

2020

STUDENT SATISFACTION SURVEY

THE DEPARTMENT OF INSTITUTIONAL RESEARCH

OKANAGAN COLLEGE | AUGUST 2020

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Executive Summary

This report presents the results of the tenth Student Satisfaction Survey of Okanagan College students, conducted in the spring of 2020 (March 10 - April 6, 2020). This year's survey had a 32 per cent response rate, with 980 responses, resulting in a plus or minus 2.9 per cent margin of error at 95 per cent confidence interval. The sample was representative of the regions and programs.

Results from this year's survey have largely remained similar to results from previous years. Okanagan College remains the first-choice institution for the majority of students, with only 18 per cent applying to other institutions when initially applying to their program at Okanagan College. Motivations for enrolment at Okanagan College have also remained consistent with previous years' results.

For example, the top two reasons survey respondents cited for coming to Okanagan College were availability of the program and affordable tuition. Ninety-two per cent of respondents reported the availability of the program was important or very important to them, compared to 93 per cent in 2019 and 86 per cent in 2018. Eighty-seven per cent of respondents reported affordable tuition was important or very important to them, on par with the results from 2019 and higher than 2018 (87 per cent and 82 per cent, respectively).

The following are some noteworthy results from this iteration of the Student Satisfaction Survey:

- Students rated the following aspects of Okanagan College high in importance and high in agreement (i.e. satisfaction) at all campuses:
 - Campus feels safe and secure
 - Library study space meets my needs
 - Learning Environment (Classroom, Lab, Shop) on campus is adequate for my needs
 - Overall learning environment on this campus is good
 - I feel I will achieve my educational goals
 - Library has the information resources I need
 - Attending Okanagan College has been a good experience for me
 - Okanagan College cares about my success as a student
- 63% agreed that the wireless network worked well for them (up from 57% in both 2019 and 2018).
 - Despite a six per cent improvement from 2019 to 2020, the wireless network still remains in the "Not Meeting Primary Needs" quadrant in each campus' scatter plot analysis.
- 68% were able to register for classes with little to no conflict (down from 74% in 2019).
 - It should be noted that this statement was altered slightly from previous iterations of the survey. For all versions of the survey prior to 2020, the statement was "I am able to register for my classes with few conflicts".
- The statement "there is a good variety of courses on this campus" has seen a significant increase in student agreement since the survey began, rising from 65 per cent in 2008 to 83 per cent in 2020.

2020 Results

The Okanagan College Student Satisfaction Survey (SSS) has been conducted ten times in the last thirteen years. From 2010 to 2018, it was conducted bi-annually, alternating with the Community College Survey of Student Engagement (CCSSE), an international survey used for benchmarking. However, CCSSE participation was not plausible in 2019 due to non-availability of a sizable peer group of Canadian Colleges for benchmarking. It was decided to conduct the Student Satisfaction Survey on an annual basis to ensure that an updated baseline dataset remains available to the institutional stakeholders for planning and accountability purposes. Institutional Research developed the Student Satisfaction Survey in 2007 in consultation with Leadership Team and Executive to report on the key drivers of student satisfaction with programming, facilities, services, and campus life. It has been adapted over the years with additional questions relating to strategic planning and transportation. Prior to conducting the 2020 Student Satisfaction Survey, minor edits were made to the questionnaire to further refine the language and focus of some items in the survey. An item was also included to gather feedback on Education Planner BC.

The longitudinal data the survey provides has been valuable to observe changes with satisfaction and importance students associate with the college facilities and services, and providing quantifiable evidence of actions taken to address satisfaction levels.

The student population in March 2020 was 6,906 after excluding foundational students (ASE, lower levels of ABE and ESL, and Study Tours), visiting students, and unclassified students. That same month the survey was distributed to 3,070 students and 980 responses were received, resulting in a 32 per cent response rate.

Year	Responses	Response Rate %	Confidence Level %	Margin of Error % (+)
2020	980	32	95	2.9
2019	926	40	95	3.0
2018	754	35	95	3.4

The sample is generally representative of the region, programming area, and Aboriginal status. In the results, female respondents are over-represented while Trades respondents are slightly under-represented. Additional information is available in Appendix A.

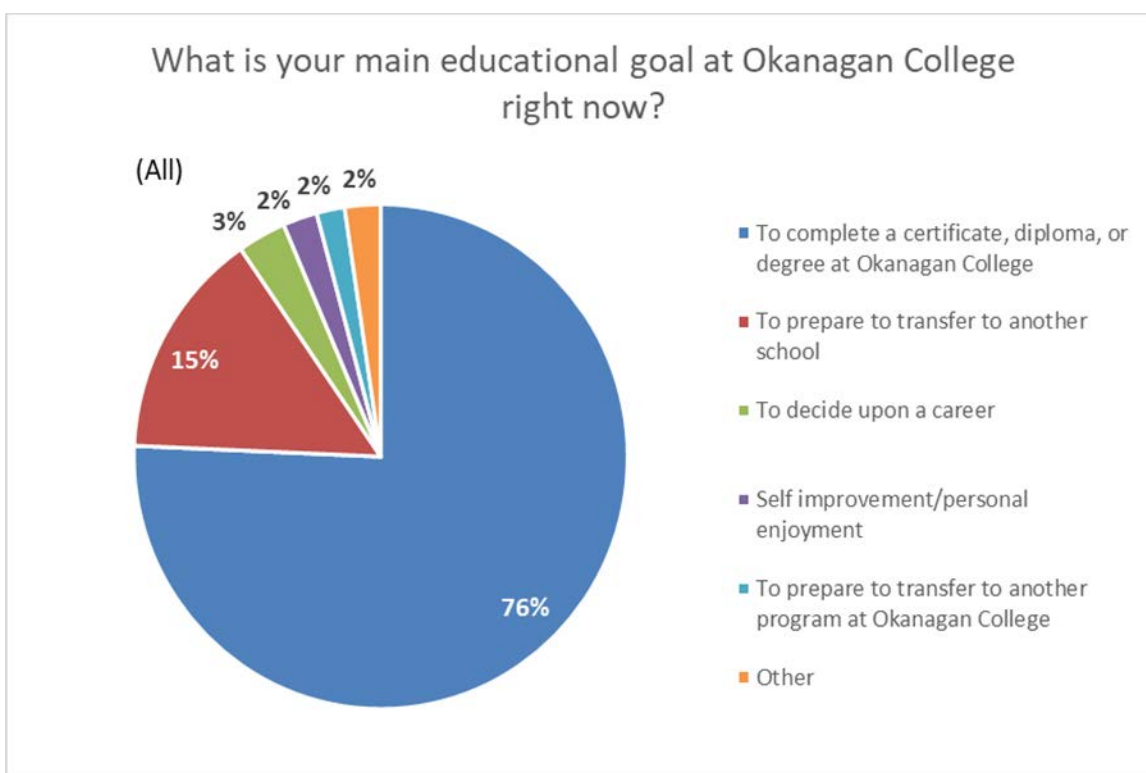
Campus	% of Population	% of Responses	Responses
<i>Kelowna</i>	67%	63%	620
<i>Vernon</i>	10%	12%	120
<i>Penticton</i>	10%	11%	103
<i>Salmon Arm Revelstoke</i>	5%	5%	45
<i>Distance Education</i>	8%	9%	88
<i>Exchange</i>	0.4%	0.4%	4
Grand Total	100%	100%	980

Trades student responses have increased by total amount and proportion of responses from 2019.

<i>Trades responses in 2020</i>	11%	8%	82
<i>Trades responses in 2019</i>	10%	8%	73

Educational Goals

Most (76 per cent) students who enroll at Okanagan College are planning to complete a credential, while some (15 per cent) are planning to transfer. Often students' educational goals are dependent on the program enrolled. Most students in bachelor degree, diploma, or certificate programs are planning to complete the credential. Close to half of the students in the Associate of Arts (47 per cent) or Science (53 per cent) degree programs are usually planning to transfer to another institution, most often to UBC Okanagan according to data from the Student Transitions Project. It is noteworthy that for Associate of Science a significantly higher percentage of students are considering a transfer to another institution or planning to complete a program at Okanagan College as compared to the 2019 Student Satisfaction Survey cohort (53 per cent in 2020, 46 per cent in 2019). Four per cent of Associate of Science and six per cent of Associate of Arts students are attending Okanagan College to decide upon a career.

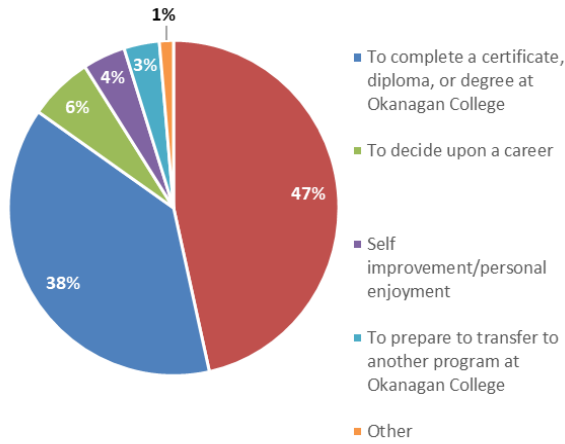


The majority (87 per cent) of students in the Business Administration Diploma program are planning to complete their diploma at Okanagan College, consistent with results from 2019 (also 87 per cent). Similarly, the majority of students in the Criminal and Social Justice Diploma program are planning to complete their diploma at Okanagan College (74 per cent in 2020 and 69 per cent in 2019).

For the first seven iterations of the Student Satisfaction Survey (2007 to 2016), more than 50 per cent of Associate of Arts students said they were planning to transfer to another school. For the last three iterations of the survey (2018, 2019, and now 2020), less than 50 per cent of Associate of Arts students say they are planning to transfer to another school.

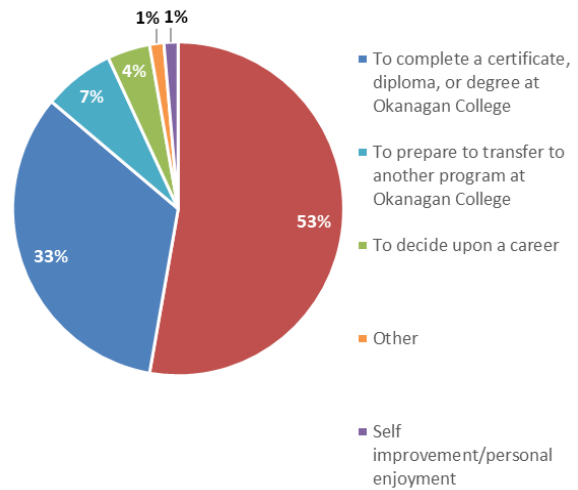
What is your main educational goal at Okanagan College right now?

Associate of Arts



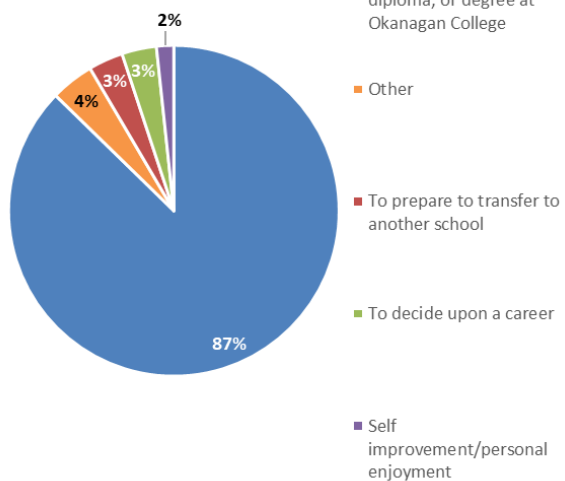
What is your main educational goal at Okanagan College right now?

Associate of Science



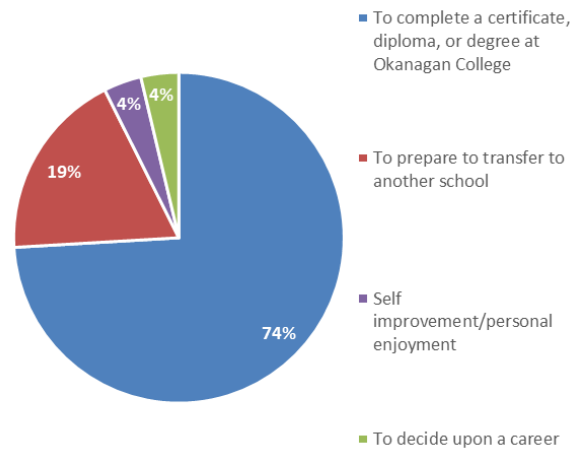
What is your main educational goal at Okanagan College right now?

Business Admin Diploma



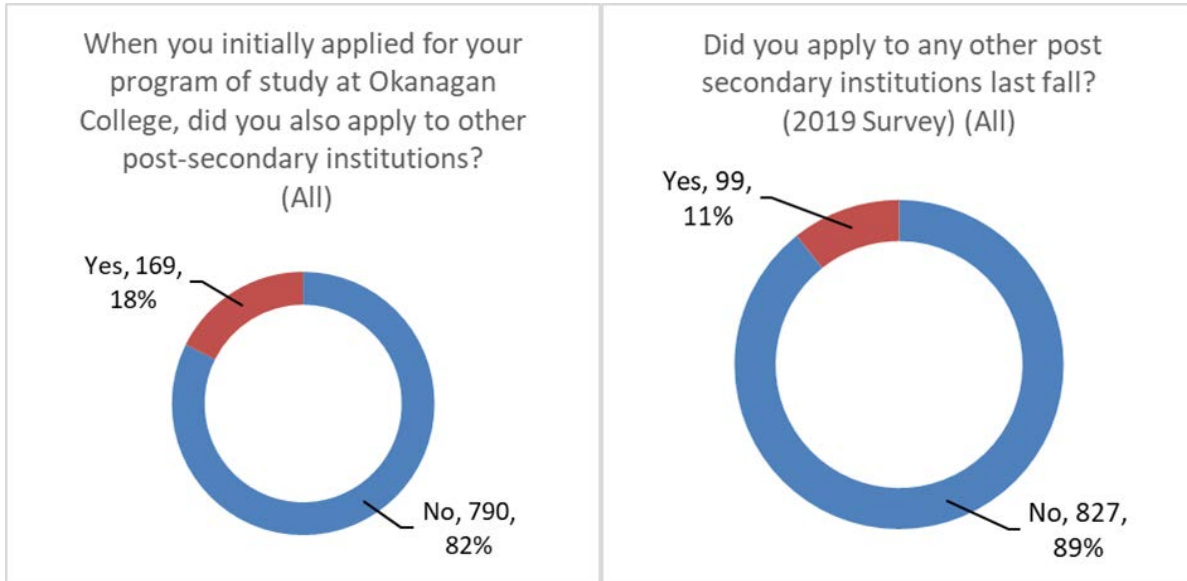
What is your main educational goal at Okanagan College right now?

Criminal & Social Justice Dip

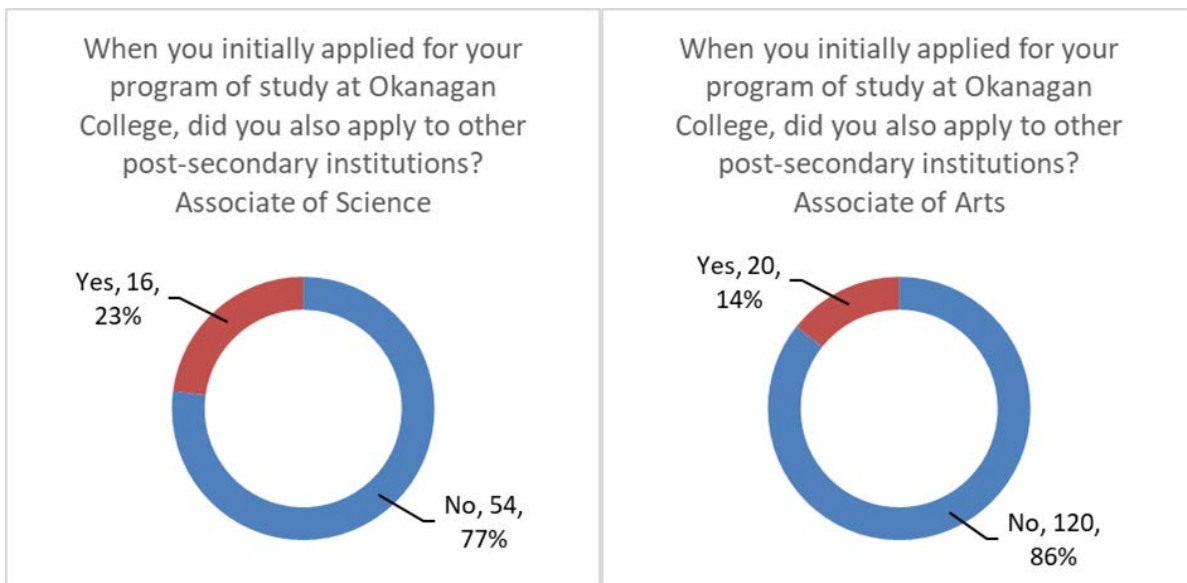


School of Choice

The majority of students who enrolled last fall did not apply to other post-secondary institutions. However, the results are down significantly from the previous survey. It is important to note that the question wording was revised from 2019 (see upper right chart) to 2020 (see upper left chart).



Whether a student applies to another institution varies depending on the program. Generally, a higher percentage of Science (23 per cent) and Arts (14 per cent) students applied elsewhere. This is consistent with a variety of academic programs, including Business Administration (both degree and diploma) and Criminal and Social Justice Diploma.

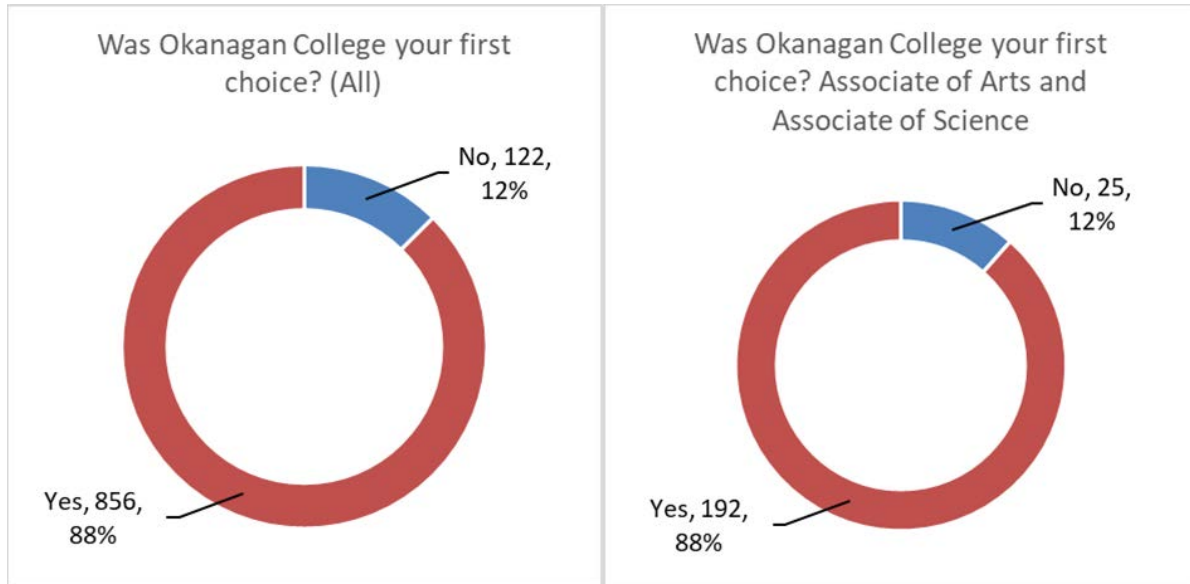


Most students that applied to another school did so locally, generally to UBC Okanagan or Thompson Rivers. There was no distinction made by year of study so some of these students may be applying to transfer.

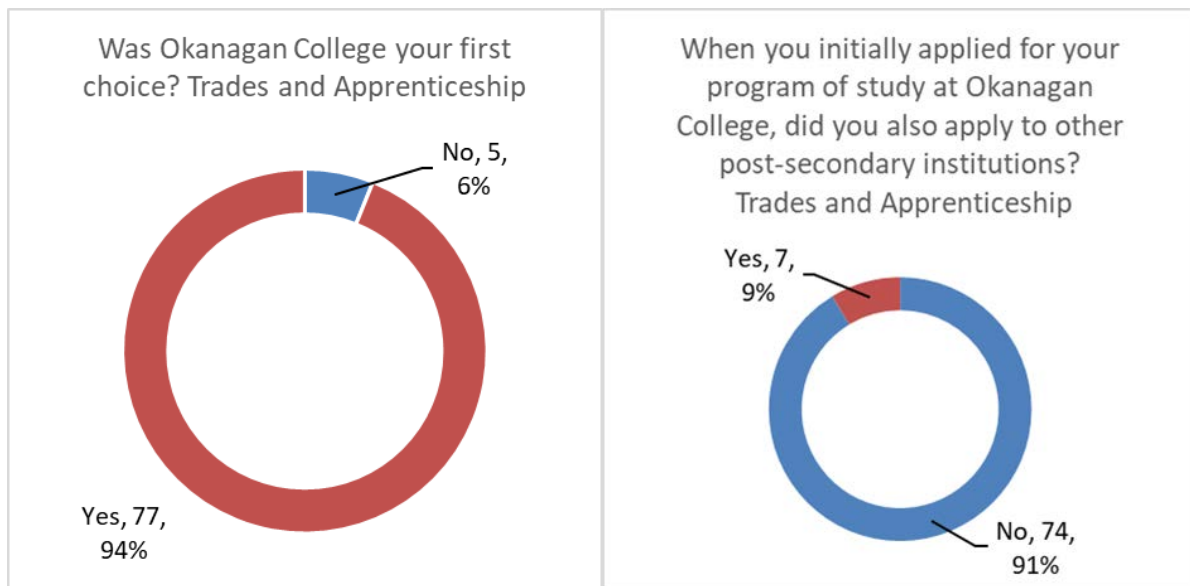
Year	2020
UBC - Okanagan	85
Thompson Rivers University	28
UBC - Vancouver	24
University of Victoria	18
Simon Fraser University	16
BCIT	9
Vancouver Island University	6
Capilano University	5
University of Calgary	5
MacEwan University	3
NAIT	3
University of Alberta	3
Camosun College	2
CDI College	2
College of New Caledonia	2
Douglas College	2
Humber College	2
Kwantlen Polytechnic University	2
Langara College	2
Memorial University of Newfoundland	2
Mount Royal University	2
University of Saskatchewan	2
Sprott Shaw College	2
SAIT	2
University of Regina	2
Selkirk College	2
University of Toronto	2
Other	21
Total	256

First Choice

Similar to 2019, eighty-eight per cent of students said that Okanagan College was their first choice. For the University Transfer programs, Associate of Arts and Associate of Science the results were up (by 6 percent) as compared to 2019.



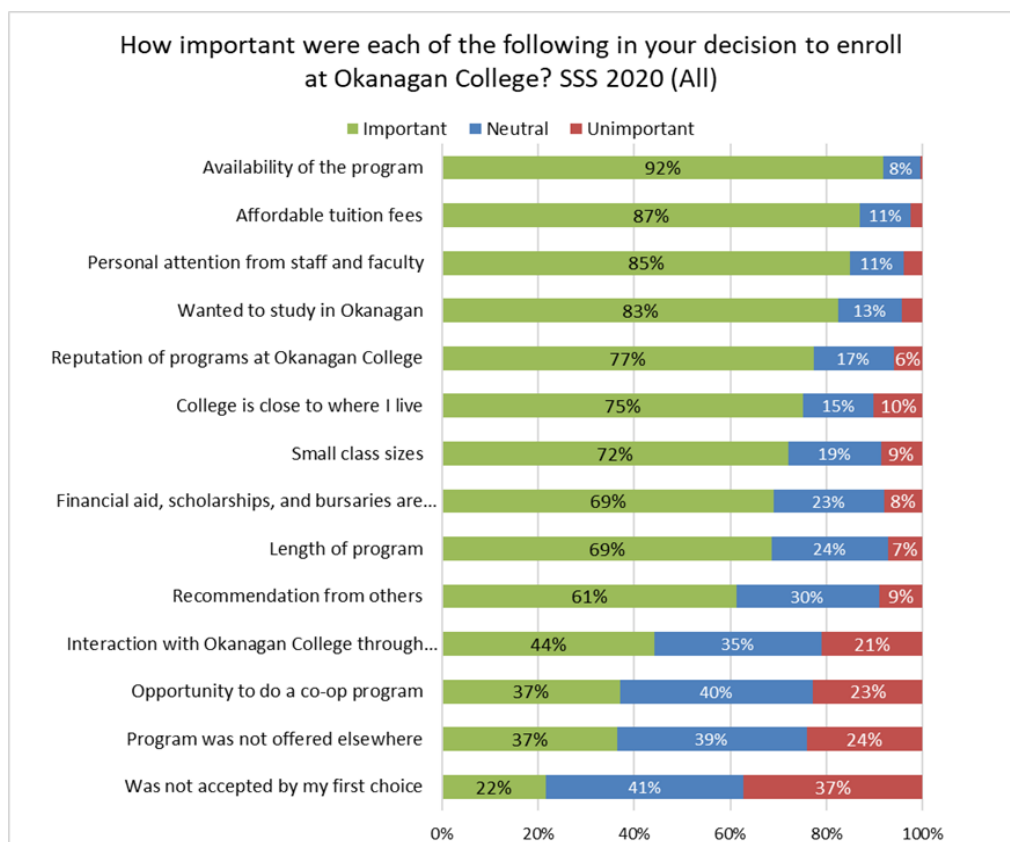
Okanagan College was the first choice of 94 per cent of the 82 trades students who responded to the survey and only nine per cent of survey respondents said they applied to another school when they initially applied to their program.



Motivation to Enroll at Okanagan College

There was no significant change in the motivation to come to Okanagan College, the top four motivations from 2019 remain the top four in 2020. Overall, program availability and affordable tuition fees continue to be the two most important factors for students. There were varying motivations noticed at the sub-cohort level. For aboriginal students, availability of program was the most important motivation, followed by wanting to study in Okanagan, the college being in close proximity to their home, and personal attention from staff and faculty. For international students, availability of the program again was the most important, followed by the reputation of programs, personal attention from staff and faculty, and length of their program. Overall, 57 per cent of respondents said affordable tuition fees were *very important* in 2020, almost at the same level as 2019 (58 per cent). Not being accepted by the first choice was *very unimportant* to 14 per cent of the respondents in 2020, similar to 15 per cent in 2019.

Although motivations varied by the program area, affordable tuition fees and personal attention from staff and faculty have continued to rise in importance over the past few years, particularly with Associate of Arts and Associate of Science students. Program availability also continues to be the top motivation for BBA, Continuing Studies, Technologies, Health & Social Development, and Trades & Apprenticeship students. When compared to 2019, wanted to study in Okanagan has risen in ranks among the Technologies students to become the second most important factor when enrolling in a program. (See Appendix B for additional charts).

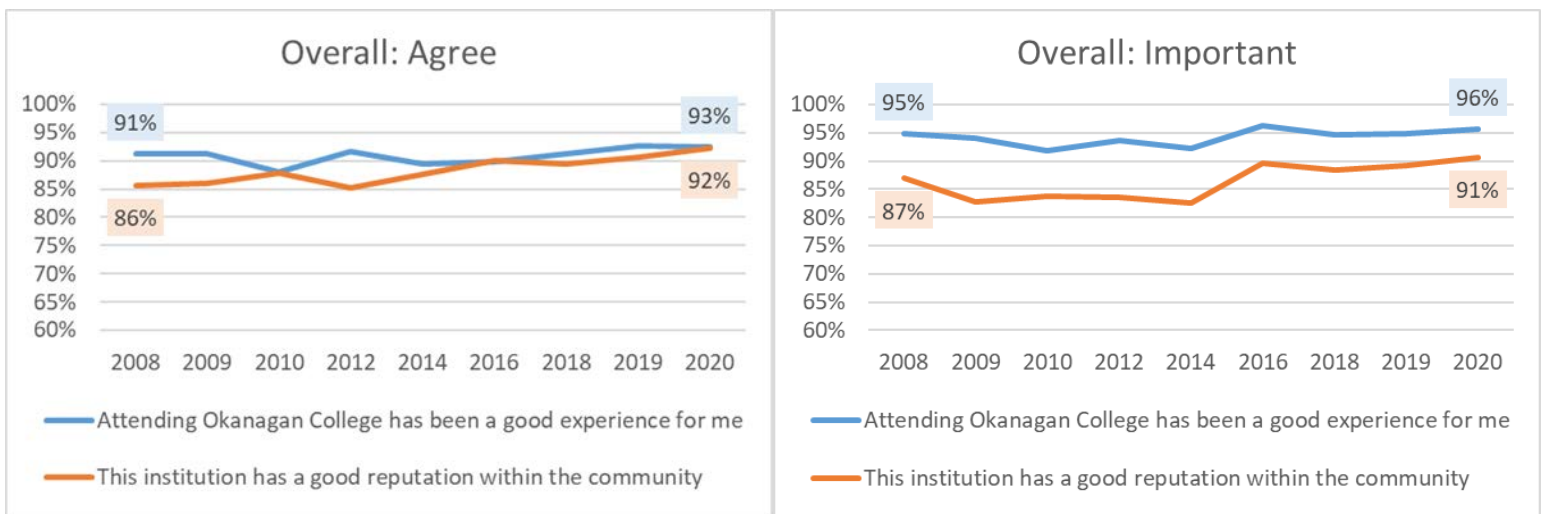


Results by Category: Overall

The Student Satisfaction Survey was originally conducted in 2007 to measure student satisfaction with Programs, Facilities, Services, and Campus Life; these categories were taken from the first Strategic Plan launched in 2006 called *Designing our Future*. There were some structural changes to the survey methodology after review. The “Results by Category” sections demonstrate how the category questions have changed over time since 2007. Many have remained steady, while some have seen improvements and others have declined. These questions are asked in terms of how important each statement is to the student and to what extent the student agrees with the statement. The score is determined on a five-point scale but is condensed for reporting purposes. The scores for *important* and *very important* and the scores for *agree* and *strongly agree* are compressed to *important* and *agree* for ease of reporting.

There were no significant differences from 2019 to 2020 in the overall category questions. 93 per cent of respondents agree that attending Okanagan College has been a good experience and 92 per cent agree that the College has a good reputation within the community.

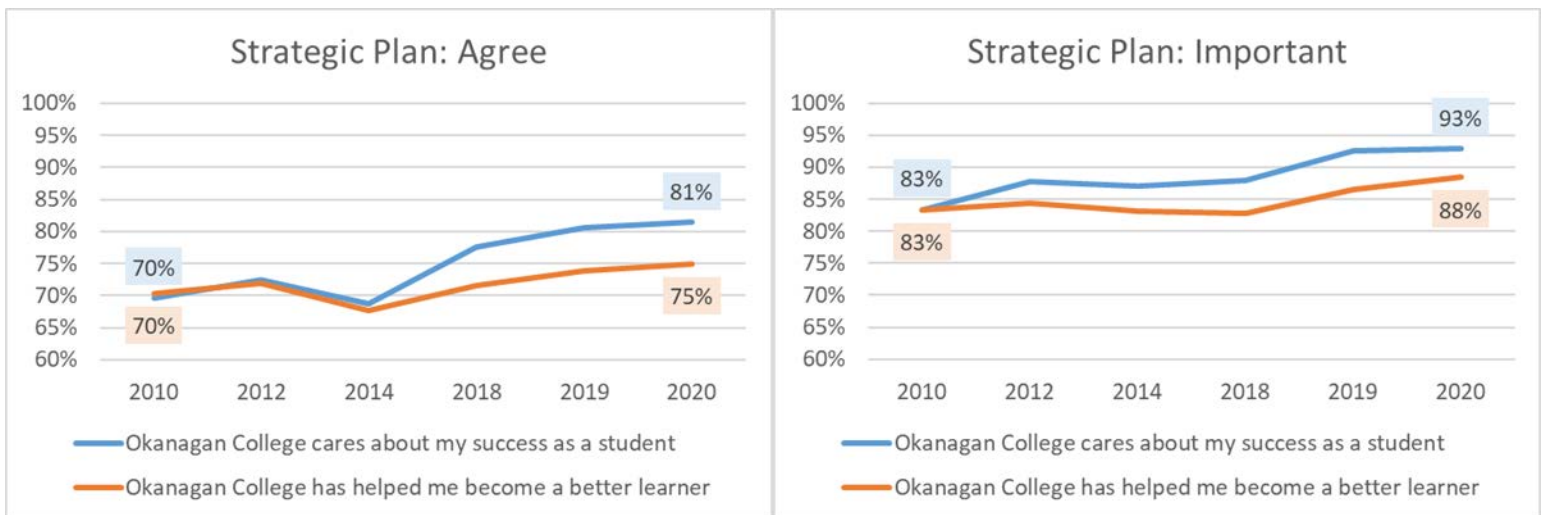
Results for the “Overall” questions have not changed dramatically since the survey was first run eleven years ago. As well, there is little gap between the scores for *importance* and *agreement*.



Results by Category: Strategic Plan

Due to a technical error, the Strategic Plan category questions were not included in 2016. The statement “Okanagan College cares about my success as a student” has seen a significant increase in student agreement, rising from 70 per cent in 2010 to 81 per cent in 2020. The level of importance associated with that statement has grown by 10 per cent since 2010, increasing from 83 percent to 93 per cent. The statement “Okanagan College has helped me become a better learner” has seen improvement since 2014 with agreement levels currently at 75 per cent.

As can be seen in the charts below, the level of student agreement on Strategic Plan category questions has yet to rise up to the level of importance associated with them.

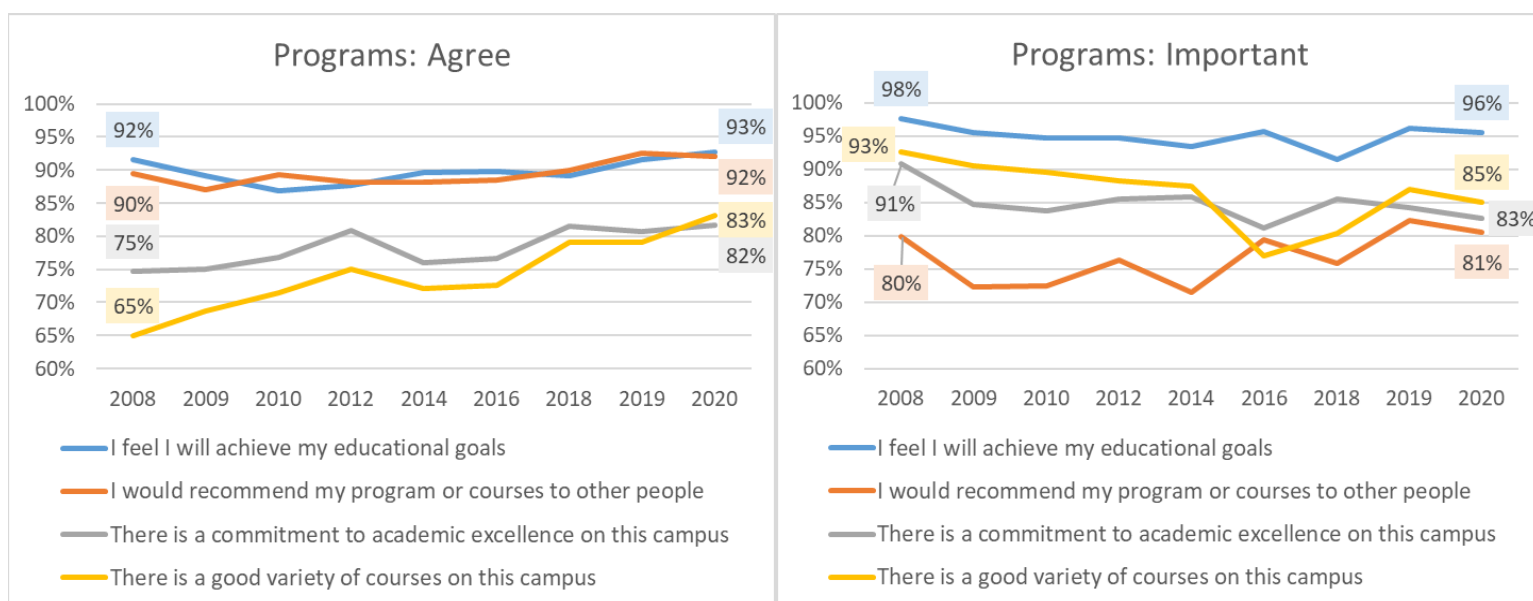


Results by Category: Program

None of the Program category questions saw statistically significant change in agreement or important percentages between 2019 and 2020. In 2020, 92 per cent agreed that they would recommend their program or course to other people. The statement “There is a good variety of courses on this campus” has seen a significant increase in student agreement, rising from 65 per cent in 2008 to 83 per cent in 2020.

It should be noted that the statement “I would recommend my program or courses to other people” has been slightly altered from previous iterations of the survey. Prior to the 2020 survey, the statement was “I would recommend my program or course to other people”, with “course” being singular. As can be seen from the table below, the slight wording change has not significantly impacted the results for that statement.

Survey Year	Statement	Agreement Percentage	Important Percentage
2019	I would recommend my program or course to other people	93%	82%
2020	I would recommend my program or courses to other people	92%	81%

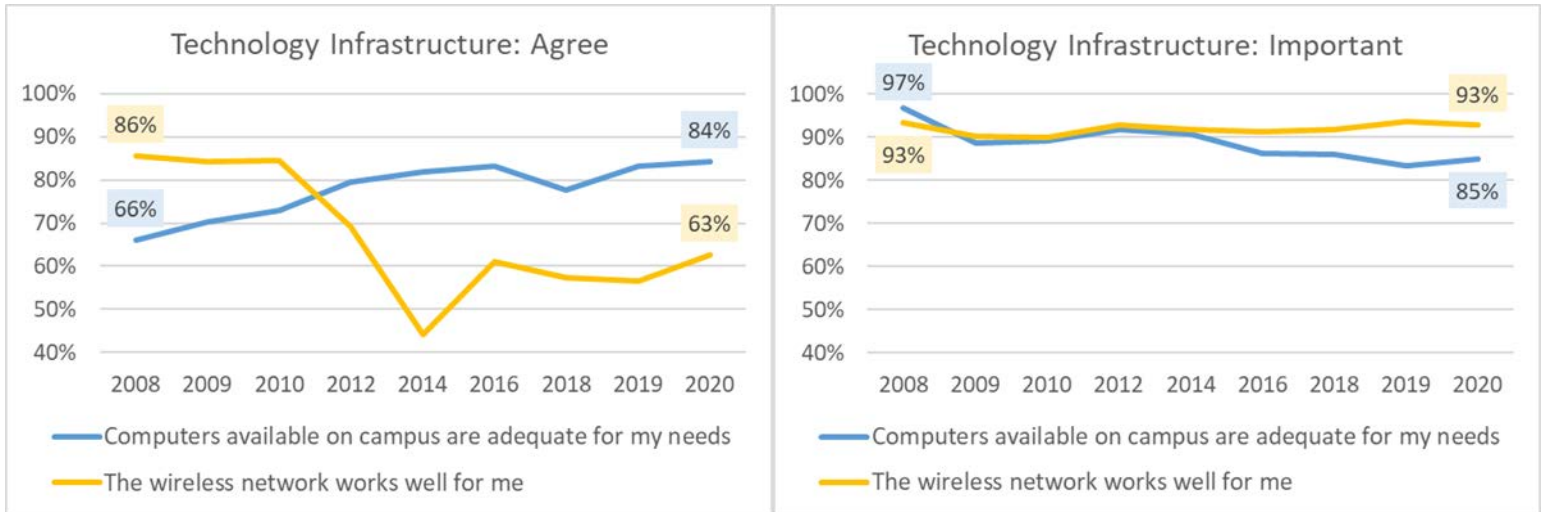


Results by Category: Facilities and Infrastructure

Technology Infrastructure

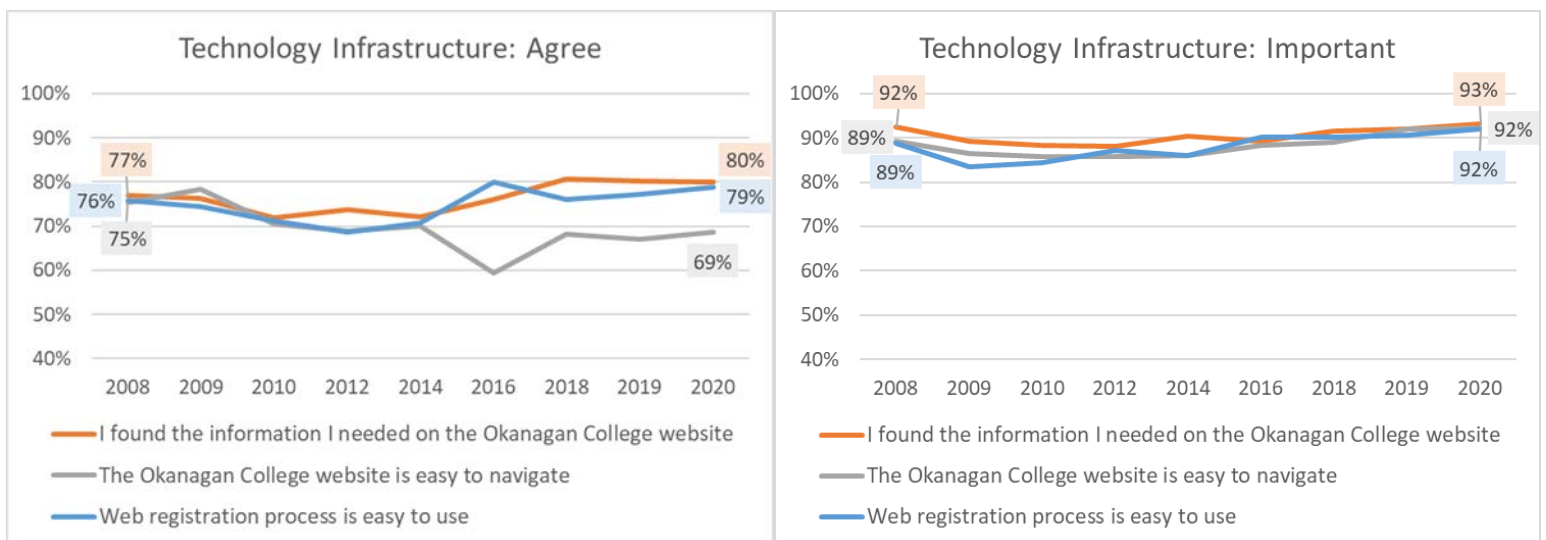
Computers and Network

The wireless network has remained important to students over time. In 2020, 93 per cent said it was important to them. Agreement with whether the network worked well had dropped in 2014 but regained in 2016 and saw negligible change since then. In the era of personal devices, there is an increasing level of agreement among students about the adequacy of computers available on campus while the availability of computers on campus is quite consistently falling in importance.



Website

As with many of the category questions, the website importance and agreement scores have been generally stable since 2008 with a small gap between scores. The navigability of the Okanagan College website is at 69 per cent, close to its usual agreement score after dipping in 2016 with only 59 per cent agreeing. In 2020, the percentage of respondents who said they found the information they needed on the website was 80 per cent, consistent with the results of 2019.

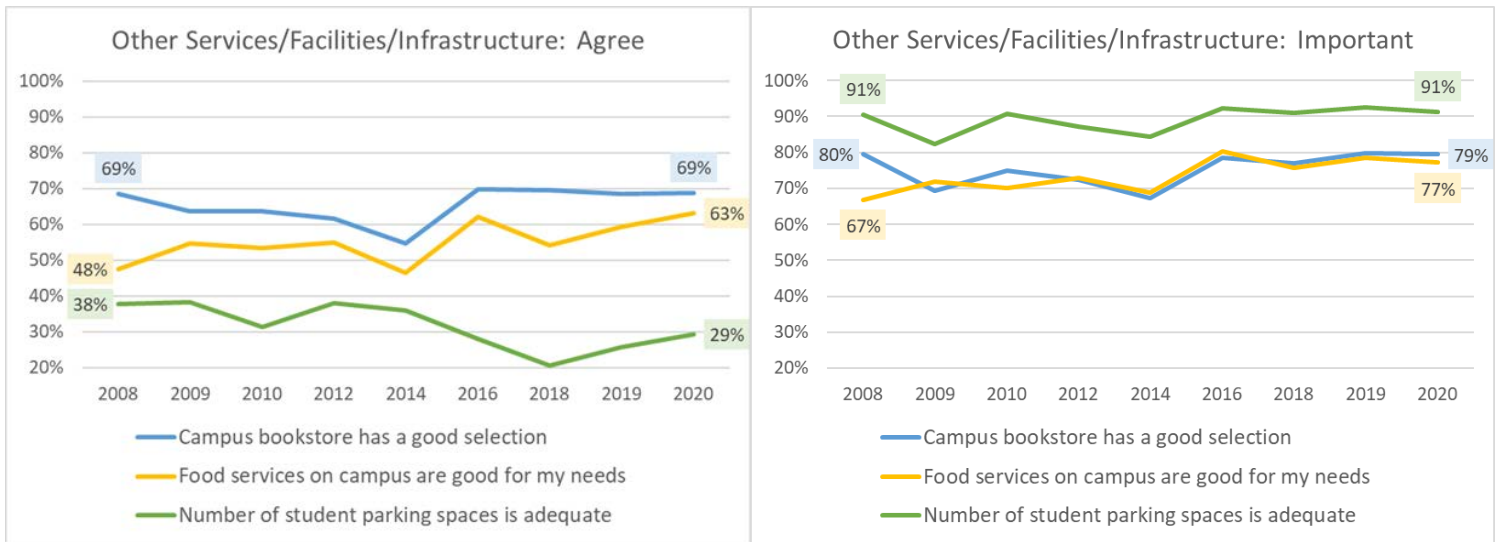


Services/Facilities/Infrastructure: Other

The importance of the bookstore, food services, and student parking has remained high since 2008, fluctuating very little. There is a small gap between the importance and agreement scores of campus bookstore, but food services has generally seen a significant gap between agreement and importance since 2008.

A large gap between the importance and the agreement with student parking also persists; only 29 per cent agree or strongly agree that parking is adequate.

It is worth noting that the agreement scores of both parking and food services have shown some improvement as compared to 2018. Further study of this trend will reveal whether there is a sustainable trend reversal.



While looking at the campus level data it is important to note that the margin of error increases significantly when a subgroup of the total student population is studied. Therefore, any increase or decrease in per cent will appear larger due to a relatively smaller number of respondents to that particular item.

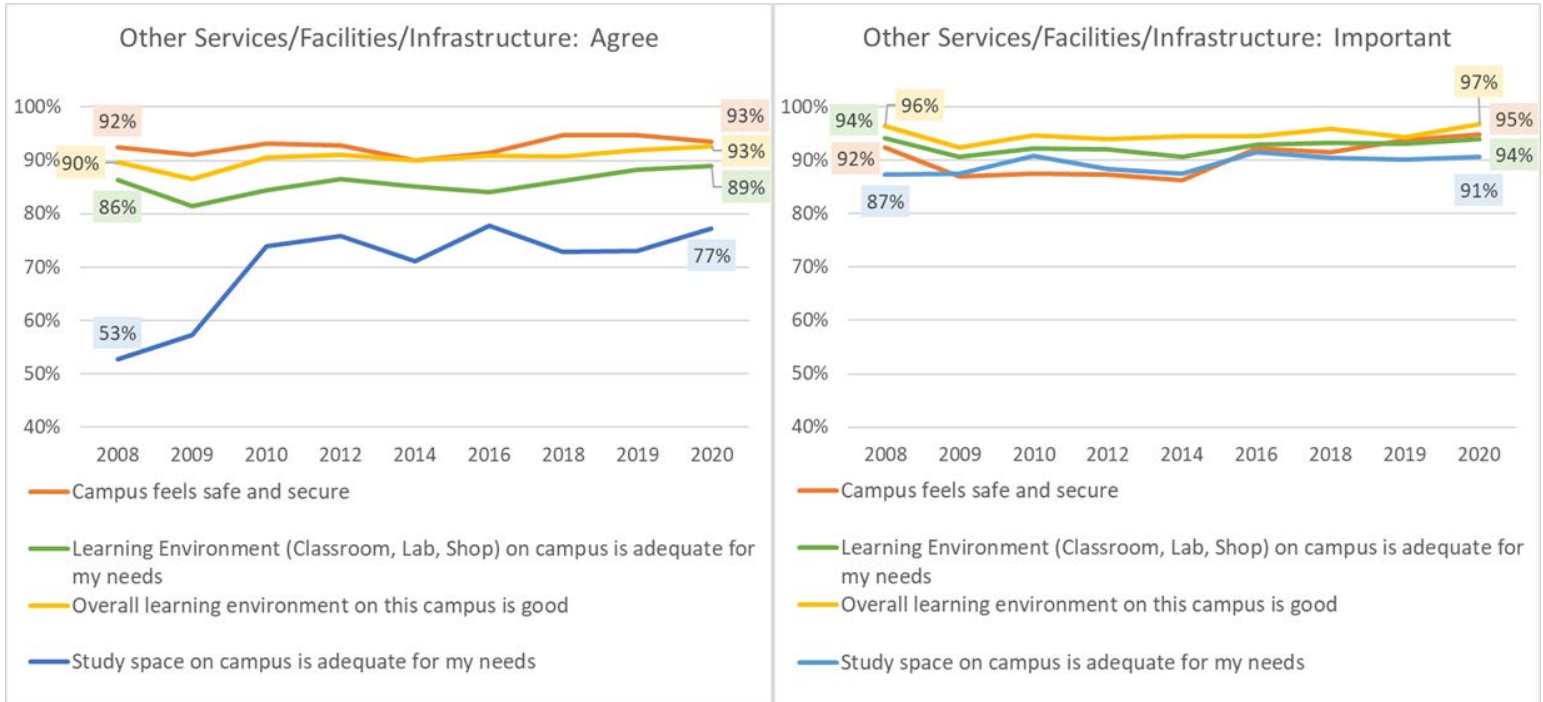
Parking is important at all campuses but the lower satisfaction has mostly been localized to the Kelowna campus up until 2018. In 2018 all other physical campuses saw a significant drop in satisfaction with student parking from 2016.

Since 2018, Vernon and Penticton campuses have seen an increase in parking satisfaction. Satisfaction with parking at the Salmon Arm campus has fluctuated since 2016.

Please see additional regional charts in Appendix C.

Services/Facilities/Infrastructure: Other

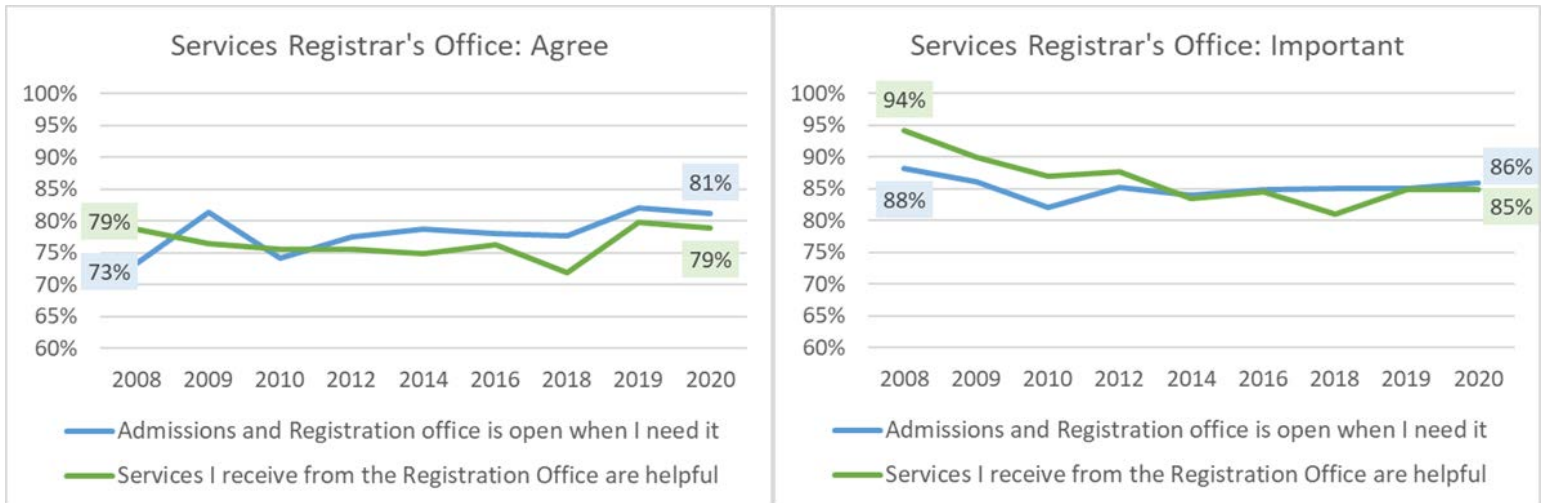
Other than satisfaction with study space improving from 53 per cent in 2008 to 77 per cent in 2020, the rest of the facilities question results have generally remained stable since 2008 with little gap. Ninety-three per cent agreed that the campus feels safe and secure, and the overall learning environment is good.



Results by Category: Services

Registration Office

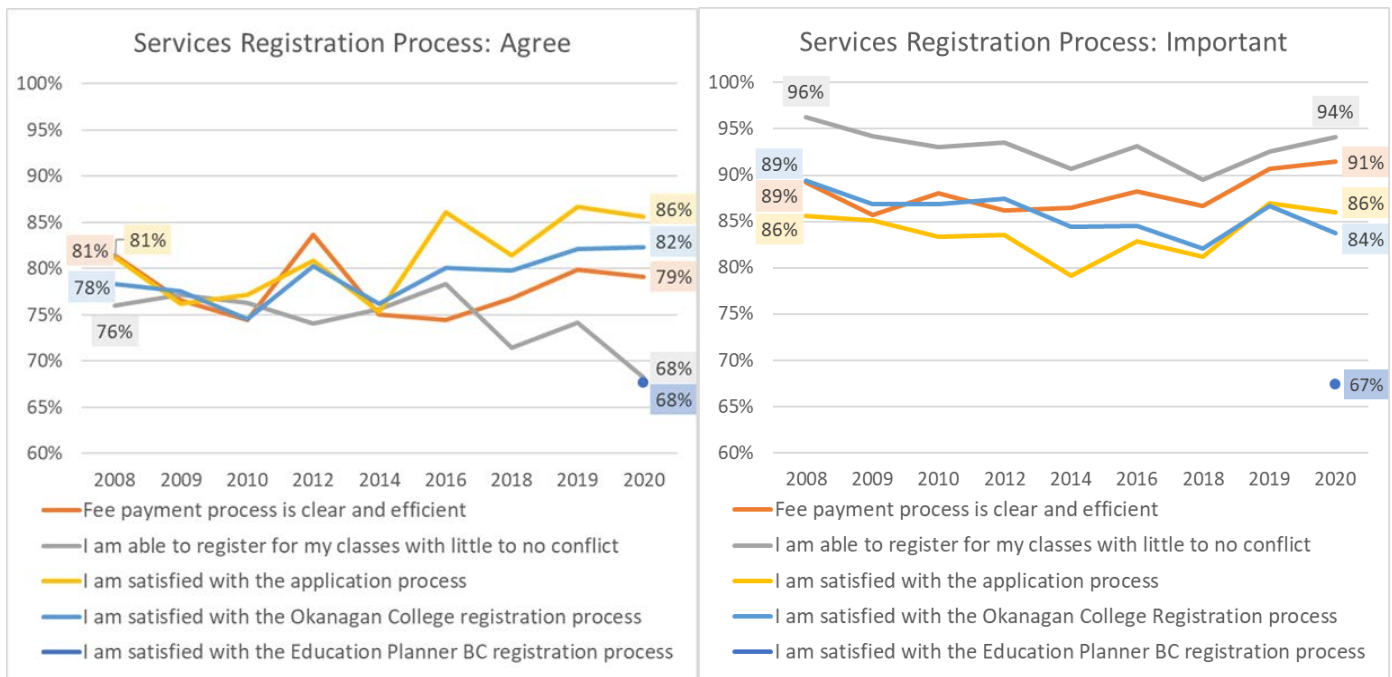
For 2008 to 2018, there has generally been a declining importance reported by respondents with the services from the Registration Office however the importance has stabilized over the past few years. Satisfaction with Registration Office services and with the office hours has also largely remained stable from 2019 to 2020.



Registration Process

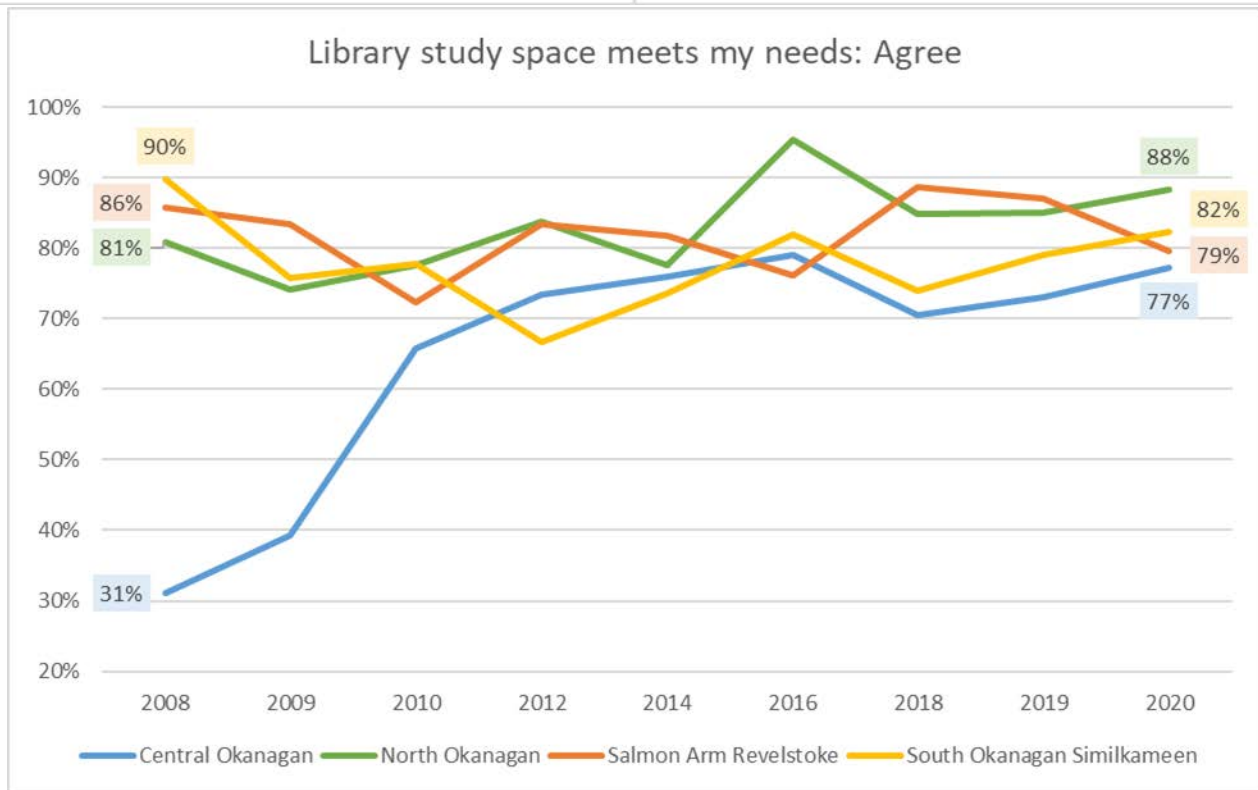
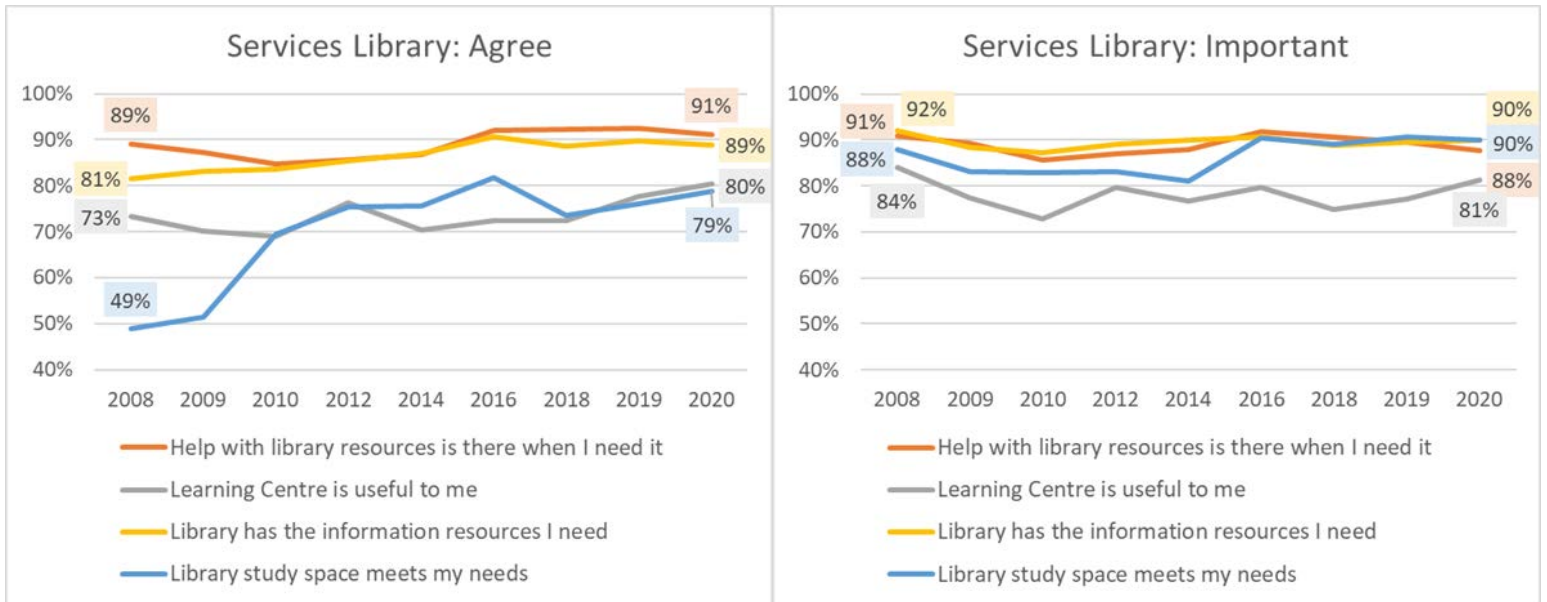
Satisfaction with the application process has increased five percentage points from 81 to 86 per cent from 2018 to 2020.

Due to the introduction of Education Planner BC as a portal for admission applications, a new question was added to the survey in 2020. Both the importance students associate with Education Planner BC (67 per cent) and satisfaction with Education Planner BC registration process (68 per cent) were relatively low.



Library

The importance and agreement scores for the library services has remained stable since 2008 with very little or no gap between the importance and agreement, with the exception of library study space. Since 2008, agreement that library study space meets student needs increased from 49 per cent agreeing to 82 per cent agreeing in 2016 but has since decreased to 79 per cent in 2020. The largest gains in satisfaction with study space since 2008 have been in the Central Okanagan region.



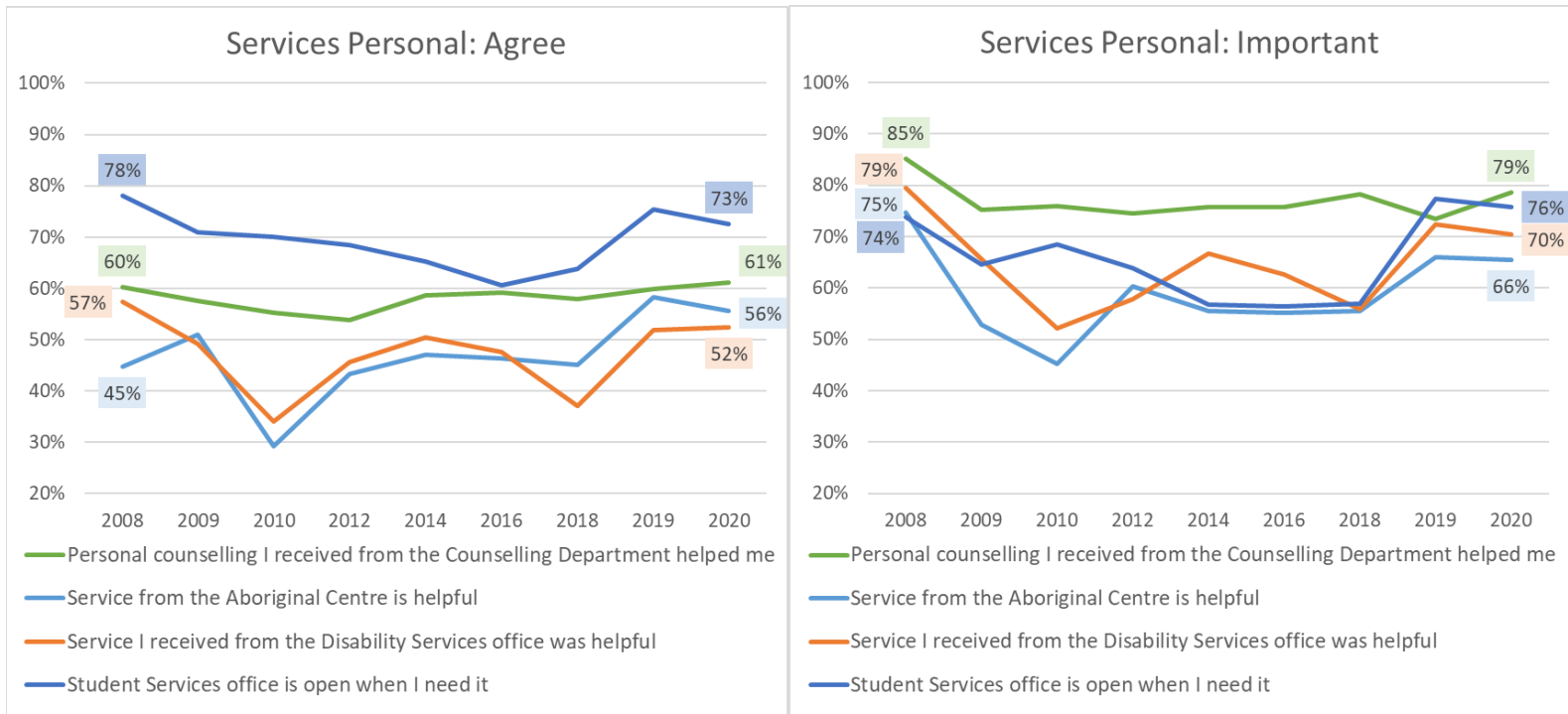
Services: Personal

Between 2012 and 2018 the importance and agreement levels associated with helpful service from the Aboriginal Centre were consistently around 57 per cent and 45 per cent respectively. However, in 2019 some improvement was noticed in both importance and agreement that has remained consistent in 2020 (66 per cent importance; 56 per cent agreement).

The Student Services Office (phrased as Welcome Centre until the 2018 survey) continues to see a general improvement in agreement after steadily decreasing from 2008 to 2016. In 2020, 73 per cent of respondents agree that the Student Services Office was open when they needed it (up 9 per cent from 2018).

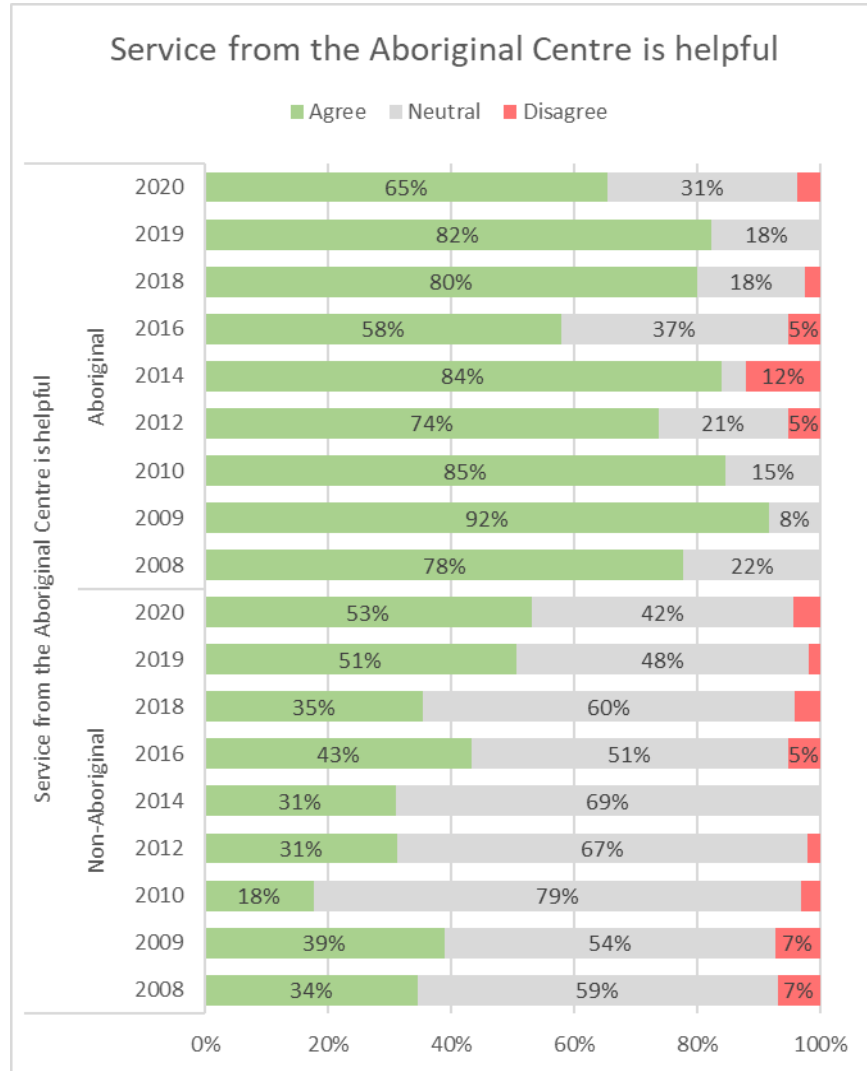
After having seen a decrease in 2018 the agreement with Disability Services has increased from 37 per cent in 2018 to 52 per cent in 2019 and stayed at same level in 2020.

The Counselling Department importance decreased from 85 per cent to 75 per cent in the first two years but has shown some improvement to settle at 79 per cent in 2020. Agreement that the Counselling Department has helped remained steady at 61 per cent in 2020.



Services: Personal (continued)

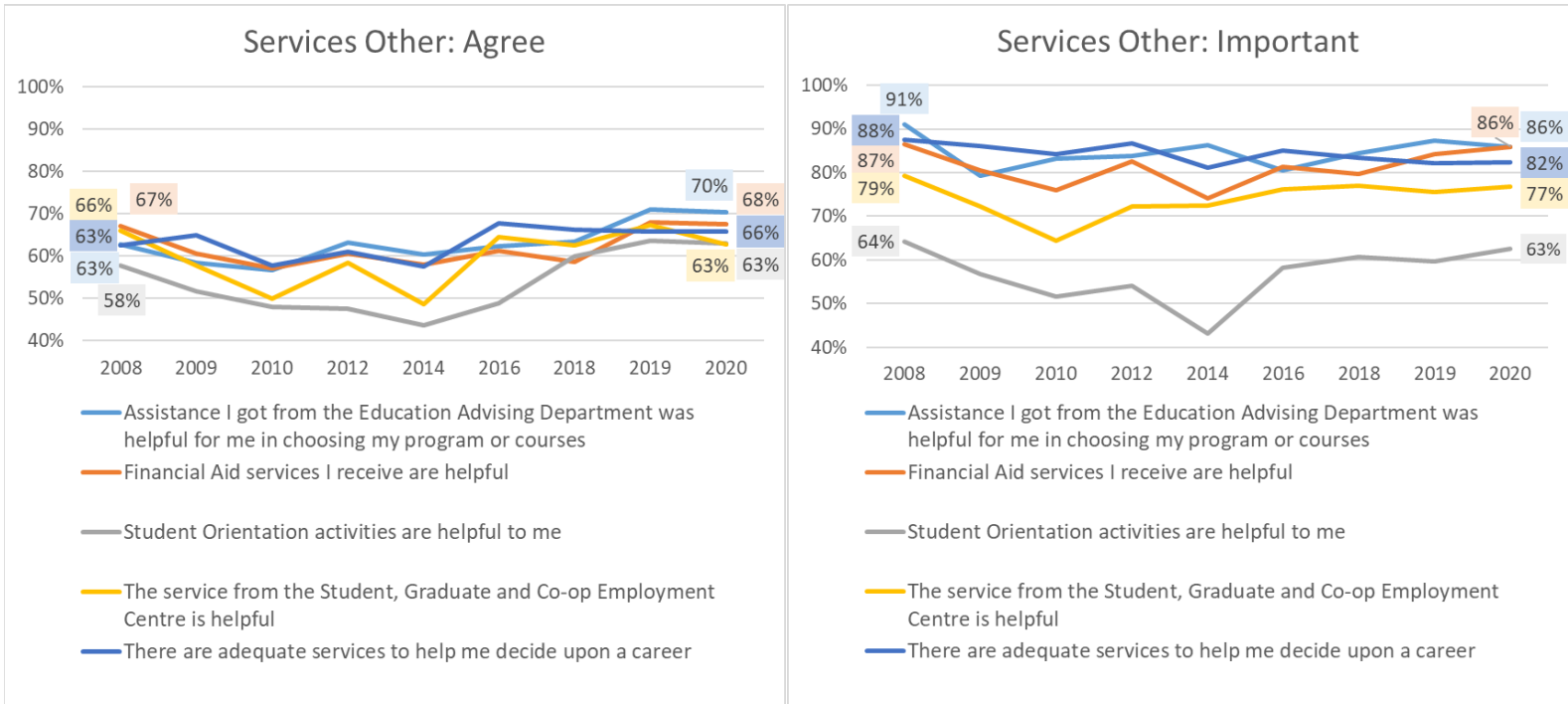
The Aboriginal Centre question results are filtered by respondent demographic (Aboriginal or non-Aboriginal) and presented here. The number of Aboriginal respondents to this question is very low (52) and the results should be used with caution; 205 non-Aboriginal people responded to the question in 2020. The survey instructs students to respond only if they have experience with the service. There were 83 respondents who declared themselves Aboriginal.



Services: Other

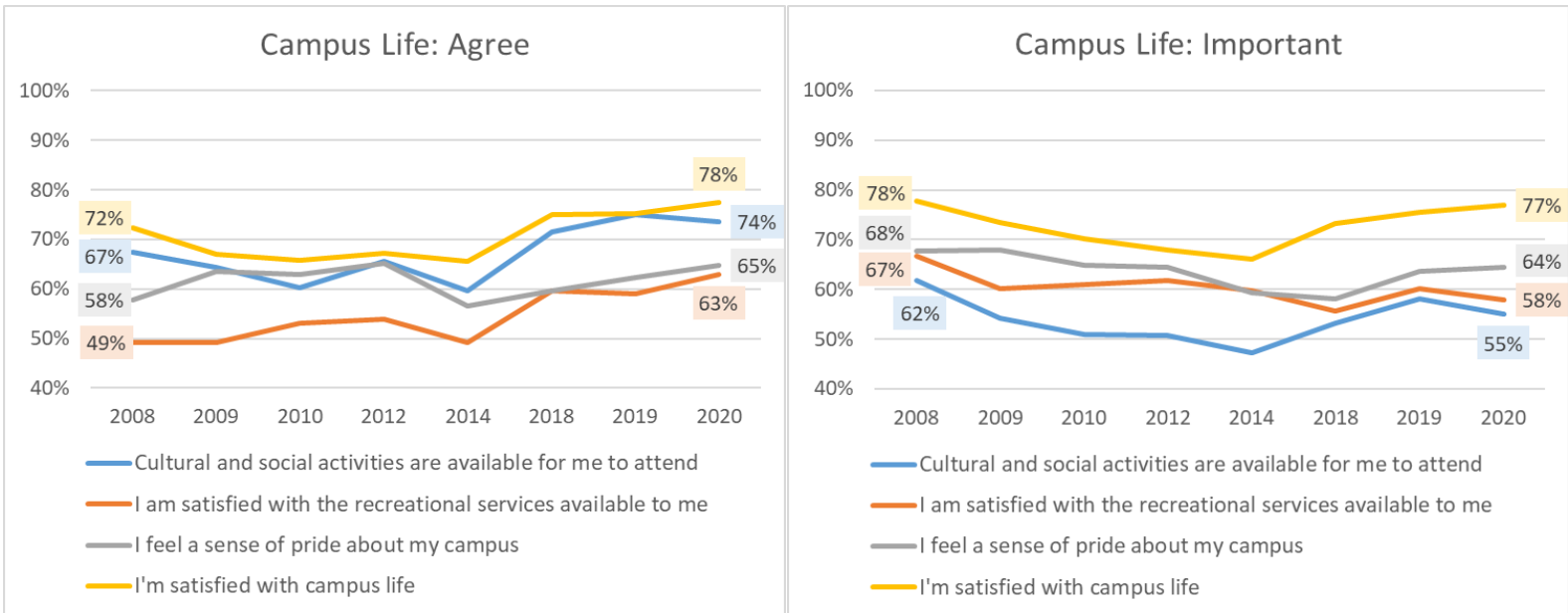
Educational Advising and Career services were reported as important by 86 per cent and 82 per cent of respondents respectively.

The Student Orientation activities category saw significant growth in both agreement and importance scores since it reached a record low in both categories in 2014. Both agreement and importance were rated at 63 per cent in 2020, up from 44 per cent and 43 per cent respectively in 2014.



Results by Category: Campus Life

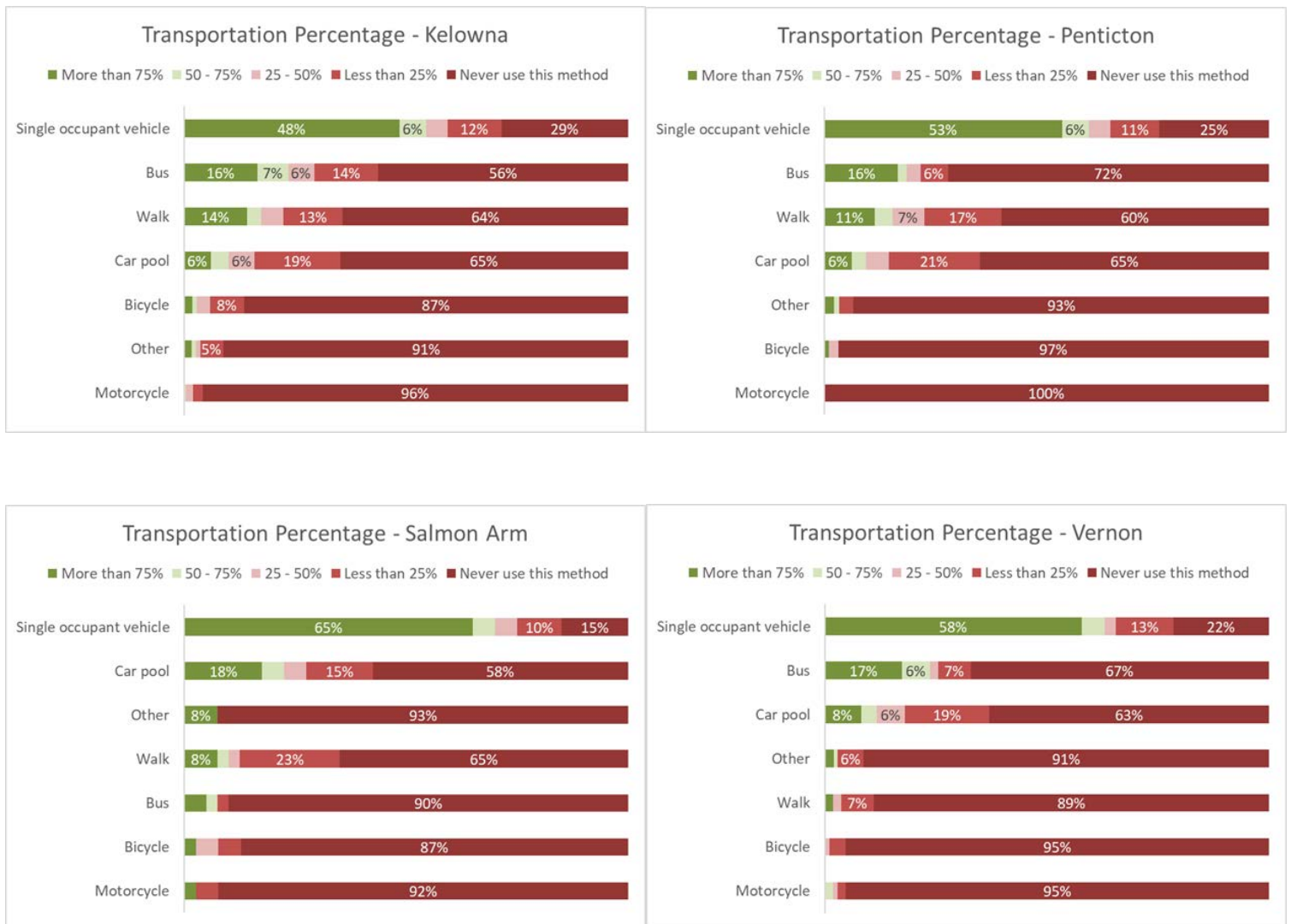
The following questions were not asked in the 2016 Student Satisfaction Survey due to a technical error in the survey software. There is no noticeable change from 2018 to 2020. However, all four campus life related items have seen substantial growth in agreement since 2014: the availability of cultural and social activities (up 14 per cent), recreational services (up 14 per cent), sense of pride about my campus (up 8 per cent) and an overall satisfaction with campus life (up 12 per cent).



Results by Category: Transportation

Questions about transportation methods were first introduced in the 2014 Student Satisfaction Survey (SSS). After being excluded from the 2016 SSS, they were reinstated in 2018. Responses to the questions *What transportation methods do you use to commute to campus?* and *What percentage of time do you use each?* have been separated by campus below.

When compared to other campuses, public transit was most used on the Kelowna campus and walking was most used on Penticton campus. Salmon Arm reported the most use of carpooling and a single occupant vehicle. Sixty five per cent of Salmon Arm respondents used a single occupant vehicle method over 75 per cent of the time.

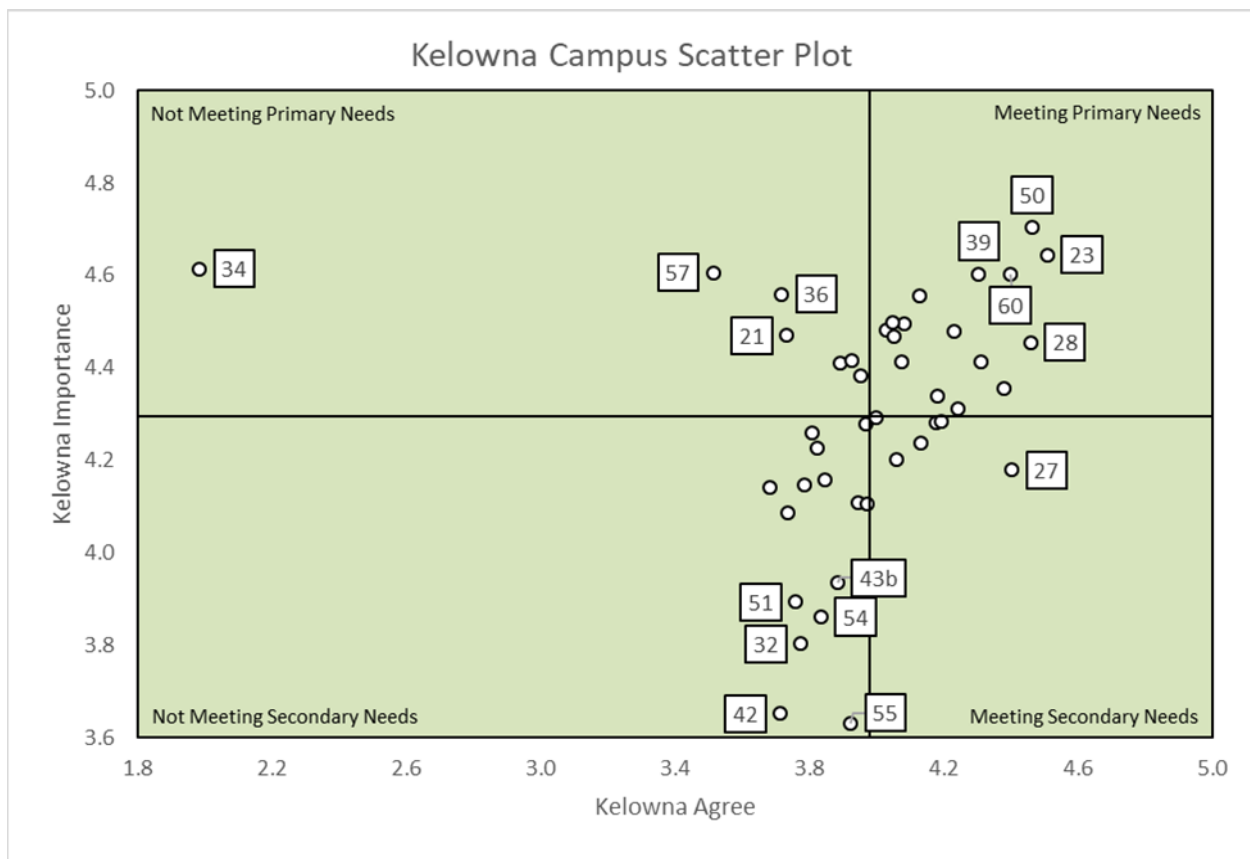


Results by Campus: Kelowna

Please see Appendix D for the complete list of question text and numbers. Question average scores are plotted on a scatter diagram to visually demonstrate how each question scores on both importance and agreement. Those items that students have scored with a high level of importance and a relatively lower level of agreement are possible targets for attention.

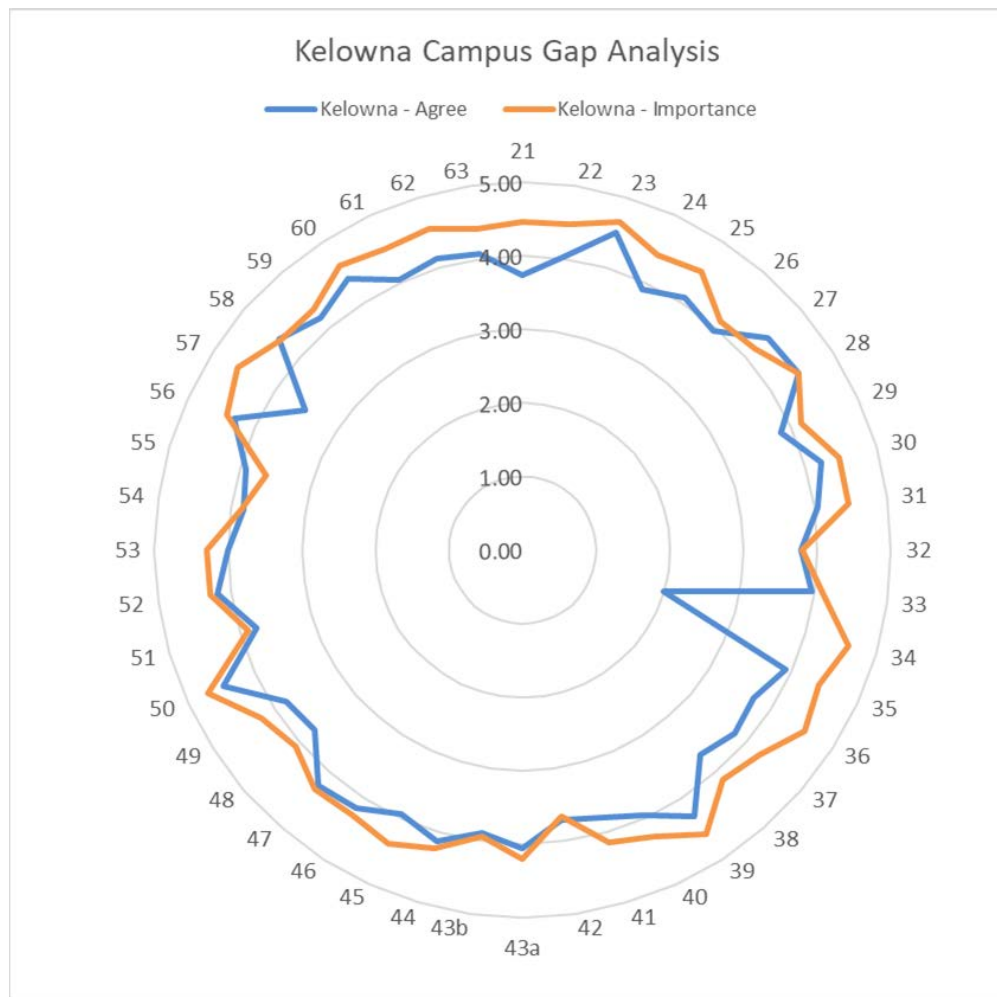
For the Kelowna campus, item/question number 34 (student parking is adequate) is on the far left quadrant indicating it is high in importance, but low on agreement. Further to the right with relatively better agreement scores in the same top left quadrant of not meeting primary needs are items 57 (wireless network works well for me), 36 (able to register for classes with little to no conflict), and item 21 (website is easy to navigate). The items in the top of the right quadrant are the issues that students have rated as both high importance and high agreement, items with which students are satisfied. Students feel that they will achieve their educational goals (50), campus feels safe and secure (23), overall learning environment on this campus is good (39), and that attending Okanagan College has been a good experience for them (60). As well, students report that the College has a good reputation in the community (28).

All of the areas listed above, both those that may warrant attention and those that appear to be meeting student needs, are consistent with results from the 2016, 2018 and 2019 Student Satisfaction Survey.



Kelowna Campus Gap Analysis

The radar chart below shows the mean scores for questions (scored between one and five) in terms of importance and agreement. Large gaps where importance is more than agreement may be areas to focus for improvement. Where agreement is greater than importance, this indicates that expectations have been met. For the Kelowna campus, questions 21 (website), 34 (student parking), 35 (adequate study space), 36 (register for classes without conflicts), 38 (food services), and 57 (wireless network) stood out with the largest gaps. This is similar to the scatter plot results as well as 2018 and 2019.



Several items showed a significantly positive shift from 2018 to 2019 at the Kelowna campus. These items were highlighted in the 2019 Student Satisfaction Survey report.

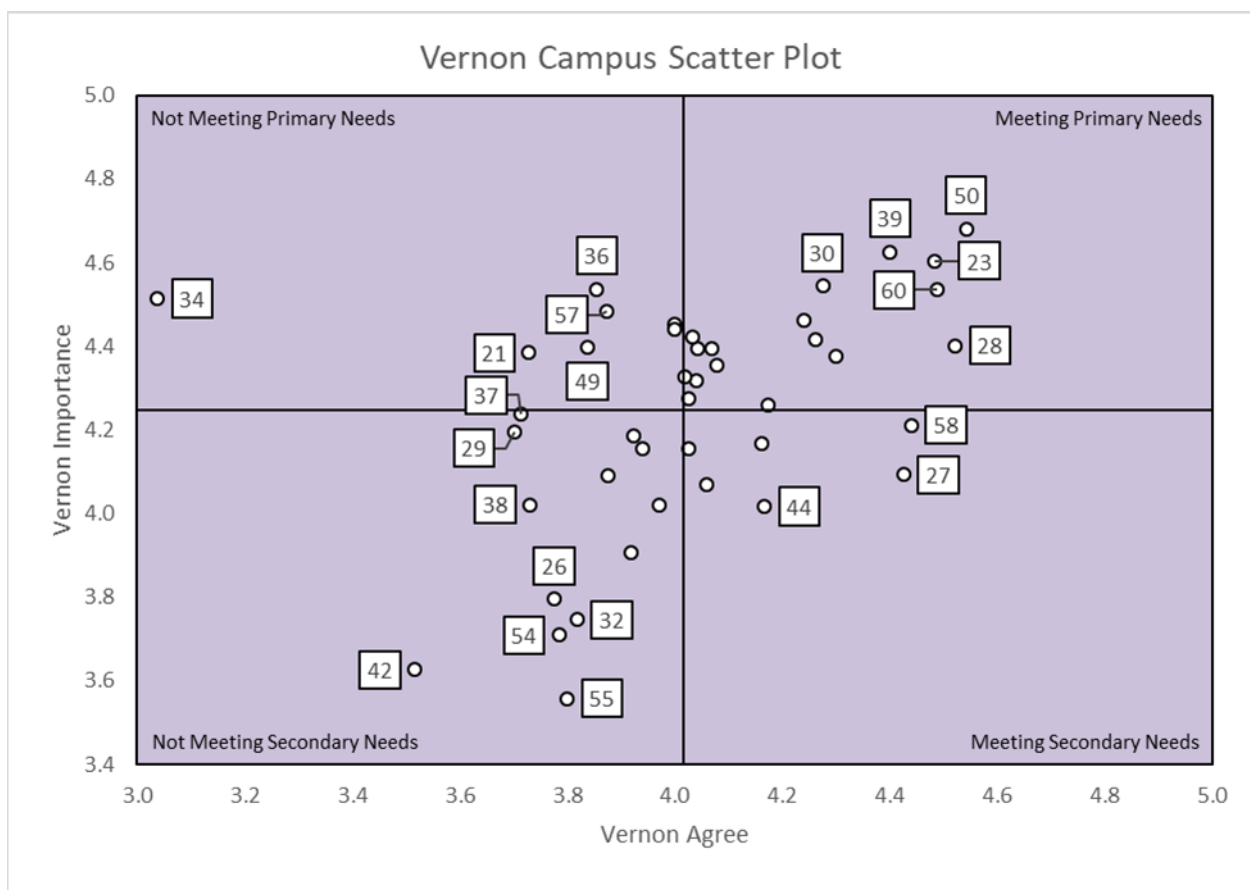
The significantly positive (or negative) shift is defined as one standard deviation or more from the longitudinal mean of the respective item for both agreement and importance.

No items have shown a further significantly positive shift from 2019 to 2020 at the Kelowna campus.

Results by Campus: Vernon

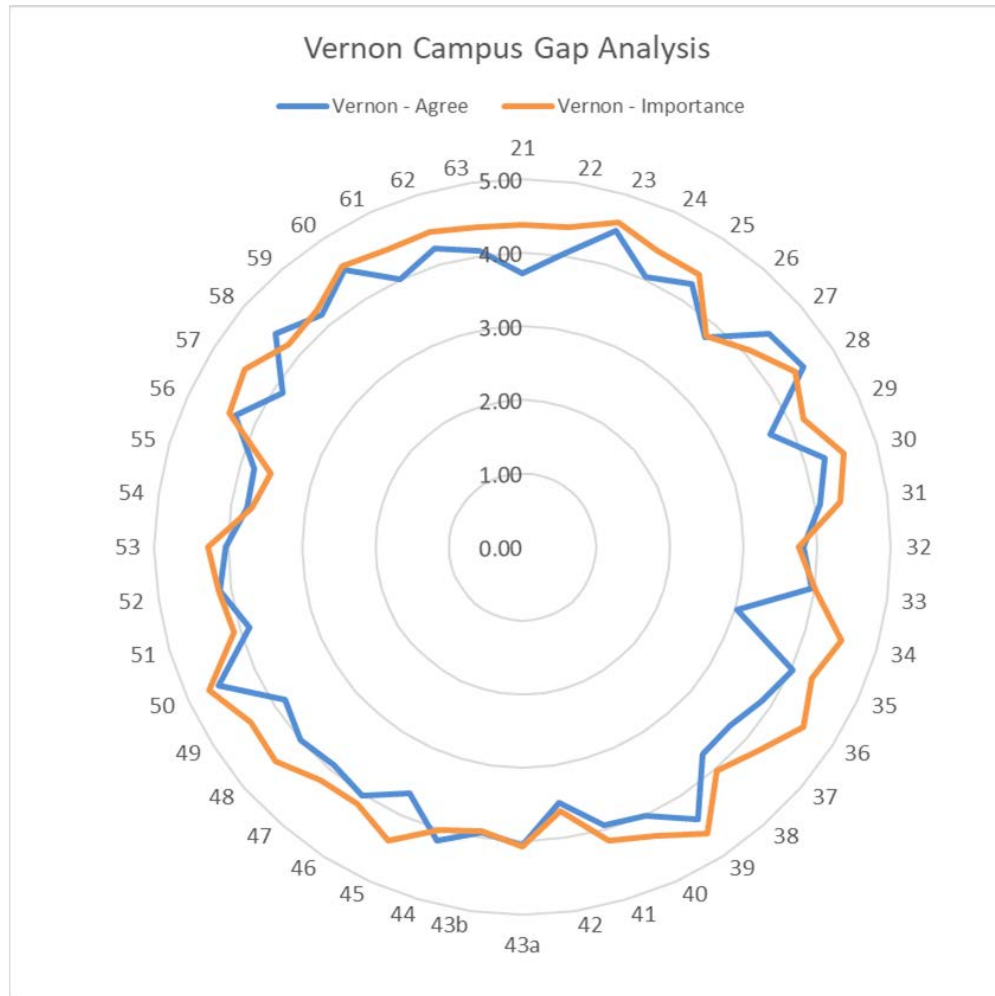
As is common among all campus scatter plots, item 34 (parking) is located in the top left quadrant, indicating that students are dissatisfied with parking despite its importance, 21 (website is easy to navigate), 37 (there are adequate services to help me decide upon a career), 57 (wireless network), 49 (personal counselling received from the counselling department helped me), and 36 (able to register for classes with few conflicts) are the items in the top left quadrant, being higher in importance than in satisfaction.

In the top right quadrant are the strengths of the campus, including items 50 (students feel that they will achieve their educational goals) and 23 (campus feels safe and secure). In the bottom left are items scoring lower on importance and agreement, including items 42 (recreational services) and 55 (cultural and social activities are available for me to attend).



Vernon Campus Gap Analysis

When considering the radar map below, the largest gaps between importance and agreement are with items 34 (parking), 45 (assistance from educational advising department in choosing program or courses), 36 (able to register for classes with few conflicts), 21 (food services), 57 (wireless network), 49 (personal counselling received from the counselling department helped me), and 37 (there are adequate services to help me decide upon a career).



Several items showed a significantly positive shift from 2018 to 2019 at the Vernon campus. These items were highlighted in the 2019 Student Satisfaction Survey report.

The significantly positive (or negative) shift is defined as one standard deviation or more from the longitudinal mean of the respective item for both agreement and importance.

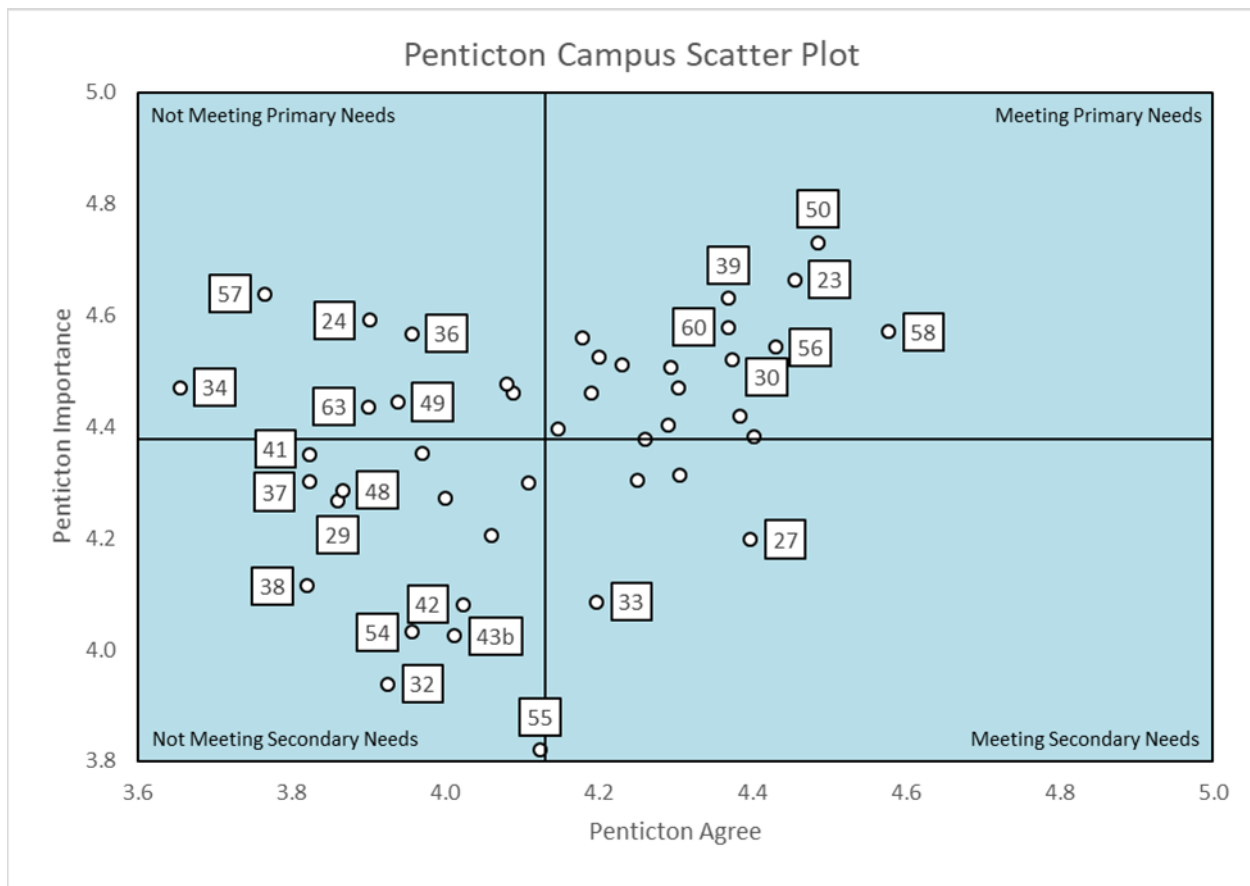
No items have shown a further significantly positive shift from 2019 to 2020 at the Vernon campus.

Results by Campus: Penticton

Similar to Kelowna and Vernon campuses, Penticton respondents have indicated 34 (student parking) as well as 57 (wireless network) as very important issues with comparatively low satisfaction. Other items although closer to the distribution center point yet worth mentioning as desired areas for improvement at the Penticton campus are 24 (financial aid services I received are helpful), 36 (able to register for classes with few conflicts), 63 (college has helped me become a better learner), and 49 (personal counselling received from the counselling department helped me).

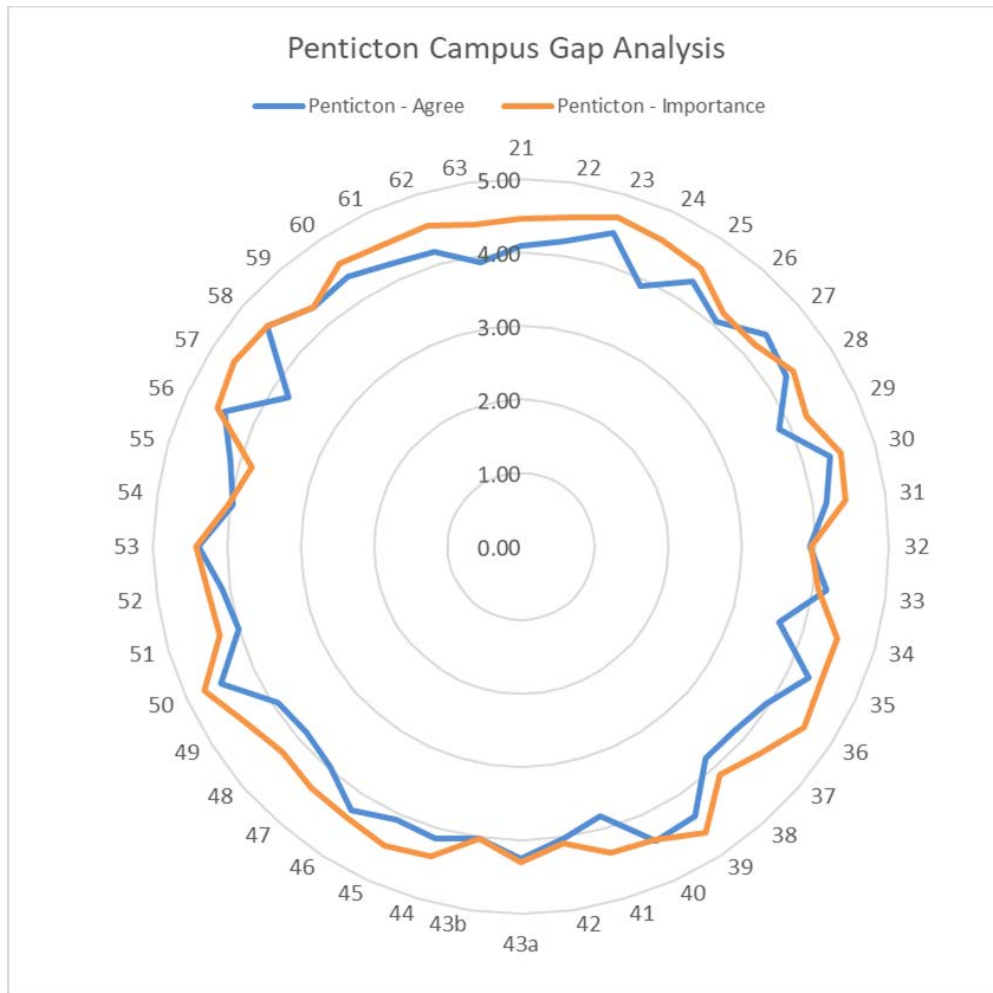
The top right of the scatter plot contains many items with high importance and agreement scores. These include 50 (will achieve educational goals), 23 (campus feels safe and secure), 58 (help with library resources is there when I need it), 56 (library has the information resources I need), 39 (overall learning environment), and 60 (attending Okanagan College a good experience).

The bottom right quadrant items are of lower importance and higher agreement, including 27 (would recommend my program or course to other people), 59 (computers available on campus are adequate for my needs), and 33 (I am satisfied with campus life).



Penticton Campus Gap Analysis

Penticton respondents have indicated lower agreement than importance for the wireless network (item 57) and student parking (item 34). Items 24 (Financial Aid services I received are helpful) and 36 (able to register for classes with few conflicts) form the next largest gaps.



Several items showed a significantly positive shift from 2018 to 2019 at the Vernon campus. These items were highlighted in the 2019 Student Satisfaction Survey report.

The significantly positive (or negative) shift is defined as one standard deviation or more from the longitudinal mean of the respective item for both agreement and importance.

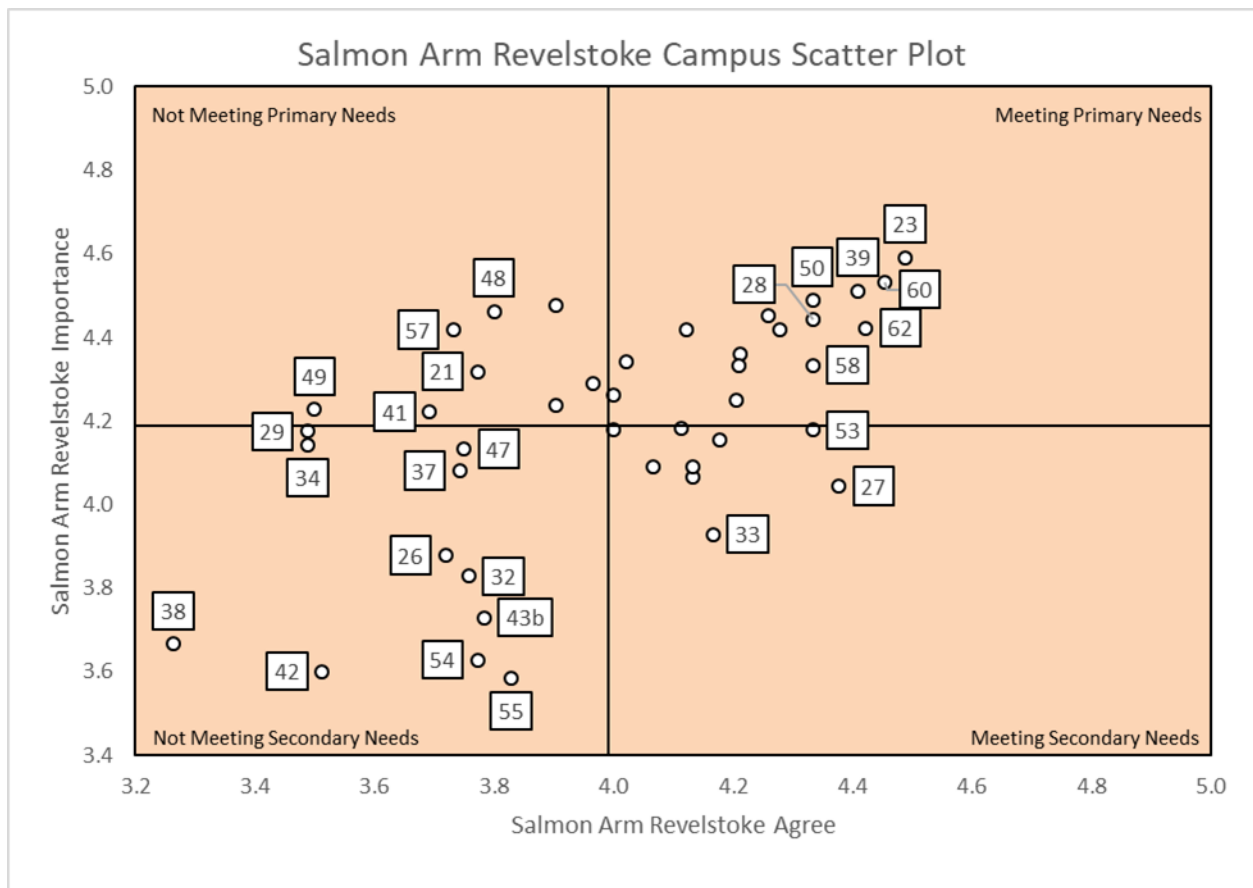
Only item 50 (students feel that they will achieve their educational goals) has shown a further significantly positive shift from 2019 to 2020 at the Penticton campus.

Results by Campus: Salmon Arm and Revelstoke

Near the top left side of the scatter plot item 57 (wireless network) is flagged as the one being high on importance but low on agreement.

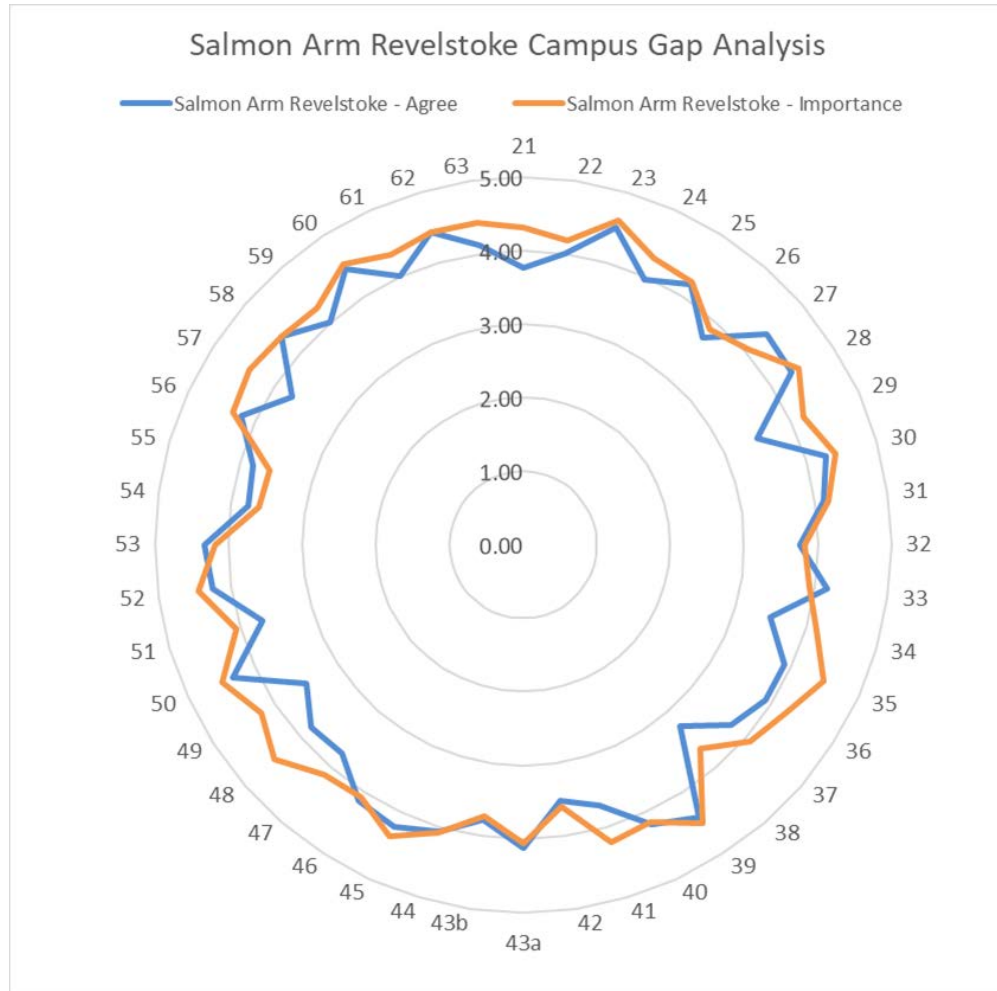
Items that are meeting the needs of students in Salmon Arm and Revelstoke include 23 (campus feels safe and secure), 60 (attending Okanagan College a good experience), 50 (will achieve educational goals), and 39 (overall learning environment).

In the bottom left quadrant, items 38 (food services) and 42 (recreational services) score much lower in importance and agreement.



Salmon Arm and Revelstoke Campus Gap Analysis

Three items demonstrate larger gaps between importance and agreement in Salmon Arm and Revelstoke: item 49 (personal counselling received from the counselling department helped me), 29 (campus bookstore has a good selection), and 57 (wireless network).



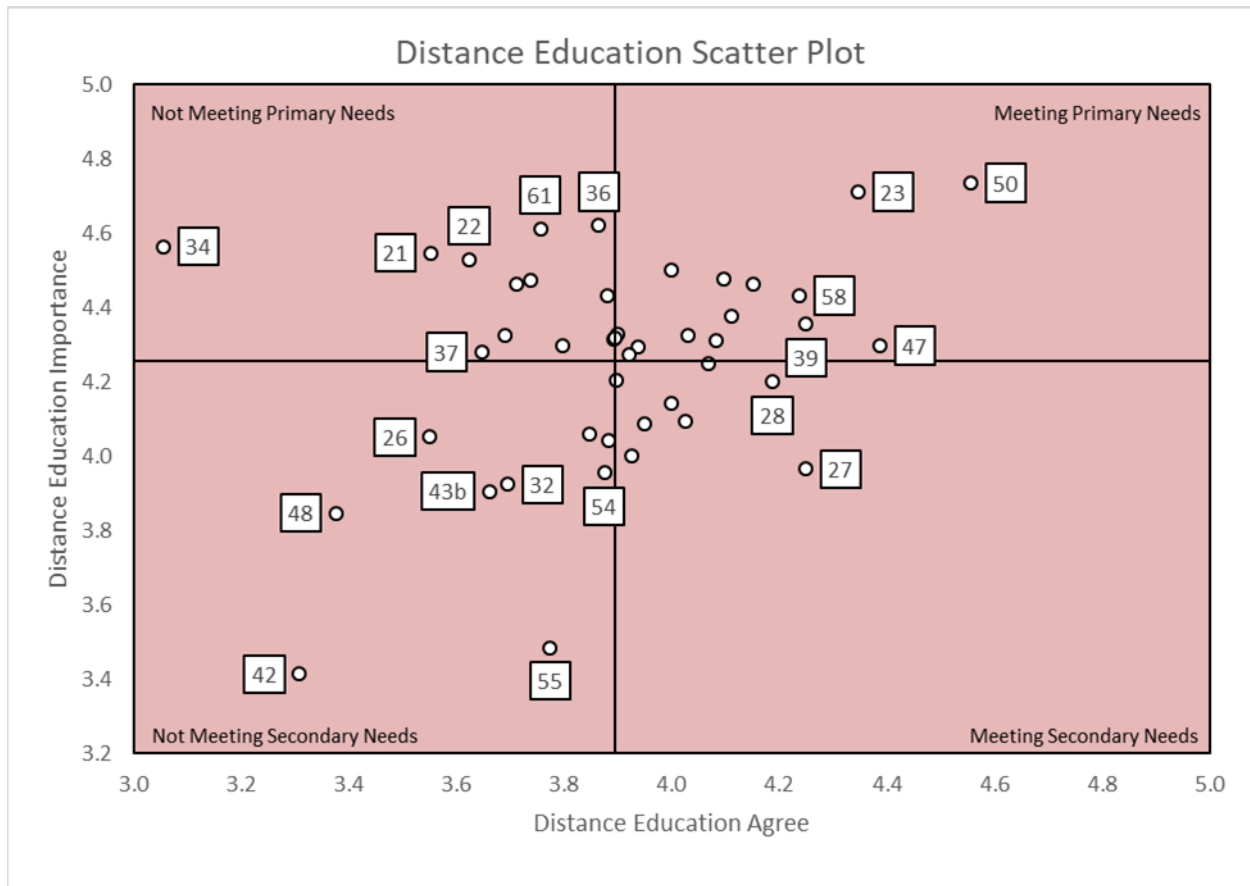
Several items showed a significantly positive shift from 2018 to 2019 at the Salmon Arm Revelstoke campus. These items were highlighted in the 2019 Student Satisfaction Survey report.

The significantly positive (or negative) shift is defined as one standard deviation or more from the longitudinal mean of the respective item for both agreement and importance.

Several items showed a significant negative shift in 2020 from 2019 however in most cases these items are still being scored close to the 2018 levels. Also due to the relatively small cohort size of Salmon Arm Revelstoke respondents, any positive or negative shifts need to be looked at over a few instances of the survey before drawing any conclusions. Therefore, these negative shifts are not mentioned in this report.

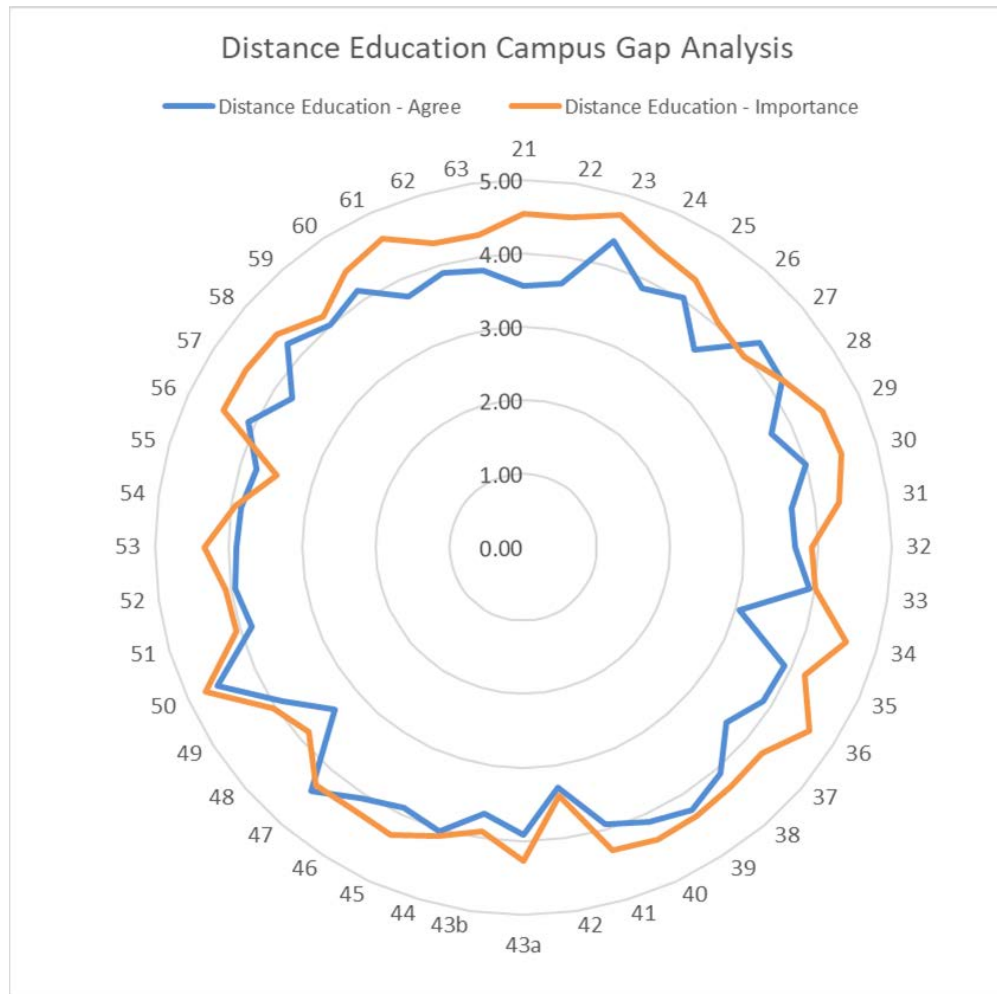
Results by Campus: Distance Education

With the increase in distance education enrolment, more questions relating specifically to distance student experience might help explore this cohort more closely. As many of the distance education students may also be taking courses on campus, many of the issues of distance learners (e.g. 34 parking) are the same as on campus learners. The onsite services such as 42 (recreational services) score low in importance for this group. Item 50 (I feel I will achieve my educational goals) continues to be in the top right quadrant of the scatter plot, indicating that it continues to score high in importance and agreement for distance learners.



Distance Education Gap Analysis

Since many of the distance education students may also be taking courses on campus, many of the issues of distance learners (e.g. parking, wireless network) are the same as on campus learners. Items 21 (website is easy to navigate), 22 (web registration process is easy to use), 61 (found the information I needed on OC website), 36 (able to register for classes with few conflicts), 29 (campus bookstore has good selection), and 31 (fee payment process is clear and efficient) were some of the other large gaps.



Appendix A: Responses by Demographics

Gender	% of Population	% of Responses	Responses
<i>Female</i>	54%	63%	613
<i>Male</i>	46%	37%	366
Grand Total	100%	100%	979

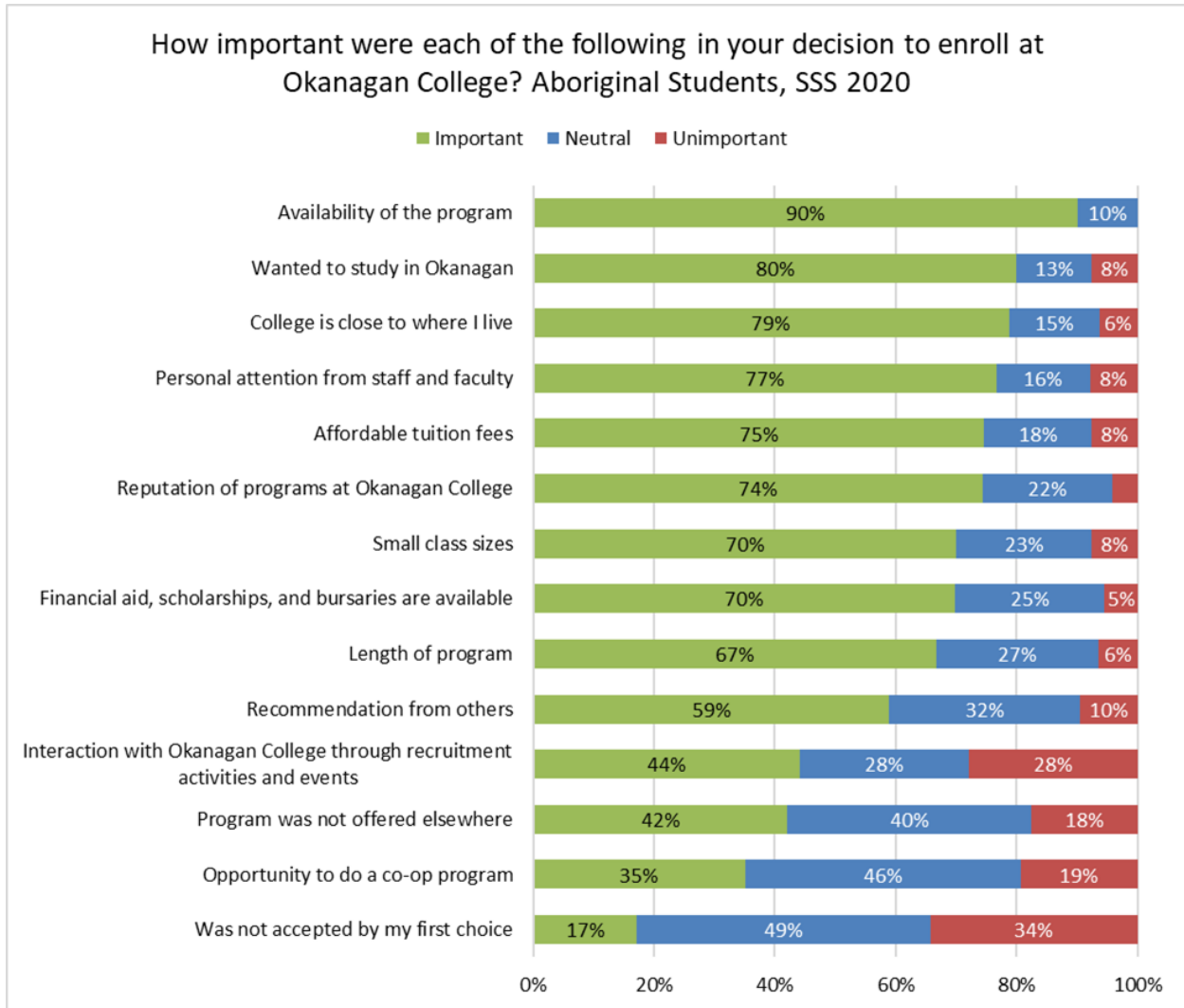
Aboriginal	% of Population	% of Responses	Responses
<i>Aboriginal</i>	7%	8%	83
<i>Non-Aboriginal</i>	93%	92%	897
Grand Total	100%	100%	980

Age Range	% of Population	% of Responses	Responses
<i>19 and Under</i>	23%	24%	239
<i>20 to 24</i>	41%	36%	352
<i>25 to 29</i>	15%	13%	131
<i>30 to 34</i>	7%	8%	75
<i>35 and Over</i>	14%	19%	183
Grand Total	100%	100%	980

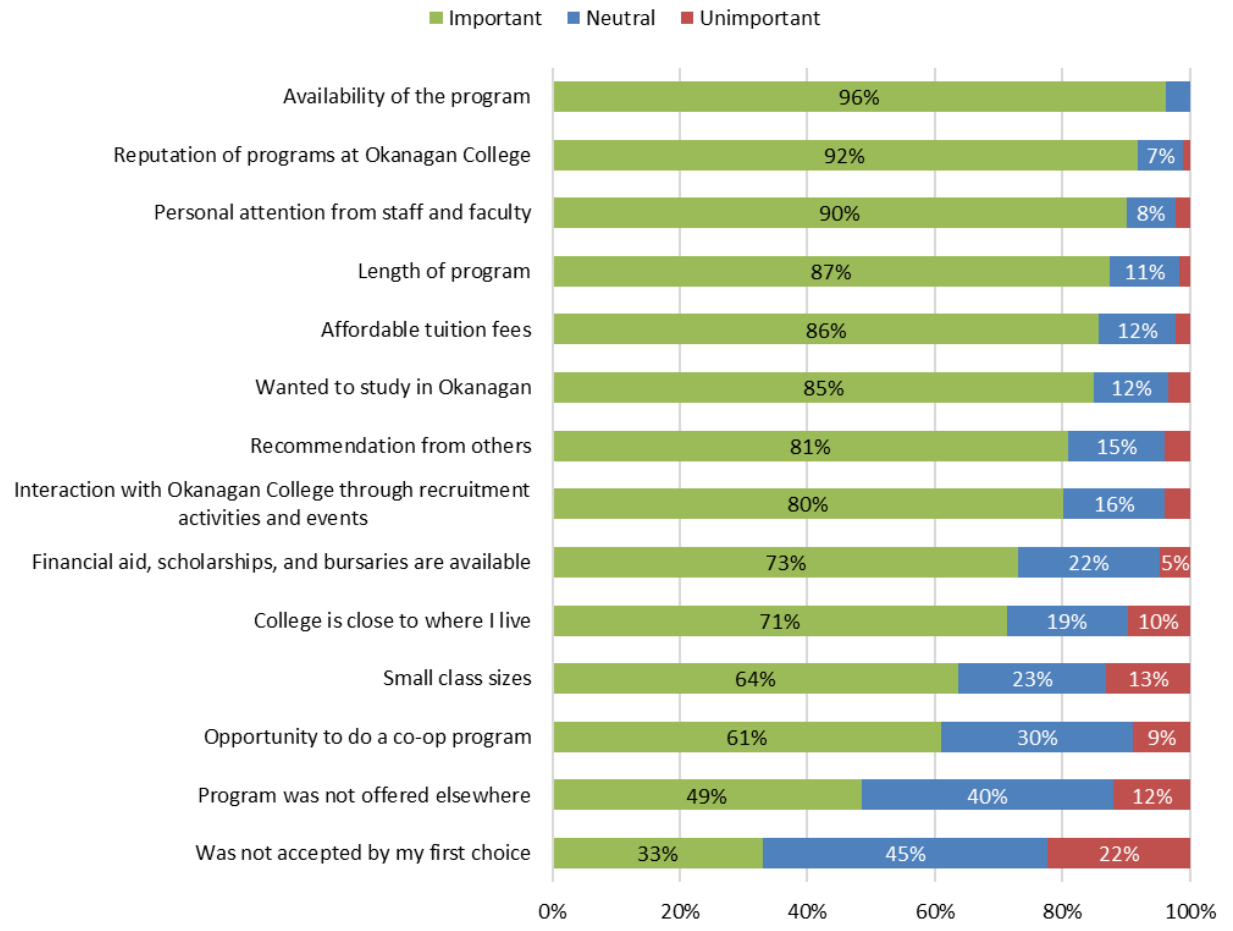
Campus	% of Population	% of Responses	Responses
<i>Kelowna</i>	67%	63%	620
<i>Vernon</i>	10%	12%	120
<i>Penticton</i>	10%	11%	103
<i>Salmon Arm Revelstoke</i>	5%	5%	45
<i>Distance Education</i>	8%	9%	88
<i>Exchange</i>	0.4%	0.4%	4
Grand Total	100%	100%	980

Programming Area	% of Population	% of Responses	Responses
<i>Arts</i>	21%	21%	208
<i>Foundational</i>	4%	3%	32
<i>Business</i>	28%	28%	271
<i>Office Administration</i>	4%	5%	48
<i>Food, Wine and Tourism</i>	2%	2%	20
<i>Science</i>	11%	11%	107
<i>Technologies</i>	5%	5%	51
<i>Health and Social Development</i>	7%	8%	80
<i>Trades</i>	11%	8%	82
<i>Continuing Studies</i>	7%	8%	81
Grand Total	100%	100%	980

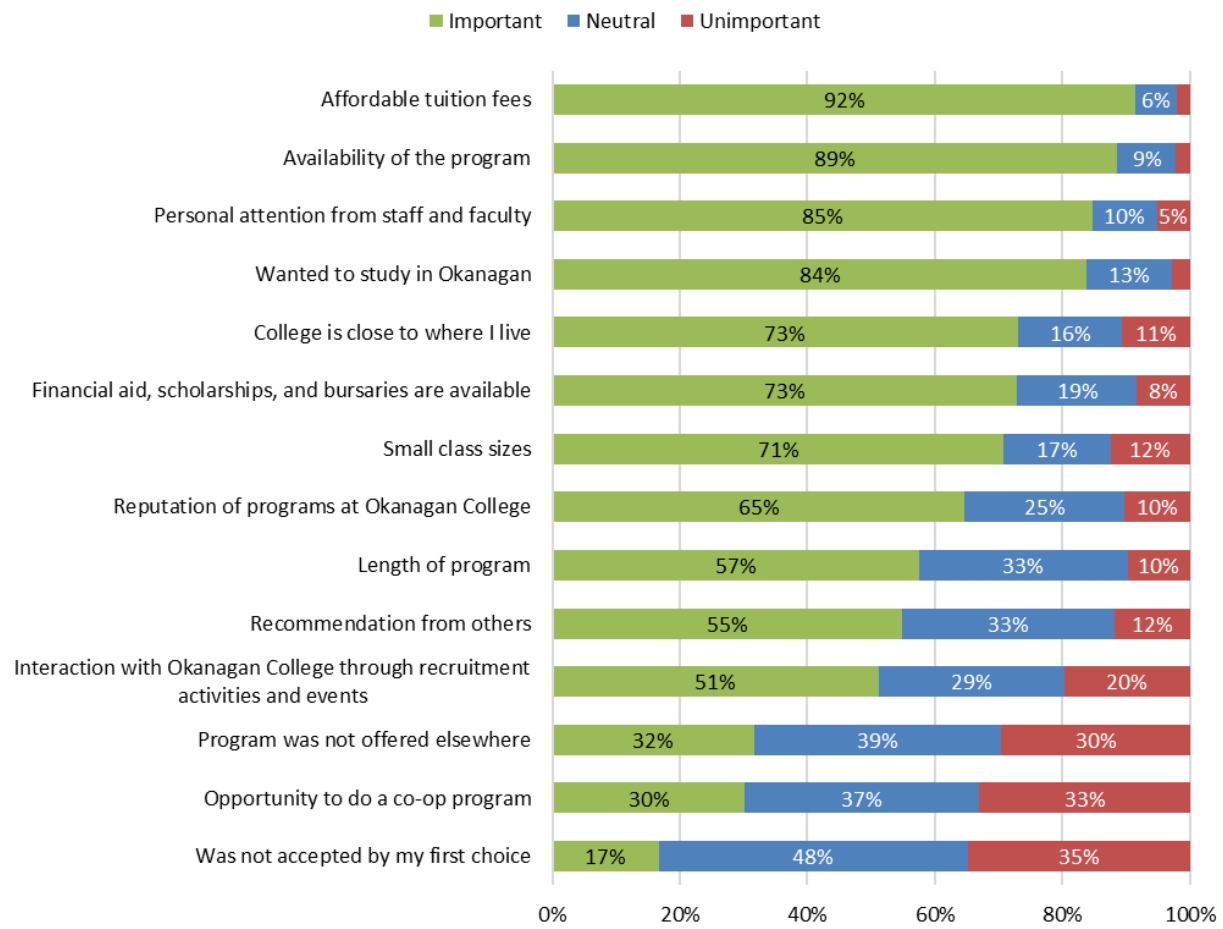
Appendix B: Motivation by Demographics



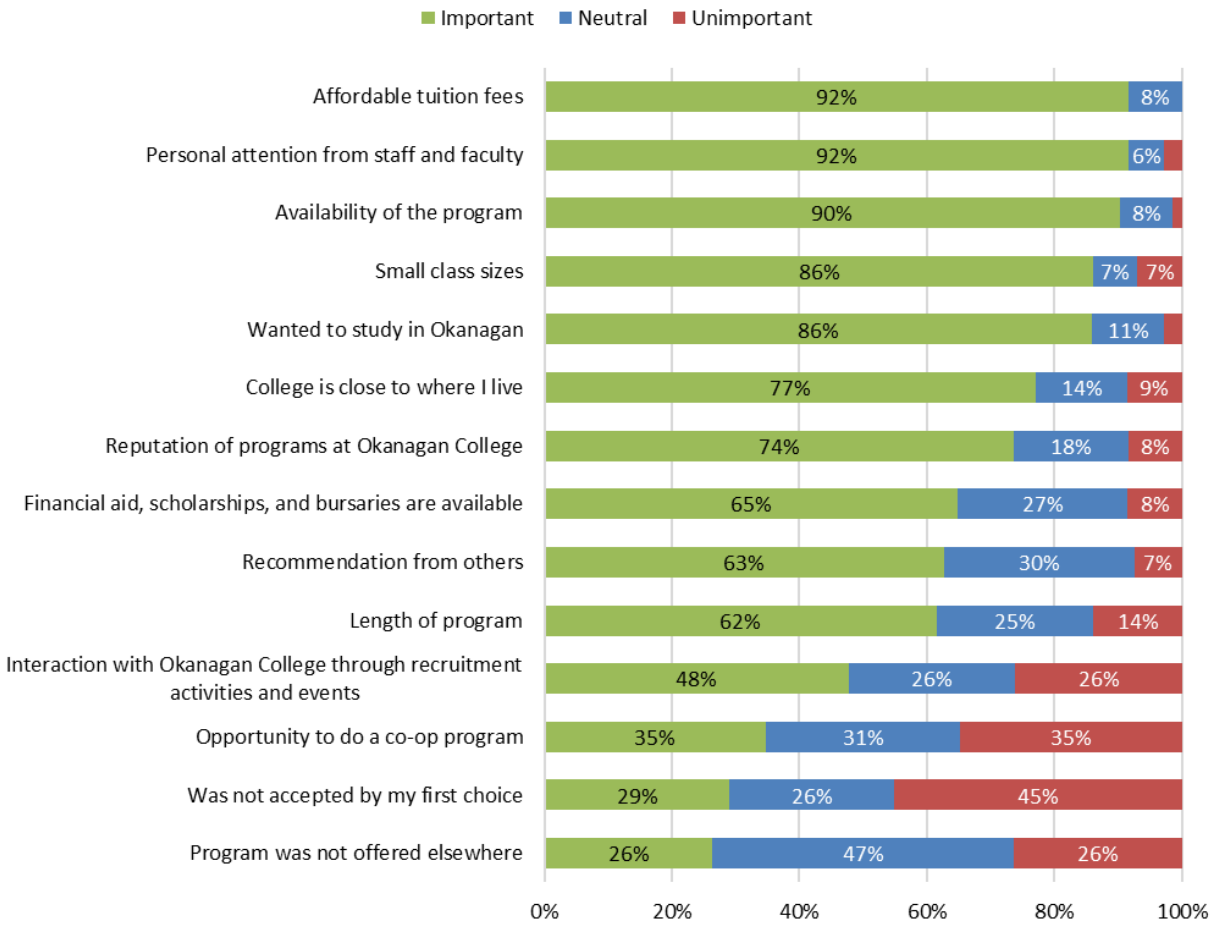
How important were each of the following in your decision to enroll at Okanagan College? International Students, SSS 2020



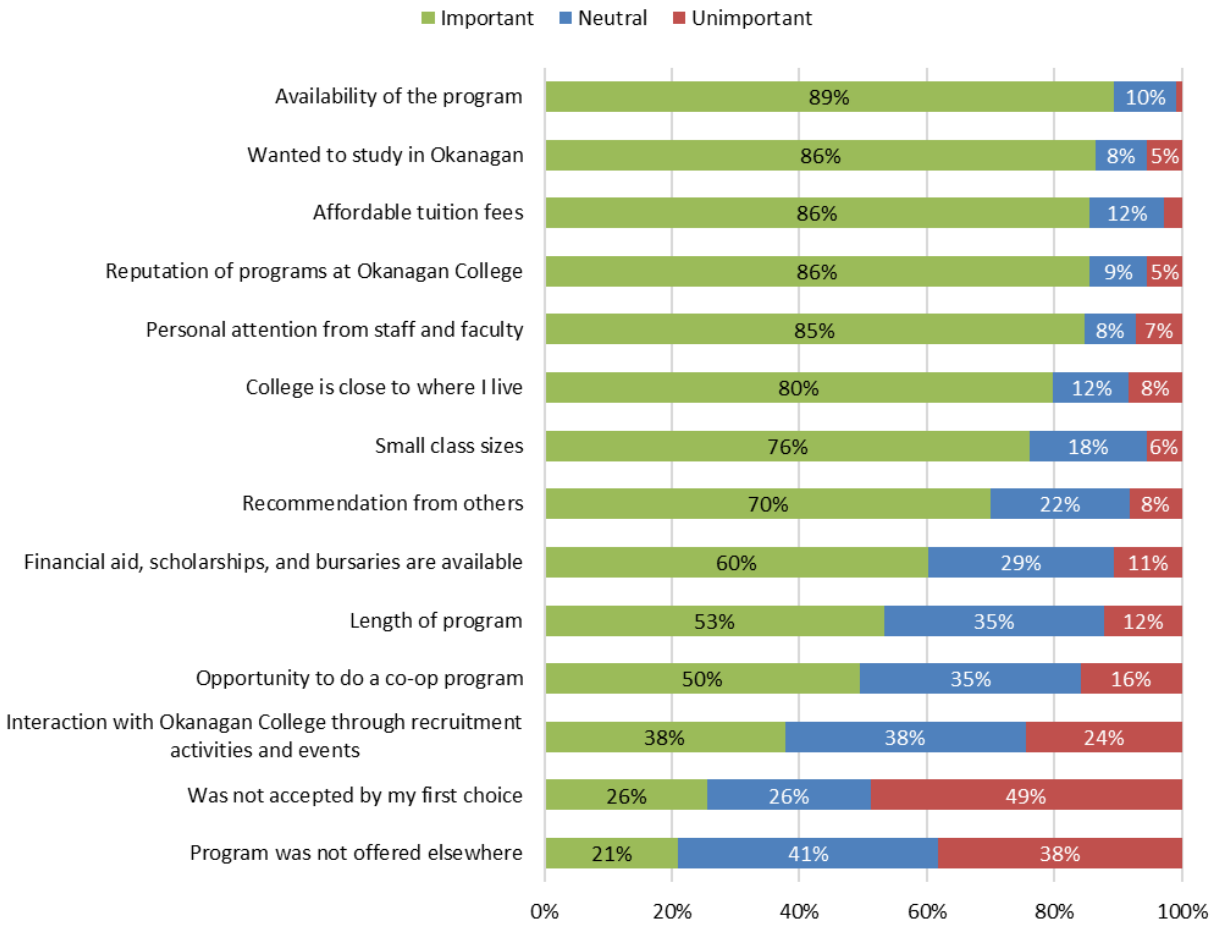
How important were each of the following in your decision to enroll at Okanagan College? Associate of Arts Students, SSS 2020



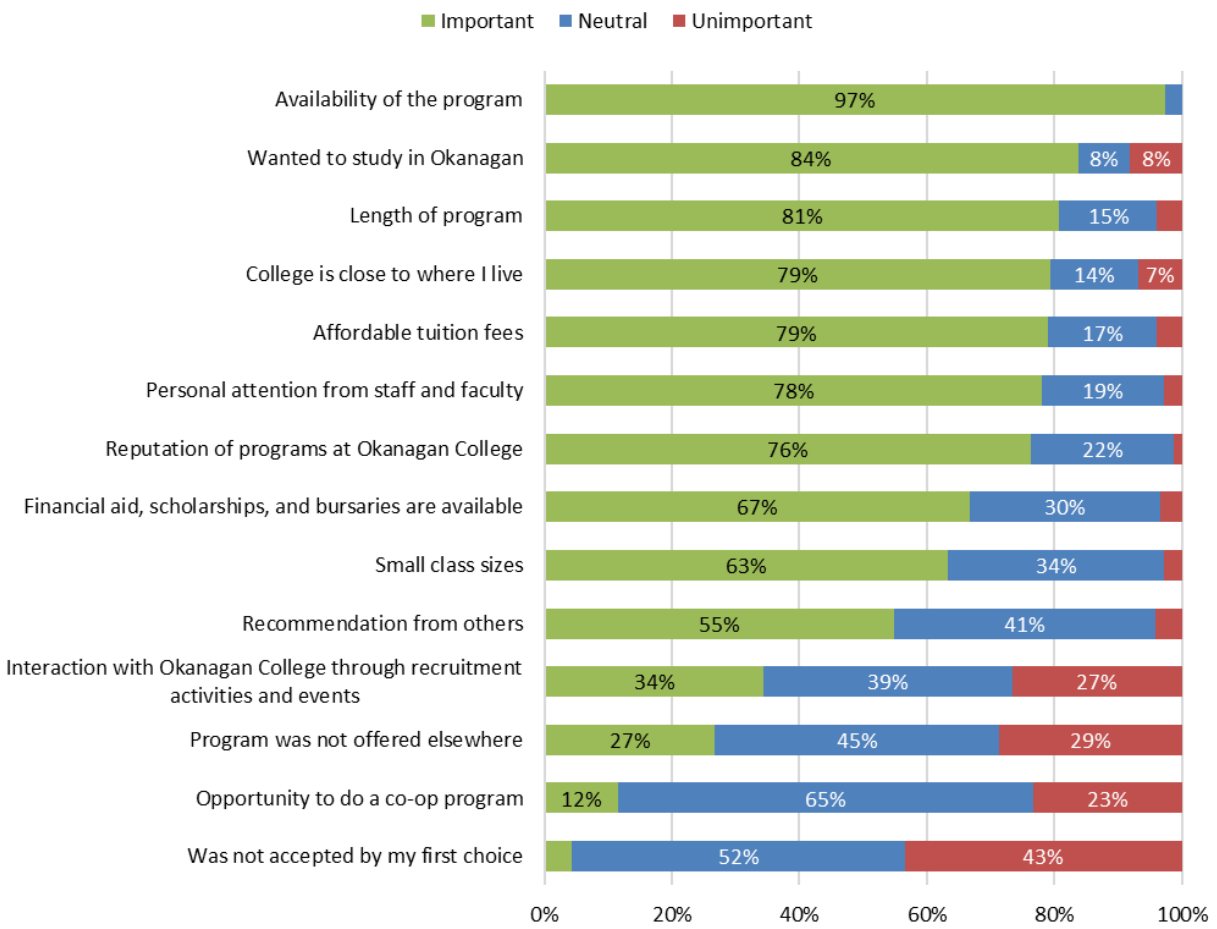
How important were each of the following in your decision to enroll at Okanagan College? Associate of Science Students, SSS 2020



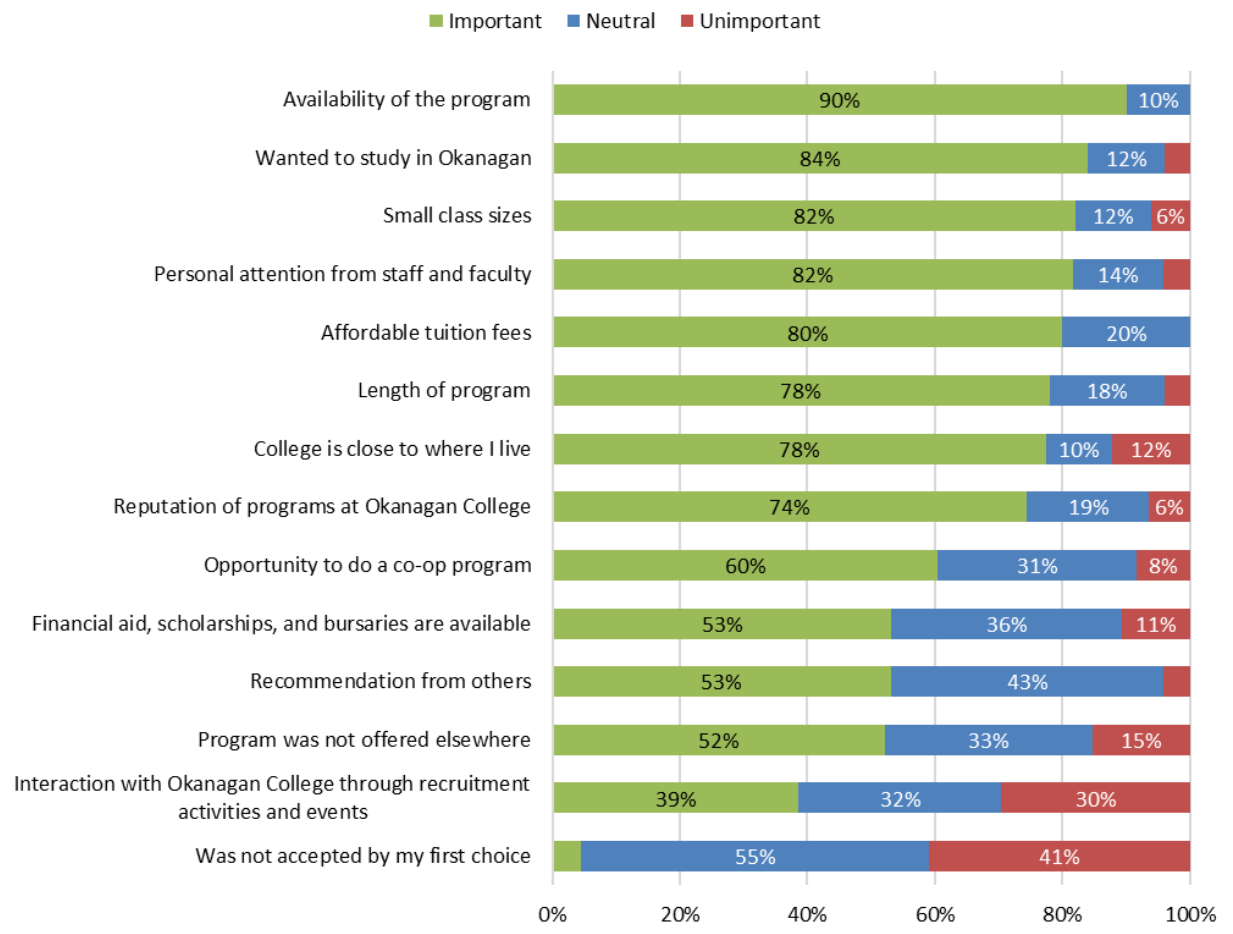
How important were each of the following in your decision to enroll at Okanagan College? Bachelor of Business Admin Students, SSS 2020



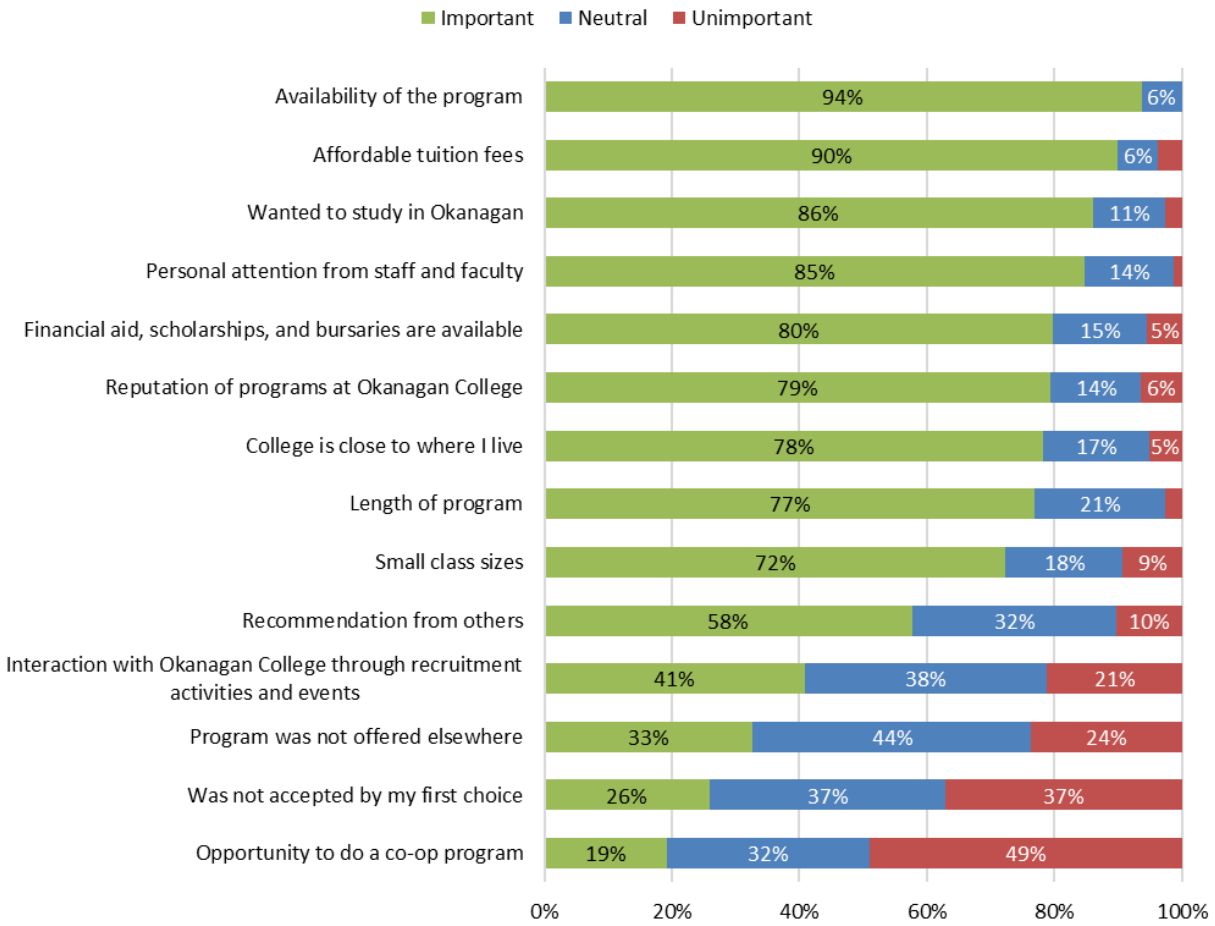
How important were each of the following in your decision to enroll at Okanagan College? Continuing Studies Certificate Students, SSS 2020



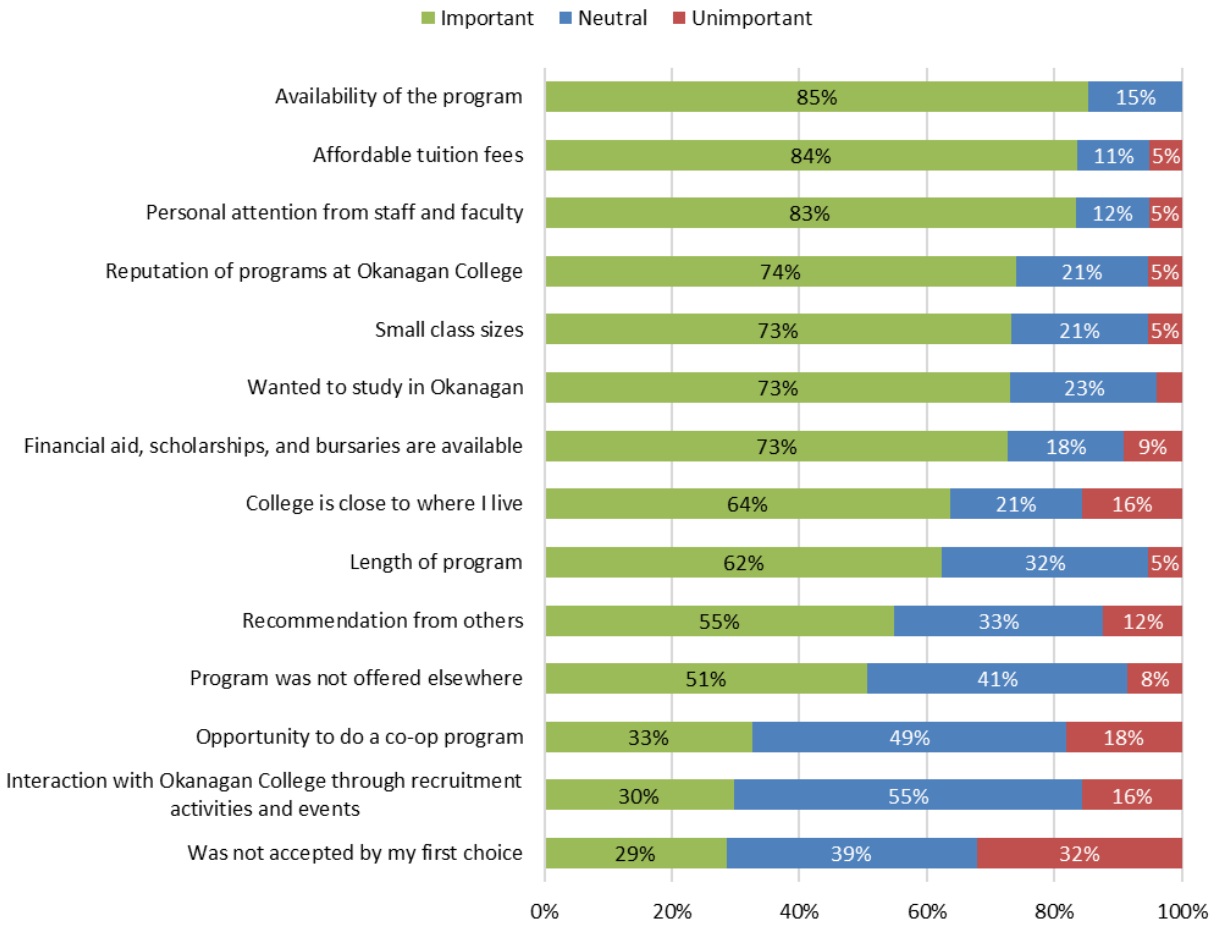
How important were each of the following in your decision to enroll at Okanagan College? Technologies Students, SSS 2020



How important were each of the following in your decision to enroll at Okanagan College? Health and Social Development Students, SSS 2020

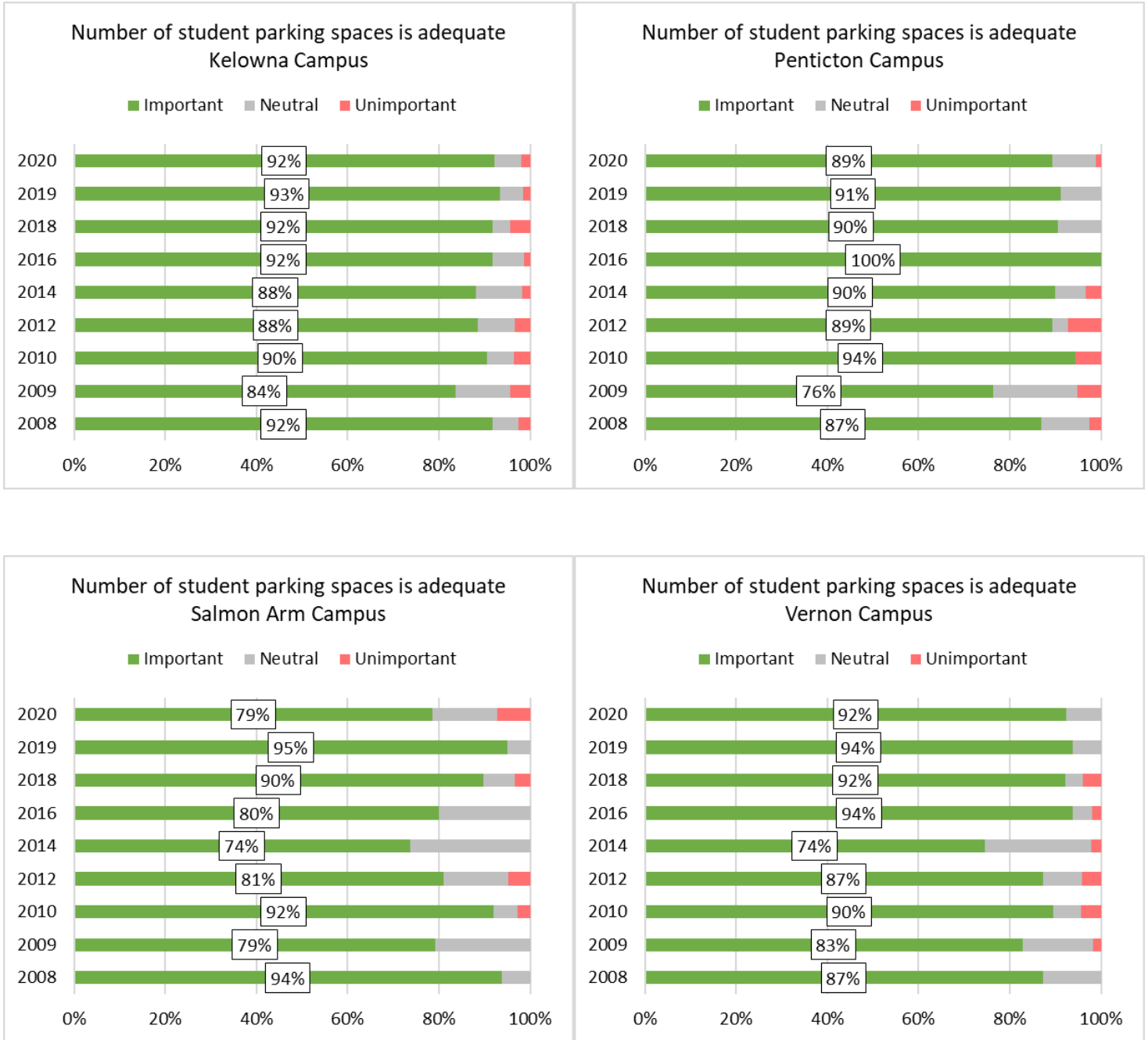


How important were each of the following in your decision to enroll at Okanagan College? Trades and Apprenticeship Students, SSS 2020



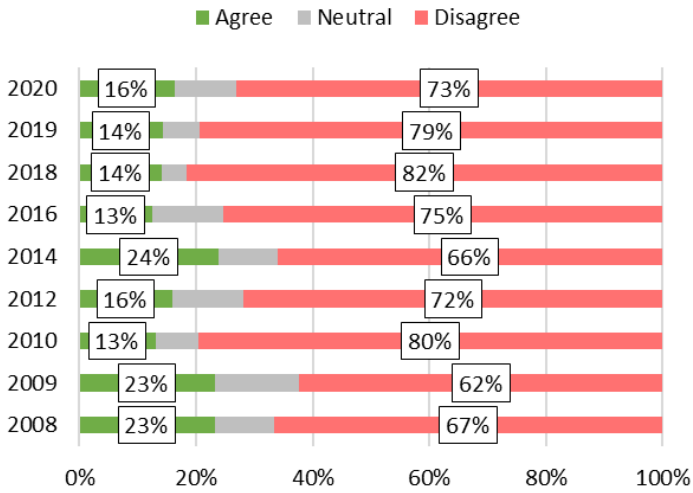
Appendix C: Student Parking by Region

Importance

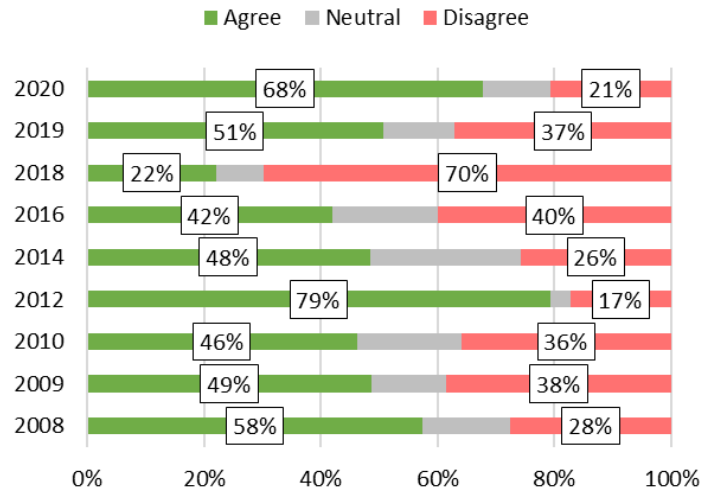


Agree

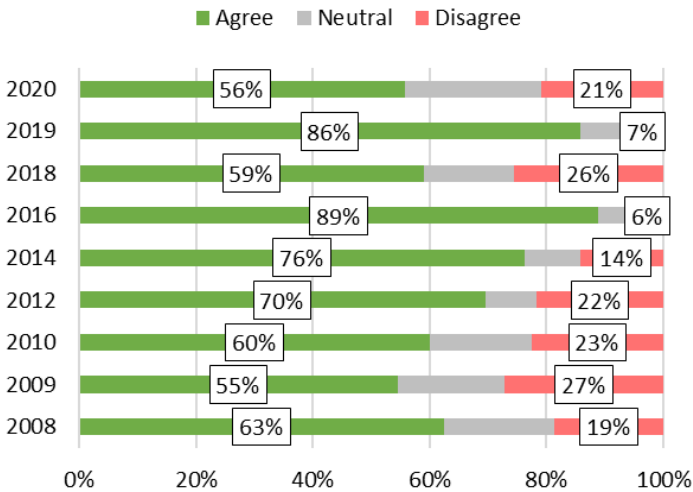
Number of student parking spaces is adequate
Kelowna Campus



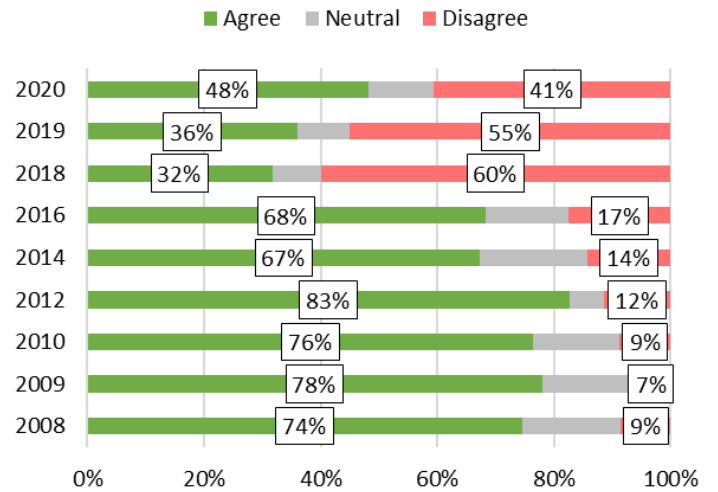
Number of student parking spaces is adequate
Penticton Campus



Number of student parking spaces is adequate
Salmon Arm Campus



Number of student parking spaces is adequate
Vernon Campus



Appendix D: Question Text

Q#	Question Text	Category	Response Count
1	If you would like to be entered into a prize draw to win one of the prizes listed on the welcome page please enter your name and email address:	None	977
2	What is your main educational goal at Okanagan College right now?	None	979
3	When you initially applied for your program of study at Okanagan College, did you also	None	959
4	If yes, which ones? (Choose all that apply)	None	169
5	Was Okanagan College your first choice?	None	978
6	How important were each of the following in your decision to enroll at Okanagan College:		
	Availability of the program	Motivation	972
7	Opportunity to do a co-op program	Motivation	729
8	College is close to where I live	Motivation	935
9	Recommendation from others	Motivation	918
10	Affordable tuition fees	Motivation	962
11	Program was not offered elsewhere	Motivation	764
12	Reputation of programs at Okanagan College	Motivation	944
13	Was not accepted by my first choice	Motivation	392
14	Small class sizes	Motivation	914
15	Financial aid, scholarships, and bursaries are available	Motivation	876
16	Personal attention from staff and faculty	Motivation	944
17	Length of program	Motivation	938
18	Interaction with Okanagan College through recruitment activities and events	Motivation	850
19	Wanted to study in Okanagan	Motivation	946
20	Other Reason?	Motivation	75
21	The Okanagan College website is easy to navigate	Facilities	969 Agree Scale, 954 Importance Scale
22	Web registration process is easy to use	Facilities	934 AS, 922 IS
23	Campus feels safe and secure	Facilities	907 AS, 896 IS
24	Financial Aid services I receive are helpful	Services	570 AS, 619 IS
25	Library study space meets my needs	Services	844 AS, 840 IS
26	Student Services office is open when I need it	Services	756 AS, 767 IS
27	I would recommend my program or courses to other people	Programs	980 AS, 969 IS
28	This institution has a good reputation within the community	Overall	946 AS, 945 IS
29	Campus bookstore has a good selection	Facilities	875 AS, 875 IS
30	Learning Environment (Classroom, Lab, Shop) on campus is adequate for my needs	Facilities	888 AS, 874 IS
31	Fee payment process is clear and efficient	Services	964 AS, 959 IS
32	Student Orientation activities are helpful to me	Services	694 AS, 712 IS
33	I'm satisfied with campus life	Campus Life	833 AS, 831 IS
34	Number of student parking spaces is adequate	Facilities	798 AS, 795 IS
35	Study space on campus is adequate for my needs	Facilities	859 AS, 858 IS
36	I am able to register for my classes with little to no conflict	Services	583 AS, 577 IS
37	There are adequate services to help me decide upon a career	Services	786 AS, 793 IS
38	Food services on campus are good for my needs	Facilities	807 AS, 817 IS
39	Overall learning environment on this campus is good	Facilities	916 AS, 904 IS
40	Services I receive from the Registration Office are helpful	Services	923 AS, 926 IS
41	The service from the Student, Graduate and Co-op Employment Centre is helpful	Services	517 AS, 550 IS
42	I am satisfied with the recreational services available to me	Campus Life	754 AS, 757 IS
43a	I am satisfied with the Okanagan College registration process	Services	968 AS, 957 IS

43b	I am satisfied with the Education Planner BC registration process	Services	783 AS, 782 IS
44	There is a commitment to academic excellence on this campus	Programs	955 AS, 947 IS
45	Assistance I got from the Education Advising Department was helpful for me in choosing my program or courses	Services	706 AS, 739 IS
46	I am satisfied with the Application process	Services	970 AS, 956 IS
47	There is a good variety of courses on this campus	Programs	958 AS, 953 IS
48	Service I received from the Disability Services office was helpful	Services	225 AS, 298 IS
49	Personal counselling I received from the Counselling Department helped me	Services	409 AS, 492 IS
50	I feel I will achieve my educational goals	Programs	976 AS, 966 IS
51	Service from the Aboriginal Centre is helpful	Services	257 AS, 319 IS
52	Learning Centre is useful to me	Services	630 AS, 654 IS
53	Admissions and Registration office is open when I need it	Services	945 AS, 939 IS
54	I feel a sense of pride about my campus	Campus Life	882 AS, 875 IS
55	Cultural and social activities are available for me to attend	Campus Life	804 AS, 799 IS
56	Library has the information resources I need	Services	836 AS, 838 IS
57	The wireless network works well for me	Facilities	889 AS, 880 IS
58	Help with library resources is there when I need it	Services	843 AS, 845 IS
59	Computers available on campus are adequate for my needs	Facilities	760 AS, 768 IS
60	Attending Okanagan College has been a good experience for me	Overall	966 AS, 951 IS
61	I found the information I needed on the Okanagan College website	Facilities	961 AS, 947 IS
62	Okanagan College cares about my success as a student	Strategic Plan	963 AS, 953 IS
63	Okanagan College has helped me become a better learner	Strategic Plan	952 AS, 941 IS
64	What transportation methods do you use to commute to campus? And what percentage of time do you use each? Single occupant vehicle	Transportation	952
65	Car pool	Transportation	897
66	Bicycle	Transportation	890
67	Motorcycle	Transportation	885
68	Bus	Transportation	905
69	Walk	Transportation	901
70	Other	Transportation	844
Final Comment	Is there anything you would like to add that would improve Okanagan College?	Overall	353