

# NEEDS AND COURSE REGISTRATION INTENTIONS OF STUDENTS IN SMALL, RURAL, REMOTE, INDIGENOUS AND FRANCOPHONE COMMUNITIES USING CONTACT NORTH | CONTACT NORD'S SERVICES



April 9, 2020

# Contents

---

Background and Methodology 3

---

Key Findings 6

---

Detailed Findings 9

---

Demographics 16

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# BACKGROUND AND METHODOLOGY

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# Background

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- ✔ On behalf of Contact North | Contact Nord, Forum Research conducted a province-wide client to understand clients' experiences with Contact North | Contact Nord's services during the COVID-19 pandemic, the closure of Contact North | Contact Nord's online learning centres, and explore ways to further support clients' academic pursuits during this challenging time.
- ✔ Contact North | Contact Nord's clients are students from 800 small, rural, remote, Indigenous and Francophone communities enrolled in online programs and courses from Ontario's public colleges, universities, Indigenous institutes, school boards and other training providers who use Contact North | Contact Nord's services to complete their online programs and courses.
- ✔ Clients who used Contact North | Contact Nord's services during the period of April 1, 2019 to March 31, 2020 were invited to complete the survey. At the end of the survey, participants were invited to enter into a draw to win one of 10 x \$25 Amazon gift cards.

# Quantitative Methodology

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9,413 invitations were sent via e-mail to complete the survey online, and 3,071 phone numbers were dialed to complete the survey through Forum Research's call centre.

Fieldwork dates: April 3<sup>rd</sup> - April 7<sup>th</sup>, 2020

1,555 responses were received by the end of the fieldwork dates.

- 300 responses were collected from surveys completed through the call centre.
- 1,255 responses were collected online.

Results may not equal to 100% due to rounding or the question allowed for multiple responses.

Multiple reminder e-mails were sent to non-respondents.



# KEY FINDINGS

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# Key Findings

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- More than half (53%) of clients are planning to register in another online course during the next three months.
  - 64% of these clients agreed Contact North | Contact Nord can contact them to discuss their needs for more online courses.
- 61% of clients indicated they do not face any challenges in continuing their education during the COVID-19 Pandemic.
- Among all clients, below are the main services identified that could help clients to continue their studies during the pandemic:
  - Regular e-mails or calls to make sure clients are staying on track (36%);
  - Referrals for academic guidance (24%);
  - Referrals to other support services (23%);
  - Technical support to connect to classes (20%), and;
  - None (26%).
- Of those who indicated a challenge:
  - Too busy/Don't have enough time (9%);
  - Can't ask for help/ask questions (9%);
  - Lack a quiet place to study (9%); and
  - Uncertainty/stress due to the COVID-19 pandemic (8%).

# Key Findings

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- Among those who indicated they are experiencing challenges during the COVID-19 pandemic, 63% of clients indicated they do not require any additional support from Contact North | Contact Nord to overcome the challenges they identified.
- 51% of clients did not experience any service disruptions following the closure of online learning centres, however, below are the services most needed by clients at the moment but lack access to:
  - Writing exams (18%);
  - Attending class at the online learning centre (17%), and;
  - Support from Contact North | Contact Nord staff at an online learning centre (17%).
- The three main Contact North | Contact Nord services(s) clients used prior to the closure of the online learning centres were:
  - Support from Contact North | Contact Nord staff at an online learning centre (38%);
  - Attending class at the online learning centre (36%), and;
  - Writing exams (35%).





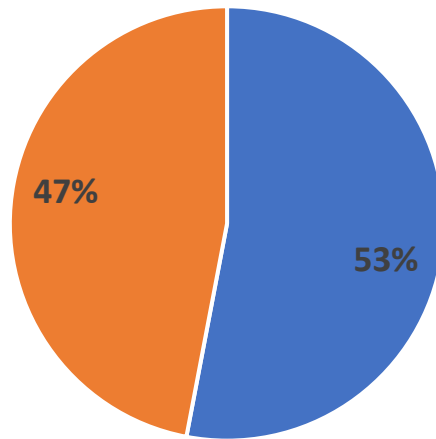
# DETAILED FINDINGS

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# Registering for Online Courses in the Future

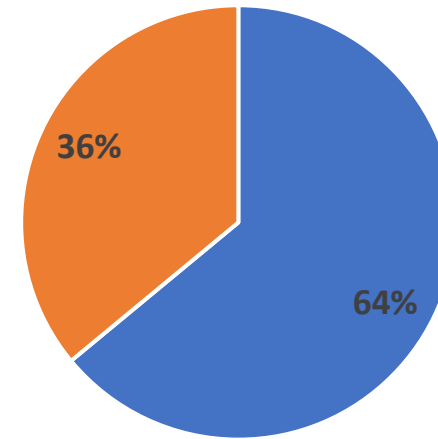
- Among all respondents, 53% of respondents indicated they plan on registering in another online course during the next three months
- Among respondents who are planning on registering in another course in the next three months, 64% agreed to be contacted by Contact North | Contact Nord to discuss their needs for more online courses.

Are you planning to register in another online course during the next three months?



■ Yes ■ No

Can Contact North | Contact Nord contact you to discuss your needs for more online courses?



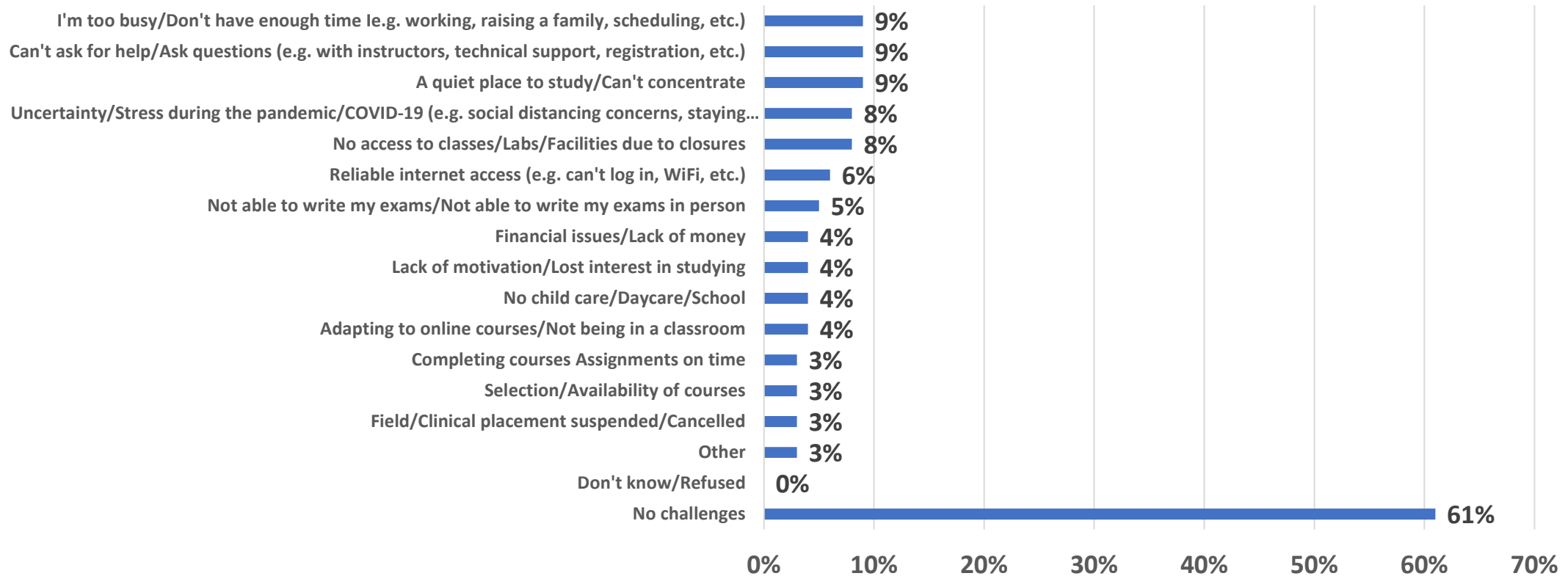
■ Yes ■ No

Q6. Are you planning to register in another online course during the next three months. (N=1555)

Q6A. Can Contact North | Contact Nord contact you to discuss your needs for more online courses? (N=830)

# Challenges Clients Face during COVID-19 Pandemic and Beyond

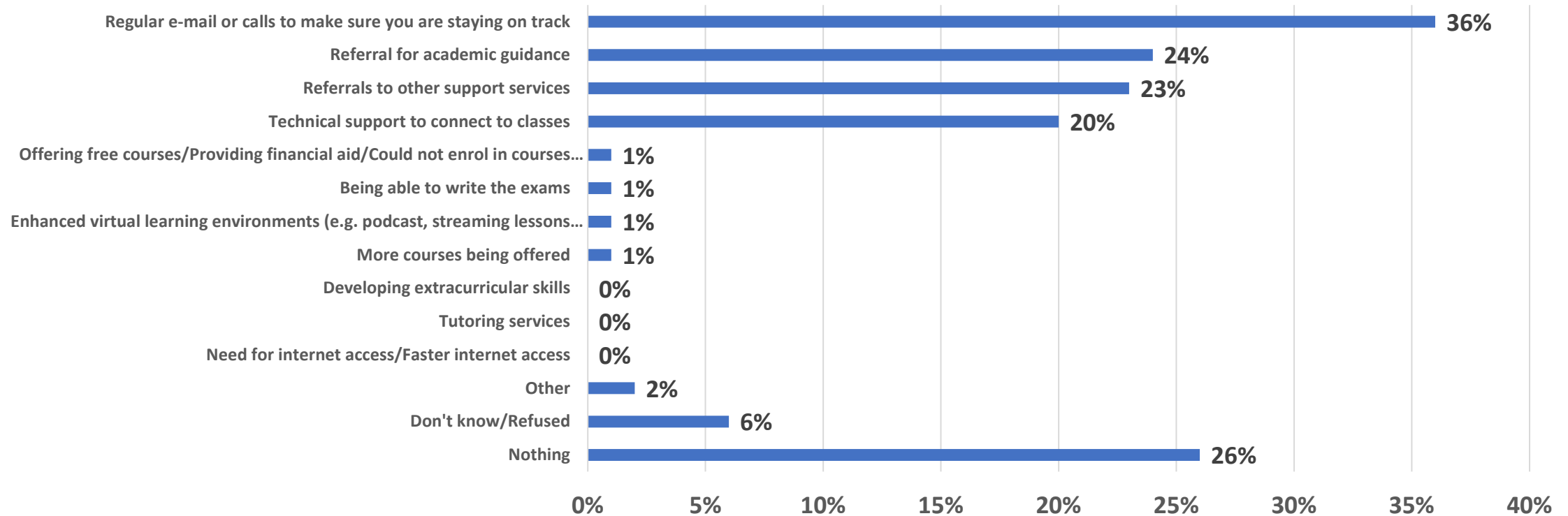
- 61% of clients identified no challenges at this time.
- Most common identified challenges include: too busy/not enough time (9%), can't ask for help/ask questions (9%), and a quiet place to study/can't concentrate (9%).



Q3. List up to three challenges you are facing to continue your studies during the COVID-19 pandemic and beyond? (N=1555)

# Additional Services Contact North | Contact Nord Can Provide to Support Clients during the COVID-19 pandemic

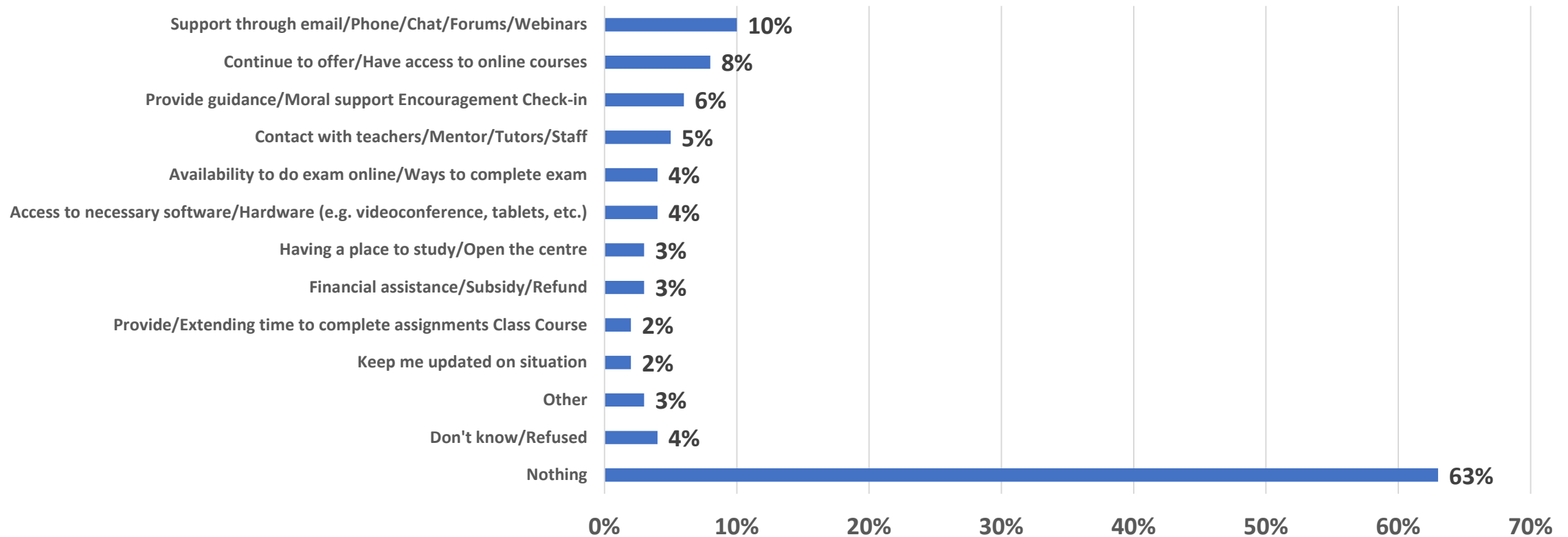
- Among all respondents, most commonly identified challenges include: availability/support through email/phone/chat/forum/webinars (10%), continue to offer/have access to online courses (8%), and provide guidance/moral support (6%).
- 26% of respondents indicated no additional services required at this time.



Q5. Are there other services Contact North | Contact Nord could provide to help you continue your studies during the COVID-19 pandemic? (N=1555)

# What Contact North | Contact Nord Can do to Help Clients to Overcome Challenges

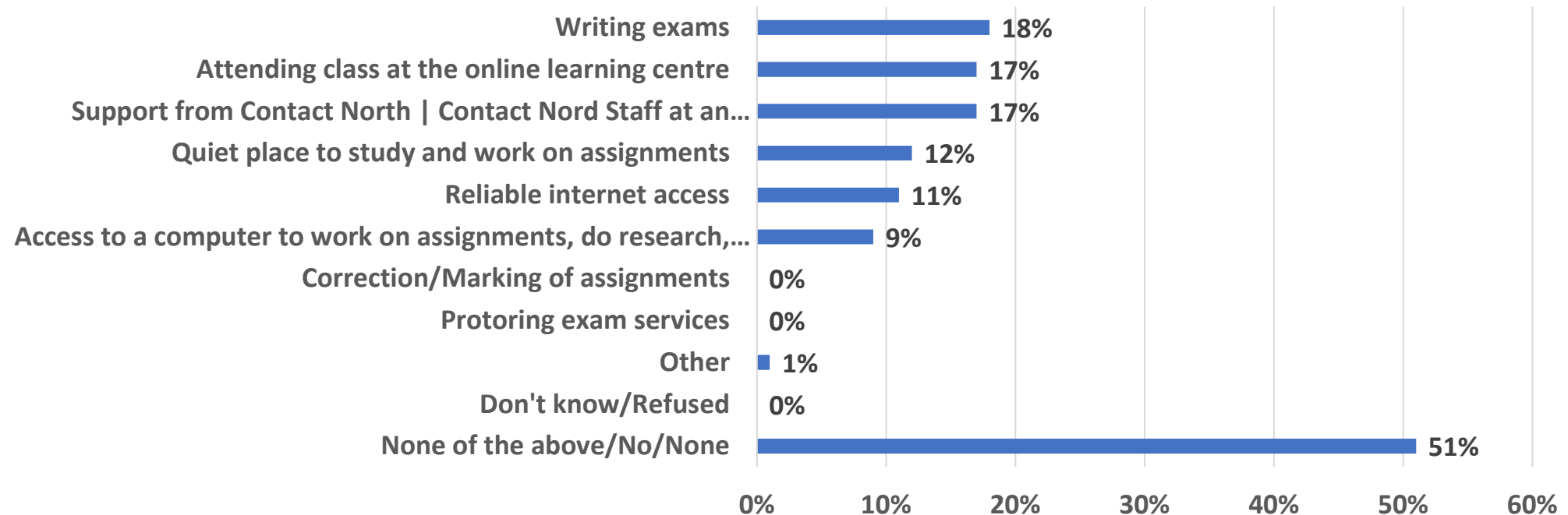
- Among respondents who identified challenges during the COVID-19 pandemic, 63% of clients identified no additional help needed at this time.
- Most commonly identified challenges include: availability/support through email/phone/chat/forum/webinars (10%), continue to offer/have access to online courses (8%), and provide guidance/moral support (6%).



Q4. How can Contact North | Contact Nord support you to overcome the challenges you identified? (N=612)

# Services Needed by Clients but Lack Access to Following the Closure of Online Learning Centres

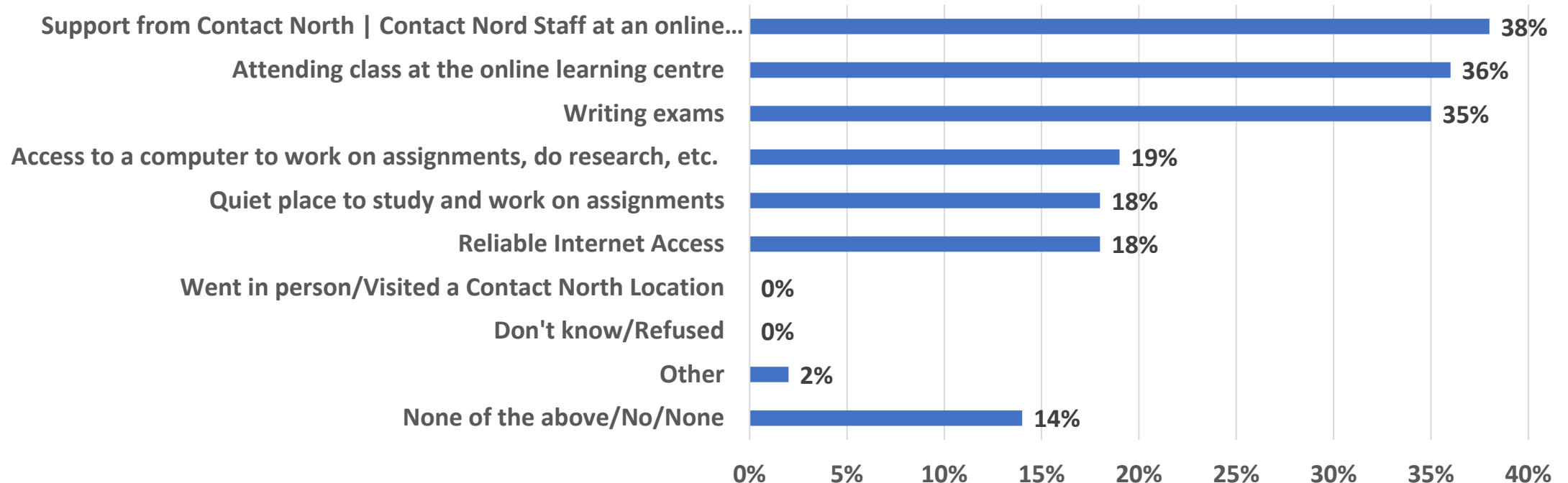
- The main three services clients need right now, but lack access to following the closure of online learning centres, are: writing exams (18%), attending class at the online learning centre (17%), and support from Contact North | Contact Nord staff at an online learning centre (17%).
- Overall half of clients (51%) did not need any services at this time.



**Q2.** Which Contact North | Contact Nord services do you need the most right now and are not getting because our online learning centres are closed?  
Select all that apply. (N=1555)

# Services Used Prior to the Closure of Online Learning Centres

- The main three services used by clients prior to the closure of online learning centres were: support from Contact North | Contact Nord staff at an online learning centre (39%); attending class at the online learning centre (36%), and; writing exams (35%).
- The main three services are followed by: access to a computer to work on assignments, do research, etc. (19%); quiet place to study and work on assignments (18%), and reliable Internet access (18%).



**Q1.** Which Contact North | Contact Nord service(s) did you use prior to the closure of our online learning centres due to COVID-19?  
Select all that apply. (N=1555)



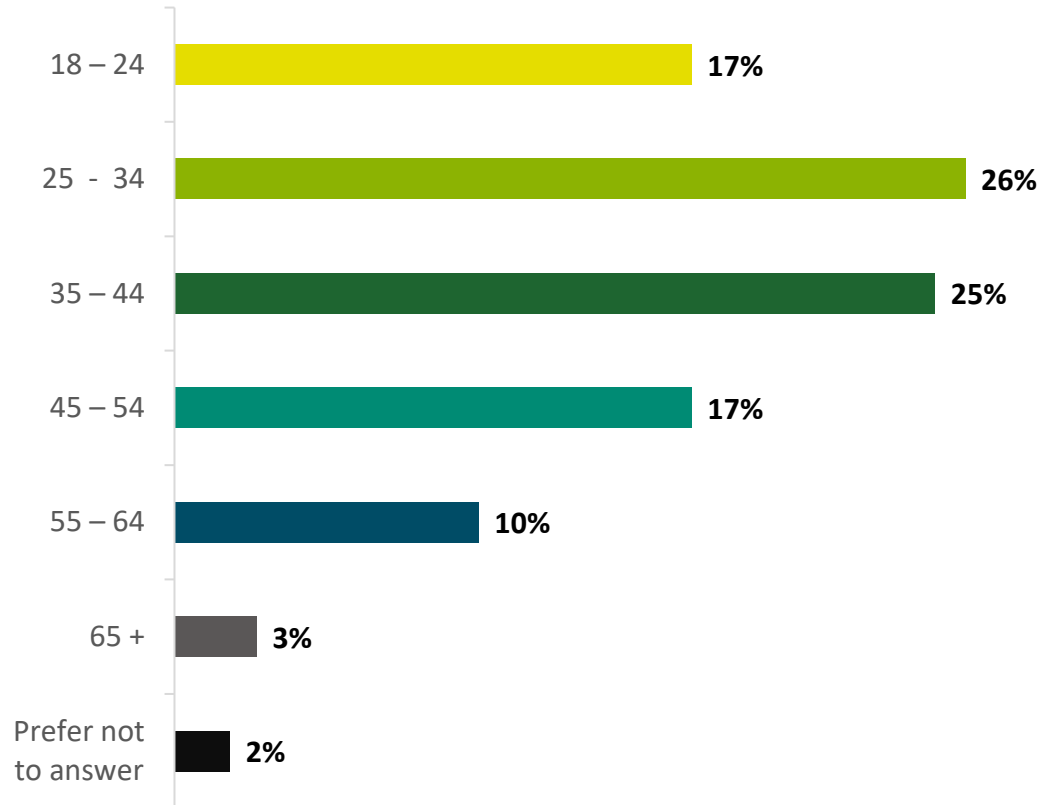
# DEMOGRAPHICS

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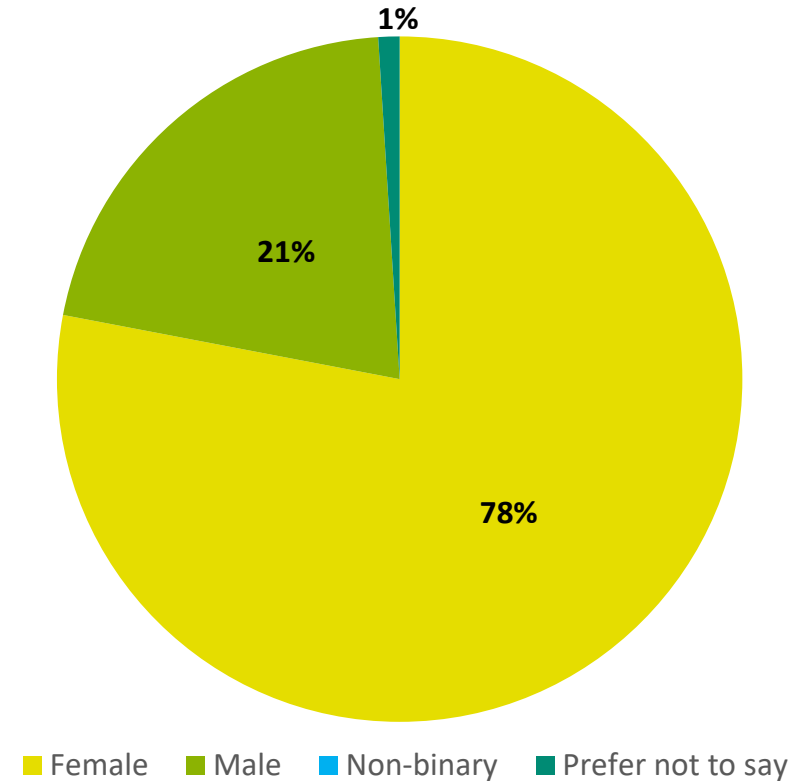


# Age & Gender

Age Range

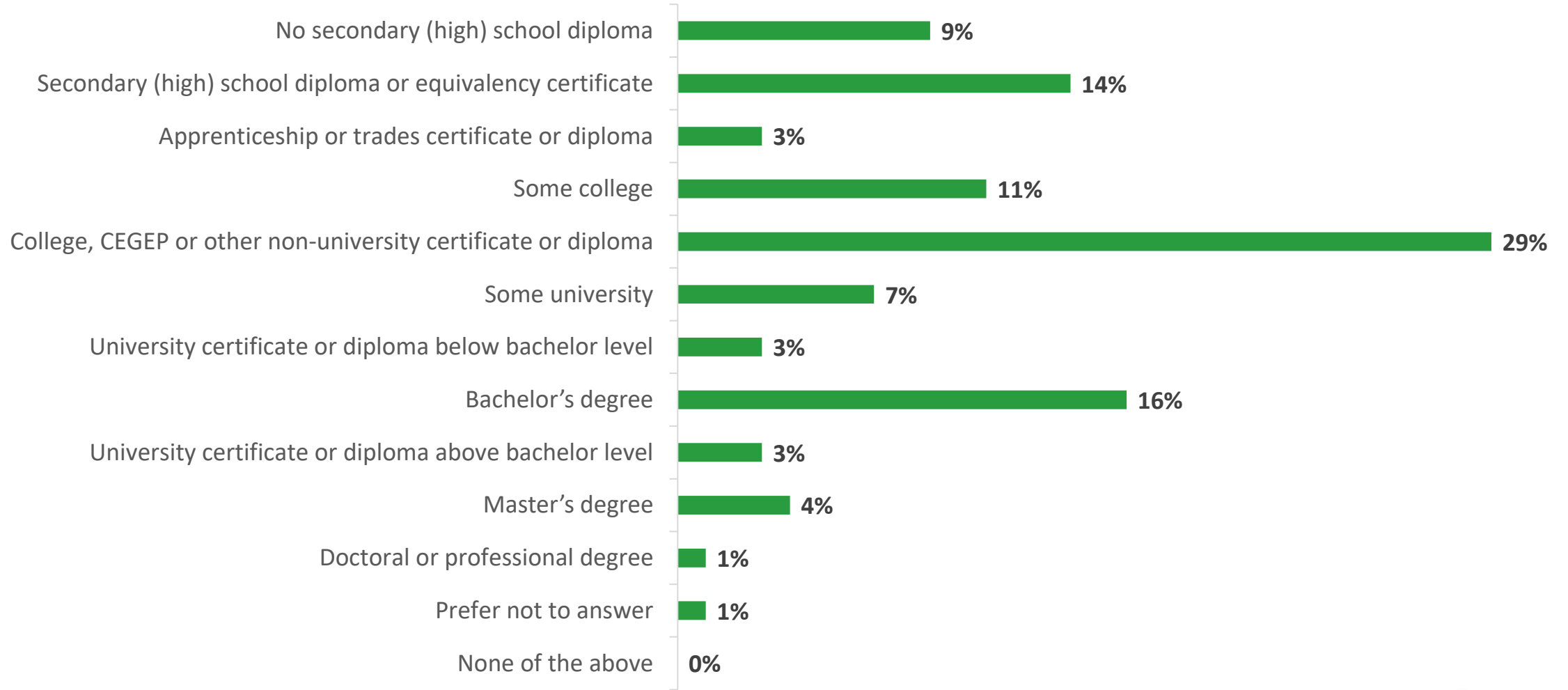


Gender



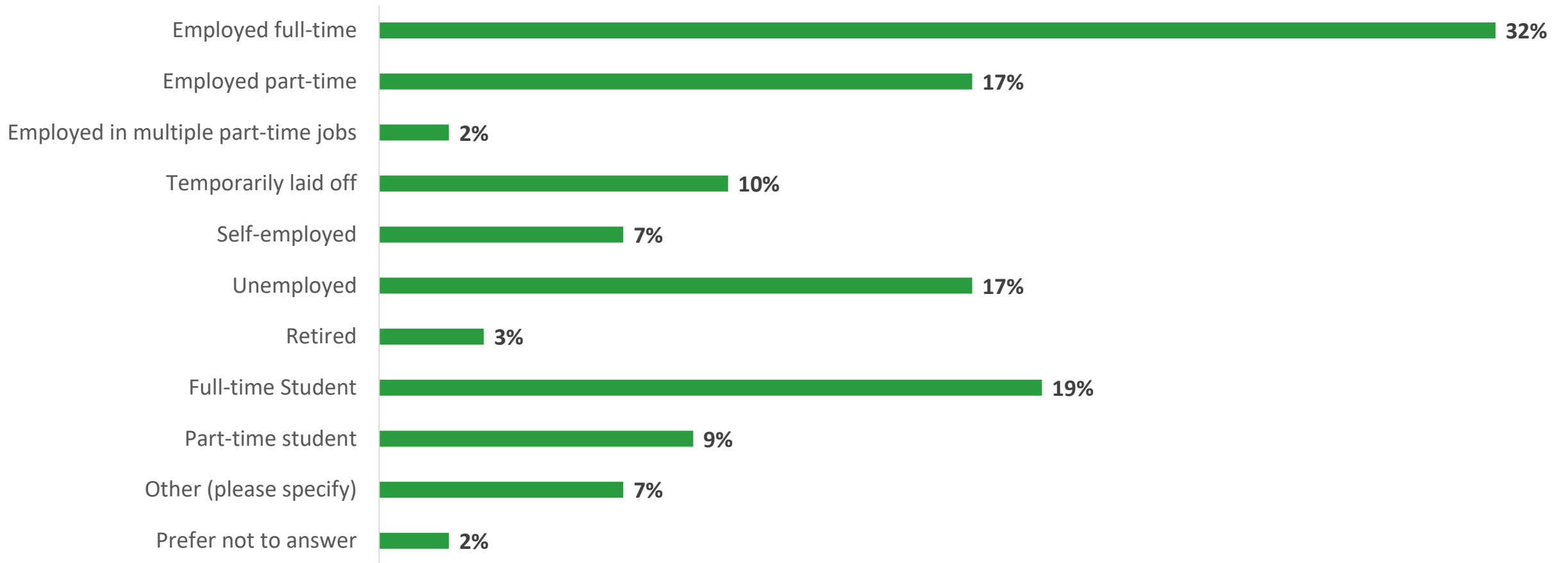
D1. How would you describe your gender? (N=1555)  
D2. What is your age? (N=1555)

# Education



D3. What is the highest level of education or training you have completed? (N=1555)

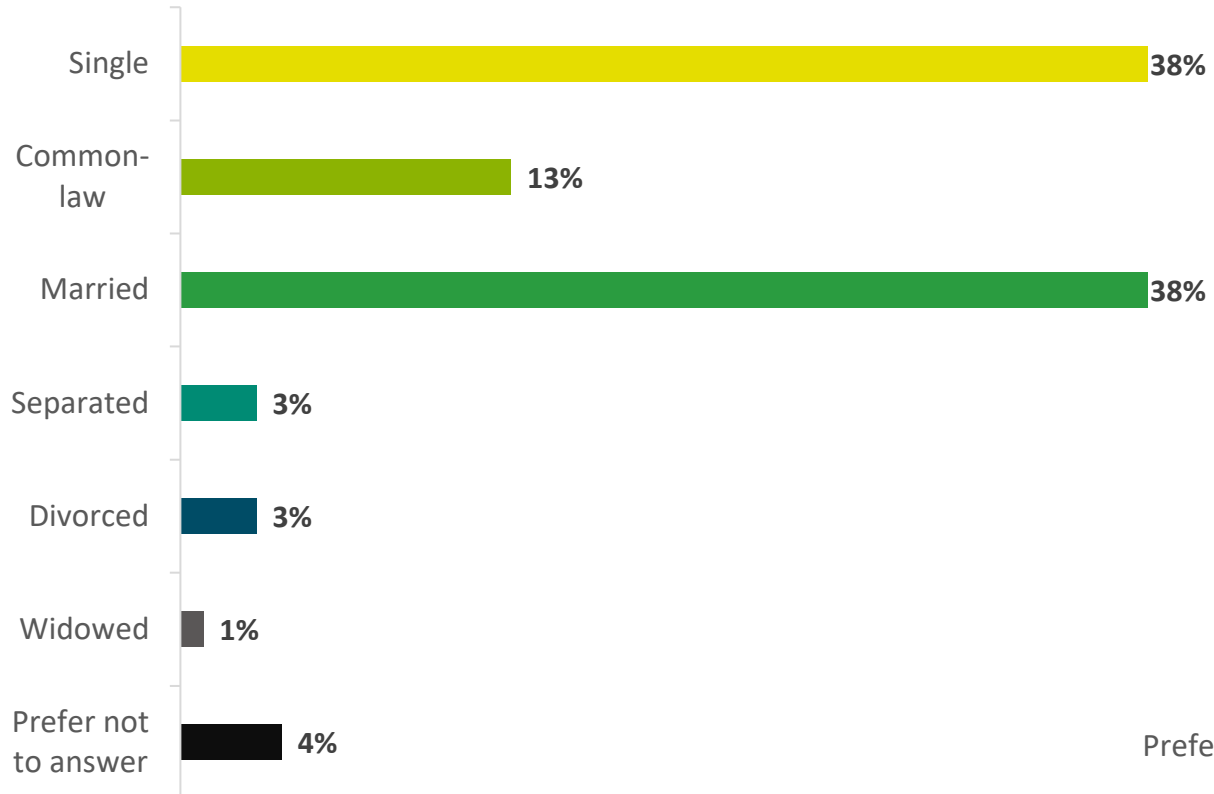
# Employment



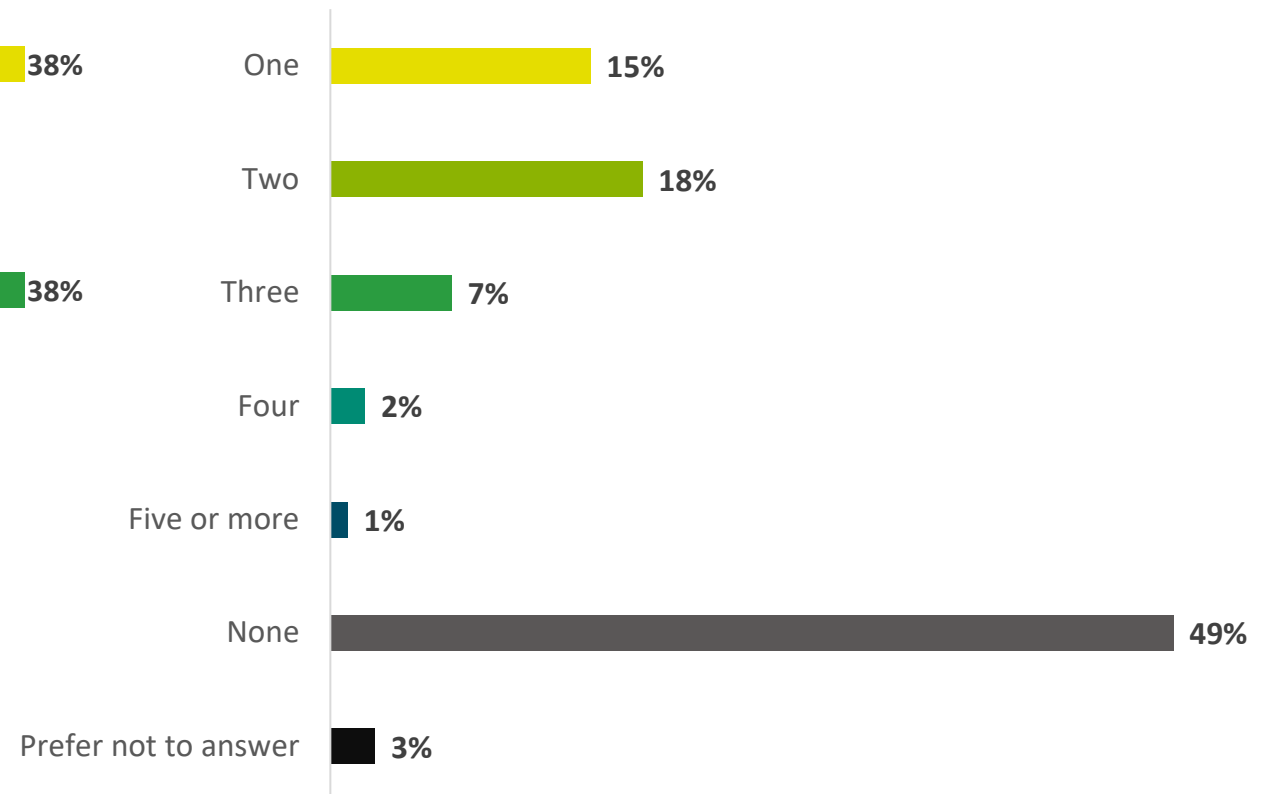
D4. Which of the following best describes your current employment status? Please select all that apply. (N=1555)

# Relationship Status & Number of Children

Relationship Status



Number of Children

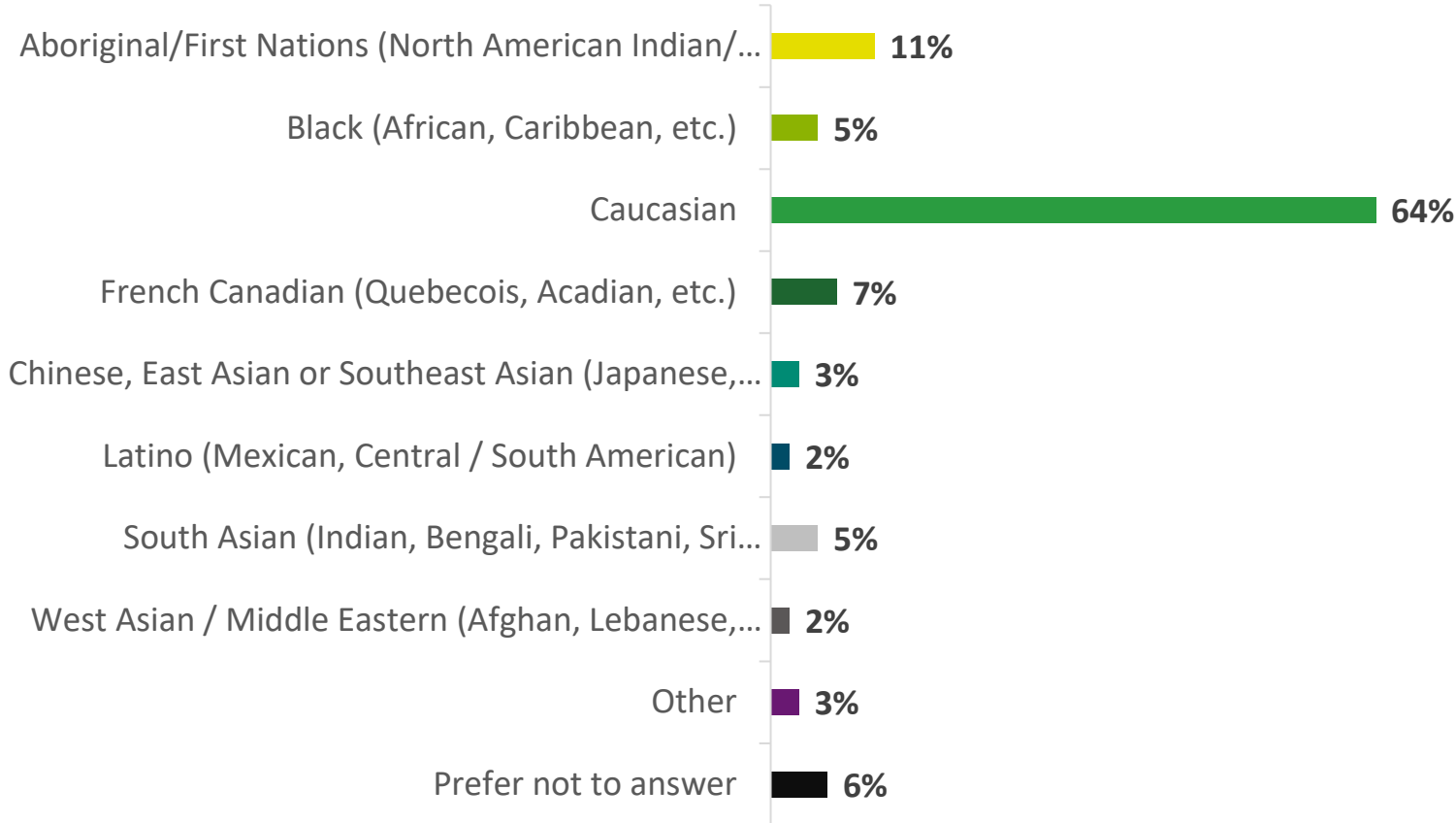


D5. What is your current relationship status? (N=1555)

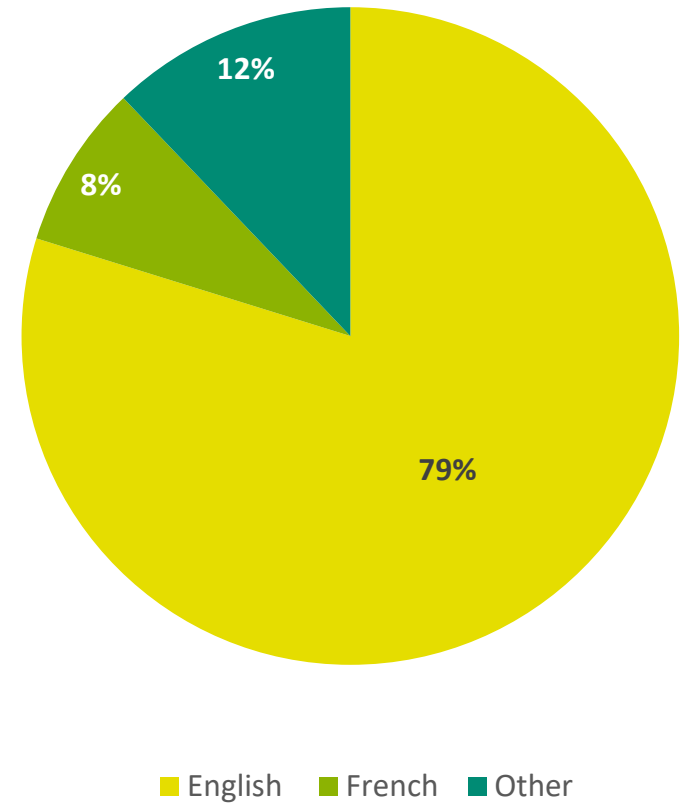
D6. How many children do you have, under the age of 18, living within your household? (N=1555)

# Identity and Language

## Ethnic Identity

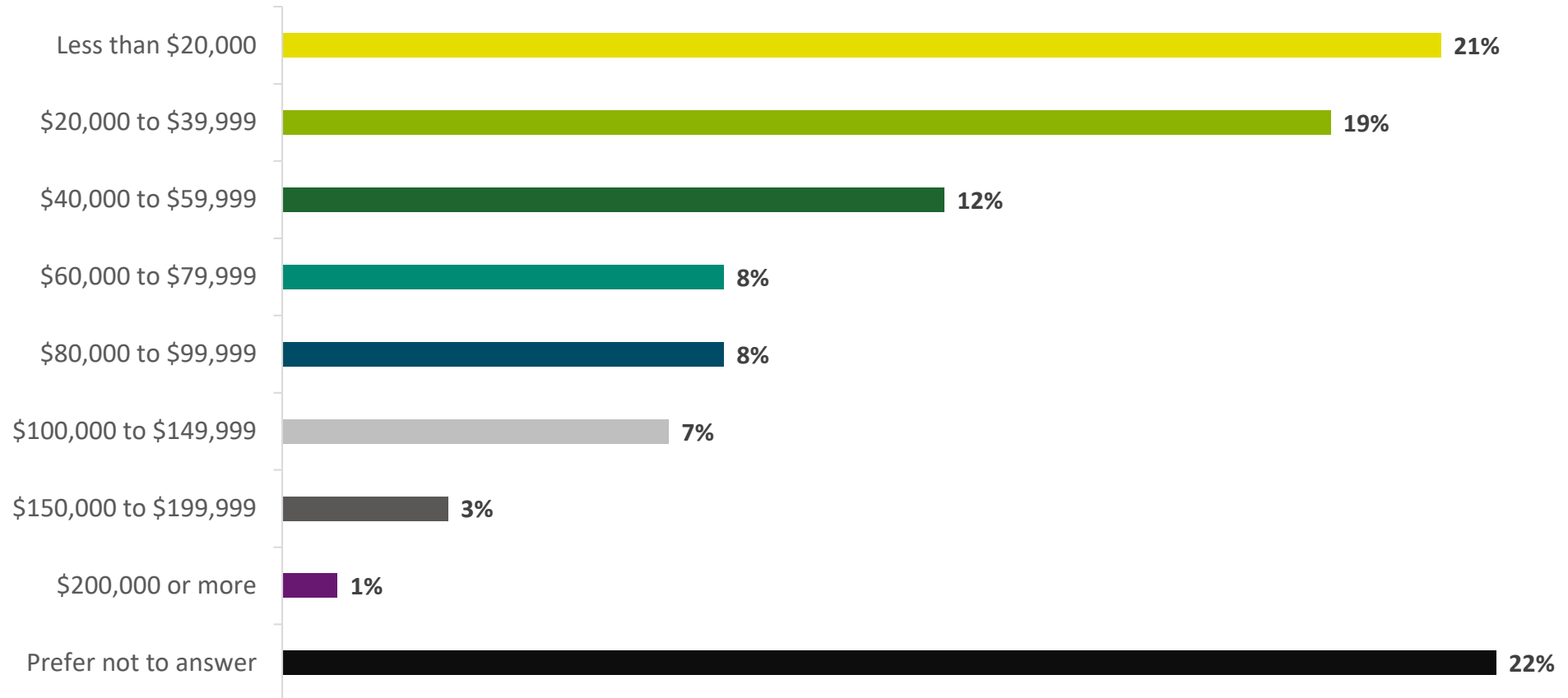


## Language



D7. What was the first language you learned as a child and still understand? (N=1555)  
 D8. Do you identify with any of the following group(s)? Please select any that apply? (N=1555)

# Household Income



D9. Which of the following categories best describes your household's annual income in 2018, before taxes? (N=1555)