

Adult Student Priorities Survey (ASPS)

	Item	Importance	Satisfaction / SD	Gap	Importance	Satisfaction / SD	Gap	Difference
C	34. I receive complete information on the availability of financial aid.	6.58	4.46 / 2.01	<b>2.12</b>	6.44	5.41 / 1.72	1.03	-0.95***
C	29. I seldom get the "run-around" when seeking information at this institution.	6.58	4.60 / 1.98	<b>1.98</b>	6.50	5.56 / 1.65	0.94	-0.96***
C	58. Campus item: Elective courses are offered at convenient times for me to take.	6.56	4.59 / 1.99	<b>1.97</b>				
	56. Campus item: There are adequate online courses available within my major.	6.44	4.53 / 2.25	<b>1.91</b>				
C	23. Adequate financial aid is available for most adult students.	6.62	4.76 / 1.92	<b>1.86</b>	6.54	5.46 / 1.69	1.08	-0.70***
	70. Campus item: Prior to becoming a student, the institution's website was effective in helping me understand the programs.	6.46	4.67 / 1.99	<b>1.79</b>				
C	39. This institution responds quickly to my requests for information.	6.63	4.85 / 1.89	<b>1.78</b>	6.49	5.78 / 1.42	0.71	-0.93***
	46. This institution provides timely responses to student complaints.	6.49	4.72 / 1.95	<b>1.77</b>	6.40	5.42 / 1.67	0.98	-0.70***
	47. Bookstore hours are convenient for adult students.	6.21	4.46 / 2.11	<b>1.75</b>	6.09	5.42 / 1.66	0.67	-0.96***
	12. Computer labs are adequate and accessible for adult students.	6.32	4.61 / 1.94	<b>1.71</b>	6.12	5.72 / 1.53	0.40	-1.11***
	6. Financial aid counselors are helpful to adult students.	6.36	4.66 / 1.90	<b>1.70</b>	6.36	5.50 / 1.65	0.86	-0.84***
C	60. Campus item: The courses currently offered during the day, evening, and weekend formats meet my scheduling needs.	6.76	5.10 / 1.89	<b>1.66</b>				
	48. I am aware of whom to contact for questions about programs and services.	6.51	4.88 / 1.87	<b>1.63</b>	6.43	5.68 / 1.54	0.75	-0.80***
	53. Campus item: Sufficient opportunities for graduate assistantships are offered in my program.	6.43	4.80 / 1.99	<b>1.63</b>				
C	3. Classes are scheduled at times that are convenient for me.	6.65	5.03 / 1.74	<b>1.62</b>	6.57	5.77 / 1.45	0.80	-0.74***

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9. Billing policies are reasonable for adult students.	6.47	4.88 / 1.74	<b>1.59</b>	6.36	5.52 / 1.52	0.84	-0.64***
50. My advisor helps me apply my academic major to specific career goals.	6.51	4.94 / 2.00	<b>1.57</b>	6.42	5.52 / 1.67	0.90	-0.58***
43. This institution offers a variety of payment plans for adult students.	6.51	4.95 / 1.78	<b>1.56</b>	6.37	5.59 / 1.54	0.78	-0.64***
38. Career services are adequate and accessible for adult students.	6.31	4.76 / 1.90	<b>1.55</b>	6.27	5.55 / 1.52	0.72	-0.79***
33. Channels are readily available for adult students to express complaints.	6.28	4.74 / 1.74	<b>1.54</b>	6.20	5.26 / 1.74	0.94	-0.52***
66. Campus item: This institution conveniently and effectively provides tutoring services for all students.	6.20	4.68 / 1.98	<b>1.52</b>				
30. Academic support services adequately meet the needs of adult students.	6.51	5.00 / 1.90	<b>1.51</b>	6.44	5.81 / 1.39	0.63	-0.81***
16. I am able to register for classes I need with few conflicts.	6.69	5.21 / 1.76	<b>1.48</b>	6.60	5.82 / 1.49	0.78	-0.61***
49. There are sufficient options within my program of study.	6.65	5.19 / 1.71	<b>1.46</b>	6.49	5.63 / 1.47	0.86	-0.44***
67. Campus item: The library's website is easy to use.	6.55	5.16 / 1.82	<b>1.39</b>				
22. Security staff respond quickly in emergencies.	6.47	5.13 / 1.79	<b>1.34</b>	6.42	5.70 / 1.42	0.72	-0.57***
11. My academic advisor is concerned about my success as an individual.	6.51	5.18 / 1.88	<b>1.33</b>	6.46	5.78 / 1.56	0.68	-0.60***
62. Campus item: I receive adequate professional mentoring from faculty.	6.56	5.25 / 1.79	<b>1.31</b>				
25. Admissions representatives respond to adult students' unique needs.	6.40	5.12 / 1.76	<b>1.28</b>	6.37	5.85 / 1.34	0.52	-0.73***
65. Campus item: Advising from faculty and staff help prepare the adult learner for the next phase of his/her life/career.	6.62	5.34 / 1.68	<b>1.28</b>				
10. Admissions representatives are knowledgeable.	6.46	5.19 / 1.72	<b>1.27</b>	6.38	5.89 / 1.35	0.49	-0.70***

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	15. Library resources and services are adequate for adults.	6.48	5.21 / 1.79	<b>1.27</b>	6.36	5.86	/ 1.36	0.50 -0.65***
	17. Business office hours are convenient for adult students.	6.45	5.18 / 1.67	<b>1.27</b>	6.27	5.73	/ 1.39	0.54 -0.55***
	8. My academic advisor is available at times that are convenient for me.	6.36	5.10 / 1.84	<b>1.26</b>	6.37	5.81	/ 1.50	0.56 -0.71***
	26. Faculty provide timely feedback about my progress.	6.56	5.39 / 1.64	<b>1.17</b>	6.56	5.68	/ 1.44	0.88 -0.29**
	64. Campus item: Faculty provide timely feedback about my progress.	6.66	5.49 / 1.62	<b>1.17</b>				
	41. Major requirements are clear and reasonable.	6.73	5.57 / 1.68	<b>1.16</b>	6.64	5.96	/ 1.32	0.68 -0.39***
	21. Tuition paid is a worthwhile investment.	6.59	5.47 / 1.56	<b>1.12</b>	6.65	5.52	/ 1.56	1.13 -0.05
	44. When students enroll at this institution, they develop a plan to complete their degree.	6.65	5.55 / 1.74	<b>1.10</b>	6.53	5.91	/ 1.41	0.62 -0.36***
	19. My academic advisor is knowledgeable about requirements in my major.	6.64	5.57 / 1.82	<b>1.07</b>	6.61	6.02	/ 1.38	0.59 -0.45***
S	57. Campus item: I have a thorough understanding of my degree requirements.	6.71	5.64 / 1.57	<b>1.07</b>				
	63. Campus item: Nearly all faculty in my program are knowledgeable about career opportunities.	6.64	5.61 / 1.54	<b>1.03</b>				
	20. Registration processes are reasonable and convenient for adults.	6.46	5.44 / 1.58	<b>1.02</b>	6.51	6.01	/ 1.31	0.50 -0.57***
S	35. The quality of instruction I receive in my program is excellent.	6.80	5.78 / 1.43	<b>1.02</b>	6.71	5.92	/ 1.33	0.79 -0.14
S	24. There is a commitment to academic excellence at this institution.	6.64	5.63 / 1.60	<b>1.01</b>	6.66	5.98	/ 1.32	0.68 -0.35***
S	54. Campus item: Course curriculum materials are adequate to prepare me for related work experience outside of school.	6.71	5.72 / 1.45	<b>0.99</b>				
S	59. Campus item: The value of the education I receive is excellent.	6.82	5.83 / 1.42	<b>0.99</b>				

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S	45. I am able to complete most of my enrollment tasks in one location.	6.66	5.68 / 1.72	<b>0.98</b>	6.51	6.19 / 1.19	0.32	-0.51***
S	14. Faculty are fair and unbiased in their treatment of individual students.	6.63	5.66 / 1.59	<b>0.97</b>	6.57	5.90 / 1.37	0.67	-0.24*
	69. Campus item: The institution's email communications give essential information to students in a convenient and helpful manner.	6.42	5.45 / 1.67	<b>0.97</b>				
	2. Faculty care about me as an individual.	6.48	5.52 / 1.52	<b>0.96</b>	6.45	5.86 / 1.34	0.59	-0.34***
S	37. Part-time faculty are competent as classroom instructors.	6.58	5.62 / 1.50	<b>0.96</b>	6.49	5.85 / 1.35	0.64	-0.23*
	61. Campus item: I feel a strong personal connection to this institution.	6.01	5.06 / 1.76	<b>0.95</b>				
S	7. The staff at this institution are caring and helpful.	6.55	5.62 / 1.50	<b>0.93</b>	6.53	5.97 / 1.27	0.56	-0.35***
	18. Parking lots are well-lighted and secure.	6.39	5.47 / 1.57	<b>0.92</b>	6.28	5.74 / 1.44	0.54	-0.27*
	28. My academic advisor is accessible by telephone and e-mail.	6.49	5.57 / 1.75	<b>0.92</b>	6.51	6.06 / 1.36	0.45	-0.49***
S	4. The content of the courses within my major is valuable.	6.72	5.84 / 1.28	<b>0.88</b>	6.69	5.98 / 1.22	0.71	-0.14
S	55. Campus item: I can apply what I learned through coursework in my job.	6.76	5.89 / 1.37	<b>0.87</b>				
S	52. Campus item: I have obtained the ability to read/write/speak critically and analytically from my educational experience.	6.60	5.77 / 1.36	<b>0.83</b>				
	27. This institution has a good reputation within the community.	6.34	5.52 / 1.56	<b>0.82</b>	6.44	5.91 / 1.33	0.53	-0.39***
	51. Campus item: The reputation of the school played a measurable role in my decision to attend.	6.04	5.24 / 1.67	<b>0.80</b>				
	32. My classes provide opportunities to improve my technology skills.	6.08	5.31 / 1.54	<b>0.77</b>	6.05	5.75 / 1.38	0.30	-0.44***

	Item	Importance	Satisfaction / SD	Gap	Importance	Satisfaction / SD	Gap Difference
S	42. Nearly all faculty are knowledgeable in their field.	6.78	6.01 / 1.37	<b>0.77</b>	6.70	6.20 / 1.14	0.50 -0.19*
	1. Adult students are made to feel welcome at this institution.	6.41	5.69 / 1.51	<b>0.72</b>	6.34	6.07 / 1.23	0.27 -0.38***
S	68. Campus item: Students from all ethnic backgrounds are included and supported at this institution.	6.63	5.95 / 1.57	<b>0.68</b>			
S	31. I am able to register for classes by personal computer, fax, or telephone.	6.59	5.95 / 1.36	<b>0.64</b>	6.45	6.11 / 1.36	0.34 -0.16
	36. Vending or snack bar food options are readily available.	5.53	4.90 / 1.76	<b>0.63</b>	5.46	5.34 / 1.67	0.12 -0.44**
S	5. Classroom locations are safe and secure for all students.	6.52	5.90 / 1.31	<b>0.62</b>	6.47	6.34 / 1.03	0.13 -0.44***
S	40. Faculty are usually available for adult students outside the classroom by phone, by e-mail or in-person.	6.52	5.93 / 1.40	<b>0.59</b>	6.51	6.09 / 1.21	0.42 -0.16
	13. The amount of student parking is adequate.	6.14	5.67 / 1.67	<b>0.47</b>	6.09	5.34 / 1.82	0.75 0.33*
	71. Cost as factor in decision to enroll.	6.45			6.09		
	72. Financial aid/scholarship opportunities as factor in decision to enroll.	6.14			6.04		
	73. Academic reputation as factor in decision to enroll.	6.07			6.28		
	74. Size of institution as factor in decision to enroll.	5.49			5.37		
	75. Future employment opportunities as factor in decision to enroll.	6.17			6.15		
	76. Recommendations from family/friends/employer as factor in decision to enroll.	5.34			5.53		
	77. Campus location (close to home/work) as factor in decision to enroll.	6.34			6.01		
	78. Availability of evening/weekend courses as factor in decision to enroll.	6.08			6.07		

Item	Importance Satisfaction / SD	Gap	Importance Satisfaction / SD	Gap	Difference
79. Personalized attention prior to enrollment as factor in decision to enroll.	5.80		5.92		

## Strengths and Challenges

### Strengths

- 59. Campus item: The value of the education I receive is excellent.
- 35. The quality of instruction I receive in my program is excellent.
- 42. Nearly all faculty are knowledgeable in their field.
- 55. Campus item: I can apply what I learned through coursework in my job.
- 4. The content of the courses within my major is valuable.
- 54. Campus item: Course curriculum materials are adequate to prepare me for related work experience outside of school.
- 57. Campus item: I have a thorough understanding of my degree requirements.
- 45. I am able to complete most of my enrollment tasks in one location.
- 24. There is a commitment to academic excellence at this institution.
- 14. Faculty are fair and unbiased in their treatment of individual students.
- 68. Campus item: Students from all ethnic backgrounds are included and supported at this institution.
- 52. Campus item: I have obtained the ability to read/write/speak critically and analytically from my educational experience.
- 31. I am able to register for classes by personal computer, fax, or telephone.
- 37. Part-time faculty are competent as classroom instructors.
- 7. The staff at this institution are caring and helpful.
- 40. Faculty are usually available for adult students outside the classroom by phone, by e-mail or in-person.
- 5. Classroom locations are safe and secure for all students.

### Challenges

- 60. Campus item: The courses currently offered during the day, evening, and weekend formats meet my scheduling needs.
- 3. Classes are scheduled at times that are convenient for me.
- 39. This institution responds quickly to my requests for information.
- 23. Adequate financial aid is available for most adult students.
- 29. I seldom get the "run-around" when seeking information at this institution.
- 34. I receive complete information on the availability of financial aid.
- 58. Campus item: Elective courses are offered at convenient times for me to take.

## Benchmarks

### Lower Satisfaction vs. National Adult Students

- 42. Nearly all faculty are knowledgeable in their field.
- 41. Major requirements are clear and reasonable.
- 16. I am able to register for classes I need with few conflicts.
- 45. I am able to complete most of my enrollment tasks in one location.
- 3. Classes are scheduled at times that are convenient for me.
- 44. When students enroll at this institution, they develop a plan to complete their degree.
- 49. There are sufficient options within my program of study.
- 19. My academic advisor is knowledgeable about requirements in my major.
- 24. There is a commitment to academic excellence at this institution.
- 14. Faculty are fair and unbiased in their treatment of individual students.
- 39. This institution responds quickly to my requests for information.
- 23. Adequate financial aid is available for most adult students.
- 29. I seldom get the "run-around" when seeking information at this institution.
- 34. I receive complete information on the availability of financial aid.
- 37. Part-time faculty are competent as classroom instructors.
- 26. Faculty provide timely feedback about my progress.