

Student Satisfaction and Priorities

PRIORITIES SURVEY TO ONLINE LEARNERS™ RESULTS,

ADMINISTRATION

N=

Students (Number of completed surveys)

Student satisfaction is defined as "when expectations are met or exceeded by the student's **perception** of the campus reality." *Remember perception is reality!

*Schreiner & Juillerat, 1994

Why does student satisfaction matter?

Student satisfaction has been positively linked to:







Priorities for Our Students

Matrix for prioritzing action:





Our Institutional Strengths

These are the top areas our students care about, where we are meeting their expectations.

1.

2.

3.

4.

5.



Our Institutional Challenges

These items are the key areas to improve, based on the priorities of our students."

1.

2.

3.

4.

5.



Next steps for our institution:



What Factors Influence Our Student to Enroll?

It is important to understand why students enroll here.

The percentage of students saying the following factors were important or very important:

CONVENIENCE REPUTATION OF INSTITUTION

WORK SCHEDULE COST

FLEXIBLE PACING FINANCIAL ASSISTANCE

5

Bottom Line Indicators

How satisfied are our students compared with students nationally?

PERCENTAGE SATISFIED/ VERY SATISFIED

NATIONAL LEVEL SATISFIED/ VERY SATISFIED

How likely are our students to enroll

again if they had it to do over?

PERCENTAGE PROBABLY/

DEFINITELY YES

NATIONAL LEVEL PROBABLY/ DEFINITELY YES

For more information, contact:

^{**}These areas will be further explored with additional data analysis and conversations on campus to determine how to best improve the student experience.