

Strategic Planning Overview

Strengths and Challenges

Strengths

- 3. Instructional materials are appropriate for program content.
- 18. Registration for online courses is convenient.
- 35. Campus item: A fair and equitable learning environment exists in my online course(s).
- 17. Assessment and evaluation procedures are clear and reasonable.
- 21. Adequate online library resources are provided.

Challenges

- 11. Student assignments are clearly defined in the syllabus.
- 20. The quality of online instruction is excellent.
- 33. Campus item: The organization and design of my online course(s) is conducive to learning.
- 12. There are sufficient offerings within my program of study.
- 14. I receive timely information on the availability of financial aid.
- 22. I am aware of whom to contact for questions about programs and services.
- 9. Adequate financial aid is available.

Strategic Planning Overview

Benchmarks

Lower Satisfaction vs. Central Washington 2017 Requested Group

- 11. Student assignments are clearly defined in the syllabus.
- 18. Registration for online courses is convenient.
- 20. The quality of online instruction is excellent.
- 25. Faculty are responsive to student needs.
- 7. Program requirements are clear and reasonable.
- 12. There are sufficient offerings within my program of study.
- 2. My program advisor is accessible by telephone and e-mail.
- 14. I receive timely information on the availability of financial aid.
- 17. Assessment and evaluation procedures are clear and reasonable.
- 22. I am aware of whom to contact for questions about programs and services.
- 10. This institution responds quickly when I request information.

Higher Importance vs. Central Washington 2017 Requested Group

- 14. I receive timely information on the availability of financial aid.

Institutional Summary
Scales: In Order of Importance

Scale	Central Washington University - PSOL			Central Washington 2017 Requested Group			Mean Difference
	Importance	Satisfaction / SD	Performance Gap	Importance	Satisfaction / SD	Performance Gap	
Enrollment Services	6.37	5.51 / 1.23	0.86	6.37	5.92 / 1.05	0.45	-0.41 ***
Institutional Perceptions	6.33	5.55 / 1.22	0.78	6.44	5.78 / 1.17	0.66	-0.23 **
Instructional Services	6.28	5.48 / 1.15	0.80	6.32	5.66 / 1.07	0.66	-0.18 *
Academic Services	6.27	5.44 / 1.15	0.83	6.29	5.71 / 1.02	0.58	-0.27 ***
Student Services	6.14	5.24 / 1.39	0.90	6.17	5.67 / 1.14	0.50	-0.43 ***

* 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 3885 records.

Institutional Summary

Items: In Order of Importance

Item	Central Washington University - PSOL			Central Washington 2017 Requested Group			Mean Difference
	Importance	Satisfaction / SD	Performance Gap	Importance	Satisfaction / SD	Performance Gap	
3. Instructional materials are appropriate for program content.	6.53	5.72 / 1.24	0.81	6.59	5.84 / 1.24	0.75	-0.12
11. Student assignments are clearly defined in the syllabus.	6.52	5.47 / 1.51	1.05	6.63	5.77 / 1.37	0.86	-0.30 **
36. Campus item: Courses necessary to meet my degree objectives are offered online	6.51	5.57 / 1.62	0.94				
18. Registration for online courses is convenient.	6.50	5.81 / 1.53	0.69	6.62	6.17 / 1.25	0.45	-0.36 ***
20. The quality of online instruction is excellent.	6.50	5.34 / 1.55	1.16	6.66	5.57 / 1.48	1.09	-0.23 *
25. Faculty are responsive to student needs.	6.50	5.50 / 1.49	1.00	6.60	5.82 / 1.33	0.78	-0.32 **
6. Tuition paid is a worthwhile investment.	6.49	5.50 / 1.49	0.99	6.59	5.63 / 1.45	0.96	-0.13
7. Program requirements are clear and reasonable.	6.47	5.55 / 1.43	0.92	6.57	5.79 / 1.34	0.78	-0.24 *
4. Faculty provide timely feedback about student progress.	6.44	5.51 / 1.39	0.93	6.56	5.57 / 1.43	0.99	-0.06
33. Campus item: The organization and design of my online course(s) is conducive to learning.	6.43	5.38 / 1.50	1.05				
12. There are sufficient offerings within my program of study.	6.42	5.36 / 1.48	1.06	6.55	5.67 / 1.39	0.88	-0.31 **
35. Campus item: A fair and equitable learning environment exists in my online course(s).	6.41	5.82 / 1.44	0.59				
2. My program advisor is accessible by telephone and e-mail.	6.40	5.51 / 1.81	0.89	6.42	6.00 / 1.34	0.42	-0.49 ***
14. I receive timely information on the availability of financial aid.	6.39	5.26 / 1.79	1.13	6.16	5.69 / 1.48	0.47	-0.43 ***
17. Assessment and evaluation procedures are clear and reasonable.	6.39	5.62 / 1.37	0.77	6.44	5.83 / 1.28	0.61	-0.21 *

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 ** Difference statistically significant at the .01 level
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Institutional Summary

Items: In Order of Importance

Item	Central Washington University - PSOL			Central Washington 2017 Requested Group			Mean Difference
	Importance	Satisfaction / SD	Performance Gap	Importance	Satisfaction / SD	Performance Gap	
22. I am aware of whom to contact for questions about programs and services.	6.39	5.32 / 1.76	1.07	6.37	5.72 / 1.46	0.65	-0.40 ***
40. Source of information: Web site	6.35			6.35			
9. Adequate financial aid is available.	6.34	5.25 / 1.79	1.09	6.20	5.50 / 1.65	0.70	-0.25
10. This institution responds quickly when I request information.	6.34	5.32 / 1.66	1.02	6.48	5.95 / 1.27	0.53	-0.63 ***
21. Adequate online library resources are provided.	6.28	5.72 / 1.35	0.56	6.28	5.92 / 1.30	0.36	-0.20 *
51. Factor to enroll: Convenience	6.28			6.67			
23. Billing and payment procedures are convenient for me.	6.26	5.69 / 1.53	0.57	6.44	6.20 / 1.15	0.24	-0.51 ***
38. Source of information: Catalog (online)	6.23			6.11			
45. Factor to enroll: Cost	6.22			6.27			
5. My program advisor helps me work toward career goals.	6.19	5.11 / 1.95	1.08	6.16	5.42 / 1.64	0.74	-0.31 *
31. Campus item: General academic advising is available to online learners.	6.19	5.08 / 1.83	1.11				
1. This institution has a good reputation.	6.18	5.60 / 1.28	0.58	6.29	5.92 / 1.18	0.37	-0.32 ***
44. Factor to enroll: Ability to transfer credits	6.18			6.10			
16. Appropriate technical assistance is readily available.	6.17	5.65 / 1.44	0.52	6.27	5.87 / 1.31	0.40	-0.22 *
13. The frequency of student and instructor interactions is adequate.	6.15	5.55 / 1.38	0.60	6.25	5.68 / 1.34	0.57	-0.13
27. Campus item: Help desk services and technical support are adequate to meet my needs.	6.15	5.81 / 1.31	0.34				

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 ** Difference statistically significant at the .01 level
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Institutional Summary

Items: In Order of Importance

Item	Central Washington University - PSOL			Central Washington 2017 Requested Group			Mean Difference
	Importance	Satisfaction / SD	Performance Gap	Importance	Satisfaction / SD	Performance Gap	
47. Factor to enroll: Future employment opportunities	6.15			5.95			
49. Factor to enroll: Work schedule	6.14			6.53			
34. Campus item: Orientation to university systems and support resources is provided to online learners.	6.10	5.23 / 1.78	0.87				
26. The bookstore provides timely service to students.	6.09	5.59 / 1.63	0.50	6.06	5.75 / 1.41	0.31	-0.16
15. Channels are available for providing timely responses to student complaints.	6.05	4.70 / 1.87	1.35	6.08	5.35 / 1.60	0.73	-0.65 ***
29. Campus item: Faculty-to-student interaction is fostered and encouraged in my online course(s).	6.00	5.31 / 1.65	0.69				
42. Source of information: Recommendation from instructor or program advisor	5.99			5.52			
50. Factor to enroll: Flexible pacing for completing a program	5.98			6.49			
30. Campus item: There are effective safeguards to deter cheating in online courses.	5.95	5.83 / 1.50	0.12				
53. Factor to enroll: Program requirements	5.95			6.36			
46. Factor to enroll: Financial assistance available	5.92			5.81			
24. Tutoring services are readily available for online courses.	5.90	5.13 / 1.73	0.77	5.66	5.07 / 1.72	0.59	0.06
48. Factor to enroll: Reputation of institution	5.89			6.20			
32. Campus item: I feel I am a member of the Central Washington University community.	5.81	4.84 / 1.90	0.97				
19. Online career services are available.	5.79	5.20 / 1.67	0.59	5.77	5.47 / 1.51	0.30	-0.27 *

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Institutional Summary
Items: In Order of Importance

Item	Central Washington University - PSOL			Central Washington 2017 Requested Group			Mean Difference
	Importance	Satisfaction / SD	Performance Gap	Importance	Satisfaction / SD	Performance Gap	
52. Factor to enroll: Distance from campus	5.33			5.18			
39. Source of information: College representatives	5.31			4.77			
43. Source of information: Contact with current students and / or recent graduates of the program	5.23			4.79			
28. Campus item: Student-to-student interaction is fostered and encouraged in my online course(s).	5.22	5.41 / 1.61	-0.19				
8. Student-to-student collaborations are valuable to me.	5.20	5.10 / 1.66	0.10	4.82	5.19 / 1.47	-0.37	-0.09
37. Source of information: Catalog and brochures (printed)	4.73			4.06			
54. Factor to enroll: Recommendations from employer	4.54			4.82			
41. Source of information: Advertisements	4.04			3.72			

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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 2017 Requested Group			Mean Difference
	Importance	Satisfaction / SD	Performance Gap	Importance	Satisfaction / SD	Performance Gap	
ACADEMIC SERVICES	6.27	5.44 / 1.15	0.83	6.29	5.71 / 1.02	0.58	-0.27 ***
2. My program advisor is accessible by telephone and e-mail.	6.40	5.51 / 1.81	0.89	6.42	6.00 / 1.34	0.42	-0.49 ***
5. My program advisor helps me work toward career goals.	6.19	5.11 / 1.95	1.08	6.16	5.42 / 1.64	0.74	-0.31 *
7. Program requirements are clear and reasonable.	6.47	5.55 / 1.43	0.92	6.57	5.79 / 1.34	0.78	-0.24 *
12. There are sufficient offerings within my program of study.	6.42	5.36 / 1.48	1.06	6.55	5.67 / 1.39	0.88	-0.31 **
16. Appropriate technical assistance is readily available.	6.17	5.65 / 1.44	0.52	6.27	5.87 / 1.31	0.40	-0.22 *
21. Adequate online library resources are provided.	6.28	5.72 / 1.35	0.56	6.28	5.92 / 1.30	0.36	-0.20 *
24. Tutoring services are readily available for online courses.	5.90	5.13 / 1.73	0.77	5.66	5.07 / 1.72	0.59	0.06

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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 2017 Requested Group			Mean Difference
	Importance	Satisfaction / SD	Performance Gap	Importance	Satisfaction / SD	Performance Gap	
ENROLLMENT SERVICES	6.37	5.51 / 1.23	0.86	6.37	5.92 / 1.05	0.45	-0.41 ***
9. Adequate financial aid is available.	6.34	5.25 / 1.79	1.09	6.20	5.50 / 1.65	0.70	-0.25
14. I receive timely information on the availability of financial aid.	6.39	5.26 / 1.79	1.13	6.16	5.69 / 1.48	0.47	-0.43 ***
18. Registration for online courses is convenient.	6.50	5.81 / 1.53	0.69	6.62	6.17 / 1.25	0.45	-0.36 ***
23. Billing and payment procedures are convenient for me.	6.26	5.69 / 1.53	0.57	6.44	6.20 / 1.15	0.24	-0.51 ***

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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 2017 Requested Group			Mean Difference
	Importance	Satisfaction / SD	Performance Gap	Importance	Satisfaction / SD	Performance Gap	
INSTITUTIONAL PERCEPTIONS	6.33	5.55 / 1.22	0.78	6.44	5.78 / 1.17	0.66	-0.23 **
1. This institution has a good reputation.	6.18	5.60 / 1.28	0.58	6.29	5.92 / 1.18	0.37	-0.32 ***
6. Tuition paid is a worthwhile investment.	6.49	5.50 / 1.49	0.99	6.59	5.63 / 1.45	0.96	-0.13

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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 2017 Requested Group			Mean Difference
	Importance	Satisfaction / SD	Performance Gap	Importance	Satisfaction / SD	Performance Gap	
INSTRUCTIONAL SERVICES	6.28	5.48 / 1.15	0.80	6.32	5.66 / 1.07	0.66	-0.18 *
3. Instructional materials are appropriate for program content.	6.53	5.72 / 1.24	0.81	6.59	5.84 / 1.24	0.75	-0.12
4. Faculty provide timely feedback about student progress.	6.44	5.51 / 1.39	0.93	6.56	5.57 / 1.43	0.99	-0.06
8. Student-to-student collaborations are valuable to me.	5.20	5.10 / 1.66	0.10	4.82	5.19 / 1.47	-0.37	-0.09
11. Student assignments are clearly defined in the syllabus.	6.52	5.47 / 1.51	1.05	6.63	5.77 / 1.37	0.86	-0.30 **
13. The frequency of student and instructor interactions is adequate.	6.15	5.55 / 1.38	0.60	6.25	5.68 / 1.34	0.57	-0.13
17. Assessment and evaluation procedures are clear and reasonable.	6.39	5.62 / 1.37	0.77	6.44	5.83 / 1.28	0.61	-0.21 *
20. The quality of online instruction is excellent.	6.50	5.34 / 1.55	1.16	6.66	5.57 / 1.48	1.09	-0.23 *
25. Faculty are responsive to student needs.	6.50	5.50 / 1.49	1.00	6.60	5.82 / 1.33	0.78	-0.32 **

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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 2017 Requested Group			Mean Difference
	Importance	Satisfaction / SD	Performance Gap	Importance	Satisfaction / SD	Performance Gap	
STUDENT SERVICES	6.14	5.24 / 1.39	0.90	6.17	5.67 / 1.14	0.50	-0.43 ***
10. This institution responds quickly when I request information.	6.34	5.32 / 1.66	1.02	6.48	5.95 / 1.27	0.53	-0.63 ***
15. Channels are available for providing timely responses to student complaints.	6.05	4.70 / 1.87	1.35	6.08	5.35 / 1.60	0.73	-0.65 ***
19. Online career services are available.	5.79	5.20 / 1.67	0.59	5.77	5.47 / 1.51	0.30	-0.27 *
22. I am aware of whom to contact for questions about programs and services.	6.39	5.32 / 1.76	1.07	6.37	5.72 / 1.46	0.65	-0.40 ***
26. The bookstore provides timely service to students.	6.09	5.59 / 1.63	0.50	6.06	5.75 / 1.41	0.31	-0.16

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Institutional Summary

Items: In Sequential Order

Item	Central Washington University - PSOL			Central Washington 2017 Requested Group			Mean Difference
	Importance	Satisfaction / SD	Performance Gap	Importance	Satisfaction / SD	Performance Gap	
1. This institution has a good reputation.	6.18	5.60 / 1.28	0.58	6.29	5.92 / 1.18	0.37	-0.32 ***
2. My program advisor is accessible by telephone and e-mail.	6.40	5.51 / 1.81	0.89	6.42	6.00 / 1.34	0.42	-0.49 ***
3. Instructional materials are appropriate for program content.	6.53	5.72 / 1.24	0.81	6.59	5.84 / 1.24	0.75	-0.12
4. Faculty provide timely feedback about student progress.	6.44	5.51 / 1.39	0.93	6.56	5.57 / 1.43	0.99	-0.06
5. My program advisor helps me work toward career goals.	6.19	5.11 / 1.95	1.08	6.16	5.42 / 1.64	0.74	-0.31 *
6. Tuition paid is a worthwhile investment.	6.49	5.50 / 1.49	0.99	6.59	5.63 / 1.45	0.96	-0.13
7. Program requirements are clear and reasonable.	6.47	5.55 / 1.43	0.92	6.57	5.79 / 1.34	0.78	-0.24 *
8. Student-to-student collaborations are valuable to me.	5.20	5.10 / 1.66	0.10	4.82	5.19 / 1.47	-0.37	-0.09
9. Adequate financial aid is available.	6.34	5.25 / 1.79	1.09	6.20	5.50 / 1.65	0.70	-0.25
10. This institution responds quickly when I request information.	6.34	5.32 / 1.66	1.02	6.48	5.95 / 1.27	0.53	-0.63 ***
11. Student assignments are clearly defined in the syllabus.	6.52	5.47 / 1.51	1.05	6.63	5.77 / 1.37	0.86	-0.30 **
12. There are sufficient offerings within my program of study.	6.42	5.36 / 1.48	1.06	6.55	5.67 / 1.39	0.88	-0.31 **
13. The frequency of student and instructor interactions is adequate.	6.15	5.55 / 1.38	0.60	6.25	5.68 / 1.34	0.57	-0.13
14. I receive timely information on the availability of financial aid.	6.39	5.26 / 1.79	1.13	6.16	5.69 / 1.48	0.47	-0.43 ***
15. Channels are available for providing timely responses to student complaints.	6.05	4.70 / 1.87	1.35	6.08	5.35 / 1.60	0.73	-0.65 ***
16. Appropriate technical assistance is readily available.	6.17	5.65 / 1.44	0.52	6.27	5.87 / 1.31	0.40	-0.22 *

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Institutional Summary

Items: In Sequential Order

Item	Central Washington University - PSOL			Central Washington 2017 Requested Group			Mean Difference
	Importance	Satisfaction / SD	Performance Gap	Importance	Satisfaction / SD	Performance Gap	
17. Assessment and evaluation procedures are clear and reasonable.	6.39	5.62 / 1.37	0.77	6.44	5.83 / 1.28	0.61	-0.21 *
18. Registration for online courses is convenient.	6.50	5.81 / 1.53	0.69	6.62	6.17 / 1.25	0.45	-0.36 ***
19. Online career services are available.	5.79	5.20 / 1.67	0.59	5.77	5.47 / 1.51	0.30	-0.27 *
20. The quality of online instruction is excellent.	6.50	5.34 / 1.55	1.16	6.66	5.57 / 1.48	1.09	-0.23 *
21. Adequate online library resources are provided.	6.28	5.72 / 1.35	0.56	6.28	5.92 / 1.30	0.36	-0.20 *
22. I am aware of whom to contact for questions about programs and services.	6.39	5.32 / 1.76	1.07	6.37	5.72 / 1.46	0.65	-0.40 ***
23. Billing and payment procedures are convenient for me.	6.26	5.69 / 1.53	0.57	6.44	6.20 / 1.15	0.24	-0.51 ***
24. Tutoring services are readily available for online courses.	5.90	5.13 / 1.73	0.77	5.66	5.07 / 1.72	0.59	0.06
25. Faculty are responsive to student needs.	6.50	5.50 / 1.49	1.00	6.60	5.82 / 1.33	0.78	-0.32 **
26. The bookstore provides timely service to students.	6.09	5.59 / 1.63	0.50	6.06	5.75 / 1.41	0.31	-0.16
27. Campus item: Help desk services and technical support are adequate to meet my needs.	6.15	5.81 / 1.31	0.34				
28. Campus item: Student-to-student interaction is fostered and encouraged in my online course(s).	5.22	5.41 / 1.61	-0.19				
29. Campus item: Faculty-to-student interaction is fostered and encouraged in my online course(s).	6.00	5.31 / 1.65	0.69				
30. Campus item: There are effective safeguards to deter cheating in online courses.	5.95	5.83 / 1.50	0.12				
31. Campus item: General academic advising is available to online learners.	6.19	5.08 / 1.83	1.11				

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Items: In Sequential Order

Item	Central Washington University - PSOL			Central Washington 2017 Requested Group			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.	5.81	4.84 / 1.90	0.97				
33. Campus item: The organization and design of my online course(s) is conducive to learning.	6.43	5.38 / 1.50	1.05				
34. Campus item: Orientation to university systems and support resources is provided to online learners.	6.10	5.23 / 1.78	0.87				
35. Campus item: A fair and equitable learning environment exists in my online course(s).	6.41	5.82 / 1.44	0.59				
36. Campus item: Courses necessary to meet my degree objectives are offered online	6.51	5.57 / 1.62	0.94				
37. Source of information: Catalog and brochures (printed)	4.73			4.06			
38. Source of information: Catalog (online)	6.23			6.11			
39. Source of information: College representatives	5.31			4.77			
40. Source of information: Web site	6.35			6.35			
41. Source of information: Advertisements	4.04			3.72			
42. Source of information: Recommendation from instructor or program advisor	5.99			5.52			
43. Source of information: Contact with current students and / or recent graduates of the program	5.23			4.79			
44. Factor to enroll: Ability to transfer credits	6.18			6.10			
45. Factor to enroll: Cost	6.22			6.27			
46. Factor to enroll: Financial assistance available	5.92			5.81			

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Items: In Sequential Order

Item	Central Washington University - PSOL			Central Washington 2017 Requested Group			Mean Difference
	Importance	Satisfaction / SD	Performance Gap	Importance	Satisfaction / SD	Performance Gap	
47. Factor to enroll: Future employment opportunities	6.15			5.95			
48. Factor to enroll: Reputation of institution	5.89			6.20			
49. Factor to enroll: Work schedule	6.14			6.53			
50. Factor to enroll: Flexible pacing for completing a program	5.98			6.49			
51. Factor to enroll: Convenience	6.28			6.67			
52. Factor to enroll: Distance from campus	5.33			5.18			
53. Factor to enroll: Program requirements	5.95			6.36			
54. Factor to enroll: Recommendations from employer	4.54			4.82			

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Institutional Summary

Summary Items

Summary Item	Central Washington University - PSOL	Central Washington 2017 Requested Group	Mean Difference
So far, how has your college experience met your expectations?	Average: 4.56	Average: 4.87	-0.31
1=Much worse than expected	3%	1%	
2=Quite a bit worse than I expected	2%	1%	
3=Worse than I expected	11%	8%	
4=About what I expected	39%	31%	
5=Better than I expected	19%	23%	
6=Quite a bit better than I expected	9%	15%	
7=Much better than expected	14%	17%	
Rate your overall satisfaction with your experience here thus far.	Average: 5.17	Average: 5.62	-0.45
1=Not satisfied at all	2%	1%	
2=Not very satisfied	4%	2%	
3=Somewhat dissatisfied	10%	7%	
4=Neutral	10%	6%	
5=Somewhat satisfied	22%	14%	
6=Satisfied	32%	39%	
7=Very satisfied	18%	28%	
All in all, if you had to do it over, would you enroll here again?	Average: 5.42	Average: 5.78	-0.36
1=Definitely not	2%	2%	
2=Probably not	6%	4%	
3=Maybe not	3%	4%	
4=I don't know	9%	6%	
5=Maybe yes	18%	8%	
6=Probably yes	32%	29%	
7=Definitely yes	27%	43%	