



NAU Distance Learning Student Satisfaction Survey

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Executive Summary

A telephone survey of 407 currently enrolled NAU Distance Learning students was conducted from October 1-14, 2005 by the Social Research Laboratory at Northern Arizona University. The purpose of the survey is to evaluate the attitudes of NAU-DL students regarding the quality and availability of services provided by NAU Distance Learning. Within the summary of findings below, responses are reported with the mean (average), mode (most frequently-given answer), and relative frequency (the actual percentage of students who answered the specific question). Many times, a specific question was not answered by all of the students surveyed as these questions did not pertain to them. The grades are based on an A-F scale, with "A" as the highest grade and "F" as the lowest grade ("A" = 4.0-3.2, "B" = 3.19-2.4, "C" = 2.39-1.6, "D" = 1.59-0.8, and "F" = 0.79-0). Within the following description, "A" and "B" grades are described as very satisfied, a "C" grade is described as satisfied and "D" and "F" grades are referred to as dissatisfied.

Important findings of this survey include:

- ❖ Overall, when asked to grade the job NAU Distance Learning is doing, students are very satisfied. The mean grade for the job that NAU-DL is doing is 3.48 ("A"); the mode is 4 ("A"); and the relative frequency is 99 percent.
- ❖ Students are very satisfied with the business needs assistance they receive from NAU-DL campus staff; with a mean of 3.25 ("A"); a mode of 4 ("A"); and a relative frequency of 26 percent.
- ❖ Students are also very satisfied with NAU-DL campus staff for their ability to return phone calls and messages in a timely manner. Their mean rating is 3.35 ("A"); the mode is 4 ("A"); and the relative frequency is 26 percent.
- ❖ Students are very satisfied with the ability of the NAU-DL advising staff to help them achieve their goals and objectives, for offering assistance in a timely manner, and the knowledge they have regarding the students' degree. The mean grade for the advisor's ability to help students achieve their goals and objectives is 3.46 ("A"); the mode is 4 ("A"); and the relative frequency is 88 percent. The mean grade for the timeliness of advisor assistance is 3.36 ("A"); the mode is 4 ("A"); and the relative frequency is 89 percent. The mean grade for advisors' knowledge of the students' degree is 3.56 ("A"); the mode is 4 ("A"); and the relative frequency is 88 percent.
- ❖ Over half (52%) of NAU-DL students receive advising from their local NAU campus and 20 percent utilize the academic department offering the degree that they seek.
- ❖ Overall, students are very satisfied with the availability of the courses that are required for their degree. The mean rating for course availability is 2.98 ("B"); the mode is 3 ("B"); and the relative frequency is 98 percent.

- ❖ Overall, when asked about three types of learning settings, traditional classroom setting, web-based classes and ITV classes, students are very satisfied with traditional classroom settings, with a mean grade of 3.66 (“A”), a mode of 4 (“A”), and a relative frequency of 89 percent. Students do not rate web-based classes as highly as traditional classes, giving them a mean grade of 2.82 (“B”), with a mode of 3 (“B”) and a relative frequency of 82 percent. Instructional Television (ITV) class setting was given the lowest rating, with a mean grade of 2.61 (“B”), a mode of 3 (“B”), and a relative frequency of 48 percent.
- ❖ Students rated the quality of assistance they receive from the computer lab at NAU. While a very small percentage of students answered this question, (relative frequency is 1%), the mean grade is 3.25 (“A”), with a mode of 4 (“A”).
- ❖ Given the option to choose additional office hours to receive assistance with their business needs, students most prefer weekday evenings (47%) and Saturday mornings (31%).
- ❖ Students’ preferred class meeting times are evening classes (38%), online or Internet (30%), and weekday evenings and/or weekend mornings (23%). Students’ preference for a class meeting location is near home (42%) or online (31%).
- ❖ Distance Learning students prefer utilizing the online methods for finding classes, with LOUIE as the most frequently used method (38%); 21% use the online Distance Learning pages. Over one-quarter (27%) utilize their advisor to arrange their class schedules.
- ❖ Students are most likely to access the internet from home (84%). Some students (12%) say they access the internet from work.
- ❖ Over half (56%) of NAU Distance Learning students are full-time paid employees (32-40 hours/week). A further 13% work more than 40 hours per week.