



PennState



PRIORITIES SURVEY FOR ONLINE LEARNERS

2022

Executive Summary

To improve our processes and practices at the World Campus we have implemented an annual student survey. In the spring of 2022 we administered the Ruffalo Noel Levitz Priorities Survey for Online Learners (PSOL). The survey went to 6,430 active bachelor's degree seeking students with the home campus of World Campus. Of those, 418 (7%) completed the survey.

Top areas of importance

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

1. Students are able to experience intellectual growth here.
2. Registration for online courses is convenient.
3. The quality of online instruction is excellent.

Overall satisfaction

Students' overall satisfaction rating was 5.67 on a 7-point scale.

Top institutional strengths

The top three areas identified as institutional strengths were:

1. Students are able to experience intellectual growth here.
2. Registration for online courses is convenient.
3. Billing and payment procedures are convenient for me.

Top institutional challenges

The top three areas identified as institutional challenges were:

1. The quality of online instruction.
2. Faculty responsiveness to student needs.
3. Clear and reasonable program requirements.



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. 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 6,430 students with the home campus of World Campus. One invite and two reminder emails were sent. All were World Campus branded.

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 and the top half of importance.

Determining Key Institutional Challenges

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

Comparisons to Other Universities

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

Qualitative Analysis

262 students provided feedback to the single open-ended question.

Limitations

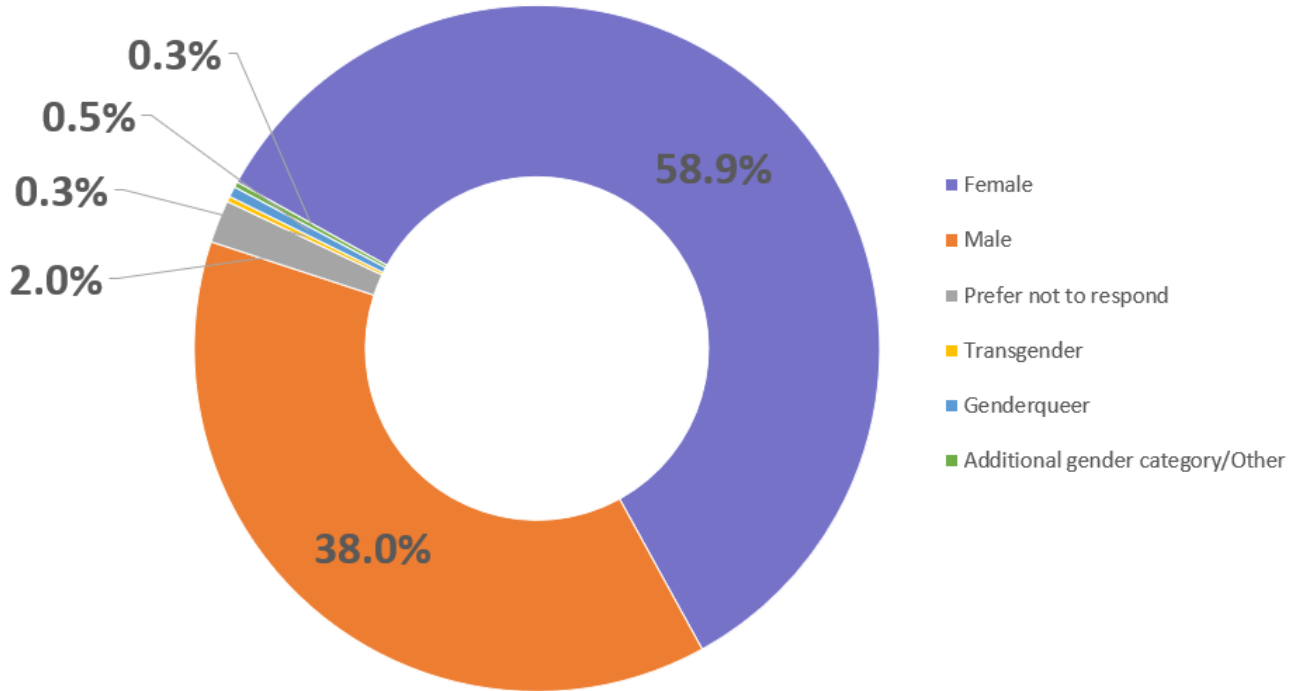
Due to small response rate, data from this survey cannot be generalized.



Survey Demographics (418 participants)

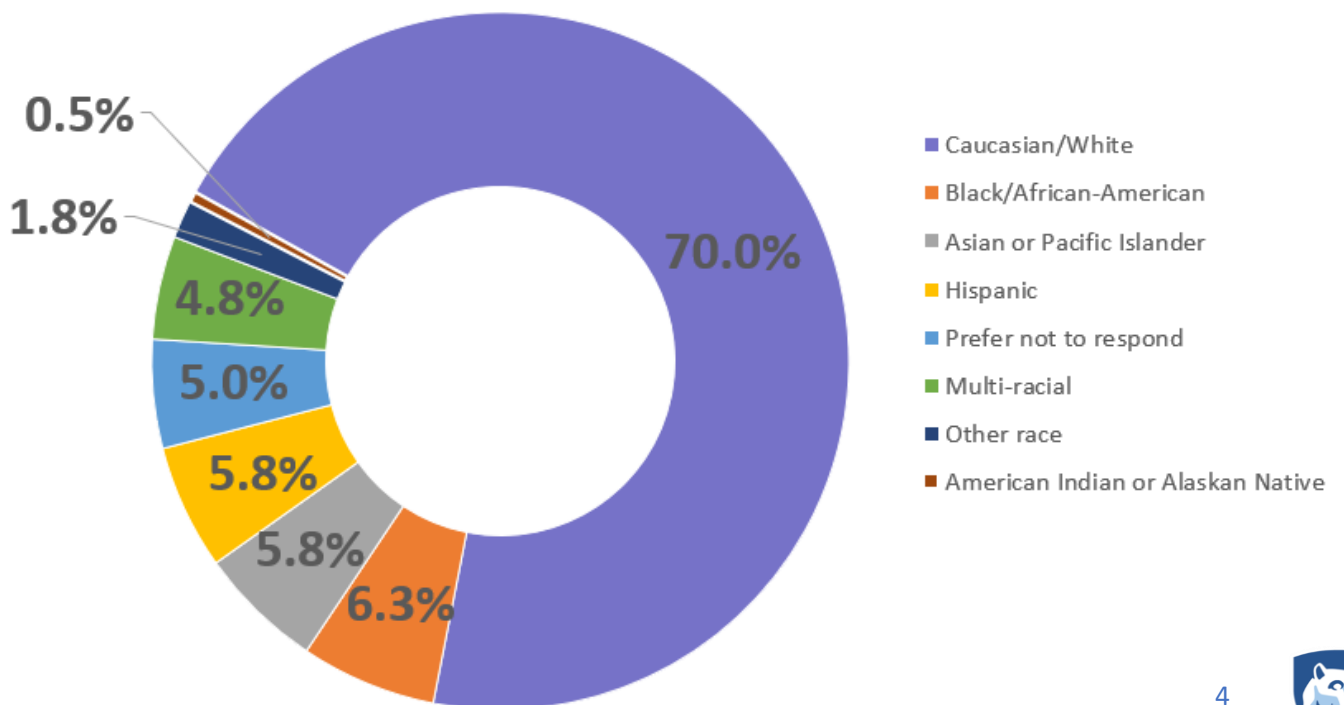
GENDER

Note: 21 participants did not answer.



RACE/ETHNICITY

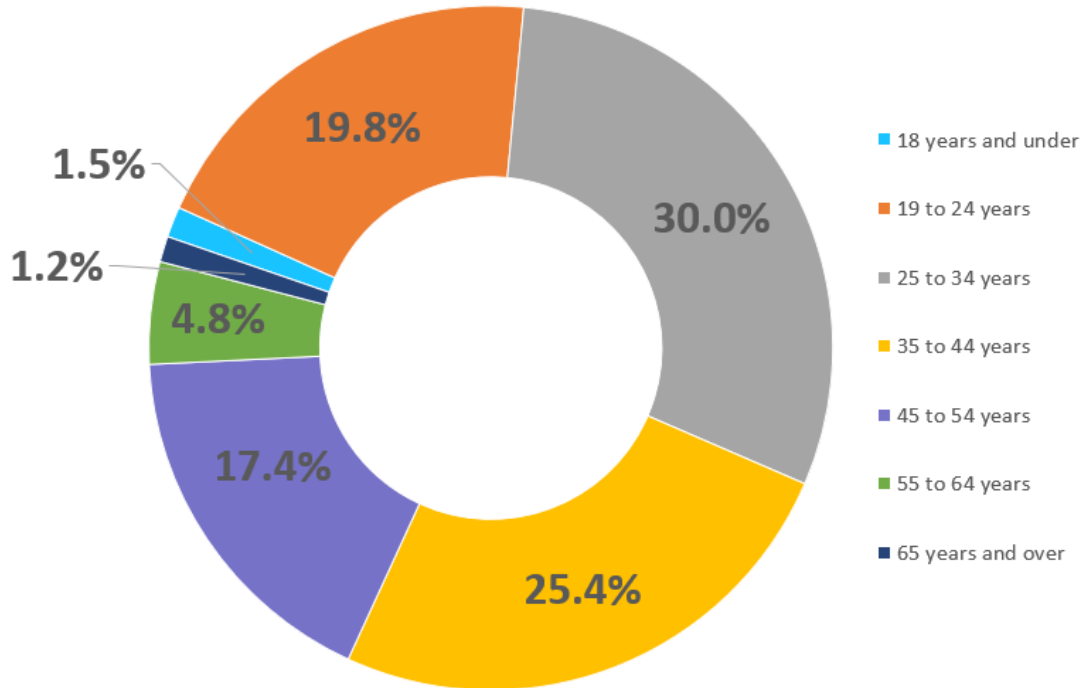
Note: 21 participants did not answer.



Survey Demographics (418 participants)

AGE

Note: 4 participants did not answer.



PROGRAM

Note: 10 participants did not answer.

