Slide 1

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How Satisfied Are Your Online Learners?

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Slide 2

How are you gathering student feedback?

Do your students have a voice in your decision making?

Slide 3

The Priorities Survey for Online Learners is part of the Quality Matters Student Voice Inter-Institutional Research Project for 2014-2015

Slide 4

Priorities Survey for Online Learners

Slide 5

Priorities Survey for Online Learners

Slide 6

Matrix for prioritizing action

Very Important

Institutional Challenges   Institutional Strengths

Very Dissatisfied   Very Satisfied

Very Unimportant

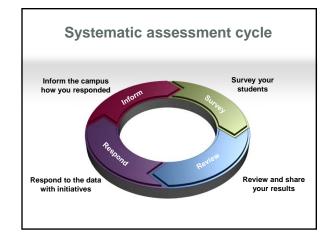*Copyright 1994 – 2014 Noel-Levitz*

Priorities Survey for Online Learners

- Appropriate for students enrolled in 100 percent online programs or hybrid programs
  - Undergraduate or graduate students
- Only available for online administrations
  - Invite 100 percent of your population and expect a 20 percent response rate
- 26 standard items on the survey, covering the following categories:
  - Academic services
  - Enrollment services
  - Institutional perceptions
  - Instructional services
  - Student services
- Ability to customize the survey

Sample items on the PSOL

- Registration for online courses is convenient.
- Instructional materials are appropriate for program content.
- Billing and payment procedures are convenient for me.
- Adequate online library resources are provided.

- The quality of online instruction is excellent.
- Student assignments are clearly defined in the syllabus.
- Faculty are responsive to student needs.
- Tuition paid is a worthwhile investment.
- Faculty provide timely feedback about student progress in a course.

Systematic assessment cycle

Inform the campus how you responded — Inform

Survey your students — Survey

Respond to the data with initiatives — Respond

Review and share your results — Review

Survey your students

When to survey? Determine timing

Fall or spring?

How to survey?

Determine method of administration

A few details regarding email invites

- Noel-Levitz will provide you with email invitation and reminder message templates that you can customize.
- Noel-Levitz will send the emails on your behalf, on dates you determine. They will appear to come from someone at your institution that you designate.
- You are encouraged to offer incentives (drawings for gift-cards, etc.) as well as use other communication avenues (faculty announcements, Website postings, etc.) to boost response rates.
- Most administrations are open for a two or three week window of time.
- Invite 100 percent of your population.
- Typical response rate: 20 percent

Who to survey? Determine the survey population

- **QM programs**
- **Non-QM programs**

Set up separate accounts for QM and Non-QM programs

- Goal is to survey your Quality Matters program students
- Optional: also survey your Non-Quality Matters program students – but must keep these students separate
- Noel-Levitz will set up two separate accounts for you to survey these students in each group; administrations will go on at the same time

What to survey?

Determine your customization

PSOL custom items

- Up to ten items rated for importance and satisfaction
    - Six are standard with the QM project
    - Four are campus specific
- Two additional campus specific demographic items
- Unlimited list of campus specific majors/programs for students to select their area of study from a drop-down list

Quality Matters custom items

1. This institution's online courses are of high quality.
2. Courses have clear instruction about getting started and where to begin.
3. The technologies required in my courses are readily available, provided or easily downloaded.
4. Navigation in the online courses is logical, consistent, and efficient.
5. Course learning objectives, and instructions on how to meet them, are made clear in my courses.
6. Courses are well-designed, readable and not distracting.

You are strongly encouraged to use the campus-specific items, especially the program designations.

A successful survey administration will provide you with data you can have confidence in
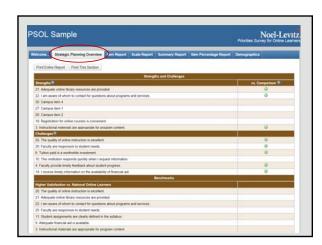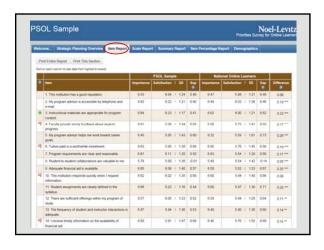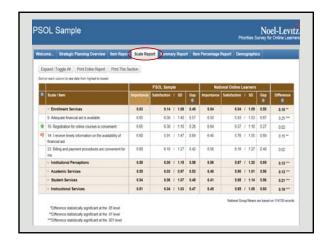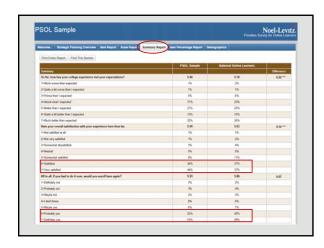
You will receive your main results within two weeks after your online account closes
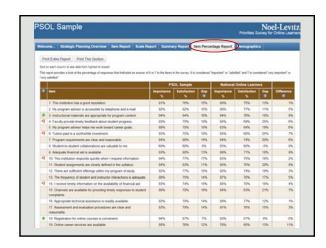
PSOL Reports for the QM Project

- Campus results vs. National Comparison Group
- Campus results (QM programs) vs. QM Comparison Group

- *Optional items*:
  - Your QM programs vs. your non-QM programs
  - Year-to-year reports to compare with previous administrations
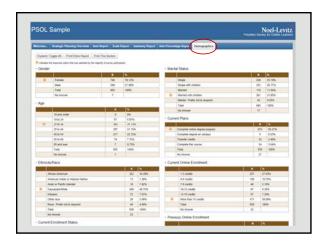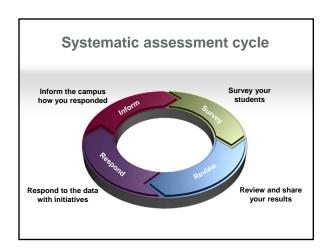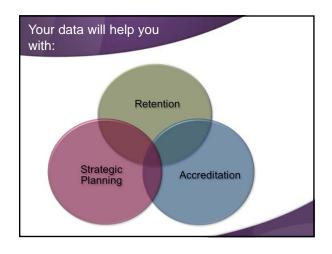 - Raw data

Systematic assessment cycle

Inform the campus how you responded

Survey your students

Respond to the data with initiatives

Review and share your results

Inform

Survey

Respond

Review

Your data will help you with:

Retention

Strategic Planning

Accreditation

What is the cost?

Roughly $2.00 per completed survey

Plus invitation and processing fees
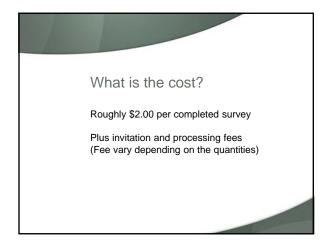(Fee vary depending on the quantities)

Investment Example

Invitation fee: 2500 students at $0.25 each: $625

Completed survey fee: $2.00 x 500 students: $1000

Processing and set up fee: $250
    Includes your results vs. the national group

Comparison with QM Comparison Group: $75

5% handling on total order: $97.50

Total: $2047.50

Next steps:

- Visit www.noellevitz.com/QMProject to learn more

- Place your order:
    www.noellevitz.com/orderPSOL

Timeline:

- Your online account will be available within 3 to 5 business days after you place your order. (Note: Be sure to place orders separately for QM and non-QM populations).
- You will want to allow a couple of days for the customization steps. (Noel-Levitz will provide support).
- Most accounts are open for two or three weeks.
- Once your online account closes, Noel-Levitz will deliver your results within two weeks.
- You will be invoiced based on the actual number of invited students and the actual number of completed surveys.
- Your QM comparison data will be available in June of 2015.

**See the full survey instrument here:
www.noellevitz.com/PSOL**

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www.noellevitz.com/benchmark

Questions