

Assessing Student Satisfaction for Online Learner Success

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Julie Bryant, Vice President for Student Success, RNL

Our agenda for today

- Introduction to a Tool to Assess Online Learners
- Why PCC Assesses Online Learner Satisfaction
- PCC Success with Collecting and Sharing Data
- Improving the Online Learner Experience
- PCC Initiatives for Online Success
- How PCC's Efforts Paid Off!

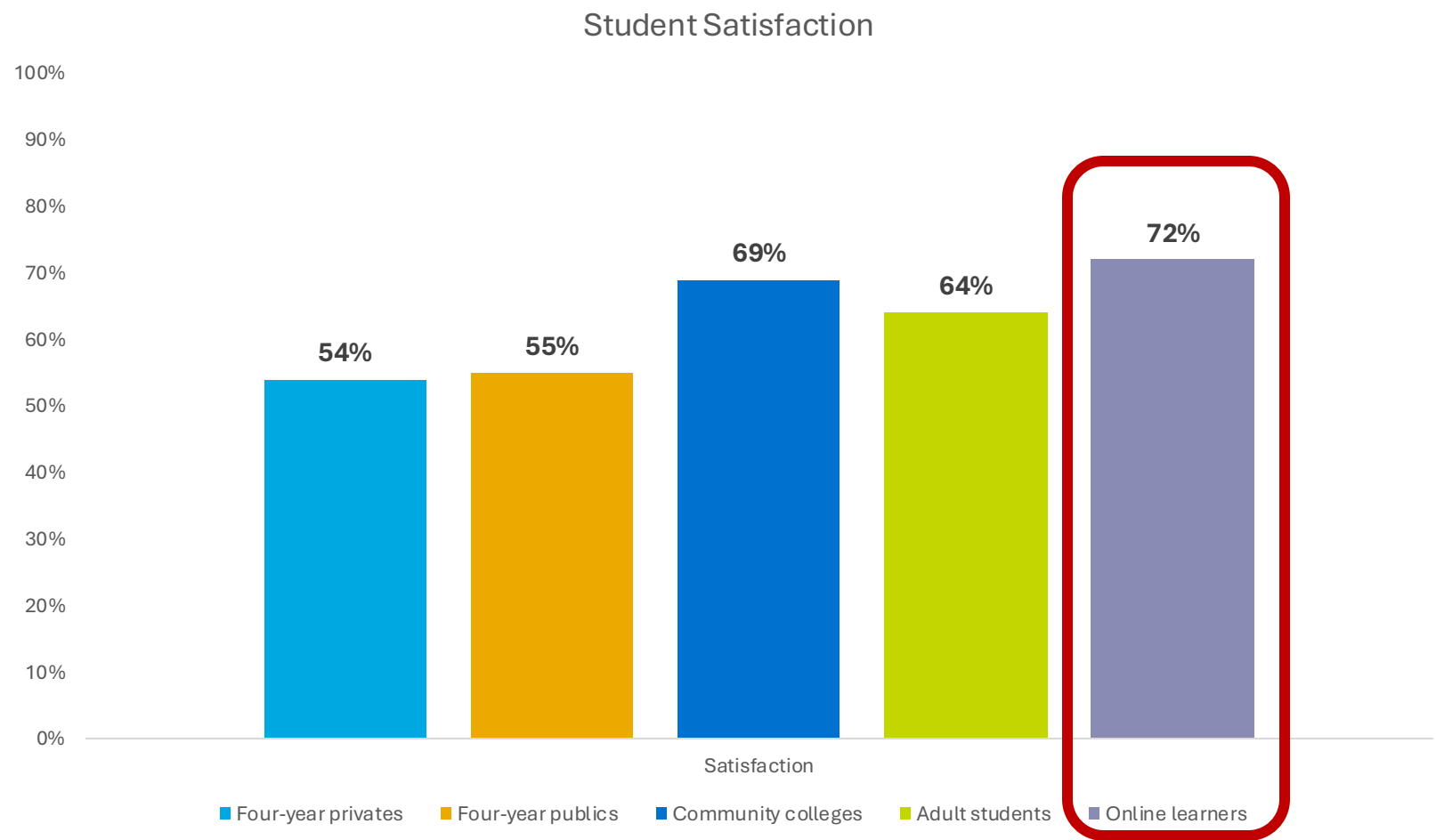
Introduction to a tool to assess online learner satisfaction





**Student satisfaction
is a key component of
student success**

How satisfied are college students?



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

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



Online learners
101,925 students
from 153 institutions

RNL Satisfaction-Priorities Surveys

Versions available based on the institution type and the student populations being served

Student Satisfaction Inventory (SSI):

Students on-ground at four-year and two-year institutions

Adult Student Priorities Survey (ASPS):

Adult Graduate and Undergrad

Priorities Survey for Online Learners (PSOL):

Students in Online Learning Programs

Understand the priorities of your currently enrolled online learners

Satisfaction within
the context



of what is **important**
to your students

Priorities Survey for Online Learners™

- Comprehensive assessment across all class levels, including undergraduate and graduate populations.
- Captures experiences both inside & outside of the “classroom.”
- Completed during the academic year with an online administration.
- Ability to customize segments of the surveys.
- Results available in an interactive dashboard within three weeks with national benchmarks and ability to slice by demographic variables.
- Typically administered at least once every two years to track satisfaction shifts.
- Administered regularly by more than 150 institutions.

RNL.com/SatisfactionSurveys

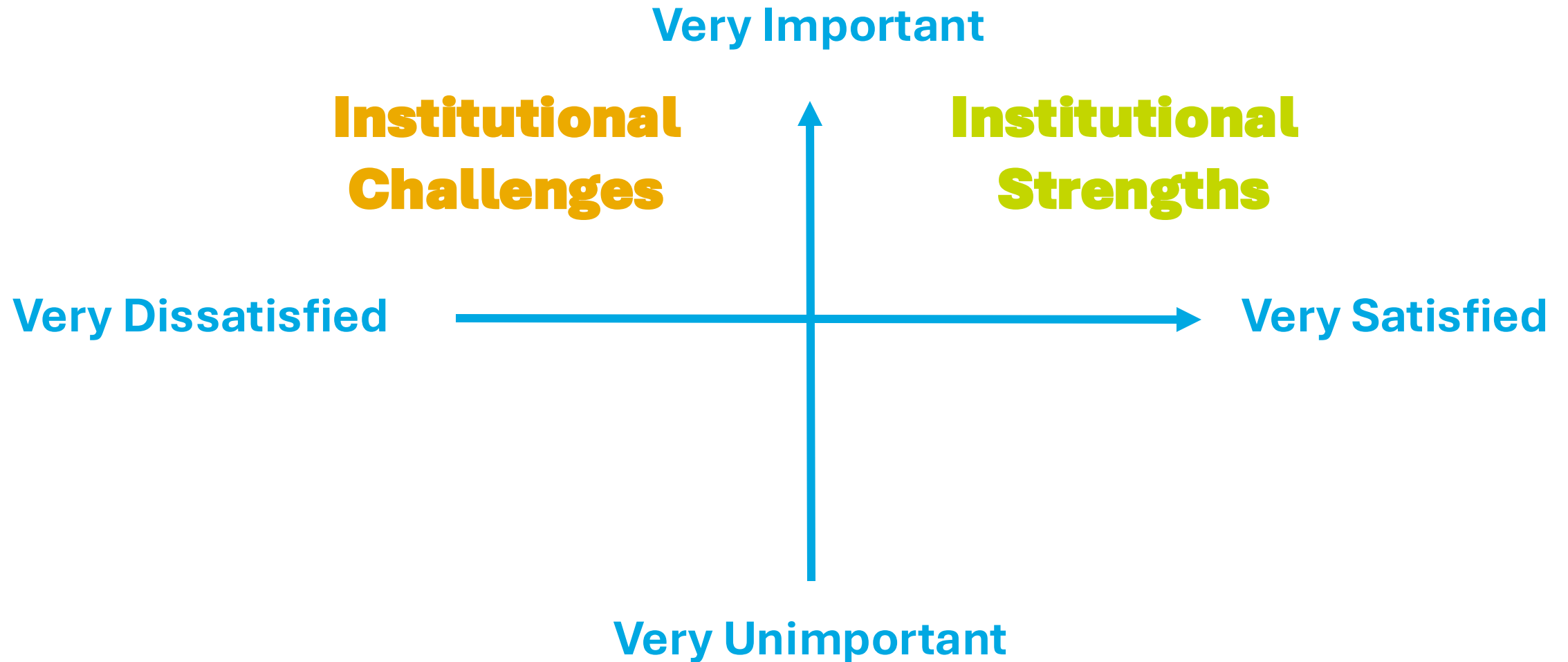


Definition of Satisfaction:

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

-Schreiner & Juillerat, 1994

Matrix for prioritizing action



RNL SPS Reporting: Executive Summary View

Bottom Line Indicators

Satisfied / Very Satisfied

How satisfied are our students compared with students nationally?

Percentages below indicate the students indicating Satisfied/Very Satisfied.

66%

Our Institution

73%

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.

77%

Our Institution

76%

National

Top 5 Factors to Enroll

Item	Importance %
Factor to enroll: Cost	89%
Factor to enroll: Convenience	88%
Factor to enroll: Flexible pacing for completing a program	87%
Factor to enroll: Work schedule	87%
Factor to enroll: Ability to transfer credits	86%

Gender

Demographic Responses	N	%
Female	496	64.67%
Male	222	28.94%
Prefer not to respond	26	3.39%
Transgender	4	0.52%
Genderqueer	15	1.96%
Additional gender category or Other	4	0.52%
Total	767	100.00%
No Answer	40	

Class Level

Demographic Responses	N	%
First year	305	37.94%
Second year	275	34.20%
Third year	60	7.46%
Fourth year	24	2.99%
Special student	8	1.00%
Graduate/Professional	56	6.97%
Other class level	76	9.45%
Total	804	100.00%
No Answer	3	

Institutional Choice

Demographic Responses	N	%
Data is not available for the selected survey type.		

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

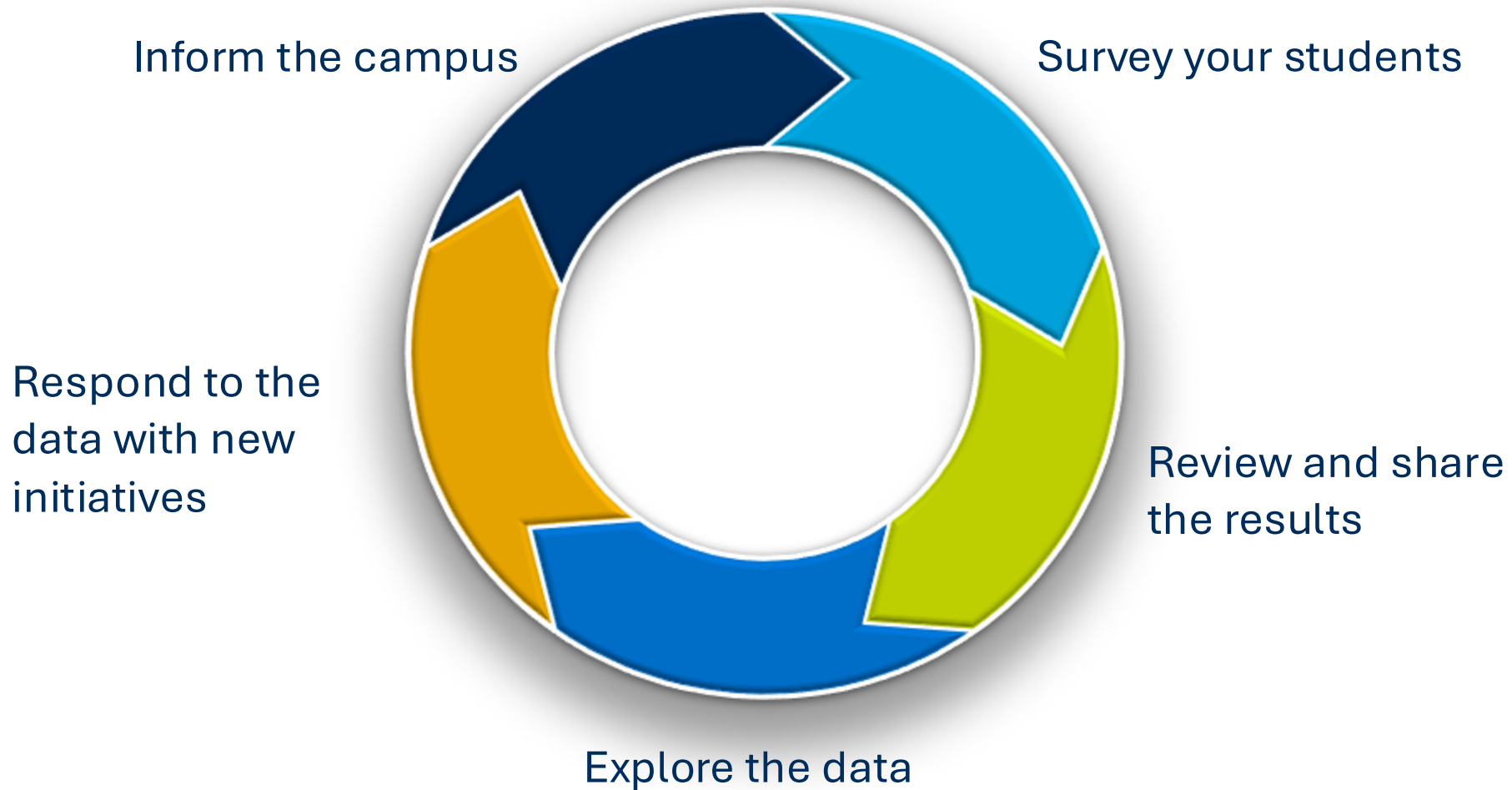
Strengths

Item
★ Campus item: The course delivery system (D2L) is reliable
★ Campus item: I was able to take courses based on the modality of my choice (online/virtual/in-person/hybrid)
★ Campus item: I had good information on how to access and start my online course(s) prior to the first day of the course
★ Registration for online courses is convenient.
★ Instructional materials are appropriate for program content.
★ Student assignments are clearly defined in the syllabus.
★ Billing and payment procedures are convenient for me.

Challenges

Item
🚩 Program requirements are clear and reasonable.
🚩 The quality of online instruction is excellent.
🚩 Faculty are responsive to student needs.
🚩 Faculty provide timely feedback about student progress.
🚩 Adequate financial aid is available.
🚩 There are sufficient offerings within my program of study.
🚩 I am aware of whom to contact for questions about programs and services.

Systematic Assessment Cycle



Pima Online's Experience



ABOUT PIMA COMMUNITY COLLEGE

Established Institution: Founded in 1969, PCC is a public community college serving Pima County with five campuses and multiple learning centers throughout Tucson, Arizona.

Diverse Academic Offerings: PCC provides approximately 150 programs, including transfer degrees, occupational certificates, and workforce training. PCC provides 24 fully online degree and certificate programs.

Student Demographics: As of Fall 2024, the student body was 56.1% female, with 49.7% identifying as Hispanic/Latino and 32% enrolled in 12 or more credits. More than half are aged 18-24.

Robust Online Enrollment: As of Fall 2024, nearly 47% of the college's total enrollment is online, with more than 7,000 students exclusively online.

Comprehensive Student Support: Online learners have access to various support services, including online tutoring, advising, coaching, and technical assistance. The college utilizes Brightspace (D2L) as its learning management system, and prospective students can get a glimpse of an online class by accessing the [Orientation to Online Learning](#).



PimaCommunityCollege
PimaOnline





WHY WE ASSESS ONLINE LEARNER SATISFACTION

IMPORTANCE OF UNDERSTANDING OUR ONLINE LEARNERS' NEEDS

- ❖ Improving Student Success and Retention
- ❖ Ensuring Equity and Access
- ❖ Enhancing the Quality of Online Education
- ❖ Informing Institutional Planning and Resource Allocation
- ❖ Compliance and Accreditation
- ❖ Adapting to Changing Online Learner Expectations



CHALLENGES WITH UNDERSTANDING OUR ONLINE LEARNERS' NEEDS

- ❖ Lack of Face-to-Face Interaction
- ❖ Diverse and Complex Learner Demographics
- ❖ Low Participation in General College Surveys and Feedback Mechanisms
- ❖ Privacy Concerns and Trust Issues



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PCC SUCCESS
WITH
COLLECTING &
SHARING DATA

HOW PCC HAS BEEN SUCCESSFUL WITH COLLECTING ONLINE LEARNER FEEDBACK



Incentives

Personalization
& Rapport

LMS
Announcements

LMS ANNOUNCEMENT EXAMPLES

Are you taking or did you take an online class this semester? ▼

Apr 3, 2022 4:00 PM

Check your email for a chance to win one of two Dell Vostro 3400 Laptops.

If you have taken or are taking at least one fully online course this semester you have an email asking you to participate in the PSOL (Priorities Survey for Online Learners).

Your feedback is important to us! The deadline is April 18th.

Share
your opinion!
What
are we doing well!
How
could we improve?
It only takes about 15 minutes.

**THE STUDENT
SATISFACTION SURVEY
April 1st-18th**

Complete your
survey today!

☒ ☐

In appreciation for
completing the survey,
you will be entered
to win one of two
Dell Vostro 3400 laptops

Check your email for an
invitation to complete
the assessment!

Help make
Pima Community College
better?

Hello Pima Students,

Following the spring break on March 26th, any student who has taken a fully online class this spring semester will receive an email to participate in the Priorities Survey for Online Learners. This is a survey where you can offer feedback to PimaOnline about your online experience!

Those that participate in the survey will be entered into a random drawing to win 1 of 2 Lenovo Laptops. We value your feedback in making PimaOnline a stellar online learning experience and we encourage you to participate. Please see the [video](#) from the Vice President of Distance Education, Michael Amick with more details on the survey and what to expect!



Hello Pima Students,

If you have taken an online class this semester at PCC, you can participate in the Priority Survey for Online Learners! This survey is a place where you can provide feedback about your online classes and experiences! Those that participate in the survey will be entered into a random drawing to win 1 of 2 Lenovo Laptops. We value your feedback and encourage you to participate. The survey closes on April 14th. You can also use the QR code below and it will direct you to the survey. Your passcode for the survey is your pima student email address. (Example: *jdavis98@mail.pima.edu*)



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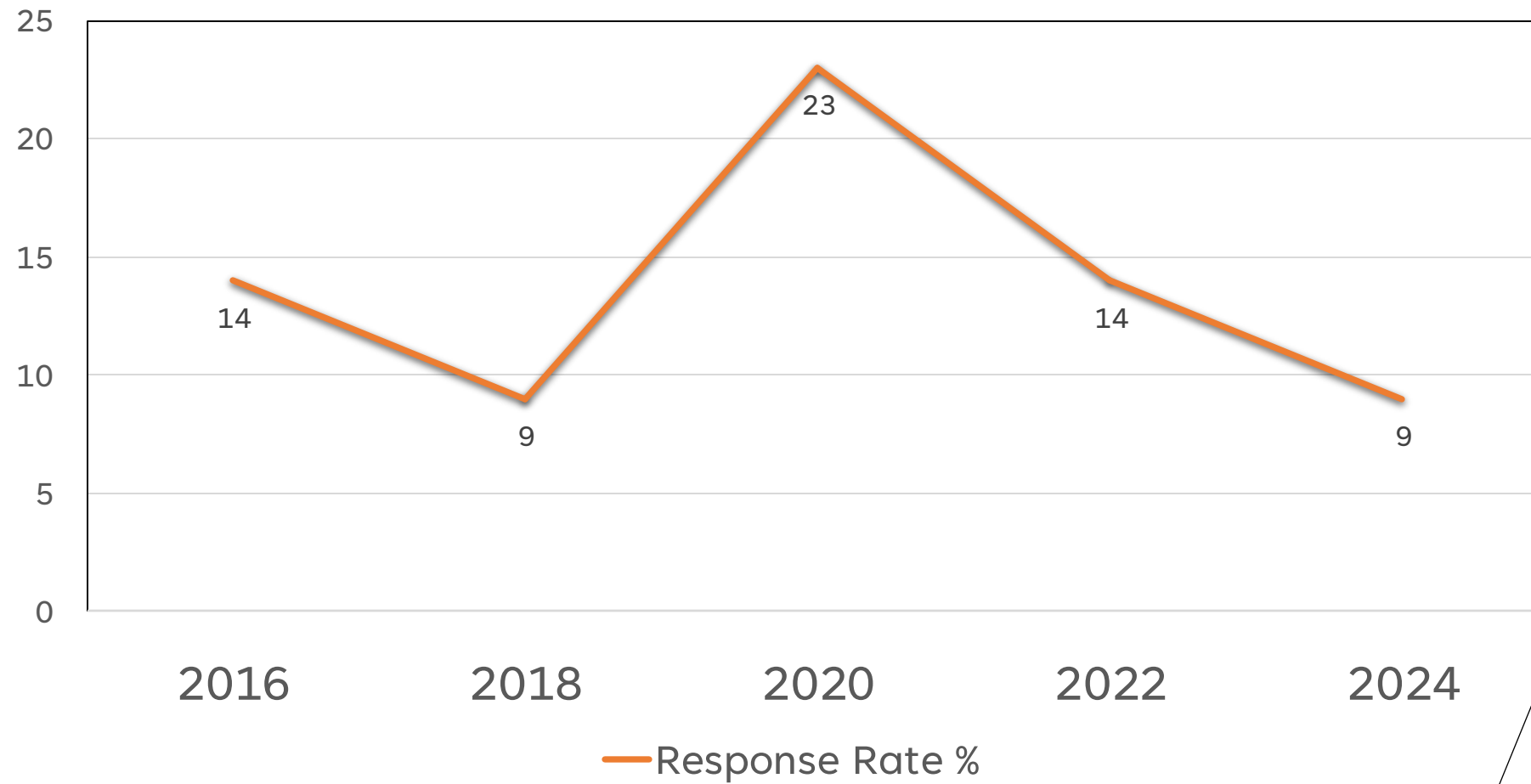
**SHARE YOUR ONLINE
EXPERIENCE WITH US!**



Scan a QR Code and complete the survey
to be entered into a random drawing
to win 1 of 2 laptops!

Drawing will be held at the end of April!

RESPONSE RATE OVER TIME



Strengths

	Item
★	Campus item: The course delivery system (D2L) is reliable
★	Campus item: I was able to take courses based on the modality of my choice (online/virtual/in-person/hybrid)
★	Campus item: I had good information on how to access and start my online course(s) prior to the first day of the course
★	Registration for online courses is convenient.
★	Instructional materials are appropriate for program content.
★	Student assignments are clearly defined in the syllabus.
★	Billing and payment procedures are convenient for me.

INSTITUTIONAL STRENGTHS & CHALLENGES

Challenges

	Item
🚩	Program requirements are clear and reasonable.
🚩	The quality of online instruction is excellent.
🚩	Faculty are responsive to student needs.
🚩	Faculty provide timely feedback about student progress.
🚩	Adequate financial aid is available.
🚩	There are sufficient offerings within my program of study.
🚩	I am aware of whom to contact for questions about programs and services.

SHARING RESULTS WITH STAKEHOLDERS

The Who's

Online Team

- Faculty, Leadership, Success Team

College Leadership

- Deans, Campus Administrators, Executive Leadership, Faculty Leadership

Student Affairs / Student Support

- Advisors, counselors, admissions, enrollment, TRiO, etc.

The How's

- Survey administered in the spring semester
- Results are accessible soon after
- Presentations created and **tailored** to each stakeholder group

Presentation in late summer and fall semesters include:

- Survey responder demographics
 - Basic info about the PSOL
 - Survey item responses
 - Qualitative responses
 - Historical changes
 - Next Steps / Highlights / Challenges
- Infographics

How Should we Use this Information?

Focus on institutional challenges

- Program requirements are clear and reasonable
- The quality of online instruction is excellent
- Faculty are responsive to student needs
- Faculty provide timely feedback about student progress
- Adequate financial aid is available
- There are sufficient offerings within my program of study
- I am aware of whom to contact for questions about programs and services

Focus on lower satisfaction scores

- Quality of instruction and student services (online vs. face-to-face)
- Student-to-student collaborations are valuable to me
- Channels are available for providing timely responses to student complaints

Share what is most important to students taking online courses

- Availability
- Reliability

- Convenience
- Cost

- Clarity
- Preparation

The Evolution of PCC PSOL Survey Responses



2016

- 6 items with 70% satisfaction and above
- Baseline data
- All survey ratings had lower scores than the national online learners



2018

- 10 items with 70% satisfaction and above
- Small improvements
- All Institutional challenges had lower ratings than national online learners



2020

- 20 items with 70% satisfaction and above
- First time we had higher satisfaction than national online learners



2022

- 24 items with 70% satisfaction and above
- % gaps have decreased in all five major categories
- More institutional strengths than any other year
- % ratings of institutional challenges decreased with each survey



2024

- 31 items with 70% satisfaction and above
- % gaps have decreased or stayed the same in all five major categories
- no large gaps compared to national data with institutional challenges



2024 PSOL Online Student Feedback

830

PCC student
comments

Accelerated Pathway
Program student
comments

43

Note: This document is interactive. Each topic button is linked to it's section and can also return you back to the main topic page.

click arrow



OTHER WAYS WE'VE COLLECTED ONLINE LEARNER FEEDBACK

FOCUS GROUPS

- Virtual focus groups
- Specific topic related to online learning
- Permission to record and/or permission to share comments

PANEL DISCUSSIONS

- Annual PimaOnline Educators' Conference (POEC)
- Recorded sessions so others can watch at a different time
- Offered virtually

ADDITIONAL SURVEYS

- Faculty requests for surveys related to online course experience
- LMS experience surveys (A series of 2-minute surveys)

VIDEO SNIPPETS

- Online learners sent in a 2-minute video about their online experience or to share best practices and tips for online learning success
- Shared on our online student guide and in our Orientation to Online Learning



IMPROVING THE ONLINE LEARNER EXPERIENCE

IMPROVING THE PCC ONLINE LEARNER EXPERIENCE

OUTSIDE OF THE CLASSROOM

- LMS navigation bar changes
- More information upfront about how to “do” online learning and what it looks like for PCC learners
- More ways to connect with the PimaOnline team (visibility on college website), access in LMS, etc.
- Reduce feelings of isolation and increase sense of belonging and engagement

INSIDE OF THE CLASSROOM

- More videos embedded in online courses
- Time on Task information specific to course activities and learning
- Instructor awareness of more personalization and flexibility
- Better alignment between online course design and non-online course design
- Structure and organization is key!



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STRIVEOnline Title V Grant 5-YEAR PLAN



PCC INITIATIVES FOR ONLINE SUCCESS

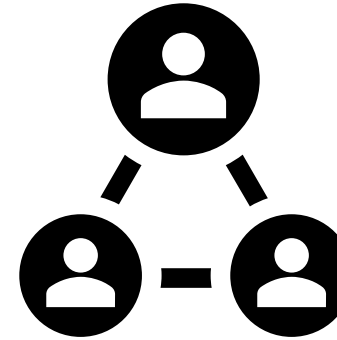
STRIVEOnline TITLE V GRANT

VIRTUAL
SUCCESS
CENTER



VIRTUAL
COMMUNITIES

PEER
MENTORING



EXPAND ONLINE
SUCCESS COACH
PROGRAM

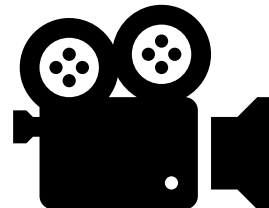


DATA DASHBOARDS




IMPROVE PIMA
ONLINE WEBSITE

ENHANCE DIGITAL MEDIA
PRODUCTION CENTER




STUDENT SUPPORT
PROMOTIONAL VIDEOS


VIRTUAL COMMUNITIES EXAMPLE


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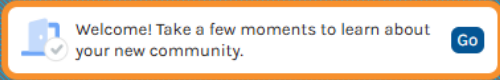
🏠 CIS 103 C2L Community | ▾


● Active ▾










Welcome! Take a few moments to learn about your new community. [Go](#)












[New](#) ▾

All







Yours

No Response



10

For Moderators




More ▾


General Information



MORE >

 **How are you feeling about starting this course today?** 




Let's get to know each other! Take this fun poll to see how your classmates are feeling on Day 1.


 **Kristy Farley, College Success Coach**, Jan 16, 2025  





 **Textbook Exercise 3.1 Managing NTFS Permissions Lab QUESTION!** 




I am in the process of trying to complete a lab for chapter 3 (3.1: Managing NTFS Permissions) I know we have to use our username instead of 'ALincoln" but that doesn't seem to be working. Anyone have any advice?


 Posted Anonymously, Feb 18, 2025  



 **Hi! My CIS 103 course (16-week) Midterm is approaching. Can anyone help please?** 



I've been feeling a little stuck studying on my own and was wondering if anyone would be open to sharing how they're preparing for the midterm—or maybe even forming a study group? If there's interest, we could set up a Google Meet to review

 Posted Anonymously, Feb 19, 2025  







Latest Posts and Resources

MORE >



 **Stay Connected — Join the C2L Student Hub!** 



Hi everyone!

 **Kristy Farley, College Success Coach**, May 15, 2025 



 **Need Affordable Internet? AZ StRUT Has You Covered!** 

Struggling with internet access? Arizona Students Recycling Used Technology (AZ StRUT) offers a \$35/month internet lending program that might be just what you need!


 **Kristy Farley, College Success Coach**, Apr 25, 2025 


 **We Want to Hear From You! Share Your Voice by May 2nd** 

Hi CIS 103 Community! Your voice matters! As a valued member of our Connect 2 Learn (C2L) virtual community, we want to know how we're doing and how we can make your experience even better. Take a few minutes to fill out our short C2L


 **Kristy Farley, College Success Coach**, Apr 23, 2025 


Welcome to the community! Use this space to connect with classmates and moderators for help with coursework. Please note that this space is for peer interaction and is not moderated by your instructor. For class discussions that count toward your grade, you must post in the designated discussion boards in D2L to receive points. Enjoy connecting and sharing ideas here, but make sure to participate in D2L for graded activities!

Meet the Moderators 

 **Kristy Farley, College Success Coach**

Active and Recent Contributors



 Browse Topics

POPULAR

General Course Info

Latest Posts and Resources

Study Groups

PimaOnline Mentor Collective Program

The [Mentor Collective](#) program enhances the student experience by linking them one-on-one with an alum, industry, or peer mentor. Students are paired with someone invested in their success — a person ready to listen, inspire, help navigate challenges, and recognize opportunities. Students will learn what to expect in school, how to approach challenges and gain career advice. At the same time, mentors will build their networks and develop skills to become better professionals and leaders.

How it Works

Students will be matched with an alum, industry or peer mentor based on common interests, background, academics, and/or professional aspirations. To get started, students and mentors register and complete an online survey to paint a holistic picture of their interests and experiences.

What do Mentors and Mentees Discuss?

- How will my major impact my professional options?
- How do I balance the demands of school, responsibilities, and socializing?
- How can I set myself up for academic, social, and career success?
- How do I make connections with peers and professional contacts?

Sign Up Now!

PimaOnline Mentor Collective is an exciting new mentoring program for exclusively online students who are new to Pima or new to College. Use the links below to sign up.

[Mentee Registration Link](#) [Mentor Registration Link](#)

EXAMPLE
FROM
PCC
WEBSITE



HOW PCC'S
EFFORTS PAID
OFF!

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FALL TO SPRING RETENTION IMPROVEMENTS

VFA Cohort Term	Exclusively Online (VFA Cohort)	Persisted next Spring	Percentage (%)
Fall 2017	2,115	368	17.40%
Fall 2018	1,781	391	21.95%
Fall 2019	2,202	467	21.21%
Fall 2020	2,405	739	30.73%
Fall 2021	2,341	697	29.77%
Fall 2022	2,834	858	30.28%
Fall 2023	2,655	997	37.55%
Fall 2024*	2,165	1,004	46.37%

Source: StAR data pull 2/2/2025

EXCLUSIVELY ONLINE SUCCESS RATE

	Success	Percentage (%)	Other	Percentage (%)	Total
Fall 2018	2,865	66.01%	1,475	33.99%	4,340
Fall 2019	3,236	65.32%	1,718	34.68%	4,954
Fall 2020	4,449	66.57%	2,234	33.43%	6,683
Fall 2021	4,172	66.56%	2,096	33.44%	6,268
Fall 2022	4,091	63.42%	2,360	36.58%	6,451
Fall 2023	4,576	65.19%	2,443	34.81%	7,019
Fall 2024	4,700	66.20%	2,400	33.80%	7,100

Questions and Resources



Download the 2024 National Student Satisfaction and Priorities Report

RNL.com/Satisfaction



2024 National Student Satisfaction and Priorities Report

Focusing on class-level subpopulation results with data
from nearly 400,000 students at 693 institutions



Contact us with any questions.



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