

Contact North | Contact Nord Annual Student Outcomes Survey 2020-2021

June 21, 2021

CONTACT **NORTH**
NORD

Supporting Rural & Remote Ontario
Soutenant l'ontario rural et éloigné



Background and Methodology

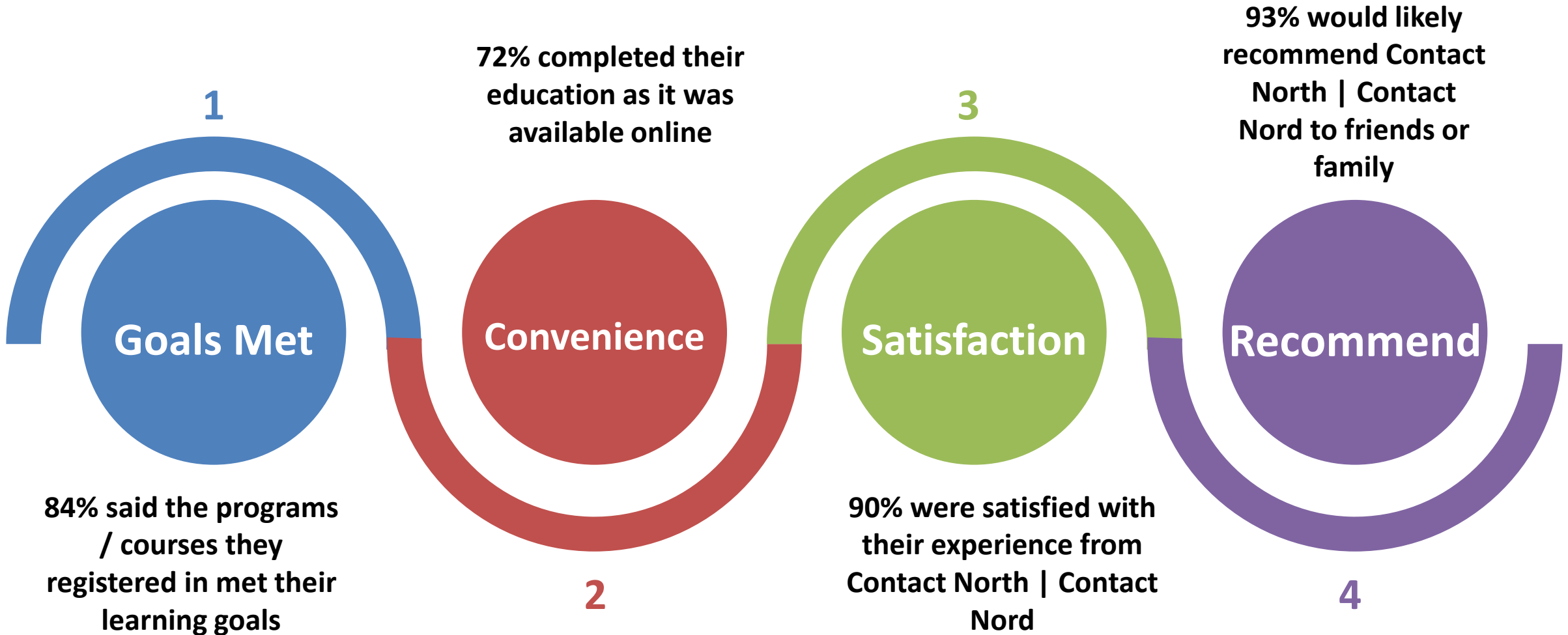
Background and Methodology

- Contact North | Contact Nord conducted a province-wide survey of its clients to better understand their experience with online learning and the services provided by Contact North | Contact Nord.
- Clients of Contact North | Contact Nord were invited via e-mail to complete an online survey. Two reminders were sent via e-mail.
- Clients were invited to complete the survey between May 18, 2021, and June 1, 2021.
- 9,896 Contact North | Contact Nord unique clients were invited to participate.
- 1,796 responses (10.9% response rate) were received by the end of the survey date. Not all respondents answered all questions – 1,085 answered all questions.
- Due to the fact this survey was undertaken during the COVID-19 pandemic, the survey results may be impacted and thus any comparison with the 2019-2020 survey should be taken with caution.
- Results may not equal to 100% due to rounding or the question allowed for multiple responses.
- Unless noted otherwise, all percentage callouts/commentary in this report reference on the top three categories.

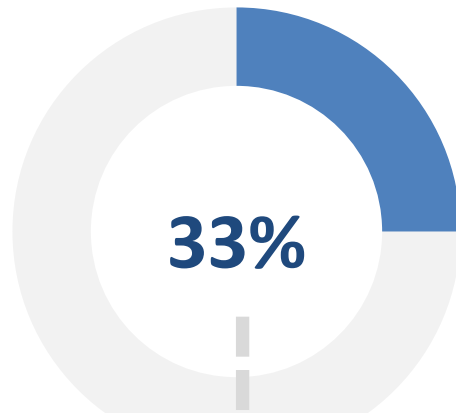


Snapshot of Key Findings

Key Findings

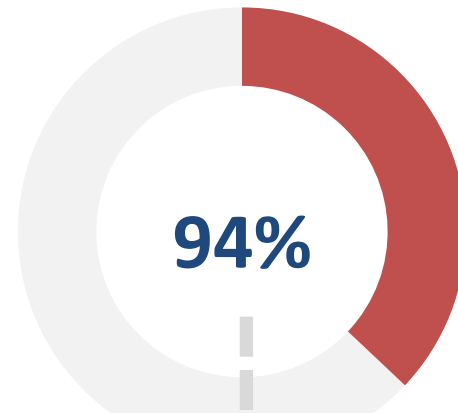


Learning and Work



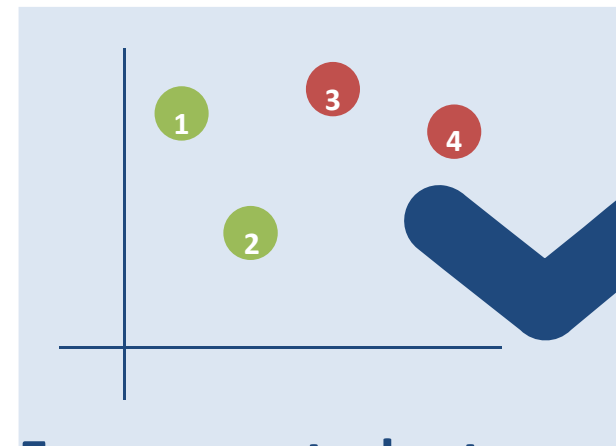
New Work

33% were successful in securing new work after completing their education.



Employment

94% maintained their employment after completing their education.



For many students, learning is about **securing or maintaining employment.**



Student Learning Goals

Goals for Learning

What were the goals for registering in a course through Contact North | Contact Nord?

To Secure a Qualification

47% indicated that securing a certificate, diploma or degree was a key motivator.

Essential Skills

16% indicated that improving essential skills was a motivator in their decision to pursue course.

Personal Interest

48% of respondents indicated that personal interest was a motivator in their decision to pursue courses

Find or Keeping a Job

66% indicated that developing skills and capabilities were linked to keeping or finding employment.

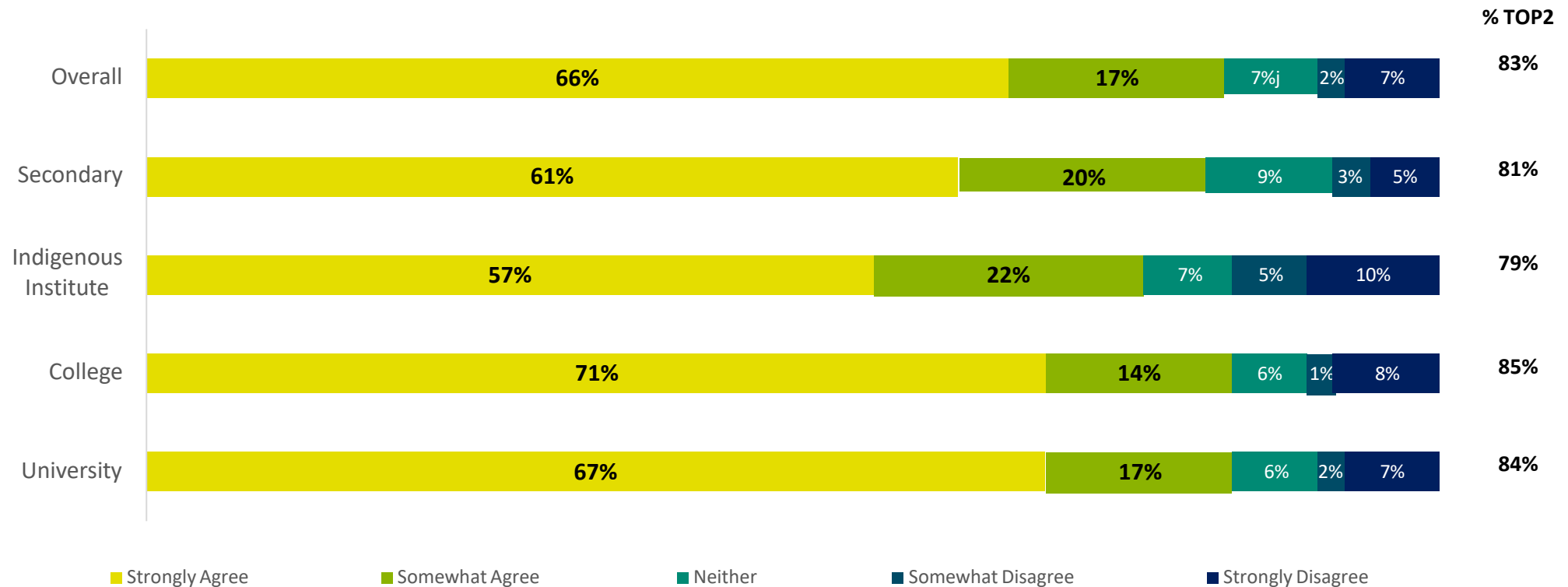
Maintaining a Professional Designation

9% indicated that their learning was linked to their maintenance of a professional designation.



Achieving Goals

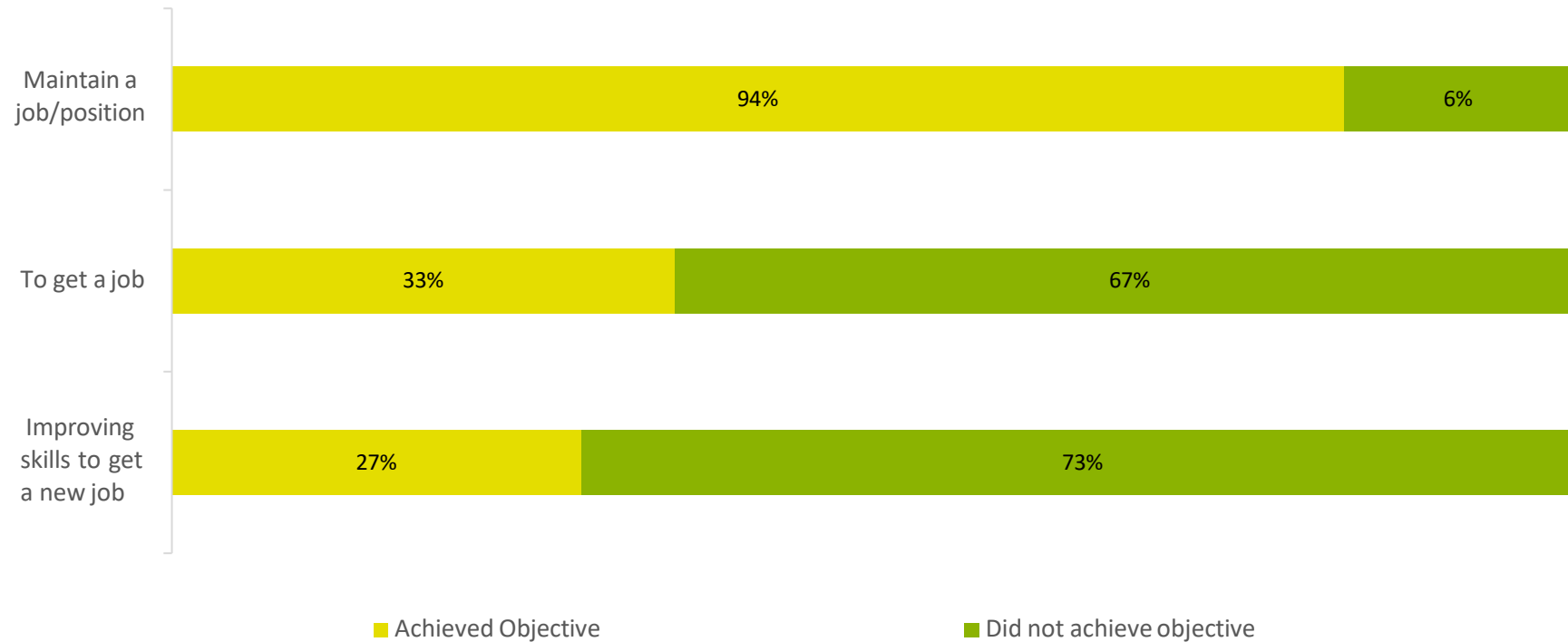
- 80% of respondents agree the course(s) they took contributed to achieving their goals.
- Respondents in College 'strongly' agreed that registering in the course(s) contributed to achieving their goals (71%).



Q7A. Thinking about the course(s) you were registered in, please indicate how much you agree or disagree with the following statements? The course(s) I took contributed to achieving my goals. (N=1,085)

Achieving Goals (Employment)

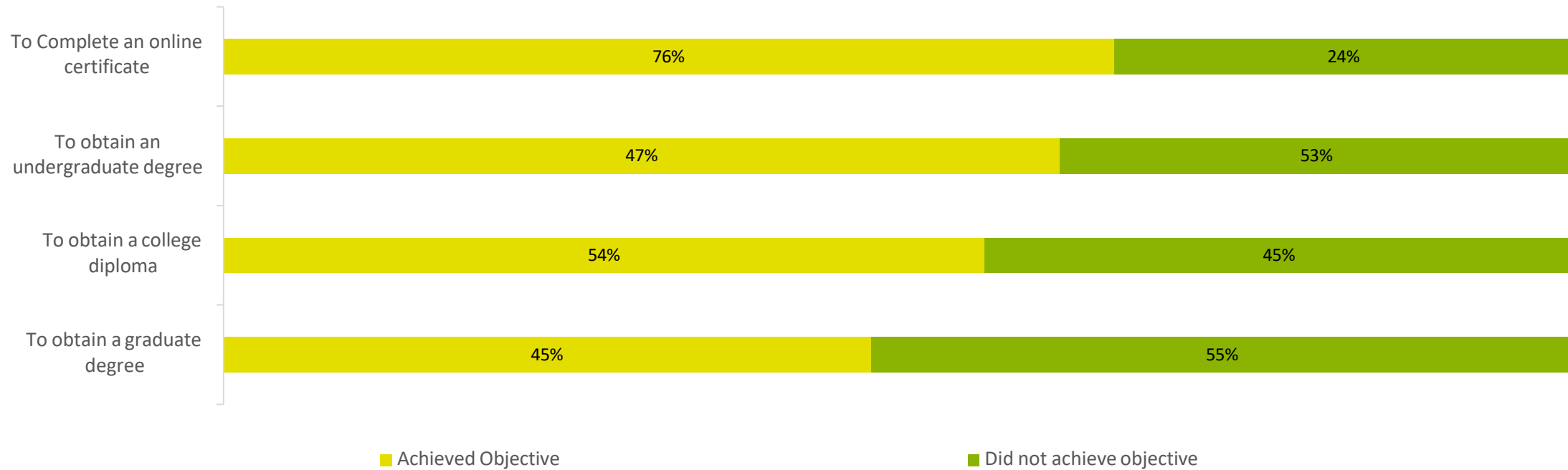
- Below are the three objectives related to employment: To get a job (22% of all respondents), to maintain a job/position (9%), to improve skills to get a new job (34%).
- Below is a breakdown on the percentage of respondents who achieved their employment-related objectives.
- 'To maintain a job/position' had the highest success rate at 94%, followed by 'To get a job' (33% success rate) and "Improving new skills" (27% success rate).



Did you _____? (N=744)

Achieving Their Goals (Learning)

- To complete an online certificate (16% of all respondents), to obtain a college diploma (17%), to obtain an undergraduate degree (3%), and to obtain a graduate degree (3%).
- Below is a breakdown on the percentage of respondents who achieved their education-related objectives.
- 'To complete an online certificate' had the highest rate of individuals achieving their objectives at 76%, followed by 'to obtain an undergraduate degree' at 45%, 'to obtain a college diploma' at 54%, and 'to obtain a graduate degree' at 45%.

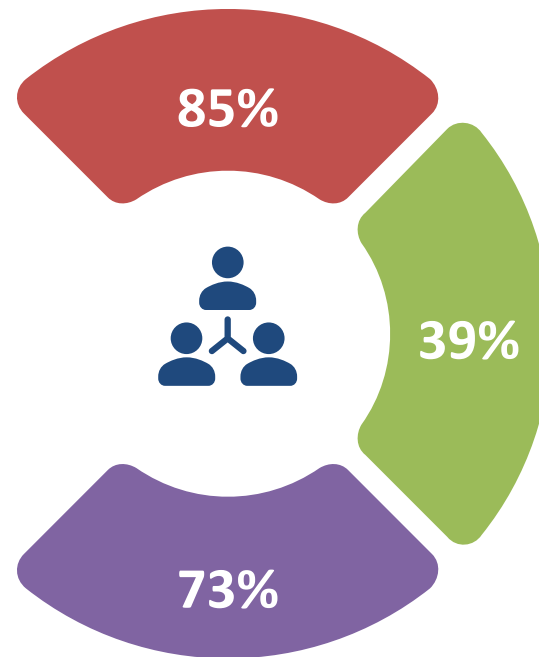


N=524

Support for Course Registration

How did respondents rate the quality of support provided by Contact North | Contact Nord related to course finding and registration?

82% of respondents 'strongly' or 'somewhat agree' that Contact North | Contact Nord provided strong support which helped them achieve their goals



Course Choice

85% indicated support for course choice was excellent | very good.

Financial Aid Options

39% indicated support related to financial aid was excellent | very good. 53% did not use this service.

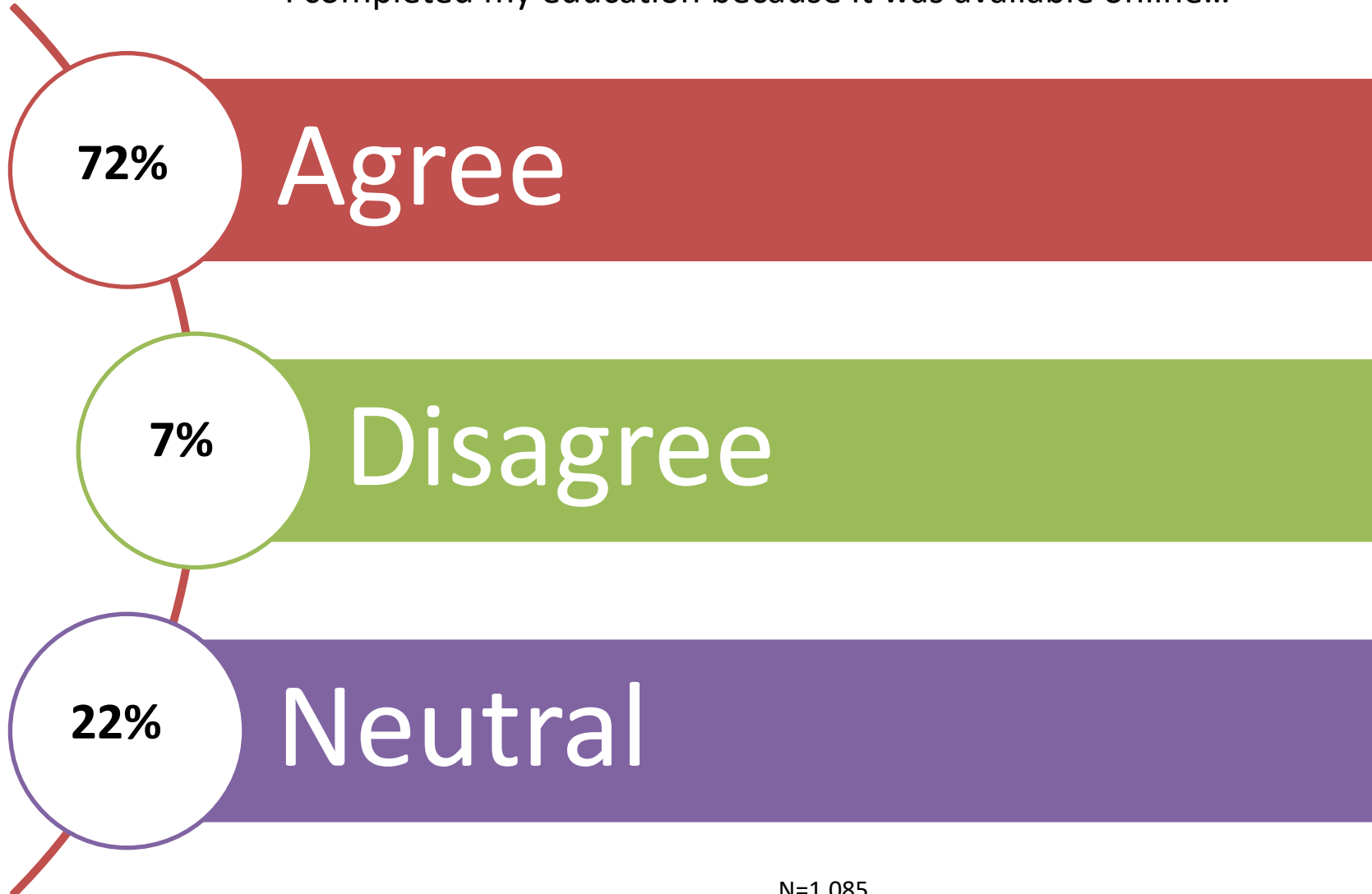
Help in Registration

73% indicated support in helping them register in a course or program was excellent | very good.

N=1,085

Completing Education Due to Online Availability

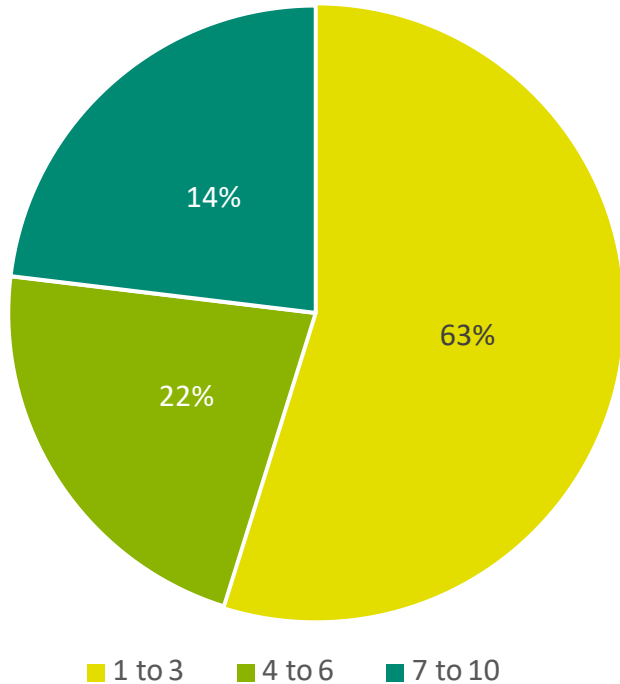
“I completed my education because it was available online...”



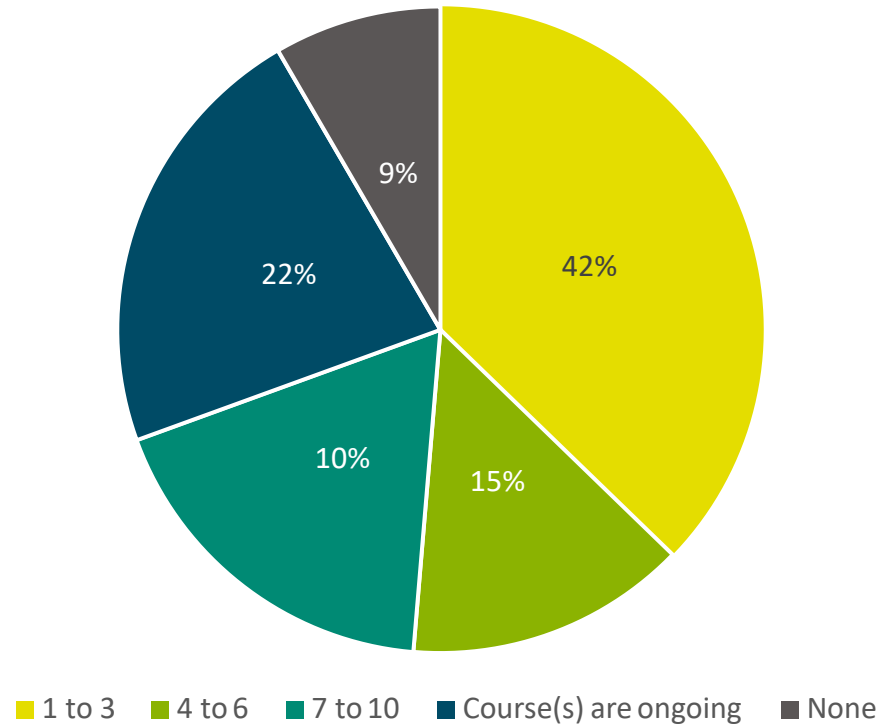
Number of Courses Registered In vs Completed

- Over half of respondents registered in 1 to 3 courses (63%).
- 14% registered in 7 to 10 courses indicating they are pursuing a credential.
- 24% stated their course(s) are ongoing while a small number (9%) did not complete the course(s) they were registered in.

Number of courses registered in



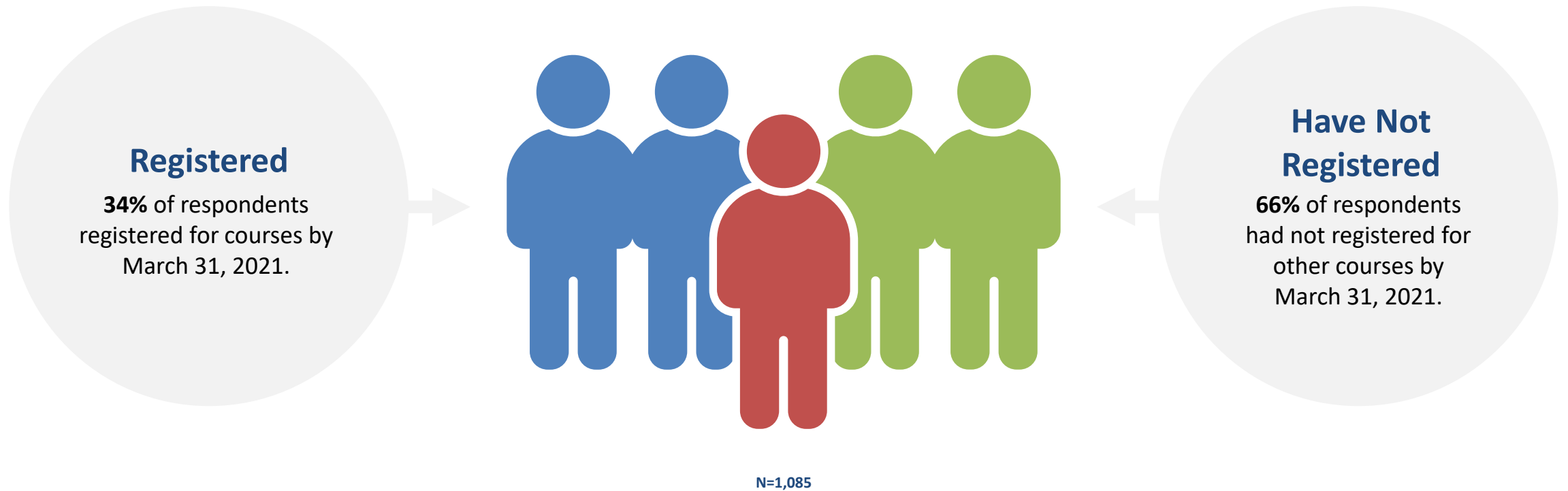
Number of courses completed



How many course(s) did you register in? (N=1,085)
How many course(s) did you complete? (N=1,085)

Registering In More Courses

We asked respondents if they registered for other courses by March 31, 2021



2021-2022 Plans

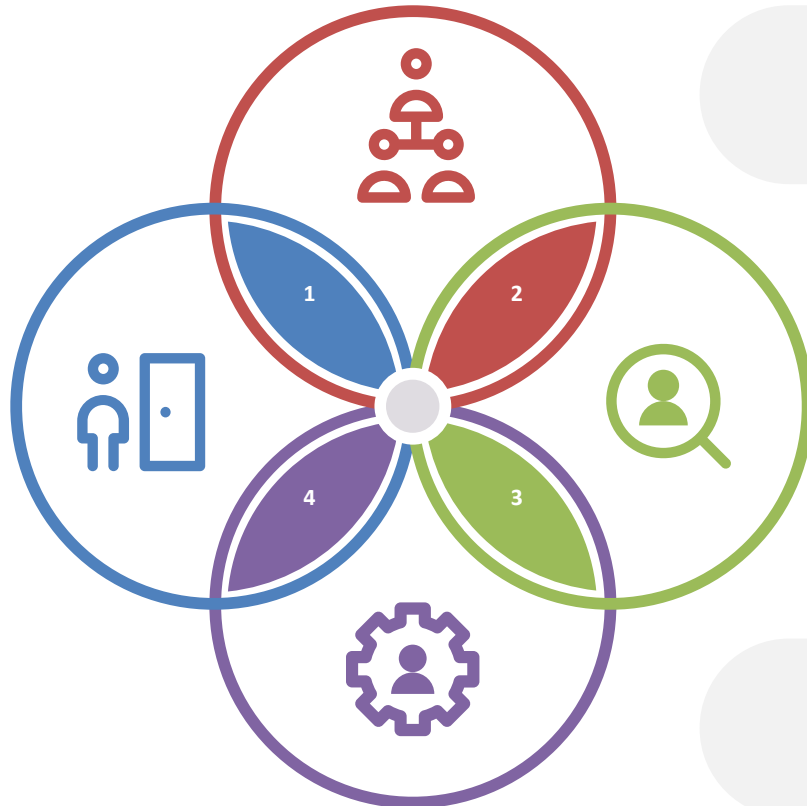
While some respondents had no plans to register in new courses, others had very specific plans.

College Courses	153	41%
University Courses	54	15%
MOOCs	127	34%
Micro-credential /Professional Certification	65	12%
Essential Skills	39	10%

N=526

Reasons for Not Registering

Respondents had a variety of reasons for not registering for new courses...



Goals Met

28% indicated they had no need for additional courses.

No Time

32% indicated they had no time available for study.

Financial

9% indicated they did not have the funds for additional courses.

Challenges of Online

7% indicated they they found online learning difficult.



Challenges Faced

Challenges

The Challenges Students Face in Seeking to Complete Their Studies During the Pandemic

Time Issues

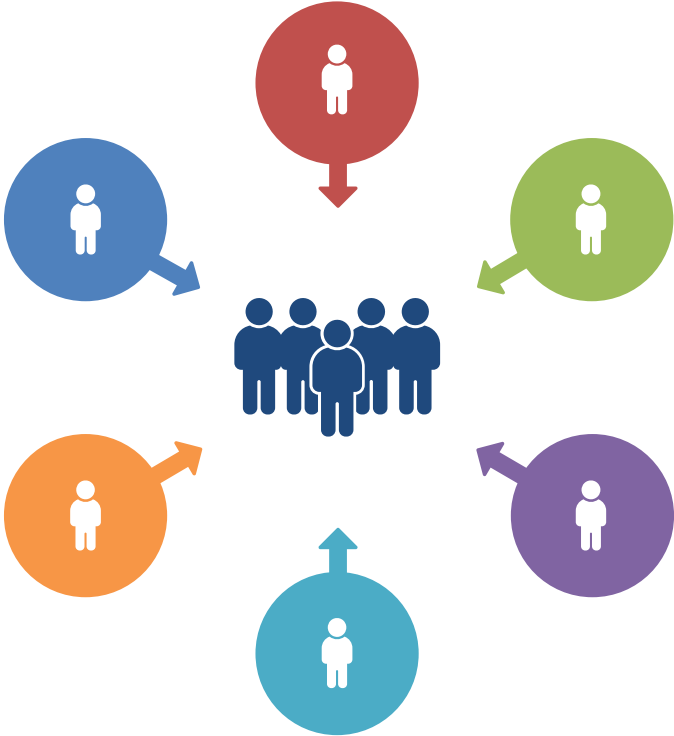
40% indicate study time competes with other time demands.

Home Life and Distractions

35% indicate distractions at home make studying challenging.
17% indicate finding a quiet place to study at home is a challenge.

Bandwidth

24% indicate slow or poor internet access is a challenge and 2% have no Internet at home.



Financial Challenges

17% indicated financing their studies was a challenge.

COVID-19 Impacts

23% indicated COVID-19 had implications for their studies.
19% indicated college | university closures also impacted them.

Interactions with Other Learners

12% indicated the lack of interaction with other learners impacted their studies.

N=1,085



Reactions to Online Learning

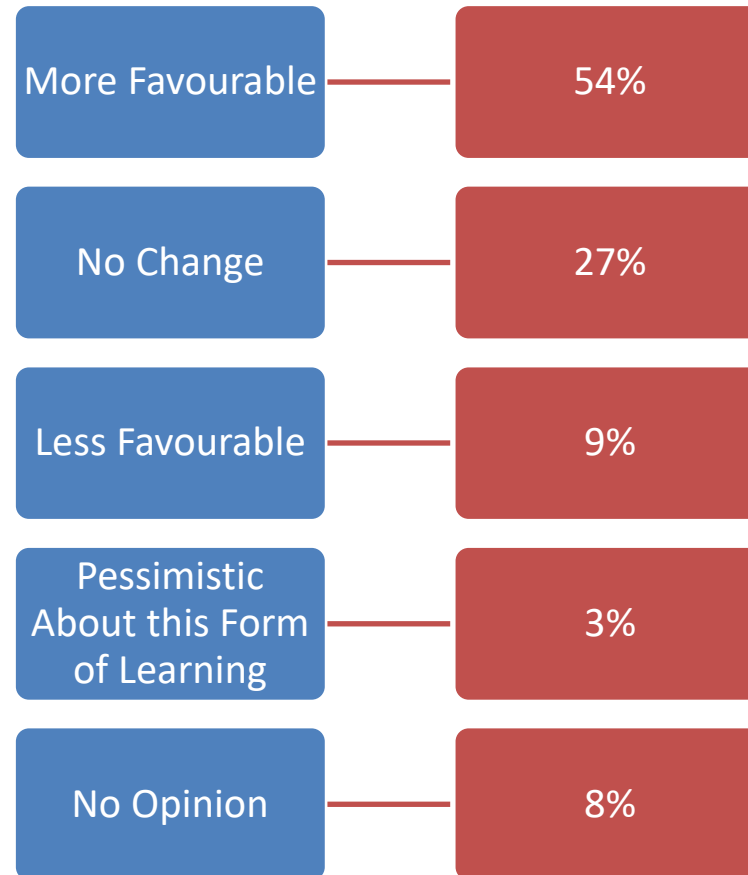
New in the 2021 Survey

This is a new section of the survey. We explored respondents' reactions to various delivery models for learning.

The questions were all framed in terms of:

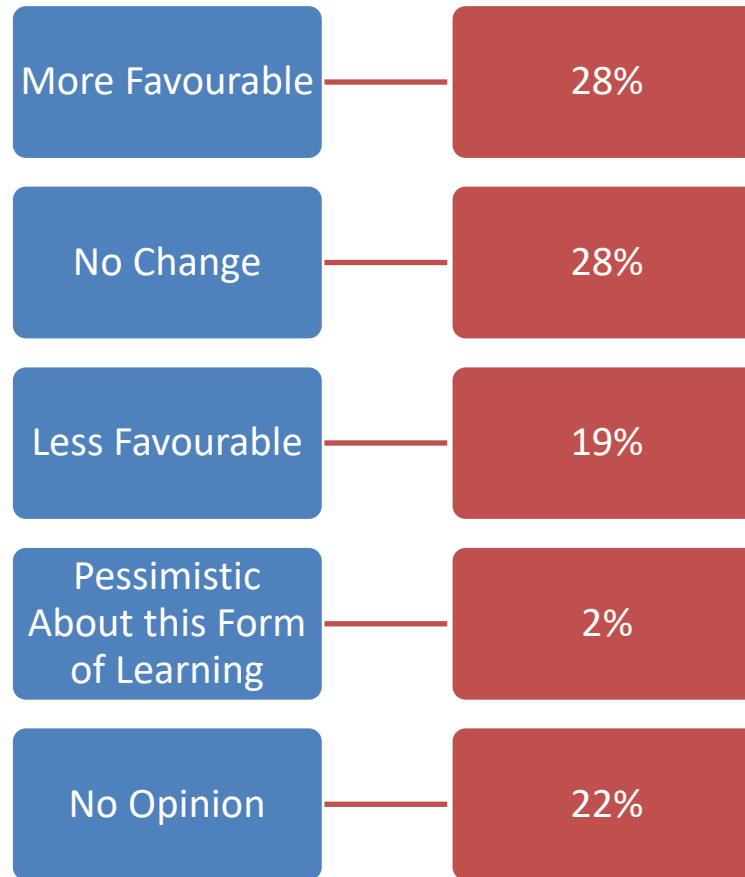
“Tell us what you think about the following ways of taking courses based on your experience of taking courses during the pandemic...”

Given Your Experience of Learning Online Are You...



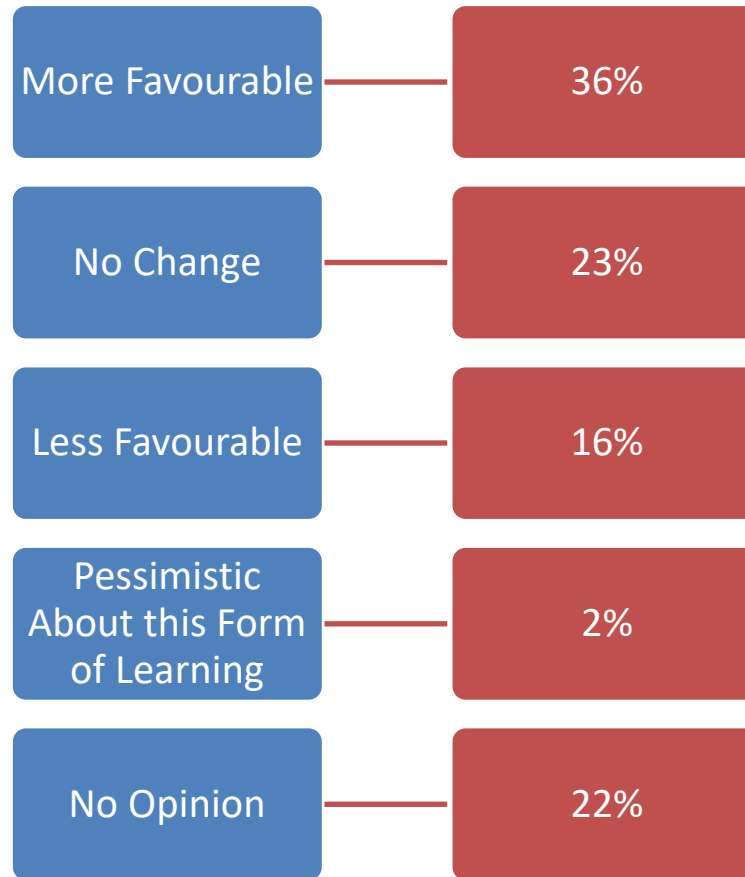
N=1,085

Face to Face Learning on Campus



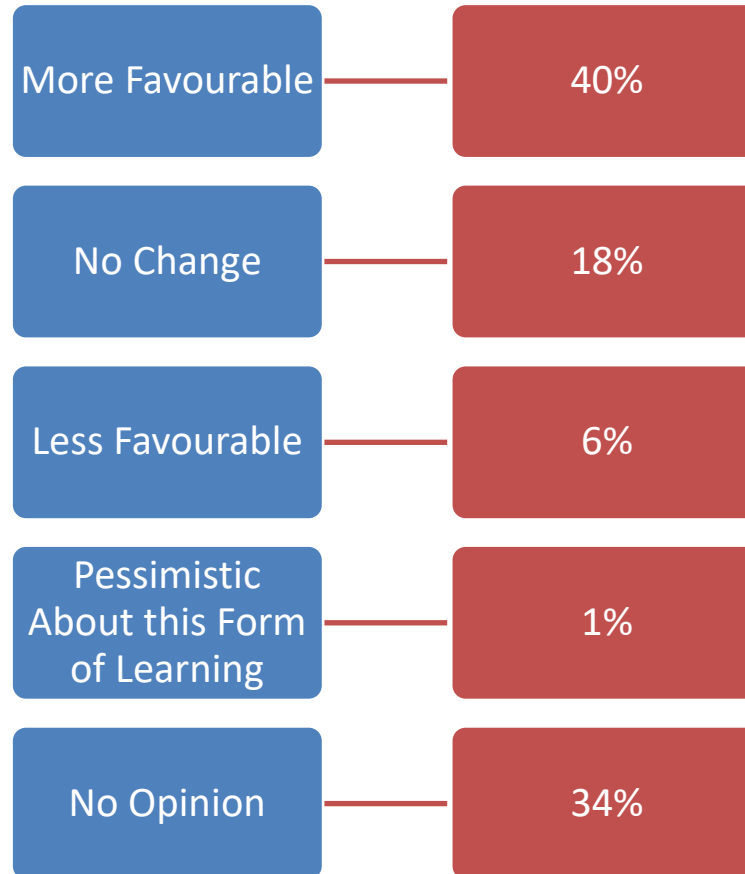
N=1,085

Blended Learning – Online + Face-to-Face



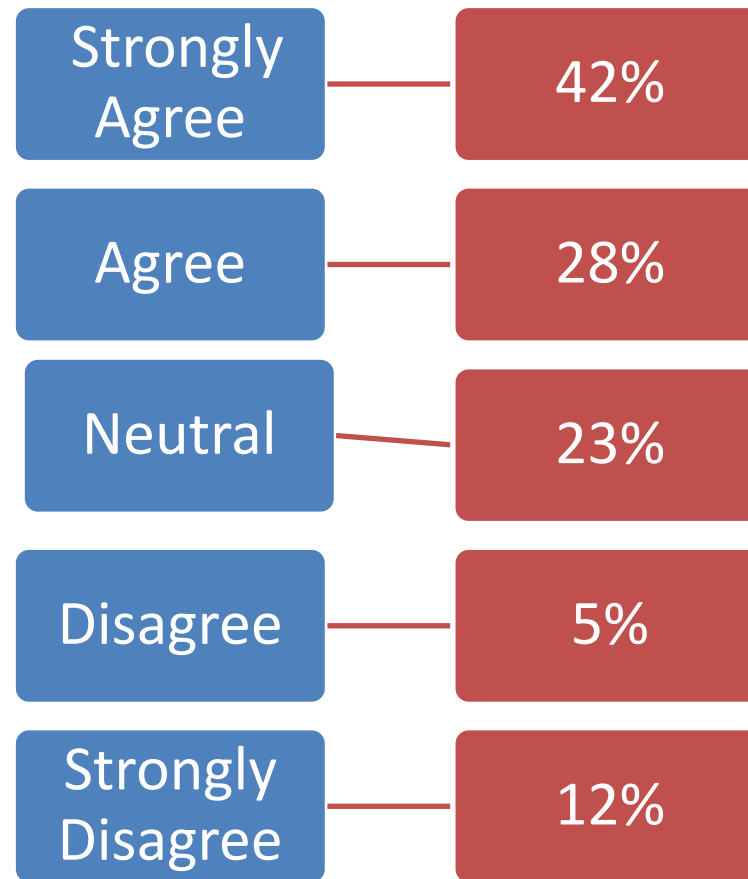
N=1,085

Participating in Internships, Co-Op Placement or Work-Based Learning



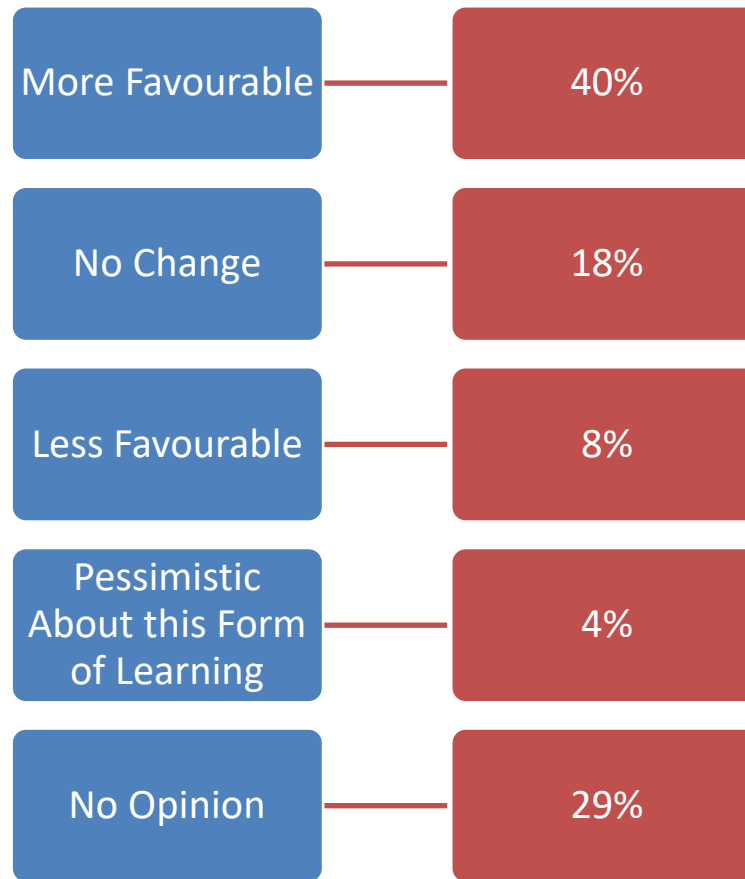
N=1,085

The Use of Digital Materials Rather than Printed Textbooks



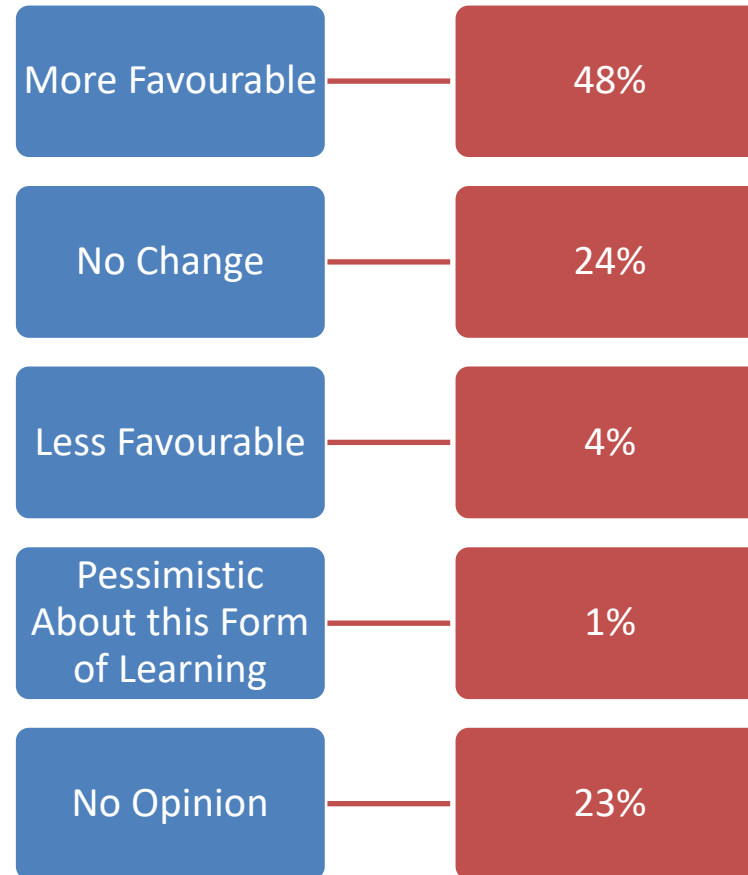
N=1,085

Exams At Home Using Proctoring Software



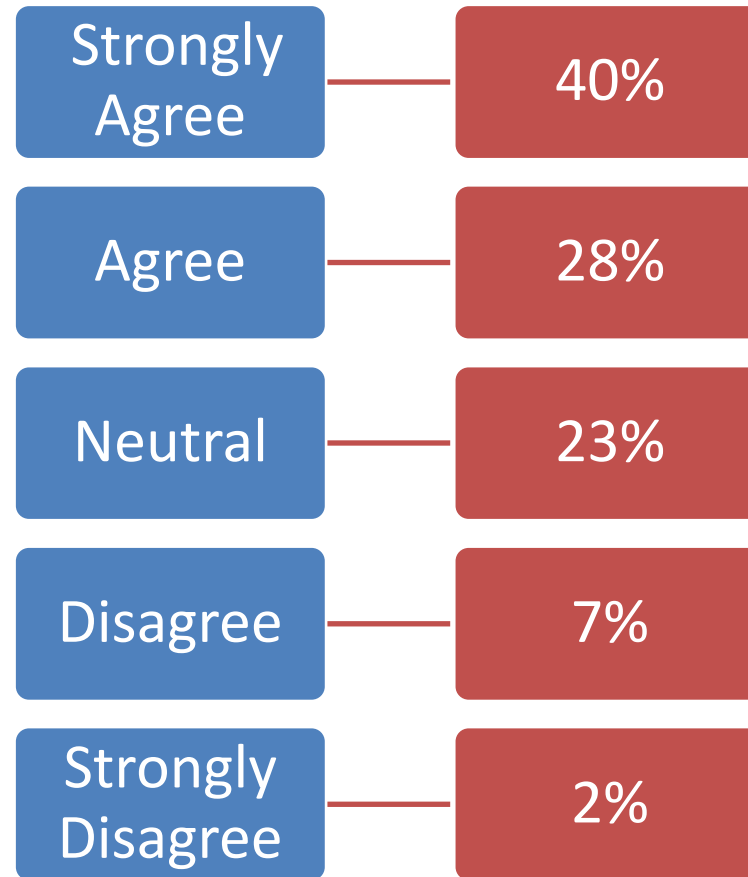
N=1,085

Continuous Assessment



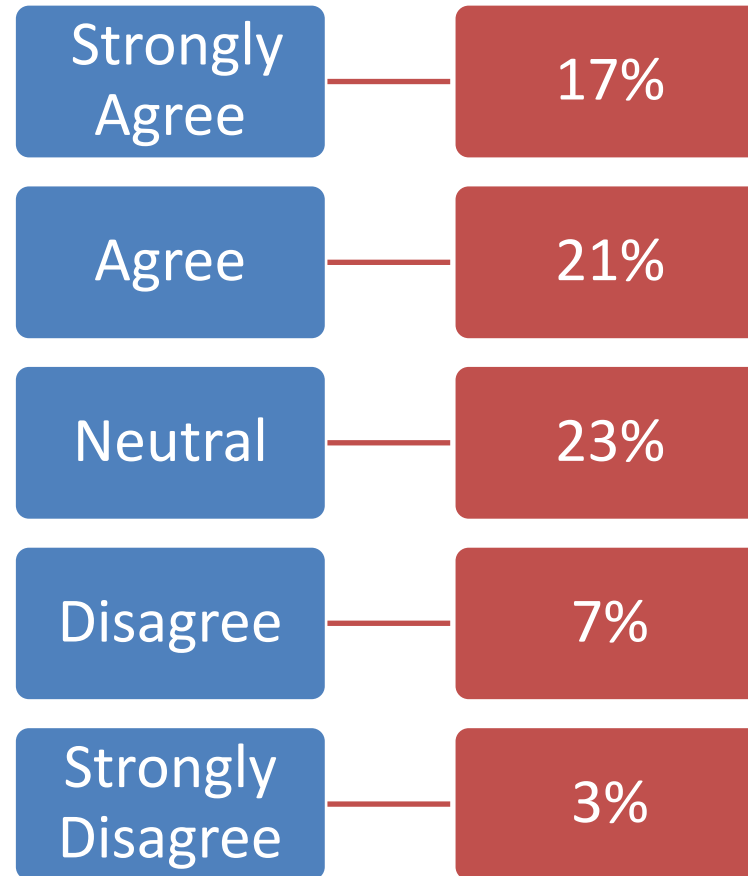
N=1,085

“I would like to Take More Courses that are Fully Online”



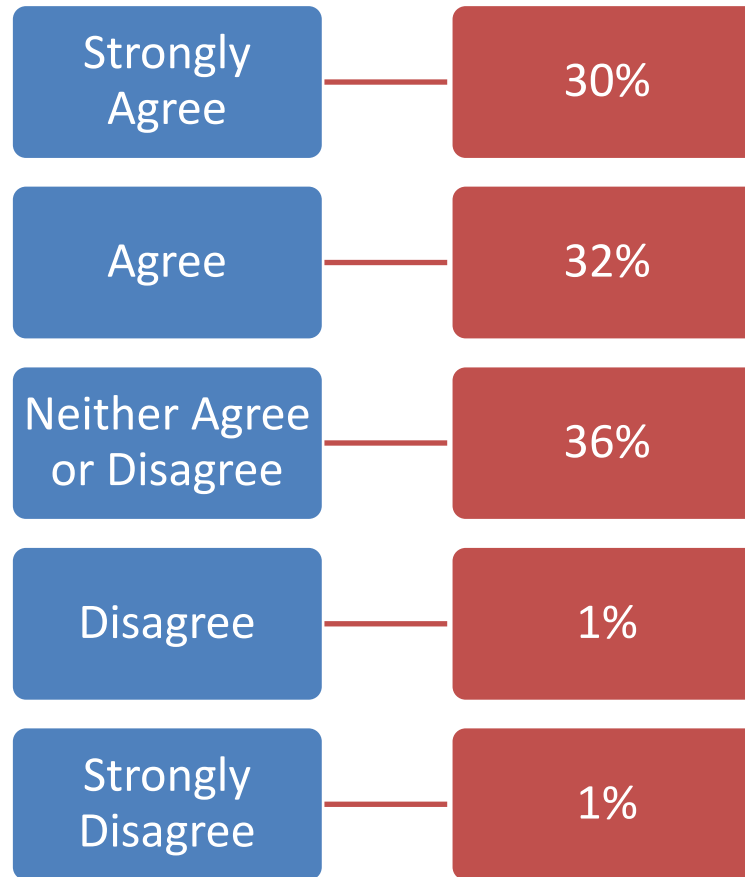
N=1,085

More Use of Technology in Face-to-Face Classes



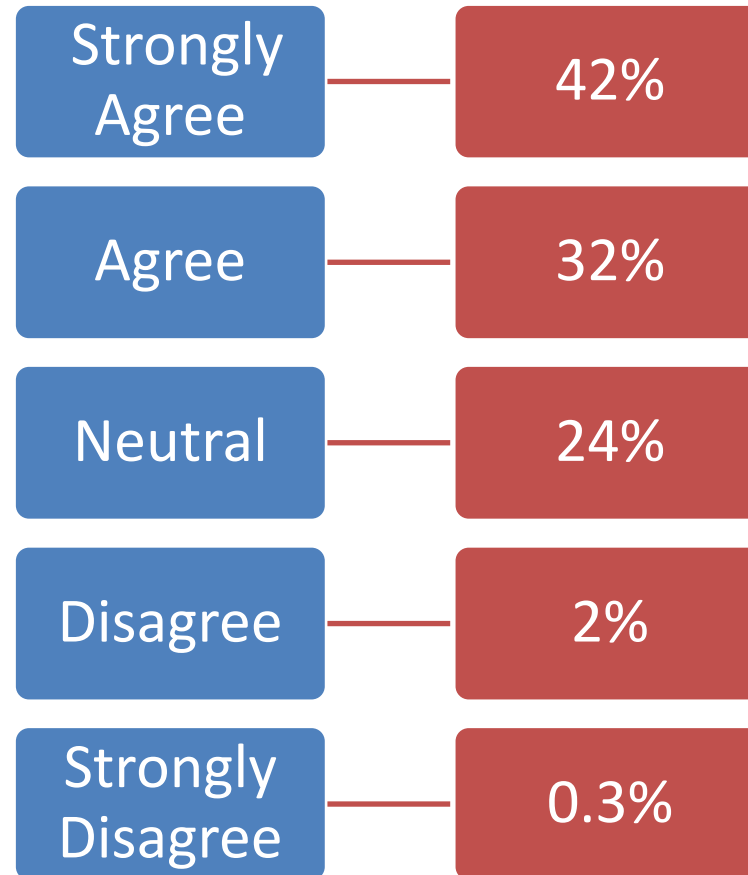
N=1,085

More Work-Based Learning and Co-Operatives



N=1,085

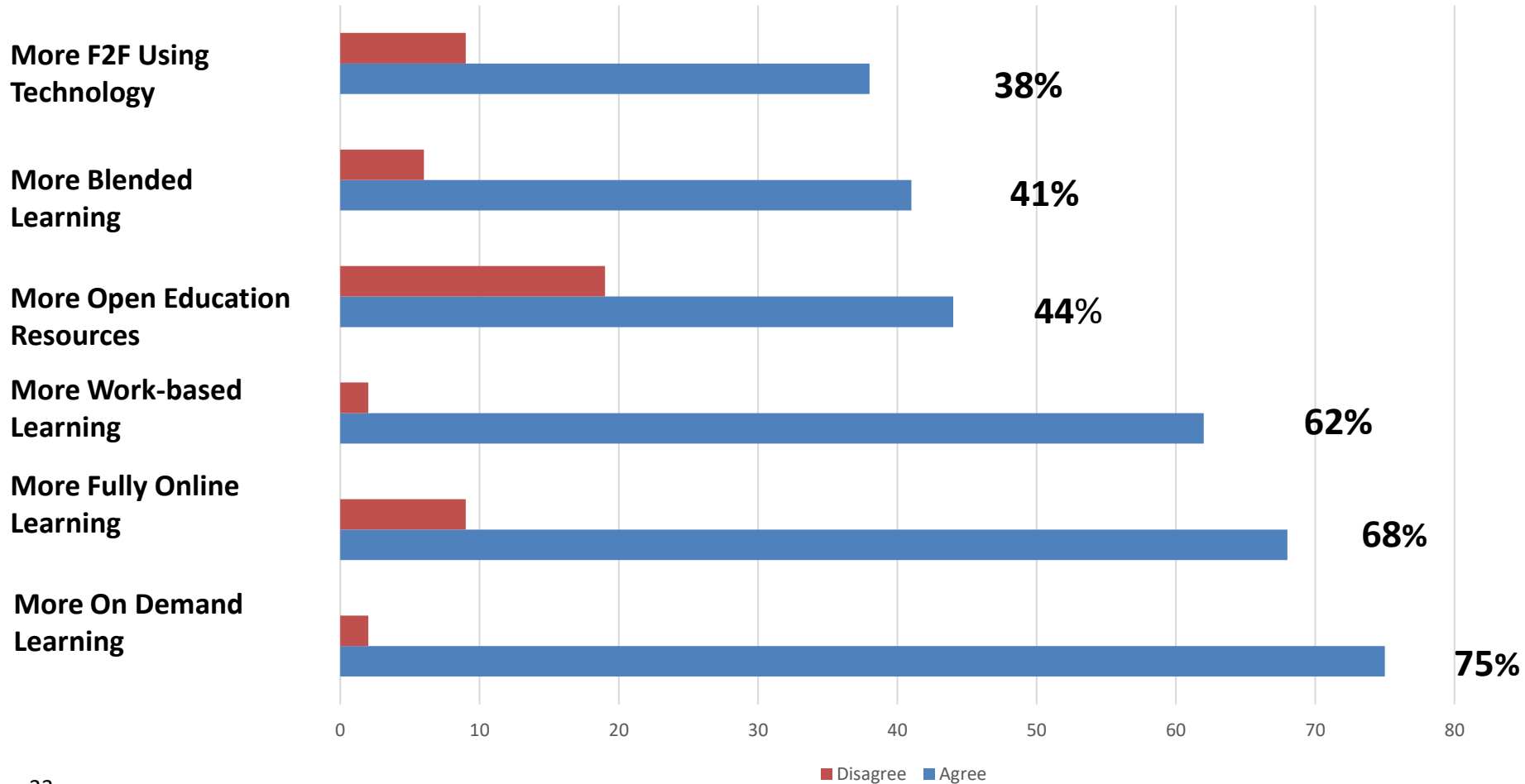
More Courses on Demand Rather than Waiting for the next Start Date



N=1,085

“I Would Like to See...”

Summary of Student Views About Learning Options





Satisfaction with Contact North | Contact Nord

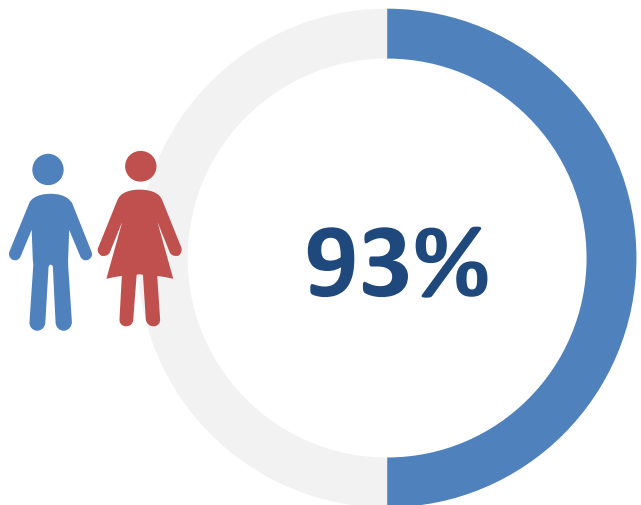
Overall Satisfaction with Contact North | Contact Nord

Contact North | Contact Nord Provided Support in Order for Me to Achieve my Goals

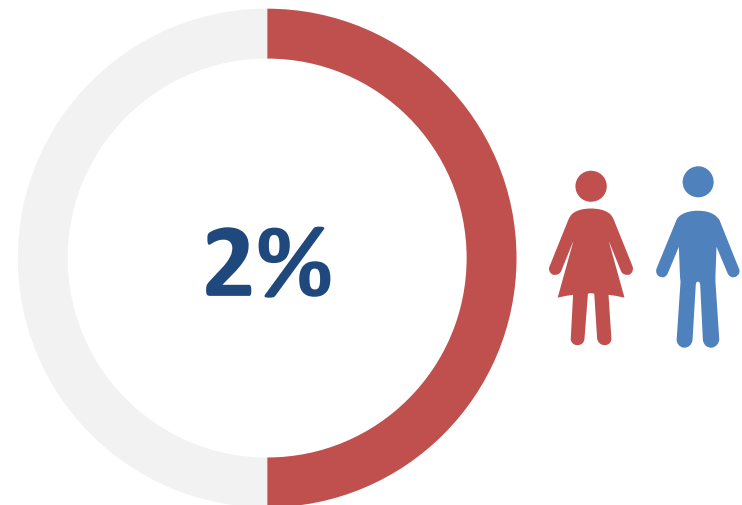


Willing to Recommend Contact North | Contact Nord

Willing to Recommend to Family and Friends



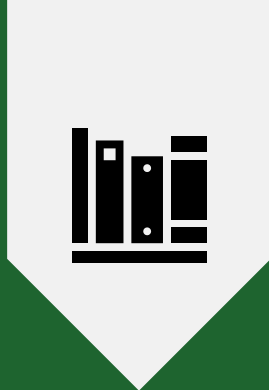
VS



Very Likely / Somewhat Likely

Very Unlikely / Somewhat Unlikely

N=1,085

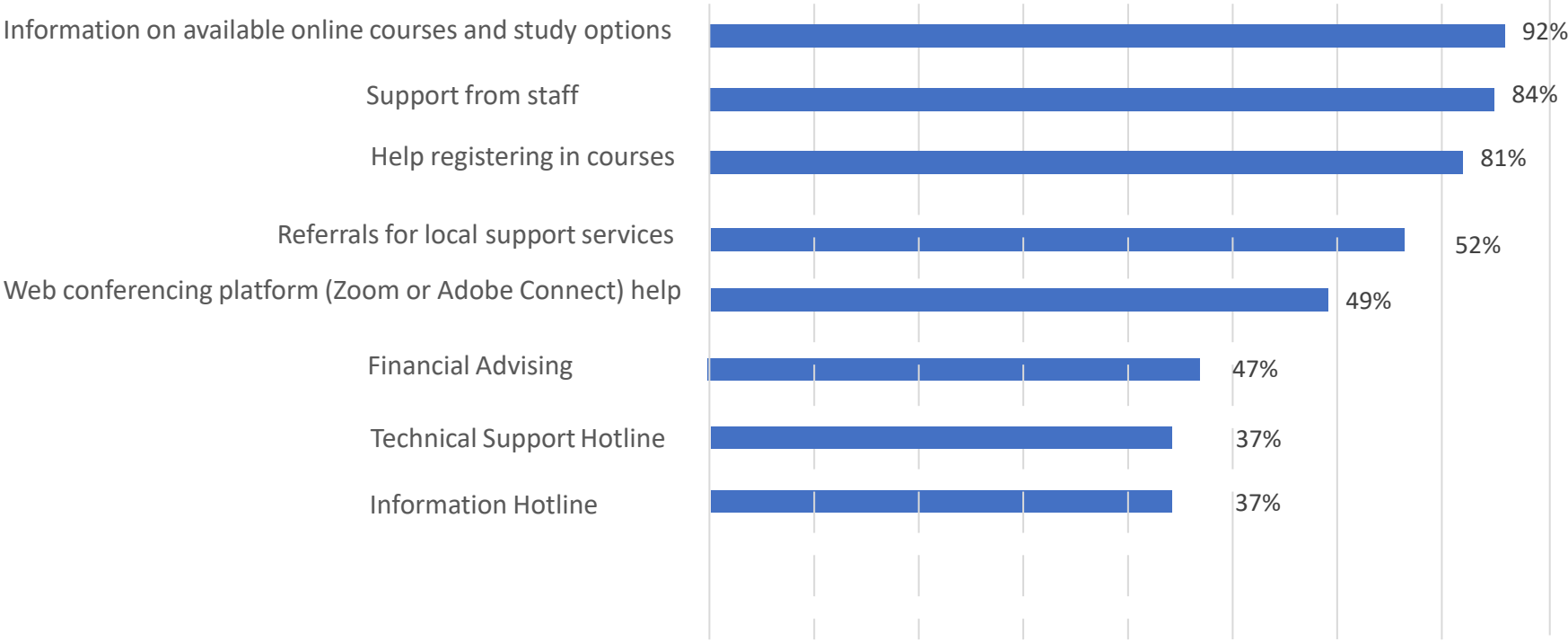


Service Satisfaction

How would you rate the following Contact North | Contact Nord services?

Services Used

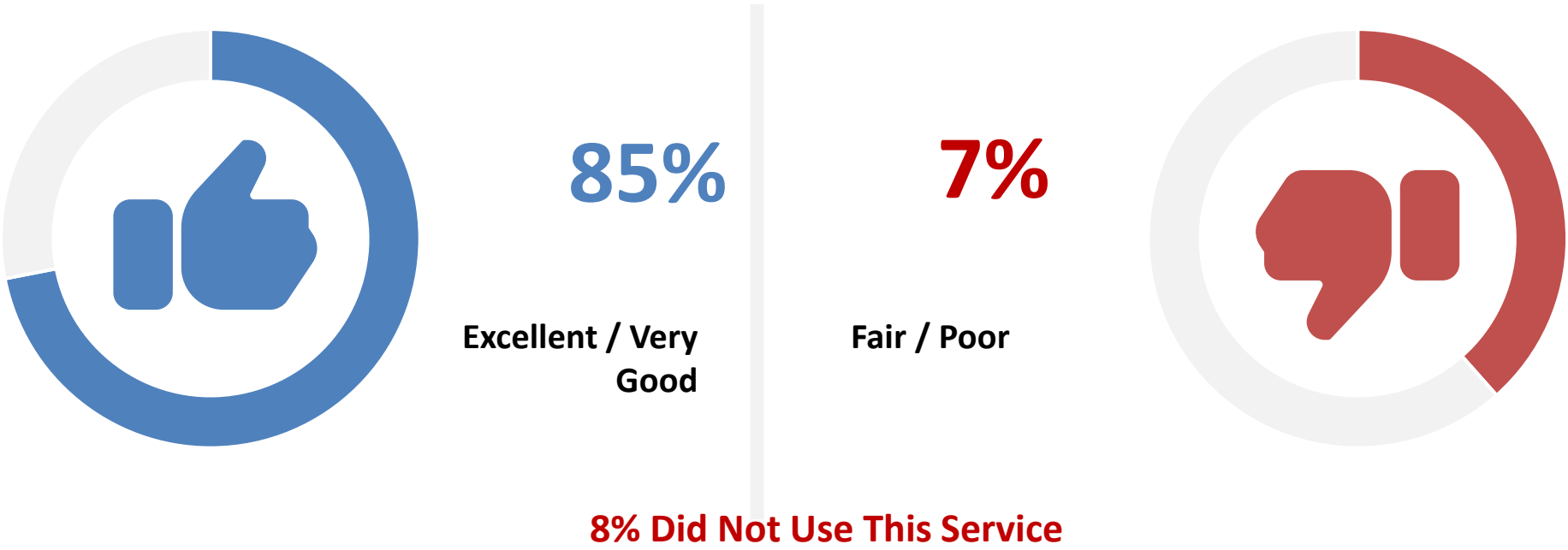
The top three most commonly used services are: Information on available online courses and study options (92%), Support from staff (84%), and help registering in courses (81%). Some services normally offered were not available due to public health restrictions – i.e., exam invigilation, access to technology at 116 online learning centres.



Based on the number of responses to each category of service, minus the “did not use the service” responses.

N=1,085

Course Availability and Study Options



Support from Staff Either in Person or Via Email, Text, Zoom



Help in Registering in Courses



73%

Excellent / Very Good

9%

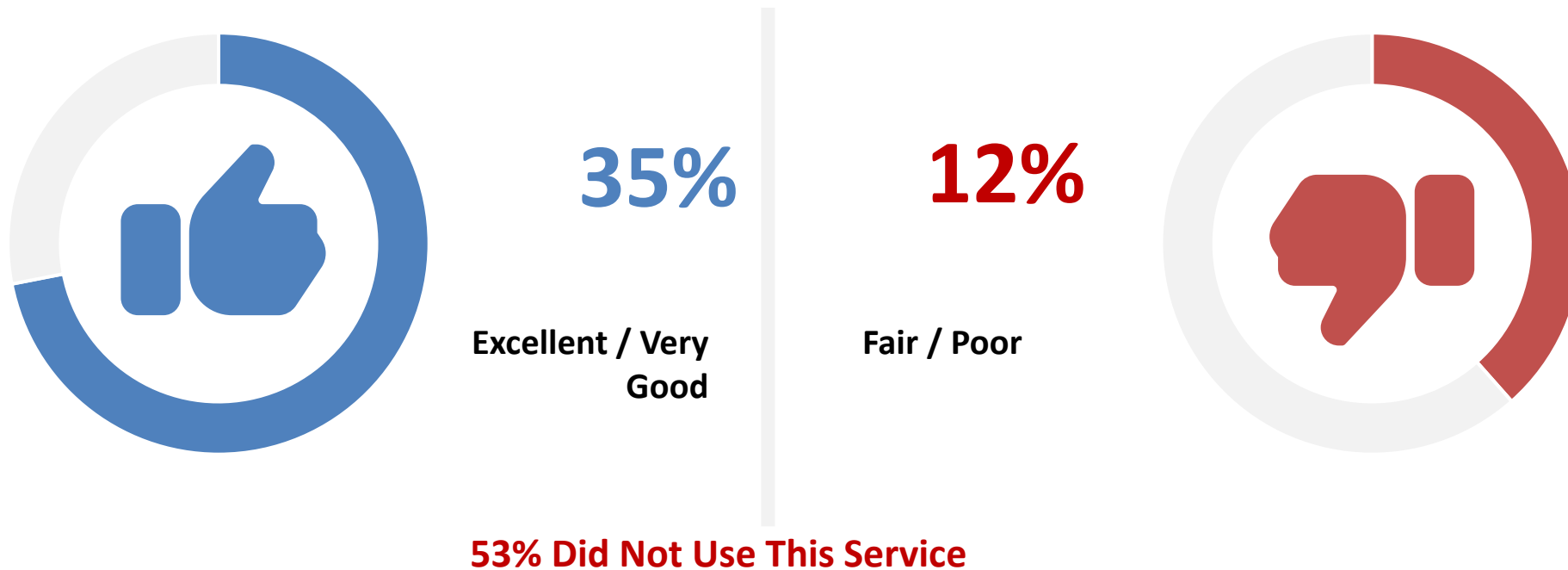
Fair / Poor



18% Did Not Use This Service

N=885

Information About Financial Aid Options



N=507

Referrals for Local Support Services



28%

Excellent / Very Good

9%

Fair / Poor



48% Did Not Use This Service

N=567

Use of Web Conferencing

Contact North | Contact Nord Makes Zoom and Adobe Connect Available to its Partners



39%

Excellent / Very Good

10%

Fair / Poor



51% Did Not Use This Service

N=530

Student Information Hotline

Telephone, e-mail or Live Chat



31%

Excellent / Very Good



7%

Fair / Poor

62% Did Not Use This Service

N=407

Technical Support Hotline



25%

Excellent / Very Good

7%

Fair / Poor



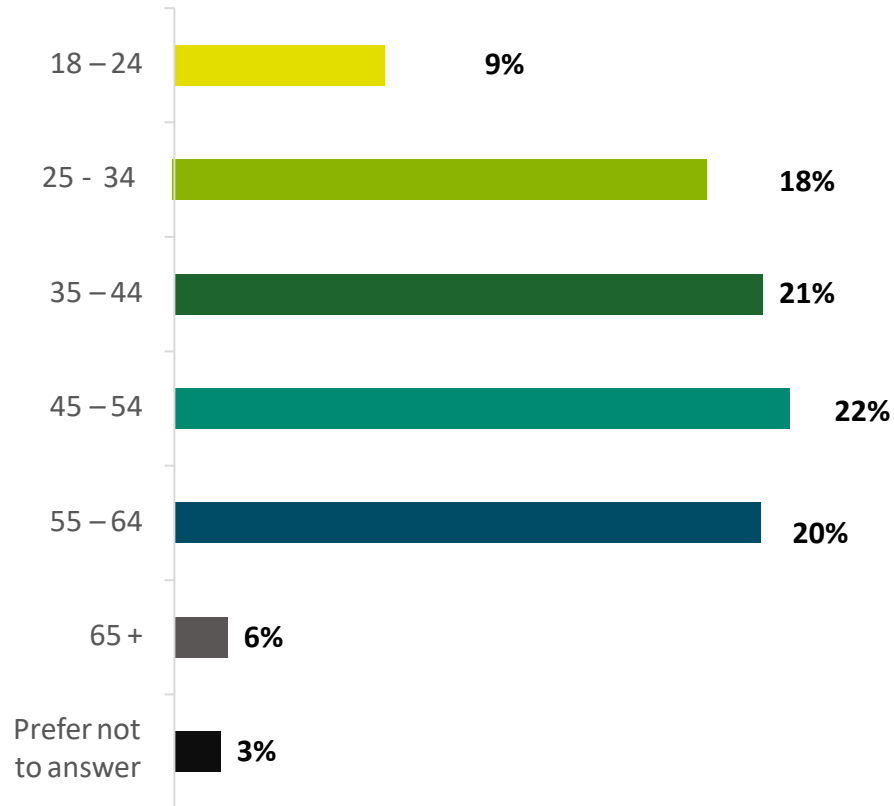
63% Did Not Use This Service



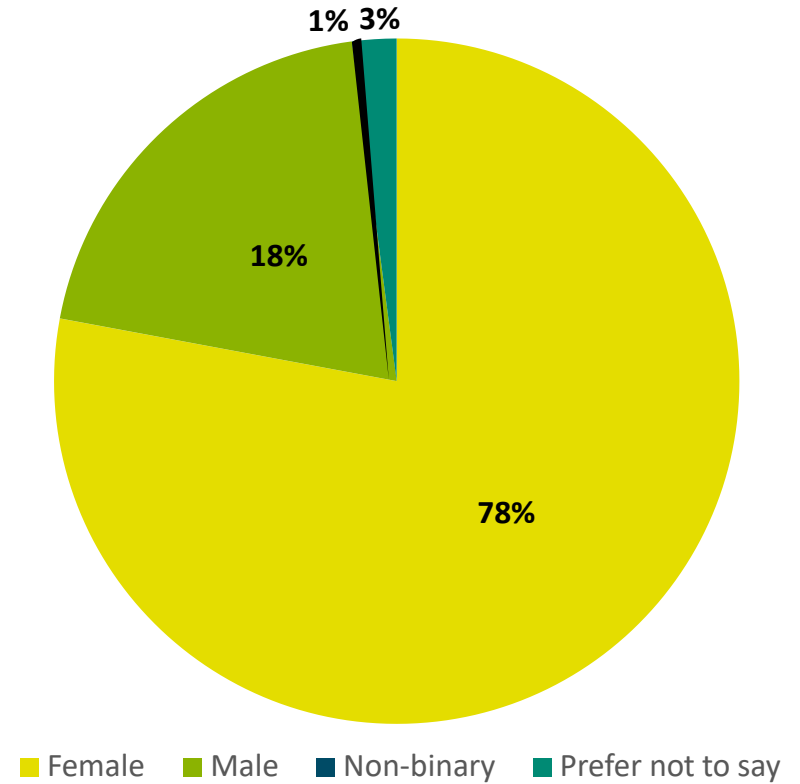
Demographics: Who Completed the Survey?

Age and Gender

Age Range

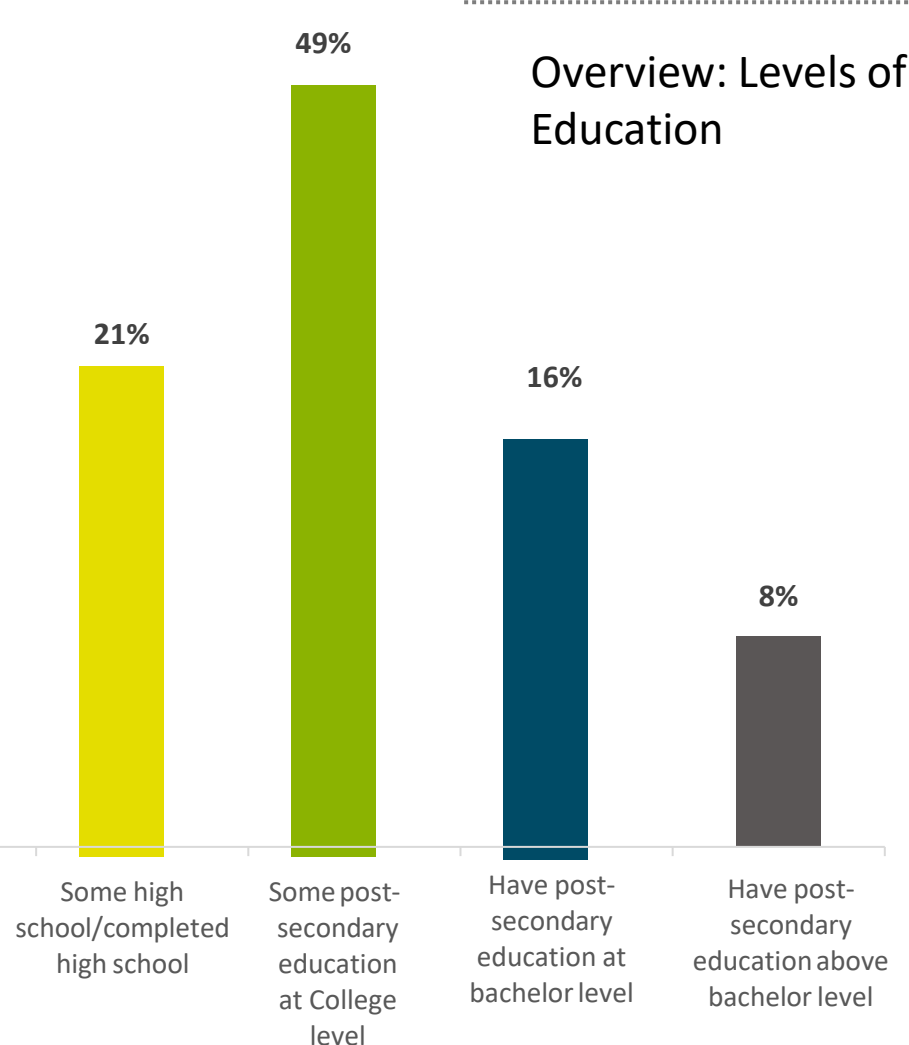


Gender

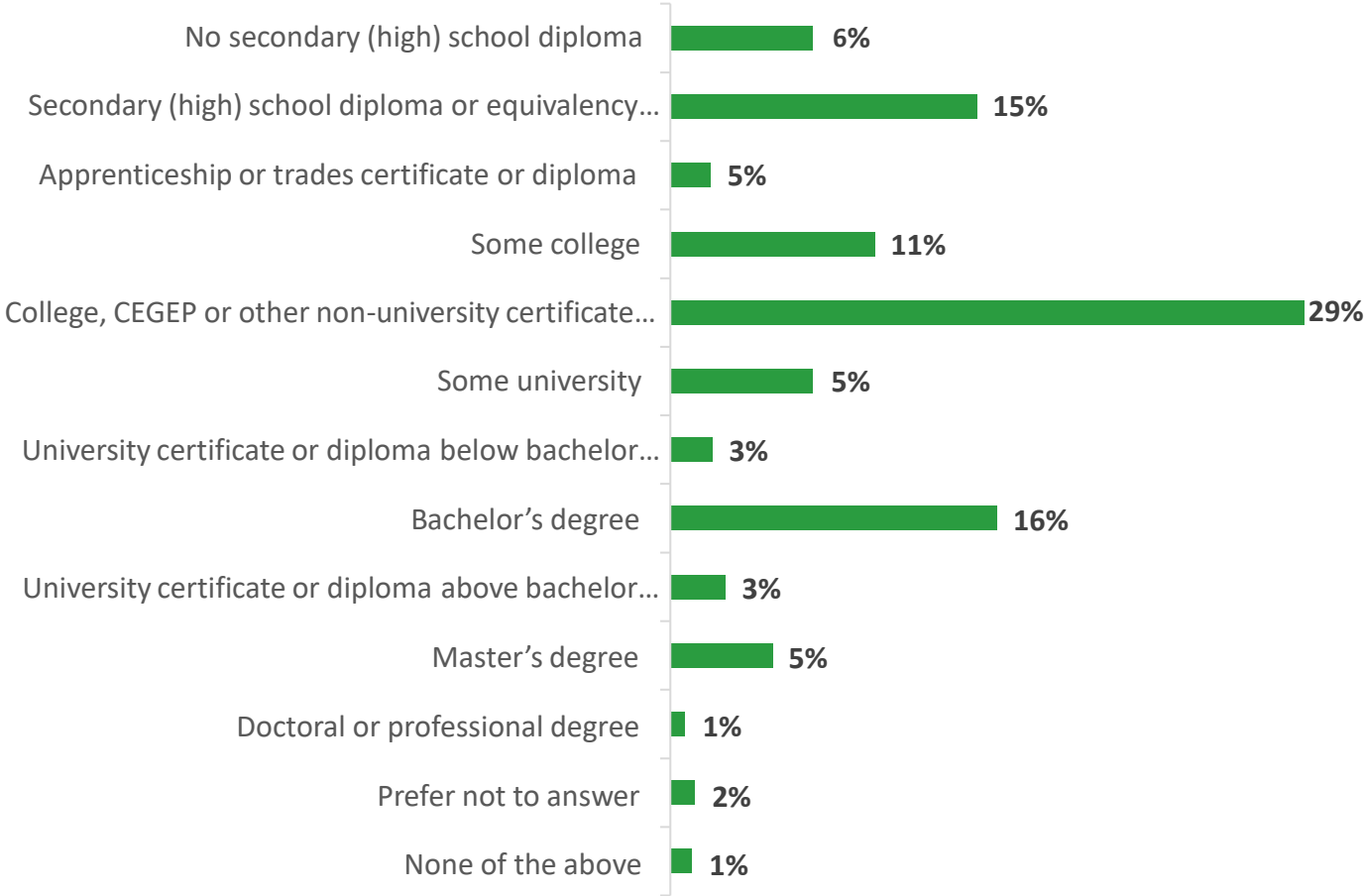


How would you describe your gender? (N=1,085)
What is your age? (N=1,085)

Education



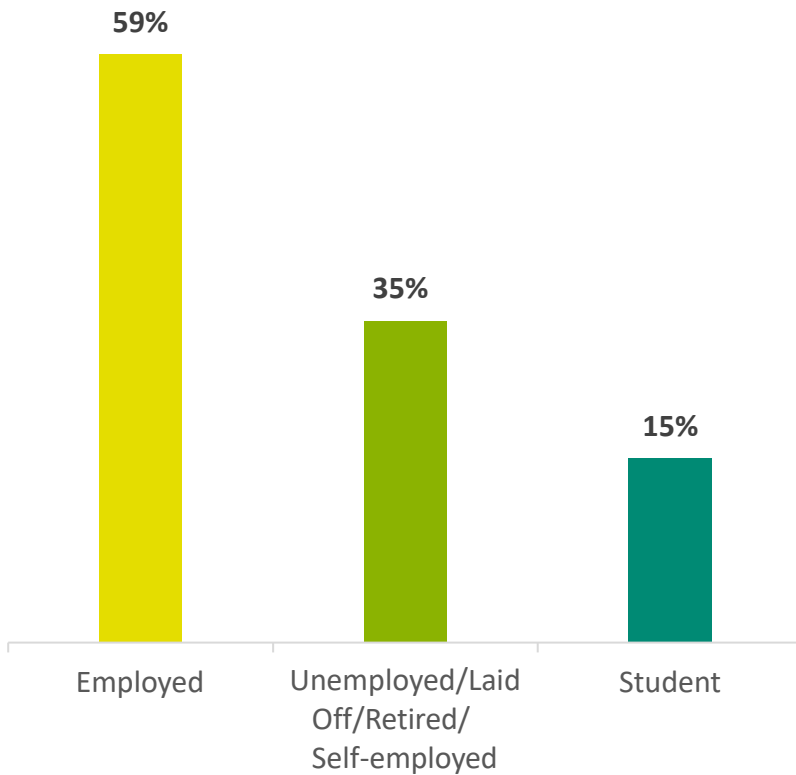
Breakdown: Level of Education



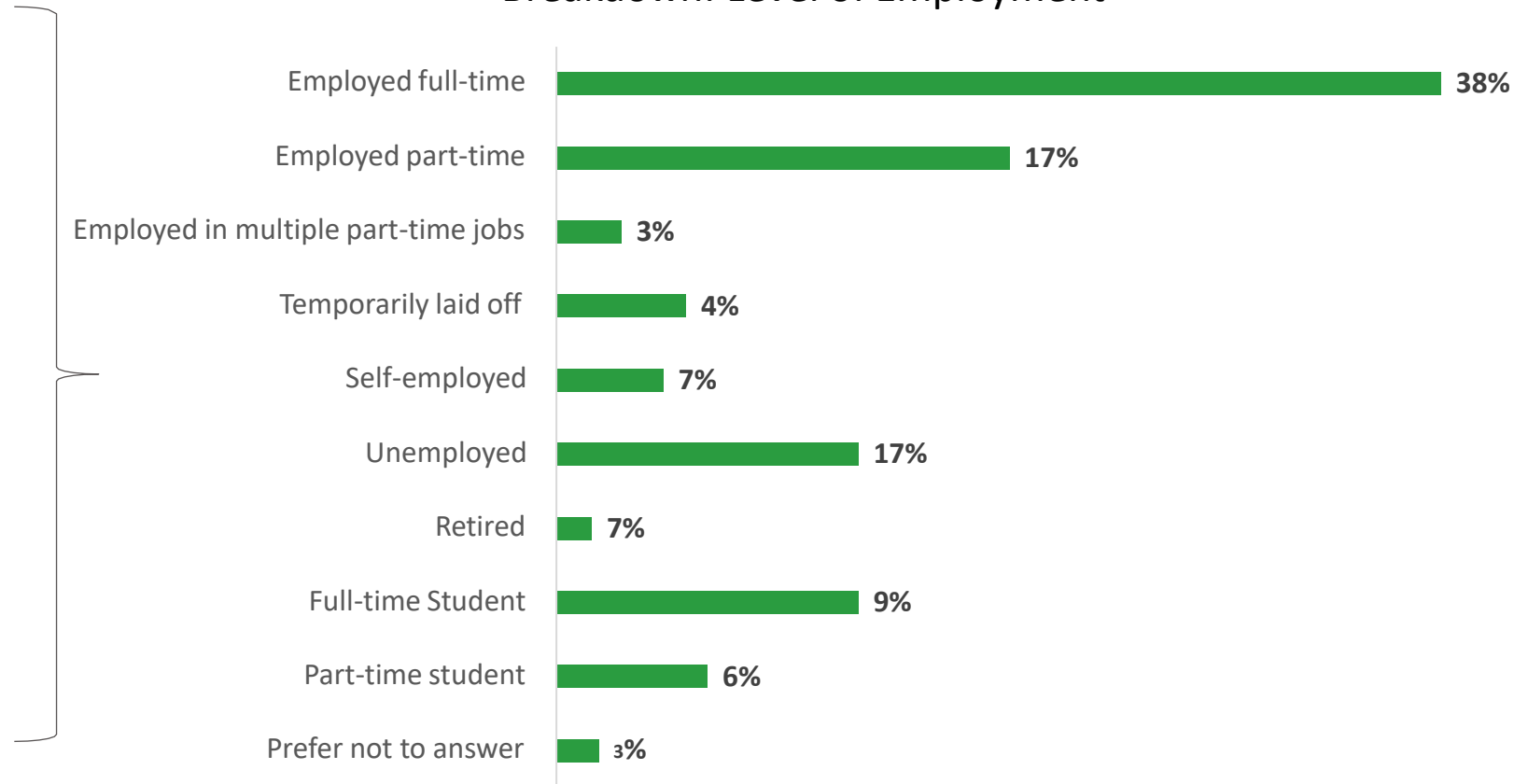
D3. What is the highest level of education or training you have completed? (N=1,085)

Employment

Overview: Level of Employment



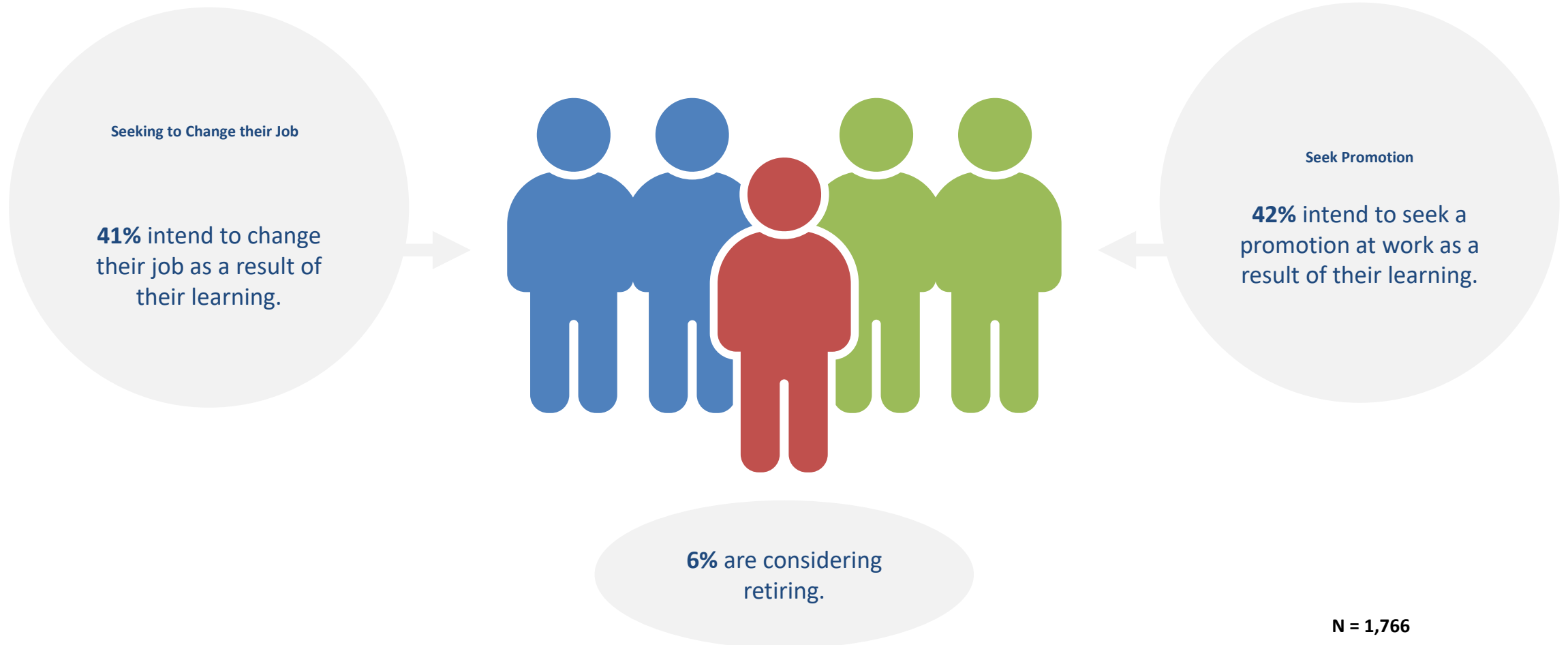
Breakdown: Level of Employment



Which of the following best describes your current employment status? Please select all that apply. (N=1,085)

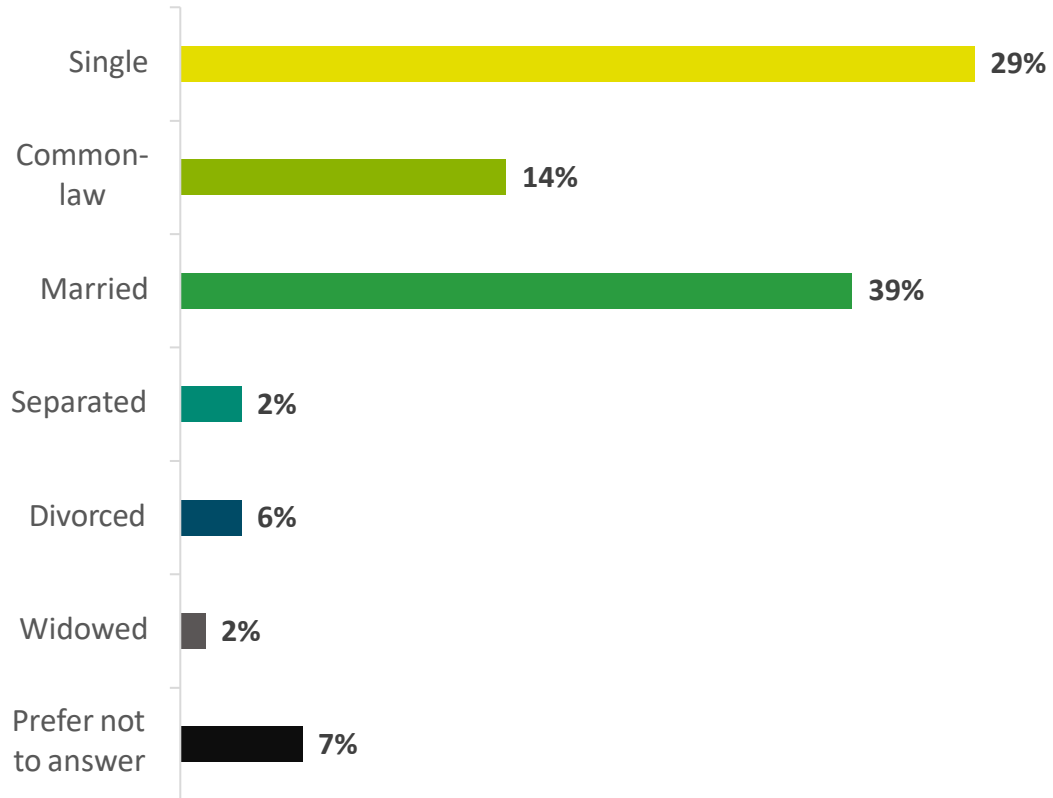
Learning and Job Prospects

Thinking about the possibilities at work

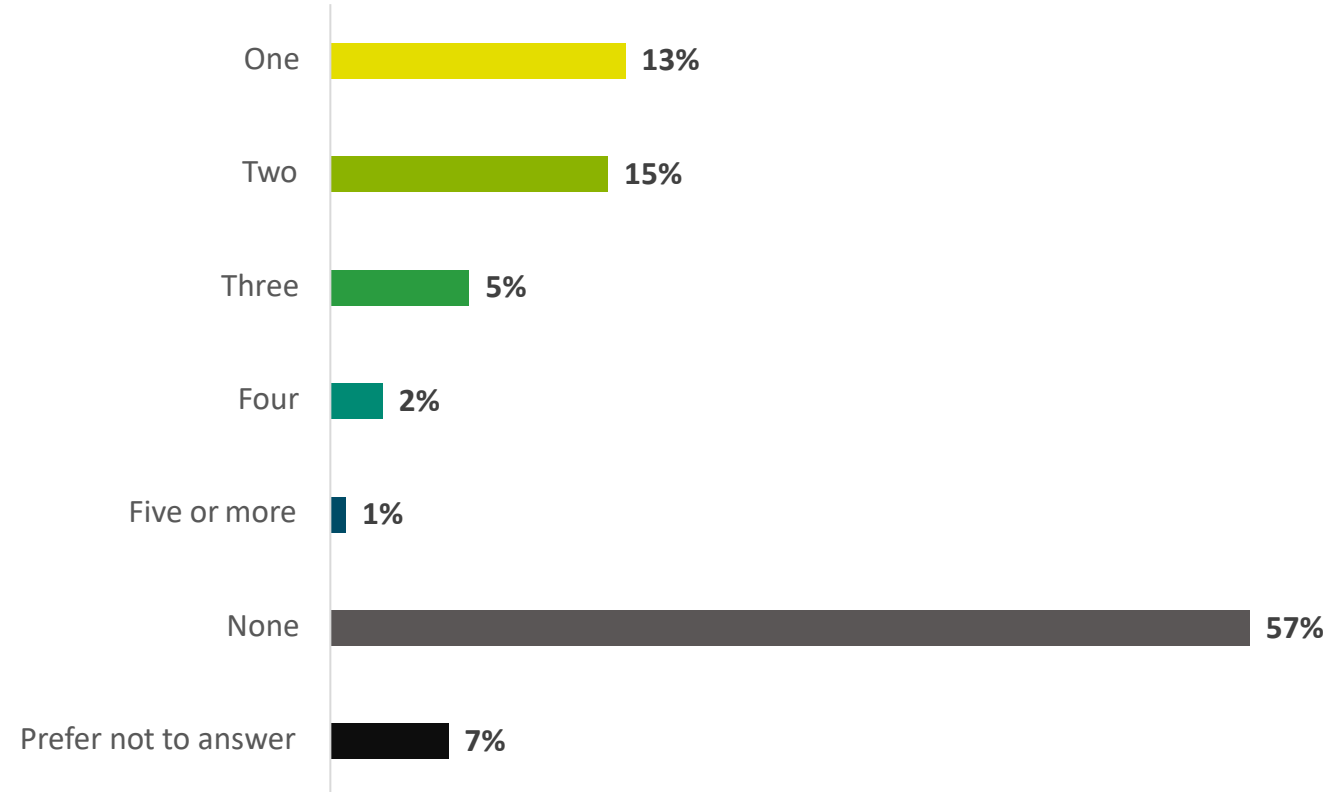


Relationship Status & Number of Children

Relationship Status



Number of Children Living at Home

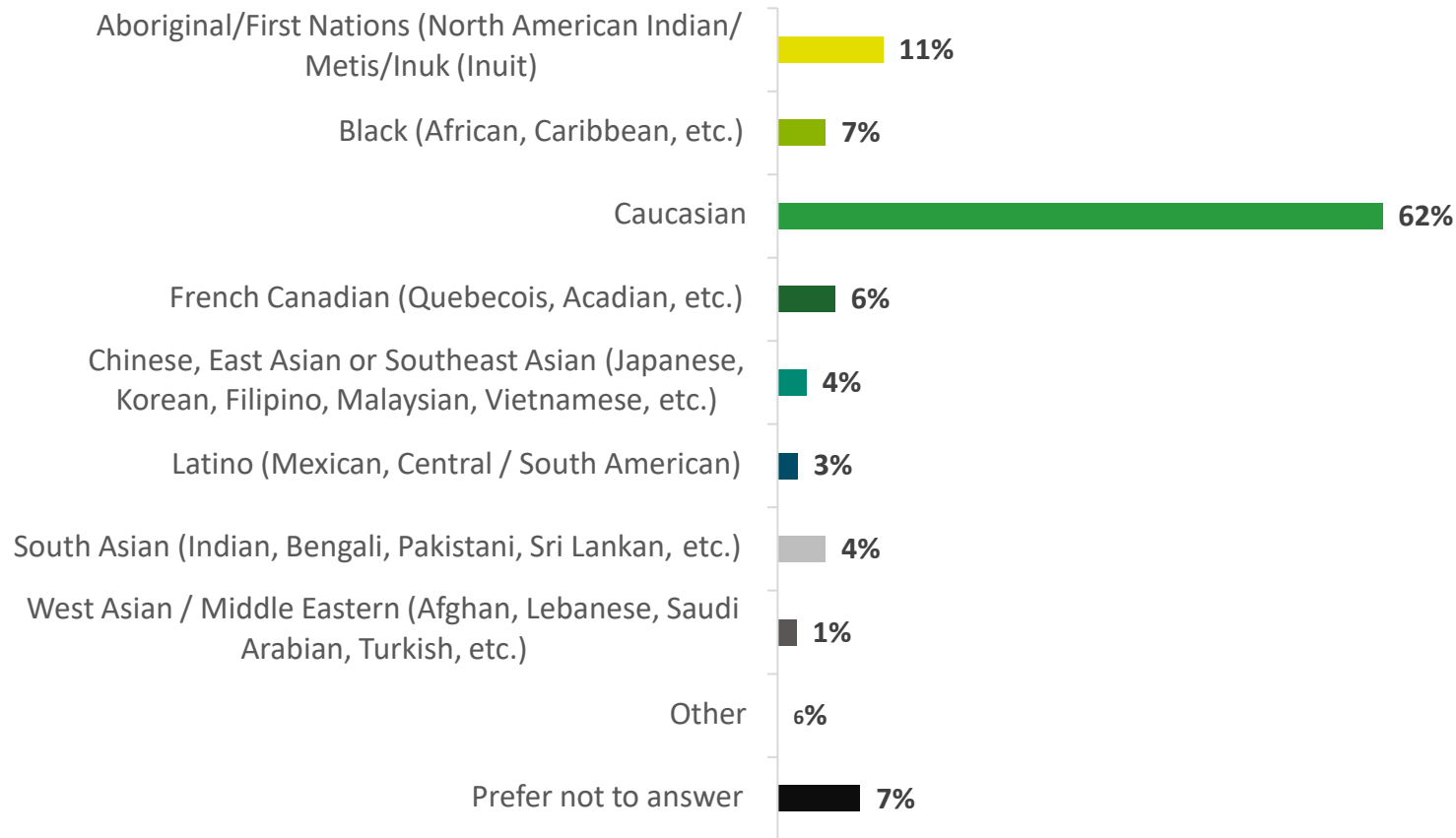


D5. What is your current relationship status? (N=1,085)

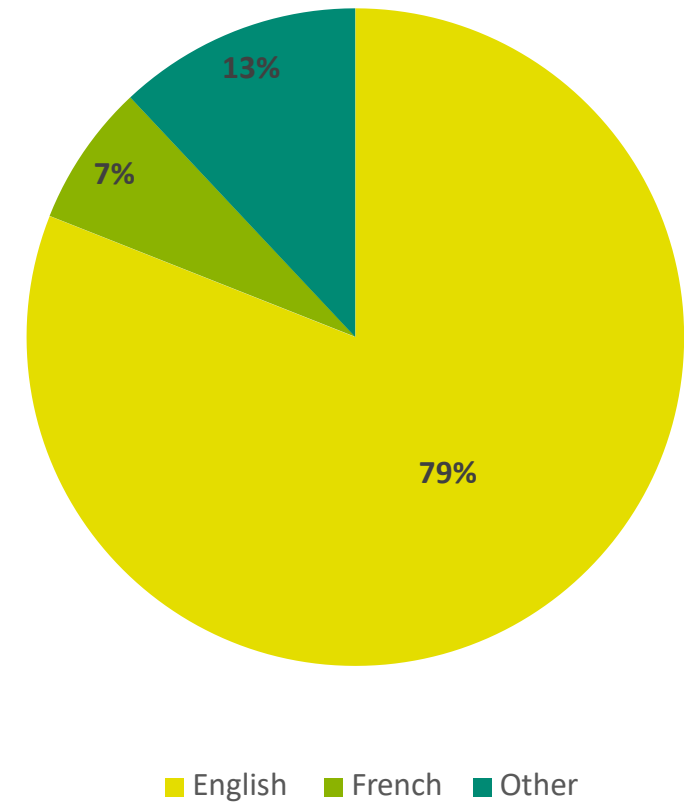
D6. How many children do you have, under the age of 18, living within your household? (N=1,085)

Language and Identity

Ethnic Identity

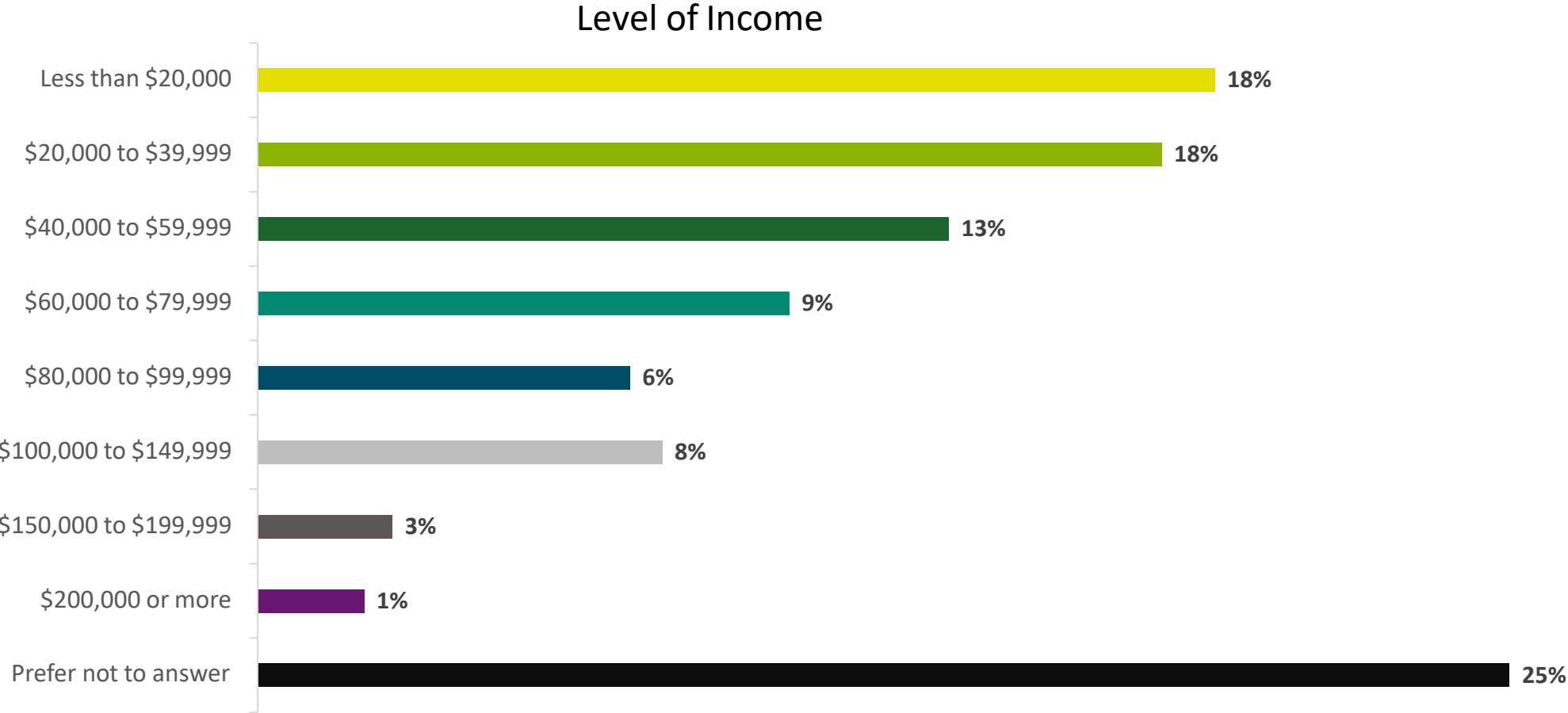


Language



D7. What was the first language you learned as a child and still understand? (N=1,085)
 D8. Do you identify with any of the following group(s)? Please select any that apply? (N=1,085)

Income



Which of the following categories best describes your household's annual income in 2020, before taxes? (N=1,085)