Priorities Survey for Online Learners™

Online Web-Survey Sample

Items Comprising Scales

Raw Data File Format

Items 1 - 54 are responded to as follows:

Each item below describes an expectation about your experiences with this program.

On the left, tell us how important it is for your institution to meet this expectation.

Level of importance...

1 - Not important at all
2 - Not very important
3 - Somewhat unimportant
4 - Neutral
5 - Somewhat important
6 - Important
7 - Very important
N/A - Does not apply

On the right, tell us how satisfied you are that your institution has met this expectation.

...Level of satisfaction

1 - not satisfied at all
2 - not very satisfied
3 - somewhat dissatisfied
4 - neutral
5 - somewhat satisfied
6 - satisfied
7 - very satisfied
N/A - not available / not used

The questions are as follows:

1. This institution has a good reputation.
2. My program advisor is accessible by telephone and e-mail.
3. Instructional materials are appropriate for program content.
4. Faculty provide timely feedback about student progress.
5. My program advisor helps me work toward career goals.
6. Tuition paid is a worthwhile investment.
7. Program requirements are clear and reasonable.
8. Student-to-student collaborations are valuable to me.
9. Adequate financial aid is available.
10. This institution responds quickly when I request information.
11. Student assignments are clearly defined in the syllabus.
12. There are sufficient offerings within my program of study.
13. The frequency of student and instructor interactions is adequate.
14. I receive timely information on the availability of financial aid.
15. Channels are available for providing timely responses to student complaints.
16. Appropriate technical assistance is readily available.
17. Assessment and evaluation procedures are clear and reasonable.
18. Registration for online courses is convenient.
19. Online career services are available.
20. The quality of online instruction is excellent.
21. Adequate online library resources are provided.
22. I am aware of whom to contact for questions about programs and services.
23. Billing and payment procedures are convenient for me.
24. Tutoring services are readily available for online courses.
25. Faculty are responsive to student needs.
26. The bookstore provides timely service to students.
27. Campus item - if utilized by the institution.
28. Campus item - if utilized by the institution.
29. Campus item - if utilized by the institution.
30. Campus item - if utilized by the institution.
31. Campus item - if utilized by the institution.
32. Campus item - if utilized by the institution.
33. Campus item - if utilized by the institution.
34. Campus item - if utilized by the institution.
35. Campus item - if utilized by the institution.
36. Campus item - if utilized by the institution.

Tell us how important each of the following sources of information were in your decision to enroll in this program.

37.   Catalog and brochures (printed)
38.   Catalog (online) as source of information in decision to enroll.
39.   College representatives as source of information in decision to enroll.
40.   Web site as source of information in decision to enroll.
41.   Advertisements as source of information in decision to enroll.
42.   Recommendation from instructor or program advisor as source of information in decision to enroll.
43.   Contact with current students and / or recent graduates of the program as source of information in decision to enroll

Tell us how important each of the following factors were in your decision to enroll in this program.

44.   Ability to transfer credits as factor in decision to enroll.
45.   Cost as factor in decision to enroll.
46.   Financial assistance available as factor in decision to enroll.
47.   Future employment opportunities as factor in decision to enroll.
48.   Reputation of institution as factor in decision to enroll.
49.   Work schedule as factor in decision to enroll.
50.   Flexible pacing for completing a program as factor in decision to enroll.
51.   Convenience as factor in decision to enroll.
52.   Distance from campus as factor in decision to enroll.
53.   Program requirements as factor in decision to enroll.
54.   Recommendations from employer as factor in decision to enroll.

Section #2: Summary Items

1. So far, how has your online experience met your expectations?

1 - Much worse than I expected
2 - Quite a bit worse than I expected
3 - Worse than I expected
4 - About what I expected
5 - Better than I expected
6 - Quite a bit better than I expected
7 - Much better than I expected

2. Rate your overall satisfaction with your experience here thus far.

1 - Not satisfied at all
2 - Not very satisfied
3 - Somewhat dissatisfied
4 - Neutral
5 - Somewhat satisfied
6 - Satisfied
7 - Very satisfied

3. All in all, if you had it to do over again, would you enroll in this program again?
1 - Definitely not
2 - Probably not
3 - Maybe not
4 - I don't know
5 - Maybe yes
6 - Probably yes
7 - Definitely yes

Demographic Items

1. Gender

1 - Female
2 - Male
3 - Prefer not to respond
4 - Transgender
5 - Genderqueer; neither exclusively male nor female
6 - Additional gender category/ Other

2. Age

1 - 18 and under
2 - 19 to 24
3 - 25 to 34
4 - 35 to 44
5 - 45 to 54
6 - 55 to 64
7 - 65 and older

3. Ethnicity/Race

1 - Black/African-American
2 - American Indian or Alaskan Native
3 - Asian or Pacific Islander
4 - Caucasian / White
5 - Hispanic
6 - Other
7 - Race - Prefer not to respond
8 - Multi-racial

4. Current enrollment status

1 - Primarily online
2 - Primarily on-campus

5. Current class load

1 - Full-time
2 - Part-time

6. Class level

1 - First year
2 - Second year
3 - Third year
4 - Fourth year
5 - Special Student
6 - Graduate/professional
7 - Other class level

7. Educational goal

1 - Associate degree
2 - Bachelor's degree
3 - Master's degree
4 - Doctorate or professional degree
5 - Certification (initial or renewal)
6 - Self-improvement/pleasure
7 - Job-related training
8 - Other educational goal

8. Employment

1 - Full-time
2 - Part-time
3 - Not employed

9. Current residence

1 - Own house
2 - Rent room/apartment/house
3 - Relative's house
4 - Residence hall
5 - Other residence

10. Marital status

1 - Single
2 - Single with children
3 - Married
4 - Married with children
5 - Marital - Prefer not to respond

11. Current plans

1 - Complete online degree program
2 - Complete degree on campus
3 - Transfer credits
4 - Complete this course

12. Current online enrollment

1 - 1-3 credits
2 - 4-6 credits
3 - 7-9 credits
4 - 10-12 credits
5 - 13-15 credits
6 - More than 15 credits

13. Previous online enrollment

1 - No classes
2 - 1-3 classes
3 - 4-6 classes
4 - 7-9 classes
5 - 10-12 classes
6 - 13-15 classes
7 - More than 15 classes

Demographic Item #1 requested by institution, if utilized. Six possible responses.

1 - Answer one
2 - Answer two
3 - Answer three
4 - Answer four
5 - Answer five
6 - Answer six

Demographic Item #2 requested by institution, if utilized. Six possible responses.

1 - Answer one
2 - Answer two
3 - Answer three
4 - Answer four
5 - Answer five
6 - Answer six

Selection of program/major: if utilized by institution. Consult survey administrator for codes. If not used by institution, this item is blank.

How likely is it that you would recommend our institution to a friend or colleague?

0 - Not at all likely
1
2
3
4
5 - Neutral
6
7
8
9
10 - Extremely likely

Please enter any comments you would like to share with this institution.

Items Comprising Scales

Scale: Institutional Perceptions

1.   This institution has a good reputation.
6.   Tuition paid is a worthwhile investment.

Scale: Academic Services

2.   My program advisor is accessible by telephone and e-mail.
5.   My program advisor helps me work toward career goals.
7.   Program requirements are clear and reasonable.
12.   There are sufficient offerings within my program of study.
16.   Appropriate technical assistance is available.
21.   Adequate online library resources are provided.
24.   Tutoring services are readily available.

Scale: Instructional Services

3.   Instructional materials are appropriate for program content.
4.   Faculty provide timely feedback about student progress.
8.   Student-to-student collaborations provide valuable experiences.
11.   Student assignments are clearly defined in the syllabus.
13.   The frequency of student and instructor interactions is adequate.
17.   Assessment and evaluation procedures are clear and reasonable.
20.   The quality of online instruction is excellent.
25.   Faculty are responsive to student needs.

Scale: Enrollment Services

9.   Adequate financial aid is available.
14.   I receive timely information on the availability of financial aid.
18.   Registration for online courses is convenient.
23.   Billing and payment procedures are convenient for me.

Scale: Student Services

10.   This institution responds quickly when I request information.
15.   Channels are available for providing timely responses to student complaints.
19.   Online career services are available.
22.   I am aware of whom to contact for questions about programs and services.
26.   The bookstore provides timely service to students.