

# Student Data/Eval Breakdown

(January 2012)

# New Student Surveys

76 respondents

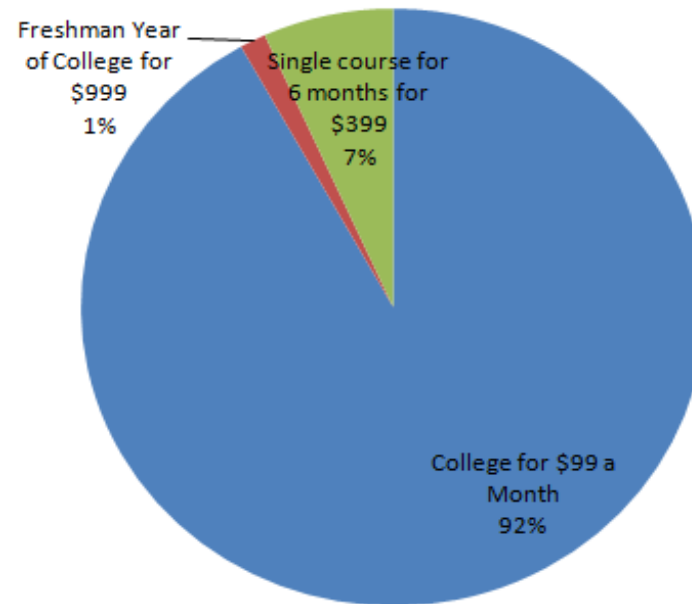
# Select comments:

**Was there a specific reason this payment plan was best for your needs and goals?**

- "I need to finish as soon as possible, so this was the best plan for working through a lot of courses quickly."
- "Easily affordable and takes less money out of our income in the long term."
- "I only needed one course to transfer to Western Governors University."
- "Need a math credit for a Master's program."
- "I am a single mother of 2, elementary and middle school, and am attending online college myself. I am home during the day and up after they are in bed so I have the time to put into the all a carte payment plan. I love that I can work at my own pace and on my own time schedule. I had 57 credits transfer to TESC and need to get another 63 by end of July to graduate with my BSBA in Management. My daughter is 'only' 12, but we are talking about her taking SL courses over the summers during highschool."
- "Yes, due to the fact that money is tight within the household; it will be easier to pay monthly apposed to paying at one time and not having enough money to be able to take of my children."

# Data: student preferences

- Self-pacing was the most important to students (4.52); 2nd is cost/savings (4.44).
- 92% taking the 99/month plan (1% on the Freshman Year plan; 7% on the \$399)
- 47% of students wanted to take 3 or more courses
- 80% want to pursue a 4 year degree



# Students are planning on using Ace transcripts for these schools:

- Briening Institute
- Embry-Riddle
- Key College
- MiraCosta College
- Schoolcraft College
- Thomas Edison State College 2
- University of Missouri-Columbia
- University of Southern California
- Washington State University
- Western Governors University 5

# Course Evaluations

95 respondents

# Course Advisor Love:

"I only heard from my course advisor once."

Questions (on a scale of 1-5, 5 being most satisfied)

- My course advisor responded to my calls/emails within a reasonable time period: 4.34
- I am satisfied with the amount of contact from my course advisor: 4.14
- I felt comfortable contacting my course advisor: 4.19

# Select Comments:

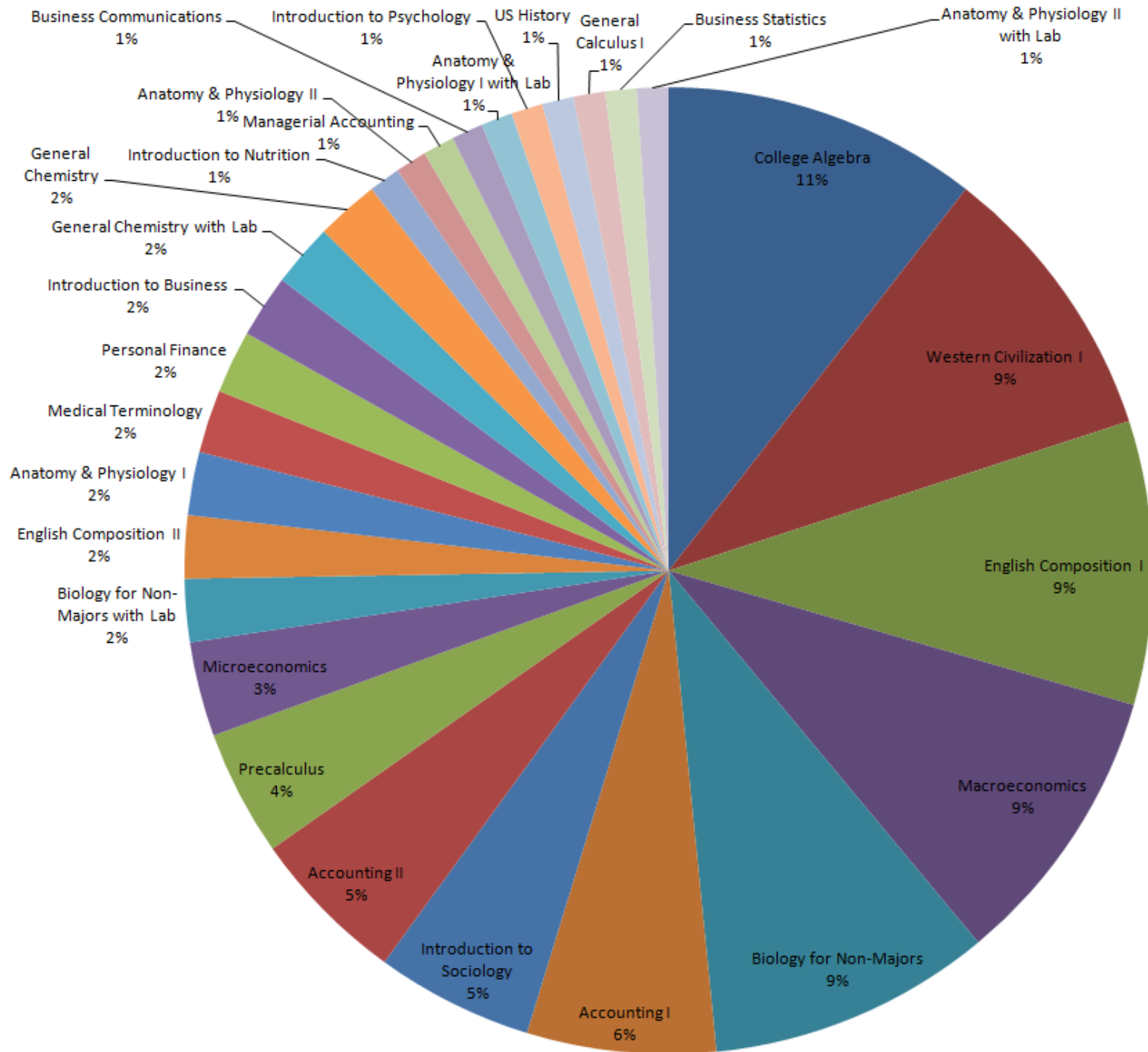
- "I liked how straight forward everything was. There were no surprises, everything was outlined from the beginning and didn't change."
- "I thoroughly enjoyed the written assignments and the usage of Smart Thinking. The tutors provided feedback that enhanced my assignments and to receive the grade that I was hoping to accomplish!!!!!"
- "Very informative! I learned a lot of things but also remembered a lot too. I will be taking more courses. the key is to study the required book way before you plan to take the course. That way if you need something you know where to find it. I Love SL. Now lets just hope my school accepts your courses."
- "The course was structured very well, the class was very organized."
- "I liked that the lessons were a mixture of listening and reading. It felt like I had a live instructor."
- What would you change? "The Essays, there were too many!"
- "I just wish all of the viewing content was compatible with my iPad as well as my laptop."

# Themes

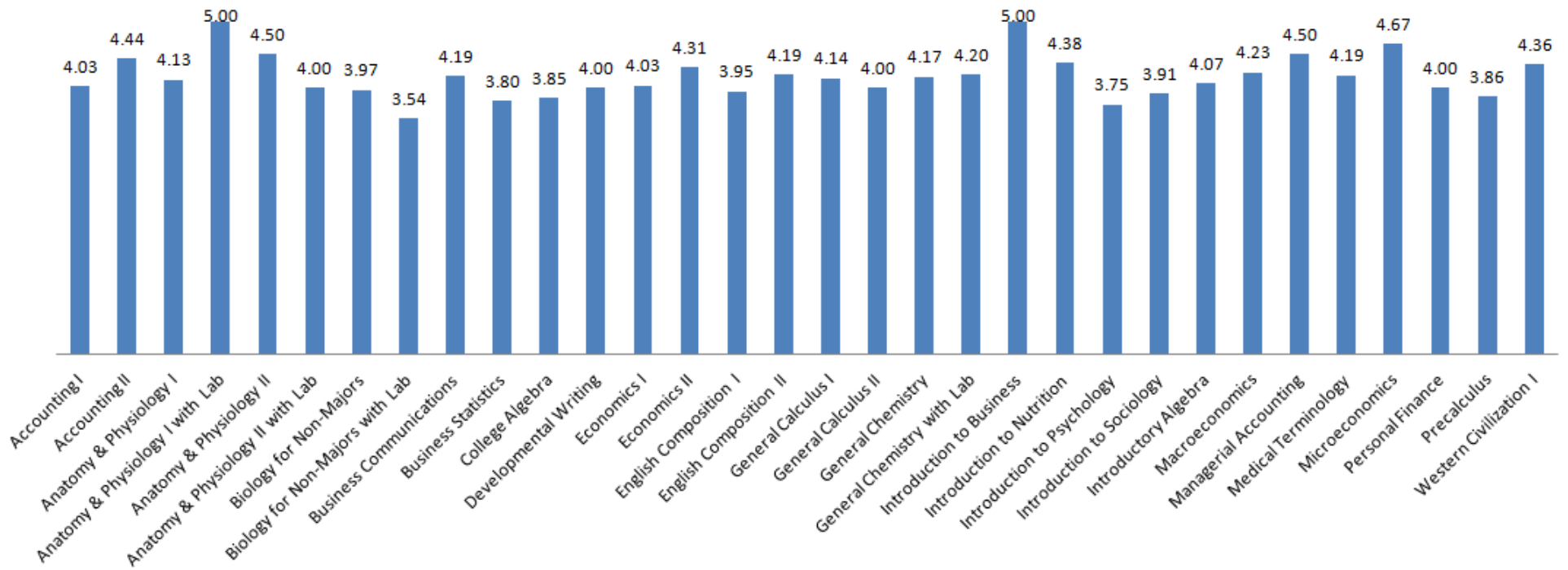
- "Make it compatible with...." iPads, iPhones, Android, Chrome, Safari, etc. Students find us convenience, but forcing X as a technical requirement impedes usability/convenience.
- Text to course to test mapping. Chemistry is the course of of the moment
- # of essays in ENG101 and # of test in ECON101 and ECON102

# Data

- On a scale of 1-5 our courses in aggregate were rated 4.17 (up from December 2011):
- 4.44 for “overall satisfaction”
- 95% of students would recommend us
- 89% of students would take another course
- 59% were either finishing another course or interested in taking an additional course with StraighterLine



Course Evaluations by Courses



# Course Ratings (all time)

# Students have been accepted at these colleges:

- Ashford University
- Colorado State University Global
- Dixie State College
- Eastern Maine Community College
- Excelsior College
- Hill College
- Liberty University 4
- University of Mary Hardin-Baylor
- Northwood
- Sacred Heart University
- Southwestern College
- St. Petersburg College
- Texas State University
- Thomas Edison State College
- UMUC
- University of South Florida
- University of Southern California
- University of Southern California - Rossier College of ED
- Western Governors University 9
- Western Governors University - Washington
- York College of PA