

# Student Data/Eval Breakdown

(March 2012)

# New Student Surveys

71 respondents

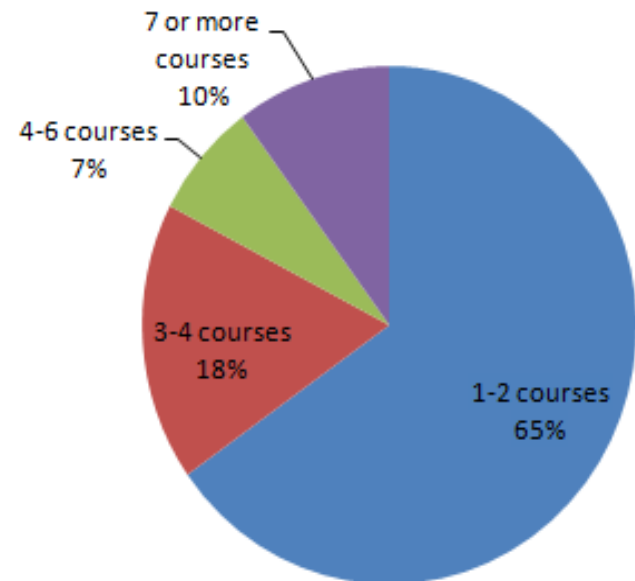
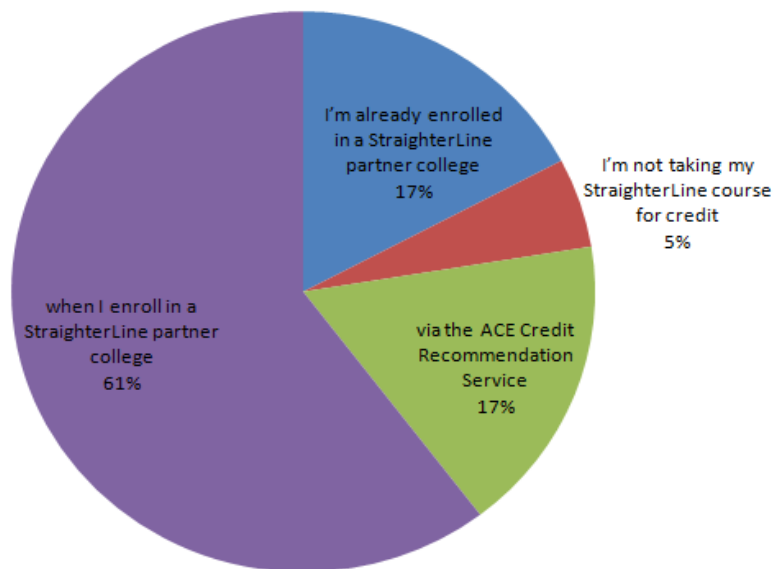
# Select comments:

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

- "Yes, because my family is rather short on money, and it's easier to pay smaller amounts as I progress through the courses than to pay a larger amount upfront."
- "I need one course to get my degree."
- "It made it easy for me to delve into the online education environment. Given my responsibilities outside of continuing my education, I am not sure how long it will take me to complete the two courses I have signed up for through straighterline. This plan gave me the opportunity to get started in a cost conscious manner."
- "I am on a fixed low income."
- "I just needed something to get to Western Governors to start my courses there."

# Data: student preferences

- Self-pacing was the most important to students (4.55); 2nd is ability to take a specific course (4.36); **3rd was cost/savings**
- 86% taking the 99/month plan (3% on the Freshman Year plan; 11% on the \$399, this last purchase option is up significantly this month)
- 35% of students wanted to take 3 or more courses
- 80% want to pursue a 4 year degree
- 17% of students were already enrolled at a Partner College; 61% planned to get their credits when they enrolled at a partner college; 17% taking credits via ACE; 5% not taking courses for credit -- **that's 78% of students on track for a Partner College.**



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

- Central Maine Community College, Auburn, Maine
- Charter Oak State College
- Drexel University
- Excelsior College
- Fortis College
- North Hennepin Community College
- Nyack College
- Palmer College of Chiropractic
- Thomas Edison State College
- University of Missouri Kansas City
- University of Texas - 2
- WGU - 9
- WGU Washington
- WGU Texas

# Course Evaluations

116 respondents

# Course Advisor Love:

- "I liked the cost, being able to work on the course whenever I wanted to, the way it was very easy to contact StraighterLine for help, and the way this course had less review activities."
- "My advisor was very helpful and patient, because I complained quite a bit!"
- "I wasn't aware that I had a course advisor."

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

- My course advisor responded to my calls/emails within a reasonable time period: 3.93
- I am satisfied with the amount of contact from my course advisor: 3.88
- I felt comfortable contacting my course advisor: 3.90

# Select Comments:

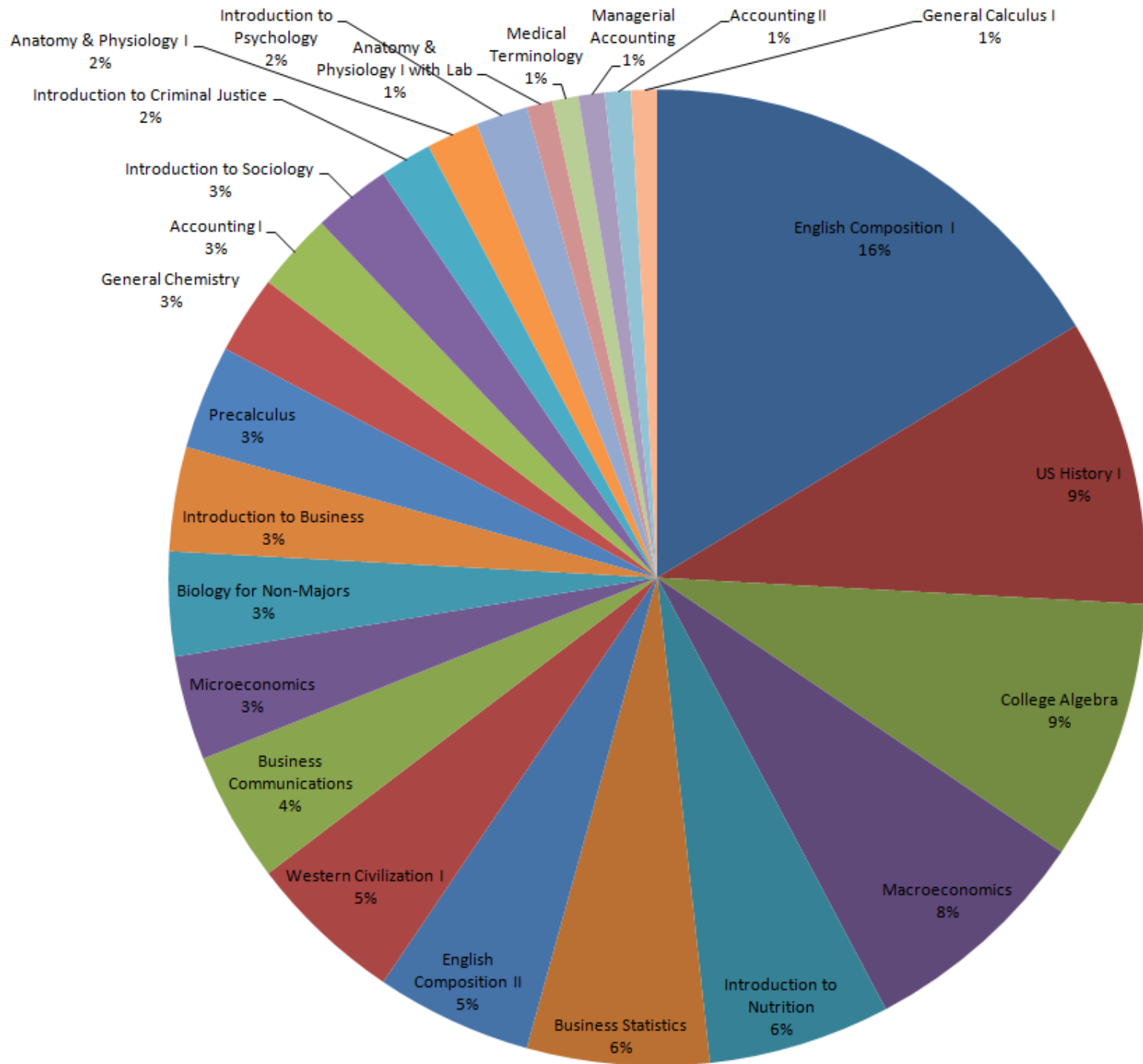
- "I liked the convenient format. The recommended textbook was very good."
- "easy layout, easy to plan a schedule for completion"
- "Material text is very easy to understand, and review question were very helpful."
- "I liked the fact that I could work at my own pace. I am a stay at home mom with four children, so being able to work when I had the time was awesome."
- "I would love to have a few more up to date relevant videos contained within each topic. I found the existing videos to be somewhat outdated."  
(ACC101)
- "I felt that the tests were covering obscure details and the things in parenthesis more than checking for an overall understanding of the content. I also thought that the lesson presentations did a poor job of teaching and reenforcing the material that I was expected to know and was more focused on giving more information than needed. I would like to see more of the test questions emphasized in the lesson presentation"  
(USHIST101)
- "I would change the fact that our "professor" never talked to us once."

# Themes

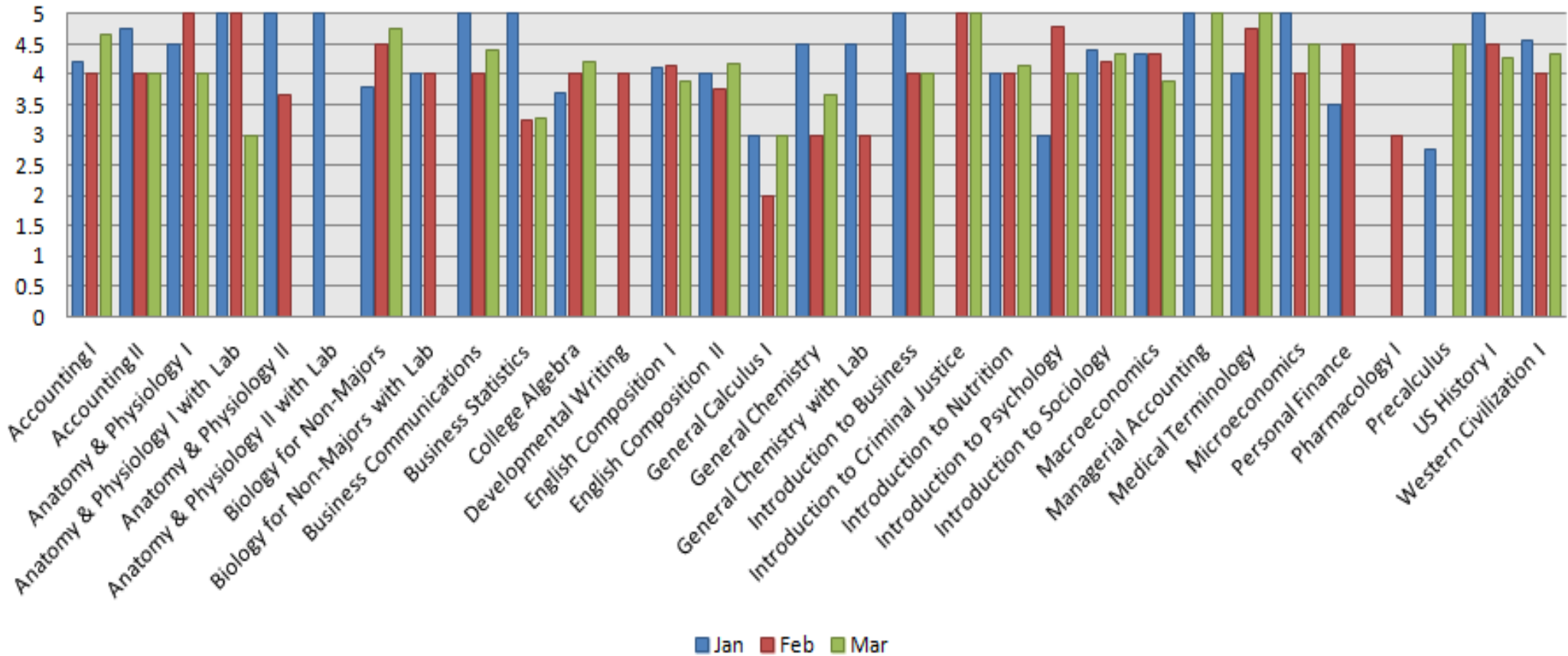
- dissatisfaction with the submission process via SMARTHINKING
- Improve the course navigation: "going between topics, lots of back buttons or starting over on course main page, a side bar with list of topics would be handy."
- dissatisfaction with the exam software

# Data

- On a scale of 1-5 our courses in aggregate were rated 4.12:
- 4.47 for “overall satisfaction”
- 97% of students would recommend us
- 94% of students would take another course
- 62% 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:

- Aiken Tech.
- AMU
- Aviator College
- Charter Oak State College
- Colorado State University Global Campus
- Eastern New Mexico Univ
- Excelsior - 2
- Ivy Tech Community College
- Mid-Plains Community College
- NYIT
- Park University
- TESC - 3
- New Brunswick Community College
- University of the Sciences in Philadelphia
- Western Governors University - 14