

Scale / Item	Clarkson College 2023 (n = 149)				National Online Learners (n = 95,512)				SS
	Importance	Satisfaction	SD	Gap	Importance	Satisfaction	SD	Gap	
Institutional Perceptions	6.68	6.09	1.13	0.59	6.51	5.99	1.22	0.52	
1. This institution has a good reputation.	6.70	6.22	1.16	0.48	6.44	6.11	1.22	0.33	
6. Tuition paid is a worthwhile investment. ▲	6.66	5.95	1.42	0.71	6.58	5.86	1.49	0.72	
Academic Services	6.56	6.33	0.79	0.23	6.47	6.04	1.04	0.43	★★★
2. My program advisor is accessible by telephone and e-mail. ▲	6.71	6.59	0.96	0.12	6.52	6.17	1.35	0.35	★★★
5. My program advisor helps me work toward career goals.	6.57	6.25	1.31	0.32	6.35	5.76	1.64	0.59	★★★
7. Program requirements are clear and reasonable. ▲	6.70	6.17	1.25	0.53	6.64	6.06	1.32	0.58	
12. There are sufficient offerings within my program of study.	6.70	6.37	1.01	0.33	6.56	6.01	1.33	0.55	★★
16. Appropriate technical assistance is readily available.	6.46	6.42	0.93	0.04	6.49	6.18	1.26	0.31	★
21. Adequate online library resources are provided.	6.56	6.47	0.94	0.09	6.52	6.25	1.21	0.27	★
24. Tutoring services are readily available for online courses.	6.14	5.88	1.63	0.26	6.18	5.83	1.56	0.35	
Instructional Services	6.51	6.04	1.03	0.47	6.42	5.94	1.1	0.48	
3. Instructional materials are appropriate for program content. ▲	6.70	5.89	1.3	0.81	6.65	6.06	1.26	0.59	
4. Faculty provide timely feedback about student progress. ▲	6.68	6.06	1.3	0.62	6.6	5.95	1.36	0.65	
8. Student-to-student collaborations are valuable to me.	5.48	5.67	1.42	-0.19	5.18	5.43	1.62	-0.3	
11. Student assignments are clearly defined in the syllabus. ▲	6.75	6.23	1.08	0.52	6.65	6.08	1.28	0.57	
13. The frequency of student and instructor interactions is adequate.	6.41	6.15	1.23	0.26	6.39	5.94	1.37	0.45	
17. Assessment and evaluation procedures are clear and reasonable.	6.59	6.28	1.2	0.31	6.56	6.11	1.25	0.45	
20. The quality of online instruction is excellent. ▲	6.68	5.83	1.48	0.85	6.67	5.86	1.46	0.81	
25. Faculty are responsive to student needs. ▲	6.75	6.2	1.23	0.55	6.65	6.05	1.36	0.6	
Enrollment Services	6.57	6.16	0.98	0.41	6.52	6.07	1.14	0.45	
9. Adequate financial aid is available.	6.49	5.68	1.71	0.81	6.41	5.75	1.67	0.66	
14. I receive timely information on the availability of financial aid.	6.47	5.81	1.54	0.66	6.41	5.9	1.54	0.51	
18. Registration for online courses is convenient. ▲	6.71	6.72	0.61	-0.01	6.67	6.33	1.22	0.34	★★★
23. Billing and payment procedures are convenient for me.	6.58	6.37	1.19	0.21	6.56	6.24	1.27	0.32	
Student Services	6.5	6.29	0.93	0.21	6.39	5.96	1.2	0.43	★★★
10. This institution responds quickly when I request information.	6.69	6.26	1.12	0.43	6.58	6.07	1.38	0.51	
15. Channels are available for providing timely responses to student complaints.	6.52	6.04	1.41	0.48	6.32	5.7	1.64	0.62	★
19. Online career services are available.	6.12	6.24	1.24	-0.12	6.17	5.91	1.45	0.26	★
22. I am aware of whom to contact for questions about programs and services.	6.56	6.37	1.12	0.19	6.51	5.97	1.47	0.54	★★★
26. The bookstore provides timely service to students.	6.54	6.53	0.78	0.01	6.33	6.13	1.32	0.2	★★
Source of Information									
Source of information: Catalog and brochures (printed)	5.15			74%	5.2			74%	
Source of information: Catalog (online)	6.30			90%	6.3			90%	
Source of information: College representatives	5.80			83%	5.75			82%	
Source of information: Web site	6.55			94%	6.49			93%	
Source of information: Advertisements	4.74			68%	4.86			69%	
Source of information: Recommendation from instructor or program advisor	6.29			90%	6.1			87%	
Source of information: Contact with current students and / or recent graduates of the program	6.01			86%	5.55			79%	
Factor to enroll									
Factor to enroll: Ability to transfer credits	6.20			89%	6.27			90%	
Factor to enroll: Cost	6.41			92%	6.4			91%	
Factor to enroll: Financial assistance available	6.34			91%	6.25			89%	
Factor to enroll: Future employment opportunities	6.39			91%	6.24			89%	

Factor to enroll: Reputation of institution	6.61			94%	6.3			90%
Factor to enroll: Work schedule	6.58			94%	6.54			93%
Factor to enroll: Flexible pacing for completing a program	6.70			96%	6.58			94%
Factor to enroll: Convenience	6.71			96%	6.62			95%
Factor to enroll: Distance from campus	5.39			77%	5.51			79%
Factor to enroll: Program requirements	6.50			93%	6.38			91%
Factor to enroll: Recommendations from employer	5.56			79%	5.32			76%
Clarkson College Items								
Technology services and support meets the needs of students. ▲	6.68	6.61	0.76	0.07				
The Clarkson College website is easy to navigate.	6.66	6.43	1.03	0.23				
I found textbooks easily available. ▲	6.60	6.58	0.74	0.02				
Faculty use Service projects that compliment course material.	6.22	6.26	1.12	-0.04				
My online course(s) facilitates my academic ambitions.	6.72	6.24	1.17	0.48				
This institution fosters the value of service to our community.	6.42	6.59	0.77	-0.17				
Class size at this institution facilitates my learning.	6.57	6.73	0.59	-0.16				
As an online student, I am able to receive the same level of services as those who are on campus.	6.47	6.08	1.41	0.39				
Canvas services and support meets the needs of students. ▲	6.74	6.57	0.92	0.17				

Note, item reports are calculated by top 1/2 Importance ratings and then Top 1/4 Satisfaction ratings

Clarkson College Strengths (<0.07)

Clarkson College Challenges (>.7)

- ▲ Strengths in comparison to National 4-Year Privates
- ▲ Challenges in comparison to National 4-Year Privates

So far, how has your college experience met your expectations? 88% vs. 87%
Rate your overall satisfaction with your experience here thus far. 84% vs 82%
All in all, if you had it to do over again, would you enroll here? 83% vs. 82%