

Student Satisfaction and Priorities

PRIORITIES SURVEY ONLINE LEARNERS™ RESULTS,

ADMINISTRATION

N=

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!

*Schreiner & Juillerat, 1994

Why does student satisfaction matter?

Student satisfaction has been positively linked to:







Priorities for Our Students

Matrix for prioritzing action:





Our Institutional Strengths

These are the areas that matter most to our students and where they are most satisfied.*

1.

2.

3.

4.

5.

Our Institutional Challenges

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

1.

2.

3.

4.

5.



What Factors Influence Our Students 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 PACING

FINANCIAL ASSISTANCE

How satisfied are our students compared with students nationally?

Bottom Line

Indicators

PERCENTAGE SATISFIED/ VERY SATISFIED

NATIONAL LEVEL SATISFIED/

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

PERCENTAGE PROBABLY/

DEFINITELY YES

NATIONAL LEVEL PROBABLY/ **DEFINITELY YES**

improve the student experience.

VERY SATISFIED

^{**}These areas will be further explored with additional data analysis and conversations to determine how to best