

ABOUT



The purpose of the **Student Satisfaction Survey** is to obtain students' views and feedback about their education experience, such as their **selection of post-secondary institution**, their **education plans** at KPU, their **course registration** and **educational experiences**, **satisfaction with support services**, as well as **information about the students themselves** (such as age, ethnic background, and funding sources).

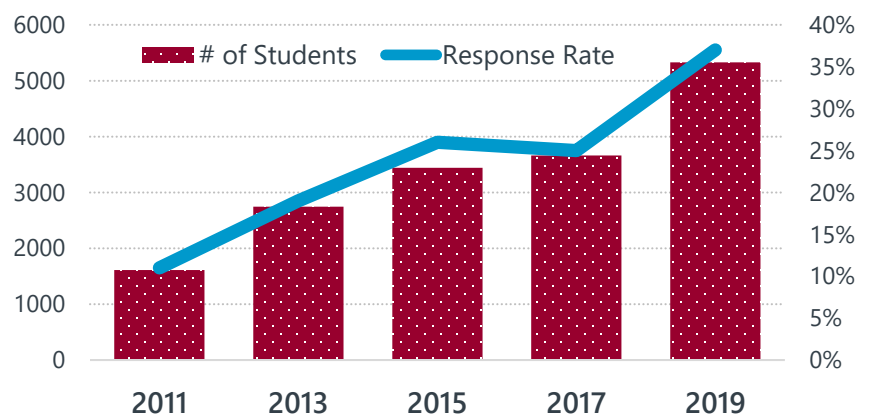
The survey was **sent to all students** enrolled at KPU in Fall 2019, except for those only taking Continuing & Professional Studies courses or dual credit high school students. In total, **14,324 students** were eligible to participate. The survey was open between **October 18 and November 10**. This is the **16th time** the **Student Satisfaction Survey** has been conducted. Since 2009, the survey has been conducted every two years; it will be conducted annually going forward.

DISTRIBUTION



In 2019, the **Student Satisfaction Survey (SSS)** was **conducted online** using the **Qualtrics** survey platform. Since 2009, the SSS has been an online survey and **open to all students**; prior to 2009, the survey was conducted in-person during class time with a stratified random sample of classes. Since 2015, all students were asked **all questions**. Prior to 2015, half of the students were asked a different set of questions so that diverse topics could be included while ensuring the survey wasn't too long.

RESPONSE RATE



37%

5,330 Students Responded

This is a **12 percentage point increase** over the 2017 survey, and the **highest** response rate ever obtained!

INCENTIVE

\$700

TUITION WAIVER

All students who completed the survey were eligible to enter a draw for a tuition waiver

0.019%

CHANCE OF WINNING

Historical Incentives:

2009

3 iPod Touch

2013

2 iPod Nano
2 iPad Mini

2015

\$400 Tuition Waiver

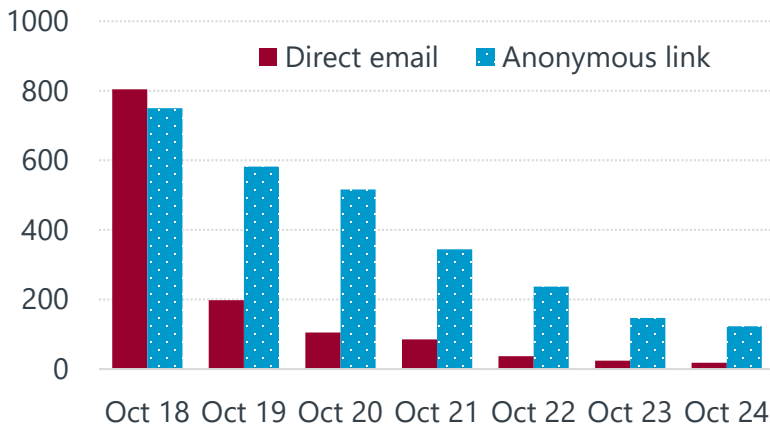
2017

\$500 Tuition Waiver

SURVEY ACCESS

In 2019, students had many ways to access the survey, including a link through a direct email, Moodle, ONE.KPU, digital signage, and KPU's Twitter & Instagram.

Number of students by mode of access in first week



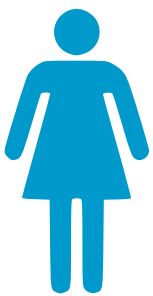
Higher participation is likely due to the survey link on Moodle

47% of students heard about the survey via **Moodle**¹

54% of students responded to the survey via an **open link** posted on Moodle, ONE.KPU, and social media

SURVEY RESPONDENT REPRESENTATION OF KPU POPULATION

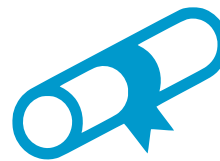
The survey sample is representative of KPU's student population with a few exceptions: in the survey, women and full-time students are over-represented and undergraduate students are under-represented.



SURVEY
64%
WOMEN
KPU POP
53%
WOMEN



SURVEY
79%
FULL-TIME
KPU POP
73%
FULL-TIME



SURVEY
82%
UNDERGRAD STUDIES
KPU POP
90%
UNDERGRAD STUDIES



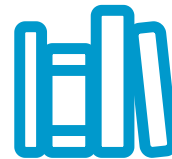
SURVEY
22%
NEW TO KPU
KPU POP
21%
NEW TO KPU



SURVEY
23%
INTERNATIONAL
KPU POP
24%
INTERNATIONAL



SURVEY
27%
AGE 23 – 29
KPU POP
25%
AGE 23 – 29



SURVEY
35%
FACULTY: ARTS
KPU POP
31%
FACULTY: ARTS



SURVEY
8%
FACULTY: HEALTH
KPU POP
6%
FACULTY: HEALTH

¹ Students could indicate that they heard about the survey from multiple sources. 47% of students selected Moodle, but may have heard about the survey through other sources as well.