



Continental Academy

Annual Survey of Students for IFM/CPM Analysis

Results

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PURPOSE:

In accordance with Quality Improvement Strategy 14, as outlined in the 2005 iteration of the institution's Quality Management Policy:

The institution will conduct an annual survey of enrolled students in order to collect the spectrum of internal or target-organization data (Internal Factor Evaluation Matrix) commonly associated with a "CPM" or Competitive Profile Matrix. While similar data from competing institutions may never become available, therefore prohibiting the construction of a complete, market-segment CPM analysis, the "IFM" will provide valuable insight about the contemporary values of our target, student market. Moreover such a survey will be highly indicative of the institution's performance in meeting the students' value-expectations.

The survey instrument will attempt to identify the most important factors or institutional qualities that led survey participants (enrolled students) to select Continental Academy as the institution to fulfill their secondary education needs. The survey will also attempt to gauge participant perceptions about the extent to which their expectations in each of these competitive factor areas were addressed.

EXECUTIVE SUMMARY:

A two part survey was distributed to 1000 of the approximately 6000 students currently enrolled in Continental Academy. The return rate of 360 surveys is an excellent response rate that leads one to accept that the results are generalizable to the population. The purpose of the survey was to provide empirical analysis allowing assessment in the areas critical to the organization's mission, corporate sustainability and quality improvement strategies. Survey Part One sought to identify what factors were important to students in their decision to enroll in a program offered by Continental Academy. Survey Part Two collected data that would establish levels of student satisfaction as it relates to items covered in Part One. All items were quantifiable and analyzed using SPSS. The analysis was stratified by age into the following three groups:

Group One	<i>Less Than 18 Years of Age (n=74)</i>
Group Two	<i>Between 18 and 21 Years (n=105)</i>
Group Three	<i>More Than 21 Years of Age (n=180)</i>

N=6000; 1000 Survey Distributed; Return Rate: 36%; n=360 (one respondent not reporting data)

As to Survey Part One (Factors Important to Enrolling):

- Students less than 18 years of age reported the three most important aspects leading them to enroll in Continental Academy were convenience, self-paced program and accreditation.
- Students between 18 and 21 years of age reported the three most important aspects leading them to enroll in Continental Academy were convenience, self-paced program and custom designed program.
- Students more than 21 years of age reported the three most important aspects leading them to enroll in Continental Academy were convenience, self-paced program and accreditation.

As to Survey Part Two (Student Satisfaction):

- Students less than 18 years of age reported the three most important aspects resulting in student satisfaction in relation to how well Continental Academy delivered on each of the enrollment factors were self-paced program, convenience and easy payment program.
- Students between 18 and 21 years of age reported the three most important aspects resulting in student satisfaction in relation to how well Continental Academy delivered on each of the enrollment factors were convenience, self-paced program and easy payment program.
- Students more than 21 years of age reported the three most important aspects resulting in student satisfaction in relation to how well Continental Academy delivered on each of the enrollment factors were convenience, self-paced program and easy payment program.

The implications of the reported data are clear and unmistakable. Students across all three stratified groups identified the primary factors leading them to enroll in a program at Continental Academy involved the level of *convenience* and the *self-paced* learning environment. These same two components also appear as a determining factor that ensured high levels of student satisfaction as reported by the respondents. A third factor that had a positive impact on student satisfaction among each of the stratified groups was an *easy payment program*. In that this is the first survey distributed to students currently enrolled in a program at Continental Academy,

future surveys will further validate the empirical results obtained and permit the institution to adapt to the emerging needs of the student body.

A SAMPLE OF THE DOCUMENT WHICH SOLICITED STUDENT PARTICIPATION AND THE SURVEY INSTRUMENT APPEAR ON THE NEXT THREE PAGES.



Continental Academy

"Home of the Eagles"

Take the survey...

In our never-ending endeavor to improve the Continental Academy student-experience, the institution regularly circulates survey questionnaires to currently-enrolled students and graduates. Participation is entirely voluntary. We encourage you take a few moments and answer the 16 survey questions attached to this document. This will provide us with an opportunity to better understand your needs. It will also provide you with an opportunity to issue a "report-card" on Continental Academy.

Get the Tassel!

Complete the attached survey form. Return it to Continental Academy in the enclosed No. 9 response envelope. Be sure to provide your name and address on the second page and Continental Academy will send you...

**The Official,
Red, White & Blue
Continental Academy Graduation
Keepsake Tassel by **

(A \$10.00 value!)



!ABSOLUTELY FREE! At the time of your graduation.

- *It's easy!*
- *It's simple!*
- *It's quick!*

*Thank you for participating.
Your feedback allows us to continuously improve
the Continental Academy student experience!*

Be sure to answer both sides of the survey!



Continental Academy

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Student Survey Part I

Please respond to the **QUESTIONS** below. Indicate your answer (using the 1 – 7 scale on the right) with an "X" or a check mark in the box below your response choice. Thank you!

1	2	3	4	5	6	7
Extremely Unimportant	Unimportant	Somewhat Unimportant	Neutral	Somewhat Important	Important	Extremely Important

What factors did you consider when selecting Continental Academy and how important was each factor in your final decision to enroll?

- | | | | | | | | |
|--|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| 1. PRICE: How important to your enrollment decision was Continental Academy's low program-tuition price? | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 2. EASY-PAYMENT PROGRAM: How important to your enrollment decision was Continental Academy's easy monthly-payment program? | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 3. CONVENIENCE: How important to your enrollment decision was the fact that Continental Academy allows you to complete your high school diploma program from your home with no classes to attend? | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 4. ACCREDITATION: How important to your enrollment decision was the fact that Continental Academy is nationally-accredited by the N.A.L.S.A.S.? | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 5. ACADEMIC SUPPORT: How important to your enrollment decision was the fact that Continental Academy assigns a curriculum guidance counselor to every student and provides a toll-free telephone number to reach the curriculum guidance counselor? | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 6. SELF-PACED PROGRAM: How important to your enrollment decision was the fact that Continental Academy provides programs that allow you to work at your own pace? | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 7. CUSTOM-DESIGNED PROGRAM: How important to your enrollment decision was the fact that Continental Academy allows you to use academic credits from your previous high school records, potentially reducing the number of courses you have to complete? | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 8. VALIDITY: How important to your enrollment decision was the fact that Continental Academy's programs follow The Sunshine State Guidelines for curriculum content, established by The State of Florida's Department of Education? | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

Be sure to answer both sides of the survey!



Continental Academy

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Student Survey Part II

Please respond to the **STATEMENTS** below. Indicate your answer (using the 1 – 7 scale on the right) with an "X" or a check mark in the box below your response choice. Thank you!

1	2	3	4	5	6	7
Strongly Disagree	Disagree	Somewhat Disagree	Neutral	Somewhat Agree	Agree	Strongly Agree

How good a job did Continental Academy do in meeting your expectations for these key enrollment factors?

- PRICE:** Continental Academy met or exceeded my expectations related to program-tuition price.
- EASY-PAYMENT PROGRAM:** Continental Academy met or exceeded my expectations related to their easy monthly-payment program?
- CONVENIENCE:** Continental Academy met or exceeded my expectations related to program convenience (Continental Academy allowed me to complete my high school diploma program from my home with no classes to attend)
- ACCREDITATION:** Continental Academy met or exceeded my expectations related to accreditation.
- ACADEMIC SUPPORT:** Continental Academy met or exceeded my expectations related to academic support.
- SELF-PACED PROGRAM:** Continental Academy met or exceeded my expectations related to providing programs that allow me to work at my own pace.
- CUSTOM-DESIGNED PROGRAM:** Continental Academy met or exceeded my expectations related to my custom-designed program.
- VALIDITY:** Continental Academy met or exceeded my expectations related to program validity.

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Please send me my Continental Academy Graduation Tassel for participating in this helpful survey

Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Please return this survey in the enclosed, No. 9 response envelope.



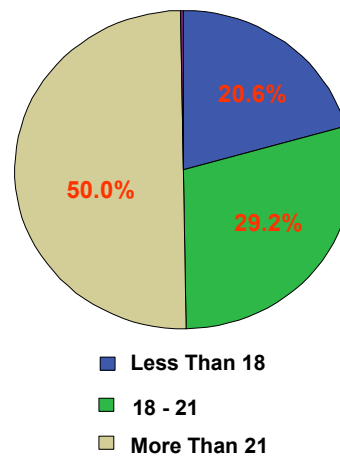
Continental Academy Student Survey



Respondents

Groups by Age

Group (n)	Frequency	Percent
n < 18	74	20.6
n = 18 – 21	105	29.2
n > 21	180	50.0
Total	359	99.7
Missing	1	0.3
TOTAL	N = 360	100.0





Survey Part 1 Factors Important to Enrolling



Group 1: Age Less Than 18

	Price	Easy Payment Program	Convenience	Accreditation
N Valid	72	73	73	73
Missing	2	1	1	1
Total	74	74	74	74
MEAN	5.89	6.10	6.62	6.26

	Academic Support	Self-Paced Program	Custom Designed Program	Validity
N Valid	73	73	73	73
Missing	1	1	1	1
Total	74	74	74	74
MEAN	5.85	6.34	5.95	5.55



Group 1: Age Less Than 18

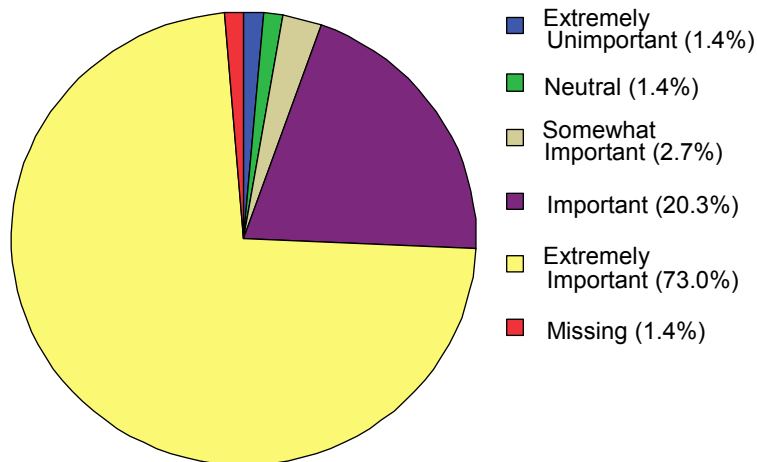
Convenience

	Frequency	Percent	Cumulative Percent	MEAN
Extremely Unimportant	1	1.4	1.4	6.62
Neutral	1	1.4	2.7	
Somewhat Important	2	2.7	5.5	
Important	15	20.3	26.0	
Extremely Important	54	73.0	100.0	
Total	73	98.6		
Missing	1	1.4		
TOTAL	74	100.0		



Group 1: Age Less Than 18

Convenience



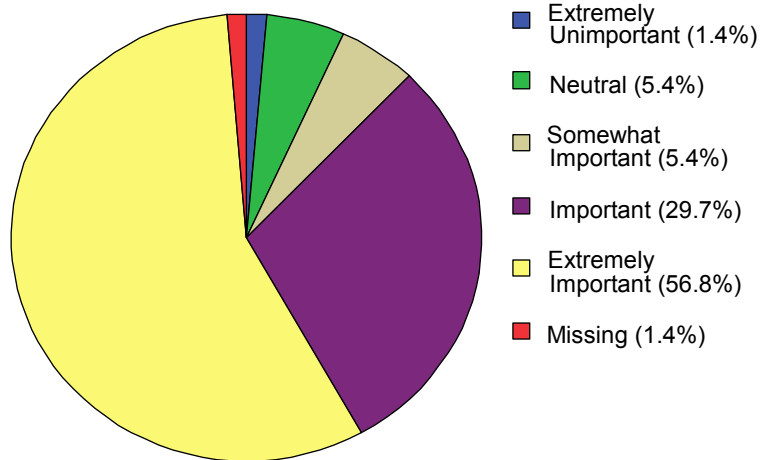
Group 1: Age Less Than 18

Self-Paced Program

	Frequency	Percent	Cumulative Percent	MEAN
Extremely Unimportant	1	1.4	1.4	6.34
Neutral	4	5.4	6.8	
Somewhat Important	4	5.4	12.3	
Important	22	29.7	42.5	
Extremely Important	42	56.8	100.0	
Total	73	98.6		
Missing	1	1.4		
TOTAL	74	100.0		

Group 1: Age Less Than 18

Self-Paced Program





Group 1: Age Less Than 18

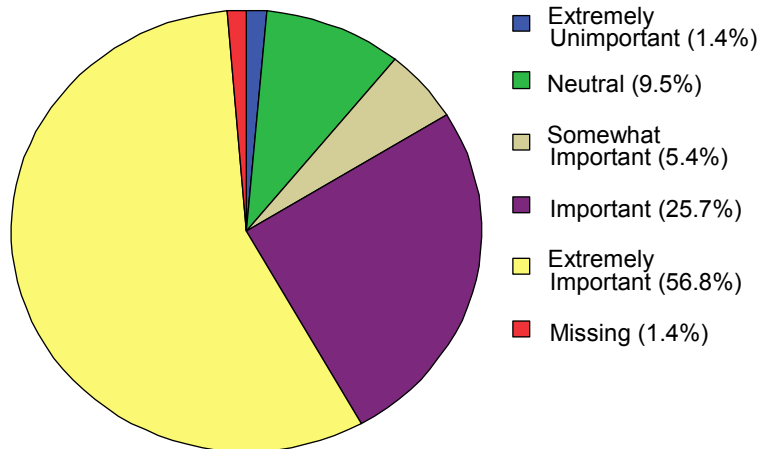
Accreditation

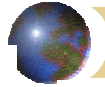
	Frequency	Percent	Cumulative Percent	MEAN
Extremely Unimportant	1	1.4	1.4	6.26
Neutral	7	9.5	11.0	
Somewhat Important	4	5.4	16.4	
Important	19	25.7	42.5	
Extremely Important	42	56.8	100.0	
Total	73	98.6		
Missing	1	1.4		
TOTAL	74	100.0		



Group 1: Age Less Than 18

Accreditation





Group 2: Age 18 - 21

	Price	Easy Payment Program	Convenience	Accreditation
N Valid	105	105	105	104
Missing	0	0	0	1
Total	105	105	105	105
MEAN	5.96	6.32	6.60	6.37

	Academic Support	Self-Paced Program	Custom Designed Program	Validity
N Valid	105	105	104	105
Missing	0	0	1	0
Total	105	105	105	105
MEAN	6.17	6.44	6.38	6.00



Group 2: Age 18 - 21

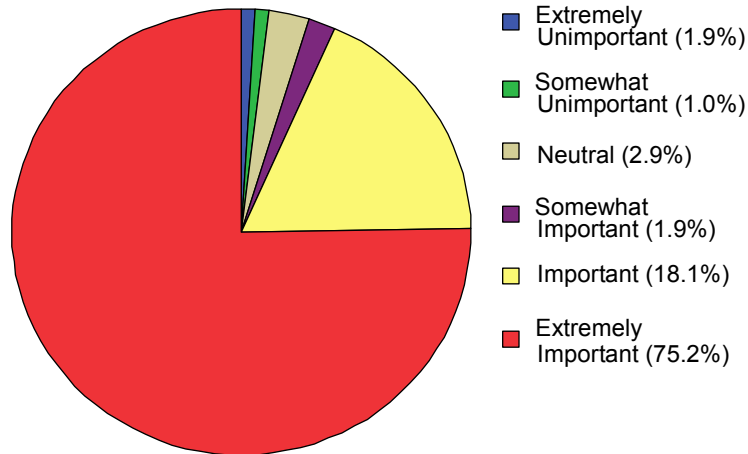
Convenience

	Frequency	Percent	Cumulative Percent	MEAN
Extremely Unimportant	1	1.0	1.0	6.60
Somewhat Unimportant	1	1.0	1.9	
Neutral	3	2.9	4.8	
Somewhat Important	2	1.9	6.7	
Important	19	18.1	24.8	
Extremely Important	79	75.2	100.0	
TOTAL	105	100.0		



Group 2: Age 18 - 21

Convenience





Group 2: Age 18 - 21

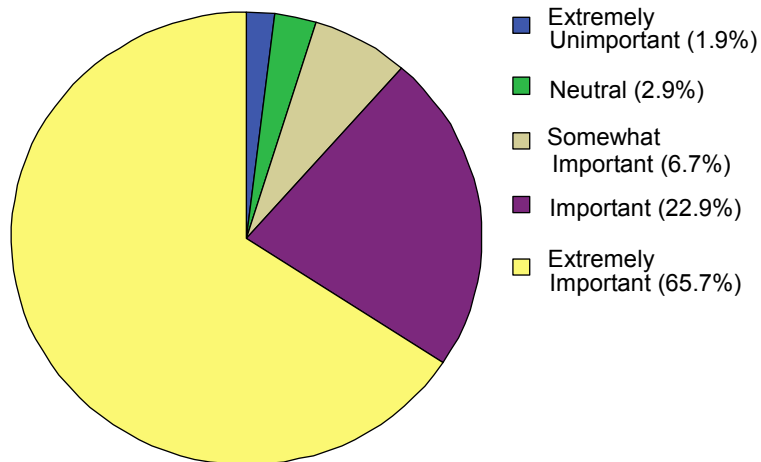
Self-Paced Program

	Frequency	Percent	Cumulative Percent	MEAN
Extremely Unimportant	2	1.9	1.9	6.44
Neutral	3	2.9	4.8	
Somewhat Important	7	6.7	11.4	
Important	24	22.9	34.3	
Extremely Important	69	65.7	100.0	
TOTAL	105	100.0		



Group 2: Age 18 - 21

Self-Paced Program





Group 2: Age 18 - 21

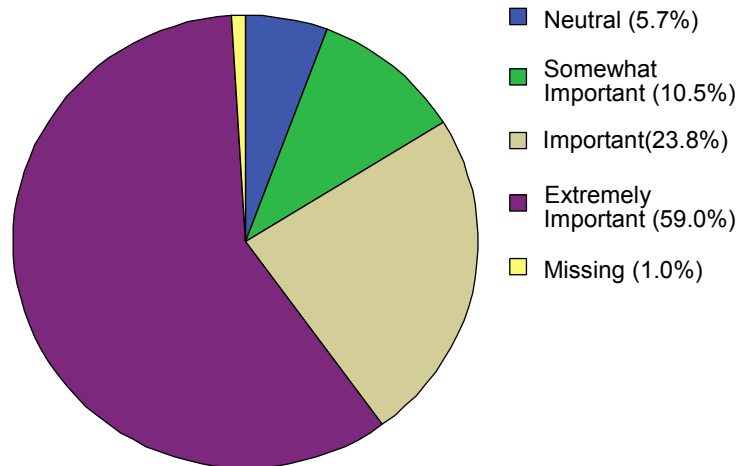
Custom Designed Program

	Frequency	Percent	Cumulative Percent	MEAN
Neutral	6	5.7	5.8	6.38
Somewhat Important	11	10.5	16.3	
Important	25	23.8	40.4	
Extremely Important	62	59.0	100.0	
Total	104	99.0		
Missing	1	1.0		
TOTAL	105	100.0		



Group 2: Age 18 - 21

Custom Designed Program





Group 3: Age More Than 21

	Price	Easy Payment Program	Convenience	Accreditation
N Valid	179	179	179	179
Missing	1	1	1	1
Total	180	180	180	180
MEAN	6.27	6.37	6.73	6.56

	Academic Support	Self-Paced Program	Custom Designed Program	Validity
N Valid	178	178	178	179
Missing	2	2	2	1
Total	180	180	180	180
MEAN	6.39	6.63	6.36	6.32

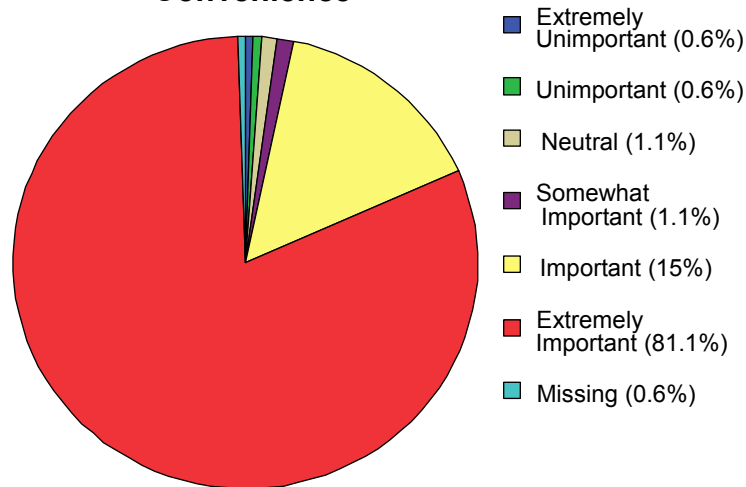
Group 3: Age More Than 21

Convenience

	Frequency	Percent	Cumulative Percent	MEAN
Extremely Unimportant	1	.6	.6	6.73
Unimportant	1	.6	1.1	
Neutral	2	1.1	2.2	
Somewhat Important	2	1.1	3.4	
Important	27	15.0	18.4	
Extremely Important	146	81.1	100.0	
Total	179	99.4		
Missing	1	.6		
TOTAL	180	100.0		

Group 3: Age More Than 21

Convenience



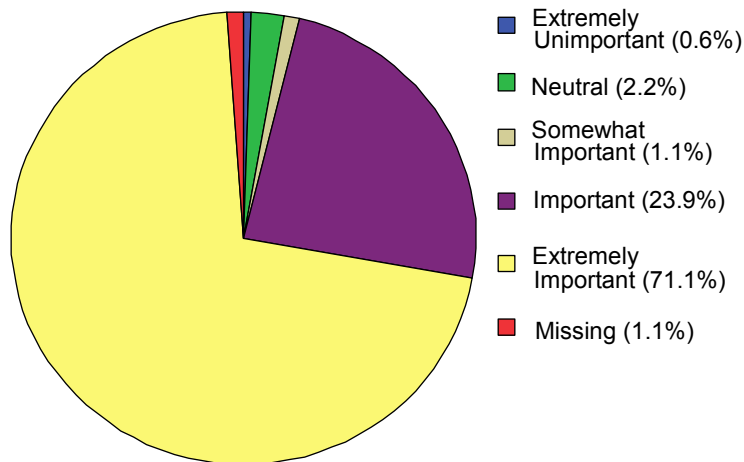
Group 3: Age More Than 21

Self-Paced Program

	Frequency	Percent	Cumulative Percent	MEAN
Extremely Unimportant	1	.6	.6	6.63
Neutral	4	2.2	2.8	
Somewhat Important	2	1.1	3.9	
Important	43	23.9	28.1	
Extremely Important	128	71.1	100.0	
Total	178	98.9		
Missing	2	1.1		
TOTAL	180	100.0		

Group 3: Age More Than 21

Self-Paced Program



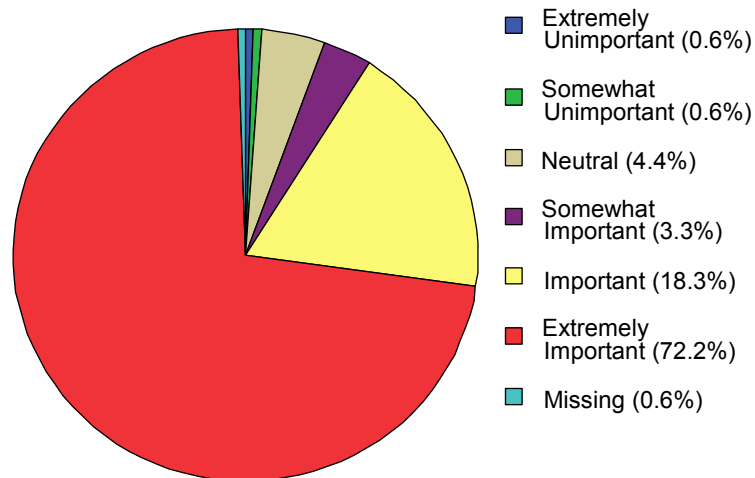
Group 3: Age More Than 21

Accreditation

	Frequency	Percent	Cumulative Percent	MEAN
Extremely Unimportant	1	.6	.6	6.56
Somewhat Unimportant	1	.6	1.1	
Neutral	8	4.4	5.6	
Somewhat Important	6	3.3	8.9	
Important	33	18.3	27.4	
Extremely Important	130	72.2	100.0	
Total	179	99.4		
Missing	1	.6		
TOTAL	180	100.0		

Group 3: Age More Than 21

Accreditation





Survey Part 2 Student Satisfaction



Group 1: Age Less Than 18

	Price	Easy Payment Program	Convenience	Accreditation
N Valid	73	73	73	73
Missing	1	1	1	1
Total	74	74	74	74
MEAN	5.99	6.42	6.74	6.16

	Academic Support	Self-Paced Program	Custom Designed Program	Validity
N Valid	73	73	73	73
Missing	1	1	1	1
Total	74	74	74	74
MEAN	6.18	6.79	6.21	6.16



Group 1: Age Less Than 18

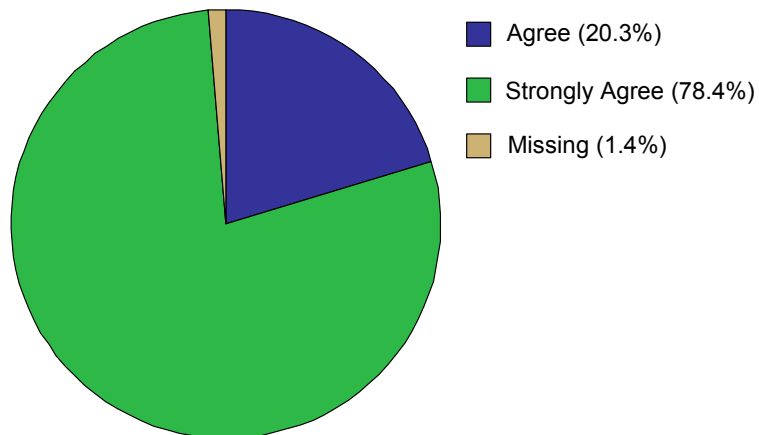
Self-Paced Program

	Frequency	Percent	Cumulative Percent	MEAN
Agree	15	20.3	20.5	6.79
Strongly Agree	58	78.4	100.0	
Total	73	98.6		
Missing	1	1.4		
TOTAL	74	100.0		



Group 1: Age Less Than 18

Self-Paced Program





Group 1: Age Less Than 18

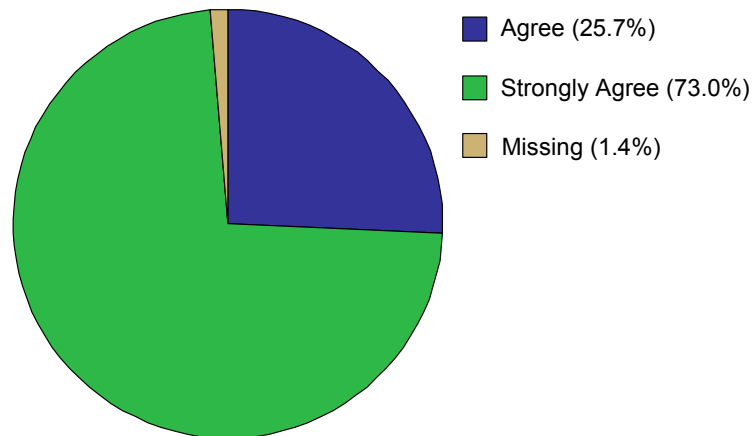
Convenience

	Frequency	Percent	Cumulative Percent	MEAN
Agree	19	25.7	26.0	6.74
Strongly Agree	54	73.0	100.0	
Total	73	98.6		
Missing	1	1.4		
TOTAL	74	100.0		



Group 1: Age Less Than 18

Convenience





Group 1: Age Less Than 18

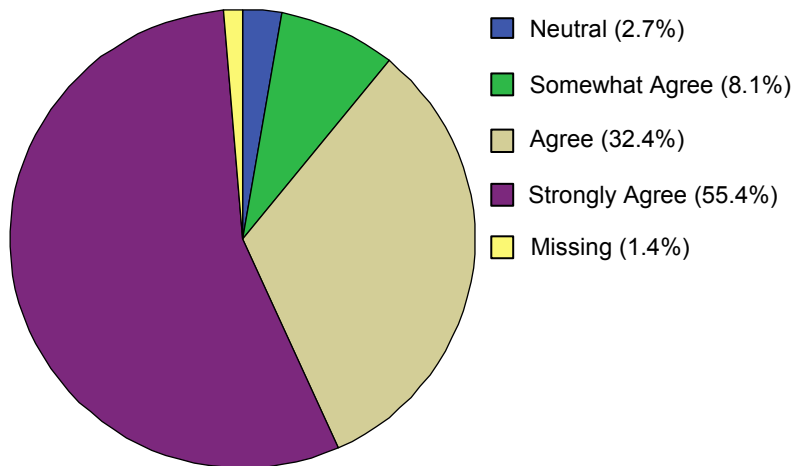
Easy Payment Program

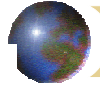
	Frequency	Percent	Cumulative Percent	MEAN
Neutral	2	2.7	2.7	6.42
Somewhat Agree	6	8.1	11.0	
Agree	24	32.4	43.8	
Strongly Agree	41	55.4	100.0	
Total	73	98.6		
Missing	1	1.4		
TOTAL	74	100.0		



Group 1: Age Less Than 18

Easy Payment Program





Group 2: Age 18 - 21

	Price	Easy Payment Program	Convenience	Accreditation
N Valid	105	105	105	104
Missing	0	0	0	1
Total	105	105	105	105
MEAN	5.93	6.38	6.63	6.26

	Academic Support	Self-Paced Program	Custom Designed Program	Validity
N Valid	104	105	104	105
Missing	1	0	1	0
Total	105	105	105	105
MEAN	6.17	6.51	6.33	6.31



Group 2: Age 18 - 21

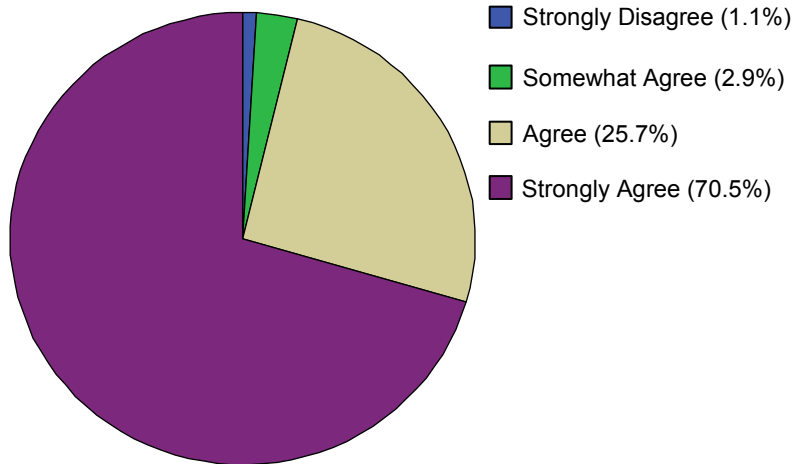
Convenience

	Frequency	Percent	Cumulative Percent	MEAN
Strongly Disagree	1	1.0	1.0	6.63
Somewhat Agree	3	2.9	3.8	
Agree	27	25.7	29.5	
Strongly Agree	74	70.5	100.0	
TOTAL	105	100.0		



Group 2: Age 18 - 21

Convenience





Group 2: Age 18 - 21

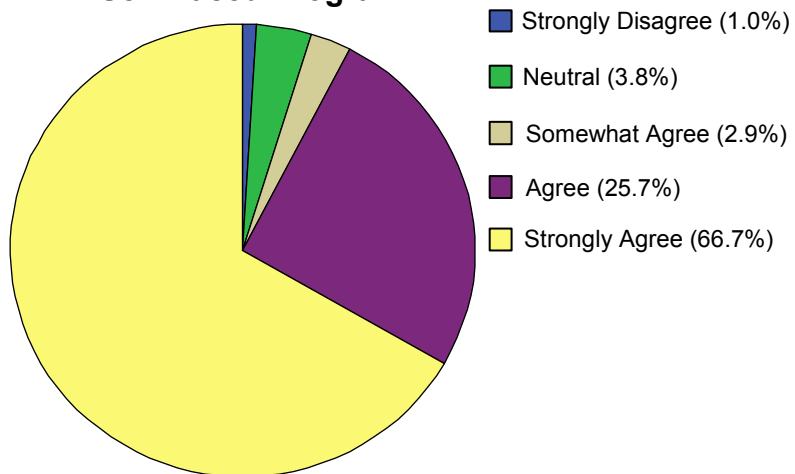
Self-Paced Program

	Frequency	Percent	Cumulative Percent	MEAN
Strongly Disagree	1	1.0	1.0	6.51
Neutral	4	3.8	4.8	
Somewhat Agree	3	2.9	7.6	
Agree	27	25.7	33.3	
Strongly Agree	70	66.7	100.0	
TOTAL	105	100.0		



Group 2: Age 18 - 21

Self-Paced Program





Group 2: Age 18 - 21

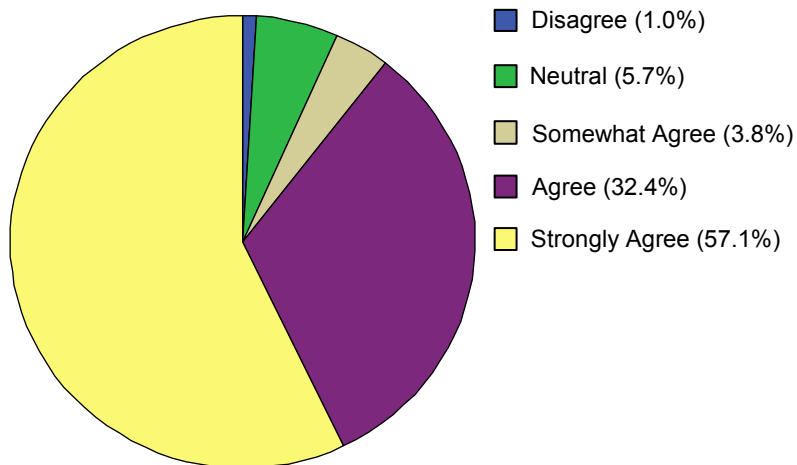
Easy Payment Program

	Frequency	Percent	Cumulative Percent	MEAN
Disagree	1	1.0	1.0	6.38
Neutral	6	5.7	6.7	
Somewhat Agree	4	3.8	10.5	
Agree	34	32.4	42.9	
Strongly Agree	60	57.1	100.0	
TOTAL	105	100.0		



Group 2: Age 18 - 21

Easy Payment Program





Group 3: Age More Than 21

	Price	Easy Payment Program	Convenience	Accreditation
N Valid	179	178	178	179
Missing	1	2	2	1
Total	180	180	180	180
MEAN	6.20	6.53	6.78	6.49

	Academic Support	Self-Paced Program	Custom Designed Program	Validity
N Valid	178	179	179	178
Missing	2	1	1	2
Total	180	180	180	180
MEAN	6.47	6.69	6.44	6.43

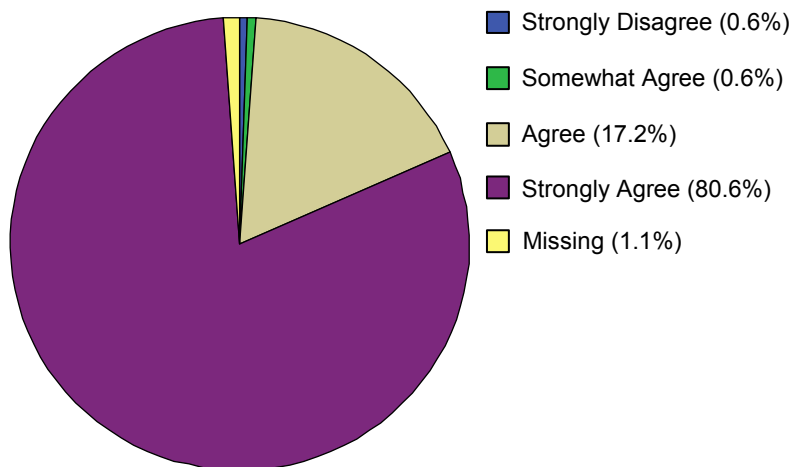
Group 3: Age More Than 21

Convenience

	Frequency	Percent	Cumulative Percent	MEAN
Strongly Disagree	1	.6	.6	6.78
Somewhat Agree	1	.6	1.1	
Agree	31	17.2	18.5	
Strongly Agree	145	80.6	100.0	
Total	178	98.9		
Missing	2	1.1		
TOTAL	180	100.0		

Group 3: Age More Than 21

Convenience



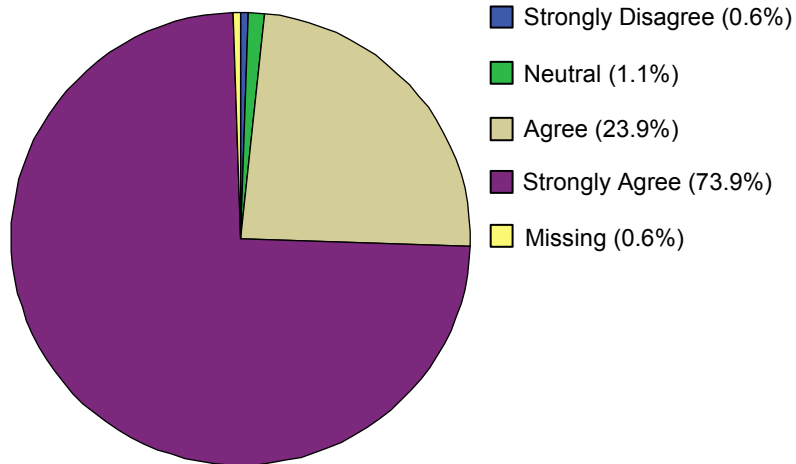
Group 3: Age More Than 21

Self-Paced Program

	Frequency	Percent	Cumulative Percent	MEAN
Strongly Disagree	1	.6	.6	6.69
Neutral	2	1.1	1.7	
Agree	43	23.9	25.7	
Strongly Agree	133	73.9	100.0	
Total	179	99.4		
Missing	1	.6		
TOTAL	180	100.0		

Group 3: Age More Than 21

Self-Paced Program



Group 3: Age More Than 21

Easy Payment Program

	Frequency	Percent	Cumulative Percent	MEAN
Strongly Disagree	1	.6	.6	6.53
Neutral	6	3.3	3.9	
Somewhat Agree	4	2.2	6.2	
Agree	51	28.3	34.8	
Strongly Agree	116	64.4	100.0	
Total	178	98.9		
Missing	2	1.1		
TOTAL	180	100.0		

Group 3: Age More Than 21

Easy Payment Program

