# Strategic Planning Overview Strengths and Challenges

#### **Strengths**

- 18. Registration for online courses is convenient.
- 17. Assessment and evaluation procedures are clear and reasonable.
- 23. Billing and payment procedures are convenient for me.
- 27. Campus item: Help desk services and technical support are adequate to meet my needs.
- 35. Campus item: A fair and equitable learning environment exists in my online course(s).
- 26. The bookstore provides timely service to students.

#### **Challenges**

- 20. The quality of online instruction is excellent.
- 25. Faculty are responsive to student needs.
- 6. Tuition paid is a worthwhile investment.
- 12. There are sufficient offerings within my program of study.
- 36. Campus item: Courses necessary to meet my degree objectives are offered online.
- 4. Faculty provide timely feedback about student progress.
- 9. Adequate financial aid is available.
- 22. I am aware of whom to contact for questions about programs and services.

# Strategic Planning Overview Benchmarks

#### Lower Satisfaction vs. Central Washington University 2015 Requested Group

- 11. Student assignments are clearly defined in the syllabus.
- 20. The quality of online instruction is excellent.
- 25. Faculty are responsive to student needs.
- 18. Registration for online courses is convenient.
- 3. Instructional materials are appropriate for program content.
- 6. Tuition paid is a worthwhile investment.
- 7. Program requirements are clear and reasonable.
- 12. There are sufficient offerings within my program of study.
- 4. Faculty provide timely feedback about student progress.
- 10. This institution responds quickly when I request information.
- 17. Assessment and evaluation procedures are clear and reasonable.
- 23. Billing and payment procedures are convenient for me.
- 9. Adequate financial aid is available.
- 22. I am aware of whom to contact for questions about programs and services.

#### Higher Importance vs. Central Washington University 2015 Requested Group

9. Adequate financial aid is available.

**Scales: In Order of Importance** 

|                           | Cent       | ral Washington University - F | PSOL            | Central V  | Mean<br>Difference |                 |           |
|---------------------------|------------|-------------------------------|-----------------|------------|--------------------|-----------------|-----------|
| Scale                     | Importance | Satisfaction / SD             | Performance Gap | Importance | Satisfaction / SD  | Performance Gap |           |
| Enrollment Services       | 6.33       | 5.49 / 1.17                   | 0.84            | 6.28       | 5.88 / 1.04        | 0.40            | -0.39 *** |
| Instructional Services    | 6.22       | 5.32 / 1.14                   | 0.90            | 6.28       | 5.60 / 1.05        | 0.68            | -0.28 *** |
| Academic Services         | 6.21       | 5.37 / 1.11                   | 0.84            | 6.21       | 5.62 / 1.01        | 0.59            | -0.25 *** |
| Institutional Perceptions | 6.20       | 5.36 / 1.23                   | 0.84            | 6.39       | 5.75 / 1.11        | 0.64            | -0.39 *** |
| Student Services          | 6.13       | 5.21 / 1.26                   | 0.92            | 6.08       | 5.61 / 1.11        | 0.47            | -0.40 *** |

<sup>\*</sup> Difference statistically significant at the .05 level

<sup>\*\*</sup> Difference statistically significant at the .01 level \*\*\* Difference statistically significant at the .001 level

|   | Central Washington University - PSOL |                   |                 | Central V  | Mean<br>Difference |                 |           |
|---|--------------------------------------|-------------------|-----------------|------------|--------------------|-----------------|-----------|
| Item  | Importance                           | Satisfaction / SD | Performance Gap | Importance | Satisfaction / SD  | Performance Gap |           |
| 11. Student assignments are clearly defined in the syllabus.                                  | 6.51                                 | 5.52 / 1.44       | 0.99            | 6.59       | 5.73 / 1.36        | 0.86            | -0.21 *   |
| 20. The quality of online instruction is excellent.   | 6.50                                 | 5.14 / 1.65       | 1.36            | 6.65       | 5.53 / 1.47        | 1.12            | -0.39 *** |
| 25. Faculty are responsive to student needs.  | 6.50                                 | 5.31 / 1.57       | 1.19            | 6.57       | 5.75 / 1.36        | 0.82            | -0.44 *** |
| 51. Factor to enroll: Convenience   | 6.48                                 |                   |                 | 6.68       |                    |                 |           |
| 18. Registration for online courses is convenient.  | 6.46                                 | 5.77 / 1.44       | 0.69            | 6.57       | 6.11 / 1.29        | 0.46            | -0.34 *** |
| Instructional materials are appropriate for program content.                                  | 6.44                                 | 5.50 / 1.31       | 0.94            | 6.54       | 5.82 / 1.20        | 0.72            | -0.32 *** |
| 6. Tuition paid is a worthwhile investment.   | 6.44                                 | 5.28 / 1.47       | 1.16            | 6.58       | 5.59 / 1.40        | 0.99            | -0.31 *** |
| 7. Program requirements are clear and reasonable.   | 6.44                                 | 5.45 / 1.47       | 0.99            | 6.54       | 5.76 / 1.33        | 0.78            | -0.31 *** |
| 33. Campus item: The organization and design of my online course(s) is conducive to learning. | 6.44                                 | 5.45 / 1.49       | 0.99            |            |                    |                 |           |
| 12. There are sufficient offerings within my program of study.                                | 6.43                                 | 5.18 / 1.44       | 1.25            | 6.53       | 5.58 / 1.41        | 0.95            | -0.40 *** |
| 36. Campus item: Courses necessary to meet my degree objectives are offered online.           | 6.43                                 | 5.26 / 1.65       | 1.17            |            |                    |                 |           |
| 4. Faculty provide timely feedback about student progress.                                    | 6.42                                 | 5.21 / 1.54       | 1.21            | 6.51       | 5.45 / 1.46        | 1.06            | -0.24 **  |
| 10. This institution responds quickly when I request information.                             | 6.38                                 | 5.34 / 1.55       | 1.04            | 6.43       | 5.92 / 1.28        | 0.51            | -0.58 *** |
| 17. Assessment and evaluation procedures are clear and reasonable.                            | 6.32                                 | 5.53 / 1.32       | 0.79            | 6.36       | 5.76 / 1.25        | 0.60            | -0.23 **  |
| 9. Adequate financial aid is available.   | 6.31                                 | 5.20 / 1.67       | 1.11            | 6.07       | 5.52 / 1.54        | 0.55            | -0.32 **  |
| 23. Billing and payment procedures are convenient for me.                                     | 6.31                                 | 5.74 / 1.42       | 0.57            | 6.40       | 6.12 / 1.19        | 0.28            | -0.38 *** |

<sup>\*</sup> Difference statistically significant at the .05 level

<sup>\*\*</sup> Difference statistically significant at the .01 level \*\*\* Difference statistically significant at the .001 level

|   | Central Washington University - PSOL |                   |                 | Central V  | Mean<br>Difference |                 |           |
|---|--------------------------------------|-------------------|-----------------|------------|--------------------|-----------------|-----------|
| Item  | Importance                           | Satisfaction / SD | Performance Gap | Importance | Satisfaction / SD  | Performance Gap |           |
| 27. Campus item: Help desk services and technical support are adequate to meet my needs.  | 6.30                                 | 5.69 / 1.37       | 0.61            |            |                    |                 |           |
| 35. Campus item: A fair and equitable learning environment exists in my online course(s). | 6.26                                 | 5.69 / 1.39       | 0.57            |            |                    |                 |           |
| 22. I am aware of whom to contact for questions about programs and services.              | 6.24                                 | 5.17 / 1.71       | 1.07            | 6.33       | 5.69 / 1.48        | 0.64            | -0.52 *** |
| 14. I receive timely information on the availability of financial aid.                    | 6.23                                 | 5.18 / 1.58       | 1.05            | 6.01       | 5.63 / 1.43        | 0.38            | -0.45 *** |
| 16. Appropriate technical assistance is readily available.                                | 6.23                                 | 5.34 / 1.53       | 0.89            | 6.18       | 5.77 / 1.29        | 0.41            | -0.43 *** |
| 26. The bookstore provides timely service to students.                                    | 6.23                                 | 5.71 / 1.31       | 0.52            | 5.92       | 5.78 / 1.34        | 0.14            | -0.07     |
| 45. Factor to enroll: Cost  | 6.23                                 |                   |                 | 6.14       |                    |                 |           |
| 21. Adequate online library resources are provided.                                       | 6.21                                 | 5.69 / 1.42       | 0.52            | 6.18       | 5.82 / 1.30        | 0.36            | -0.13     |
| My program advisor is accessible by telephone and e-mail.                                 | 6.20                                 | 5.63 / 1.55       | 0.57            | 6.37       | 5.93 / 1.41        | 0.44            | -0.30 **  |
| 53. Factor to enroll: Program requirements  | 6.17                                 |                   |                 | 6.33       |                    |                 |           |
| 13. The frequency of student and instructor interactions is adequate.                     | 6.15                                 | 5.31 / 1.43       | 0.84            | 6.17       | 5.57 / 1.37        | 0.60            | -0.26 **  |
| 49. Factor to enroll: Work schedule   | 6.15                                 |                   |                 | 6.52       |                    |                 |           |
| 50. Factor to enroll: Flexible pacing for completing a program                            | 6.10                                 |                   |                 | 6.48       |                    |                 |           |
| 31. Campus item: General academic advising is available to online learners.               | 6.09                                 | 5.15 / 1.63       | 0.94            |            |                    |                 |           |
| 5. My program advisor helps me work toward career goals.                                  | 6.06                                 | 5.11 / 1.81       | 0.95            | 6.12       | 5.37 / 1.65        | 0.75            | -0.26 *   |

<sup>\*</sup> Difference statistically significant at the .05 level

<sup>\*\*</sup> Difference statistically significant at the .01 level \*\*\* Difference statistically significant at the .001 level

|  | Cent       | tral Washington University - | PSOL            | Central V  | Mean<br>Difference |                 |           |
|--|------------|------------------------------|-----------------|------------|--------------------|-----------------|-----------|
| Item   | Importance | Satisfaction / SD            | Performance Gap | Importance | Satisfaction / SD  | Performance Gap |           |
| 15. Channels are available for providing timely responses to student complaints.                         | 6.04       | 4.80 / 1.72                  | 1.24            | 5.92       | 5.23 / 1.55        | 0.69            | -0.43 *** |
| 29. Campus item: Faculty-to-student interaction is fostered and encouraged in my online course(s).       | 6.04       | 5.20 / 1.55                  | 0.84            |            |                    |                 |           |
| 47. Factor to enroll: Future employment opportunities  | 6.04       |                              |                 | 5.86       |                    |                 |           |
| 40. Source of information: Web site  | 6.01       |                              |                 | 6.27       |                    |                 |           |
| 46. Factor to enroll: Financial assistance available   | 6.01       |                              |                 | 5.64       |                    |                 |           |
| 44. Factor to enroll: Ability to transfer credits  | 5.98       |                              |                 | 5.98       |                    |                 |           |
| 1. This institution has a good reputation.   | 5.97       | 5.44 / 1.33                  | 0.53            | 6.21       | 5.91 / 1.13        | 0.30            | -0.47 *** |
| 34. Campus item: Orientation to university systems and support resources is provided to online learners. | 5.93       | 5.18 / 1.57                  | 0.75            |            |                    |                 |           |
| 24. Tutoring services are readily available for online courses.  | 5.79       | 5.16 / 1.73                  | 0.63            | 5.40       | 4.84 / 1.70        | 0.56            | 0.32 *    |
| 30. Campus item: There are effective safeguards to deter cheating in online courses.                     | 5.78       | 5.77 / 1.28                  | 0.01            |            |                    |                 |           |
| 19. Online career services are available.  | 5.71       | 4.93 / 1.67                  | 0.78            | 5.67       | 5.30 / 1.51        | 0.37            | -0.37 *** |
| 48. Factor to enroll: Reputation of institution  | 5.71       |                              |                 | 6.12       |                    |                 |           |
| 38. Source of information: Catalog (online)  | 5.68       |                              |                 | 5.97       |                    |                 |           |
| 32. Campus item: I feel I am a member of the Central Washington University community.                    | 5.60       | 4.97 / 1.74                  | 0.63            |            |                    |                 |           |
| 42. Source of information: Recommendation from instructor or program advisor                             | 5.44       |                              |                 | 5.13       |                    |                 |           |

<sup>\*</sup> Difference statistically significant at the .05 level

<sup>\*\*</sup> Difference statistically significant at the .01 level \*\*\* Difference statistically significant at the .001 level

|  | Cent       | entral Washington University - PSOL |                 | Central Washington University 2015 Requested |                   |                 | Mean<br>Difference |
|--|------------|-------------------------------------|-----------------|--|-------------------|-----------------|--------------------|
| Item   | Importance | Satisfaction / SD                   | Performance Gap | Importance                                   | Satisfaction / SD | Performance Gap |                    |
| 52. Factor to enroll: Distance from campus   | 5.41       |                                     |                 | 5.14   |                   |                 |                    |
| 28. Campus item: Student-to-student interaction is fostered and encouraged in my online course(s). | 5.19       | 5.24 / 1.46                         | -0.05           |  |                   |                 |                    |
| 8. Student-to-student collaborations are valuable to me.   | 4.94       | 5.04 / 1.50                         | -0.10           | 4.81   | 5.19 / 1.40       | -0.38           | -0.15              |
| 43. Source of information: Contact with current students and / or recent graduates of the program  | 4.84       |                                     |                 | 4.55   |                   |                 |                    |
| 39. Source of information: College representatives   | 4.50       |                                     |                 | 4.30   |                   |                 |                    |
| 54. Factor to enroll: Recommendations from employer  | 4.46       |                                     |                 | 4.48   |                   |                 |                    |
| 37. Source of information: Catalog and brochures (printed)   | 4.00       |                                     |                 | 3.72   |                   |                 |                    |
| 41. Source of information: Advertisements  | 3.63       |                                     |                 | 3.34   |                   |                 |                    |

<sup>\*</sup> Difference statistically significant at the .05 level

<sup>\*\*</sup> 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

|   | Central Washington University - PSOL Central Washington University 2015 Requested |                   |                 |            |                   | Requested       | Mean<br>Difference |
|---|---|-------------------|-----------------|------------|-------------------|-----------------|--------------------|
| Scale/Item  | Importance  | Satisfaction / SD | Performance Gap | Importance | Satisfaction / SD | Performance Gap |                    |
| ACADEMIC SERVICES   | 6.21  | 5.37 / 1.11       | 0.84            | 6.21       | 5.62 / 1.01       | 0.59            | -0.25 ***          |
| 2. My program advisor is accessible by telephone and e-mail.    | 6.20  | 5.63 / 1.55       | 0.57            | 6.37       | 5.93 / 1.41       | 0.44            | -0.30 **           |
| 5. My program advisor helps me work toward career goals.        | 6.06  | 5.11 / 1.81       | 0.95            | 6.12       | 5.37 / 1.65       | 0.75            | -0.26 *            |
| 7. Program requirements are clear and reasonable.               | 6.44  | 5.45 / 1.47       | 0.99            | 6.54       | 5.76 / 1.33       | 0.78            | -0.31 ***          |
| 12. There are sufficient offerings within my program of study.  | 6.43  | 5.18 / 1.44       | 1.25            | 6.53       | 5.58 / 1.41       | 0.95            | -0.40 ***          |
| 16. Appropriate technical assistance is readily available.      | 6.23  | 5.34 / 1.53       | 0.89            | 6.18       | 5.77 / 1.29       | 0.41            | -0.43 ***          |
| 21. Adequate online library resources are provided.             | 6.21  | 5.69 / 1.42       | 0.52            | 6.18       | 5.82 / 1.30       | 0.36            | -0.13              |
| 24. Tutoring services are readily available for online courses. | 5.79  | 5.16 / 1.73       | 0.63            | 5.40       | 4.84 / 1.70       | 0.56            | 0.32 *             |

<sup>\*</sup> Difference statistically significant at the .05 level

<sup>\*\*</sup> 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

|  | Cent       | ral Washington University - I | PSOL            | Central '  | Mean<br>Difference |                 |           |
|--|------------|-------------------------------|-----------------|------------|--------------------|-----------------|-----------|
| Scale/Item   | Importance | Satisfaction / SD             | Performance Gap | Importance | Satisfaction / SD  | Performance Gap |           |
| ENROLLMENT SERVICES  | 6.33       | 5.49 / 1.17                   | 0.84            | 6.28       | 5.88 / 1.04        | 0.40            | -0.39 *** |
| 9. Adequate financial aid is available.                                | 6.31       | 5.20 / 1.67                   | 1.11            | 6.07       | 5.52 / 1.54        | 0.55            | -0.32 **  |
| 14. I receive timely information on the availability of financial aid. | 6.23       | 5.18 / 1.58                   | 1.05            | 6.01       | 5.63 / 1.43        | 0.38            | -0.45 *** |
| 18. Registration for online courses is convenient.                     | 6.46       | 5.77 / 1.44                   | 0.69            | 6.57       | 6.11 / 1.29        | 0.46            | -0.34 *** |
| 23. Billing and payment procedures are convenient for me.              | 6.31       | 5.74 / 1.42                   | 0.57            | 6.40       | 6.12 / 1.19        | 0.28            | -0.38 *** |

<sup>\*</sup> Difference statistically significant at the .05 level

<sup>\*\*</sup> 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

|   | Cent       | ral Washington University - I | PSOL            | Central V  | Mean<br>Difference |                 |           |
|---|------------|-------------------------------|-----------------|------------|--------------------|-----------------|-----------|
| Scale/Item                                  | Importance | Satisfaction / SD             | Performance Gap | Importance | Satisfaction / SD  | Performance Gap |           |
| INSTITUTIONAL PERCEPTIONS                   | 6.20       | 5.36 / 1.23                   | 0.84            | 6.39       | 5.75 / 1.11        | 0.64            | -0.39 *** |
| 1. This institution has a good reputation.  | 5.97       | 5.44 / 1.33                   | 0.53            | 6.21       | 5.91 / 1.13        | 0.30            | -0.47 *** |
| 6. Tuition paid is a worthwhile investment. | 6.44       | 5.28 / 1.47                   | 1.16            | 6.58       | 5.59 / 1.40        | 0.99            | -0.31 *** |

<sup>\*</sup> Difference statistically significant at the .05 level

<sup>\*\*</sup> 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

|   | Central Washington University - PSOL Central Washington University |                   |                 |            |                   | on University 2015 Requested |           |
|---|--|-------------------|-----------------|------------|-------------------|------------------------------|-----------|
| Scale/Item  | Importance   | Satisfaction / SD | Performance Gap | Importance | Satisfaction / SD | Performance Gap              |           |
| INSTRUCTIONAL SERVICES  | 6.22   | 5.32 / 1.14       | 0.90            | 6.28       | 5.60 / 1.05       | 0.68                         | -0.28 *** |
| 3. Instructional materials are appropriate for program content.       | 6.44   | 5.50 / 1.31       | 0.94            | 6.54       | 5.82 / 1.20       | 0.72                         | -0.32 *** |
| 4. Faculty provide timely feedback about student progress.            | 6.42   | 5.21 / 1.54       | 1.21            | 6.51       | 5.45 / 1.46       | 1.06                         | -0.24 **  |
| 8. Student-to-student collaborations are valuable to me.              | 4.94   | 5.04 / 1.50       | -0.10           | 4.81       | 5.19 / 1.40       | -0.38                        | -0.15     |
| 11. Student assignments are clearly defined in the syllabus.          | 6.51   | 5.52 / 1.44       | 0.99            | 6.59       | 5.73 / 1.36       | 0.86                         | -0.21 *   |
| 13. The frequency of student and instructor interactions is adequate. | 6.15   | 5.31 / 1.43       | 0.84            | 6.17       | 5.57 / 1.37       | 0.60                         | -0.26 **  |
| 17. Assessment and evaluation procedures are clear and reasonable.    | 6.32   | 5.53 / 1.32       | 0.79            | 6.36       | 5.76 / 1.25       | 0.60                         | -0.23 **  |
| 20. The quality of online instruction is excellent.                   | 6.50   | 5.14 / 1.65       | 1.36            | 6.65       | 5.53 / 1.47       | 1.12                         | -0.39 *** |
| 25. Faculty are responsive to student needs.                          | 6.50   | 5.31 / 1.57       | 1.19            | 6.57       | 5.75 / 1.36       | 0.82                         | -0.44 *** |

<sup>\*</sup> Difference statistically significant at the .05 level

<sup>\*\*</sup> 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

|  | Cent       | Central Washington University - PSOL |                 |            | Central Washington University 2015 Requested |                 |           |  |
|--|------------|--------------------------------------|-----------------|------------|--|-----------------|-----------|--|
| Scale/Item   | Importance | Satisfaction / SD                    | Performance Gap | Importance | Satisfaction / SD                            | Performance Gap |           |  |
| STUDENT SERVICES   | 6.13       | 5.21 / 1.26                          | 0.92            | 6.08       | 5.61 / 1.11                                  | 0.47            | -0.40 *** |  |
| 10. This institution responds quickly when I request information.                | 6.38       | 5.34 / 1.55                          | 1.04            | 6.43       | 5.92 / 1.28                                  | 0.51            | -0.58 *** |  |
| 15. Channels are available for providing timely responses to student complaints. | 6.04       | 4.80 / 1.72                          | 1.24            | 5.92       | 5.23 / 1.55                                  | 0.69            | -0.43 *** |  |
| 19. Online career services are available.  | 5.71       | 4.93 / 1.67                          | 0.78            | 5.67       | 5.30 / 1.51                                  | 0.37            | -0.37 *** |  |
| 22. I am aware of whom to contact for questions about programs and services.     | 6.24       | 5.17 / 1.71                          | 1.07            | 6.33       | 5.69 / 1.48                                  | 0.64            | -0.52 *** |  |
| 26. The bookstore provides timely service to students.                           | 6.23       | 5.71 / 1.31                          | 0.52            | 5.92       | 5.78 / 1.34                                  | 0.14            | -0.07     |  |

<sup>\*</sup> Difference statistically significant at the .05 level

<sup>\*\*</sup> Difference statistically significant at the .01 level \*\*\* Difference statistically significant at the .001 level

|  | Cent       | tral Washington University - | PSOL            | Central Washington University 2015 Requested |                   |                 |           |
|--|------------|------------------------------|-----------------|--|-------------------|-----------------|-----------|
| Item   | Importance | Satisfaction / SD            | Performance Gap | Importance                                   | Satisfaction / SD | Performance Gap |           |
| 1. This institution has a good reputation.                                       | 5.97       | 5.44 / 1.33                  | 0.53            | 6.21   | 5.91 / 1.13       | 0.30            | -0.47 *** |
| 2. My program advisor is accessible by telephone and e-mail.                     | 6.20       | 5.63 / 1.55                  | 0.57            | 6.37   | 5.93 / 1.41       | 0.44            | -0.30 **  |
| 3. Instructional materials are appropriate for program content.                  | 6.44       | 5.50 / 1.31                  | 0.94            | 6.54   | 5.82 / 1.20       | 0.72            | -0.32 *** |
| 4. Faculty provide timely feedback about student progress.                       | 6.42       | 5.21 / 1.54                  | 1.21            | 6.51   | 5.45 / 1.46       | 1.06            | -0.24 **  |
| 5. My program advisor helps me work toward career goals.                         | 6.06       | 5.11 / 1.81                  | 0.95            | 6.12   | 5.37 / 1.65       | 0.75            | -0.26 *   |
| 6. Tuition paid is a worthwhile investment.                                      | 6.44       | 5.28 / 1.47                  | 1.16            | 6.58   | 5.59 / 1.40       | 0.99            | -0.31 *** |
| 7. Program requirements are clear and reasonable.                                | 6.44       | 5.45 / 1.47                  | 0.99            | 6.54   | 5.76 / 1.33       | 0.78            | -0.31 *** |
| 8. Student-to-student collaborations are valuable to me.                         | 4.94       | 5.04 / 1.50                  | -0.10           | 4.81   | 5.19 / 1.40       | -0.38           | -0.15     |
| 9. Adequate financial aid is available.  | 6.31       | 5.20 / 1.67                  | 1.11            | 6.07   | 5.52 / 1.54       | 0.55            | -0.32 **  |
| 10. This institution responds quickly when I request information.                | 6.38       | 5.34 / 1.55                  | 1.04            | 6.43   | 5.92 / 1.28       | 0.51            | -0.58 *** |
| 11. Student assignments are clearly defined in the syllabus.                     | 6.51       | 5.52 / 1.44                  | 0.99            | 6.59   | 5.73 / 1.36       | 0.86            | -0.21 *   |
| 12. There are sufficient offerings within my program of study.                   | 6.43       | 5.18 / 1.44                  | 1.25            | 6.53   | 5.58 / 1.41       | 0.95            | -0.40 *** |
| 13. The frequency of student and instructor interactions is adequate.            | 6.15       | 5.31 / 1.43                  | 0.84            | 6.17   | 5.57 / 1.37       | 0.60            | -0.26 **  |
| 14. I receive timely information on the availability of financial aid.           | 6.23       | 5.18 / 1.58                  | 1.05            | 6.01   | 5.63 / 1.43       | 0.38            | -0.45 *** |
| 15. Channels are available for providing timely responses to student complaints. | 6.04       | 4.80 / 1.72                  | 1.24            | 5.92   | 5.23 / 1.55       | 0.69            | -0.43 *** |
| 16. Appropriate technical assistance is readily available.                       | 6.23       | 5.34 / 1.53                  | 0.89            | 6.18   | 5.77 / 1.29       | 0.41            | -0.43 *** |

<sup>\*</sup> Difference statistically significant at the .05 level

<sup>\*\*</sup> Difference statistically significant at the .01 level \*\*\* Difference statistically significant at the .001 level

National Group Means are based on 3290 records.

|  | Cen        | tral Washington University - | PSOL            | Central V  | Washington University 2015 | Requested       | Mean<br>Difference |
|--|------------|------------------------------|-----------------|------------|----------------------------|-----------------|--------------------|
| Item   | Importance | Satisfaction / SD            | Performance Gap | Importance | Satisfaction / SD          | Performance Gap |                    |
| 17. Assessment and evaluation procedures are clear and reasonable.                                 | 6.32       | 5.53 / 1.32                  | 0.79            | 6.36       | 5.76 / 1.25                | 0.60            | -0.23 **           |
| 18. Registration for online courses is convenient.   | 6.46       | 5.77 / 1.44                  | 0.69            | 6.57       | 6.11 / 1.29                | 0.46            | -0.34 ***          |
| 19. Online career services are available.  | 5.71       | 4.93 / 1.67                  | 0.78            | 5.67       | 5.30 / 1.51                | 0.37            | -0.37 ***          |
| 20. The quality of online instruction is excellent.  | 6.50       | 5.14 / 1.65                  | 1.36            | 6.65       | 5.53 / 1.47                | 1.12            | -0.39 ***          |
| 21. Adequate online library resources are provided.  | 6.21       | 5.69 / 1.42                  | 0.52            | 6.18       | 5.82 / 1.30                | 0.36            | -0.13              |
| 22. I am aware of whom to contact for questions about programs and services.                       | 6.24       | 5.17 / 1.71                  | 1.07            | 6.33       | 5.69 / 1.48                | 0.64            | -0.52 ***          |
| 23. Billing and payment procedures are convenient for me.  | 6.31       | 5.74 / 1.42                  | 0.57            | 6.40       | 6.12 / 1.19                | 0.28            | -0.38 ***          |
| 24. Tutoring services are readily available for online courses.                                    | 5.79       | 5.16 / 1.73                  | 0.63            | 5.40       | 4.84 / 1.70                | 0.56            | 0.32 *             |
| 25. Faculty are responsive to student needs.   | 6.50       | 5.31 / 1.57                  | 1.19            | 6.57       | 5.75 / 1.36                | 0.82            | -0.44 ***          |
| 26. The bookstore provides timely service to students.   | 6.23       | 5.71 / 1.31                  | 0.52            | 5.92       | 5.78 / 1.34                | 0.14            | -0.07              |
| 27. Campus item: Help desk services and technical support are adequate to meet my needs.           | 6.30       | 5.69 / 1.37                  | 0.61            |            |                            |                 |                    |
| 28. Campus item: Student-to-student interaction is fostered and encouraged in my online course(s). | 5.19       | 5.24 / 1.46                  | -0.05           |            |                            |                 |                    |
| 29. Campus item: Faculty-to-student interaction is fostered and encouraged in my online course(s). | 6.04       | 5.20 / 1.55                  | 0.84            |            |                            |                 |                    |
| 30. Campus item: There are effective safeguards to deter cheating in online courses.               | 5.78       | 5.77 / 1.28                  | 0.01            |            |                            |                 |                    |
| 31. Campus item: General academic advising is available to online learners.                        | 6.09       | 5.15 / 1.63                  | 0.94            |            |                            |                 |                    |

<sup>\*</sup> Difference statistically significant at the .05 level

<sup>\*\*</sup> Difference statistically significant at the .01 level \*\*\* Difference statistically significant at the .001 level

National Group Means are based on 3290 records.

|  | Central Washington University - PSOL |                   |                 | Central Washington University 2015 Requested |                   |                 | Mean<br>Difference |
|--|--------------------------------------|-------------------|-----------------|--|-------------------|-----------------|--------------------|
| 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.                    | 5.60                                 | 4.97 / 1.74       | 0.63            |  |                   |                 |                    |
| 33. Campus item: The organization and design of my online course(s) is conducive to learning.            | 6.44                                 | 5.45 / 1.49       | 0.99            |  |                   |                 |                    |
| 34. Campus item: Orientation to university systems and support resources is provided to online learners. | 5.93                                 | 5.18 / 1.57       | 0.75            |  |                   |                 |                    |
| 35. Campus item: A fair and equitable learning environment exists in my online course(s).                | 6.26                                 | 5.69 / 1.39       | 0.57            |  |                   |                 |                    |
| 36. Campus item: Courses necessary to meet my degree objectives are offered online.                      | 6.43                                 | 5.26 / 1.65       | 1.17            |  |                   |                 |                    |
| 37. Source of information: Catalog and brochures (printed)   | 4.00                                 |                   |                 | 3.72   |                   |                 |                    |
| 38. Source of information: Catalog (online)  | 5.68                                 |                   |                 | 5.97   |                   |                 |                    |
| 39. Source of information: College representatives   | 4.50                                 |                   |                 | 4.30   |                   |                 |                    |
| 40. Source of information: Web site  | 6.01                                 |                   |                 | 6.27   |                   |                 |                    |
| 41. Source of information: Advertisements  | 3.63                                 |                   |                 | 3.34   |                   |                 |                    |
| 42. Source of information: Recommendation from instructor or program advisor                             | 5.44                                 |                   |                 | 5.13   |                   |                 |                    |
| 43. Source of information: Contact with current students and / or recent graduates of the program        | 4.84                                 |                   |                 | 4.55   |                   |                 |                    |
| 44. Factor to enroll: Ability to transfer credits  | 5.98                                 |                   |                 | 5.98   |                   |                 | ,                  |
| 45. Factor to enroll: Cost   | 6.23                                 |                   |                 | 6.14   |                   |                 | ,                  |
| 46. Factor to enroll: Financial assistance available   | 6.01                                 |                   |                 | 5.64   |                   |                 | ,                  |

<sup>\*</sup> Difference statistically significant at the .05 level

<sup>\*\*</sup> Difference statistically significant at the .01 level \*\*\* Difference statistically significant at the .001 level

|  | Central Washington University - PSOL |                   |                 | Central Washington University 2015 Requested |                   |                 | Mean<br>Difference |
|--|--------------------------------------|-------------------|-----------------|--|-------------------|-----------------|--------------------|
| Item   | Importance                           | Satisfaction / SD | Performance Gap | Importance                                   | Satisfaction / SD | Performance Gap |                    |
| 47. Factor to enroll: Future employment opportunities          | 6.04                                 |                   |                 | 5.86   |                   |                 |                    |
| 48. Factor to enroll: Reputation of institution                | 5.71                                 |                   |                 | 6.12   |                   |                 |                    |
| 49. Factor to enroll: Work schedule                            | 6.15                                 |                   |                 | 6.52   |                   |                 |                    |
| 50. Factor to enroll: Flexible pacing for completing a program | 6.10                                 |                   |                 | 6.48   |                   |                 |                    |
| 51. Factor to enroll: Convenience                              | 6.48                                 |                   |                 | 6.68   |                   |                 |                    |
| 52. Factor to enroll: Distance from campus                     | 5.41                                 |                   |                 | 5.14   |                   |                 |                    |
| 53. Factor to enroll: Program requirements                     | 6.17                                 |                   |                 | 6.33   |                   |                 |                    |
| 54. Factor to enroll: Recommendations from employer            | 4.46                                 |                   |                 | 4.48   |                   |                 |                    |

<sup>\*</sup> Difference statistically significant at the .05 level

<sup>\*\*</sup> Difference statistically significant at the .01 level \*\*\* Difference statistically significant at the .001 level

#### **Summary Items**

| Summary Item   | Central Washington University - PSOL | Central Washington University 2015 Requested | Mean Difference |
|--|--------------------------------------|--|-----------------|
| So far, how has your college experience met your expectations?     | Average: 4.55                        | Average: 4.83                                | -0.28           |
| 1=Much worse than expected   | 3%                                   | 1%   |                 |
| 2=Quite a bit worse than I expected                                | 2%                                   | 2%   |                 |
| 3=Worse than I expected  | 12%                                  | 8%   |                 |
| 4=About what I expected  | 37%                                  | 32%  |                 |
| 5=Better than I expected   | 21%                                  | 24%  |                 |
| 6=Quite a bit better than I expected                               | 10%                                  | 15%  |                 |
| 7=Much better than expected  | 12%                                  | 14%  |                 |
| Rate your overall satisfaction with your experience here thus far. | Average: 5.20                        | Average: 5.62                                | -0.42           |
| 1=Not satisfied at all   | 3%                                   | 1%   |                 |
| 2=Not very satisfied   | 4%                                   | 3%   |                 |
| 3=Somewhat dissatisfied  | 7%                                   | 6%   |                 |
| 4=Neutral  | 13%                                  | 5%   |                 |
| 5=Somewhat satisfied   | 15%                                  | 14%  |                 |
| 6=Satisfied  | 36%                                  | 40%  |                 |
| 7=Very satisfied   | 18%                                  | 27%  |                 |
| All in all, if you had to do it over, would you enroll here again? | Average: 5.48                        | Average: 5.84                                | -0.36           |
| 1=Definitely not   | 3%                                   | 1%   |                 |
| 2=Probably not   | 6%                                   | 4%   |                 |
| 3=Maybe not  | 6%                                   | 3%   |                 |
| 4=I don't know   | 6%                                   | 5%   |                 |
| 5=Maybe yes  | 12%                                  | 9%   |                 |
| 6=Probably yes   | 32%                                  | 30%  |                 |
| 7=Definitely yes   | 33%                                  | 43%  |                 |