

Strategic Planning Overview

Strengths and Challenges

Strengths

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

Challenges

- 6. Tuition paid is a worthwhile investment.
- 11. Student assignments are clearly defined in the syllabus.
- 9. Adequate financial aid is available.
- 20. The quality of online instruction is excellent.
- 12. There are sufficient offerings within my program of study.
- 36. Campus item: Courses necessary to meet my degree objectives are offered online
- 10. This institution responds quickly when I request information.
- 14. I receive timely information on the availability of financial aid.

Strategic Planning Overview

Benchmarks

Lower Satisfaction vs. Central Washington University 2018 Requested Group

- 18. Registration for online courses is convenient.
- 20. The quality of online instruction is excellent.
- 12. There are sufficient offerings within my program of study.
- 2. My program advisor is accessible by telephone and e-mail.
- 10. This institution responds quickly when I request information.
- 23. Billing and payment procedures are convenient for me.
- 14. I receive timely information on the availability of financial aid.

Higher Importance vs. Central Washington University 2018 Requested Group

- 9. Adequate financial aid is available.

Institutional Summary
Scales: In Order of Importance

Scale	Central Washington University - PSOL			Central Washington University 2018 Requested			Mean Difference
	Importance	Satisfaction / SD	Performance Gap	Importance	Satisfaction / SD	Performance Gap	
Enrollment Services	6.40	5.55 / 1.21	0.85	6.37	5.91 / 1.07	0.46	-0.36 ***
Institutional Perceptions	6.30	5.69 / 1.14	0.61	6.44	5.77 / 1.18	0.67	-0.08
Academic Services	6.29	5.62 / 1.03	0.67	6.29	5.71 / 1.02	0.58	-0.09
Instructional Services	6.22	5.59 / 1.04	0.63	6.31	5.66 / 1.07	0.65	-0.07
Student Services	6.17	5.48 / 1.20	0.69	6.16	5.67 / 1.16	0.49	-0.19 **

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

National Group Means are based on 3665 records.

Institutional Summary

Items: In Order of Importance

Item	Central Washington University - PSOL			Central Washington University 2018 Requested			Mean Difference
	Importance	Satisfaction / SD	Performance Gap	Importance	Satisfaction / SD	Performance Gap	
6. Tuition paid is a worthwhile investment.	6.54	5.56 / 1.45	0.98	6.60	5.62 / 1.46	0.98	-0.06
18. Registration for online courses is convenient.	6.52	5.88 / 1.45	0.64	6.62	6.16 / 1.27	0.46	-0.28 ***
11. Student assignments are clearly defined in the syllabus.	6.51	5.63 / 1.44	0.88	6.63	5.75 / 1.38	0.88	-0.12
7. Program requirements are clear and reasonable.	6.48	5.70 / 1.45	0.78	6.57	5.78 / 1.35	0.79	-0.08
9. Adequate financial aid is available.	6.47	5.32 / 1.76	1.15	6.19	5.47 / 1.67	0.72	-0.15
25. Faculty are responsive to student needs.	6.47	5.69 / 1.35	0.78	6.59	5.82 / 1.33	0.77	-0.13
20. The quality of online instruction is excellent.	6.46	5.35 / 1.57	1.11	6.66	5.57 / 1.48	1.09	-0.22 **
4. Faculty provide timely feedback about student progress.	6.45	5.65 / 1.38	0.80	6.56	5.57 / 1.43	0.99	0.08
12. There are sufficient offerings within my program of study.	6.44	5.46 / 1.53	0.98	6.55	5.68 / 1.38	0.87	-0.22 **
3. Instructional materials are appropriate for program content.	6.43	5.78 / 1.21	0.65	6.59	5.83 / 1.25	0.76	-0.05
2. My program advisor is accessible by telephone and e-mail.	6.40	5.87 / 1.46	0.53	6.42	6.02 / 1.34	0.40	-0.15 *
17. Assessment and evaluation procedures are clear and reasonable.	6.38	5.78 / 1.28	0.60	6.43	5.82 / 1.29	0.61	-0.04
36. Campus item: Courses necessary to meet my degree objectives are offered online	6.38	5.47 / 1.69	0.91				
10. This institution responds quickly when I request information.	6.37	5.49 / 1.58	0.88	6.48	5.97 / 1.28	0.51	-0.48 ***
33. Campus item: The organization and design of my online course(s) is conducive to learning.	6.34	5.53 / 1.53	0.81				
51. Factor to enroll: Convenience	6.33			6.66			

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Institutional Summary

Items: In Order of Importance

Item	Central Washington University - PSOL			Central Washington University 2018 Requested			Mean Difference
	Importance	Satisfaction / SD	Performance Gap	Importance	Satisfaction / SD	Performance Gap	
16. Appropriate technical assistance is readily available.	6.32	5.73 / 1.39	0.59	6.26	5.88 / 1.30	0.38	-0.15
40. Source of information: Web site	6.32			6.36			
23. Billing and payment procedures are convenient for me.	6.31	5.62 / 1.63	0.69	6.44	6.20 / 1.16	0.24	-0.58 ***
14. I receive timely information on the availability of financial aid.	6.30	5.34 / 1.63	0.96	6.15	5.70 / 1.48	0.45	-0.36 ***
35. Campus item: A fair and equitable learning environment exists in my online course(s).	6.27	5.96 / 1.32	0.31				
22. I am aware of whom to contact for questions about programs and services.	6.26	5.43 / 1.68	0.83	6.36	5.72 / 1.46	0.64	-0.29 ***
45. Factor to enroll: Cost	6.25			6.27			
38. Source of information: Catalog (online)	6.24			6.12			
27. Campus item: Help desk services and technical support are adequate to meet my needs.	6.23	5.89 / 1.28	0.34				
5. My program advisor helps me work toward career goals.	6.21	5.40 / 1.64	0.81	6.15	5.43 / 1.64	0.72	-0.03
26. The bookstore provides timely service to students.	6.21	5.81 / 1.51	0.40	6.04	5.70 / 1.46	0.34	0.11
21. Adequate online library resources are provided.	6.20	5.88 / 1.31	0.32	6.26	5.91 / 1.31	0.35	-0.03
13. The frequency of student and instructor interactions is adequate.	6.17	5.66 / 1.33	0.51	6.24	5.69 / 1.34	0.55	-0.03
46. Factor to enroll: Financial assistance available	6.16			5.80			
53. Factor to enroll: Program requirements	6.14			6.35			
50. Factor to enroll: Flexible pacing for completing a program	6.12			6.49			

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National Group Means are based on 3665 records.

Institutional Summary
Items: In Order of Importance

Item	Central Washington University - PSOL			Central Washington University 2018 Requested			Mean Difference
	Importance	Satisfaction / SD	Performance Gap	Importance	Satisfaction / SD	Performance Gap	
44. Factor to enroll: Ability to transfer credits	6.11			6.10			
1. This institution has a good reputation.	6.06	5.81 / 1.16	0.25	6.29	5.91 / 1.19	0.38	-0.10
31. Campus item: General academic advising is available to online learners.	6.06	5.29 / 1.67	0.77				
15. Channels are available for providing timely responses to student complaints.	6.05	5.16 / 1.59	0.89	6.07	5.34 / 1.62	0.73	-0.18
49. Factor to enroll: Work schedule	6.05			6.53			
47. Factor to enroll: Future employment opportunities	6.01			5.95			
19. Online career services are available.	5.93	5.48 / 1.46	0.45	5.75	5.47 / 1.51	0.28	0.01
30. Campus item: There are effective safeguards to deter cheating in online courses.	5.91	5.84 / 1.49	0.07				
24. Tutoring services are readily available for online courses.	5.90	5.23 / 1.74	0.67	5.63	5.06 / 1.72	0.57	0.17
34. Campus item: Orientation to university systems and support resources is provided to online learners.	5.90	5.41 / 1.68	0.49				
29. Campus item: Faculty-to-student interaction is fostered and encouraged in my online course(s).	5.88	5.36 / 1.53	0.52				
48. Factor to enroll: Reputation of institution	5.86			6.17			
42. Source of information: Recommendation from instructor or program advisor	5.78			5.55			
32. Campus item: I feel I am a member of the Central Washington University community.	5.69	5.23 / 1.74	0.46				
52. Factor to enroll: Distance from campus	5.65			5.15			

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Institutional Summary
Items: In Order of Importance

Item	Central Washington University - PSOL			Central Washington University 2018 Requested			Mean Difference
	Importance	Satisfaction / SD	Performance Gap	Importance	Satisfaction / SD	Performance Gap	
39. Source of information: College representatives	5.44			4.77			
28. Campus item: Student-to-student interaction is fostered and encouraged in my online course(s).	5.09	5.32 / 1.69	-0.23				
43. Source of information: Contact with current students and / or recent graduates of the program	5.07			4.80			
37. Source of information: Catalog and brochures (printed)	4.90			4.08			
8. Student-to-student collaborations are valuable to me.	4.87	5.15 / 1.49	-0.28	4.78	5.16 / 1.49	-0.38	-0.01
54. Factor to enroll: Recommendations from employer	4.87			4.82			
41. Source of information: Advertisements	4.16			3.71			

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Institutional Summary

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

Scale/Item	Central Washington University - PSOL			Central Washington University 2018 Requested			Mean Difference
	Importance	Satisfaction / SD	Performance Gap	Importance	Satisfaction / SD	Performance Gap	
ACADEMIC SERVICES	6.29	5.62 / 1.03	0.67	6.29	5.71 / 1.02	0.58	-0.09
2. My program advisor is accessible by telephone and e-mail.	6.40	5.87 / 1.46	0.53	6.42	6.02 / 1.34	0.40	-0.15 *
5. My program advisor helps me work toward career goals.	6.21	5.40 / 1.64	0.81	6.15	5.43 / 1.64	0.72	-0.03
7. Program requirements are clear and reasonable.	6.48	5.70 / 1.45	0.78	6.57	5.78 / 1.35	0.79	-0.08
12. There are sufficient offerings within my program of study.	6.44	5.46 / 1.53	0.98	6.55	5.68 / 1.38	0.87	-0.22 **
16. Appropriate technical assistance is readily available.	6.32	5.73 / 1.39	0.59	6.26	5.88 / 1.30	0.38	-0.15
21. Adequate online library resources are provided.	6.20	5.88 / 1.31	0.32	6.26	5.91 / 1.31	0.35	-0.03
24. Tutoring services are readily available for online courses.	5.90	5.23 / 1.74	0.67	5.63	5.06 / 1.72	0.57	0.17

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Institutional Summary

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

Scale/Item	Central Washington University - PSOL			Central Washington University 2018 Requested			Mean Difference
	Importance	Satisfaction / SD	Performance Gap	Importance	Satisfaction / SD	Performance Gap	
ENROLLMENT SERVICES	6.40	5.55 / 1.21	0.85	6.37	5.91 / 1.07	0.46	-0.36 ***
9. Adequate financial aid is available.	6.47	5.32 / 1.76	1.15	6.19	5.47 / 1.67	0.72	-0.15
14. I receive timely information on the availability of financial aid.	6.30	5.34 / 1.63	0.96	6.15	5.70 / 1.48	0.45	-0.36 ***
18. Registration for online courses is convenient.	6.52	5.88 / 1.45	0.64	6.62	6.16 / 1.27	0.46	-0.28 ***
23. Billing and payment procedures are convenient for me.	6.31	5.62 / 1.63	0.69	6.44	6.20 / 1.16	0.24	-0.58 ***

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Institutional Summary

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

Scale/Item	Central Washington University - PSOL			Central Washington University 2018 Requested			Mean Difference
	Importance	Satisfaction / SD	Performance Gap	Importance	Satisfaction / SD	Performance Gap	
INSTITUTIONAL PERCEPTIONS	6.30	5.69 / 1.14	0.61	6.44	5.77 / 1.18	0.67	-0.08
1. This institution has a good reputation.	6.06	5.81 / 1.16	0.25	6.29	5.91 / 1.19	0.38	-0.10
6. Tuition paid is a worthwhile investment.	6.54	5.56 / 1.45	0.98	6.60	5.62 / 1.46	0.98	-0.06

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Institutional Summary

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

Scale/Item	Central Washington University - PSOL			Central Washington University 2018 Requested			Mean Difference
	Importance	Satisfaction / SD	Performance Gap	Importance	Satisfaction / SD	Performance Gap	
INSTRUCTIONAL SERVICES	6.22	5.59 / 1.04	0.63	6.31	5.66 / 1.07	0.65	-0.07
3. Instructional materials are appropriate for program content.	6.43	5.78 / 1.21	0.65	6.59	5.83 / 1.25	0.76	-0.05
4. Faculty provide timely feedback about student progress.	6.45	5.65 / 1.38	0.80	6.56	5.57 / 1.43	0.99	0.08
8. Student-to-student collaborations are valuable to me.	4.87	5.15 / 1.49	-0.28	4.78	5.16 / 1.49	-0.38	-0.01
11. Student assignments are clearly defined in the syllabus.	6.51	5.63 / 1.44	0.88	6.63	5.75 / 1.38	0.88	-0.12
13. The frequency of student and instructor interactions is adequate.	6.17	5.66 / 1.33	0.51	6.24	5.69 / 1.34	0.55	-0.03
17. Assessment and evaluation procedures are clear and reasonable.	6.38	5.78 / 1.28	0.60	6.43	5.82 / 1.29	0.61	-0.04
20. The quality of online instruction is excellent.	6.46	5.35 / 1.57	1.11	6.66	5.57 / 1.48	1.09	-0.22 **
25. Faculty are responsive to student needs.	6.47	5.69 / 1.35	0.78	6.59	5.82 / 1.33	0.77	-0.13

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Institutional Summary

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

Scale/Item	Central Washington University - PSOL			Central Washington University 2018 Requested			Mean Difference
	Importance	Satisfaction / SD	Performance Gap	Importance	Satisfaction / SD	Performance Gap	
STUDENT SERVICES	6.17	5.48 / 1.20	0.69	6.16	5.67 / 1.16	0.49	-0.19 **
10. This institution responds quickly when I request information.	6.37	5.49 / 1.58	0.88	6.48	5.97 / 1.28	0.51	-0.48 ***
15. Channels are available for providing timely responses to student complaints.	6.05	5.16 / 1.59	0.89	6.07	5.34 / 1.62	0.73	-0.18
19. Online career services are available.	5.93	5.48 / 1.46	0.45	5.75	5.47 / 1.51	0.28	0.01
22. I am aware of whom to contact for questions about programs and services.	6.26	5.43 / 1.68	0.83	6.36	5.72 / 1.46	0.64	-0.29 ***
26. The bookstore provides timely service to students.	6.21	5.81 / 1.51	0.40	6.04	5.70 / 1.46	0.34	0.11

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Institutional Summary

Items: In Sequential Order

Item	Central Washington University - PSOL			Central Washington University 2018 Requested			Mean Difference
	Importance	Satisfaction / SD	Performance Gap	Importance	Satisfaction / SD	Performance Gap	
1. This institution has a good reputation.	6.06	5.81 / 1.16	0.25	6.29	5.91 / 1.19	0.38	-0.10
2. My program advisor is accessible by telephone and e-mail.	6.40	5.87 / 1.46	0.53	6.42	6.02 / 1.34	0.40	-0.15 *
3. Instructional materials are appropriate for program content.	6.43	5.78 / 1.21	0.65	6.59	5.83 / 1.25	0.76	-0.05
4. Faculty provide timely feedback about student progress.	6.45	5.65 / 1.38	0.80	6.56	5.57 / 1.43	0.99	0.08
5. My program advisor helps me work toward career goals.	6.21	5.40 / 1.64	0.81	6.15	5.43 / 1.64	0.72	-0.03
6. Tuition paid is a worthwhile investment.	6.54	5.56 / 1.45	0.98	6.60	5.62 / 1.46	0.98	-0.06
7. Program requirements are clear and reasonable.	6.48	5.70 / 1.45	0.78	6.57	5.78 / 1.35	0.79	-0.08
8. Student-to-student collaborations are valuable to me.	4.87	5.15 / 1.49	-0.28	4.78	5.16 / 1.49	-0.38	-0.01
9. Adequate financial aid is available.	6.47	5.32 / 1.76	1.15	6.19	5.47 / 1.67	0.72	-0.15
10. This institution responds quickly when I request information.	6.37	5.49 / 1.58	0.88	6.48	5.97 / 1.28	0.51	-0.48 ***
11. Student assignments are clearly defined in the syllabus.	6.51	5.63 / 1.44	0.88	6.63	5.75 / 1.38	0.88	-0.12
12. There are sufficient offerings within my program of study.	6.44	5.46 / 1.53	0.98	6.55	5.68 / 1.38	0.87	-0.22 **
13. The frequency of student and instructor interactions is adequate.	6.17	5.66 / 1.33	0.51	6.24	5.69 / 1.34	0.55	-0.03
14. I receive timely information on the availability of financial aid.	6.30	5.34 / 1.63	0.96	6.15	5.70 / 1.48	0.45	-0.36 ***
15. Channels are available for providing timely responses to student complaints.	6.05	5.16 / 1.59	0.89	6.07	5.34 / 1.62	0.73	-0.18
16. Appropriate technical assistance is readily available.	6.32	5.73 / 1.39	0.59	6.26	5.88 / 1.30	0.38	-0.15

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Institutional Summary

Items: In Sequential Order

Item	Central Washington University - PSOL			Central Washington University 2018 Requested			Mean Difference
	Importance	Satisfaction / SD	Performance Gap	Importance	Satisfaction / SD	Performance Gap	
17. Assessment and evaluation procedures are clear and reasonable.	6.38	5.78 / 1.28	0.60	6.43	5.82 / 1.29	0.61	-0.04
18. Registration for online courses is convenient.	6.52	5.88 / 1.45	0.64	6.62	6.16 / 1.27	0.46	-0.28 ***
19. Online career services are available.	5.93	5.48 / 1.46	0.45	5.75	5.47 / 1.51	0.28	0.01
20. The quality of online instruction is excellent.	6.46	5.35 / 1.57	1.11	6.66	5.57 / 1.48	1.09	-0.22 **
21. Adequate online library resources are provided.	6.20	5.88 / 1.31	0.32	6.26	5.91 / 1.31	0.35	-0.03
22. I am aware of whom to contact for questions about programs and services.	6.26	5.43 / 1.68	0.83	6.36	5.72 / 1.46	0.64	-0.29 ***
23. Billing and payment procedures are convenient for me.	6.31	5.62 / 1.63	0.69	6.44	6.20 / 1.16	0.24	-0.58 ***
24. Tutoring services are readily available for online courses.	5.90	5.23 / 1.74	0.67	5.63	5.06 / 1.72	0.57	0.17
25. Faculty are responsive to student needs.	6.47	5.69 / 1.35	0.78	6.59	5.82 / 1.33	0.77	-0.13
26. The bookstore provides timely service to students.	6.21	5.81 / 1.51	0.40	6.04	5.70 / 1.46	0.34	0.11
27. Campus item: Help desk services and technical support are adequate to meet my needs.	6.23	5.89 / 1.28	0.34				
28. Campus item: Student-to-student interaction is fostered and encouraged in my online course(s).	5.09	5.32 / 1.69	-0.23				
29. Campus item: Faculty-to-student interaction is fostered and encouraged in my online course(s).	5.88	5.36 / 1.53	0.52				
30. Campus item: There are effective safeguards to deter cheating in online courses.	5.91	5.84 / 1.49	0.07				
31. Campus item: General academic advising is available to online learners.	6.06	5.29 / 1.67	0.77				

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Institutional Summary

Items: In Sequential Order

Item	Central Washington University - PSOL			Central Washington University 2018 Requested			Mean Difference
	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.	5.69	5.23 / 1.74	0.46				
33. Campus item: The organization and design of my online course(s) is conducive to learning.	6.34	5.53 / 1.53	0.81				
34. Campus item: Orientation to university systems and support resources is provided to online learners.	5.90	5.41 / 1.68	0.49				
35. Campus item: A fair and equitable learning environment exists in my online course(s).	6.27	5.96 / 1.32	0.31				
36. Campus item: Courses necessary to meet my degree objectives are offered online	6.38	5.47 / 1.69	0.91				
37. Source of information: Catalog and brochures (printed)	4.90			4.08			
38. Source of information: Catalog (online)	6.24			6.12			
39. Source of information: College representatives	5.44			4.77			
40. Source of information: Web site	6.32			6.36			
41. Source of information: Advertisements	4.16			3.71			
42. Source of information: Recommendation from instructor or program advisor	5.78			5.55			
43. Source of information: Contact with current students and / or recent graduates of the program	5.07			4.80			
44. Factor to enroll: Ability to transfer credits	6.11			6.10			
45. Factor to enroll: Cost	6.25			6.27			
46. Factor to enroll: Financial assistance available	6.16			5.80			

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Institutional Summary
Items: In Sequential Order

Item	Central Washington University - PSOL			Central Washington University 2018 Requested			Mean Difference
	Importance	Satisfaction / SD	Performance Gap	Importance	Satisfaction / SD	Performance Gap	
47. Factor to enroll: Future employment opportunities	6.01			5.95			
48. Factor to enroll: Reputation of institution	5.86			6.17			
49. Factor to enroll: Work schedule	6.05			6.53			
50. Factor to enroll: Flexible pacing for completing a program	6.12			6.49			
51. Factor to enroll: Convenience	6.33			6.66			
52. Factor to enroll: Distance from campus	5.65			5.15			
53. Factor to enroll: Program requirements	6.14			6.35			
54. Factor to enroll: Recommendations from employer	4.87			4.82			

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Institutional Summary

Summary Items

Summary Item	Central Washington University - PSOL	Central Washington University 2018 Requested	Mean Difference
So far, how has your college experience met your expectations? 1=Much worse than expected 2=Quite a bit worse than I expected 3=Worse than I expected 4=About what I expected 5=Better than I expected 6=Quite a bit better than I expected 7=Much better than expected	Average: 4.50 4% 1% 7% 40% 26% 10% 8%	Average: 4.86 1% 2% 8% 31% 23% 15% 17%	-0.36
Rate your overall satisfaction with your experience here thus far. 1=Not satisfied at all 2=Not very satisfied 3=Somewhat dissatisfied 4=Neutral 5=Somewhat satisfied 6=Satisfied 7=Very satisfied	Average: 5.24 2% 4% 9% 10% 18% 37% 17%	Average: 5.61 1% 3% 7% 6% 13% 39% 28%	-0.37
All in all, if you had to do it over, would you enroll here again? 1=Definitely not 2=Probably not 3=Maybe not 4=I don't know 5=Maybe yes 6=Probably yes 7=Definitely yes	Average: 5.55 2% 6% 1% 9% 12% 33% 32%	Average: 5.78 2% 4% 4% 6% 8% 29% 44%	-0.23