2010 Priorities for Online Learners Survey
Executive Summary

During fall 2010, 112 DSU students (47 graduates & 65 undergraduates/other) completed the web-based Priorities for Online Learners Survey produced by Noel-Levitz, Inc. 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 ratings are compared to over 84,000 students.

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 student taking 100% of their courses online and completed the survey) and (3) undergraduate students (degree-seeking undergraduate and 'other' student 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 to their computer abilities, payment process, and the computing services. The top ranked items based on average satisfaction are:

DSU Students:
1. My computer skills are adequate to take an online course.
2. I am able to use WebAdvisor to access critical student information.
3. Computing and networking services are adequate to support my class work.
4. Billing and payment procedures are convenient.
5. Questions about D2L were answered in a timely manner.

Graduate Students:
1. My computer skills are adequate to take an online course.
2. I am able to use WebAdvisor to access critical student information.
3. Billing and payment procedures are convenient.
4. Computing and networking services are adequate to support my class work.
5. Adequate online library resources are convenient.

Undergraduate Students:
1. My computer skills are adequate to take an online course.
2. Computing and networking services are adequate to support my class work.
3. I am able to use WebAdvisor to access critical student information.
4. Financial aid information is easy to find and use.
5. Billing and payment procedures are 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 "Cost" 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.,<=0.50) indicates that an institution is meeting students' expectations, and a negative gap score indicates that an institution is exceeding students' expectations.

Top 5 Areas of Strength: High Importance and High Satisfaction (Low performance gaps)
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 "areas of strength", but the top five with the highest satisfaction were only included in the lists below.

Listed in order of performance gap:
- DSU Students
    - My computer skills are adequate to take an online course. (performance gap: -0.26)
        - Ranked 1st in satisfaction and tied for 13th in importance
    - Computing & networking services are adequate to support my class work. (performance gap: 0.11)
        - Ranked 3rd in satisfaction and tied for 16th in importance
    - Billing and payment procedures are convenient. (performance gap: 0.14)
        - Ranked 4th in satisfaction and tied for 19th in importance
    - I am able to use WebAdvisor to access critical student information. (performance gap: 0.17)
        - Ranked 2nd in satisfaction and tied for 6th in importance
    - Questions about D2L were answered in a timely manner. (performance gap: 0.17)
        - Ranked 5th in satisfaction and ranked 22nd in importance
- Graduate Students
    - Computing & networking services are adequate to support my class work. (performance gap: -0.17)
        - Ranked 4th in satisfaction and ranked 21st in importance
    - Billing and payment procedures are convenient. (performance gap: -0.10)
        - Ranked 3rd in satisfaction and tied for 18th in importance
    - I am able to use WebAdvisor to access critical student information. (performance gap: -0.05)
        - Ranked 2nd in satisfaction and ranked for 9th in importance
    - Adequate online library resources provided. (performance gap: 0.31)
        - Ranked 5th in satisfaction and tied 5th in importance
    - Institution responds quickly to information requests. (performance gap: 0.30)
        - Tied for 8th in satisfaction and ranked 11th in importance
- Undergraduate Students
    - My computer skills are adequate to take an online course. (performance gap: 0.05)
        - Ranked 1st in satisfaction and tied for 5th in importance
    - Computing & networking services are adequate to support my class work. (performance gap: 0.30)
        - Tied for 2nd in satisfaction and tied for 7th in importance
    - I am able to use WebAdvisor to access critical student information. (performance gap: 0.34)
        - Tied for 2nd in satisfaction and tied for 5th in importance
    - Financial aid information is easy to find and use. (performance gap: 0.34)
        - Ranked 4th in satisfaction and tied for 16th in importance
    - Billing and payment procedures are convenient. (performance gap: 0.35)
        - Ranked 5th in satisfaction and tied for 16th in importance

Areas of Concern: High Importance and Lower Satisfaction (high performance gaps)
The following areas were rated high in importance (average importance rating of greater then six – on a scale of one to seven) and lower in satisfaction with a performance gap that was greater than 0.75. 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 "areas of concern", but the top five with the largest performance gap were only included in the lists below.

Listed in order of performance gap:
- DSU Students
  - Faculty provide timely feedback. (performance gap: 1.31)
    - Ranked 35th in satisfaction and tied for 11th in importance
  - Quality of online instruction is excellent. (performance gap: 1.17)
    - Tied for 30th in satisfaction and ranked 1st in importance
  - Program advisor helps me work toward career goals. (performance gap: 0.98)
    - Tied for 33rd in satisfaction and ranked 26th in importance
  - Faculty are responsive to student needs. (performance gap: 0.90)
    - Ranked 27th in satisfaction and ranked 9th in importance
  - Program requirements are clear/reasonable. (performance gap: 0.86)*
    - Ranked 22nd in satisfaction and tied for 4th in importance
  - Sufficient offerings within my program. (performance gap: 0.86)*
    - Ranked 23rd in satisfaction and tied for 6th in importance
- Graduate Students
  - Faculty provide timely feedback. (performance gap: 1.45)
    - Ranked 35th in satisfaction and ranked 12th in importance
  - Quality of online instruction is excellent. (performance gap: 1.04)
    - Ranked 26th in satisfaction and ranked 3rd in importance
  - Instructional materials are appropriate for program content. (performance gap: 1.03)
    - Tied for 22nd in satisfaction and ranked 1st in importance
  - Faculty are responsive to student needs. (performance gap: 0.95)
    - Tied for 24th in satisfaction and tied for 5th in importance
  - Assessment/evaluation procedures are clear. (performance gap: 0.93)
    - Ranked 32nd in satisfaction and ranked 16th in importance
- Undergraduate Students
  - Quality of online instruction is excellent. (performance gap: 1.28)
    - Ranked 31st in satisfaction and ranked 1st in importance
  - Faculty provide timely feedback. (performance gap: 1.19)
    - Ranked 34th in satisfaction and tied for 18th in importance
  - Program advisor helps me work toward career goals. (performance gap: 1.12)
    - Ranked 33rd in satisfaction and ranked 22nd in importance
  - Program requirements are clear/reasonable. (performance gap: 1.03)
    - Ranked 27th in satisfaction and ranked 3rd in importance
  - Sufficient offerings within my program. (performance gap: 0.93)*
    - Ranked 26th in satisfaction and ranked 9th in importance
  - Online career services are available. (performance gap: 0.93)*
    - Ranked 32nd in satisfaction and ranked 29th in importance

*Two questions had the same performance gap; therefore, six items were included instead of five.