

Contact North | Contact Nord Annual Student Outcome Survey 2019-2020

July 21, 2020

CONTACT **NORTH**
NORD Online Learning
Apprentissage en ligne





Background and Methodology

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- On behalf of Contact North | Contact Nord, Forum Research conducted a province-wide of Contact North | Contact Nord's clients to better understand their outcomes and satisfaction with the services provided.
- Clients of Contact North | Contact Nord were invited to complete a survey, either by phone or online through e-mail. Among those who received e-mails and did not complete a survey, 3 waves of SMS reminders were sent.
- This final report focuses on respondents who completed the survey between June 19th, and July 13th, 2020.
- 9,165 Contact North | Contact Nord clients were contacted, either via e-mail or phone.
- 2,519 responses (27.5% response rate) were received by the end of the fieldwork dates.
- Findings regarding those who are attending and/or enrolled in an Indigenous institute should be taken with caution as some results have a sample size of <30.
- 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 survey should be taken with caution.
- Contact North | Contact Nord completed a similar study in 2019, and although the questionnaire and methodology are similar to this survey, the sample size of 2020 was 2,519, compared to 566 in 2019. Caution is advised when comparing the results of the two surveys due to the difference in sample sizes.
- 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.



Key Findings

Annual Outcomes – Key Findings

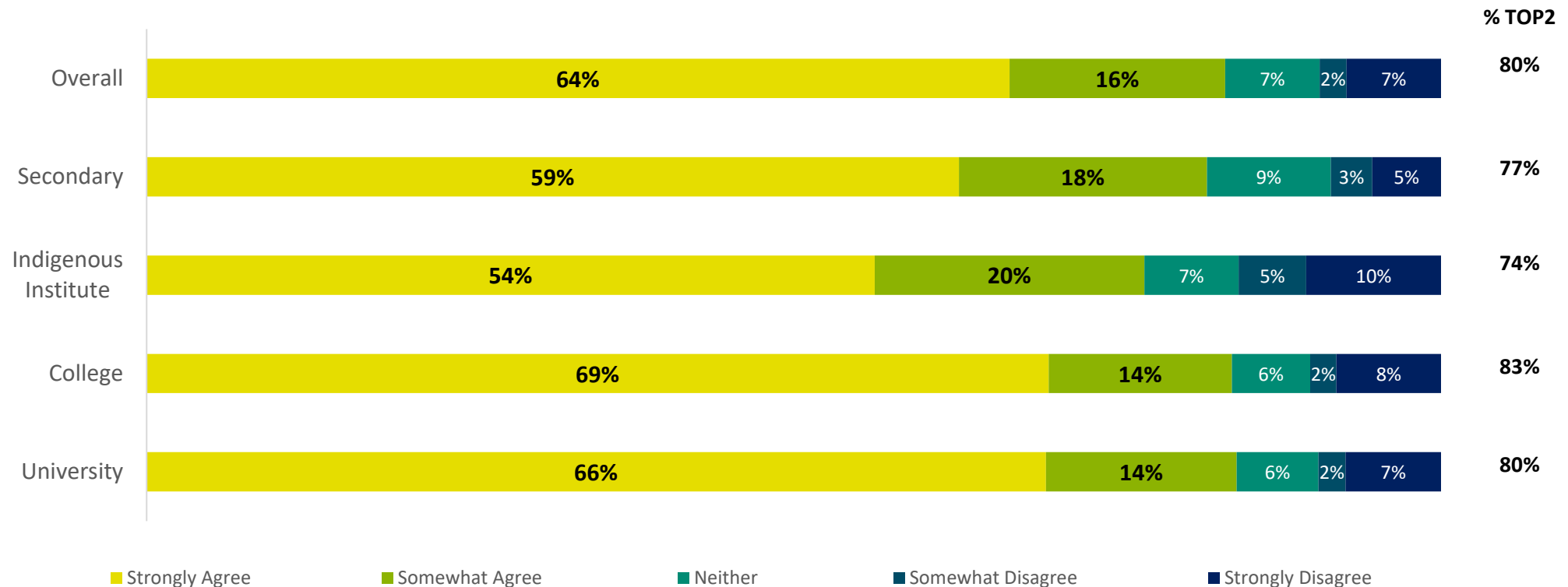
- 80% of respondents agree the course(s) they took contributed to achieving their goals.
- Across all education institutions, 66% of all respondents indicated the primary goal for registering in the course(s) was to obtain a diploma/certificate/degree, and 38% indicated the objective was professional development or get/maintain a job.
 - 66% completed an online certificate
 - 62% completed an undergraduate degree
 - 57% completed a diploma
 - 48% completed a graduate degree
 - 36% of respondents were successful in getting a job
 - 83% maintained their job after completing their education
- 70% of respondents completed their education as it was available online.
- 23% of respondents registered in 7 to 10 courses, indicating they are pursuing a credential.
- ‘Time issues’ remains the top challenge (40%) respondents faced in pursuing their educations and training, while ‘Family responsibilities’ was the second most commonly cited challenge when pursuing education and training.
- 68% did not register in other course(s) since March 2020.
 - Of those who did not register in other courses, 43% stated they did not need any further course(s).
- 92% of respondents were satisfied with their experiences with Contact North | Contact Nord.
- 91% would likely recommend Contact North | Contact Nord to friends or family members.



Goals

Achieving Goals

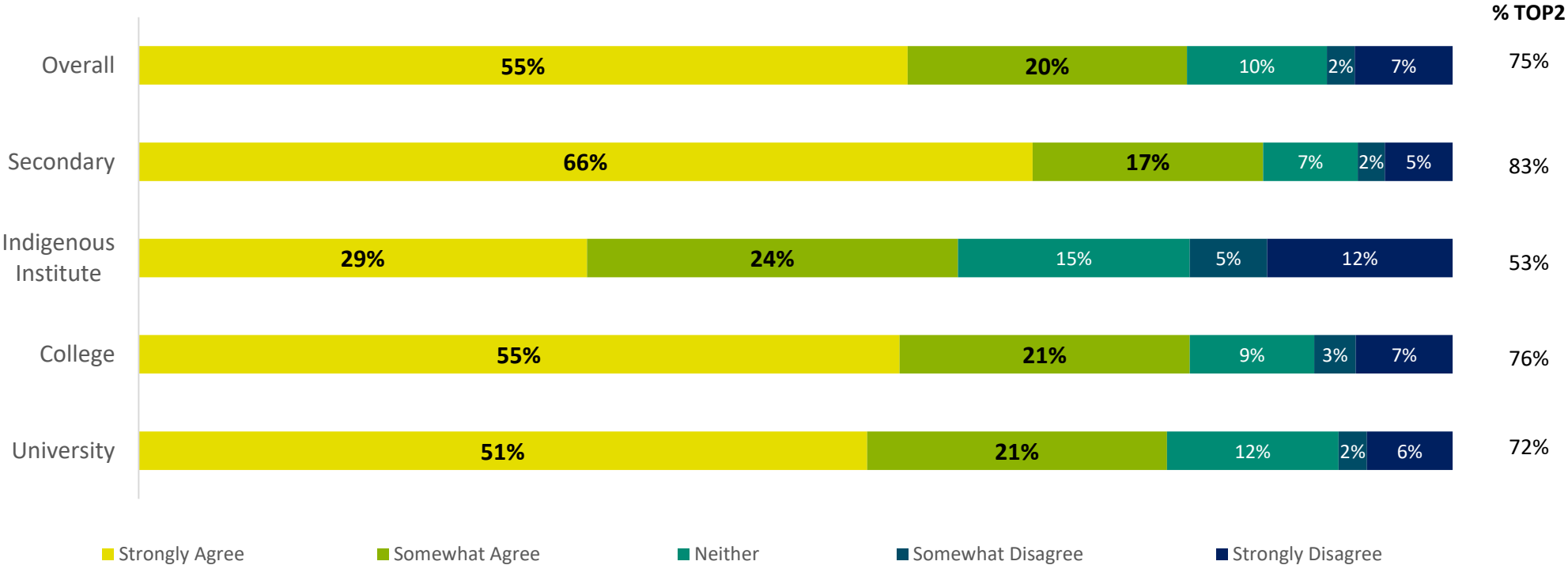
- 80% of respondents agree the course(s) they took contributed to achieving their goals.
- Respondents in College 'strongly' agreed that registering in the course(s) contributed to achieving their goals (69%).



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=2,519)

Support in Order to Achieve Goals

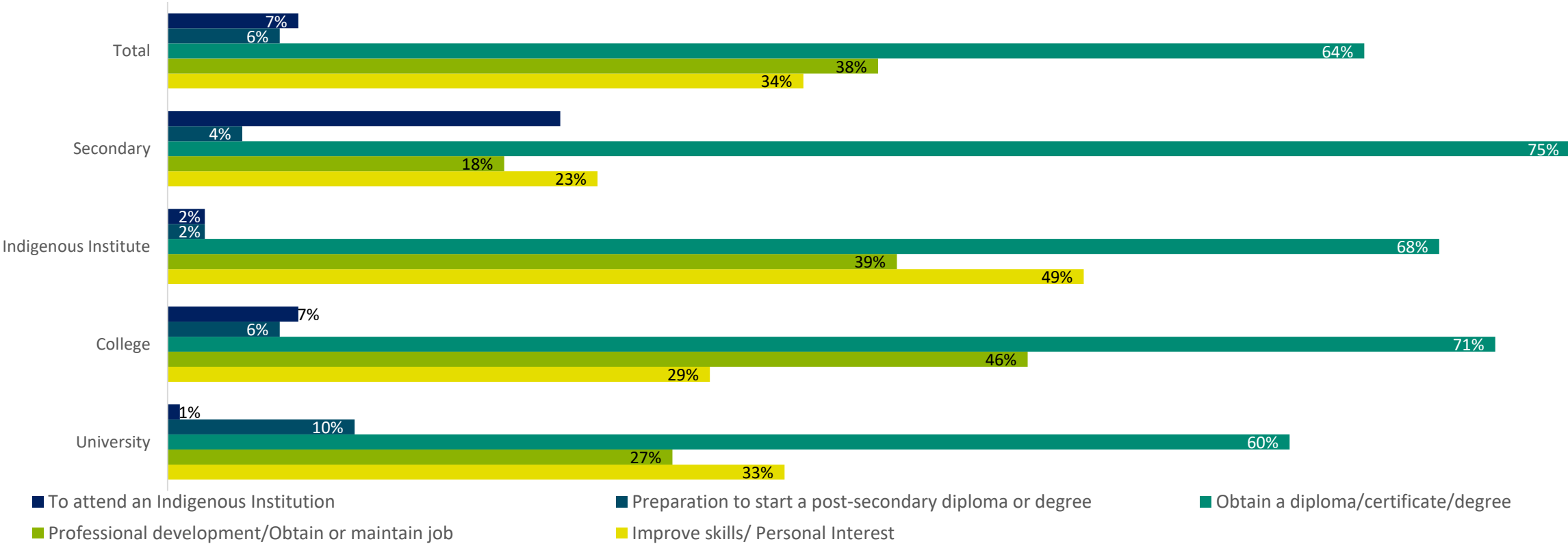
- 75% of respondents 'strongly' or 'somewhat agree' that Contact North | Contact Nord provided support in order for them to achieve their goals.



Q7C. Thinking about the course(s) you were registered in, please indicate how much you agree or disagree with the following statements? Contact North | Contact Nord provided support in order for me to achieve my goals. (N=,2519)

Goals When Registering

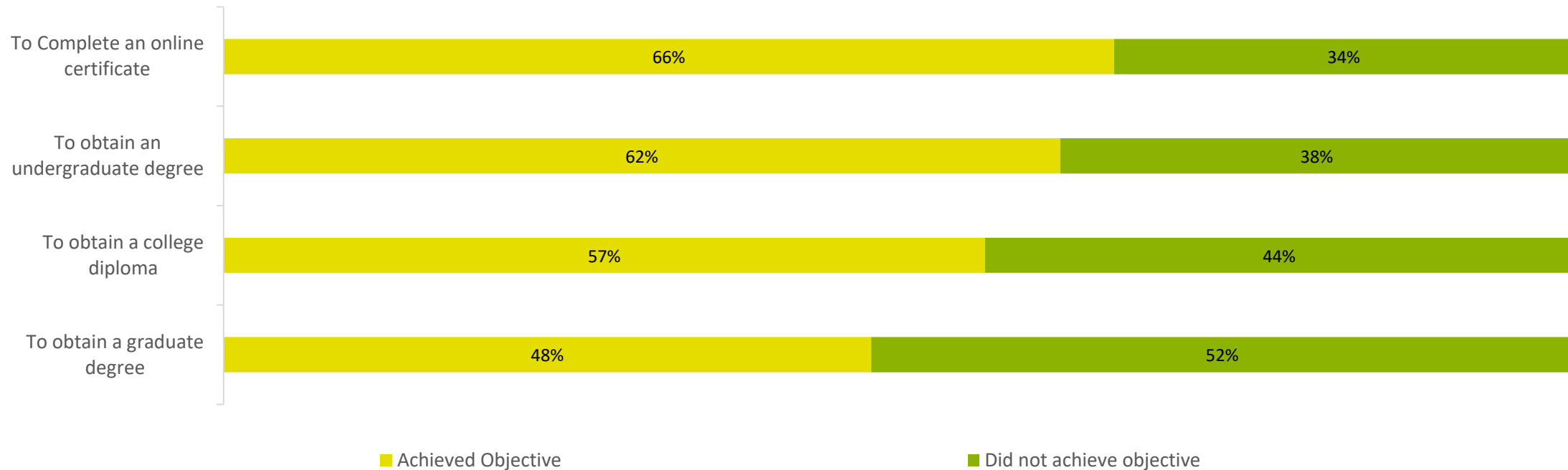
- Across all education institutions, 64% of all individuals listed 'obtain a diploma/certificate/degree' as their goal when registering in the course(s).



Q1 Thinking back to the course(s) you took between April 2019 to March 2020 and used Contact North | Contact Nord's services, what were your goals for registering in the course(s)? Please select all that apply (N=2,519)

Achieving Objectives (Education)

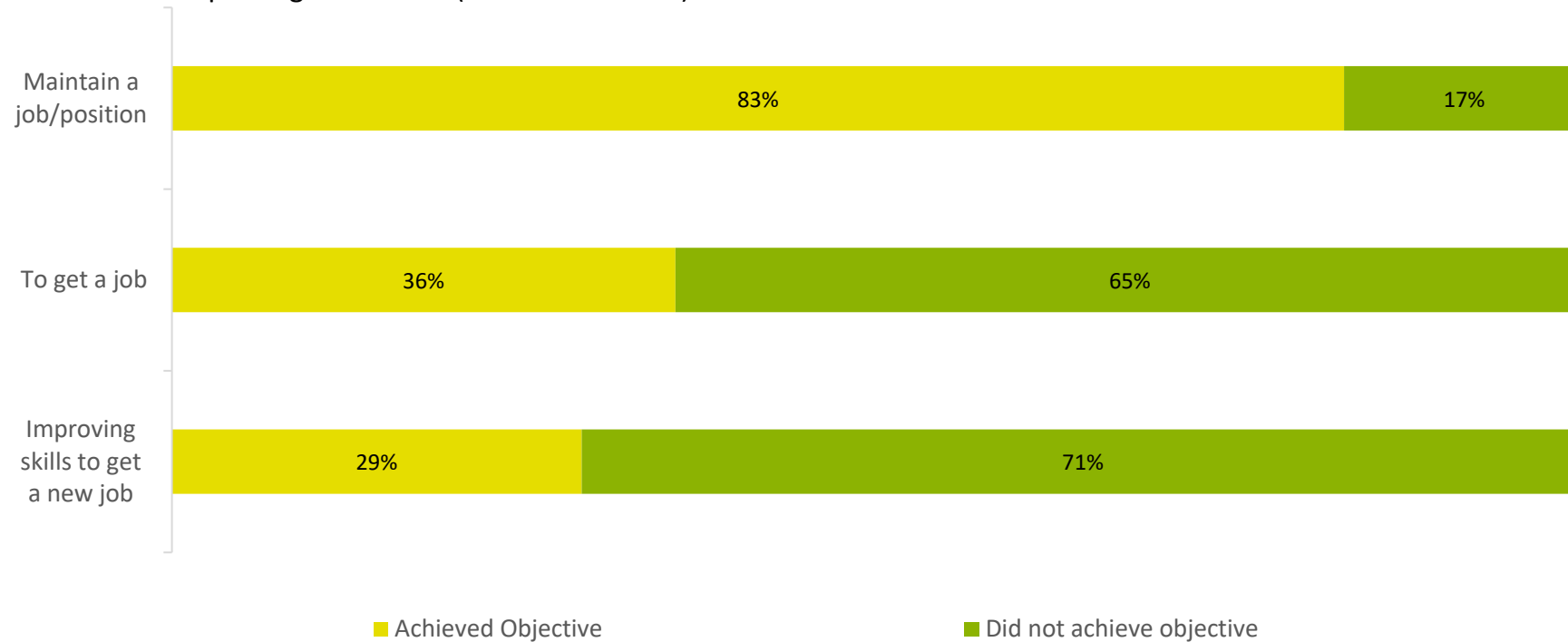
- The goals mentioned on Slide 9 were broken into specific subcategories based on responses. Below are the three objectives related to education: To complete an online certificate (11% of all respondents), to obtain a college diploma (26%), to obtain an undergraduate degree (14%), and to obtain a graduate degree (6%).
- 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 66%, followed by 'to obtain an undergraduate degree' at 62%, 'to obtain a college diploma' at 57%, and 'to obtain a graduate degree' at 48%.



Q1d: Did you _____? (N=2,519)

Achieving Objectives (Employment)

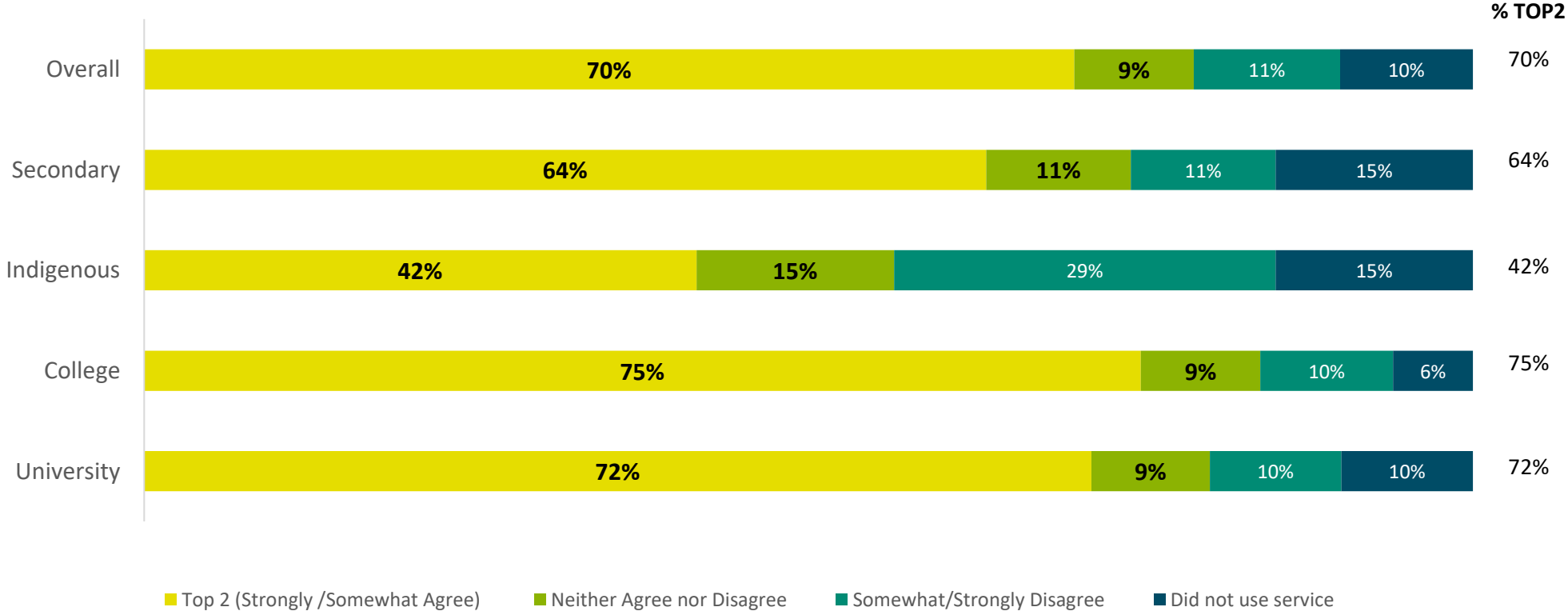
- The goals mentioned on Slide 9 were broken into specific subcategories based on responses. Below are the three objectives related to employment: To get a job (16% of all respondents), to maintain a job/position (10%), to improve skills to get a new job (26%).
- Below is a breakdown on the percentage of respondents who achieved their employment-related objectives.
- 'To maintain a job/position' had the highest success rate at 83%, followed by 'To get a job' (36% success rate) and "Improving new skills" (29% success rate).



Q1a-c: Did you _____? (N=2,519)

Completing Education Due to Online Availability

- 70% of respondents completed their education because it was available online.

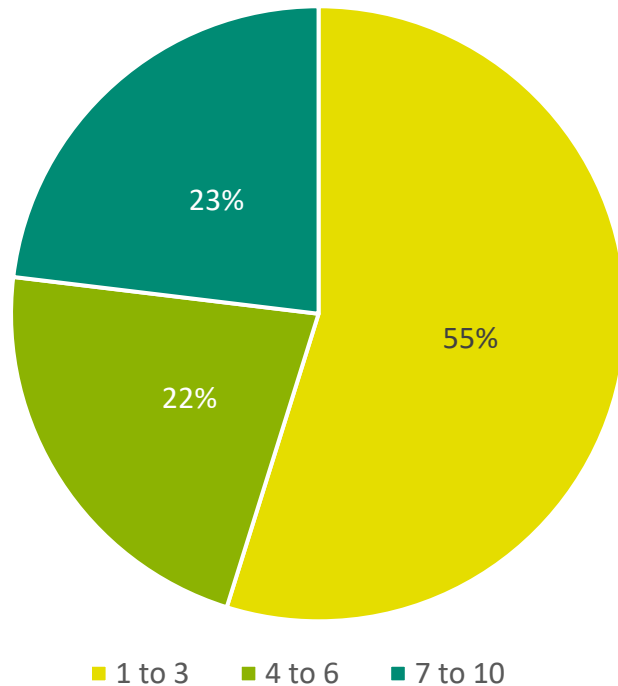


Q7B. Thinking about the course(s) you were registered in, please indicate how much you agree or disagree with the following statements. I completed my education because it was available online. (N= 2,519)

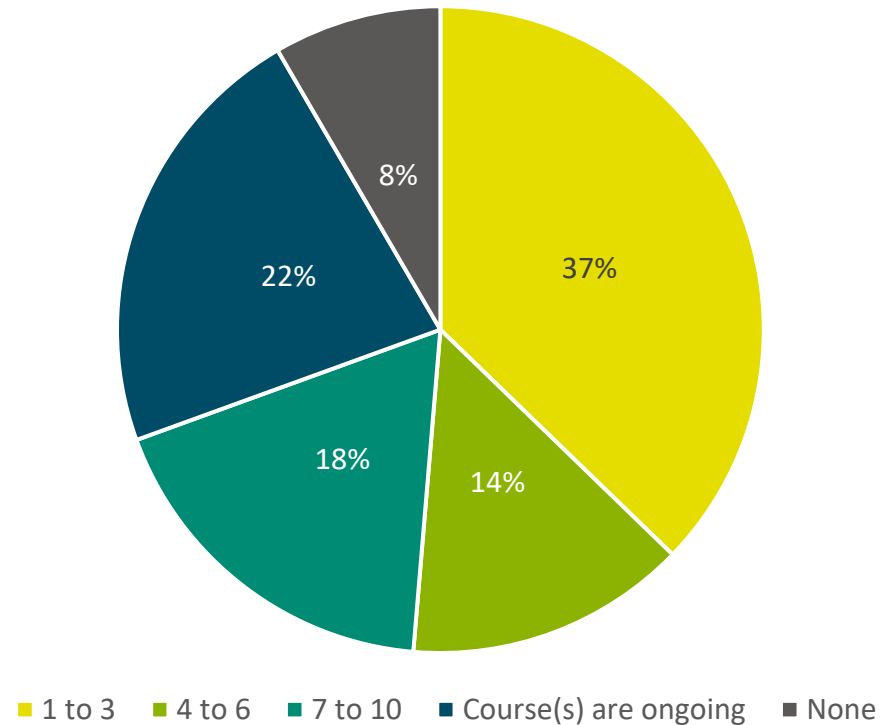
Number of Courses Registered In vs Completed

- Over half of respondents registered in 1 to 3 courses (55%).
- 23% registered in 7 to 10 courses indicating they are pursuing a credential.
- 22% stated their course(s) are ongoing while 1 in 10 (8%) did not complete the course(s) they were registered in.

Number of courses registered in



Number of courses completed



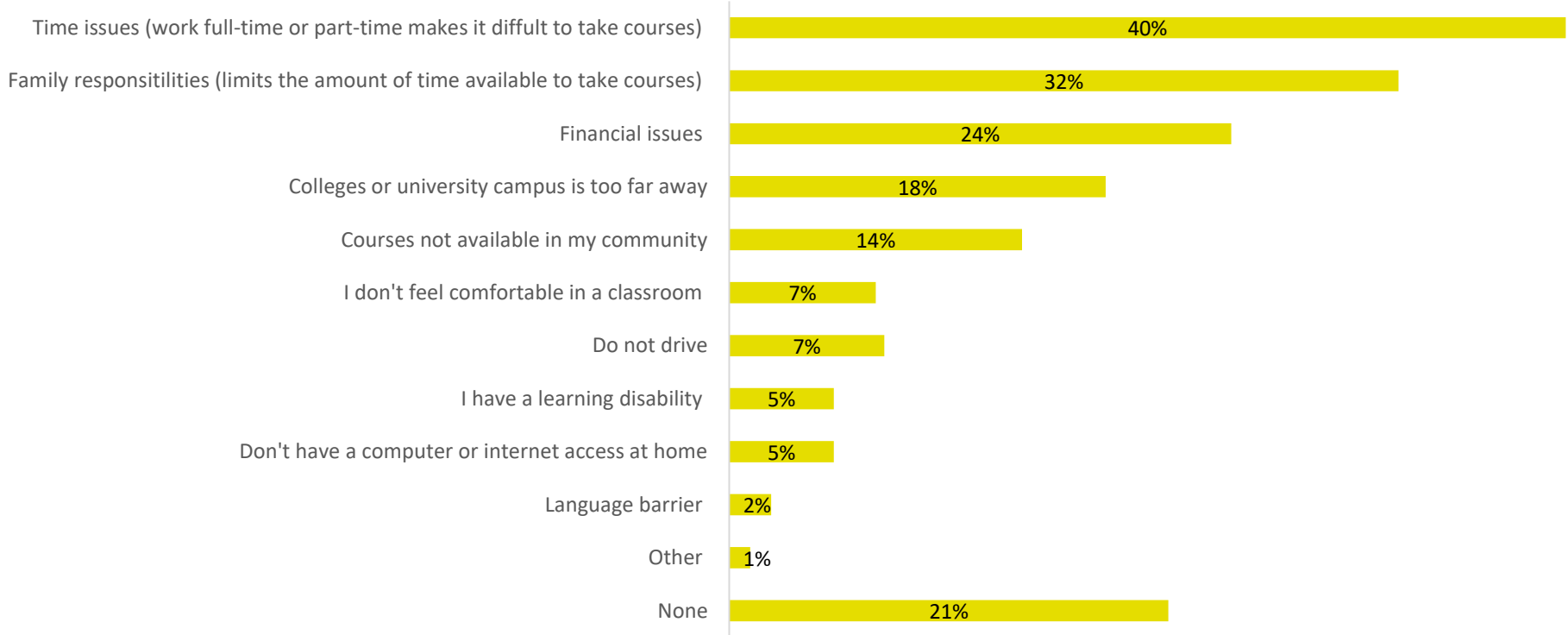
Q2. How many course(s) did you register in? (N=2,519)
Q3. How many course(s) did you complete? (N=2,519)



Challenges

Challenges

- 40% of respondents indicated 'time issues' such as working is a challenge they face when pursuing their education and training (40%), while a third indicated 'family responsibilities' (32%).
- 1 in 5 (21%) indicated they do not face any challenges in pursuing their education and training.

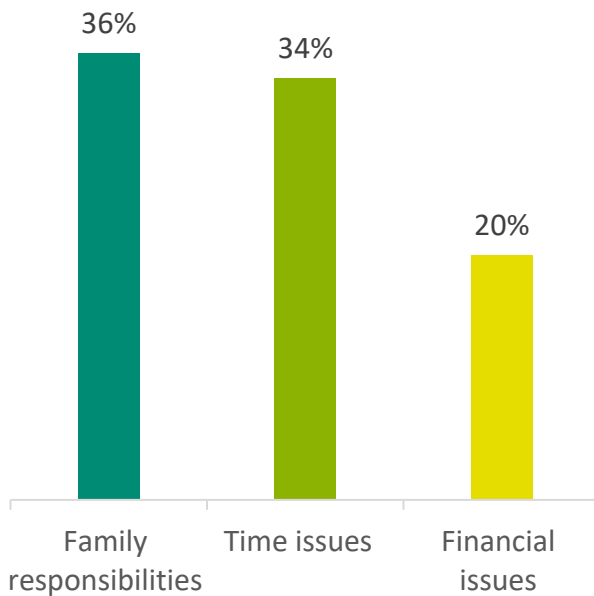


Q12. Which challenges have you faced, if any, in pursuing your education and training? (N=2,519)

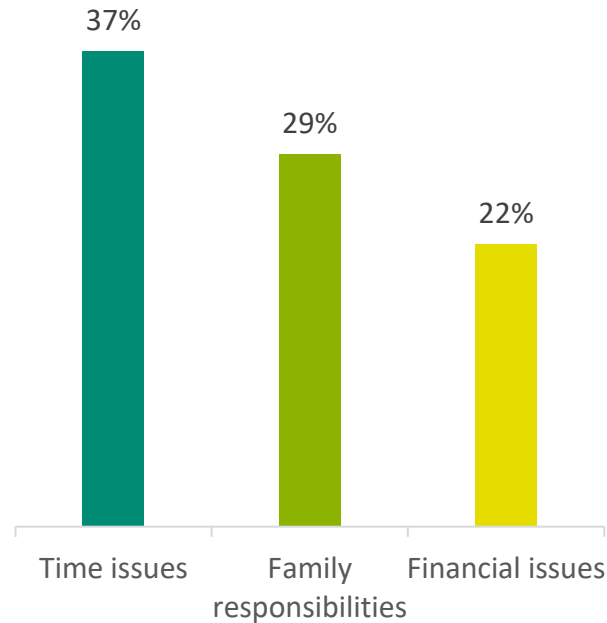
Top 3 Challenges by Institution Type

- 'Time issues' was the biggest challenge faced by respondents across all four educational institution categories except for secondary institutions (43% university, 39% college, 37% Indigenous institutes).
- Respondents attending secondary institutions cited family responsibilities as the biggest challenge at 36%, with time issues second (34%).

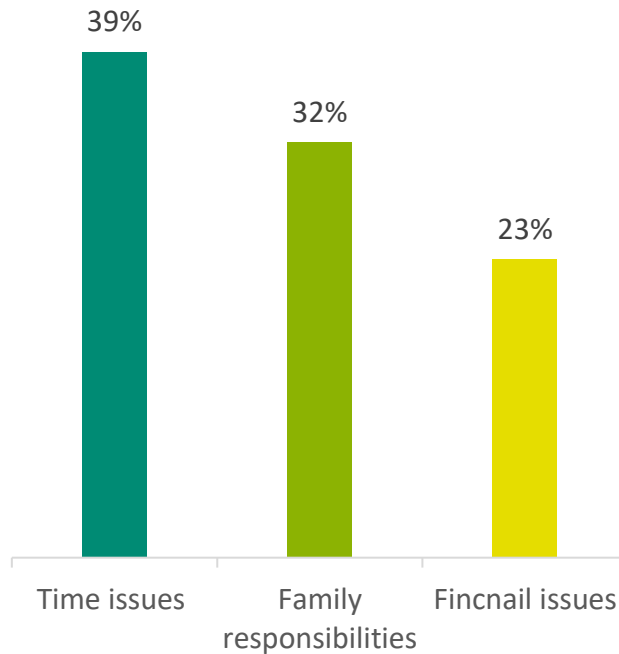
Secondary



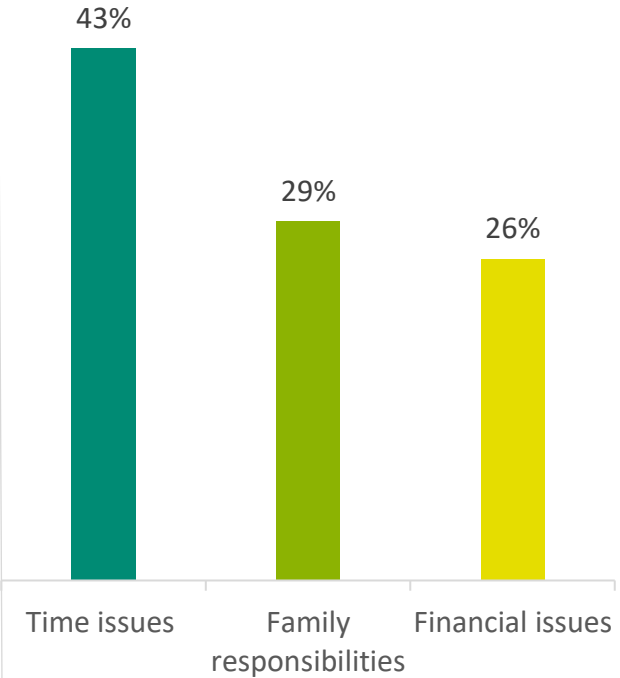
Indigenous Institute



College



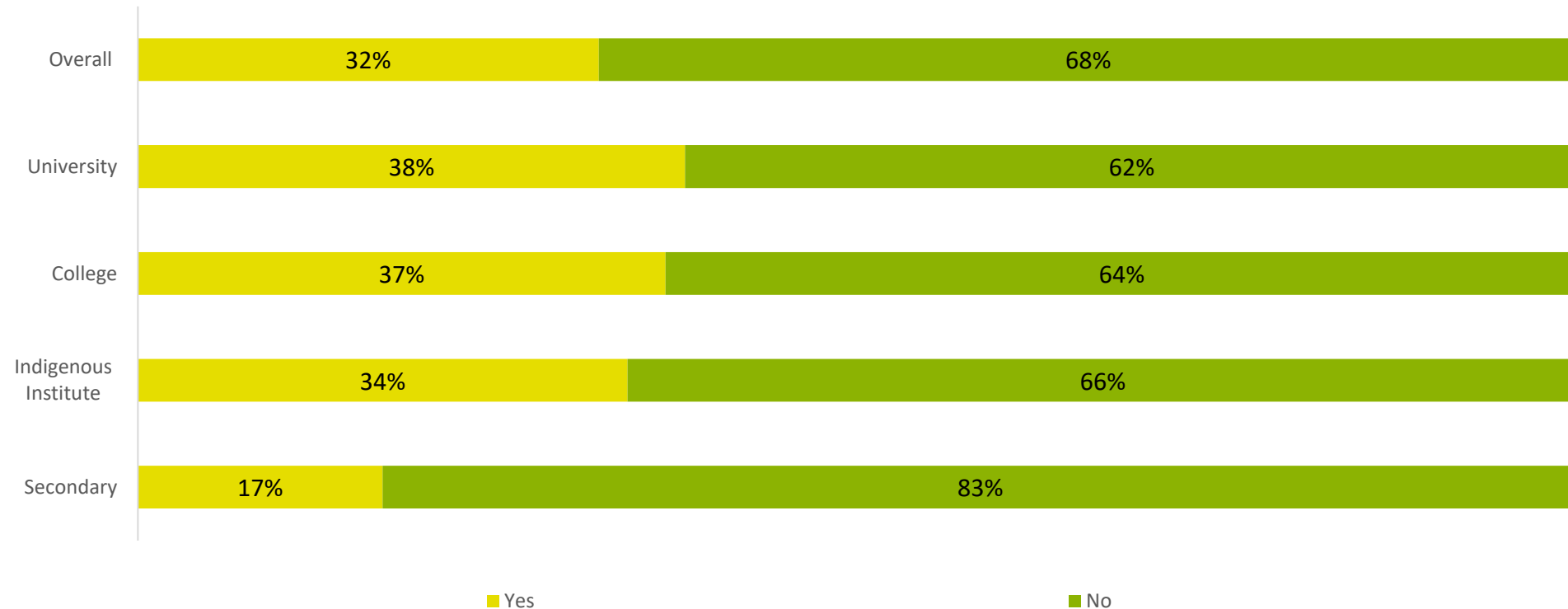
University



Q10. Which challenges have you faced, if any, in pursuing your education and training? (N=2,519)

Registering In More Courses

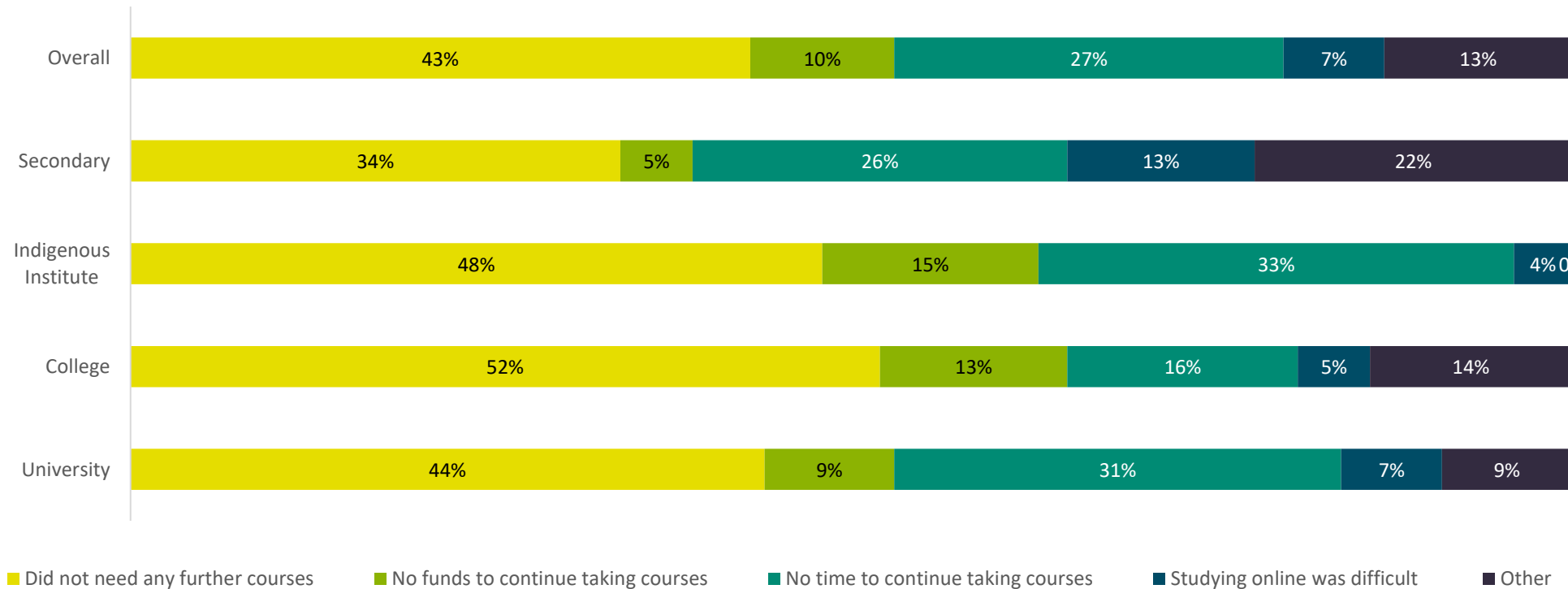
- 68% of respondents did not register in other course(s) since March 31st, 2020.



Q5. Have you registered for other course(s) since August 2018? (N=2,519)

Reasons Why Respondents Did Not Register in More Courses

- 43% of respondents indicated they did not need any further courses.
- 27% of respondents do not have time to continue taking courses.
- 10% do not have the funds to continue.

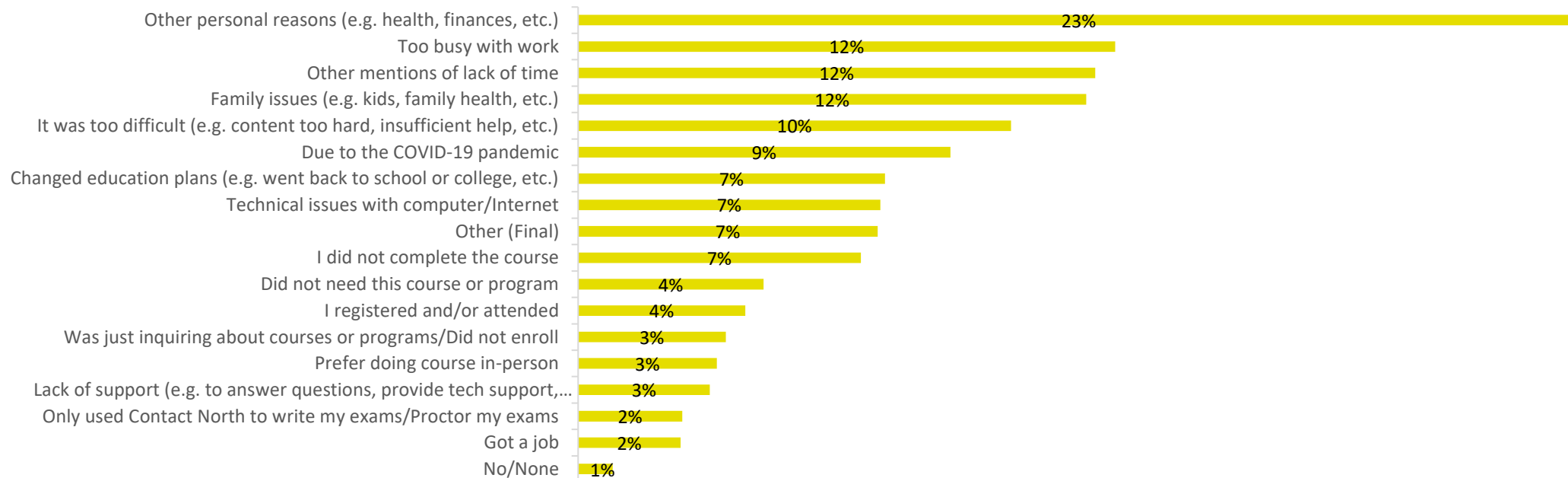


Q6. Why did you not register in any more course(s)? Please select all that apply. (N=1,773)

Base: Q5. Have you registered for other course(s) since March 31st, 2020?

Reasons Why Respondents Did Not Complete the Programs or Course

- 23% of respondents indicated other personal reasons such as health and finance prevented them from completing the program or course they registered in.
- 'Too busy with work', 'Other mentions of lack of time' and 'family issues' each took up 12% of all responses.
- 10% indicated the program/course content was too difficult.
- 9% cited COVID-19 as a reason.



Q4. Why did you not complete the course or program that you were registered in? (N=266)*

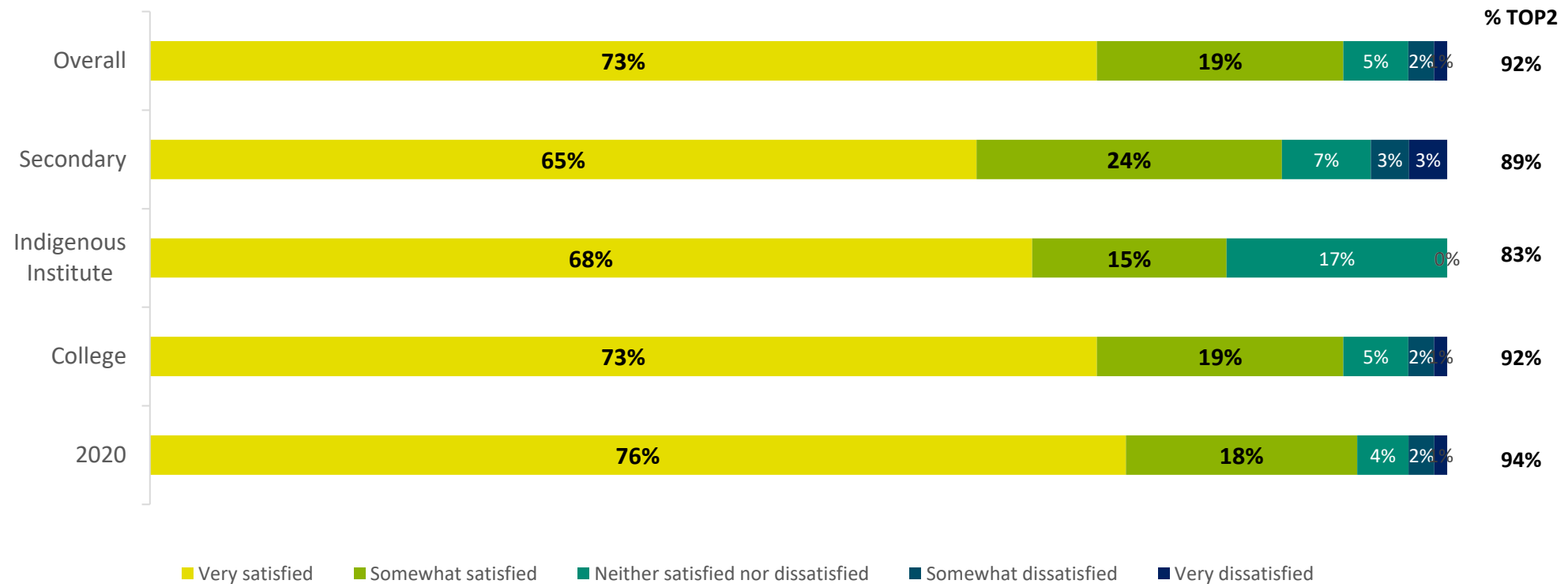
Base: Q3. How many course(s) did you complete? (N=2,519)



Satisfaction

Overall Satisfaction

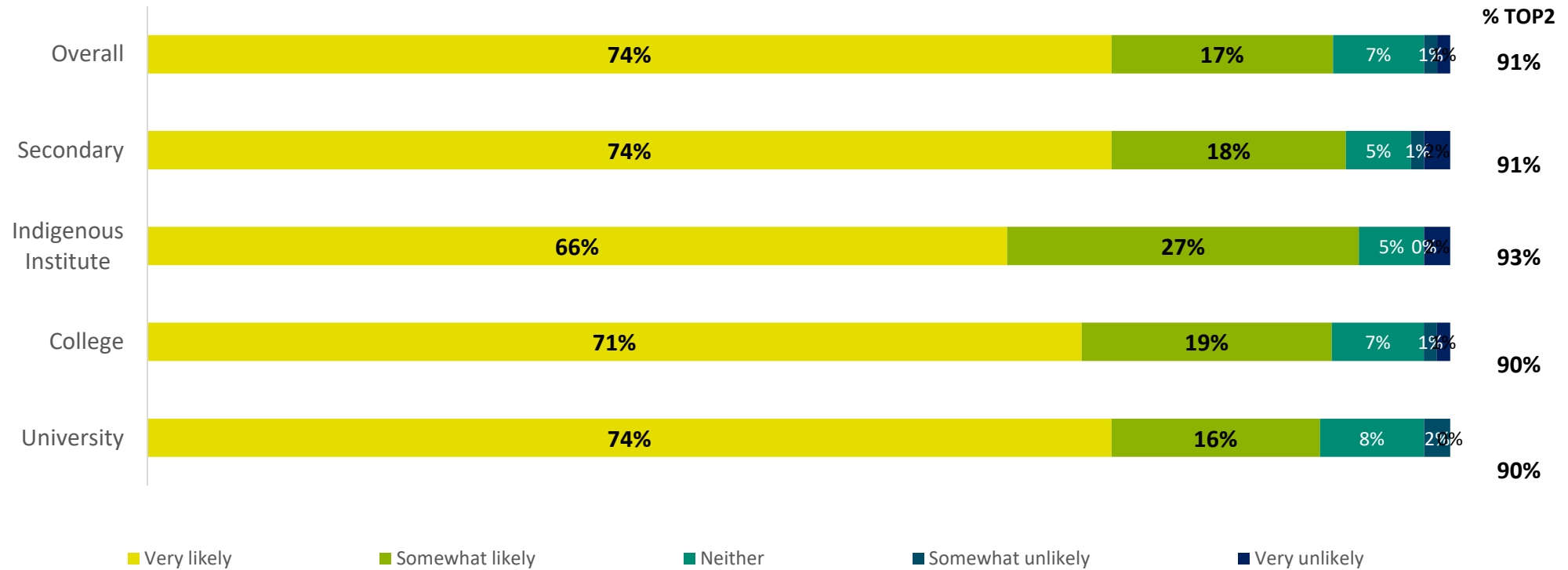
- 92% of all respondents were very satisfied/satisfied with their experiences with Contact North | Contact Nord.



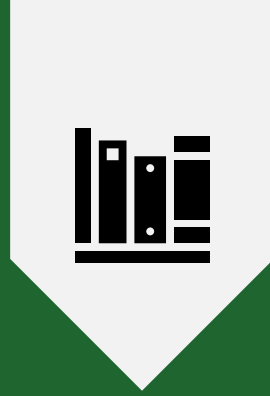
Q10. Overall, how satisfied are you with your experience using Contact North | Contact Nord's services? (N=2,519)

Likelihood to Recommend

- 91% of respondents are likely recommend Contact North | Contract Nord to friends or family members.



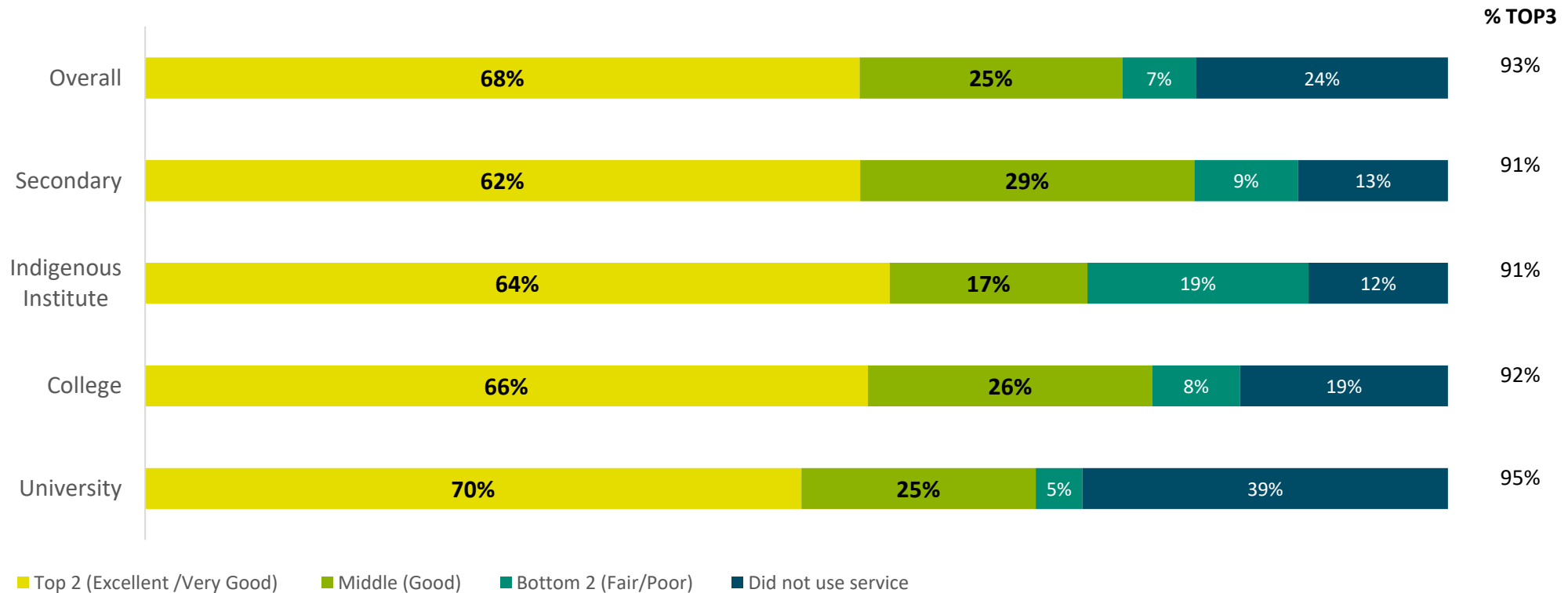
Q9. How likely are you to recommend Contact North | Contact Nord's services to a friend or family member? (N=2,519)



Services

Information on Available Online Courses and Study Options

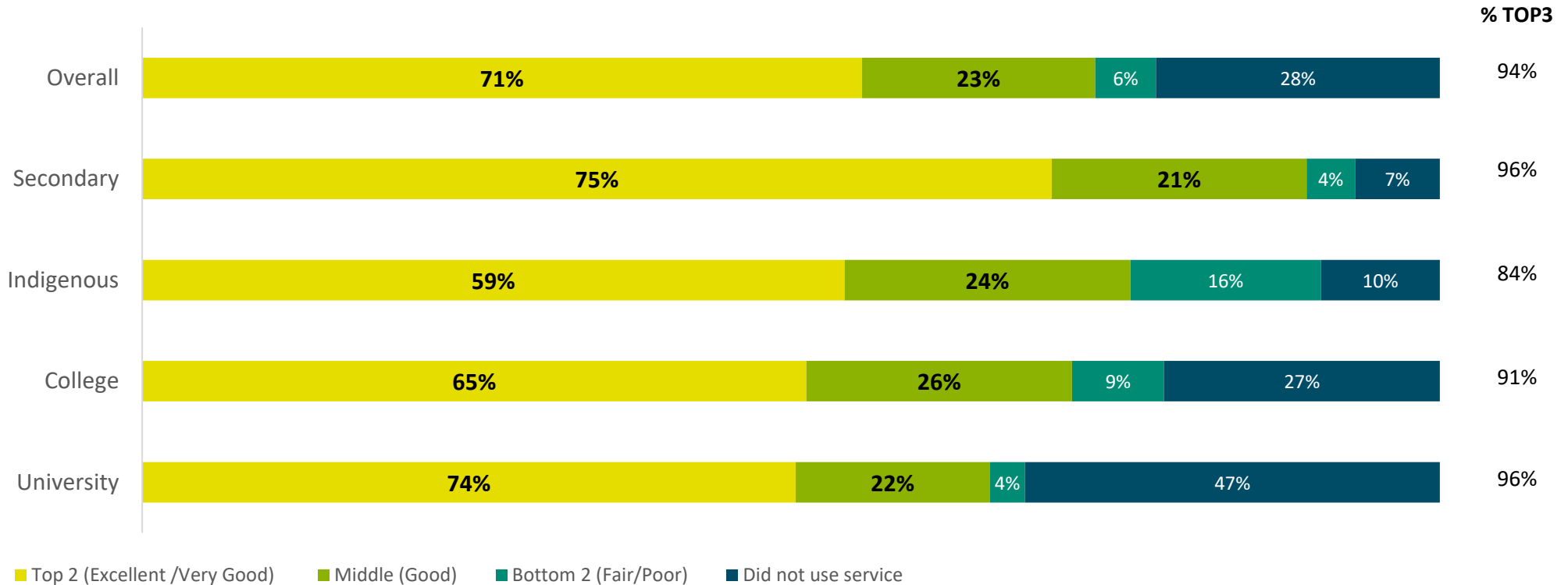
- 76% of respondents used the “information on available online courses and study options” service.
- 93% of respondents who used the service rated it as excellent/very good/good.



Q11A. How would you rate the following Contact North | Contact Nord services?
 Information on available online courses and study options (N=2,519)

Help Registering in Courses

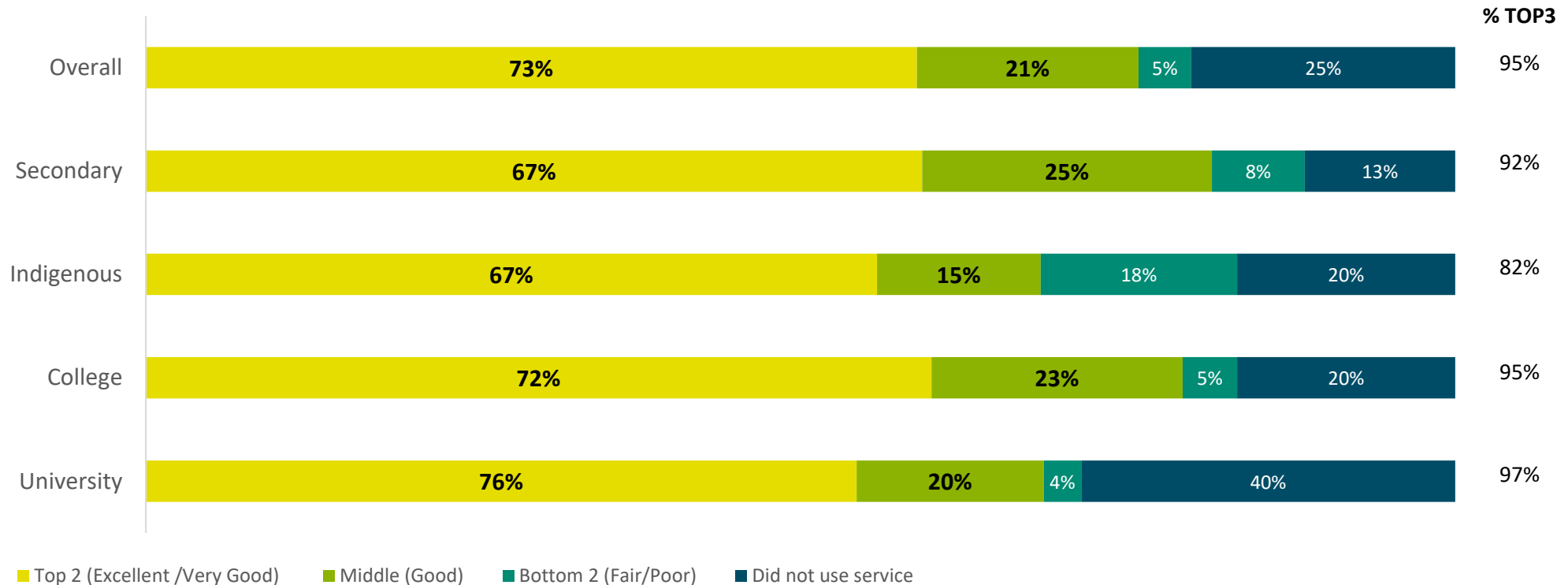
- 72% of respondents used “help registered in courses” service.
- 94% of respondents who used the service rated it as excellent/very good/good.



Q11B. How would you rate the following Contact North | Contact Nord services?
 Help registering in courses? (N= 2,519)

Support from Staff in the Online Learning Centre

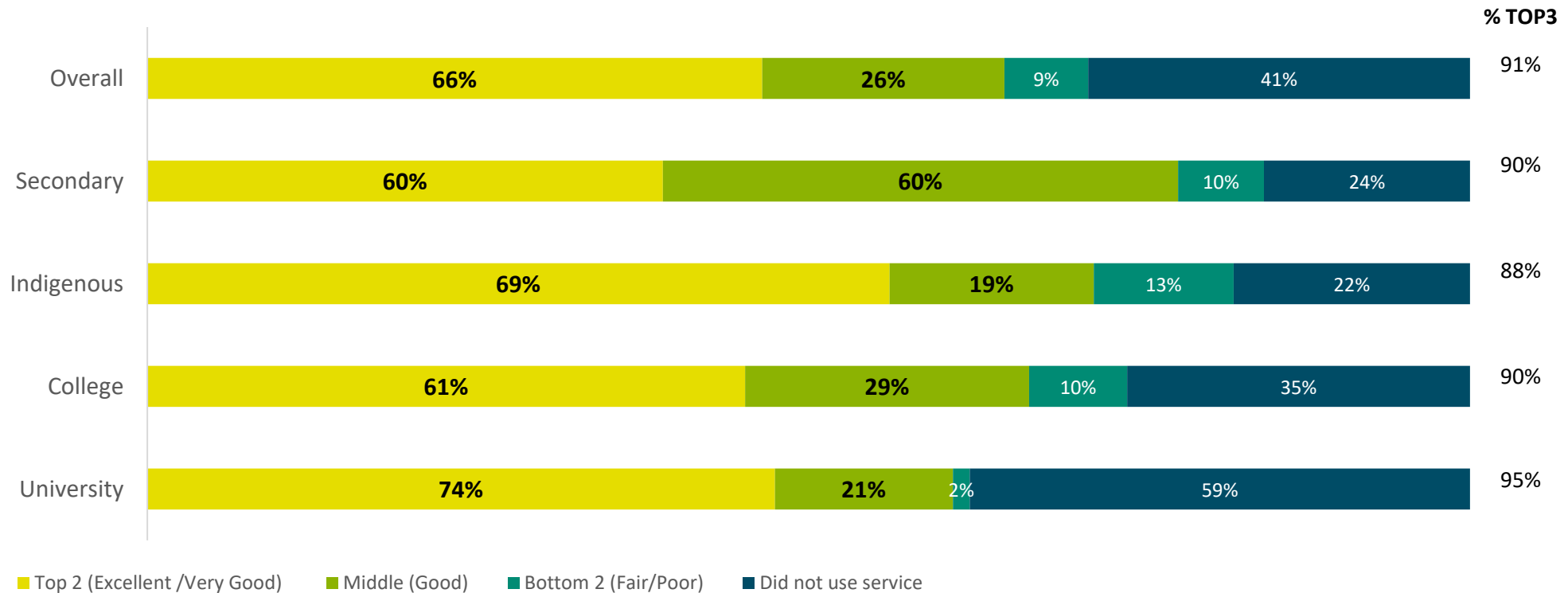
- 75% of respondents used the “support from staff in the online learning centres” services.
- 95% of respondents who used the service rated it as excellent/very good/good.



Q11C. How would you rate the following Contact North | Contact Nord services?
 Support from staff in the online learning centre (N=2,519)

Referrals for Local Support Services

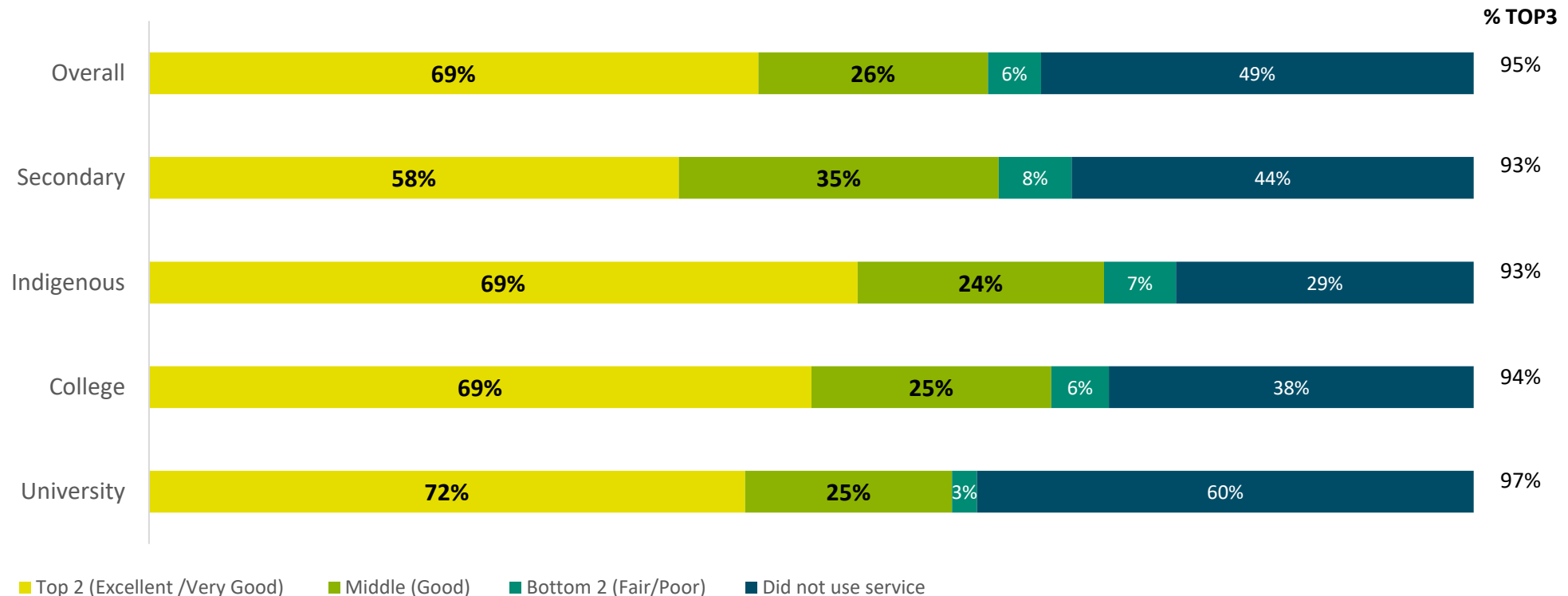
- 59% of respondents used the “referrals for local support services” service.
- 91% of respondents who used the service rated it as excellent/very good/good.



Q11D. How would you rate the following Contact North | Contact Nord services?
Referrals for local support services (N=2,519)

Computers at an Online Learning Centre

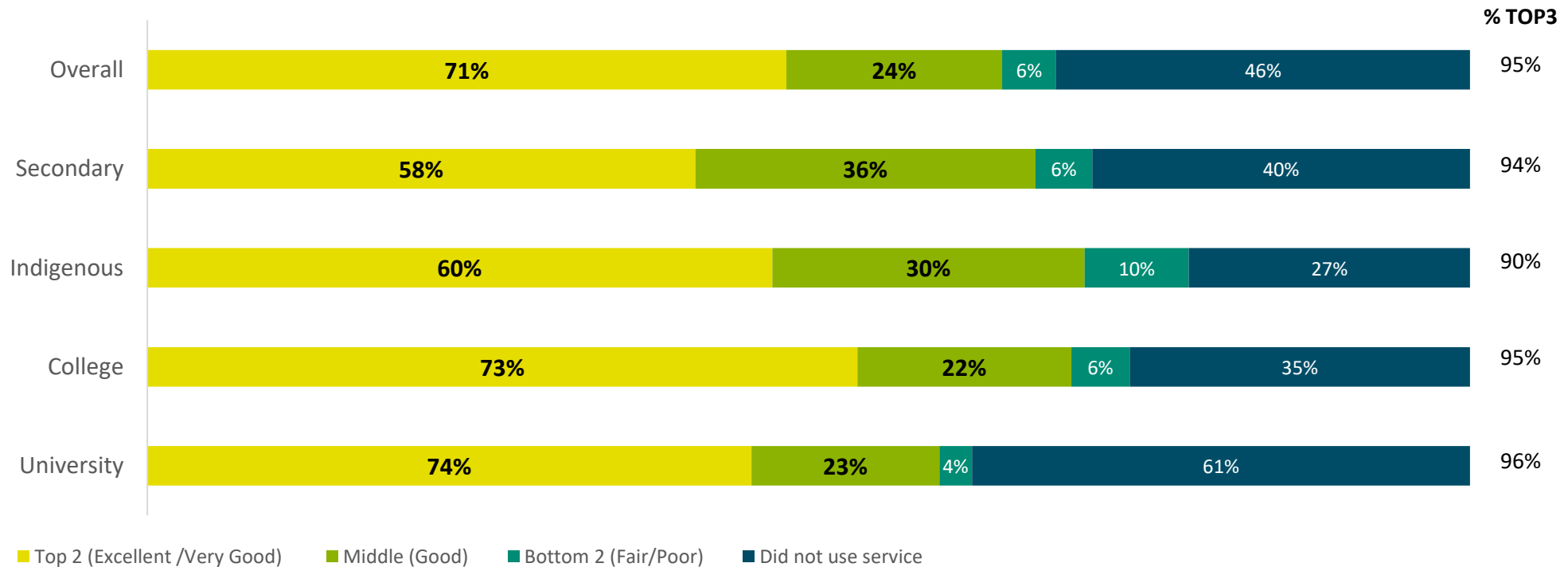
- 51% of respondents used the “computers at an online learning centre” service.
- 95% of respondents who used the service rated it as excellent/very good/good.



Q11E. How would you rate the following Contact North | Contact Nord services?
Computers at an online learning centre (N=2,519)

Internet Access at an Online Learning Centre

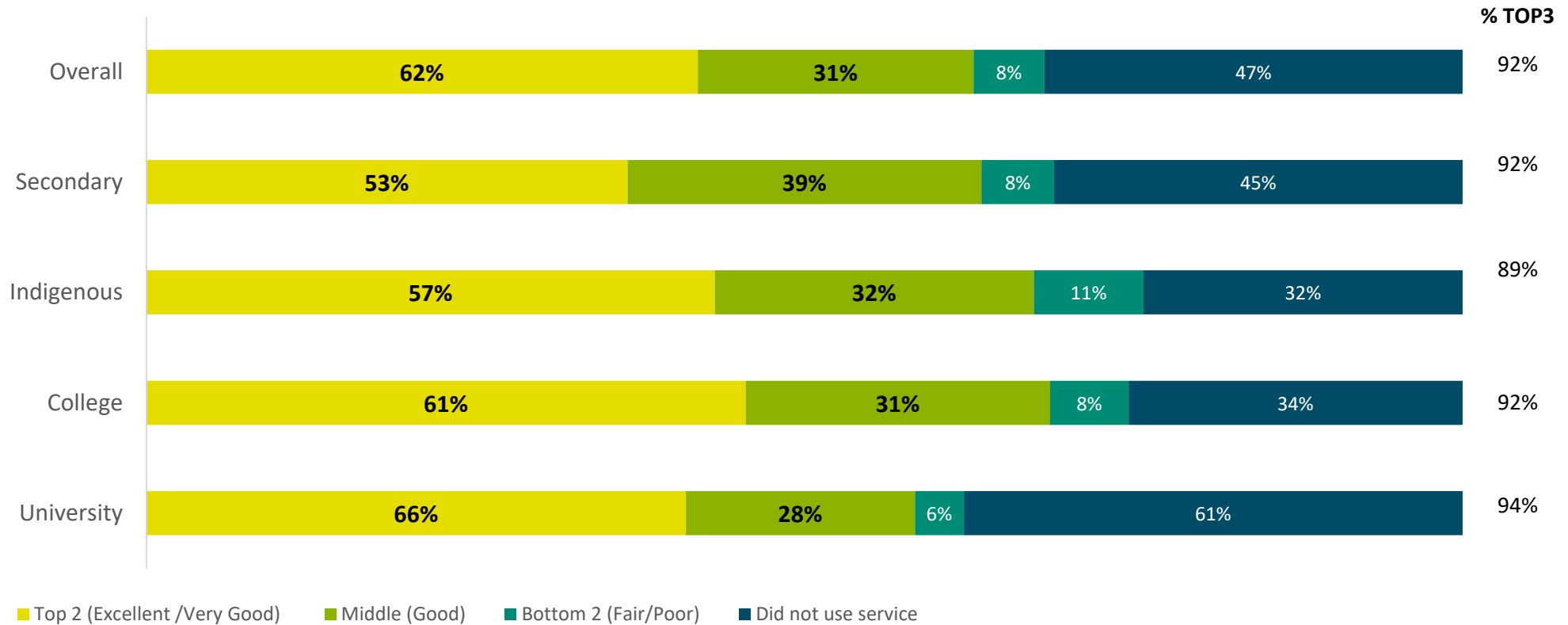
- 54% of respondents used the “internet access at an online learning centre” service.
- 95% of respondents who used the service rated it as excellent/very good/good.



Q11F. How would you rate the following Contact North | Contact Nord services?
Internet access at an online learning centre (N=2,519)

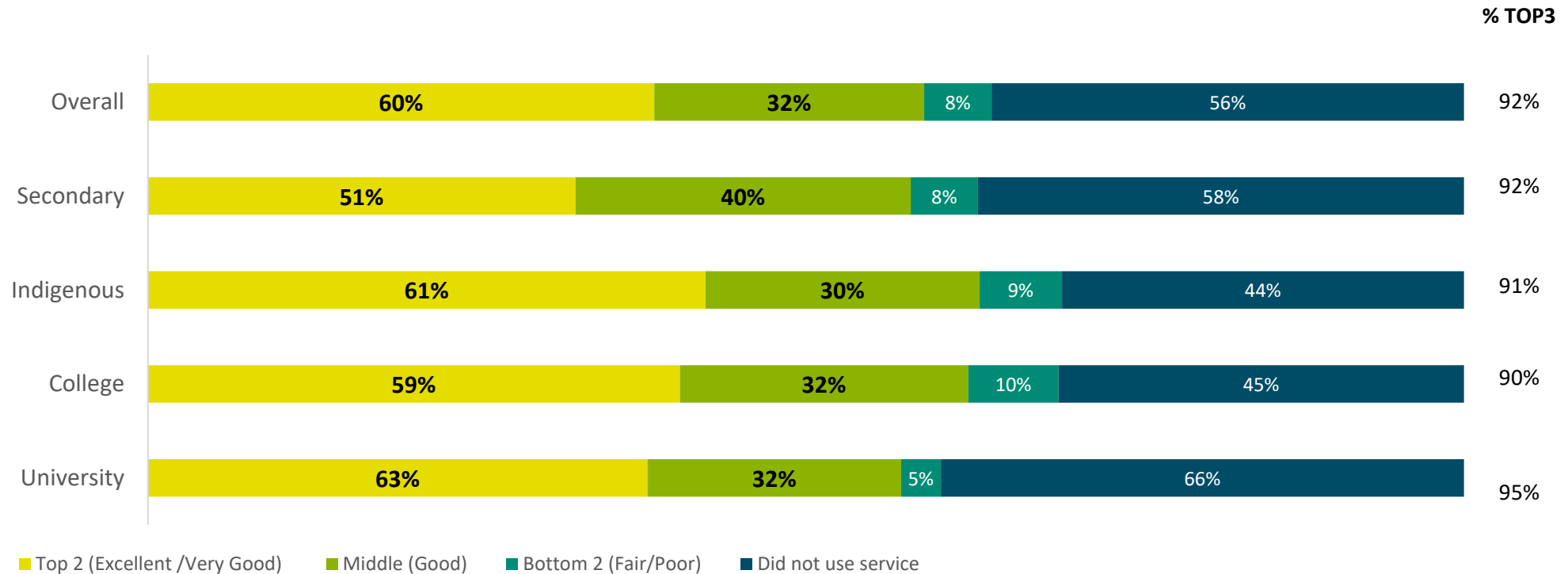
Web Conferencing Platform

- 53% of respondents used the “web conferencing platform” service.
- 92% of respondents who used the service rated it as excellent/very good/good.



Videoconferencing Platform

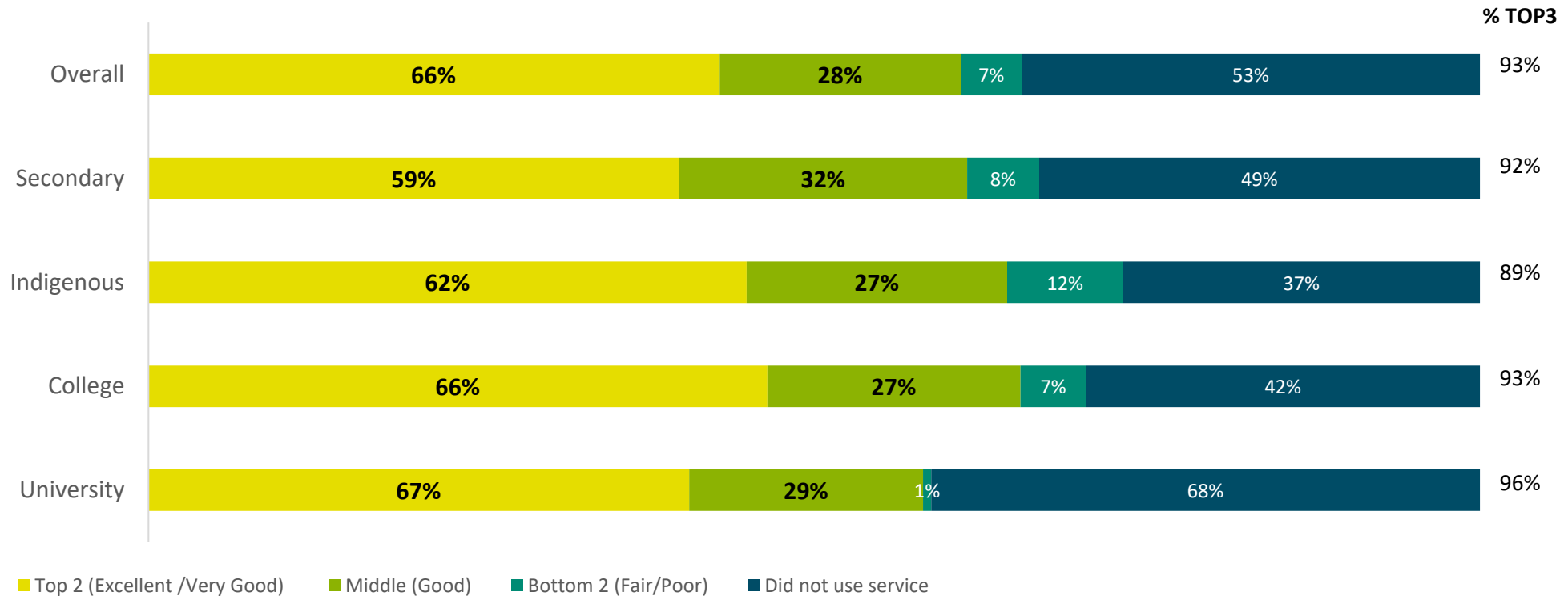
- 44% of respondents used the “videoconferencing platform” service.
- 92% of respondents who used the service rated it as excellent/very good/good.



11H. How would you rate the following Contact North | Contact Nord services?
Videoconferencing platform at an online learning (N=2,519)

Technical Support Hotline

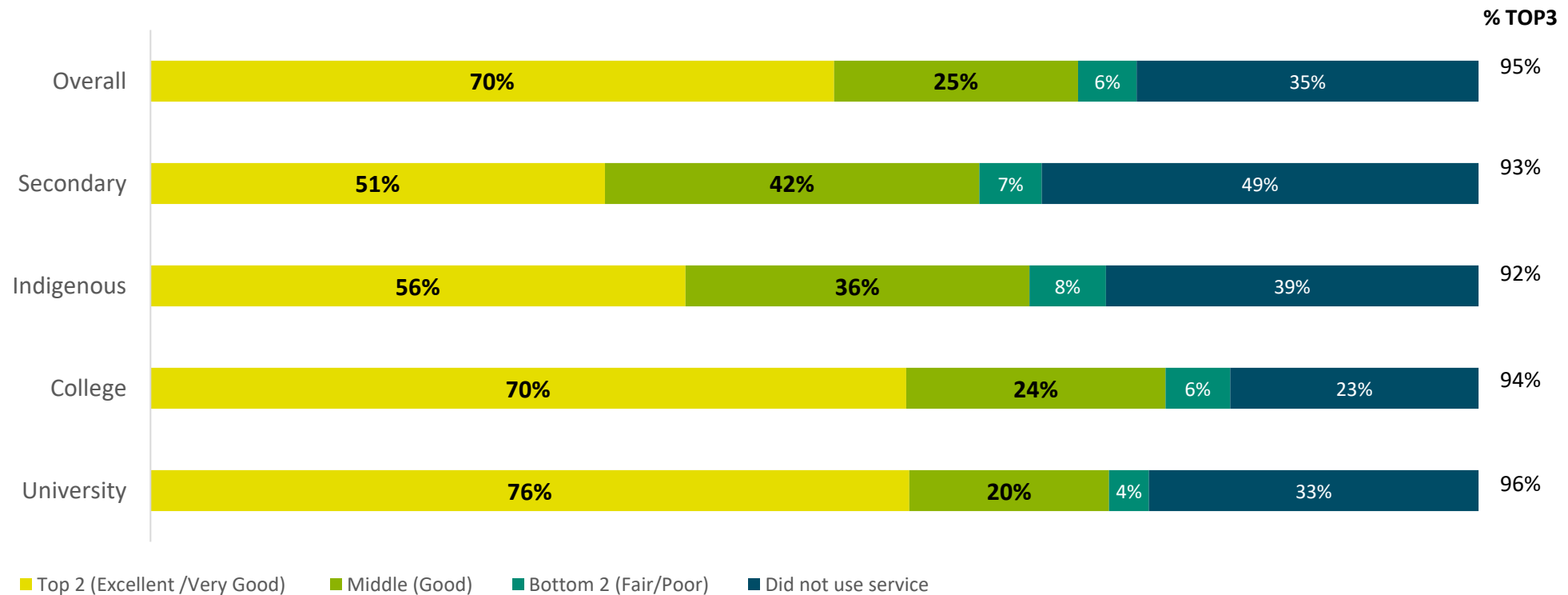
- 47% of respondents used the “technical support hotline” service.
- 93% of respondents who used the service rated it as excellent/very good/good.



Q11I. How would you rate the following Contact North | Contact Nord services?
 Technical Support Hotline (N=2,519)

Exam Invigilation Services

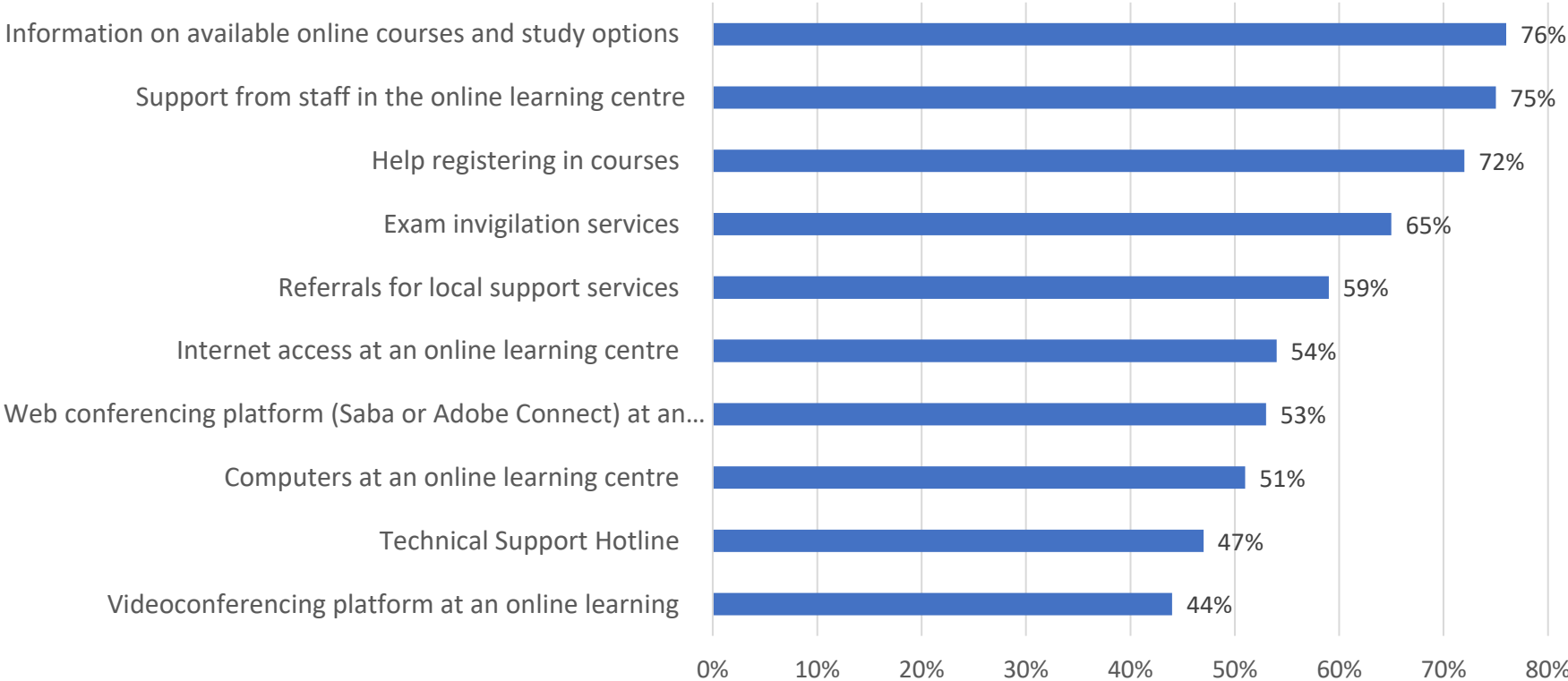
- 65% of respondents used “exam invigilation services”.
- 95% of respondents who used the service rated it as excellent/very good/good.



Q11J. How would you rate the following Contact North | Contact Nord services?
Exam invigilation services (N=2,519)

Services Used

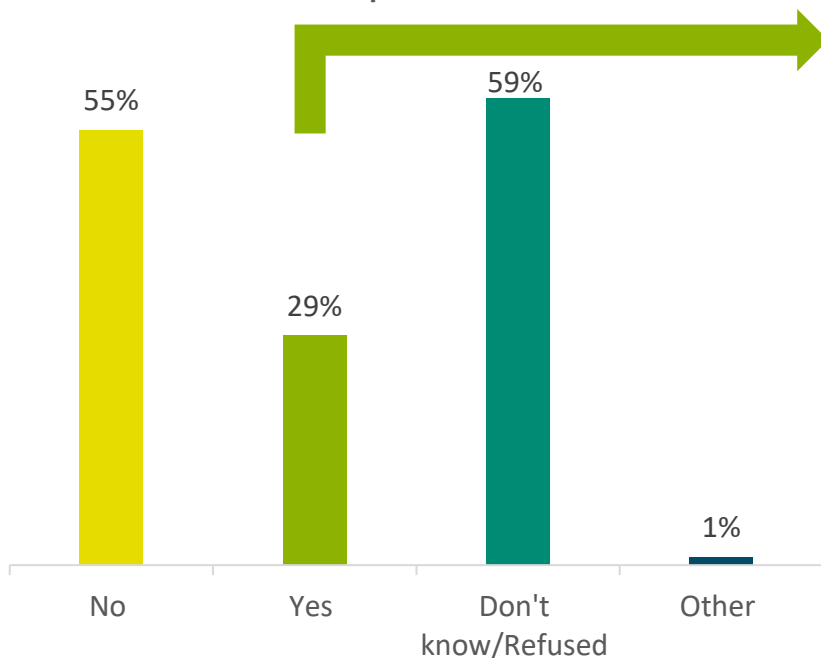
- The top three most commonly used services are: Information on available online courses and study options (76%), Support from staff in the online learning centre (75%), and help registering in courses (72%).



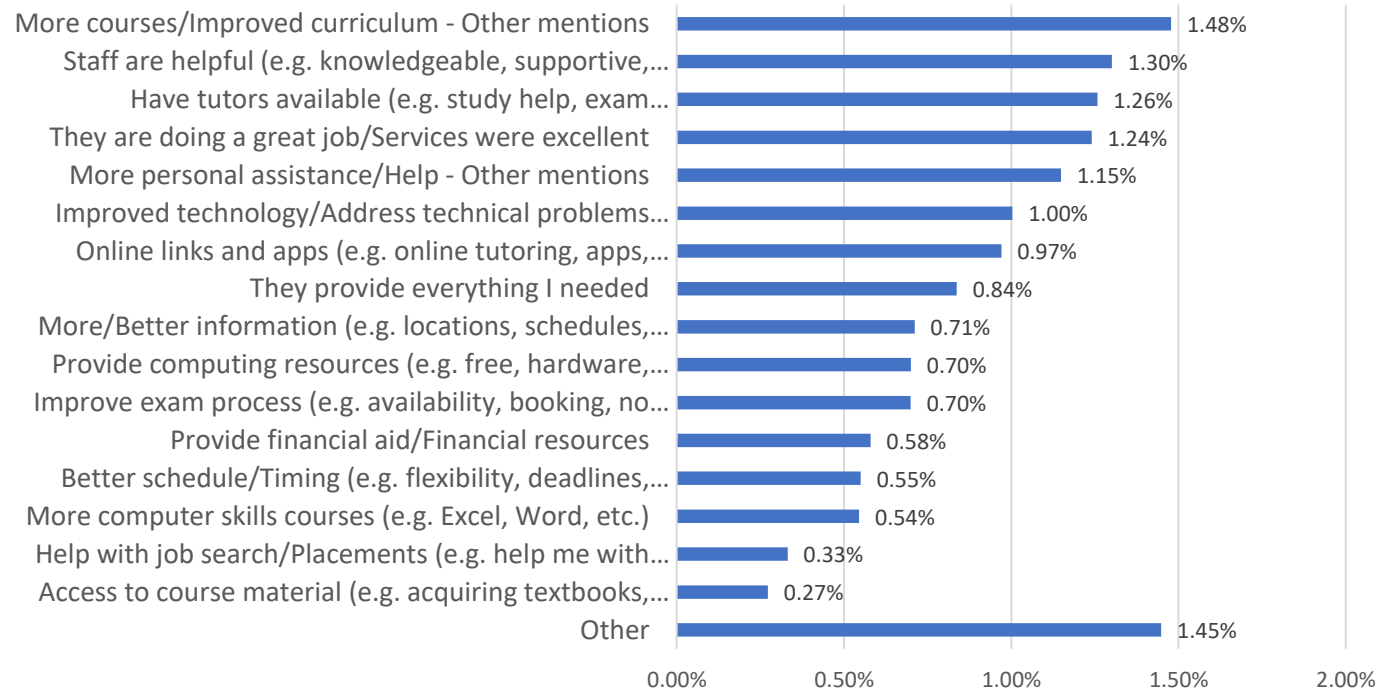
Services Contact North | Contact Nord Can Provide

- 1 in 2 respondents indicated they did not have any recommendations for Contact North | Contact Nord about other services that could be provided in order to help the respondent to complete their courses (55%).
- Of the 29% who provided a recommendation, a few indicated Contact North | Contact Nord could provide 'more/better information' regarding locations and schedules (4%).

Are there services that could be provided?



Services that could be provided



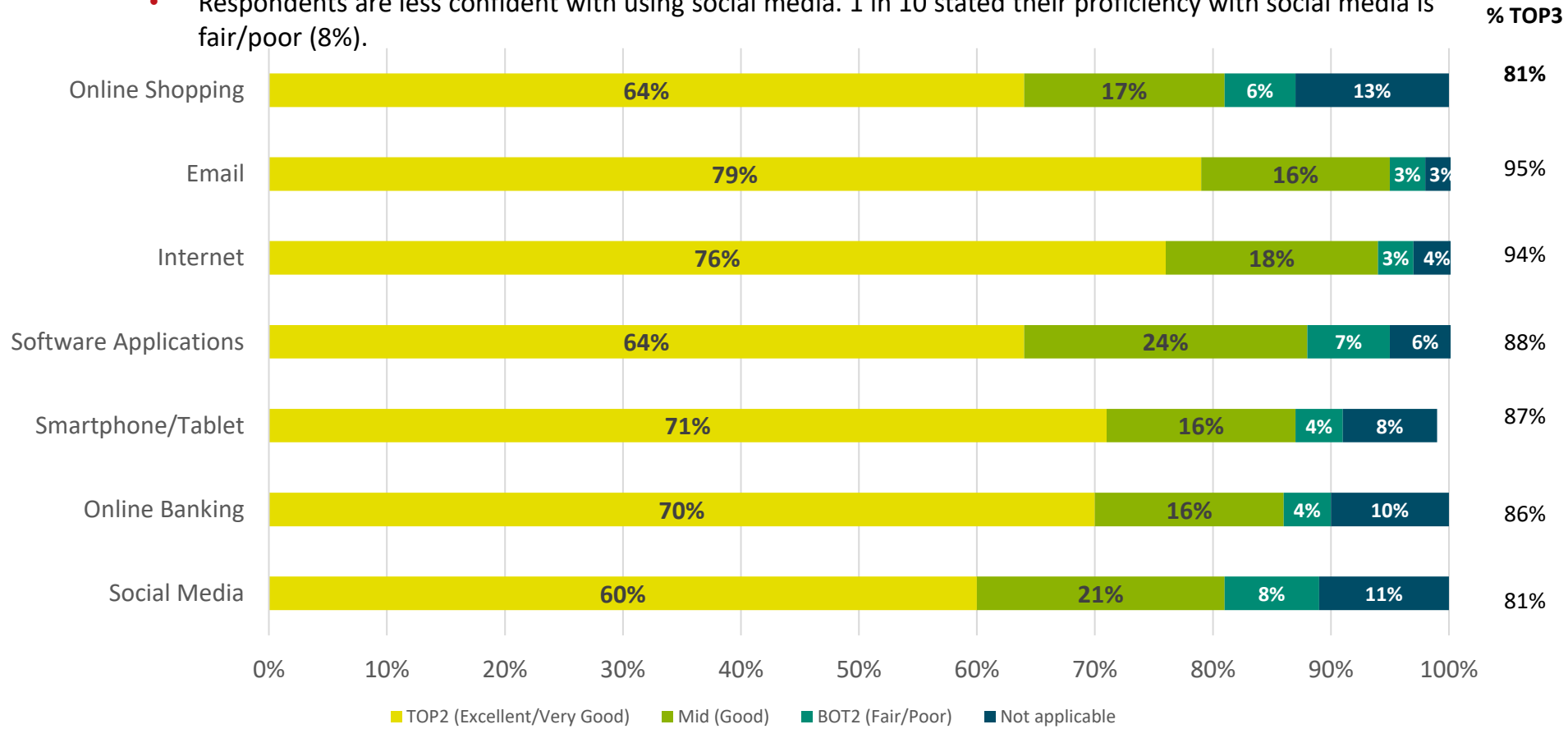
Q13. Are there other services Contact North | Contact Nord can provide to help you when completing courses? (N=2,519)



Technology

Proficiency with Technology

- Most respondents rate their proficiency using e-mail (95%) and the Internet (94%) as excellent/very good/good.
- Respondents are less confident with using social media. 1 in 10 stated their proficiency with social media is fair/poor (8%).



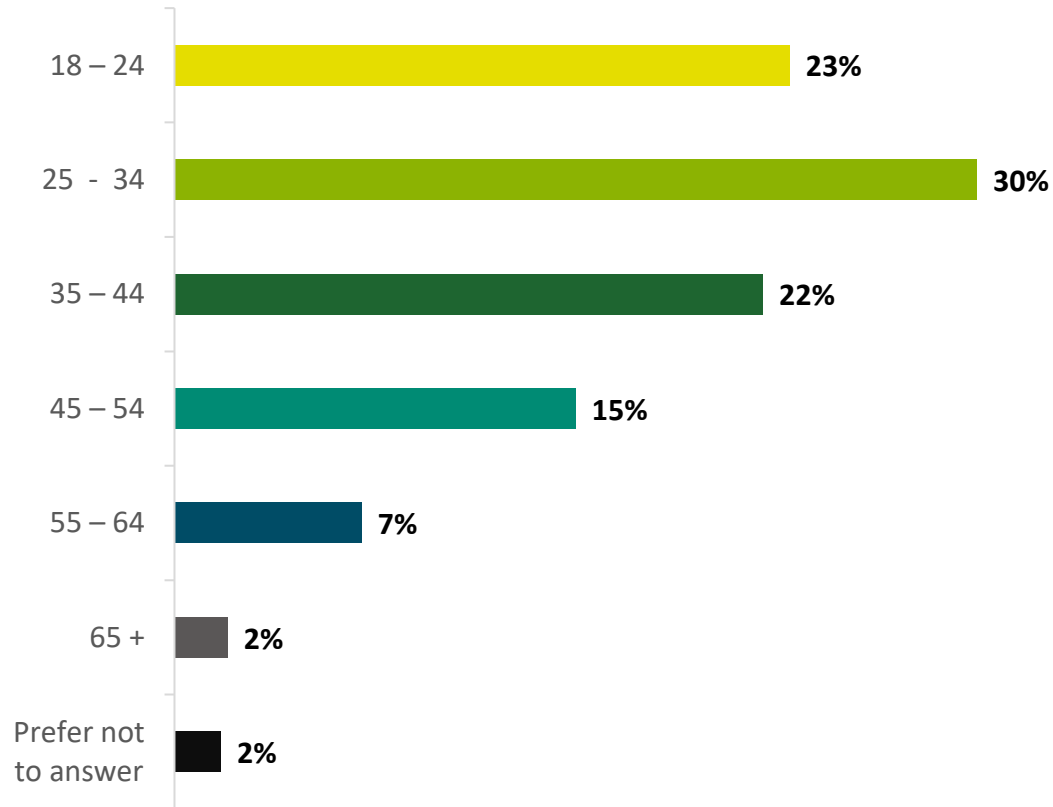
Q12A – F. Overall, how would you rate your proficiency with the following technology and applications? (N=2,519)



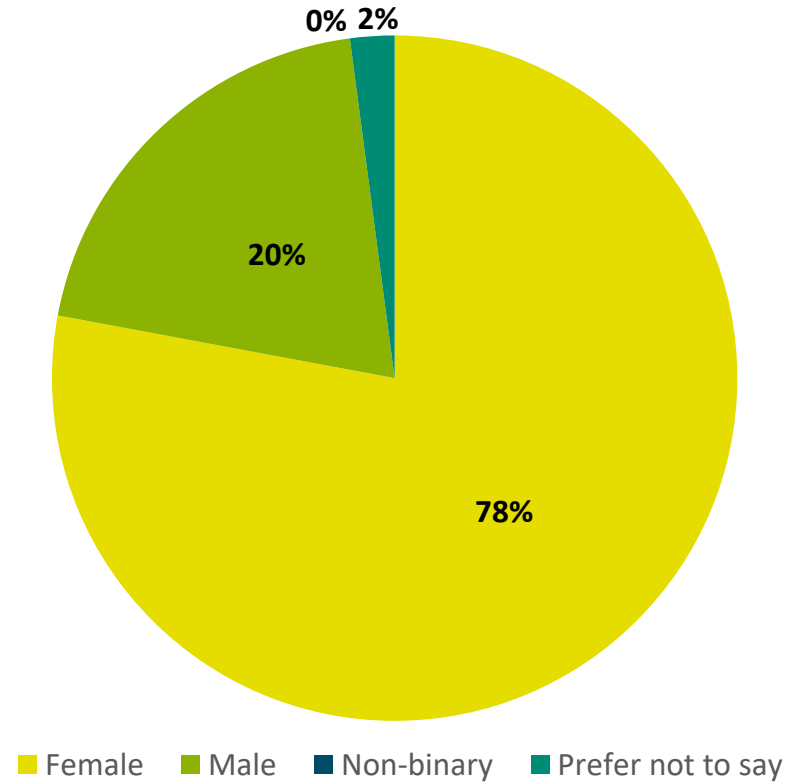
Demographics

Age and Gender

Age Range



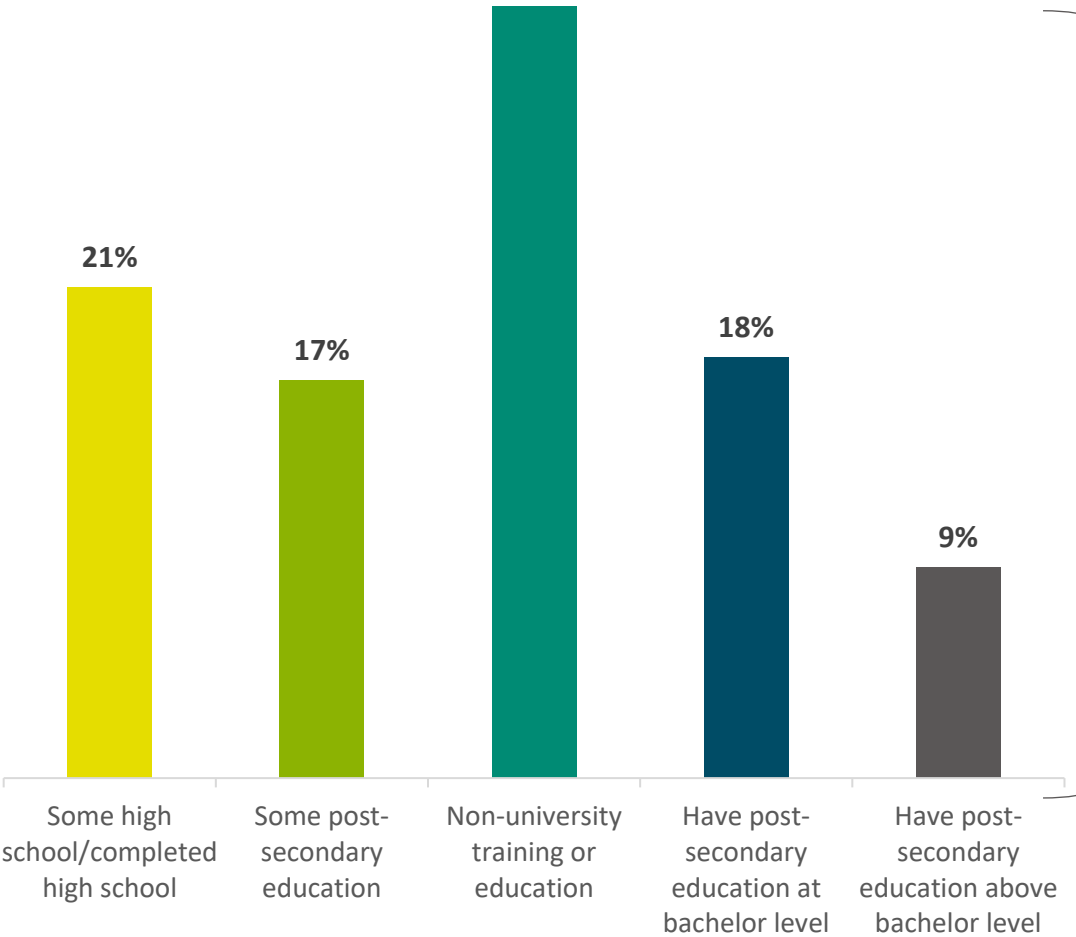
Gender



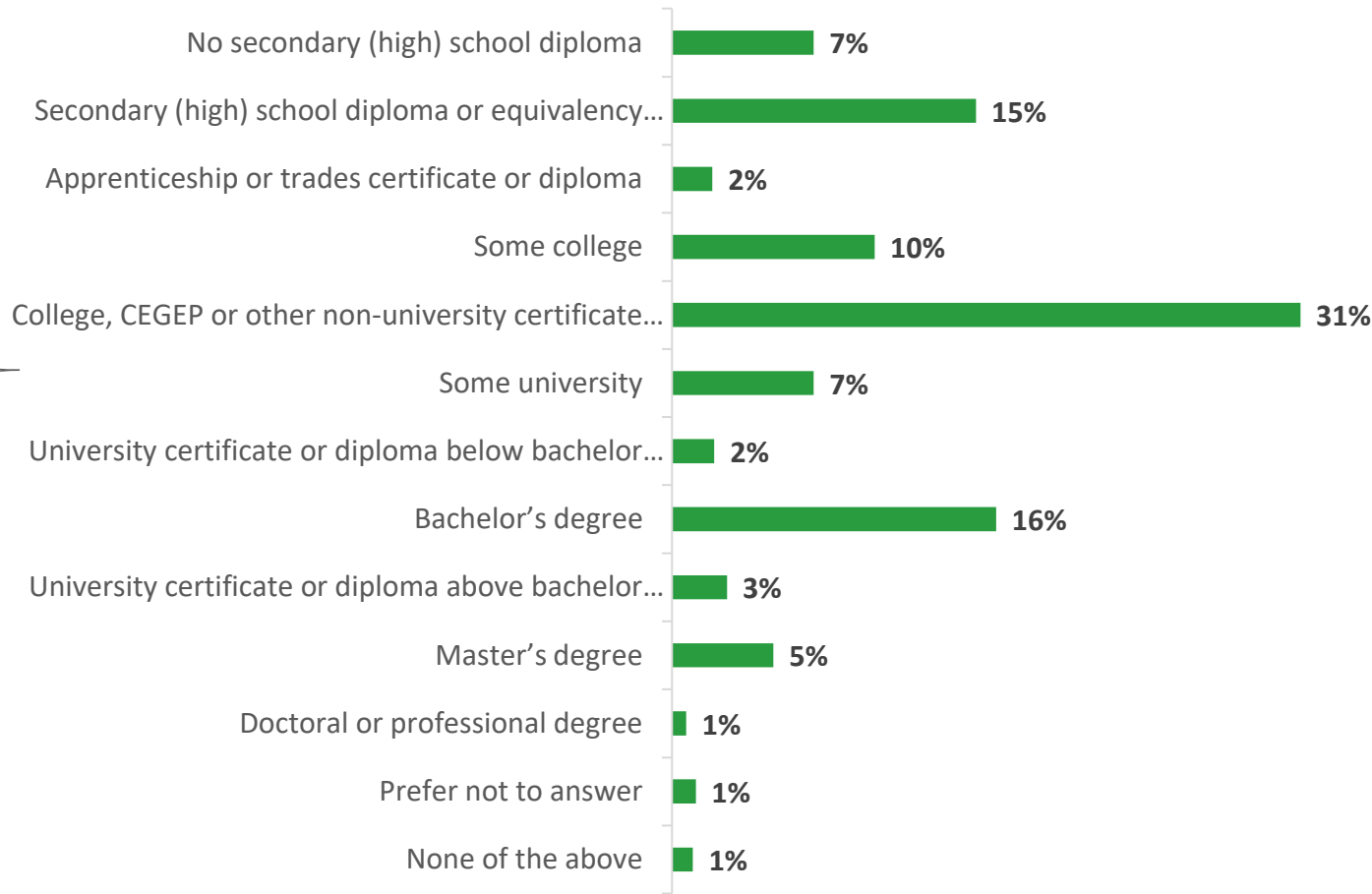
D1. How would you describe your gender? (N=2,519)
 D2. What is your age? (N=2,519)

Education

Overview: Level of Education



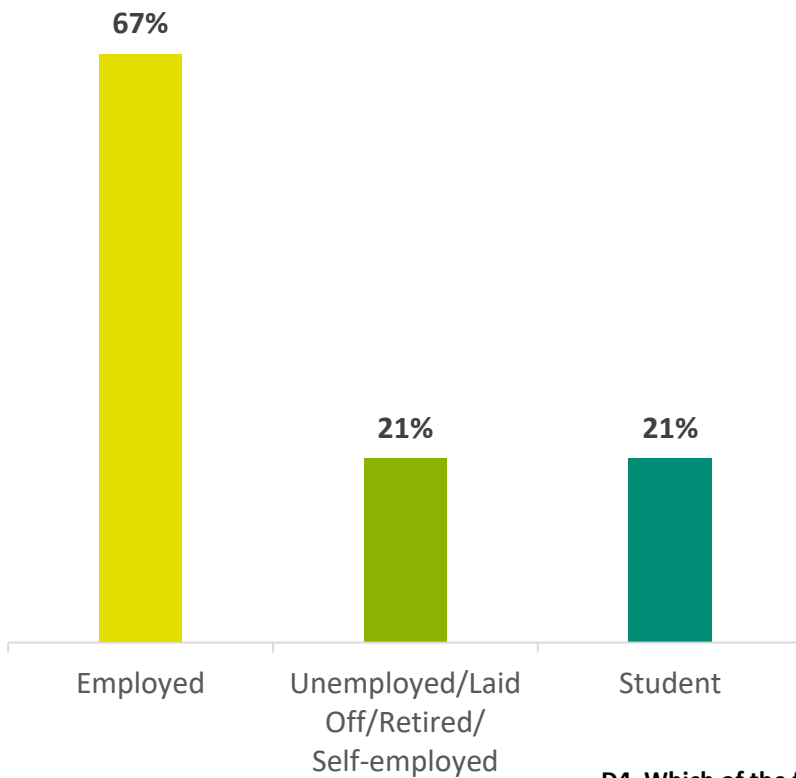
Breakdown: Level of Education



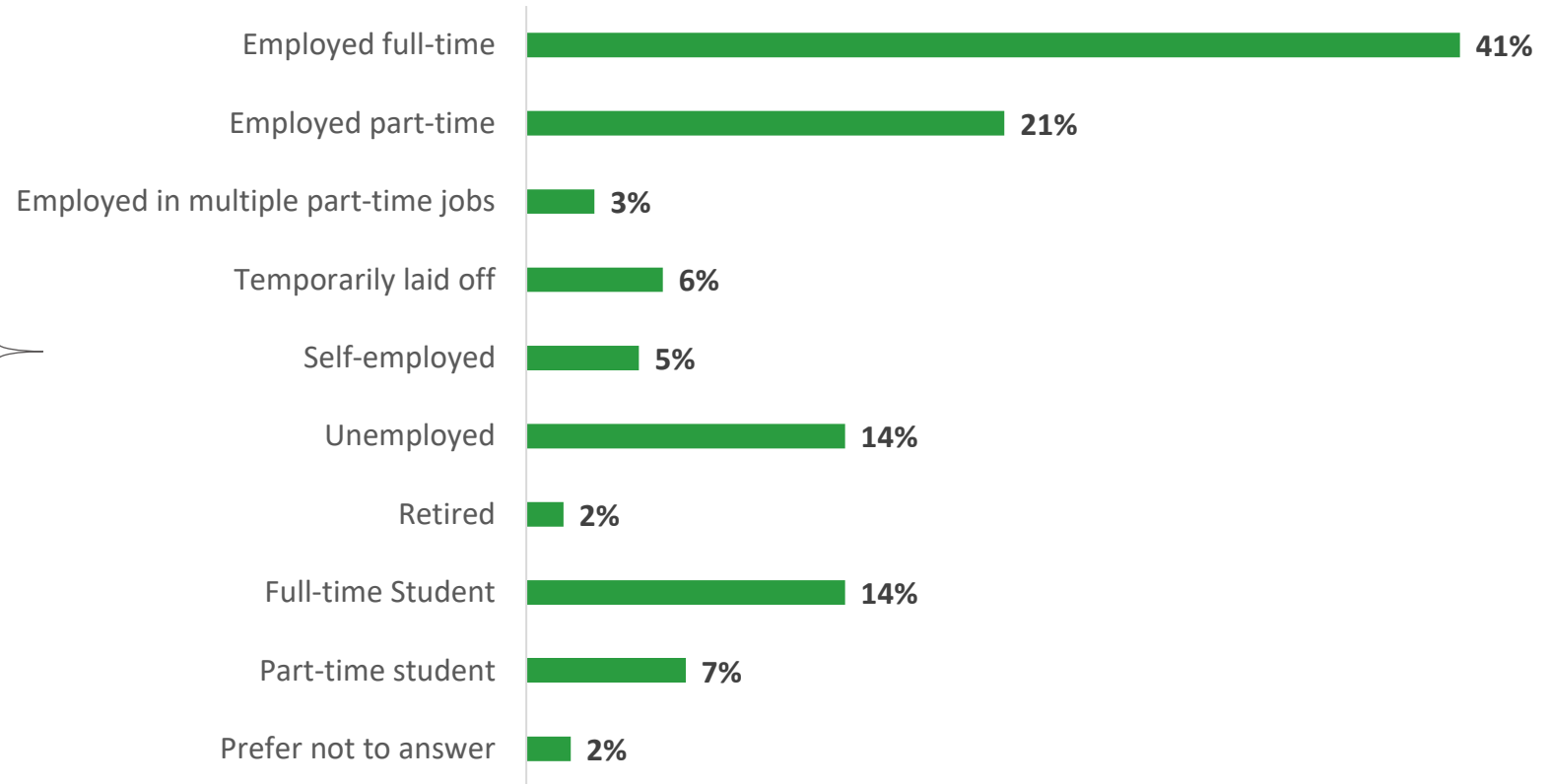
D3. What is the highest level of education or training you have completed? (N=2,519)

Employment

Overview: Level of Employment



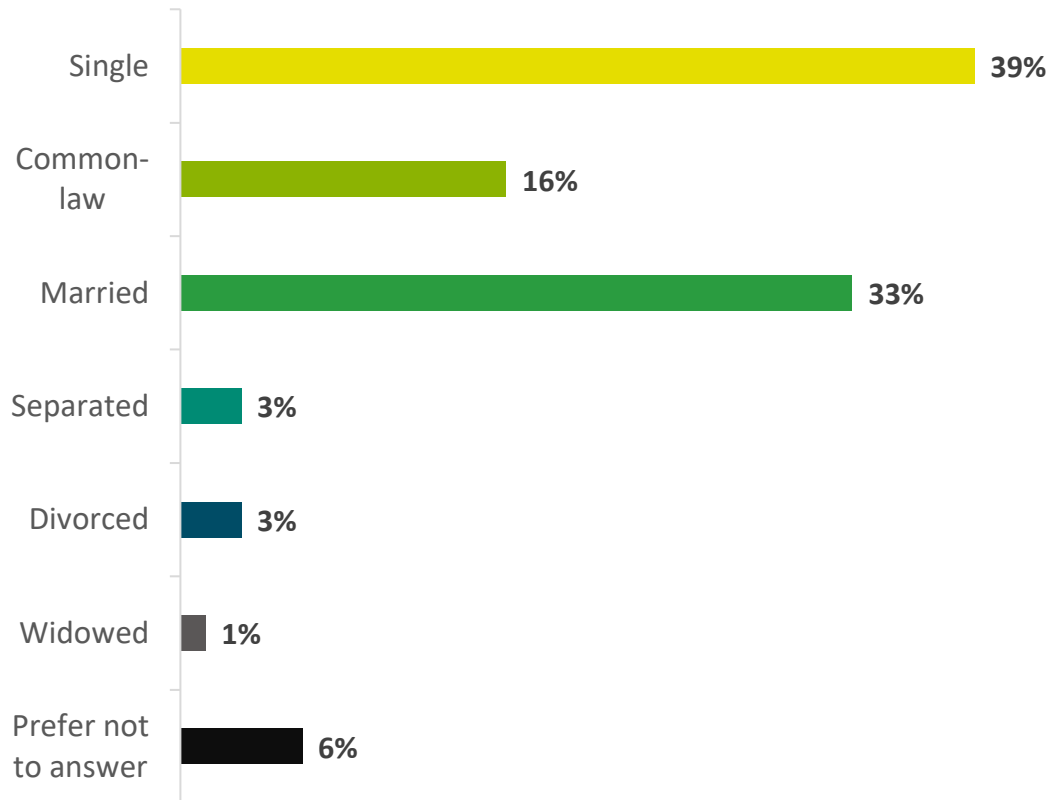
Breakdown: Level of Employment



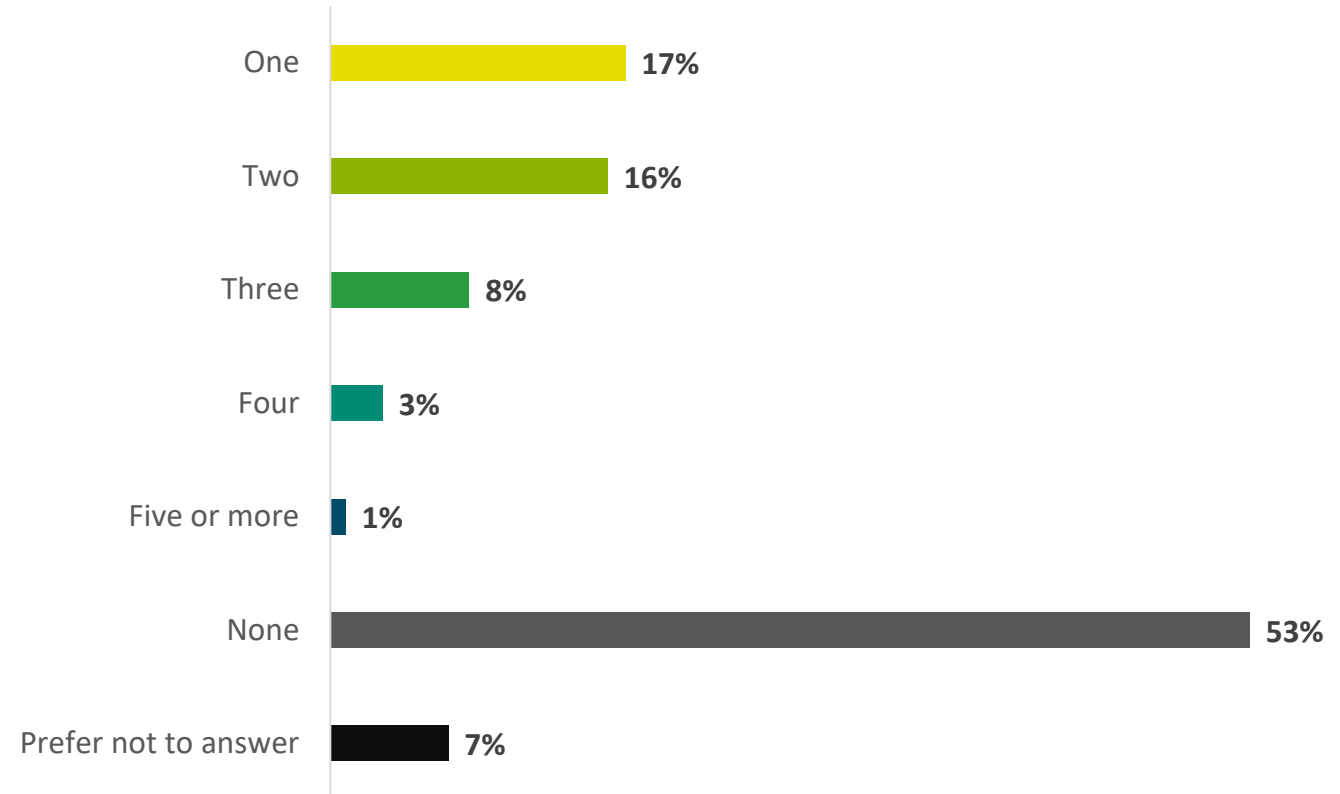
D4. Which of the following best describes your current employment status? Please select all that apply. (N=2,519)

Relationship Status & Number of Children

Relationship Status



Number of Children

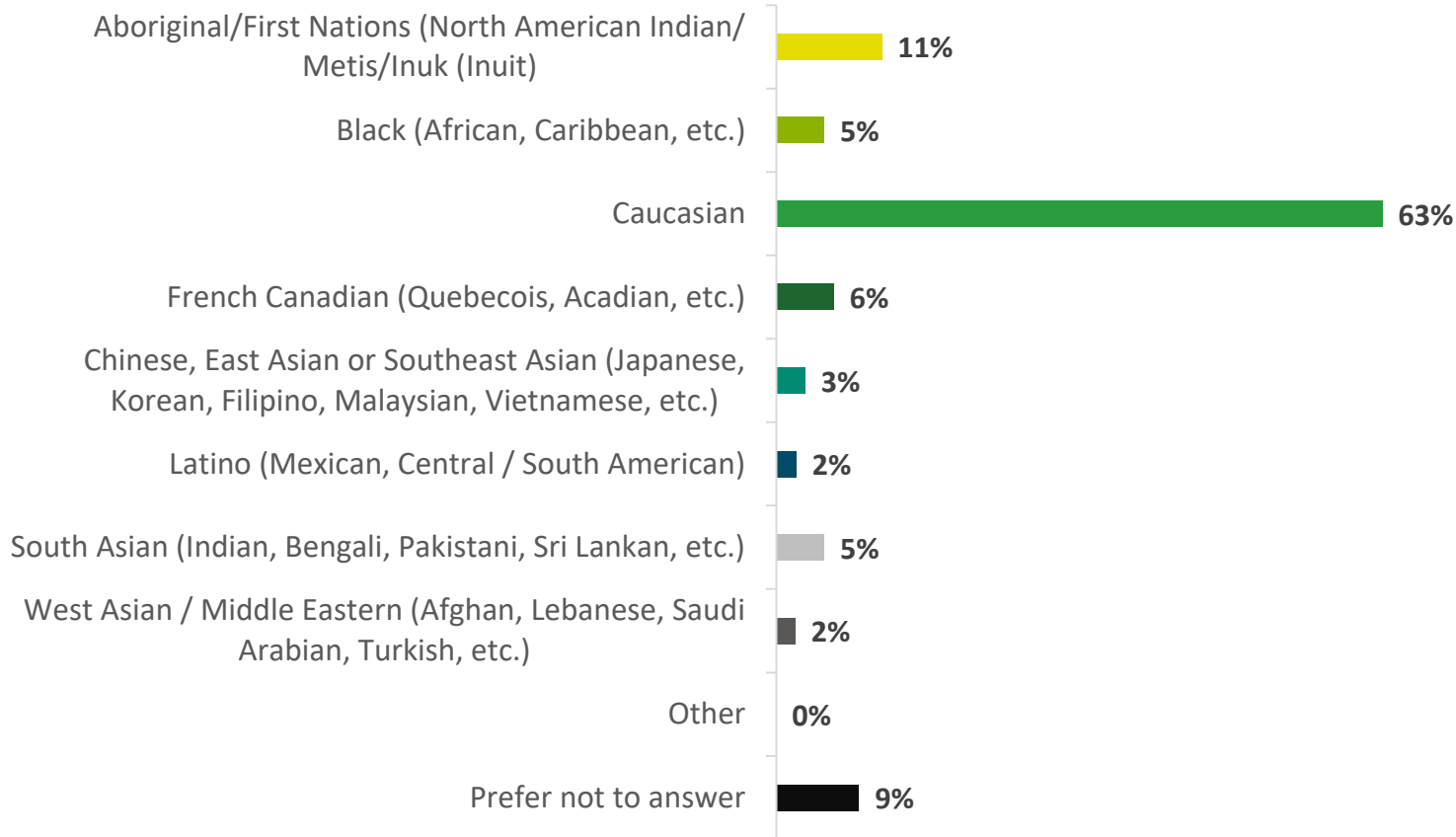


D5. What is your current relationship status? (N=2519)

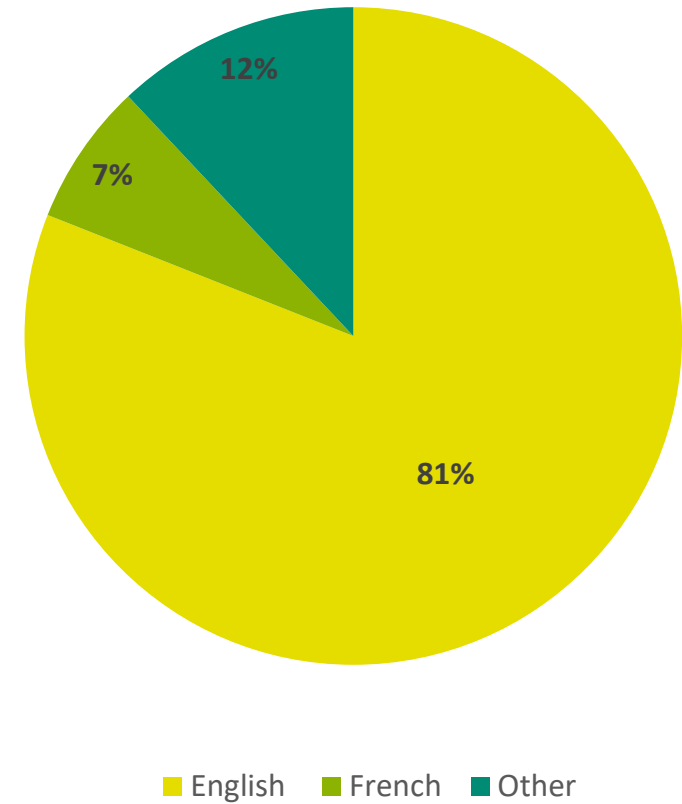
D6. How many children do you have, under the age of 18, living within your household? (N=2,519)

Language and Identity

Ethnic Identity

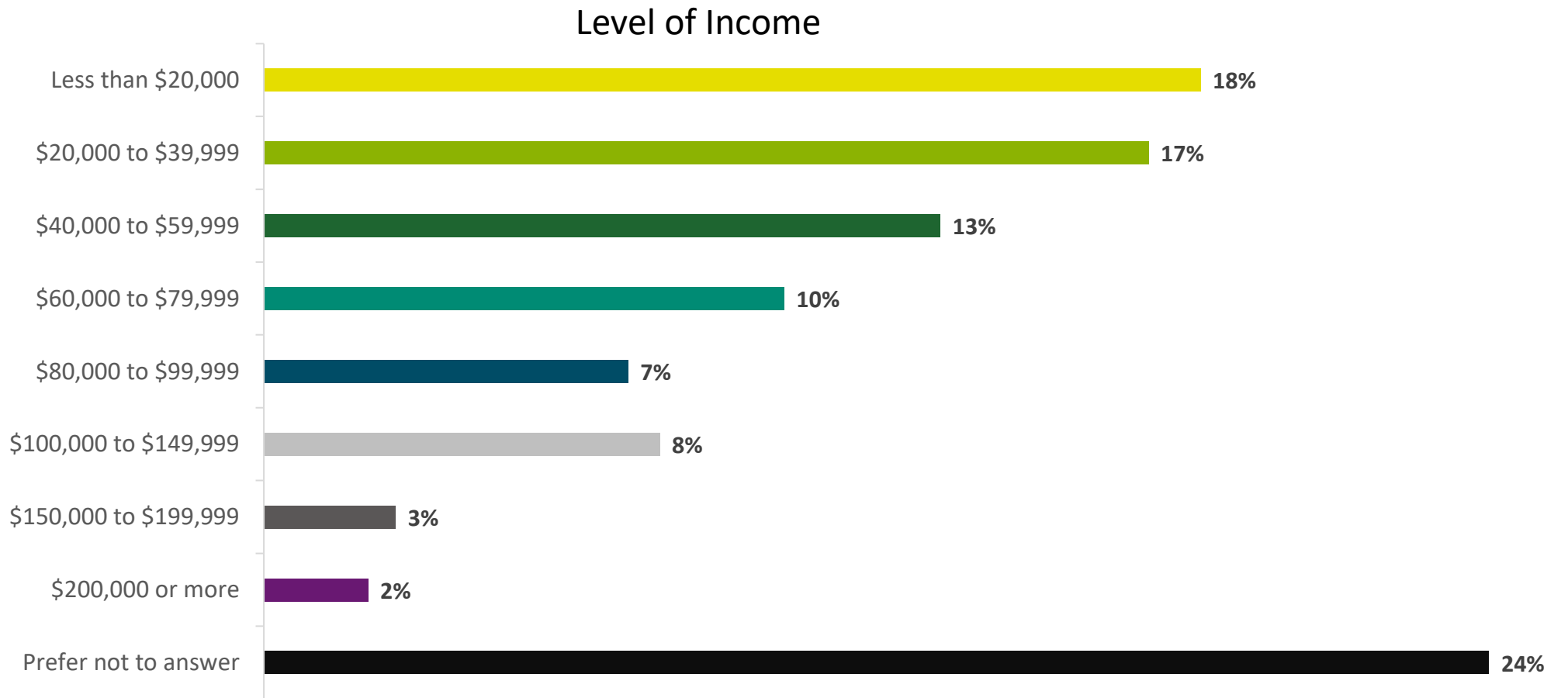


Language



D7. What was the first language you learned as a child and still understand? (N=2,519)
 D8. Do you identify with any of the following group(s)? Please select any that apply? (N=2,519)

Income



D9. Which of the following categories best describes your household's annual income in 2018, before taxes? (N=2,519)