

2021

STUDENT SATISFACTION SURVEY

THE DEPARTMENT OF INSTITUTIONAL RESEARCH

OKANAGAN COLLEGE | SEPTEMBER 2021

Table of Contents

Executive Summary.....	3
2021 Results.....	4
Educational Goals.....	5
School of Choice.....	7
First Choice.....	9
Motivation to Enroll at Okanagan College.....	10
Course Delivery.....	11
Results by Category: Overall.....	12
Results by Category: Student Success.....	13
Results by Category: Program.....	14
Results by Category: Facilities and Infrastructure.....	15
Technology Infrastructure.....	15
Computers and Network.....	15
Website.....	16
Services/Facilities/Infrastructure: Other.....	17
Services/Facilities/Infrastructure: Other.....	18
Results by Category: Services.....	19
Registration Office.....	19
Registration Process.....	20
Library.....	21
Services: Personal.....	22
Services: Personal (continued).....	23
Services: Other.....	24
Results by Category: Transportation.....	25
Results by Campus: Scatter Plots and Radar Charts.....	26
Results by Campus: Distance Education.....	27
Distance Education Gap Analysis.....	28
Appendix A: Responses by Demographics.....	29
Appendix B: Motivation by Demographics.....	30
Appendix C: Question Text.....	39
Appendix D: Open Ended Responses.....	41

Executive Summary

This report presents the results of the eleventh Student Satisfaction Survey of Okanagan College students, conducted in the spring of 2021 (March 9 - April 16, 2021). This year's survey had a 40 per cent response rate, with 1,301 responses, resulting in a ± 2.4 per cent margin of error at 95 per cent confidence interval.

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 16 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-four per cent of respondents reported the availability of the program was important or very important to them, compared to 92 per cent in 2020 and 93 per cent in 2019. Eighty-seven per cent of respondents reported affordable tuition was important or very important to them, on par with the results from the previous two years (87 per cent in both 2020 and 2019).

Noteworthy results from this iteration of the Student Satisfaction Survey are presented below:

- The following five aspects of Okanagan College had an agreement percentage (i.e. satisfaction rating) above 90 per cent:
 - Campus feels safe and secure (94 per cent).
 - In the 2021 Student Satisfaction Survey (SSS) this item was only presented to students that attended at least one class at a physical campus.
 - I would recommend my program or courses to other people (92 per cent).
 - Learning Environment (Classroom, Lab, Shop) on campus is adequate for my needs (92 per cent).
 - In the 2021 SSS this item was only presented to students that attended at least one class at a physical campus.
 - This institution has a good reputation within the community (92 per cent).
 - I feel I will achieve my educational goals (91 per cent).
- 77 per cent of respondents were able to register for classes with little to no conflict, up significantly from 68 per cent in 2020.
- While still high in satisfaction, the statement "help with library resources is there when I need it" saw a significant decrease in student agreement from the previous iteration of the SSS, dropping from 91 per cent in 2020 to 83 per cent in 2021.
- Common responses to the open-ended question "Is there anything you would like to add that would improve Okanagan College?" included Instructors, Course Materials, Online Learning, and Tuition and Fees.
 - Please see *Appendix D: Open Ended Responses* for more information regarding this question.

2021 Results

The Okanagan College Student Satisfaction Survey (SSS) has been conducted eleven times in the last fourteen 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 SSS 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 SSS in 2007 in consultation with the Executive and Leadership Team 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, transportation, and course delivery. Prior to conducting the 2021 SSS, minor edits were made to the questionnaire to further refine the language and focus of some items in the survey.

Analysis in certain areas was not performed in 2021 due to prevalence of online and remote learning as a result of COVID-19. *Several questions that related to on-campus experiences were omitted from the 2021 SSS but will be reinstated in future years. Conversely, two new questions were added to the survey in 2021 in response to the introduction of online learning.*

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 2021 was 6,595 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 3,297 students and 1,301 responses were received, resulting in a 40 per cent response rate.

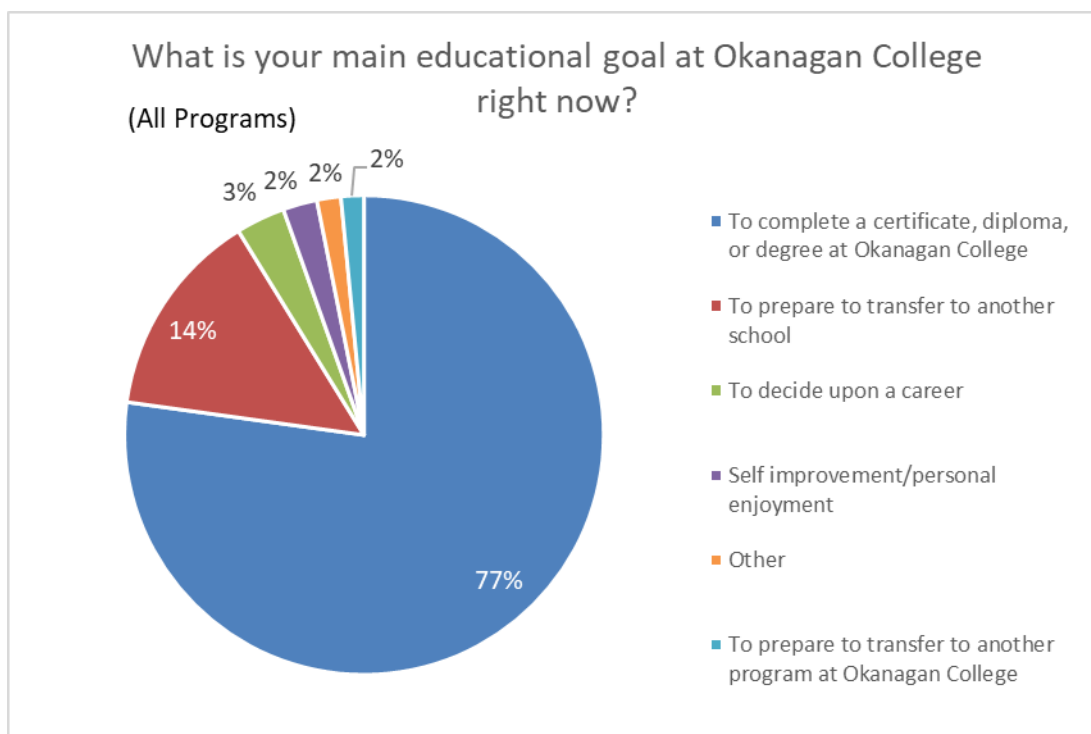
Year	Responses	Response Rate %	Confidence Level %	Margin of Error % (\pm)
2021	1301	40	95	2.4
2020	980	32	95	2.9
2019	926	40	95	3.0

The sample is generally representative of the region (home campus), programming area, and Aboriginal status. As explained above, region (home campus) analysis is not relevant in most of this report due to the introduction of primarily online and remote learning in response to COVID-19. In the results, male respondents and Aboriginal respondents are over-represented while Business and Trades respondents are slightly under-represented. Additional information is available in Appendix A.

Campus Region	% of Population	% of Responses	Responses
<i>Kelowna</i>	63%	58%	753
<i>Vernon</i>	11%	12%	158
<i>Penticton</i>	10%	11%	146
<i>Salmon Arm Revelstoke</i>	4%	5%	69
<i>Distance Education</i>	13%	13%	175
<i>Grand Total</i>	100%	100%	1301

Educational Goals

Most (77 per cent) students who enroll at Okanagan College are planning to complete a credential, while some (14 per cent) are planning to transfer. Often students' educational goals are dependent on the program they are enrolled in. 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 (46 per cent) and Science (53 per cent) degree programs are planning to transfer to another institution, most often to UBC Okanagan according to data from the Student Transitions Project. Only five per cent of Associate of Arts and three per cent of Associate of Science students are attending Okanagan College to decide upon a career.



Educational goals for students in the four academic programs with the highest enrolment are presented on the following page.

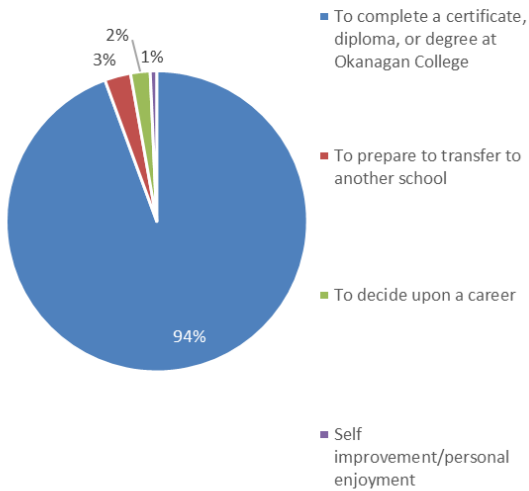
The majority of students in the Bachelor of Business Administration and Business Administration Diploma programs are planning to complete their diploma at Okanagan College (94 and 92 per cent respectively).

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 four iterations of the survey (2018, 2019, 2020, and now 2021), less than 50 per cent of Associate of Arts students say they are planning to transfer to another school.

Over half of the Associate of Science students (53 per cent) said they were planning to transfer to another school, consistent with the results from 2020.

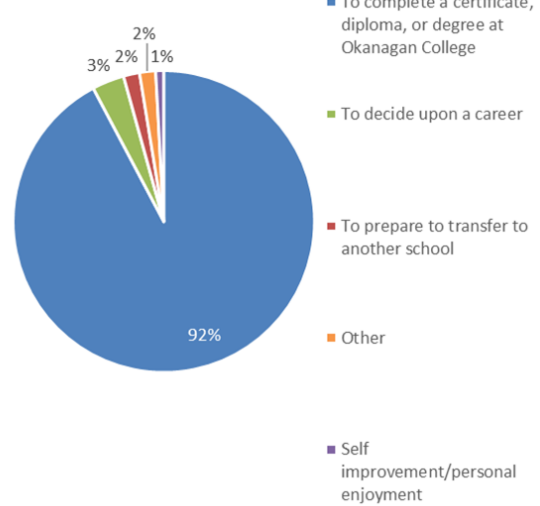
What is your main educational goal at Okanagan College right now?

Bachelor of Business Admin



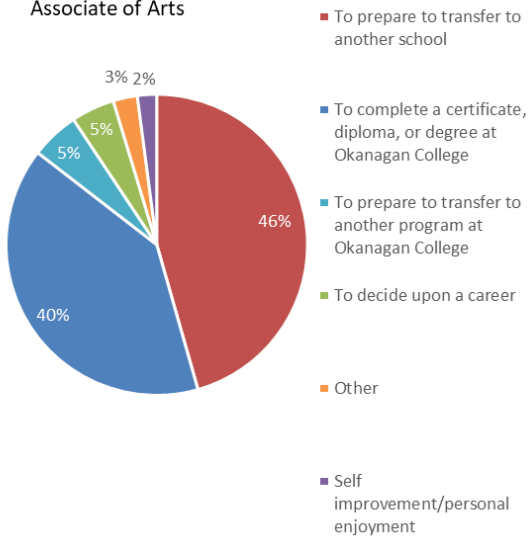
What is your main educational goal at Okanagan College right now?

Business Admin Diploma



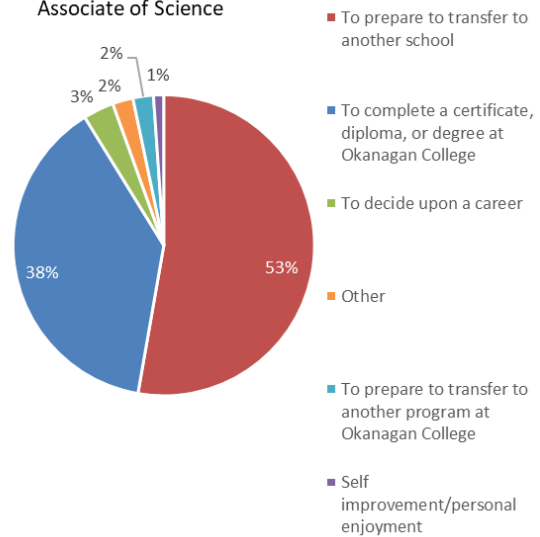
What is your main educational goal at Okanagan College right now?

Associate of Arts



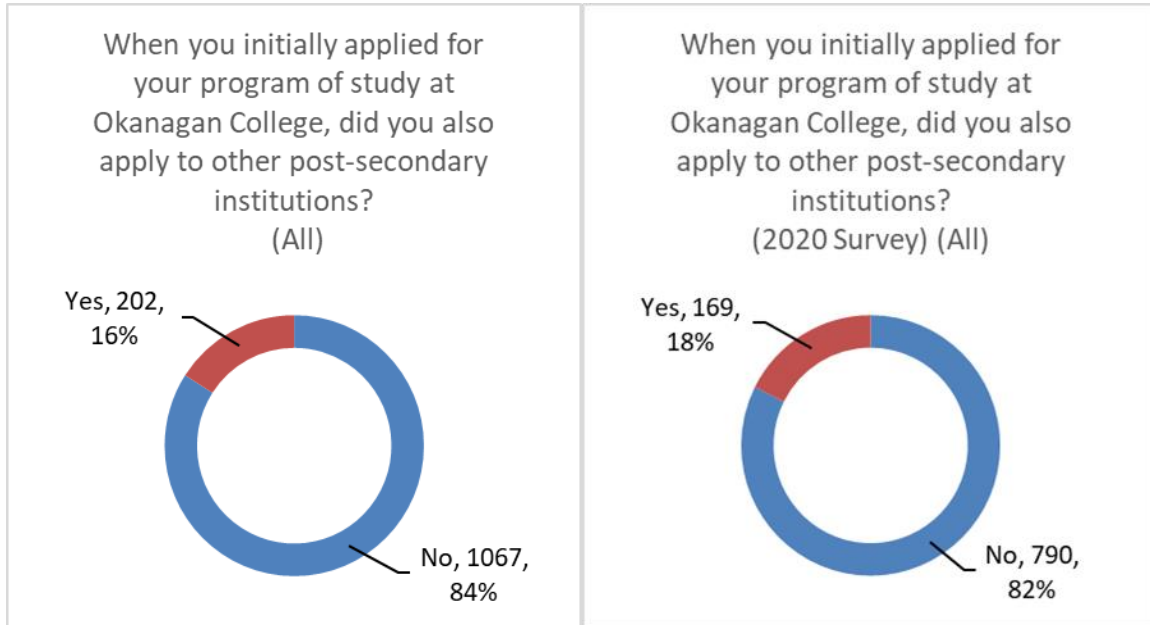
What is your main educational goal at Okanagan College right now?

Associate of Science

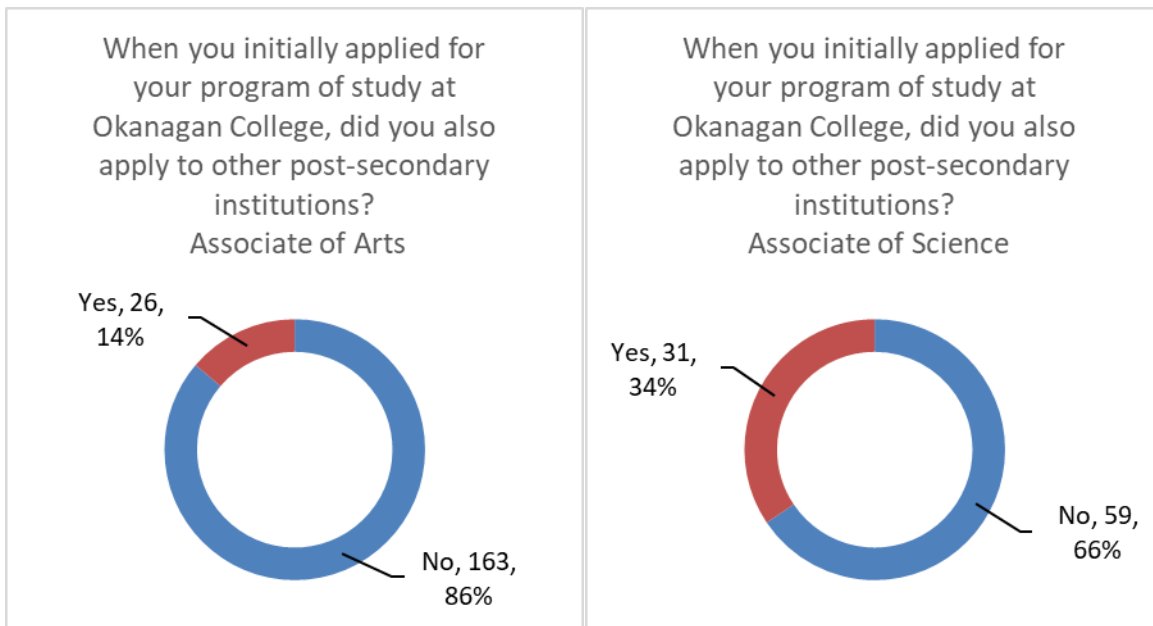


School of Choice

The majority of students who enrolled last fall did not apply to other post-secondary institutions. As can be seen by the two charts below, the results in 2021 were similar to results from the previous iteration of the SSS in 2020.



Whether a student applies to another institution often depends on the program. Generally, a higher percentage of Arts (14 per cent) and Science (34 per cent) students apply elsewhere. This is consistent with other academic programs including Business Administration (degree and diploma) and technology programs. The percentage of Associate of Science students who apply to other institutions has increased in recent years from 18 per cent in 2019 to 23 per cent in 2020 and now to 34 per cent in 2021.

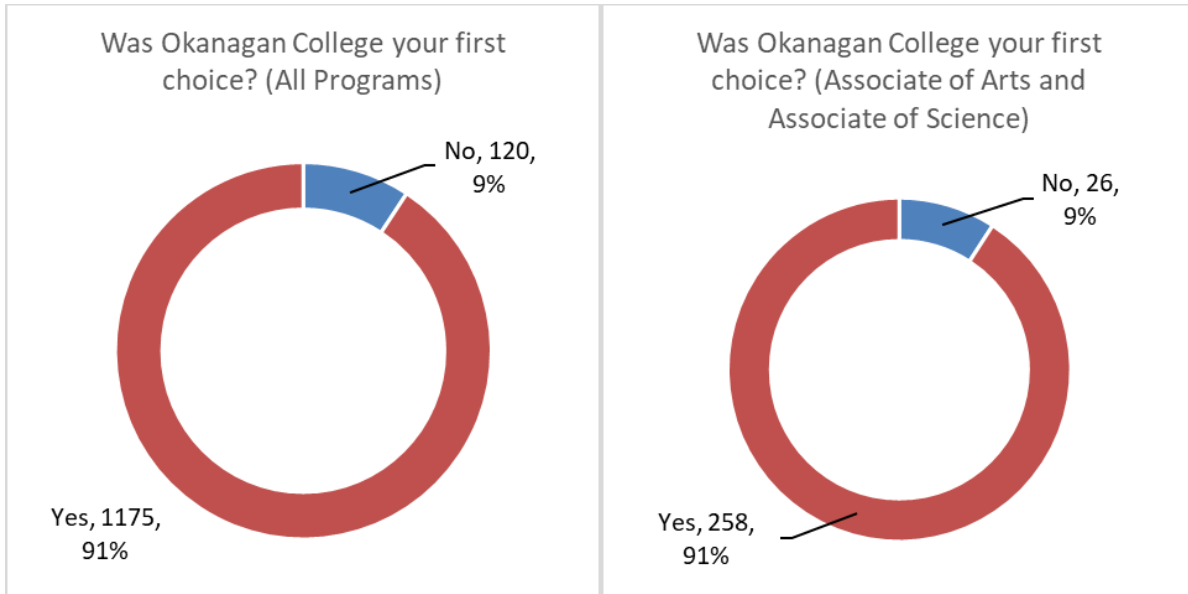


Most students that applied to another school did so locally, generally to UBC Okanagan or Thompson Rivers University. There was no distinction made by year of study so some of these students may be applying to transfer.

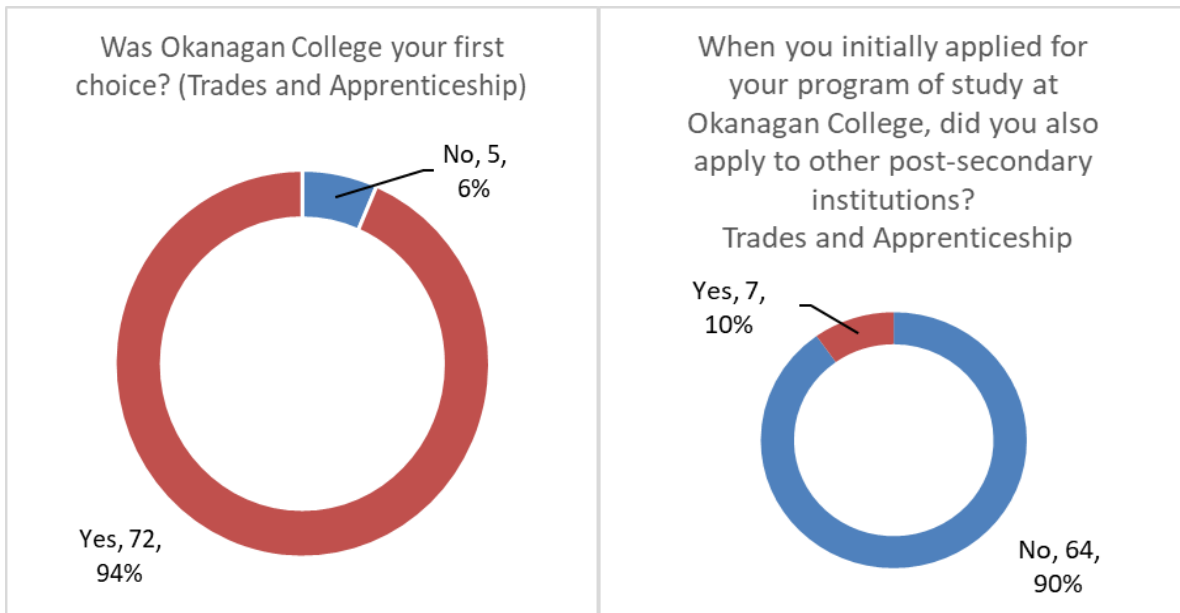
Post-Secondary Institution	Count
UBC - Okanagan	105
Thompson Rivers University	43
UBC - Vancouver	31
University of Victoria	26
BCIT	20
Simon Fraser University	13
University of Calgary	7
Langara College	6
SAIT	6
Vancouver Island University	6
University of Alberta	5
University of the Fraser Valley	5
University of Saskatchewan	4
College of the Rockies	3
NorQuest College	3
Trinity Western University	3
UNBC	3
Athabasca University	2
Camosun College	2
Capilano University	2
College of New Caledonia	2
Kwantlen Polytechnic University	2
Mount Royal University	2
North Island College	2
Red Deer College	2
Selkirk College	2
Sheridan College	2
Other	20
Total	329

First Choice

In 2021, ninety-one per cent of students said that Okanagan College was their first choice. For the Associate of Arts and Associate of Science programs, results were up slightly (by three per cent) compared to 2020.



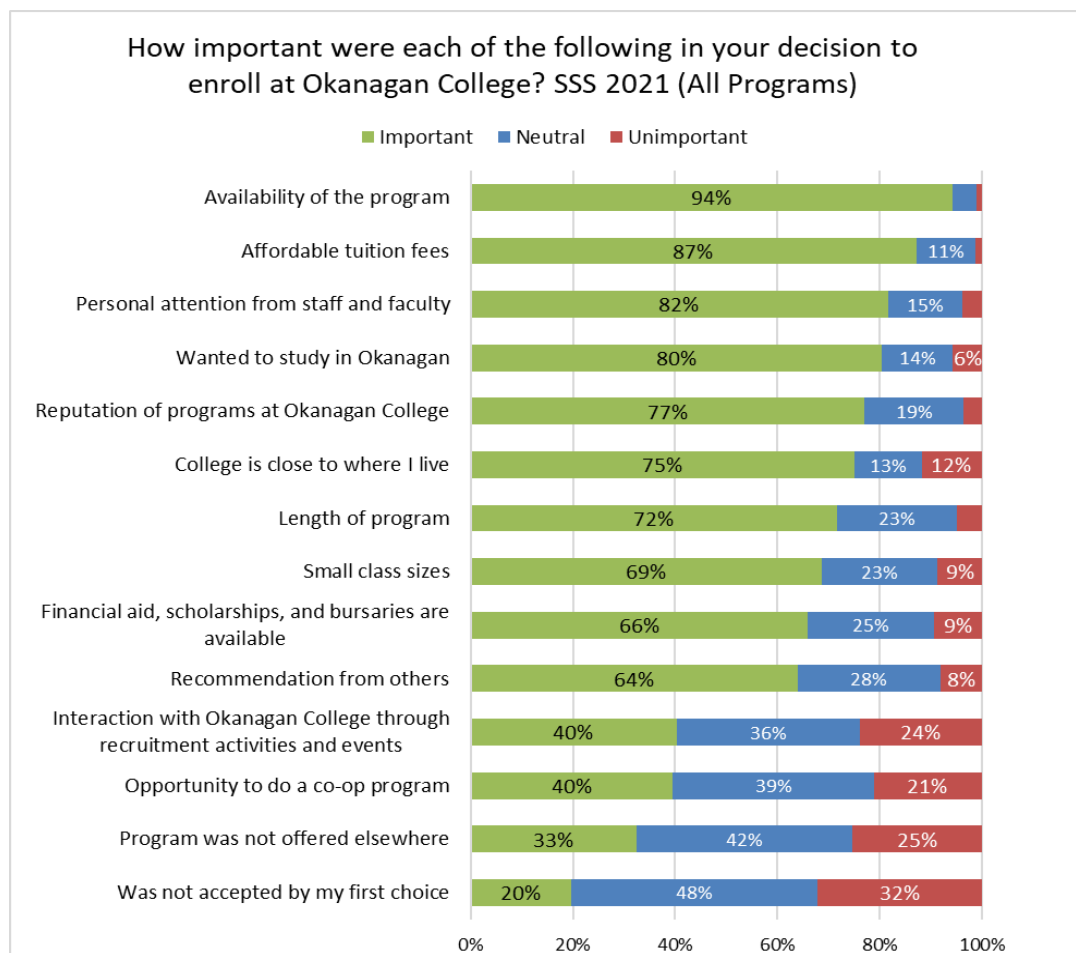
Similar to 2020, Okanagan College was the first choice of 94 per cent of Trades students who responded to the survey and only seven per cent of Trades survey respondents said they applied to another school when they initially applied to their program.



Motivation to Enroll at Okanagan College

There was no significant change in the motivation to come to Okanagan College as the top four motivations from 2020 remain the top four in 2021. 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-group level. As shown in *Appendix B: Motivations by Demographics*, for Aboriginal students the top four motivations in 2021 were consistent with the top four motivations of all other respondents. For international students, availability of the program was again the most important, followed by the length of their program, wanting to study in the Okanagan, and personal attention from staff and faculty. Overall, availability of the program was *very important* to 70 per cent of the respondents in 2021, an increase from 64 per cent in 2020. Moreover, 59 per cent of respondents said affordable tuition fees were *very important* in 2021, almost at the same level as 2020 (57 per cent).

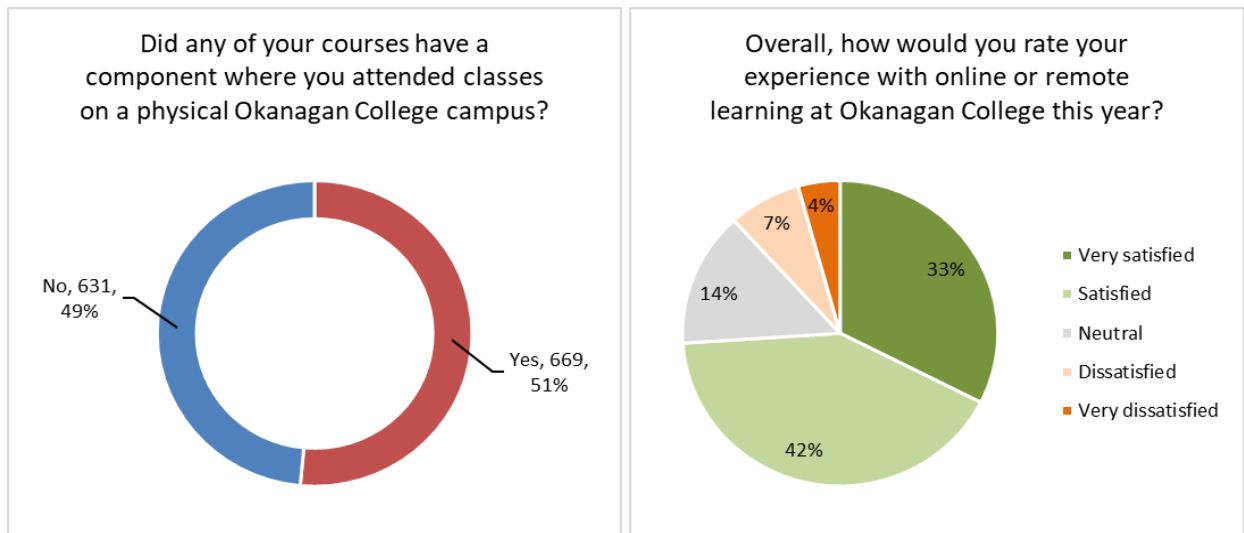
Although motivations varied by the program area, program availability continues to be the top motivation for Associate of Arts, Associate of Science, Bachelor of Business Administration (BBA), Continuing Studies, Technologies, Health & Social Development, and Trades & Apprenticeship students. All student groups listed above rated affordable tuition fees as the second-most important motivation except for BBA (reputation of program) and Technologies (personal attention from staff and faculty).



Course Delivery

With a significant increase in online and remote course delivery since the last iteration of the SSS, two new questions were introduced for the 2021 version of the survey. The first question asked students if they had attended any component of their courses on a physical Okanagan College campus, while the second question asked them to rate their satisfaction with online/remote learning.

Approximately half (51 per cent) of all respondents attended at least one class on a physical Okanagan College campus, and nearly three-fourths of all respondents (74 per cent) were *satisfied* or *very satisfied* with their online or remote learning experience.

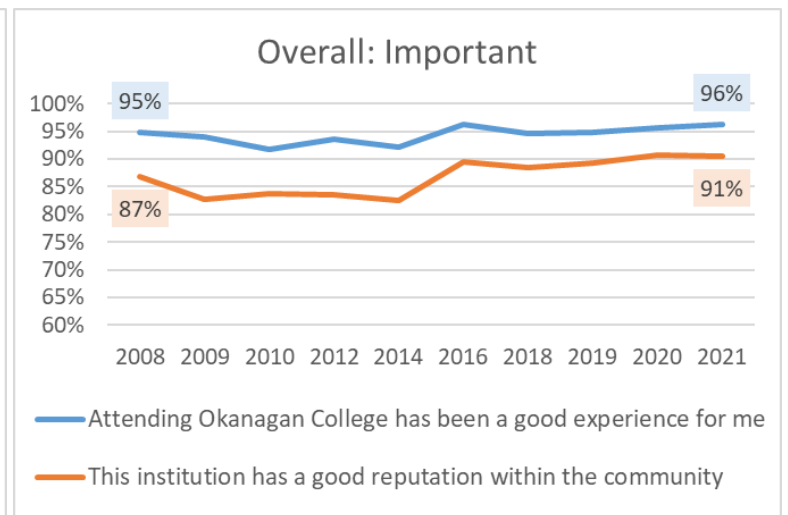
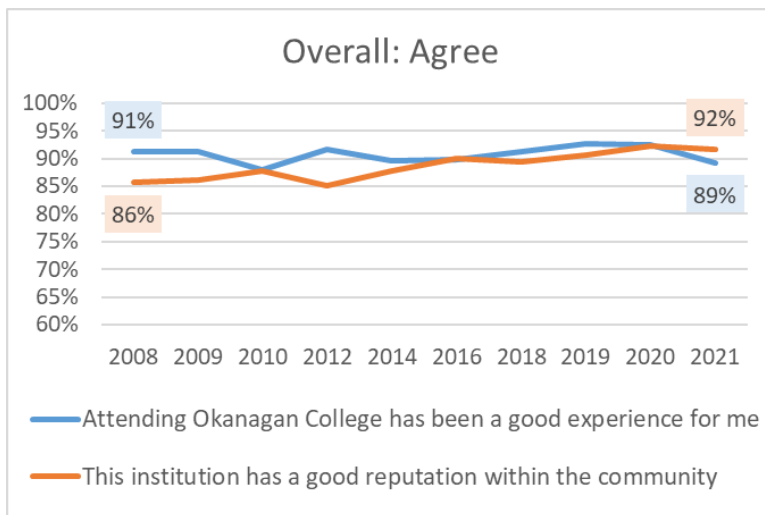


Results by Category: Overall

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 2020 to 2021 in the overall category questions. 89 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 category questions have not changed dramatically since the survey was launched. As well, there is little gap between the scores for *importance* and *agreement*.

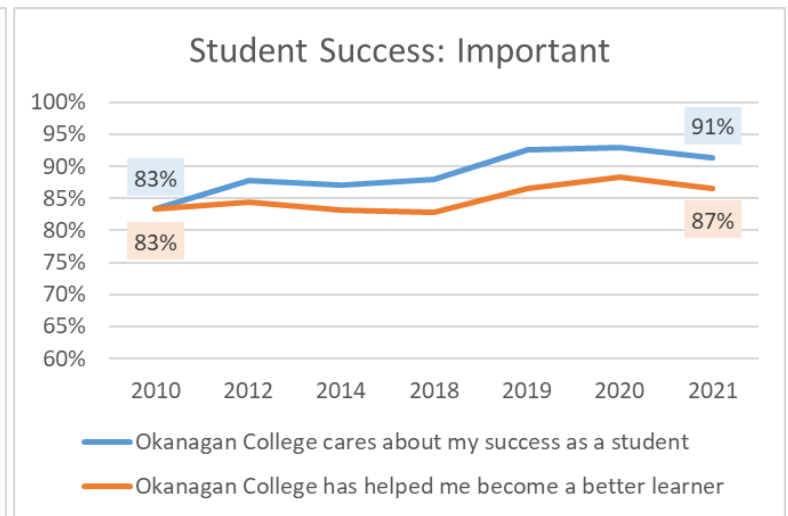
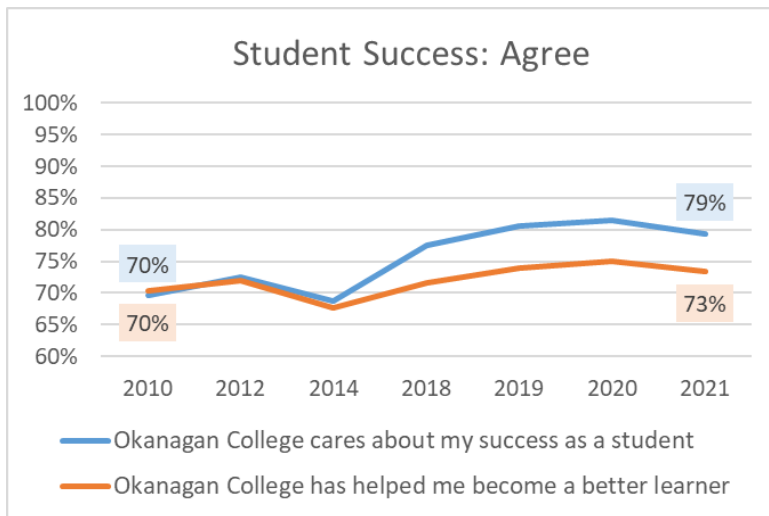


Results by Category: Student Success

Due to a technical error, the Student Success 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 in recent years, rising from 69 per cent in 2014 to approximately 80 per cent in each of the last three iterations of the SSS. Over the same time period, the importance level associated with that statement has risen slightly from 87 per cent to 91 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.

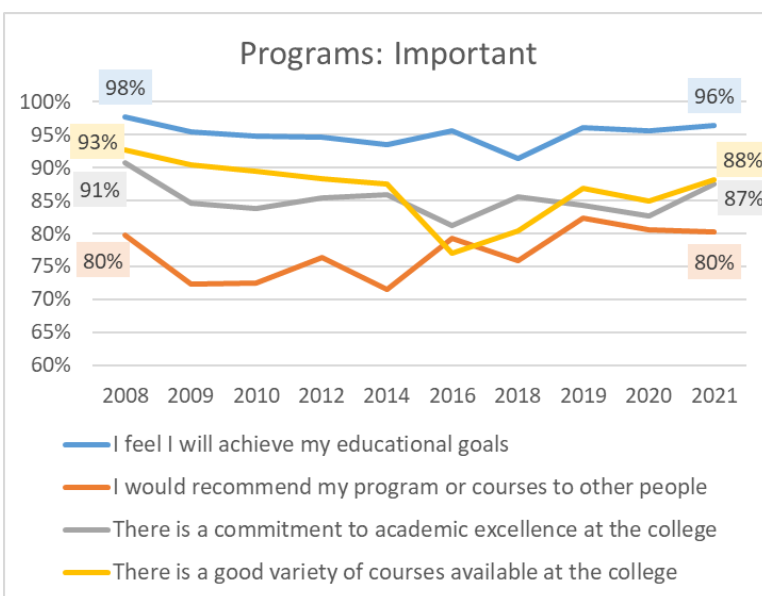
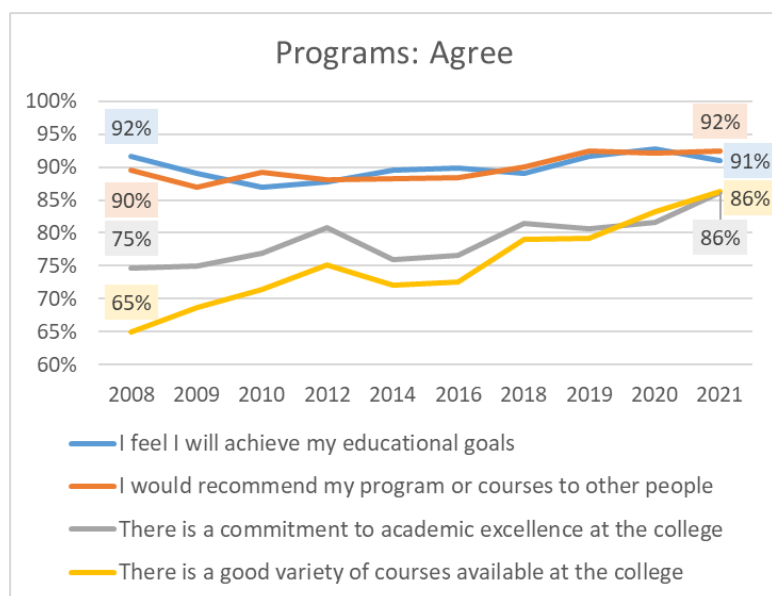


Results by Category: Program

None of the Program category questions saw statistically significant change in agreement or importance percentages between 2020 and 2021. In 2020, 92 per cent of respondents agreed that they would recommend their program or course to other people. The statement “There is a good variety of courses at the college” has seen a significant increase in student agreement in recent years, rising from 72 per cent in 2014 to 86 per cent in 2021. The statement “There is a commitment to academic excellence at the college” has also seen a significant increase in student agreement over the same time span, rising from 76 per cent in 2014 to 86 per cent in 2021.

It should be noted that the wording of two statements in this section have been altered from previous iterations of the survey. Prior to the 2021 SSS, the statement “There is a commitment to academic excellence at the college” was presented as “There is a commitment to academic excellence on this campus”. Moreover, the statement “There is a good variety of courses available at the college” was presented as “There is a good variety of courses on this campus” prior to the 2021 iteration of the SSS. As can be seen from the table below, the slight change in wording did not significantly impact the results for those statements.

Statement	Agreement Percentage		Importance Percentage	
	2020	2021	2020	2021
There is a commitment to academic excellence at the college	82%	86%	83%	87%
There is a good variety of courses available at the college	83%	86%	85%	88%



Results by Category: Facilities and Infrastructure

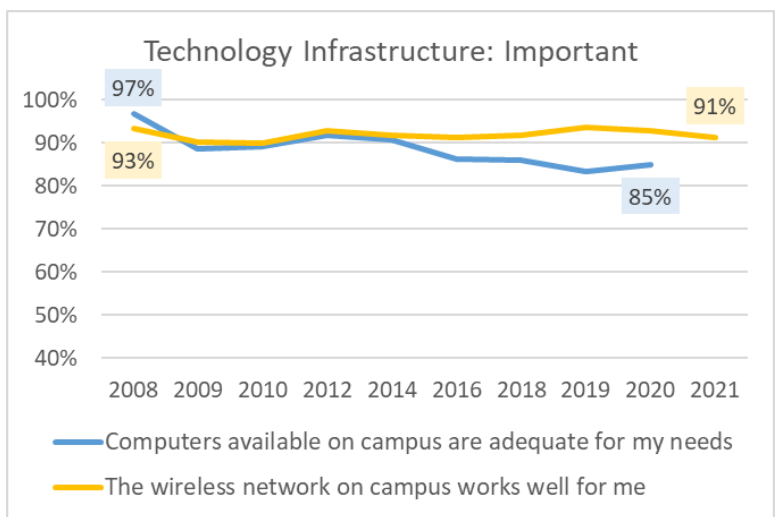
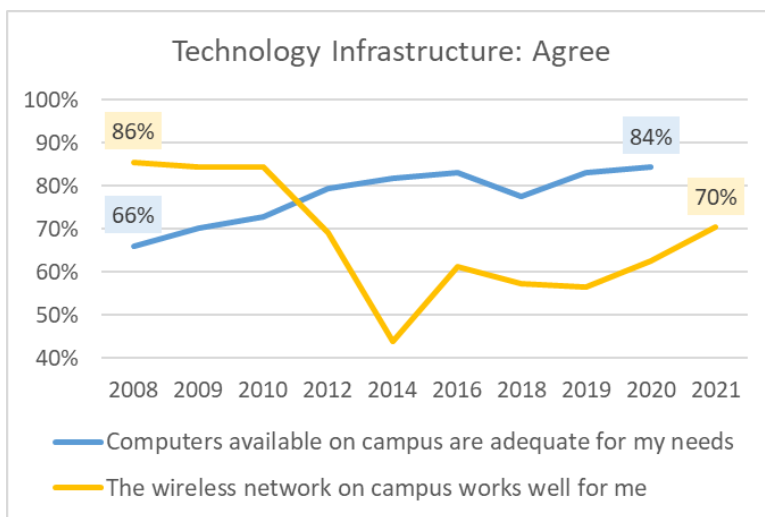
Technology Infrastructure

Computers and Network

The on-campus wireless network has remained important to students since 2008. In 2021, 91 per cent of respondents said it was important to them. The percentage of students who agreed that the wireless network on campus works for them was 70 per cent in 2021 as compared to 63 per cent in 2020.

It should be noted that the statement "The wireless network works well for me" was changed in 2021 to "The wireless network on campus works well for me". Additionally, only respondents who attended classes on a physical Okanagan College campus were asked to provide their opinion on the wireless network. Understandably, in an online and remote course delivery context students were using their own private wireless services resulting in much lower usage of the on campus wireless network. Therefore, the year over year marginal increase is not statistically significant as the margin of error increases at the subgroup level.

The statement "Computers available on campus are adequate for my needs" was not included in the 2021 SSS as a result of COVID-19's impact on student experiences.

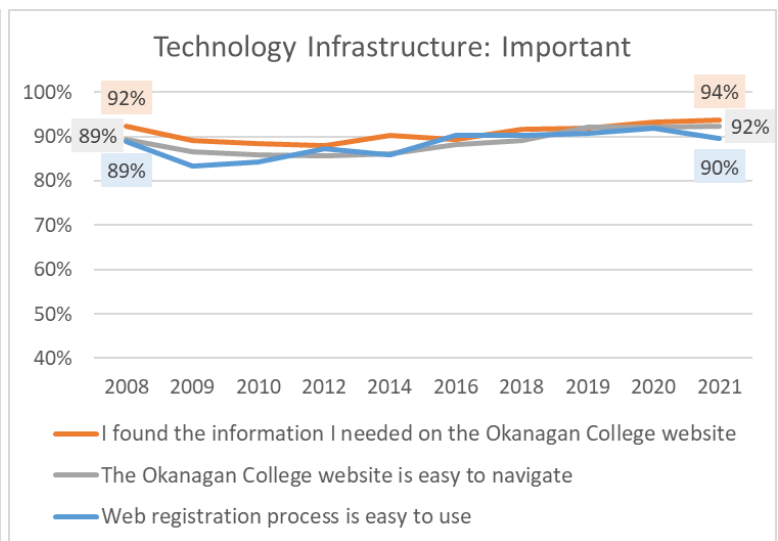
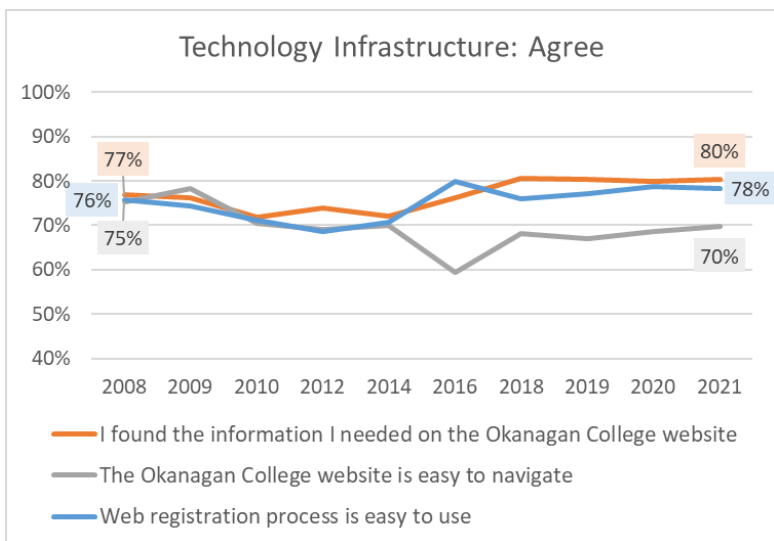


Website

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.

In 2021, the percentage of respondents who said they found the information they needed on the Okanagan College website was 80 per cent, consistent with the last three iterations of the SSS. The navigability of the Okanagan College website was at 70 per cent, close to its usual agreement score after dipping to 59 per cent in 2016. Finally, the statement “the web registration process is easy to use” received an agreement rating of 78 per cent, consistent with the previous two iterations of the SSS.

All three statements have been considered important by 90 per cent or more of respondents since 2019.

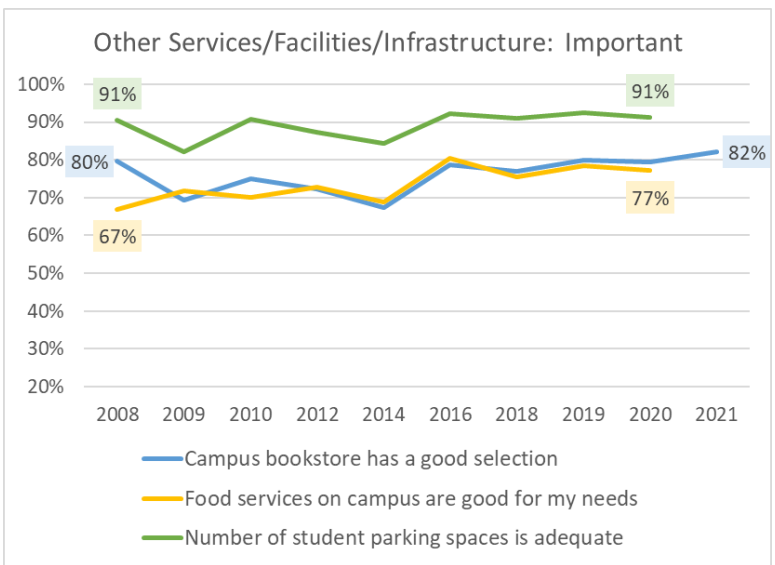
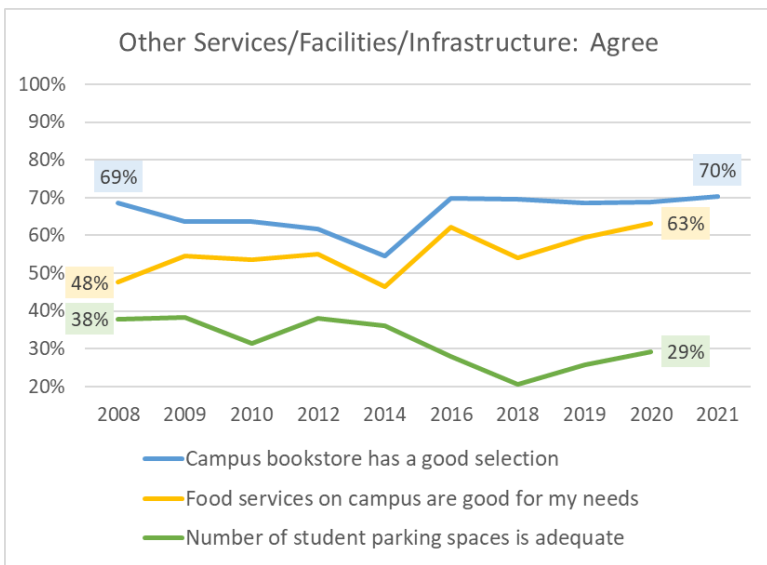


Services/Facilities/Infrastructure: Other

The campus bookstores, food services, and student parking have remained important aspects of Okanagan College, with little fluctuation since 2016.

The agreement score for bookstore selection quality has consistently remained near or at 70 per cent since 2016.

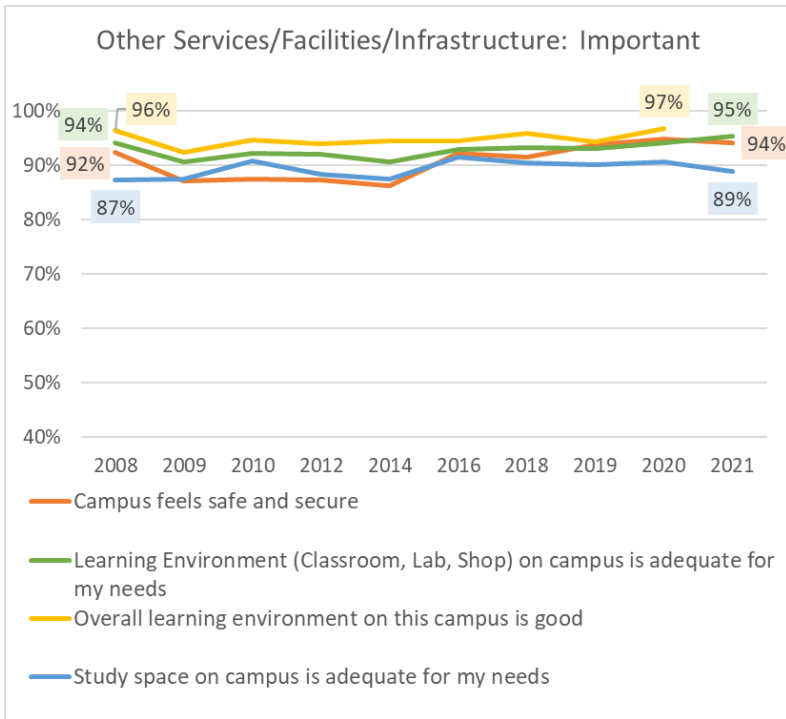
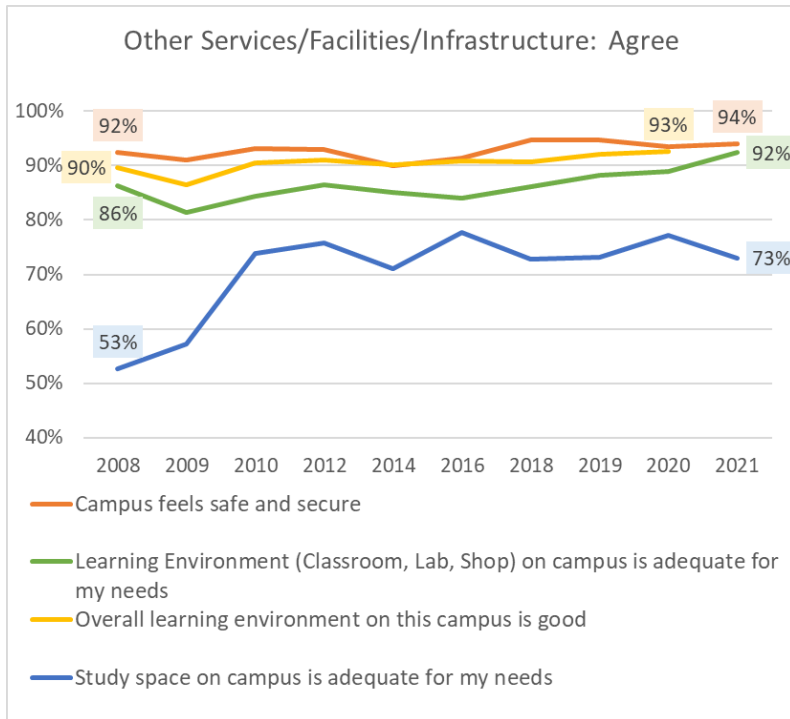
Conversely, the agreement scores of both parking and food services have shown some improvement in recent years. However, the statements “Number of student parking spaces is adequate” and “Food services on campus are good for my needs” were not included in the 2021 SSS as a result of COVID-19’s impact on student experiences.



Services/Facilities/Infrastructure: Other

Agreement scores for campus security and the learning environment have generally remained stable since 2008, while study space has seen slight variations in agreement since 2010. Importance scores for all of these facilities have been consistently high since 2008.

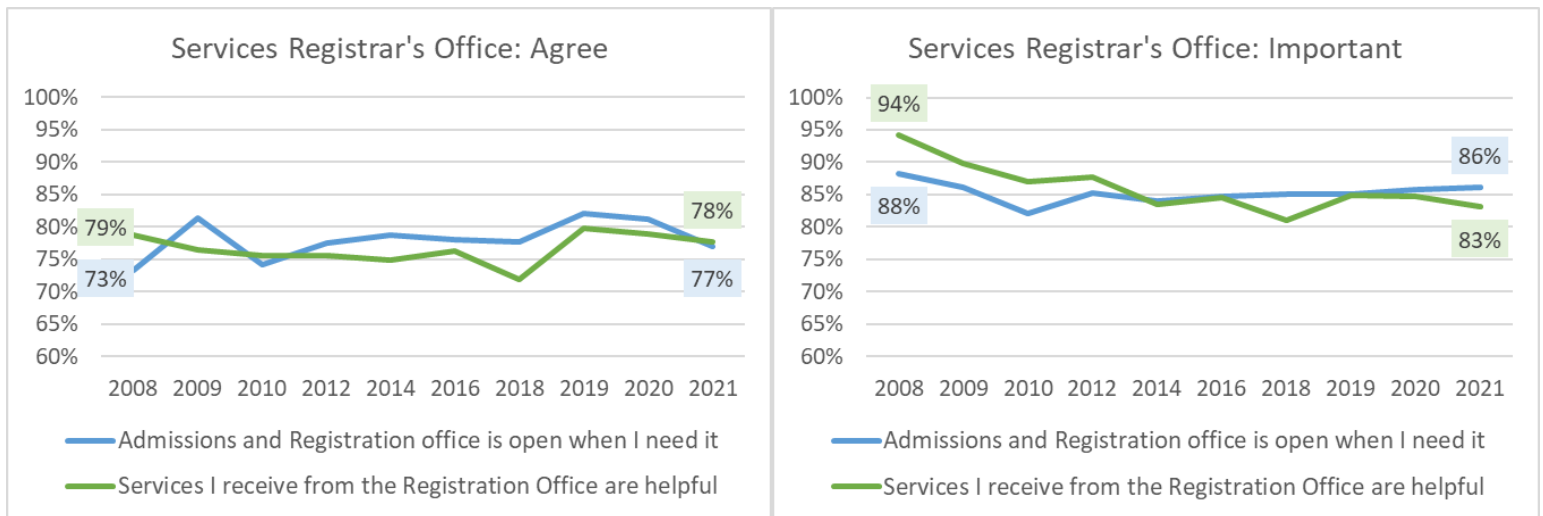
The statement “Overall learning environment on this campus is good” was not included in the 2021 SSS as a result of COVID-19’s impact on student experiences.



Results by Category: Services

Registration Office

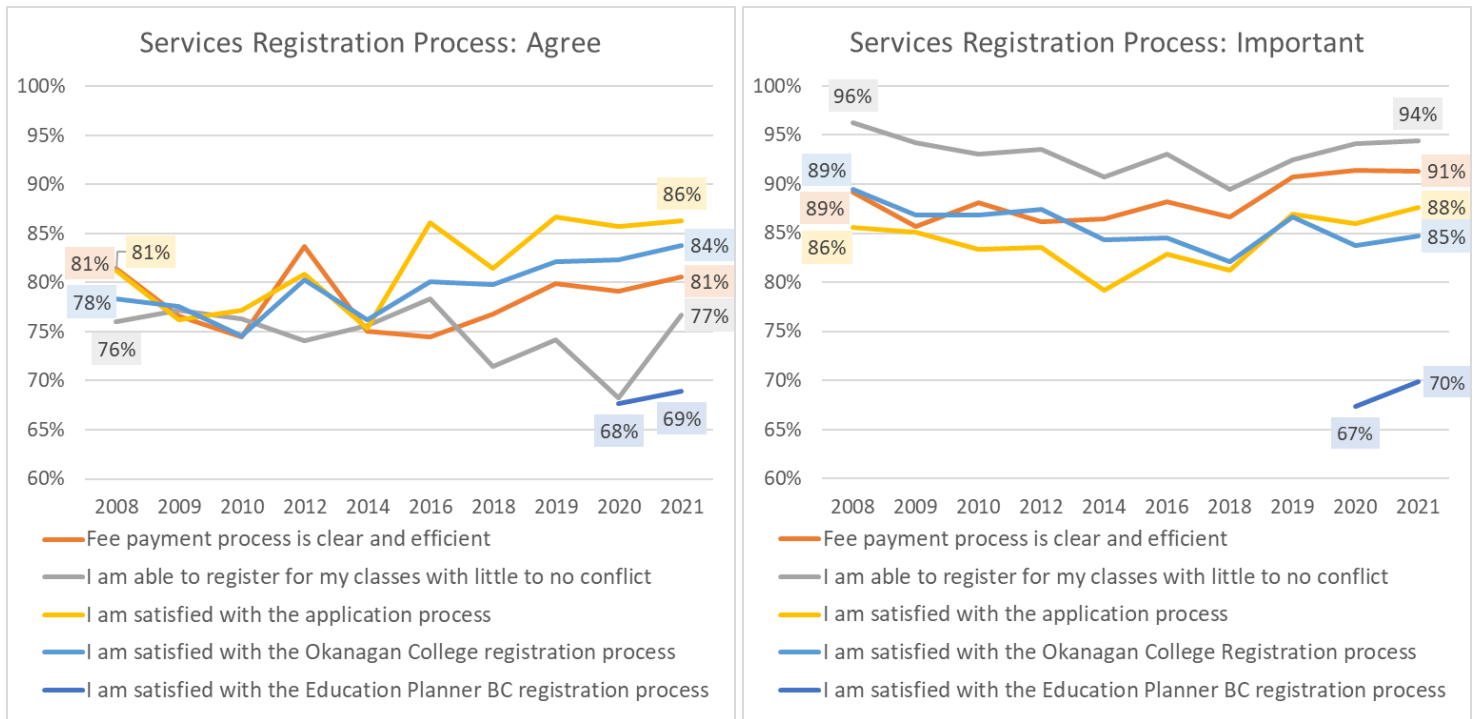
Satisfaction with Registration Office hours of operation and its related services has generally remained steady for the last three years. After a considerable decline in early versions of the SSS, importance scores have stabilized with both Registration Office services and office hours.



Registration Process

After declining from 74 per cent to 68 per cent between 2019 and 2020, the agreement rating for the statement “I am able to register for my classes with little to no conflict” increased to 77 per cent in 2021. This item has seen multiple shifts in satisfaction in recent years.

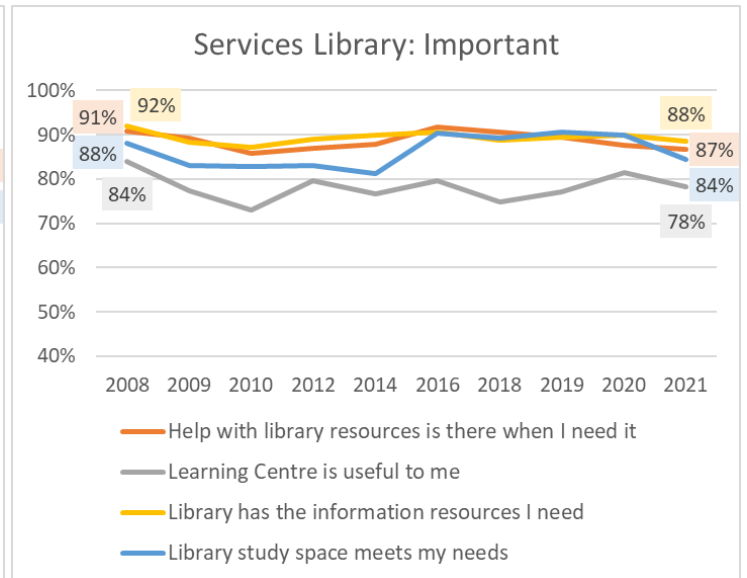
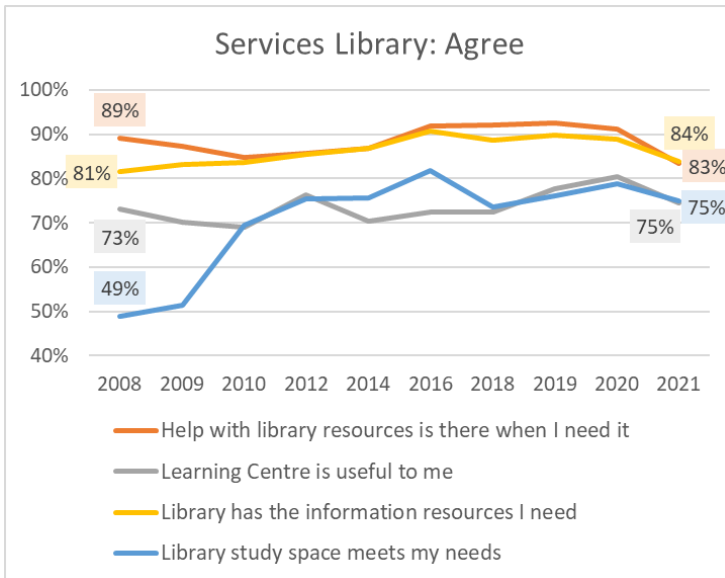
A new item was added to the survey in 2020 to account for the introduction of Education Planner BC as a portal for admission applications. In both 2020 and 2021, students placed a higher level of importance and were more satisfied with the Okanagan College registration process compared to the Education Planner BC registration process.



Library

Perception of availability of library resource assistance saw a significant decrease in agreement score from 2020 (91 per cent) to 2021 (83 per cent). This shift in agreement score could be partially due to library resources being accessible online as opposed to in person due to COVID-19 related measures taken at the College.

The importance and agreement scores for 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.

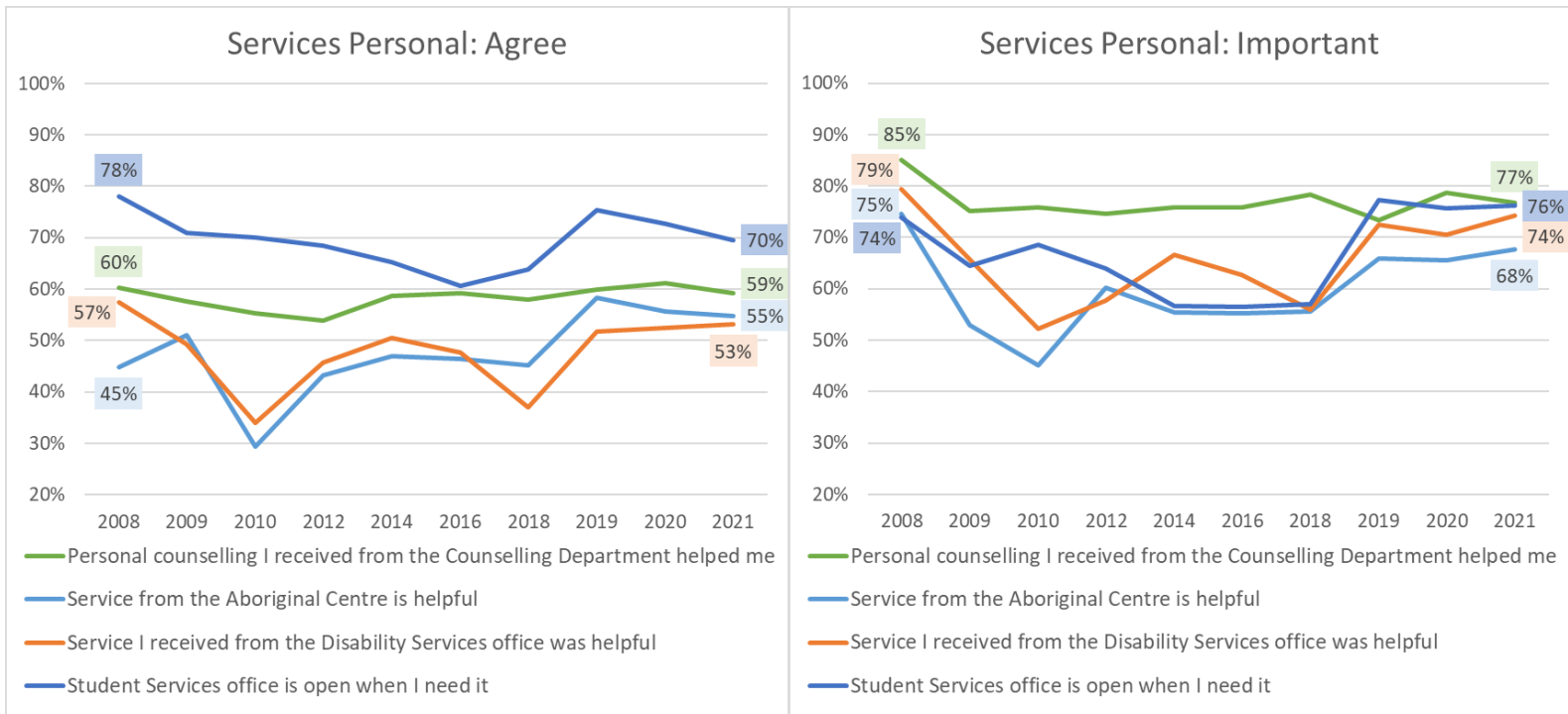


Services: Personal

After a significant rise from 2018 to 2019, agreement levels with the Aboriginal Centre and Disability Services office have essentially flattened in the last several iterations of the SSS.

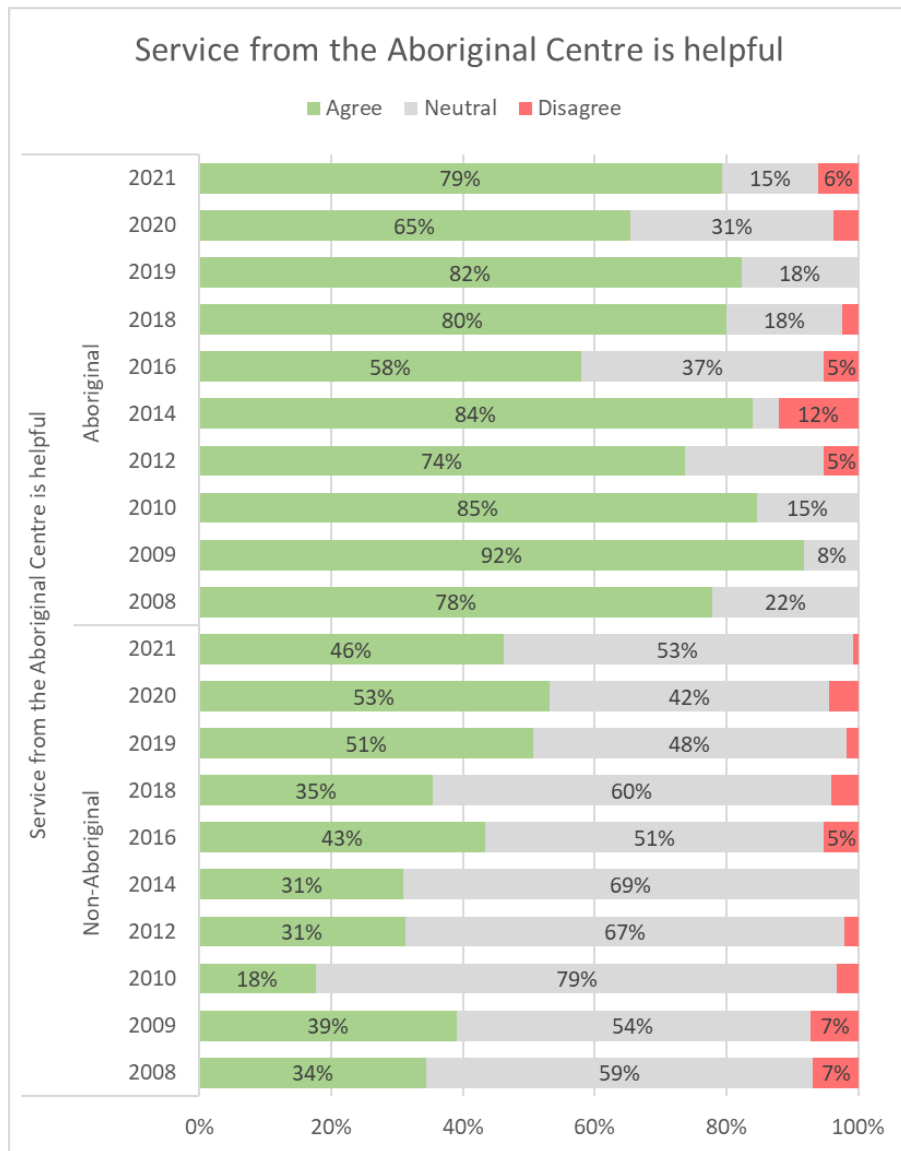
The Student Services Office (phrased as Welcome Centre until the 2018 survey) experienced a noteworthy increase in satisfaction from 2018 to 2019 but has seen a slight downward trend in recent years, decreasing from 75 per cent in 2019 to 70 per cent in 2021.

Satisfaction with the Counselling Department has consistently remained at or near 60 per cent since 2008. Importance levels for all personal services have remained consistent since 2019.



Services: Personal (continued)

The Aboriginal Centre question results are filtered by respondent demographic (Aboriginal or non-Aboriginal) and are presented below. The number of Aboriginal respondents to this question is very low (82) and the results should be used with caution; 232 non-Aboriginal people responded to the question in 2021. The survey instructs students to respond only if they have experience with the service. There were 119 respondents who declared themselves Aboriginal.

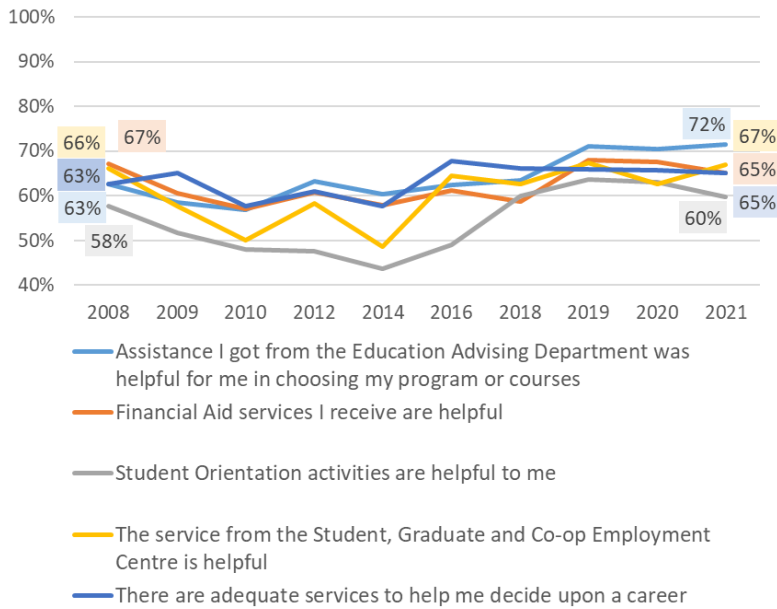


Services: Other

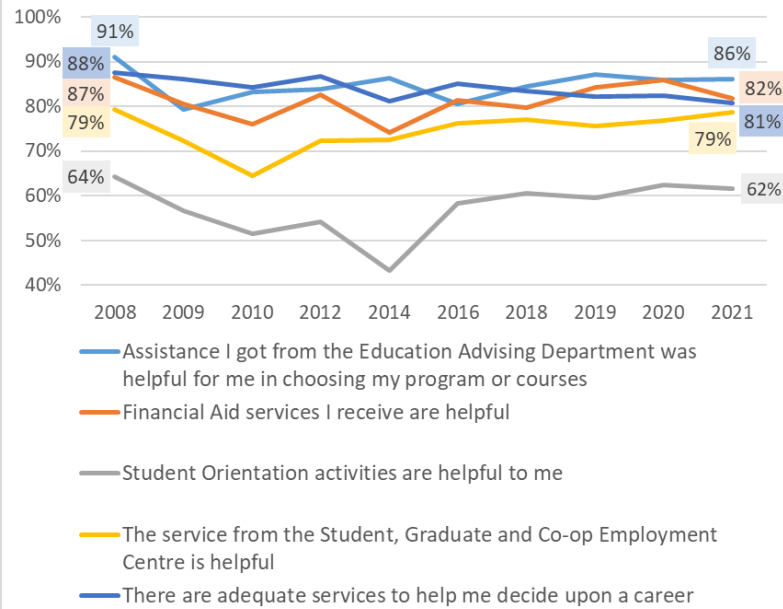
After reaching a record low in both agreement and importance in 2014, Student Orientation activities have been largely stable in both categories. Importance has stabilized near or at 60 per cent in each SSS since 2016, while agreement has scored near or at 60 per cent since 2018.

All other student services presented below, including Financial Aid and Education Advising, have garnered relatively consistent agreement and importance scores since 2019.

Services Other: Agree



Services Other: Important

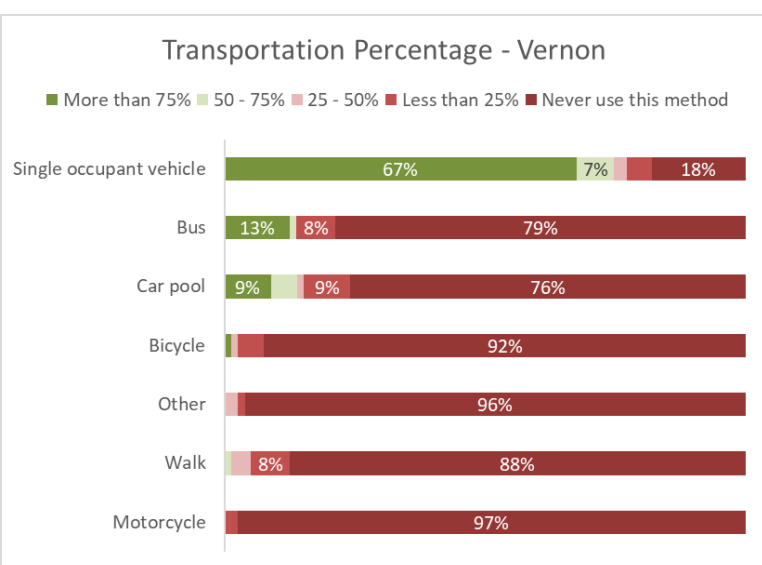
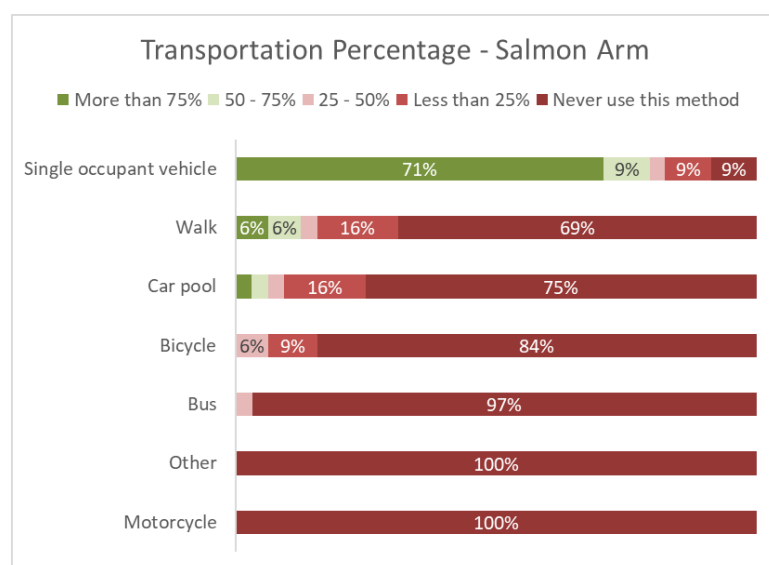
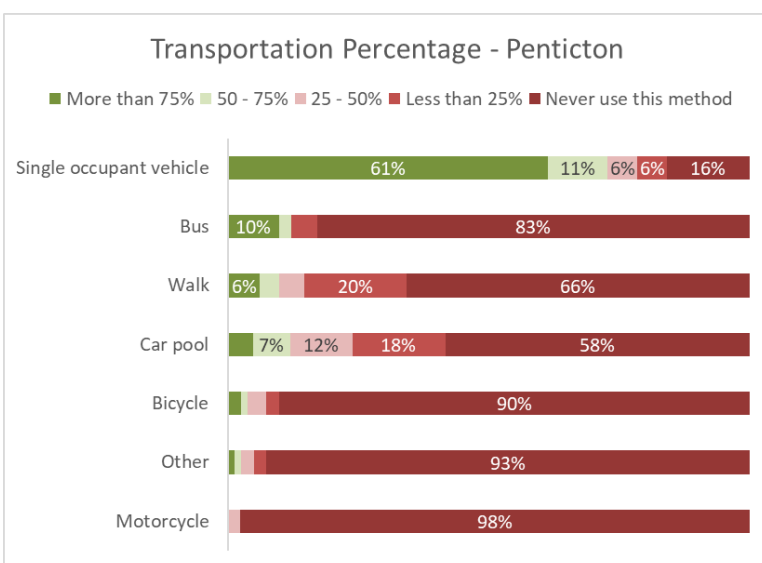
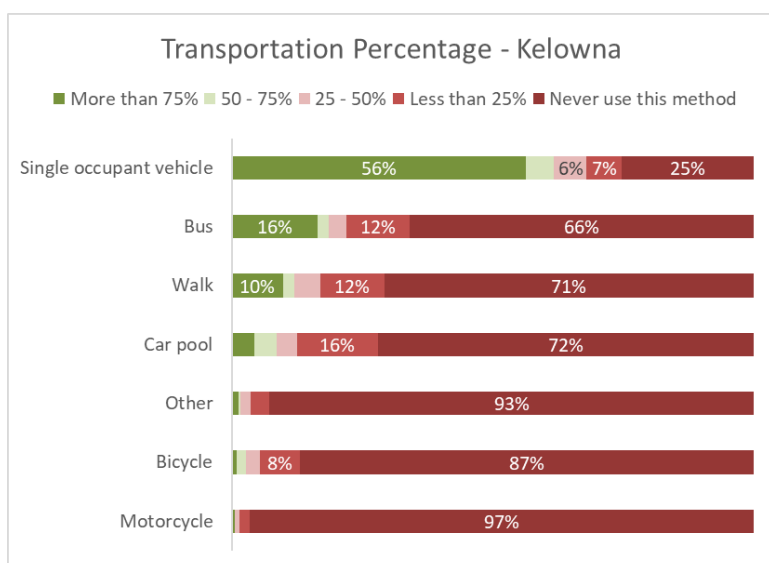


Results by Category: Transportation

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.

Each year the most common transportation method selected by respondents has been the single occupant vehicle. In 2021, 71 per cent of Salmon Arm respondents used the single occupant vehicle method over 75 per cent of the time. When compared to other campuses, public transit was most used on the Kelowna campus while walking and carpooling were most used on Penticton campus.

In 2021, only respondents who attended classes on a physical Okanagan College campus were asked to provide their opinion on transportation methods.



Results by Campus: Scatter Plots and Radar Charts

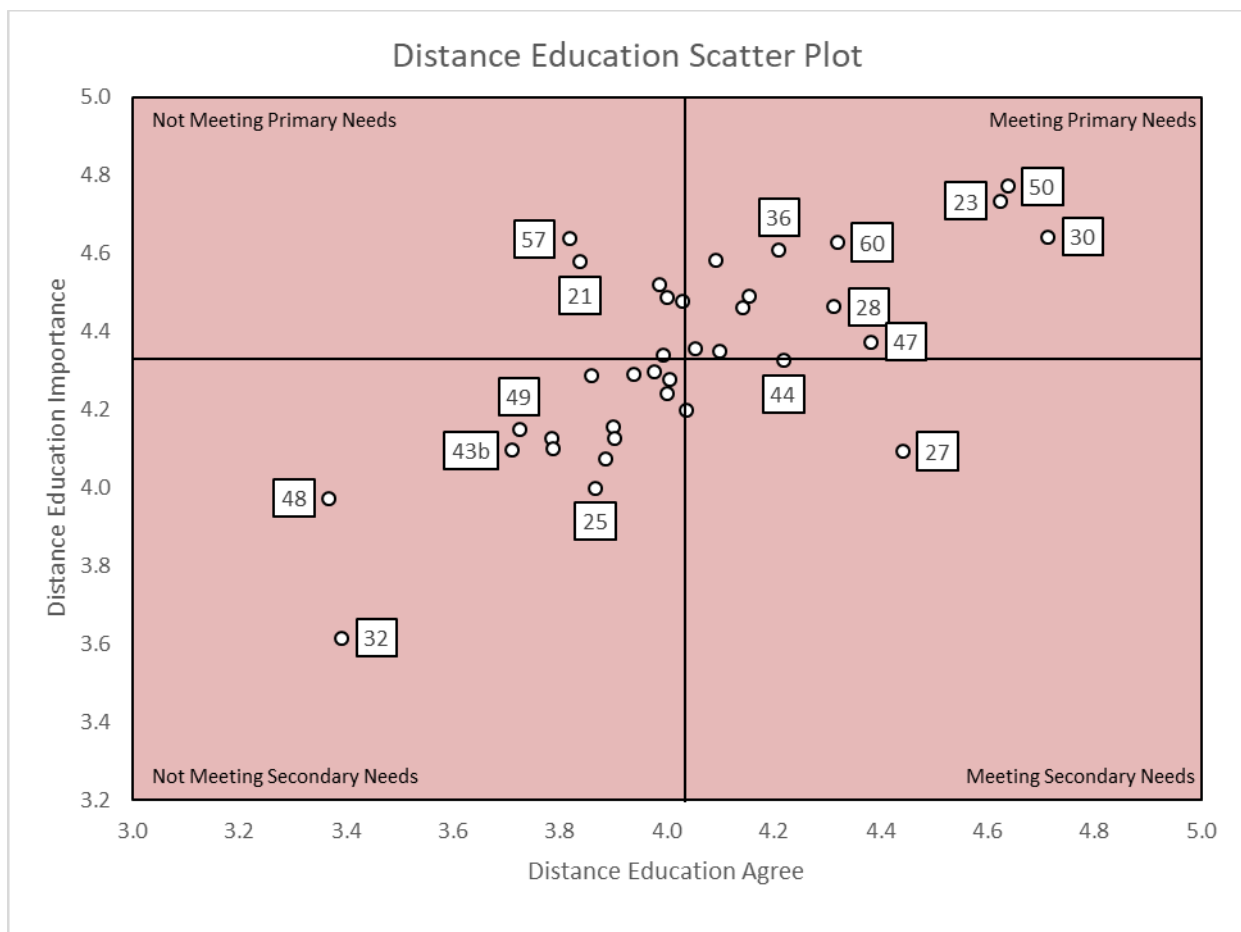
Due to the role of online or remote learning as a result of COVID-19, analysis for physical campuses (Kelowna, Vernon, Penticton, and Salmon Arm) was not performed in 2021. For Distance Education analysis, please see the results on the following page.

Please see *Appendix C: Question Text* for the complete list of question text and numbers.

Results by Campus: Distance Education

For each statement, average scores are plotted on a scatter diagram below to visually demonstrate how each statement scores on both importance and agreement. Scores are assigned a numeric value from one to five, with higher values indicating stronger levels of agreement or importance. Items that students have scored with a high level of importance and a relatively lower level of agreement are possible targets for attention.

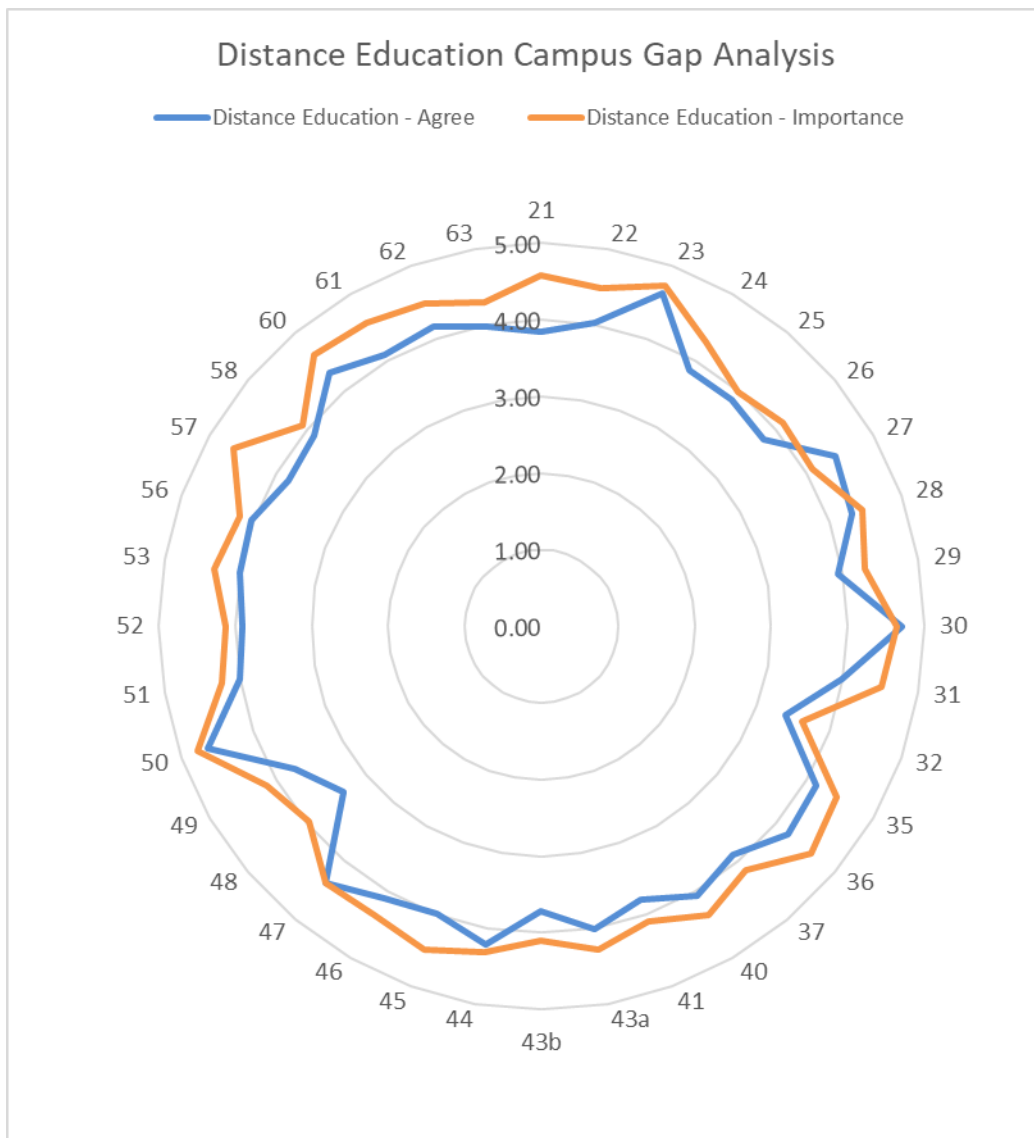
As distance education enrolments continue to increase, more questions relating specifically to distance student experience might help explore this cohort more closely. Onsite services such as item 32 (student orientation activities) score low in importance for this group. Items 50 (I feel I will achieve my educational goals) and 23 (campus feels safe and secure) continue 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

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.

As some distance education students may have visited a physical campus, a few of the issues experienced by the distance learners (e.g. item 57, on-campus wireless network) are the same as issues traditionally experienced by on campus learners. Items 21 (website is easy to navigate), 31 (Fee payment process is clear and efficient), 45 (Education Advising Department was helpful), 48 (able to register for classes with little to no conflicts), and 61 (found the information needed on OC website) were some of the other large gaps.



Appendix A: Responses by Demographics

Gender	% of Population	% of Responses	Responses
<i>Female</i>	58%	69%	899
<i>Male</i>	42%	31%	396
Grand Total	100%	100%	1295

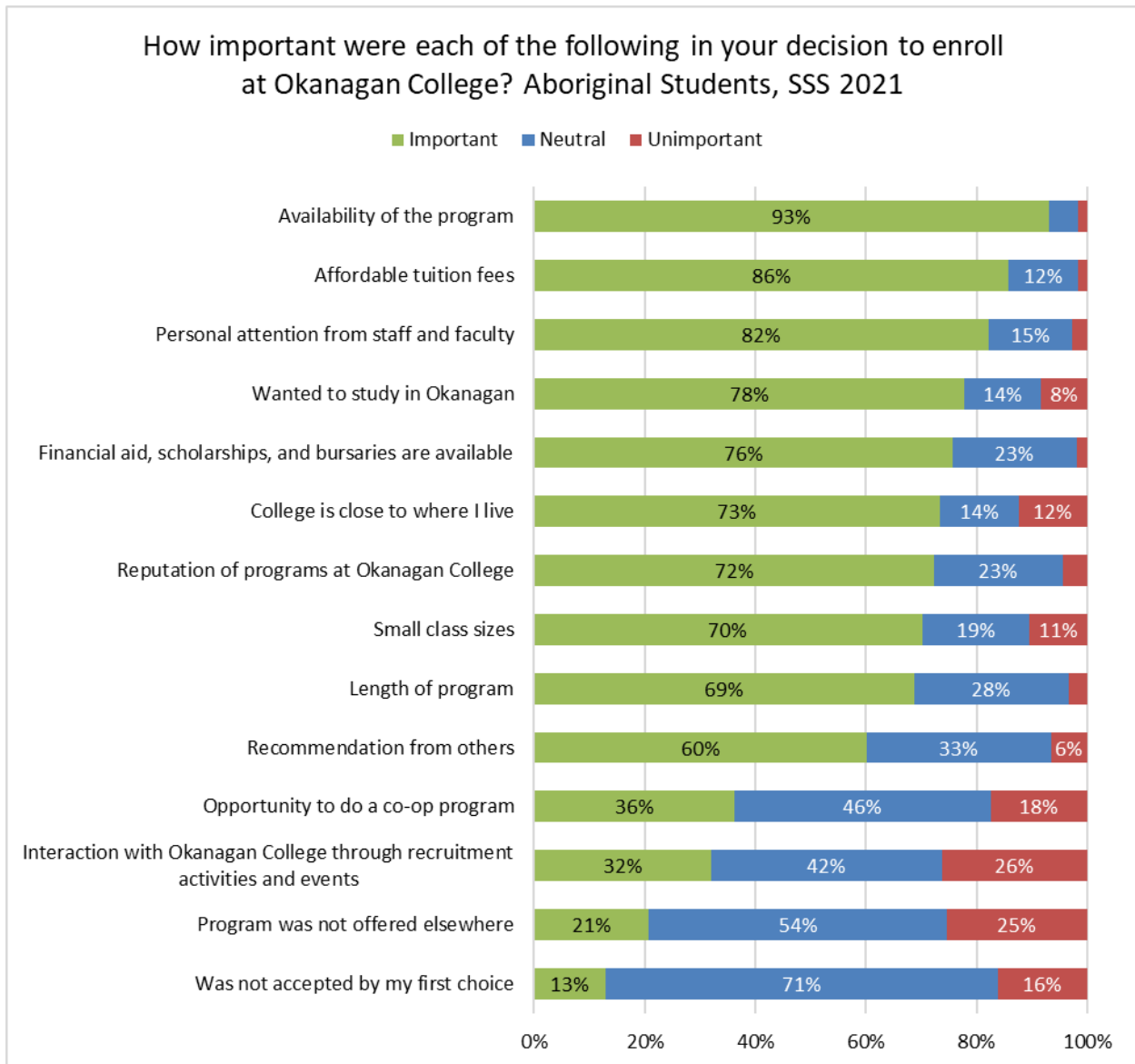
Aboriginal	% of Population	% of Responses	Responses
<i>Aboriginal</i>	7%	9%	119
<i>Non-Aboriginal</i>	93%	91%	1182
Grand Total	100%	100%	1301

Age Range	% of Population	% of Responses	Responses
<i>19 and Under</i>	19%	21%	269
<i>20 to 24</i>	40%	31%	399
<i>25 to 29</i>	15%	14%	186
<i>30 to 34</i>	9%	11%	140
<i>35 and Over</i>	17%	24%	307
Grand Total	100%	100%	1301

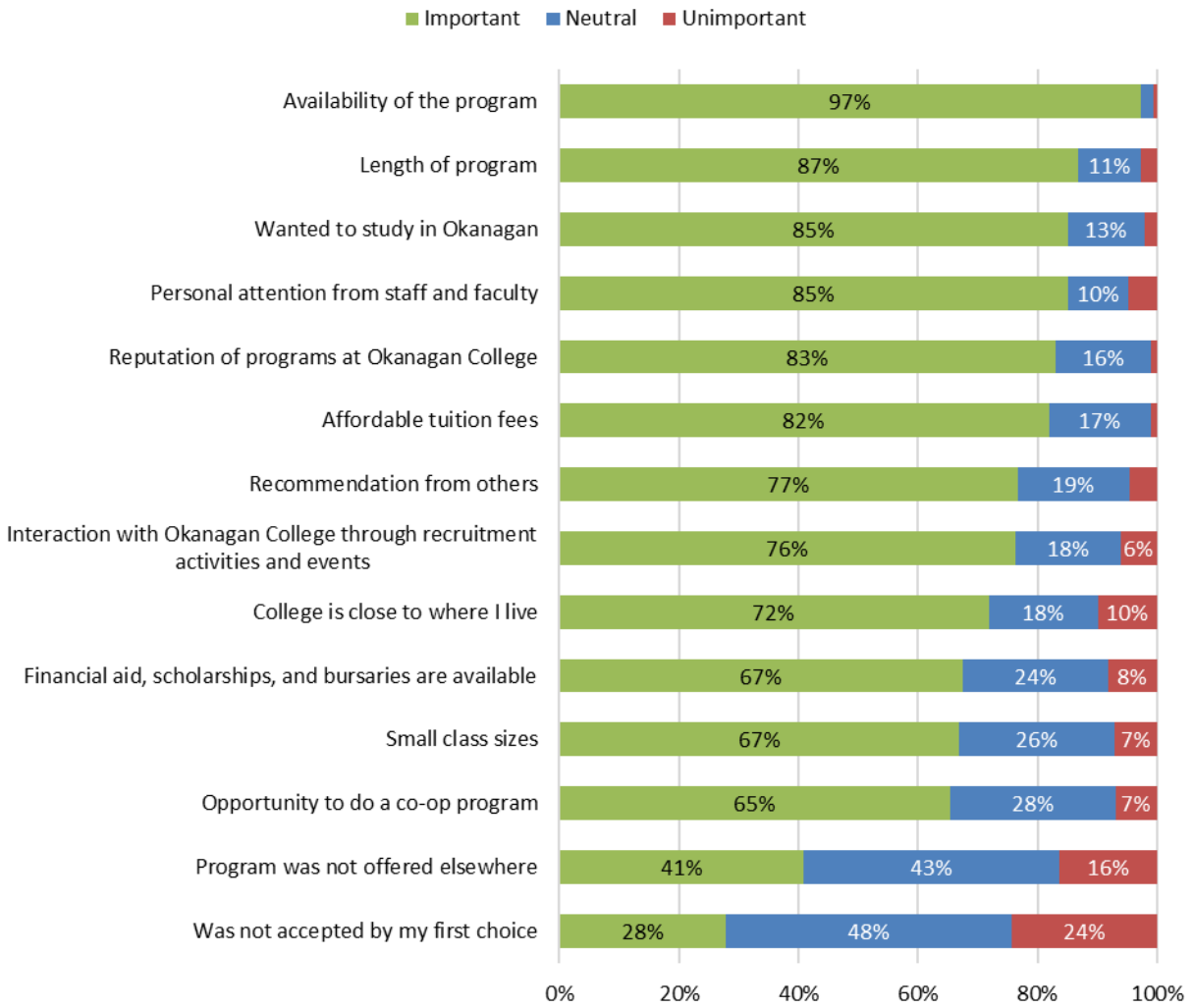
Campus Region	% of Population	% of Responses	Responses
<i>Kelowna</i>	63%	58%	753
<i>Vernon</i>	11%	12%	158
<i>Penticton</i>	10%	11%	146
<i>Salmon Arm Revelstoke</i>	4%	5%	69
<i>Distance Education</i>	13%	13%	175
Grand Total	100%	100%	1301

Programming Area	% of Population	% of Responses	Responses
<i>Business</i>	28%	25%	322
<i>Arts</i>	20%	21%	271
<i>Science</i>	10%	12%	158
<i>Continuing Studies</i>	8%	10%	131
<i>Office Administration</i>	8%	9%	114
<i>Health and Social Development</i>	7%	9%	112
<i>Trades</i>	9%	6%	78
<i>Technologies</i>	5%	5%	59
<i>Foundational</i>	3%	2%	30
<i>Food, Wine and Tourism</i>	2%	2%	26
Grand Total	100%	100%	1301

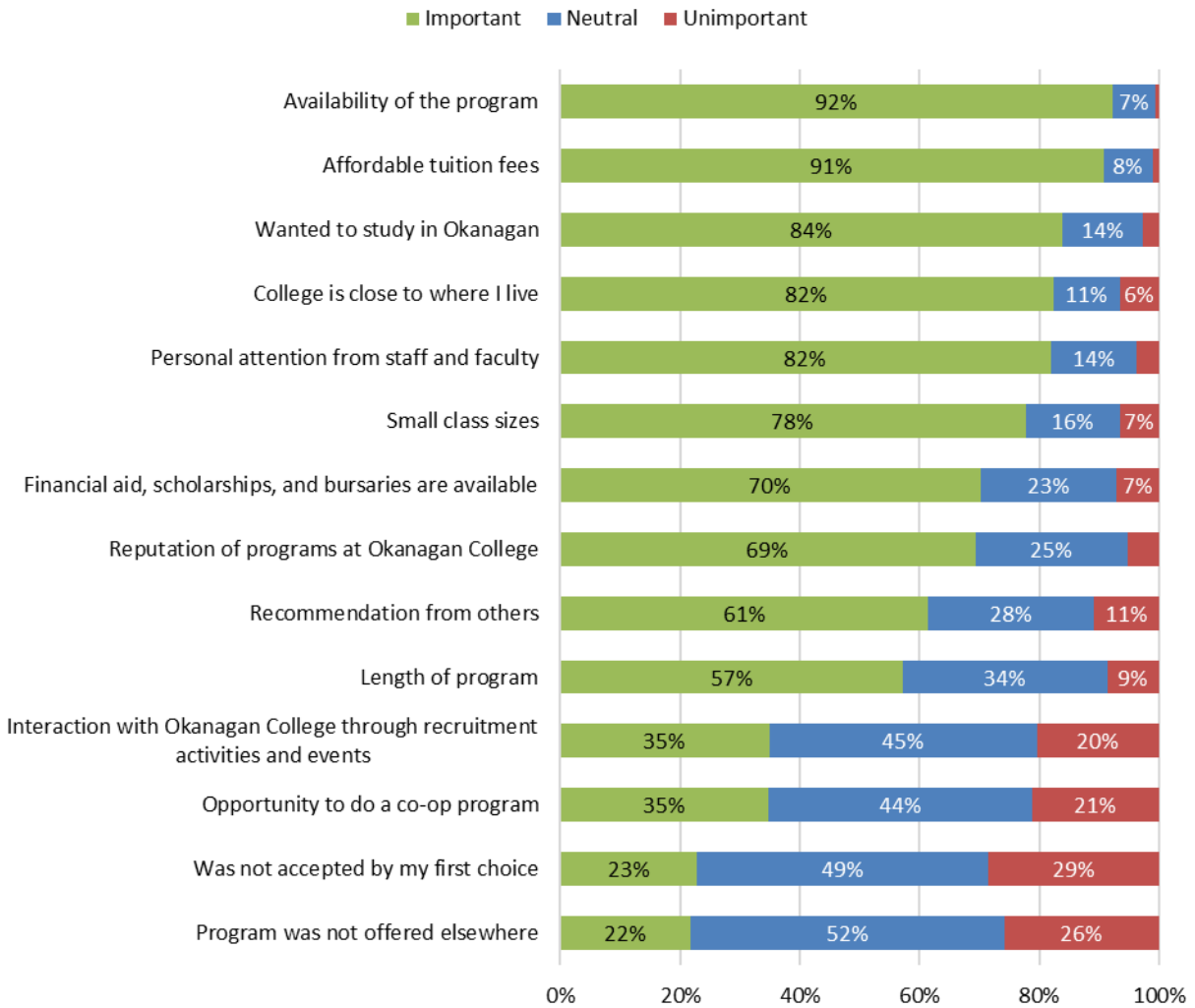
Appendix B: Motivation by Demographics



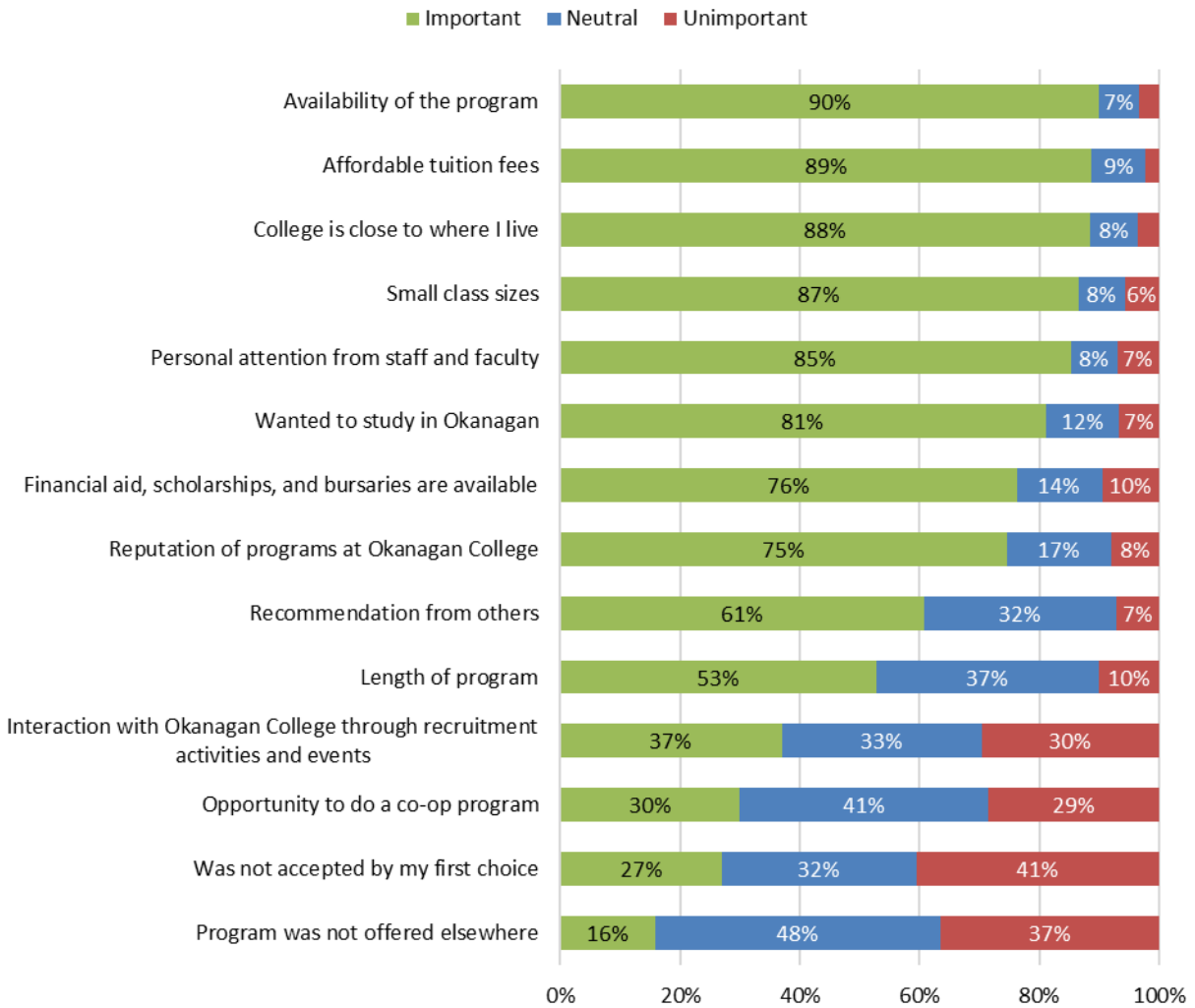
How important were each of the following in your decision to enroll at Okanagan College? International Students, SSS 2021



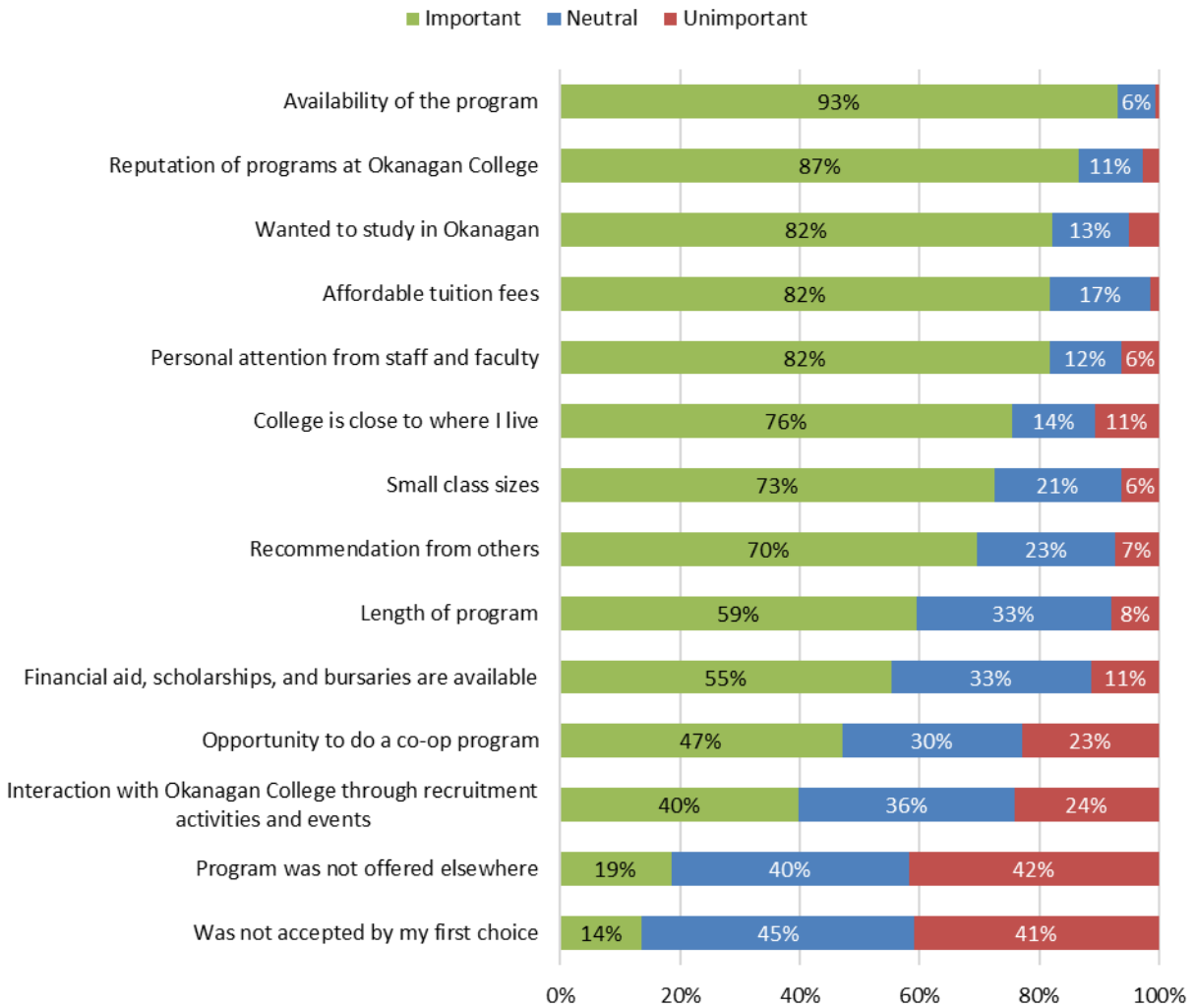
How important were each of the following in your decision to enroll at Okanagan College? Associate of Arts Students, SSS 2021



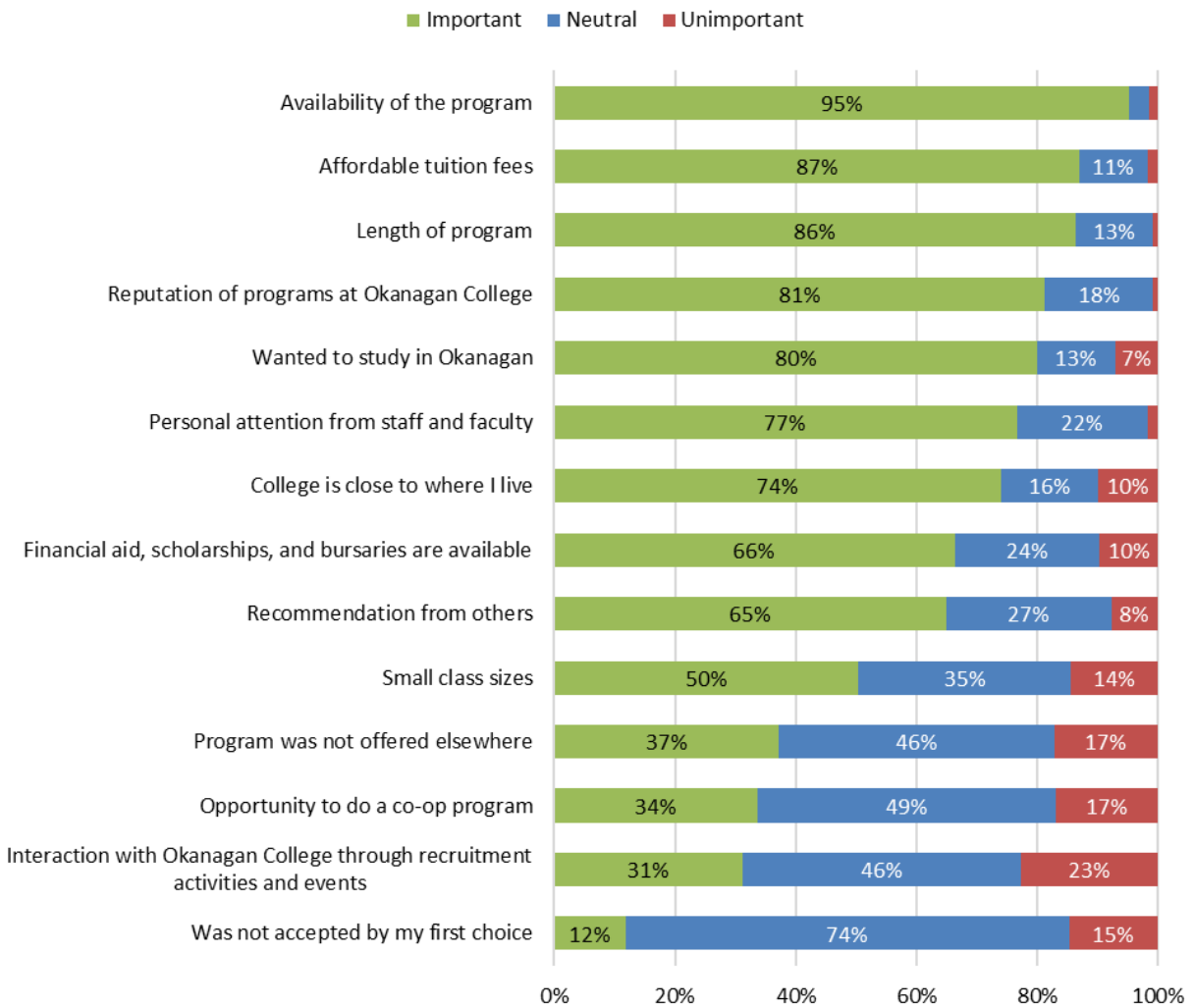
How important were each of the following in your decision to enroll at Okanagan College? Associate of Science Students, SSS 2021



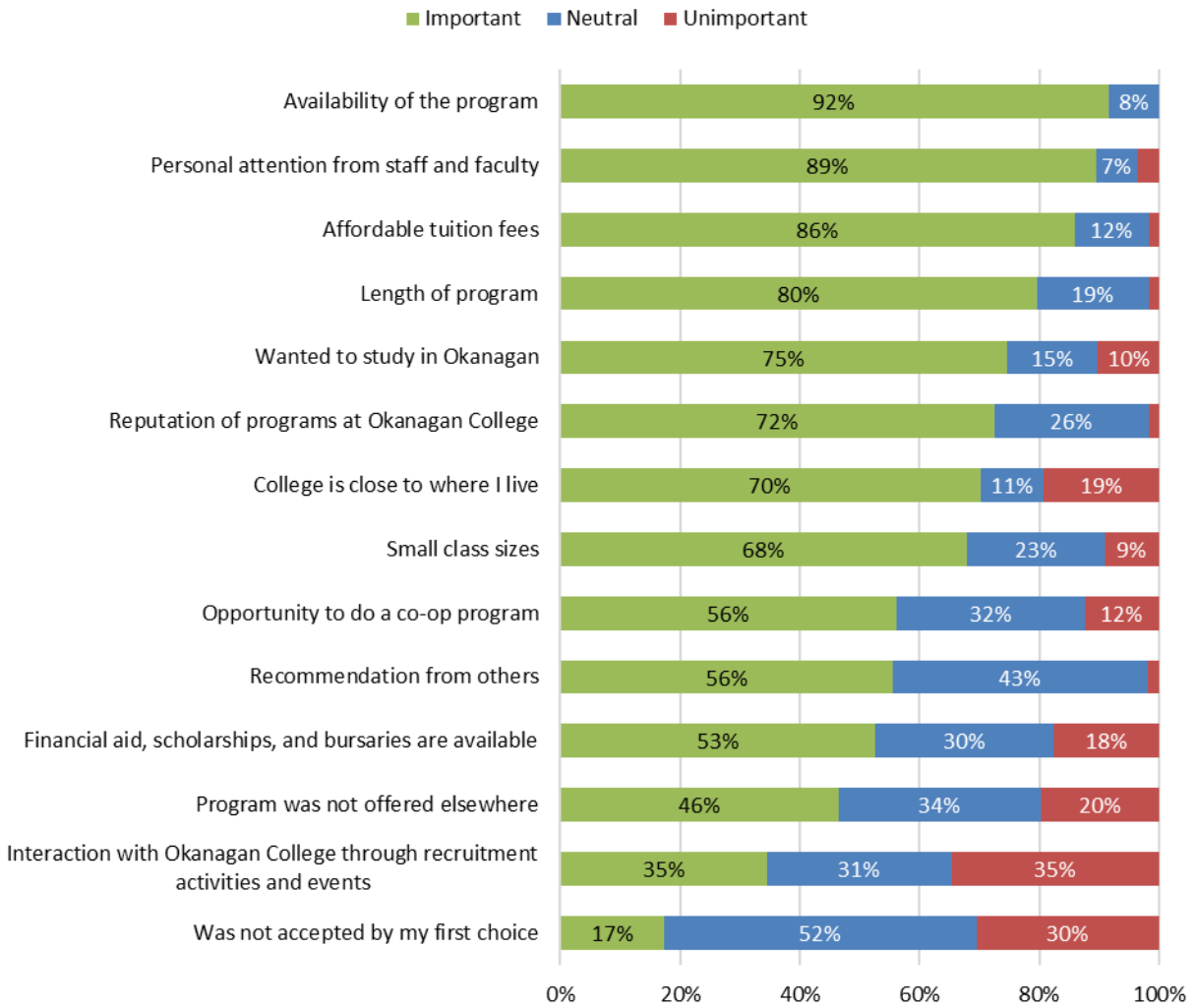
How important were each of the following in your decision to enroll at Okanagan College? Bachelor of Business Admin Students, SSS 2021



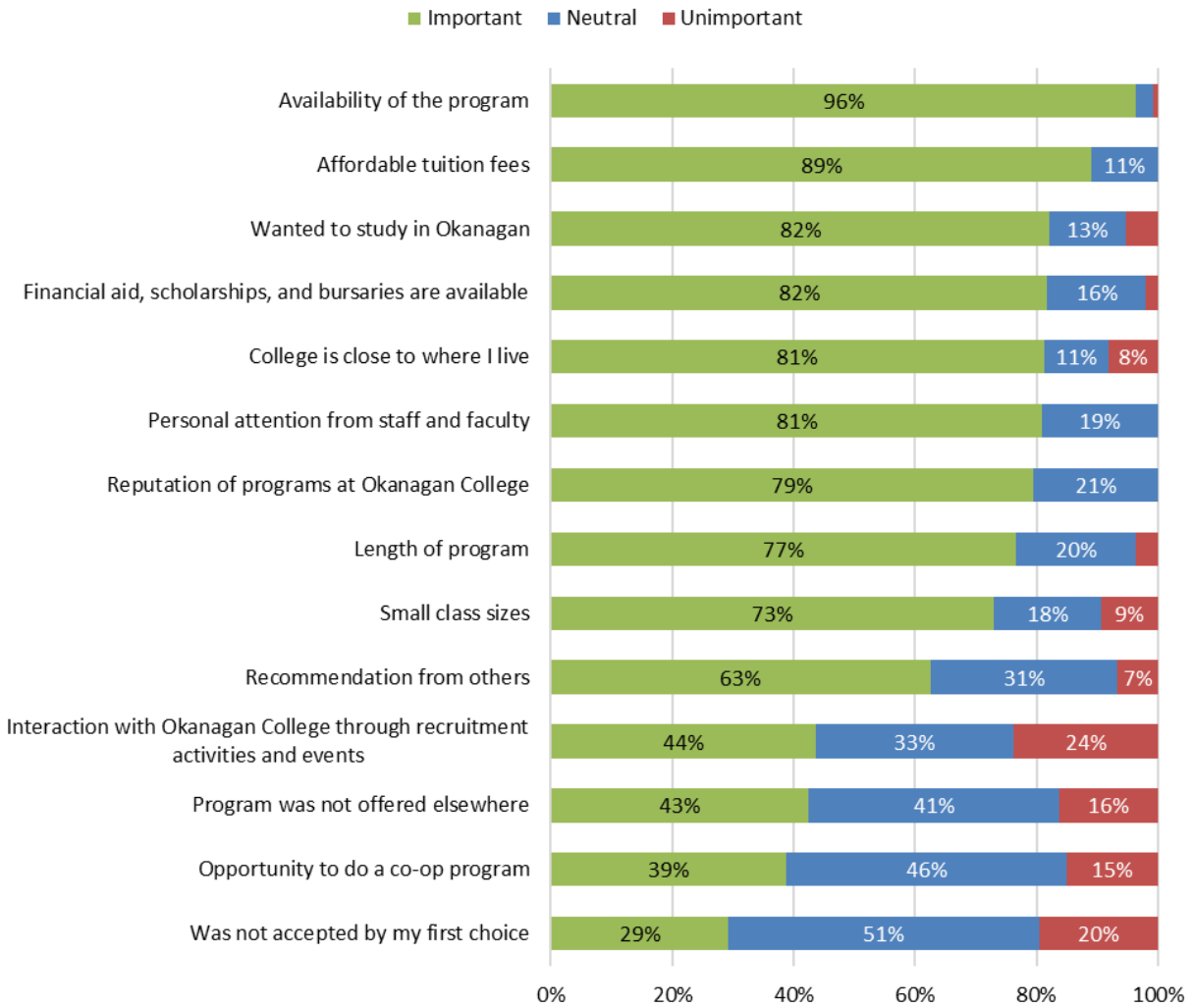
How important were each of the following in your decision to enroll at Okanagan College? Continuing Studies Certificate Students, SSS 2021



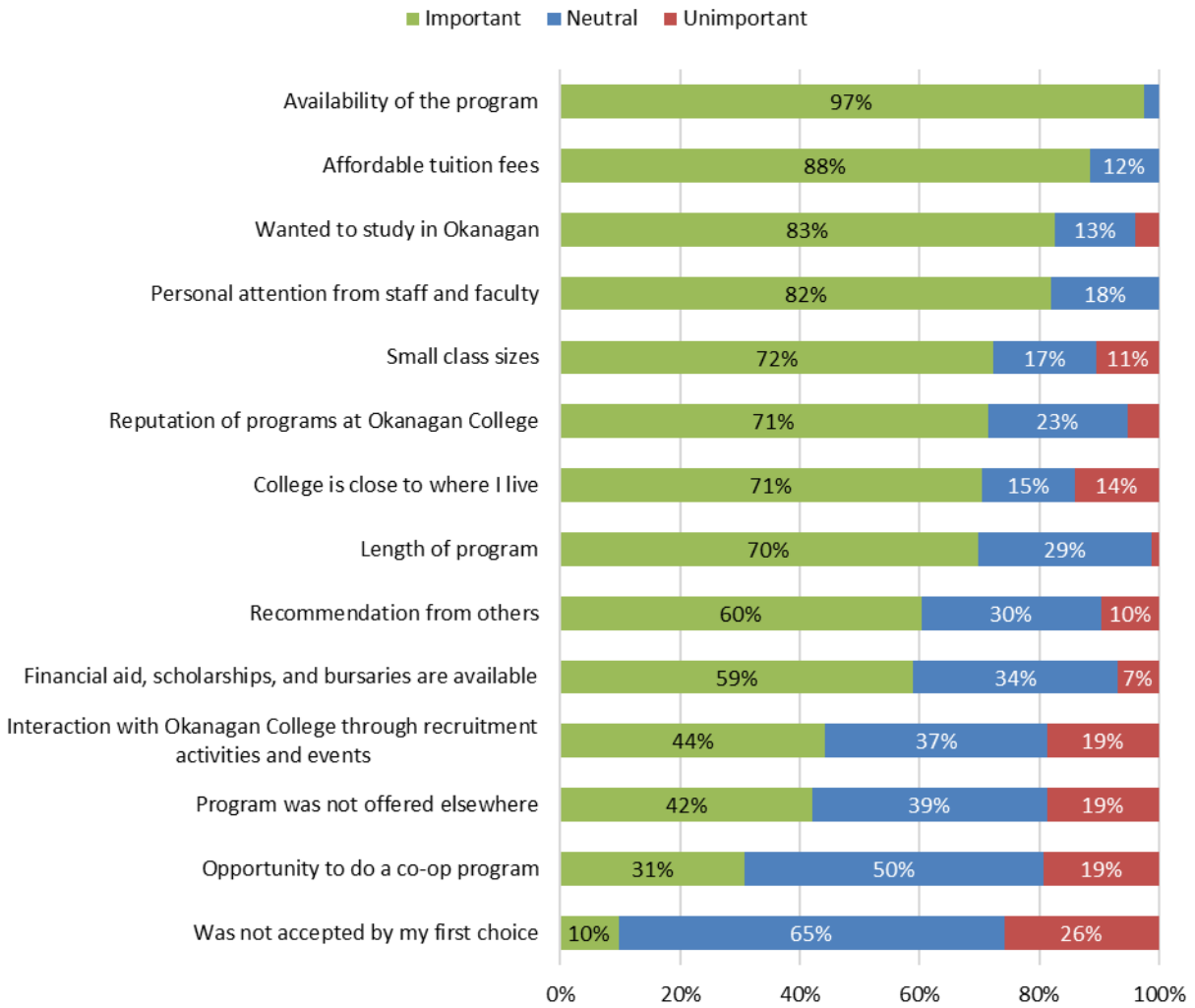
How important were each of the following in your decision to enroll at Okanagan College? Technologies Students, SSS 2021



How important were each of the following in your decision to enroll at Okanagan College? Health and Social Development Students, SSS 2021



How important were each of the following in your decision to enroll at Okanagan College? Trades and Apprenticeship Students, SSS 2021



Appendix C: 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	1290
2	What is your main educational goal at Okanagan College right now?	None	1298
3	When you initially applied for your program of study at Okanagan College, did you also apply to other post-secondary institutions?	None	1269
4	If yes, which ones? (Choose all that apply)	None	202
5	Was Okanagan College your first choice?	None	1295
6	How important were each of the following in your decision to enroll at Okanagan College:	Motivation	1293
	Availability of the program		
7	Opportunity to do a co-op program	Motivation	981
8	College is close to where I live	Motivation	1211
9	Recommendation from others	Motivation	1194
10	Affordable tuition fees	Motivation	1270
11	Program was not offered elsewhere	Motivation	1006
12	Reputation of programs at Okanagan College	Motivation	1266
13	Was not accepted by my first choice	Motivation	448
14	Small class sizes	Motivation	1181
15	Financial aid, scholarships, and bursaries are available	Motivation	1165
16	Personal attention from staff and faculty	Motivation	1252
17	Length of program	Motivation	1260
18	Interaction with Okanagan College through recruitment activities and events	Motivation	1133
19	Wanted to study in Okanagan	Motivation	1239
20	Other Reason?	Motivation	152
21	The Okanagan College website is easy to navigate	Facilities	1278 Agreement Scale, 1258 Importance Scale
22	Web registration process is easy to use	Facilities	1259 AS, 1249 IS
23	Campus feels safe and secure	Facilities	630 AS, 629 IS
24	Financial Aid services I receive are helpful	Services	722 AS, 797 IS
25	Library study space meets my needs	Services	723 AS, 774 IS
26	Student Services office is open when I need it	Services	851 AS, 889 IS
27	I would recommend my program or courses to other people	Programs	1291 AS, 1270 IS
28	This institution has a good reputation within the community	Overall	1256 AS, 1233 IS
29	Campus bookstore has a good selection	Facilities	1047 AS, 1068 IS
30	Learning Environment (Classroom, Lab, Shop) on campus is adequate for my needs	Facilities	635 AS, 627 IS
31	Fee payment process is clear and efficient	Services	1259 AS, 1246 IS
32	Student Orientation activities are helpful to me	Services	888 AS, 914 IS
33	I'm satisfied with campus life	Campus Life	Not asked in 2021
34	Number of student parking spaces is adequate	Facilities	Not asked in 2021
35	Study space on campus is adequate for my needs	Facilities	516 AS, 528 IS
36	I am able to register for my classes with little to no conflict	Services	742 AS, 732 IS
37	There are adequate services to help me decide upon a career	Services	1000 AS, 1008 IS
38	Food services on campus are good for my needs	Facilities	Not asked in 2021
39	Overall learning environment on this campus is good	Facilities	Not asked in 2021
40	Services I receive from the Registration Office are helpful	Services	1193 AS, 1193 IS
41	The service from the Student, Graduate and Co-op Employment Centre is helpful	Services	606 AS, 679 IS
42	I am satisfied with the recreational services available to me	Campus Life	Not asked in 2021

Q#	Question Text	Category	Response Count
43a	I am satisfied with the Okanagan College registration process	Services	1273 AS, 1263 IS
43b	I am satisfied with the Education Planner BC registration process	Services	1062 AS, 1054 IS
44	There is a commitment to academic excellence at the college	Programs	1283 AS, 1262 IS
45	Assistance I got from the Education Advising Department was helpful for me in choosing my program or courses	Services	903 AS, 938 IS
46	I am satisfied with the Application process	Services	1286 AS, 1265 IS
47	There is a good variety of courses available at the college	Programs	1263 AS, 1252 IS
48	Service I received from the Disability Services office was helpful	Services	277 AS, 400 IS
49	Personal counselling I received from the Counselling Department helped me	Services	471 AS, 620 IS
50	I feel I will achieve my educational goals	Programs	1291 AS, 1279 IS
51	Service from the Aboriginal Centre is helpful	Services	314 AS, 437 IS
52	Learning Centre is useful to me	Services	691 AS, 744 IS
53	Admissions and Registration office is open when I need it	Services	1216 AS, 1211 IS
54	I feel a sense of pride about my campus	Campus Life	<i>Not asked in 2021</i>
55	Cultural and social activities are available for me to attend	Campus Life	<i>Not asked in 2021</i>
56	Library has the information resources I need	Services	978 AS, 996 IS
57	The wireless network on campus works well for me	Facilities	567 AS, 573 IS
58	Help with library resources is there when I need it	Services	965 AS, 981 IS
59	Computers available on campus are adequate for my needs	Facilities	<i>Not asked in 2021</i>
60	Attending Okanagan College has been a good experience for me	Overall	1279 AS, 1258 IS
61	I found the information I needed on the Okanagan College website	Facilities	1273 AS, 1247 IS
62	Okanagan College cares about my success as a student	Strategic Plan	1272 AS, 1246 IS
63	Okanagan College has helped me become a better learner	Strategic Plan	1273 AS, 1251 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	656
65	Car pool	Transportation	623
66	Bicycle	Transportation	618
67	Motorcycle	Transportation	614
68	Bus	Transportation	619
69	Walk	Transportation	618
70	Other	Transportation	593
71	Did any of your courses have a component where you attended classes on a physical Okanagan College campus?	Course Delivery	1300
72	Overall, how would you rate your experience with online or remote learning at Okanagan College this year?	Course Delivery	1275
Final Comment	Is there anything you would like to add that would improve Okanagan College?	Overall	464

Appendix D: Open Ended Responses

In the table below, responses to the question “Is there anything you would like to add that would improve Okanagan College?” are analyzed from two points of view in an effort to determine their importance/popularity:

- The frequency and percentage of responses (denoted by the *Response Frequency* and *Percent of Responses* columns).
- The percentage of respondents that mentioned a particular item (denoted by the *Percent of Respondents* column). Due to respondents often entering multiple items in their response, the total percentage of this column is higher than 100%.

Response Grouping	Response Frequency	Percent of Responses (/584)	Percent of Respondents (/464)
Overall Positive Opinion/No Suggestions for Improvement	113	19.3%	24.4%
Instructors	47	8.0%	10.1%
Course Materials	36	6.2%	7.8%
Online Learning	33	5.7%	7.1%
Tuition and Fees	33	5.7%	7.1%
No Comment	28	4.8%	6.0%
Return to In-Person Learning	23	3.9%	5.0%
Continue Online Learning	21	3.6%	4.5%
Course Delivery Methods	18	3.1%	3.9%
Course Variety	16	2.7%	3.4%
Hybrid Course Delivery	15	2.6%	3.2%
Parking	15	2.6%	3.2%
Course Scheduling/Availability	12	2.1%	2.6%
Registration Services	12	2.1%	2.6%
Registration Process	11	1.9%	2.4%
Student Resources Availability/Awareness	11	1.9%	2.4%
Study Space	10	1.7%	2.2%
Website	9	1.5%	1.9%
Course Organization	8	1.4%	1.7%
Moodle	8	1.4%	1.7%
Financial Aid/Scholarships	7	1.2%	1.5%
Unspecified	7	1.2%	1.5%
Campus Amenities	6	1.0%	1.3%
Course/Program Workload	6	1.0%	1.3%
Program Variety	6	1.0%	1.3%
Record Lectures	6	1.0%	1.3%
Bookstore	4	0.7%	0.9%
Programs	4	0.7%	0.9%
Social Activities	4	0.7%	0.9%
Campus Wireless Network	3	0.5%	0.6%
Communication from Instructors	3	0.5%	0.6%
Counselling Services	3	0.5%	0.6%
Distance Education	3	0.5%	0.6%
Food Services	3	0.5%	0.6%
myOkanagan	3	0.5%	0.6%
Other	37	6.3%	8.0%
Total	584	100%	126%