



PennState



# PRIORITIES SURVEY FOR ONLINE LEARNERS

# 2017

# Executive Summary

To improve our processes and practices at the World Campus we have implemented two annual student surveys. In the fall of 2017 we implemented and administered the Ruffalo Noel Levitz Priority Survey for Online Learners (PSOL). The survey went to 7,828 active students with the home campus of World Campus. 633 (8%) completed the survey.

## Top areas of importance

The top three areas identified as most important to students were:

1. The quality of online instruction,
2. Fair and unbiased faculty treatment of individual students, and
3. Convenience.

## Overall satisfaction

Students' overall satisfaction rating was 5.76 on a 7 point scale.

## Top institutional strengths

The top three areas identified as institutional strengths were:

1. Fair and unbiased faculty treatment of individual students,
2. Good reputation of the institution, and
3. Clearly defined student expectations in the syllabus.

## Top institutional challenges

The top three areas identified as institutional challenges were:

1. The quality of online instruction,
2. Program requirement clarity, and
3. The investment value of tuition.



# Survey Methods

## Survey Description

PSOL is a standardized instrument specific to online, distance learners designed 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 28 questions that asked about importance and satisfaction and 18 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 7,828 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 highest in terms of how important they were to students.

## Determining Key Institutional Strengths

Key strengths were items ranked in the top quartile of satisfaction (5.87 and above) and the top half of importance (6.53 and above).

## Determining Key Institutional Challenges

Key challenges were items in the top half of importance (6.53 and above) and with a performance gap (difference between importance and satisfaction score) in the upper quartile (.62 and above)

## Comparisons to Other Universities

World Campus PSOL results were also compared to results of other universities.

## Qualitative Analysis

354 students provided feedback to the single open-ended question which was then qualitatively coded to identify themes.

## Limitations

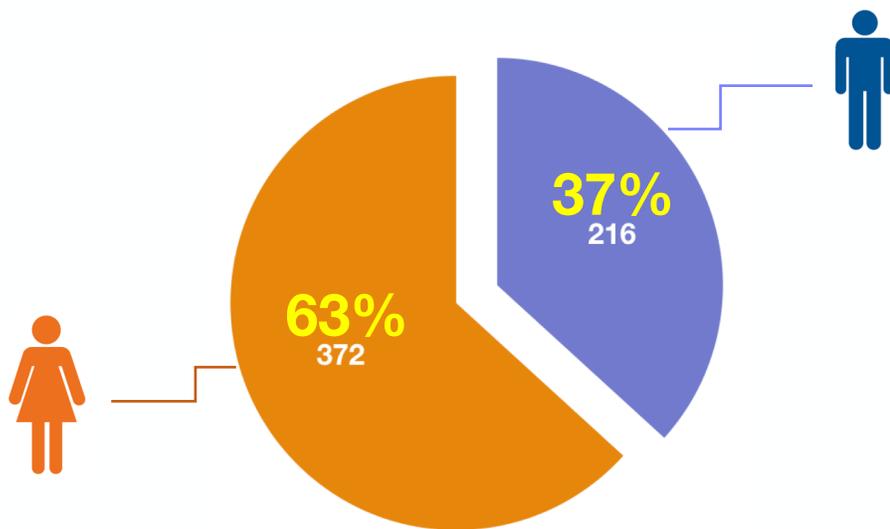
Due to small response rate, data from this survey cannot be generalized.



# Survey Demographics (633 participants)

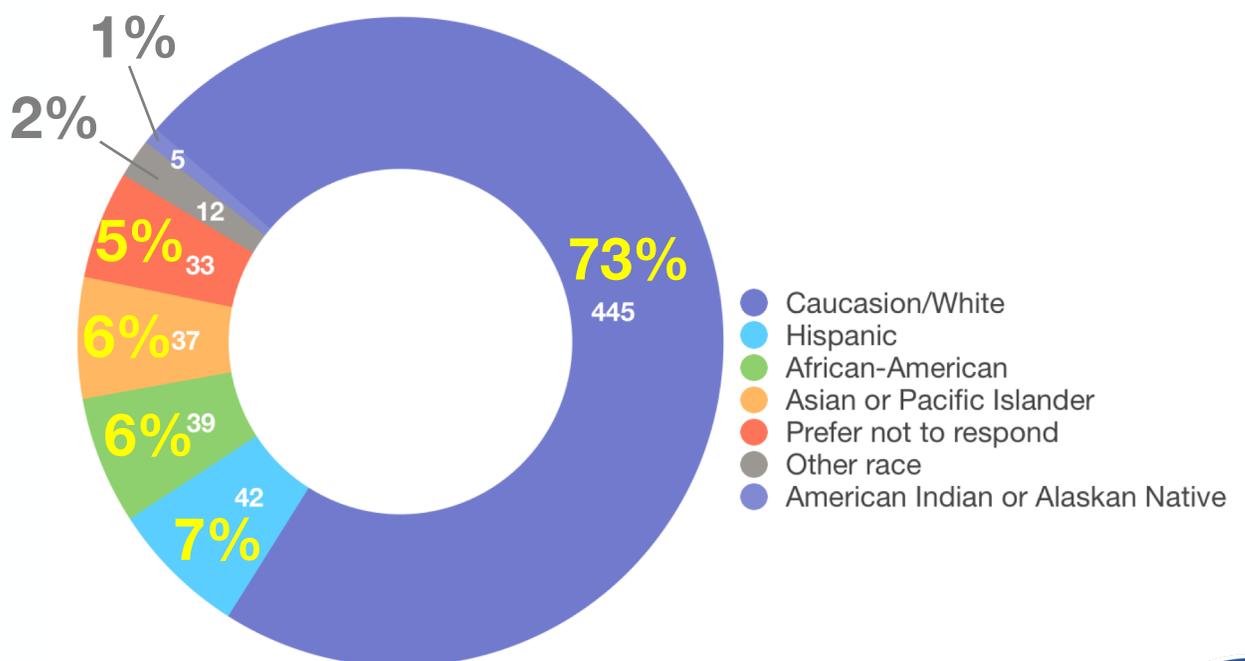
## GENDER

Note: 45 participants did not answer.

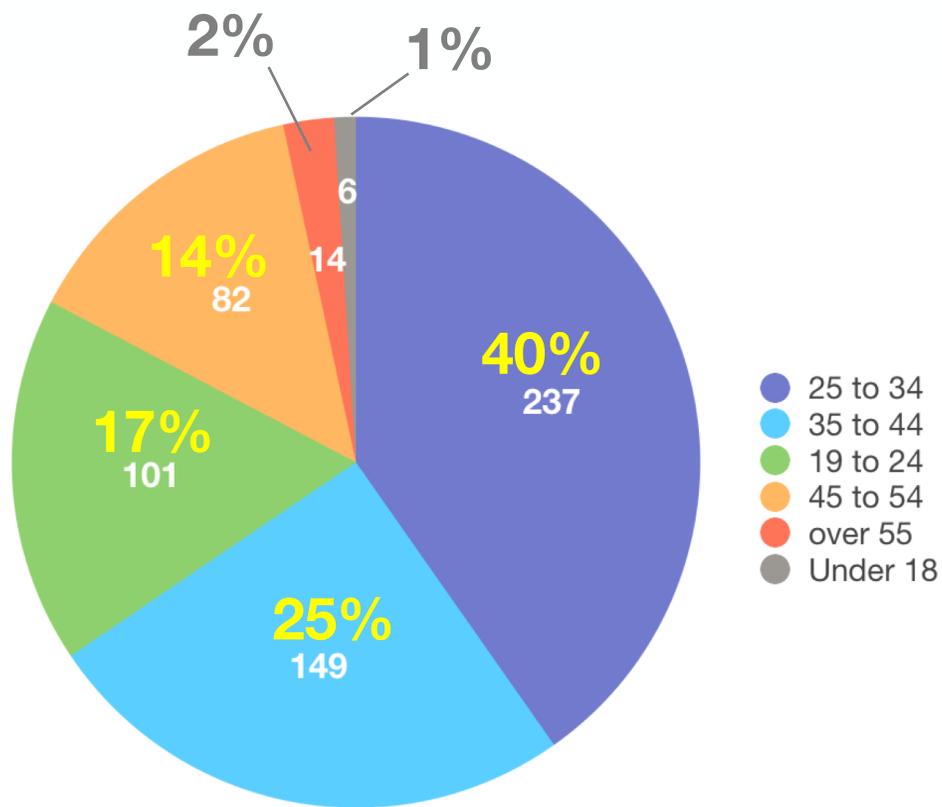


## RACE/ETHNICITY

Note: 20 participants did not answer.



# Survey Demographics (633 participants)



## PROGRAM

Note: 13 participants did not answer.

