Executive Summary

To improve processes and practices at the World Campus we implemented two annual student surveys. In the spring of 2018 we implemented and administrated the Ruffalo Noel Levitz Adult Learner Inventory (ALI) survey. The survey went to 8238 active students with the home campus of World Campus. 771 (9%) completed the survey.

Top areas of importance
The top three areas identified as most important to students were:
1. Availability of online courses as a factor in decision to enroll.,
2. The program allows me to pace studies to fit life and work schedules, and
3. Academic advisors’ knowledge about requirements for majors.

Overall satisfaction
Students’ overall satisfaction rating was 5.91 on a 7 point scale.

Top institutional strengths
The top three areas identified as institutional strengths were:
1. The program allows me to pace studies to fit life and work schedules.,
2. Receiving timely responses to requests for help and information., and
3. Having a clear understanding of what I’m expected to learn in classes.

Top institutional challenges
The top three areas identified as institutional challenges were:
1. Academic advisors’ knowledge about requirements for majors.,
2. Academic advisors’ concern about students’ success as individuals., and
3. Instructors providing timely feedback about academic progress..
Survey Methods

Survey Description
ALI is a standardized instrument specific to identify areas of importance to students as well as institutional strengths and challenges. All items, except for demographics, were on a 7-point Likert scale and there were 53 questions that asked about importance and satisfaction and 21 questions that asked only for importance. There was one open-ended question that asked students to “please enter any comments you would like to share with this institution.”

Survey Distribution
The survey was sent to 8238 students with the home campus of World Campus. One invite and two reminder emails were sent. All were World Campus branded. Students were incentivized through a raffle of 25 gift Amazon cards of $25.

Determining Top Importance
Top importance were the items that ranked in the top quartile in terms of how important they were to students.

Determining Key Institutional Strengths
Key strengths were items ranked in the top quartile of satisfaction (5.80 and above) and the top half of importance (6.34 and above).

Determining Key Institutional Challenges
Key challenges were items in the top half of importance (6.34 and above) and with a performance gap (difference between importance and satisfaction score) in the upper quartile (1.02 and above).

Comparisons to Other Universities
World Campus ALI results were also compared to results of other universities.

Qualitative Analysis
435 students provided feedback to the single open-ended question.

Limitations
Due to small response rate, data from this survey cannot be generalized.
Survey Demographics (771 participants)

**Gender**
- Note: 52 participants did not answer.
- 62% male (271 participants)
- 38% female (448 participants)

**Race/Ethnicity**
- Note: 31 participants did not answer.
- 77% White/Caucasian (569 participants)
- 7% Hispanic or Latino (50 participants)
- 6% Asian (42 participants)
- 4% Black/African-American (31 participants)
- 3% Multi-racial (19 participants)
- 3% Other (4 participants)
- 1% Native Hawaiian/Pacific Islander (4 participants)
Survey Demographics (771 participants)

### AGE
Note: 44 participants did not answer.

- 25 to 34: 272 participants (37%)
- 35 to 44: 121 participants (15%)
- 24 or younger: 109 participants (14%)
- 45 to 54: 25 participants (3%)
- over 55: 3 participants (48%)

### PROGRAM
Note: 17 participants did not answer.

- Psychology: 99 participants (13%)
- Business: 96 participants (13%)
- Information Sciences and Technology: 75 participants (10%)
- Human Development and Family Studies: 45 participants (6%)
- Accounting: 37 participants (5%)
- Organizational Leadership: 37 participants (5%)
- Other: 365 participants (48%)