



Student Priorities Survey Results

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Graduate and Continuing Education

Institutional Research

Ruffalo Noel Levitz (RNL)- Adult Student Priorities Survey Overview

- ▶ **Ruffalo Noel Levitz (RNL)** - Experienced higher education research company
- ▶ **Adult Student Priorities Survey** - Has been available since 2000 and has served thousands of students and hundreds of universities. (Assumption College, Troy University, Youngstown State University, Merrimack College etc.)
- ▶ **Measures Student Perceptions of Strengths and Weaknesses** Related to University Services and the Student Experience
- ▶ **Approximately 75 Survey Questions** and Can Take 10 Minutes or More To complete.
- ▶ **Scale 1-7**

1 - Not
important



7 - Very
important

Ruffalo Noel Levitz (RNL)- Adult Student Priorities Survey Overview

- ▶ Bi-Annual Survey – Conducted for the first time in 2017 at Fitchburg.
- ▶ Decision to Utilize This Tool
 - ▶ Helps to identify service gaps
 - ▶ Identifies students perceived strengths and weaknesses related to service
 - ▶ Gathers information on what students prioritize about their student experience
 - ▶ Nationally benchmarked against other institutions
 - ▶ Survey is linked to service outcomes for several regional accrediting bodies
 - ▶ History, reputation and experience of Noel Levitz

Challenge Comparison

2017 – 2018

- ▶ I am able to register for classes I need with few conflicts
- ▶ *There is an adequate number of courses offered each semester
- ▶ The content of the courses within my major is valuable
- ▶ *Course offerings make it easy to progress through my program requirements steadily
- ▶ There are sufficient options within my program of study

2019 – 2020

- ▶ Faculty provides timely feedback about my progress
- ▶ *Course offerings make it easy to progress through my program requirements steadily
- ▶ *There is an adequate number of courses offered each semester

Strength Comparison

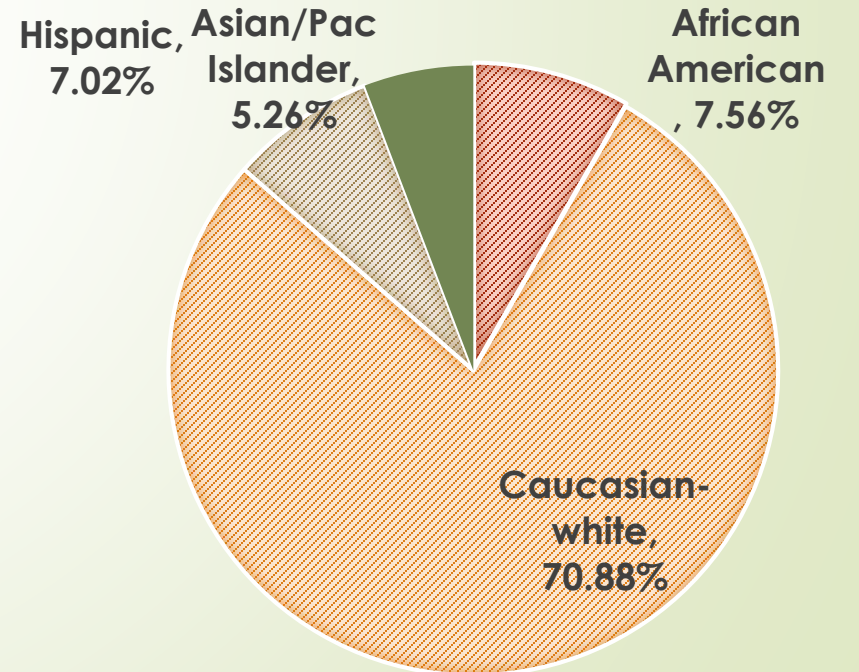
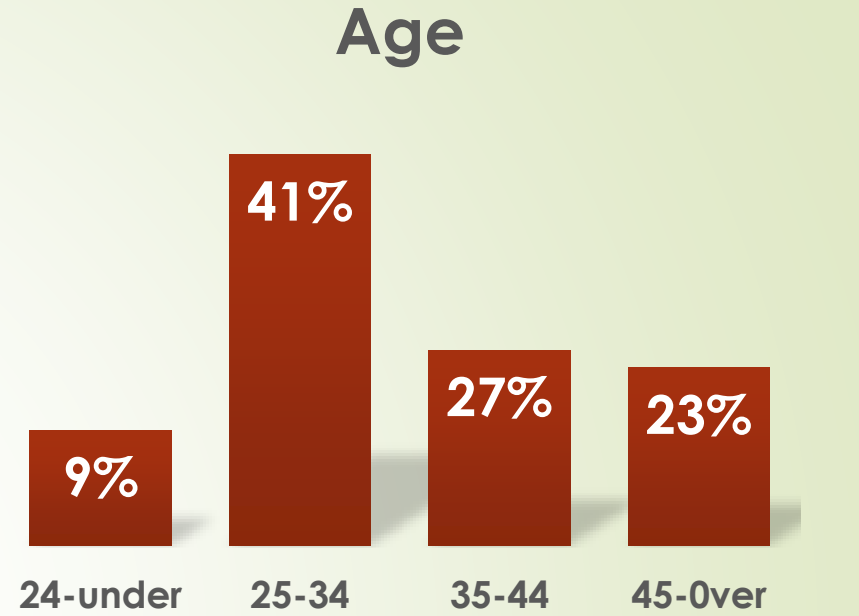
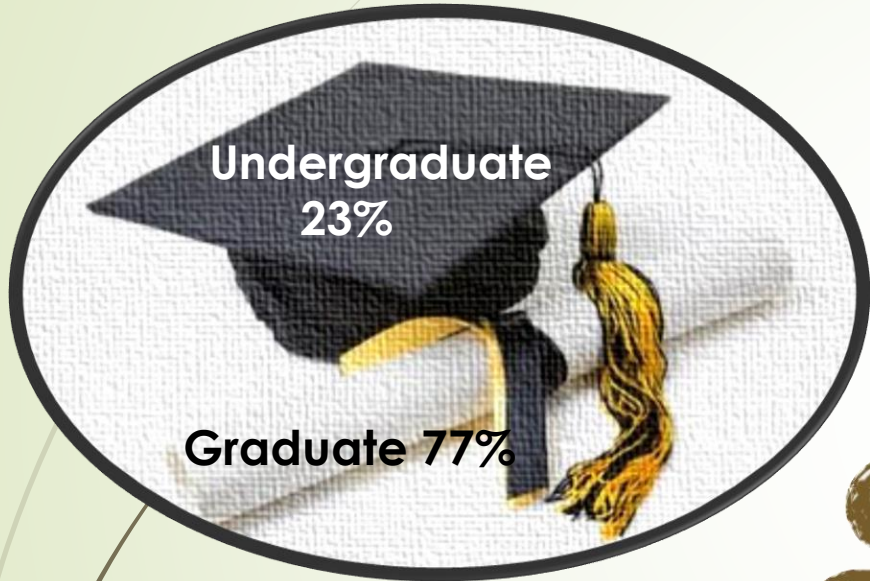
2017-2018

- Faculty teaching online responds to questions and concerns in a timely fashion
- I am able to register for classes by personal computer, fax or telephone
- Major requirements are clear and reasonable
- Nearly all faculty are knowledgeable in their field
- There is a commitment to academic excellence at this institution

2019-2020

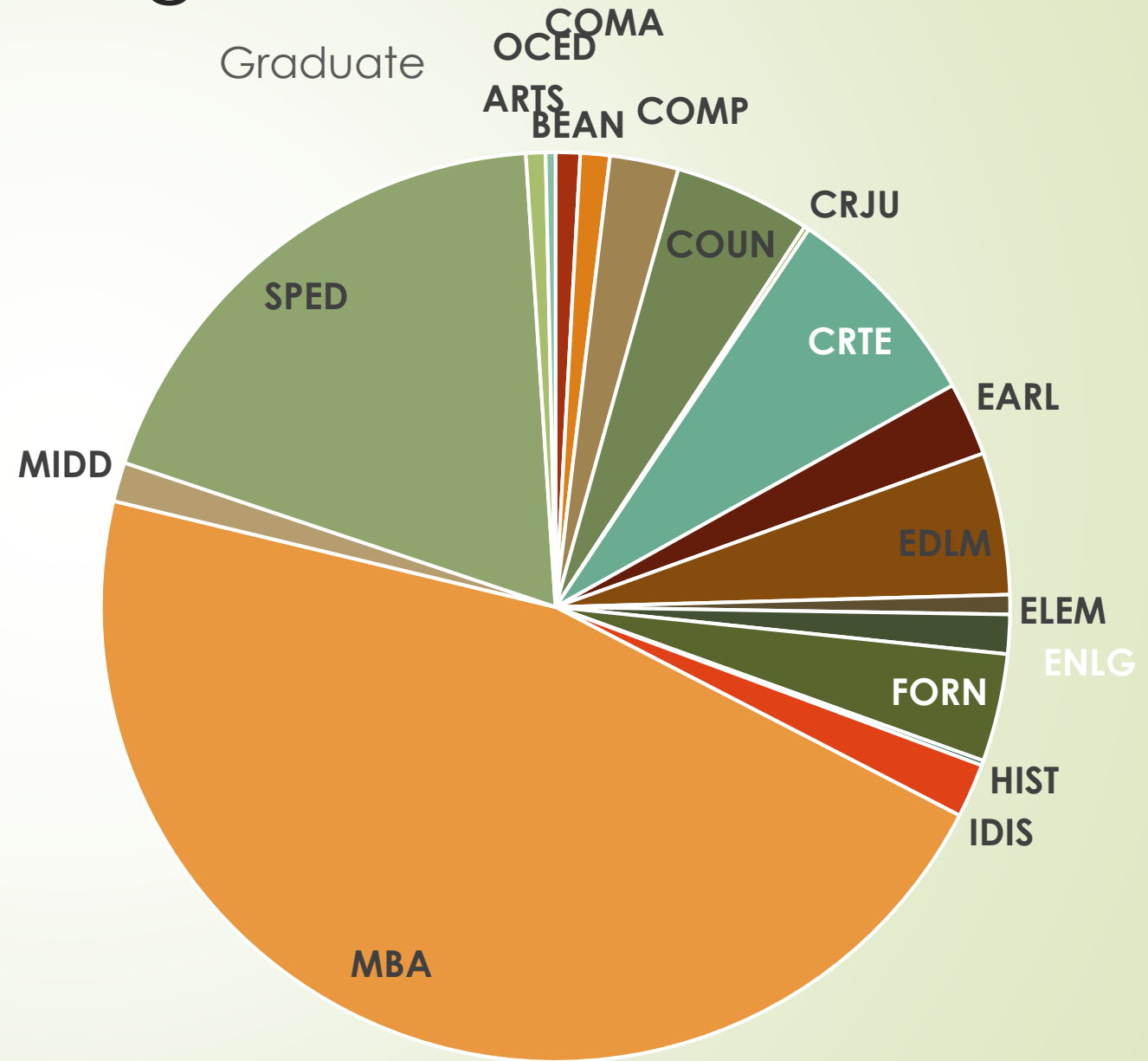
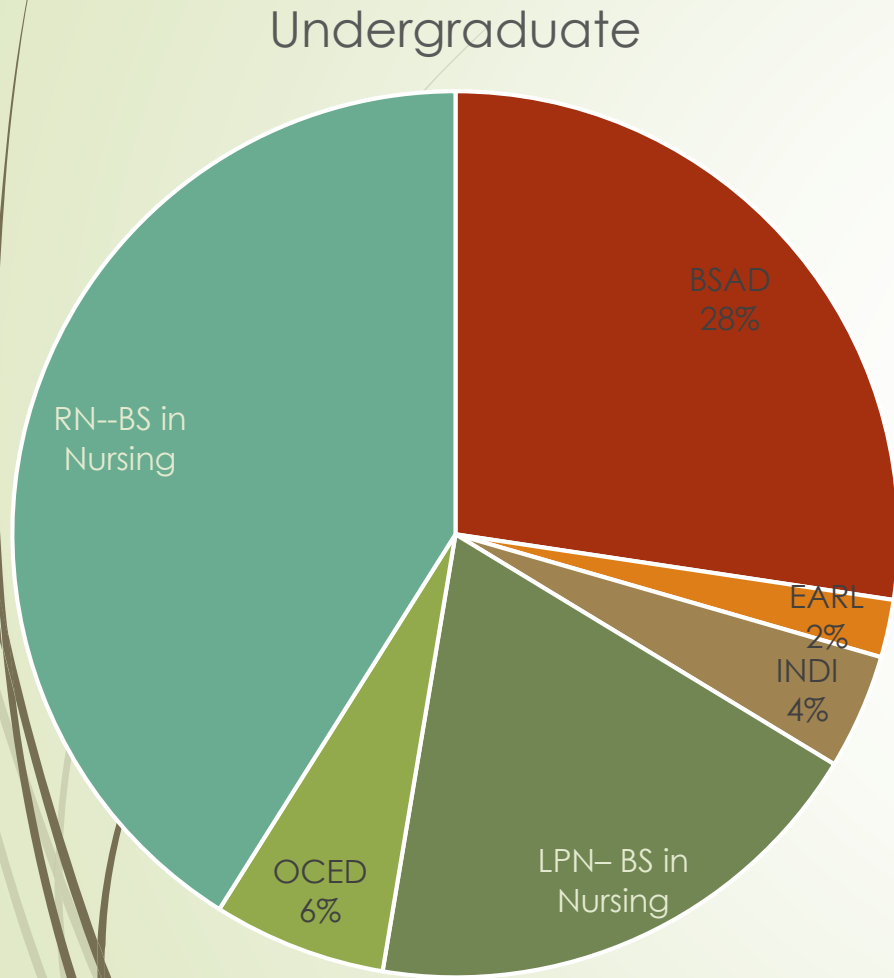
- Nearly all faculty are knowledgeable in their field 6.39 (6.40)
- I am able to register for classes by personal computer, fax or telephone 6.56 (6.62)
- The content of the courses within my major is valuable (6.14)
- There is a commitment to academic excellence at this institution 6.17 (6.19)
- Faculty are usually available for adult students outside of the classroom by phone, by e-mail or in-person (6.32)
- Faculty are fair and unbiased in their treatment of individual students (6.29)
- Registration processes are reasonable and convenient for adults (6.21)
- Admissions representatives are knowledgeable (6.16)
- I am able to complete most of my enrollment task in one location (6.41)
- *Library is easily accessible remotely and resources and services are adequate for adults (6.26)

Demographics



Responses by Program

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“Information is easily accessible to a diverse demographic and the institution ensures the entire experience, from initial information sessions to attending classes, is user friendly to all” –**Participating Student**

How do we compare to others?

	Fitchburg State University	National Adult Students
Scale	Satisfaction	Satisfaction
Instructional Effectiveness	6.08	5.95
Registration Effectiveness	6.08	5.94
Academic Advising	5.84	5.95
Campus Climate	5.96	5.86
Safety and Security	5.83	5.92
Service Excellence	5.79	5.69
Admissions and Financial Aid	5.72	5.69
Academic Services	5.93	5.83

Challenges

- ▶ Faculty provides timely feedback about my progress 5.84
- ▶ *Course offerings make it easy to progress through my program requirements steadily 5.68 (5.73)
- ▶ *There is an adequate number of courses offered each semester 5.39 (5.55)

*Individual University Question

Score indicate University's lowest scores

Red indicates 19-20 Survey Results

Blue indicates 17-18 Survey Results

“I have had a difficult time with the online library, but most of all, there is inadequate tutoring services for online students. I tried desperately to find some help for statistics, but I could get no answers or assistance”.- **Participating student**

Challenge Action Items

- ▶ Review how we restrict courses
- ▶ Organize seats list so it is easier to follow (i.e. reduce multiple lines)
- ▶ Give cross listed courses different pre-fixes
- ▶ Adoption of the 2 Year Course Rotations
- ▶ Working with departments to identify data and other resources needed to assist with course planning.
- ▶ Working with departments to assist with course scheduling needs
- ▶ Recruitment and outreach to assist with filling classes and offering more course options

“I wish there was a way on course evaluation forms to write in comments. I have had a lot of feedback about the course or professor which has gone unheard because there is not a place to anonymously express them”. –

Participating Student

Strengths

- Nearly all faculty are knowledgeable in their field 6.39 (6.40)
- I am able to register for classes by personal computer, fax or telephone 6.56 (6.62)
- The content of the courses within my major is valuable (6.14)
- There is a commitment to academic excellence at this institution 6.17 (6.19)
- Faculty are usually available for adult students outside of the classroom by phone, by e-mail or in-person (6.32)
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*Individual University Question

Score indicate University's highest scores

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Strengths Cont.

- ▶ Registration processes are reasonable and convenient for adults (6.21)
- ▶ Admissions representatives are knowledgeable (6.16)
- ▶ I am able to complete most of my enrollment task in one location (6.41)
- ▶ *Library is easily accessible remotely and resources and services are adequate for adults (6.26)

*Individual University Question

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As an adult graduate student, the cost and convenience of the online program at Fitchburg State helped tremendously in furthering my education and work experience simultaneously. I would highly recommend this program to other teachers who are pursuing their Master's degree. “ – **Participating Student**

Strength Action Items

- ▶ Registrars office – Strong customer service
- ▶ Clear online resources for students
- ▶ Strong faculty support and advising
- ▶ 2 year course rotations are now available
- ▶ Annual catalog reviews and updates
- ▶ Program website information
- ▶ Orientation and onboarding information
- ▶ Should support our goal to enhance online teaching, best practices etc.
- ▶ Strength of academic departments
- ▶ Faculty background and student support

You are an excellent option for full-time adult professionals who are seeking their professional development in the MBA program. Cost was a priority for me and this was extremely affordable and quite frankly, I was surprised I received so much value for what I spent. Good learning environment. I have recommended the program to several of my colleagues, friends, and family. Great job! - **Participating student**

You spoke, we listened!

- Renovating course schedule list to clearly show course dates
- Established two year course rotations for each program and continuously review them for updates
- Improve ease of course selection by:
 - Implementing new strategies to improve course offerings to help in program completion
 - Providing a full year of course offerings
- Continual improvement of communication
 - Condensing registration emails
 - Exploring eliminating unnecessary emails to student populations
- Bi-Annual Assessment
 - Continue with survey every other year for continual improvement