



DISTANCE
LEARNING'S
TIME TO SHINE

2023 National Conference
July 17-20, 2023
Orlando, Florida

THE STUDENT PERSPECTIVE: IS DISTANCE LEARNING WORTH THE COST?

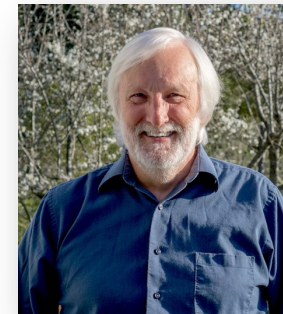
Dr. Julia Seaman
Dr. Jeff Seaman
Bay View Analytics

INTRODUCTION TO BAY VIEW ANALYTICS

Bay View Analytics offers a comprehensive suite of consulting services in survey design and statistical research. Our services build on nearly two decades of research design, sampling, survey design, and statistical analysis expertise.



Julia Seaman, Ph.D.
Director of Research



Jeff Seaman, Ph.D.
Director



ARE STUDENTS GETTING THEIR MONEY'S WORTH?

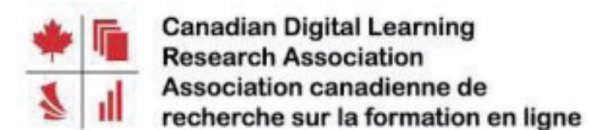
Most faculty and administrators agree that the cost of an education is becoming **financially out of reach for many students**, and inflation will continue to pose a problem.

What do students think?

- Do they believe that distance learning is worth the cost?
- Do distance students believe they're getting the same value as those taking only in-person classes?



DIGITAL LEARNING PULSE SURVEYS



Spring 2020

Summer 2020

Fall 2020

Spring 2021

Fall 2021

Spring 2022

Fall 2022

THE DATA

Asked students how would they grade their education's worth using a letter grade (A, B, C, or fail).



2,358 students



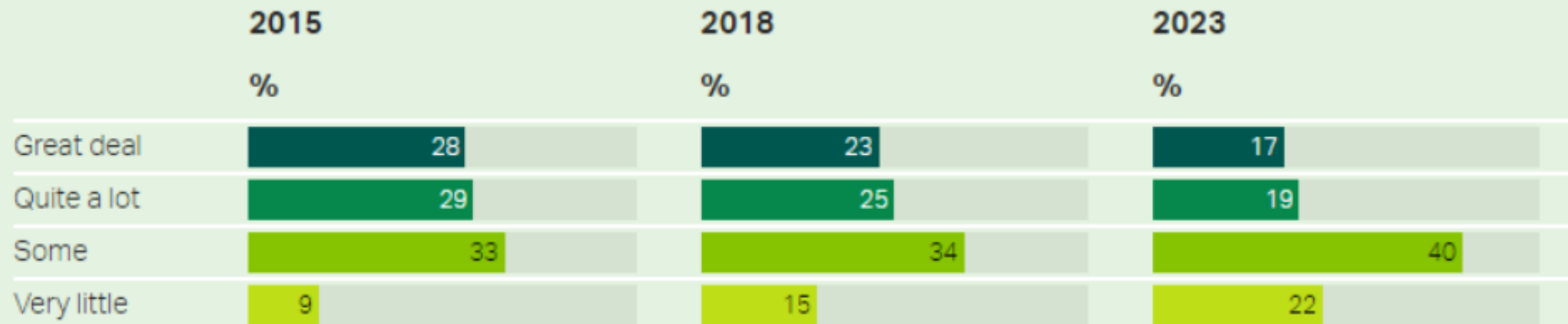
Nationally representative sample



SETTING THE STAGE:

Americans' Confidence in Higher Education Continues to Fall

Now I am going to read you a list of institutions in American society. Please tell me how much confidence you, yourself, have in each one -- a great deal, quite a lot, some or very little. **Higher education**



Those with no opinion are not shown.

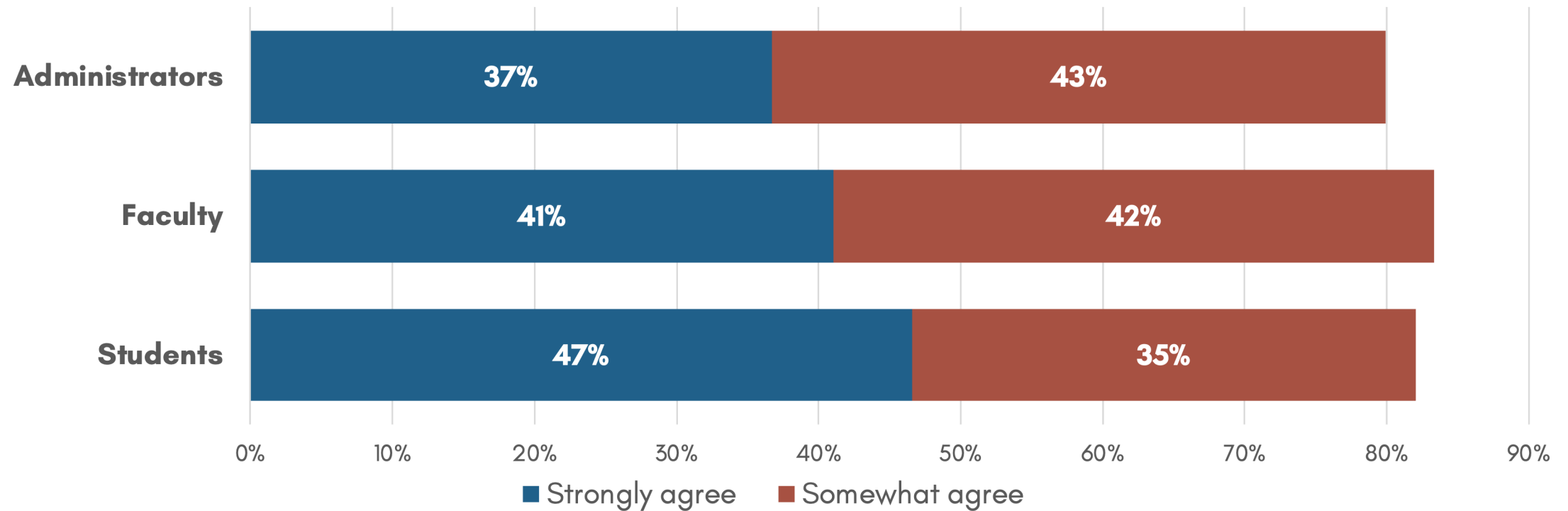
[Get the data](#) • [Download image](#)

GALLUP



CONCERN ABOUT THE RISING COST OF HIGHER EDUCATION

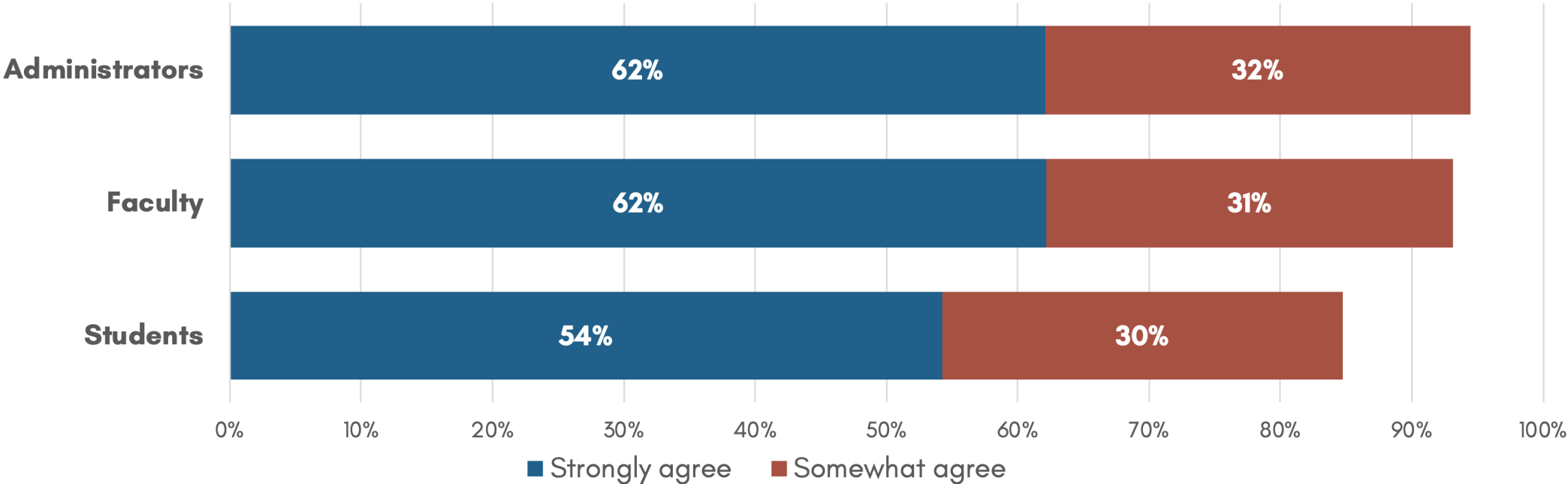
The cost of education is becoming financially out of reach for students



INFLATION IS EVEN A GREATER CONCERN

“Trying to pay for school and the cost of living is beyond stressful and feels unachievable to the point that I feel like I don’t want to be in school.”

Rising cost of living (Inflation) will pose a problem



IS IT WORTH THE COST?

“It is so stressful to pay”

“I hope to be a student next semester. I'm not sure if I will have the funds to pay for my education.”

“Will these pay off in the future?”

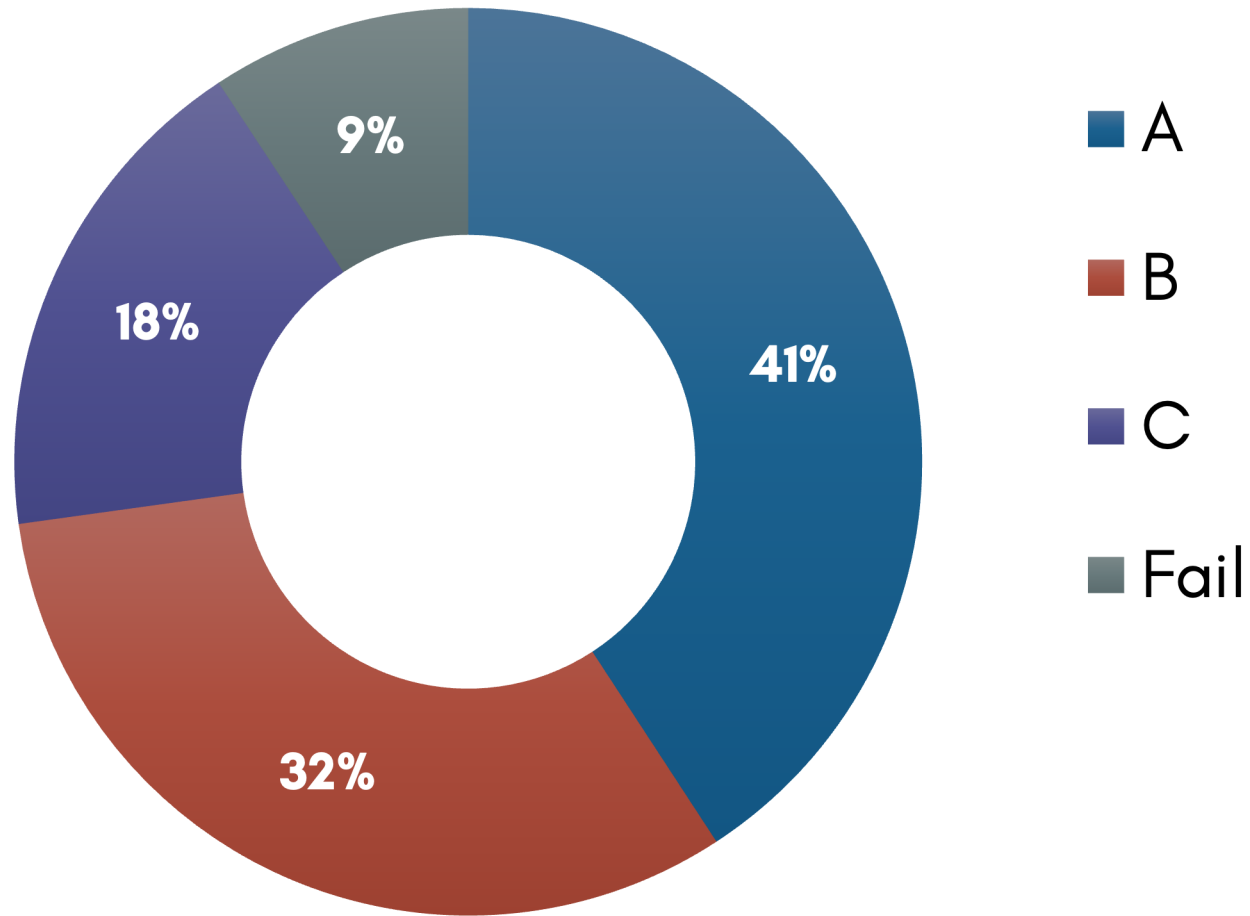
“School, work, being a mom and paying bills is hard when you don't make enough.”

Costs and inflation pose real problems.

The value of higher education is declining as a social value.



STUDENTS THINK THEY ARE GETTING VALUE



“What letter grade would you give for how well your education is worth what you are paying?”



IS IT WORTH THE COST?

I am paying way too much for substandard education.

I just feel that with all the money we are paying for tuition that our school gives us so little.

Overall, I feel like it is worth every penny, but I do feel like more services could be offered such as more housing support or peer mentorship.

I have had great experience at this school but am disappointed I got an entry level job that anyone could get, and they taught me everything I need to know on the job. However, the student services and grants have been amazing, and I am overall pleased.



THE DEEP DIVE

What variables impact student views of the value for their money?

Teaching mode (distance versus in-person)?

Type of institution?

Characteristics of student?

Subject major?

Institutional support?

Future education desires?

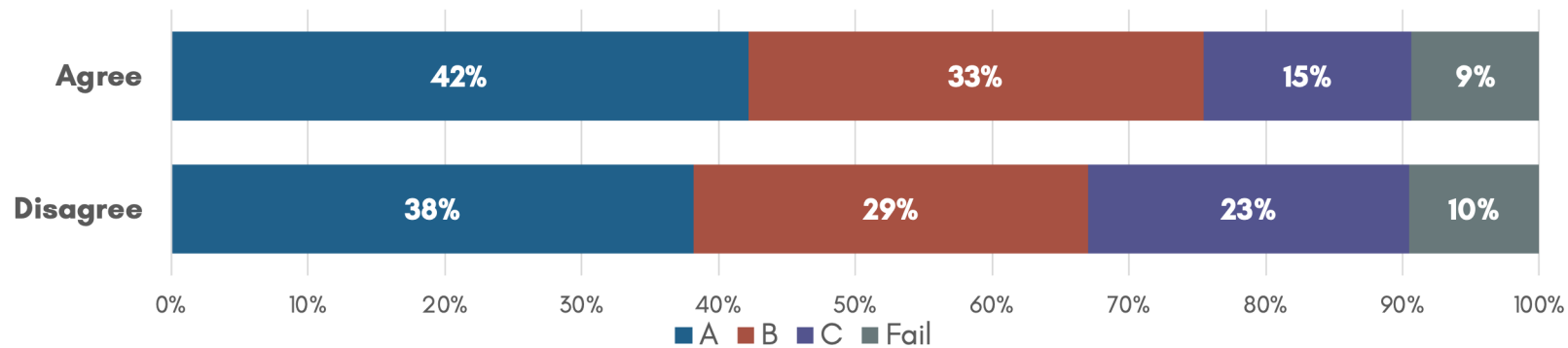


LITTLE OR NO DIFFERENCES

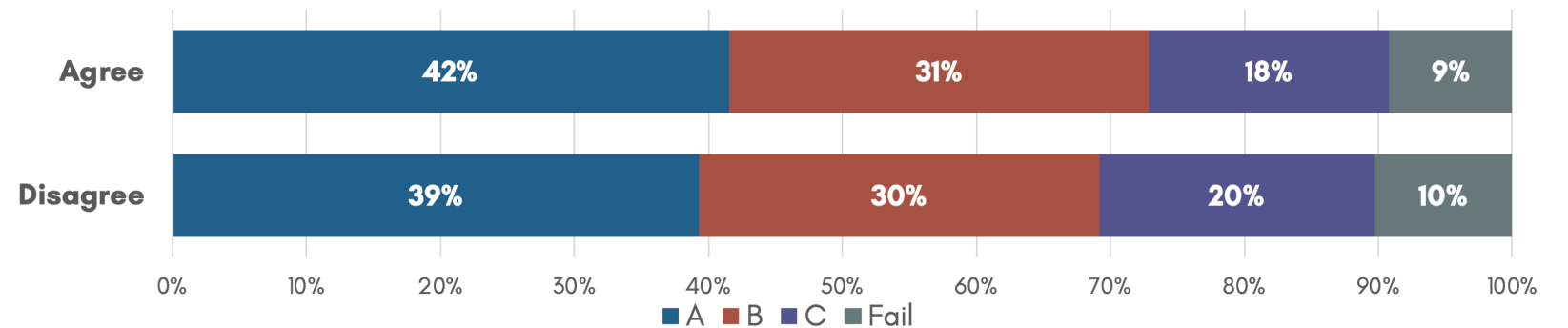


SIMILAR DESIRES FOR FUTURE EDUCATION

Worth the Price: I would like the option to take fully-online courses

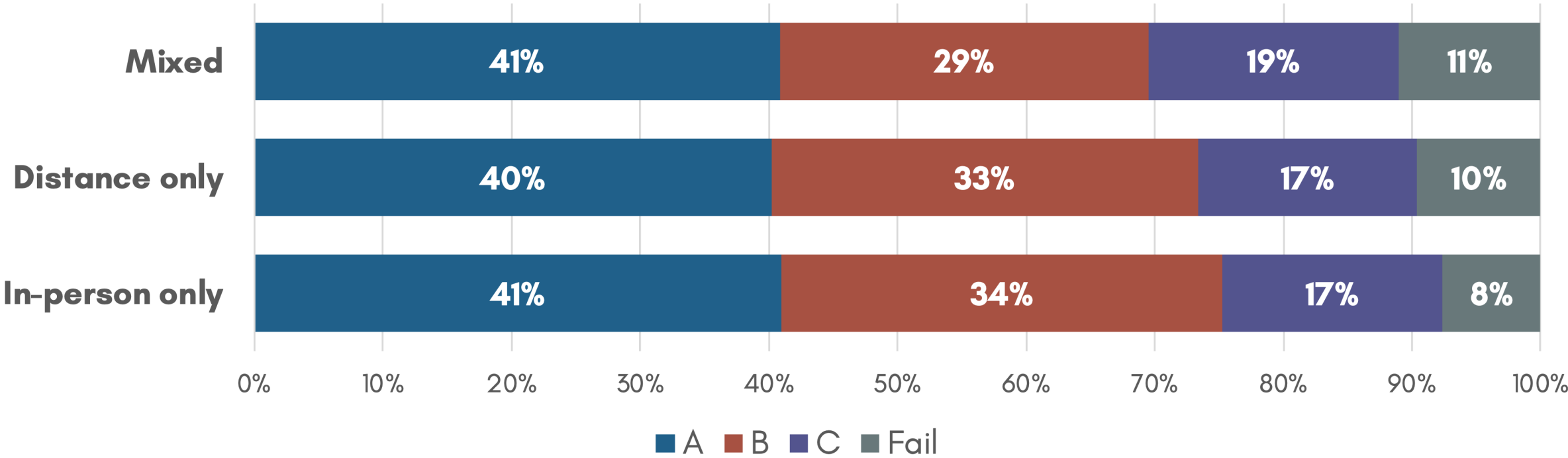


Worth the Price: Prefer more digital materials and digital resources

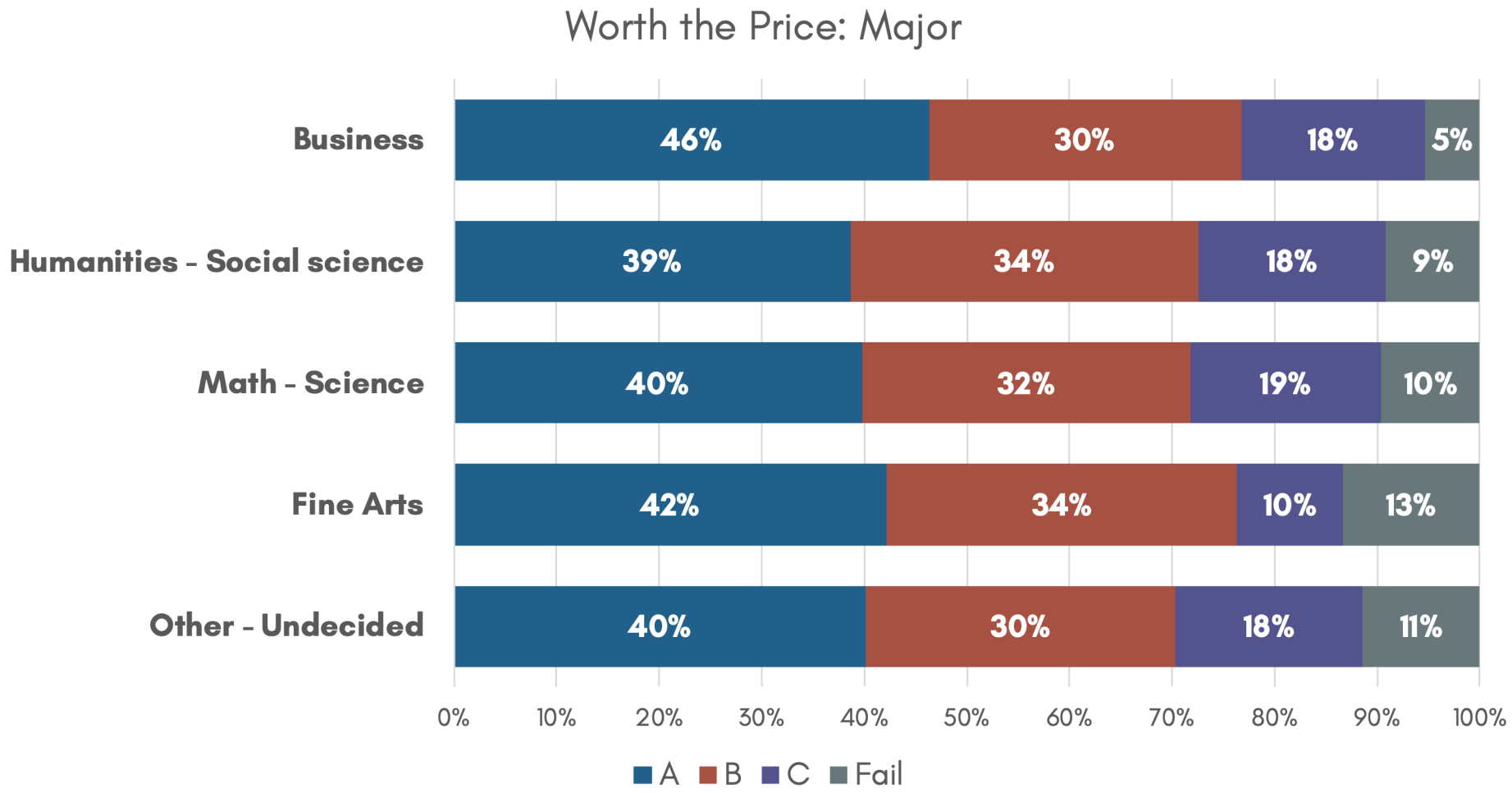


DISTANCE STUDENTS AS SATISFIED AS IN-PERSON

Worth the Price: Course Mode



BUSINESS STUDENTS SEE SOMEWHAT MORE VALUE

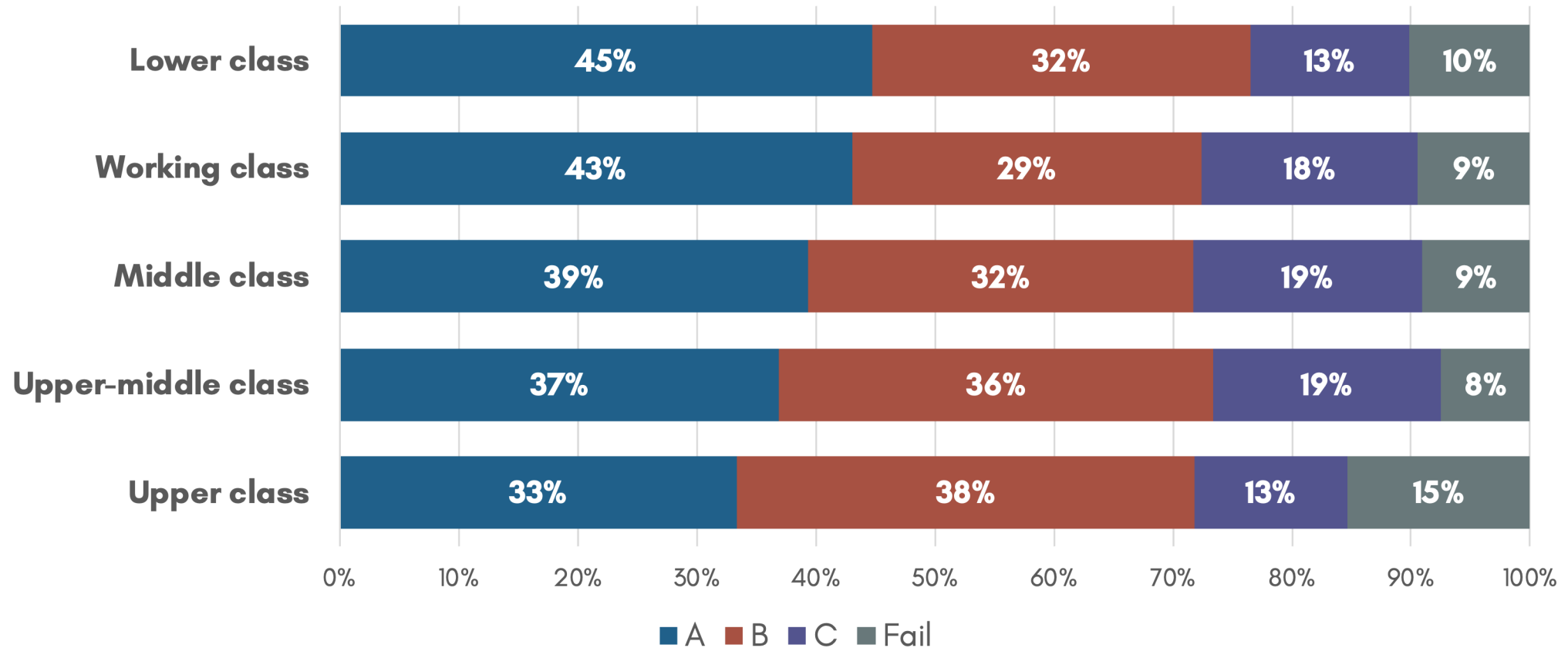


SMALL TO MODERATE DIFFERENCES

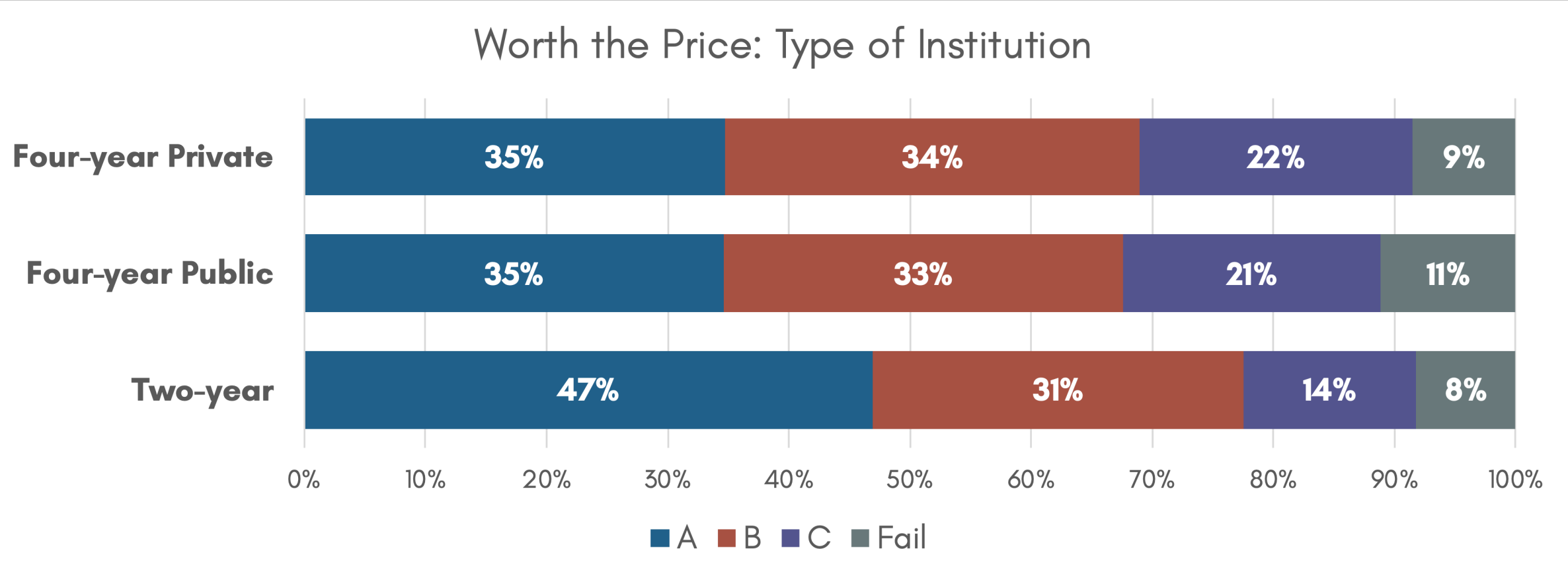


SOCIOECONOMIC STATUS MAKES A DIFFERENCE

Worth the Price: Socioeconomic Status



BETTER VALUE FELT AT TWO-YEAR INSTITUTIONS

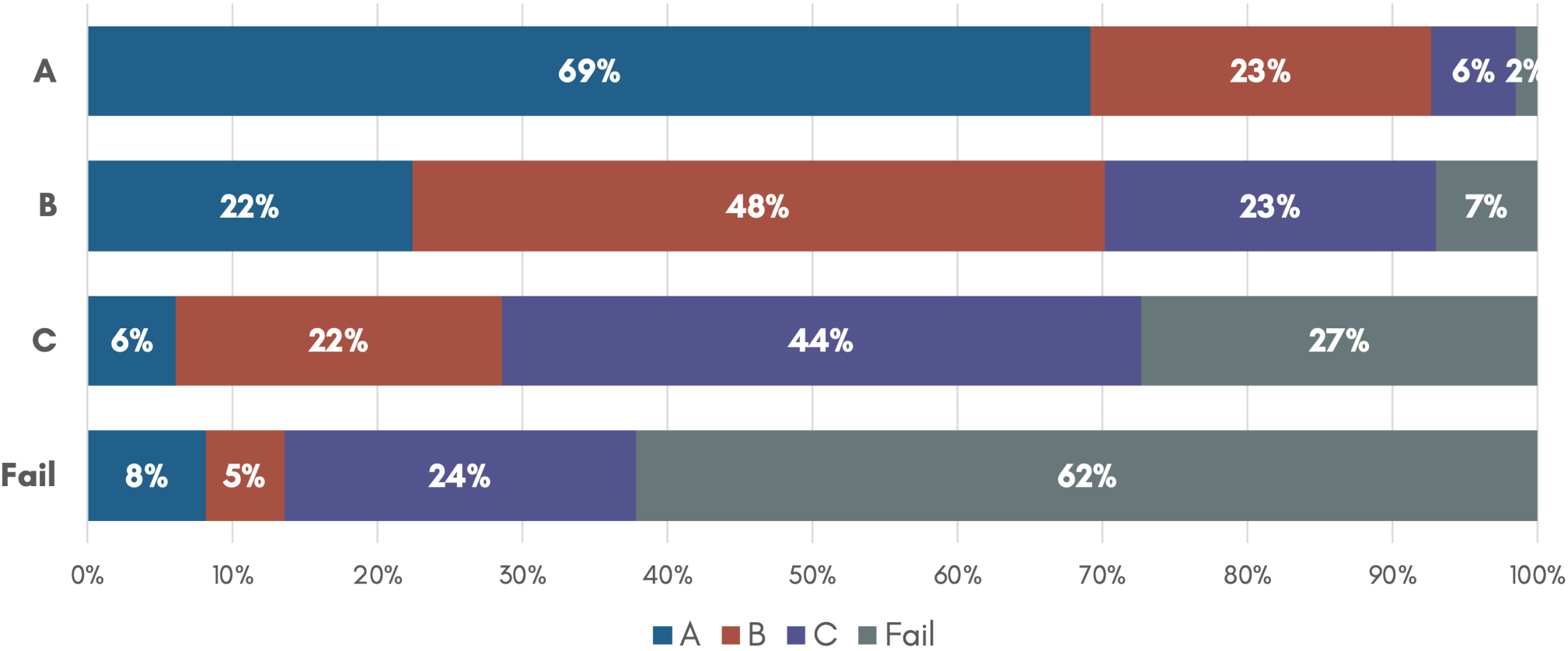


THE BIG DIFFERENCES



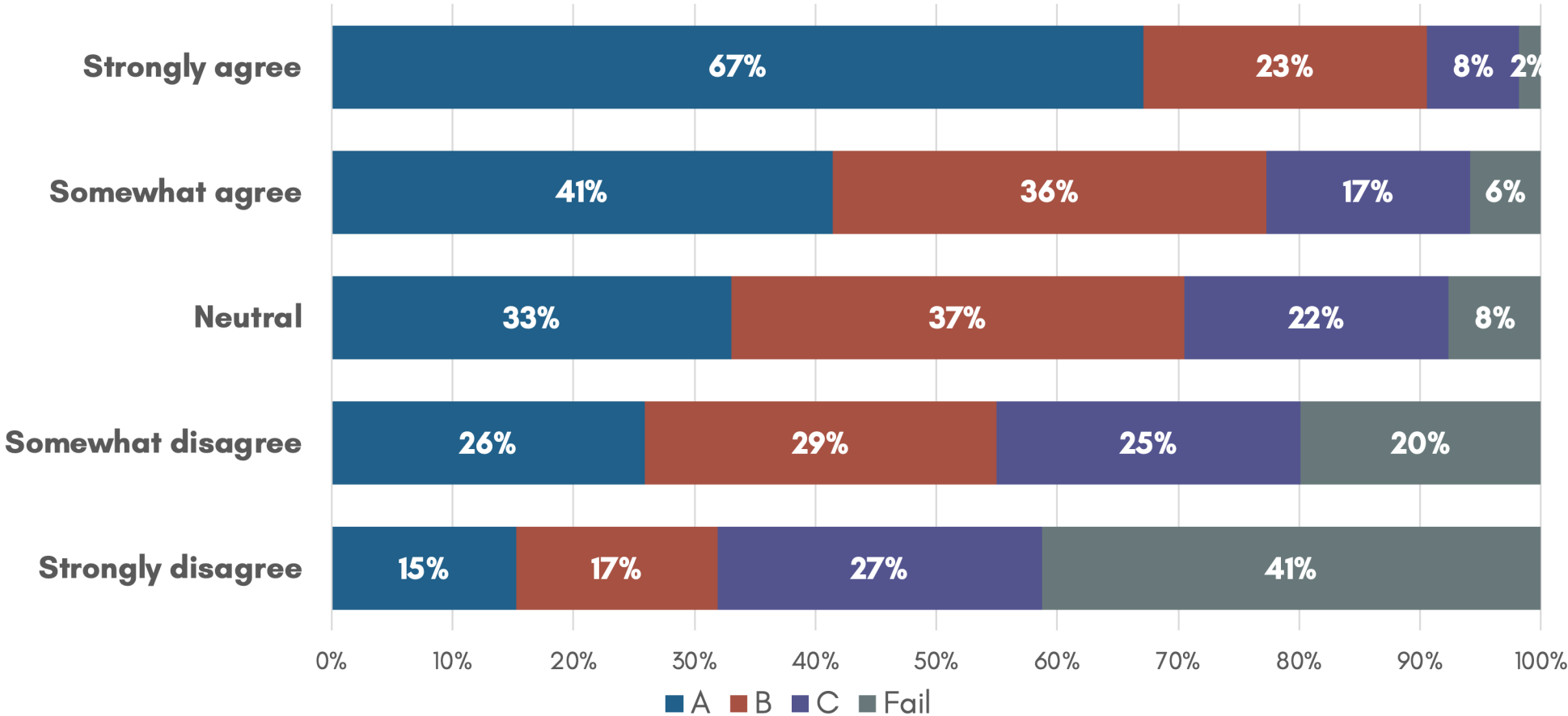
CAREER READINESS IS TIED TO VALUE

Worth the Price: How Well My Education Prepares Me for a Career



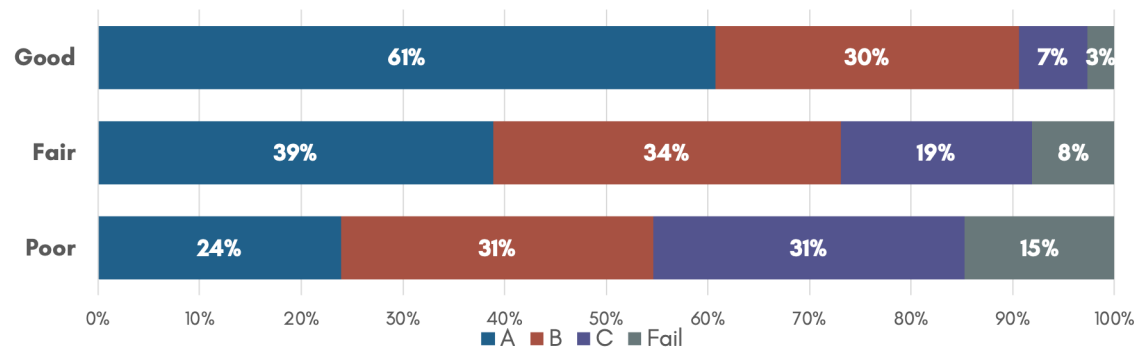
COMMUNITY IS CRITICAL

Worth the Price: I feel like part of the community at my school



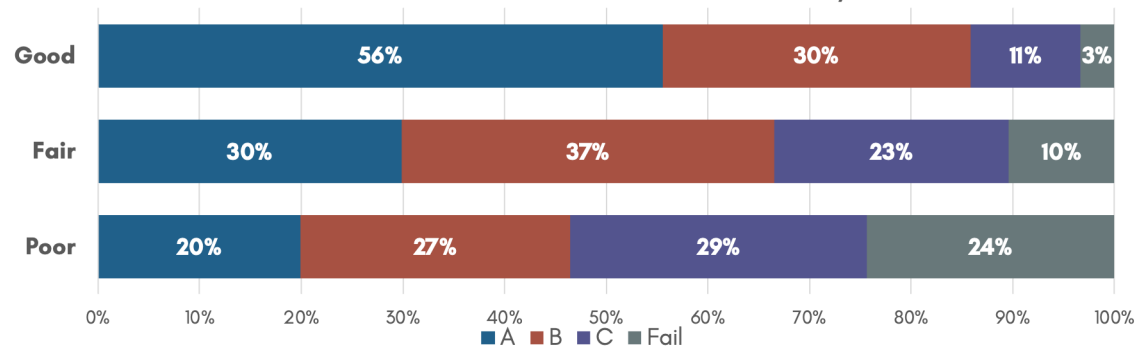
THE ELEMENTS OF COMMUNITY

Worth the Price: Interactions with Student Services

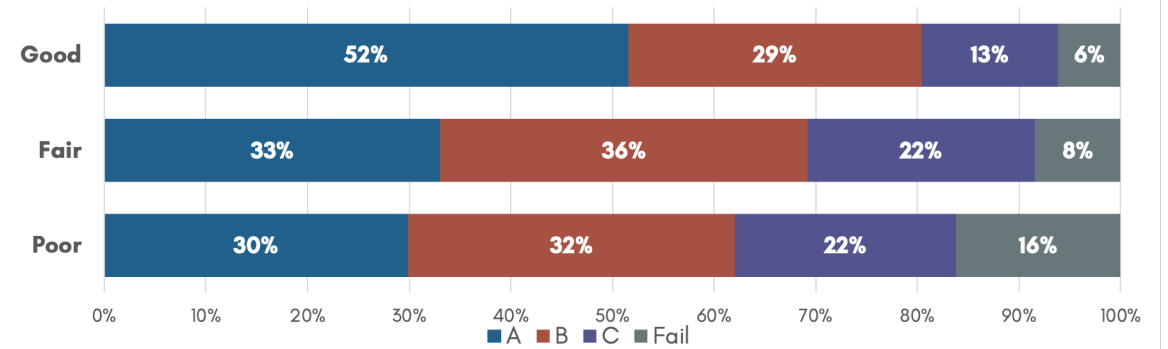


All relationships are important, but those with Student Services and Faculty play a larger role in determining student perceptions of value for money that relationships with fellow students.

Worth the Price: Interactions with Faculty

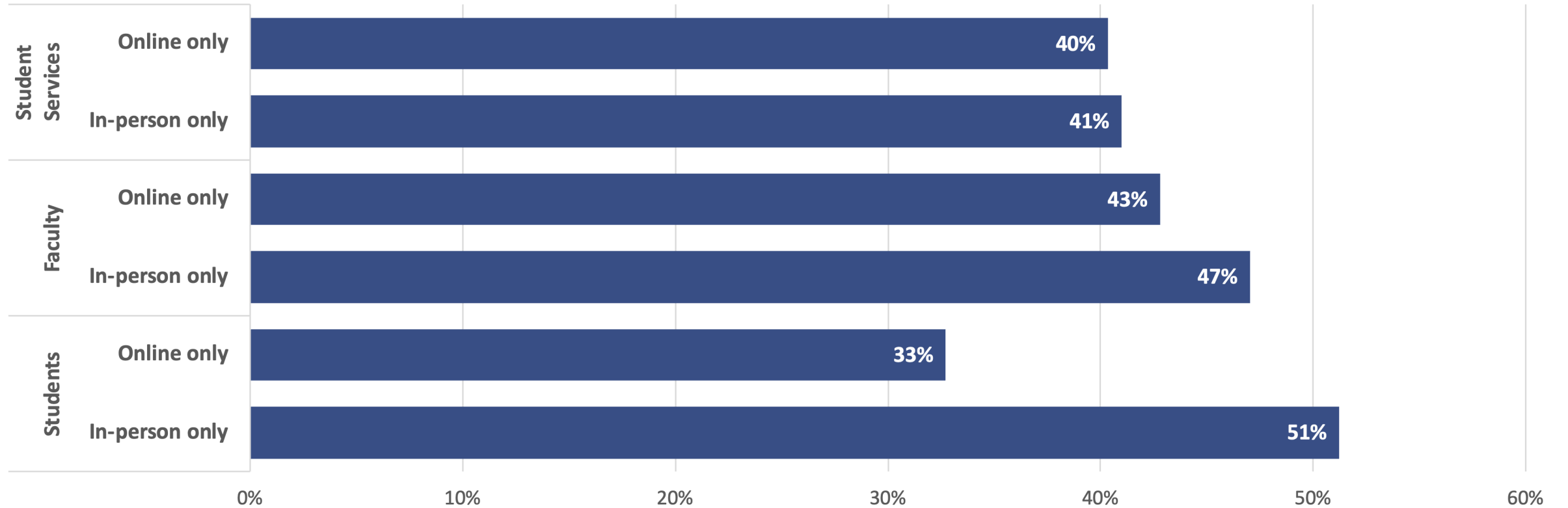


Worth the Price: Interactions with Fellow Students



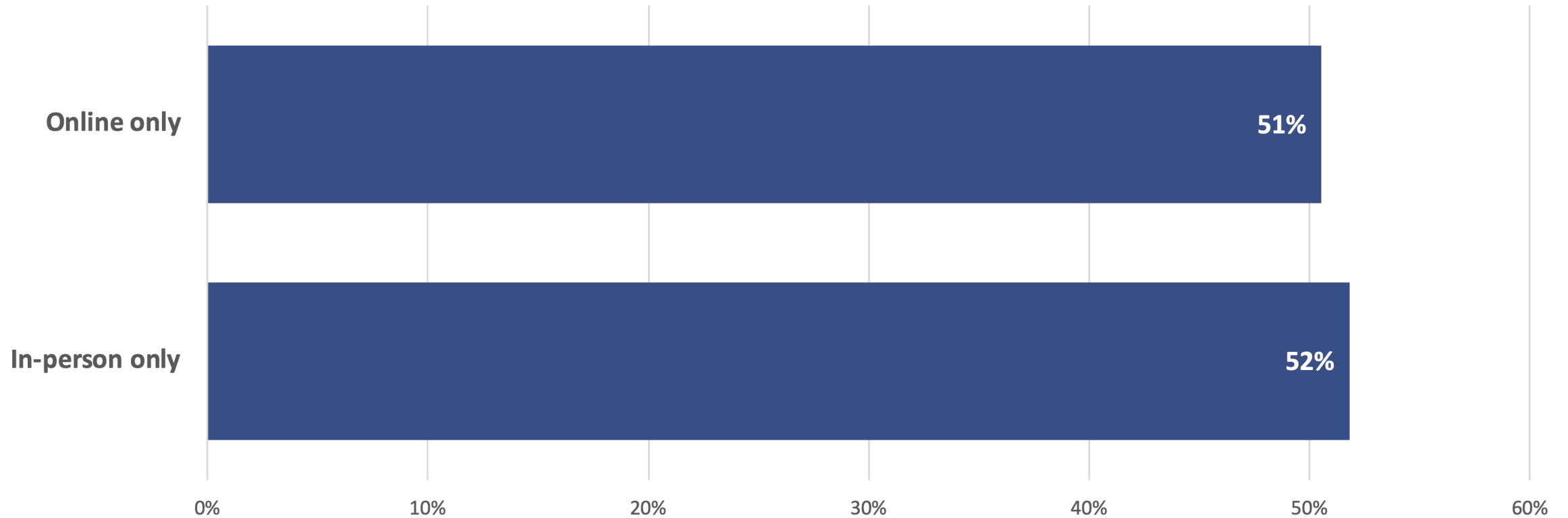
QUALITY OF INTERACTIONS

I Have Good Interactions by Course Mode



ONLINE STUDENTS FEEL EQUALLY VALUED

I feel valued by my school by Course Mode



SUMMARY & TAKEAWAY



CONCLUSIONS

Future education desires?

Teaching mode (distance versus in-person)?

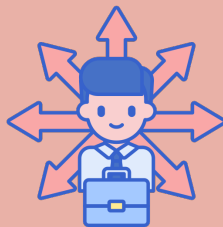
Subject major?

Characteristics of student?

Type of institution?

Institutional support?

Career
Readiness



Community

Minimal impact on grade

Some impact on grade

Very Important

The most important factors in determining if student feel that they are getting their money's worth are:

- How well they feel their school is supporting them.
- How well they think their education is preparing them for their career.



QUESTIONS?

Reports: <https://www.bayviewanalytics.com/pulse.html>





THANK YOU

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