

## Executive Summary

During fall 2017, 206 students (136 undergraduates/other, 64 graduates, and 6 students did not indicate class level) completed the web-based Priorities for Online Learners Survey produced by Ruffalo Noel-Levitz. This is a 24% response rate (861 students were asked to complete the survey). This measures students' satisfaction with a wide range of college experiences, programs, and services. This survey provides information on how satisfied students are with DSU and what is most important to them. DSU's rating are compared to over 128,000 students nationwide.

This survey was administered to all degree-seeking undergraduate and graduate students who are taking 100% of their courses online. This report includes data from three groups: (1) all DSU students (all degree-seeking undergraduate and graduate students taking 100% of their courses online and completed the survey), (2) graduate students (degree-seeking graduate students taking 100% of their courses online and completed the survey), and (3) undergraduate students (degree-seeking undergraduate and "other" students taking 100% of their courses online and completed the survey). The undergraduate population includes the first-year, second-year, third-year, fourth-year, special students, and students who selected "other class level".

DSU students gave very high satisfaction ratings on WebAdvisor capabilities, advisor accessibility, and billing/payment procedures. The top ranked items based on average satisfaction are:

### DSU Students:

1. I am able to use WebAdvisor to access critical student information.
2. My program advisor is accessible by telephone and e-mail.
3. Billing and payment procedures are convenient for me.
4. This institution responds quickly when I request information.
5. My questions on how to use D2L were answered in a timely manner by the DSU staff.

### DSU Graduate Students:

1. My program advisor is accessible by telephone and e-mail.
2. Billing and payment procedures are convenient for me.
3. I am able to use WebAdvisor to access critical student information.
4. This institution responds quickly when I request information.
5. Program requirements are clear and reasonable.

### DSU Undergraduate Students:

1. I am able to use WebAdvisor to access critical student information.
2. This institution responds quickly when I request information.
3. My program advisor is accessible by telephone and e-mail.
4. My questions on how to use D2L were answered in a timely manner by the DSU staff.
5. Registration for online courses is convenient.

Students also rated the importance of various factors in their decision to enroll at DSU. The majority of the students indicated that convenience, flexible pacing for completing a program, and work schedule were most important in their decision to enroll at DSU.

The Priorities for Online Learners Survey allows students to rate both the importance of specific items and their satisfaction with those items. A performance gap is then calculated by taking the difference in the importance rating and the satisfaction rating. A large performance gap score for an item (e.g., 1.5) indicates that the institution is not meeting students' expectations. A small or zero performance gap score (e.g.,  $\leq 0.50$ ) indicates that an institution is meeting student's expectations. A negative performance gap score indicates that an institution is exceeding students' expectations.

### **Top 5 Areas of Strength: High Importance and High Satisfaction (Low Performance Gap)**

The following areas had an average Importance rating of greater than six (on a scale of one to seven). Satisfaction with these areas was also high with an average Satisfaction rating of greater than or equal to 5.75. The Performance Gap was less than or equal to 0.5. There may be more items that qualify as an "area of strength", but only the top five with the lowest performance gaps were included in the lists below.

*Listed in order of Performance Gap:*

DSU Students:

1. I am able to use WebAdvisor to access critical student information. *(Performance Gap: 0.12)*
2. Appropriate technical assistance is readily available. *(Performance Gap: 0.14)*
3. My program advisor is accessible by telephone and e-mail. *(Performance Gap: 0.18)*
4. This institution has a good reputation. *(Performance Gap: 0.21)*
5. Billing and payment procedures are convenient for me. *(Performance Gap: 0.25)*

DSU Graduate Students:

1. My program advisor is accessible by telephone and e-mail. *(Performance Gap: -0.06)*
2. Billing and payment procedures are convenient for me. *(Performance Gap: -0.02)*
3. This institution has a good reputation. *(Performance Gap: 0.08)*
4. I am aware of whom to contact for questions about programs and services. *(Performance Gap: 0.09)*
5. I am able to use WebAdvisor to access critical student information. *(Performance Gap: 0.09)*

DSU Undergraduate Students:

1. My questions on how to use D2L were answered in a timely manner by the DSU staff. *(Performance Gap: 0.04)*
2. I am able to use WebAdvisor to access critical student information. *(Performance Gap: 0.14)*
3. Appropriate technical assistance is readily available. *(Performance Gap: 0.17)*
4. My program advisor is accessible by telephone and e-mail. *(Performance Gap: 0.23)*
5. This institution has a good reputation. *(Performance Gap: 0.28)*

## **Top 5 Areas of Concern: High Importance and Lower Satisfaction (high Performance Gap)**

The following areas were rated high in importance (average importance rating of greater than six on a scale of one to seven) and lower in satisfaction with a performance gap that was greater than 0.75 (with the exception of Graduate Students due to low number of items with a gap score of greater than 0.75. The top 5 gap scores above 0.50 were listed for Graduate Students). In addition, DSU's average satisfaction ratings on all of the items below are lower than the national norms. There may be more items that qualify as an "area of concern". However, only the top five with the largest performance gaps were included in the lists below.

*Listed in order of Performance Gap:*

DSU Students:

1. The quality of online instruction is excellent. *(Performance Gap: 1.23)*
2. Faculty provide timely feedback about student progress. *(Performance Gap: 1.03)*
3. Feedback is provided on assignments, test, and projects within the timeframe specified by the instructor. *(Performance Gap: 0.96)*
4. Tuition paid is a worthwhile investment. *(Performance Gap: 0.95)*
5. Student assignments are clearly defined in the syllabus. *(Performance Gap: 0.88)*

DSU Graduate Students:

1. The quality of online instruction is excellent. *(Performance Gap: 1.08)*
2. Faculty provide timely feedback about student progress. *(Performance Gap: 0.70)*
3. Instructional materials are appropriate for program content. *(Performance Gap: 0.64)*
4. Feedback is provided on assignments, test, and projects within the timeframe specified by the instructor. *(Performance Gap: 0.64)*
5. Tuition paid was a worthwhile investment. *(Performance Gap: 0.63)*

DSU Undergraduate Students:

1. The quality of online instruction is excellent. *(Performance Gap: 1.30)*
2. Faculty provide timely feedback about student progress. *(Performance Gap: 1.20)*
3. Feedback is provided on assignments, test, and projects within the timeframe specified by the instructor. *(Performance Gap: 1.10)*
4. Tuition paid is a worthwhile investment. *(Performance Gap: 1.09)*
5. Student assignments are clearly defined in the syllabus. *(Performance Gap: 1.08)*

## **Trends: Comparing Year-to-Year**

The following lists are comparing results from 2015 to the results received in 2017. Keep in mind, the items listed below may also be listed in the Areas of Concern section. The Trends sections is strictly comparing 2017 results to 2015 results.

Top 5 most significant Performance Gap Decreases from 2015 to 2017 (Improvements):

1. Tutoring services are readily available for online courses. *(-0.37 Performance Gap Improvement)*

2. My program advisor is accessible by telephone and e-mail. *(-0.28 Performance Gap Improvement)*
3. Adequate financial aid is available. *(-0.26 Performance Gap Improvement)*
4. Campus item: Academic advising is available and helpful. *(-0.24 Performance Gap Improvement)*
5. Assessment and evaluation procedures are clear and reasonable. *(-0.23 Performance Gap Improvement)*

Top 5 most significant Performance Gap Increases from 2015 to 2017 (Declines): (Listing 6 due to tie for the 5<sup>th</sup> area of concern)

1. Channels are available for providing timely responses to student complaints. *(+0.25 Performance Gap Change)*
2. The frequency of student and instructor interactions is adequate. *(+0.17 Performance Gap Change)*
3. Campus item: Computing and networking services are adequate to support my class work. *(+0.17 Performance Gap Change)*
4. This institution responds quickly when I request information. *(+0.12 Performance Gap Change)*
5. This institution has a good reputation. *(+0.10 Performance Gap Change)*
6. Instructional materials are appropriate for program content. *(+0.10 Performance Gap Change)*

### Recommendation Scores:

**“How likely is it that you would recommend our institution to a friend or colleague?”**

Students were asked to rate how likely it is that they would recommend DSU to a friend or colleague on a scale of 1-10, where 1 is not likely at all, 5 is neutral, and 10 is extremely likely.

Scores	# of Responses
0 – Not Likely At All	1
1	4
2	5
3	1
4	6
5 - Neutral	17
6	10
7	22
8	43
9	24
10 – Extremely Likely	71

## Results

The following table provides the results from 2017, 2015, and 2013. The difference in mean satisfaction between 2017 and 2015 appears in the November 2017 column for quick comparison.

Item		November 2017					November 2015				December 2013			
		Importance	Satisfaction	SD	Gap	Difference 17-15	Importance	Satisfaction	SD	Gap	Importance	Satisfaction	SD	Gap
1	This institution has a good reputation.	6.19	5.98	1.12	0.21	0.10	5.99	5.88	1.09	0.11	6.09	5.88	1.05	0.21
2	My program advisor is accessible by telephone and e-mail.	6.33	6.15	1.31	0.18	0.42**	6.19	5.73	1.36	0.46	6.23	5.75	1.35	0.48
3	Instructional materials are appropriate for program content.	6.56	5.76	1.34	0.8	0.04	6.42	5.72	1.15	0.70	6.40	5.77	1.17	0.63
4	Faculty provide timely feedback about student progress.	6.47	5.44	1.49	1.03	0.06	6.38	5.38	1.42	1.00	6.43	5.38	1.51	1.05
5	My program advisor helps me work toward career goals.	5.95	5.26	1.72	0.69	-0.04	5.96	5.30	1.64	0.66	6.03	5.33	1.58	0.70

Item		November 2017					November 2015				December 2013			
		Importance	Satisfaction	SD	Gap	Difference 17-15	Importance	Satisfaction	SD	Gap	Importance	Satisfaction	SD	Gap
6	Tuition paid is a worthwhile investment.	6.56	5.61	1.49	0.95	0.08	6.58	5.53	1.42	1.05	6.53	5.72	1.29	0.81
7	Program requirements are clear and reasonable.	6.41	5.80	1.34	0.61	0.09	6.48	5.71	1.32	0.77	6.38	5.81	1.18	0.57
8	Student-to-student collaborations are valuable to me.	4.17	4.85	1.70	-0.68	-0.20	4.44	5.05	1.49	-0.61	4.59	5.13	1.43	-0.54
9	Adequate financial aid is available.	5.88	5.50	1.68	0.38	0.14	6.00	5.36	1.67	0.64	6.02	5.82	1.38	0.20
10	This institution responds quickly when I request information.	6.45	6.10	1.35	0.35	0.08	6.25	6.02	1.03	0.23	6.24	5.76	1.35	0.48
11	Student assignments are clearly defined in the syllabus.	6.48	5.60	1.57	0.88	0.05	6.37	5.55	1.37	0.82	6.41	5.68	1.39	0.73
12	There are sufficient offerings within my program of study.	6.46	5.80	1.30	0.66	0.23	6.43	5.57	1.36	0.86	6.50	5.55	1.33	0.95

Item		November 2017					November 2015				December 2013			
		Importance	Satisfaction	SD	Gap	Difference 17-15	Importance	Satisfaction	SD	Gap	Importance	Satisfaction	SD	Gap
13	The frequency of student and instructor interactions is adequate.	6.10	5.61	1.39	0.49	0.08	5.85	5.53	1.28	0.32	6.11	5.47	1.40	0.64
14	I receive timely information on the availability of financial aid.	5.97	5.61	1.59	0.36	-0.01	5.94	5.62	1.35	0.32	5.95	5.50	1.56	0.45
15	Channels are available for providing timely responses to student complaints.	5.98	5.20	1.81	0.78	-0.15	5.88	5.35	1.50	0.53	5.84	5.34	1.44	0.50
16	Appropriate technical assistance is readily available.	6.08	5.94	1.17	0.14	0.15	5.91	5.79	1.26	0.12	5.99	5.70	1.43	0.29
17	Assessment and evaluation procedures are clear and reasonable.	6.28	5.77	1.35	0.51	0.24	6.27	5.53	1.42	0.74	6.22	5.76	1.24	0.46
18	Registration for online courses is convenient.	6.61	6.06	1.40	0.55	0.07	6.49	5.99	1.30	0.50	6.47	6.01	1.29	0.46

Item		November 2017					November 2015				December 2013			
		Importance	Satisfaction	SD	Gap	Difference 17-15	Importance	Satisfaction	SD	Gap	Importance	Satisfaction	SD	Gap
19	Online career services are available.	5.79	5.54	1.52	0.25	0.46*	5.55	5.08	1.60	0.47	5.73	5.43	1.47	0.30
20	The quality of online instruction is excellent.	6.69	5.46	1.61	1.23	0.18	6.61	5.28	1.52	1.33	6.66	5.30	1.58	1.36
21	Adequate online library resources are provided.	5.85	5.68	1.52	0.17	0.11	5.91	5.57	1.38	0.34	6.03	5.72	1.32	0.31
22	I am aware of whom to contact for questions about programs and services.	6.14	5.72	1.51	0.42	0.06	6.11	5.66	1.33	0.45	6.21	5.75	1.32	0.46
23	Billing and payment procedures are convenient for me.	6.38	6.13	1.32	0.25	-0.07	6.36	6.20	1.00	0.16	6.31	6.04	1.26	0.27
24	Tutoring services are readily available for online courses.	5.32	5.09	1.79	0.23	0.17	5.52	4.92	1.55	0.60	5.61	4.81	1.70	0.80
25	Faculty are responsive to student needs.	6.48	5.78	1.49	0.70	0.13	6.42	5.65	1.29	0.77	6.48	5.68	1.40	0.80



Item		November 2017					November 2015				December 2013			
		Importance	Satisfaction	SD	Gap	Difference 17-15	Importance	Satisfaction	SD	Gap	Importance	Satisfaction	SD	Gap
26	The bookstore provides timely service to students.	5.53	5.31	1.87	0.22	0.02	5.58	5.29	1.64	0.29	5.75	5.76	1.27	-0.01
27	Campus item: Course and program information is easy to find and use.	6.37	5.80	1.28	0.57	0.21	6.27	5.59	1.39	0.68	6.39	5.68	1.32	0.71
28	Campus item: Instructors respond to emails within 24 hours.	6.45	5.78	1.55	0.67	0.13	6.38	5.65	1.49	0.73	6.46	5.62	1.49	0.84
29	Campus item: Academic advising is available and helpful.	6.24	5.47	1.66	0.77	0.22	6.26	5.25	1.59	1.01	6.26	5.62	1.38	0.64
30	Campus item: The student success program, Starfish, is a suitable online tool to find out about performance updates, concerns & referrals.	5.20	5.16	1.83	0.04	0.10	5.12	5.06	1.44	0.06	5.34	5.18	1.59	0.16

Item		November 2017					November 2015				December 2013			
		Importance	Satisfaction	SD	Gap	Difference 17-15	Importance	Satisfaction	SD	Gap	Importance	Satisfaction	SD	Gap
31	Campus item: Computing and networking services are adequate to support my class work.	6.25	5.75	1.43	0.50	-0.22	6.30	5.97	1.00	0.33	6.24	5.80	1.39	0.44
32	Campus item: My questions on how to use D2L were answered in a timely manner by the DSU staff.	5.99	6.09	1.14	-0.10	0.12	6.09	5.97	1.18	0.12	6.14	6.00	1.13	0.14
33	Campus item: I am able to use WebAdvisor to access critical student information.	6.42	6.30	1.08	0.12	0.11	6.36	6.19	1.08	0.17	6.38	6.18	1.04	0.20
34	Campus item: Feedback is provided on assignments, tests, and projects within the timeframe specified by the instructor.	6.43	5.47	1.58	0.96	0.07	6.46	5.40	1.57	1.06	6.54	5.49	1.50	1.05

Item		November 2017					November 2015				December 2013			
		Importance	Satisfaction	SD	Gap	Difference 17-15	Importance	Satisfaction	SD	Gap	Importance	Satisfaction	SD	Gap
35	Campus item: Library staff provide timely and helpful assistance.	5.58	5.72	1.55	-0.14	-0.31	5.79	6.03	1.16	-0.24	5.78	5.87	1.29	-0.09
36	Campus item: I received adequate information to guide me through the registration process.	6.21	5.59	1.62	0.62	-0.09	6.28	5.68	1.39	0.60	6.28	5.84	1.28	0.44
37	Source of information: Catalog and brochures (printed)	4.56					4.02				3.84			
38	Source of information: Catalog (online)	6.27					6.01				6.16			
39	Source of information: College representatives	4.88					4.05				4.27			
40	Source of information: Web site	6.35					6.10				6.36			

Item		November 2017					November 2015				December 2013			
		Importance	Satisfaction	SD	Gap	Difference 17-15	Importance	Satisfaction	SD	Gap	Importance	Satisfaction	SD	Gap
41	Source of information: Advertisements	3.89					3.17				3.55			
42	Source of information: Recommendation from instructor or program advisor	5.77					4.94				5.38			
43	Source of information: Contact with current students and / or recent graduates of the program	4.78					4.52				4.51			
44	Factor to enroll: Ability to transfer credits	5.85					5.70				5.88			
45	Factor to enroll: Cost	6.25					6.19				6.33			
46	Factor to enroll: Financial assistance available	5.66					5.62				5.53			
47	Factor to enroll: Future employment opportunities	6.13					6.12				6.02			

Item		November 2017					November 2015				December 2013			
		Importance	Satisfaction	SD	Gap	Difference 17-15	Importance	Satisfaction	SD	Gap	Importance	Satisfaction	SD	Gap
48	Factor to enroll: Reputation of institution	6.05					6.06				6.30			
49	Factor to enroll: Work schedule	6.49					6.41				6.47			
50	Factor to enroll: Flexible pacing for completing a program	6.51					6.36				6.48			
51	Factor to enroll: Convenience	6.55					6.70				6.65			
52	Factor to enroll: Distance from campus	5.01					4.97				5.53			
53	Factor to enroll: Program requirements	6.18					6.07				6.23			
54	Factor to enroll: Recommendations from employer	4.62					3.99				4.03			

\*Difference statistically significant at the .05 level  
\*\*Difference statistically significant at the .01 level  
\*\*\*Difference statistically significant at the .001 level