
Spring 2011 - FHSU Noel-Levitz Priorities Survey for Online Learners

A comparison and analysis report regarding student reported data for Virtual College students at Fort Hays State University.

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Overview & Student Classification

Survey was sent to all students enrolled in a Virtual College course during the Spring 2011 semester. Survey was completed April 2011. Results available May 2011.

Comparison of surveys completed over past five semesters.

Semester	Possible Surveys	Surveys Completed	Return Rate
Spring 2009	3468	771	22%
Fall 2009	4344	589	14%
Spring 2010	6589	871	13%
Fall 2010	5170	1498	29%
Spring 2011	4282	1137	27%

Three emails were sent to students as reminders to complete the survey. Emails were dated 4/20/2011, 4/22/2011, and 4/26/2011. The majority of surveys were completed immediately following a reminder email.

FHSU's Virtual College composed ten campus-defined items, otherwise known as ten additional campus items (see page 7). Also included were two questions in the demographic area to target Internet connectivity and advisors (see page 7). Questions were updated this year and should be evaluated based on student response.

Demographics – Segmented Overview

Gender – students completing survey

Female	Male	No Answer
68.21%	31.79%	
768 students	358 students	11 students

Age – breakdown of students that completed survey

18 & Under	19 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65 & Above	No Answer
1.51%	10.49%	36.36%	27.20%	18.67%	5.69%	0.09%	
17 students	118 students	409 students	306 students	210 students	64 students	1 student	12 students

Current Residence

Own their Own Home	Rent a Room, Apartment, or House	Relative's Home	Residence Hall	Other Residence	No Answer
64.88%	26.92%	6.24%	0.27%	1.69%	
728 students	302 students	70 students	3 students	19 students	15 students

Marital Status

Single	Single with Children	Married	Married with Children	Marital – Prefer Not to Respond	No Answer
21.01%	10.68%	16.70%	49.91%	1.71%	
234 students	119 students	186 students	556 students	19 students	23 students

Current Academic Plans

Complete Online Degree Program	Complete Degree on Campus	Transfer Credits	Complete this Course	No Answer
87.39%	1.97%	4.03%	6.62%	
977 students	22 students	45 students	74 students	19 students

Current Online Enrollment

1 – 3 Credit Hours	4 – 6 Credit Hours	7 – 9 Credit Hours	10 – 12 Credit Hours	13 – 15 Credit Hours	More than 15 Credit Hours	No Answer
22.68%	30.51%	17.49%	19.03%	7.38%	2.91%	
249 students	335 students	192 students	209 students	81 students	32 students	39 students

Employment

Full-Time Employee	Part-Time Employee
74.31%	12.13%
833 students	136 students

Internet Connectivity

I am able to view and download videos through my Internet connection.

Strongly agree	67.48%
Somewhat agree	28.12%
Somewhat disagree	2.34%
Disagree	2.07%

Advisor

I have had beneficial discussions with my advisor.

Strongly agree	42.92%
Somewhat agree	37.01%
Somewhat disagree	9.77%
Disagree	10.30%

Institutional Summary

*Denotes a top ten factor in Spring 2010 data

What do FHSU students value most? The top ten items are listed by order of importance:

1. *Factor to enroll: Convenience
- Tie 2. *Registration for online courses is convenient.
3. *Campus item: My online instructors have timely responses when I have questions.
- Tie 4. *Factor to enroll: Work schedule.
5. *Campus item: The Blackboard course management system is reliable.
6. *Tuition paid is a worthwhile investment.
- Tie 7. *Student assignments are clearly defined.
8. *Factor to enroll: Flexible pacing for completing a program.
9. *The quality of online instruction is excellent.
10. Program requirements are clear and reasonable.

What do FHSU students value least? The bottom ten items are listed by order of least importance:

1. *Source of information: Advertisements.
2. *Source of information: Catalog and brochures (printed).
3. *Source of information: College representatives.
4. *Student-to-student collaborations are valuable to me.
5. *Factor to enroll: Recommendations from employer.
6. *Source of information: Contact with current students and/or recent graduates of the program.
7. *Source of information: Recommendation from instructor or program advisor.
8. *Tutoring services are readily available for online courses.
9. *Factor to enroll: Distance from campus.
10. *Campus item: My online instructors have posted at least one announcement each week for my online courses.

Institutional Summary – Continued

The asterisks indicate statistical significance. The key is as follows:

* Difference statistically significant at the .05 level

** Difference statistically significant at the .01 level

*** Difference statistically significant at the .001 level

Virtual College students reported the following strengths: (by importance factor)

Item	Mean Difference	FHSU Import. Factor
Registration for online courses is convenient	0.13***	6.67
The Blackboard course management system is reliable	N/A	6.65
Tuition paid is a worthwhile investment	0.26***	6.64
The institution responds quickly when I request information	0.21***	6.51
Billing and payment procedures are convenient for me	0.34***	6.50
I have received timely responses from student service offices (financial aid, registrar's office, etc.)	N/A	6.50
I would recommend FHSU online courses to other people	N/A	6.46

Comparison of strengths – Spring 2010 and Spring 2011

Item	Spring 2010 FHSU Import. Factor	Spring 2010 Mean Difference	Spring 2011 FHSU Import. Factor	Spring 2011 Mean Difference
Registration for online courses is convenient	0.19***	6.70	0.13***	6.67
Tuition paid is a worthwhile investment	0.35***	6.66	0.26***	6.64
Billing and payment procedures are convenient for me	0.37***	6.56	0.34***	6.50
I have received timely responses from student service offices (financial aid, registrar's office, etc.)	N/A	6.56	N/A	6.50
The institution responds quickly when I request information	0.19***	6.55	0.21***	6.51
I would recommend FHSU online courses to other people	N/A	6.48	N/A	6.46

Institutional Summary – Continued

Virtual College students reported the following challenges: (by importance factor)

Item	Mean Difference	FHSU Import. Factor
Student assignments are clearly defined in the syllabus	-0.11**	6.64
The quality of online instruction is excellent	-0.08	6.60
There are sufficient offerings within my program of study	0.02	6.56
Faculty are responsive to student needs	-0.15***	6.56
Faculty provide timely feedback about student progress	-0.38***	6.54

Comparison of challenges – Spring 2010 and Spring 2011

Item	Spring 2010 FHSU Import. Factor	Spring 2010 Mean Difference	Spring 2011 FHSU Import. Factor	Spring 2011 Mean Difference
The quality of online instruction is excellent	-0.18***	6.70	-0.08	6.60
My online instructors have timely responses when I have questions	N/A	6.70	N/A	6.67
Student assignments are clearly defined in the syllabus	-0.22***	6.68	-0.11**	6.64
Faculty are responsive to student needs	-0.22***	6.64	-0.15***	6.56
Faculty provide timely feedback about student progress	-0.55***	6.60	-0.38***	6.54

What we are doing better than others: FHSU Higher Satisfaction vs. National Online Learners

- Registration for online courses is convenient.
- Tuition paid is a worthwhile investment.
- This institution responds quickly when I request information.
- Billing and payment procedures are convenient for me.

What we need to work on: FHSU Lower Satisfaction vs. National Online Learners

- Student assignments are clearly defined in the syllabus.
- Faculty are responsive to student needs.
- Faculty provide timely feedback about student progress.

Campus-Defined Items

1. The learning objectives are clear in each learning unit.
2. The Blackboard course management system is reliable.
3. I have been asked to use the Discussion Board and/or Groups in online discussion.
4. My online instructors have posted at least one announcement each week for my online courses.
5. My online instructors have timely responses when I have questions.
6. I have received timely responses for my questions from the Virtual College staff.
7. I have received timely responses from student service offices (financial aid, registrar's office, etc.).
8. I have received timely responses from the FHSU bookstore.
9. The Forsyth Library outreach program has provided me timely access to academic resources.
10. I would recommend FHSU online courses to other people.

Demographic Questions

1. I am able to view and download videos through my Internet connection.
 1. Strongly agree
 2. Somewhat agree
 3. Somewhat disagree
 4. Disagree
2. I have had beneficial discussions with my advisor.
 1. Strongly agree
 2. Somewhat agree
 3. Somewhat disagree
 4. Disagree