Main Questionnaire

Screener

Base: All respondents

Intro.
We are seeking feedback on your decision-making process when you selected an online degree program, your satisfaction with the degree program you chose, and how it has impacted your career.

This survey will take no longer than 15 minutes to complete. Thank you for your participation!

Base: All qualified respondents

Q18 [S]
What is your age?
1. 17 or younger - TERMINATE
2. 18-20
3. 21-25
4. 26-29
5. 30-35
6. 36-39
7. 40-45
8. 46-49
9. 50-55
10. 56-59
11. 60-65
12. 66 or older

Base: All respondents

Q1 [S]
What statement best describes your status?

1. Still enrolled in online degree program [END SURVEY]
2. Completed some courses but did not complete online degree program [END SURVEY]
3. Graduated from online degree program

Scripter: If Q1=1 or 2 terminate. All others continue.

Main Survey

Base: All qualified respondents

Q2 [DROP DOWN]
When did you graduate from your online degree program?

Scripter: Allow a list including the years 2023 – 2012 or earlier that includes list of months for respondents to indicate both year and month graduated

Q3 [M, UP TO 3]
Why did you choose to pursue your online degree program? (Select your top reasons, up to 3.)

Scripter: Randomize list.

1. Aligns with my interests and personal goals
2. Career advancement within my current profession
3. Switch to a new career
4. Stay competitive in my current profession
5. Increase salary in my current profession
6. Broaden knowledge of a particular subject
7. Required for promotion or as part of current job
8. Required to apply for job
9. Re-entering workforce
10. Other (please specify) _____ [ANCHOR]

Base: All qualified respondents
Q4 [S]
What is the main reason you chose an online degree program vs. an on-campus or hybrid (has both online and on-campus courses) program?

Scripter: Randomize list.

1. Allowed me to have a flexible schedule
2. Allowed me to work while earning my degree
3. Allowed me to care for my family while earning my degree
4. Affordability of the tuition & fees
5. Time to complete degree
6. Other (please specify) _____ [ANCHOR]

Base: All qualified respondents
Q5 [M, UP TO 3]
Why did you choose the university you earned your online degree from? (Select your top reasons, up to 3.)

Scripter: Randomize list.

1. Affordability of the tuition & fees
2. Time to complete the program
3. School/program accreditation
4. Relevant program concentrations/specializations
5. Multiple start dates
6. Favorable admissions requirements
7. Admissions staff was quick to get back to me
8. Amount of transfer credits accepted
9. Location of the university
10. Expected career benefits
11. Reputation of the school/program
12. Other (please specify) _____ [ANCHOR]

Q5a [S]
Did your employer offer a tuition assistance program while you were attending your online degree program?
1. Yes
2. No
3. I don't know / I'm not sure

Q5b [S]
Did you use your employer's tuition assistance program to pay for your online degree program?
1. Yes
2. No

Q5c [M]
Why didn't you use your employer's tuition assistance program to pay for your online degree program? Select all that apply.

Scripter: Randomize list. Anchor Other

1. Had not worked at the company long enough
2. Did not offer enough money
3. Had to work through a specific program
4. Had to attend a specific university
5. Had to work at the company for a specific amount of time after finishing the program
6. Did not earn the benefit until after finishing the program
7. Had to have a certain grade / GPA to earn the assistance
8. Other (please specify)

Q6 [N, MUST ADD TO 100%]
How did you pay for your online degree program? (Please provide your best estimate of the percent paid for by each of the categories below. If you didn't use a category, you can allocate 0% to it.)

	Percent Allocation (Must add to 100%)
Federal (government) Loans	
Private Loans (banks, credit unions, or other private lenders)	
Federal (government) Grants	
Private Grants (non-government organizations)	
Scripter, show item only if Q5b = 1/Yes. Please auto-fill as 0% in program Employer tuition-assistance program	
Scholarships	
Myself: income and/or savings	
Family	
Other (please specify) _____ *Scripter, if respondent answers 1% or higher here, please force a response to the Other, please specify text.*	

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Q7 [S]
How much did the total tuition (including fees) cost for all courses in your online degree program to be completed?

1. $10,000 or less
2. $10,001 – $20,000
3. $20,001 – $30,000
4. $30,001 – $40,000
5. $40,001 – $50,000
6. $50,001 – $60,000
7. $60,001 – $70,000
8. $7,001 – $80,000
9. $80,001 – $90,000
10. $90,001 – $100,000
11. More than $100,000

Q7_1 [S]
Please provide a more specific estimate of the total tuition cost (including fees) for all courses in your online degree program to be completed.
1. $1,000 or less
2. $1,001 - $2,000
3. $2,001 - $3,000
4. $3,001 - $4,000
5. $4,001 - $5,000
6. $5,001 - $6,000
7. $6,001 - $7,000
8. $7,001 - $8,000
9. $8,001 - $9,000
10. $9,001 - $10,000

Q7_2 [S]
Please provide a more specific estimate of the total tuition cost (including fees) for all courses in your online degree program to be completed.
1. $10,001 - $11,000
2. $11,001 - $12,000
3. $12,001 - $13,000
4. $13,001 - $14,000
5. $14,001 - $15,000
6. $15,001 - $16,000
7. $16,001 - $17,000
8. $17,001 - $18,000
9. $18,001 - $19,000
10. $19,001 - $20,000

Q7_3 [S]
Please provide a more specific estimate of the total tuition cost (including fees) for all courses in your online degree program to be completed.
1. $20,001 - $21,000
2. $21,001 - $22,000
3. $22,001 - $23,000

4. $23,001 - $24,000
5. $24,001 - $25,000
6. $25,001 - $26,000
7. $26,001 - $27,000
8. $27,001 - $28,000
9. $28,001 - $29,000
10. $29,001 - $30,000

Q7_4 [S]

Please provide a more specific estimate of the total tuition cost (including fees) for all courses in your online degree program to be completed.
1. $30,001 - $31,000
2. $31,001 - $32,000
3. $32,001 - $33,000
4. $33,001 - $34,000
5. $34,001 - $35,000
6. $35,001 - $36,000
7. $36,001 - $37,000
8. $37,001 - $38,000
9. $38,001 - $39,000
10. $39,001 - $40,000

Q7_5 [S]

Please provide a more specific estimate of the total tuition cost (including fees) for all courses in your online degree program to be completed.
1. $40,001 - $41,000
2. $41,001 - $42,000
3. $42,001 - $43,000
4. $43,001 - $44,000
5. $44,001 - $45,000
6. $45,001 - $46,000
7. $46,001 - $47,000
8. $47,001 - $48,000
9. $48,001 - $49,000
10. $49,001 - $50,000

Q7_6 [S]

Please provide a more specific estimate of the total tuition cost (including fees) for all courses in your online degree program to be completed.
1. $50,001 - $51,000
2. $51,001 - $52,000
3. $52,001 - $53,000
4. $53,001 - $54,000
5. $54,001 - $55,000
6. $55,001 - $56,000
7. $56,001 - $57,000
8. $57,001 - $58,000
9. $58,001 - $59,000
10. $59,001 - $60,000

Q7_7 [S]
Please provide a more specific estimate of the total tuition cost (including fees) for all courses in your online degree program to be completed.
1. $60,001 - $61,000
2. $61,001 - $62,000
3. $62,001 - $63,000
4. $63,001 - $64,000
5. $64,001 - $65,000
6. $65,001 - $66,000
7. $66,001 - $67,000
8. $67,001 - $68,000
9. $68,001 - $69,000
10. $69,001 - $70,000

Q7_8 [S]
Please provide a more specific estimate of the total tuition cost (including fees) for all courses in your online degree program to be completed.
1. $70,001 - $71,000
2. $71,001 - $72,000
3. $72,001 - $73,000
4. $73,001 - $74,000
5. $74,001 - $75,000
6. $75,001 - $76,000
7. $76,001 - $77,000
8. $77,001 - $78,000
9. $78,001 - $79,000
10. $79,001 - $80,000

Q7_9 [S]
Please provide a more specific estimate of the total tuition cost (including fees) for all courses in your online degree program to be completed.
1. $80,001 - $81,000
2. $81,001 - $82,000
3. $82,001 - $83,000
4. $83,001 - $84,000
5. $84,001 - $85,000
6. $85,001 - $86,000
7. $86,001 - $87,000
8. $87,001 - $88,000
9. $88,001 - $89,000
10. $89,001 - $90,000

Q7_10 [S]
Please provide a more specific estimate of the total tuition cost (including fees) for all courses in your online degree program to be completed.
1. $90,001 - $91,000
2. $91,001 - $92,000
3. $92,001 - $93,000
4. $93,001 - $94,000
5. $94,001 - $95,000
6. $95,001 - $96,000
7. $96,001 - $97,000
8. $97,001 - $98,000
9. $98,001 - $99,000
10. $99,001 - $100,000

Q7_11 [S]
Please provide a more specific estimate of the total tuition cost (including fees) for all courses in your online degree program to be completed.
1. $100,001 - $101,000
2. $101,001 - $102,000
3. $102,001 - $103,000
4. $103,001 - $104,000
5. $104,001 - $105,000
6. $105,001 - $106,000
7. $106,001 - $107,000
8. $107,001 - $108,000
9. $108,001 - $109,000
10. $109,001 - $110,000
11. $110,001 or more (Please specify) $_____ Scripter, please change the format of the specify box to allow numbers only (numeric text box)

Q8 [S]
Approximately how long did it take you to complete your online degree program?

1. Less than 1 year
2. 1 year
3. 1.5 years
4. 2 years
5. 2.5 years
6. 3 years
7. 3.5 years
8. 4 years
9. More than 4 years

Q9 [S]
Which of the following categories best describe your employment status **prior to starting your degree program?**

1. Employed, working full-time
2. Employed, working part-time
3. Not employed, looking for work
4. Not employed, NOT looking for work
5. Retired
6. Disabled, not able to work

Q9a [S]Please select the reason that best describes why you were not employed and looking for work.

Scripter: Randomize list, anchor Other.

1. Recently graduated
2. Completed previous employment
3. Lost previous job due to layoff or termination
4. Career change or transitioning to a new field
5. Relocation to a new area
6. Personal circumstances
7. Other (please specify)

Q9b [S]
Please select the reason that best describes why you were not employed and NOT looking for work.

Scripter: Randomize list, anchor Other.

1. Pursuing further education or training
2. Taking care of family responsibilities
3. Personal health prevented working
4. Undecided about what work to pursue
5. Other (please specify)

Q10 [S]
What was your annual salary (before taxes) **prior to starting the degree program?**

1. $75,000 or below
2. Over $75,000

Q10a [S]
Please provide a more specific estimate of what your annual salary (before taxes) was **prior to starting the degree program**?

1. Less than $10,000
2. $10,001 – $15,000
3. $15,001 – $20,000
4. $20,001 – $25,000
5. $25,001 – $30,000
6. $30,001 – $35,000
7. $35,001 – $40,000
8. $40,001 – $45,000
9. $45,001 – $50,000
10. $50,001 – $55,000
11. $55,001 – $60,000
12. $60,001 – $65,000
13. $65,001 – $70,000
14. $70,001 – $75,000

Q10b [S]
Please provide a more specific estimate of what your annual salary (before taxes) was **prior to starting the degree program**?

1. $75,001 – $80,000
2. $80,001 – $85,000
3. $85,001 – $90,000
4. $90,001 – $95,000
5. $95,001 – $100,000
6. $100,001 – $105,000
7. $105,001 – $110,000
8. $110,001 – $115,000
9. $115,001 – $120,000
10. $120,001 – $125,000
11. $125,001 – $130,000
12. $130,001 – $135,000
13. $135,001 – $140,000
14. $140,001 – $145,000
15. $145,001 – $150,000
16. More than $150,000

Q10c [S]
How did your income change <u>while</u> you were attending your online degree program?

1. Increased
2. Decreased
3. Stayed the same

Q10d [S]
How much did your income increase while you were attending your online degree program?

1. 5% or less
2. More than 5%

Q10e [M]
Why did your income increase while you were attending your online degree program?
(Select all that apply)

Scripter: Randomize list, anchor Other.

1. Job promotion (at same place of employment)
2. Pay raise (merit or cost of living increase)
3. Increased work hours
4. New job (at new place of employment)
5. New job (at same place of employment)
6. Improved skills (new skills or certifications leading to higher pay)
7. Business growth (in my own business or freelance work)
8. Investments (or other passive sources of income)
9. Other (please specify)

Q10f [S]
How much did your income decrease while you were attending your online degree program?

1. 5% or less
2. More than 5%

Q10g [M]
Why did your income decrease while you were attending your online degree program?
(Select all that apply)

Scripter: Randomize list, anchor Other.
1. Job loss or change
2. Work hours decreased by employer
3. Salary or wages were reduced
4. Health reasons
5. Family responsibilities
6. Business decline (in my own business or freelance work)
7. Other (please specify)

Q10h [S]
What was your occupation prior to starting your degree program?

Scripter: Randomize list, anchor Other.

1. Nursing
2. Teaching
3. School Counseling
4. School Administration
5. Healthcare Management
6. Accounting
7. Marketing
8. Project Management
9. Sales
10. Financial Planning
11. Human Resources
12. Law Enforcement
13. Public Administration
14. Social Work
15. Other (please specify)

Q10i [S]
What industry did you work in prior to starting your degree program?

Scripter: Randomize list, anchor Other.

1. Education
2. Healthcare and Social Assistance
3. Retail
4. Manufacturing
5. Government
6. Accommodation and Food Services
7. Professional Services
8. Technology
9. Utilities
10. Construction
11. Other (please specify)

Q10j [O]
What was your job title prior to starting your degree program?

Scripter: Include text box, formatted to allow text responses only / no numeric answers

_____

Q10k [S]
Did you change jobs while you were completing your degree program?

1. Yes
2. No

Q10l [S]
How did your job change while you were completing your degree?

Scripter: Randomize list, anchor Other.

1. Moved to a new job at the same place of employment
2. Moved to a new job at a new place of employment
3. Started my own business
4. Became self-employed
5. Took a leave of absence
6. Took time off from working
7. Other (please specify)

Q11 [S]
Which of the following categories best describe your **current employment status?**

1. Employed, working full-time
2. Employed, working part-time
3. Not employed, looking for work
4. Not employed, NOT looking for work
5. Retired
6. Disabled, not able to work

Q11a [S]
Please select the reason that best describes why you are not employed and looking for work.

Scripter: Randomize list, anchor Other.

1. Recently graduated
2. Completed previous employment
3. Lost previous job due to layoff or termination
4. Career change or transitioning to a new field
5. Relocation to a new area
6. Personal circumstances
7. Other (please specify)_____Scripter, please make the Specify text a required response if #7/Other is selected

Q11b [S]
Please select the reason that best describes why you are not employed and NOT looking for work.

Scripter: Randomize list, anchor Other.

1. Pursuing further education or training
2. Taking care of family responsibilities
3. Personal health prevented working
4. Undecided about what work to pursue
5. Other (please specify)

Base: Ask if Q11=1 or 2
Q12 [S]
What is your **current** annual salary (before taxes)?

1. $75,000 or below
2. Over $75,000

Base: Ask if Q12=1
Q12a [S]
Please provide a more specific estimate of what your current annual salary (before taxes) is.

1. Less than $10,000
2. $10,001 – $15,000
3. $15,001 – $20,000
4. $20,001 – $25,000
5. $25,001 – $30,000
6. $30,001 – $35,000
7. $35,001 – $40,000
8. $40,001 – $45,000
9. $45,001 – $50,000
10. $50,001 – $55,000
11. $55,001 – $60,000
12. $60,001 – $65,000
13. $65,001 – $70,000
14. $70,001 – $75,000

Q12b [S]
Please provide a more specific estimate of what your current annual salary (before taxes) is.

1. $75,001 – $80,000
2. $80,001 – $85,000
3. $85,001 – $90,000
4. $90,001 – $95,000
5. $95,001 – $100,000
6. $100,001 – $105,000
7. $105,001 – $110,000
8. $110,001 – $115,000
9. $115,001 – $120,000
10. $120,001 – $125,000
11. $125,001 – $130,000
12. $130,001 – $135,000
13. $135,001 – $140,000
14. $140,001 – $145,000
15. $145,001 – $150,000
16. More than $150,000

Q12c [S]
Did you receive a promotion or salary increase within the first 12 months after completing your degree program?

1. Yes
2. No

Q13 [S]
What is your current occupation?

Scripter: Randomize list, anchor Other.

1. Nursing
2. Teaching
3. School Counseling
4. School Administration
5. Healthcare Management
6. Accounting
7. Marketing
8. Project Management
9. Sales
10. Financial Planning
11. Human Resources
12. Law Enforcement
13. Public Administration
14. Social Work
15. Other (please specify)

Q13c [S]
What was your most recent occupation?

Scripter: Randomize list, anchor Other.
1. Nursing
2. Teaching
3. School Counseling
4. School Administration
5. Healthcare Management
6. Accounting
7. Marketing
8. Project Management
9. Sales
10. Financial Planning
11. Human Resources
12. Law Enforcement
13. Public Administration
14. Social Work
15. Other (please specify)

Q13a [S]
What industry do you work in?

Scripter: Randomize list, anchor Other.

1. Education
2. Healthcare and Social Assistance
3. Retail
4. Manufacturing
5. Government
6. Accommodation and Food Services
7. Professional Services
8. Technology
9. Utilities
10. Construction
11. Other (please specify)

Q13d [S]
What industry did you work in most recently?

Scripter: Randomize list, anchor Other.
1. Education
2. Healthcare and Social Assistance
3. Retail
4. Manufacturing
5. Government
6. Accommodation and Food Services
7. Professional Services
8. Technology
9. Utilities
10. Construction
11. Other (please specify)

Q13b [O]
What is your job title?

Scripter: Include text box, please format to be text only / no numeric responses

_____

Q13e [O]
What was your most recent job title?

Scripter: Include text box

_____

Q14 [S, Accordion grid]
Please rate your level of agreement with the statement below.

Statement:
1. My degree helped me advance my career.

Responses:
1. Strongly Disagree
2. Disagree
3. Neither Agree nor Disagree
4. Agree
5. Strongly Agree
6. Not Applicable or Don't Know

Q14a [O]
How did earning your degree advance your career?

Scripter: Include text box.

_____

Q15 [S, Accordion grid]
Please rate your level of agreement with the statement below.

Statement:
1. My degree was worth the investment.

Responses:
1. Strongly Disagree
2. Disagree
3. Neither Agree nor Disagree
4. Agree
5. Strongly Agree
6. Not Applicable or Don't Know

Q15a [O]
Why do you feel your degree **was or was not** worth the investment?

Scripter: Include text box.

_____

Q16 [S]
How likely are you to recommend your online degree program to a friend or colleague?

1. 0 Not at all likely
2. 1
3. 2
4. 3
5. 4
6. 5
7. 6
8. 7
9. 8
10. 9
11. 10 Extremely likely

Q17 [O]
Please share any additional comments related to your student experience, satisfaction, or outcome achieved.

Scripter: Include text box. Please make this an optional response / respondents can advance without answering.

_____