



PennState



# PRIORITIES SURVEY FOR ONLINE LEARNERS

# 2023

# Executive Summary

To improve our processes and practices at the World Campus we have implemented an annual student survey. In the spring of 2023 we administered the Ruffalo Noel Levitz Priorities Survey for Online Learners (PSOL). The survey went to 5,996 active bachelor's degree seeking students with the home campus of World Campus. Of those, 316 (5%) completed the survey.

## Top areas of importance

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

1. Convenience.
2. Reputation of the institution.
3. Flexible pacing for completing a program.

## Overall satisfaction

Students' overall satisfaction rating was 68% (5.63 on a 7-point scale). 74% (5.89 on a 7-point scale) of students indicate they would probably or definitely enroll again if they had to do it over.

## Top institutional strengths

The top three areas identified as institutional strengths were:

1. Faculty are fair and unbiased in their treatment of individual students.
2. Registration for online courses is convenient.
3. Appropriate technical assistance is readily available.

## Top institutional challenges

The top three areas identified as institutional challenges were:

1. The quality of online instruction.
2. Appropriateness of instructional materials for program content.
3. Faculty responsiveness to student needs.



# 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 5,996 active bachelor’s degree seeking 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

191 students provided comments in response to the single open-ended question.

## Limitations

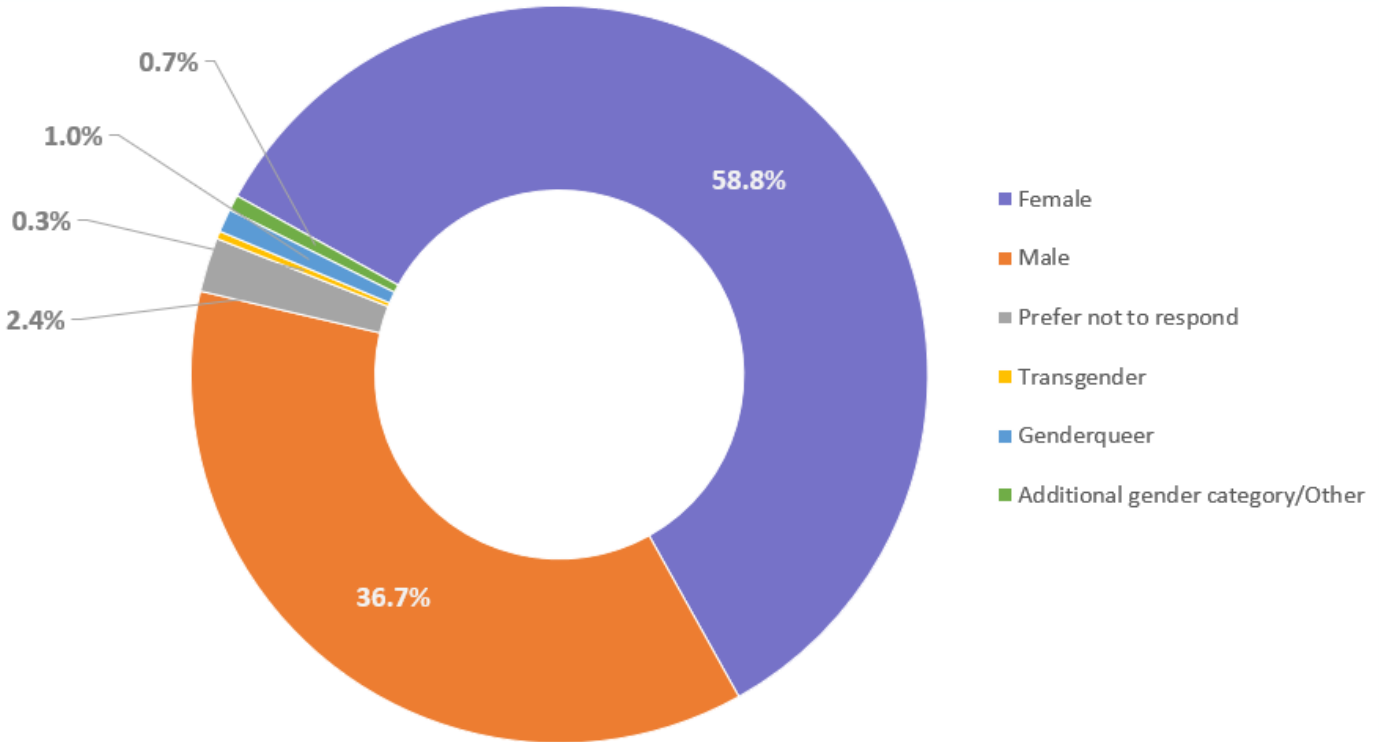
Due to small response rate, data from this survey cannot be generalized.



# Survey Demographics (316 participants)

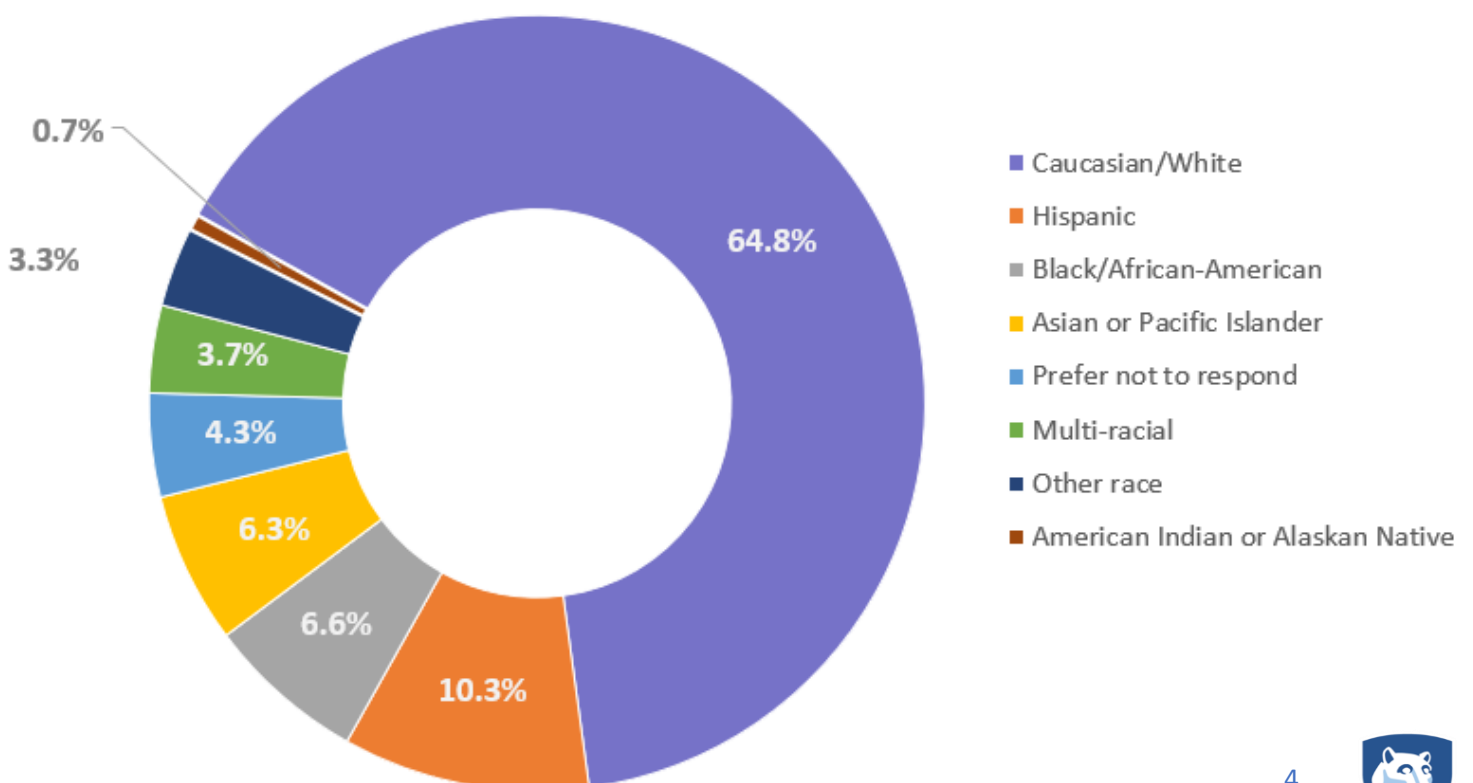
## GENDER

Note: 22 participants did not answer.



## RACE/ETHNICITY

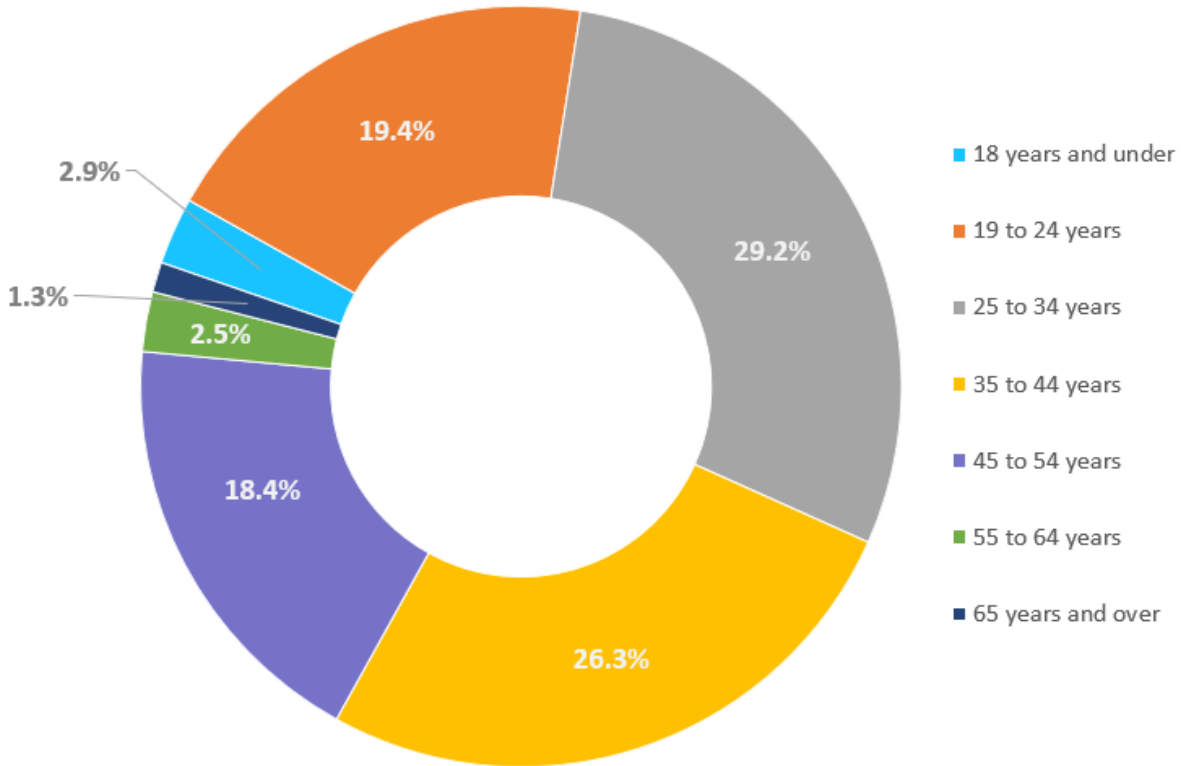
Note: 15 participants did not answer.



# Survey Demographics (316 participants)

## AGE

Note: 1 participant did not answer.



## PROGRAM

Note: 5 participants did not answer.

