**Student Satisfaction and Priorities**

Priority Survey for Online Learners, 2020 Administration

CUNY School of Professional Studies

---

**Why does student satisfaction matter?**

Student satisfaction has been positively linked to:

- Individual student retention
- Annual giving
- College completion rates

---

**Our Institutional Strengths**

These are the top areas our students care about, where we are meeting their expectations.

1. Registration for online courses is convenient.
2. Faculty clearly communicate requirements and deadlines for assignments (campus item).
3. Courses include the necessary media to help me learn the content (campus item).
4. Instructional materials are appropriate for program content (higher satisfaction vs. national online learners).
5. This institution responds quickly when I request information (higher satisfaction vs. national online learners).

---

**Our Institutional Challenges**

These items are the key areas to improve, based on the priorities of our students.**

1. Student assignments are clearly defined in the syllabus.
2. There are sufficient offerings within my program of study.
3. Faculty are responsive to student needs.
4. There is consistency in the quality of instruction from one online course to another (campus item).
5. The quality of online instruction is excellent.

---

**Survey Administration**

This is how the survey is administered.

The survey assesses the importance students place on various services, programs, and experiences and the relative degree of satisfaction.

The survey launched on February 27th and closed on March 13th.

All students enrolled in online bachelor’s degree programs in Spring 2020 were invited to complete the survey.

Of the 2,016 invited, 329 (16%) responded.

The responses are anonymous, with results being reported only in aggregate form.

---

**What Factors Influence Our Student to Enroll?**

It is important to understand why students enroll here.

The percentage of students saying the following factors were important or very important:

<table>
<thead>
<tr>
<th>Factor</th>
<th>Important/Very Important</th>
</tr>
</thead>
<tbody>
<tr>
<td>CONVENIENCE</td>
<td>96%</td>
</tr>
<tr>
<td>WORK SCHEDULE</td>
<td>92%</td>
</tr>
<tr>
<td>FLEXIBLE PACING</td>
<td>94%</td>
</tr>
<tr>
<td>REPUTATION OF INSTITUTION</td>
<td>92%</td>
</tr>
<tr>
<td>COST</td>
<td>92%</td>
</tr>
<tr>
<td>FINANCIAL ASSISTANCE</td>
<td>77%</td>
</tr>
</tbody>
</table>

**Bottom Line Indicators**

How satisfied are our students compared with students nationally?

<table>
<thead>
<tr>
<th>Measure</th>
<th>Percent Satisfied Very Satisfied</th>
</tr>
</thead>
<tbody>
<tr>
<td>PERCENTAGE SATISFIED/VERY SATISFIED</td>
<td>69%</td>
</tr>
<tr>
<td>NATIONAL LEVEL SATISFIED/VERY SATISFIED</td>
<td>72%</td>
</tr>
</tbody>
</table>

How likely are our students to enroll again if they had it to do over?

<table>
<thead>
<tr>
<th>Measure</th>
<th>Probably Definitely Yes</th>
</tr>
</thead>
<tbody>
<tr>
<td>PERCENTAGE PROBABLY/DEFINITELY YES</td>
<td>73%</td>
</tr>
<tr>
<td>NATIONAL LEVEL PROBABLY/DEFINITELY YES</td>
<td>74%</td>
</tr>
</tbody>
</table>

---

**For more information, contact:** The Office of Institutional Effectiveness and Planning, surveys@sps.cuny.edu

---

*Schreiner & Juillerat, 1994

**These areas will be further explored with additional data analysis and conversations on campus to determine how to best improve the student experience.