

# Client Satisfaction Survey Report

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



April 12, 2019



# Background and Methodology

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- On behalf of Contact North | Contact Nord, Forum Research conducted a province-wide customer satisfaction survey of Contact North | Contact Nord's clients to better understand the educational experiences and satisfaction with the services provided.
- Contact North | Contact Nord's clients are students enrolled in online programs and courses from Ontario's public colleges, universities, Indigenous institutes and school boards who use Contact North | Contact Nord's services to complete their programs and courses.
- Clients who used Contact North | Contact Nord's services during the period of September 1, 2017 to August 31, 2018 were invited to complete a satisfaction survey.
- This **final report** focuses on respondents who completed the survey between February 25, 2019 and March 13, 2019.
  - **6450 invitations** were sent via email.
    - Reminder email was sent to those non-respondents.
- **566** 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.**
- **Unless noted otherwise, all percentage callouts/commentary in this report are with regard to the top two categories (i.e. well above expectations + above expectations).**
- **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.**



# Key Findings

# Client Satisfaction - Highlights

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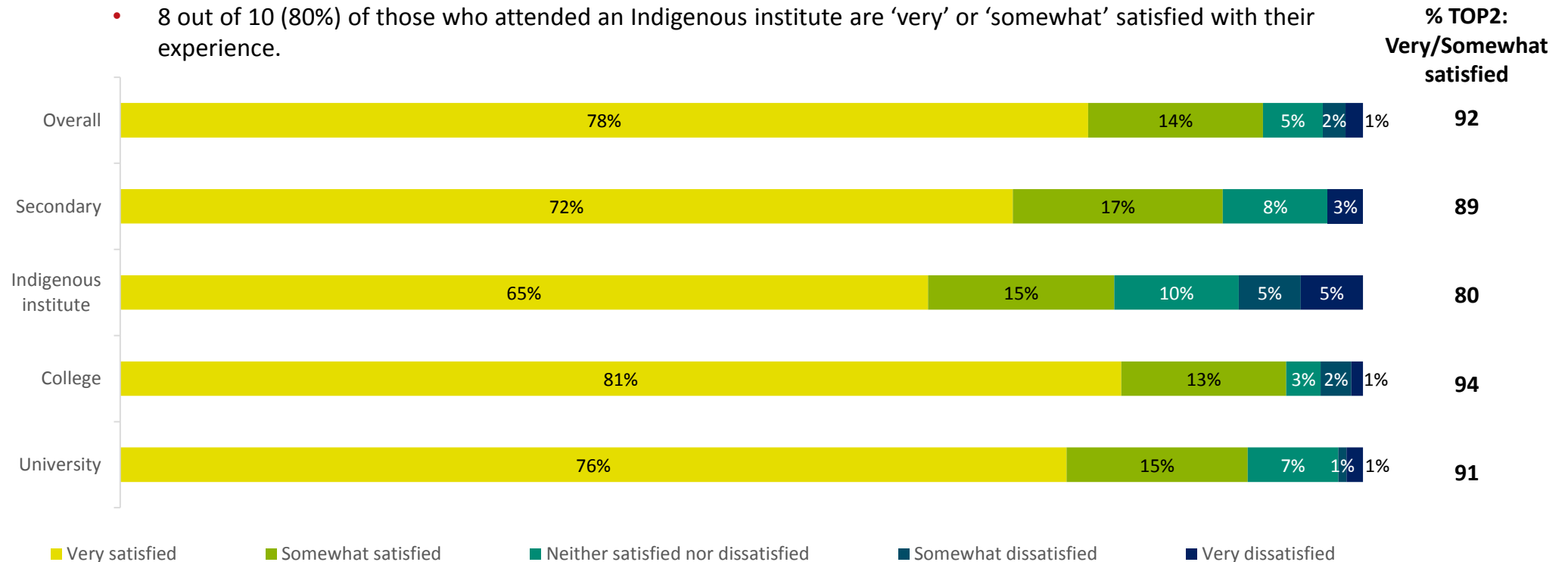
- 92% of respondents were satisfied with their experiences with Contact North | Contact Nord.
- 94% would likely recommend Contact North | Contact Nord to friends or family members.
- Across all education institutions, the primary goal for registering in the course(s) was to obtain a diploma/certificate/degree.
- 89% of respondents agree that the course(s) they took contributed to achieving their goals.
- 1 in 4 (25%) registered in 7 to 10 courses, likely indicating they are completing a full degree or diploma.
- Nearly half of respondents (47%) indicated that 'time issues' such as working is a challenge they face in pursuing their educations and training.
- Over half (54%) did not register in other course(s) since August 2018.
  - Of those who did not register in other courses, 49% stated they did not need any further course(s)
- 7 in 10 (75%) of respondents completed their education because it was available online.
- Top services used by the respondents:
  - 76% of respondents received support from staff in the online learning centre
  - 76% received information on available online courses and study options
  - 70% used exam invigilation services
  - 69% received help registering in courses



**Satisfaction**

# Overall Satisfaction

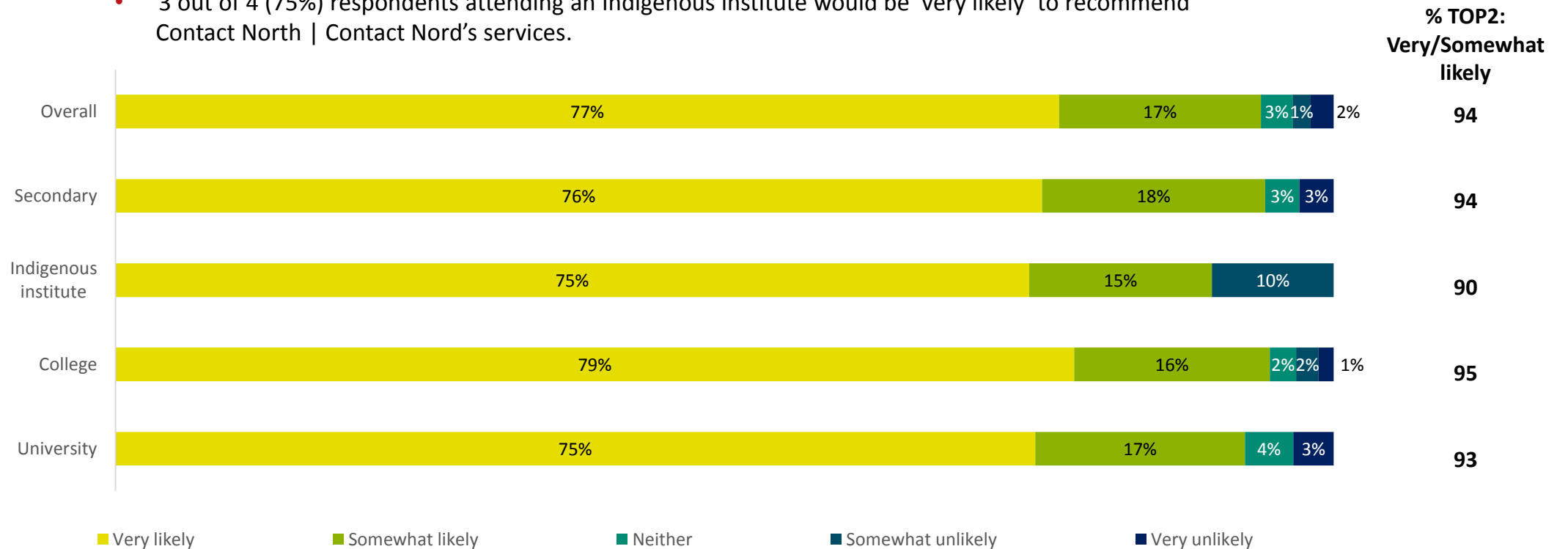
- When looking at the TOP2 score, 9 in 10 of all respondents were satisfied with their experiences with Contact North | Contact Nord (92%).
- Overall, over three quarters of respondents were 'very' satisfied with their experience using Contact North | Contact Nord (78%).
- 8 out of 10 (80%) of those who attended an Indigenous institute are 'very' or 'somewhat' satisfied with their experience.



Q8. Overall, how satisfied are you with your experience using Contact North | Contact Nord's services? (N=566)

# Likelihood to Recommend

- 94% would likely recommend Contact North | Contact Nord to friends or family members.
- When looking at the TOP2 score, those who attended College are more likely to recommend Contact North | Contact Nord to friends and family than those who attended an Indigenous institute. (95%, compared to 90%)
- 3 out of 4 (75%) respondents attending an Indigenous institute would be 'very likely' to recommend Contact North | Contact Nord's services.



Q9. How likely are you to recommend Contact North | Contact Nord's services to a friend or family member? (N=566)

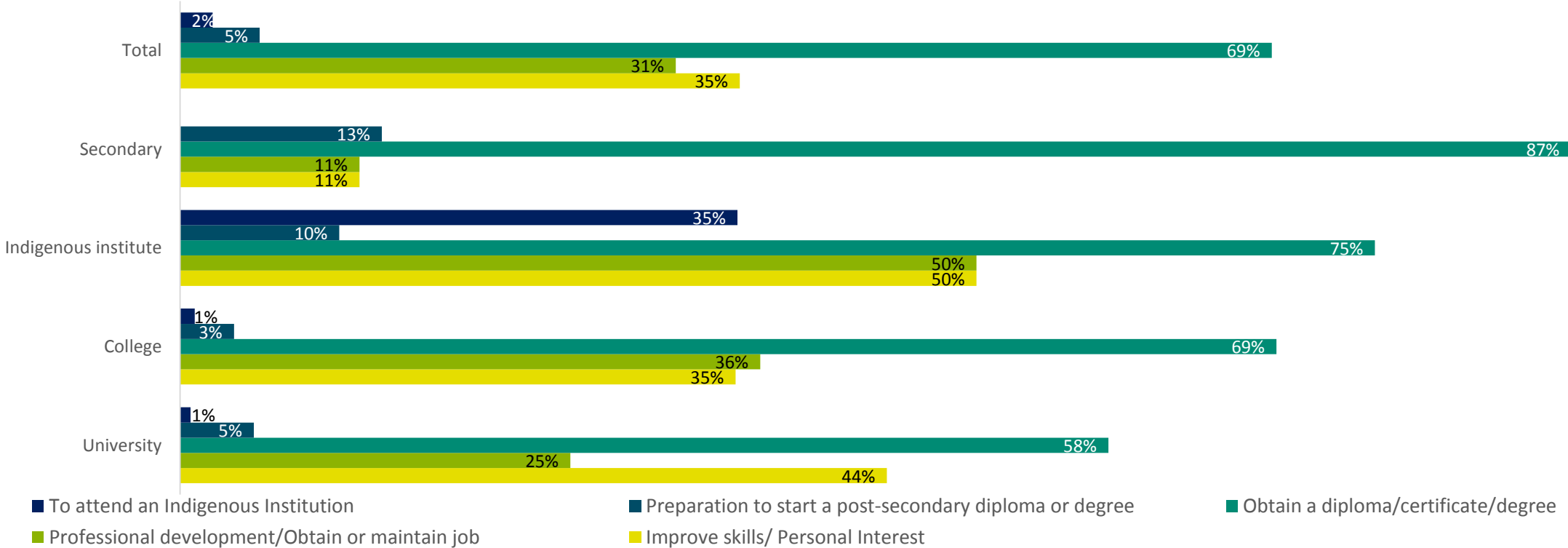




# Goals

# Goals When Registering

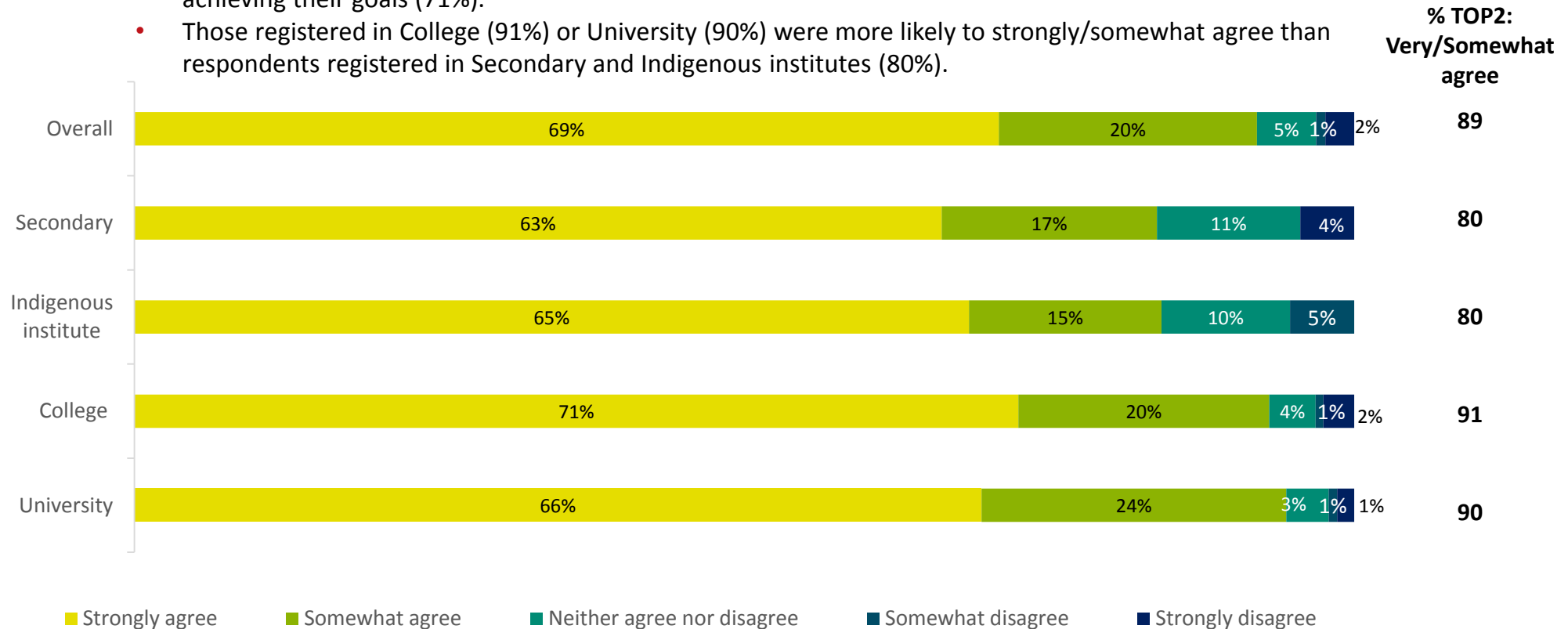
- Across all education institutions, the primary goal for registering in the course(s) was to obtain a diploma/certificate/degree. 87% of those attending Secondary had the goal of obtaining a diploma/certificate/degree when registering in the course(s).
- Those attending Secondary were significantly less likely to have registered for the purposes of improving a skill or personal interest than those who were enrolled in University (11%, compared to 44%).



Q1. Thinking back to the course(s) you took between September 2017 to August 2018 and used Contact North | Contact Nord's services, what were your goals for registering in the course(s)? (N=566)

# Achieving Goals

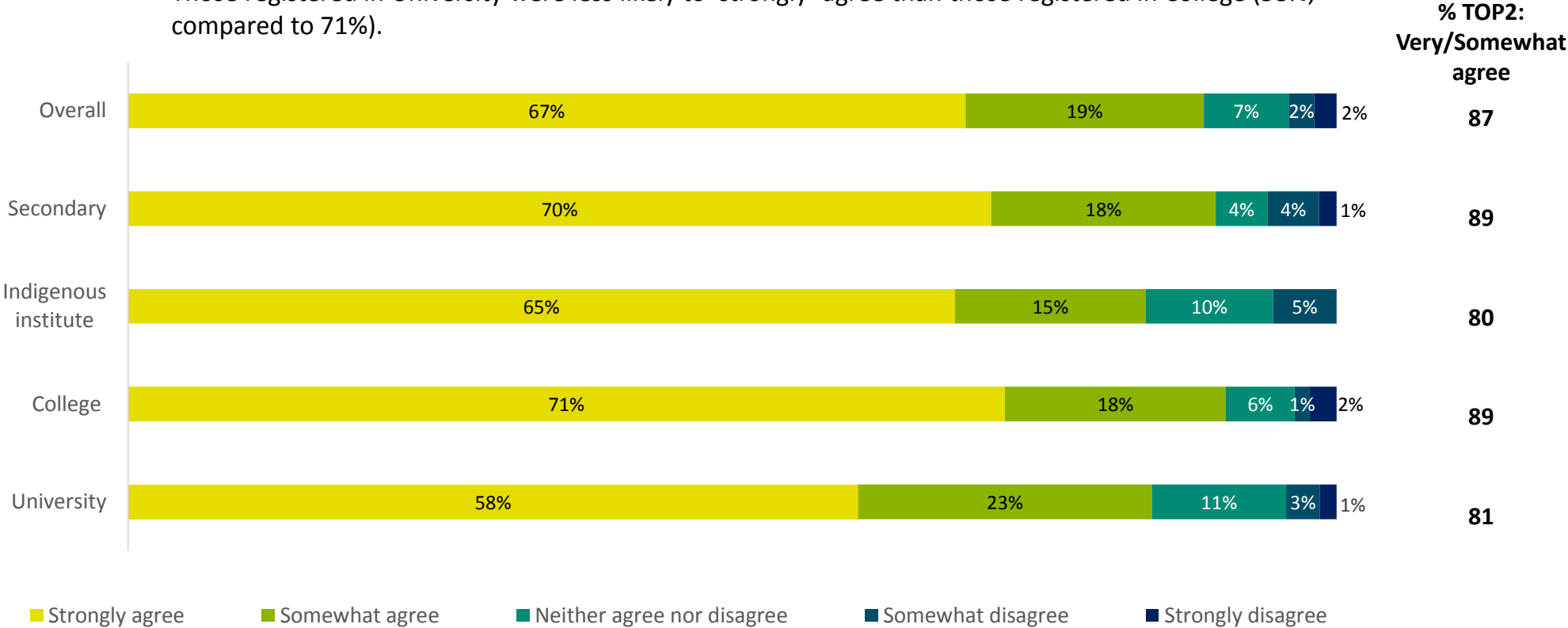
- 89% of respondents agree that the course(s) they took contributed to achieving their goals.
- Respondents in College were more likely to 'strongly' agree that registering in the course(s) contributed to achieving their goals (71%).
- Those registered in College (91%) or University (90%) were more likely to strongly/somewhat agree than respondents registered in Secondary and Indigenous institutes (80%).



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=566)

# Support in Order to Achieve Goals

- Overall, 87% of respondents ‘strongly’ or ‘somewhat agree’ that Contact North | Contact Nord provided support in order for them to achieve their goals.
- Those registered in University were less likely to ‘strongly’ agree than those registered in College (58%, compared to 71%).

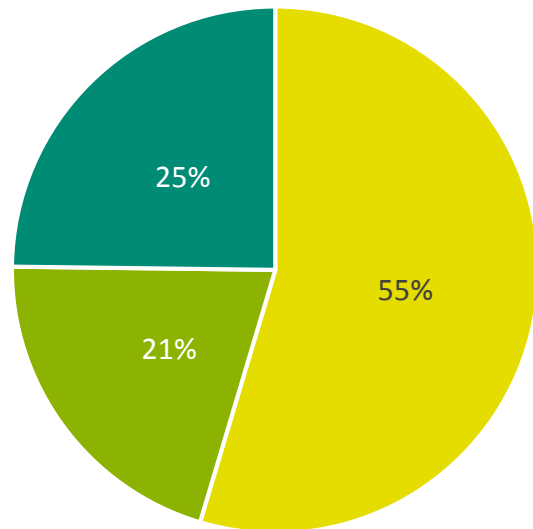


Q7C. Thinking about the course(s) you were registered in, please indicate how much you agree or disagree with the following statements? Contact North | Contact Nord provided support in order for me to achieve my goals. (N=566)

# Number of Courses Registered In vs Completed

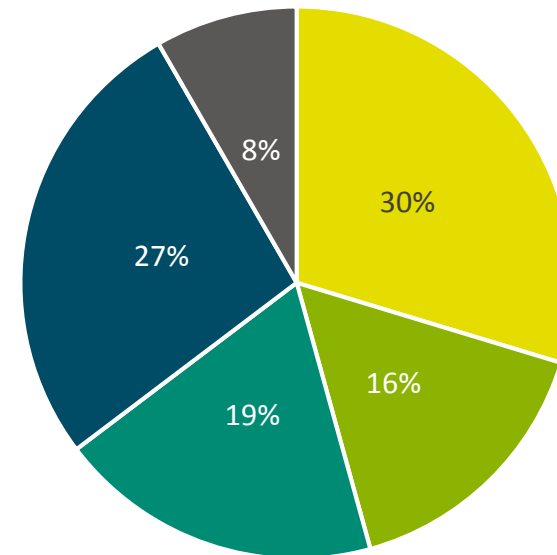
- Over half of respondents were registered in 1 to 3 courses (55%). However, 30% completed between 1 to 3 courses.
- One-quarter of respondents were registered in 7 to 10 courses (25%), likely indicating they are completing a full degree or diploma.
- Over half of respondents were registered in 1 to 3 courses (55%) with over a quarter (27%) stating that their course(s) are ongoing. 1 in 10 (8%) did not complete the course(s) they were registered in.

Number of courses registered in



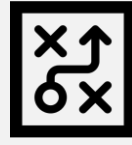
■ 1 to 3 ■ 4 to 6 ■ 7 to 10

Number of courses completed



■ 1 to 3 ■ 4 to 6 ■ 7 to 10 ■ Course(s) are ongoing ■ None

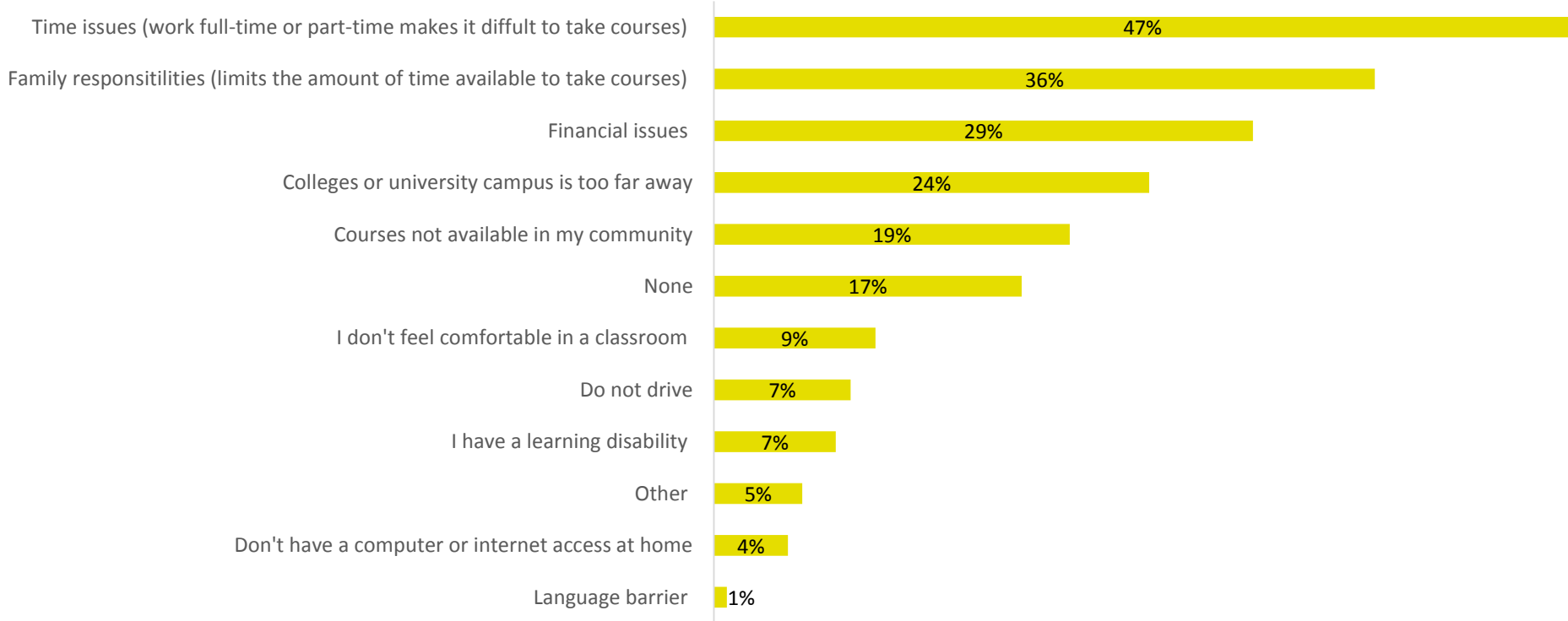
Q2. How many course(s) did you register in? (N=566)  
Q3. How many course(s) did you complete? (N=566)



# Challenges

# Challenges

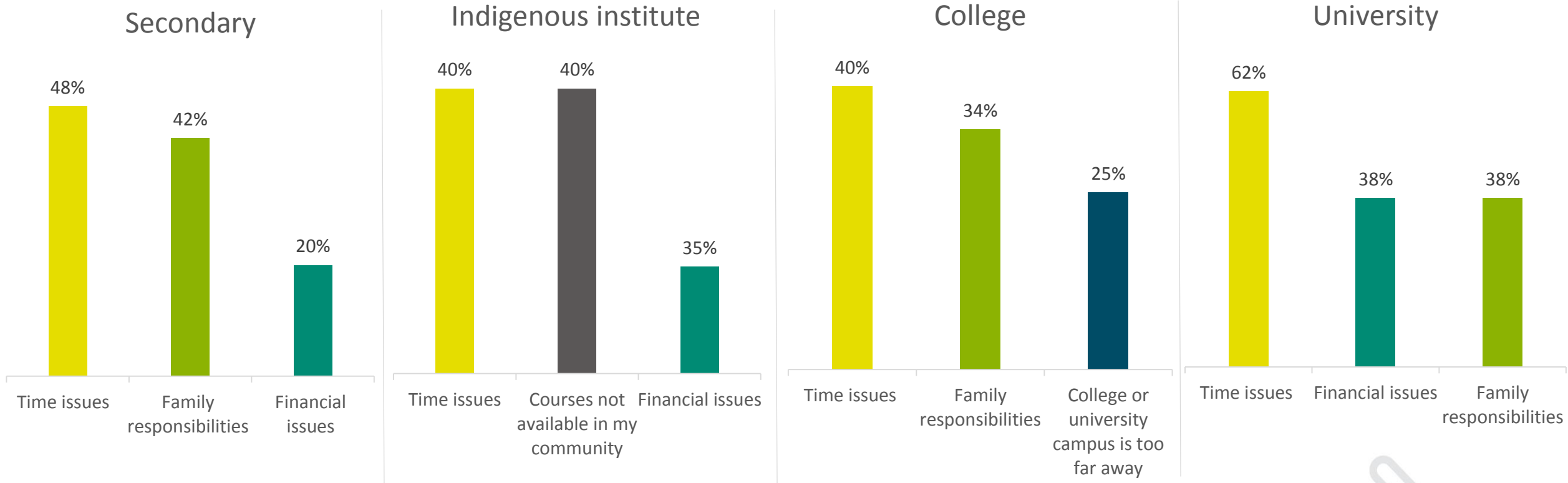
- Nearly half of respondents indicated that ‘time issues’ such as working is a challenge they face when pursuing their educations and training (47%), while a third indicated ‘family responsibilities’ (36%).
- 1 in 6 (17%) indicated that they do not face any challenges in pursuing their education and training.



Q10. Which challenges have you faced, if any, in pursuing your education and training? (N=566)

# Top 3 Challenges by Institution Type

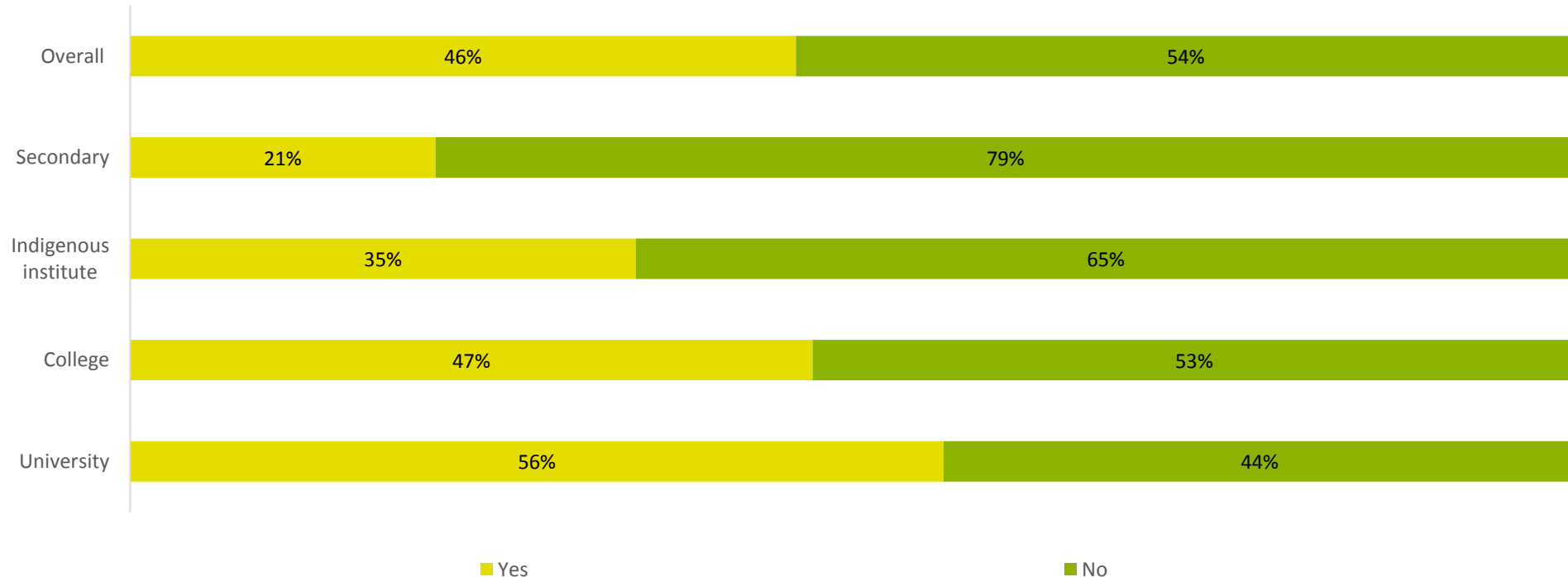
- 'Time issues' was the biggest challenge faced by respondents across all four educational institution categories. (48% Secondary, 40% Indigenous institute, 40% College and 62% University).
- 42% of those in Secondary, 38% in University and 34% in College said, 'family responsibilities' was the next common challenge faced by respondents.
- Over a third of those in University (38%) and in an Indigenous institute (35%) stated 'financial issues' was a challenge while 1 in 5 (20%) of those in Secondary stated the same.





# Registering In More Courses

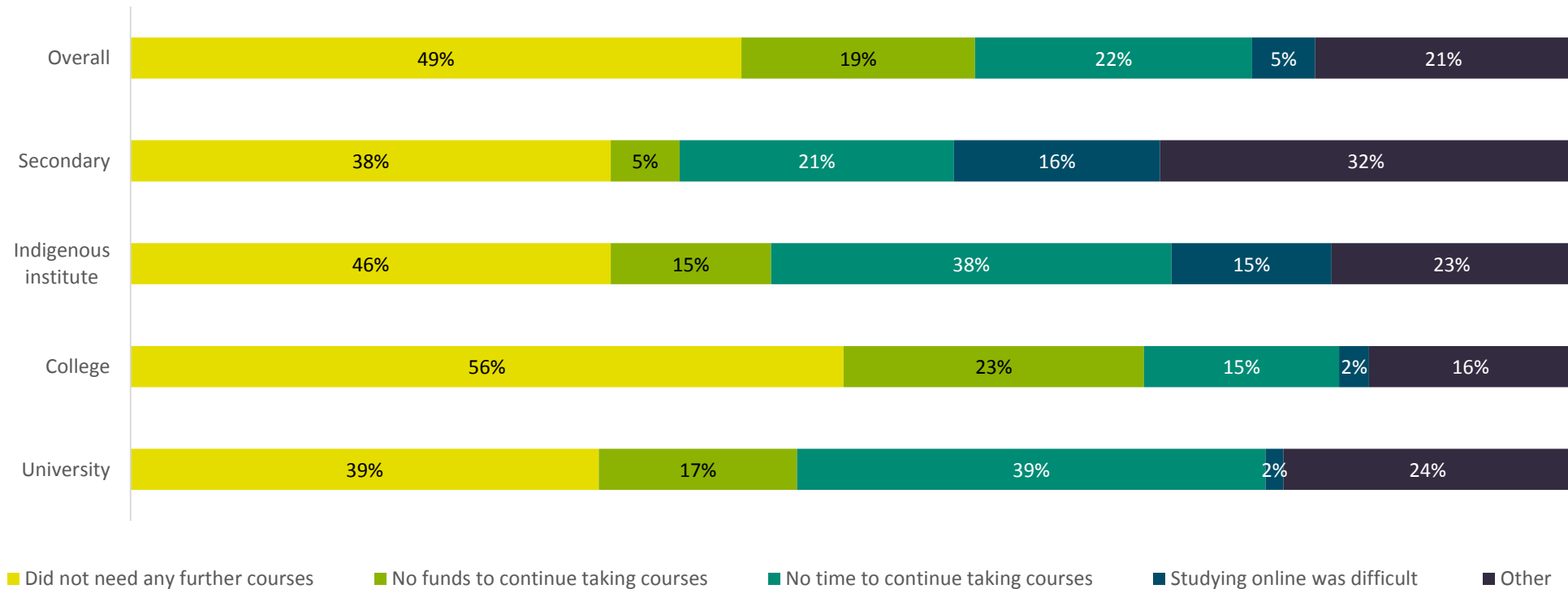
- Overall, over half of respondents did not register in other course(s) since August 2018 (54%).
- Those attending Secondary education were significantly less likely to register for other course(s) than those who attend University (21%, compared to 56%).



Q5. Have you registered for other course(s) since August 2018? (N=566)

# Reasons Why Respondents Did Not Register in More Courses

- With regards to the reasons why respondents did not continue registering in more course(s), nearly half of all respondents indicated that they did not need any further courses (49%).
- Overall, 1 in 5 do not have time to continue taking courses (22%) while a similar proportion do not have the funds to continue (19%).

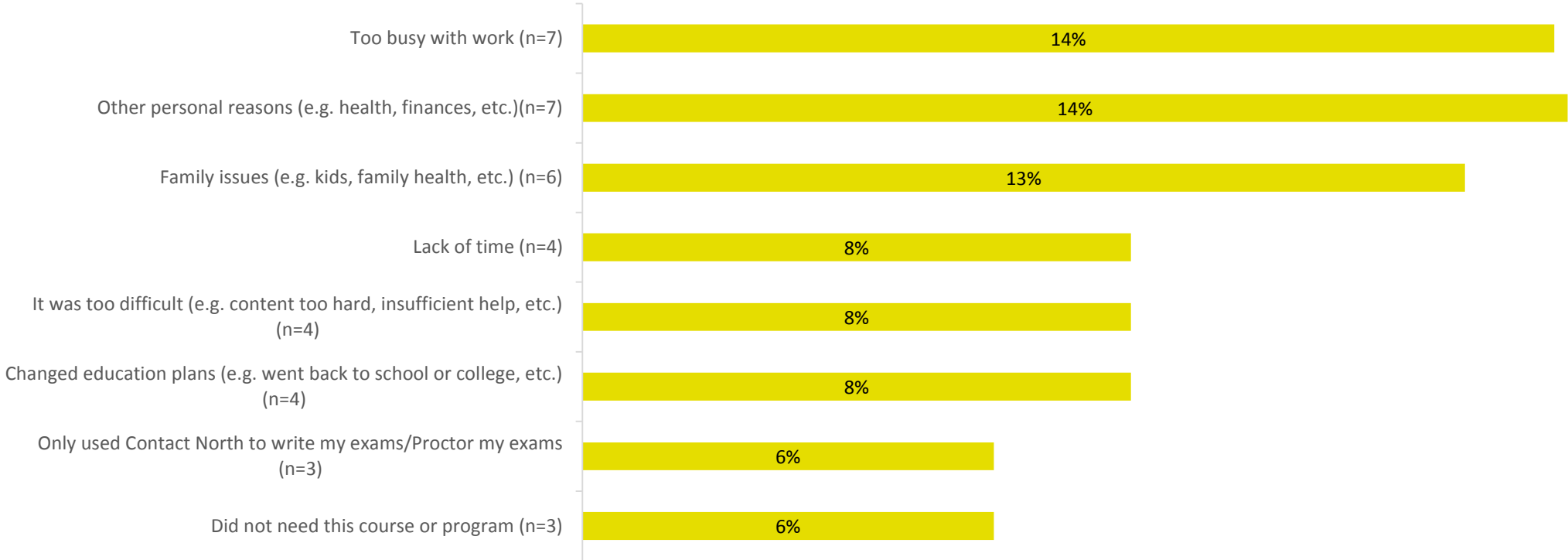


Q6. Why did you not register in any more course(s)? Please select all that apply. (N=305)

Base: Q5. Have you registered for other course(s) since August 2018.

# Reasons Why Respondents Did Not Complete the Course or Programs

- 14% of respondents indicated that other personal reasons such as health and finance prevented them from completing the course or program that they were registered in. The same proportion stated that they were too busy with work (14%).
- 6% indicated that they only used Contact North | Contact Nord services in order to write their exams.

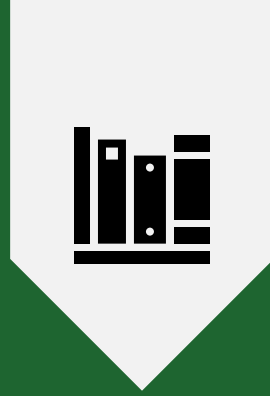


Q4. Why did you not complete the course or program that you were registered in? (N=47)\*

Base: Q3. How many course(s) did you complete? (N=566)

\*Caution: Small Sample Size

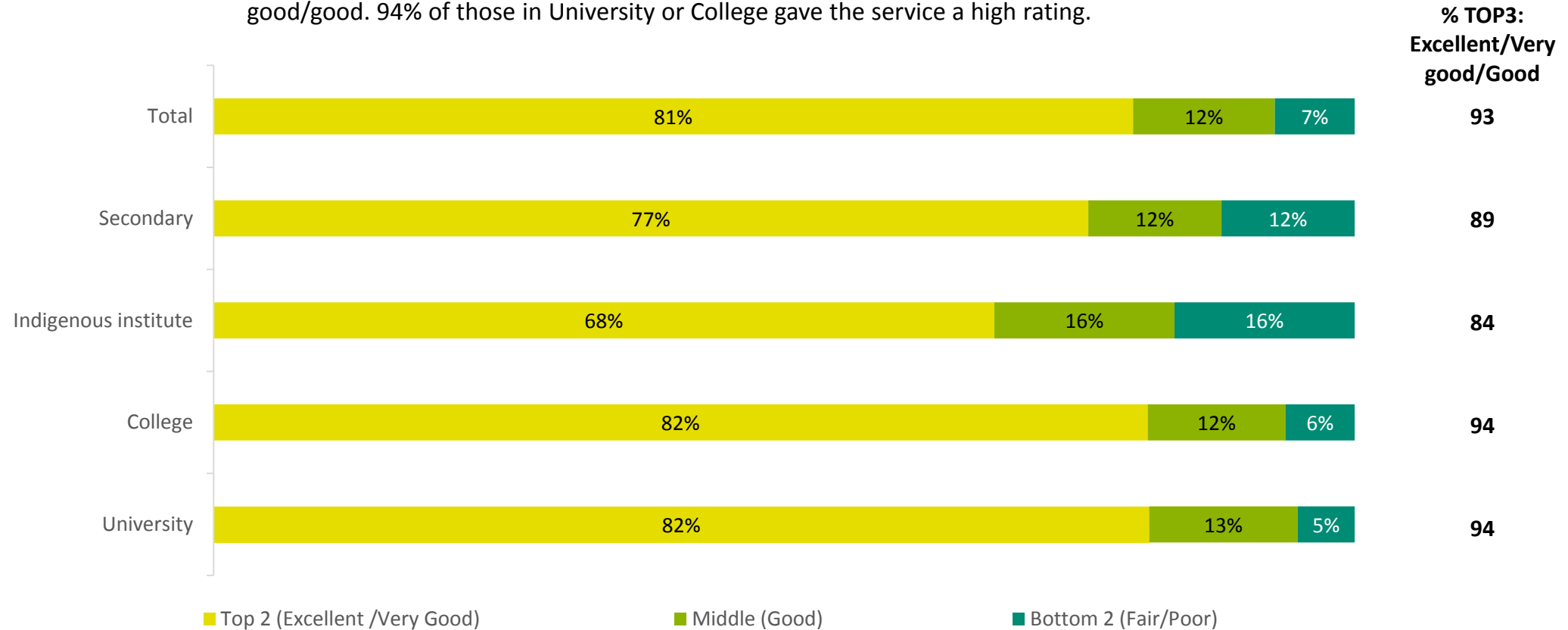
Non answer = 39%



# Services

# Information on Available Online Courses and Study Options

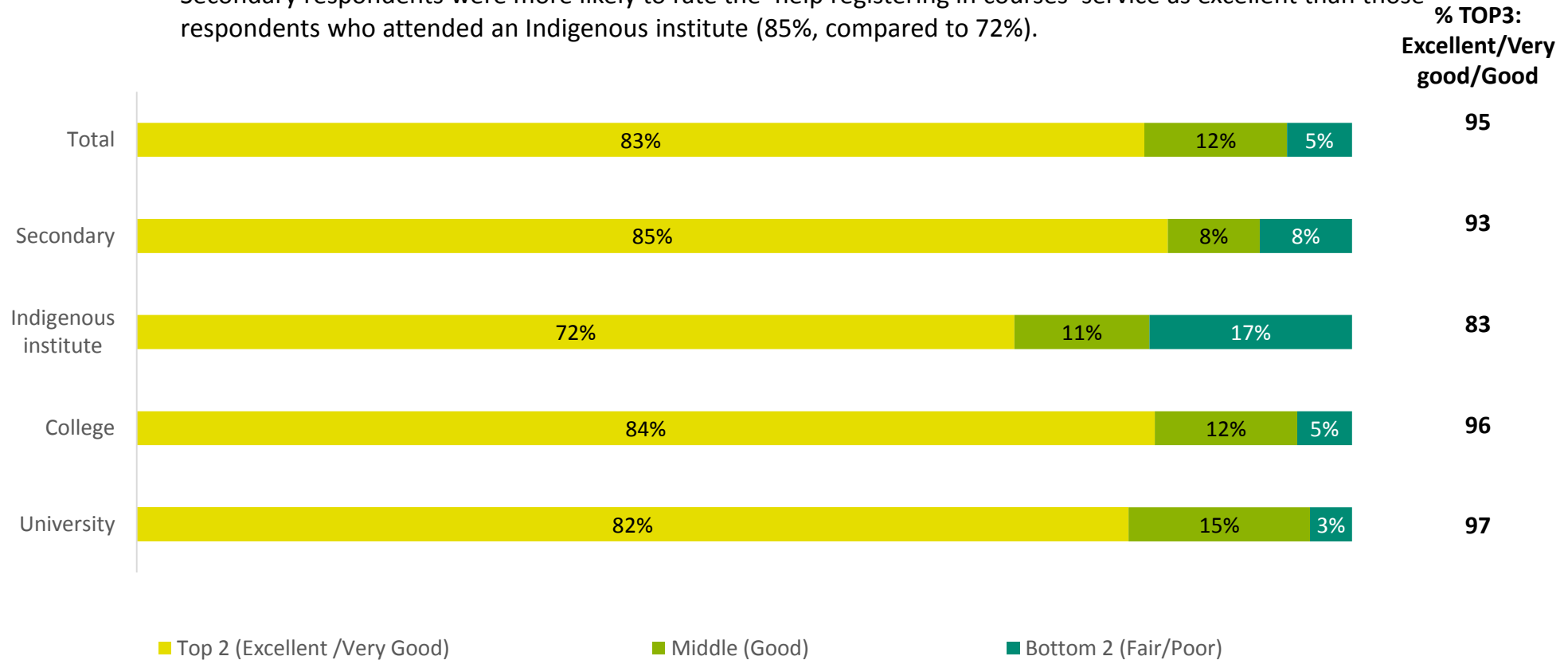
- 9-in-10 respondents would rate the information available on online course/study options as excellent/very good/good (93%).
- Respondents who were enrolled in University or College were more likely to rate the service as excellent/very good/good. 94% of those in University or College gave the service a high rating.



Q11A. How would you rate the following Contact North | Contact Nord services?  
 Information on available online courses and study options (N=428)\*  
 \*Of those who used the service

# Help Registering in Courses

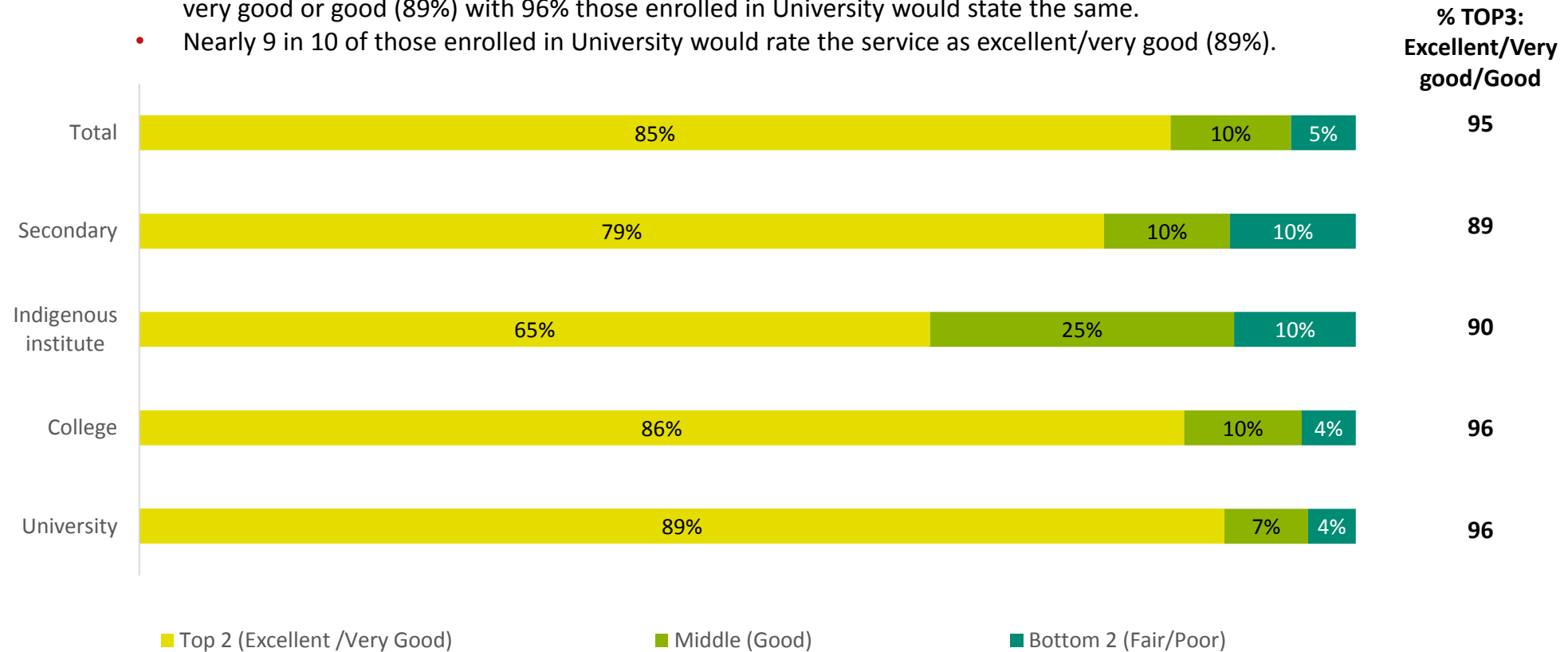
- Overall, over 9 in 10 respondents would rate the ‘help registering in courses’ service as excellent/very good (95%).
- Secondary respondents were more likely to rate the ‘help registering in courses’ service as excellent than those respondents who attended an Indigenous institute (85%, compared to 72%).



Q11B. How would you rate the following Contact North | Contact Nord services?  
 Help registering in courses? (N=393)\*  
 \*Of those who used the service

# Support from Staff in the Online Learning Centre

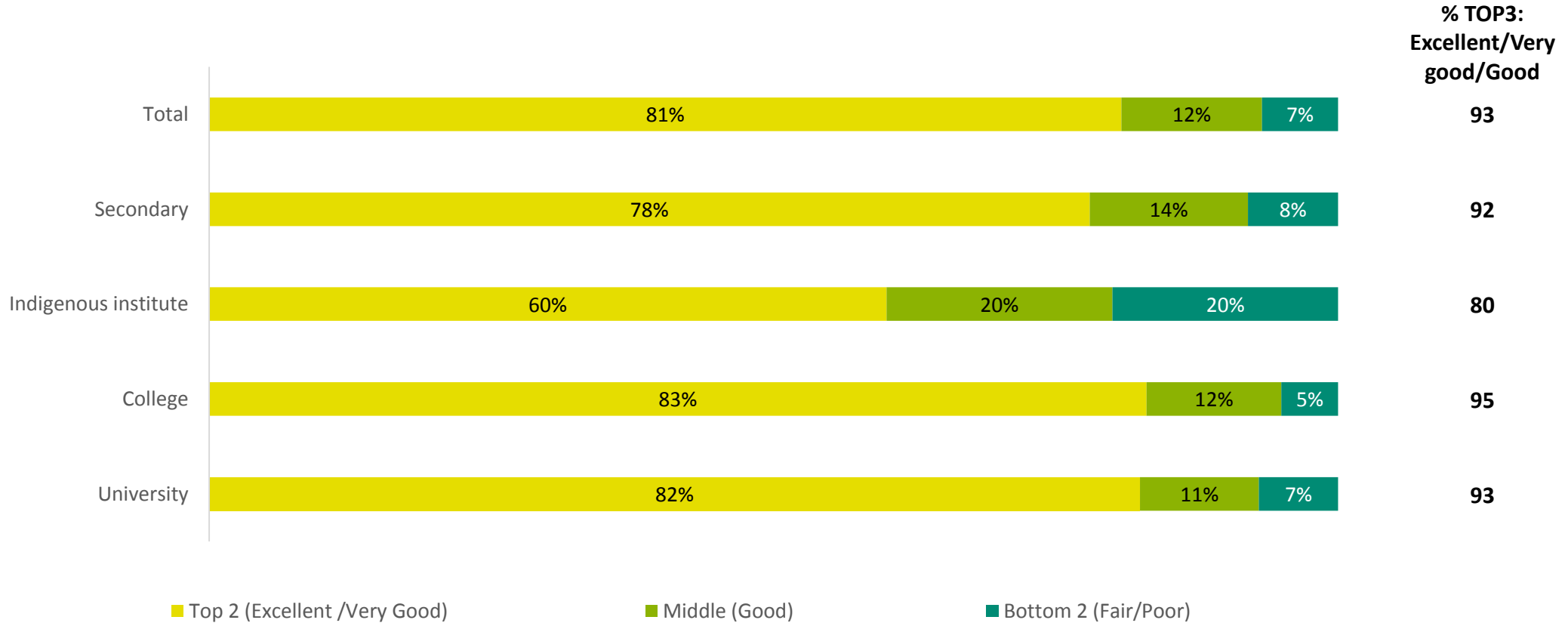
- Overall, 95% of respondents would rate 'support from staff in the online learning centre' as excellent, very good or good.
- 9 in 10 of those enrolled in Secondary would rate 'support from staff in the online learning centre' as excellent, very good or good (89%) with 96% those enrolled in University would state the same.
- Nearly 9 in 10 of those enrolled in University would rate the service as excellent/very good (89%).



Q11C. How would you rate the following Contact North | Contact Nord services?  
 Support from staff in the online learning centre(N=364)\*  
 \*Of those who used the service

# Referrals for Local Support Services

- Those attending College were significantly more likely to rate the referral service as excellent/very good than those attending an Indigenous institute (83%, compared to 60%).
- 8 in 10 (80%) of those attending an Indigenous institute would rate the service as excellent/very good/good.

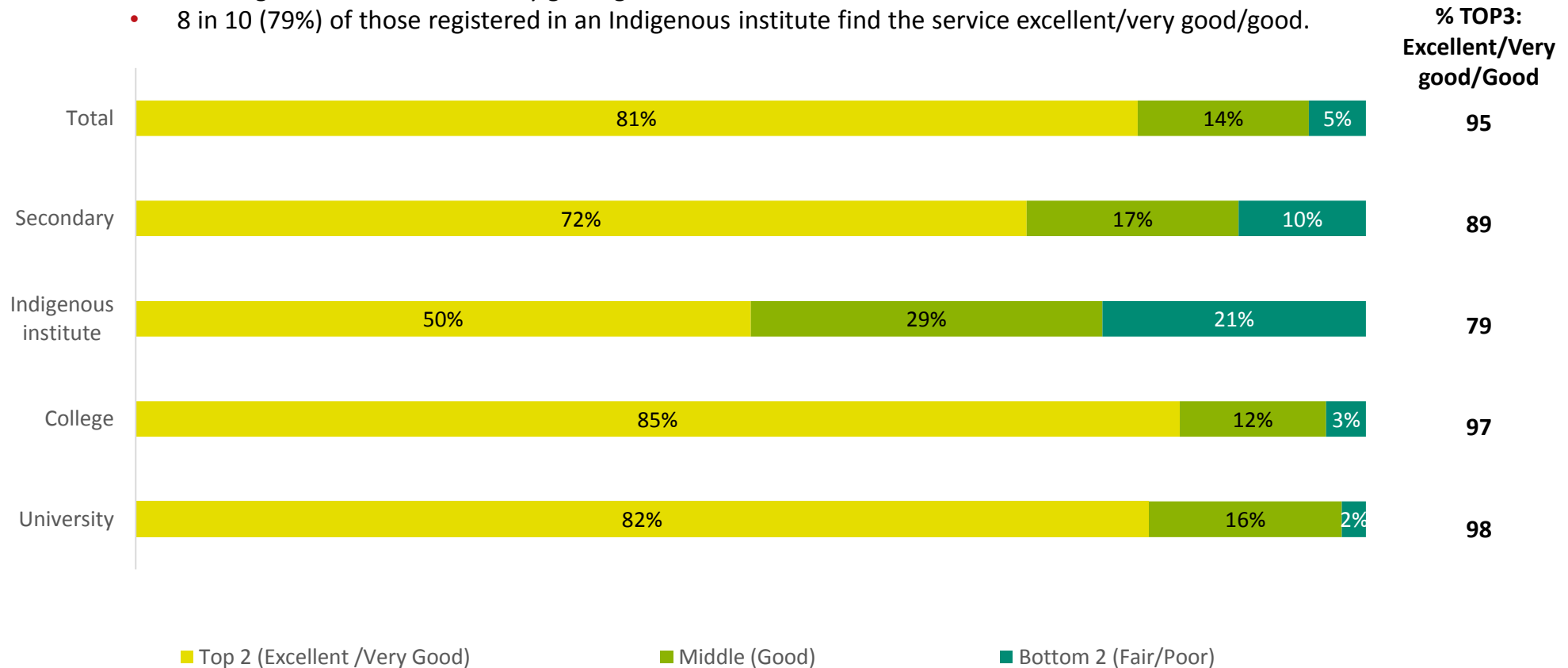


Q11D. How would you rate the following Contact North | Contact Nord services?  
 Referrals for local support services (N=281)\*  
 \*Of those who used the service



# Computers at an Online Learning Centre

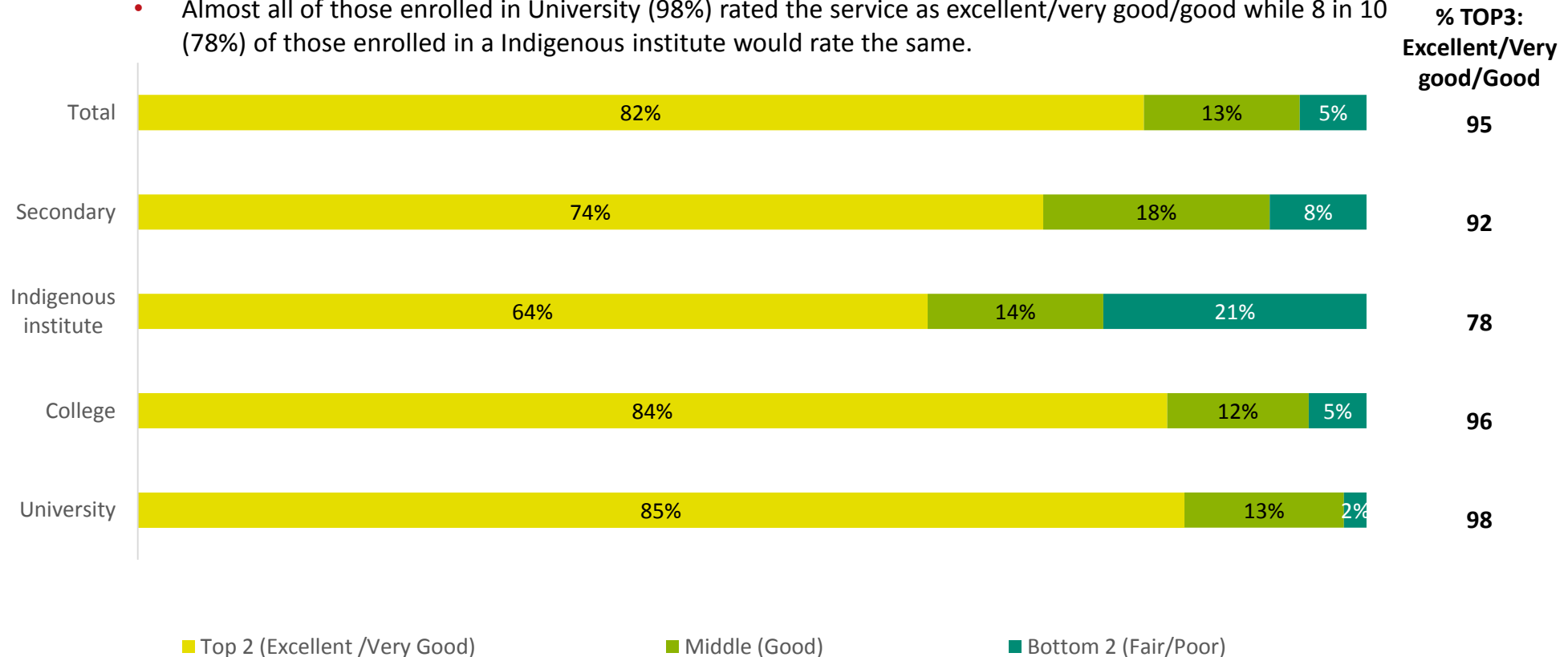
- Nearly 100% of those attending College (97%) or University (98%) would rate the computers at an online learning centre as excellent/very good/good.
- 8 in 10 (79%) of those registered in an Indigenous institute find the service excellent/very good/good.



Q11E. How would you rate the following Contact North | Contact Nord services?  
Computers at an online learning centre (N=283)\*  
\*Of those who used the service

# Internet Access at an Online Learning Centre

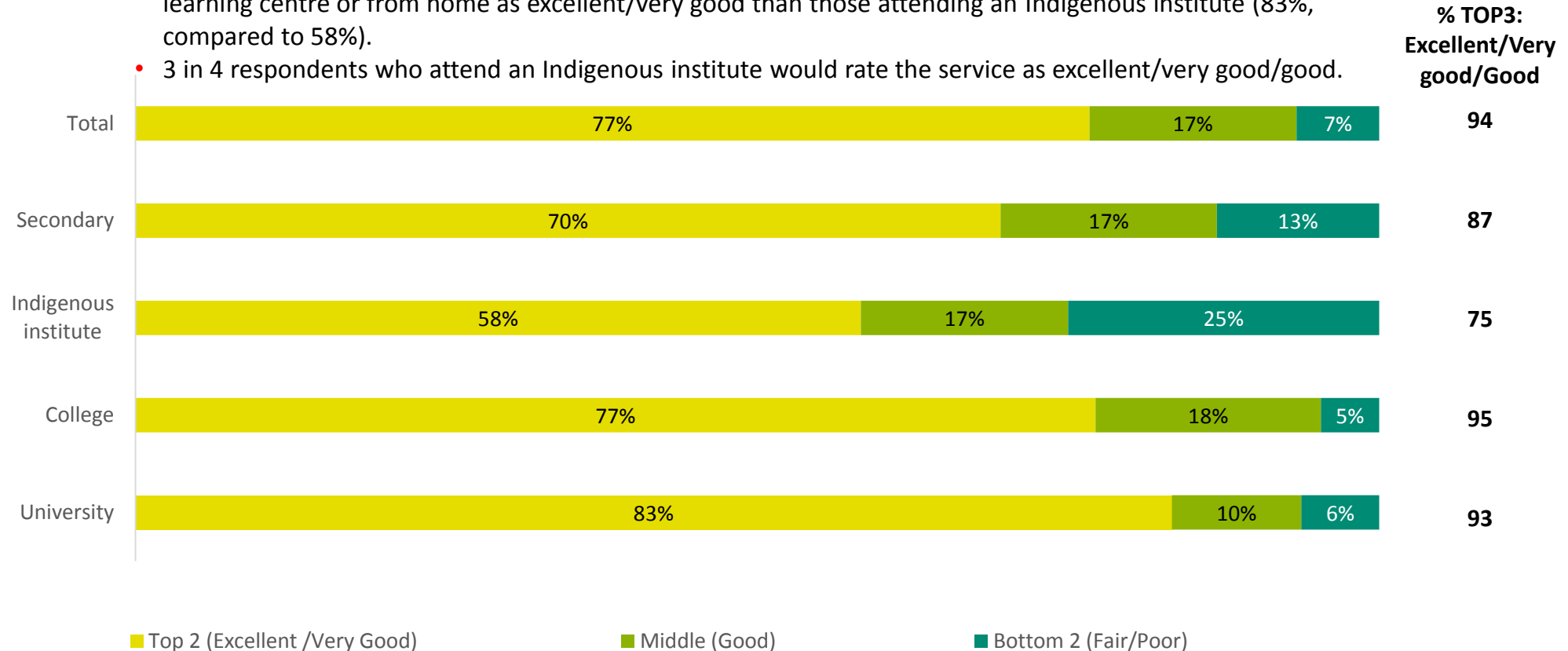
- 9 in 10 (95%) respondents who use internet access at an online learning centre would rate the service as excellent/very good/good.
- Almost all of those enrolled in University (98%) rated the service as excellent/very good/good while 8 in 10 (78%) of those enrolled in a Indigenous institute would rate the same.



Q11F. How would you rate the following Contact North | Contact Nord services?  
 Internet access at an online learning centre (N=300)\*  
 \*Of those who used the service

# Web Conferencing Platform

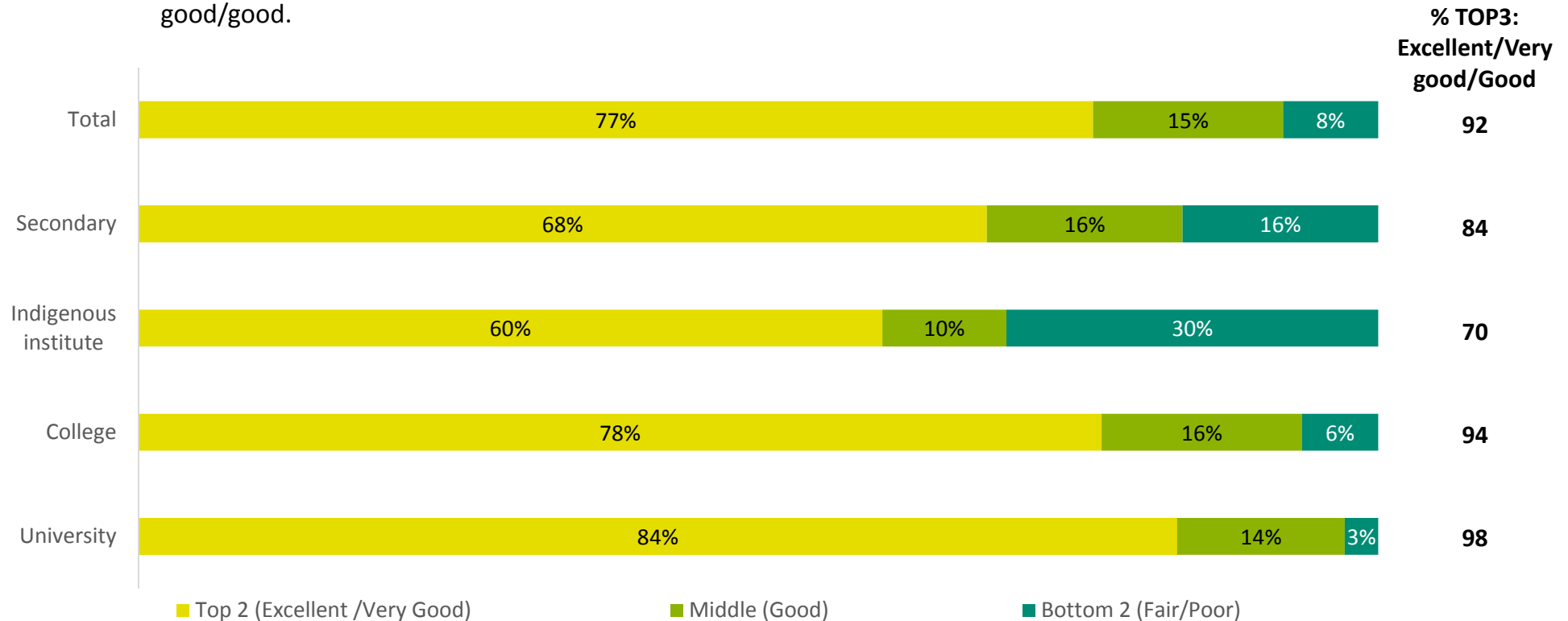
- Three quarters of respondents rated the web conferencing platform as excellent/very good (77%).
- Those attending University were significantly more likely to rate the web conferencing platform at an online learning centre or from home as excellent/very good than those attending an Indigenous institute (83%, compared to 58%).
- 3 in 4 respondents who attend an Indigenous institute would rate the service as excellent/very good/good.



Q11G. How would you rate the following Contact North | Contact Nord services?  
 Web conferencing platform (Saba or Adobe Connect) at an online learning centre or from home (N=258)\*  
 \*Of those who used the service

# Videoconferencing

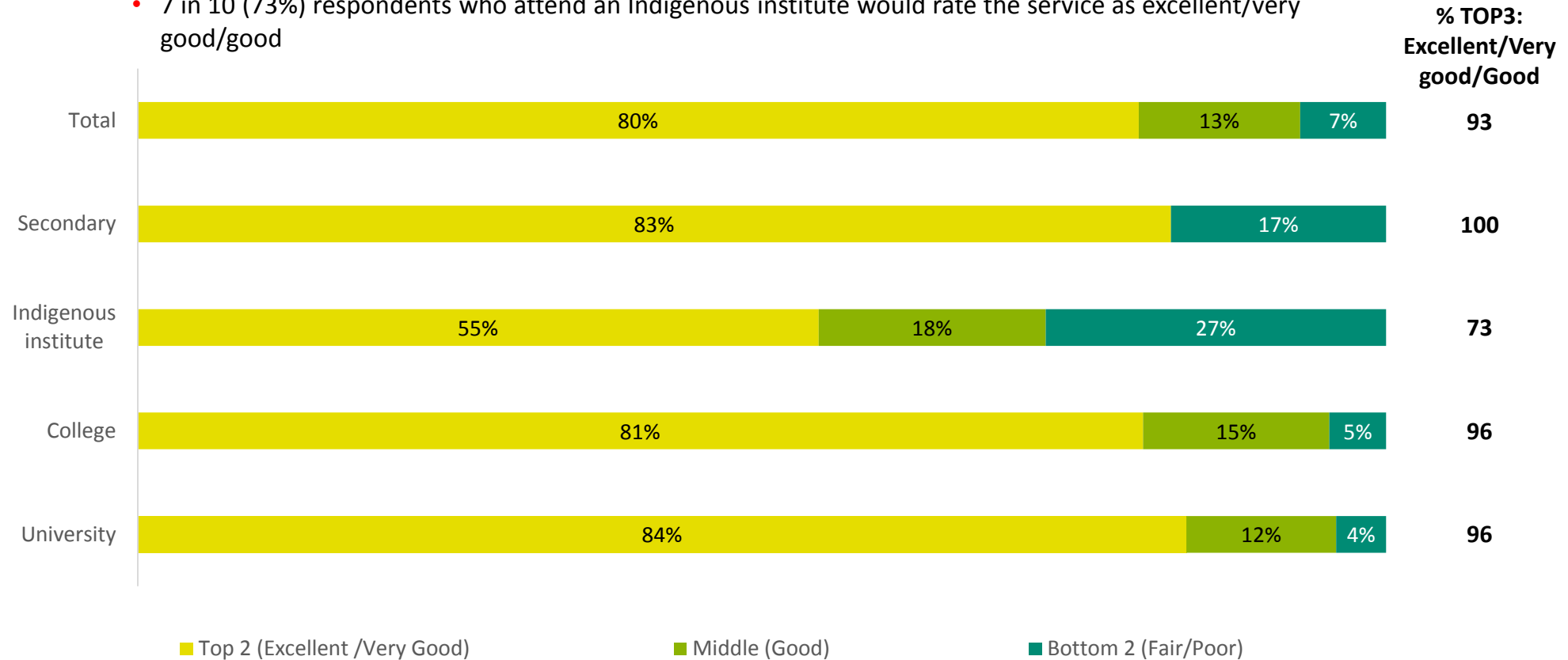
- Of those who used the service, 9 in 10 (92%) rated the videoconferencing service as excellent/very good/good.
- Those attending University were significantly more likely to rate the service as excellent/very good than those attending an Indigenous institute (84%, compared to 60%).
- 7 in 10 (70%) of those attending an Indigenous institute rated the videoconferencing platform as excellent/very good/good.



11H. How would you rate the following Contact North | Contact Nord services?  
 Videoconferencing platform at an online learning (N=199)\*  
 \*Of those who used the service

# Technical Support Hotline

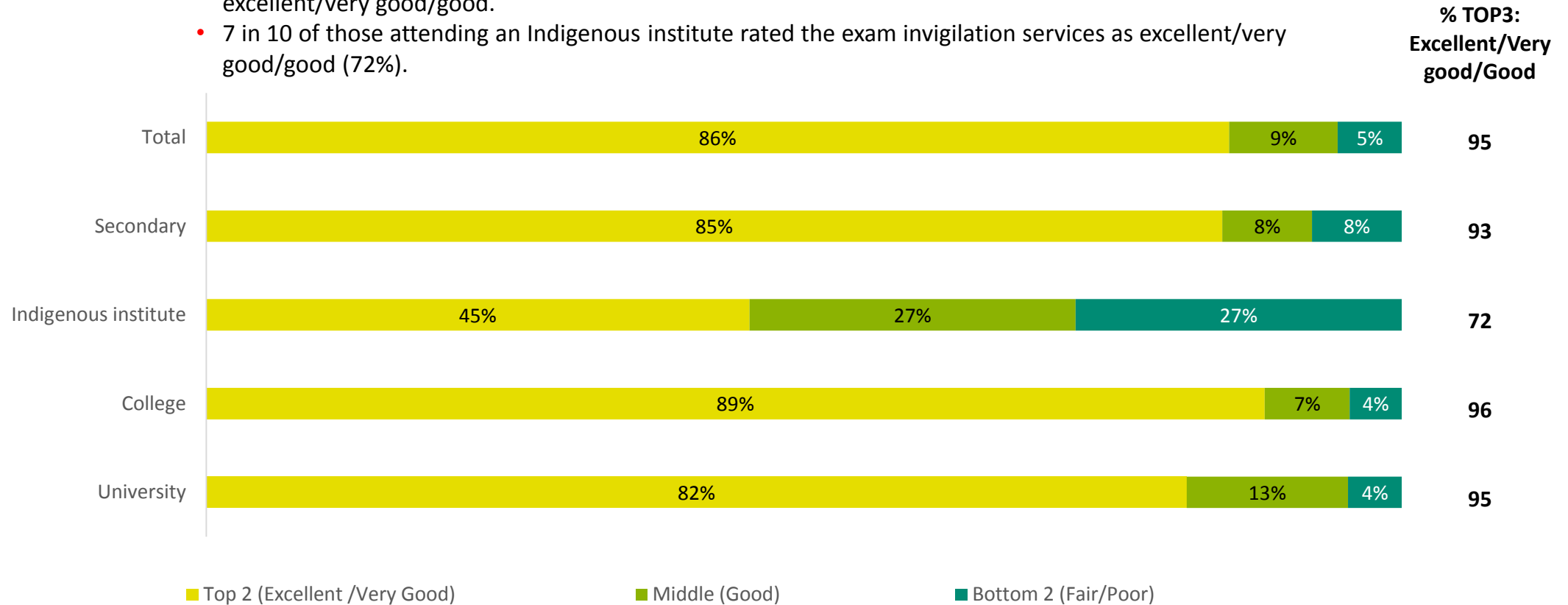
- 9 in 10 rated the service as excellent/very good/good while a few (7%) rated the service as fair/poor.
- All of those attending Secondary (100%) rated the Technical Support Hotline as excellent/very good/good.
- 7 in 10 (73%) respondents who attend an Indigenous institute would rate the service as excellent/very good/good



Q11I. How would you rate the following Contact North | Contact Nord services?  
 Technical Support Hotline (N=246)\*  
 \*Of those who used the service

# Exam Invigilation Services

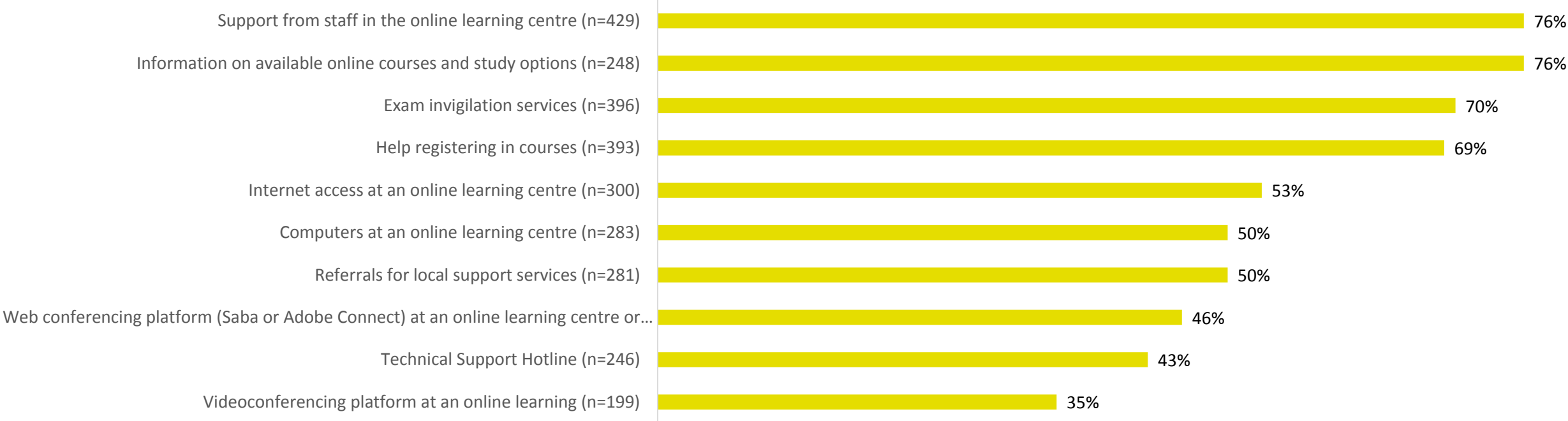
- 9 in 10 had a favourable impression of the exam invigilation services. 95% of respondents rated the service as excellent/very good/good.
- 7 in 10 of those attending an Indigenous institute rated the exam invigilation services as excellent/very good/good (72%).



Q11J. How would you rate the following Contact North | Contact Nord services?  
Exam invigilation services (N=339)\*  
\*Of those who used the service

# Services Used

- 76% of respondents received support from staff in the online learning centre. The same number (76%) received information on available online courses and study options.
- 7 in 10 (70%) also used the exam invigilation services.
- A third (35%) used the videoconferencing platform at an online learning centre.

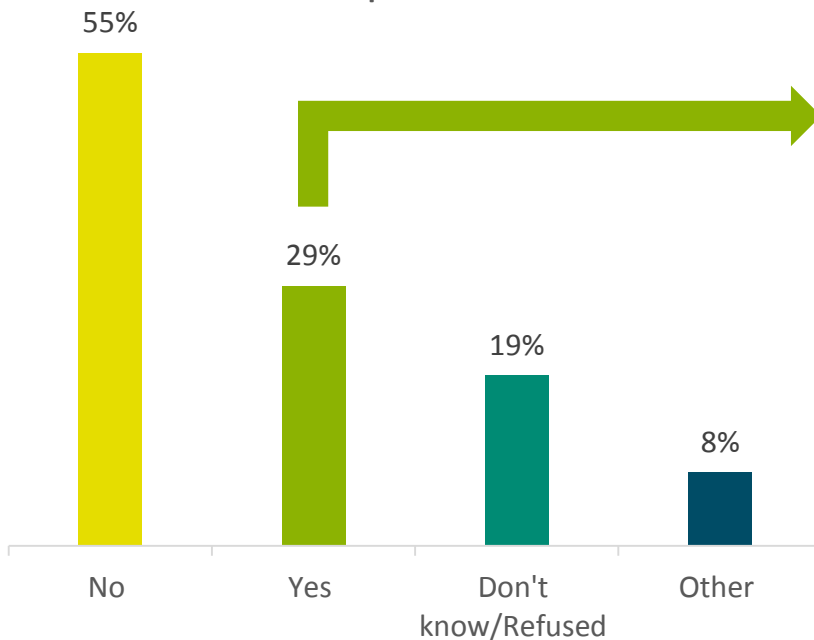


Q11A-Q11J. How would you rate the following Contact North | Contact Nord services?  
 Respondents who used services (N=199-429)

# Services Contact North | Contact Nord Can Provide

- 1 in 2 respondents indicated that 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 that 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=566)

\*Of the services that could be provided, use caution as the sample size for each service is <30

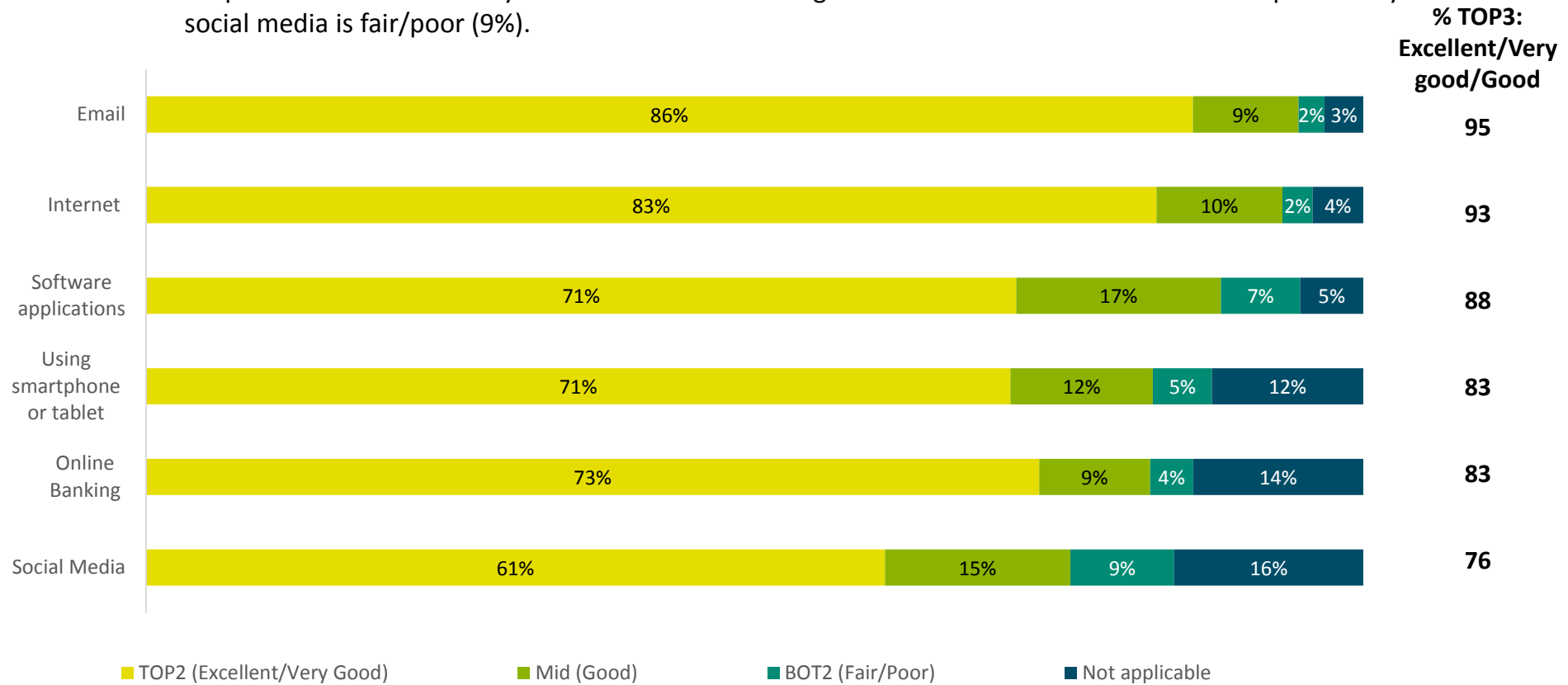




**Technology**

# Proficiency with Technology

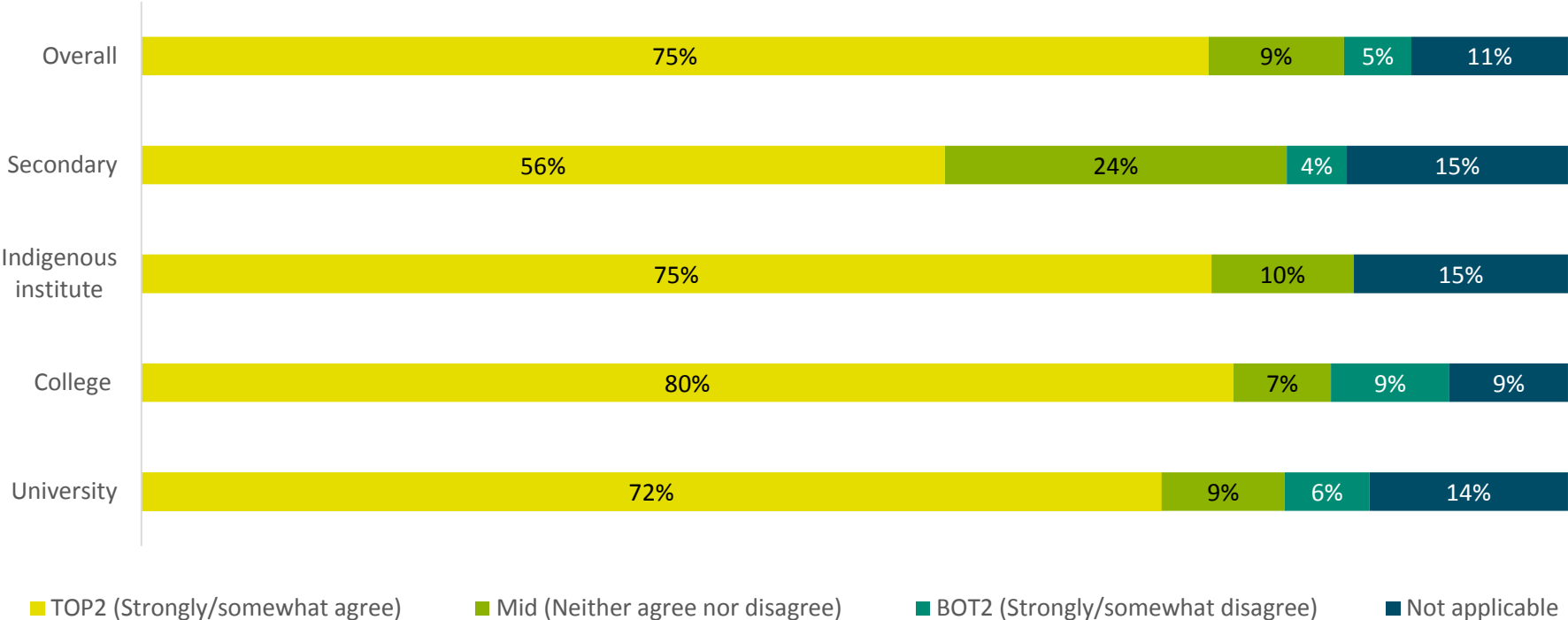
- Most respondents rate their proficiency using email (95%) and the internet (93%) as excellent/very good/good.
- Respondents were less likely to be confident with using social media. 1 in 10 stated that their proficiency with social media is fair/poor (9%).



Q12A – F. Overall, how would you rate your proficiency with the following technology and applications? (N=566)

# Completing Education Due to Online Availability

- 7 in 10 of respondents completed their education because it was available online (75%).
- Those enrolled in College are significantly more likely to strongly agree/agree they completed their education because it was available online than those enrolled in Secondary (80%, compared to 56%).



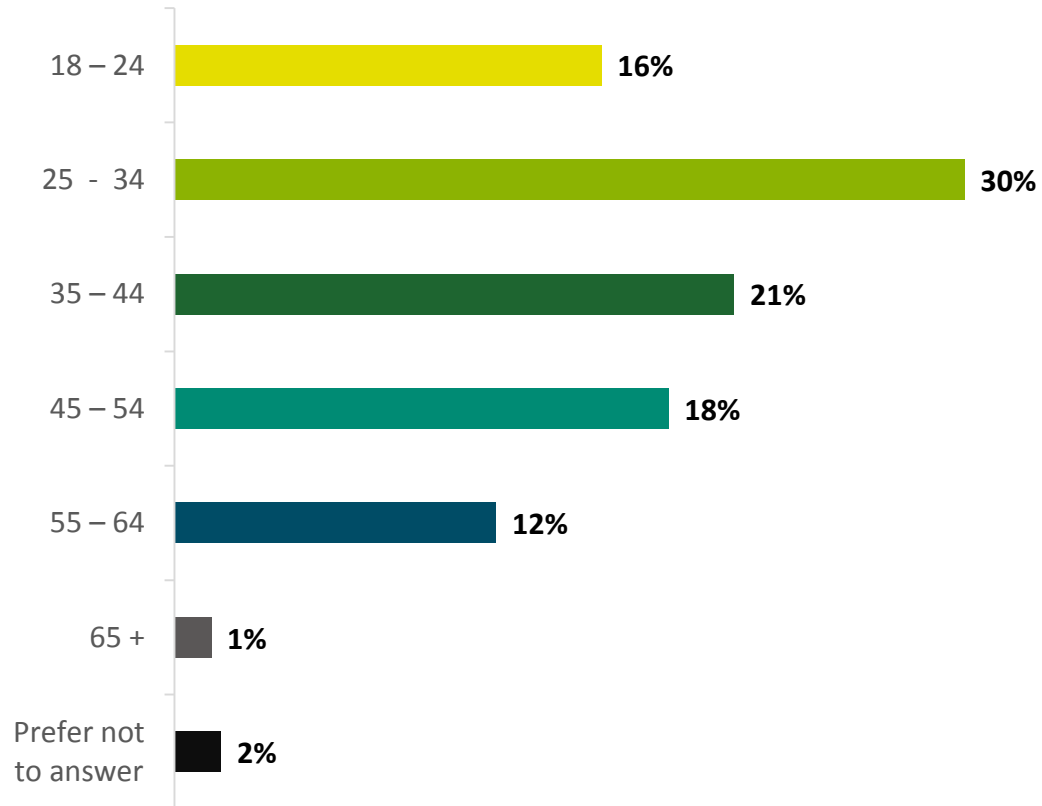
Q7B. Thinking about the course(s) you were registered in, please indicate how much you agree or disagree with the following statements. I completed my education because it was available online. (N=566)



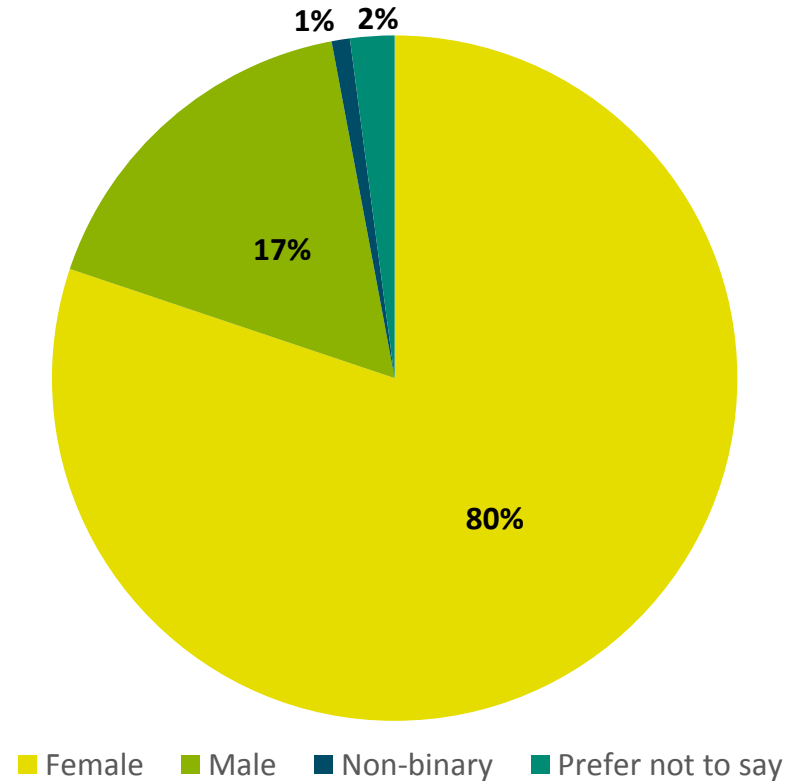
# Demographics

# Age & Gender

Age Range



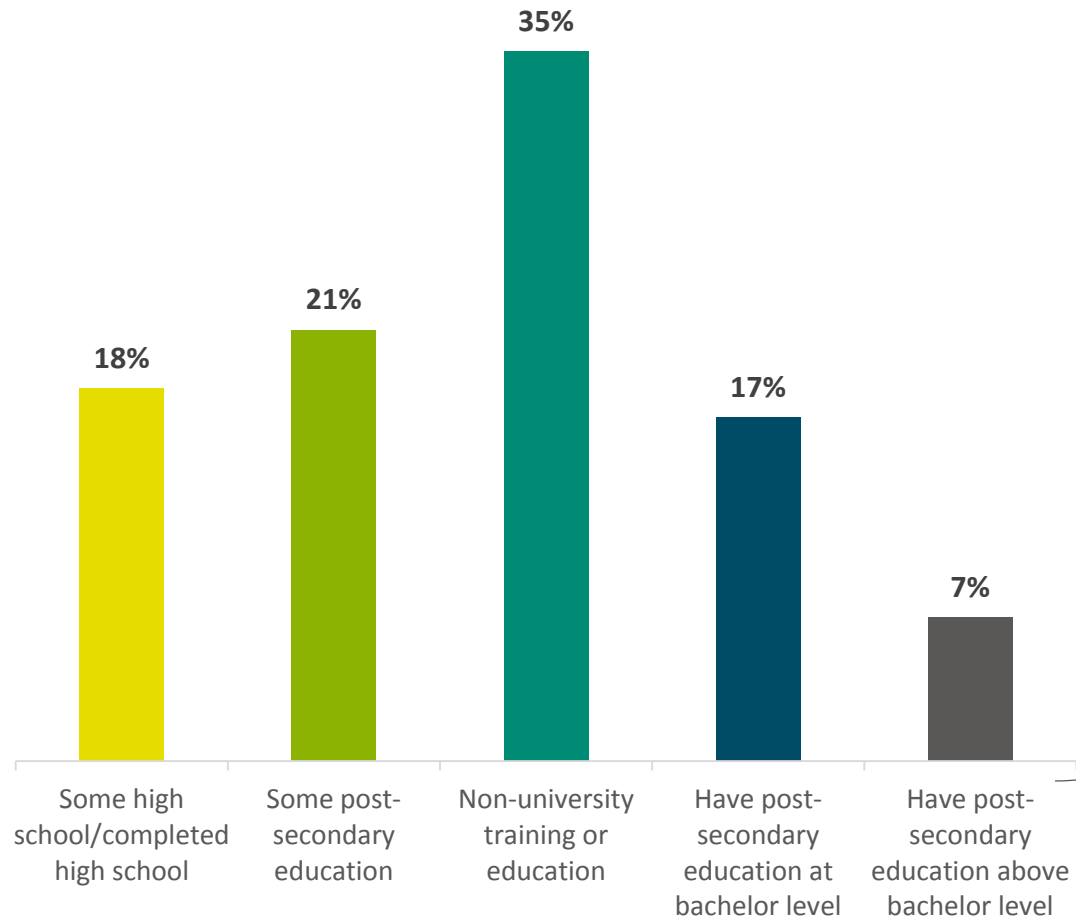
Gender



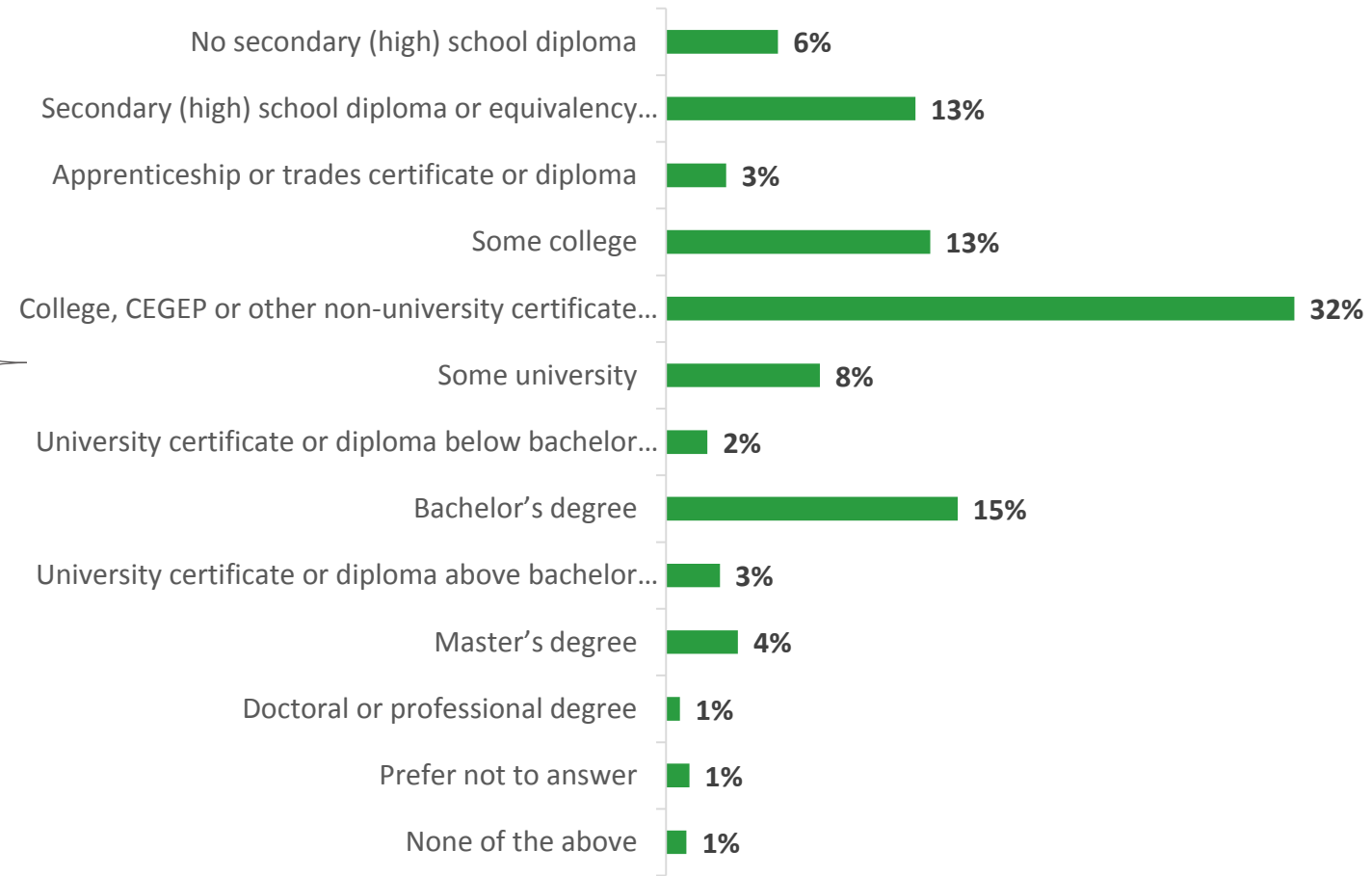
D1. How would you describe your gender? (N=566)  
D2. What is your age? (N=566)

# Education

Overview: Level of Education



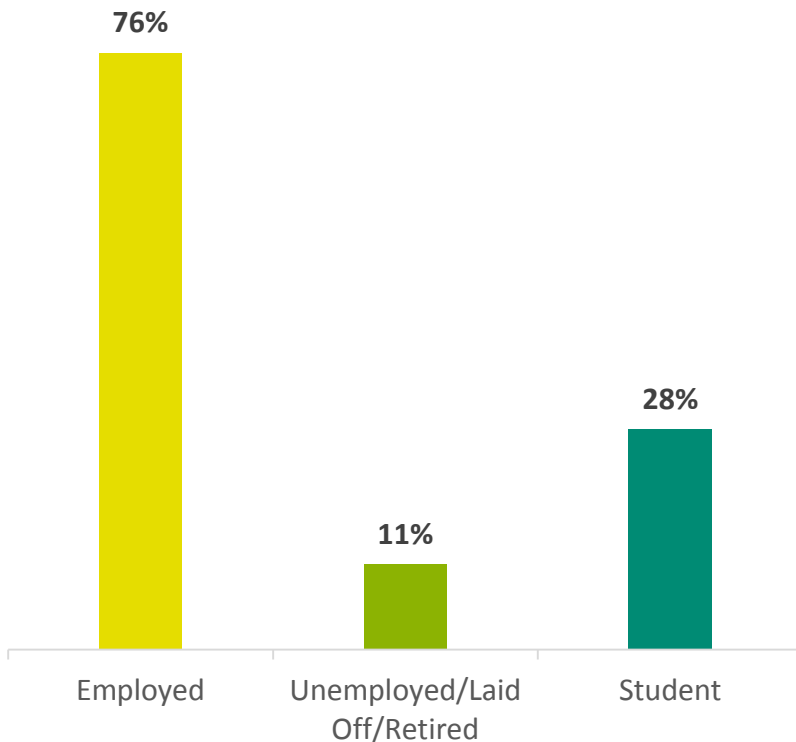
Breakdown: Level of Education



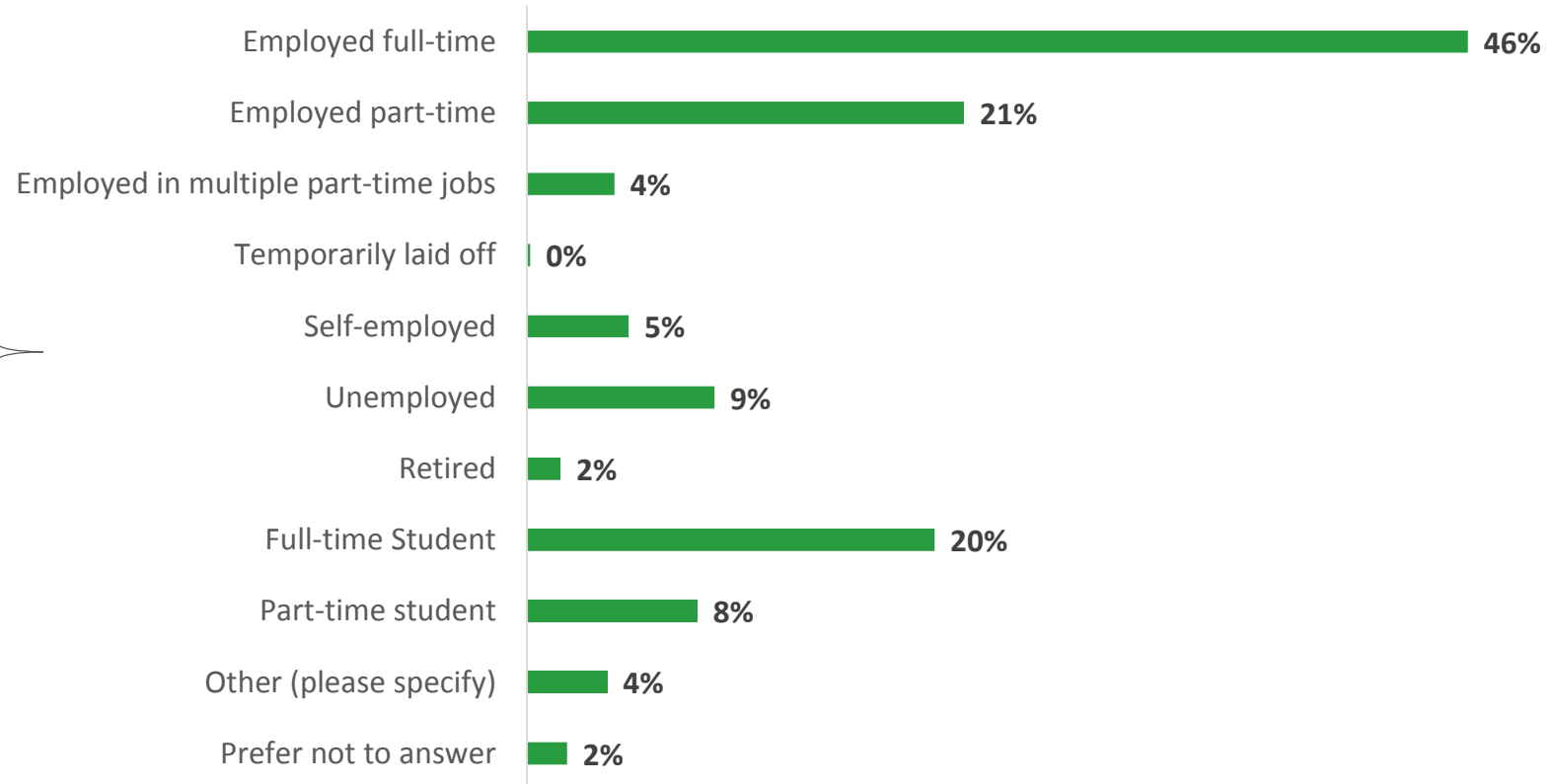
D3. What is the highest level of education or training you have completed? (N=566)

# Employment

## Overview: Level of Employment



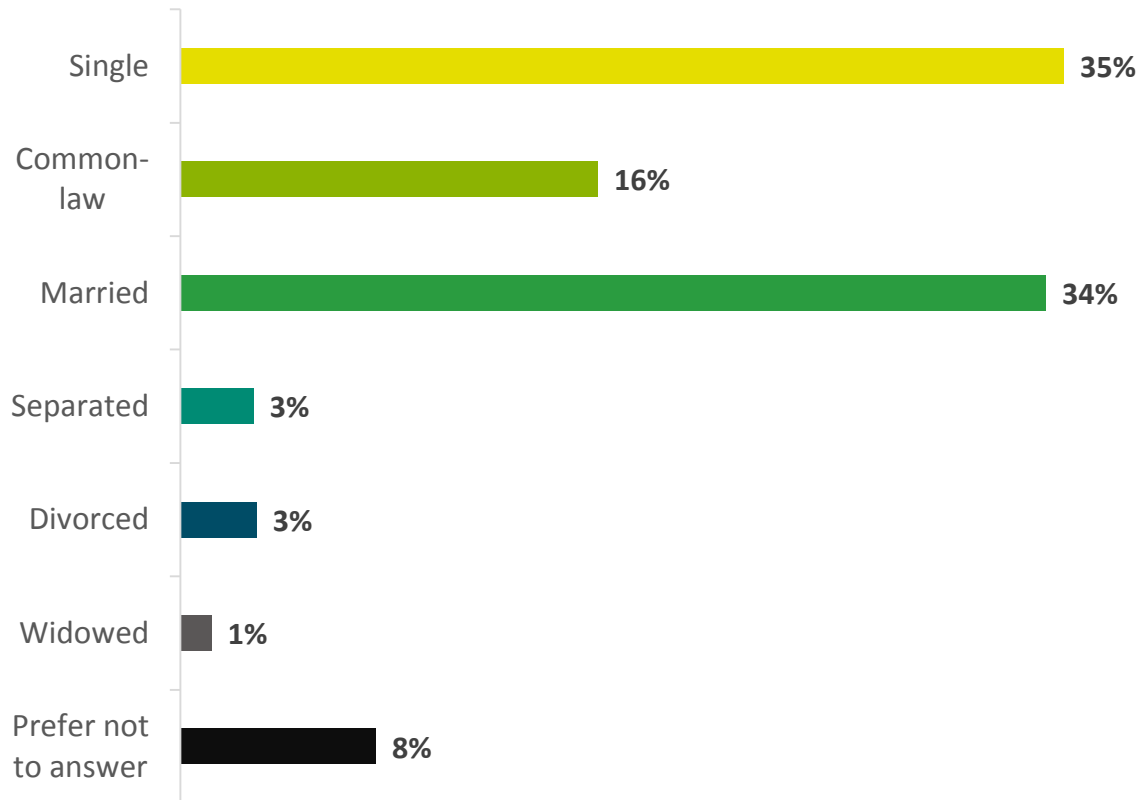
## Breakdown: Level of Employment



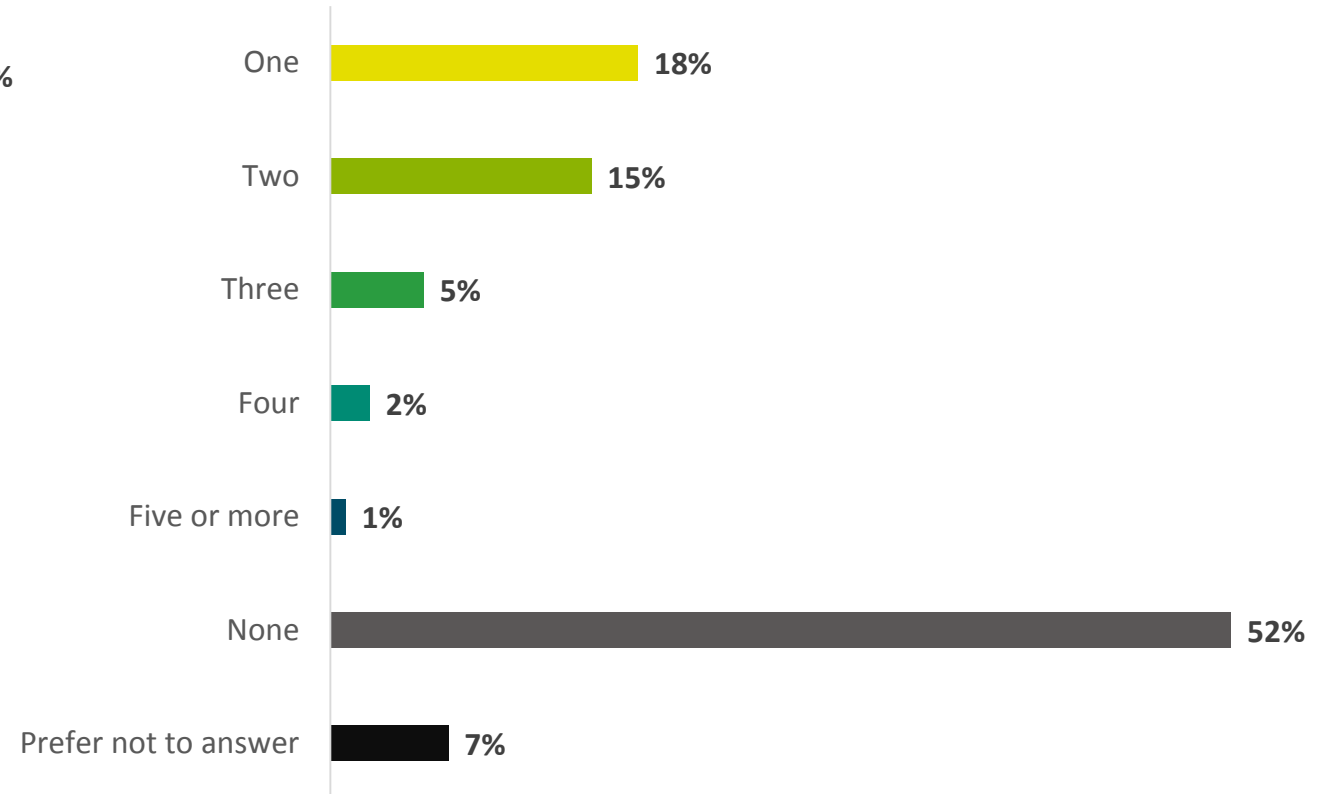
D4. Which of the following best describes your current employment status? Please select all that apply. (N=566)

# Relationship Status & Number of Children

Relationship Status



Number of Children



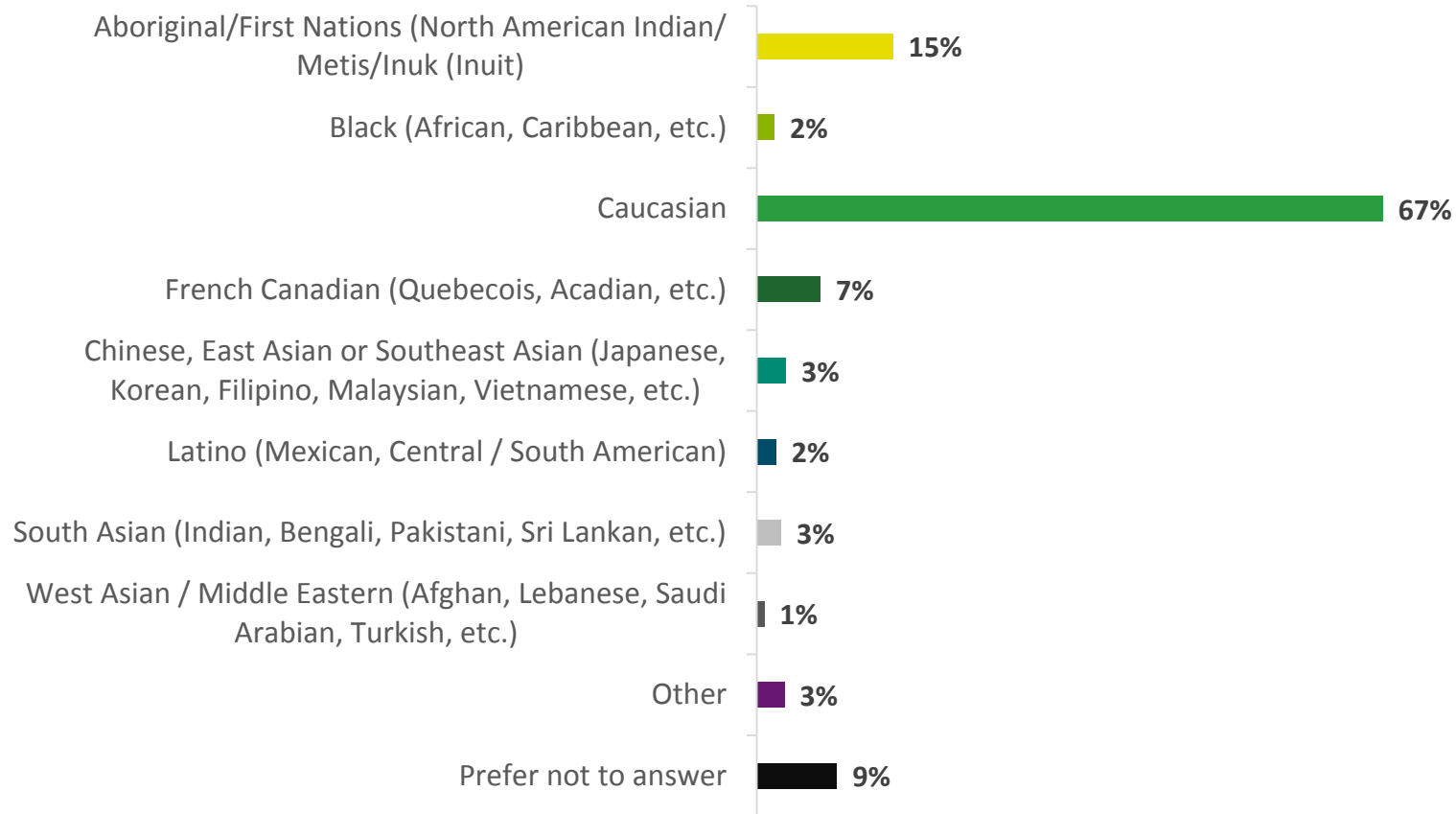
D5. What is your current relationship status? (N=566)

D6. How many children do you have, under the age of 18, living within your household? (N=566)

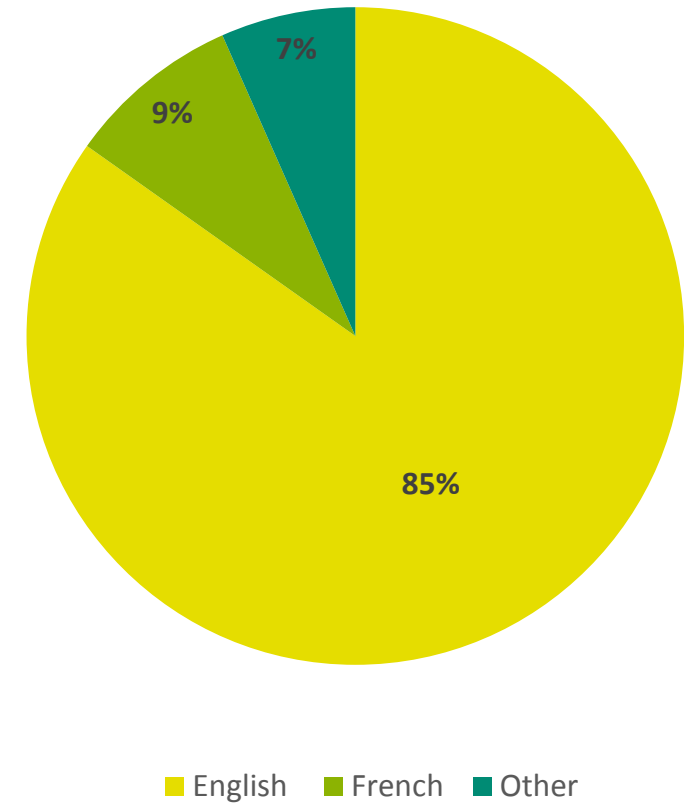


# Identity and Language

## Ethnic Identity

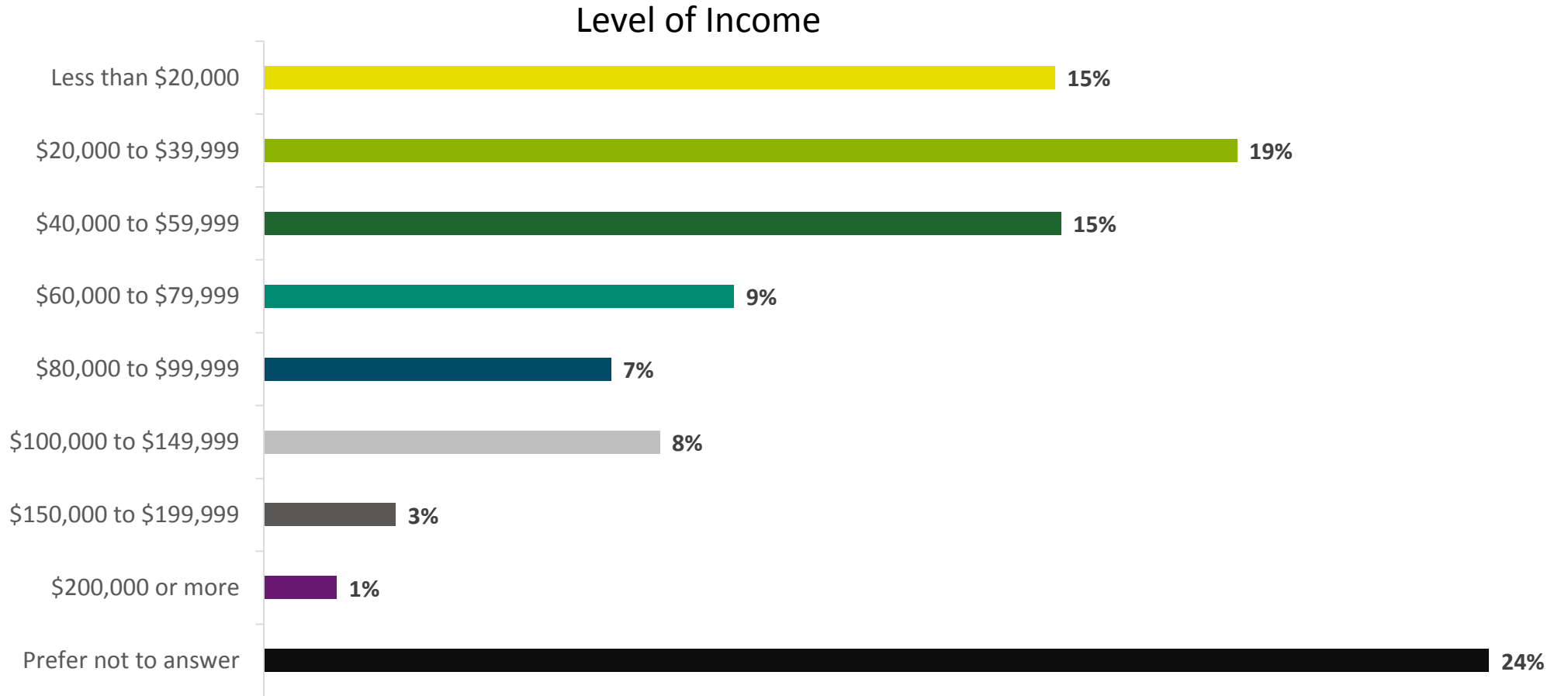


## Language



D7. What was the first language you learned as a child and still understand? (N=566)  
 D8. Do you identify with any of the following group(s)? Please select any that apply? (N=566)

# Household Income



D9. Which of the following categories best describes your household's annual income in 2018, before taxes? (N=566)