

Contact North | Contact Nord Annual Student Outcome Survey 2022-2023

June 2023



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 email. Among those who received emails 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 30 and June 15, 2023.
- 1,806 Contact North | Contact Nord clients were contacted, either via email or phone.
- 515 responses (19% response rate) were received by the end of the fieldwork dates.
- Samples size of <30 will be represented by an asterisk*; results based on sample sizes of less than 30 should be interpreted with caution.
- On some visualizations included in this report, results may not equal to 100% due to rounding or the question allowing for multiple responses.
- TOP2 / BTM2 and TOP3:

Top 2 (TOP2) and Bottom 2 (BTM2) reference the collected TOP2 positive and BTM2 negative responses, respectively where applicable. For example, a TOP2 grouping referred to as "satisfied" may be the combined result of "very satisfied" and "somewhat satisfied," where a grouping of "not satisfied" (BTM2) may be the combined result of "not very satisfied" and "not at all satisfied." A TOP3 grouping is referred to "good" may be the combined result of "excellent", "very good", and "good."



Key Findings

Annual Outcomes – Key Findings

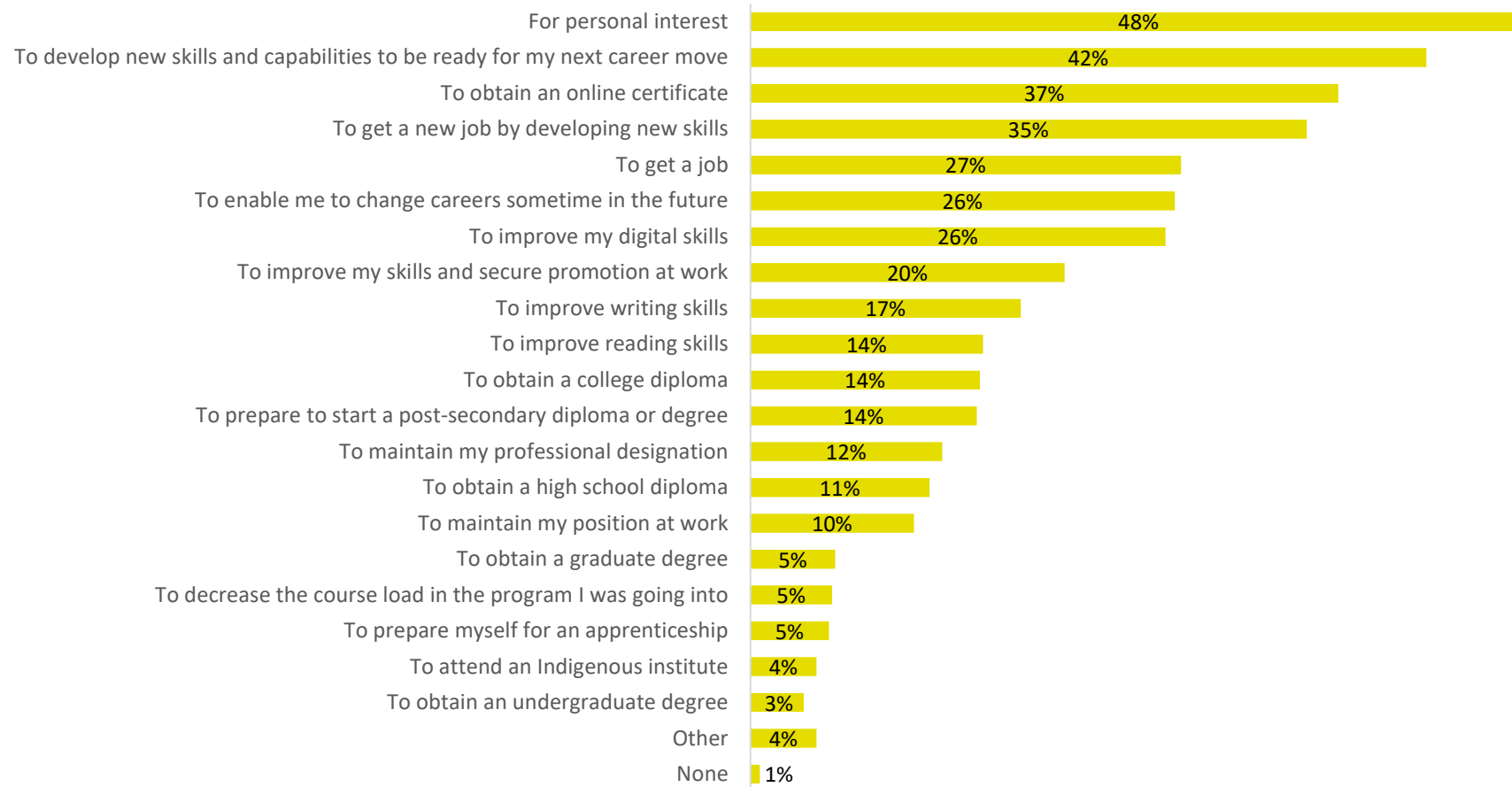
- 80% of those who registered in courses with the goal of maintaining their job obtained their objective
- Of those who registered in courses with the goal of completing a specific credential, the majority achieved their objective if they were seeking an online certificate (68%) or a college diploma (51%) but rates were lower for a high school diploma (46%)
- About 2 in 3 (66%) registered for 1-3 courses; about half (48%) completed at least 1-3 courses
- 78% registered in a course based on their interactions with Contact North | Contact Nord
- ‘Time issues’ were the top challenge (22%) respondents faced in pursuing their educations and training, with ‘it was too difficult’ being the second most common reason (15%)
- 75% did not register in other course(s) since March 31, 2023
- Of those who did not register in other courses, 45% stated they had no time to continue taking course(s)
- Over 4 in 5 (84%) agreed that they completed their education because it was available online
- 92% agreed that Contact North | Contact Nord provided support in order for them to achieve their goals
- 91% of respondents were satisfied overall with the service and support they received from Contact North | Contact Nord
- 95% would likely recommend Contact North | Contact Nord to friends or family members



Goals

Goals When Registering

- Nearly 1 in 2 respondents (48%) registered in courses for personal interest, while just over 2 in 5 (42%) registered in courses to develop new skills and capabilities to be ready for their next career move.

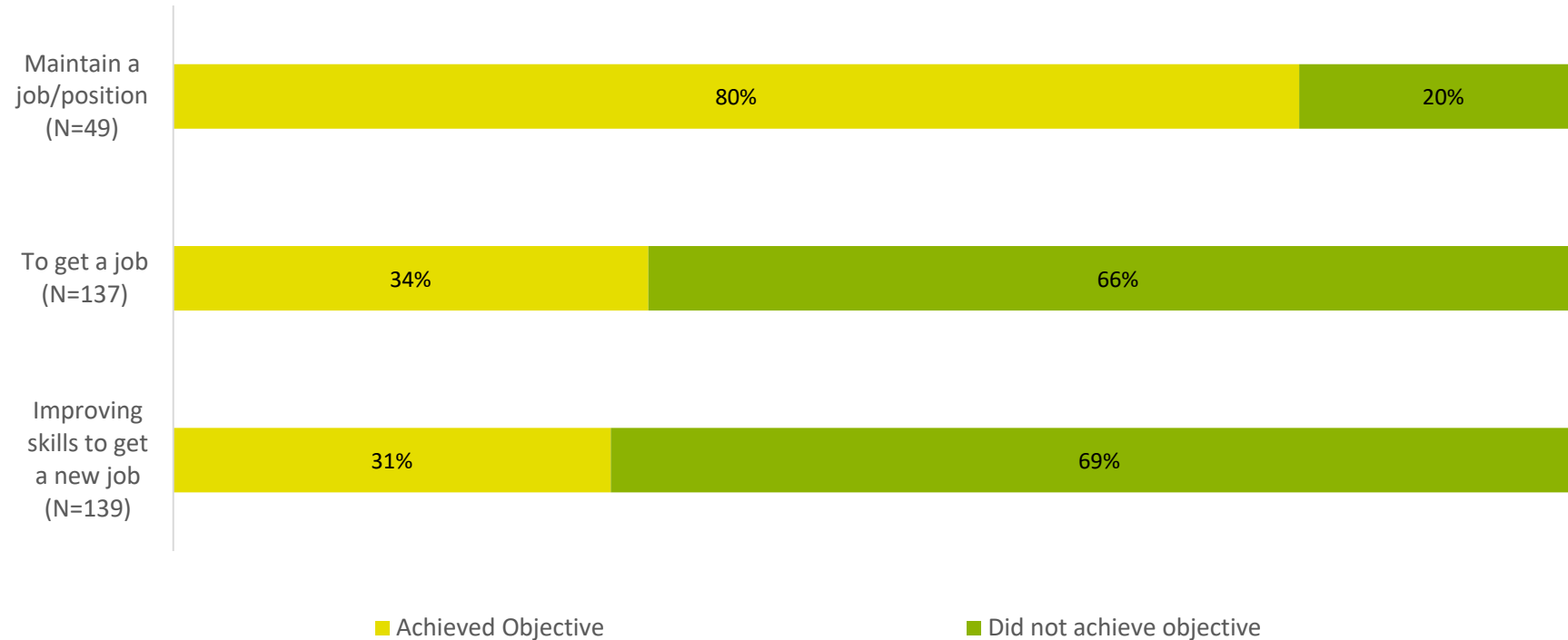


Q1. Thinking back to the course(s) you took between April 1, 2022, and March 31, 2023 (and for which you used Contact North | Contact Nord's services), what were your goals for registering in the course(s)? (N=512)

Framework: Excluding Don't know/Refused

Achieving Objectives (Employment)

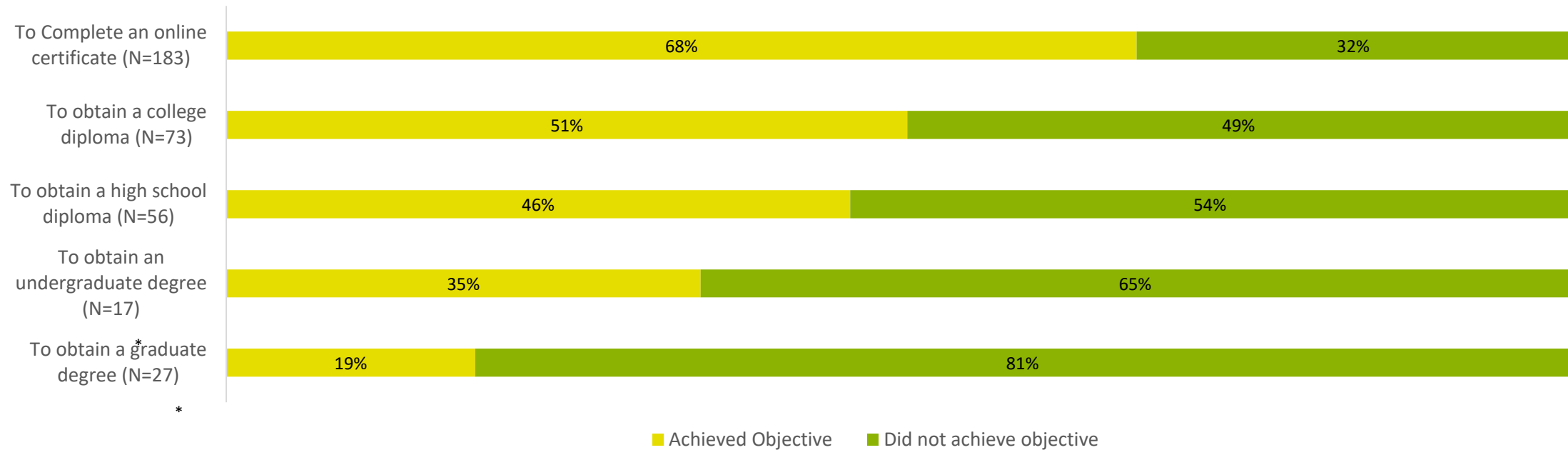
- Those with the objective to 'Maintain a job/position' (80%) had the highest success rate, followed by 'To get a job' (34%), and 'Improving skills to get a new job' (31%)



Q1A-C: Did you _____? (See chart for sample sizes)

Achieving Objectives (Education)

- 'To complete an online certificate' (68%) had the highest success rate of individuals achieving their objectives, followed by 'to obtain a college diploma' (51%), 'to obtain a high school diploma' (46%), 'to obtain an undergraduate degree' (35%)*, and 'to obtain a graduate degree' (19%)*.



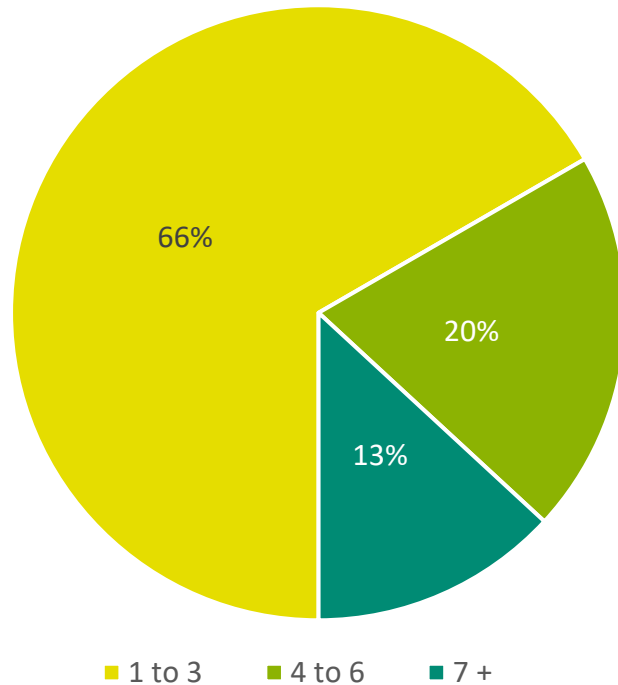
Q1D: Did you complete the _____ course/s? (See chart for sample sizes)

* Small sample size , interpret with caution

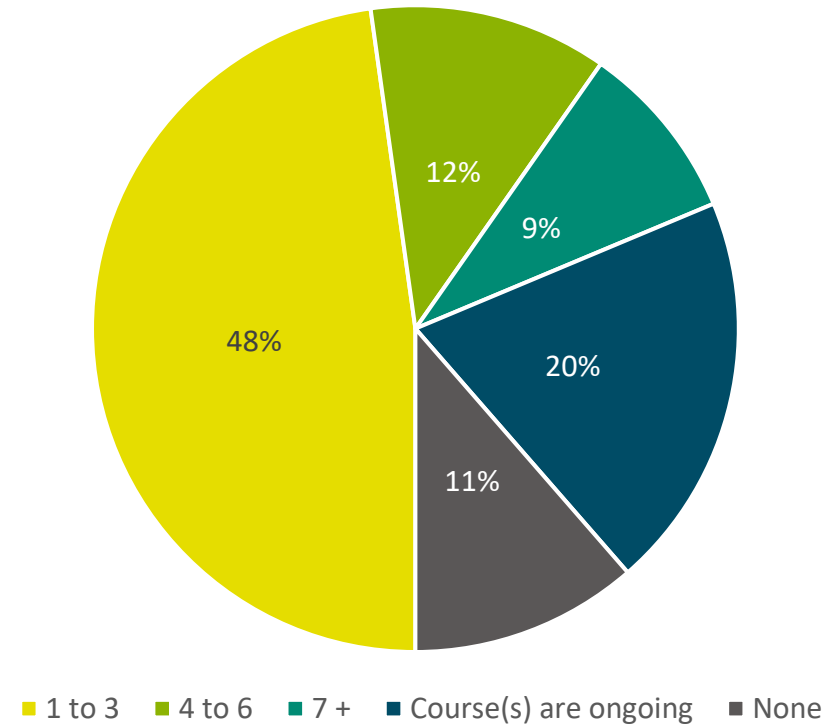
Number of Courses Registered vs Completed

- The majority of respondents (66%) registered in 1 to 3 courses.
- Nearly half of respondents (48%) completed at least 1 to 3 courses, while about 1 in 5 either completed more than 3 courses (21%) or have on-going courses (20%), and about 1 in 9 (11%) did not complete the course(s) they registered in.

Courses Registered



Courses Completed

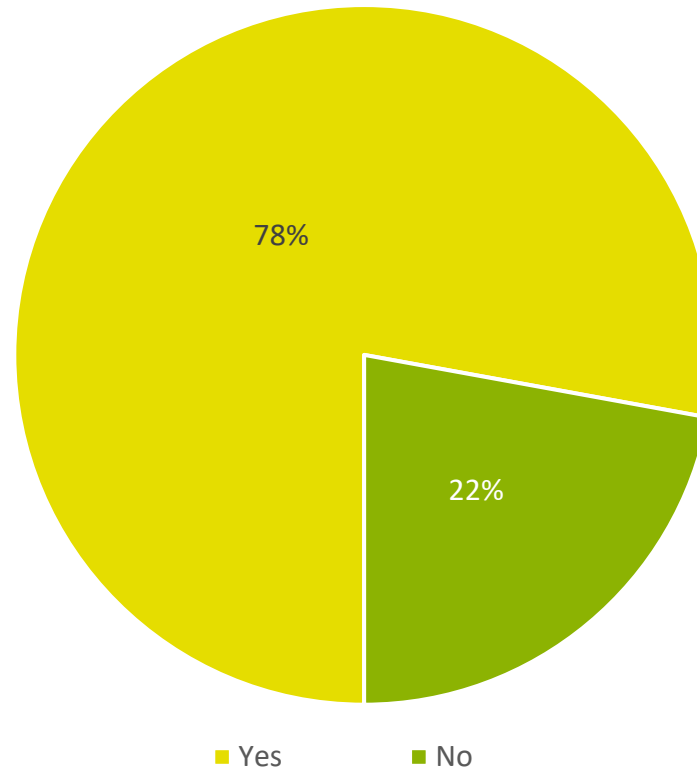


Q2 How many course(s) did you register in? (N=515)

Q3. How many course(s) did you complete? (N=515)

Registration Based on Interaction

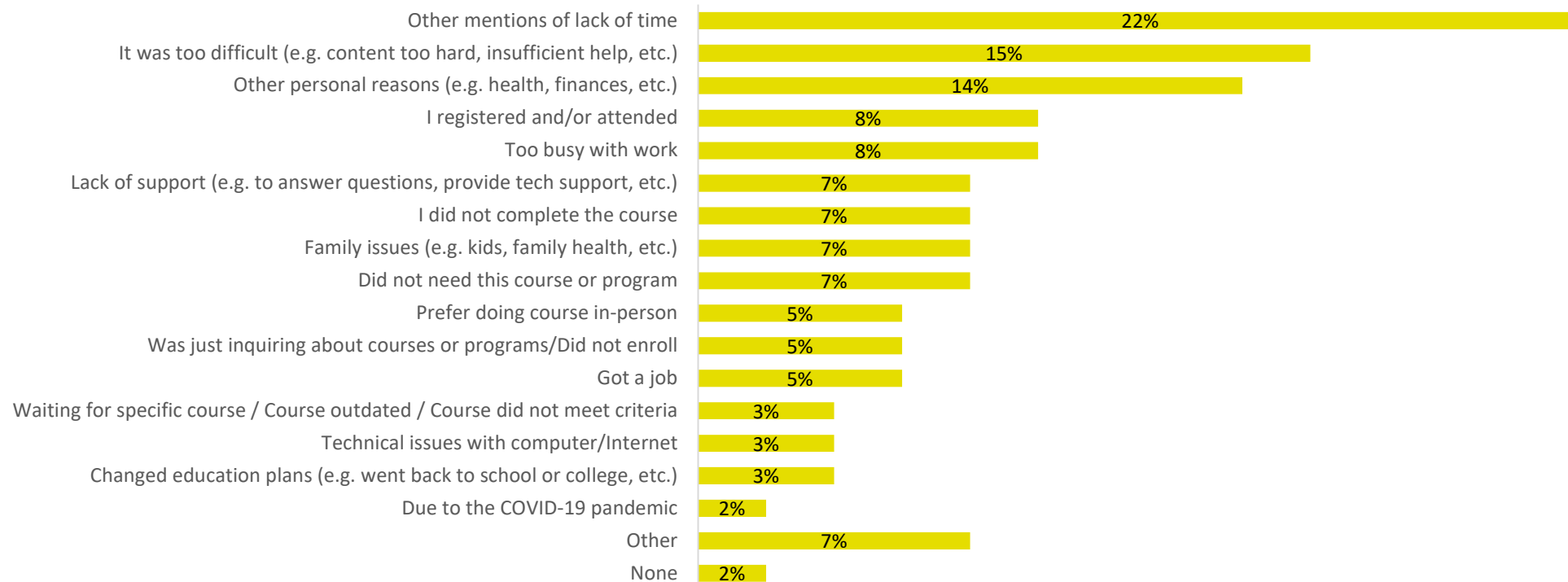
- More than 3 in 4 respondents (78%) registered in a course(s) based on their interactions with Contact North | Contact Nord.



Q3NEW. Did you register in a course(s) based on your interactions with Contact North | Contact Nord? (N=515)

Reasons for Not Completing the Program or Course

- 22% of respondents mentioned lack of time that as the reason for not completing the program or courses they registered in.
- 'It was too difficult' (15%) was the second most mentioned reason followed by 'other personal reasons (e.g. health, finances, etc.)' (14%).



Q4. Why did you not complete the course or program that you were registered in? (N= 59)

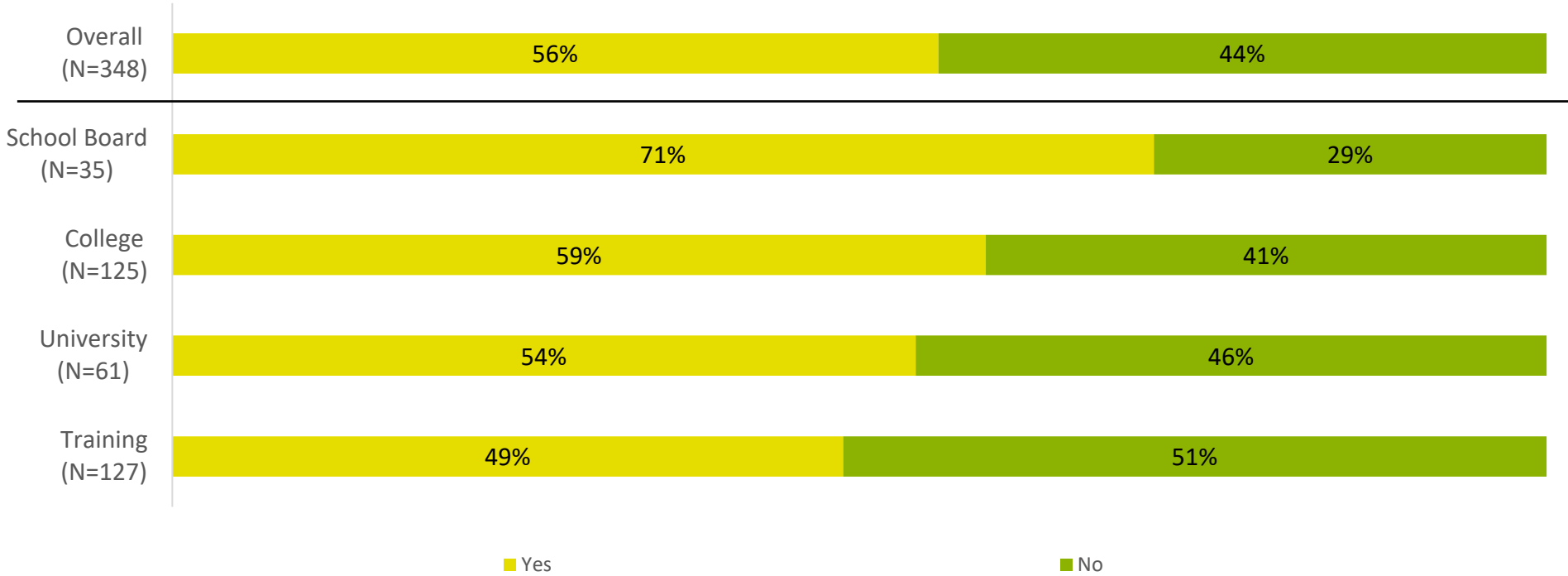
Framework: Respondents who did not complete any courses

Methodology note: Some responses were open-ended and have been categorized into themes.

“Other” indicates answers that could not be categorized. Multiple responses were permitted.

Connecting with Contact North | Contact Nord

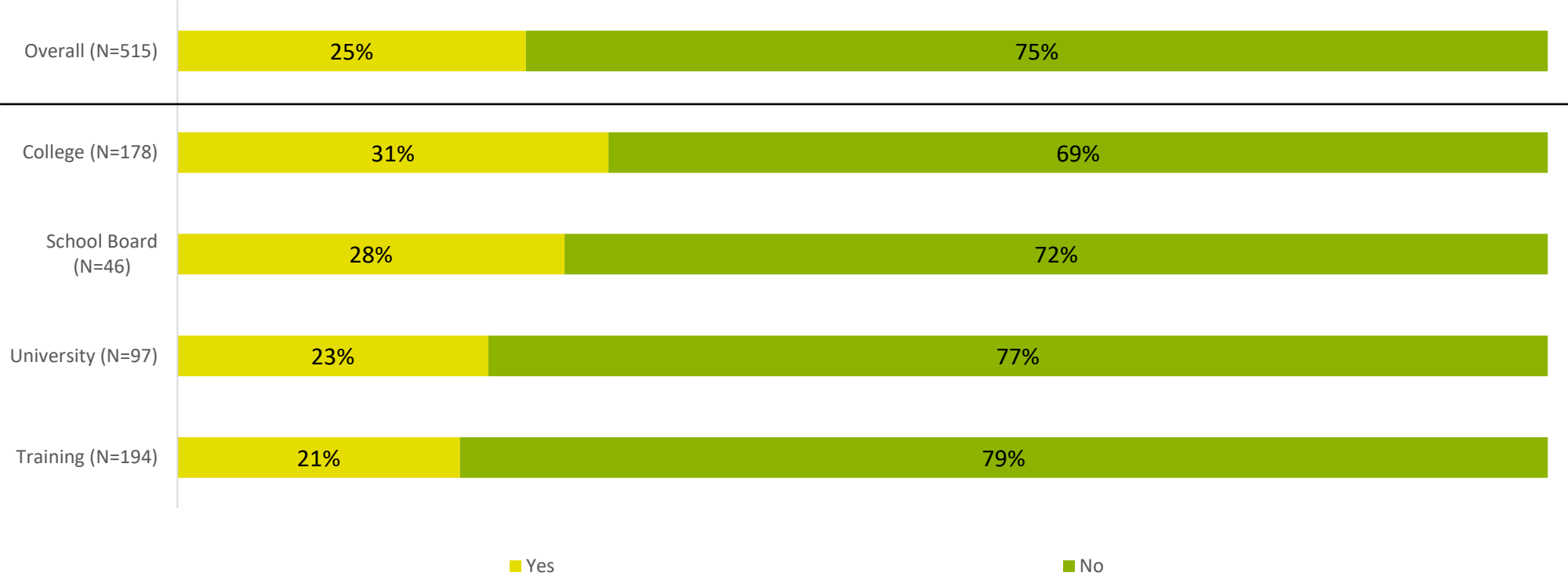
- More than half of respondents who had difficulties completing their online courses (56%) connected with Contact North | Contact Nord staff for help.



Q6NEW. If you had any difficulties completing your online course(s), did you connect with Contact North | Contact Nord staff for help? (N=348)
Framework: Excluding "Not Applicable"

Registering in Other Courses

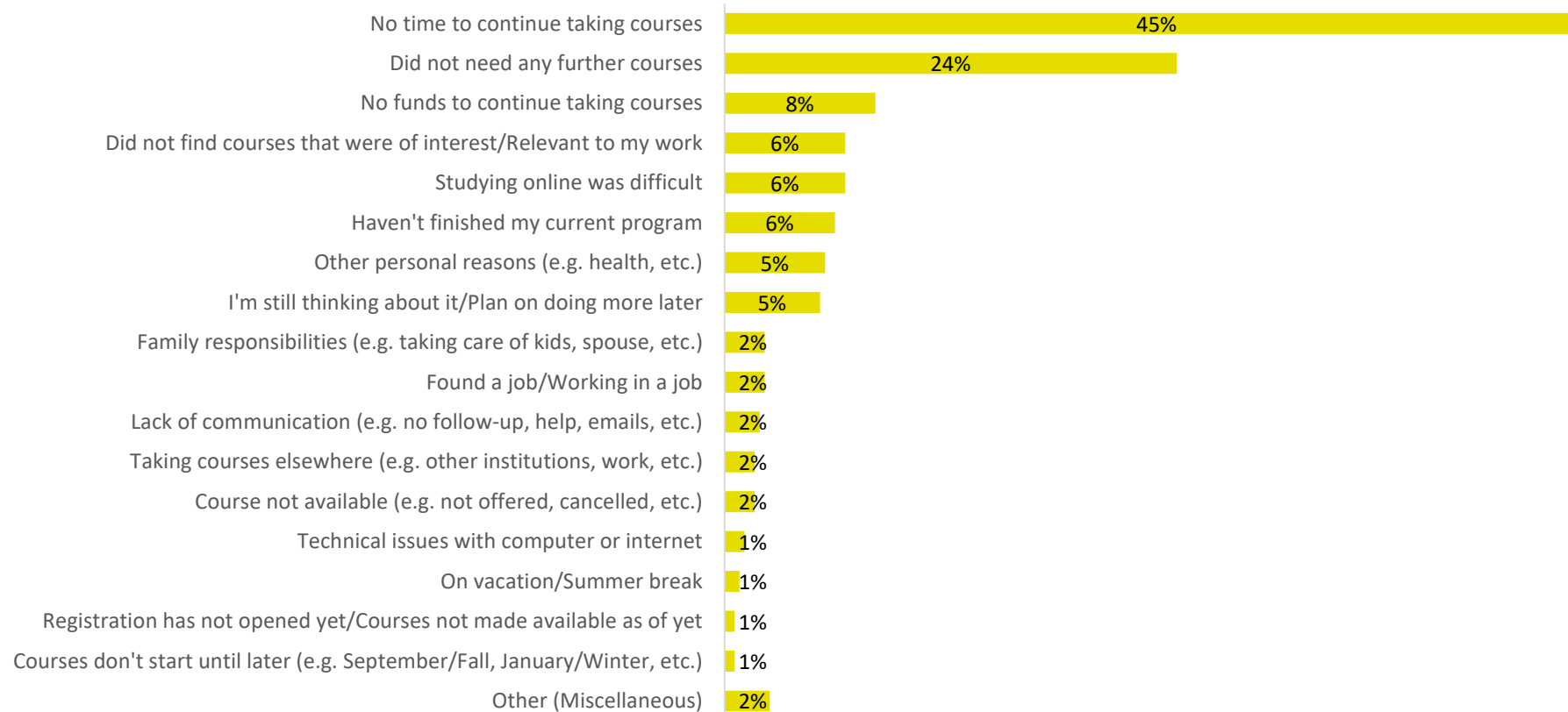
- 1 in 4 respondents (25%) have registered for other course(s) since March 31, 2023.



Q5. Have you registered for other course(s) since March 31, 2023? (N=515)

Reasons for Not Registering in More Courses

- 45% do not have time continue taking courses, while 24% did not need any further courses.
- 8% do not have funds to continue taking courses.



Q6. Why did you not register in any more course(s)? Please select all that apply. (N=381)

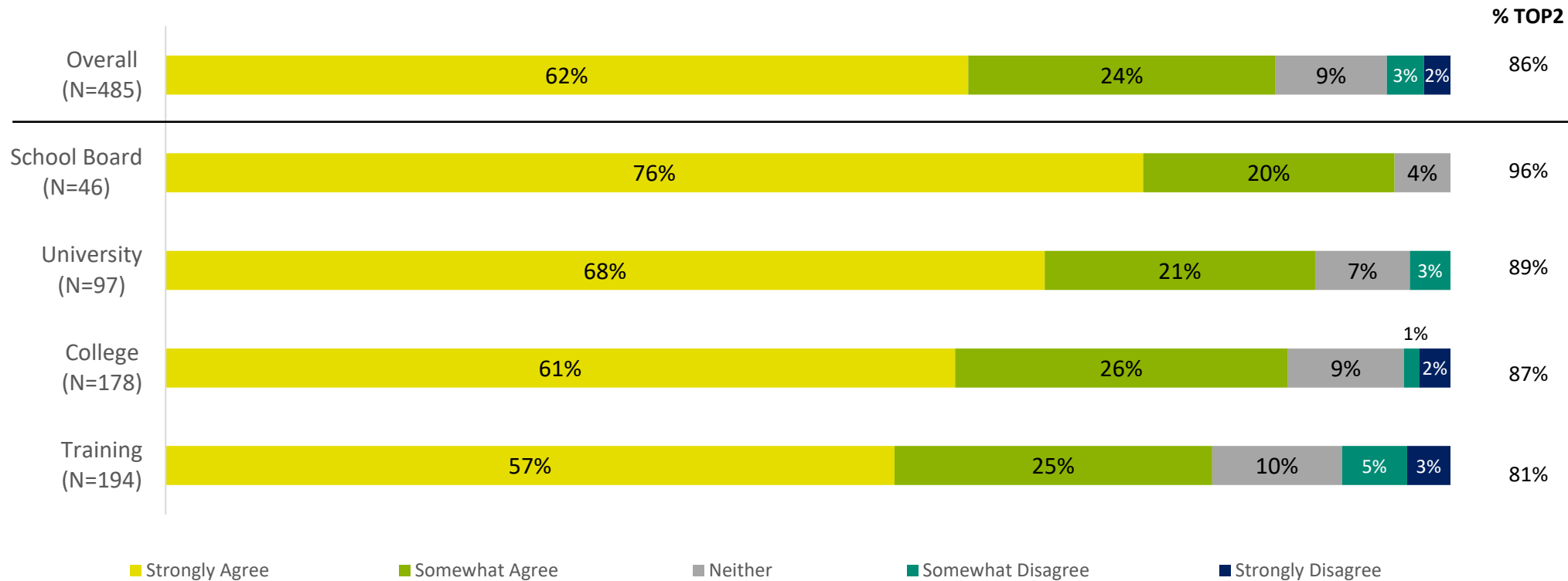
Framework: Respondents who have not registered for other courses since March 31, 2023, excluding Don't Know/Refused

Methodology note: Some responses were open-ended and have been categorized into themes.

"Other (Miscellaneous)" indicates answers that could not be categorized.

Achieving Goals

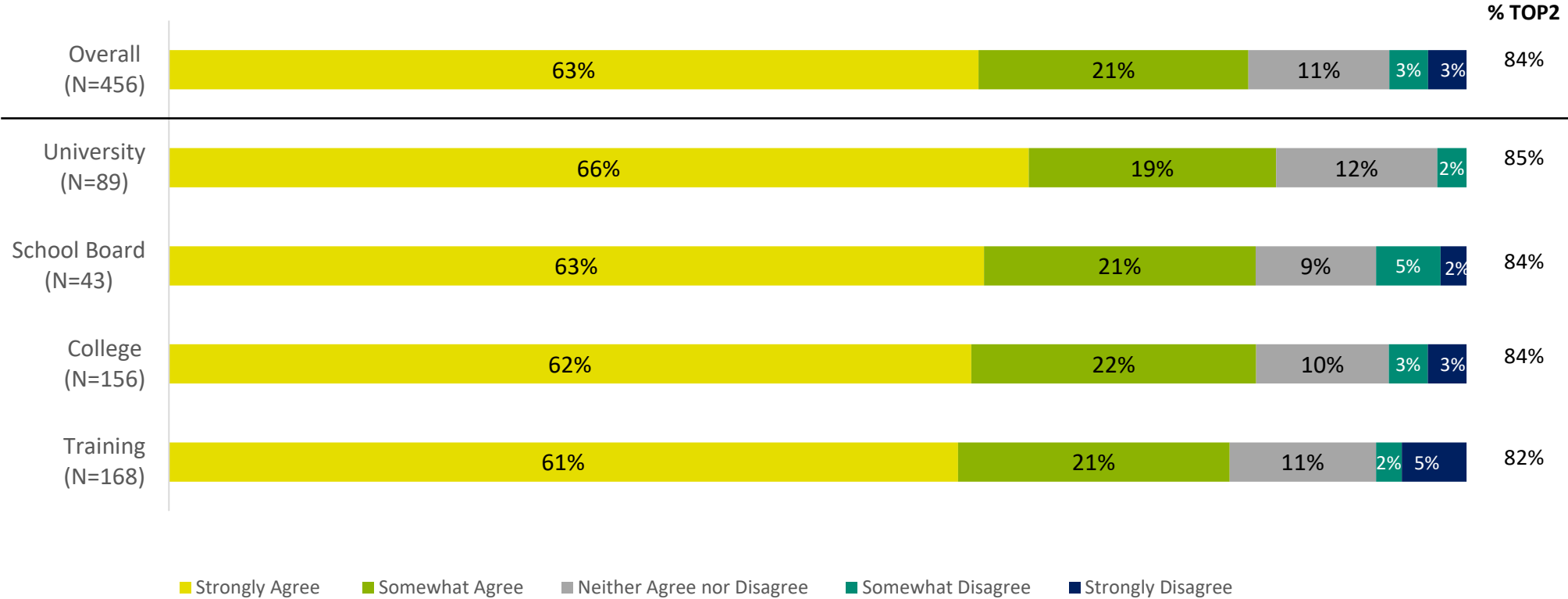
- Over 4 in 5 respondents (TOP2: 86%) agree the course(s) they took contributed to achieving their goals.



Q7A. Thinking about the course(s) you were registered in, please indicate how much you agree or disagree with the following statement: The course(s) I took contributed to achieving my goals. (N=485)
 Framework: Excludes "Not Applicable"

Completing Education Due to Online Availability

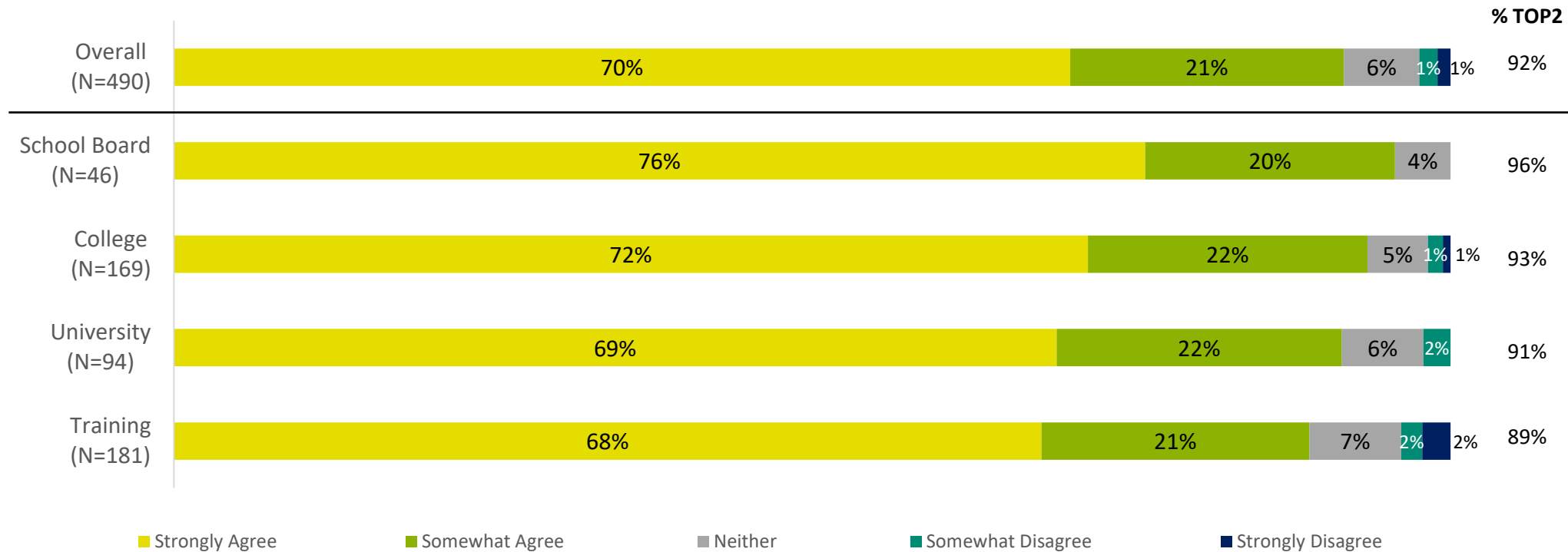
- Over 4 in 5 respondents (TOP2: 84%) were able to complete their education because it was online.



Q7B. Thinking about the course(s) you were registered in, please indicate how much you agree or disagree with the following statement: I completed my education because it was available online. (N=456)
Framework: Excludes "Not Applicable"

Support to Achieve Goals

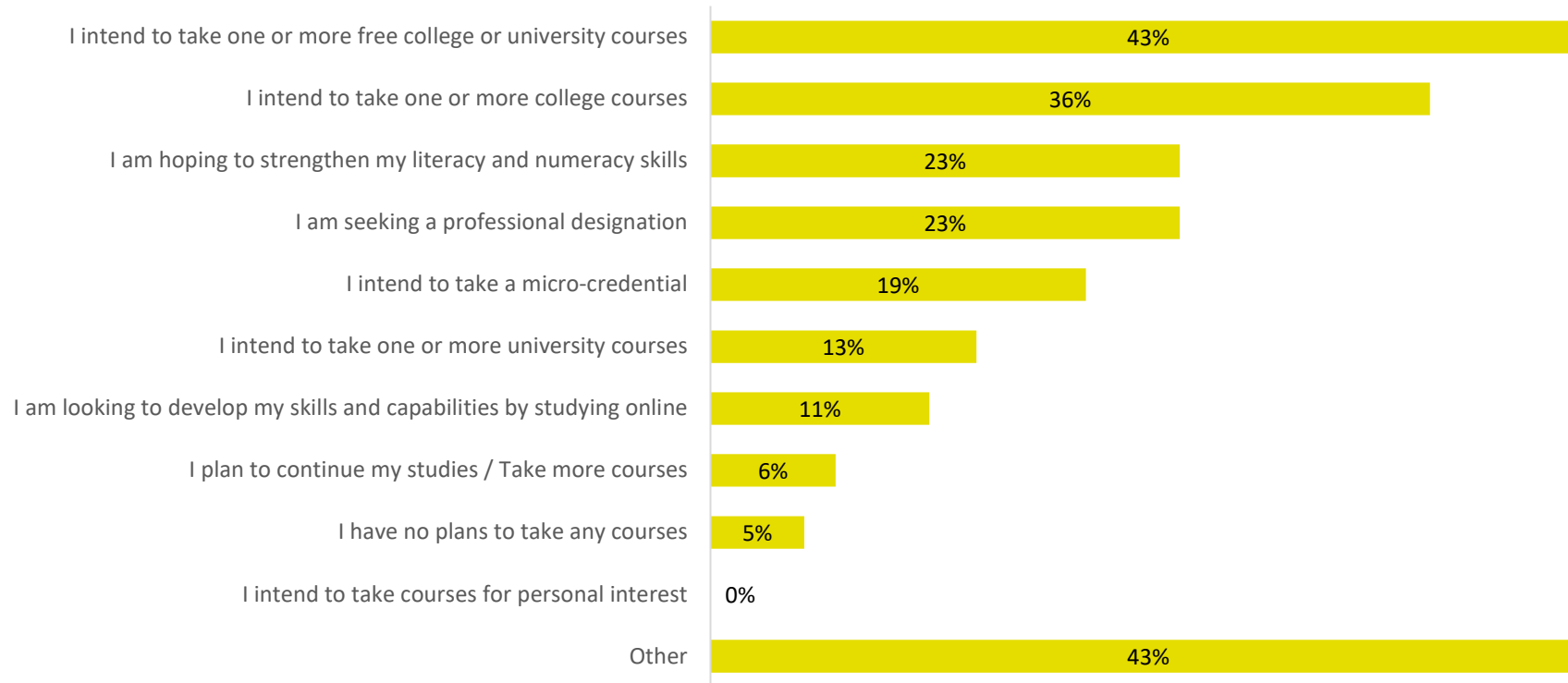
- More than 9 in 10 respondents (TOP2: 92%) agree that Contact North | Contact Nord has provided support in order for them to achieve their goals.



Q7C. Thinking about the course(s) you were registered in, please indicate how much you agree or disagree with the following statement: Contact North | Contact Nord provided support in order for me to achieve my goals. (N=490)
Framework: Excludes "Not Applicable"

Study Plans

- 43% of respondents intend to take one or more free college or university courses and 36% intend to take one or more college courses.
- 23% of respondents are hoping to strengthen their literacy and numeracy skills or seek a professional designation
- 19% of respondents intend to take a micro-credential.



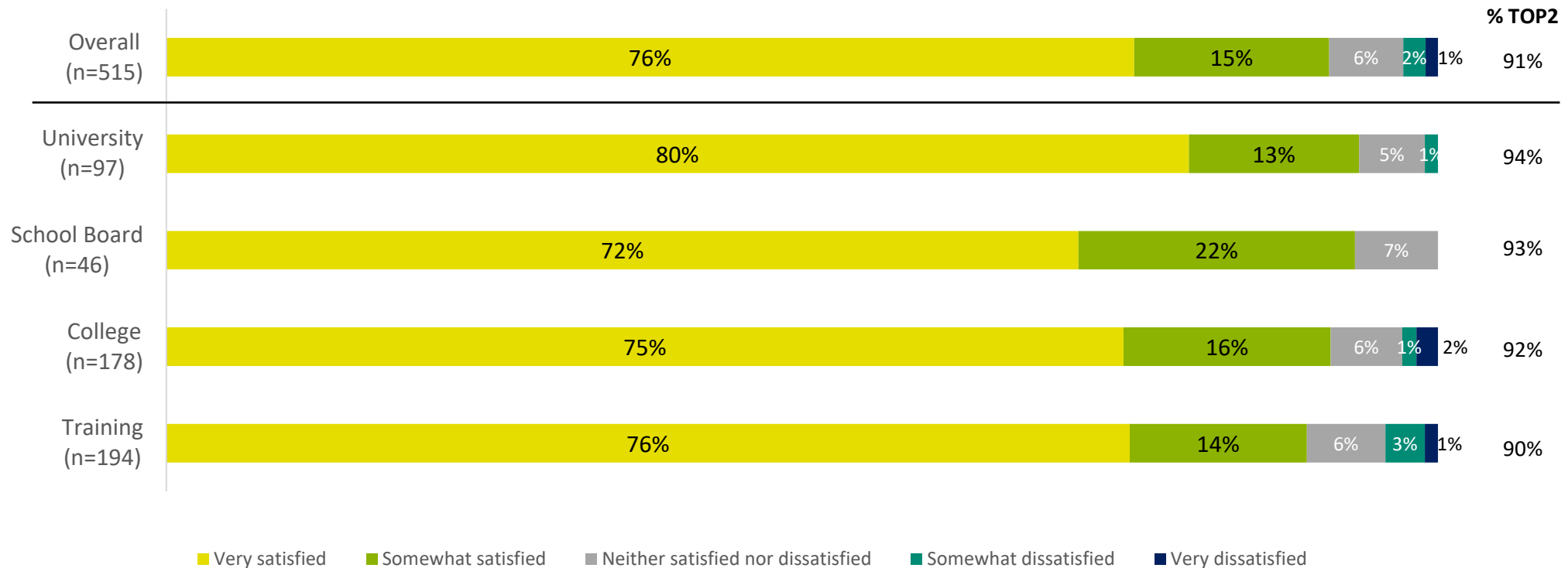
Q10NEW. What are your study plans for this year (May 2023 to March 2024)? Select all that apply (N=129)
Methodology note: "Other" represents a variety of open-ended responses that did not occur frequently enough to be categorized into specific themes.



Satisfaction

Overall Satisfaction

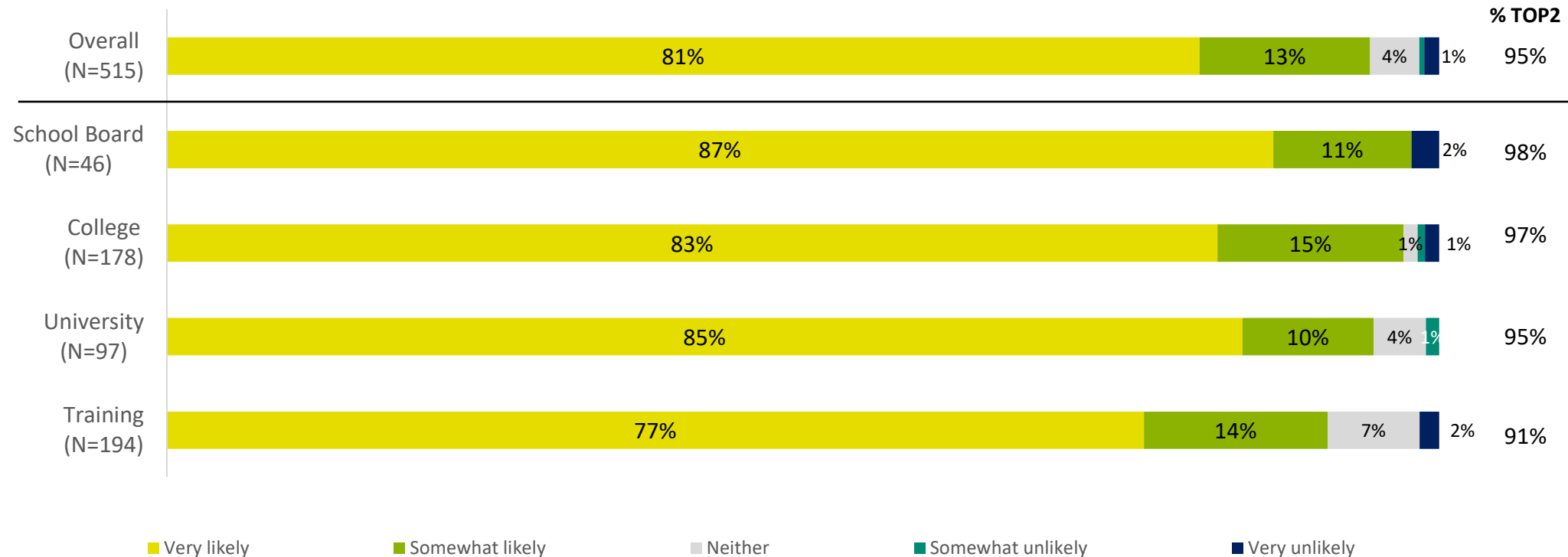
- 91% (TOP2) of all respondents were satisfied with their experiences with Contact North | Contact Nord.



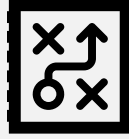
Q11NEW. Recognizing you may not have been able to use one of Contact North | Contact Nord's online learning centres in the last year due to temporary closures, overall, how satisfied are you with the service and support you received from Contact North | Contact Nord? (N=515)

Likelihood to Recommend

- Nearly all respondents (TOP2: 95%) say they are likely to recommend Contact North | Contact Nord's services to a friend or family member.



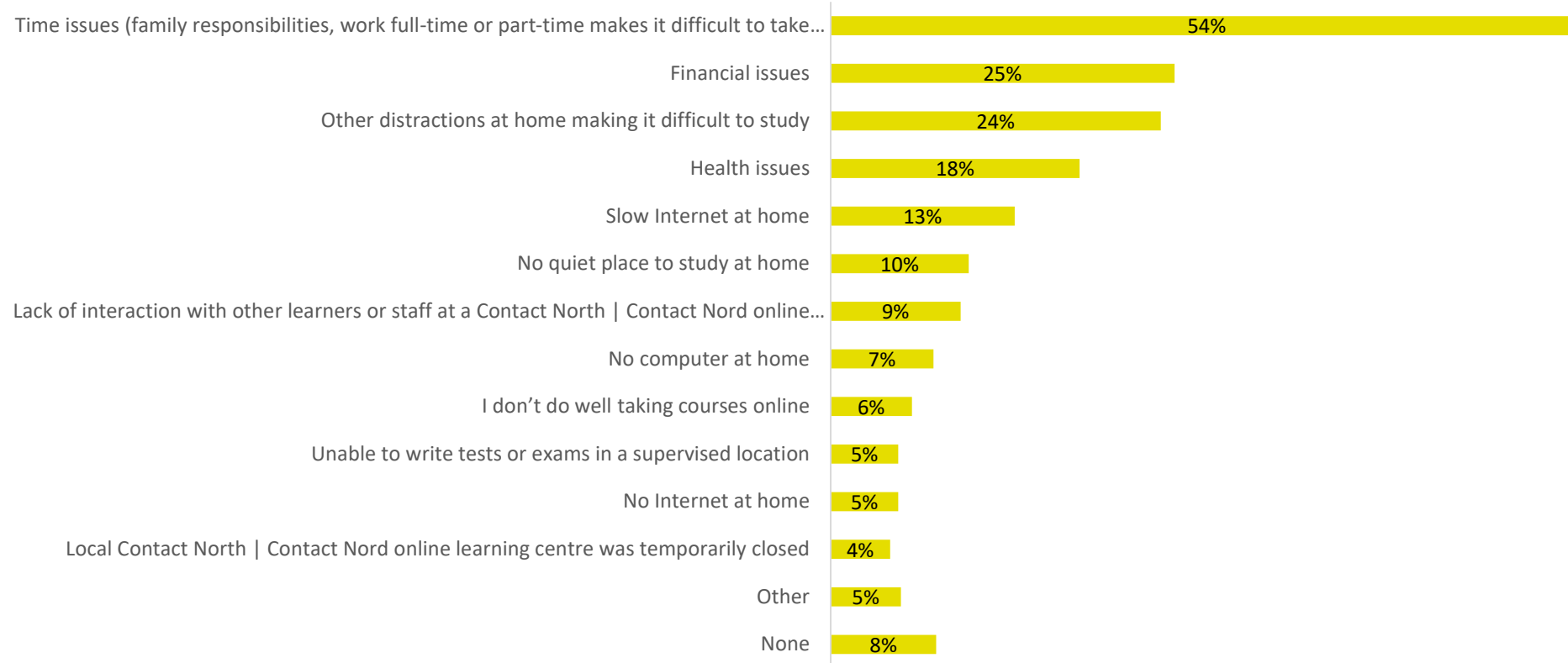
Q12NEW. How likely are you to recommend Contact North | Contact Nord's services to a friend or family member? (N=515)



Challenges

Challenges

- More than half of respondents (54%) indicated ‘time issues’ such as family responsibilities and/or working full-time or part-time as a challenge they faced when pursuing their education and training.
- About 1 in 4 respondents (25%) indicated that ‘financial issues’ or ‘other distractions at home’ (24%) created challenges in pursuing their education and training.
- 18% of respondents indicated ‘health issues’ as a challenge in pursuing their education and training.

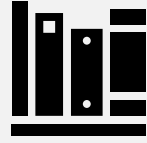


Q13NEW. Which challenges have you faced, if any, in pursuing your education and training? (N=511)

Framework: Excluding Don't Know/Refused

Methodology Note: Some answers were open-ended and have been grouped into categories for analysis.

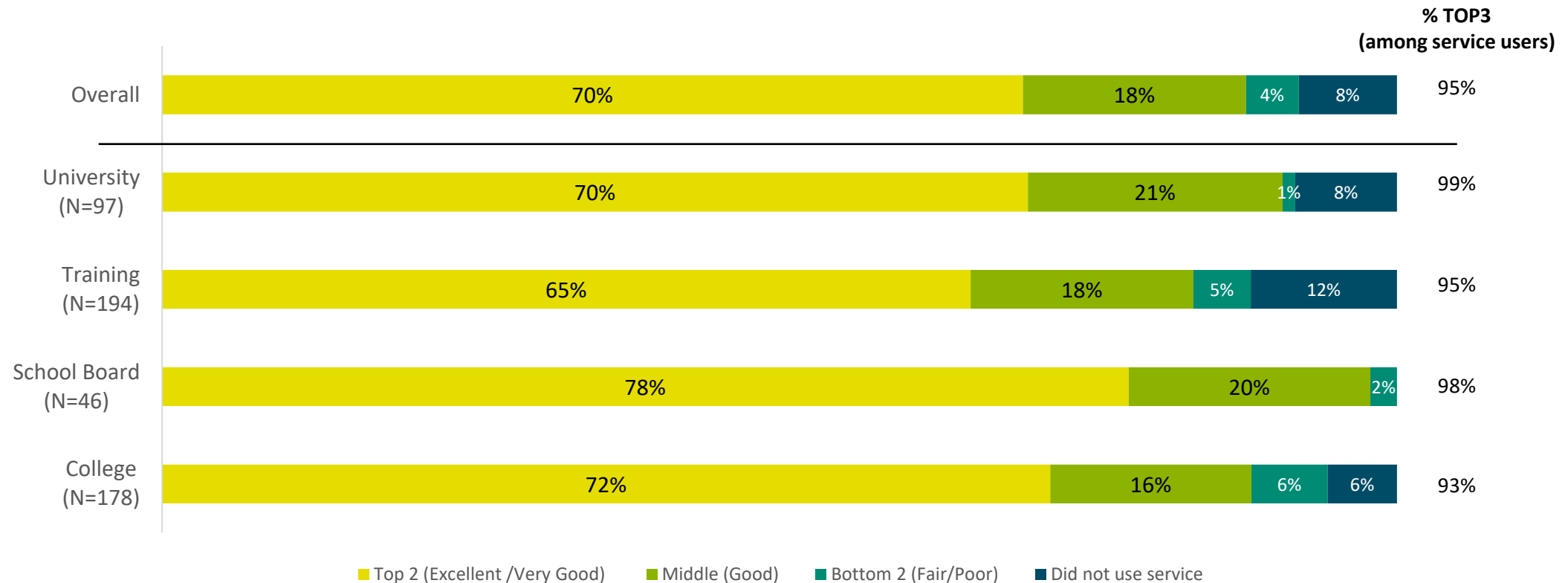
“Other” represents answers that could not be categorized.



Services

Information on Available Online Courses and Study Options

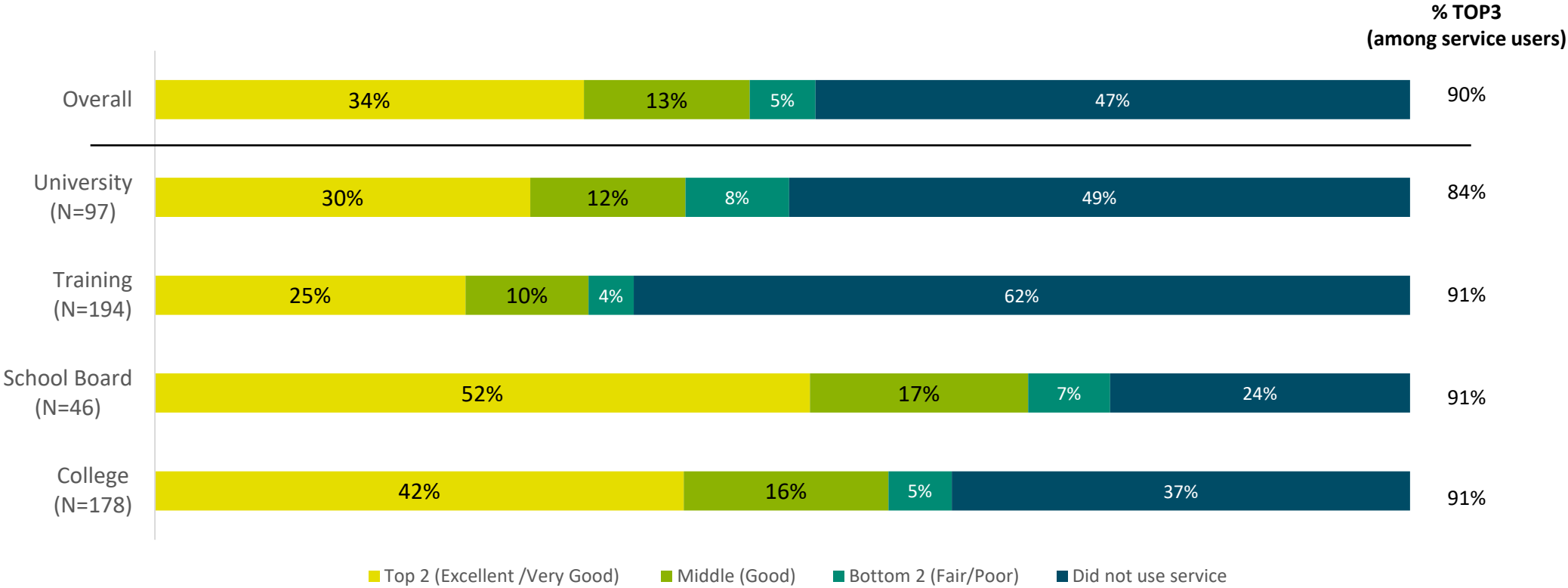
- 92% of respondents used the 'information provided on available online courses and study options' services.
- 95% of respondents who used the service rated it as excellent/very good/good.



Q11A. How would you rate the following Contact North | Contact Nord services?
Information provided on available online courses and study options (N=515)

Information on Financial Aid Options

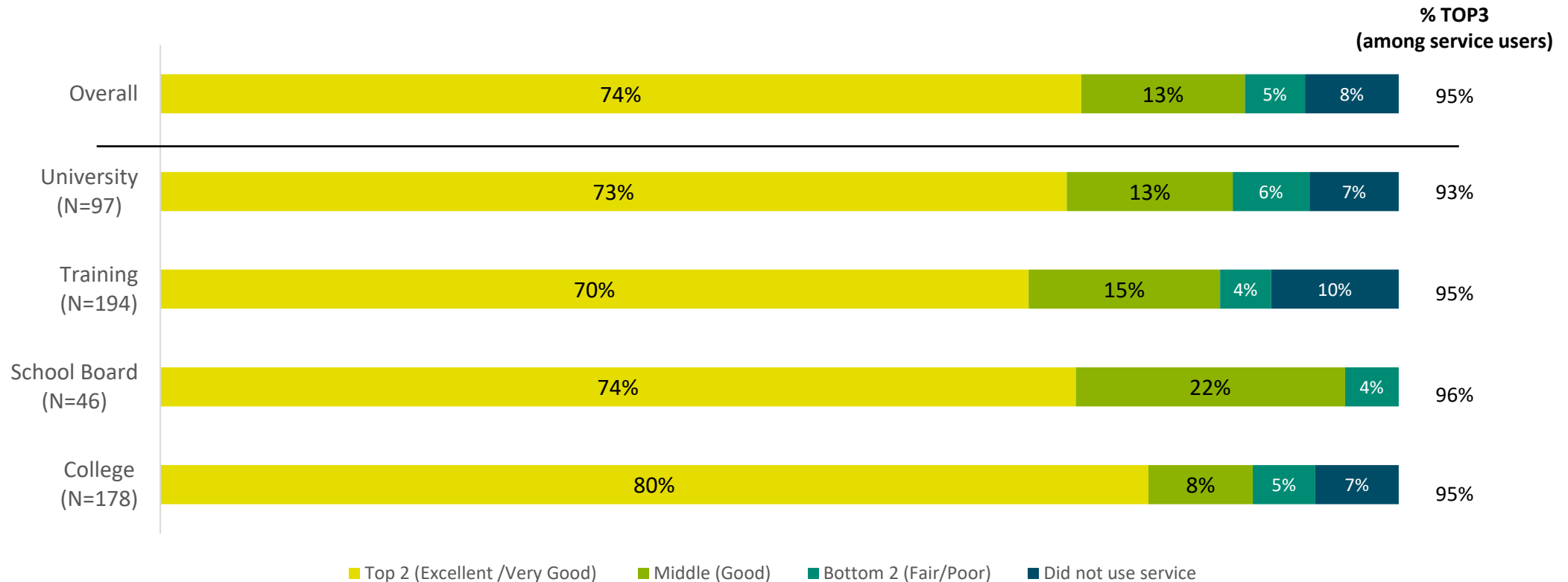
- 53% of respondents used the services that provide information on financial aid options.
- 90% of respondents who used these services rated them as excellent/very good/good.



Q11B. How would you rate the following Contact North | Contact Nord services?
Information provided on financial aid options (N=515)

Help Registering in Courses

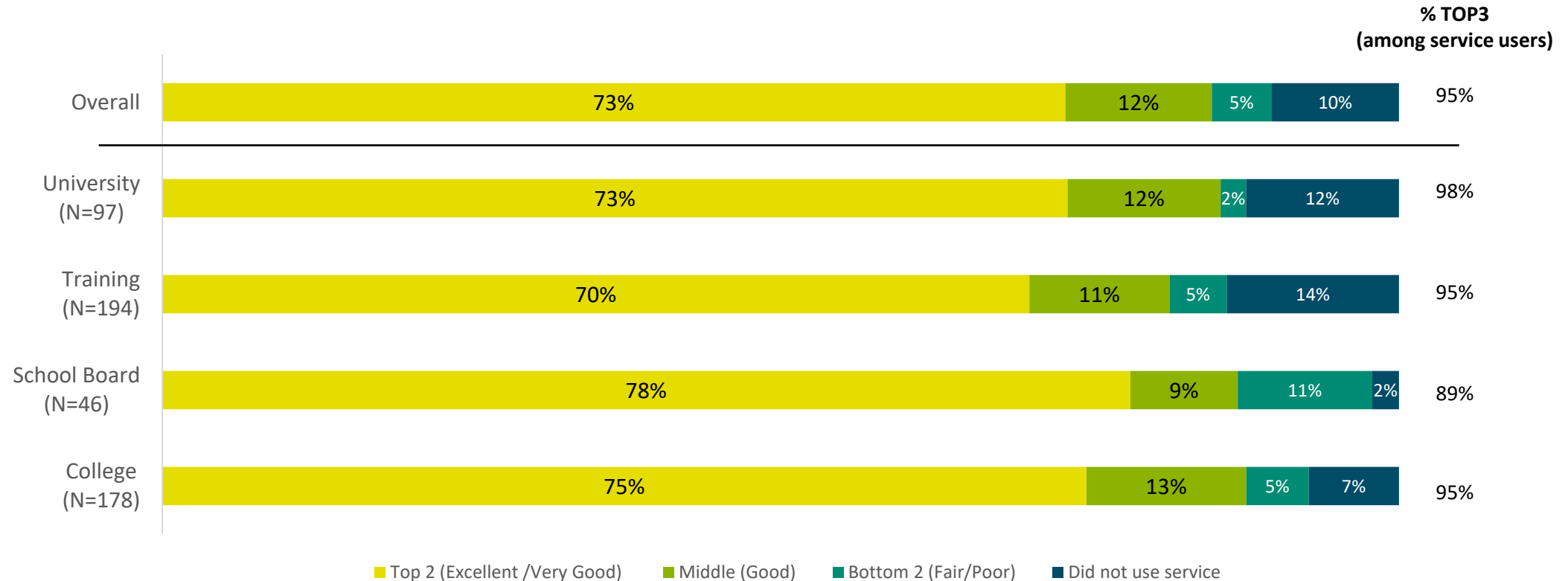
- 92% of respondents used the services to help register in courses.
- 95% of respondents who used these services rated them as excellent/very good/good.



Q11C. How would you rate the following Contact North | Contact Nord services?
Help registering in courses (N=515)

Support From Staff

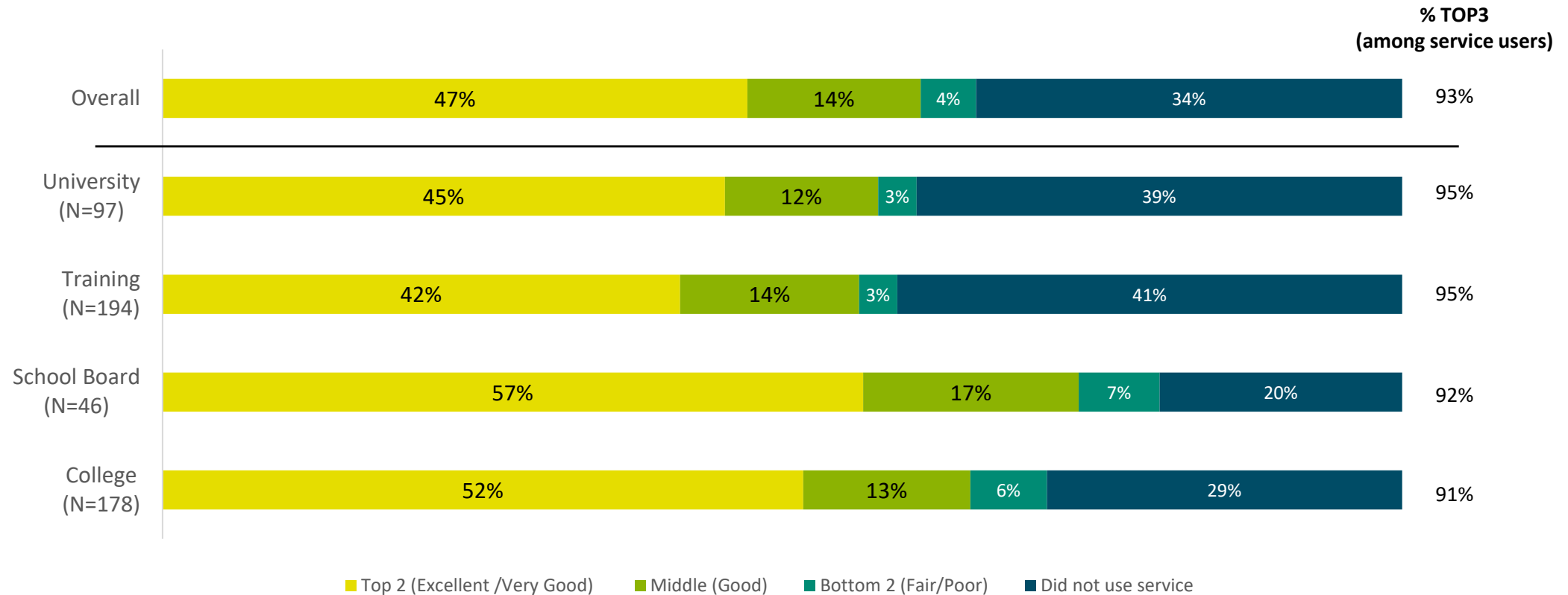
- 90% of respondents rated support from staff either in-person or via phone, e-mail, text, and/or zoom.
- 95% of respondents who used the service rated it as excellent/very good/good.



Q11D. How would you rate the following Contact North | Contact Nord services?
 Support from staff either in-person or via phone, e-mail, text, Zoom (N=515)

Referrals for Local Support Services

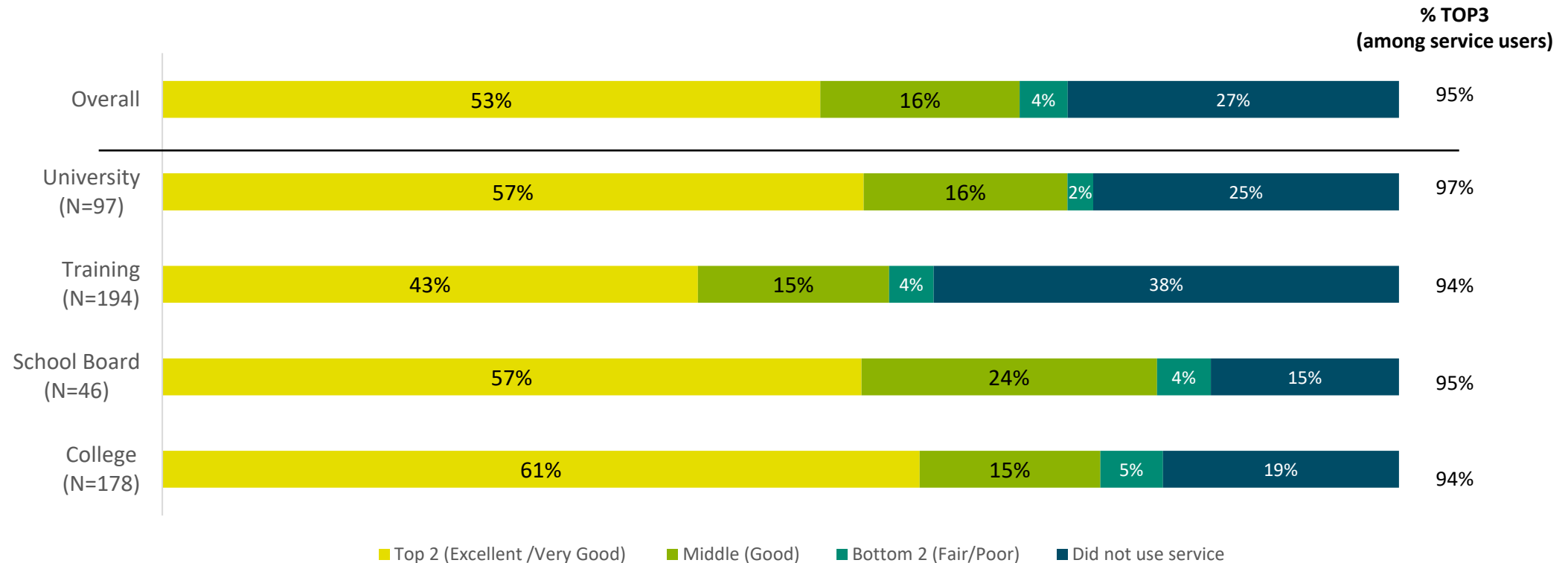
- 66% of respondents used the referrals for local support services.
- 93% of respondents who used the service rated it as excellent/very good/good.



Q11E. How would you rate the following Contact North | Contact Nord services?
Referrals for local support services (N=515)

Using a Learning Platform

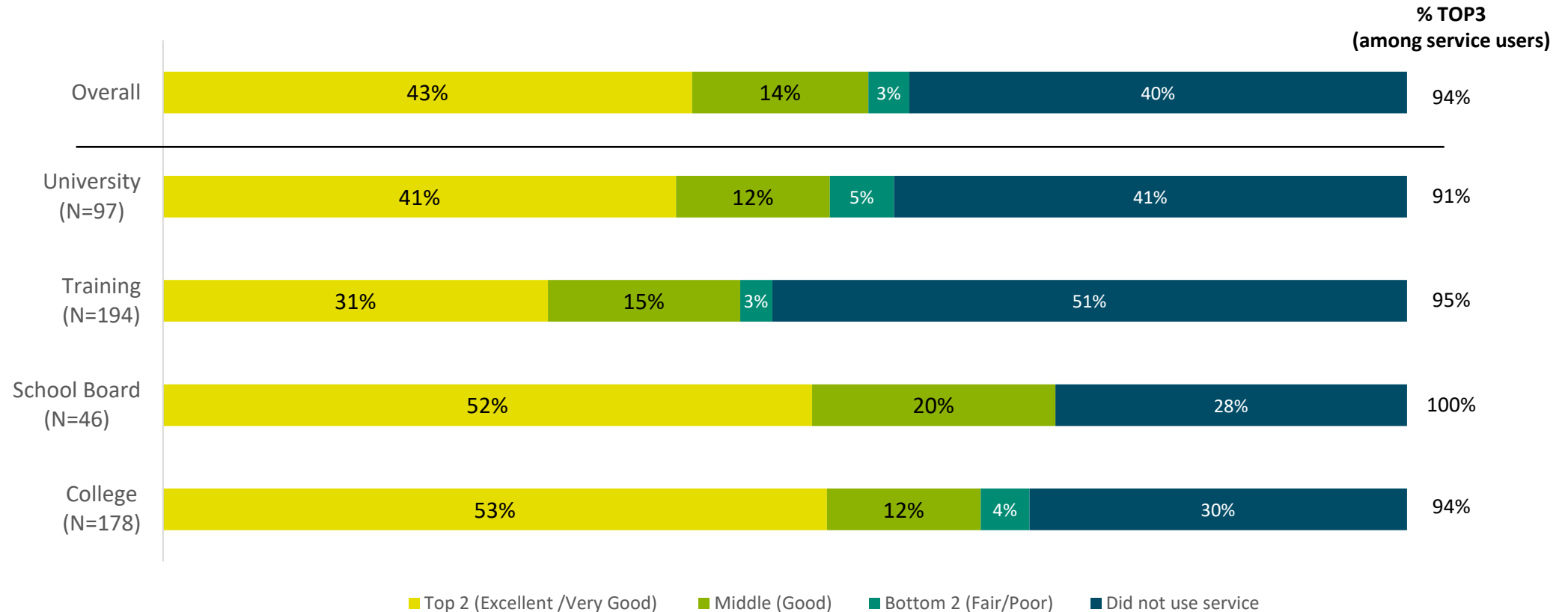
- 73% of respondents used a learning platform (Adobe Connect, Zoom, Moodle/BigBlueButton).
- 95% of respondents who used the service rated it as excellent/very good/good.



Q11F. How would you rate the following Contact North | Contact Nord services?
Use of a learning platform (Adobe Connect, Zoom, Moodle/BigBlueButton) (N=515)

Technical Support Hotline

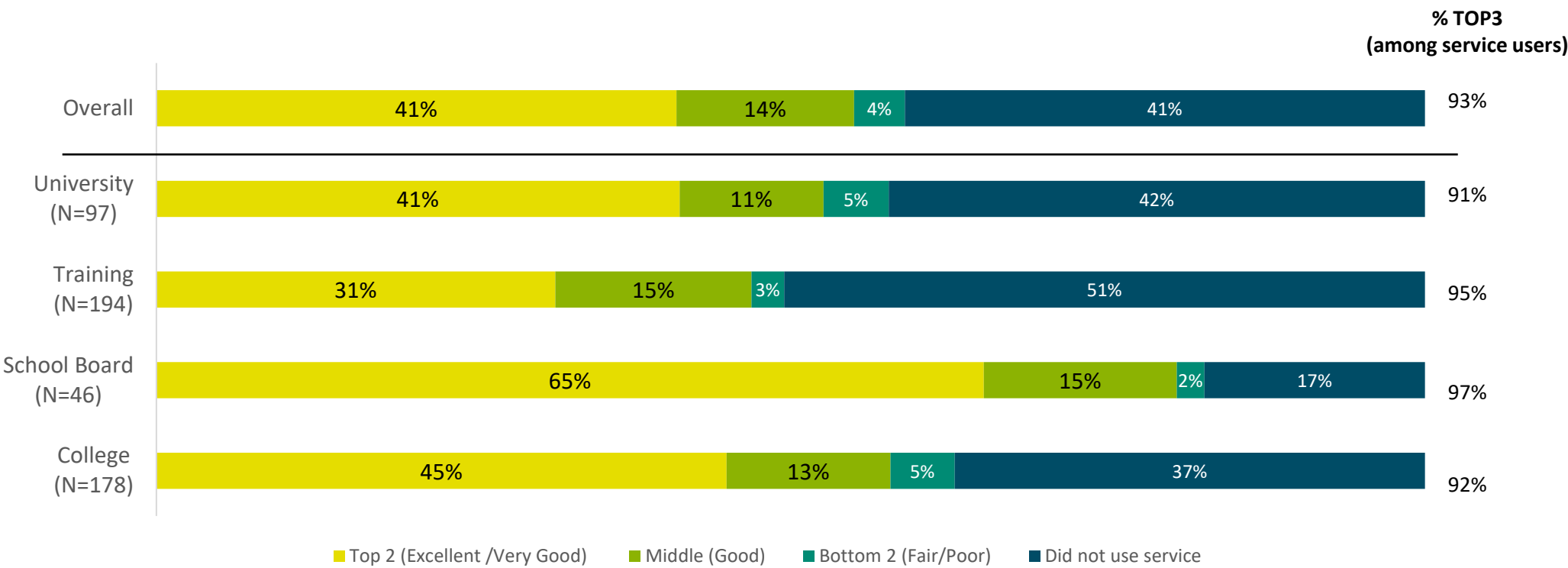
- 60% of respondents used the technical support hotline.
- 94% of respondents who used the service rated it as excellent/very good/good.



Q11G. How would you rate the following Contact North | Contact Nord services?
Technical Support Hotline (N=515)

Student Information Hotline

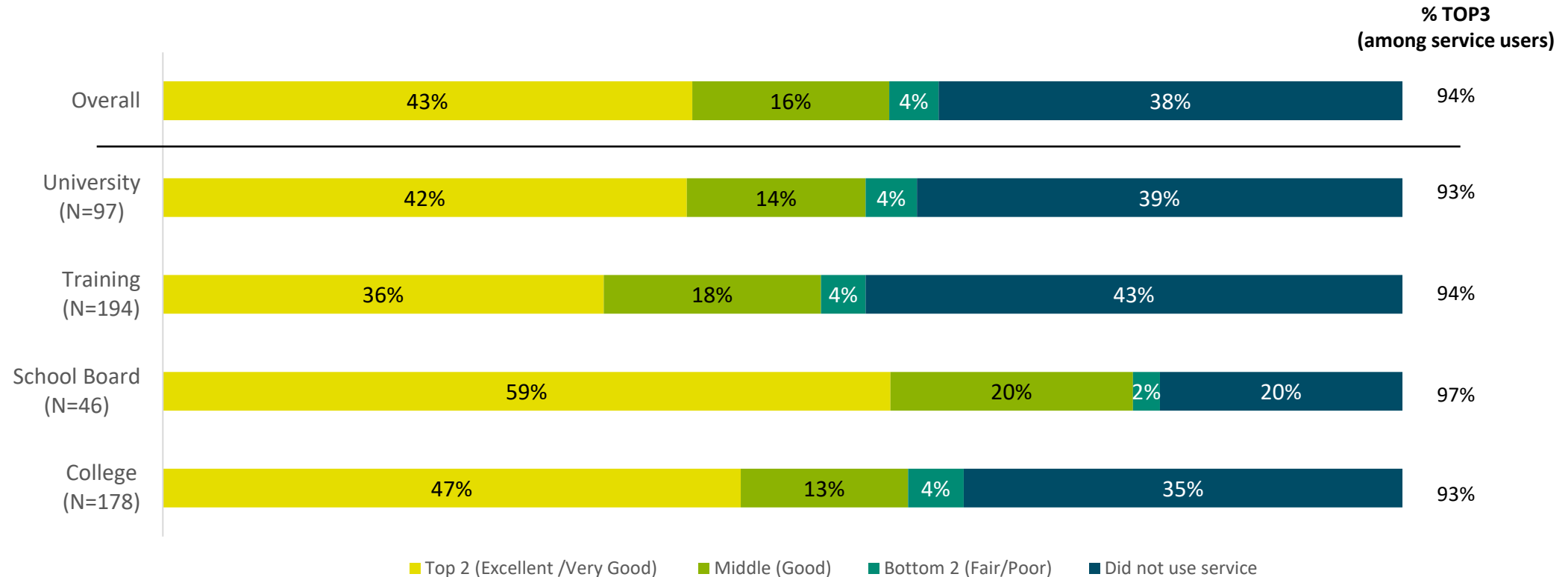
- 59% of respondents used the student information hotline (telephone, email, or live chat).
- 93% of respondents who used the service rated it as excellent/very good/good.



Q11H. How would you rate the following Contact North | Contact Nord services?
Student Information Hotline (telephone, email or live chat) (N=515)

Quality of Learning Environment at Online Learning Centre

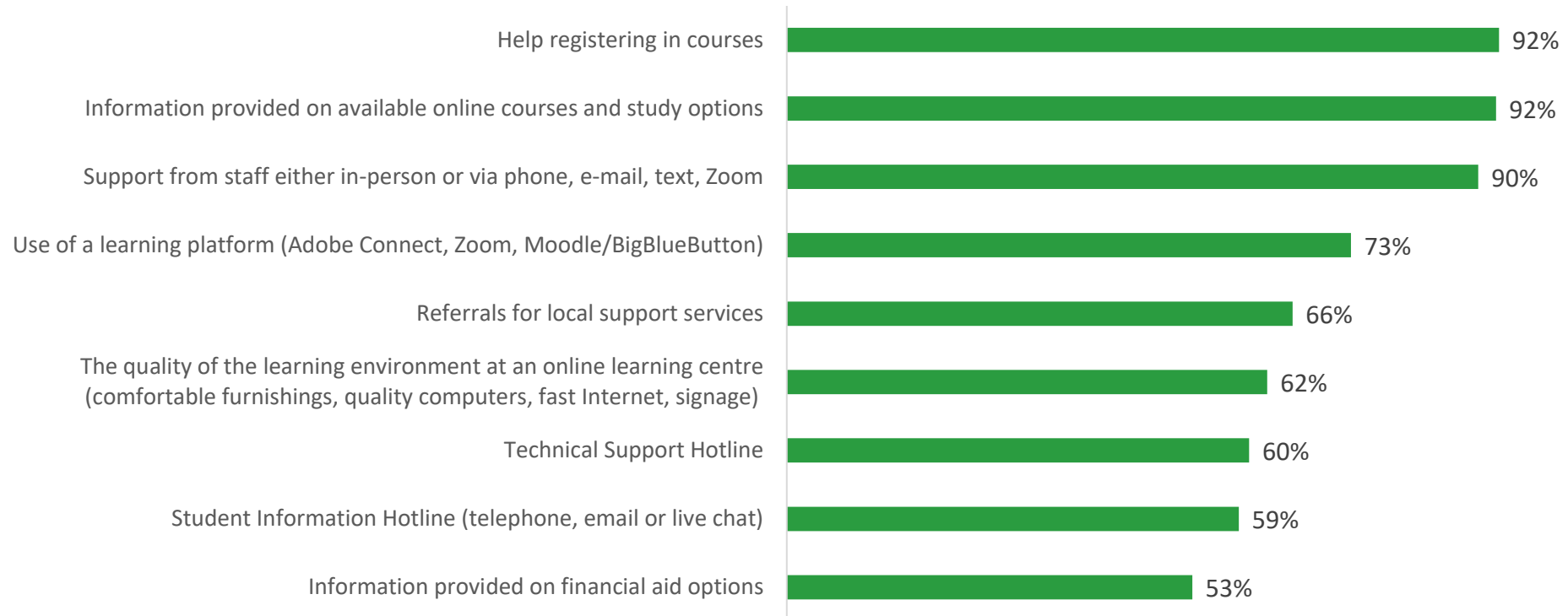
- 62% of respondents rated the quality of the learning environment at an online learning centre.
- 94% of respondents who used the service rated it as excellent/very good/good.



Q11I. How would you rate the following Contact North | Contact Nord services? (N=515)
The quality of the learning environment at an online learning centre (comfortable furnishings, quality computers, fast Internet, signage)

Service Usage Rates

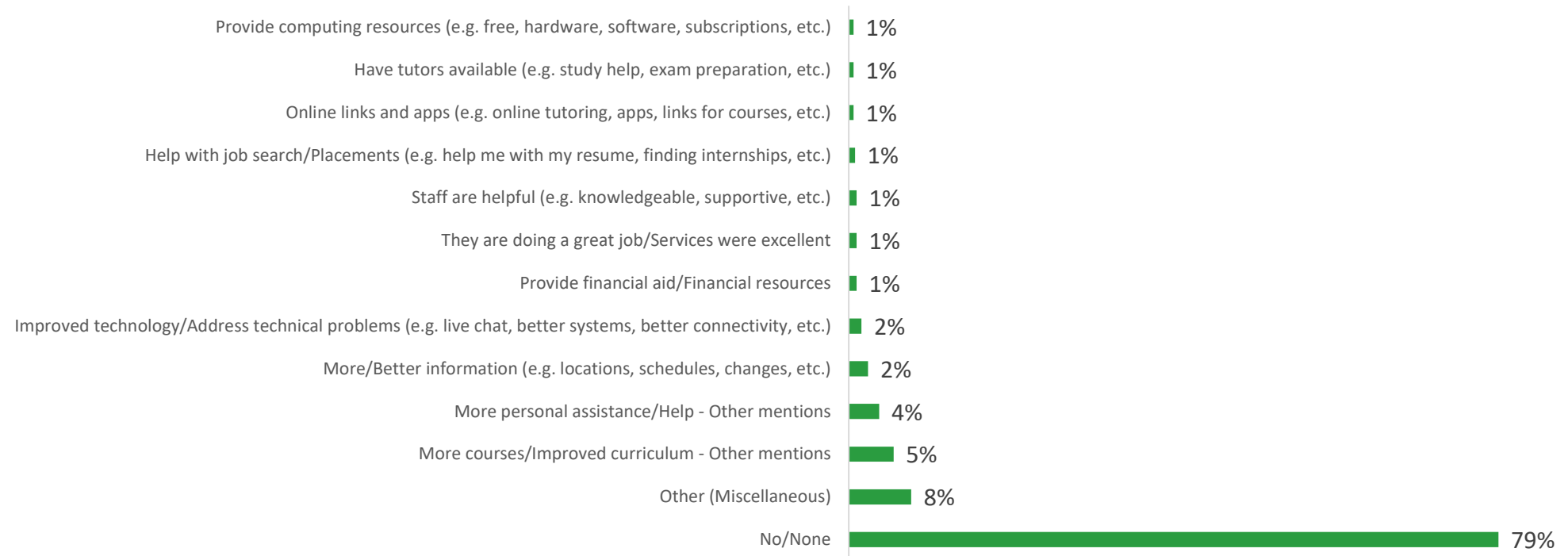
- The top three most commonly used services are: Help registering in courses (92%), Information on available online courses and study options (92%), and Support from staff (90%)



Q11A-Q11I. How would you rate the following Contact North | Contact Nord services? (N=515)
Note: Chart displays % of respondents who selected any option other than "Did not use the service"

Suggestions for Additional Services

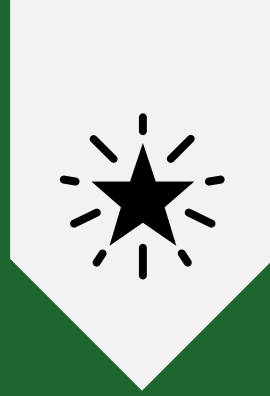
- Nearly 4 in 5 respondents (79%) indicated they did not have any recommendations for Contact North | Contact Nord about other services that could be provided in order to help the respondents be successful in their studies.
- Of the 21% who provided a recommendation, the most common responses mentioned providing more courses/improved curriculum (5%) and more personal assistance/help (4%).



Q13. Are there other services Contact North | Contact Nord could provide to help you be successful in your studies? (N=514)

Framework: Excluding "Don't Know/Refused"

Methodology note: Open-ended responses have been grouped into categories for the purpose of analysis. Percentages add to more than 100% as multiple mentions were allowed. "Other (Miscellaneous)" indicates responses that could not be grouped into categories.



Using New Skills

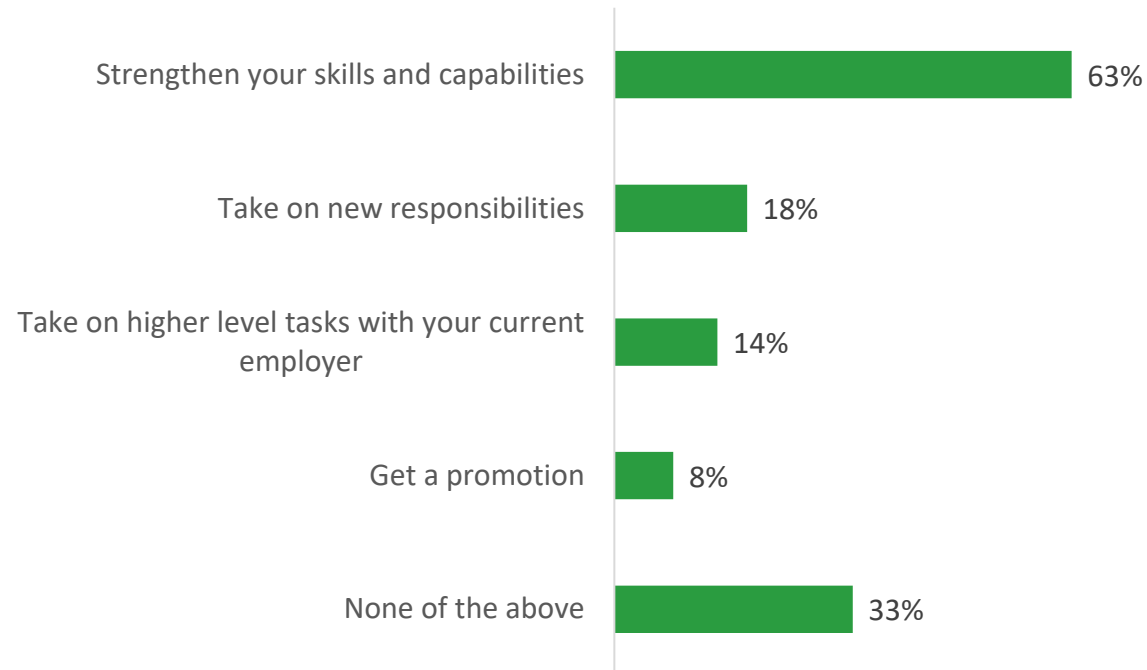
Using New Skills

- Respondents from selected OLCs were asked about the potential uses of the skills gained through their courses.
- Over 3 in 5 (63%) indicated they gained skills that helped them strengthen their skills and capabilities.
- 18% indicated their new skills helped them take on new responsibilities.

Selected OLCs:

*Angus
Brockville
Bruce Peninsula
Cat Lake First Nation
Greater Toronto Area (GTA)
Kettle and Stony Point First Nation
Listowel
Midland
North Bay Downtown
Pembroke
Picton
Pikangikum First Nation
Richmond*

*Note: Out of 61 total respondents,
12 (20%) answered "Not Applicable"
Chart indicates results for remaining
respondents*



Q16NEW. After completing your course(s) using Contact North | Contact Nord's services, did you get new skills to help you with any of the following? (N=49)
Framework: Excluding "N/A"

Methodology note: Multiple responses were allowed

Using New Skills– Demographic Breakout

OLC N=61												
Angus	Brockville	Bruce Peninsula	Cat Lake First Nation	Greater Toronto Area (GTA)	Kettle And Stony Point First Nation	Listowel	Midland	North Bay Downtown	Pembroke	Picton	Pikangikum First Nation	Richmond
18%	0%	0%	0%	15%	5%	10%	3%	5%	20%	8%	0%	16%

GENDER N=59		AGE N=58						INCOME N=45							SECTOR N=61			
Male	Female	18-24	25-34	35-44	45-54	55-64	65+	<\$20K	\$20K to under \$40K	\$40K to under \$60K	\$60K to under \$80K	\$80K to under \$100K	\$100K to under \$150K	\$150K+	College	School Board	Training	University
17%	83%	12%	10%	21%	45%	9%	3%	20%	18%	24%	4%	11%	18%	4%	33%	3%	51%	100%

ETHNICITY N=59								
Indigenous/First Nations (North American Indian/ Metis/Inuk (Inuit))	Black (African, Caribbean, etc.)	Caucasian	French Canadian (Franco-Ontarian, Quebecois, Acadian, etc.)	Chinese, East Asian or Southeast Asian (Japanese, Korean, Filipino, Malaysian, Vietnamese, etc.)	Latino (Mexican, Central / South American)	South Asian (Indian, Bengali, Pakistani, Sri Lankan, etc.)	West Asian / Middle Eastern (Afghan, Lebanese, Saudi Arabian, Turkish, etc.)	Other
7%	5%	64%	2%	3%	5%	7%	5%	2%

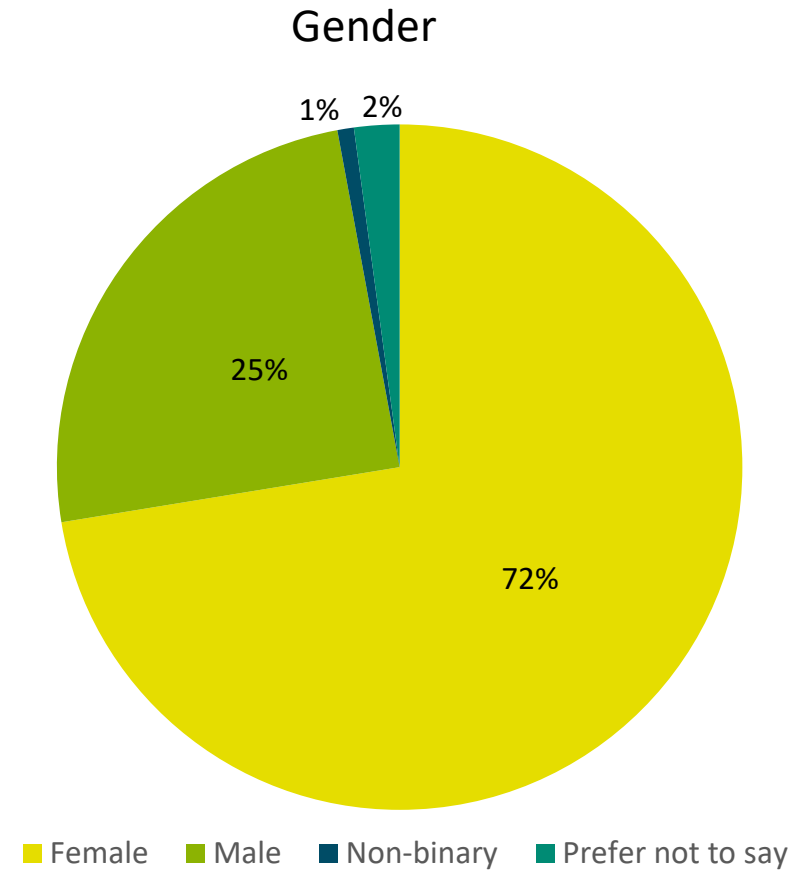
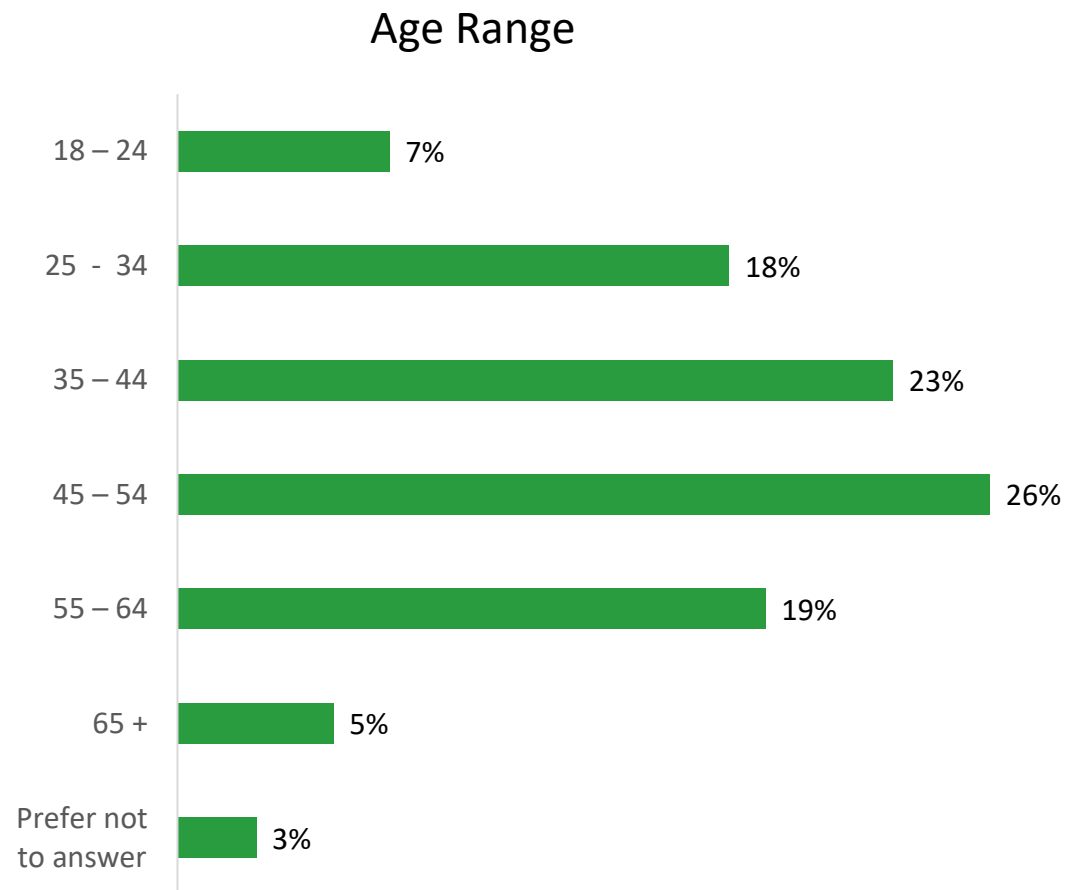
Q16NEW. After completing your course(s) using Contact North | Contact Nord's services, did you get new skills to help you with any of the following?

Framework: All respondents excluding "Prefer not to answer" for each demographic category



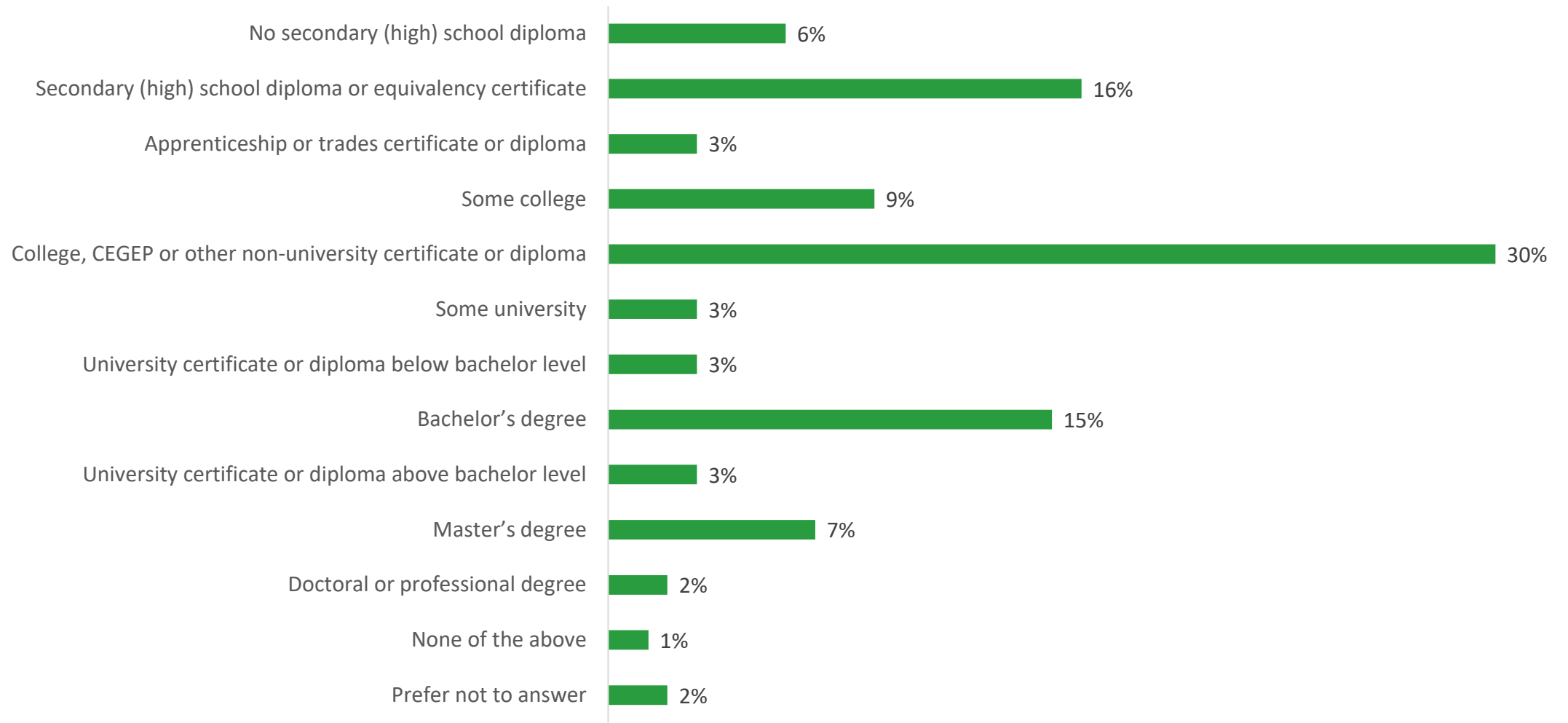
Demographics

Age and Gender



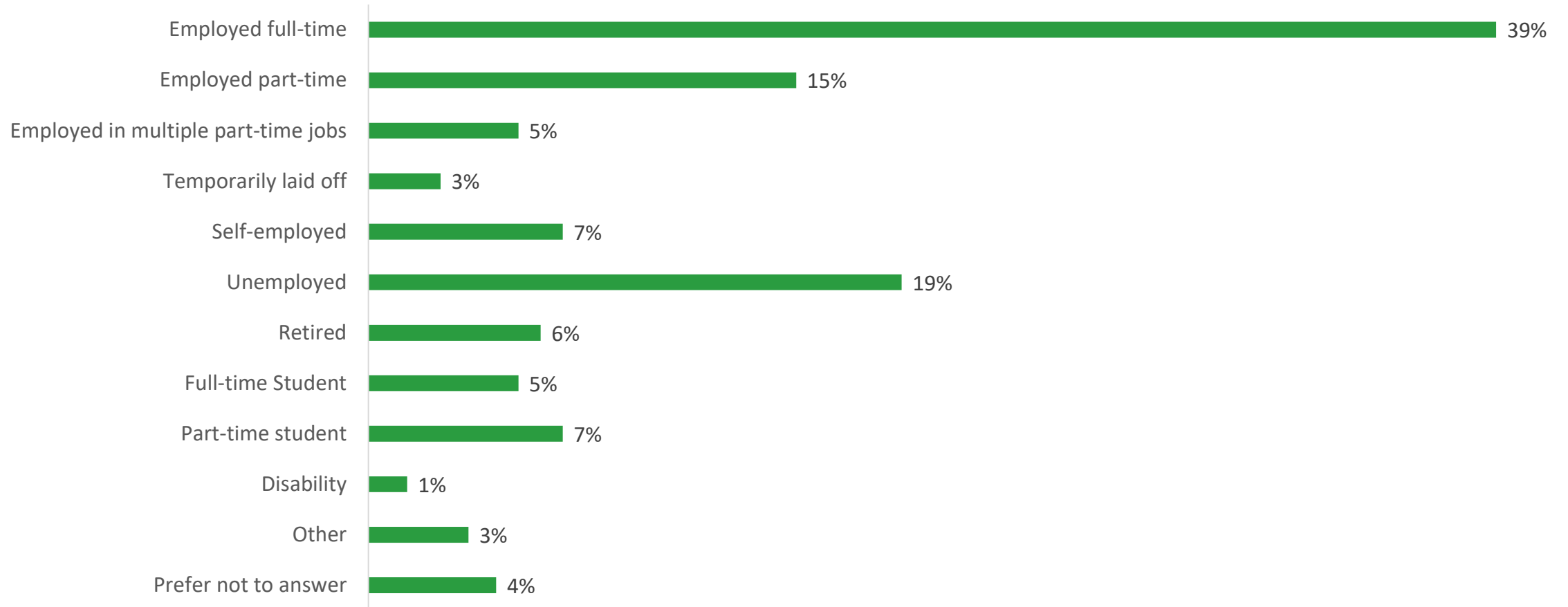
D1. How would you describe your gender? (N=515)
D2. What is your age? (N=515)

Education



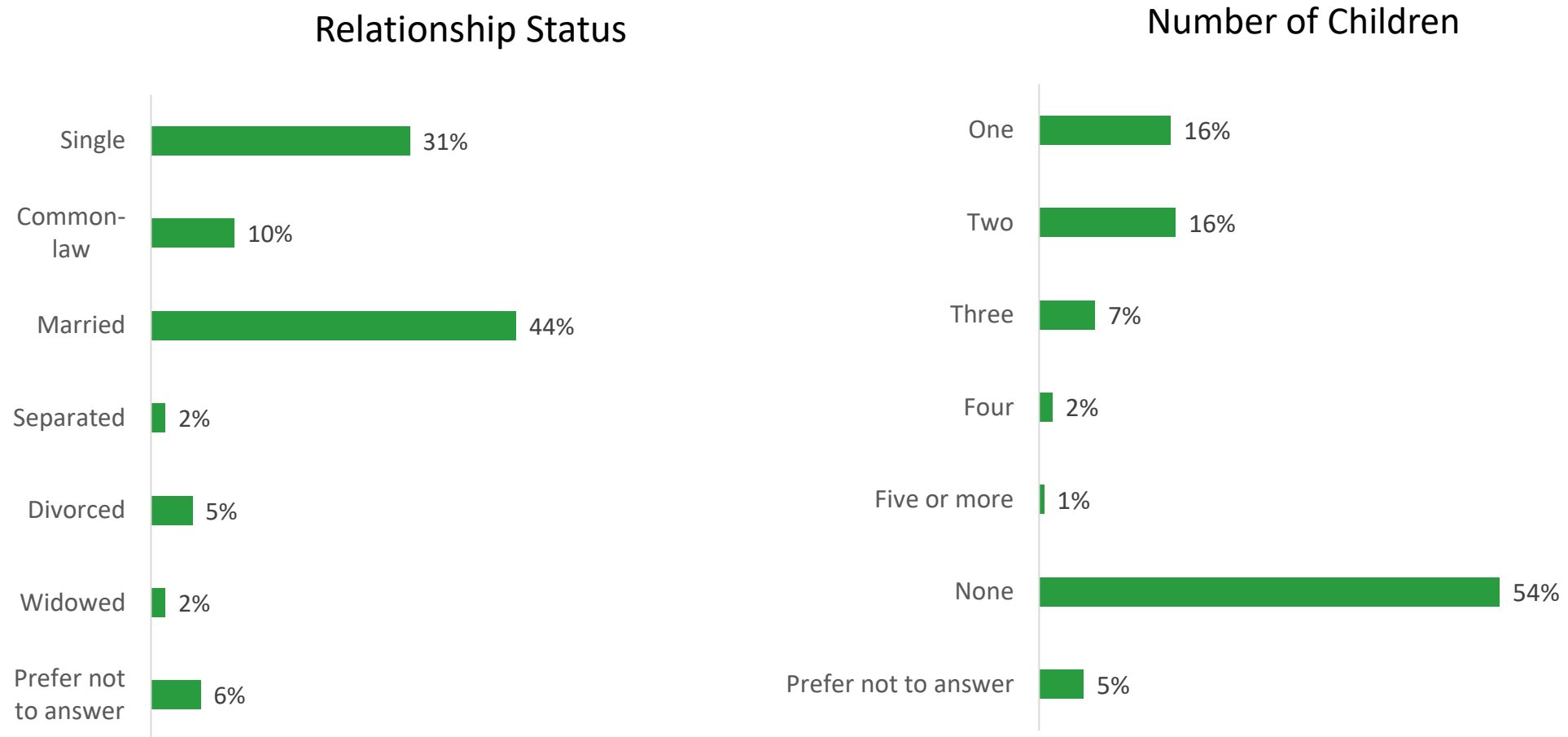
D3. What is the highest level of education or training you have completed? (N=515)

Employment



D4. Which of the following best describes your current employment status? Please select all that apply. (N=515)

Relationship Status & Number of Children

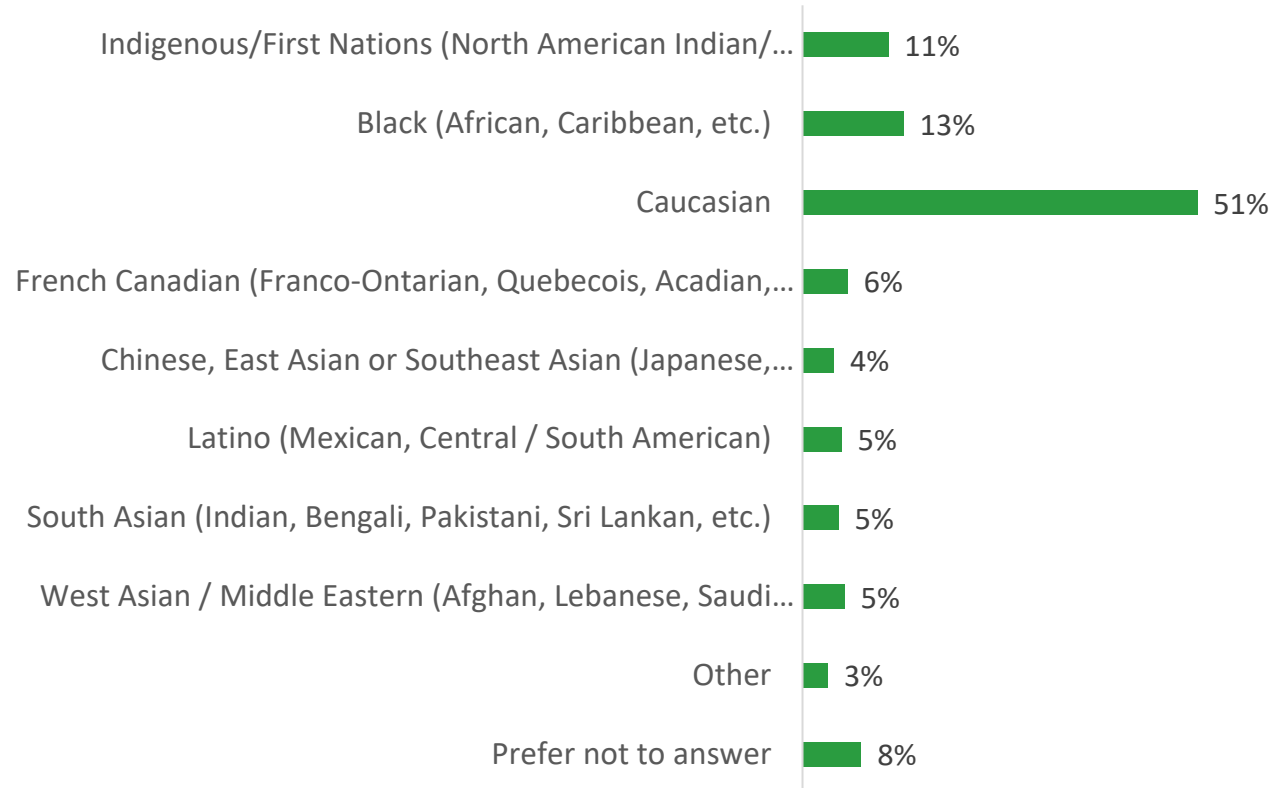


D5. What is your current relationship status? (N=515)

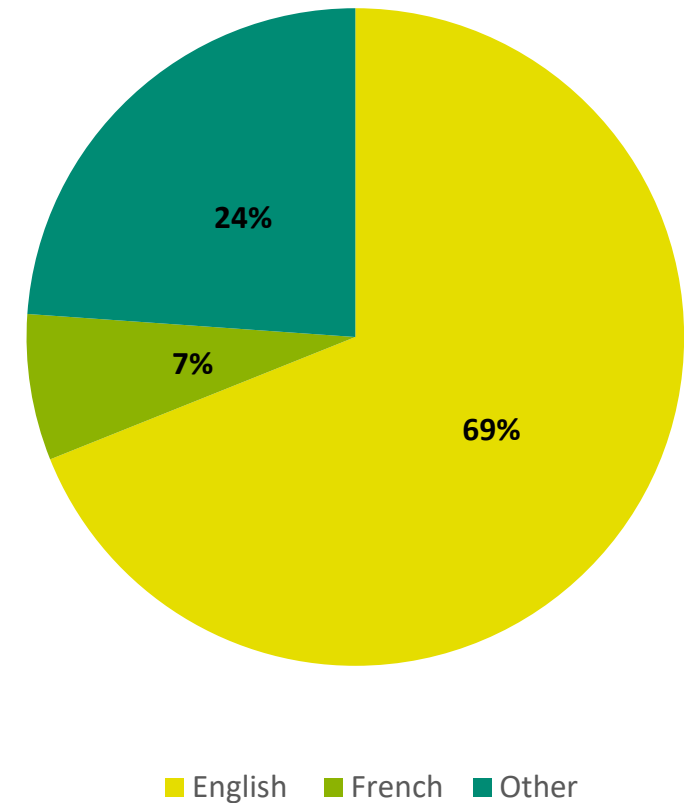
D6. How many children do you have, under the age of 18, living within your household? (N=515)

Language and Ethnicity

Ethnic Identity

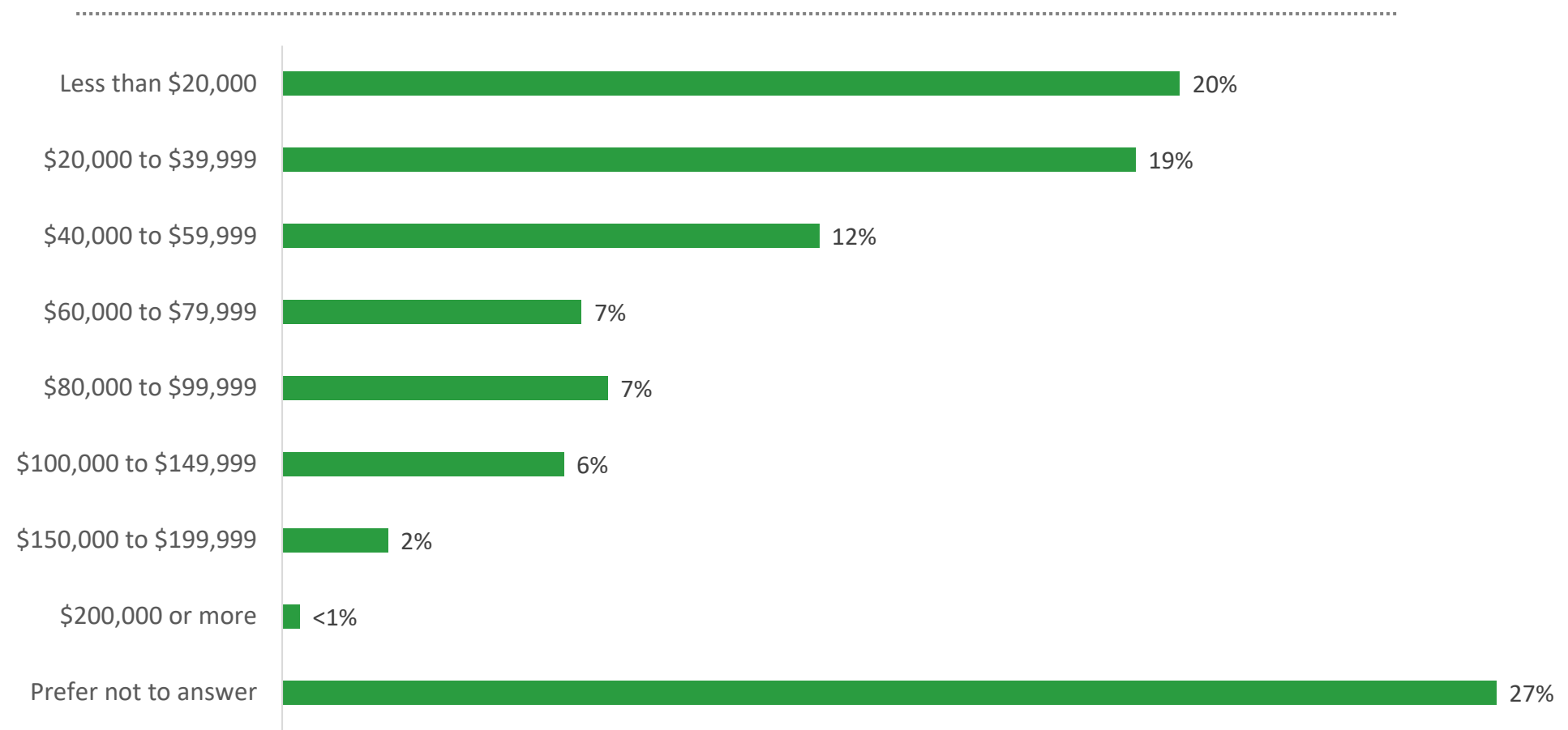


First Language



D7. What was the first language you learned as a child and still understand? (N=515)
D8. Do you identify with any of the following group(s)? Please select any that apply? (N=515)

Income



D9. Which of the following categories best describes your household’s annual income in 2022, before taxes? (N=515)