

## **Strategic Planning Overview**

### **Strengths and Challenges**

#### **Strengths**

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

#### **Challenges**

- 7. Program requirements are clear and reasonable.
- 6. Tuition paid is a worthwhile investment.
- 12. There are sufficient offerings within my program of study.
- 20. The quality of online instruction is excellent.
- 4. Faculty provide timely feedback about student progress.
- 9. Adequate financial aid is available.

## **Strategic Planning Overview**

### **Benchmarks**

#### **Lower Satisfaction vs. Central Washington University 2016 Requested Group**

- 18. Registration for online courses is convenient.
- 12. There are sufficient offerings within my program of study.
- 3. Instructional materials are appropriate for program content.
- 10. This institution responds quickly when I request information.
- 9. Adequate financial aid is available.
- 23. Billing and payment procedures are convenient for me.

#### **Higher Importance vs. Central Washington University 2016 Requested Group**

- 9. Adequate financial aid is available.
- 5. My program advisor helps me work toward career goals.

**Institutional Summary**  
**Scales: In Order of Importance**

Scale	Central Washington University - PSOL			Central Washington University 2016 Requested			Mean Difference
	Importance	Satisfaction / SD	Performance Gap	Importance	Satisfaction / SD	Performance Gap	
Enrollment Services	6.38	5.52 / 1.22	0.86	6.30	5.85 / 1.08	0.45	-0.33 ***
Institutional Perceptions	6.31	5.61 / 1.25	0.70	6.40	5.74 / 1.14	0.66	-0.13 *
Academic Services	6.30	5.51 / 1.11	0.79	6.22	5.63 / 1.03	0.59	-0.12 *
Instructional Services	6.24	5.52 / 1.12	0.72	6.29	5.61 / 1.07	0.68	-0.09
Student Services	6.17	5.30 / 1.23	0.87	6.10	5.60 / 1.13	0.50	-0.30 ***

\* 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 3658 records.

**Institutional Summary**  
**Items: In Order of Importance**

Item	Central Washington University - PSOL			Central Washington University 2016 Requested			Mean Difference
	Importance	Satisfaction / SD	Performance Gap	Importance	Satisfaction / SD	Performance Gap	
7. Program requirements are clear and reasonable.	6.58	5.63 / 1.42	0.95	6.55	5.76 / 1.36	0.79	-0.13
6. Tuition paid is a worthwhile investment.	6.55	5.44 / 1.47	1.11	6.58	5.59 / 1.42	0.99	-0.15
18. Registration for online courses is convenient.	6.51	5.81 / 1.41	0.70	6.57	6.12 / 1.30	0.45	-0.31 ***
11. Student assignments are clearly defined in the syllabus.	6.50	5.61 / 1.36	0.89	6.60	5.74 / 1.37	0.86	-0.13
12. There are sufficient offerings within my program of study.	6.50	5.39 / 1.45	1.11	6.53	5.61 / 1.39	0.92	-0.22 **
20. The quality of online instruction is excellent.	6.48	5.41 / 1.61	1.07	6.65	5.54 / 1.47	1.11	-0.13
4. Faculty provide timely feedback about student progress.	6.47	5.45 / 1.48	1.02	6.52	5.48 / 1.48	1.04	-0.03
25. Faculty are responsive to student needs.	6.47	5.65 / 1.43	0.82	6.56	5.74 / 1.38	0.82	-0.09
36. Campus item: Courses necessary to meet my degree objectives are offered online.	6.47	5.59 / 1.62	0.88				
33. Campus item: The organization and design of my online course(s) is conducive to learning.	6.46	5.54 / 1.55	0.92				
3. Instructional materials are appropriate for program content.	6.45	5.68 / 1.27	0.77	6.56	5.82 / 1.22	0.74	-0.14 *
51. Factor to enroll: Convenience	6.45			6.68			
10. This institution responds quickly when I request information.	6.44	5.61 / 1.44	0.83	6.44	5.89 / 1.32	0.55	-0.28 ***
9. Adequate financial aid is available.	6.39	5.27 / 1.76	1.12	6.10	5.49 / 1.57	0.61	-0.22 *
35. Campus item: A fair and equitable learning environment exists in my online course(s).	6.39	5.81 / 1.36	0.58				
2. My program advisor is accessible by telephone and e-mail.	6.38	5.82 / 1.46	0.56	6.35	5.93 / 1.39	0.42	-0.11

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

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**Institutional Summary**  
**Items: In Order of Importance**

Item	Central Washington University - PSOL			Central Washington University 2016 Requested			Mean Difference
	Importance	Satisfaction / SD	Performance Gap	Importance	Satisfaction / SD	Performance Gap	
23. Billing and payment procedures are convenient for me.	6.34	5.71 / 1.40	0.63	6.40	6.10 / 1.24	0.30	-0.39 ***
53. Factor to enroll: Program requirements	6.34			6.34			
17. Assessment and evaluation procedures are clear and reasonable.	6.32	5.64 / 1.27	0.68	6.38	5.76 / 1.28	0.62	-0.12
5. My program advisor helps me work toward career goals.	6.30	5.43 / 1.66	0.87	6.11	5.39 / 1.64	0.72	0.04
45. Factor to enroll: Cost	6.30			6.16			
22. I am aware of whom to contact for questions about programs and services.	6.29	5.39 / 1.58	0.90	6.34	5.70 / 1.47	0.64	-0.31 ***
44. Factor to enroll: Ability to transfer credits	6.28			5.97			
14. I receive timely information on the availability of financial aid.	6.26	5.25 / 1.69	1.01	6.04	5.57 / 1.50	0.47	-0.32 ***
16. Appropriate technical assistance is readily available.	6.23	5.60 / 1.48	0.63	6.19	5.74 / 1.33	0.45	-0.14
47. Factor to enroll: Future employment opportunities	6.23			5.90			
31. Campus item: General academic advising is available to online learners.	6.22	5.38 / 1.64	0.84				
26. The bookstore provides timely service to students.	6.21	5.20 / 1.78	1.01	5.95	5.73 / 1.39	0.22	-0.53 ***
27. Campus item: Help desk services and technical support are adequate to meet my needs.	6.21	5.62 / 1.54	0.59				
13. The frequency of student and instructor interactions is adequate.	6.18	5.54 / 1.40	0.64	6.17	5.59 / 1.37	0.58	-0.05
50. Factor to enroll: Flexible pacing for completing a program	6.15			6.47			

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**Institutional Summary**  
**Items: In Order of Importance**

Item	Central Washington University - PSOL			Central Washington University 2016 Requested			Mean Difference
	Importance	Satisfaction / SD	Performance Gap	Importance	Satisfaction / SD	Performance Gap	
21. Adequate online library resources are provided.	6.14	5.54 / 1.55	0.60	6.19	5.82 / 1.32	0.37	-0.28 ***
29. Campus item: Faculty-to-student interaction is fostered and encouraged in my online course(s).	6.14	5.33 / 1.55	0.81				
46. Factor to enroll: Financial assistance available	6.14			5.63			
40. Source of information: Web site	6.09			6.25			
1. This institution has a good reputation.	6.07	5.77 / 1.29	0.30	6.21	5.89 / 1.15	0.32	-0.12
48. Factor to enroll: Reputation of institution	6.04			6.11			
49. Factor to enroll: Work schedule	6.04			6.53			
15. Channels are available for providing timely responses to student complaints.	5.99	5.00 / 1.67	0.99	5.95	5.22 / 1.57	0.73	-0.22 *
34. Campus item: Orientation to university systems and support resources is provided to online learners.	5.99	5.33 / 1.69	0.66				
30. Campus item: There are effective safeguards to deter cheating in online courses.	5.94	5.87 / 1.35	0.07				
19. Online career services are available.	5.87	5.24 / 1.54	0.63	5.71	5.32 / 1.53	0.39	-0.08
24. Tutoring services are readily available for online courses.	5.85	5.09 / 1.75	0.76	5.47	4.86 / 1.70	0.61	0.23 *
38. Source of information: Catalog (online)	5.81			5.94			
32. Campus item: I feel I am a member of the Central Washington University community.	5.78	5.02 / 1.82	0.76				
42. Source of information: Recommendation from instructor or program advisor	5.70			5.21			

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**Institutional Summary**  
**Items: In Order of Importance**

Item	Central Washington University - PSOL			Central Washington University 2016 Requested			Mean Difference
	Importance	Satisfaction / SD	Performance Gap	Importance	Satisfaction / SD	Performance Gap	
52. Factor to enroll: Distance from campus	5.69			5.14			
28. Campus item: Student-to-student interaction is fostered and encouraged in my online course(s).	5.41	5.40 / 1.51	0.01				
54. Factor to enroll: Recommendations from employer	5.18			4.60			
43. Source of information: Contact with current students and / or recent graduates of the program	5.10			4.62			
39. Source of information: College representatives	5.04			4.40			
8. Student-to-student collaborations are valuable to me.	5.03	5.15 / 1.44	-0.12	4.82	5.21 / 1.42	-0.39	-0.06
37. Source of information: Catalog and brochures (printed)	4.20			3.77			
41. Source of information: Advertisements	4.02			3.40			

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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 2016 Requested			Mean Difference
	Importance	Satisfaction / SD	Performance Gap	Importance	Satisfaction / SD	Performance Gap	
<b>ACADEMIC SERVICES</b>	6.30	5.51 / 1.11	0.79	6.22	5.63 / 1.03	0.59	-0.12 *
2. My program advisor is accessible by telephone and e-mail.	6.38	5.82 / 1.46	0.56	6.35	5.93 / 1.39	0.42	-0.11
5. My program advisor helps me work toward career goals.	6.30	5.43 / 1.66	0.87	6.11	5.39 / 1.64	0.72	0.04
7. Program requirements are clear and reasonable.	6.58	5.63 / 1.42	0.95	6.55	5.76 / 1.36	0.79	-0.13
12. There are sufficient offerings within my program of study.	6.50	5.39 / 1.45	1.11	6.53	5.61 / 1.39	0.92	-0.22 **
16. Appropriate technical assistance is readily available.	6.23	5.60 / 1.48	0.63	6.19	5.74 / 1.33	0.45	-0.14
21. Adequate online library resources are provided.	6.14	5.54 / 1.55	0.60	6.19	5.82 / 1.32	0.37	-0.28 ***
24. Tutoring services are readily available for online courses.	5.85	5.09 / 1.75	0.76	5.47	4.86 / 1.70	0.61	0.23 *

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

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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 2016 Requested			Mean Difference
	Importance	Satisfaction / SD	Performance Gap	Importance	Satisfaction / SD	Performance Gap	
<b>ENROLLMENT SERVICES</b>	6.38	5.52 / 1.22	0.86	6.30	5.85 / 1.08	0.45	-0.33 ***
9. Adequate financial aid is available.	6.39	5.27 / 1.76	1.12	6.10	5.49 / 1.57	0.61	-0.22 *
14. I receive timely information on the availability of financial aid.	6.26	5.25 / 1.69	1.01	6.04	5.57 / 1.50	0.47	-0.32 ***
18. Registration for online courses is convenient.	6.51	5.81 / 1.41	0.70	6.57	6.12 / 1.30	0.45	-0.31 ***
23. Billing and payment procedures are convenient for me.	6.34	5.71 / 1.40	0.63	6.40	6.10 / 1.24	0.30	-0.39 ***

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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 2016 Requested			Mean Difference
	Importance	Satisfaction / SD	Performance Gap	Importance	Satisfaction / SD	Performance Gap	
<b>INSTITUTIONAL PERCEPTIONS</b>	6.31	5.61 / 1.25	0.70	6.40	5.74 / 1.14	0.66	-0.13 *
1. This institution has a good reputation.	6.07	5.77 / 1.29	0.30	6.21	5.89 / 1.15	0.32	-0.12
6. Tuition paid is a worthwhile investment.	6.55	5.44 / 1.47	1.11	6.58	5.59 / 1.42	0.99	-0.15

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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 2016 Requested			Mean Difference
	Importance	Satisfaction / SD	Performance Gap	Importance	Satisfaction / SD	Performance Gap	
<b>INSTRUCTIONAL SERVICES</b>	6.24	5.52 / 1.12	0.72	6.29	5.61 / 1.07	0.68	-0.09
3. Instructional materials are appropriate for program content.	6.45	5.68 / 1.27	0.77	6.56	5.82 / 1.22	0.74	-0.14 *
4. Faculty provide timely feedback about student progress.	6.47	5.45 / 1.48	1.02	6.52	5.48 / 1.48	1.04	-0.03
8. Student-to-student collaborations are valuable to me.	5.03	5.15 / 1.44	-0.12	4.82	5.21 / 1.42	-0.39	-0.06
11. Student assignments are clearly defined in the syllabus.	6.50	5.61 / 1.36	0.89	6.60	5.74 / 1.37	0.86	-0.13
13. The frequency of student and instructor interactions is adequate.	6.18	5.54 / 1.40	0.64	6.17	5.59 / 1.37	0.58	-0.05
17. Assessment and evaluation procedures are clear and reasonable.	6.32	5.64 / 1.27	0.68	6.38	5.76 / 1.28	0.62	-0.12
20. The quality of online instruction is excellent.	6.48	5.41 / 1.61	1.07	6.65	5.54 / 1.47	1.11	-0.13
25. Faculty are responsive to student needs.	6.47	5.65 / 1.43	0.82	6.56	5.74 / 1.38	0.82	-0.09

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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 2016 Requested			Mean Difference
	Importance	Satisfaction / SD	Performance Gap	Importance	Satisfaction / SD	Performance Gap	
<b>STUDENT SERVICES</b>	6.17	5.30 / 1.23	0.87	6.10	5.60 / 1.13	0.50	-0.30 ***
10. This institution responds quickly when I request information.	6.44	5.61 / 1.44	0.83	6.44	5.89 / 1.32	0.55	-0.28 ***
15. Channels are available for providing timely responses to student complaints.	5.99	5.00 / 1.67	0.99	5.95	5.22 / 1.57	0.73	-0.22 *
19. Online career services are available.	5.87	5.24 / 1.54	0.63	5.71	5.32 / 1.53	0.39	-0.08
22. I am aware of whom to contact for questions about programs and services.	6.29	5.39 / 1.58	0.90	6.34	5.70 / 1.47	0.64	-0.31 ***
26. The bookstore provides timely service to students.	6.21	5.20 / 1.78	1.01	5.95	5.73 / 1.39	0.22	-0.53 ***

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## Institutional Summary

### Items: In Sequential Order

Item	Central Washington University - PSOL			Central Washington University 2016 Requested			Mean Difference
	Importance	Satisfaction / SD	Performance Gap	Importance	Satisfaction / SD	Performance Gap	
1. This institution has a good reputation.	6.07	5.77 / 1.29	0.30	6.21	5.89 / 1.15	0.32	-0.12
2. My program advisor is accessible by telephone and e-mail.	6.38	5.82 / 1.46	0.56	6.35	5.93 / 1.39	0.42	-0.11
3. Instructional materials are appropriate for program content.	6.45	5.68 / 1.27	0.77	6.56	5.82 / 1.22	0.74	-0.14 *
4. Faculty provide timely feedback about student progress.	6.47	5.45 / 1.48	1.02	6.52	5.48 / 1.48	1.04	-0.03
5. My program advisor helps me work toward career goals.	6.30	5.43 / 1.66	0.87	6.11	5.39 / 1.64	0.72	0.04
6. Tuition paid is a worthwhile investment.	6.55	5.44 / 1.47	1.11	6.58	5.59 / 1.42	0.99	-0.15
7. Program requirements are clear and reasonable.	6.58	5.63 / 1.42	0.95	6.55	5.76 / 1.36	0.79	-0.13
8. Student-to-student collaborations are valuable to me.	5.03	5.15 / 1.44	-0.12	4.82	5.21 / 1.42	-0.39	-0.06
9. Adequate financial aid is available.	6.39	5.27 / 1.76	1.12	6.10	5.49 / 1.57	0.61	-0.22 *
10. This institution responds quickly when I request information.	6.44	5.61 / 1.44	0.83	6.44	5.89 / 1.32	0.55	-0.28 ***
11. Student assignments are clearly defined in the syllabus.	6.50	5.61 / 1.36	0.89	6.60	5.74 / 1.37	0.86	-0.13
12. There are sufficient offerings within my program of study.	6.50	5.39 / 1.45	1.11	6.53	5.61 / 1.39	0.92	-0.22 **
13. The frequency of student and instructor interactions is adequate.	6.18	5.54 / 1.40	0.64	6.17	5.59 / 1.37	0.58	-0.05
14. I receive timely information on the availability of financial aid.	6.26	5.25 / 1.69	1.01	6.04	5.57 / 1.50	0.47	-0.32 ***
15. Channels are available for providing timely responses to student complaints.	5.99	5.00 / 1.67	0.99	5.95	5.22 / 1.57	0.73	-0.22 *
16. Appropriate technical assistance is readily available.	6.23	5.60 / 1.48	0.63	6.19	5.74 / 1.33	0.45	-0.14

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## Institutional Summary

### Items: In Sequential Order

Item	Central Washington University - PSOL			Central Washington University 2016 Requested			Mean Difference
	Importance	Satisfaction / SD	Performance Gap	Importance	Satisfaction / SD	Performance Gap	
17. Assessment and evaluation procedures are clear and reasonable.	6.32	5.64 / 1.27	0.68	6.38	5.76 / 1.28	0.62	-0.12
18. Registration for online courses is convenient.	6.51	5.81 / 1.41	0.70	6.57	6.12 / 1.30	0.45	-0.31 ***
19. Online career services are available.	5.87	5.24 / 1.54	0.63	5.71	5.32 / 1.53	0.39	-0.08
20. The quality of online instruction is excellent.	6.48	5.41 / 1.61	1.07	6.65	5.54 / 1.47	1.11	-0.13
21. Adequate online library resources are provided.	6.14	5.54 / 1.55	0.60	6.19	5.82 / 1.32	0.37	-0.28 ***
22. I am aware of whom to contact for questions about programs and services.	6.29	5.39 / 1.58	0.90	6.34	5.70 / 1.47	0.64	-0.31 ***
23. Billing and payment procedures are convenient for me.	6.34	5.71 / 1.40	0.63	6.40	6.10 / 1.24	0.30	-0.39 ***
24. Tutoring services are readily available for online courses.	5.85	5.09 / 1.75	0.76	5.47	4.86 / 1.70	0.61	0.23 *
25. Faculty are responsive to student needs.	6.47	5.65 / 1.43	0.82	6.56	5.74 / 1.38	0.82	-0.09
26. The bookstore provides timely service to students.	6.21	5.20 / 1.78	1.01	5.95	5.73 / 1.39	0.22	-0.53 ***
27. Campus item: Help desk services and technical support are adequate to meet my needs.	6.21	5.62 / 1.54	0.59				
28. Campus item: Student-to-student interaction is fostered and encouraged in my online course(s).	5.41	5.40 / 1.51	0.01				
29. Campus item: Faculty-to-student interaction is fostered and encouraged in my online course(s).	6.14	5.33 / 1.55	0.81				
30. Campus item: There are effective safeguards to deter cheating in online courses.	5.94	5.87 / 1.35	0.07				
31. Campus item: General academic advising is available to online learners.	6.22	5.38 / 1.64	0.84				

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## Institutional Summary

### Items: In Sequential Order

Item	Central Washington University - PSOL			Central Washington University 2016 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.	5.78	5.02 / 1.82	0.76				
33. Campus item: The organization and design of my online course(s) is conducive to learning.	6.46	5.54 / 1.55	0.92				
34. Campus item: Orientation to university systems and support resources is provided to online learners.	5.99	5.33 / 1.69	0.66				
35. Campus item: A fair and equitable learning environment exists in my online course(s).	6.39	5.81 / 1.36	0.58				
36. Campus item: Courses necessary to meet my degree objectives are offered online.	6.47	5.59 / 1.62	0.88				
37. Source of information: Catalog and brochures (printed)	4.20			3.77			
38. Source of information: Catalog (online)	5.81			5.94			
39. Source of information: College representatives	5.04			4.40			
40. Source of information: Web site	6.09			6.25			
41. Source of information: Advertisements	4.02			3.40			
42. Source of information: Recommendation from instructor or program advisor	5.70			5.21			
43. Source of information: Contact with current students and / or recent graduates of the program	5.10			4.62			
44. Factor to enroll: Ability to transfer credits	6.28			5.97			
45. Factor to enroll: Cost	6.30			6.16			
46. Factor to enroll: Financial assistance available	6.14			5.63			

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**Institutional Summary**  
**Items: In Sequential Order**

Item	Central Washington University - PSOL			Central Washington University 2016 Requested			Mean Difference
	Importance	Satisfaction / SD	Performance Gap	Importance	Satisfaction / SD	Performance Gap	
47. Factor to enroll: Future employment opportunities	6.23			5.90			
48. Factor to enroll: Reputation of institution	6.04			6.11			
49. Factor to enroll: Work schedule	6.04			6.53			
50. Factor to enroll: Flexible pacing for completing a program	6.15			6.47			
51. Factor to enroll: Convenience	6.45			6.68			
52. Factor to enroll: Distance from campus	5.69			5.14			
53. Factor to enroll: Program requirements	6.34			6.34			
54. Factor to enroll: Recommendations from employer	5.18			4.60			

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## Institutional Summary

### Summary Items

Summary Item	Central Washington University - PSOL	Central Washington University 2016 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: 4.76 2% 1% 6% 36% 24% 12% 15%	Average: 4.83 1% 2% 8% 32% 24% 14% 15%	-0.07
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: 5.45 2% 3% 5% 9% 16% 38% 23%	Average: 5.61 1% 3% 7% 5% 14% 39% 28%	-0.16
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: 5.67 4% 4% 3% 5% 12% 32% 38%	Average: 5.83 2% 4% 3% 5% 9% 30% 43%	-0.16