June 2014 Demographics

%	N	Current Class Load	%	N	Gender
80.37%	303	Full-time	69.66%	264	Female
19.63%	74	Part-time	30.34%	115	Male
100.00%	377	Total	100.00%	379	Total
	8	No Response		6	No Response
%	N	Class Level	%	N	Age
6.08%	23	First year	2.37%	9	18 and under
9.26%	35	Second year	39.05%	148	19 to 24
33.86%	128	Third year	26.12%	99	25 to 34
37.30%	141	Fourth year	19.00%	72	35 to 44
0.53%	2	Special student	10.29%	39	45 to 54
8.20%	31	Graduate/professional	2.90%	11	55 to 64
4.76%	18	Other class level	0.26%	1	65 and over
100.00%	378	Total	100.00%	379	Total
	7	No Response		6	No Response
%	N	Educational Goal	%	N	Ethnicity/Race
0.00%	0	Associate degree	2.91%	11	African-American
71.47%	268	Bachelor's degree	2.65%	10	American Indian or Alaskan Native
20.27%	76	Master's degree	10.05%	38	Asian or Pacific Islander
4.80%	18	Doctorate or professional degree	65.87%	249	Caucasian/White
2.40%	9	Certification (initial or renewal)	10.58%	40	Hispanic
0.00%	0	Self-improvement/pleasure	5.03%	19	Other race
0.53%	2	Job-related training	2.91%	11	Race - Prefer not to respond
0.53%	2	Other educational goal	100.00%	378	Total
100.00%	375	Total		7	No Response
	10	No Response			•
			%	N	Current Enrollment Status
%	N	Employment	55.82%	211	Primarily online
35.73%	134	Full-time	44.18%	167	Primarily on-campus
30.13%	113	Part-time	100.00%	378	Total
	128	Not employed		7	No Response
34.13%		Total			
34.13% 100.00%	375	No Response			

June 2014 Demographics

Current Residence	N	%	Previous Online Enrollment	N	%
Own house	116	30.69%	No classes	82	22.04%
Rent room / apartment / house	181	47.88%	1-3 classes	102	27.42%
Relative's home	44	11.64%	4-6 classes	53	14.25%
Residence hall	32	8.47%	7-9 classes	40	10.75%
Other residence	5	1.32%	10-12 classes	33	8.87%
Total	378	100.00%	13-15 classes	29	7.80%
No Response	7		More than 15 classes	33	8.87%
			Total	372	100.00%
	•	0.4	No Response	13	
Marital Status	N	%			
Single	204	54.84%			
Single with children	41	11.02%	My intended degree is:	N	%
Married	58	15.59%	Online undergraduate degree	127	33.87%
Married with children	61	16.40%	Online graduate degree	51	13.60%
Marital - Prefer not to respond	8	2.15%	Face-to-face undergraduate degree	159	42.40%
Total	372	100.00%	Face-to-face graduate degree	38	10.13%
No Response	13		Campus item - Answer 5	0	0.00%
			Campus item - Answer 6	0	0.00%
C4 DI	N T	0/	Total	375	100.00%
Current Plans	N	%	No Response	10	
Complete online degree program	176	47.70%			
Complete degree on campus	165	44.72%	M- Lance CVVIII and the	N T	0/
Transfer credits	3	0.81%	My home CWU campus is:	N	%
Complete this course	25	6.78%	Ellensburg	159	42.06%
Total	369	100.00%	Des Moines or Pierce County	64	16.93%
No Response	16		Lynnwood or Everett	72	19.05%
			Moses Lake, Wenatchee, or Yakima	23	6.08%
Current Online Enrollment	N	%	Online: a fully online degree program	60	15.87%
1-3 credits			Campus item 2 - Answer 6	0	0.00%
	44	12.05%	Total	378	100.00%
4-6 credits	133	36.44%	No Response	7	
7-9 credits 10-12 credits	44	12.05%			
	61 57	16.71%	Group Code	N	%
13-15 credits More than 15 credits	57 26	15.62%	•	2	
	26	7.12%	1063: Health and Physical Education: Athletic Administration (MS)	2	0.54%
Total No Response	365 20	100.00%	1087: Information Tech & Damp; Admin Mgt (BAS)	46	12.37%
			1088: Information Tech & Deck amp; Admin Mgt (BS)	33	8.87%
			1089: Instructional Leadership (MED)	2	0.54%
			1090: Interdisciplinary Studies: Social Sciences (BS)	36	9.68%

June 2014 Demographics

1092: Specialized Studies (BA/BS)	9	2.42%
1094: Law & Samp; Justice (BA)	29	7.80%
1107: Paramedicine (BS)	4	1.08%
1125: Psychology (BA)	23	6.18%
1137: School Administration (MED)	4	1.08%
1145: Sociology (BA)	11	2.96%
1151: Special Education (MED)	3	0.81%
1153: English: Professional & Dry; Creative Writing (BA)	9	2.42%
1165: Health and Physical Education: Teaching Physical Education and Health (MS)	3	0.81%
1166: Higher Education (MED)	18	4.84%
1167: Literacy (MED)	1	0.27%
1168: Not enrolled in an online degree program	139	37.37%
Total	372	100.00%
No Response	13	

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	9/
African-American	13	5.28%	Associate degree	3	1.229
American Indian or Alaskan Native	2	0.81%	Bachelor's degree	186	75.619
Asian or Pacific Islander	29	11.79%	Master's degree	38	15.459
Caucasian/White	166	67.48%	Doctorate or professional degree	8	3.259
Hispanic	14	5.69%	Certification (initial or renewal)	8	3.259
Other race	9	3.66%	Self-improvement/pleasure	0	0.009
Race - Prefer not to respond	13	5.28%	Job-related training	0	0.00%
Total	246	100.00%	Other educational goal	3	1.229
No Response	7		Total	246	100.00%
			No Response	7	
Current Enrollment Status	N	%			
Primarily online	157	63.56%	Employment	N	9/
Primarily on-campus	90	36.44%	Full-time	112	45.719
Total	247	100.00%	Part-time	73	29.80%
No Response	6		Not employed	60	24.49%
			Total	245	100.009
			No Response	8	

May 2013 Demographics

Current Residence	N	%	Previous Online Enrollment	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		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	N	%			
Single	112	45.53%			
Single with children	30	12.20%	Institution Question	N	%
Married	40	16.26%	Campus item - Answer 1	102	41.30%
Married with children	58	23.58%	Campus item - Answer 2	35	14.17%
Marital - Prefer not to respond	6	2.44%	Campus item - Answer 3	86	34.82%
Total	246	100.00%	Campus item - Answer 4	24	9.72%
No Response	7		Campus item - Answer 5	0	0.00%
			Campus item - Answer 6	0	0.00%
C NI	NT	0/	Total	247	100.00%
Current Plans	N	%	No Response	6	
Complete online degree program	129	52.44%			
Complete degree on campus	91	36.99%	I	N.T	0/
Transfer credits	4	1.63%	Institution Question 2	N	%
Complete this course	22	8.94%	Campus item 2 - Answer 1	77	31.05%
Total	246	100.00%	Campus item 2 - Answer 2	48	19.35%
No Response	7		Campus item 2 - Answer 3	66	26.61%
			Campus item 2 - Answer 4	21	8.47%
Current Online Enrollment	N	%	Campus item 2 - Answer 5	36	14.52%
1-3 credits			Campus item 2 - Answer 6	0	0.00%
	23	9.39%	Total	248	100.00%
4-6 credits	73	29.80%	No Response	5	
7-9 credits	37 37	15.10%			
10-12 credits		15.10%	Group Code	N	%
13-15 credits More than 15 credits	56 19	22.86% 7.76%			
Total			1063: Health and Physical Education: Athletic Administration (MS)	1	0.41%
No Response	245 8	100.00%	1087: Information Tech & Department Mgt (BAS)	47	19.42%
			1088: Information Tech & Depth amp; Admin Mgt (BS)	27	11.16%
			1090: Interdisciplinary Studies: Social Sciences (BS)	48	19.83%
			1094: Law & Samp; Justice (BA)	20	8.26%

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		

Scales: In Order of Importance

		June 2014			May 2013		Mean Difference
Scale	Importance	Satisfaction / SD	Performance Gap	Importance	Satisfaction / SD	Performance Gap	
Enrollment Services	6.34	5.53 / 1.21	0.81	6.36	5.39 / 1.31	0.97	0.14
Institutional Perceptions	6.29	5.45 / 1.19	0.84	6.24	5.26 / 1.43	0.98	0.19
Instructional Services	6.25	5.37 / 1.07	0.88	6.24	5.30 / 1.24	0.94	0.07
Academic Services	6.24	5.29 / 1.10	0.95	6.18	5.27 / 1.18	0.91	0.02
Student Services	6.12	5.28 / 1.13	0.84	6.14	5.19 / 1.32	0.95	0.09

^{*} Difference statistically significant at the .05 level

^{**} Difference statistically significant at the .01 level *** Difference statistically significant at the .001 level

		June 2014			May 2013		
Item	Importance	Satisfaction / SD	Performance Gap	Importance	Satisfaction / SD	Performance Gap	
6. Tuition paid is a worthwhile investment.	6.59	5.28 / 1.40	1.31	6.53	5.01 / 1.77	1.52	0.27 *
11. Student assignments are clearly defined in the syllabus.	6.57	5.58 / 1.35	0.99	6.56	5.49 / 1.53	1.07	0.09
7. Program requirements are clear and reasonable.	6.55	5.50 / 1.42	1.05	6.52	5.51 / 1.49	1.01	-0.01
12. There are sufficient offerings within my program of study.	6.54	5.22 / 1.61	1.32	6.44	5.00 / 1.66	1.44	0.22
25. Faculty are responsive to student needs.	6.53	5.46 / 1.43	1.07	6.56	5.42 / 1.54	1.14	0.04
20. The quality of online instruction is excellent.	6.52	5.25 / 1.56	1.27	6.54	5.03 / 1.78	1.51	0.22
30. Campus item: The online course management system is easy to use.	6.51	5.45 / 1.41	1.06	6.46	5.43 / 1.53	1.03	0.02
18. Registration for online courses is convenient.	6.47	5.81 / 1.44	0.66	6.57	5.55 / 1.66	1.02	0.26 *
51. Factor to enroll: Convenience	6.46			6.53			
Faculty provide timely feedback about student progress.	6.44	5.23 / 1.49	1.21	6.46	5.06 / 1.70	1.40	0.17
10. This institution responds quickly when I request information.	6.44	5.54 / 1.36	0.90	6.37	5.32 / 1.65	1.05	0.22
3. Instructional materials are appropriate for program content.	6.43	5.59 / 1.30	0.84	6.46	5.56 / 1.43	0.90	0.03
33. Campus item: The organization and design of my online course(s) is conducive to learning.	6.43	5.46 / 1.42	0.97	6.43	5.31 / 1.67	1.12	0.15
36. Campus item: Courses necessary to meet my degree objectives are offered online.	6.42	5.34 / 1.55	1.08	6.46	5.35 / 1.67	1.11	-0.01
35. Campus item: A fair and equitable learning environment exists in my online course(s).	6.39	5.63 / 1.45	0.76	6.34	5.55 / 1.59	0.79	0.08
9. Adequate financial aid is available.	6.37	5.29 / 1.75	1.08	6.29	5.18 / 1.80	1.11	0.11

^{*} Difference statistically significant at the .05 level

^{**} Difference statistically significant at the .01 level *** Difference statistically significant at the .001 level

	June 2014			May 2013			Mean Difference
Item	Importance	Satisfaction / SD	Performance Gap	Importance	Satisfaction / SD	Performance Gap	
My program advisor is accessible by telephone and e-mail.	6.36	5.62 / 1.52	0.74	6.29	5.67 / 1.54	0.62	-0.05
17. Assessment and evaluation procedures are clear and reasonable.	6.31	5.45 / 1.34	0.86	6.33	5.62 / 1.30	0.71	-0.17
23. Billing and payment procedures are convenient for me.	6.28	5.81 / 1.36	0.47	6.29	5.73 / 1.48	0.56	0.08
22. I am aware of whom to contact for questions about programs and services.	6.26	5.23 / 1.64	1.03	6.29	5.11 / 1.79	1.18	0.12
5. My program advisor helps me work toward career goals.	6.25	5.15 / 1.73	1.10	6.12	5.06 / 1.75	1.06	0.09
14. I receive timely information on the availability of financial aid.	6.23	5.15 / 1.64	1.08	6.26	5.06 / 1.76	1.20	0.09
26. The bookstore provides timely service to students.	6.19	5.78 / 1.32	0.41	6.15	5.74 / 1.37	0.41	0.04
53. Factor to enroll: Program requirements	6.19			6.25			
13. The frequency of student and instructor interactions is adequate.	6.17	5.35 / 1.40	0.82	6.08	5.33 / 1.54	0.75	0.02
47. Factor to enroll: Future employment opportunities	6.16			5.88			
16. Appropriate technical assistance is readily available.	6.14	5.37 / 1.46	0.77	6.22	5.43 / 1.56	0.79	-0.06
40. Source of information: Web site	6.14			6.07			
45. Factor to enroll: Cost	6.14			6.03			
21. Adequate online library resources are provided.	6.11	5.43 / 1.47	0.68	6.03	5.53 / 1.47	0.50	-0.10
44. Factor to enroll: Ability to transfer credits	6.09			6.32			
50. Factor to enroll: Flexible pacing for completing a program	6.09			6.15			

^{*} Difference statistically significant at the .05 level

^{**} Difference statistically significant at the .01 level *** Difference statistically significant at the .001 level

		June 2014			May 2013	Mean Difference	
Item	Importance	Satisfaction / SD	Performance Gap	Importance	Satisfaction / SD	Performance Gap	
31. Campus item: General academic advising is available to online learners.	6.08	5.07 / 1.67	1.01	6.18	5.09 / 1.72	1.09	-0.02
27. Campus item: Help desk services and technical support are adequate to meet my needs.	6.06	5.61 / 1.27	0.45	6.11	5.43 / 1.42	0.68	0.18
46. Factor to enroll: Financial assistance available	6.06			5.86			
29. Campus item: Faculty-to-student interaction is fostered and encouraged in my online course(s).	6.03	5.23 / 1.50	0.80	6.05	5.18 / 1.67	0.87	0.05
49. Factor to enroll: Work schedule	6.02			6.16			
1. This institution has a good reputation.	6.00	5.62 / 1.24	0.38	5.95	5.51 / 1.38	0.44	0.11
15. Channels are available for providing timely responses to student complaints.	5.94	4.80 / 1.70	1.14	6.00	4.78 / 1.82	1.22	0.02
34. Campus item: Orientation to university systems and support resources is provided to online learners.	5.93	5.06 / 1.58	0.87	5.94	5.12 / 1.69	0.82	-0.06
38. Source of information: Catalog (online)	5.88			5.81			
48. Factor to enroll: Reputation of institution	5.86			5.80			
19. Online career services are available.	5.71	4.90 / 1.53	0.81	5.81	4.95 / 1.63	0.86	-0.05
24. Tutoring services are readily available for online courses.	5.62	4.57 / 1.67	1.05	5.54	4.53 / 1.79	1.01	0.04
32. Campus item: I feel I am a member of the Central Washington University community.	5.57	4.95 / 1.63	0.62	5.45	4.88 / 1.85	0.57	0.07
52. Factor to enroll: Distance from campus	5.57			5.75			
42. Source of information: Recommendation from instructor or program advisor	5.53			5.53			

^{*} Difference statistically significant at the .05 level

^{**} Difference statistically significant at the .01 level *** Difference statistically significant at the .001 level

		June 2014			Mean Difference		
Item	Importance	Satisfaction / SD	Performance Gap	Importance	Satisfaction / SD	Performance Gap	
28. Campus item: Student-to-student interaction is fostered and encouraged in my online course(s).	5.05	5.25 / 1.44	-0.20	5.07	5.14 / 1.51	-0.07	0.11
8. Student-to-student collaborations are valuable to me.	4.99	5.06 / 1.38	-0.07	4.92	4.92 / 1.53	0.00	0.14
43. Source of information: Contact with current students and / or recent graduates of the program	4.84			4.74			
54. Factor to enroll: Recommendations from employer	4.60			4.54			
39. Source of information: College representatives	4.53			4.69			
37. Source of information: Catalog and brochures (printed)	4.32			4.29			
41. Source of information: Advertisements	3.69			3.39			

^{*} Difference statistically significant at the .05 level

^{**} Difference statistically significant at the .01 level *** Difference statistically significant at the .001 level

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

		June 2014			Mean Difference		
Scale/Item	Importance	Satisfaction / SD	Performance Gap	Importance	Satisfaction / SD	Performance Gap	
ACADEMIC SERVICES	6.24	5.29 / 1.10	0.95	6.18	5.27 / 1.18	0.91	0.02
2. My program advisor is accessible by telephone and e-mail.	6.36	5.62 / 1.52	0.74	6.29	5.67 / 1.54	0.62	-0.05
5. My program advisor helps me work toward career goals.	6.25	5.15 / 1.73	1.10	6.12	5.06 / 1.75	1.06	0.09
7. Program requirements are clear and reasonable.	6.55	5.50 / 1.42	1.05	6.52	5.51 / 1.49	1.01	-0.01
12. There are sufficient offerings within my program of study.	6.54	5.22 / 1.61	1.32	6.44	5.00 / 1.66	1.44	0.22
16. Appropriate technical assistance is readily available.	6.14	5.37 / 1.46	0.77	6.22	5.43 / 1.56	0.79	-0.06
21. Adequate online library resources are provided.	6.11	5.43 / 1.47	0.68	6.03	5.53 / 1.47	0.50	-0.10
24. Tutoring services are readily available for online courses.	5.62	4.57 / 1.67	1.05	5.54	4.53 / 1.79	1.01	0.04

^{*} Difference statistically significant at the .05 level

^{**} Difference statistically significant at the .01 level *** Difference statistically significant at the .001 level

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

		June 2014			May 2013		Mean Difference
Scale/Item	Importance	Satisfaction / SD	Performance Gap	Importance	Satisfaction / SD	Performance Gap	
ENROLLMENT SERVICES	6.34	5.53 / 1.21	0.81	6.36	5.39 / 1.31	0.97	0.14
9. Adequate financial aid is available.	6.37	5.29 / 1.75	1.08	6.29	5.18 / 1.80	1.11	0.11
14. I receive timely information on the availability of financial aid.	6.23	5.15 / 1.64	1.08	6.26	5.06 / 1.76	1.20	0.09
18. Registration for online courses is convenient.	6.47	5.81 / 1.44	0.66	6.57	5.55 / 1.66	1.02	0.26 *
23. Billing and payment procedures are convenient for me.	6.28	5.81 / 1.36	0.47	6.29	5.73 / 1.48	0.56	0.08

^{*} Difference statistically significant at the .05 level

^{**} Difference statistically significant at the .01 level *** Difference statistically significant at the .001 level

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

	June 2014			May 2013			Mean Difference
Scale/Item	Importance	Satisfaction / SD	Performance Gap	Importance	Satisfaction / SD	Performance Gap	
INSTITUTIONAL PERCEPTIONS	6.29	5.45 / 1.19	0.84	6.24	5.26 / 1.43	0.98	0.19
1. This institution has a good reputation.	6.00	5.62 / 1.24	0.38	5.95	5.51 / 1.38	0.44	0.11
6. Tuition paid is a worthwhile investment.	6.59	5.28 / 1.40	1.31	6.53	5.01 / 1.77	1.52	0.27 *

^{*} Difference statistically significant at the .05 level

^{**} Difference statistically significant at the .01 level *** Difference statistically significant at the .001 level

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

	June 2014			May 2013			Mean Difference
Scale/Item	Importance	Satisfaction / SD	Performance Gap	Importance	Satisfaction / SD	Performance Gap	
INSTRUCTIONAL SERVICES	6.25	5.37 / 1.07	0.88	6.24	5.30 / 1.24	0.94	0.07
3. Instructional materials are appropriate for program content.	6.43	5.59 / 1.30	0.84	6.46	5.56 / 1.43	0.90	0.03
4. Faculty provide timely feedback about student progress.	6.44	5.23 / 1.49	1.21	6.46	5.06 / 1.70	1.40	0.17
8. Student-to-student collaborations are valuable to me.	4.99	5.06 / 1.38	-0.07	4.92	4.92 / 1.53	0.00	0.14
11. Student assignments are clearly defined in the syllabus.	6.57	5.58 / 1.35	0.99	6.56	5.49 / 1.53	1.07	0.09
13. The frequency of student and instructor interactions is adequate.	6.17	5.35 / 1.40	0.82	6.08	5.33 / 1.54	0.75	0.02
17. Assessment and evaluation procedures are clear and reasonable.	6.31	5.45 / 1.34	0.86	6.33	5.62 / 1.30	0.71	-0.17
20. The quality of online instruction is excellent.	6.52	5.25 / 1.56	1.27	6.54	5.03 / 1.78	1.51	0.22
25. Faculty are responsive to student needs.	6.53	5.46 / 1.43	1.07	6.56	5.42 / 1.54	1.14	0.04

^{*} Difference statistically significant at the .05 level

^{**} Difference statistically significant at the .01 level *** Difference statistically significant at the .001 level

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

	June 2014			May 2013			Mean Difference
Scale/Item	Importance	Satisfaction / SD	Performance Gap	Importance	Satisfaction / SD	Performance Gap	
STUDENT SERVICES	6.12	5.28 / 1.13	0.84	6.14	5.19 / 1.32	0.95	0.09
10. This institution responds quickly when I request information.	6.44	5.54 / 1.36	0.90	6.37	5.32 / 1.65	1.05	0.22
15. Channels are available for providing timely responses to student complaints.	5.94	4.80 / 1.70	1.14	6.00	4.78 / 1.82	1.22	0.02
19. Online career services are available.	5.71	4.90 / 1.53	0.81	5.81	4.95 / 1.63	0.86	-0.05
22. I am aware of whom to contact for questions about programs and services.	6.26	5.23 / 1.64	1.03	6.29	5.11 / 1.79	1.18	0.12
26. The bookstore provides timely service to students.	6.19	5.78 / 1.32	0.41	6.15	5.74 / 1.37	0.41	0.04

^{*} Difference statistically significant at the .05 level

^{**} Difference statistically significant at the .01 level *** Difference statistically significant at the .001 level

	June 2014 May 2013				June 2014 May 2013		Mean Difference
Item	Importance	Satisfaction / SD	Performance Gap	Importance	Satisfaction / SD	Performance Gap	
1. This institution has a good reputation.	6.00	5.62 / 1.24	0.38	5.95	5.51 / 1.38	0.44	0.11
2. My program advisor is accessible by telephone and e-mail.	6.36	5.62 / 1.52	0.74	6.29	5.67 / 1.54	0.62	-0.05
3. Instructional materials are appropriate for program content.	6.43	5.59 / 1.30	0.84	6.46	5.56 / 1.43	0.90	0.03
Faculty provide timely feedback about student progress.	6.44	5.23 / 1.49	1.21	6.46	5.06 / 1.70	1.40	0.17
5. My program advisor helps me work toward career goals.	6.25	5.15 / 1.73	1.10	6.12	5.06 / 1.75	1.06	0.09
6. Tuition paid is a worthwhile investment.	6.59	5.28 / 1.40	1.31	6.53	5.01 / 1.77	1.52	0.27 *
7. Program requirements are clear and reasonable.	6.55	5.50 / 1.42	1.05	6.52	5.51 / 1.49	1.01	-0.01
8. Student-to-student collaborations are valuable to me.	4.99	5.06 / 1.38	-0.07	4.92	4.92 / 1.53	0.00	0.14
9. Adequate financial aid is available.	6.37	5.29 / 1.75	1.08	6.29	5.18 / 1.80	1.11	0.11
10. This institution responds quickly when I request information.	6.44	5.54 / 1.36	0.90	6.37	5.32 / 1.65	1.05	0.22
11. Student assignments are clearly defined in the syllabus.	6.57	5.58 / 1.35	0.99	6.56	5.49 / 1.53	1.07	0.09
12. There are sufficient offerings within my program of study.	6.54	5.22 / 1.61	1.32	6.44	5.00 / 1.66	1.44	0.22
13. The frequency of student and instructor interactions is adequate.	6.17	5.35 / 1.40	0.82	6.08	5.33 / 1.54	0.75	0.02
14. I receive timely information on the availability of financial aid.	6.23	5.15 / 1.64	1.08	6.26	5.06 / 1.76	1.20	0.09
15. Channels are available for providing timely responses to student complaints.	5.94	4.80 / 1.70	1.14	6.00	4.78 / 1.82	1.22	0.02
16. Appropriate technical assistance is readily available.	6.14	5.37 / 1.46	0.77	6.22	5.43 / 1.56	0.79	-0.06

^{*} Difference statistically significant at the .05 level

^{**} Difference statistically significant at the .01 level *** Difference statistically significant at the .001 level

	June 2014 May 2013					Mean Difference	
Item	Importance	Satisfaction / SD	Performance Gap	Importance	Satisfaction / SD	Performance Gap	
17. Assessment and evaluation procedures are clear and reasonable.	6.31	5.45 / 1.34	0.86	6.33	5.62 / 1.30	0.71	-0.17
18. Registration for online courses is convenient.	6.47	5.81 / 1.44	0.66	6.57	5.55 / 1.66	1.02	0.26 *
19. Online career services are available.	5.71	4.90 / 1.53	0.81	5.81	4.95 / 1.63	0.86	-0.05
20. The quality of online instruction is excellent.	6.52	5.25 / 1.56	1.27	6.54	5.03 / 1.78	1.51	0.22
21. Adequate online library resources are provided.	6.11	5.43 / 1.47	0.68	6.03	5.53 / 1.47	0.50	-0.10
22. I am aware of whom to contact for questions about programs and services.	6.26	5.23 / 1.64	1.03	6.29	5.11 / 1.79	1.18	0.12
23. Billing and payment procedures are convenient for me.	6.28	5.81 / 1.36	0.47	6.29	5.73 / 1.48	0.56	0.08
24. Tutoring services are readily available for online courses.	5.62	4.57 / 1.67	1.05	5.54	4.53 / 1.79	1.01	0.04
25. Faculty are responsive to student needs.	6.53	5.46 / 1.43	1.07	6.56	5.42 / 1.54	1.14	0.04
26. The bookstore provides timely service to students.	6.19	5.78 / 1.32	0.41	6.15	5.74 / 1.37	0.41	0.04
27. Campus item: Help desk services and technical support are adequate to meet my needs.	6.06	5.61 / 1.27	0.45	6.11	5.43 / 1.42	0.68	0.18
28. Campus item: Student-to-student interaction is fostered and encouraged in my online course(s).	5.05	5.25 / 1.44	-0.20	5.07	5.14 / 1.51	-0.07	0.11
29. Campus item: Faculty-to-student interaction is fostered and encouraged in my online course(s).	6.03	5.23 / 1.50	0.80	6.05	5.18 / 1.67	0.87	0.05
30. Campus item: The online course management system is easy to use.	6.51	5.45 / 1.41	1.06	6.46	5.43 / 1.53	1.03	0.02
31. Campus item: General academic advising is available to online learners.	6.08	5.07 / 1.67	1.01	6.18	5.09 / 1.72	1.09	-0.02

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^{**} Difference statistically significant at the .01 level *** Difference statistically significant at the .001 level

		June 2014			May 2013			May 2013		
Item	Importance	Satisfaction / SD	Performance Gap	Importance	Satisfaction / SD	Performance Gap				
32. Campus item: I feel I am a member of the Central Washington University community.	5.57	4.95 / 1.63	0.62	5.45	4.88 / 1.85	0.57	0.07			
33. Campus item: The organization and design of my online course(s) is conducive to learning.	6.43	5.46 / 1.42	0.97	6.43	5.31 / 1.67	1.12	0.15			
34. Campus item: Orientation to university systems and support resources is provided to online learners.	5.93	5.06 / 1.58	0.87	5.94	5.12 / 1.69	0.82	-0.06			
35. Campus item: A fair and equitable learning environment exists in my online course(s).	6.39	5.63 / 1.45	0.76	6.34	5.55 / 1.59	0.79	0.08			
36. Campus item: Courses necessary to meet my degree objectives are offered online.	6.42	5.34 / 1.55	1.08	6.46	5.35 / 1.67	1.11	-0.01			
37. Source of information: Catalog and brochures (printed)	4.32			4.29						
38. Source of information: Catalog (online)	5.88			5.81						
39. Source of information: College representatives	4.53			4.69						
40. Source of information: Web site	6.14			6.07						
41. Source of information: Advertisements	3.69			3.39						
42. Source of information: Recommendation from instructor or program advisor	5.53			5.53						
43. Source of information: Contact with current students and / or recent graduates of the program	4.84			4.74						
44. Factor to enroll: Ability to transfer credits	6.09			6.32						
45. Factor to enroll: Cost	6.14			6.03						
46. Factor to enroll: Financial assistance available	6.06			5.86						

^{*} Difference statistically significant at the .05 level

^{**} Difference statistically significant at the .01 level *** Difference statistically significant at the .001 level

	June 2014			May 2013			Mean Difference
Item	Importance	Satisfaction / SD	Performance Gap	Importance	Satisfaction / SD	Performance Gap	
47. Factor to enroll: Future employment opportunities	6.16			5.88			
48. Factor to enroll: Reputation of institution	5.86			5.80			
49. Factor to enroll: Work schedule	6.02			6.16			
50. Factor to enroll: Flexible pacing for completing a program	6.09			6.15			
51. Factor to enroll: Convenience	6.46			6.53			
52. Factor to enroll: Distance from campus	5.57			5.75			
53. Factor to enroll: Program requirements	6.19			6.25			
54. Factor to enroll: Recommendations from employer	4.60			4.54			

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^{**} Difference statistically significant at the .01 level *** Difference statistically significant at the .001 level

Summary Items

Summary Item	June 2014	May 2013	Mean Difference
So far, how has your college experience met your expectations?	Average: 4.47	Average: 4.31	0.16
1=Much worse than expected	3%	4%	
2=Quite a bit worse than I expected	2%	5%	
3=Worse than I expected	10%	11%	
4=About what I expected	40%	35%	
5=Better than I expected	23%	24%	
6=Quite a bit better than I expected	10%	9%	
7=Much better than expected	9%	8%	
Rate your overall satisfaction with your experience here thus far.	Average: 5.17	Average: 4.97	0.20
1=Not satisfied at all	3%	5%	
2=Not very satisfied	2%	10%	
3=Somewhat dissatisfied	10%	7%	
4=Neutral	9%	8%	
5=Somewhat satisfied	20%	14%	
6=Satisfied	35%	38%	
7=Very satisfied	17%	16%	
All in all, if you had to do it over, would you enroll here again?	Average: 5.48	Average: 5.42	0.06
1=Definitely not	3%	6%	
2=Probably not	6%	7%	
3=Maybe not	2%	4%	
4=I don't know	10%	6%	
5=Maybe yes	14%	9%	
6=Probably yes	31%	31%	
7=Definitely yes	31%	35%	