

May 2013 Demographics

Gender	N	%	Current Class Load	N	%
Female	175	70.56%	Full-time	194	78.54%
Male	73	29.44%	Part-time	53	21.46%
Total	248	100.00%	Total	247	100.00%
No Response	5		No Response	6	

Age	N	%	Class Level	N	%
18 and under	4	1.63%	First year	13	5.26%
19 to 24	69	28.05%	Second year	8	3.24%
25 to 34	72	29.27%	Third year	91	36.84%
35 to 44	47	19.11%	Fourth year	96	38.87%
45 to 54	42	17.07%	Special student	2	0.81%
55 to 64	11	4.47%	Graduate/professional	21	8.50%
65 and over	1	0.41%	Other class level	16	6.48%
Total	246	100.00%	Total	247	100.00%
No Response	7		No Response	6	

Ethnicity/Race	N	%	Educational Goal	N	%
African-American	13	5.28%	Associate degree	3	1.22%
American Indian or Alaskan Native	2	0.81%	Bachelor's degree	186	75.61%
Asian or Pacific Islander	29	11.79%	Master's degree	38	15.45%
Caucasian/White	166	67.48%	Doctorate or professional degree	8	3.25%
Hispanic	14	5.69%	Certification (initial or renewal)	8	3.25%
Other race	9	3.66%	Self-improvement/pleasure	0	0.00%
Race - Prefer not to respond	13	5.28%	Job-related training	0	0.00%
Total	246	100.00%	Other educational goal	3	1.22%
No Response	7		Total	246	100.00%
			No Response	7	

Current Enrollment Status	N	%	Employment	N	%
Primarily online	157	63.56%	Full-time	112	45.71%
Primarily on-campus	90	36.44%	Part-time	73	29.80%
Total	247	100.00%	Not employed	60	24.49%
No Response	6		Total	245	100.00%
			No Response	8	

May 2013 Demographics

Current Residence			Previous Online Enrollment		
	N	%		N	%
Own house	96	38.87%	No classes	41	16.67%
Rent room / apartment / house	113	45.75%	1-3 classes	59	23.98%
Relative's home	20	8.10%	4-6 classes	35	14.23%
Residence hall	10	4.05%	7-9 classes	21	8.54%
Other residence	8	3.24%	10-12 classes	30	12.20%
Total	247	100.00%	13-15 classes	29	11.79%
No Response	6		More than 15 classes	31	12.60%
			Total	246	100.00%
			No Response	7	
Marital Status			My intended degree is:		
	N	%		N	%
Single	112	45.53%	Online undergraduate degree	102	41.30%
Single with children	30	12.20%	Online graduate degree	35	14.17%
Married	40	16.26%	Face-to-face undergraduate degree	86	34.82%
Married with children	58	23.58%	Face-to-face graduate degree	24	9.72%
Marital - Prefer not to respond	6	2.44%	Campus item - Answer 5	0	0.00%
Total	246	100.00%	Campus item - Answer 6	0	0.00%
No Response	7		Total	247	100.00%
			No Response	6	
Current Plans			My home CWU campus is:		
	N	%		N	%
Complete online degree program	129	52.44%	Ellensburg	77	31.05%
Complete degree on campus	91	36.99%	Des Moines, Kent, or Pierce County	48	19.35%
Transfer credits	4	1.63%	Lynnwood or Everett	66	26.61%
Complete this course	22	8.94%	Moses Lake, Wenatchee, or Yakima	21	8.47%
Total	246	100.00%	Online: a fully online degree program	36	14.52%
No Response	7		Campus item 2 - Answer 6	0	0.00%
			Total	248	100.00%
			No Response	5	
Current Online Enrollment			Group Code		
	N	%		N	%
1-3 credits	23	9.39%	1063: Health and Physical Education: Athletic Administration (MS)	1	0.41%
4-6 credits	73	29.80%	1087: Information Tech & Admin Mgt (BAS)	47	19.42%
7-9 credits	37	15.10%	1088: Information Tech & Admin Mgt (BS)	27	11.16%
10-12 credits	37	15.10%	1090: Interdisciplinary Studies: Social Sciences (BS)	48	19.83%
13-15 credits	56	22.86%	1094: Law & Justice (BA)	20	8.26%
More than 15 credits	19	7.76%			
Total	245	100.00%			
No Response	8				

May 2013 Demographics

1107: Paramedicine (BS)	3	1.24%
1125: Psychology (BA)	16	6.61%
1137: School Administration (MED)	2	0.83%
1145: Sociology (BA)	7	2.89%
1151: Special Education (MED)	5	2.07%
1165: Health and Physical Education: Teaching Physical Education and Health (MS)	2	0.83%
1166: Higher Education (MED)	4	1.65%
1167: Literacy (MED)	1	0.41%
1168: Not enrolled in an online degree program	59	24.38%
Total	242	100.00%
No Response	11	

Nov 2011 Demographics

Gender	N	%	Current Class Load	N	%
Female	139	74.33%	Full-time	149	80.11%
Male	48	25.67%	Part-time	37	19.89%
Total	187	100.00%	Total	186	100.00%
No Response	2		No Response	3	
Age	N	%	Class Level	N	%
18 and under	0	0.00%	First year	5	2.67%
19 to 24	55	29.41%	Second year	6	3.21%
25 to 34	56	29.95%	Third year	66	35.29%
35 to 44	37	19.79%	Fourth year	89	47.59%
45 to 54	25	13.37%	Special student	1	0.53%
55 to 64	12	6.42%	Graduate/professional	14	7.49%
65 and over	2	1.07%	Other class level	6	3.21%
Total	187	100.00%	Total	187	100.00%
No Response	2		No Response	2	
Ethnicity/Race	N	%	Educational Goal	N	%
African-American	8	4.32%	Associate degree	1	0.55%
American Indian or Alaskan Native	4	2.16%	Bachelor's degree	137	74.86%
Asian or Pacific Islander	14	7.57%	Master's degree	27	14.75%
Caucasian/White	133	71.89%	Doctorate or professional degree	10	5.46%
Hispanic	11	5.95%	Certification (initial or renewal)	5	2.73%
Other race	7	3.78%	Self-improvement/pleasure	0	0.00%
Race - Prefer not to respond	8	4.32%	Job-related training	1	0.55%
Total	185	100.00%	Other educational goal	2	1.09%
No Response	4		Total	183	100.00%
			No Response	6	
Current Enrollment Status	N	%	Employment	N	%
Primarily online	91	49.46%	Full-time	54	28.88%
Primarily on-campus	93	50.54%	Part-time	67	35.83%
Total	184	100.00%	Not employed	66	35.29%
No Response	5		Total	187	100.00%
			No Response	2	

Nov 2011 Demographics

Current Residence			Previous Online Enrollment		
	N	%		N	%
Own house	58	31.69%	No classes	43	23.37%
Rent room / apartment / house	97	53.01%	1-3 classes	55	29.89%
Relative's home	20	10.93%	4-6 classes	28	15.22%
Residence hall	4	2.19%	7-9 classes	14	7.61%
Other residence	4	2.19%	10-12 classes	11	5.98%
Total	183	100.00%	13-15 classes	17	9.24%
No Response	6		More than 15 classes	16	8.70%
			Total	184	100.00%
			No Response	5	
Marital Status			Institution Question		
	N	%		N	%
Single	94	51.93%	Campus item - Answer 1	84	44.92%
Single with children	27	14.92%	Campus item - Answer 2	22	11.76%
Married	27	14.92%	Campus item - Answer 3	81	43.32%
Married with children	31	17.13%	Campus item - Answer 4	0	0.00%
Marital - Prefer not to respond	2	1.10%	Campus item - Answer 5	0	0.00%
Total	181	100.00%	Campus item - Answer 6	0	0.00%
No Response	8		Total	187	100.00%
			No Response	2	
Current Plans			Institution Question 2		
	N	%		N	%
Complete online degree program	79	42.47%	Campus item 2 - Answer 1	73	39.25%
Complete degree on campus	91	48.92%	Campus item 2 - Answer 2	43	23.12%
Transfer credits	7	3.76%	Campus item 2 - Answer 3	51	27.42%
Complete this course	9	4.84%	Campus item 2 - Answer 4	12	6.45%
Total	186	100.00%	Campus item 2 - Answer 5	7	3.76%
No Response	3		Campus item 2 - Answer 6	0	0.00%
			Total	186	100.00%
			No Response	3	
Current Online Enrollment			Group Code		
	N	%		N	%
1-3 credits	21	11.54%	1001	19	10.33%
4-6 credits	72	39.56%	1006	3	1.63%
7-9 credits	22	12.09%	1011	1	0.54%
10-12 credits	24	13.19%	1012	1	0.54%
13-15 credits	34	18.68%	1014	6	3.26%
More than 15 credits	9	4.95%	1015	2	1.09%
Total	182	100.00%	1018	1	0.54%
No Response	7		1023	2	1.09%

Nov 2011 Demographics

1027	10	5.43%	1162	2	1.09%
1028	1	0.54%	Total	184	100.00%
1029	1	0.54%	No Response	5	
1031	2	1.09%			
1038	1	0.54%			
1041	1	0.54%			
1042	3	1.63%			
1044	1	0.54%			
1053	1	0.54%			
1063: Health and Physical Education: Athletic Administration (MS)	7	3.80%			
1070	4	2.17%			
1073	3	1.63%			
1080	1	0.54%			
1087: Information Tech & Admin Mgt (BAS)	25	13.59%			
1088: Information Tech & Admin Mgt (BS)	10	5.43%			
1090: Interdisciplinary Studies: Social Sciences (BS)	14	7.61%			
1091	8	4.35%			
1094: Law & Justice (BA)	8	4.35%			
1095	5	2.72%			
1096	1	0.54%			
1102	1	0.54%			
1104	2	1.09%			
1111	1	0.54%			
1113	1	0.54%			
1117	1	0.54%			
1123	2	1.09%			
1124	6	3.26%			
1125: Psychology (BA)	4	2.17%			
1126	1	0.54%			
1135	1	0.54%			
1142	4	2.17%			
1143	4	2.17%			
1144	3	1.63%			
1146	1	0.54%			
1150	1	0.54%			
1156	1	0.54%			
1157	1	0.54%			
1161	5	2.72%			

Strategic Planning Overview

Strengths and Challenges

Strengths

- 18. Registration for online courses is convenient.
- 7. Program requirements are clear and reasonable.
- 3. Instructional materials are appropriate for program content.
- 35. Campus item: A fair and equitable learning environment exists in my online course(s).
- 17. Assessment and evaluation procedures are clear and reasonable.
- 2. My program advisor is accessible by telephone and e-mail.
- 23. Billing and payment procedures are convenient for me.

Challenges

- 25. Faculty are responsive to student needs.
- 20. The quality of online instruction is excellent.
- 6. Tuition paid is a worthwhile investment.
- 4. Faculty provide timely feedback about student progress.
- 12. There are sufficient offerings within my program of study.
- 33. Campus item: The organization and design of my online course(s) is conducive to learning.
- 22. I am aware of whom to contact for questions about programs and services.

Strategic Planning Overview Trends

Higher Satisfaction vs. Nov 2011

36. Campus item: Courses necessary to meet my degree objectives are offered online.

Lower Satisfaction vs. Nov 2011

18. Registration for online courses is convenient.

Institutional Summary
Scales: In Order of Importance

Scale	May 2013			Nov 2011			Mean Difference
	Importance	Satisfaction / SD	Performance Gap	Importance	Satisfaction / SD	Performance Gap	
Enrollment Services	6.36	5.39 / 1.31	0.97	6.48	5.65 / 1.21	0.83	-0.26 *
Institutional Perceptions	6.24	5.26 / 1.43	0.98	6.31	5.50 / 1.27	0.81	-0.24
Instructional Services	6.24	5.30 / 1.24	0.94	6.32	5.46 / 1.24	0.86	-0.16
Academic Services	6.18	5.27 / 1.18	0.91	6.36	5.39 / 1.19	0.97	-0.12
Student Services	6.14	5.19 / 1.32	0.95	6.19	5.29 / 1.30	0.90	-0.10

* Difference statistically significant at the .05 level
 ** Difference statistically significant at the .01 level
 *** Difference statistically significant at the .001 level

Institutional Summary
Items: In Order of Importance

Item	May 2013			Nov 2011			Mean Difference
	Importance	Satisfaction / SD	Performance Gap	Importance	Satisfaction / SD	Performance Gap	
18. Registration for online courses is convenient.	6.57	5.55 / 1.66	1.02	6.59	5.94 / 1.49	0.65	-0.39 *
25. Faculty are responsive to student needs.	6.56	5.42 / 1.54	1.14	6.65	5.53 / 1.64	1.12	-0.11
11. Student assignments are clearly defined in the syllabus.	6.56	5.49 / 1.53	1.07	6.66	5.70 / 1.48	0.96	-0.21
20. The quality of online instruction is excellent.	6.54	5.03 / 1.78	1.51	6.50	5.25 / 1.73	1.25	-0.22
51. Factor to enroll: Convenience	6.53			6.44			
6. Tuition paid is a worthwhile investment.	6.53	5.01 / 1.77	1.52	6.61	5.30 / 1.65	1.31	-0.29
7. Program requirements are clear and reasonable.	6.52	5.51 / 1.49	1.01	6.57	5.58 / 1.48	0.99	-0.07
30. Campus item: The online course management system is easy to use.	6.46	5.43 / 1.53	1.03	6.43	5.19 / 1.83	1.24	0.24
36. Campus item: Courses necessary to meet my degree objectives are offered online.	6.46	5.35 / 1.67	1.11	6.52	4.94 / 2.04	1.58	0.41 *
4. Faculty provide timely feedback about student progress.	6.46	5.06 / 1.70	1.40	6.57	5.27 / 1.70	1.30	-0.21
3. Instructional materials are appropriate for program content.	6.46	5.56 / 1.43	0.90	6.49	5.65 / 1.32	0.84	-0.09
12. There are sufficient offerings within my program of study.	6.44	5.00 / 1.66	1.44	6.56	4.98 / 1.79	1.58	0.02
33. Campus item: The organization and design of my online course(s) is conducive to learning.	6.43	5.31 / 1.67	1.12	6.51	5.46 / 1.68	1.05	-0.15

* Difference statistically significant at the .05 level
 ** Difference statistically significant at the .01 level
 *** Difference statistically significant at the .001 level

Institutional Summary
Items: In Order of Importance

Item	May 2013			Nov 2011			Mean Difference
	Importance	Satisfaction / SD	Performance Gap	Importance	Satisfaction / SD	Performance Gap	
10. This institution responds quickly when I request information.	6.37	5.32 / 1.65	1.05	6.48	5.49 / 1.58	0.99	-0.17
35. Campus item: A fair and equitable learning environment exists in my online course(s).	6.34	5.55 / 1.59	0.79	6.51	5.61 / 1.62	0.90	-0.06
17. Assessment and evaluation procedures are clear and reasonable.	6.33	5.62 / 1.30	0.71	6.44	5.64 / 1.49	0.80	-0.02
44. Factor to enroll: Ability to transfer credits	6.32			5.87			
22. I am aware of whom to contact for questions about programs and services.	6.29	5.11 / 1.79	1.18	6.30	5.23 / 1.70	1.07	-0.12
9. Adequate financial aid is available.	6.29	5.18 / 1.80	1.11	6.54	5.35 / 1.77	1.19	-0.17
23. Billing and payment procedures are convenient for me.	6.29	5.73 / 1.48	0.56	6.39	5.81 / 1.48	0.58	-0.08
2. My program advisor is accessible by telephone and e-mail.	6.29	5.67 / 1.54	0.62	6.54	5.94 / 1.43	0.60	-0.27
14. I receive timely information on the availability of financial aid.	6.26	5.06 / 1.76	1.20	6.37	5.45 / 1.63	0.92	-0.39 *
53. Factor to enroll: Program requirements	6.25			6.20			
16. Appropriate technical assistance is readily available.	6.22	5.43 / 1.56	0.79	6.37	5.63 / 1.36	0.74	-0.20
31. Campus item: General academic advising is available to online learners.	6.18	5.09 / 1.72	1.09	6.46	5.75 / 1.47	0.71	-0.66 ***

* Difference statistically significant at the .05 level
 ** Difference statistically significant at the .01 level
 *** Difference statistically significant at the .001 level

Institutional Summary

Items: In Order of Importance

Item	May 2013			Nov 2011			Mean Difference
	Importance	Satisfaction / SD	Performance Gap	Importance	Satisfaction / SD	Performance Gap	
49. Factor to enroll: Work schedule	6.16			5.98			
50. Factor to enroll: Flexible pacing for completing a program	6.15			6.11			
26. The bookstore provides timely service to students.	6.15	5.74 / 1.37	0.41	6.19	5.79 / 1.34	0.40	-0.05
5. My program advisor helps me work toward career goals.	6.12	5.06 / 1.75	1.06	6.40	5.39 / 1.73	1.01	-0.33
27. Campus item: Help desk services and technical support are adequate to meet my needs.	6.11	5.43 / 1.42	0.68	6.10	5.60 / 1.33	0.50	-0.17
13. The frequency of student and instructor interactions is adequate.	6.08	5.33 / 1.54	0.75	6.21	5.48 / 1.53	0.73	-0.15
40. Source of information: Web site	6.07			5.82			
29. Campus item: Faculty-to-student interaction is fostered and encouraged in my online course(s).	6.05	5.18 / 1.67	0.87	6.14	5.50 / 1.66	0.64	-0.32
21. Adequate online library resources are provided.	6.03	5.53 / 1.47	0.50	6.29	5.54 / 1.60	0.75	-0.01
45. Factor to enroll: Cost	6.03			5.85			
15. Channels are available for providing timely responses to student complaints.	6.00	4.78 / 1.82	1.22	6.13	4.97 / 1.60	1.16	-0.19
1. This institution has a good reputation.	5.95	5.51 / 1.38	0.44	6.02	5.69 / 1.29	0.33	-0.18
34. Campus item: Orientation to university systems and support resources is provided to online learners.	5.94	5.12 / 1.69	0.82	6.24	5.45 / 1.62	0.79	-0.33

* Difference statistically significant at the .05 level
 ** Difference statistically significant at the .01 level
 *** Difference statistically significant at the .001 level

Institutional Summary

Items: In Order of Importance

Item	May 2013			Nov 2011			Mean Difference
	Importance	Satisfaction / SD	Performance Gap	Importance	Satisfaction / SD	Performance Gap	
47. Factor to enroll: Future employment opportunities	5.88			5.83			
46. Factor to enroll: Financial assistance available	5.86			5.84			
38. Source of information: Catalog (online)	5.81			5.77			
19. Online career services are available.	5.81	4.95 / 1.63	0.86	5.81	4.91 / 1.67	0.90	0.04
48. Factor to enroll: Reputation of institution	5.80			5.72			
52. Factor to enroll: Distance from campus	5.75			5.82			
24. Tutoring services are readily available for online courses.	5.54	4.53 / 1.79	1.01	5.68	4.44 / 1.80	1.24	0.09
42. Source of information: Recommendation from instructor or program advisor	5.53			5.64			
32. Campus item: I feel I am a member of the Central Washington University community.	5.45	4.88 / 1.85	0.57	6.11	5.29 / 1.67	0.82	-0.41 *
28. Campus item: Student-to-student interaction is fostered and encouraged in my online course(s).	5.07	5.14 / 1.51	-0.07	4.94	4.78 / 1.74	0.16	0.36 *
8. Student-to-student collaborations are valuable to me.	4.92	4.92 / 1.53	0.00	5.04	5.14 / 1.66	-0.10	-0.22
43. Source of information: Contact with current students and / or recent graduates of the program	4.74			4.77			
39. Source of information: College representatives	4.69			4.51			

* Difference statistically significant at the .05 level
 ** Difference statistically significant at the .01 level
 *** Difference statistically significant at the .001 level

Institutional Summary
Items: In Order of Importance

Item	May 2013			Nov 2011			Mean Difference
	Importance	Satisfaction / SD	Performance Gap	Importance	Satisfaction / SD	Performance Gap	
54. Factor to enroll: Recommendations from employer	4.54			4.37			
37. Source of information: Catalog and brochures (printed)	4.29			4.36			
41. Source of information: Advertisements	3.39			3.35			

* Difference statistically significant at the .05 level
 ** Difference statistically significant at the .01 level
 *** Difference statistically significant at the .001 level

Institutional Summary

Scales: In Order With Items That Make Up the Scale - Academic Services

Scale/Item	May 2013			Nov 2011			Mean Difference
	Importance	Satisfaction / SD	Performance Gap	Importance	Satisfaction / SD	Performance Gap	
ACADEMIC SERVICES	6.18	5.27 / 1.18	0.91	6.36	5.39 / 1.19	0.97	-0.12
2. My program advisor is accessible by telephone and e-mail.	6.29	5.67 / 1.54	0.62	6.54	5.94 / 1.43	0.60	-0.27
5. My program advisor helps me work toward career goals.	6.12	5.06 / 1.75	1.06	6.40	5.39 / 1.73	1.01	-0.33
7. Program requirements are clear and reasonable.	6.52	5.51 / 1.49	1.01	6.57	5.58 / 1.48	0.99	-0.07
12. There are sufficient offerings within my program of study.	6.44	5.00 / 1.66	1.44	6.56	4.98 / 1.79	1.58	0.02
16. Appropriate technical assistance is readily available.	6.22	5.43 / 1.56	0.79	6.37	5.63 / 1.36	0.74	-0.20
21. Adequate online library resources are provided.	6.03	5.53 / 1.47	0.50	6.29	5.54 / 1.60	0.75	-0.01
24. Tutoring services are readily available for online courses.	5.54	4.53 / 1.79	1.01	5.68	4.44 / 1.80	1.24	0.09

* Difference statistically significant at the .05 level
 ** Difference statistically significant at the .01 level
 *** Difference statistically significant at the .001 level

Institutional Summary

Scales: In Order With Items That Make Up the Scale - Enrollment Services

Scale/Item	May 2013			Nov 2011			Mean Difference
	Importance	Satisfaction / SD	Performance Gap	Importance	Satisfaction / SD	Performance Gap	
ENROLLMENT SERVICES	6.36	5.39 / 1.31	0.97	6.48	5.65 / 1.21	0.83	-0.26 *
9. Adequate financial aid is available.	6.29	5.18 / 1.80	1.11	6.54	5.35 / 1.77	1.19	-0.17
14. I receive timely information on the availability of financial aid.	6.26	5.06 / 1.76	1.20	6.37	5.45 / 1.63	0.92	-0.39 *
18. Registration for online courses is convenient.	6.57	5.55 / 1.66	1.02	6.59	5.94 / 1.49	0.65	-0.39 *
23. Billing and payment procedures are convenient for me.	6.29	5.73 / 1.48	0.56	6.39	5.81 / 1.48	0.58	-0.08

* Difference statistically significant at the .05 level
 ** Difference statistically significant at the .01 level
 *** Difference statistically significant at the .001 level

Institutional Summary

Scales: In Order With Items That Make Up the Scale - Institutional Perceptions

Scale/Item	May 2013			Nov 2011			Mean Difference
	Importance	Satisfaction / SD	Performance Gap	Importance	Satisfaction / SD	Performance Gap	
INSTITUTIONAL PERCEPTIONS	6.24	5.26 / 1.43	0.98	6.31	5.50 / 1.27	0.81	-0.24
1. This institution has a good reputation.	5.95	5.51 / 1.38	0.44	6.02	5.69 / 1.29	0.33	-0.18
6. Tuition paid is a worthwhile investment.	6.53	5.01 / 1.77	1.52	6.61	5.30 / 1.65	1.31	-0.29

* Difference statistically significant at the .05 level
 ** Difference statistically significant at the .01 level
 *** Difference statistically significant at the .001 level

Institutional Summary

Scales: In Order With Items That Make Up the Scale - Instructional Services

Scale/Item	May 2013			Nov 2011			Mean Difference
	Importance	Satisfaction / SD	Performance Gap	Importance	Satisfaction / SD	Performance Gap	
INSTRUCTIONAL SERVICES	6.24	5.30 / 1.24	0.94	6.32	5.46 / 1.24	0.86	-0.16
3. Instructional materials are appropriate for program content.	6.46	5.56 / 1.43	0.90	6.49	5.65 / 1.32	0.84	-0.09
4. Faculty provide timely feedback about student progress.	6.46	5.06 / 1.70	1.40	6.57	5.27 / 1.70	1.30	-0.21
8. Student-to-student collaborations are valuable to me.	4.92	4.92 / 1.53	0.00	5.04	5.14 / 1.66	-0.10	-0.22
11. Student assignments are clearly defined in the syllabus.	6.56	5.49 / 1.53	1.07	6.66	5.70 / 1.48	0.96	-0.21
13. The frequency of student and instructor interactions is adequate.	6.08	5.33 / 1.54	0.75	6.21	5.48 / 1.53	0.73	-0.15
17. Assessment and evaluation procedures are clear and reasonable.	6.33	5.62 / 1.30	0.71	6.44	5.64 / 1.49	0.80	-0.02
20. The quality of online instruction is excellent.	6.54	5.03 / 1.78	1.51	6.50	5.25 / 1.73	1.25	-0.22
25. Faculty are responsive to student needs.	6.56	5.42 / 1.54	1.14	6.65	5.53 / 1.64	1.12	-0.11

* Difference statistically significant at the .05 level
 ** Difference statistically significant at the .01 level
 *** Difference statistically significant at the .001 level

Institutional Summary

Scales: In Order With Items That Make Up the Scale - Student Services

Scale/Item	May 2013			Nov 2011			Mean Difference
	Importance	Satisfaction / SD	Performance Gap	Importance	Satisfaction / SD	Performance Gap	
STUDENT SERVICES	6.14	5.19 / 1.32	0.95	6.19	5.29 / 1.30	0.90	-0.10
10. This institution responds quickly when I request information.	6.37	5.32 / 1.65	1.05	6.48	5.49 / 1.58	0.99	-0.17
15. Channels are available for providing timely responses to student complaints.	6.00	4.78 / 1.82	1.22	6.13	4.97 / 1.60	1.16	-0.19
19. Online career services are available.	5.81	4.95 / 1.63	0.86	5.81	4.91 / 1.67	0.90	0.04
22. I am aware of whom to contact for questions about programs and services.	6.29	5.11 / 1.79	1.18	6.30	5.23 / 1.70	1.07	-0.12
26. The bookstore provides timely service to students.	6.15	5.74 / 1.37	0.41	6.19	5.79 / 1.34	0.40	-0.05

* Difference statistically significant at the .05 level
 ** Difference statistically significant at the .01 level
 *** Difference statistically significant at the .001 level

Institutional Summary

Items: In Sequential Order

Item	May 2013			Nov 2011			Mean Difference
	Importance	Satisfaction / SD	Performance Gap	Importance	Satisfaction / SD	Performance Gap	
1. This institution has a good reputation.	5.95	5.51 / 1.38	0.44	6.02	5.69 / 1.29	0.33	-0.18
2. My program advisor is accessible by telephone and e-mail.	6.29	5.67 / 1.54	0.62	6.54	5.94 / 1.43	0.60	-0.27
3. Instructional materials are appropriate for program content.	6.46	5.56 / 1.43	0.90	6.49	5.65 / 1.32	0.84	-0.09
4. Faculty provide timely feedback about student progress.	6.46	5.06 / 1.70	1.40	6.57	5.27 / 1.70	1.30	-0.21
5. My program advisor helps me work toward career goals.	6.12	5.06 / 1.75	1.06	6.40	5.39 / 1.73	1.01	-0.33
6. Tuition paid is a worthwhile investment.	6.53	5.01 / 1.77	1.52	6.61	5.30 / 1.65	1.31	-0.29
7. Program requirements are clear and reasonable.	6.52	5.51 / 1.49	1.01	6.57	5.58 / 1.48	0.99	-0.07
8. Student-to-student collaborations are valuable to me.	4.92	4.92 / 1.53	0.00	5.04	5.14 / 1.66	-0.10	-0.22
9. Adequate financial aid is available.	6.29	5.18 / 1.80	1.11	6.54	5.35 / 1.77	1.19	-0.17
10. This institution responds quickly when I request information.	6.37	5.32 / 1.65	1.05	6.48	5.49 / 1.58	0.99	-0.17
11. Student assignments are clearly defined in the syllabus.	6.56	5.49 / 1.53	1.07	6.66	5.70 / 1.48	0.96	-0.21
12. There are sufficient offerings within my program of study.	6.44	5.00 / 1.66	1.44	6.56	4.98 / 1.79	1.58	0.02

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 ** Difference statistically significant at the .01 level
 *** Difference statistically significant at the .001 level

Institutional Summary

Items: In Sequential Order

Item	May 2013			Nov 2011			Mean Difference
	Importance	Satisfaction / SD	Performance Gap	Importance	Satisfaction / SD	Performance Gap	
13. The frequency of student and instructor interactions is adequate.	6.08	5.33 / 1.54	0.75	6.21	5.48 / 1.53	0.73	-0.15
14. I receive timely information on the availability of financial aid.	6.26	5.06 / 1.76	1.20	6.37	5.45 / 1.63	0.92	-0.39 *
15. Channels are available for providing timely responses to student complaints.	6.00	4.78 / 1.82	1.22	6.13	4.97 / 1.60	1.16	-0.19
16. Appropriate technical assistance is readily available.	6.22	5.43 / 1.56	0.79	6.37	5.63 / 1.36	0.74	-0.20
17. Assessment and evaluation procedures are clear and reasonable.	6.33	5.62 / 1.30	0.71	6.44	5.64 / 1.49	0.80	-0.02
18. Registration for online courses is convenient.	6.57	5.55 / 1.66	1.02	6.59	5.94 / 1.49	0.65	-0.39 *
19. Online career services are available.	5.81	4.95 / 1.63	0.86	5.81	4.91 / 1.67	0.90	0.04
20. The quality of online instruction is excellent.	6.54	5.03 / 1.78	1.51	6.50	5.25 / 1.73	1.25	-0.22
21. Adequate online library resources are provided.	6.03	5.53 / 1.47	0.50	6.29	5.54 / 1.60	0.75	-0.01
22. I am aware of whom to contact for questions about programs and services.	6.29	5.11 / 1.79	1.18	6.30	5.23 / 1.70	1.07	-0.12
23. Billing and payment procedures are convenient for me.	6.29	5.73 / 1.48	0.56	6.39	5.81 / 1.48	0.58	-0.08
24. Tutoring services are readily available for online courses.	5.54	4.53 / 1.79	1.01	5.68	4.44 / 1.80	1.24	0.09
25. Faculty are responsive to student needs.	6.56	5.42 / 1.54	1.14	6.65	5.53 / 1.64	1.12	-0.11

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 ** Difference statistically significant at the .01 level
 *** Difference statistically significant at the .001 level

Institutional Summary

Items: In Sequential Order

Item	May 2013			Nov 2011			Mean Difference
	Importance	Satisfaction / SD	Performance Gap	Importance	Satisfaction / SD	Performance Gap	
26. The bookstore provides timely service to students.	6.15	5.74 / 1.37	0.41	6.19	5.79 / 1.34	0.40	-0.05
27. Campus item: Help desk services and technical support are adequate to meet my needs.	6.11	5.43 / 1.42	0.68	6.10	5.60 / 1.33	0.50	-0.17
28. Campus item: Student-to-student interaction is fostered and encouraged in my online course(s).	5.07	5.14 / 1.51	-0.07	4.94	4.78 / 1.74	0.16	0.36 *
29. Campus item: Faculty-to-student interaction is fostered and encouraged in my online course(s).	6.05	5.18 / 1.67	0.87	6.14	5.50 / 1.66	0.64	-0.32
30. Campus item: The online course management system is easy to use.	6.46	5.43 / 1.53	1.03	6.43	5.19 / 1.83	1.24	0.24
31. Campus item: General academic advising is available to online learners.	6.18	5.09 / 1.72	1.09	6.46	5.75 / 1.47	0.71	-0.66 ***
32. Campus item: I feel I am a member of the Central Washington University community.	5.45	4.88 / 1.85	0.57	6.11	5.29 / 1.67	0.82	-0.41 *
33. Campus item: The organization and design of my online course(s) is conducive to learning.	6.43	5.31 / 1.67	1.12	6.51	5.46 / 1.68	1.05	-0.15
34. Campus item: Orientation to university systems and support resources is provided to online learners.	5.94	5.12 / 1.69	0.82	6.24	5.45 / 1.62	0.79	-0.33
35. Campus item: A fair and equitable learning environment exists in my online course(s).	6.34	5.55 / 1.59	0.79	6.51	5.61 / 1.62	0.90	-0.06
36. Campus item: Courses necessary to meet my degree objectives are offered online.	6.46	5.35 / 1.67	1.11	6.52	4.94 / 2.04	1.58	0.41 *

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 *** Difference statistically significant at the .001 level

Institutional Summary

Items: In Sequential Order

Item	May 2013			Nov 2011			Mean Difference
	Importance	Satisfaction / SD	Performance Gap	Importance	Satisfaction / SD	Performance Gap	
37. Source of information: Catalog and brochures (printed)	4.29			4.36			
38. Source of information: Catalog (online)	5.81			5.77			
39. Source of information: College representatives	4.69			4.51			
40. Source of information: Web site	6.07			5.82			
41. Source of information: Advertisements	3.39			3.35			
42. Source of information: Recommendation from instructor or program advisor	5.53			5.64			
43. Source of information: Contact with current students and / or recent graduates of the program	4.74			4.77			
44. Factor to enroll: Ability to transfer credits	6.32			5.87			
45. Factor to enroll: Cost	6.03			5.85			
46. Factor to enroll: Financial assistance available	5.86			5.84			
47. Factor to enroll: Future employment opportunities	5.88			5.83			
48. Factor to enroll: Reputation of institution	5.80			5.72			
49. Factor to enroll: Work schedule	6.16			5.98			
50. Factor to enroll: Flexible pacing for completing a program	6.15			6.11			
51. Factor to enroll: Convenience	6.53			6.44			

* Difference statistically significant at the .05 level
 ** Difference statistically significant at the .01 level
 *** Difference statistically significant at the .001 level

Institutional Summary

Items: In Sequential Order

Item	May 2013			Nov 2011			Mean Difference
	Importance	Satisfaction / SD	Performance Gap	Importance	Satisfaction / SD	Performance Gap	
52. Factor to enroll: Distance from campus	5.75			5.82			
53. Factor to enroll: Program requirements	6.25			6.20			
54. Factor to enroll: Recommendations from employer	4.54			4.37			

* Difference statistically significant at the .05 level
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 *** Difference statistically significant at the .001 level

Institutional Summary

Summary Items

Summary Item	May 2013	Nov 2011	Mean Difference
<p>So far, how has your college experience met your expectations?</p> <p>1=Much worse than expected</p> <p>2=Quite a bit worse than I expected</p> <p>3=Worse than I expected</p> <p>4=About what I expected</p> <p>5=Better than I expected</p> <p>6=Quite a bit better than I expected</p> <p>7=Much better than expected</p>	<p>Average: 4.31</p> <p>4%</p> <p>5%</p> <p>11%</p> <p>35%</p> <p>24%</p> <p>9%</p> <p>8%</p>	<p>Average: 4.63</p> <p>3%</p> <p>3%</p> <p>9%</p> <p>35%</p> <p>19%</p> <p>14%</p> <p>13%</p>	<p>-0.32</p>
<p>Rate your overall satisfaction with your experience here thus far.</p> <p>1=Not satisfied at all</p> <p>2=Not very satisfied</p> <p>3=Somewhat dissatisfied</p> <p>4=Neutral</p> <p>5=Somewhat satisfied</p> <p>6=Satisfied</p> <p>7=Very satisfied</p>	<p>Average: 4.97</p> <p>5%</p> <p>10%</p> <p>7%</p> <p>8%</p> <p>14%</p> <p>38%</p> <p>16%</p>	<p>Average: 5.33</p> <p>3%</p> <p>6%</p> <p>6%</p> <p>4%</p> <p>18%</p> <p>37%</p> <p>22%</p>	<p>-0.36</p>
<p>All in all, if you had to do it over, would you enroll here again?</p> <p>1=Definitely not</p> <p>2=Probably not</p> <p>3=Maybe not</p> <p>4=I don't know</p> <p>5=Maybe yes</p> <p>6=Probably yes</p> <p>7=Definitely yes</p>	<p>Average: 5.42</p> <p>6%</p> <p>7%</p> <p>4%</p> <p>6%</p> <p>9%</p> <p>31%</p> <p>35%</p>	<p>Average: 5.55</p> <p>5%</p> <p>4%</p> <p>5%</p> <p>5%</p> <p>11%</p> <p>25%</p> <p>41%</p>	<p>-0.13</p>