

Contact North | Contact Nord Annual Student Outcome Survey (2021-2022)

June 27, 2022

CONTACT **NORTH** Supporting Rural & Remote Ontario
NORD Soutenant l'Ontario rural et éloigné





Background and Methodology

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- On behalf of Contact North | Contact Nord, Forum Research conducted a province-wide survey 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, three waves of email reminders were sent.
- This final report focuses on respondents who completed the survey between May 9 to June 6, 2022.
- 8,481 Contact North | Contact Nord clients were contacted, either via e-mail or phone.
- 1,014 responses were received by the end of the fieldwork dates.
- Results may not equal to 100% due to rounding or the question allowed for multiple responses.



Key Findings

Annual Outcomes – Key Findings

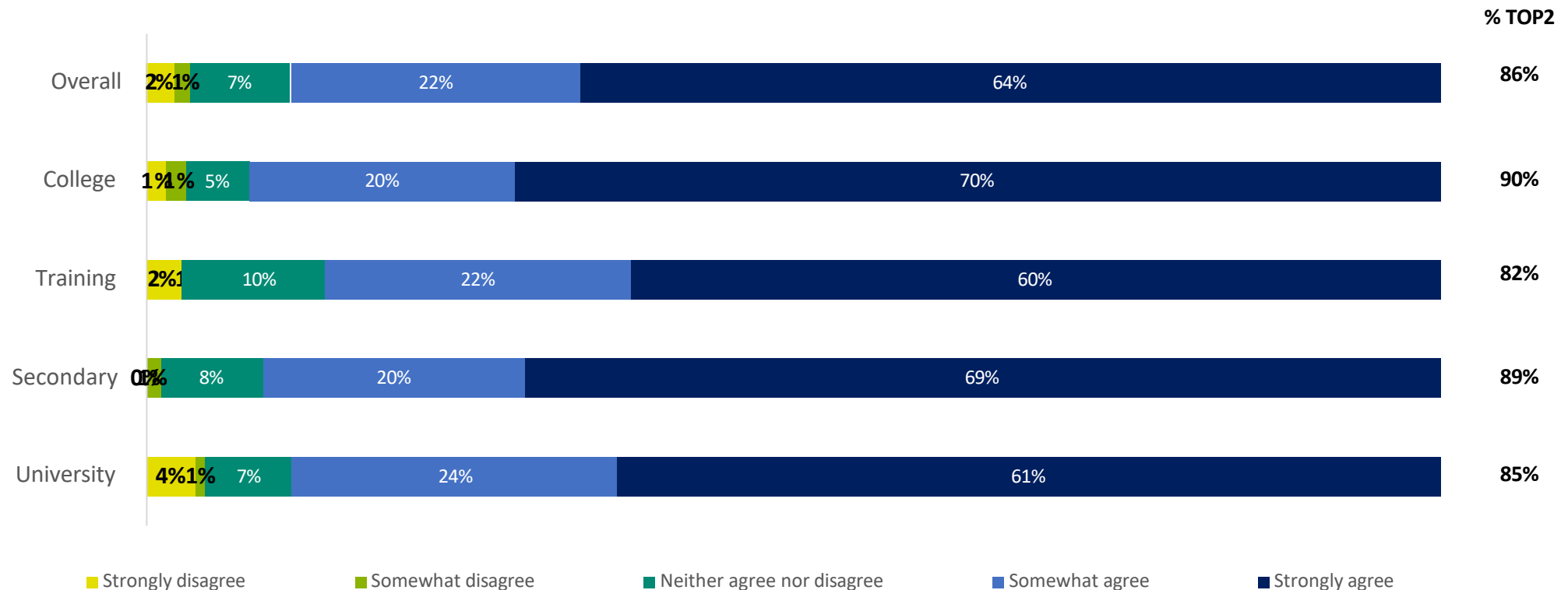
- 86% of respondents agree the course(s) they took contributed to achieving their goals.
- 82% of respondents ‘strongly’ or ‘somewhat agree’ that Contact North | Contact Nord provided support in order for them to achieve their goals.
- Across all education institutions, 52% of all individuals listed ‘Personal interest/to improve or obtain new skills’ as their goal when registering in the course(s).
- 75% of respondents completed their education as it was available online.
- 66% of respondents registered in 1 to 3 courses, 19% registered in 4 to 6 courses, and 15% registered in 7 or more courses.
- ‘Time issues’ remains the top challenge (43%) respondents faced in pursuing their education and training, while ‘Distractions at home’ was the second most commonly cited challenge when pursuing education and training (23%).
- 79% did not register in other course(s) since March 2022.
 - Of those who did not register in other courses, 39% stated they had no time to continue taking course(s).
- 91% of respondents were satisfied with their experiences with Contact North | Contact Nord.
- 94% would likely recommend Contact North | Contact Nord to friends or family members.



Student Learning Goals

Achieving Goals

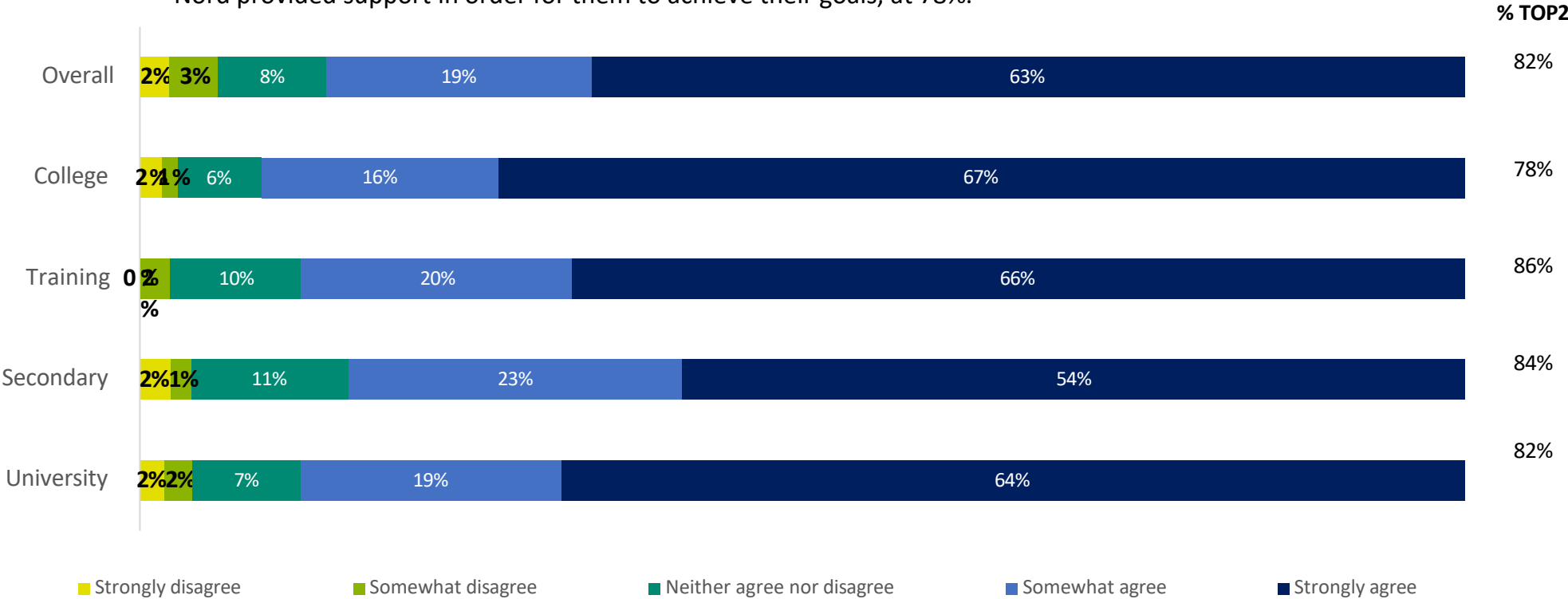
- Overall, 86% of respondents 'strongly' or 'somewhat agree' that the course(s) they took contributed to achieving their goals.



Q9A. 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=1,014)

Support in Order to Achieve Goals

- Overall, 82% of respondents ‘strongly’ or ‘somewhat agree’ that Contact North | Contact Nord provided support in order for them to achieve their goals.
- Respondents who attended colleges were least likely to ‘strongly’ or ‘somewhat agree’ that Contact North | Contact Nord provided support in order for them to achieve their goals, at 78%.

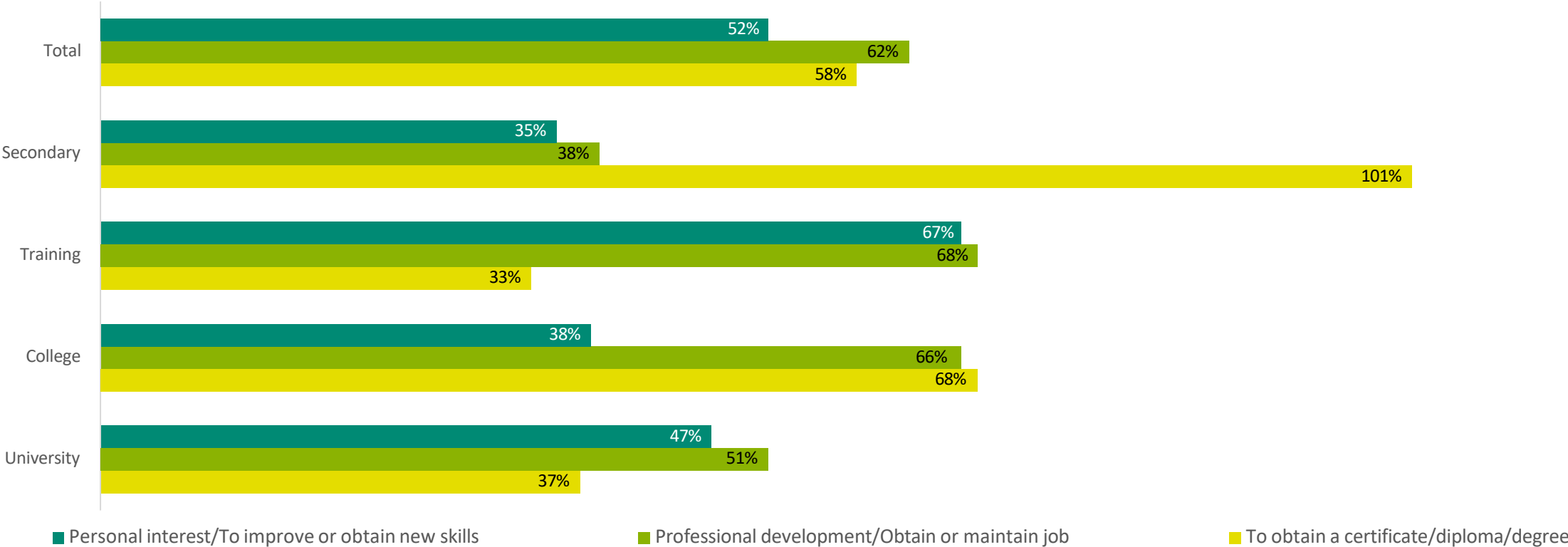


Q9C. Thinking about the course(s) you were registered in, please indicate how much you agree or disagree with the following statements? Contact North | Contact Nord provided support in order for me to achieve my goals. (N=1, 014)



Goals When Registering

- Across all education institutions, 62% of all respondents listed ‘Professional development/obtain or maintain a job’ as their goal when registering in the course(s), followed by 58% indicating ‘to obtain a certificate/diploma/degree’, and 52% listed ‘Personal interest/to improve or obtain new skills’ as their goal when registering in the course(s).

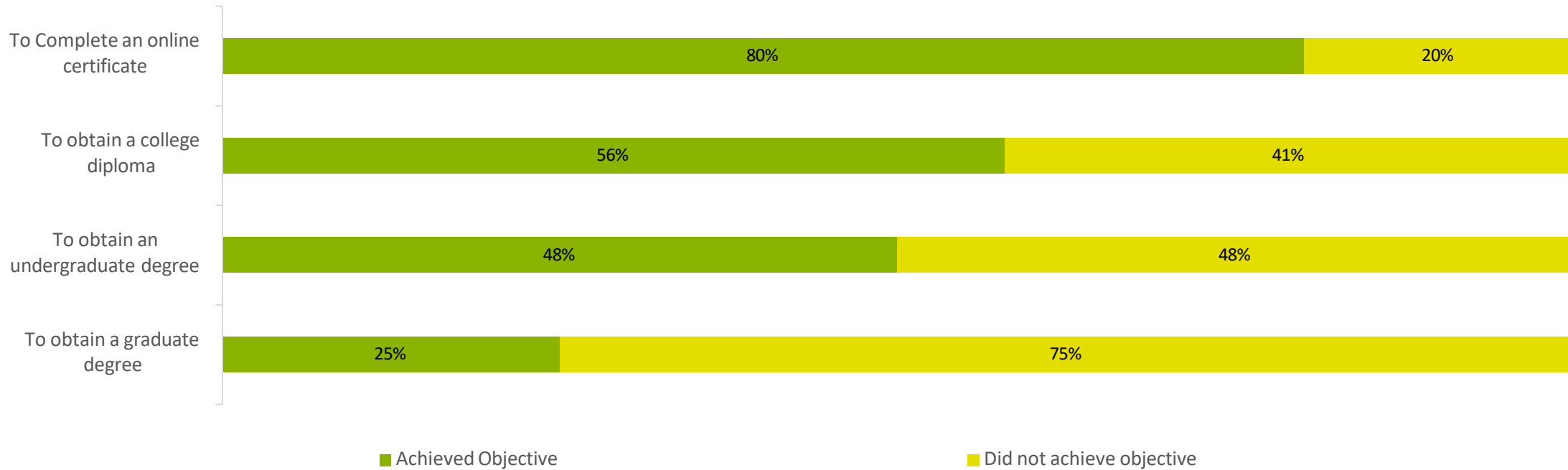


Q1 Thinking back to the course(s) you took between April 1, 2021 and March 31, 2022 and used Contact North | Contact Nord’s services, what were your goals for registering in the course(s)? Please select all that apply. (N=1, 014)



Achieving Objectives (Education)

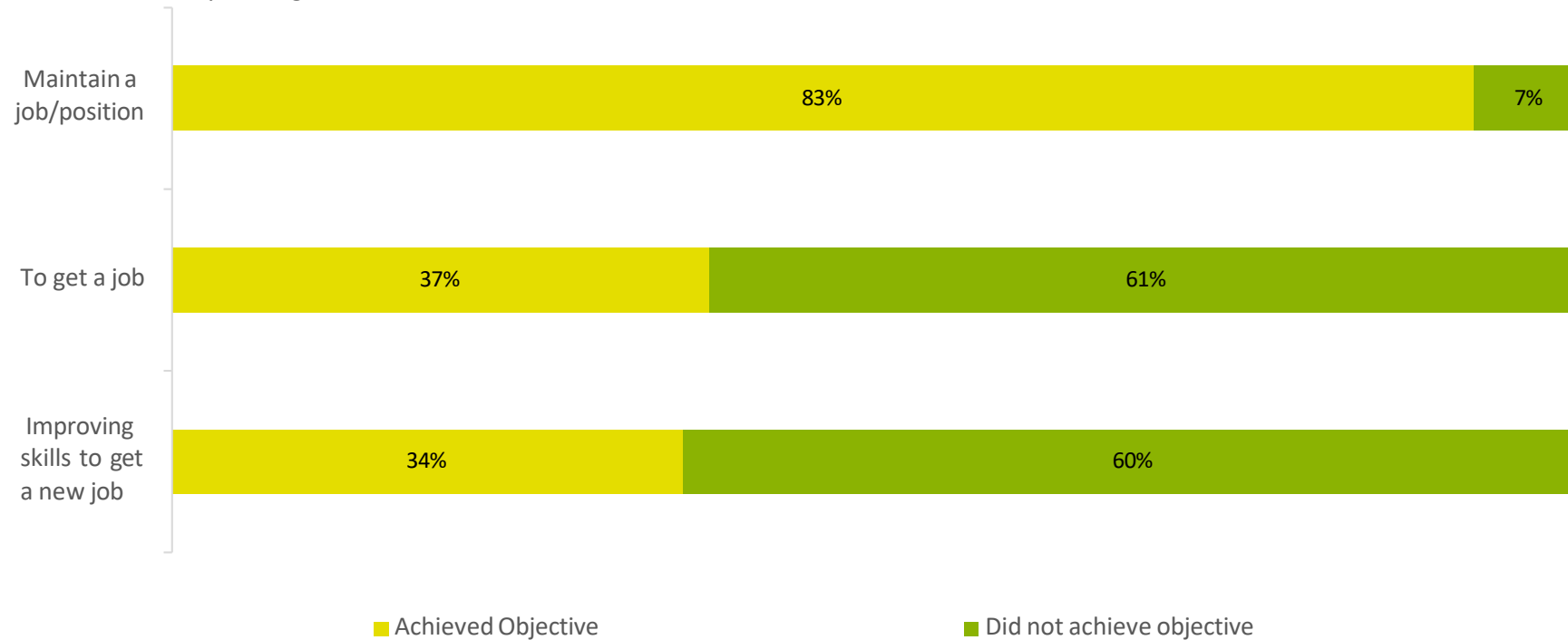
- The goals mentioned on Slide 9 were broken into specific subcategories based on responses. Below are the four objectives related to education: To complete an online certificate (23% of all respondents), to obtain a college diploma (15%), to obtain an undergraduate degree (3%), and to obtain a graduate degree (2%).
- 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 80%, followed by 'to obtain a college diploma' at 56%, 'to obtain an undergraduate degree' at 48%, and 'to obtain a graduate degree' at 25%.



Q1DB: Did you complete the Online certificate course/s? (N=232)
Q1DC: Did you complete the College diploma course/s? (N=149)
Q1DD: Did you complete the Undergraduate degree course/s? (N=27)
Q1DE: Did you complete the Undergraduate degree course/s? (N=20)

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 (18% of all respondents), to maintain a job/position (7%), to improve skills to get a new job (29%).
- 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’ (37% success rate) and “Improving new skills” (34% success rate).



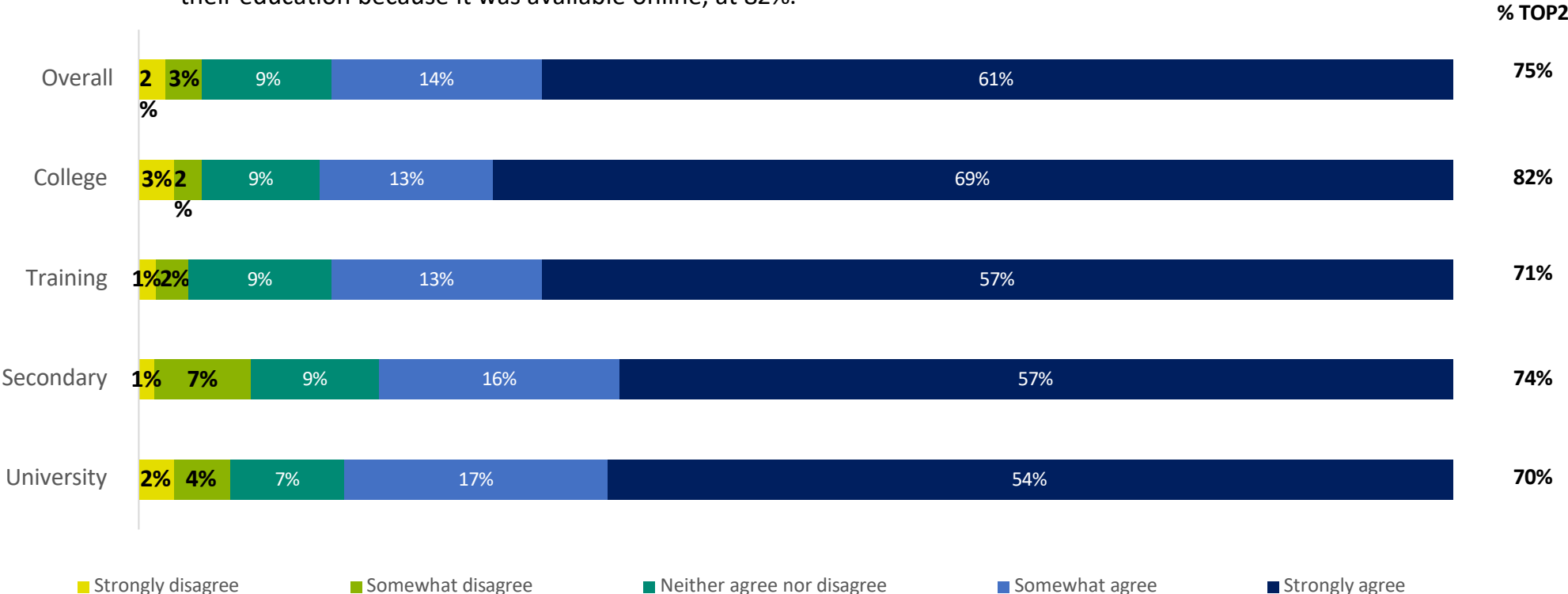
Q1a Did you get a job after taking the course(s)? (N=179)

Q1b Did you maintain your employment position after taking the course(s)? (N=71)

Q1c Did you get a new job after taking the course/s? (N=296)

Completing Education Due to Online Availability

- Overall, 75% of respondents 'strongly' or 'somewhat agree' that they completed their education because it was available online.
- Respondents who attended colleges were most likely to 'strongly' or 'somewhat agree' that they completed their education because it was available online, at 82%.



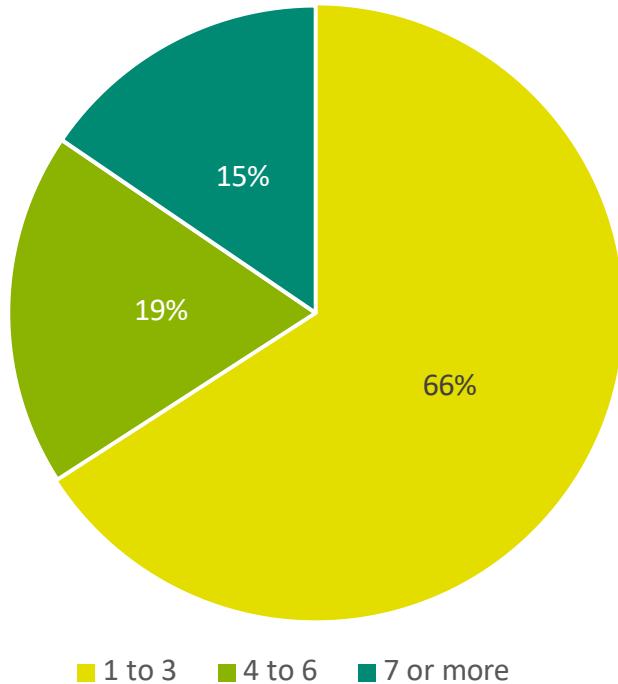
Q9B. Thinking about the course(s) you were registered in, please indicate how much you agree or disagree with the following statements? I completed my education because it was available online (N=1, 014)



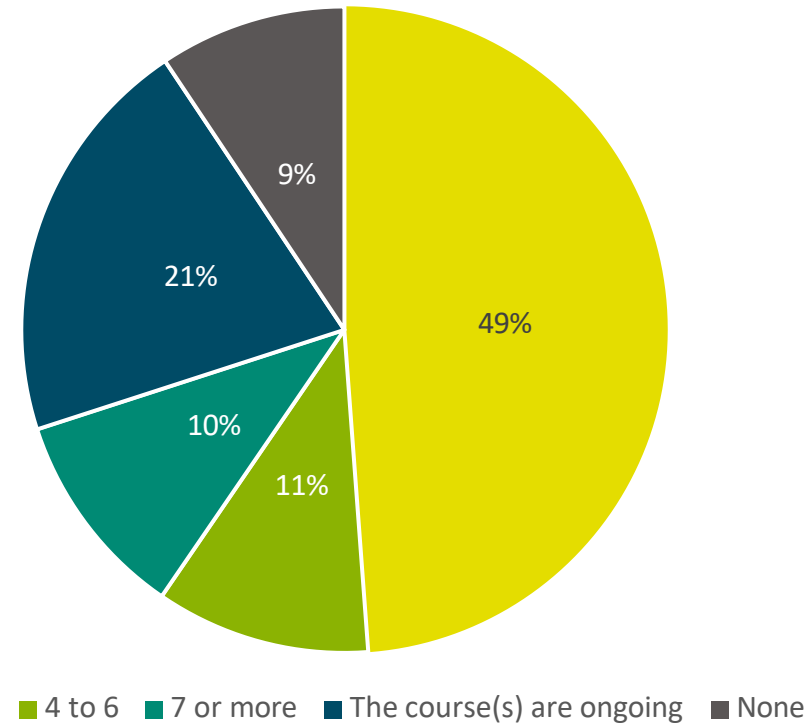
Number of Courses Registered In vs Completed

- 66% of respondents registered in 1 to 3 courses.
- 21% stated their course(s) are ongoing while 9% did not complete the course(s) they were registered in.

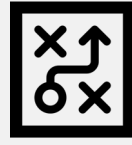
Number of courses registered in



Number of courses completed



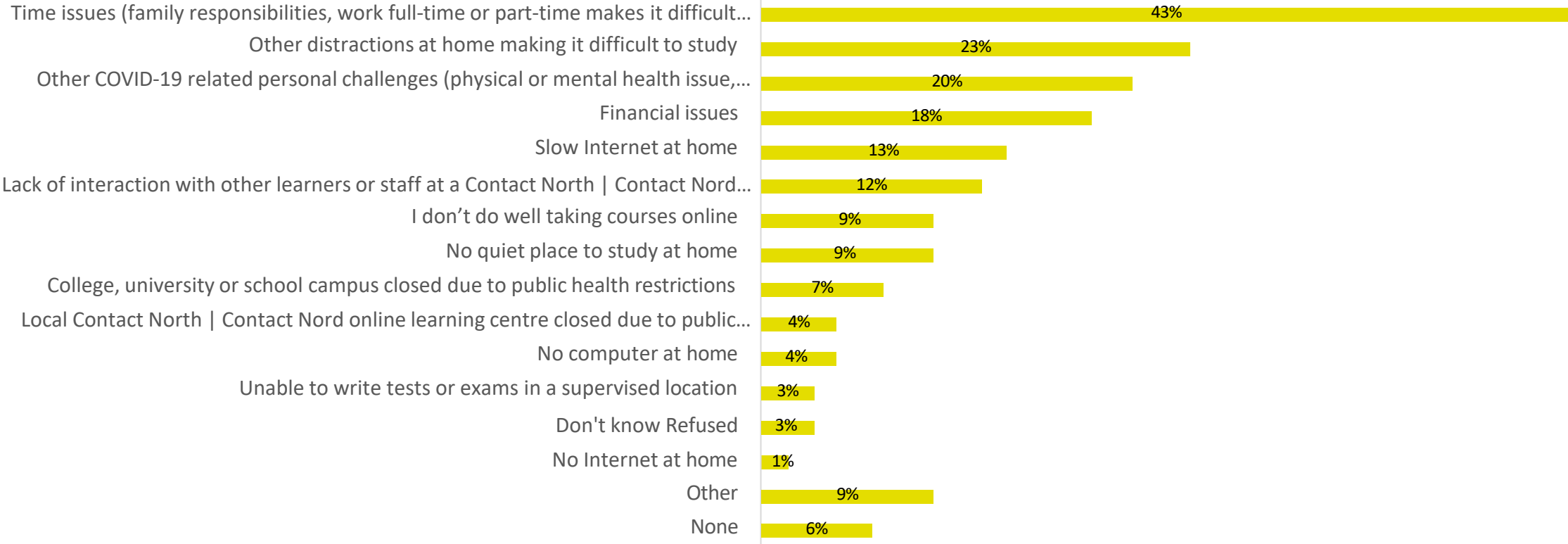
Q2 How many course(s) did you register in? (N=1, 014)
Q4. How many course(s) did you complete? (N=1, 014)



Challenges Faced

Challenges

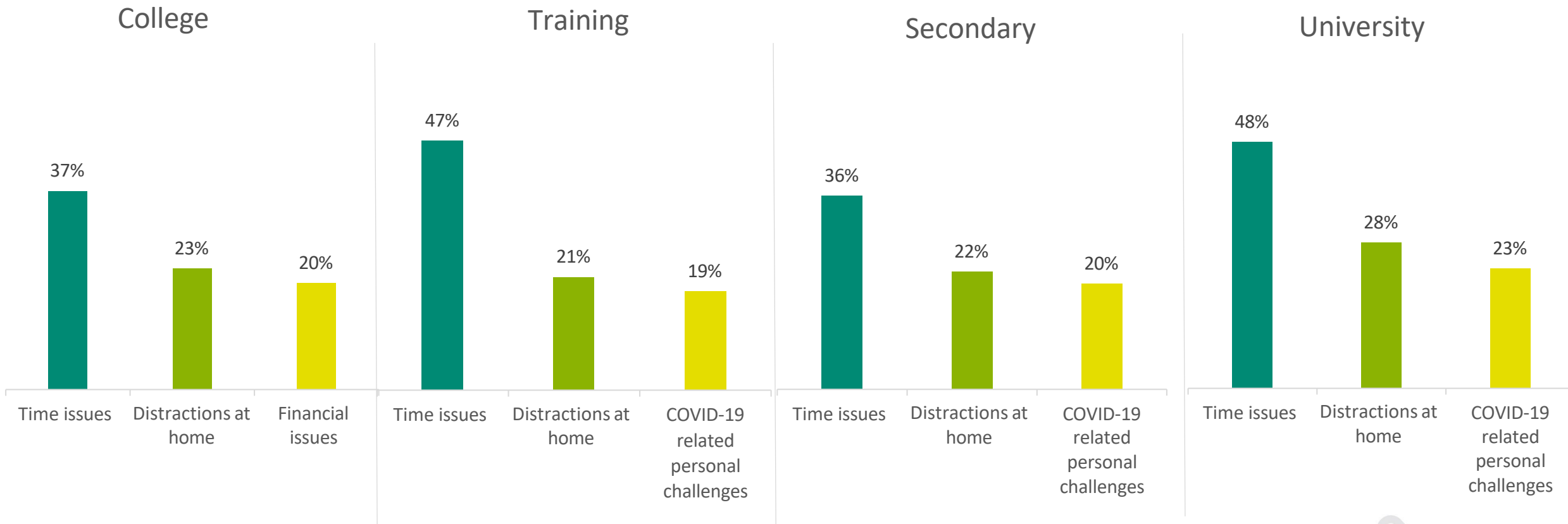
- 43% of respondents indicated 'time issues' such as working is a challenge they face when pursuing their education and training, followed by 'Other distractions at home' (23%).



Q13. Which challenges have you faced, if any, in pursuing your education and training? (N=1, 014)

Top 3 Challenges by Institution Type

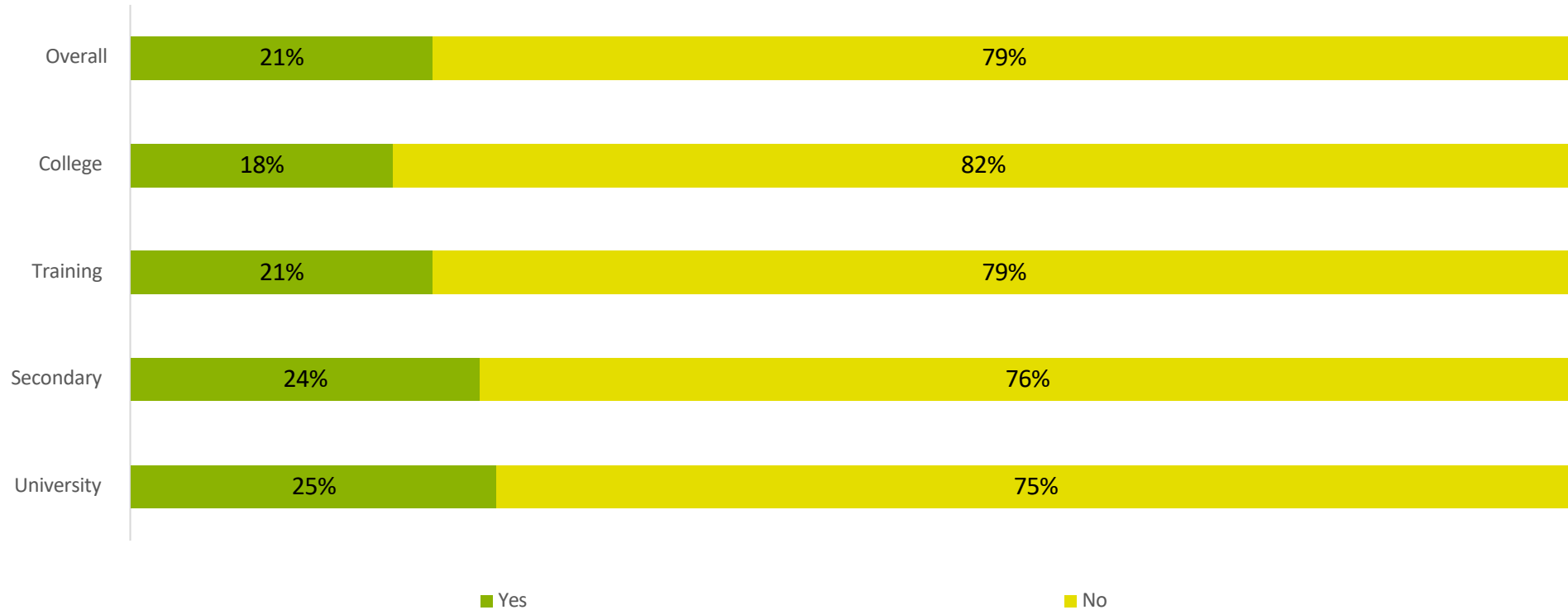
- 'Time issues' was the biggest challenge faced by respondents across all four educational institution categories (48% university, 47% training, 37% colleges, 36% secondary).



Q13. Which challenges have you faced, if any, in pursuing your education and training? (N=1, 014)

Registering In More Courses

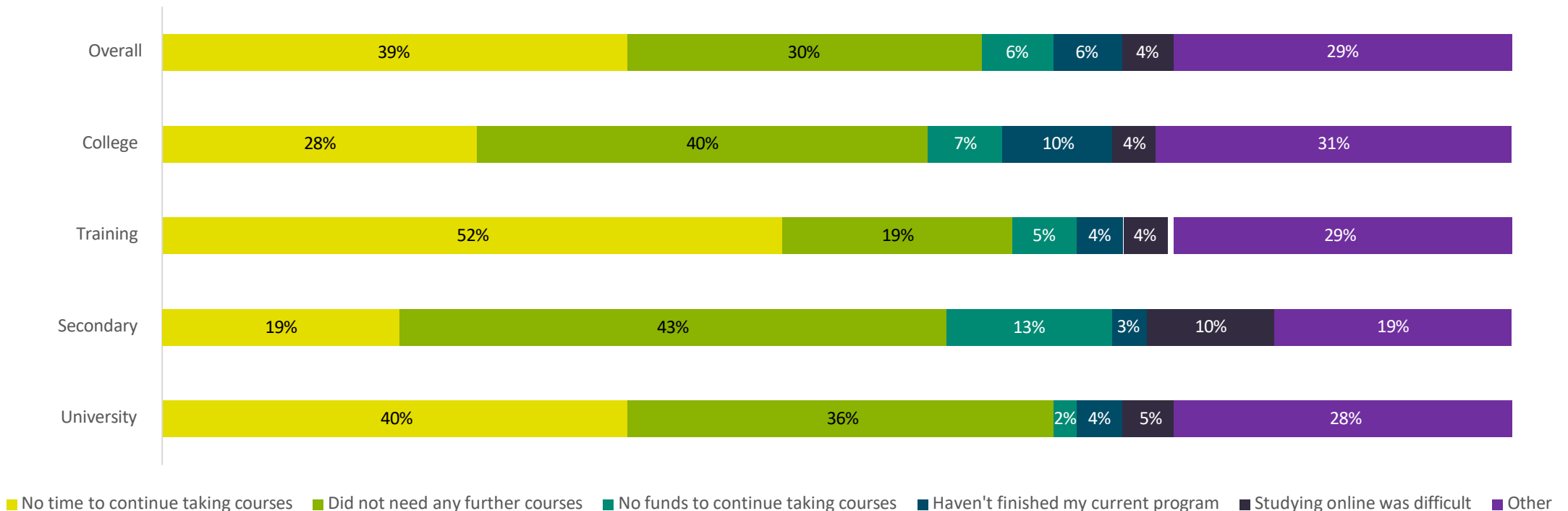
- 79% of respondents did not register in other course(s) since March 31st, 2022.



Q7. Have you registered for other course(s) since March 31, 2022? (N=1, 014)

Reasons Why Respondents Did Not Register in More Courses

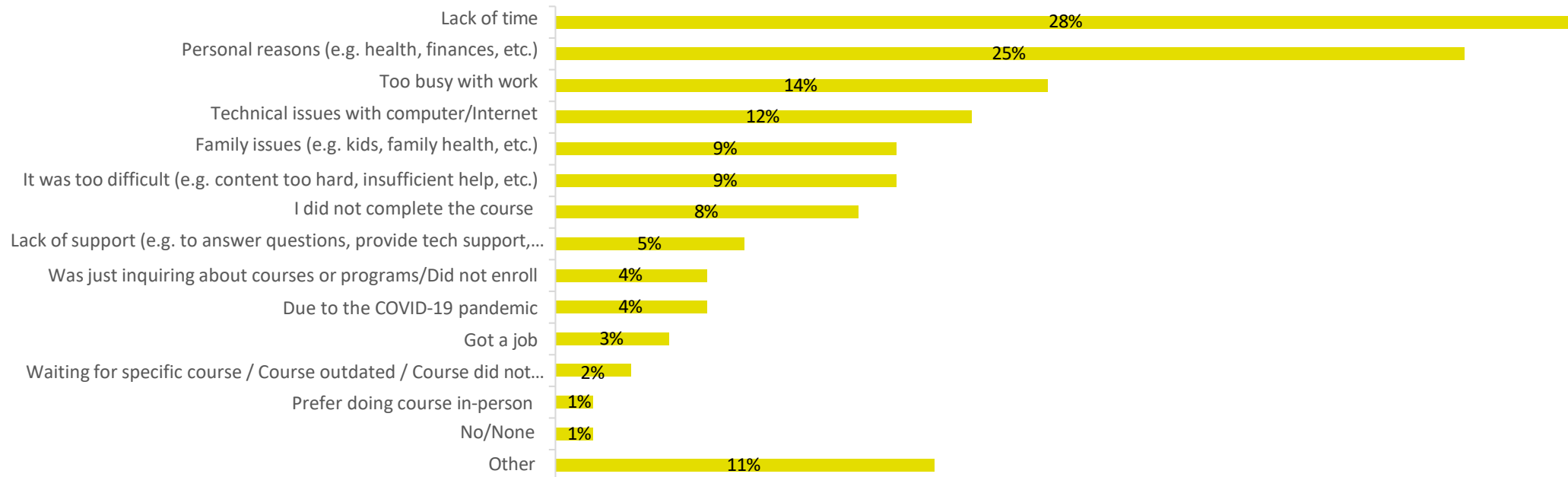
- Overall, 39% of respondents do not have time to continue taking courses.
- 30% of respondents indicated they did not need any further courses.
- Respondents who attended secondary institutions were twice as likely as others to report they found studying online difficult (10%).



Q8. Why did you not register in any more course(s)? Please select all that apply. (N=802)
 Base: Respondents not registered for other courses since March 31, 2022

Reasons Why Respondents Did Not Complete the Programs or Course

- 28% of respondents indicated lack of time prevented them from completing the program or course they registered in.
- Personal reasons such as health and finance was the second most common reason at 25%, followed by 'Too busy with work' at 14%, 'technical issues with computer/internet' at 12%, and 'program/course content was too difficult' at 9%.



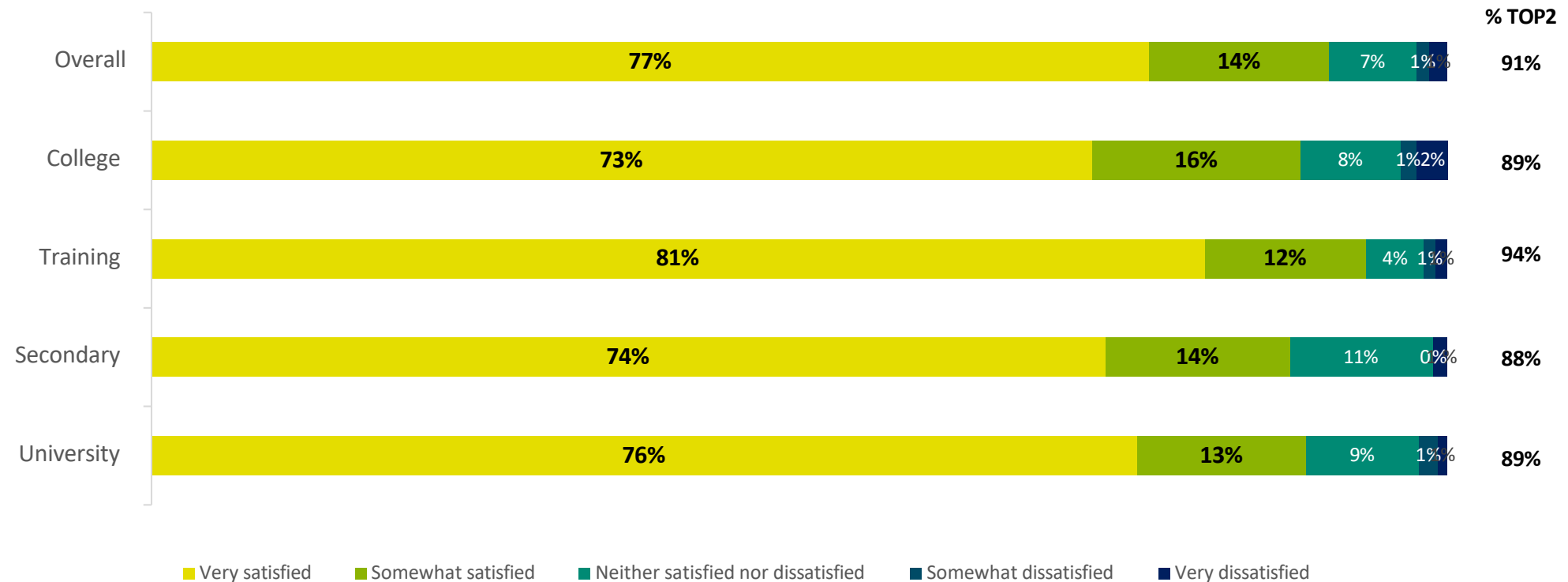
Q5. Why did you not complete the course or program that you were registered in?
Base: Respondents who did not completed courses (N=95)



Satisfaction with Contact North | Contact Nord

Overall Satisfaction

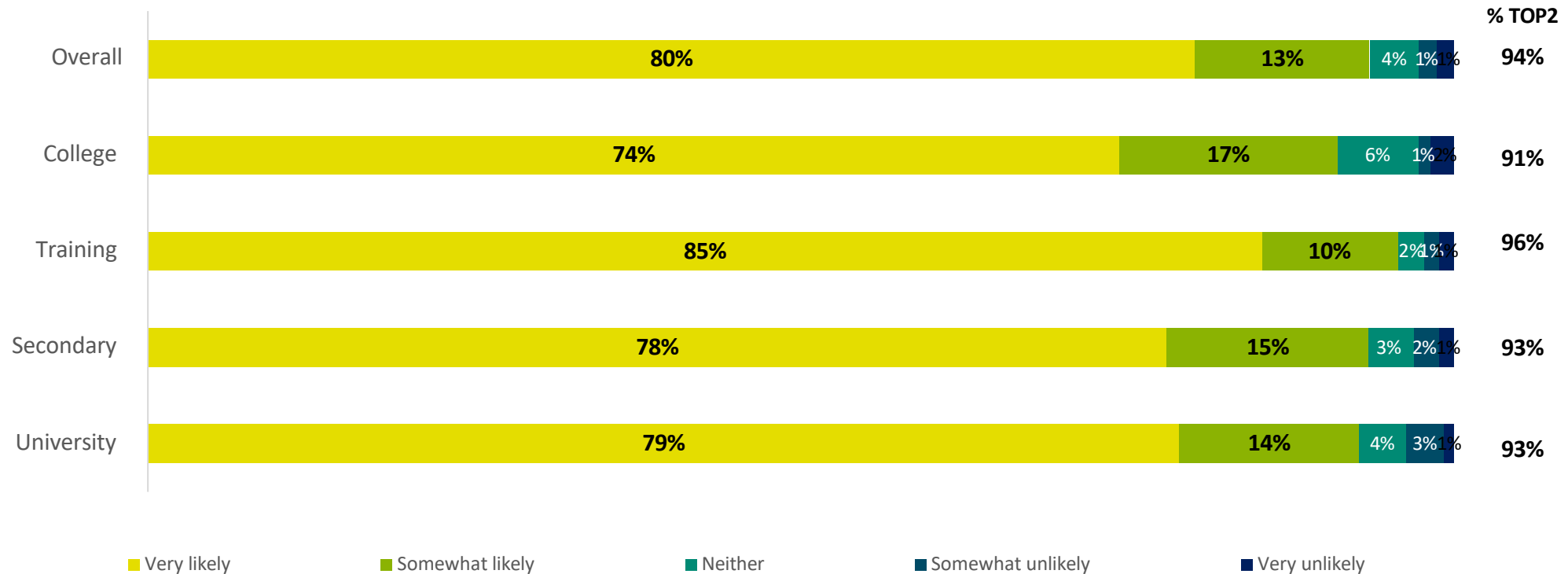
- 91% of all respondents were very satisfied/satisfied with their experiences with Contact North | Contact Nord.
- Those who attended training institutions were most likely to be very satisfied at 81%.



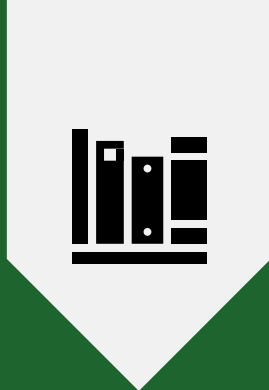
Q11. Recognizing you may not have been able to use one of Contact North | Contact Nord's online learning centres in the last year due to COVID-19 public health restrictions, overall, how satisfied are you with the service and support you received from Contact North | Contact Nord?(N=1, 014)

Likelihood to Recommend

- 94% of respondents are likely to recommend Contact North | Contract Nord to friends or family members.
- Those who attended training institutions were most likely to recommend Contact North | Contract Nord to friends or family members at 85%.



Q12. How likely are you to recommend Contact North | Contract Nord's services to a friend or family member? (N=1, 014)

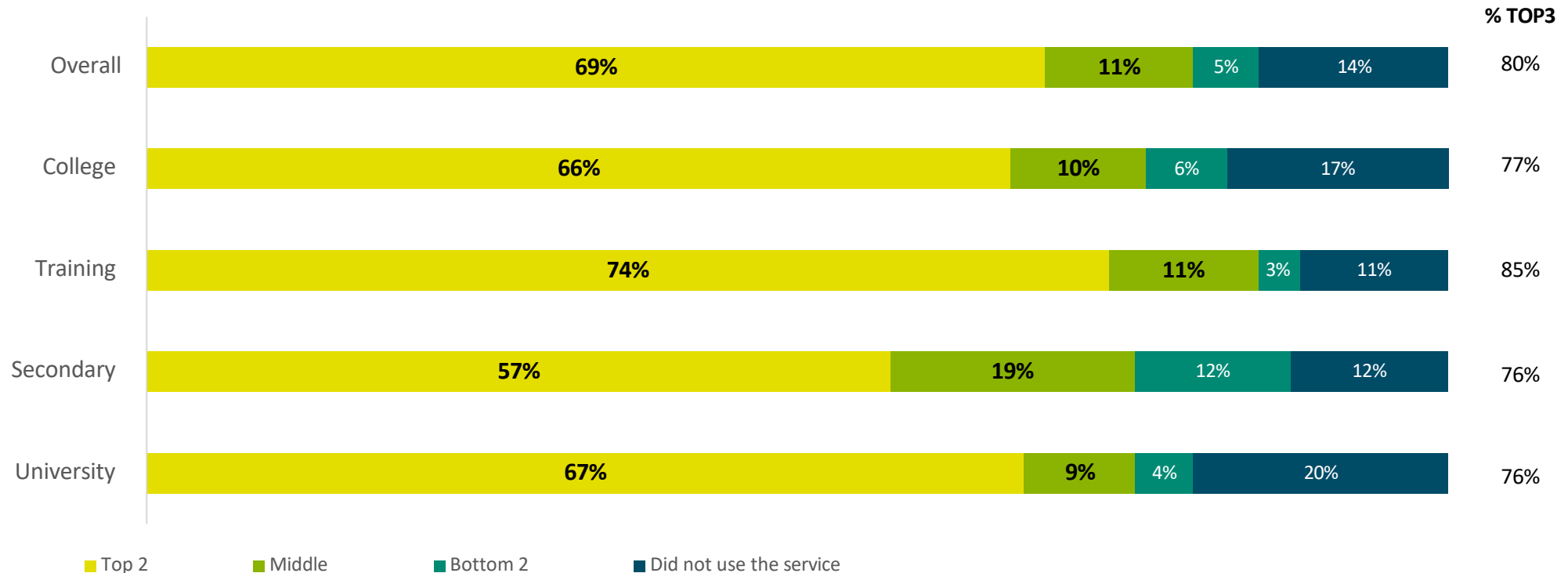


Service Satisfaction

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

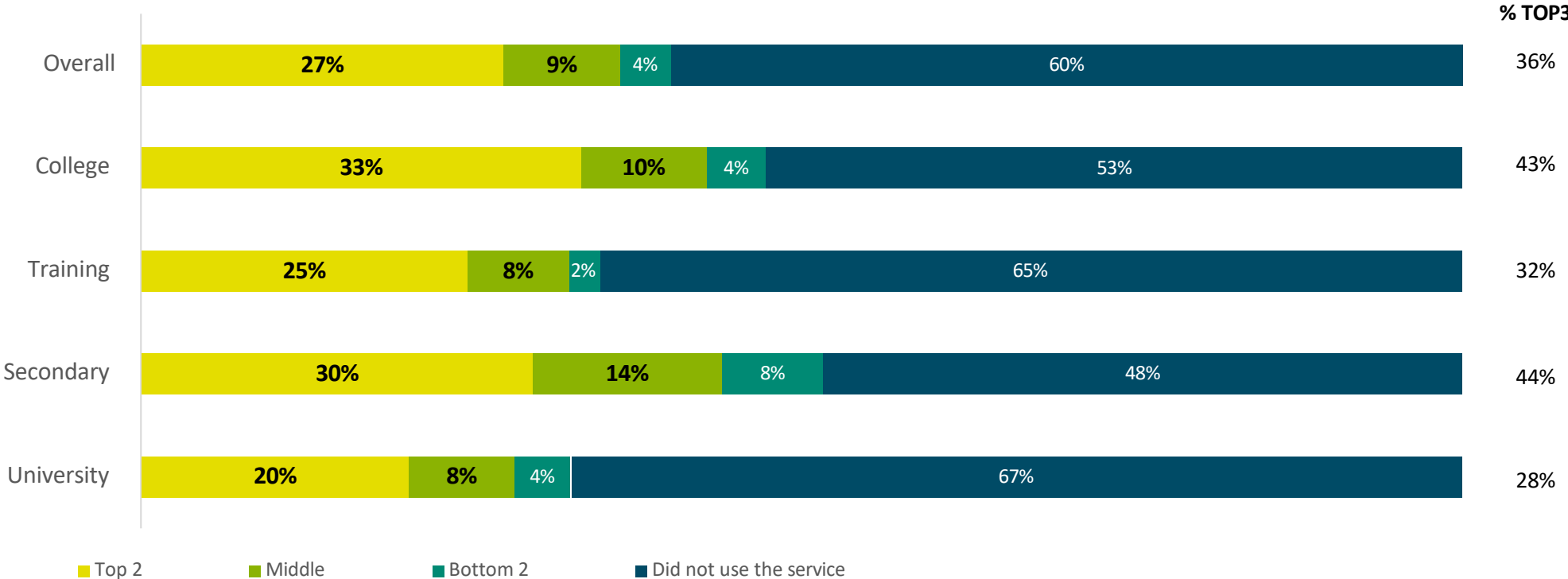
Information on Available Online Courses and Study Options

- 86% of respondents used the “information on available online courses and study options” service.
- 80% of respondents rated it as excellent/very good/good.



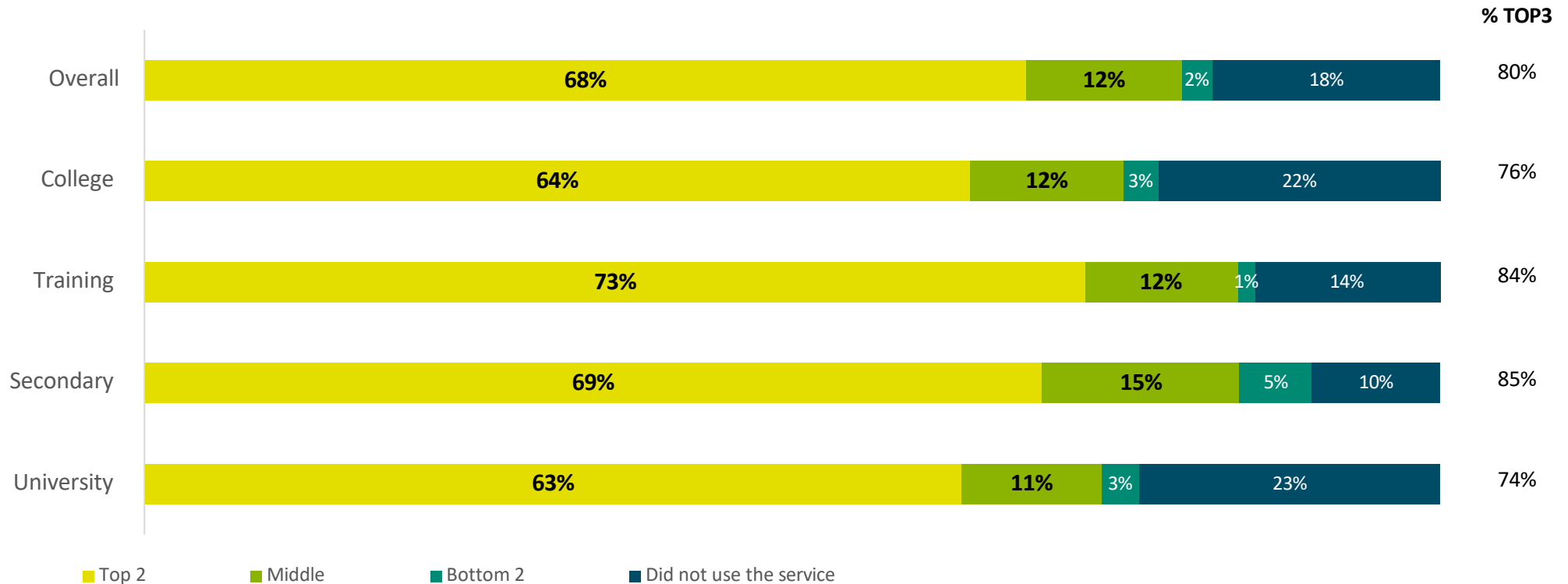
Information Provided On Financial Aid Options

- 40% of respondents used the “information on available online courses and study options” service.
- 36% of respondents rated it as excellent/very good/good.



Help Registering in Courses

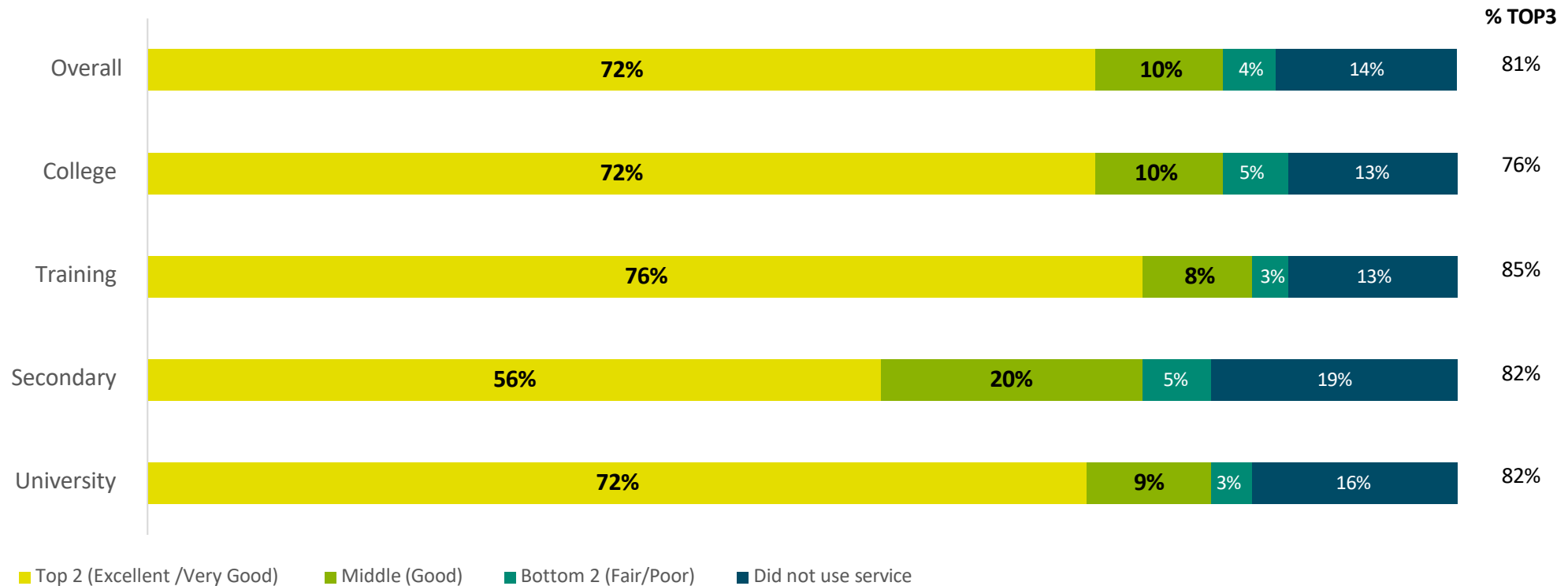
- 82% of respondents used “help registered in courses” service.
- 80% of respondents rated it as excellent/very good/good.



Q14C. How would you rate the following Contact North | Contact Nord services?
Help registering in courses? (N= 1, 014)

Support From Staff Either In-person Or Via Phone, E-mail, Text, Zoom

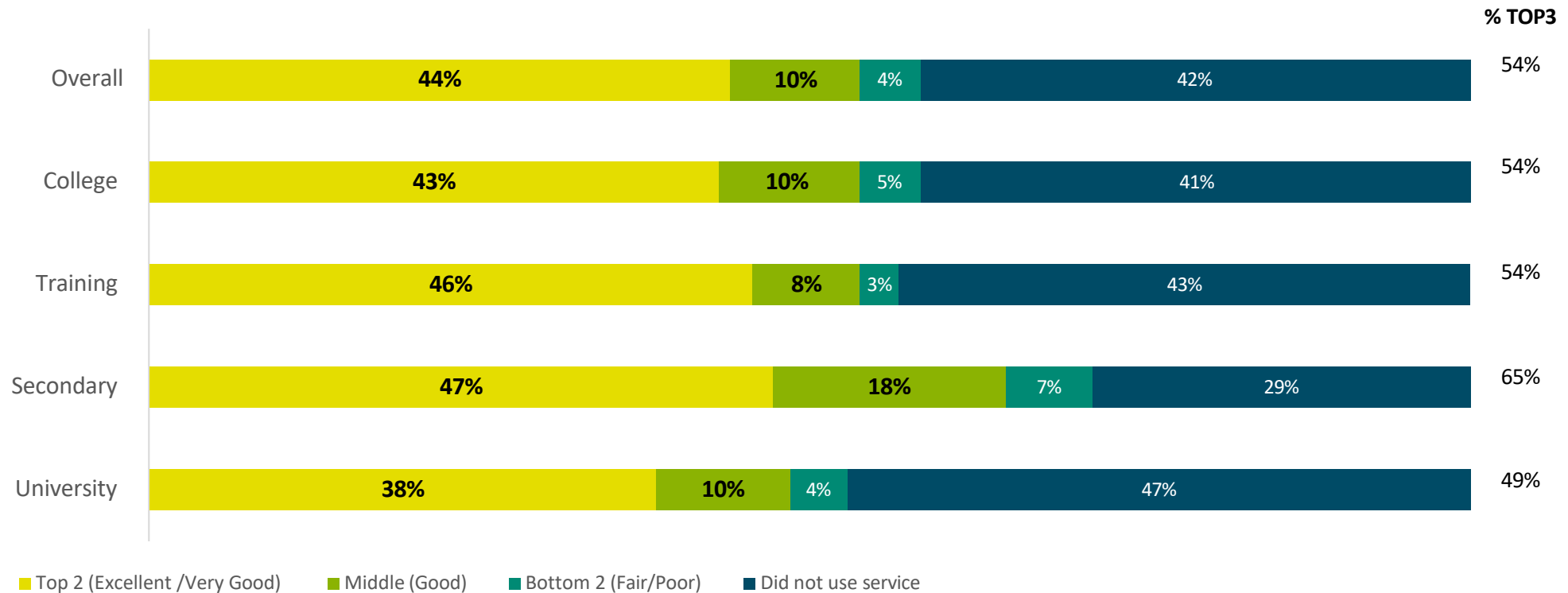
- 86% of respondents used the “support from staff in the online learning centres” services.
- 81% of respondents it as excellent/very good/good.



Q14D. How would you rate the following Contact North | Contact Nord services?
Support from staff either in-person or via phone, e-mail, text, Zoom (N=1, 014)

Referrals for Local Support Services

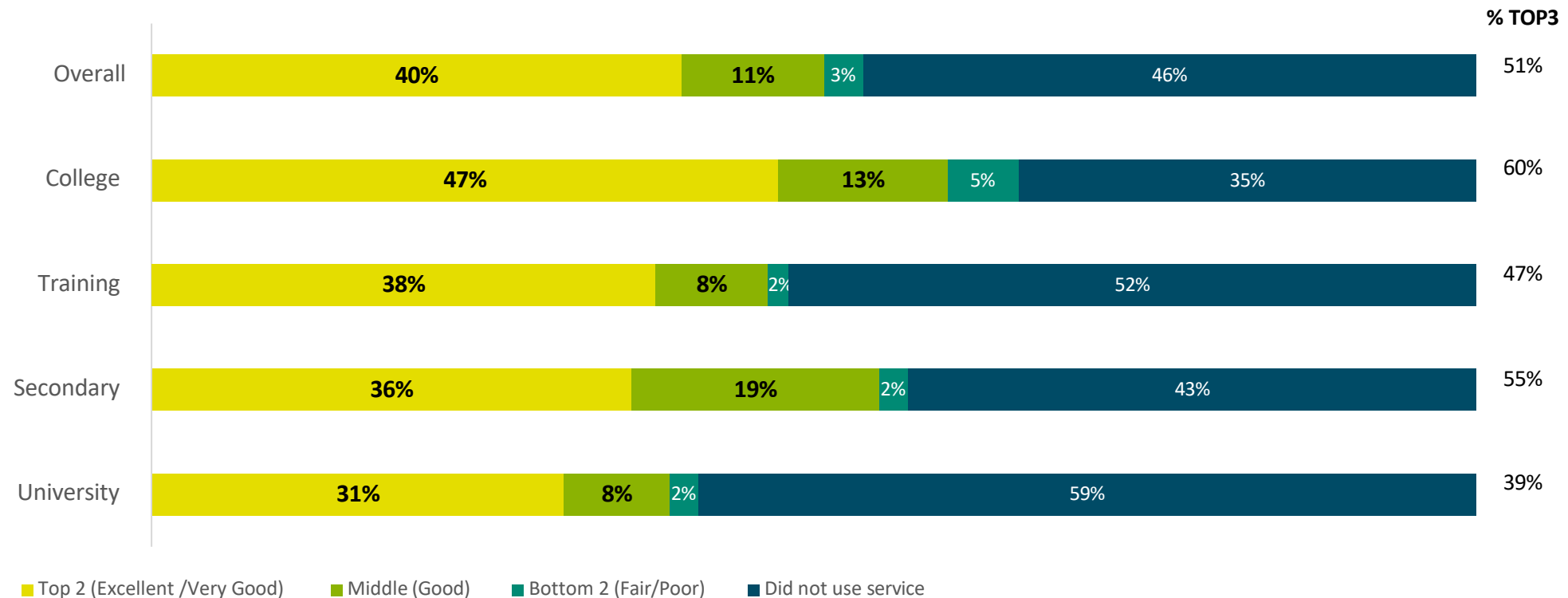
- 58% of respondents used the “referrals for local support services” service.
- 54% of respondents rated it as excellent/very good/good.



Q14G. How would you rate the following Contact North | Contact Nord services?
Referrals for local support services (N=1, 014)

Use Of A Web Conferencing Platform (Adobe Connect Or Zoom)

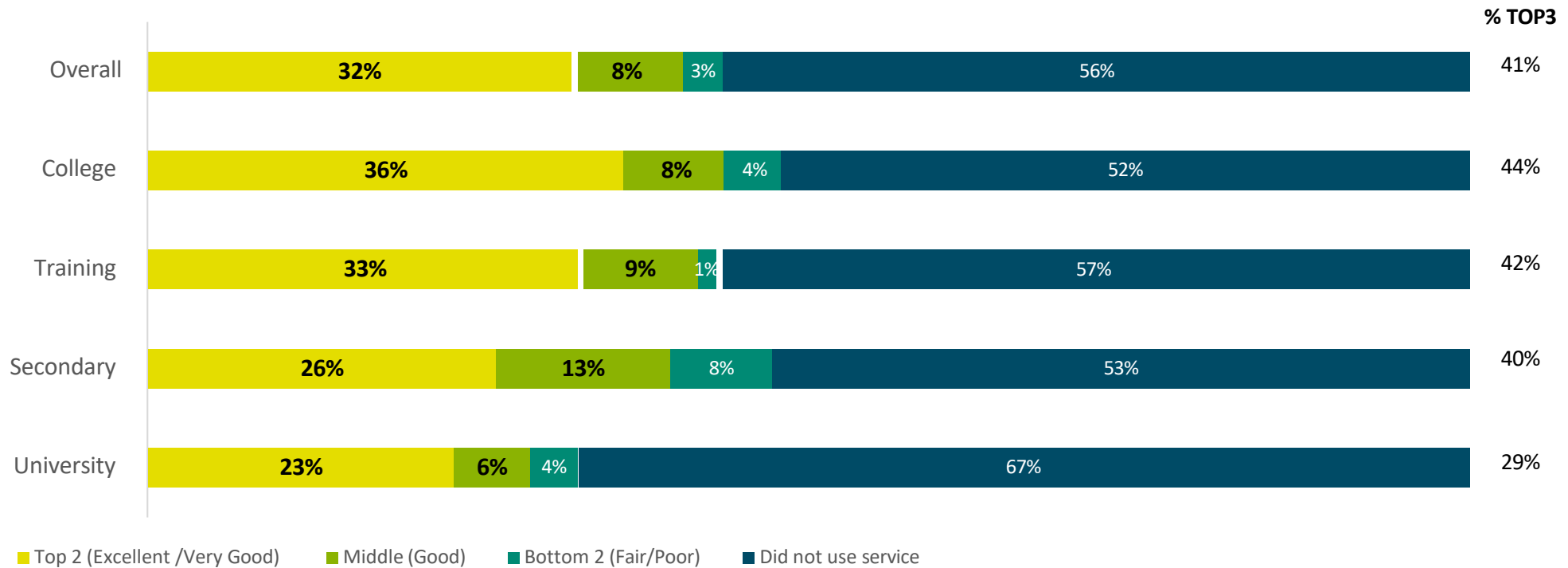
- 54% of respondents used the “computers at an online learning centre” service.
- 51% of respondents rated it as excellent/very good/good.



Q14I How would you rate the following Contact North | Contact Nord services?
Use of a web conferencing platform (Adobe Connect or Zoom) (N=1, 014)

Technical Support Hotline

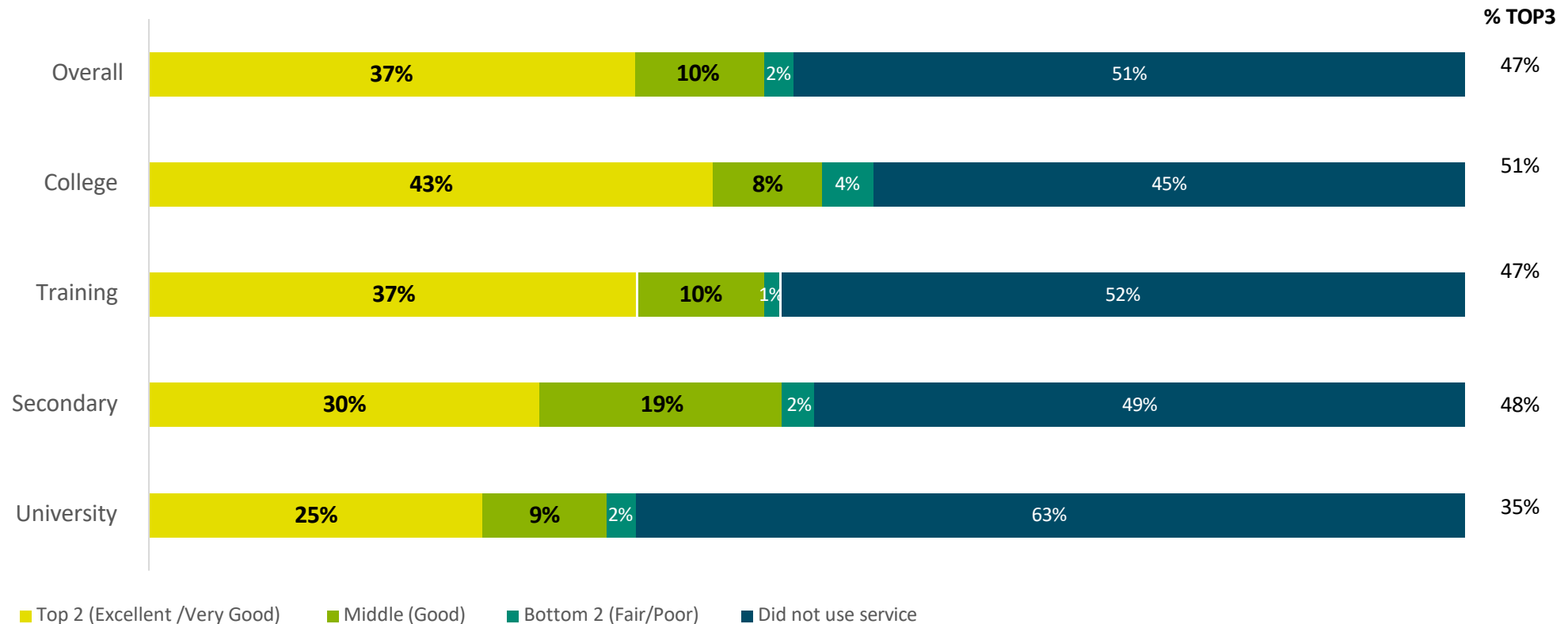
- 44% of respondents used the “internet access at an online learning centre” service.
- 41% of respondents rated it as excellent/very good/good.



Q14K. How would you rate the following Contact North | Contact Nord services?
 Technical Support Hotline (N=1, 014)

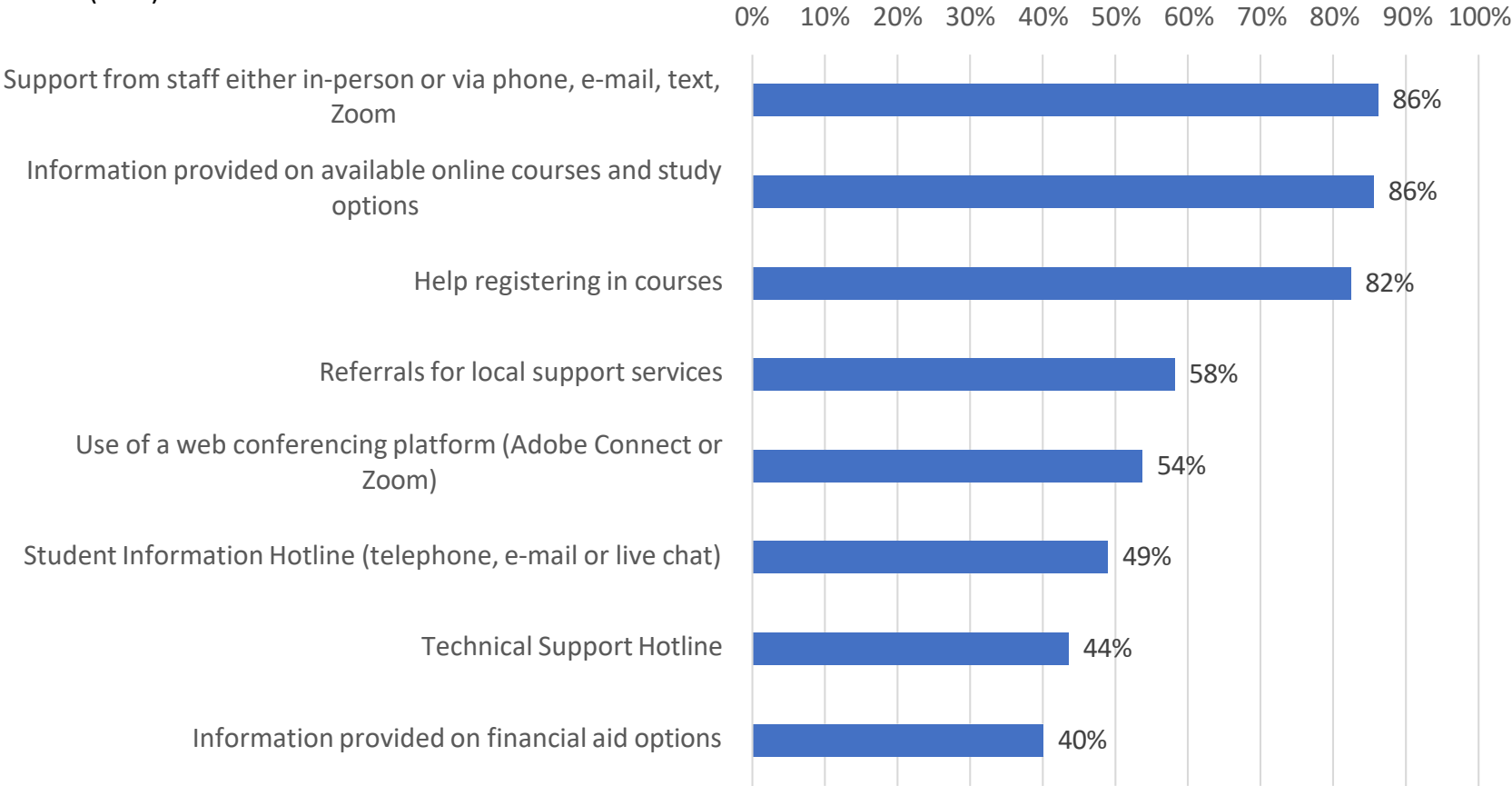
Student Information Hotline (Telephone, E-mail Or Live Chat)

- 49% of respondents used the “web conferencing platform” service.
- 47% of respondents who used the service rated it as excellent/very good/good.



Services Used

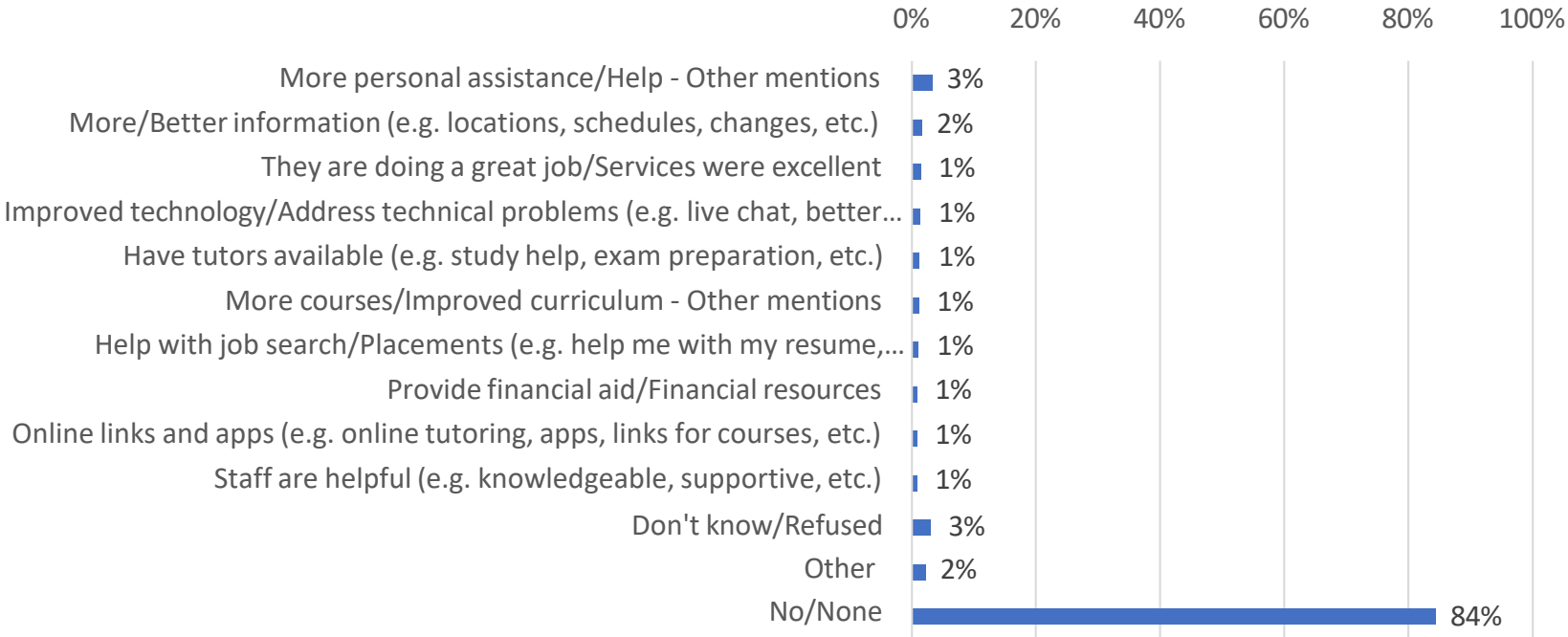
- The top three most commonly used services are: Support from staff either in-person or via phone, e-mail, text, Zoom (86%), Information on available online courses and study options (86%), and help registering in courses (82%).



Q14A-Q14L. How would you rate the following Contact North | Contact Nord services? Respondents who selected 'did not use the service' (N= 1, 014)

Services Contact North | Contact Nord Can Provide

- Most 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 (84%).

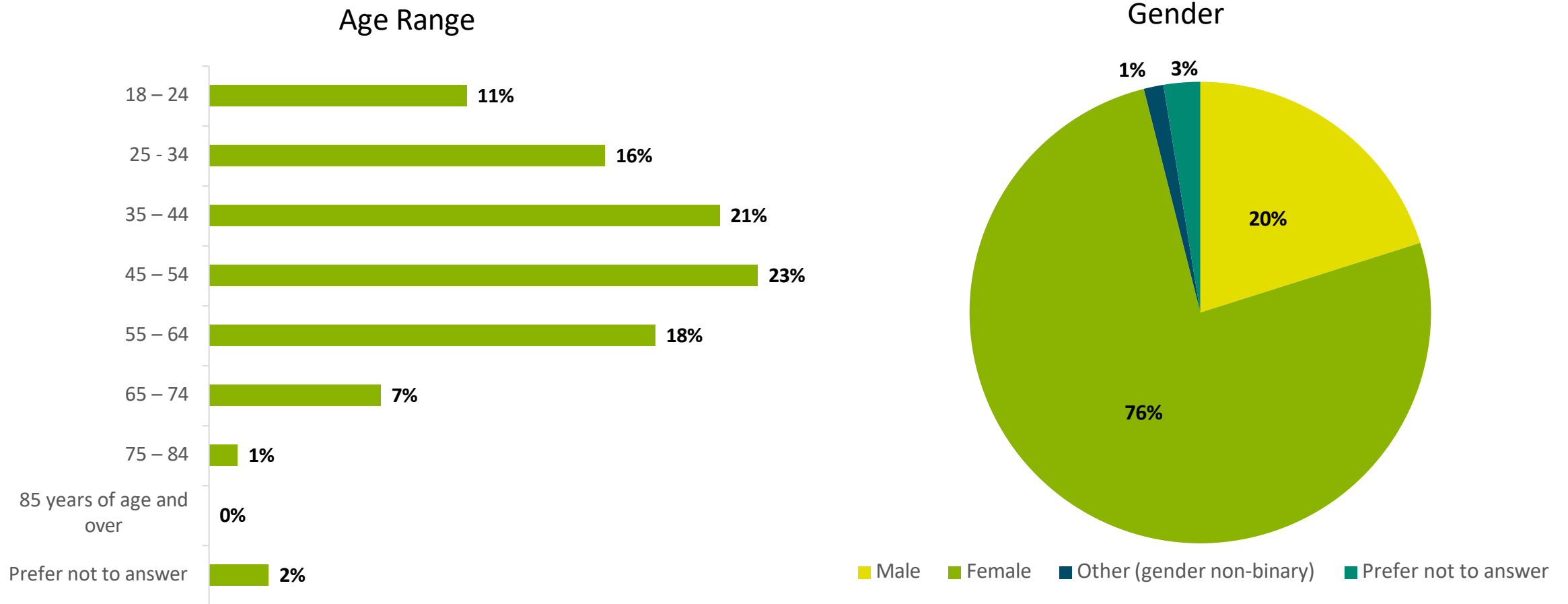


Q15. Are there other services Contact North | Contact Nord can provide to help you when completing courses? (N=1, 014)



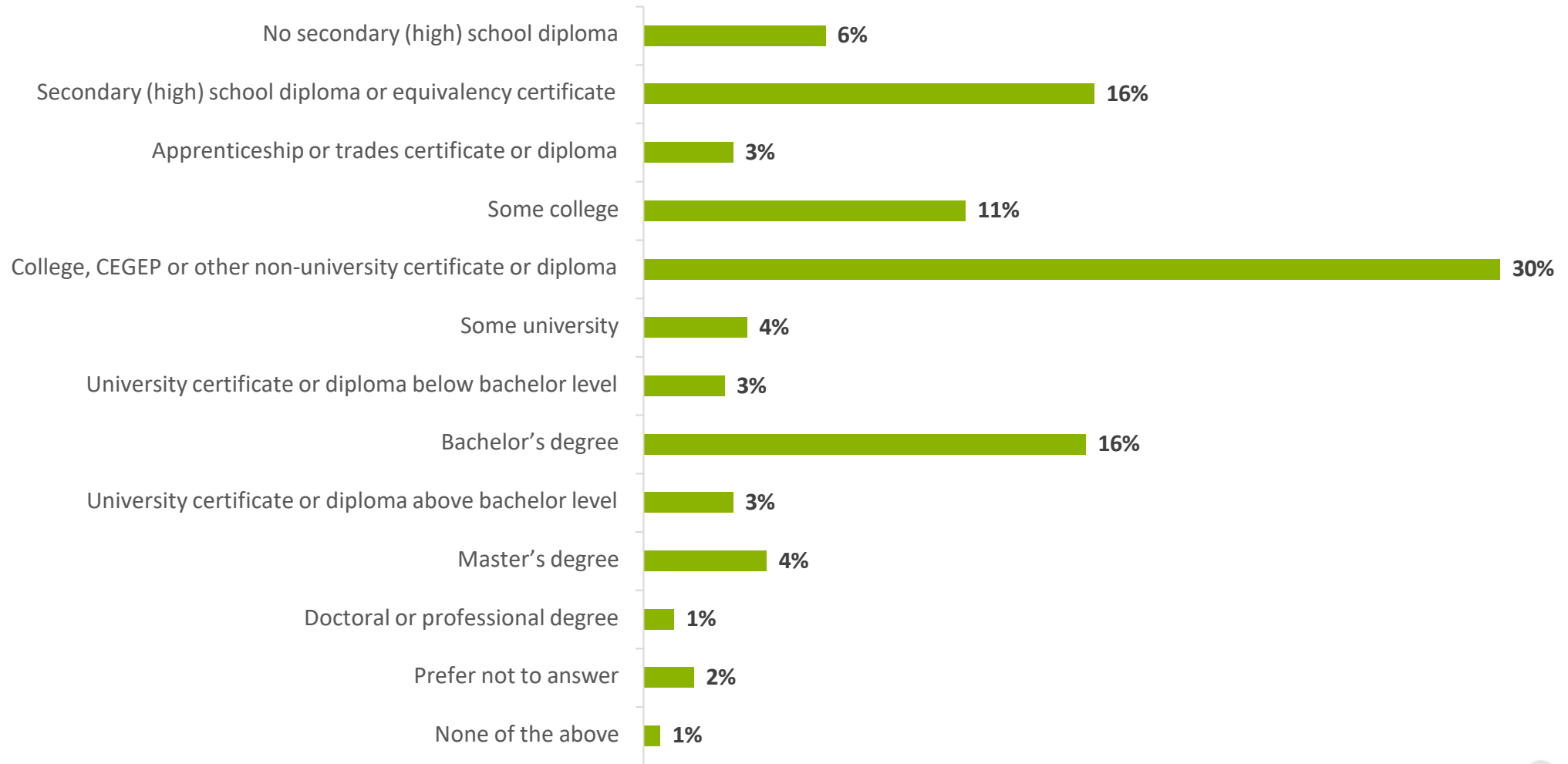
Demographics: Who Completed the Survey?

Age and Gender



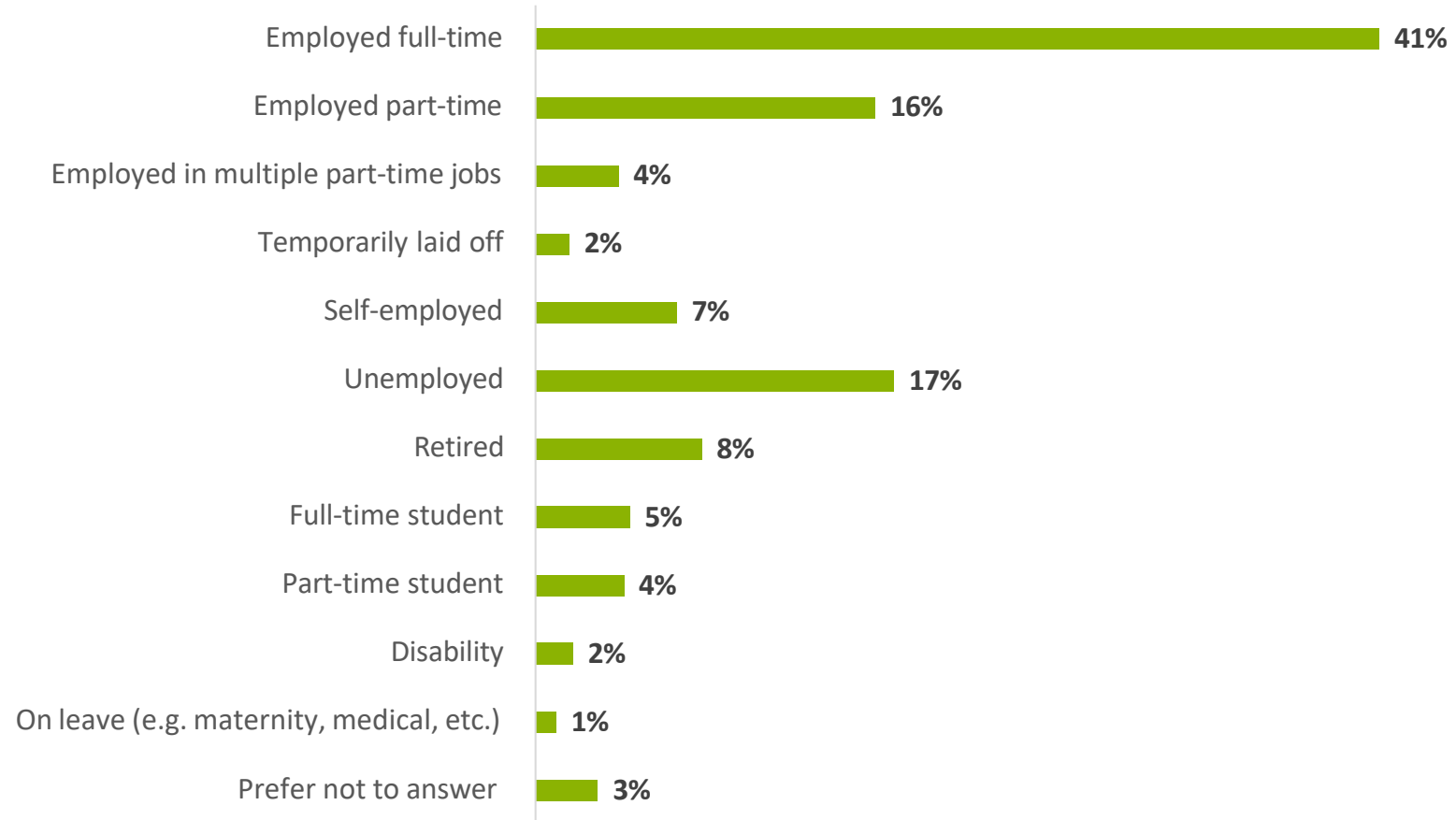
D1. How would you describe your gender? (N=1, 014)
D2. What is your age? (N=1, 014)

Education



D3. What is the highest level of education or training you have completed? (N=1, 014)

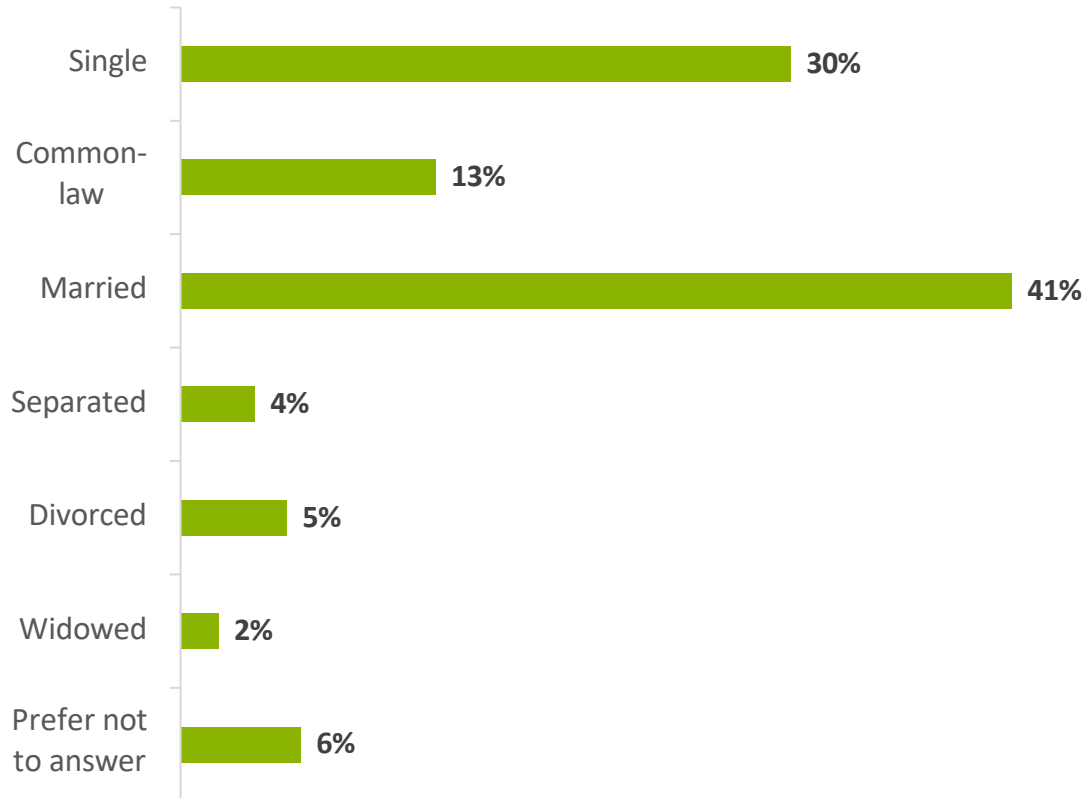
Employment



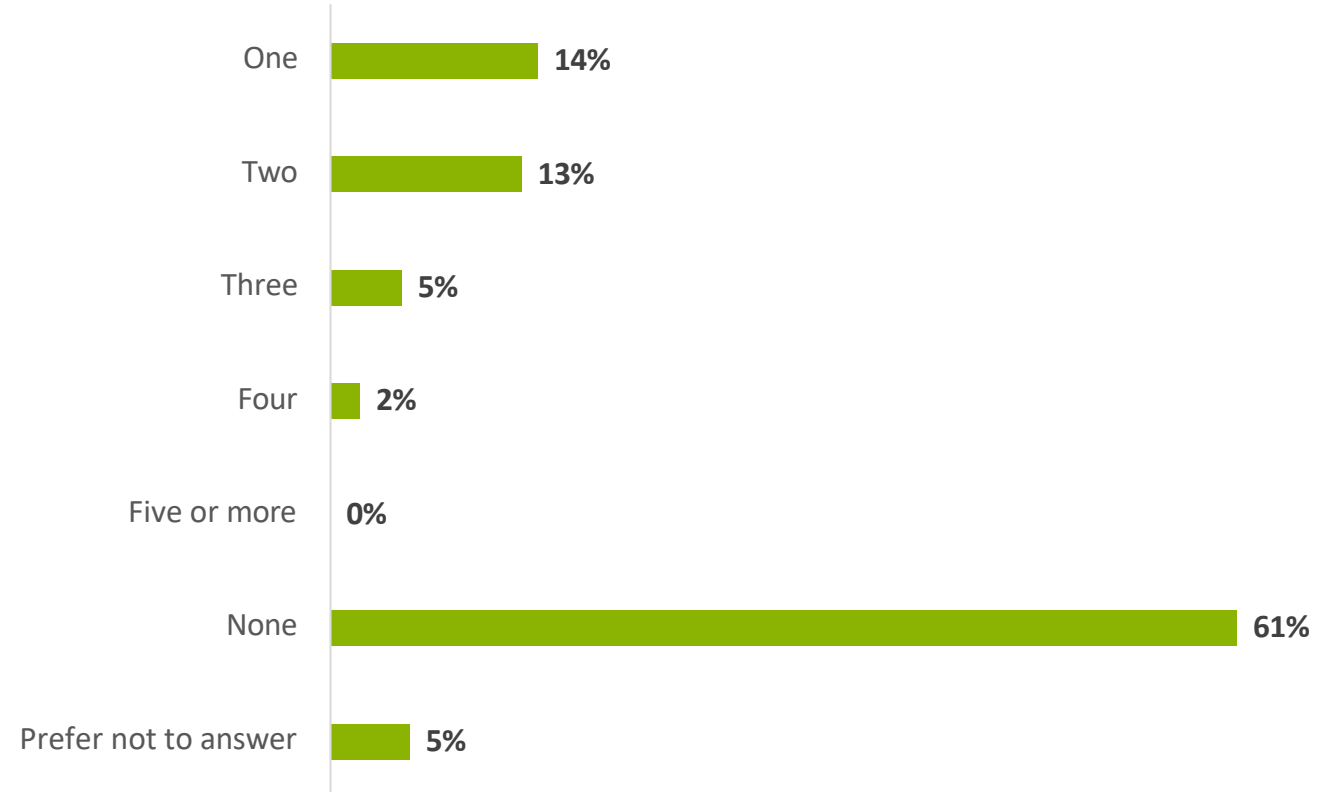
D4. Which of the following best describes your current employment status? Please select all that apply. (N=1, 014)

Relationship Status & Number of Children

Relationship Status



Number of Children

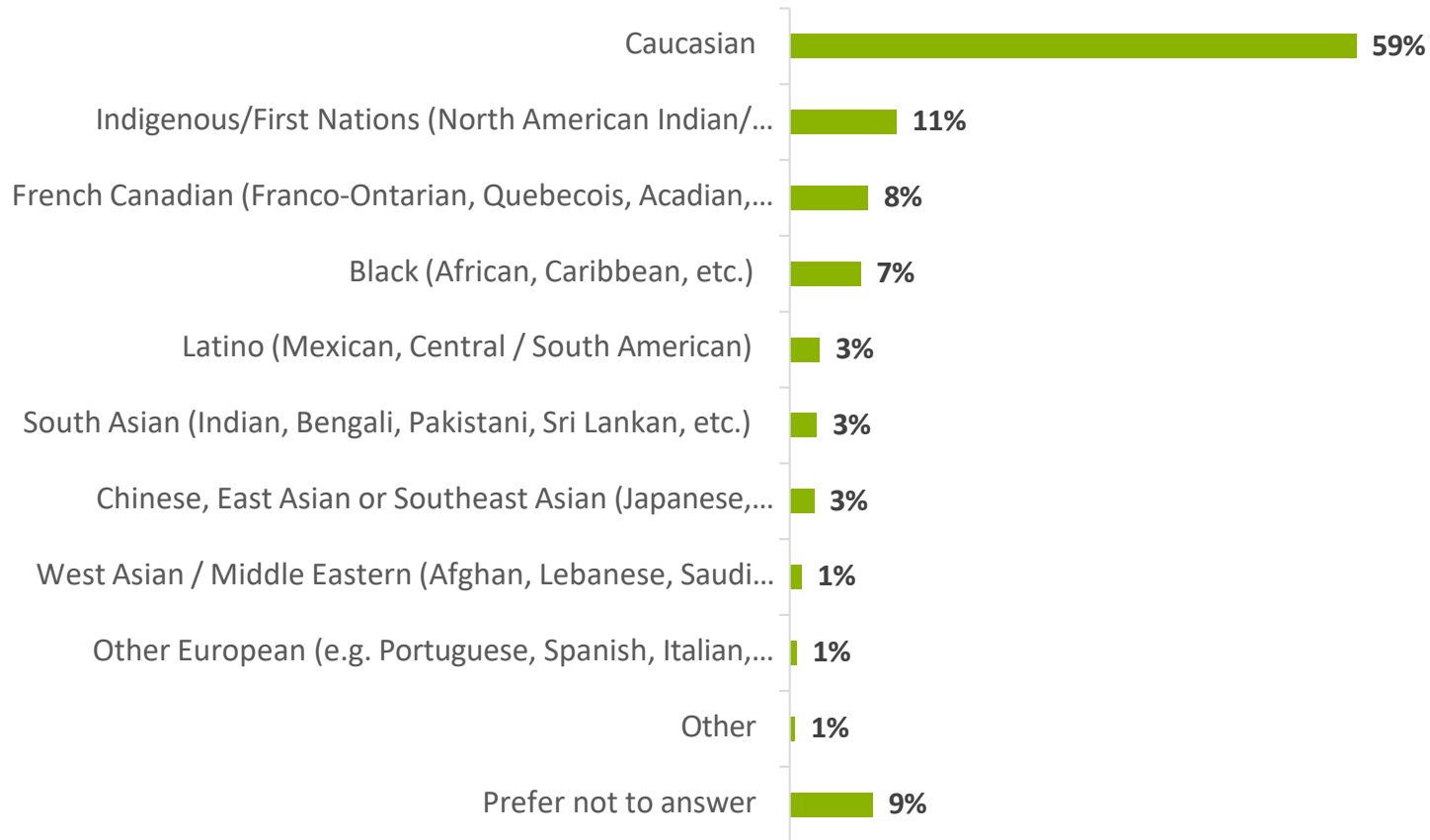


D5. What is your current relationship status? (N=1103)

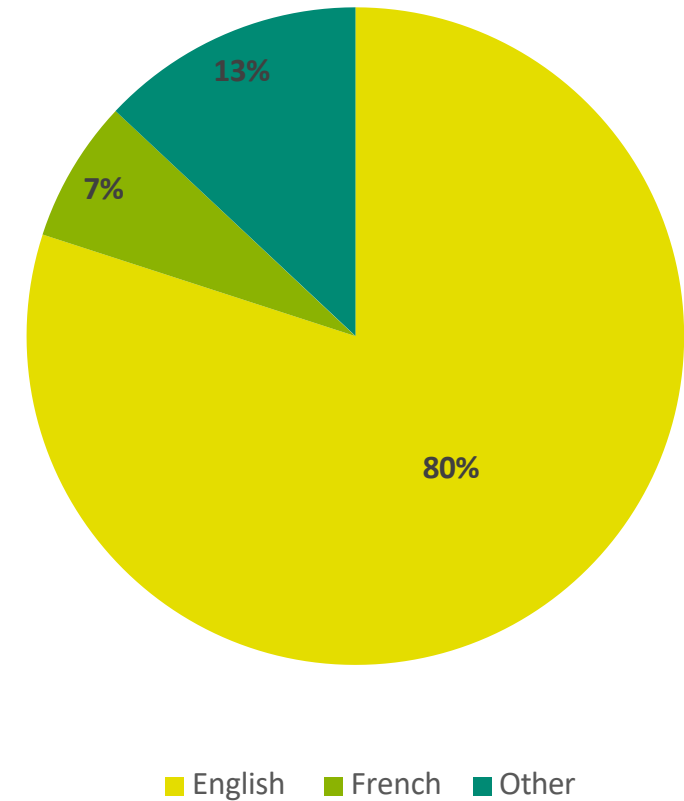
D6. How many children do you have, under the age of 18, living within your household? (N=1, 014)

Language and Identity

Ethnic Identity

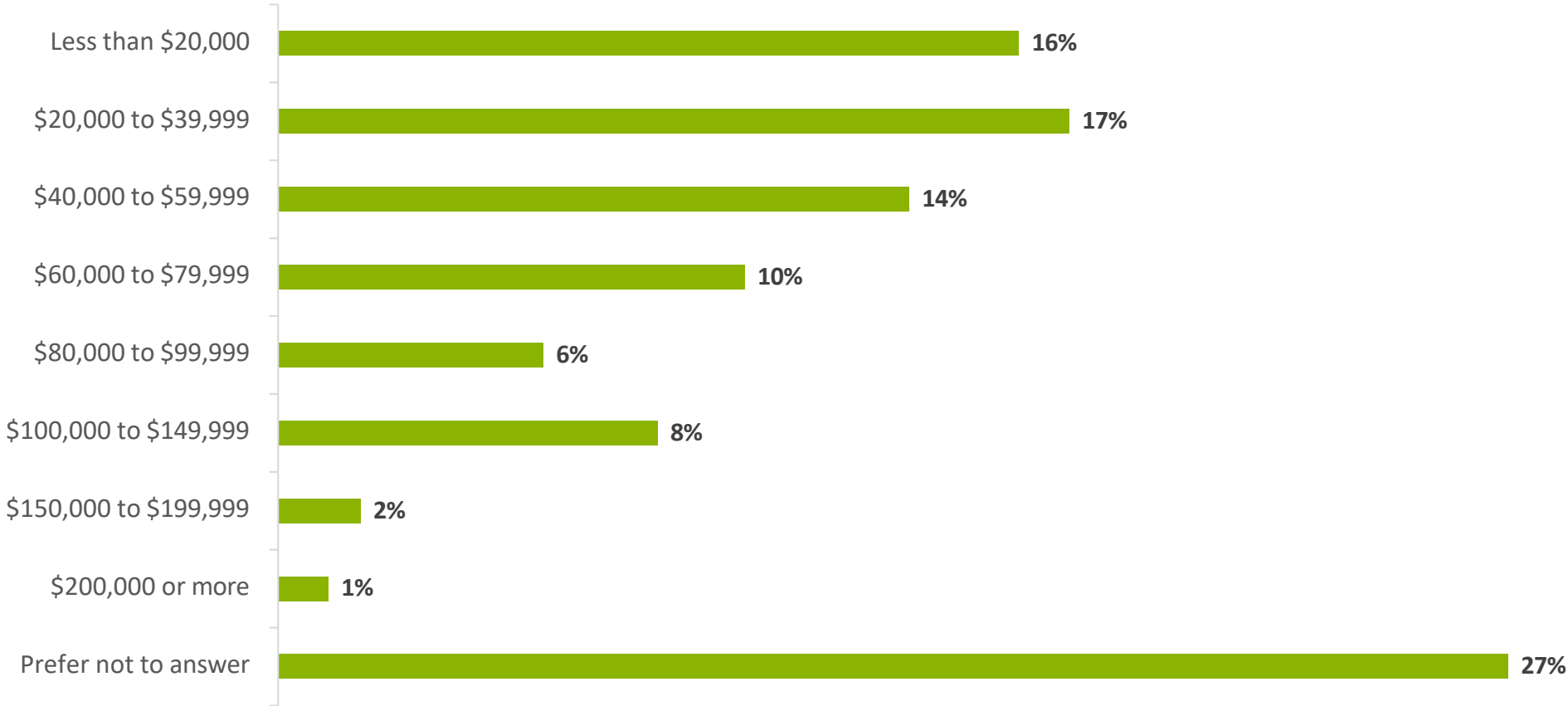


Language



D7. What was the first language you learned as a child and still understand? (N=1, 014)
 D8. Do you identify with any of the following group(s)? Please select any that apply? (N=1, 014)

Income



D9. Which of the following categories best describes your household’s annual income in 2018, before taxes? (N=1, 014)