021	6,462	12



COMMUNITY AND TECHNICAL COLLEGES

100,104

students from **131** institutions

(64% Full-time; 36% Part-time)

ACADEMIC YEAR	NUMBER OF STUDENTS	NUMBER OF INSTITUTIONS
2018-2019	55,258	84
2020-2021	25,572	52



ONLINE LEARNERS

89,261

students from **141** institutions

(67% Undergraduate; 33% Graduate;
94% Primarily online; 6% Primarily on-ground)

ACADEMIC YEAR	NUMBER OF STUDENTS	NUMBER OF INSTITUTIONS
2018-2019	37,572	75
2020-2021	30,855	68



ADULT STUDENTS

41,901

students from **97** institutions

(74% Full-time; 26% Part-time;
42% Undergraduate; 58% Graduate)

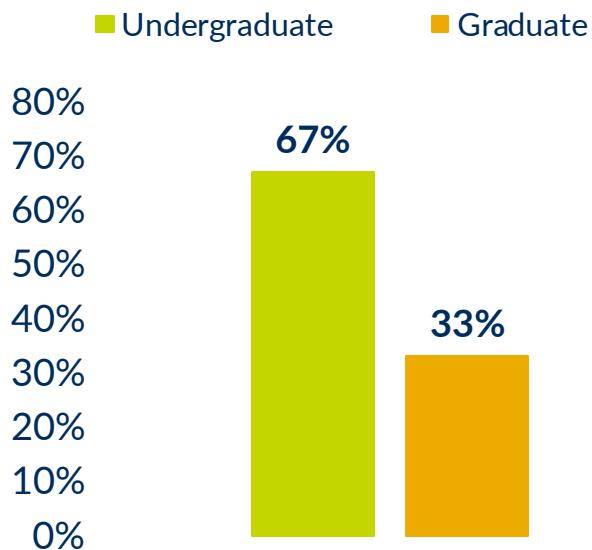
ACADEMIC YEAR	NUMBER OF STUDENTS	NUMBER OF INSTITUTIONS
2018-2019	18,275	57
2020-2021	12,930	49



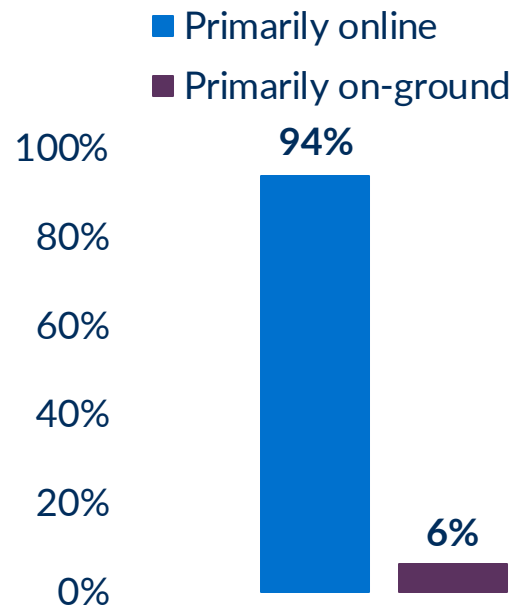
Key demographics

Online learners

Class level



Enrollment Status



Factors in the decision to enroll

Online learners

Enrollment factors rated for online learners	Importance
Convenience	92%
Flexible pacing for completing a program	91%
Work schedule	90%
Program requirements	85%
Cost	85%
Ability to transfer credits	84%
Reputation of institution	83%
Financial assistance available	82%
Future employment opportunities	80%
Distance from campus	64%
Recommendations from employer	59%

Percentages indicate the proportions of “important”/“very important” scores



Summary satisfaction and re-enrollment scores

Online learners



OVERALL SATISFACTION

72%
of online
learners, overall,
reported they
were satisfied
with their
online program



LIKELIHOOD TO RE-ENROLL

74%
of online learners
reported they would
re-enroll in their
online program,
if they had the
opportunity to do
it all over again

Top three strengths

Online learners

Top strengths rated for online learners	Importance	Satisfaction
Registration for online courses is convenient.	93%	85%
Billing and payment procedures are convenient for me.	90%	81%
Adequate online library resources are provided.	89%	80%

Percentages indicate the proportions of “important”/“very important” and “satisfied”/“very satisfied” scores

Listed in order of importance

N = 89,261 students from 141 institutions



Top six challenges

Online learners

Top challenges rated for online learners	Importance	Satisfaction
The quality of online instruction is excellent.	94%	70%
Student assignments are clearly defined in the syllabus.	93%	75%
Instructional materials are appropriate for program content.	93%	74%
Faculty are responsive to student needs.	93%	75%
Faculty provide timely feedback about student progress.	92%	72%
Tuition paid is a worthwhile investment.	91%	69%

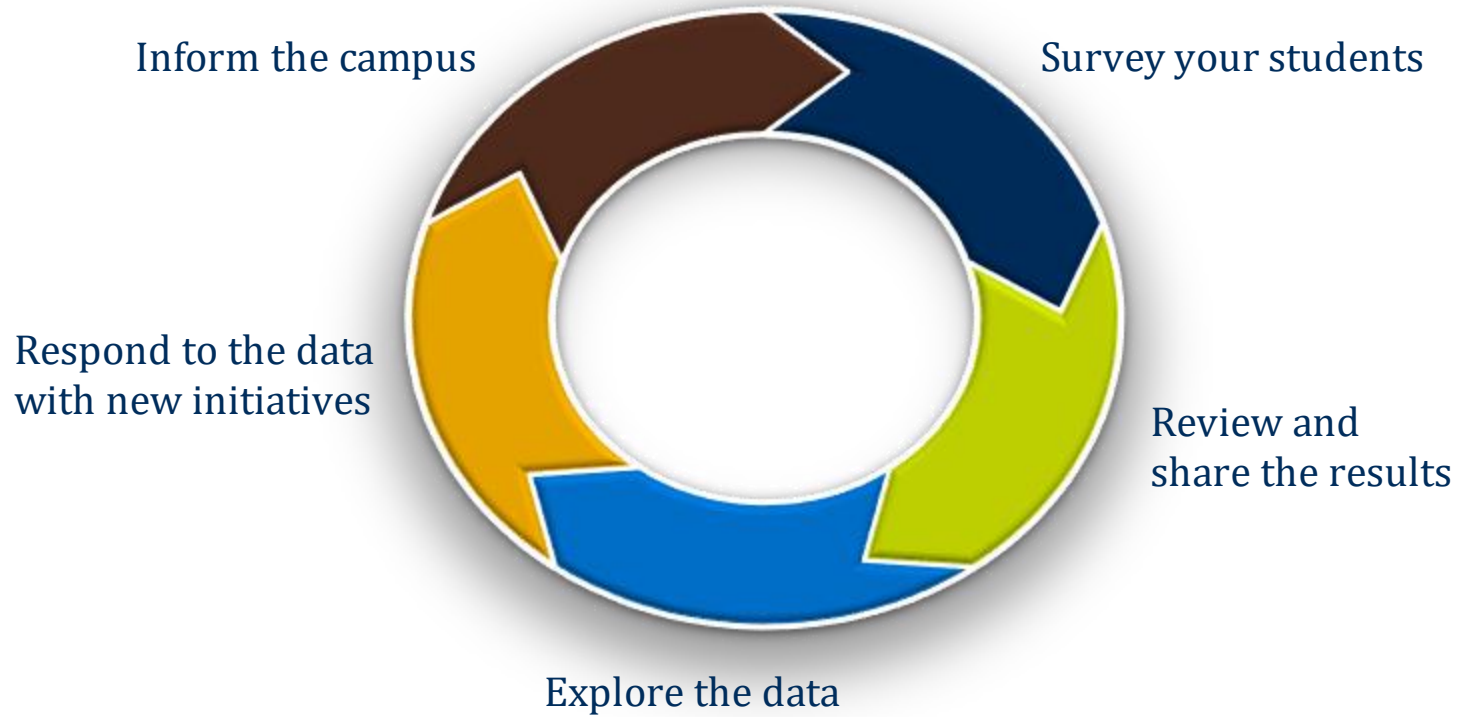
Percentages indicate the proportions of “important”/“very important” and “satisfied”/“very satisfied” scores

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Systematic Assessment Cycle



A group of people in a meeting, overlaid with a blue filter. The image shows several individuals, including a man with a beard in the foreground who is smiling and looking down at a laptop. The background is blurred, showing other people in a professional setting. The text "Introducing Our Panelists" is centered over the image in a white, sans-serif font.

Introducing Our Panelists

Granite State College

Concord, NH

Tiffany Doherty

Director of Student Affairs

Tiffany.Doherty@Granite.edu

Granite State College

Granite State College

Our Mission

The mission of Granite State College is to expand access to public higher education to adults of all ages throughout the state of New Hampshire and beyond.

Our Offerings

- Associate's, bachelor's, and master's degree programs
- Certificate programs
 - graduate
 - post-baccalaureate teacher certifications



Granite State College

- Exclusively focused on serving adult students with supportive, high-quality programs in high demand fields on behalf of the University System of New Hampshire

- 2957 Active Students Full Year 2020-2021
- Fall enrollment 1692

- Granite State College has used the PSOL for three years
- Prior to PSOL, we used a homegrown survey

- Average age 34
- 100% online
- 90% employed while in school
- 85% transfer credits, including Prior Learning Assessment (PLA)

KEY FOCUS OF USING THE RESULTS

- Allows us to benchmark against other similar institutions
- Allows us to triangulate with other data sources- i.e.: retention, graduation, end of term surveys, student outcome learning assessment data
 - Particularly interested in our first-time students

University of Phoenix

Phoenix, AZ

Alisa Fleming, Ph.D.

Director of Institutional Assessment

Alisa.Fleming@Phoenix.edu



University of Phoenix

Our Mission

The mission of University of Phoenix is to provide access to higher education opportunities that enable students to develop the knowledge and skills necessary to achieve their professional goals, improve the performance of their organizations and provide leadership and service to their communities.

Our Offerings

- Associate's, bachelor's, master's, and doctoral degree programs
- Certificate programs
- Non-credit professional development courses



University of Phoenix

Our Students

Our students are remarkable anecdotally. Here's who they are statistically.

Total Degreed Enrollment

87,400

2/3 students are female



37 is the average student age



56.4%



report as ethnic minorities

59.5%



are first-generation college students

68.6%



are employed while in school

65.9%



have dependents

A group of people, including two women and a man, are gathered around a desk in a collaborative work environment. One woman is seated and writing in a notebook, while others are leaning in to look at the work. The scene is overlaid with a semi-transparent dark blue filter. The text "Survey Administrations" is centered in a white, sans-serif font.

Survey Administrations

A person wearing a blue checkered shirt is holding a smartphone in their right hand and has their left hand on a laptop keyboard. The entire image is overlaid with a semi-transparent blue filter. The text is centered in white.

Tips for sharing the results with key audiences

RNL
Student Satisfaction and Priorities
 PRIORITIES SURVEY TO ONLINE LEARNERS™ RESULTS, Term ADMINISTRATION

School Name #= # Students (number of completed surveys)

Student satisfaction is defined as "when expectations are met or exceeded by the student's perception of the campus reality." **Remember perception is reality!**

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:

	Very Important	Institutional Challenges	Very Important	Institutional Strengths
Very Dissatisfied	←			→
		Very Dissatisfied	Very Satisfied	
		Very Dissatisfied	Very Satisfied	

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

1. List top areas

2.

3.

4.

5.

2 Our Institutional Challenges
 These items are the key areas to improve, based on the priorities of our students.

1. List areas to improve

2.

3.

4.

5.

3 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:

CONVENIENCE	%	REPUTATION OF INSTITUTION	%
WORK SCHEDULE	%	COST	%
FLEXIBLE PAGING	%	FINANCIAL ASSISTANCE	%

4 Bottom Line Indicators
 How satisfied are our students compared with students nationally?

PERCENTAGE SATISFIED/VERY SATISFIED	%	NATIONAL LEVEL SATISFIED/VERY SATISFIED	%
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How likely are our students to enroll again if they had it to do over?

PERCENTAGE PROBABLY DEFINITELY YES	%	NATIONAL LEVEL PROBABLY DEFINITELY YES	%
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For more information, contact: Contact name, title, email

Customizable Infographic for Satisfaction Surveys

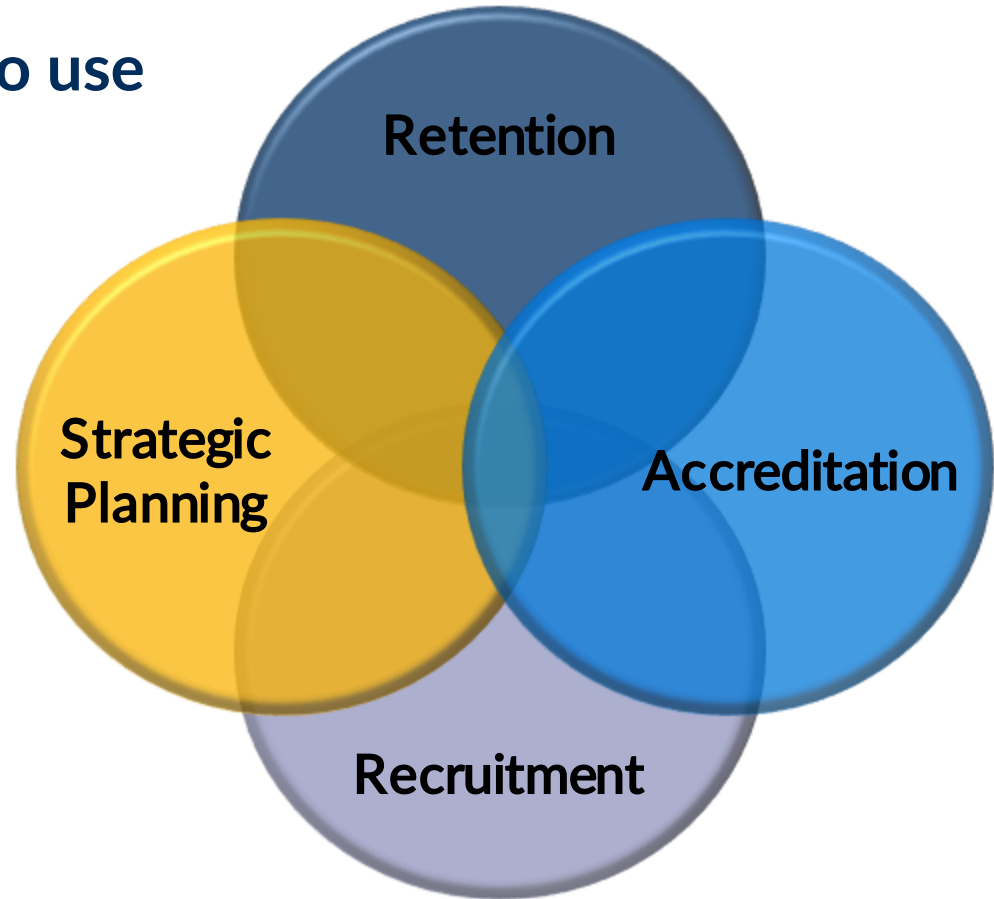
Assists you with identifying important data points and sharing these data in an easy to read format.





How the data is
informing
decision making

Four primary ways to use satisfaction data





What has been
accomplished

A blue-tinted photograph of three people in a meeting. The text "Value of gathering online learner satisfaction" is overlaid in white. The background shows a woman with curly hair in the center, a man on the left, and another woman on the right, all appearing to be engaged in a discussion or collaborative work.

Value of gathering
online learner
satisfaction

A group of students is sitting on a wooden bench in a classroom or library. They are focused on their work, with some using laptops and others using smartphones. The scene is dimly lit, with a soft, warm glow from the left side, creating a quiet and studious atmosphere. The students are dressed in casual attire, including hoodies, t-shirts, and jeans. The overall mood is one of concentration and learning.

The Impact of the Pandemic

A blue-tinted photograph of three people in a meeting. A woman on the left is pointing at a tablet held by a man in the center. A woman with glasses on the right is looking at the tablet. In the foreground, the legs of a fourth person are visible, partially obscuring the view. The background shows a large window and a desk with papers and a laptop.

Anything Else to Share

A group of people is sitting on a wooden bench in what appears to be a classroom or meeting room. They are holding papers and laptops, suggesting a collaborative or educational setting. The image is overlaid with a semi-transparent blue filter. The text "What questions do you have for us?" is centered in white, sans-serif font.

What questions
do you have
for us?

A blue-tinted photograph of three people in a meeting. A woman on the left is pointing at a document on a table. A man in the middle is looking at the document. A woman on the right is writing on a document. There are papers, pens, and a laptop on the table. The text "Closing Thoughts" is overlaid in white.

Closing Thoughts

Learn more about assessing your online learners

Use the Priorities Survey for Online Learners (PSOL)

- Visit with RNL at the exhibit booth during the conference
- Visit the RNL Website: www.RuffaloNL.com/PSOL
- Contact Julie Bryant or Shannon Cook to schedule a conversation

Thank you for joining us today

Julie Bryant
Ruffalo Noel Levitz
Julie.Bryant@RuffaloNL.com

Shannon Cook
Ruffalo Noel Levitz
Shannon.Cook@RuffaloNL.com

Tiffany Doherty
Granite State College
Tiffany.Doherty@Granite.edu

Alisa Fleming, Ph.D.
University of Phoenix
Alisa.Fleming@Phoenix.edu