

	Clarkson College 2025 (n = 122)				National Online Learners 2021-2024 (n = 101,925)				
Scale / Item	Importance		SD	Gap	Importance	Satisfaction	SD	Gap	SS
Institutional Perceptions									
1. This institution has a good reputation.	6.62	6.09	0.99	0.53	6.5	6.02	1.24	0.48	
6. Tuition paid is a worthwhile investment.	6.56	6.26	0.98	0.3	6.44	6.14	1.22	0.3	
6. Tuition paid is a worthwhile investment. ▲	6.67	5.91	1.28	0.76	6.57	5.88	1.5	0.69	
Academic Services									
2. My program advisor is accessible by telephone and e-mail. ▲	6.53	6.21	0.83	0.32	6.47	6.07	1.06	0.4	
2. My program advisor is accessible by telephone and e-mail. ▲	6.62	6.6	0.75	0.02	6.51	6.16	1.38	0.35	★★★
5. My program advisor helps me work toward career goals. ▲	6.46	6.1	1.16	0.36	6.35	5.8	1.64	0.55	★
7. Program requirements are clear and reasonable.	6.65	6.1	1.37	0.55	6.63	6.09	1.33	0.54	
12. There are sufficient offerings within my program of study.	6.6	6.08	1.27	0.52	6.55	6.03	1.34	0.52	
16. Appropriate technical assistance is readily available.	6.57	6.32	1.01	0.25	6.49	6.19	1.26	0.3	
21. Adequate online library resources are provided.	6.6	6.31	1.07	0.29	6.53	6.28	1.2	0.25	
24. Tutoring services are readily available for online courses.	6.17	5.88	1.36	0.29	6.2	5.91	1.53	0.29	
Instructional Services									
3. Instructional materials are appropriate for program content. ▲	6.46	6.03	0.93	0.43	6.43	5.98	1.11	0.45	
3. Instructional materials are appropriate for program content. ▲	6.7	5.84	1.34	0.86	6.65	6.1	1.26	0.55	★
4. Faculty provide timely feedback about student progress.	6.65	6.08	1.17	0.57	6.59	5.97	1.37	0.62	
8. Student-to-student collaborations are valuable to me.	5.26	5.68	1.3	-0.42	5.28	5.51	1.62	-0.23	
11. Student assignments are clearly defined in the syllabus.	6.64	6.15	1.02	0.49	6.65	6.12	1.27	0.53	
13. The frequency of student and instructor interactions is adequate.	6.4	6.19	1.1	0.21	6.39	5.97	1.37	0.42	
17. Assessment and evaluation procedures are clear and reasonable.	6.54	6.23	1.05	0.31	6.56	6.14	1.25	0.42	
20. The quality of online instruction is excellent. ▲	6.77	5.94	1.24	0.83	6.66	5.92	1.44	0.74	
25. Faculty are responsive to student needs.	6.71	6.15	1.29	0.56	6.64	6.06	1.37	0.58	
Enrollment Services									
9. Adequate financial aid is available. ▲	6.56	5.89	1.05	0.67	6.51	6.06	1.17	0.45	
9. Adequate financial aid is available. ▲	6.44	5.63	1.6	0.81	6.4	5.73	1.69	0.67	
14. I receive timely information on the availability of financial aid. ▲	6.47	5.38	1.68	1.09	6.41	5.9	1.56	0.51	★★★
18. Registration for online courses is convenient.	6.69	6.46	0.96	0.23	6.66	6.33	1.23	0.33	
23. Billing and payment procedures are convenient for me.	6.61	6	1.31	0.61	6.55	6.23	1.28	0.32	
Student Services									
10. This institution responds quickly when I request information.	6.38	6.06	0.98	0.32	6.39	5.98	1.22	0.41	
10. This institution responds quickly when I request information.	6.61	6.02	1.41	0.59	6.56	6.05	1.42	0.51	
15. Channels are available for providing timely responses to student complaints.	6.5	5.93	1.33	0.57	6.32	5.72	1.66	0.6	
19. Online career services are available.	5.96	5.81	1.21	0.15	6.2	5.96	1.44	0.24	
22. I am aware of whom to contact for questions about programs and services.	6.51	6.24	1.09	0.27	6.51	6	1.46	0.51	
26. The bookstore provides timely service to students.	6.22	6.21	1.08	0.01	6.33	6.16	1.32	0.17	
Source of Information									
Source of information: Catalog and brochures (printed)	4.56			65%	5.28			75%	
Source of information: Catalog (online)	6.21			89%	6.32			90%	
Source of information: College representatives	5.65			81%	5.79			83%	
Source of information: Web site	6.61			94%	6.49			93%	
Source of information: Advertisements	4.9			70%	5			71%	
Source of information: Recommendation from instructor or program advisor	6.17			88%	6.12			87%	
Source of information: Contact with current students and / or recent graduates of the program	5.89			84%	5.64			81%	
Factor to enroll									
Factor to enroll: Ability to transfer credits	6.01			86%	6.27			90%	
Factor to enroll: Cost	6.4			91%	6.41			92%	
Factor to enroll: Financial assistance available	6.49			93%	6.27			90%	
Factor to enroll: Future employment opportunities	6.19			88%	6.26			89%	
Factor to enroll: Reputation of institution	6.5			93%	6.32			90%	
Factor to enroll: Work schedule	6.66			95%	6.55			94%	
Factor to enroll: Flexible pacing for completing a program	6.76			97%	6.6			94%	
Factor to enroll: Convenience	6.67			95%	6.62			95%	

Factor to enroll: Distance from campus	4.8			69%	5.56			79%
Factor to enroll: Program requirements	6.37			91%	6.4			91%
Factor to enroll: Recommendations from employer	5.68			81%	5.42			77%
Clarkson College Items								
Campus item: Technology services and support meets the needs of students.	6.48	6.34		93%				
Campus item: The Clarkson College website is easy to navigate.	6.48	6.18		93%				
Campus item: My health care education at Clarkson College helps me develop the professional skills to make a positive impact on society.	6.76	6.41		97%				
Campus item: Higher education has a moral responsibility to prepare students to be responsible citizens & contributing members of society.	6.59	6.43		94%				
Campus item: My online course(s) facilitates my academic ambitions.	6.7	6.31		96%				
Campus item: This institution fosters the value of service to our community.	6.35	6.46		91%				
Campus item: I am able to access the information I need using the Anthology MvCC Student Portal.	6.59	6.25		94%				
Campus item: As an online student, I am able to receive the same level of services as those who are on campus.	6.45	5.9		92%				
Campus item: Canvas services and support meets the needs of students.	6.72	6.44		96%				
Note, item reports are calculated by top 1/2 Importance ratings and then Top 1/4 Satisfaction ratings								
Clarkson College Strengths (High Importance/High Satisfaction -- Gap<0.07)								
Clarkson College Challenges (High Importance/Low Satisfaction -- Gap>.7)								
 BETTER than Comparison  WORSE than Comparison								
So far, how has your college experience met your expectations? 90% vs. 82% Rate your overall satisfaction with your experience here thus far. 87% vs 73% All in all, if you had it to do over again, would you enroll here? 81% vs. 72%								