



Adult Student Priorities Survey™

Standard Survey Items and [Items Comprising Scales](#)

Items 1 - 77 are responded as follows:

Each item below describes an expectation about your experiences with this program.

On the left, tell us how important it is for your institution to meet this expectation.

Level of importance...

- 1 - not important at all
- 2 - not very important
- 3 - somewhat unimportant
- 4 - neutral
- 5 - somewhat important
- 6 - important
- 7 - very important
- N/A - does not apply

On the right, tell us how satisfied you are that your institution has met this expectation.

...Level of satisfaction

- 1 - not satisfied at all
- 2 - not very satisfied
- 3 - somewhat dissatisfied
- 4 - neutral
- 5 - somewhat satisfied
- 6 - satisfied
- 7 - very satisfied
- N/A - not available / not used

The questions are as follows:

1. Adult students are made to feel welcome at this institution.
2. Faculty care about me as an individual.
3. Classes are scheduled at times that are convenient for me.
4. The content of the courses within my major is valuable.
5. Classroom locations are safe and secure for all students.
6. Financial aid counselors are helpful to adult students.
7. The staff at this institution are caring and helpful.
8. My academic advisor is available at times that are convenient for me.
9. Billing policies are reasonable for adult students.
10. Admissions representatives are knowledgeable.
11. My academic advisor is concerned about my success as an individual.
12. Computers and/or Wi-Fi are adequate and accessible.
13. The amount of student parking is adequate.
14. Faculty are fair and unbiased in their treatment of individual students.
15. Library resources and services are adequate for adults.
16. I am able to register for classes I need with few conflicts.
17. Business office hours are convenient for adult students.
18. Parking lots are well-lighted and secure.
19. My academic advisor is knowledgeable about requirements in my major.
20. Registration processes are reasonable and convenient for adults.
21. Tuition paid is a worthwhile investment.
22. Security staff respond quickly in emergencies.
23. Adequate financial aid is available for most adult students.
24. There is a commitment to academic excellence at this institution.
25. Admissions representatives respond to adult students' unique needs.
26. Faculty provide timely feedback about my progress in courses.
27. This institution has a good reputation within the community.
28. My academic advisor is accessible by telephone and electronic mail.
29. I seldom get the "run-around" when seeking information at this institution.
30. Academic support services adequately meet the needs of adult students.
31. I am able to easily register for classes online.
32. My classes provide opportunities to improve my technology skills.
33. Channels are readily available for adult students to express complaints.
34. I receive complete information on the availability of financial aid.
35. The quality of instruction I receive in most of my classes is excellent.
36. Vending or snack bar food options are readily available.
37. Part-time faculty are competent as classroom instructors.
38. Career services are adequate and accessible for adult students.
39. This institution responds quickly to my requests for information.
40. Faculty are usually available for adult students outside the classroom (in person, by phone, or by e-mail).
41. Major requirements are clear and reasonable.
42. Nearly all faculty are knowledgeable in their field.
43. This institution offers a variety of payment plans for adult students.
44. When students enroll at this institution, they develop a plan to complete their degree.
45. I am able to complete most of my enrollment tasks in one location.
46. This institution provides timely responses to student complaints.
47. Bookstore hours are convenient for adult students.

48. I am aware of whom to contact for questions about programs and services.
49. There are sufficient options within my program of study.
50. My advisor helps me apply my academic major to specific career goals.
51. Campus item - if utilized by the institution.
52. Campus item - if utilized by the institution.
53. Campus item - if utilized by the institution.
54. Campus item - if utilized by the institution.
55. Campus item - if utilized by the institution.
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66. Campus item - if utilized by the institution.
67. Campus item - if utilized by the institution.
68. Campus item - if utilized by the institution.
69. Campus item - if utilized by the institution.
70. Campus item - if utilized by the institution.

How important were each of the following factors in your decision to enroll at this institution?

71. Cost as factor in decision to enroll.
72. Financial aid/scholarship opportunities as factor in decision to enroll.
73. Academic reputation as factor in decision to enroll.
74. Size of institution as factor in decision to enroll.
75. Future employment opportunities as factor in decision to enroll.
76. Recommendations from family/friends/employer as factor in decision to enroll.
77. Campus location (close to home/work) as factor in decision to enroll.
78. Availability of evening/weekend courses as factor in decision to enroll.
79. Personalized attention prior to enrollment as factor in decision to enroll.

Section #2 - Summary Questions

1. So far, how has your college experience met your expectations?

- 1 - Much worse than I expected
- 2 - Quite a bit worse than I expected
- 3 - Worse than I expected
- 4 - About what I expected
- 5 - Better than I expected
- 6 - Quite a bit better than I expected
- 7 - Much better than I expected

2. Rate your overall satisfaction with your experience here thus far.

- 1 - Not satisfied at all
- 2 - Not very satisfied
- 3 - Somewhat dissatisfied
- 4 - Neutral
- 5 - Somewhat satisfied
- 6 - Satisfied
- 7 - Very satisfied

3. All in all, if you had it to do over again, would you enroll here?

- 1 - Definitely not
- 2 - Probably not
- 3 - Maybe not
- 4 - I don't know
- 5 - Maybe yes
- 6 - Probably yes
- 7 - Definitely yes

Section #3 - Demographic Questions

1. Gender
 - 1 - Female
 - 2 - Male
 - 3 - Prefer not to respond
 - 4 - Transgender
 - 5 - Genderqueer; neither exclusively male nor female
 - 6 - Additional gender category/ Other
2. Age
 - 1 - 24 and younger
 - 2 - 25 to 34
 - 3 - 35 to 44
 - 4 - 45 and over
3. Ethnicity / Race
 - 1 - Black/African-American
 - 2 - American Indian or Alaskan Native
 - 3 - Asian or Pacific Islander
 - 4 - Caucasian / White
 - 5 - Hispanic
 - 6 - Other
 - 7 - Race - Prefer not to respond
 - 8 - Multi-racial
4. Current Enrollment Status
 - 1 - Day
 - 2 - Evening
 - 3 - Weekend
5. Current Class Load
 - 1 - Full-time
 - 2 - Part-time
6. Class Level
 - 1 - First year undergraduate
 - 2 - Second year undergraduate
 - 3 - Third year undergraduate
 - 4 - Fourth year undergraduate
 - 5 - Special Student
 - 6 - Graduate / Professional
 - 7 - Other
7. Current GPA
 - 1 - No credits earned
 - 2 - 1.99 or below
 - 3 - 2.0 - 2.49
 - 4 - 2.5 - 2.99
 - 5 - 3.0 - 3.49
 - 6 - 3.5 or above
8. Educational Goal
 - 1 - Associate degree
 - 2 - Vocational/technical program
 - 3 - Transfer to another institution
 - 4 - Bachelor's degree
 - 5 - Master's degree
 - 6 - Doctorate or professional degree
 - 7 - Certification (initial or renewal)
 - 8 - Self-improvement / pleasure
 - 9 - Job-related training
 - 10 - Other educational goal
9. Employment
 - 1 - Full-time off campus
 - 2 - Part-time off campus
 - 3 - Full-time on campus
 - 4 - Part-time on campus
 - 5 - Not employed
10. Current Residence
 - 1 - Own house
 - 2 - Rent room or apartment
 - 3 - Relative's home
 - 4 - Other residence
11. Residence Classification
 - 1 - In-state
 - 2 - Out-of-state
 - 3 - International (not U.S. citizen)

12. Marital Status

- 1 - Single
- 2 - Single with children
- 3 - Married
- 4 - Married with children
- 5 - Marital - Prefer not to respond

Selection of program/major: if utilized by institution. Consult survey administrator for codes. If not used by institution, this item is blank.

How likely is it that you would recommend our institution to a friend or colleague?

13. Institution Was My

- 1 - 1st choice
- 2 - 2nd choice
- 3 - 3rd choice or lower

0 - Not at all likely

- 1
- 2
- 3
- 4
- 5 - Neutral

Demographic Item #1 requested by institution, if utilized. Six possible responses.

- 6
- 7
- 8
- 9
- 10 - Extremely likely

- 1 - Answer one
- 2 - Answer two
- 3 - Answer three
- 4 - Answer four
- 5 - Answer five
- 6 - Answer six

Please enter any comments you would like to share with this institution.

Demographic Item #2 requested by institution, if utilized. Six possible responses.

- 1 - Answer one
- 2 - Answer two
- 3 - Answer three
- 4 - Answer four
- 5 - Answer five
- 6 - Answer six

Items Comprising Scales

Scale 1: Instructional Effectiveness

- 42. Nearly all faculty are knowledgeable in their field.
- 35. The quality of instruction I receive in most of my classes is excellent.
- 26. Faculty provide timely feedback about my progress in a course.
- 14. Faculty are fair and unbiased in their treatment of individual students.
- 2. Faculty care about me as an individual.
- 40. Faculty are usually available for adult students outside of the classroom (in person, by phone, or by email).
- 41. Major requirements are clear and reasonable.
- 4. The content of the courses within my major is valuable.
- 24. There is a commitment to academic excellence at this institution.
- 37. Part-time faculty are competent as classroom instructors.
- 49. There are sufficient options within my program of study.
- 32. My classes provide opportunities to improve my technology skills.

Scale 2: Safety and Security

- 22. Security staff respond quickly in emergencies.
- 18. Parking lots are well-lighted and secure.
- 13. The amount of student parking space is adequate.
- 5. Classroom locations are safe and secure for all students.

Scale 3: Academic Advising/Counseling Effectiveness

- 19. My academic advisor is knowledgeable about requirements in my major.
- 11. My academic advisor is concerned about my success as an individual.
- 50. My advisor helps me apply my academic major to specific career goals.
- 8. My academic advisor is available at times that are convenient to me.
- 41. Major requirements are clear and reasonable.
- 28. My academic advisor is accessible by telephone and electronic mail.
- 44. When students enroll at this institution, they develop a plan to complete their degree.

Scale 4: Admissions and Financial Aid Effectiveness

- 23. Adequate financial aid is available for most adult students.
- 10. Admissions representatives are knowledgeable.
- 25. Admissions representatives respond to adult students' unique needs.
- 34. I receive complete information on the availability of financial aid.
- 6. Financial aid counselors are helpful.

Scale 5: Academic Services

- 15. Library resources and services are adequate for adults.
- 12. Computers and/or Wi-Fi are adequate and accessible.
- 30. Academic support services adequately meet the needs of adult students.
- 47. Bookstore hours are convenient for adult students.
- 38. Career services are adequate and accessible for adult students.

Scale 6: Registration Effectiveness

- 16. I am able to register for the classes I need with few conflicts.
- 9. Billing policies are reasonable.
- 17. Business office hours are convenient for adult students.
- 20. Registration processes are reasonable and convenient for adult students.
- 45. I am able to complete most of my enrollment tasks in one location.
- 43. This institution offers a variety of payment plans for students.
- 31. I am able to easily register for classes online.
- 3. Classes are scheduled at times that are convenient for me.

Scale 7: Service Excellence

- 33. Channels are readily available for adult students to express complaints.
- 29. I seldom get the "run-around" when seeking information at this institution.
- 7. The staff at this institution are caring and helpful.
- 46. This institution provides timely responses to student complaints.
- 39. This institution responds quickly when I request additional information.
- 48. I am aware of whom to contact for questions about programs and services.

Scale 8: Campus Climate

- 1. Adult students are made to feel welcome at this institution.
- 7. The staff at this institution are caring and helpful.
- 27. This institution has a good reputation within the community.
- 2. Faculty care about me as an individual.
- 33. Channels are readily available for adult students to express complaints.
- 29. I seldom get the "run-around" when seeking information at this institution.
- 5. Classroom locations are safe and secure for all students.
- 24. There is a commitment to academic excellence at this institution.
- 21. Tuition paid is a worthwhile investment.
- 50. My advisor helps me apply my academic major to specific career goals.

Stand-Alone Items:

- 36. Vending or snack bar food options are readily available.