



Student Satisfaction and Priorities

Priorities Survey for Online Learners™ (PSOL) Results

University of North Dakota

Spring 2022 Administration



The PSOL was administered in May 2022 to undergraduate and graduate students enrolled in online programs to assess the most important issues and satisfaction with a variety of issues related to students' experiences. Of the 4,608 online students invited to participate, 972 students responded (21% response rate). This infographic highlights some key results.

Respondent Profile

Gender Identity		Race/Ethnicity		Career/Level		College				Enrollment Status		
Female	53%	American Indian/Alaska Native	4%	Black/African American	5%	First year	7%	A&S	10%	LAW	0.1%	<p>■ Full-time ■ Part-time ■ No response</p>
Male	34%	Asian	3%	Other Race	1%	Second year	8%	AERO	4%	SMHS	5%	
Other Gender Identity	1%	Hispanic	4%	Multi-racial	3%	Third year	13%	BPA	9%	NONDG	1%	
Prefer not to respond	2%	White	68%			Fourth year	9%	CEM	29%	No Response	3%	
No response	10%	Prefer not to respond	2%			Grad/Prof	54%	CNPD	20%			
		No response	10%			Other level	6%	EHD	20%			
						No response	3%					

Strengths – High Importance, High Satisfaction

These are the top areas our students care about, where we are meeting their expectations:

- ★ Instructional materials are appropriate for program content.
- ★ Student assignments are clearly defined in the syllabus.
- ★ Registration for online courses is convenient.
- ★ This institution responds quickly when I request information.
- ★ My program advisor is accessible by telephone and e-mail.
- ★ Adequate online library resources are provided.
- ★ Billing and payment procedures are convenient for me.
- ★ Appropriate technical assistance is readily available.
- ★ This institution has a good reputation.

Challenges – High Importance, Low Satisfaction

These items are the key areas to improve, based on the priorities of our students:

- The quality of online instruction is excellent.
- Program requirements are clear and reasonable.
- Faculty are responsive to student needs.
- Instructional materials prepared by my instructors are engaging and promote my learning.
- Faculty provide timely feedback about student progress.
- Tuition paid is a worthwhile investment.
- There are sufficient offerings within my program of study.

What Factors Influence Our Students to Enroll?

It is important to understand why students enroll here.

The percentage of UND students indicating the following factors were “important” or “very important”:

Convenience	Work Schedule	Flexible Pacing	Cost	Program Requirements
91%	89%	88%	80%	80%
Transfer Credits	Academic Reputation	Future Employment Opportunities	Financial Assistance	Distance from campus
79%	78%	74%	70%	60%

Bottom Line Indicators

How satisfied* are our students compared with students nationally?

UND	Nationally
71%	72%
*Percentage Satisfied/Very Satisfied	

How likely** are our students to enroll at UND again if they had to do it over?

UND	Nationally
75%	74%
**Percentage Probably Yes/Definitely Yes	