

Contact North | Contact Nord Annual Student Outcome Survey 2023-2024

June 2024

Prepared by:





Background and Methodology

Background and Methodology

- 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, two waves follow-up calls were completed.
- This final report focuses on respondents who completed the survey in two waves, between March 4th and March 19th, 2024, and between May 9th and May 28th, 2024.
- 3,958 Contact North | Contact Nord clients were contacted, either via e-mail or phone.
- 1,042 responses (26% 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.
- No clients who registered in courses from one of the Indigenous Institutes completed the survey.
- 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 "agree" may be the combined result of "strongly agree" and "somewhat agree," whereas a grouping of "disagree" (BTM2) may be the combined result of "somewhat disagree" and "strongly disagree." A TOP3 grouping referred to as "good" may be the combined result of "excellent", "very good", and "good."



Key Findings

Annual Outcomes – Key Findings

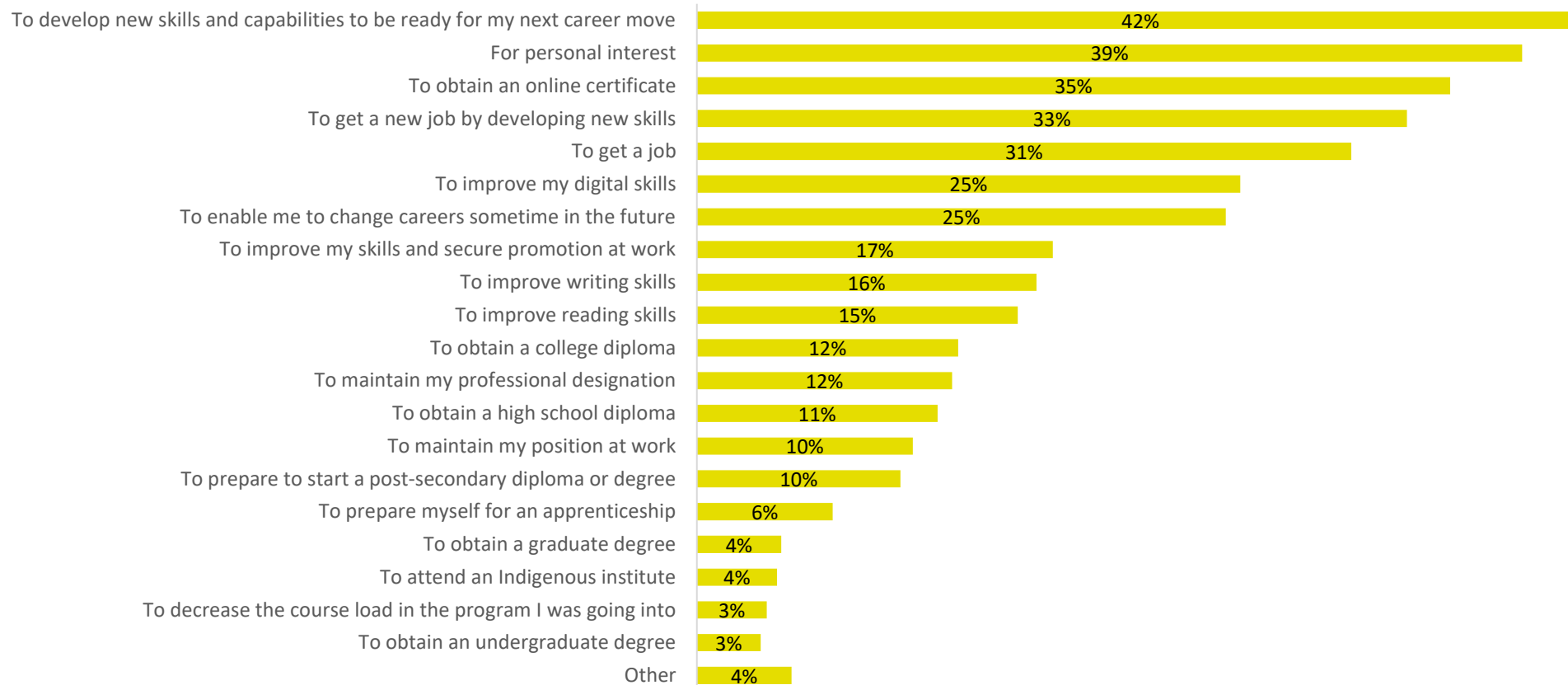
- 80% of those who registered in courses with the goal of maintaining their job obtained their objective.
- Of those who registered in courses with the goal of completing a specific credential, the majority achieved their objective if they were seeking an online certificate (70%) but rates were lower for other objectives (38% for college diploma, 35% for high school diploma, 28% for graduate degree, and 13% for undergraduate degree).
- About 2 in 3 (68%) registered for 1-3 courses (the balance registered in 4 or more courses; about half (49%) completed at least 1-3 courses
- 78% registered in a course based on their interactions with Contact North | Contact Nord.
- ‘Other personal reasons’ (17%) and ‘Time issues’ (17%) were the top reasons why respondents did not complete their registered program or course, with ‘Too busy with work’ being the third most common reason (14%).
- 2 in 3 (66%) did not register in other course(s) since December 31, 2023 / March 31, 2024.
- Of those who did not register in other courses, 40% stated they had no time to continue taking course(s), while 25% did not need any further courses.
- Over 4 in 5 (TOP2: 87%) agreed that the course(s) they took contributed to achieving their goals.
- Nearly 9 in 10 (TOP2: 89%) agreed that Contact North | Contact Nord provided support in order for them to achieve their goals.
- More than 9 in 10 (TOP2: 93%) were satisfied overall with the service and support received from Contact North | Contact Nord.
- More than 9 in 10 (TOP2: 94%) would likely recommend Contact North | Contact Nord to friends or family members.



Goals

Goals When Registering

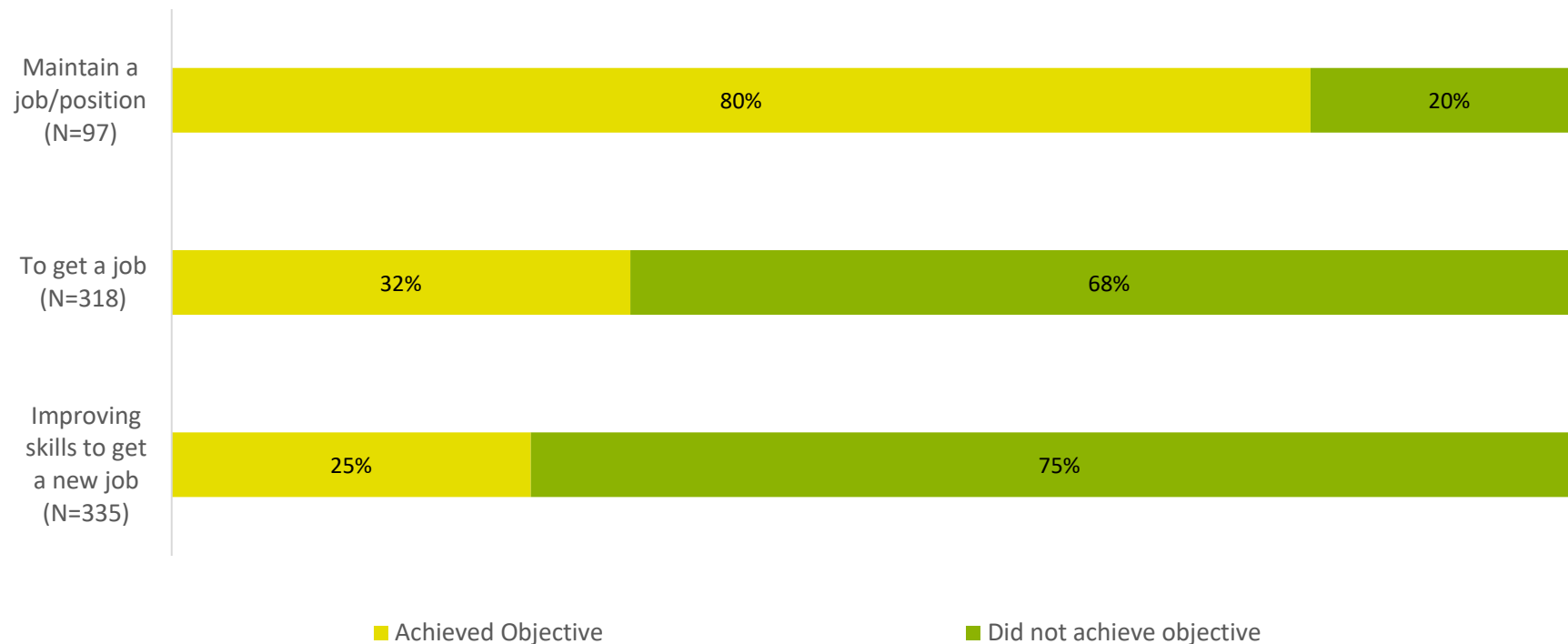
- More than 2 in 5 respondents (42%) registered in courses to develop new skills and capabilities to be ready for their next career move, while around 2 in 5 (39%) registered in courses for personal interest.



Q1. Thinking back to the course(s) you took between April 1, 2023 and December 31, 2023 / January 1, 2024 and March 31, 2024 (and for which you used Contact North | Contact Nord's services), what were your goals for registering in the course(s)? (N=1038)
Framework: Excluding Don't know/Refused

Achieving Objectives (Employment)

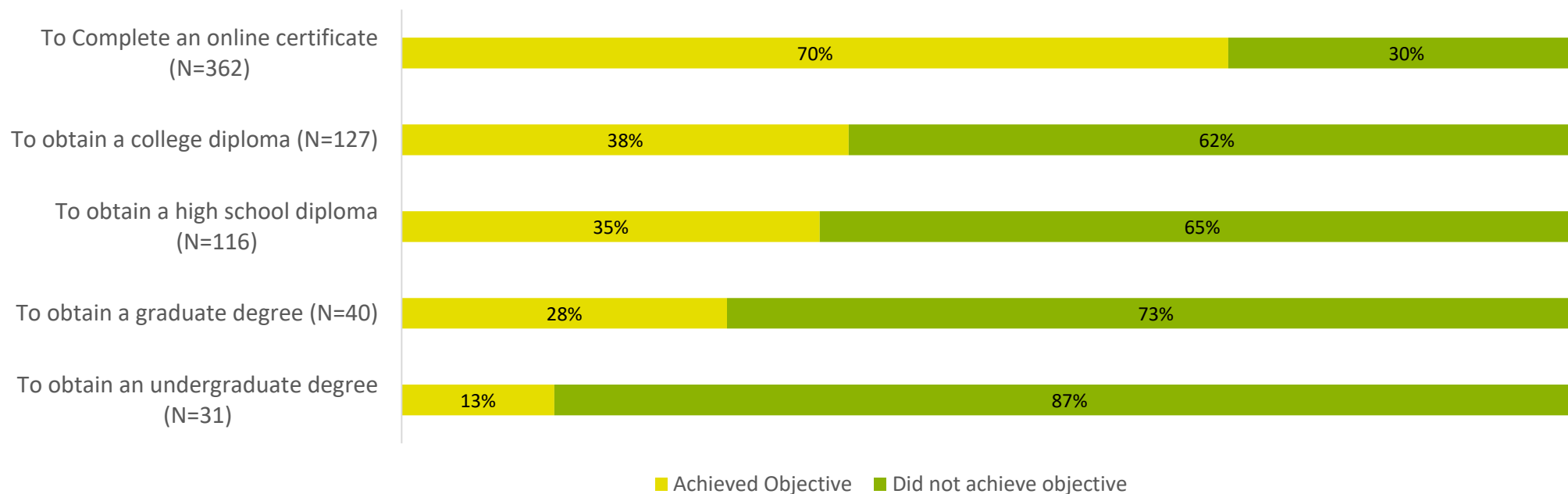
- Those with the objective to 'Maintain a job/position' (80%) had the highest success rate, followed by 'To get a job' (32%), and 'Improving skills to get a new job' (25%)



Q1A-C: Did you _____ after taking the course(s)? (See chart for sample sizes)

Achieving Objectives (Education)

- 'To complete an online certificate' (70%) had the highest success rate of individuals achieving their objectives, followed by 'to obtain a college diploma' (38%), 'to obtain a high school diploma' (35%), 'to obtain a graduate degree' (28%), and 'to obtain an undergraduate degree' (13%).

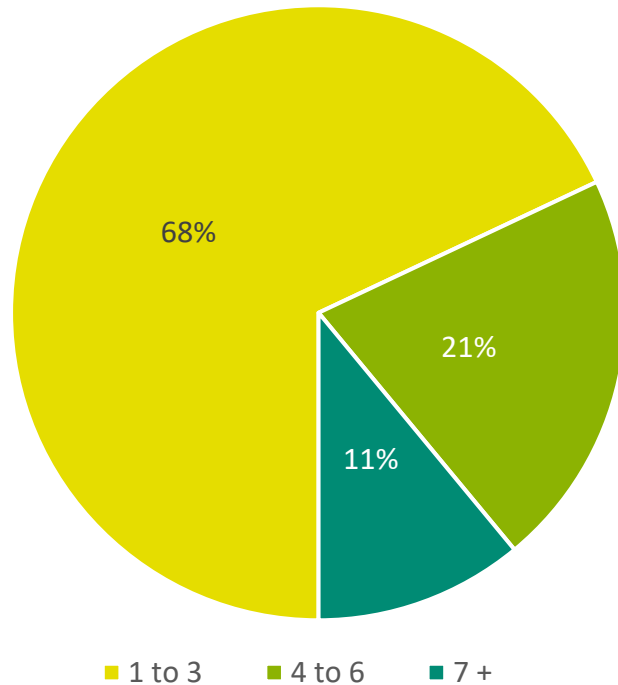


Q1D: Did you complete the _____ credential? (See chart for sample sizes)

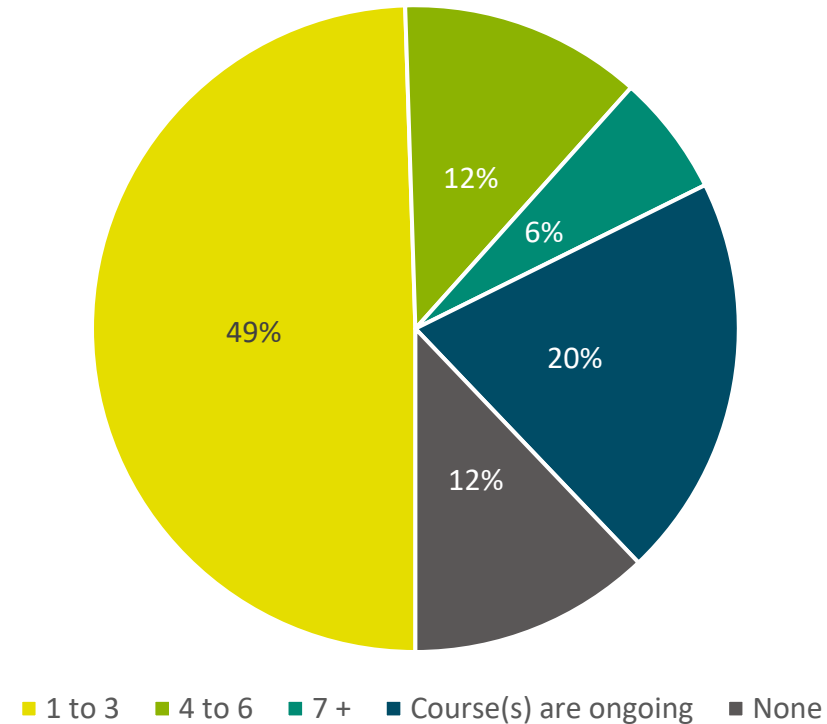
Number of Courses Registered vs Completed

- The majority of respondents (68%) registered in 1 to 3 courses.
- Nearly half of respondents (49%) completed at least 1 to 3 courses, while 1 in 5 either completed more than 3 courses (18%) or have on-going courses (20%), and about 1 in 8 (12%) did not complete the course(s) they registered in.

Courses Registered



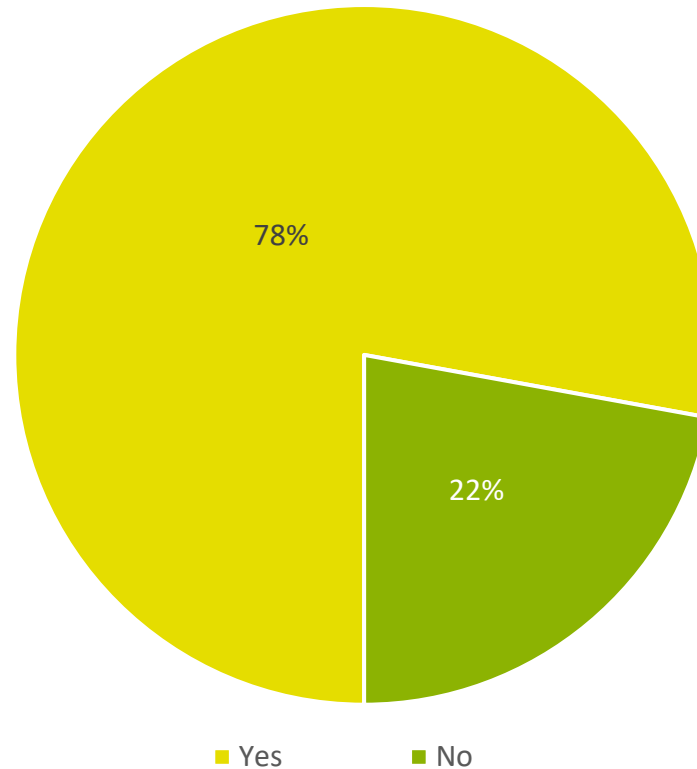
Courses Completed



Q2 How many course(s) did you register in? (N=1042)
Q3. How many course(s) did you complete? (N=1042)

Registration Based on Interaction

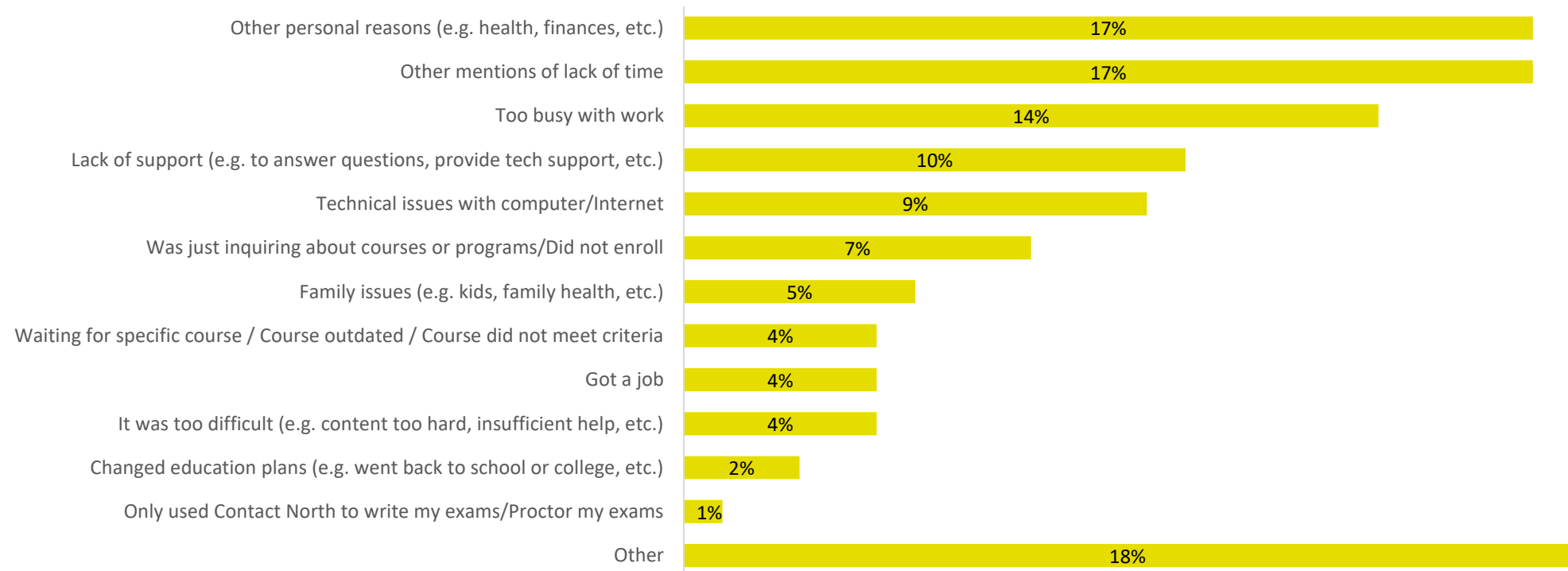
- More than 3 in 4 respondents (78%) registered in a course(s) based on their interactions with Contact North | Contact Nord.



Q3NEW. Did you register in a course(s) based on your interactions with Contact North | Contact Nord? (N=1042)

Reasons for Not Completing the Program or Course

- 17% of respondents mentioned other personal reasons and lack of time as the top reasons for not completing the program or courses they registered in.
- Too busy with work (14%) was the third most mentioned reason.



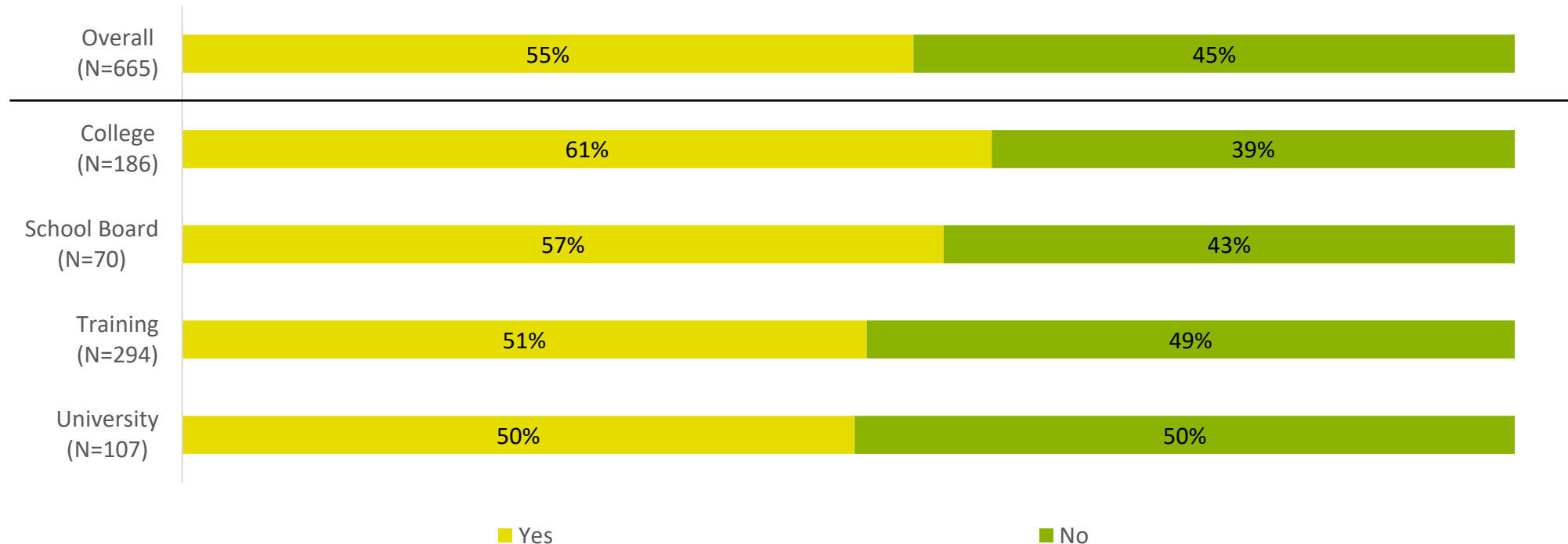
Q4. Why did you not complete the course or program that you were registered in? (N= 127)

Framework: Respondents who did not complete any courses, excluding Don't know/Refused

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

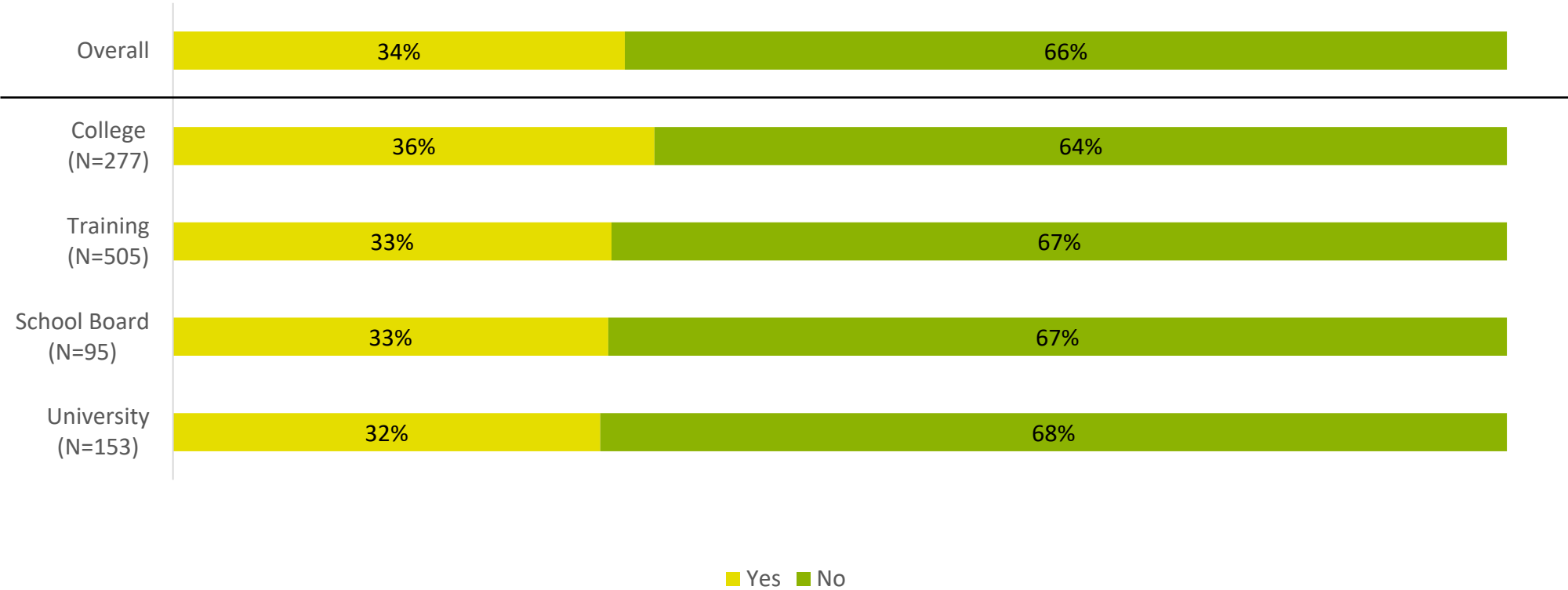
- More than half of respondents who had difficulties completing their online courses (55%) connected with Contact North | Contact Nord staff for help.



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

Registering in Other Courses

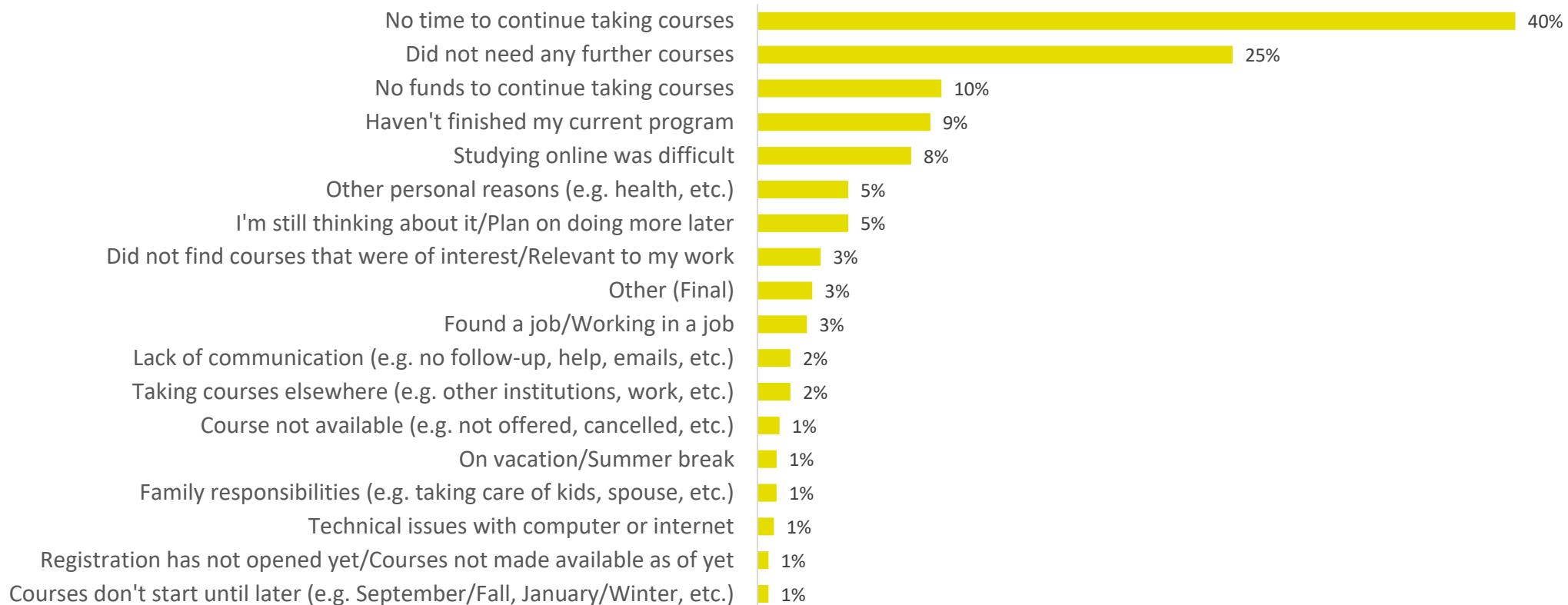
- 1 in 3 respondents (34%) have registered for other course(s) since December 31, 2023 / March 31, 2024.



Q5. Have you registered for other course(s) since December 31, 2023 / March 31, 2024? (N=1042)

Reasons for Not Registering in More Courses

- 40% do not have time to continue taking courses, while 25% did not need any further courses.
- 10% do not have funds to continue taking courses.



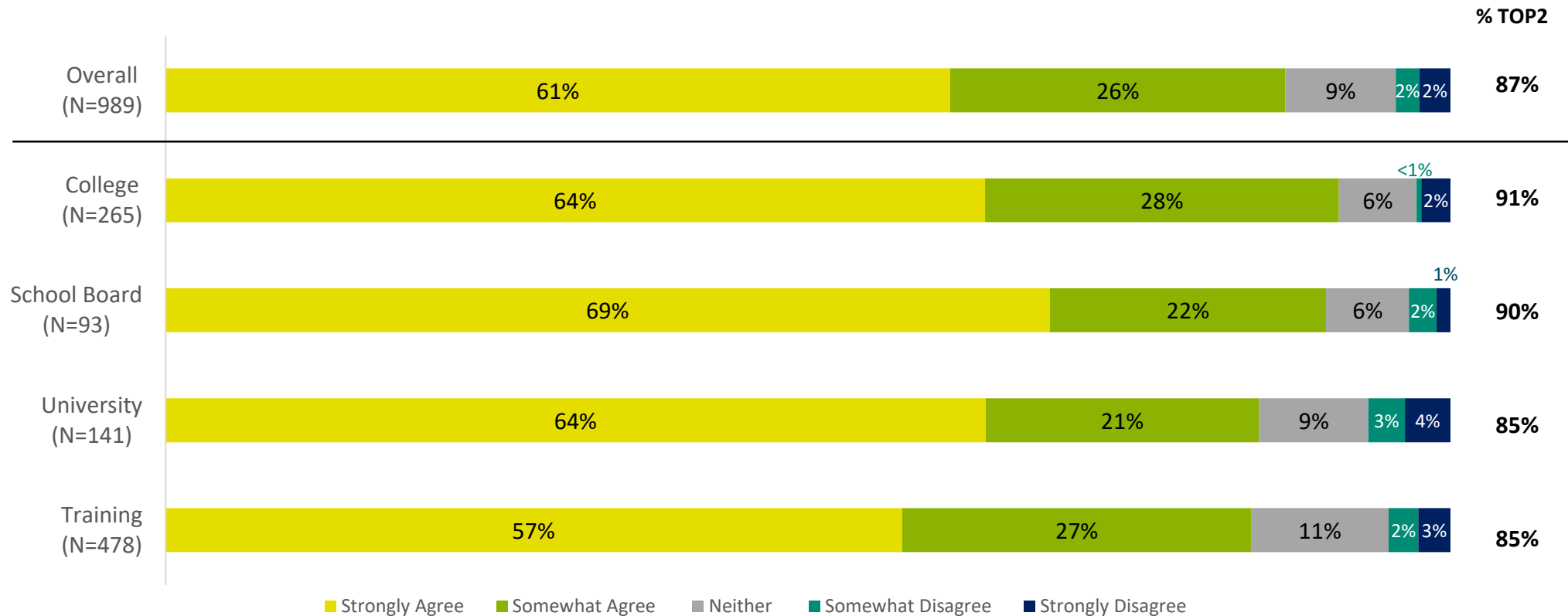
Q6. Why did you not register in any more course(s)? Please select all that apply. (N=688)

Framework: Respondents who have not registered for other courses since December 31, 2023 / March 31, 2024, excluding Don't Know/Refused

**Methodology note: Some responses were open-ended and have been categorized into themes.
"Other (Final)" indicates answers that could not be categorized.**

Achieving Goals

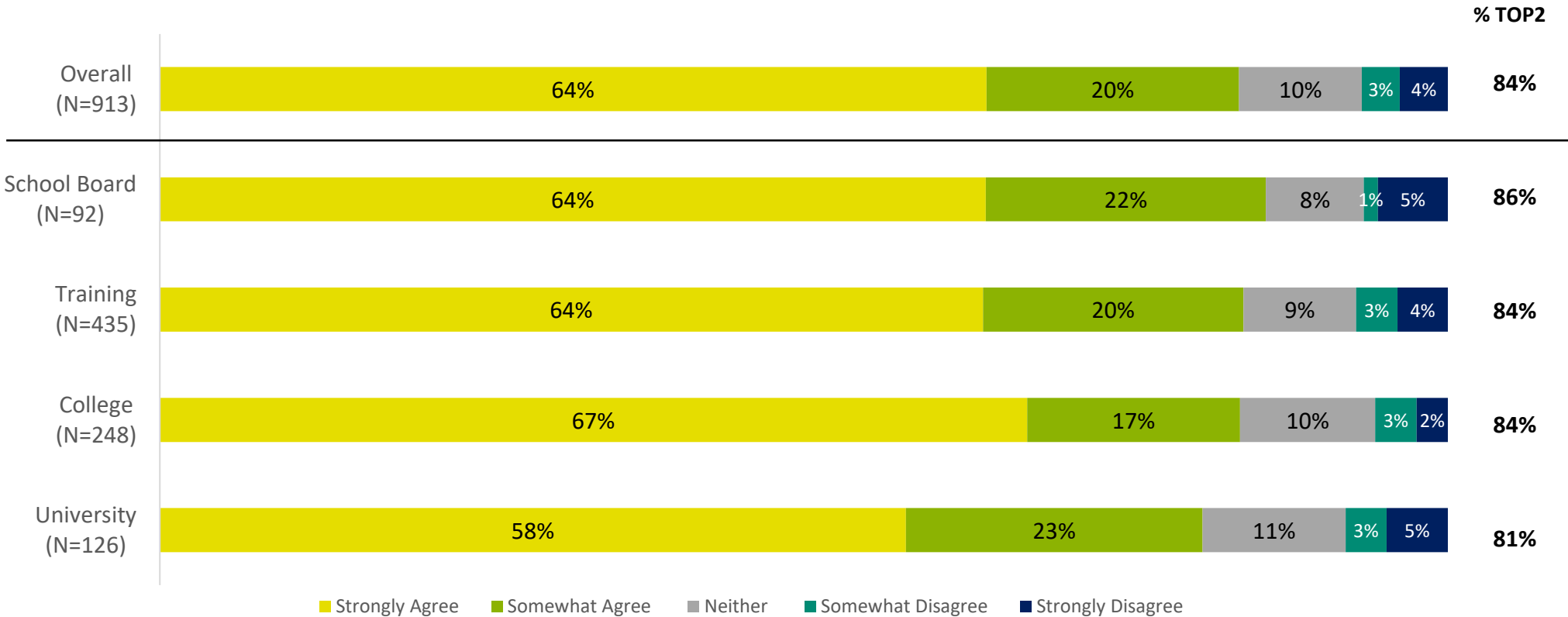
- Over 4 in 5 respondents (TOP2: 87%) agree the course(s) they took contributed to achieving their goals.



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=989)
 Framework: Excludes "Not Applicable"

Completing Education Due to Online Availability

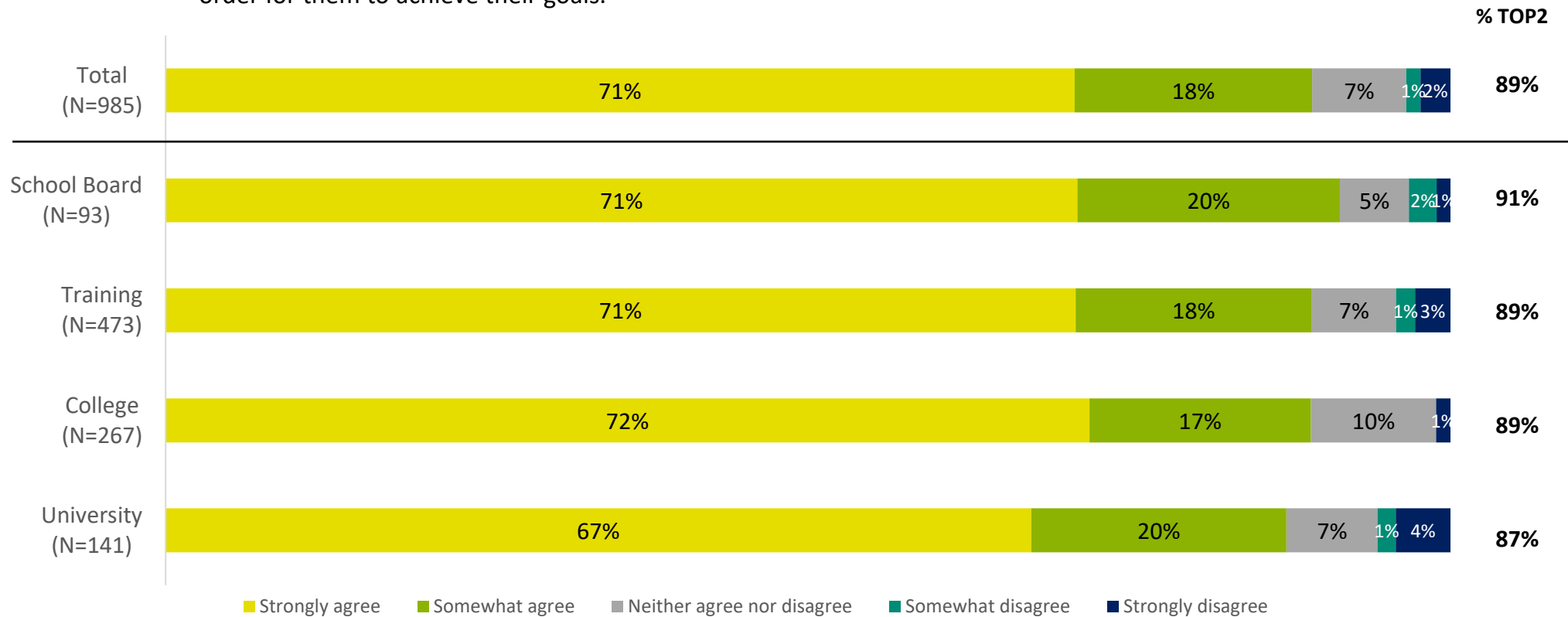
- Over 4 in 5 respondents (TOP2: 84%) agree that they completed their education because it was available online.



Q7B. Thinking about the course(s) you were registered in, please indicate how much you agree or disagree with the following statement: I completed my education because it was available online. (N=913)
 Framework: Excludes "Not Applicable"

Support to Achieve Goals

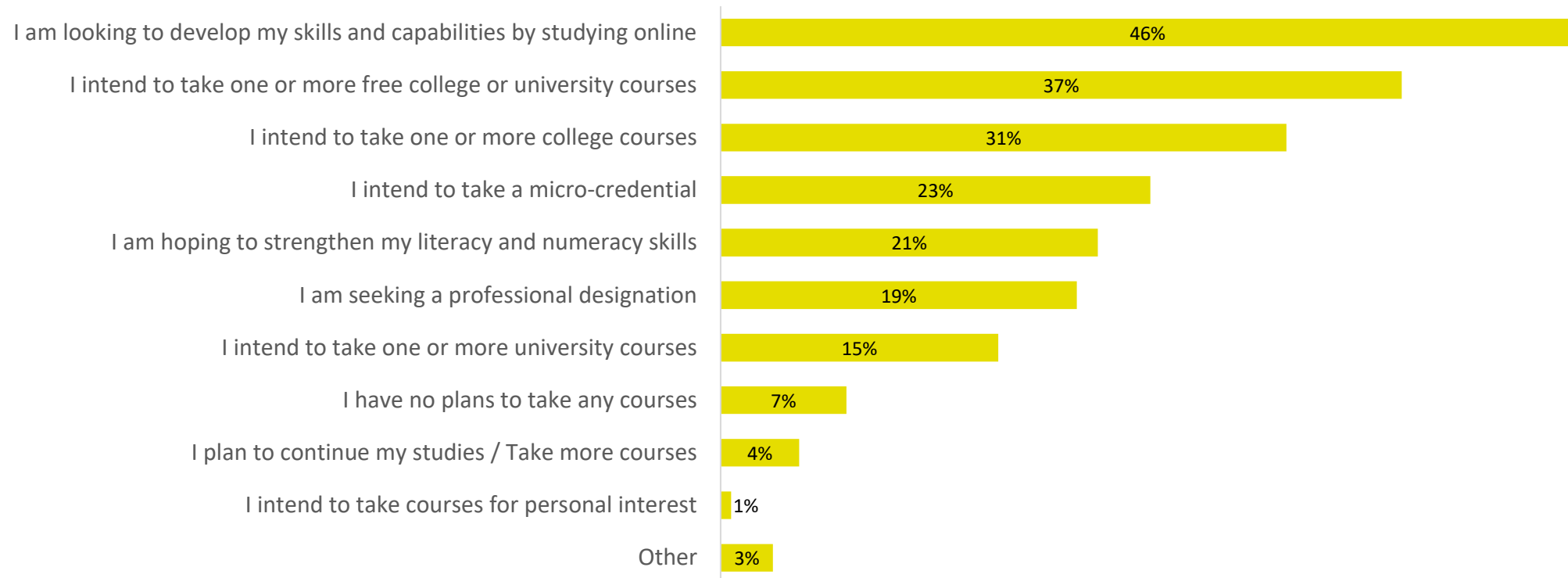
- Nearly 9 in 10 respondents (TOP2: 89%) agree that Contact North | Contact Nord has provided support in order for them to achieve their goals.



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=985)
 Framework: Excludes "Not Applicable"

Study Plans

- 46% of respondents are looking to develop their skills and capabilities by studying online.
- 37% of respondents intend to take one or more free college or university courses.
- 31% of respondents intend to take one or more college courses.



Q10NEW. What are your study plans for this year (March 2024 to March 2025 / May 2024 to March 2025)? Select all that apply (N=351)

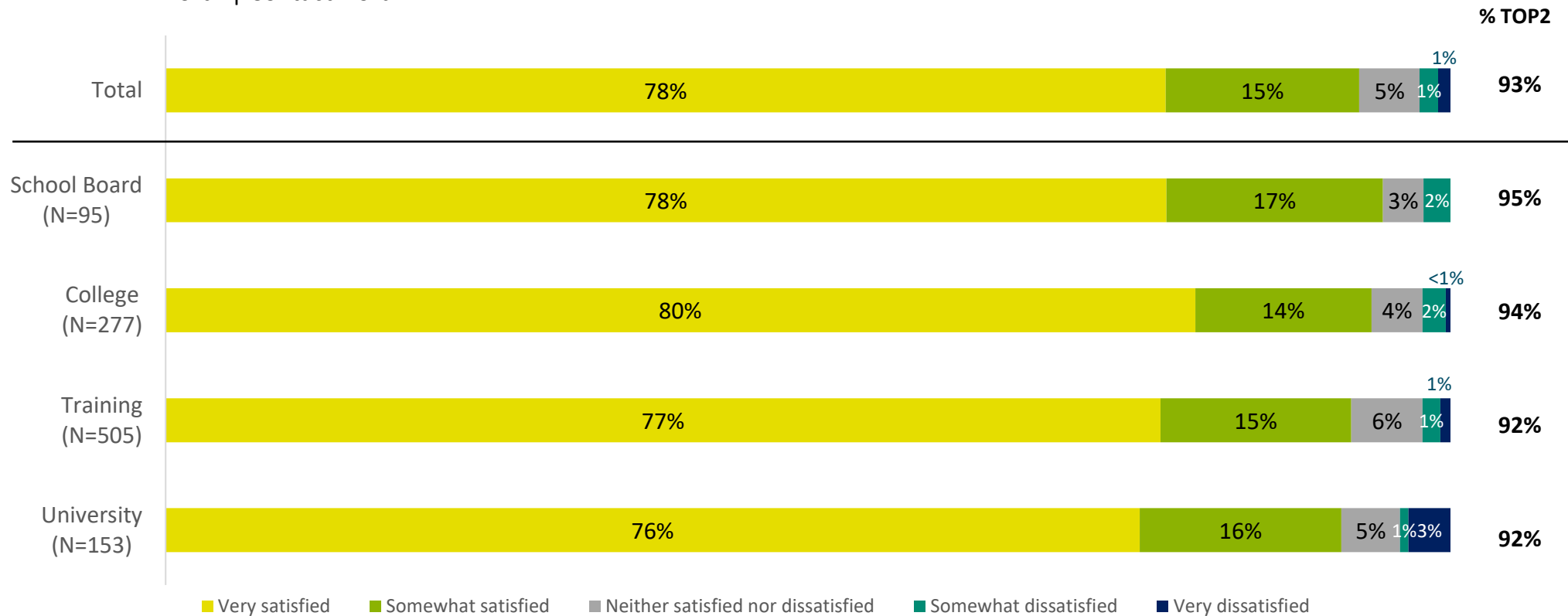
Methodology note: “Other” represents a variety of open-ended responses that did not occur frequently enough to be categorized into specific themes.



Satisfaction

Overall Satisfaction

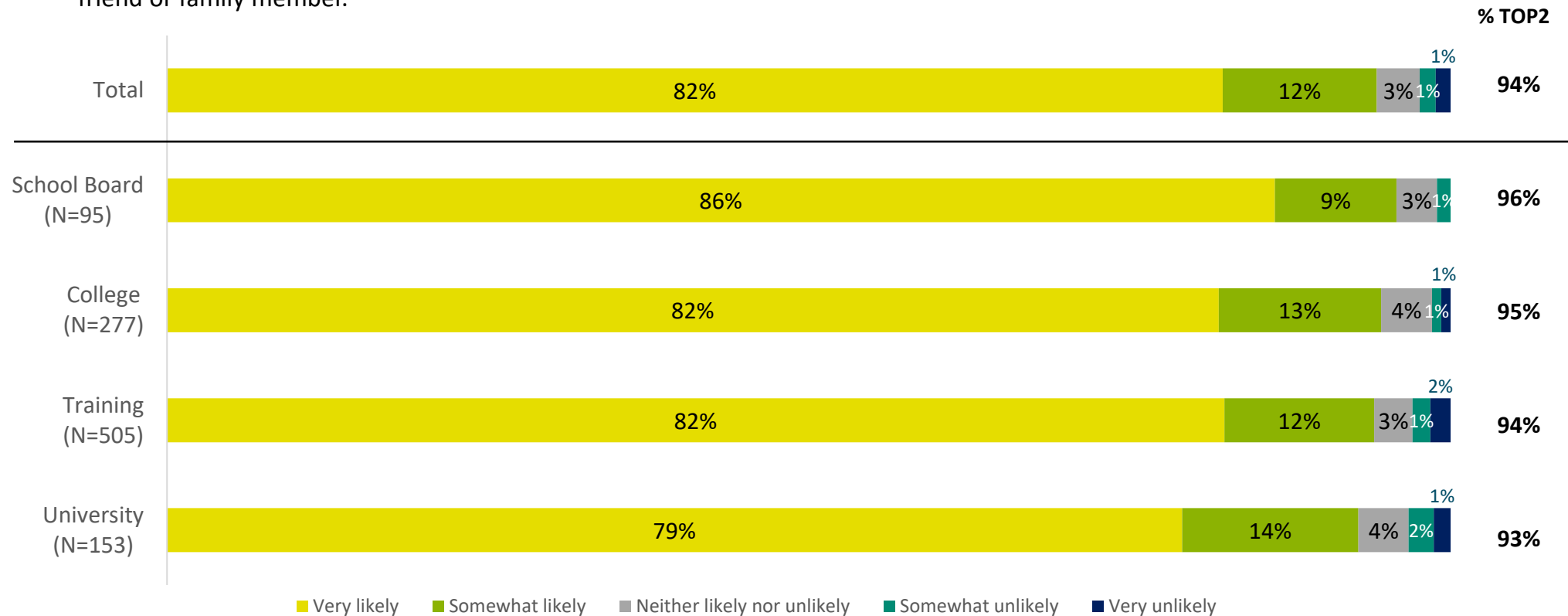
- More than 9 in 10 (TOP2: 93%) of all respondents were satisfied with the service and support received from Contact North | Contact Nord.



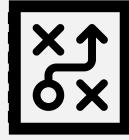
Q11NEW. Overall, how satisfied are you with the service and support you received from Contact North | Contact Nord? (N=1042)

Likelihood to Recommend

- More than 9 in 10 respondents (TOP2: 94%) say they are likely to recommend Contact North | Contact Nord's services to a friend or family member.



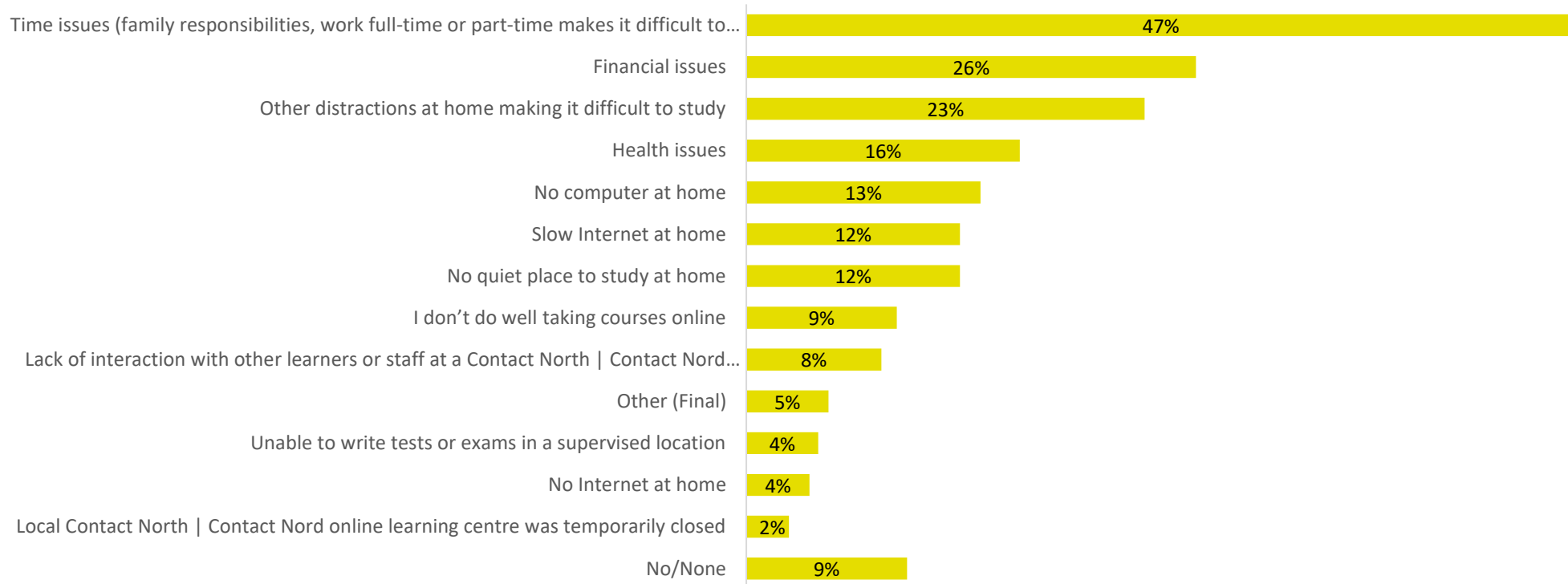
Q12NEW. How likely are you to recommend Contact North | Contact Nord's services to a friend or family member? (N=1042)



Challenges

Challenges

- Nearly half of respondents (47%) 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.
- Around 1 in 4 respondents (26%) indicated that 'financial issues' or 'other distractions at home' (23%) created challenges in pursuing their education and training.
- 16% of respondents indicated 'health issues' as a challenge in pursuing their education and training.

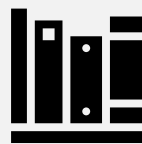


Q13NEW. Which challenges have you faced, if any, in pursuing your education and training? (N=1024)

Framework: Excluding Don't Know/Refused

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

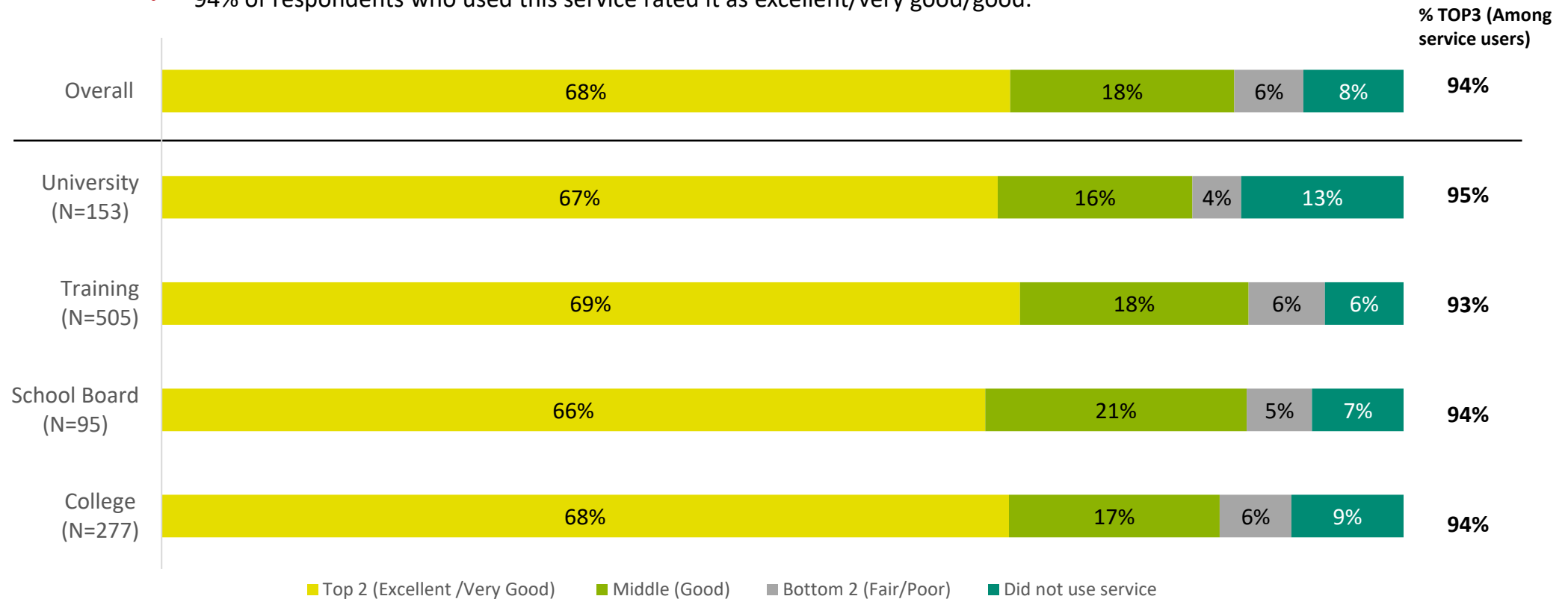
"Other" represents answers that could not be categorized.



Services

Information on Available Online Courses and Study Options

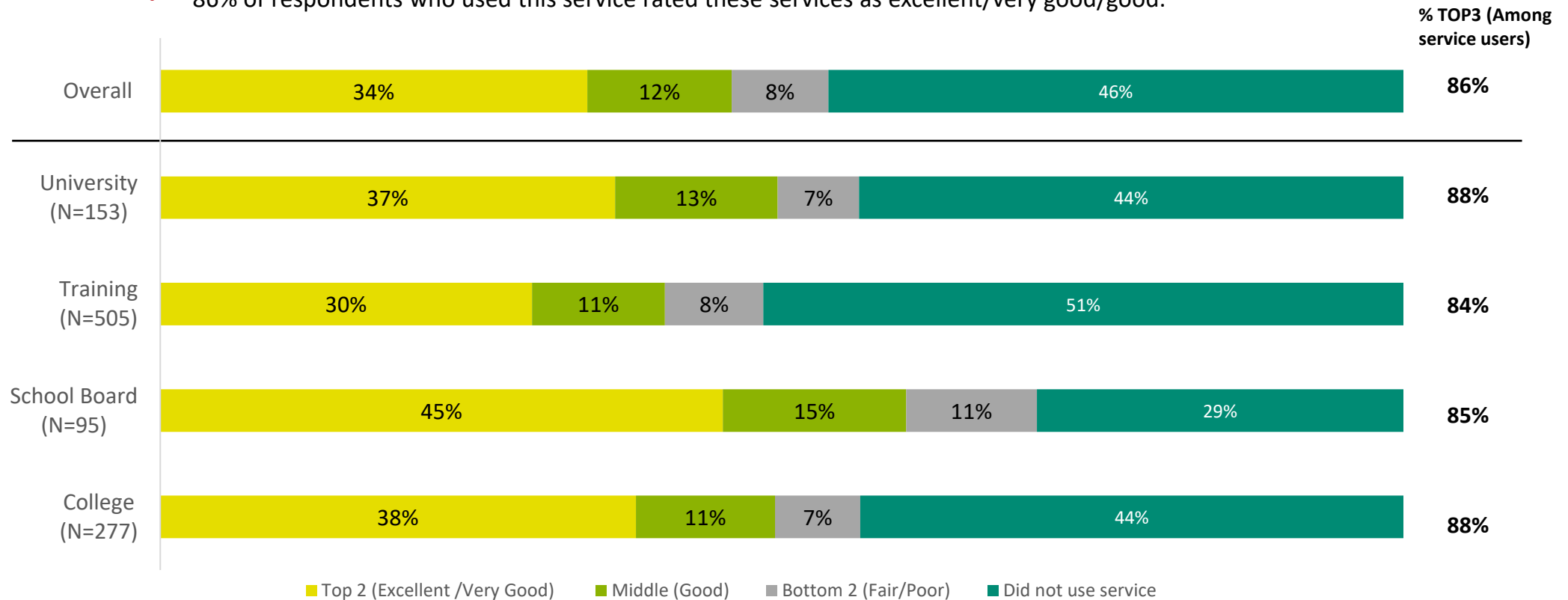
- 92% of respondents used the 'information provided on available online courses and study options' services.
- 94% of respondents who used this service rated it as excellent/very good/good.



Q11A. How would you rate the following Contact North | Contact Nord services?
 Information provided on available online courses and study options (N=1042)

Information on Financial Aid Options

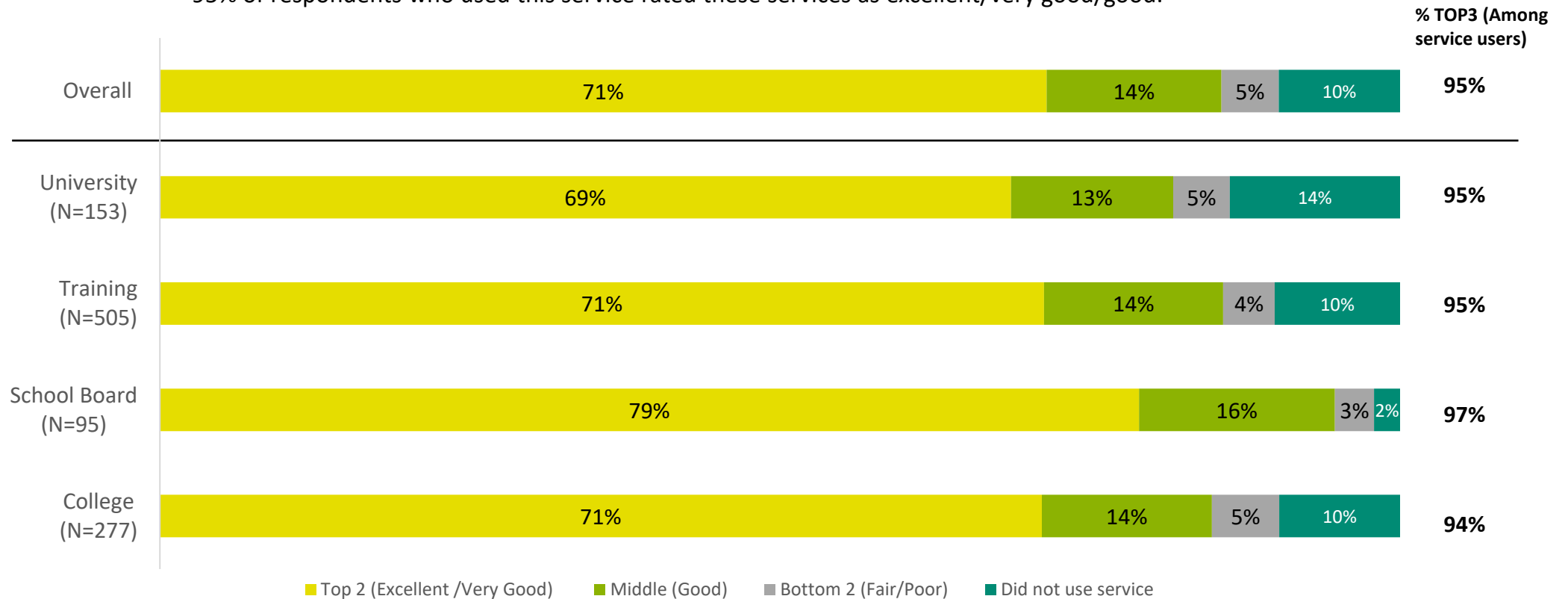
- 54% of respondents used the services that provide information on financial aid options.
- 86% of respondents who used this service rated these services as excellent/very good/good.



Q11B. How would you rate the following Contact North | Contact Nord services?
Information provided on financial aid options (N=1042)

Help Registering in Courses

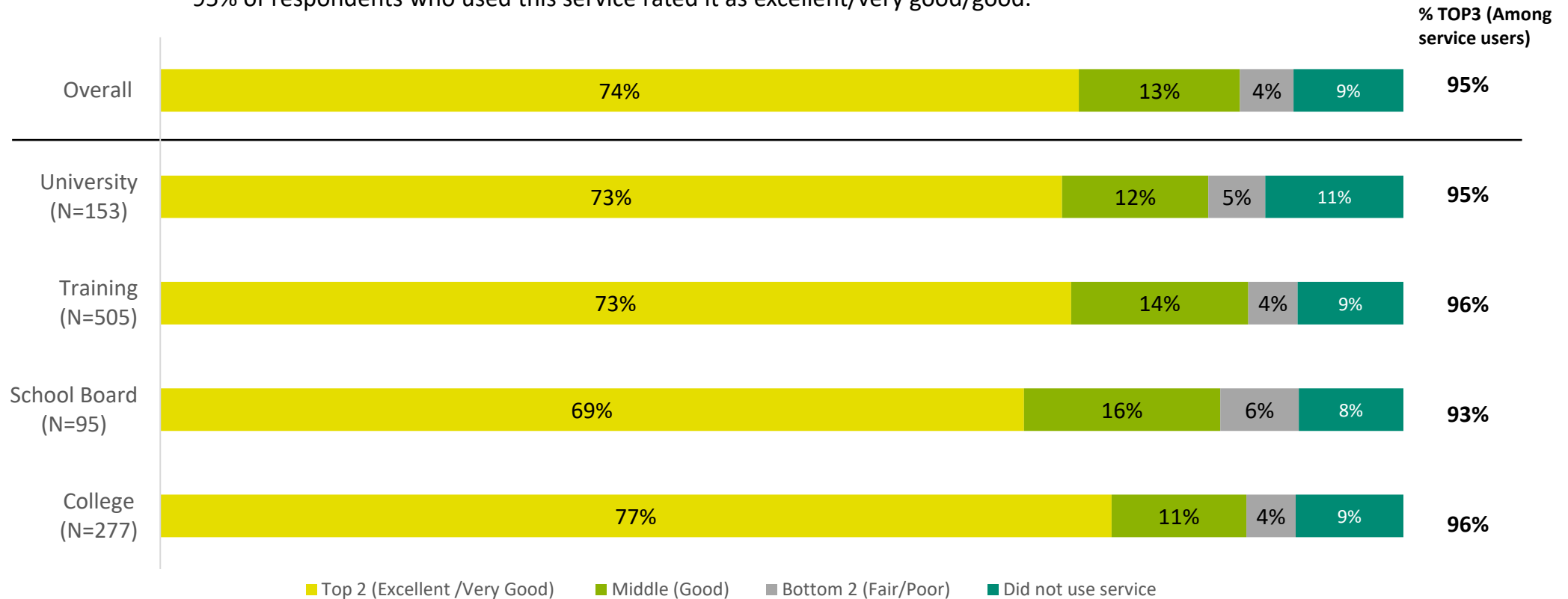
- 90% of respondents used services to help register in courses.
- 95% of respondents who used this service rated these services as excellent/very good/good.



Q11C. How would you rate the following Contact North | Contact Nord services?
Help registering in courses (N=1042)

Support From Staff

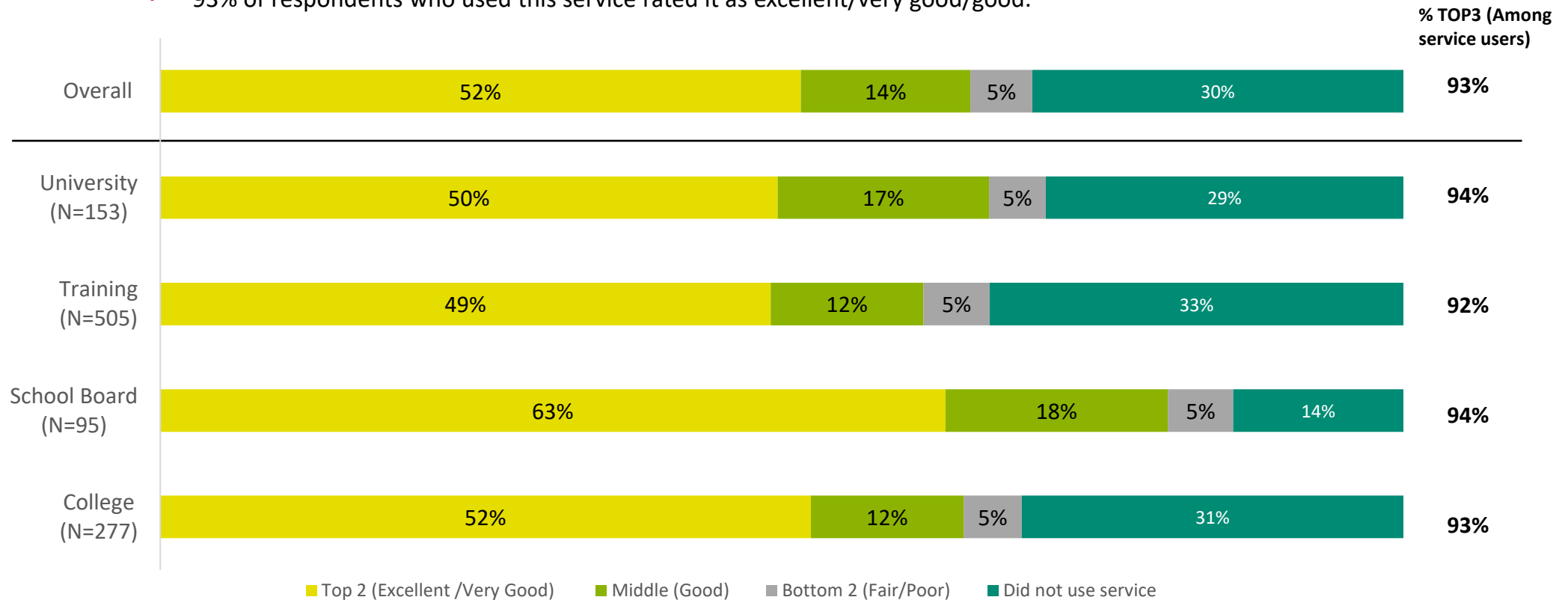
- 91% of respondents received support from staff either in-person or via phone, e-mail, text, and/or zoom.
- 95% of respondents who used this service rated it as excellent/very good/good.



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=1042)

Referrals for Local Support Services

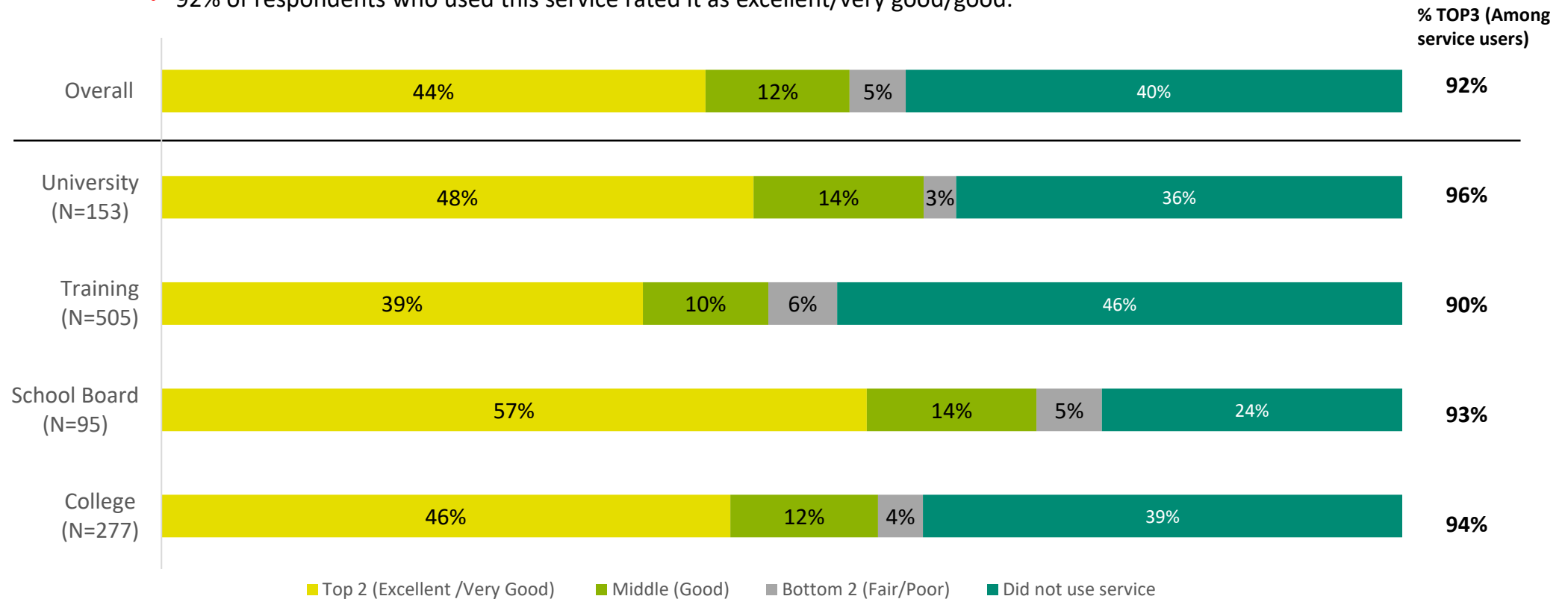
- 70% of respondents used the referrals for local support services.
- 93% of respondents who used this service rated it as excellent/very good/good.



Q11G. How would you rate the following Contact North | Contact Nord services?
Referrals for local support services (N=1042)

Technical Support Hotline

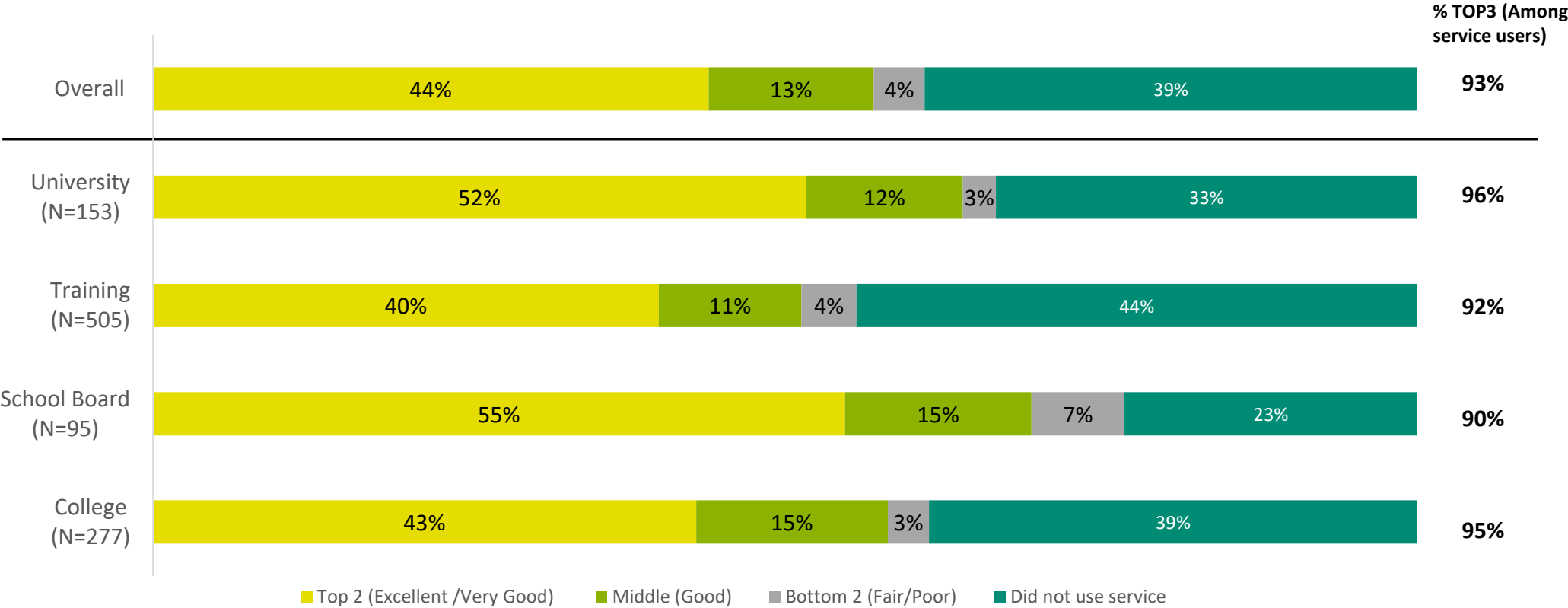
- 60% of respondents used the technical support hotline.
- 92% of respondents who used this service rated it as excellent/very good/good.



Q11K. How would you rate the following Contact North | Contact Nord services?
Technical Support Hotline (N=1042)

Student Information Hotline

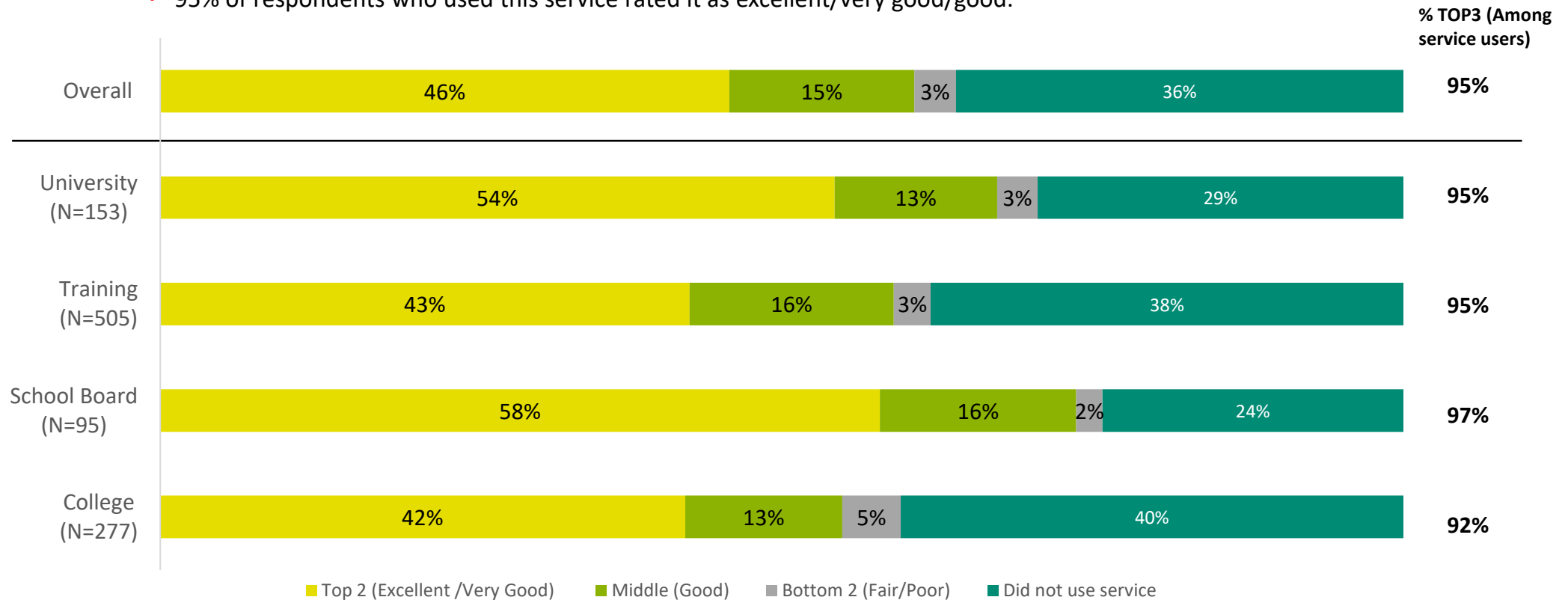
- 61% of respondents used the student information hotline (telephone, email, or live chat).
- 93% of respondents who used this service rated it as excellent/very good/good.



Q11L. How would you rate the following Contact North | Contact Nord services?
Student Information Hotline (telephone, email or live chat) (N=1042)

Quality of Learning Environment at Online Learning Centre

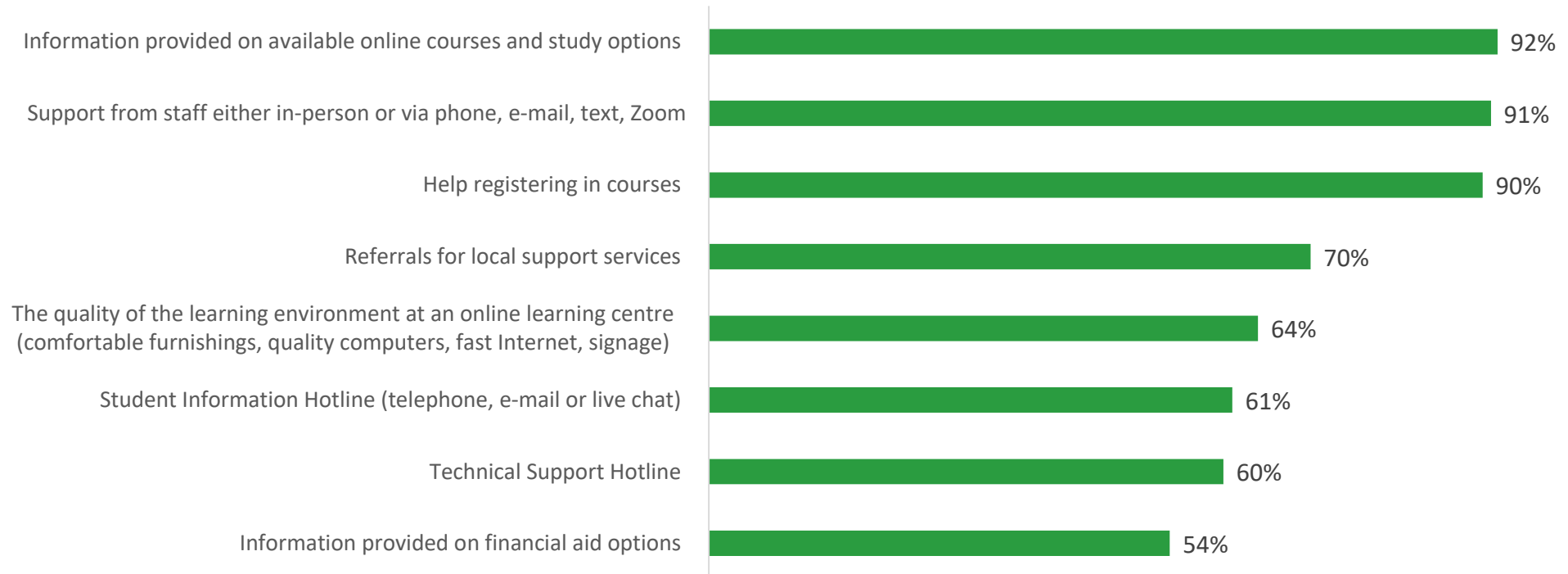
- 64% of respondents rated the quality of the learning environment at an online learning centre.
- 95% of respondents who used this service rated it as excellent/very good/good.



Q11M. How would you rate the following Contact North | Contact Nord services? (N=1042)
 The quality of the learning environment at an online learning centre (comfortable furnishings, quality computers, fast Internet, signage)

Service Usage Rates

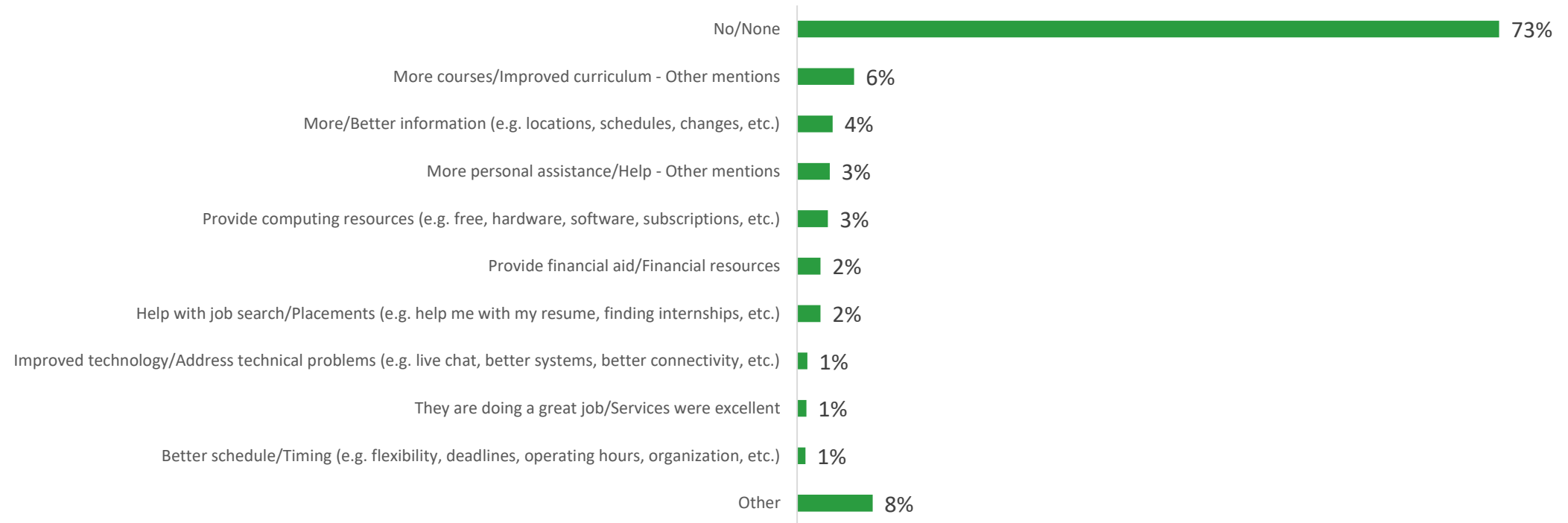
- The top four most used services are: Information provided on available online courses and study options (92%), Support from staff (91%), Help registering in courses (90%) and Use of a learning platform (72%).



Q11A-Q11M. How would you rate the following Contact North | Contact Nord services? (N=1042)
Note: Chart displays % of respondents who selected any option other than "Did not use the service"

Suggestions for Additional Services

- Nearly 3 in 4 respondents (73%) 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 32% who provided a recommendation, the most common responses mentioned providing more courses/improved curriculum (6%) and more or better information (4%).



Q13. Are there other services Contact North | Contact Nord could provide to help you be successful in your studies? (N=1037)

Framework: Excluding "Don't Know/Refused"

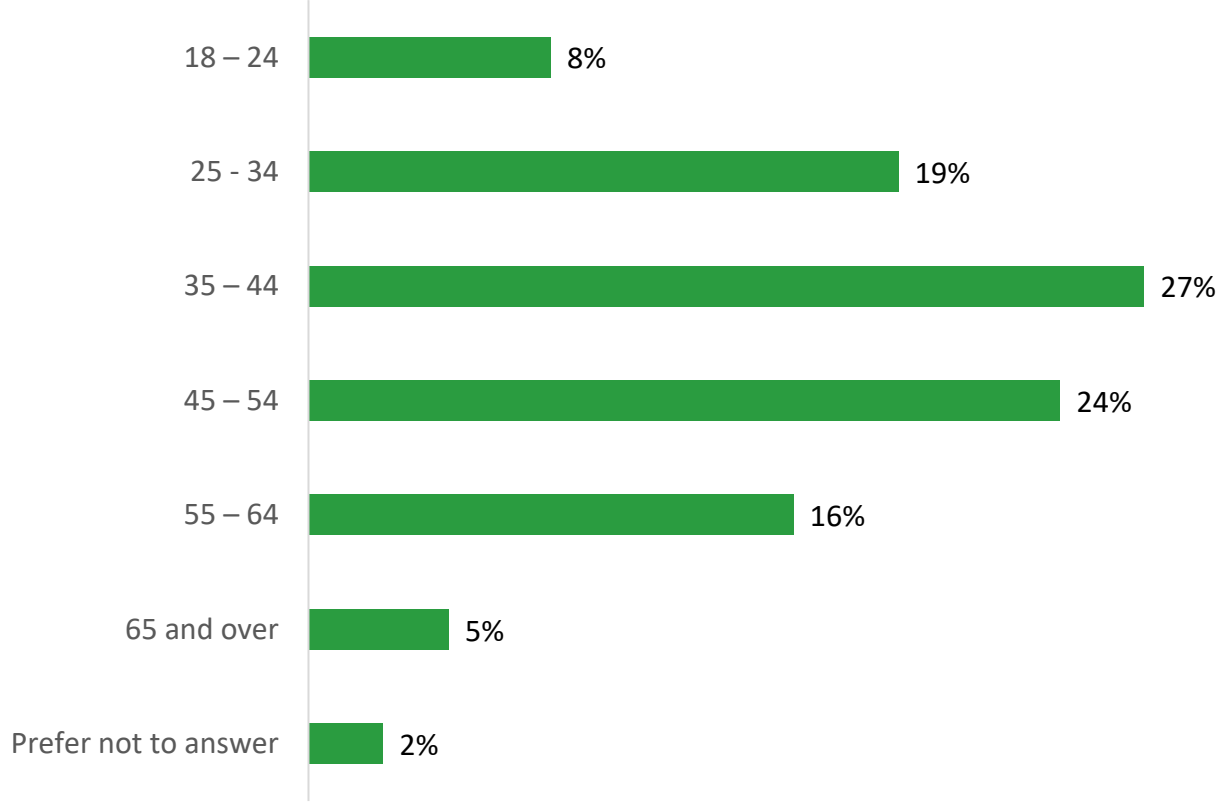
Methodology note: Open-ended responses have been grouped into categories for the purpose of analysis. Percentages add to more than 100% as multiple mentions were allowed. "Other (Miscellaneous)" indicates responses that could not be grouped into categories.



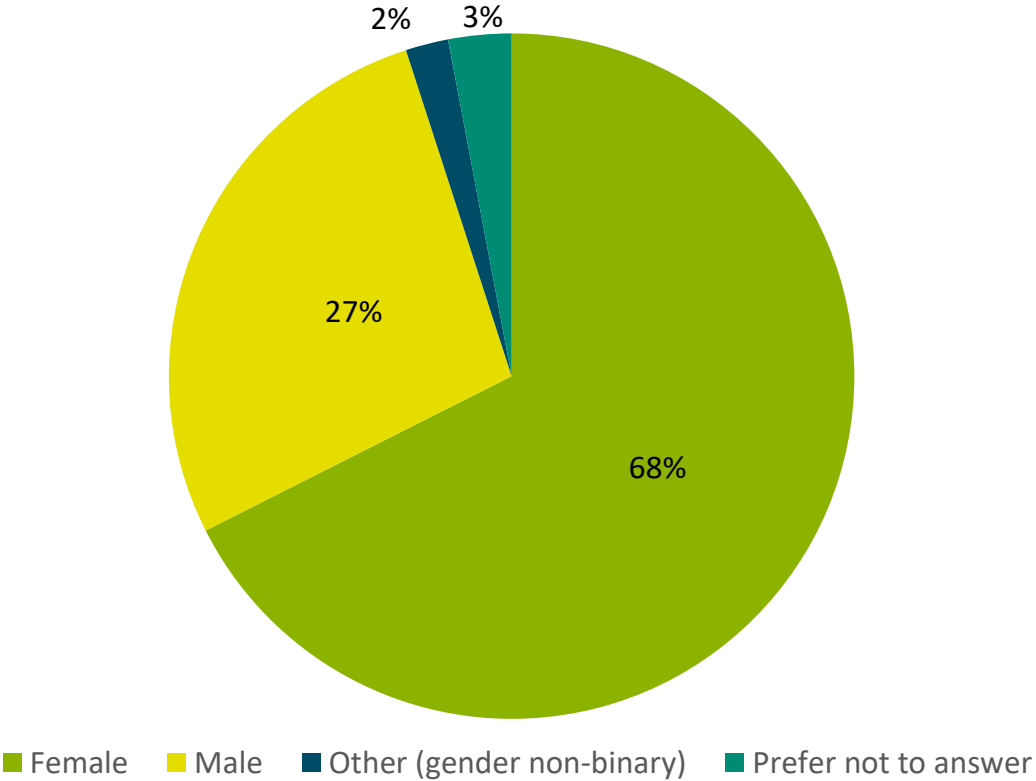
Demographics

Age and Gender

Age Range

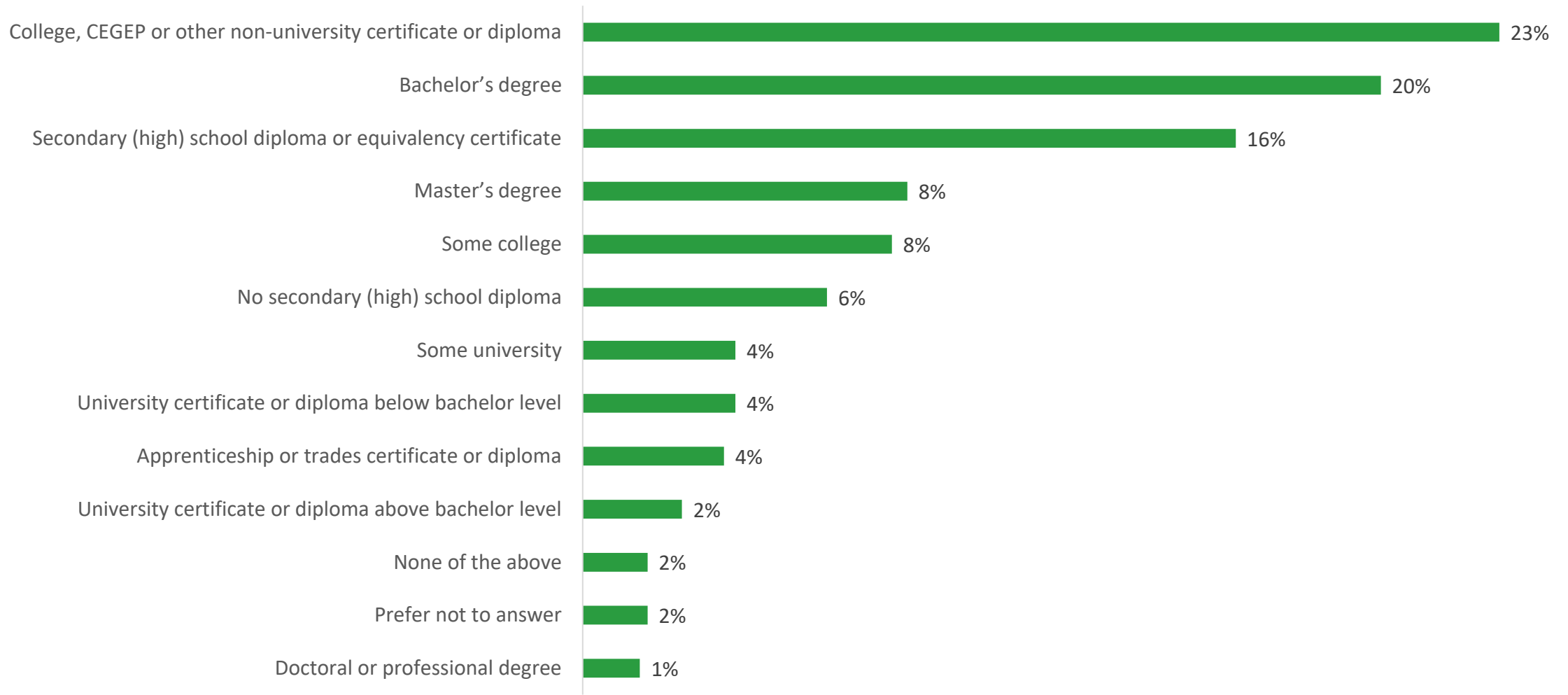


Gender



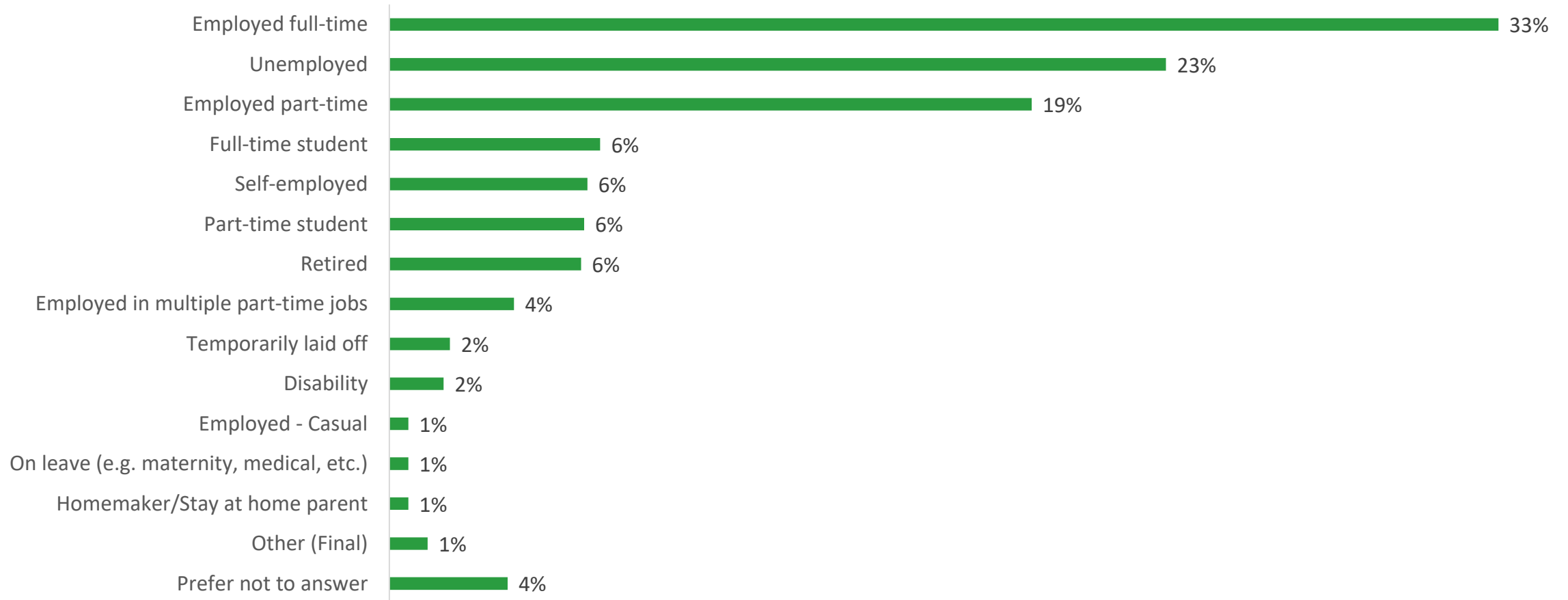
D1. How would you describe your gender? (N=1042)
D2. What is your age? (N=1042)

Education



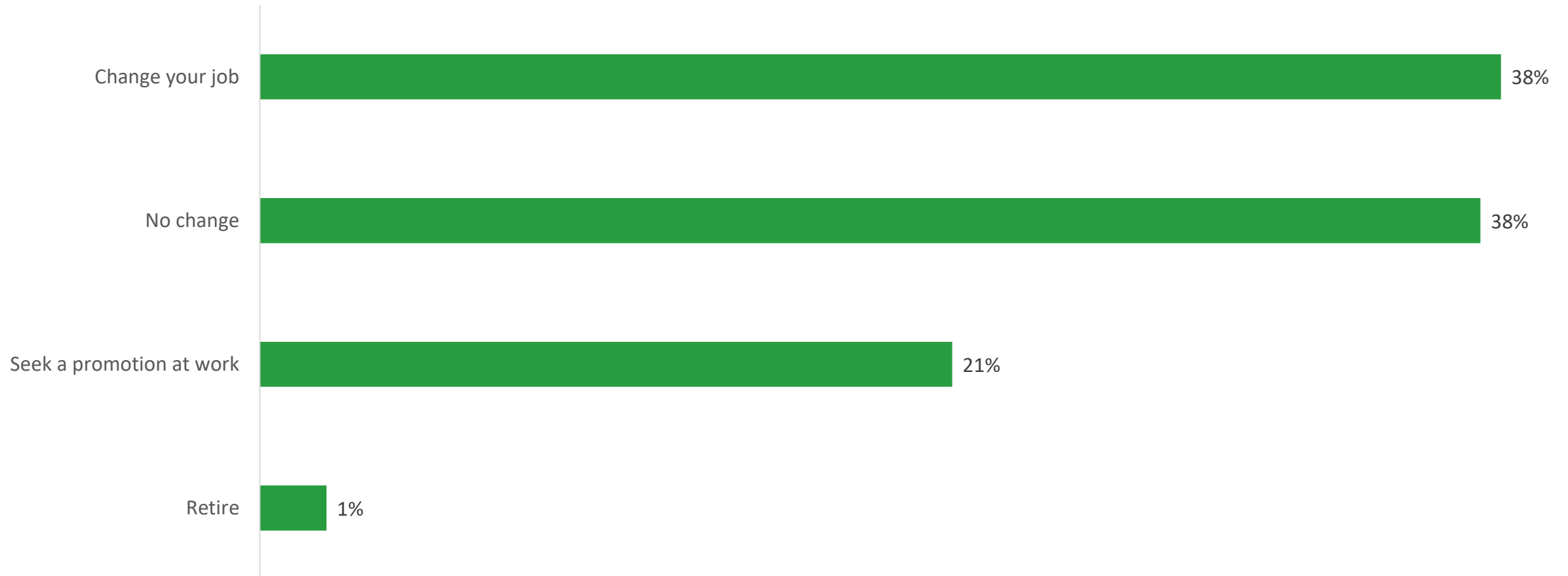
D3. What is the highest level of education or training you have completed? (N=1042)

Employment



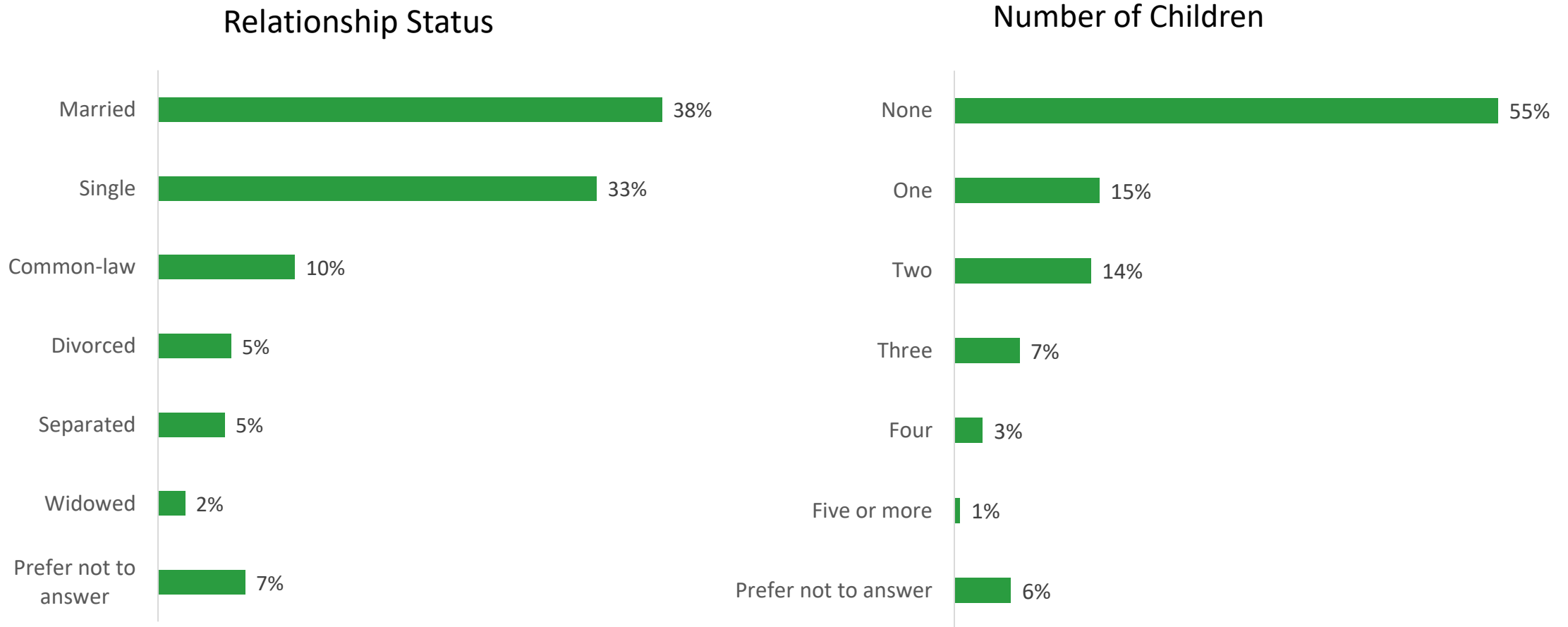
D4. Which of the following best describes your current employment status? Please select all that apply. (N=1042)

Plans for Employment in Next Year



Q6A. During the next year (March 2024 to February 2025 / May 2024 to March 2025), do you plan to: (N=634)
Framework: Those who are employed including full/part-time, employment in multiple part-time jobs, temporarily laid off and self-employed

Relationship Status & Number of Children

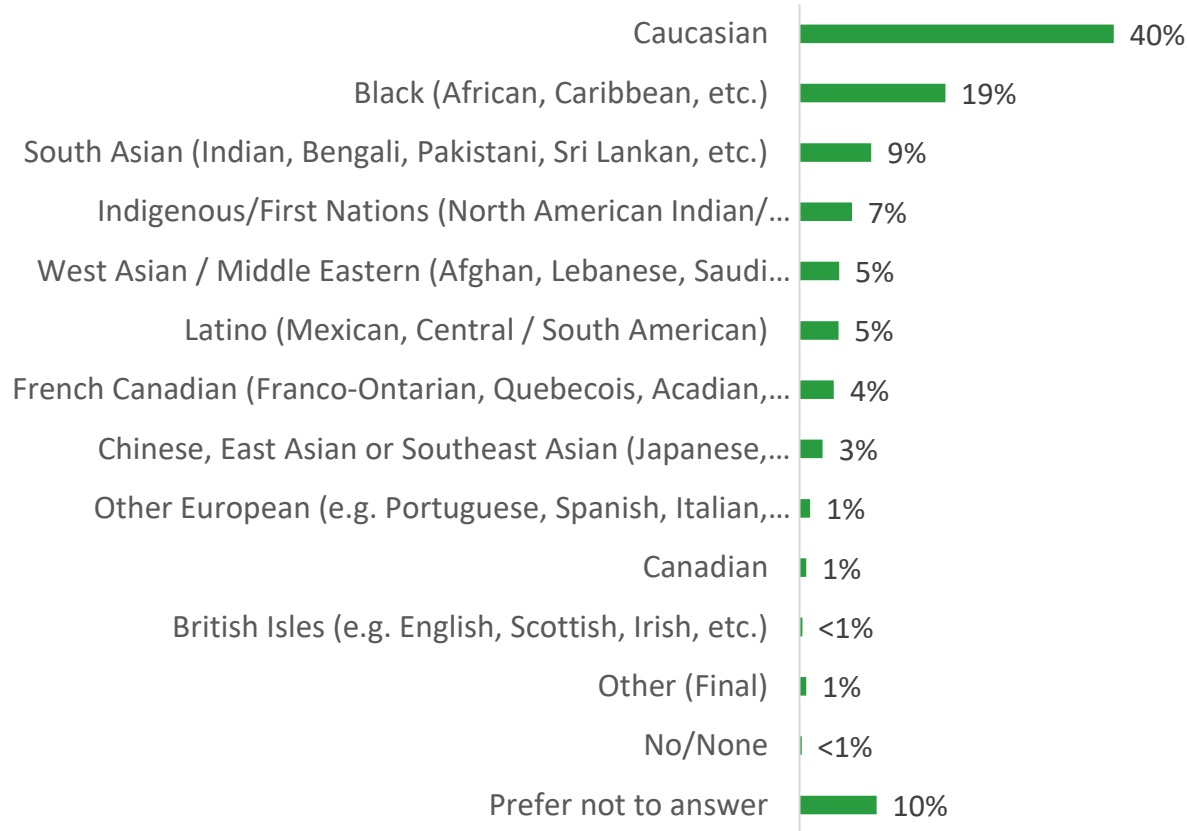


D5. What is your current relationship status? (N=1042)

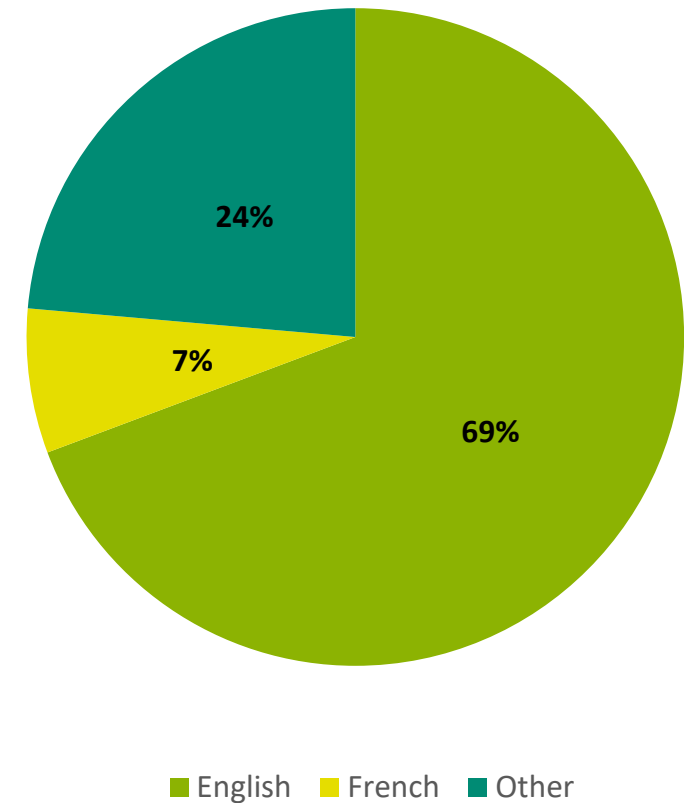
D6. How many children do you have, under the age of 18, living within your household? (N=1042)

Language and Ethnicity

Ethnic Identity

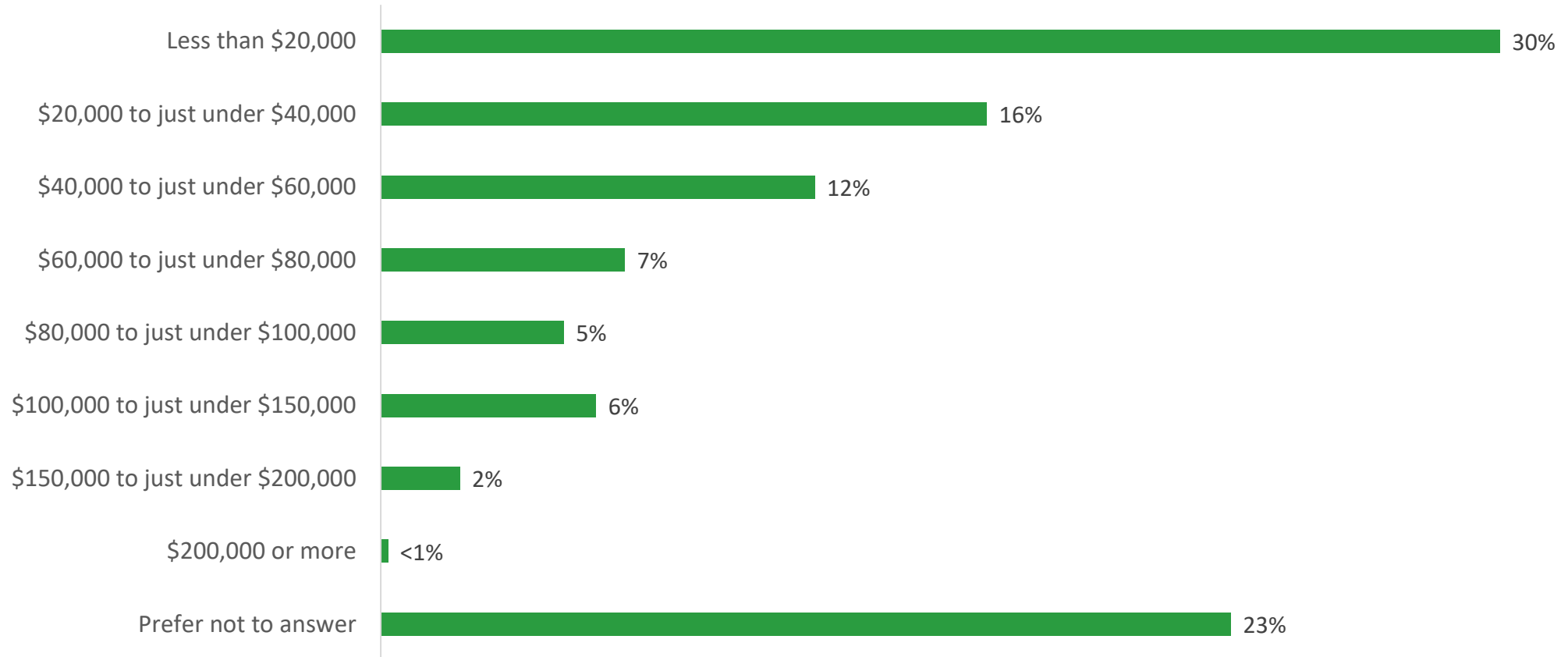


First Language



D7. What was the first language you learned as a child and still understand? (N=1042)
D8. Do you identify with any of the following group(s)? Please select any that apply? (N= 1042)

Income



D9. Which of the following categories best describes your household's annual income in 2023, before taxes? (N=1042)