

RESULTS FROM EDUVENTURES
ONLINE ENROLLED STUDENT SURVEY
SPRING 2015

Ruffalo Noel Levitz

Higher education's compounded annual growth rates are slowing

1963-1980

1997-2011

2011-2023

5.6%

2.7%

1.1%

Source: 2013 Digest Ed Statistics: Table 310.10

Source: Ruffalo Noel-Levitz, Strategic Enrollment Planning Webinar, 2015

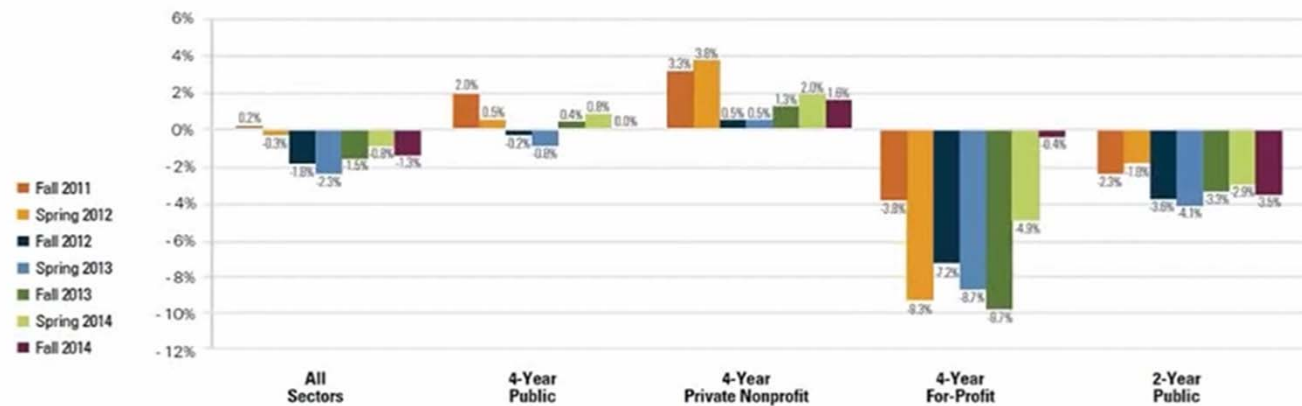
Ruffalo Noel Levitz

The National Student Clearinghouse reported a 1.3% drop in fall 2014 enrollments
(sixth consecutive term drop)

NATIONAL STUDENT CLEARINGHOUSE
RESEARCH CENTER

Term Enrollment
ESTIMATES
FALL 2014

Figure 1: Percent Change from Previous Year, Enrollment by Sector (Title IV, Degree-Granting Institutions)

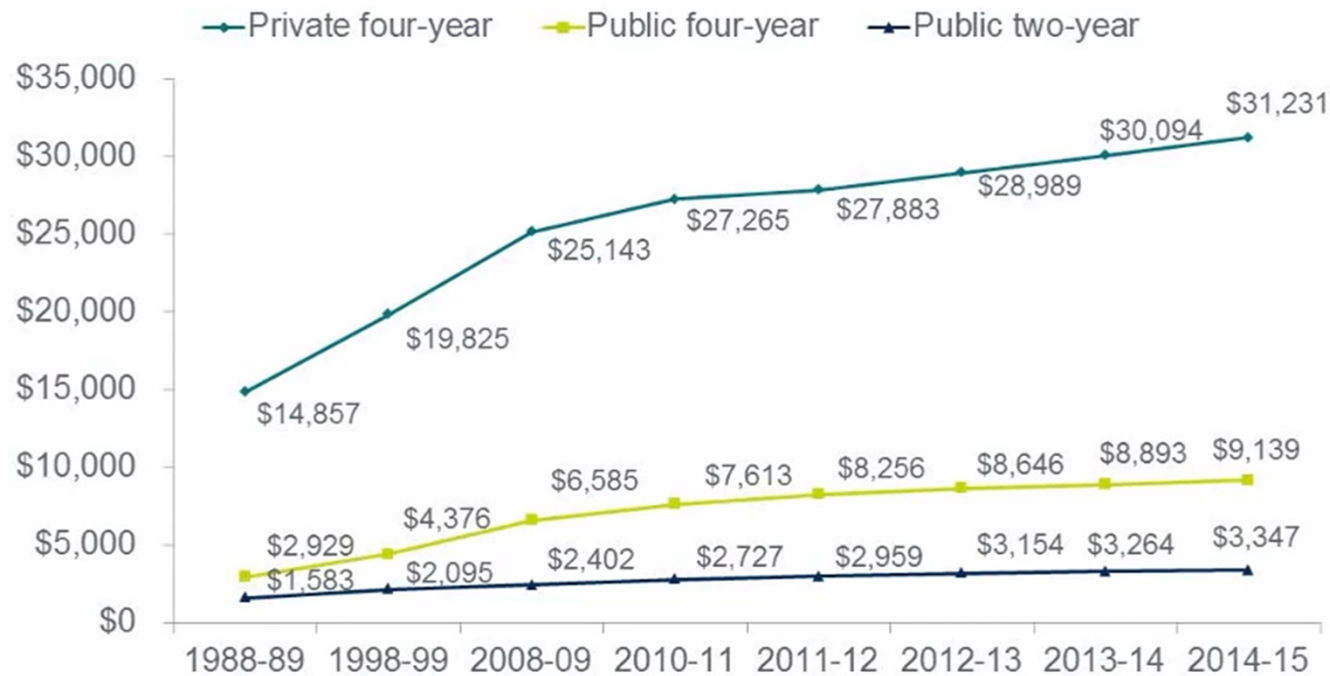


© 2014 National Student Clearinghouse. Current Term Enrollment Estimates Fall 2014.

Source: Ruffalo Noel-Levitz, Strategic Enrollment Planning Webinar, 2015

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Average tuition and fee charges in constant dollars, 1979-80 to 2014-15 (enrollment weighted)

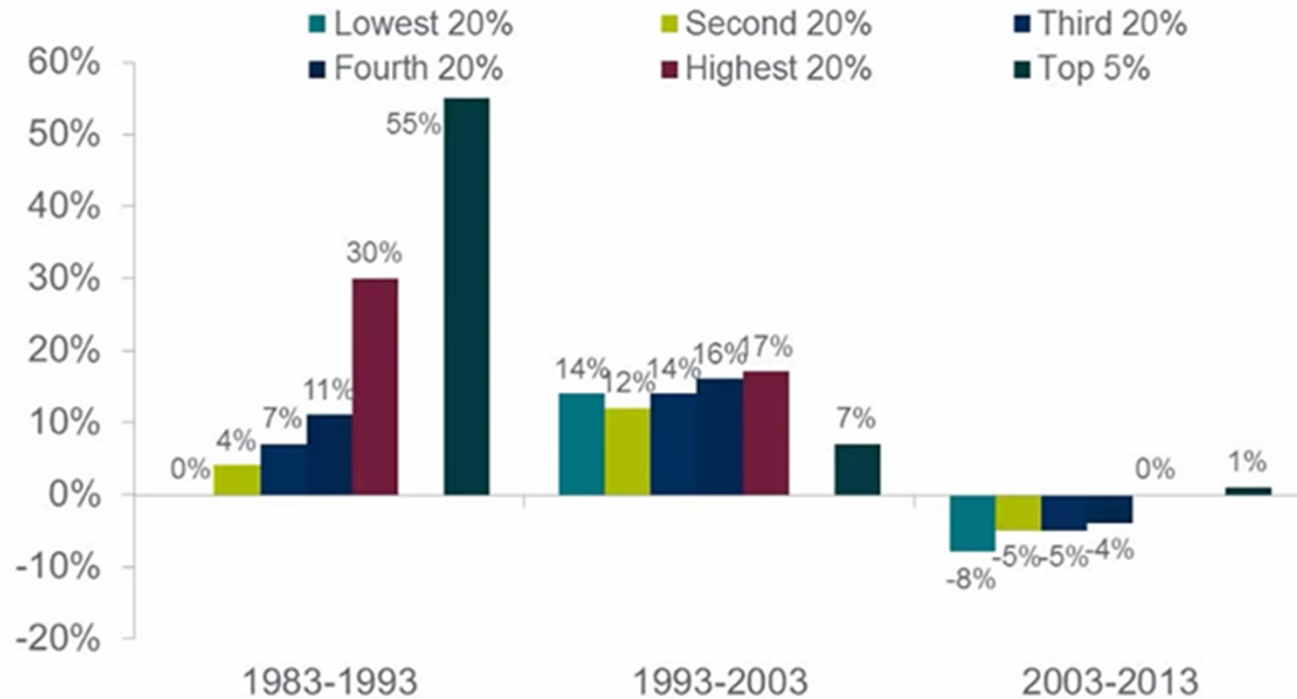


Source: *Trends in College Pricing*. Copyright © 2014. The College Board. www.collegeboard.org. Reproduced with permission.

Source: Ruffalo Noel-Levitz, *Strategic Enrollment Planning Webinar*, 2015

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Percentage change in inflation-adjusted mean family income by quintile, 1983-93, 1993-2003, and 2003-13



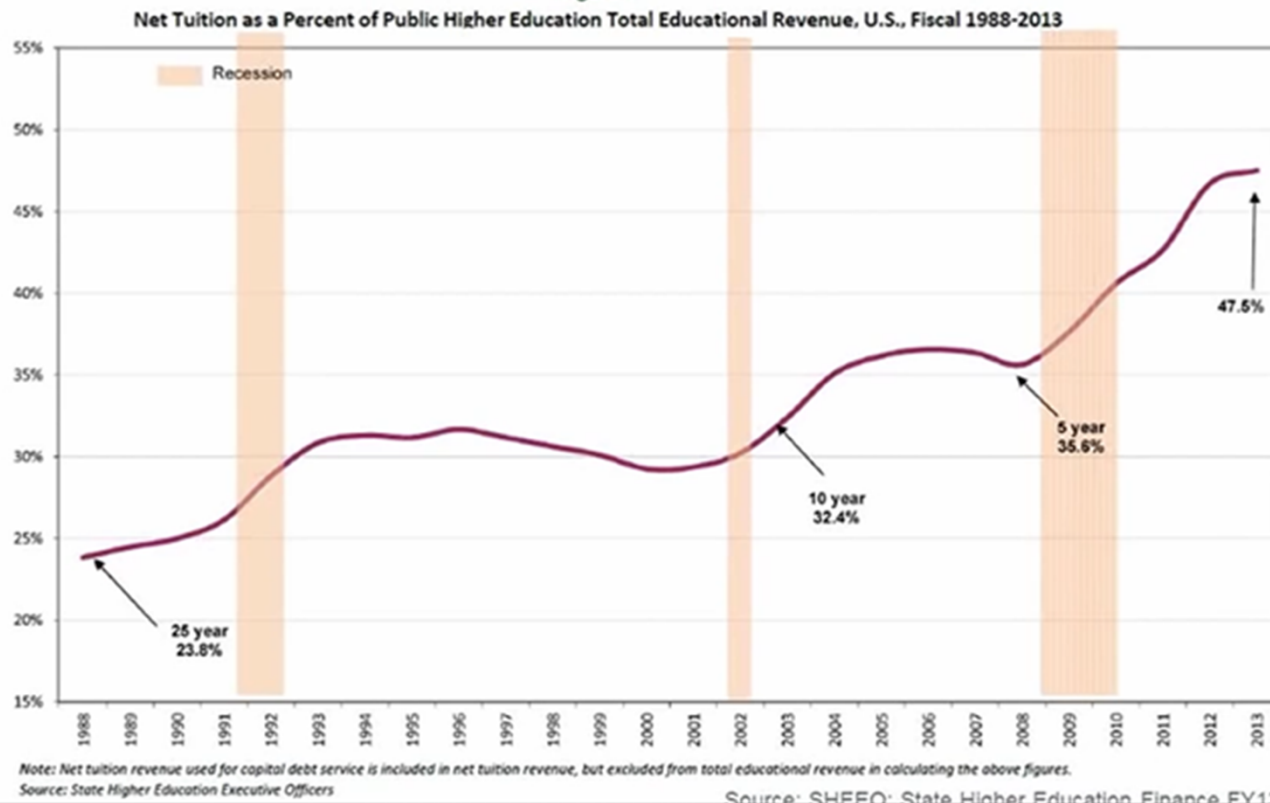
Source: Trends in College Pricing. Copyright © 2014, The College Board. www.collegeboard.org. Reproduced with permission.

Source: Ruffalo Noel-Levitz, Strategic Enrollment Planning Webinar, 2015

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Net tuition as a percentage of total public higher education revenue is on the rise

Figure 4



Source: Ruffalo Noel-Levitz, Strategic Enrollment Planning Webinar, 2015

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Growth in online learning continues to outpace total enrollment growth

	Total Enrollment	Annual Growth Rate Total Enrollment	Students Taking at Least One Online Course	Online Enrollment Increase over Previous Year	Annual Growth Rate Online Enrollment	Online Enrollment as a Percent of Total Enrollment
Fall 2002	16,611,710	NA	1,602,970	NA	NA	9.6%
Fall 2003	16,911,481	1.8%	1,971,397	368,427	23.0%	11.7%
Fall 2004	17,272,043	2.1%	2,329,783	358,386	18.2%	13.5%
Fall 2005	17,487,481	1.2%	3,180,050	850,267	36.5%	18.2%
Fall 2006	17,758,872	1.6%	3,488,381	308,331	9.7%	19.6%
Fall 2007	18,248,133	2.8%	3,938,111	449,730	12.9%	21.6%
Fall 2008	19,102,811	4.7%	4,606,353	668,242	16.9%	24.1%
Fall 2009	20,427,711	6.9%	5,579,022	972,669	21.1%	27.3%
Fall 2010	21,016,126	2.9%	6,142,280	563,258	10.1%	29.2%
Fall 2011	20,994,113	-0.1%	6,714,792	572,512	9.3%	32.0%
Fall 2012	21,253,086	1.2%	7,126,549	411,757	6.1%	33.5%

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Source: Ruffalo Noel-Levitz, Strategic Enrollment Planning Webinar, 2015

EDUVENTURES NATIONWIDE SURVEY

27,000

Number of respondents from post-secondary institutions across the U.S.

1,769

Number of VSU Online-Enrolled Students

267*

Number of VSU Respondents to Survey

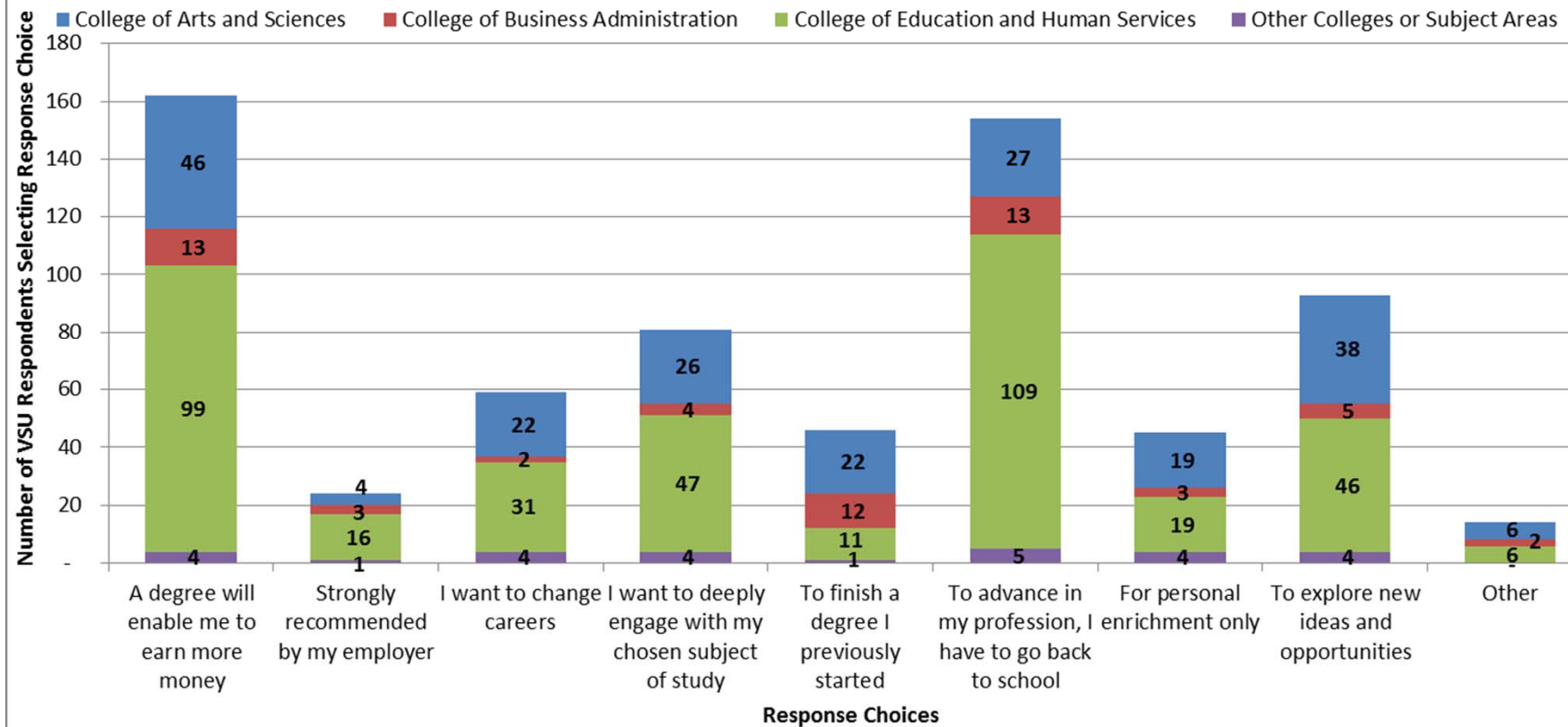
+/-5.5%

Margin of Error

** Although 267 VSU students responded to the survey, three students selected that they were enrolled 100% on-campus in spring semester 2015. For this reason, these three students were removed from the survey and not counted in any analyses.*

EDUVENTURES NATIONWIDE SURVEY

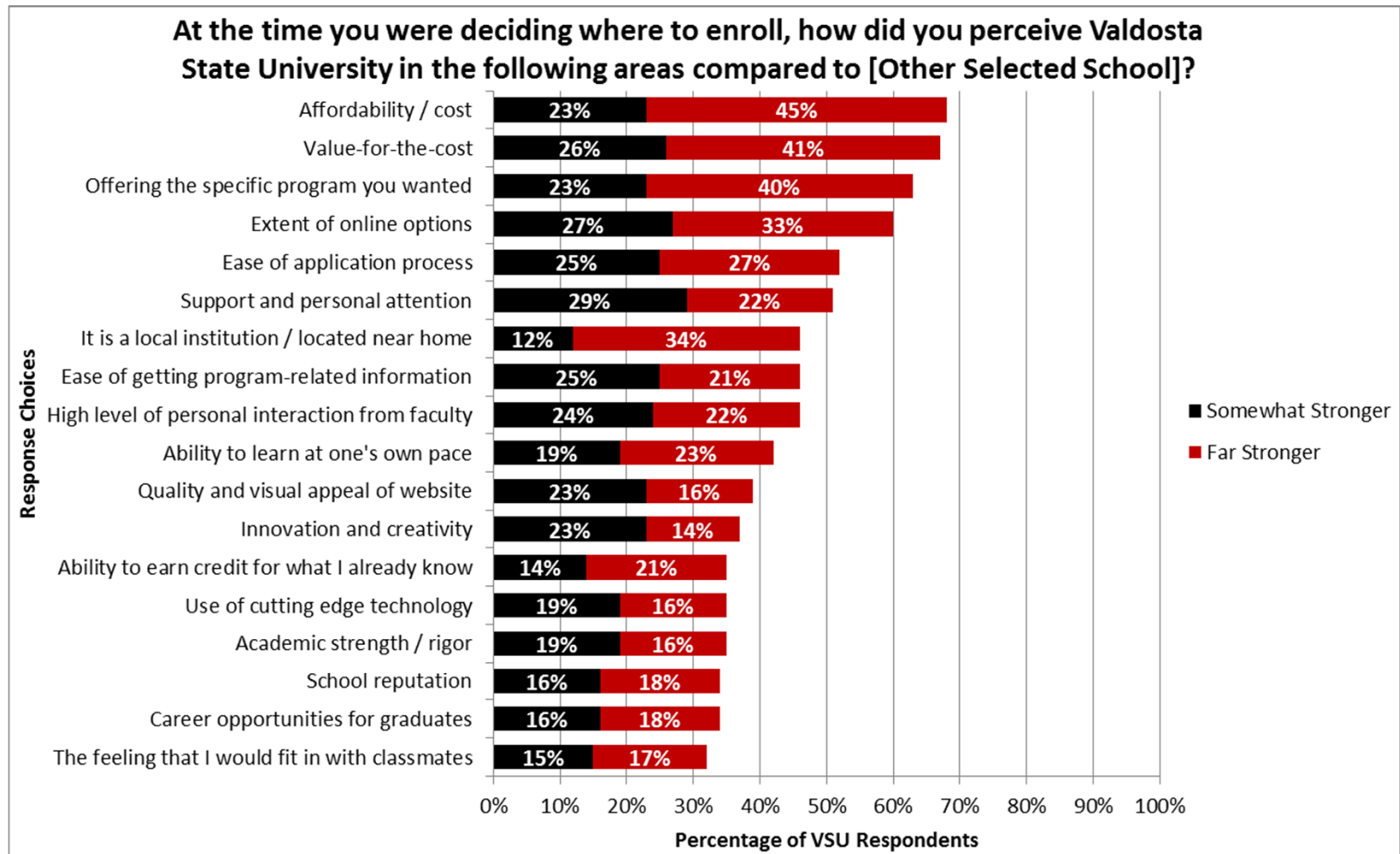
Why did you decide to return to school? Select all that apply.



The largest number of VSU respondents pursuing a subject area in the College of Education and Human Services or other college/subject area decided to return to school to advance in their profession.

The largest number of VSU respondents pursuing a subject area in the College of Business Administration or Arts and Sciences decided to return to school to earn more money.

EDUVENTURES NATIONWIDE SURVEY



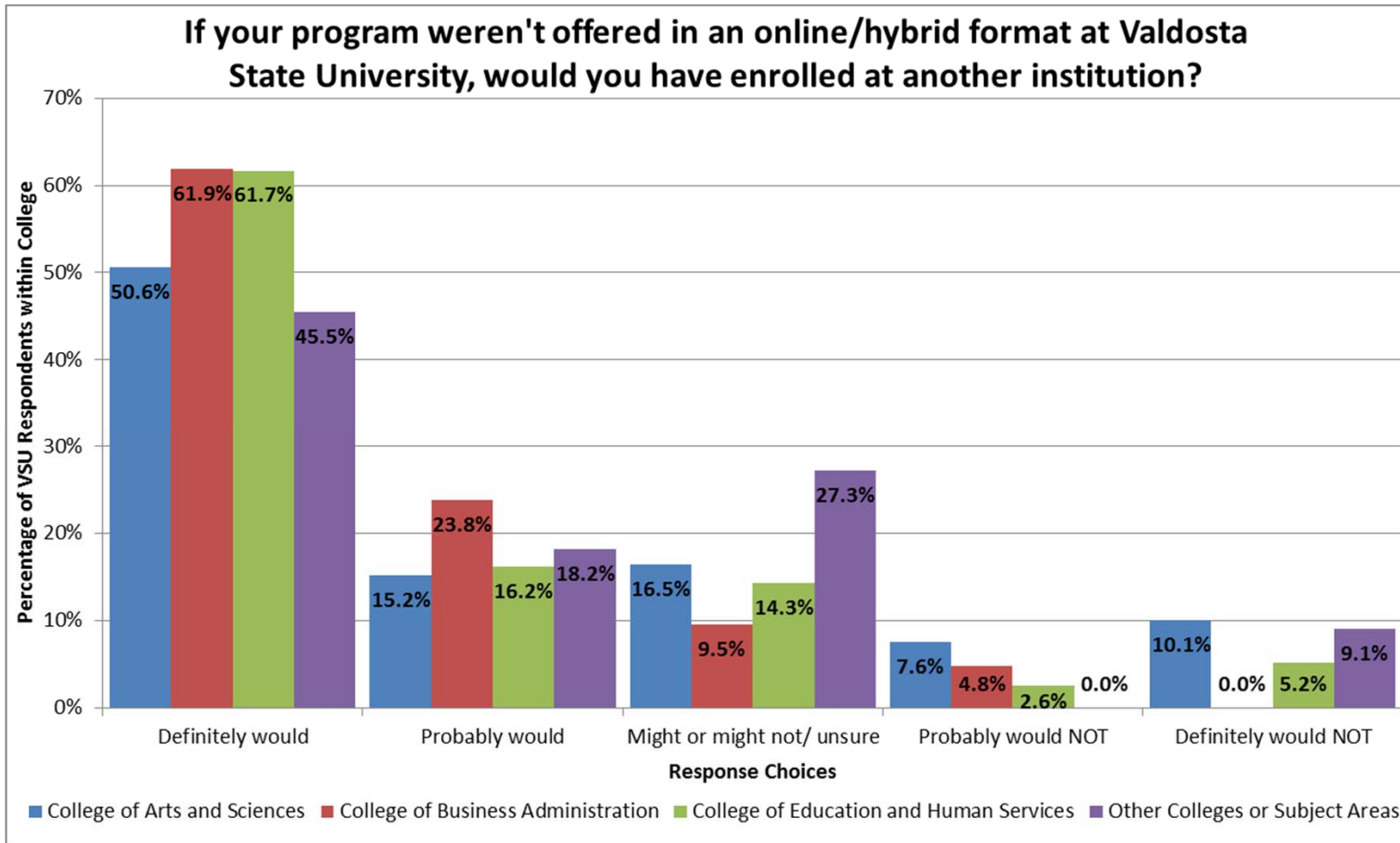
EDUVENTURES NATIONWIDE SURVEY

Please identify the factors that you believe significantly contribute to your academic success (aside from your own academic skill and discipline). Please select all that apply.

Response Choices	College of Arts and Sciences		College of Business Administration		College of Education and Human Services		Other Colleges or Subject Areas		All Colleges and Subject Areas	
	Number	Percentage	Number	Percentage	Number	Percentage	Number	Percentage	Number	Percentage
Courses are the right pace	39	52.0	14	77.8	71	49.7	6	60.0	130	52.8
Being able to apply what I learn in my job	32	42.7	8	44.4	93	65.0	4	40.0	137	55.7
Attention from faculty	30	40.0	3	16.7	71	49.7	5	50.0	109	44.3
Peer-to-peer interaction	23	30.7	4	22.2	36	25.2	2	20.0	65	26.4
Academic advising services	13	17.3	5	27.8	37	25.9	5	50.0	60	24.4
Tutoring	4	5.3	1	5.6	3	2.1	0	0.0	8	3.3
Easy-to-use technology	50	66.7	13	72.2	80	55.9	7	70.0	150	61.0
Clear course objectives / expectations	51	68.0	12	66.7	93	65.0	8	80.0	164	66.7
Format matches my learning style	36	48.0	8	44.4	44	30.8	2	20.0	90	36.6
Don't know / unsure	1	1.3	0	0.0	3	2.1	1	10.0	5	2.0
Other	5	6.7	0	0.0	10	7.0	0	0.0	15	6.1
Total	75	100.0	18	100.0	143	100.0	10	100.0	246	100.0

Sixty-seven percent of VSU respondents identified clear course objectives as a factor that they believe significantly contributes to their academic success.

EDUVENTURES NATIONWIDE SURVEY



Three-quarters of VSU respondents definitely (58%) or probably (17%) would have enrolled at a different institution had his/her program not been offered online or in a hybrid format at VSU.

EDUVENTURES NATIONWIDE SURVEY

What search tools were most useful in helping you evaluate which school to attend?

Please select all that apply.

Response Choice	College of Arts and Sciences		College of Business Administration		College of Education and Human Services		Other Colleges or Subject Areas		All Colleges	
	Number	Percentage	Number	Percentage	Number	Percentage	Number	Percentage	Number	Percentage
Communication with admissions staff	21	26.6	3	15.0	25	16.4	4	40.0	53	20.3
The colleges' social media (Facebook, Twitter, YouTube)	4	5.1	0	0.0	2	1.3	0	0.0	6	2.3
The colleges' websites	45	57.0	10	50.0	93	61.2	7	70.0	155	59.4
The colleges' publications (viewbooks, brochures, course catalogue)	19	24.1	1	5.0	17	11.2	1	10.0	38	14.6
College comparison websites (CollegeBoard, CollegeNavigator)	10	12.7	2	10.0	16	10.5	1	10.0	29	11.1
College guides (Princeton Review, US News & World Report)	11	13.9	0	0.0	8	5.3	1	10.0	20	7.7
Google searches	35	44.3	7	35.0	51	33.6	1	10.0	94	36.0
College fairs	5	6.3	0	0.0	4	2.6	0	0.0	9	3.4
Presentations / sessions with admissions officers	1	1.3	0	0.0	3	2.0	0	0.0	4	1.5
Campus-hosted visit (tours, overnight stays, open house, class visit)	0	0.0	0	0.0	7	4.6	1	10.0	8	3.1
Campus visit not organized by school (visiting a friend / family member, athletic event)	7	8.9	0	0.0	6	3.9	2	20.0	15	5.7
Events for admitted students	2	2.5	0	0.0	2	1.3	0	0.0	4	1.5
Meeting with faculty	7	8.9	0	0.0	7	4.6	0	0.0	14	5.4
Review of faculty's research	3	3.8	0	0.0	6	3.9	0	0.0	9	3.4
Alumni testimonials	10	12.7	3	15.0	23	15.1	1	10.0	37	14.2
Current student testimonials	12	15.2	4	20.0	30	19.7	2	20.0	48	18.4
Recommendation from my employer	6	7.6	1	5.0	20	13.2	2	20.0	29	11.1
Other	17	21.5	6	30.0	52	34.2	2	20.0	77	29.5
Total	79	100.0	20	100.0	152	100.0	10	100.0	261	100.0

EDUVENTURES NATIONWIDE SURVEY

Representative Comments from Qualitative Sections

Positive

- “...being fully online is a BIG deal and that's what sold me.”
- “My experience at Valdosta State University has been great.”
- “GREAT value for what I'm paying”
- “It is so affordable that I cannot complain about tuition costs, though I am paying for them myself.”
- “Classes are very informative and have helped to develop best practices in the classroom but the work [is] extremely rigorous and intense.”

Critical

- “Clearer explanations and/or additional help if student doesn't understand a problem.”
- “Online courses are sort of a Catch 22. It's great to do your school work in your pajamas and slippers at any time of day, but...[I can't] raise my hand and get an immediate answer.”
- “Teacher should engage with students online”

EDUVENTURES NATIONWIDE SURVEY

The full report for Valdosta State University from the 2015 Eduventures National Online Student Survey, along with this PowerPoint, are available at the following webpage:

<http://www.valdosta.edu/colleges/education/program-assessment-analytics-evaluation/eduventures-online-survey.php>