Priorities Survey for Online Learners
August 2022

Oklahoma State University Institute of Technology
Okmulgee, Oklahoma

OSUIT Office of Institutional Research

Executive Summary

Results for the Oklahoma State University Institute of Technology (OSUIT) spring 2022 administration of the Priorities Survey for Online Learners (PSOL) show minimal changes from the 2021 PSOL on satisfaction and importance items. Only five survey items showed a statistically significant difference, and they were all positive. All 2022 survey items displayed similar satisfaction levels to the national comparison group, with only three survey items displaying statistically significant changes, all of which were negative. *Overall satisfaction with the student experience* at OSUIT thus far increased at a statistically significant level between 2021 and 2022. However, there were statistically significant negative correlations with the National Group on *overall satisfaction* and *college experience*.

OSUIT's strengths in 2022 reflect a general satisfaction by online learners in the following areas:
- Campus item: Canvas, the online classroom, is easy to use.
- Instructional materials are appropriate for program content.
- My program advisor is accessible by telephone and e-mail.
- Billing and payment procedures are convenient for me.
- Campus item: At OSUIT, choices are available for taking classes either face-to-face or online.

OSUIT's challenges focus on the disparity between importance and satisfaction in the following areas:
- Faculty are responsive to student needs.
- Program requirements are clear and reasonable.
- There are sufficient offerings within my program of study.
- Tuition paid is a worthwhile investment.
- Campus item: There are sufficient online courses available through OSUIT.

The most important sources of information for online students considering enrollment are typically the *website* and the *online catalog*. At OSUIT, the most important sources of information were the *website*, *online catalog* and the *recommendation from instructor or program advisor*. The factors that generally go into the decision to enroll are *convenience*, *flexible pacing for completing a program*, and *work schedule*. At OSUIT, *future employment opportunities*, *flexible pacing for completing a program*, *work schedule*, and *convenience* were most important.

In comparison, the primary sources of information on attending OSUIT, according to five-year average importance ratings were the *website*, *recommendation from instructor or program advisor*, and the *online catalog*. The top three reasons for enrollment at OSUIT, based on their five-year average importance rating are *future employment opportunities*, *cost*, *convenience*, and the *ability to transfer credits*.

The following survey questions have the *highest* five-year average satisfaction ratings.
- 27. Campus item: Brightspace, the online classroom, is easy to use.
- 26. The bookstore provides timely service to students.
- 2. My program advisor is accessible by telephone and e-mail.
- 18. Registration for online courses is convenient.
- 23. Billing and payment procedures are convenient for me.

The following survey questions have *lowest* five-year average satisfaction ratings.
- 8. Student-to-student collaborations are valuable to me.

- 20. The quality of online instruction is excellent.
- 15. Channels are available for providing timely responses to student complaints.
- 14. I receive timely information on the availability of financial aid.
- 9. Adequate financial aid is available.

Priorities Survey for Online Learners (PSOL)
Introduction

Online learning programs and courses continue to be a growth market, reflecting the changing needs and expectations of college students who increasingly display non-traditional learner characteristics. Online students have different learning resource needs and may place greater importance on institutional items that differ from primarily face-to-face students. The PSOL provides a way to gain year-over-year feedback specifically from online students, enabling OSUIT to make strategic improvements to ensure a quality online student experience.
- Appendix A provides detailed breakdown and data visualizations for demographic and results by item.
- Appendix B provides five-year trend data by item, the sources of information question, and the factors to enroll question.

Sample Selection, Notification, and Administration

The PSOL 2022 sample included all OSUIT students taking an online or hybrid class (greater than 75% online) during the 2022 spring semester with an active email address. The survey administration schedule ran from February 28, 2022, through April 1, 2022. OSUIT Institutional Research sent and scheduled multiple automated email reminders to students via Ruffalo Noel Levitz during this time frame to encourage survey completion. Out of 1,699 students invited to participate, 114 online students completed the PSOL for a 6.70% response rate. The OSUIT results compare to a group of National Online Learners containing 89,261 responses. The National Group's surveys were completed by online learners at similar-sized colleges and universities during 2018 to 2022 academic years.

Instrument

PSOL survey items describe student expectations of educational offerings and support services relative to distance learning. The 2022 PSOL survey consists of 44 standard items, six additional campus-defined items, thirteen demographic items, and two additional campus-defined demographic items. Respondents rate standard and the campus-defined items on importance and satisfaction. The PSOL also asks students about the sources of information they used in choosing OSUIT and other factors that played into their decisions; these items were rated on the importance scale only.

Reliability and Validity

The PSOL has demonstrated consistent statistical reliability over time. In its pilot study, the Cronbach Alpha Coefficient was used to assess reliability and produced the coefficient of 0.77. The coefficient of 0.7 is considered to be a statistically valid. The PSOL was modeled on the Ruffalo Noel Levitz (RNL) Student Satisfaction Inventory, but the questions were modified for online student learners. Although the response rate is lower than the RNL average response rate if the respondent demographics match that of OSUIT the results are still valid.

Demographics

The demographic section shows the composition of the OSUIT respondents for this report.
- Seventy percent (70.09%) of respondents were enrolled full-time.
- Sixty-eight percent (68.22%) were enrolled primarily online.
- Forty-seven percent (47.62%) listed associate degree as their current goal, but a bachelor's degree was a close second with forty percent (40.00%) of the total responses.
- Forty-eight percent (48.67%) of respondents were employed full-time and thirty-one percent (31.86%) were employed part-time.
- Forty-nine percent (49.53%) of respondents were male, and forty-six percent were female (46.73%).
- The two largest responding demographics consisted of thirty five percent (35.51%) age 19 to 24 and twenty one percent (21.50%) ages 25 to 34.
- Fifty-four percent (54.63%) were single, and twenty percent (20.37%) were married with children.
- Of the 107 students responding to the question "*I attend most of my OSUIT classes…*", sixty-eight percent (68.22%) responded "Online" while thirty one percent (31.78%) responded "Primarily on-campus".

PSOL Summary Items
- *Academic Services*- assesses the services students utilize to achieve their academic goals. These services include advising, course offerings, technical assistance, online library resources, and tutoring services.
- *Enrollment Services*- assesses the processes and services related to enrolling students in the online program, including financial aid, registration, and payment procedures.
- *Institutional Perceptions*- assesses how students perceive our institution.
- *Instructional Services*- measures students' academic experience, the instructional materials, the faculty/student interactions, evaluation procedures, and the quality of the instruction.
- *Student Services*- measures the quality of student programs and services, including responses to student requests, online career services, and the bookstore.

Students were asked to respond with a level of importance and a level of satisfaction for these expectations using the following Likert ratings:

Importance	Satisfaction
1 = not important at all	1 = not satisfied at all
2 = not very important	2 = not very satisfied
3 = somewhat unimportant	3 = somewhat dissatisfied
4 = neutral	4 = neutral
5 = somewhat important	5 = somewhat satisfied
6 = important	6 = satisfied
7 = very important	7 = very satisfied

The difference between the *importance* score and the *satisfaction* score results in a "performance gap" score. The performance gap is useful for understanding the students' level of satisfaction *in context*. Performance gaps are calculated by subtracting the satisfaction score from the importance score on each item that makes up the scale and, cumulatively, for the scales themselves.

Results for the Five Survey Scales

Satisfaction for OSUIT online students in 2022 compared to the national group revealed no statistically significant differences on any of the five survey scales. OSUIT students reported being more satisfied in 2022 than 2021 in all the areas but showed a statistically significant difference in *Institutional Perceptions* and *Instructional Services*.

Survey Scales with National Group Table 1

Scale	OSUIT 2022 Average Importance	OSUIT 2022 Average Satisfaction	Gap	2022 National Average Importance	2022 National Average Satisfaction	Gap	Difference	SS
Academic Services	6.48	6.02	0.46	6.48	6.02	0.46	0.00	
Enrollment Services	6.39	5.94	0.45	6.53	6.09	0.44	-0.15	
Institutional Perceptions	6.47	6.11	0.36	6.53	5.98	0.55	0.13	
Instructional Services	6.38	5.92	0.46	6.42	5.92	0.5	0.00	
Student Services	6.34	5.95	0.39	6.40	5.96	0.44	-0.01	

Survey Scales with National Group Chart 1
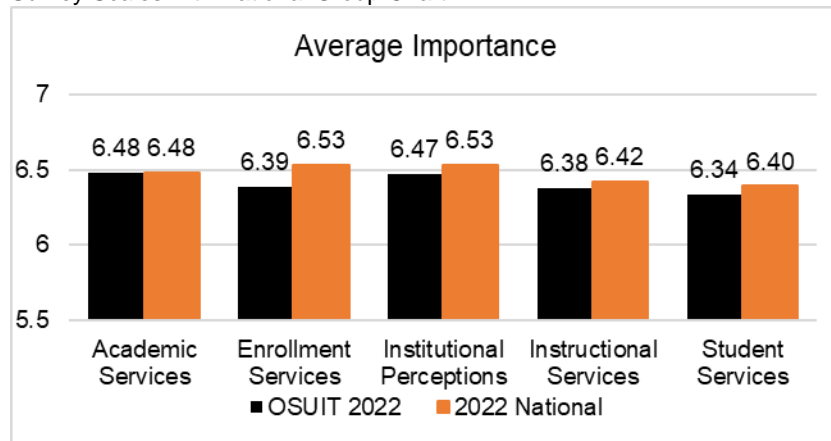
Survey Scales with National Group Chart 2
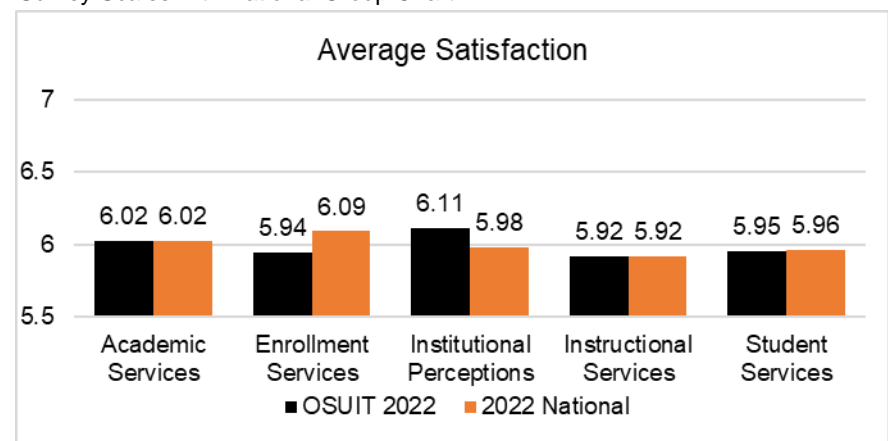
Survey Scales 2021 vs 2022 Table 1

Scale	OSUIT 2022 Average Importance	OSUIT 2022 Average Satisfaction	Gap	OSUIT 2021 Average Importance	OSUIT 2021 Average Satisfaction	Gap	Difference	SS
Academic Services	6.48	6.02	0.46	6.4	5.77	0.63	0.25	
Enrollment Services	6.39	5.94	0.45	6.46	5.92	0.54	0.02	
Institutional Perceptions	6.47	6.11	0.36	6.43	5.74	0.69	0.37	★
Instructional Services	6.38	5.92	0.46	6.34	5.6	0.74	0.32	★
Student Services	6.34	5.95	0.39	6.38	5.78	0.60	0.17	

★   Difference statistically significant at the .05 level

Survey Scales 2021 vs 2022 Chart 1
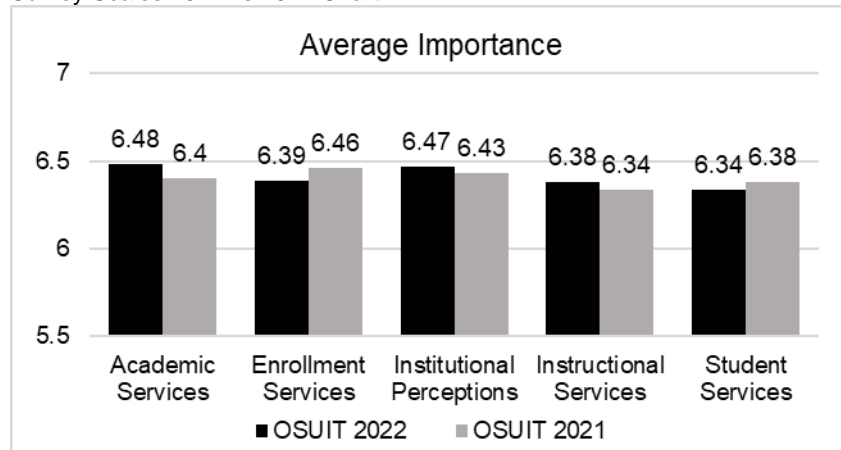
Survey Scales 2021 vs 2022 Chart 2
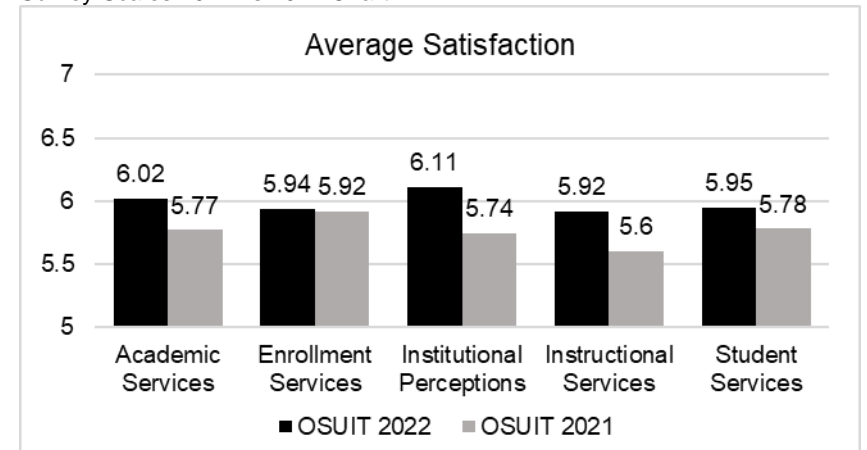
Taking these scales and drilling-down—performing an item-level analysis—allows us to identify strengths and challenges for a better understanding of how to address the needs of the OSUIT online students. The strategic planning overview that follows takes the more important items and identifies OSUIT's strengths and challenges while also benchmarking these strengths and challenges against the national comparison group.

Strategic Planning Overview

The Strategic Planning Overview identifies the areas that matter to online learners most at OSUIT, areas where their expectations are being met, and areas where there is room for improvement. The Strategic Planning Overview provides a summary of the results for immediate action planning; it identifies areas to celebrate and areas that need attention. The overview identifies the top *strengths* and top *challenges* at OSUIT.

At the item level, those items rated with both high importance and high satisfaction are considered *strengths*. Strengths provide positive feedback on what is working effectively at OSUIT. Items with high importance and low satisfaction, a large performance gap, are considered *challenges*. Challenges are the areas that students care most about, which they also feel can be further improved upon.

Five items rose to the level of strengths for OSUIT with high importance and relatively high satisfaction.

Strengths Table 1

No	Item	Importance	Satisfaction	SD	Gap
2	My program advisor is accessible by telephone and e-mail.	6.64	6.28	1.23	0.36
3	Instructional materials are appropriate for program content.	6.65	6.13	1.1	0.52
23	Billing and payment procedures are convenient for me.	6.55	6.17	1.41	0.38
27	Campus item: Canvas, the online classroom, is easy to use.	6.69	6.42	1	0.27
31	Campus item: At OSUIT, choices are available for taking classes either face-to-face or online.	6.46	6.18	1.45	0.28

Strengths Chart 1
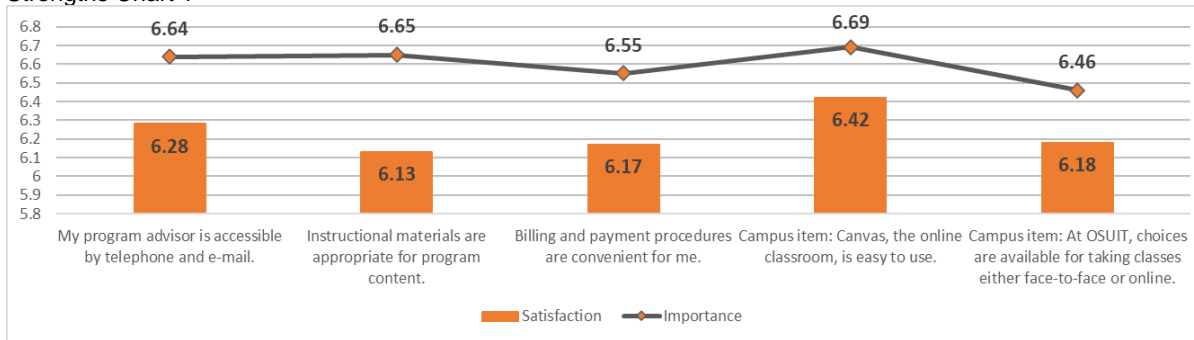
Challenges Table 1

No	Item	Importance	Satisfaction	SD	Gap
6	Tuition paid is a worthwhile investment.	6.54	5.93	1.52	0.61
7	Program requirements are clear and reasonable.	6.65	6.09	1.37	0.56
12	There are sufficient offerings within my program of study.	6.65	6.03	1.32	0.62
25	Faculty are responsive to student needs.	6.67	6.08	1.34	0.59
28	Campus item: There are sufficient online courses available through OSUIT.	6.53	5.97	1.32	0.56
6	Tuition paid is a worthwhile investment.	6.54	5.93	1.52	0.61

Challenges Chart 1

Benchmarks

The Strategic Planning Overview also summarizes how OSUIT online learners' results compare with the national online learner group by listing items with higher satisfaction, lower satisfaction, and higher importance as "Benchmarks". This provides a quick overview to see how OSUIT student perceptions compare nationally. This list, as compiled by Ruffalo Noel Levitz, only includes items in the top half of OSUIT's importance ratings. Compared to national benchmarks, OSUIT students only reported lower satisfaction in the following area.

Lower Satisfaction vs Comparison Group Table 1

No	Item	Imp Rank	OSUIT Importance	OSUIT Satisfaction	National Importance	National Satisfaction	Satisfaction Gap
18	Registration for online courses is convenient.	7	6.47	6.35	6.69	6.38	-0.27

There were no results for **Higher Satisfaction vs Comparison Group**

Summary Report

The 2022 PSOL also included three summary questions regarding students' general attitudes. These questions help the institution determine the likelihood of a positive or negative attitude that may reflect on the institution's reputation during face-to-face interactions with others. These results are compared to the national group and the 2021 PSOL results. The average satisfaction was lower on all summary questions compared to the national group, but satisfaction was higher on all summary questions compared the OSUIT 2021 PSOL.

Summary Report National Group Table 1

Summary	Answer Description	Institution	National Norms	Difference	SS
So far, how has your college experience met your expectations?	Average	4.82	5.17	-0.35	★
	1= Much worse than I expected	2%	2%		
	2= Quite a bit worse than I expected	1%	1%		
	3= Worse than I expected	7%	6%		
	4= About what I expected	38%	24%		
	5= Better than I expected	20%	21%		
	6= Quite a bit better than I expected	6%	15%		
	7= Much better than I expected	23%	26%		
Rate your overall satisfaction with your experience here thus far.	Average	5.42	5.78	-0.36	★★
	1= Not satisfied at all	2%	1%		
	2= Not very satisfied	5%	2%		
	3= Somewhat dissatisfied	6%	5%		
	4= Neutral	9%	6%		
	5= Somewhat satisfied	13%	10%		
	6= Satisfied	32%	35%		
	7= Very satisfied	29%	37%		
All in all, if you had it to do over again, would you enroll here?	Average	5.78	5.88	-0.10	
	1= Definitely not	3%	2%		
	2= Probably not	2%	4%		
	3= Maybe not	3%	3%		
	4= I don't know	5%	6%		
	5= Maybe yes	10%	7%		
	6= Probably yes	33%	25%		
	7= Definitely yes	40%	49%		

★   Difference statistically significant at the .05 level
★★   Difference statistically significant at the .01 level
RNL only provides whole numbers for the Summary Report percentages.

Summary Report 2021 vs 2022 Table 1

Summary	Answer Description	2021 OSUIT	2022 OSUIT	Difference	SS
So far, how has your college experience met your expectations?	Average	4.82	4.47	0.35	
	1= Much worse than I expected	2%	8%		
	2= Quite a bit worse than I expected	1%	4%		
	3= Worse than I expected	7%	12%		
	4= About what I expected	38%	28%		
	5= Better than I expected	20%	17%		
	6= Quite a bit better than I expected	6%	11%		
	7= Much better than I expected	23%	16%		
Rate your overall satisfaction with your experience here thus far.	Average	5.42	4.91	0.51	★
	1= Not satisfied at all	2%	6%		
	2= Not very satisfied	5%	8%		
	3= Somewhat dissatisfied	6%	11%		
	4= Neutral	9%	10%		
	5= Somewhat satisfied	13%	14%		
	6= Satisfied	32%	22%		
	7= Very satisfied	29%	26%		
All in all, if you had it to do over again, would you enroll here?	Average	5.78	5.58	0.20	
	1= Definitely not	3%	3%		
	2= Probably not	2%	7%		
	3= Maybe not	3%	1%		
	4= I don't know	5%	10%		
	5= Maybe yes	10%	10%		
	6= Probably yes	33%	20%		
	7= Definitely yes	40%	45%		

★   Difference statistically significant at the .05 level
RNL only provides whole numbers for the Summary Report percentages.

Recommendation Scale

In addition to the summary items, RNL includes an item representing the self-reported likelihood that a respondent would recommend OSUIT to a friend or colleague. This survey item appears as follows: *How likely is it that you would recommend our institution to a friend or colleague?* The response scale ranges from *0 - Not at all likely* to *10 - Extremely likely*. Although this rating scale differs from the summary items, the results can still be useful as another marker of satisfaction with the educational experience. The following are the results of OSUIT's recommendation scores since 2018. Additional analysis of the Recommendation question responses can be found in Appendix B.

Recommendation Scale 2022

Recommendation Table 1

Rating Scale	2022	Percent of Total Responses
0 - Not at all likely	1	0.97%
1	0	0.00%
2	1	0.97%
3	1	0.97%
4	2	1.94%
5 - Neutral	5	4.85%
6	4	3.88%
7	13	12.62%
8	23	22.33%
9	11	10.68%
10 - Extremely likely	42	40.78%
Total	103	100.00%

Recommendation Chart 1

Percent of Response

- 10 - Extremely likely: 40.78%
- 9: 10.68%
- 8: 22.33%
- 7: 12.62%
- 6: 3.88%
- 5 - Neutral: 4.85%
- 4: 1.94%
- 3: 0.97%
- 2: 0.97%
- 1: 0.00%
- 0 - Not at all likely: 0.97%
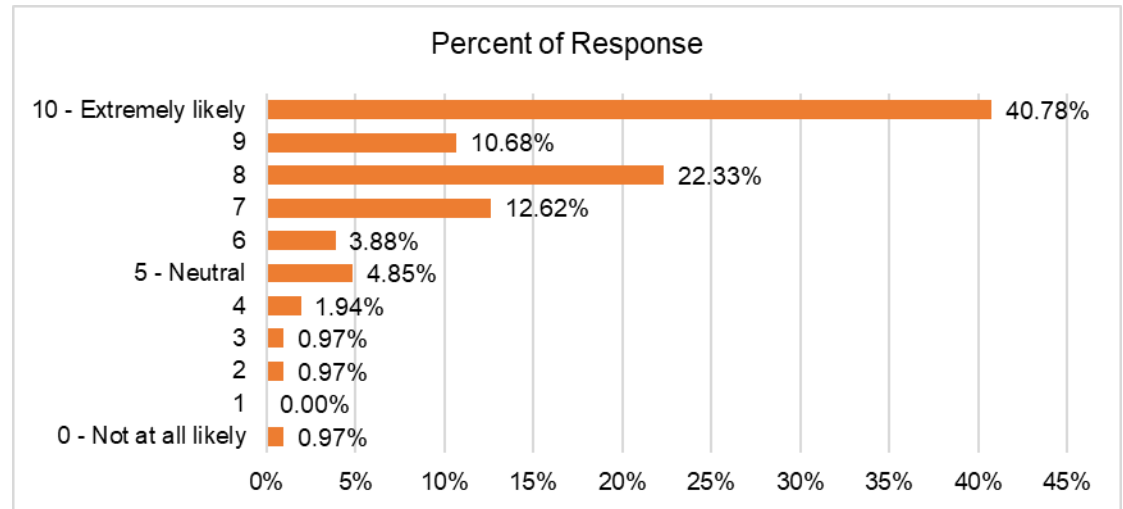
Sources of Information

In addition to the satisfaction items, the 2022 survey includes seven items that assess the sources of information students use in deciding to enroll. These items only ask for an importance rating and do not include satisfaction or performance gap scores. Respondents were presented a list of *Sources of Information* to rate how important these sources were in the student's decision to enroll in online classes. Additional analysis of Sources of Information can also be found in Appendix B.

According to 2022 online learners at OSUIT, the *most important* sources of information were (in order of importance):
- Website
- Online Catalog

The *least important*, according to students' perceptions were (in order of importance):
- Contact with current students and / or recent graduates of the program
- Advertisements

Factors to Enroll

The PSOL includes factors students consider when deciding to enroll. These items only ask for an *importance* rating. Respondents were presented a list of eleven items to rate how important these factors were in the student's decision to enroll in online classes. Additional analysis of Factors to Enroll can be found in Appendix B.

According to online learners at OSUIT, the *most important* factors in the decision to enroll were (in order of importance):
- Future employment opportunities
- Flexible pacing for completing a program

- Cost

The three *least important* factors to OSUIT online learners were (in order of importance):
- Financial assistance available
- Recommendations from employer
- Distance from campus

Conclusions

In 2022, satisfaction at OSUIT was higher at the standard item level than in 2021. The national group average satisfaction was just slightly lower than OSUIT online learners. OSUIT responses this year, as in most years, continue to reflect similar concerns as those of the national comparison group while also continuing to run slightly lower on satisfaction and importance.

The *quality of online instruction* in the 2022 PSOL continues to have the lowest satisfaction level of all the standard items, though there was a statistically positive difference from 2021. OSUIT and the national group rated *the quality of online instruction is excellent* item with the highest level of importance, but it also had the largest negative gap with satisfaction. Online students are clear about what they consider strengths and weaknesses. The greatest strength from the PSOL 2022 is *Canvas, the online classroom, is easy to use.* The greatest challenge, which is concerning, considering the implications, is *tuition paid is a worthwhile investment.*

Michelle Owens
Institutional Data Analyst
michelle.owens12@okstate.edu

Appendix A:
Priorities of Online Learners Survey Report

Demographics

Please note, responses under the "No Answer" category are not included in the total.

Table A-1

Enrollment Status	Frequency	Percent
Full-time	75	70.09%
Part-time	32	29.91%
No Answer	7	
Total	107	100.00%

Chart A-1
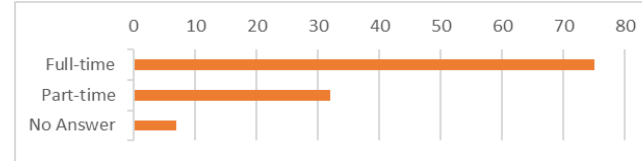
Table A-2

Current Enrollment Status	Frequency	Percent
Primarily online	73	68.22%
Primarily on-campus	34	31.78%
No Answer	7	
Total	107	100.00%

Chart A-2
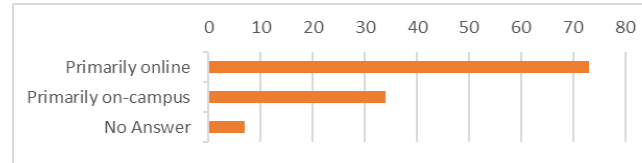
Table A-3

Current Online Enrollment	Frequency	Percent
1-3 credits	22	20.56%
4-6 credits	20	18.69%
7-9 credits	14	13.08%
10-12 credits	23	21.50%
13-15 credits	14	13.08%
More than 15 credits	14	13.08%
No Answer	7	
Total	107	100.00%

Chart A-3
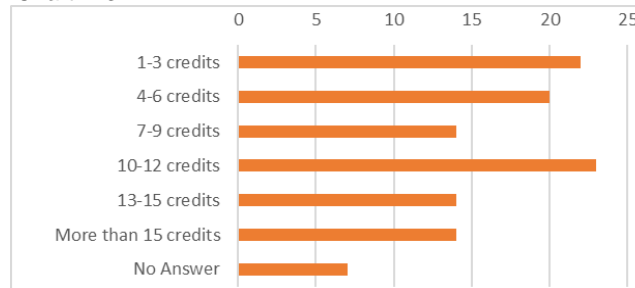
Table A-4

Educational Goal	Frequency	Percent
Associate degree	50	47.62%
Bachelor's degree	42	40.00%
Master's degree	6	5.71%
Doctorate or professional degree	2	1.90%
Certification (initial or renewal)	0	0.00%
Self-improvement/pleasure	2	1.90%
Job-related training	1	0.95%
Other educational goal	2	1.90%
No Answer	9	
Total	105	100.00%

Chart A-4
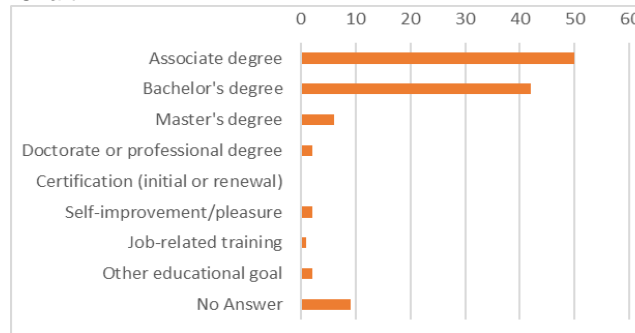
Table A-5

Current Plans	Frequency	Percent
Complete online degree program	52	48.60%
Complete degree on campus	34	31.78%
Transfer credits	4	3.74%
Complete this course	17	15.89%
No Answer	7	
Total	107	100.00%

Chart A-5
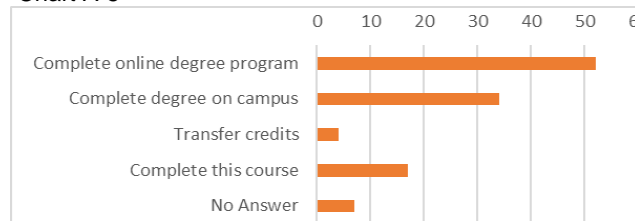
Table A-6

Gender	Frequency	Percent
Female	50	46.73%
Male	53	49.53%
Prefer not to respond	3	2.80%
Transgender	0	0.00%
Genderqueer	1	0.93%
Additional gender category or Other	0	0.00%
No Answer	7	
Total	107	100.00%

Chart A-6
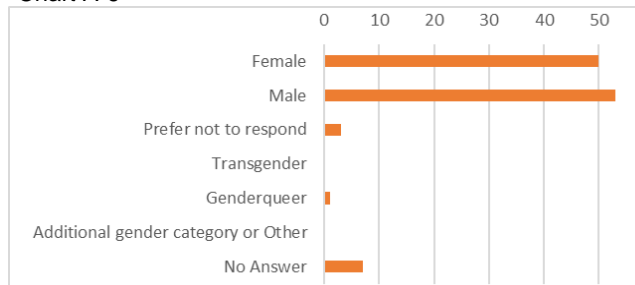
Table A-7

Race/Ethnicity	Frequency	Percent
Black/African-American	4	3.77%
American Indian or Alaskan Native	21	19.81%
Asian or Pacific Islander	1	0.94%
Caucasian/White	56	52.83%
Hispanic	6	5.66%
Other race	1	0.94%
Race - Prefer not to respond	3	2.83%
Multi-racial	14	13.21%
No Answer	8	
Total	106	100.00%

Chart A-7
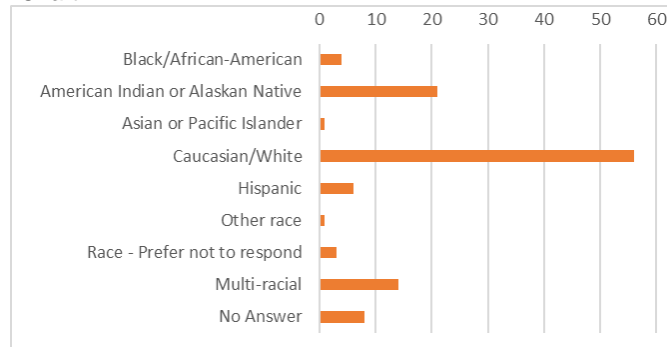
Table A-8

Age	Frequency	Percent
18 and under	11	
19 to 24	38	35.51%
25 to 34	23	
35 to 44	17	15.89%
45 to 54	10	
55 to 64	7	6.54%
65 and over	1	
No Answer	7	
Total	107	

Chart A-8
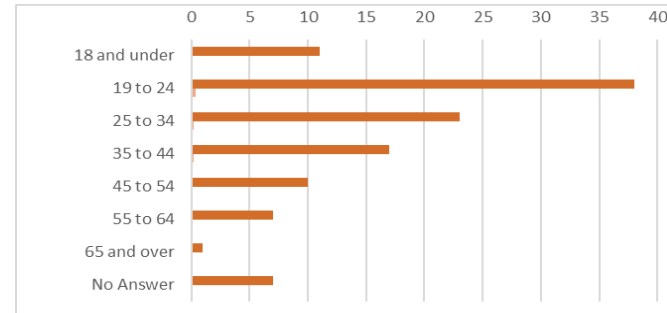
Table A-9

Class Level	Frequency	Percent
First year	40	37.38%
Second year	33	30.84%
Third year	14	13.08%
Fourth year	9	8.41%
Special student	2	1.87%
Graduate/Professional	1	0.93%
Other class level	8	7.48%
No Answer	7	
Total	107	100.00%

Chart A-9
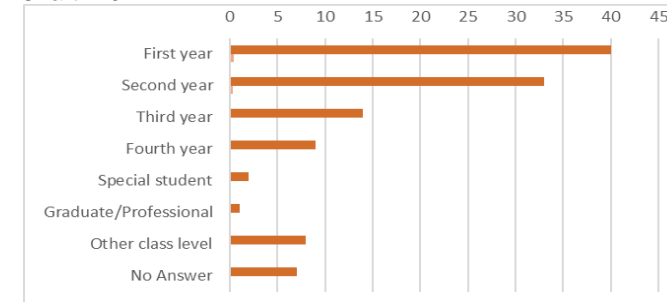
Table A-10

Current Residence	Frequency	Percent
Own house	44	38.94%
Rent room / apartment / house	21	18.58%
Relative's home	18	15.93%
Residence hall	23	20.35%
Other residence	7	6.19%
No Answer	1	
Total	113	100.00%

Chart A-10
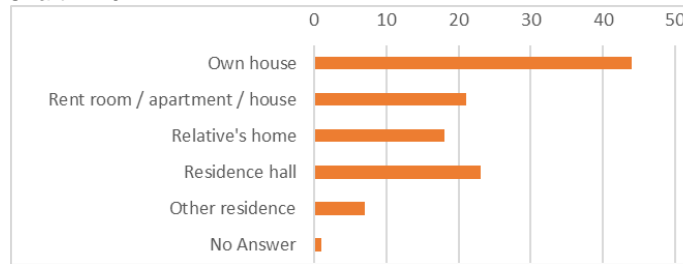
Table A-11

I attend most of my OSUIT classes…	Frequency	Percent
Online	71	66.98%
On-campus at OSUIT-Okmulgee	34	32.08%
At a career tech	0	0.00%
At a local high school	1	0.94%
No Answer	8	
Total	106	100.00%

Chart A-11
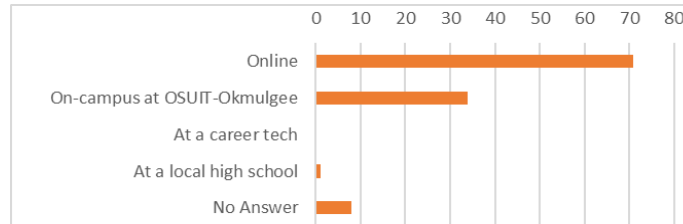
Table A-12

Marital Status	Frequency	Percent
Single	59	54.63%
Single with children	5	4.63%
Married	19	17.59%
Married with children	22	20.37%
Marital - Prefer not to respond	3	2.78%
No Answer	6	
Total	108	100.00%

Chart A-12
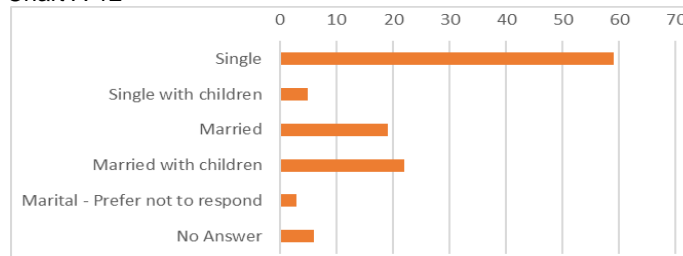
Table A-13

Employment	Frequency	Percent
Full-time	55	48.67%
Part-time	36	31.86%
Not employed	22	19.47%
No Answer	1	
Total	113	100.00%

Chart A-13
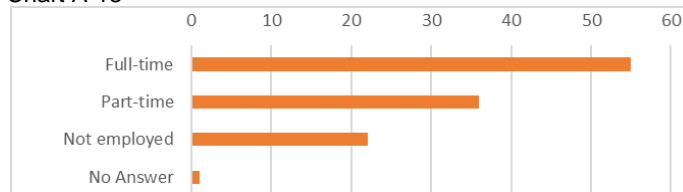
Table A-14

I would enroll in additional online courses	Frequency	Percent
Yes	43	40.57%
Maybe	53	50.00%
No (please explain in comment box below)	10	9.43%
No Answer	8	
Total	106	100.00%

Chart A-14
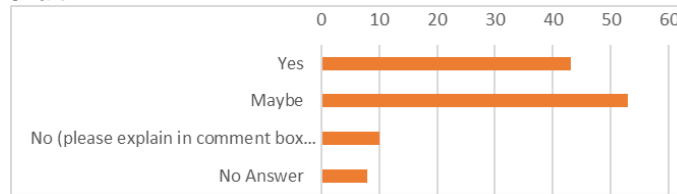
Table A-15

Majors/Programs	Frequency	Percent
9001: 3D Modeling and Animation	1	0.94%
9002: Air Conditioning & Refrigeration Technology	4	3.77%
9003: Allied Health Sciences	10	9.43%
9004: Applied Technical Leadership (BT)	7	6.60%
9005: Applied Technology (AAS)	3	2.83%
9006: Business	3	2.83%
9007: CAT Dealer Prep	1	0.94%
9009: Construction Technology	4	3.77%
9010: Culinary Arts	1	0.94%
9013: Engineering Graphics & Design Drafting	2	1.89%
9016: Ford ASSET	1	0.94%
9018: Graphics Design Technology	6	5.66%
9019: High Voltage Line Technician	6	5.66%
9020: Industrial Maintenance Technologies (AAS) includes Natural Gas Compression	1	0.94%
9021: Information Technologies (AAS)	13	12.26%
9022: Information Technologies (AS)	2	1.89%
9023: Information Technologies (BT)	14	13.21%
9024: Instrumentation Engineering Technologies (BT)	2	1.89%
9025: Komatsu ACT	1	0.94%
9027: Nursing	11	10.38%
9030: Pre-Education	2	1.89%
9031: Pre-Professional Studies	3	2.83%
9032: Pro-Tech	1	0.94%
9033: Toyota T-TEN	1	0.94%
9034: Truck Technician	1	0.94%
9777: Non-Degree Seeking	1	0.94%
9888: Undeclared	4	3.77%
Total	106	100.00%

Chart A-15
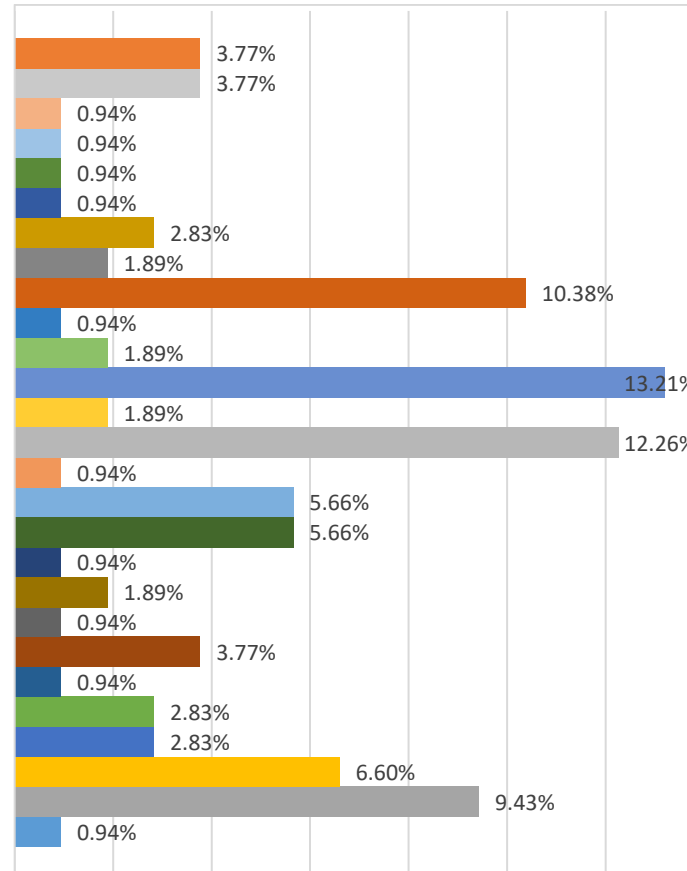
Results by Item with National Group
Table A-16

Strength And Challenge	#	Item	OSUIT 2022 PSOL					National PSOL						
			Importance	Satisfaction	SD	Gap		Importance	Satisfaction	SD	Gap		Difference	SS
Neither	1	This institution has a good reputation.	6.42	6.26	0.98	0.16		6.46	6.09	1.22	0.37		0.17	
Strength	2	My program advisor is accessible by telephone and e-mail.	6.64	6.28	1.23	0.36		6.53	6.16	1.34	0.37		0.12	
Strength	3	Instructional materials are appropriate for program content.	6.65	6.13	1.1	0.52		6.65	6.03	1.27	0.62		0.10	
Neither	4	Faculty provide timely feedback about student progress.	6.54	6.01	1.3	0.53		6.61	5.93	1.37	0.68		0.08	
Neither	5	My program advisor helps me work toward career goals.	6.50	6.02	1.37	0.48		6.35	5.73	1.63	0.62		0.29	
Challenge	6	Tuition paid is a worthwhile investment.	6.54	5.93	1.52	0.61		6.6	5.86	1.48	0.74		0.07	
Challenge	7	Program requirements are clear and reasonable.	6.65	6.09	1.37	0.56		6.64	6.03	1.33	0.61		0.06	
Neither	8	Student-to-student collaborations are valuable to me.	5.28	5.6	1.48	-0.32		5.12	5.41	1.61	-0.29		0.19	
Neither	9	Adequate financial aid is available.	6.12	5.74	1.43	0.38		6.43	5.79	1.63	0.64		-0.05	
Neither	10	This institution responds quickly when I request information.	6.33	5.98	1.41	0.35		6.59	6.07	1.36	0.52		-0.09	
Neither	11	Student assignments are clearly defined in the syllabus.	6.54	6.01	1.4	0.53		6.66	6.04	1.31	0.62		-0.03	
Challenge	12	There are sufficient offerings within my program of study.	6.65	6.03	1.32	0.62		6.56	6.02	1.31	0.54		0.01	
Neither	13	The frequency of student and instructor interactions is adequate.	6.47	5.96	1.48	0.51		6.39	5.92	1.37	0.47		0.04	
Neither	14	I receive timely information on the availability of financial aid.	6.32	5.73	1.65	0.59		6.42	5.9	1.53	0.52		-0.17	
Neither	15	Channels are available for providing timely responses to student complaints.	6.30	5.71	1.59	0.59		6.33	5.68	1.64	0.65		0.03	
Neither	16	Appropriate technical assistance is readily available.	6.29	5.87	1.5	0.42		6.5	6.16	1.27	0.34		-0.29	★
Neither	17	Assessment and evaluation procedures are clear and reasonable.	6.41	5.98	1.33	0.43		6.56	6.08	1.27	0.48		-0.10	
Neither	18	Registration for online courses is convenient.	6.56	6.11	1.35	0.45		6.69	6.38	1.16	0.31		-0.27	★

Strength And Challenge	#	Item	OSUIT 2022 PSOL					National PSOL					Difference	SS
			Importance	Satisfaction	SD	Gap		Importance	Satisfaction	SD	Gap			
Neither	19	Online career services are available.	6.23	5.84	1.44	0.39		6.17	5.88	1.46	0.29		-0.04	
Neither	20	The quality of online instruction is excellent.	6.45	5.58	1.72	0.87		6.67	5.85	1.45	0.82		-0.27	
Neither	21	Adequate online library resources are provided.	6.17	5.95	1.39	0.22		6.54	6.22	1.23	0.32		-0.27	★
Neither	22	I am aware of whom to contact for questions about programs and services.	6.45	5.9	1.56	0.55		6.51	5.98	1.45	0.53		-0.08	
Strength	23	Billing and payment procedures are convenient for me.	6.55	6.17	1.41	0.38		6.58	6.24	1.27	0.34		-0.07	
Neither	24	Tutoring services are readily available for online courses.	6.41	5.84	1.61	0.57		6.17	5.79	1.58	0.38		0.05	
Challenge	25	Faculty are responsive to student needs.	6.67	6.08	1.34	0.59		6.65	6.02	1.36	0.63		0.06	
Neither	26	The bookstore provides timely service to students.	6.40	6.32	1.19	0.08		6.36	6.15	1.3	0.21		0.17	
Strength	27	Campus item: Canvas, the online classroom, is easy to use.	6.69	6.42	1	0.27								
Challenge	28	Campus item: There are sufficient online courses available through OSUIT.	6.53	5.97	1.32	0.56								
Neither	29	Campus item: There are sufficient online programs/majors available through OSUIT.	6.45	6.12	1.14	0.33								
Neither	30	Campus item: There are sufficient hybrid/blended courses available at OSUIT incorporating a mix of online and in-class instruction.	5.95	6.09	1.41	-0.14								
Strength	31	Campus item: At OSUIT, choices are available for taking classes either face-to-face or online.	6.46	6.18	1.45	0.28								
Neither	32	Campus item: When applicable, there is sufficient additional hands-on experience in my major.	6.55	6.06	1.38	0.49								
Neither	37	Source of information: Catalog and brochures (printed)	5.90					5.25							

Strength and Challenge	#	Item	OSUIT 2022 PSOL					National PSOL					Difference	SS
			Importance	Satisfaction	SD	Gap		Importance	Satisfaction	SD	Gap			
Neither	38	Source of information: Catalog (online)	6.41					6.31						
Neither	39	Source of information: College representatives	6.22					5.76						
Neither	40	Source of information: Web site	6.48					6.5						
Neither	41	Source of information: Advertisements	5.51					4.83						
Neither	42	Source of information: Recommendation from instructor or program advisor	6.39					6.09						
Neither	43	Source of information: Contact with current students and / or recent graduates of the program	5.80					5.51						
Neither	44	Factor to enroll: Ability to transfer credits	6.33					6.31						
Neither	45	Factor to enroll: Cost	6.47					6.41						
Neither	46	Factor to enroll: Financial assistance available	6.20					6.26						
Neither	47	Factor to enroll: Future employment opportunities	6.56					6.22						
Neither	48	Factor to enroll: Reputation of institution	6.31					6.32						
Neither	49	Factor to enroll: Work schedule	6.44					6.57						
Neither	50	Factor to enroll: Flexible pacing for completing a program	6.49					6.59						
Neither	51	Factor to enroll: Convenience	6.45					6.65						
Neither	52	Factor to enroll: Distance from campus	5.60					5.43						
Neither	53	Factor to enroll: Program requirements	6.31					6.39						
Neither	54	Factor to enroll: Recommendations from employer	5.74					5.31						

★   Difference statistically significant at the .05 level

★★   Difference statistically significant at the .01 level

★★★   Difference statistically significant at the .001 level

SD   Standard Deviation

Results by Item 2021 vs 2022

Table A-17

#	Item	2021 OSUIT					2022 OSUIT						
		Importance	Satisfaction	SD	Gap		Importance	Satisfaction	SD	Gap		Difference	SS
1	This institution has a good reputation.	6.35	5.94	1.48	0.41		6.42	6.26	0.98	0.16		0.32	★
2	My program advisor is accessible by telephone and e-mail.	6.54	6.19	1.36	0.35		6.64	6.28	1.23	0.36		0.09	
3	Instructional materials are appropriate for program content.	6.69	5.82	1.44	0.87		6.65	6.13	1.1	0.52		0.31	
4	Faculty provide timely feedback about student progress.	6.45	5.73	1.54	0.72		6.54	6.01	1.3	0.53		0.28	
5	My program advisor helps me work toward career goals.	6.40	5.65	1.74	0.75		6.5	6.02	1.37	0.48		0.37	
6	Tuition paid is a worthwhile investment.	6.51	5.53	1.78	0.98		6.54	5.93	1.52	0.61		0.40	
7	Program requirements are clear and reasonable.	6.48	5.75	1.5	0.73		6.65	6.09	1.37	0.56		0.34	
8	Student-to-student collaborations are valuable to me.	5.39	5.32	1.81	0.07		5.28	5.6	1.48	-0.32		0.28	
9	Adequate financial aid is available.	6.49	5.79	1.7	0.70		6.12	5.74	1.43	0.38		-0.05	
10	This institution responds quickly when I request information.	6.52	5.72	1.72	0.80		6.33	5.98	1.41	0.35		0.26	
11	Student assignments are clearly defined in the syllabus.	6.48	5.88	1.56	0.60		6.54	6.01	1.4	0.53		0.13	
12	There are sufficient offerings within my program of study.	6.46	5.73	1.55	0.73		6.65	6.03	1.32	0.62		0.30	
13	The frequency of student and instructor interactions is adequate.	6.19	5.45	1.72	0.74		6.47	5.96	1.48	0.51		0.51	★
14	I receive timely information on the availability of financial aid.	6.36	5.72	1.67	0.64		6.32	5.73	1.65	0.59		0.01	
15	Channels are available for providing timely responses to student complaints.	6.24	5.41	1.84	0.83		6.3	5.71	1.59	0.59		0.30	

#	Item	2021 OSUIT					2022 OSUIT					Difference	SS
		Importance	Satisfaction	SD	Gap		Importance	Satisfaction	SD	Gap			
16	Appropriate technical assistance is readily available.	6.33	5.79	1.59	0.54		6.29	5.87	1.5	0.42		0.28	
17	Assessment and evaluation procedures are clear and reasonable.	6.41	5.94	1.37	0.47		6.41	5.98	1.33	0.43		0.12	
18	Registration for online courses is convenient.	6.53	6.04	1.54	0.49		6.56	6.11	1.35	0.45		0.01	
19	Online career services are available.	6.04	5.72	1.46	0.32		6.23	5.84	1.44	0.39		0.21	
20	The quality of online instruction is excellent.	6.48	5.74	1.51	0.74		6.45	5.58	1.72	0.87		0.55	★
21	Adequate online library resources are provided.	6.22	5.87	1.45	0.35		6.17	5.95	1.39	0.22		0.17	
22	I am aware of whom to contact for questions about programs and services.	6.32	5.78	1.66	0.54		6.45	5.9	1.56	0.55		0.11	
23	Billing and payment procedures are convenient for me.	6.44	5.96	1.45	0.48		6.55	6.17	1.41	0.38		0.12	
24	Tutoring services are readily available for online courses.	6.21	5.77	1.62	0.44		6.41	5.84	1.61	0.57		0.22	
25	Faculty are responsive to student needs.	6.47	5.78	1.59	0.69		6.67	6.08	1.34	0.59		0.41	★
26	The bookstore provides timely service to students.	6.34	6.11	1.42	0.23		6.4	6.32	1.19	0.08		-0.03	
27	Campus item: Canvas, the online classroom, is easy to use.	6.58	6.16	1.39	0.42		6.69	6.42	1	0.27		0.16	
28	Campus item: There are sufficient online courses available through OSUIT.	6.41	5.97	1.44	0.44		6.53	5.97	1.32	0.56		-0.11	
29	Campus item: There are sufficient online programs/majors available through OSUIT.	6.34	5.96	1.41	0.38		6.29	5.87	1.5	0.42		0.28	

| # | Item | 2021 OSUIT | | | | | 2022 OSUIT | | | | | | |
		Importance	Satisfaction	SD	Gap		Importance	Satisfaction	SD	Gap		Difference	SS
30	Campus item: There are sufficient hybrid/blended courses available at OSUIT incorporating a mix of online and in-class instruction.	6.01	5.84	1.52	0.17		5.95	6.09	1.41	-0.14		0.21	
31	Campus item: At OSUIT, choices are available for taking classes either face-to-face or online.	6.42	5.95	1.46	0.47		6.46	6.18	1.45	0.28		0.74	★★★
32	Campus item: When applicable, there is sufficient additional hands-on experience in my major.	6.43	5.94	1.57	0.49		6.55	6.06	1.38	0.49		0.40	
37	Source of information: Catalog and brochures (printed)	5.69					5.9						
38	Source of information: Catalog (online)	6.5					6.41						
39	Source of information: College representatives	5.97					6.22						
40	Source of information: Web site	6.37					6.48						
41	Source of information: Advertisements	5.42					5.51						
42	Source of information: Recommendation from instructor or program advisor	6.25					6.39						
43	Source of information: Contact with current students and / or recent graduates of the program	5.89					5.8						
44	Factor to enroll: Ability to transfer credits	6.39					6.33						
45	Factor to enroll: Cost	6.38					6.47						
46	Factor to enroll: Financial assistance available	6.18					6.2						

| # | Item | 2021 OSUIT | | | | | 2022 OSUIT | | | | | | |
		Importance	Satisfaction	SD	Gap		Importance	Satisfaction	SD	Gap		Difference	SS
47	Factor to enroll: Future employment opportunities	6.45					6.56						
48	Factor to enroll: Reputation of institution	6.22					6.31						
49	Factor to enroll: Work schedule	6.24					6.44						
50	Factor to enroll: Flexible pacing for completing a program	6.27					6.49						
51	Factor to enroll: Convenience	6.38					6.45						
52	Factor to enroll: Distance from campus	5.87					5.6						
53	Factor to enroll: Program requirements	6.22					6.31						
54	Factor to enroll: Recommendations from employer	5.77					5.74						

★   Difference statistically significant at the .05 level
★★   Difference statistically significant at the .01 level
★★★ Difference statistically significant at the .001 level
SD   Standard Deviation

Appendix B:
OSUIT Five-Year Item Report (2018-2022)

OSUIT Satisfaction, Five-Year Trend

Table B-1

Items by Mean Satisfaction	2018	2019	2020	2021	2022
1. This institution has a good reputation.	6.06	6.00	5.88	5.94	6.26
2. My program advisor is accessible by telephone and e-mail.	6.23	6.15	5.96	6.19	6.28
3. Instructional materials are appropriate for program content.	5.96	5.91	5.98	5.82	6.13
4. Faculty provide timely feedback about student progress.	5.74	5.80	5.84	5.73	6.01
5. My program advisor helps me work toward career goals.	5.80	5.83	5.77	5.65	6.02
6. Tuition paid is a worthwhile investment.	5.91	5.80	5.78	5.53	5.93
7. Program requirements are clear and reasonable.	6.02	6.04	5.96	5.75	6.09
8. Student-to-student collaborations are valuable to me.	5.64	5.45	5.47	5.32	5.6
9. Adequate financial aid is available.	5.64	5.59	5.85	5.79	5.74
10. This institution responds quickly when I request information.	5.76	5.63	5.73	5.72	5.98
11. Student assignments are clearly defined in the syllabus.	5.98	5.85	5.96	5.88	6.01
12. There are sufficient offerings within my program of study.	5.93	5.89	5.93	5.73	6.03
13. The frequency of student and instructor interactions is adequate.	6.07	5.94	5.88	5.45	5.96
14. I receive timely information on the availability of financial aid.	5.59	5.65	5.73	5.72	5.73
15. Channels are available for providing timely responses to student complaints.	5.61	5.41	5.51	5.41	5.71
16. Appropriate technical assistance is readily available.	6.03	5.71	5.79	5.59	5.87
17. Assessment and evaluation procedures are clear and reasonable.	6.01	5.97	5.94	5.86	5.98
18. Registration for online courses is convenient.	6.30	6.18	6.04	6.1	6.11
19. Online career services are available.	5.79	5.70	5.72	5.63	5.84
20. The quality of online instruction is excellent.	5.65	5.50	5.74	5.03	5.58
21. Adequate online library resources are provided.	6.15	5.90	5.87	5.78	5.95
22. I am aware of whom to contact for questions about programs and services.	6.01	5.78	5.78	5.79	5.9
23. Billing and payment procedures are convenient for me.	6.17	6.08	5.96	6.05	6.17
24. Tutoring services are readily available for online courses.	5.78	5.62	5.77	5.62	5.84
25. Faculty are responsive to student needs.	6.00	5.82	5.78	5.67	6.08
26. The bookstore provides timely service to students.	6.26	6.09	6.11	6.35	6.32
27. Campus item: Brightspace, the online classroom, is easy to use.	6.29	6.02	6.16	6.26	6.42
28. Campus item: There are sufficient online courses available through OSUIT.	6.08	6.11	5.97	6.08	5.97
29. Campus item: There are sufficient online programs/majors available through OSUIT.	6.03	5.89	5.96	6.07	6.12
30. Campus item: There are sufficient hybrid/blended courses available at OSUIT incorporating a mix of online and in-class instruction.	6.00	5.92	5.84	5.88	6.09
31. Campus item: At OSUIT, choices are available for taking classes either face-to-face or online.	6.19	6.15	5.95	5.44	6.18
32. Campus item: When applicable, there is sufficient additional hands-on experience in my major.	6.06	6.03	5.94	5.66	6.26

OSUIT Summary Items, Five-Year Trend
Table B-2

Summary Items	2018	2019	2020	2021	2022
So far, how has your college experience met your expectations?	4.90	4.82	4.85	4.47	4.82
Rate your overall satisfaction with your experience here thus far.	5.43	5.14	5.29	4.91	5.42
All in all, if you had to do it over, would you enroll here again?	5.78	5.55	5.66	5.58	5.78

Graph B-1
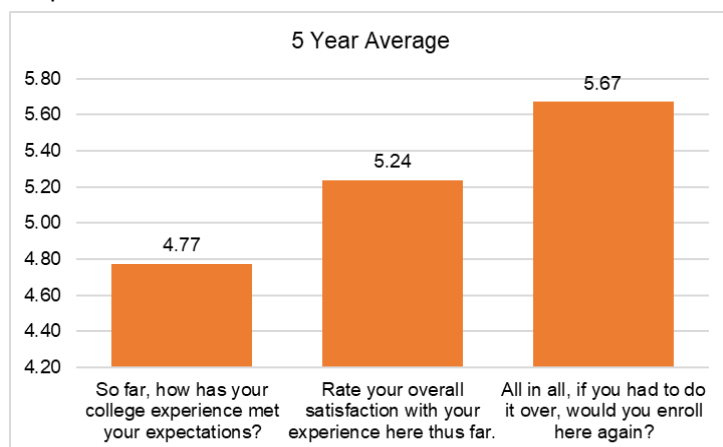
Sources of Information, Five-Year Trend
Table B-3

Importance: Source of Information	2018	2019	2020	2021	2022
37. Source of information: Catalog and brochures (printed)	5.88	5.59	5.69	5.51	5.90
38. Source of information: Catalog (online)	6.19	6.09	6.15	6.07	6.41
39. Source of information: College representatives	6.01	5.83	5.97	5.85	6.22
40. Source of information: Web site	6.41	6.30	6.37	6.24	6.48
41. Source of information: Advertisements	5.43	5.24	5.42	4.94	5.51
42. Source of information: Recommendation from instructor or program advisor	6.15	6.11	6.25	6.14	6.39
43. Source of information: Contact with current students and / or recent graduates of the program	5.85	5.76	5.89	5.71	5.80

Factors to Enroll, Five-Year Trend
Table B-4

Importance: Factors to Enroll	2018	2019	2020	2021	2022
44. Factor to enroll: Ability to transfer credits	6.33	6.18	6.39	6.37	6.33
45. Factor to enroll: Cost	6.38	6.32	6.38	6.46	6.47
46. Factor to enroll: Financial assistance available	6.26	6.21	6.18	6.30	6.20
47. Factor to enroll: Future employment opportunities	6.46	6.32	6.45	6.49	6.56
48. Factor to enroll: Reputation of institution	6.38	6.18	6.22	6.25	6.31
49. Factor to enroll: Work schedule	6.40	6.19	6.24	6.24	6.44
50. Factor to enroll: Flexible pacing for completing a program	6.34	6.14	6.27	6.36	6.49
51. Factor to enroll: Convenience	6.43	6.31	6.38	6.31	6.45
52. Factor to enroll: Distance from campus	5.94	5.81	5.87	5.70	5.60
53. Factor to enroll: Program requirements	6.30	6.25	6.22	6.25	6.31
54. Factor to enroll: Recommendations from employer	5.88	5.77	5.77	5.82	5.74

Recommendation Question, Five-Year Trend
Table B-5

Rating Scale	2018	2019	2020	2021	2022
0 - Not at all likely	7	11	9	11	1
1	2	1	0	3	0
2	1	4	2	3	1
3	2	3	3	6	1
4	5	3	4	2	2
5 - Neutral	20	25	34	16	5
6	11	14	13	13	4
7	28	25	24	24	13
8	53	56	47	36	23
9	28	27	33	21	11
10 - Extremely likely	140	121	113	96	42
Mean response	8.31	7.98	7.97	7.78	9.27

Chart B-2

How likely is it that you would recommend our institution to a friend or colleague? (Mean response)

2018: 8.31, 2019: 7.98, 2020: 7.97, 2021: 7.78, 2022: 9.27