



Online Learner Satisfaction: Priorities for Improvement in Recruiting and Retaining Students and Alumni

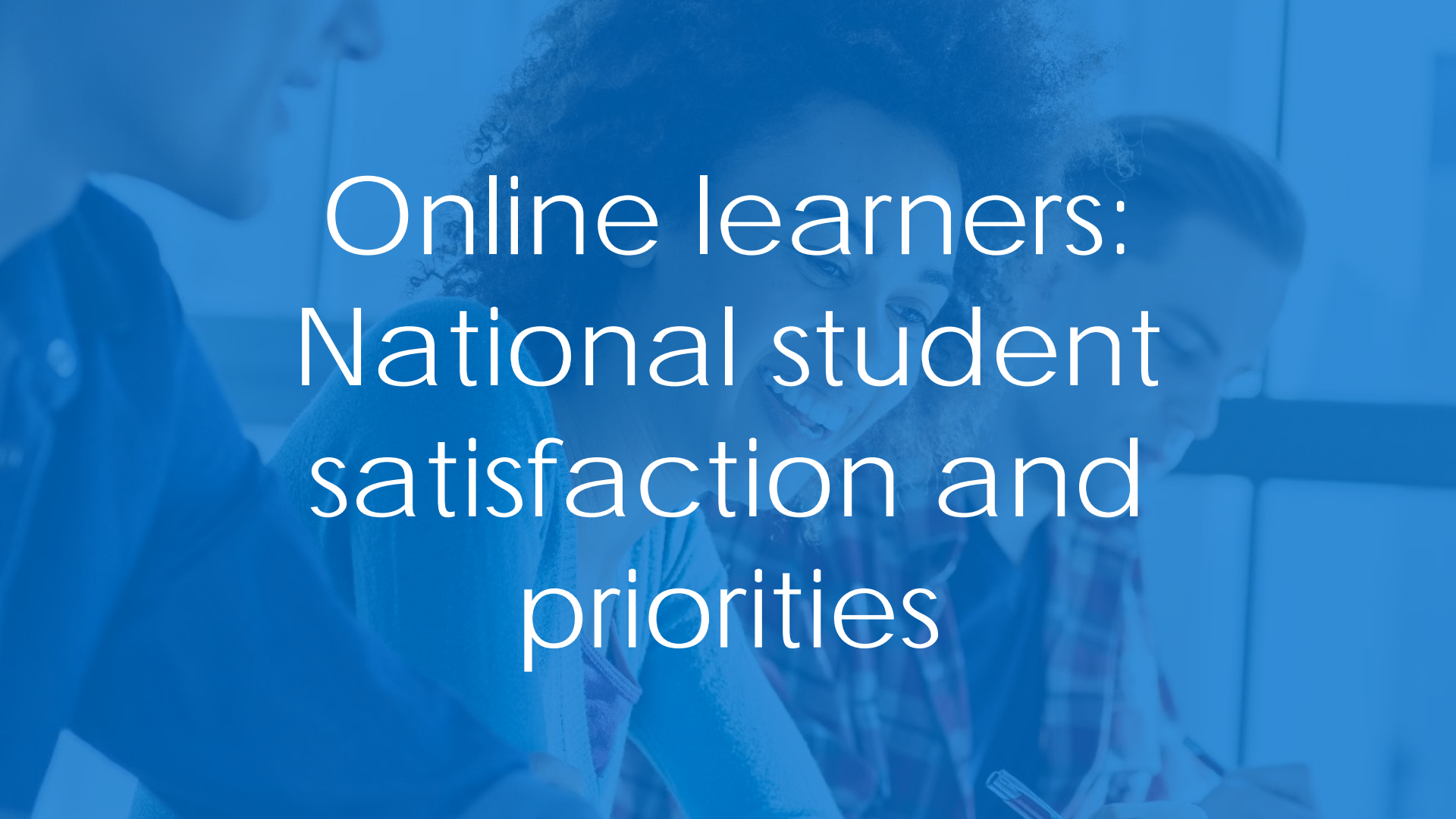
Julie Bryant, Vice President for Student Success, RNL

Greta Daniels, Senior Vice President, Fundraising, RNL

Charles Ramos, Vice President, Graduate and Online
Enrollment Management, RNL

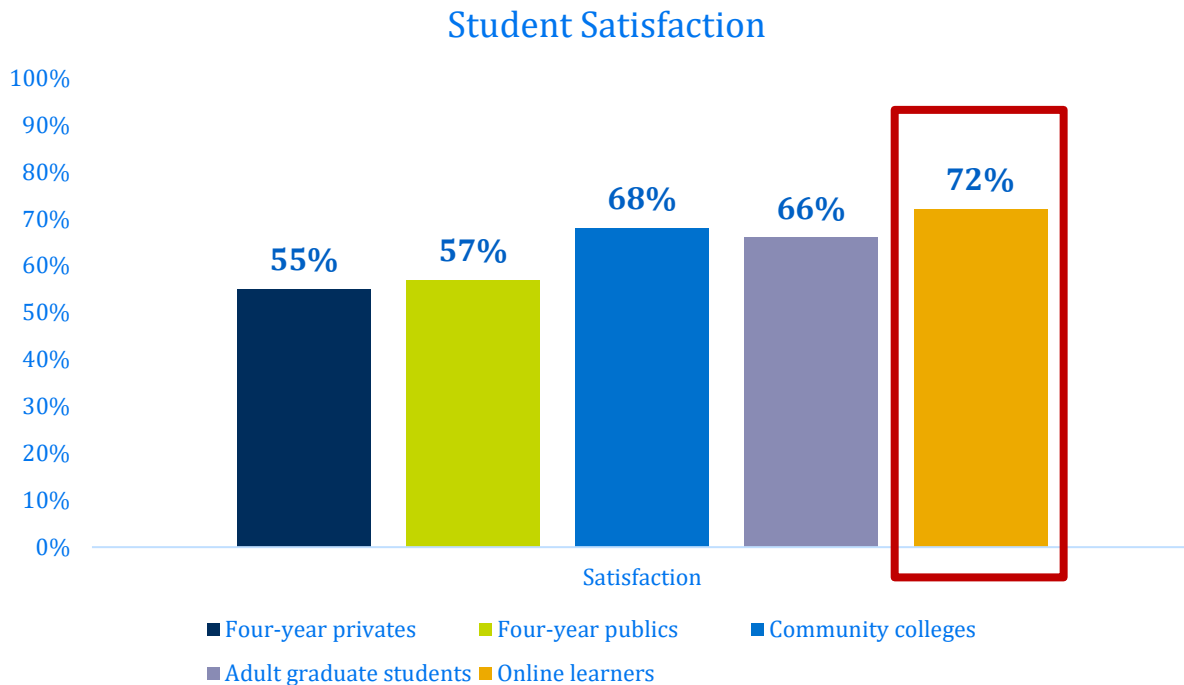
A person is shown from the chest down, wearing a blue checkered shirt. They are holding a black smartphone in their right hand, looking at the screen. In the foreground, the keyboard of a silver laptop is visible. The entire image is overlaid with a semi-transparent blue filter.

Online Learners Today

A blue-tinted photograph of three students looking at a document together. The text is overlaid on the image.

Online learners: National student satisfaction and priorities

How satisfied are college students?



Rate your overall satisfaction with your experience here thus far

SCORING ▾

Not satisfied at all

Not very satisfied

Somewhat dissatisfied

Neutral

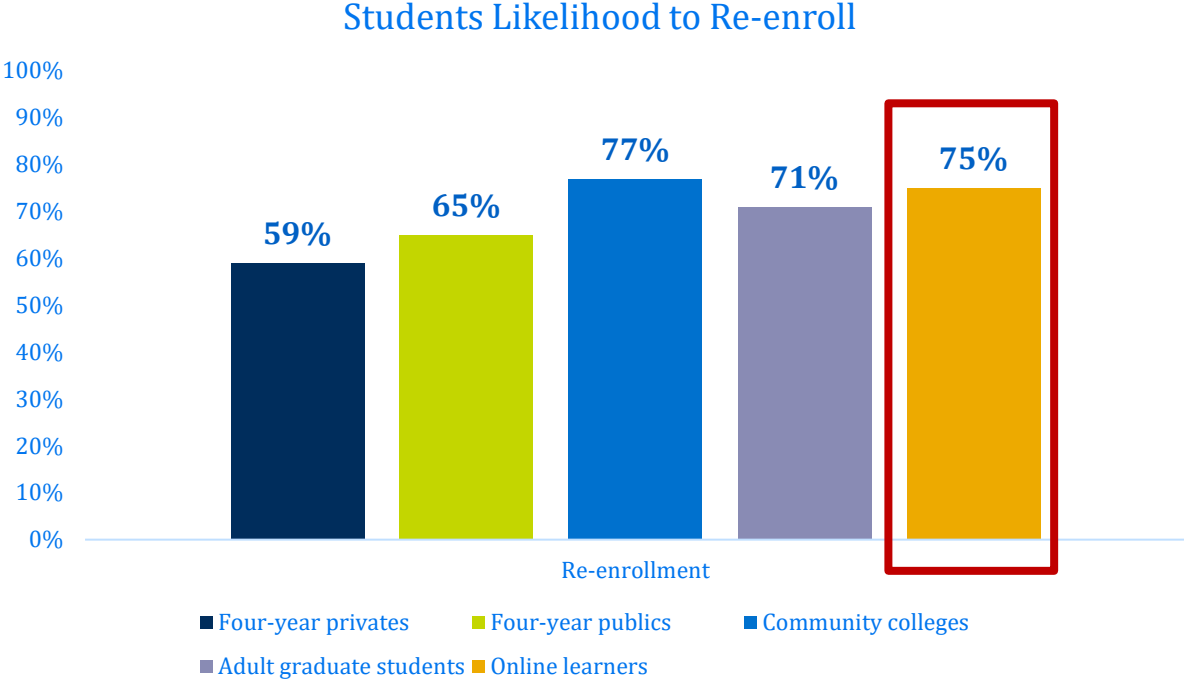
Somewhat satisfied

Satisfied

Very satisfied

Percentages indicates the proportion of “satisfied” or “very satisfied” scores

How likely are students to re-enroll?



All in all, if you had to do it again, would you enroll here?

SCORING ▾

- Definitely not
- Probably not
- Maybe not
- I don't know
- Maybe yes
- Probably yes**
- Definitely yes**

Percentages indicates the proportion of “probably yes” and “definitely yes” scores

Source of the data: RNL Priorities Survey for Online Learners (PSOL)

Fall 2019 – Spring 2022



Online learners

95,512

students from **146** institutions

67% Undergraduate

33% Graduate

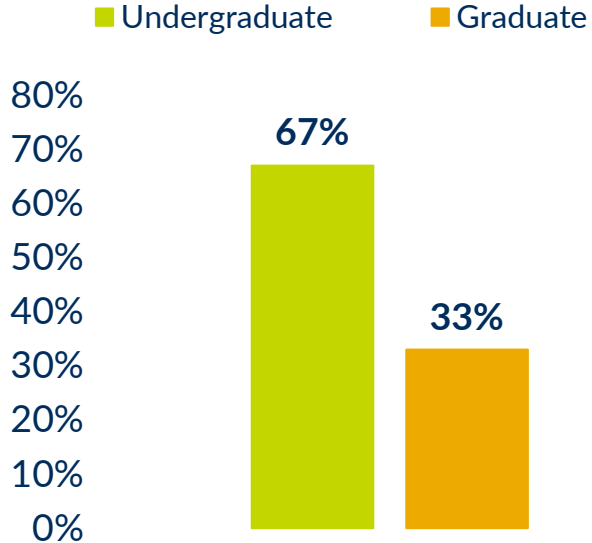
94% Primarily online

6% Primarily on ground

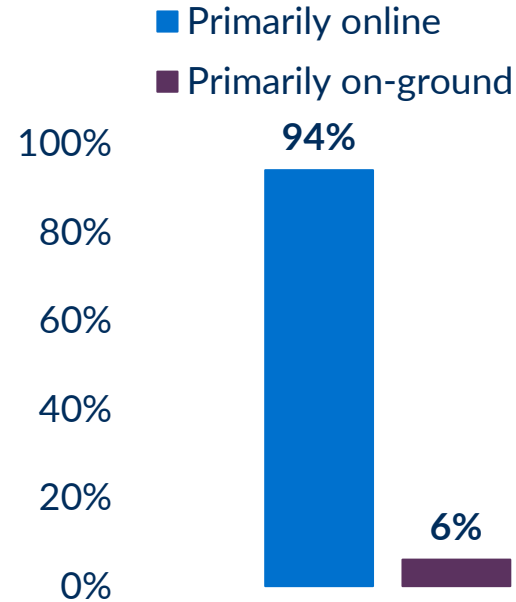
Key demographics

Online learners

Class level



Enrollment Status

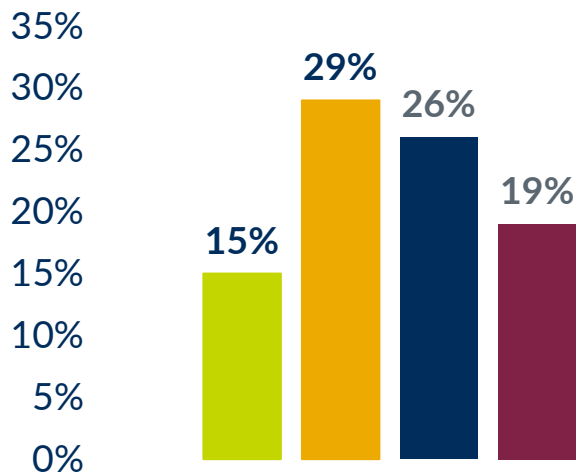


Key demographics

Online learners

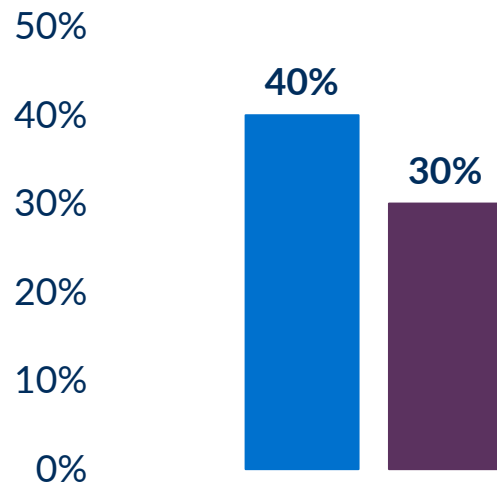
Age

■ 19-24 ■ 25-34 ■ 35-44 ■ 45-54



Educational Goal

■ Bachelor's degree
■ Master's degree





What is
influencing
enrollment?

Factors in the decision to enroll

Online learners

Enrollment factors rated for online learners	Importance
Convenience	91%
Flexible pacing for completing a program	90%
Work schedule	89%
Program requirements	85%
Cost	85%
Ability to transfer credits	83%
Reputation of institution	82%
Financial assistance available	82%
Future employment opportunities	80%
Distance from campus	66%
Recommendations from employer	59%

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



Sources of information

Online learners

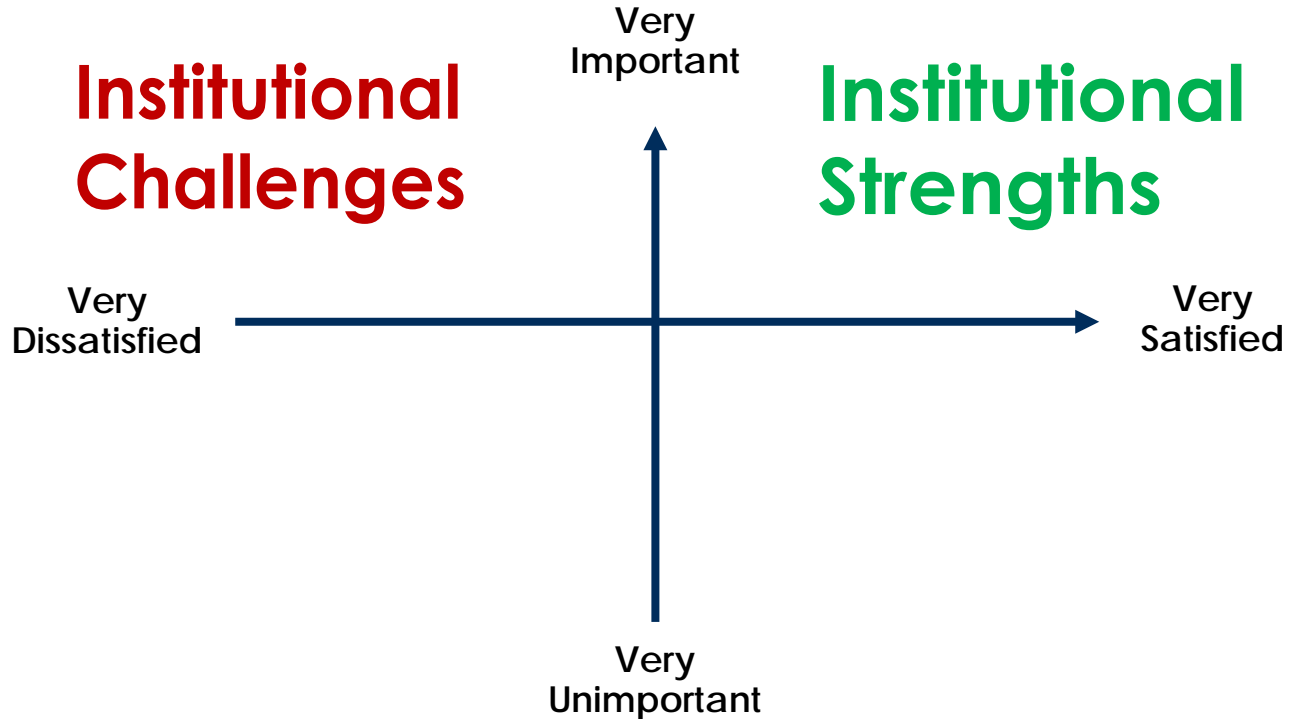
Sources of information rated for online learners	Importance
Website	88%
Catalog (online)	82%
Recommendations from instructor/program advisor	78%
College representatives	67%
Contact with current students/recent graduates	62%
Catalog / brochures (printed)	55%
Advertisements	46%





How do they feel
once they have
enrolled?

Matrix for prioritizing action



Top five strengths

Online learners

Transactional interactions with the institution

Top strengths rated for online learners	Importance	Satisfaction
Registration for online courses is convenient.	93%	84%
Assessment and evaluation procedures are clear and reasonable.	90%	78%
Billing and payment procedures are convenient for me.	90%	81%
My program advisor is accessible by telephone and email.	88%	79%
Adequate online library resources are provided.	88%	81%

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

Listed in order of importance



Top five challenges

Online learners

Academic experiences

Top challenges rated for online learners	Importance	Satisfaction
The quality of online instruction is excellent.	94%	70%
Instructional materials are appropriate for program content.	93%	75%
Faculty are responsive to student needs.	93%	76%
Faculty provide timely feedback about student progress.	91%	72%
Tuition paid is a worthwhile investment.	90%	69%

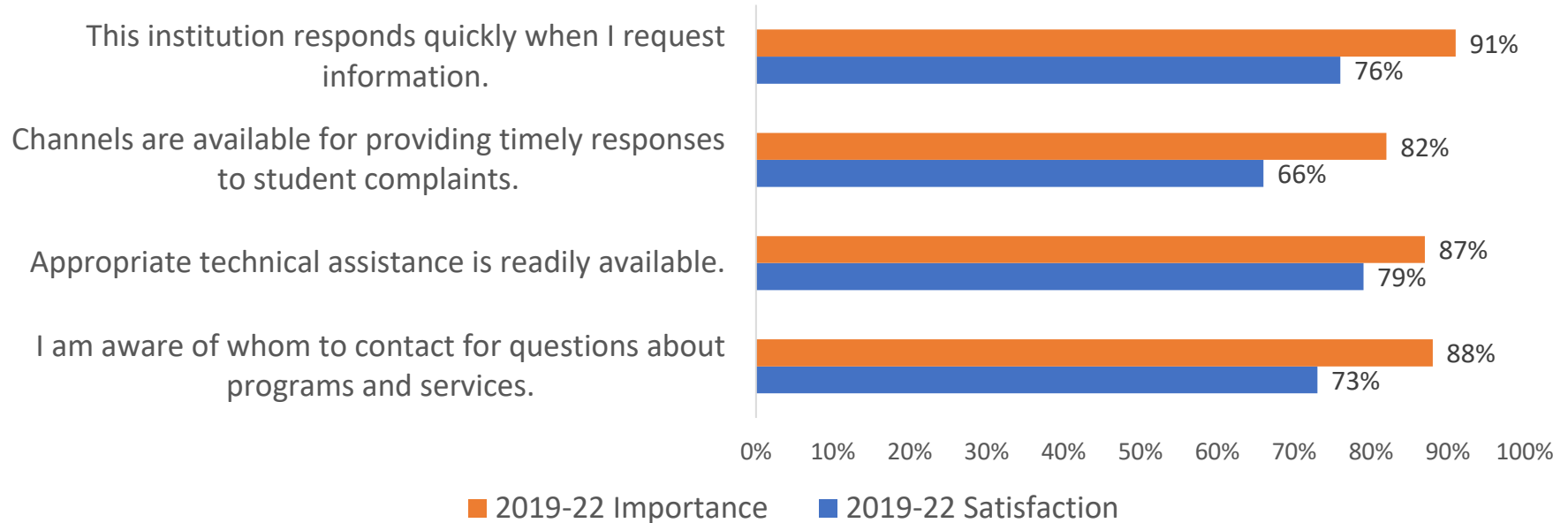
Percentages indicate the proportions of “important”/“very important” and “satisfied”/“very satisfied” scores

Listed in order of importance



Campus Climate Items

Online learners



Environmental Context

1

Adoption of a subscription-based economy

81% of Gen Z shoppers use subscription services.

4x subscription revenue growth in last decade compared to traditional retail.



2

General skepticism

127% increase in cybercrime in the US in 2022.

Greater scrutiny and skepticism of institutions and organizations.



3

Trouble reaching people

36% of contact data decays per year.

Alumni are harder to stay in contact with—more mobile, moving frequently and staying in jobs for shorter periods.

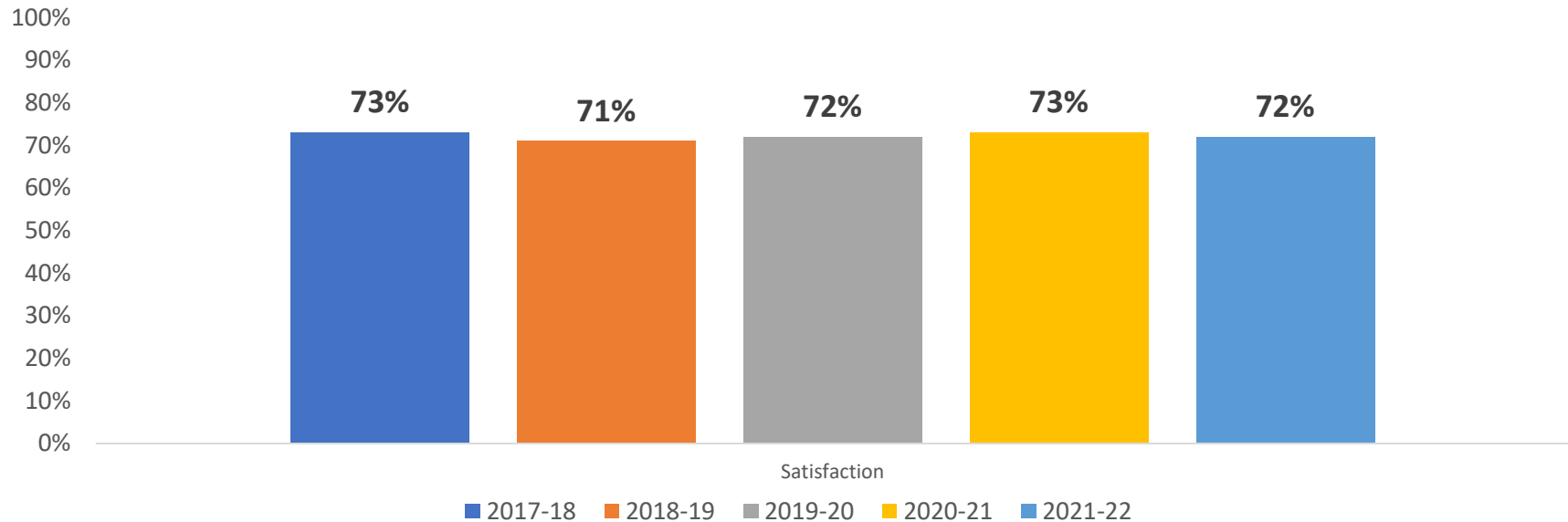




How have
perceptions
changed over
time?

Summary Satisfaction Scores Over Time

Online learners



Percentage of students satisfied or very satisfied



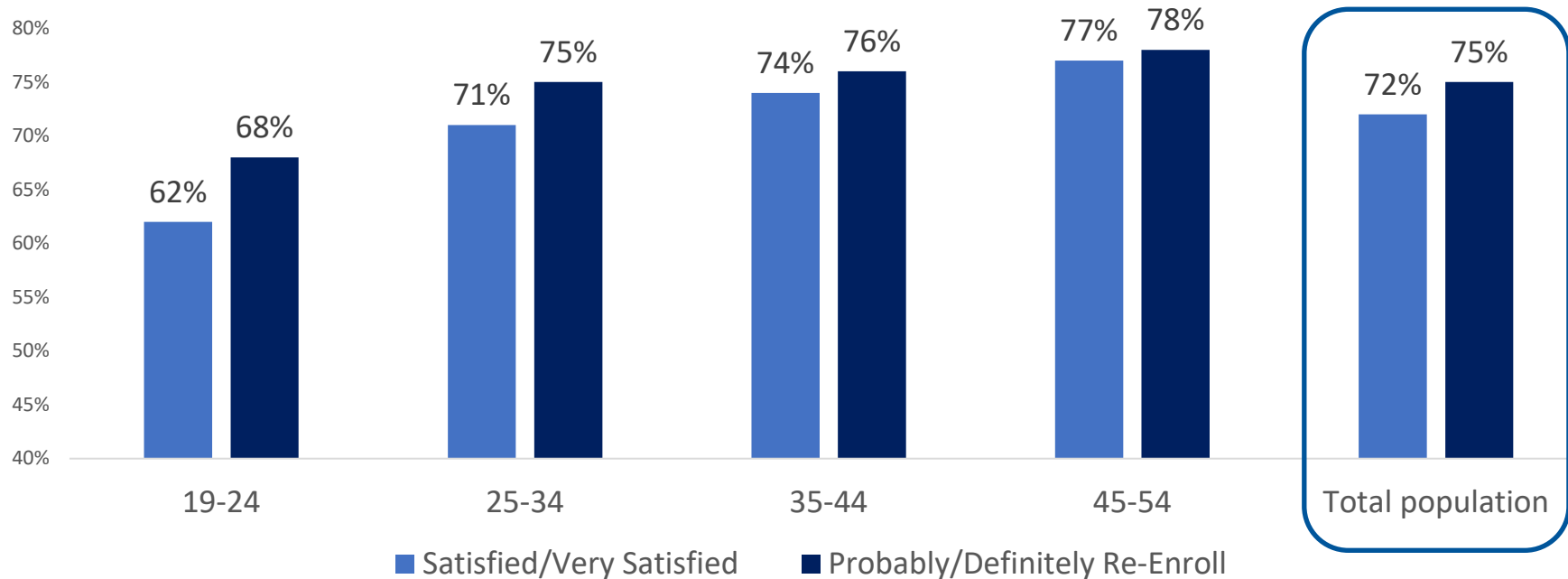


How do
perceptions vary
for students by
age?

Overall Perceptions by Age

Older students more satisfied than younger ones

Bottom Line Indicators: Online Learners by Age



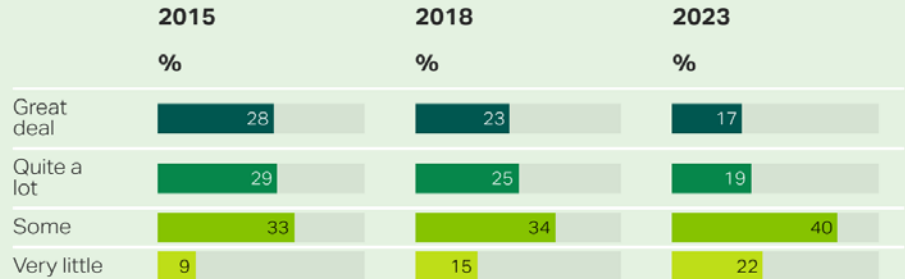
Trust is on the decline.

A Gallup poll shows only 36% of Americans have “a great deal” or “quite a lot” of confidence in higher education.

- down by 20 percentage points from eight years ago.*

Americans' Confidence in Higher Education Continues to Fall

Now I am going to read you a list of institutions in American society. Please tell me how much confidence you, yourself, have in each one -- a great deal, quite a lot, some or very little. **Higher education**



Those with no opinion are not shown.

GALLUP

Strengths and Challenges by Age

A few items where perceptions differ

	19 to 24	25 to 34	35 to 44	45 to 54
Program requirements are clear and reasonable.			Challenge	Challenge
This institution responds quickly when I request information.	Challenge			Strength
Student assignments are clearly defined in the syllabus.	Strength		Challenge	Challenge

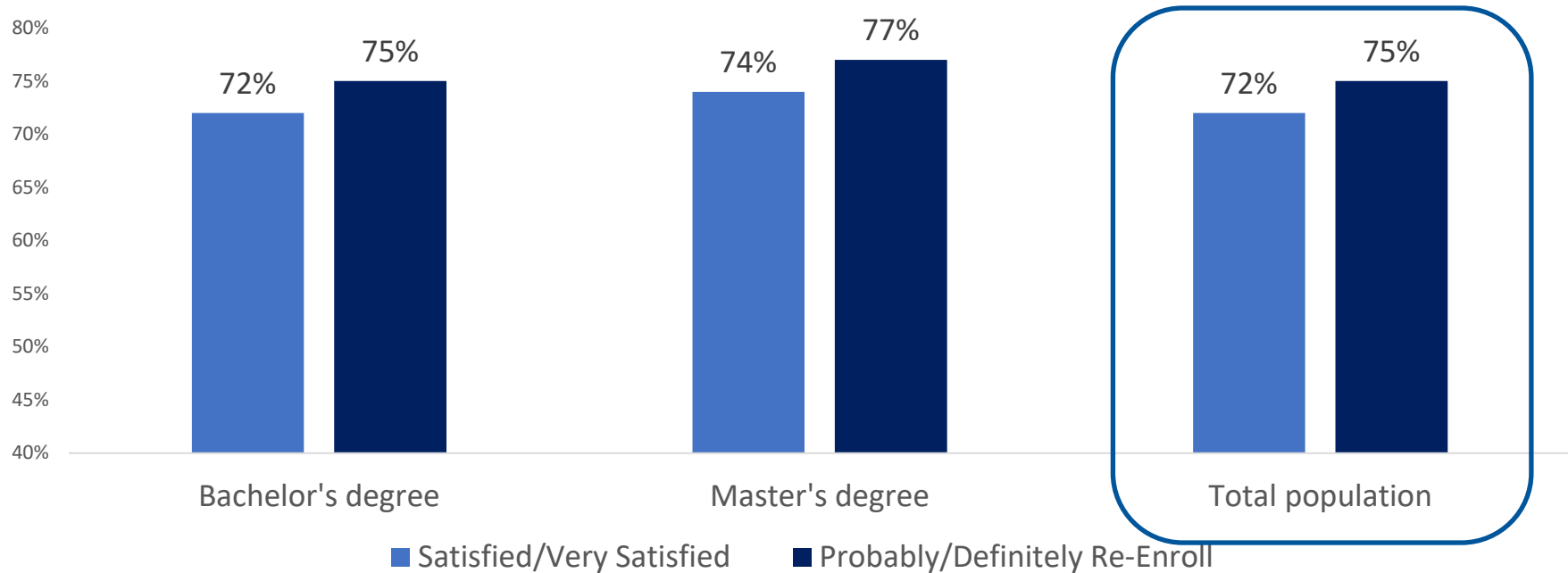


How do
perceptions vary
for students by
their educational
goal?

Overall Perceptions by Educational Goal

Overall satisfaction is similar

Bottom Line Indicators: Online Learners by Educational Goal



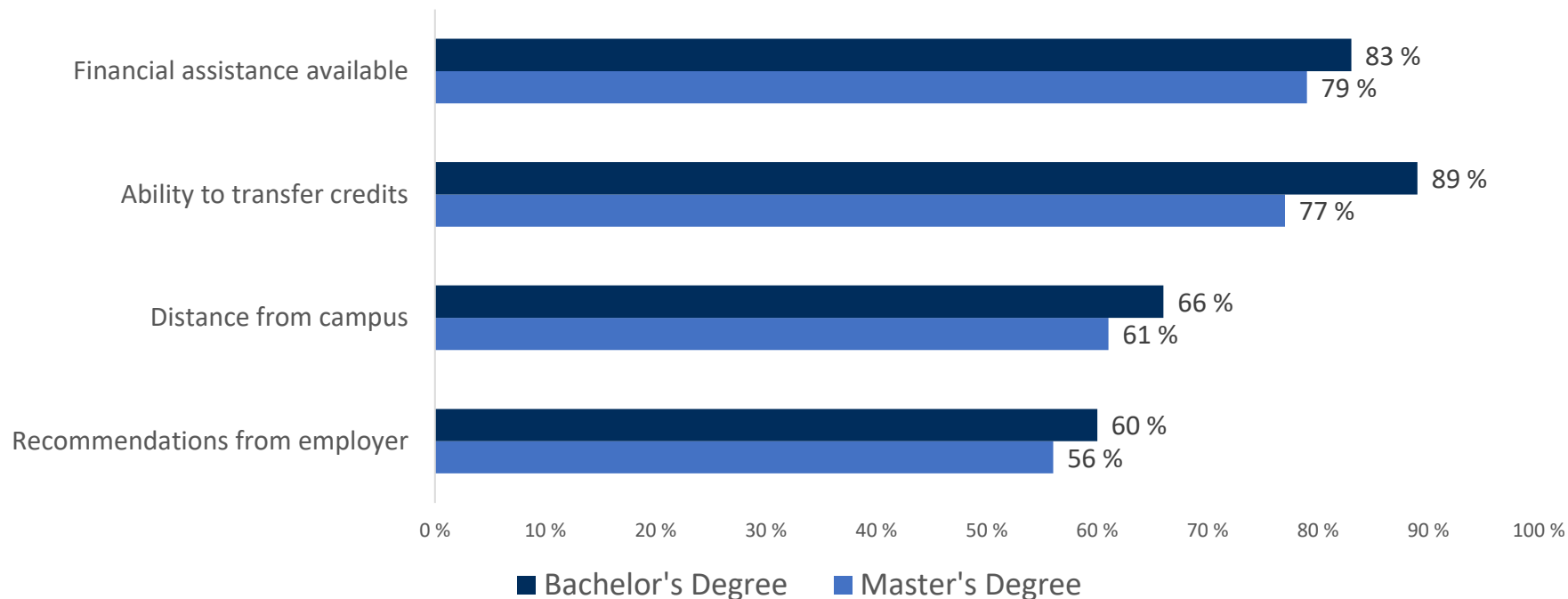
Strengths and Challenges by Educational Goal

A few items where perceptions differ

	Bachelor's degree	Master's degree
Program requirements are clear and reasonable.	Challenge	
This institution responds quickly when I request information.		Strength
Student assignments are clearly defined in the syllabus.		Challenge
Faculty are responsive to student needs.	Challenge	

Factors in the decision to enroll by Educational Goal

Four areas with notable differences in levels of importance



How can these data inform your actions?

Overall and for targeted subpopulations

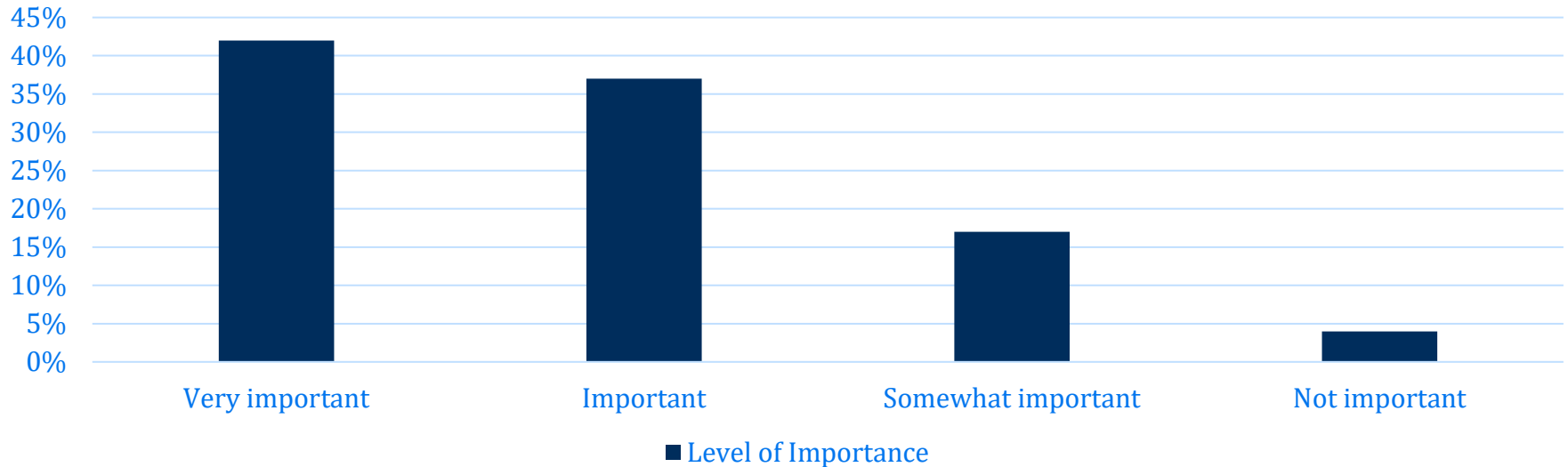
- Data for enrollment management:
 - Factors in the decision to enroll
 - Sources of information
 - Strengths
- Data for student success:
 - Challenges
 - Overall satisfaction and re-enrollment scores
- Data for alumni giving
 - Current student perceptions
 - Actions that are being taken to improve the student experience



Long-Term
Impact of
Student
Experience and
Perception

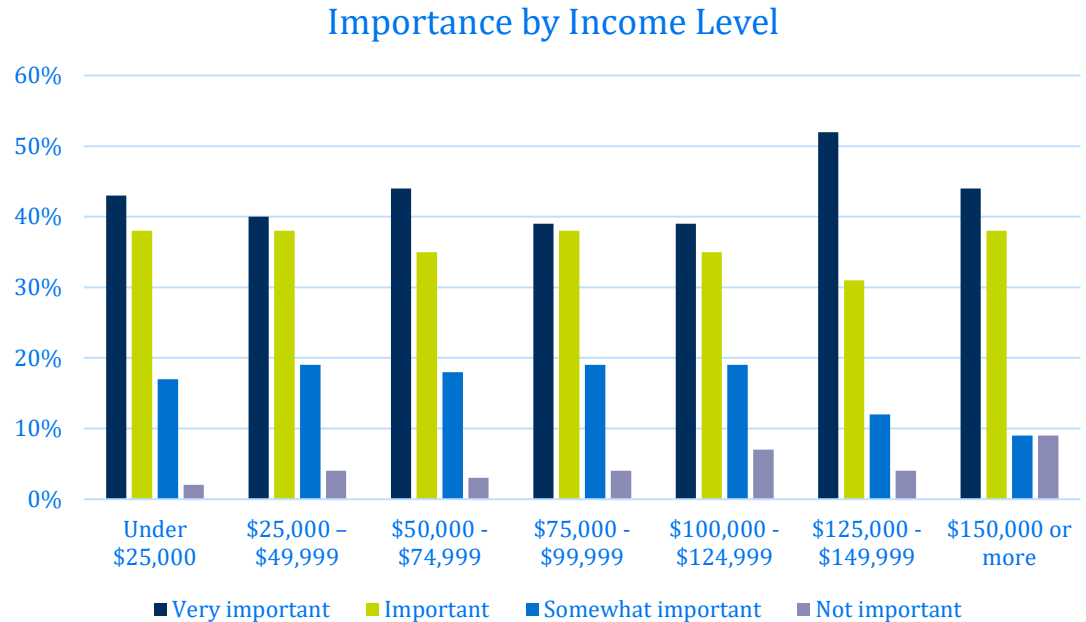
Availability of Career/Networking/Community of Graduates after completing degree

Overall Level of Importance



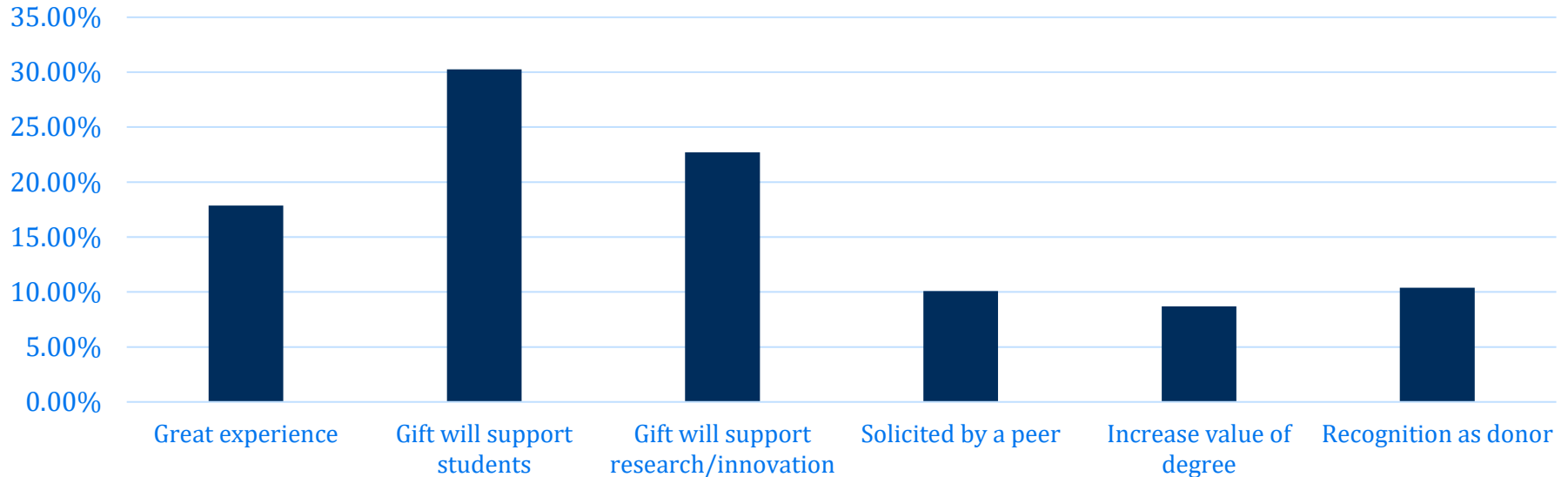
Availability of Career/Networking/Community of Graduates

- Most important to graduates ages 20-29
- Equally important across educational levels (undergraduate, graduate)



Motivation to Give

Which of these would increase the chance that you will make a charitable gift to your graduate school?



■ Which of these would increase the chance that you will make a charitable gift to your graduate school?

Participation in Giving

What about a cause makes you more likely to give?

“I won’t. Sorry, my tuition was high enough.”

“If I know there is a transparent outline explaining where the donation are going and who is receiving.”

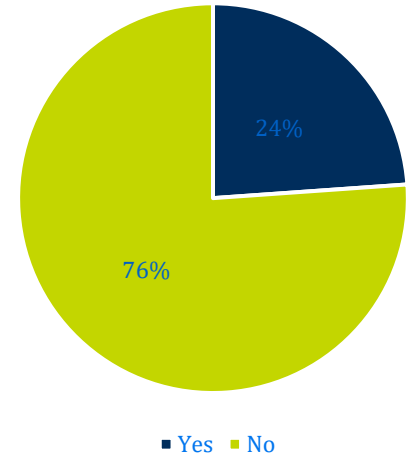
“Money for charities is never used for intended purpose”

“Transparency in what the money is used for”

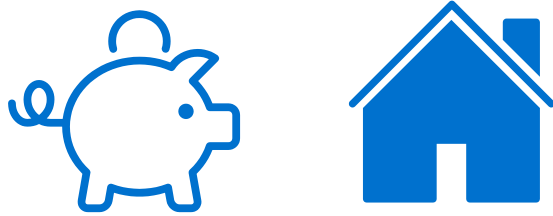
“I’m still paying for school, I can’t afford it.”

“I love to help when needed.”

Do you currently give to your alma mater?



Financial Power of Millennial/Gen Z



Millennial average net worth doubled during the pandemic.

Most is in real estate, making up one third of wealth

\$33 Trillion

Purchasing power of Gen Z

81%

Gave to a charity in 2021

55%

Say issues matter more than the organization.

National survey of young alumni



44% give for **direct impact** of the cause on their family, friends, or themselves.



42% give if the cause **clearly demonstrates the impact**.



1 in 10

young alumni strongly agree that their gift to their alma mater makes a difference

Motivations of Millennial and Gen Z prospects

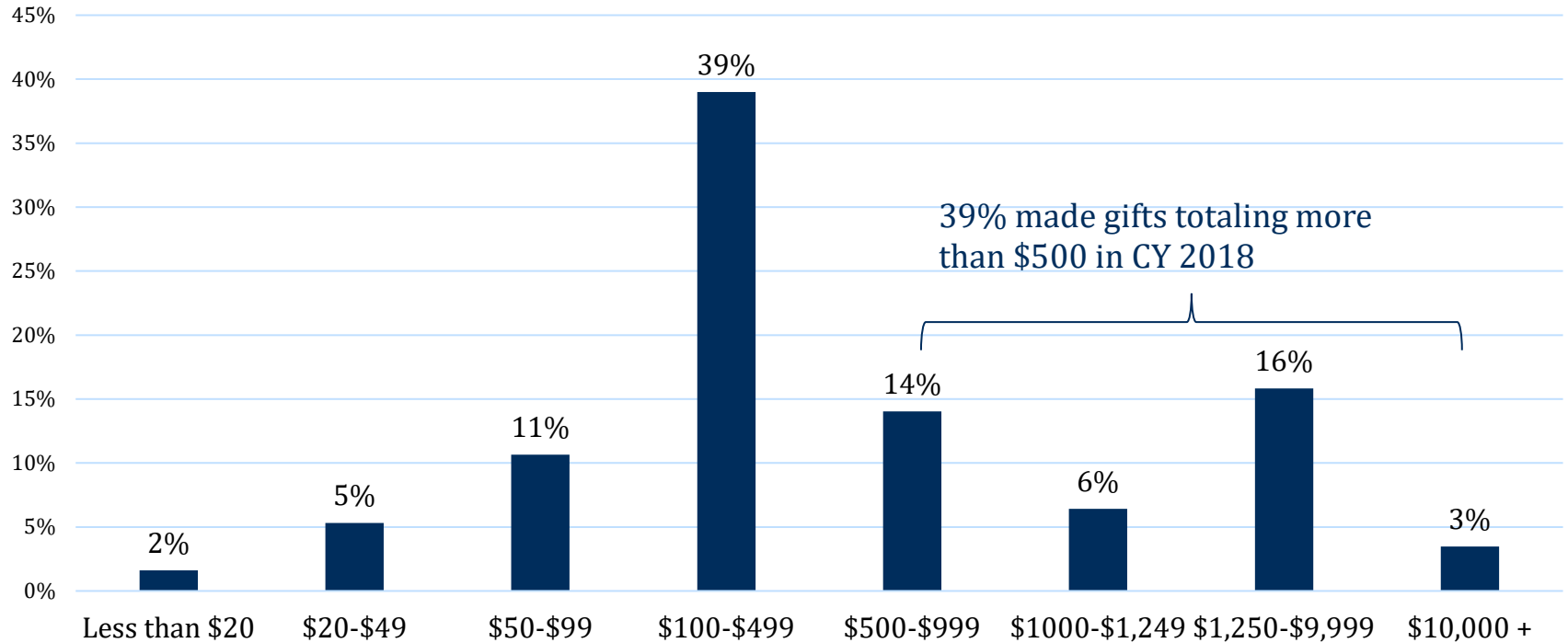
Supporting causes and community driven

What motivates you to volunteer/donate in support of an organization or cause? Select all that apply.



Overall donations in 2018

Do not discount capacity



There are so many
unknowns, so we invite
you to

Participate in our upcoming
national survey on
graduates from
online programs



2022
National Student Satisfaction
and Priorities Report

Based on 362,555 student records at 639 four-year
and two-year colleges and universities



Download the full
2022 National
Student Satisfaction
and Priorities Report

RuffaloNL.com/Satisfaction



Thank you for joining us!



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