

## PURPOSE OF THE SURVEY

The **Flexible Learning Student Engagement Survey** is a biennial survey conducted by BCIT's Institutional Research and Planning Office that investigates how BCIT Flexible Learning students are engaged with their educational experiences, how they perceive the academic challenges, and the support that they receive from the Institution.

## RESPONSE RATE

The survey targeted Flexible Learning students registered in the Fall 2023 term. 11,409 were successfully sent a survey invitation through the email list, and of those students 1,900, participated in the survey; yielding an overall response rate of 17% (response rates will vary by question).

**Note:** the total cohort was 11,498, but due to invalid email addresses and unsubscribes only 11,409 were contacted.

11,498	Cohort	<b>Response Rate</b>  <b>17%</b>
11,409	Valid invites	
1,900	Valid responses	

## SURVEY TIMEFRAME

October 3- Initial invite

October 11 - First reminder

October 18 - Second reminder

October 25 -Final reminder

October 30 - Survey closed

## STRUCTURE OF THE REPORT

This report presents **Institute-wide** findings.

Rim weighting methodology was used to calculate a set of weights to demographically compensate for the answers collected, i.e. align the demographic profile of the respondents to that of the cohort.

The results are **weighted by: Age Group, Gender, and School.**

Multiple selection (checkboxlist) questions will add up to more than 100%.

Throughout the report, "-" and "x" are used when counts are "0" (zero) and <=5, respectively, to avoid the risks of disclosing any personally identifiable information.

### Key Findings (Institute Level)

#### Academic Profile

- The large majority (79%) were part-time students taking 1 to 3 courses at BCIT.
- Only 7% were taking part-time courses at other post-secondary institutions.
- Top three post-secondary institutions students currently take part-time courses are University of British Columbia (19%), Vancouver Community College (8%), and Douglas College (7%).
- 45% of students reported that their main mode of learning was “Online”, followed by “Blended” (37%), and “In-person” (17%).
- “BCIT website” was most selected by respondents (32%) when they were asked how they had first become aware of their BCIT Flexible Learning course.
- When asked about their 3 main reasons for considering BCIT, 41 % of respondents selected “Flexible schedule”, followed by “Reputation” (40%), and “Online option for the course/program I wanted” (31%).
- “I work full-time” yielded the highest score (57%) among other reasons for choosing to study on a part-time basis.
- “Obtain or update job-related/professional skills” (47%), “Obtain a BCIT credential” (42%), and “Establish a career” (34%) were rated highest among the objectives for registering in their Flexible Learning course(s)/program(s) at BCIT.

#### Course Registration

- Almost eight in ten (84%) reported they had used the “online” registration method for their Flexible Learning courses.
- 43% of respondents reported that their personal savings was primary source for paying their BCIT course fees.

#### Course Cancellation

- 15% of students reported they have experienced course cancellations.
- Of those whose course(s) had been cancelled, 37% “Decided/had to wait so that they could take the course(s) from BCIT in the next offering, 34% “Took another course instead”, and 14% “Took the same course on a different date offering”. The ratio of those who registered for the same course delivered in another institution was as low as 2%.

### Key Findings (Institute Level)

#### BCIT Website

- While results reveal that respondents were satisfied overall with BCIT's website(73%), they also indicate opportunities of improvement in some areas, including "Navigating the Bookstore website", and "Finding information about BCIT Facilities (classroom and lab locations, BCIT map, bookstore, library, parking lots, etc.)", satisfaction rates were 58%, and 63% respectively.

#### BCIT Classrooms, Buildings, and Grounds

- Students showed high satisfaction with different aspects of BCIT classrooms, buildings, and grounds. "Visual appearance of classroom facilities" and "Technology capabilities in classrooms" had the lowest satisfaction, 71% and 72% respectively.

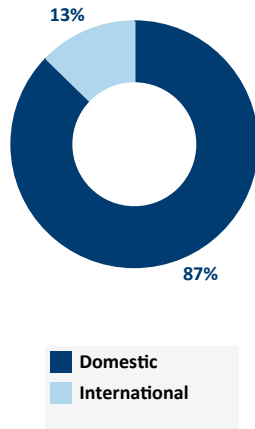
#### Learning Experience

- 51% of students indicated a high likelihood in recommending BCIT to family, friends, and/or co-workers (promoters or strong advocates). 12% reported a low likelihood to recommend (detractors or non-advocates for BCIT). These scores generate a net promoter score (NPS) of + 38.

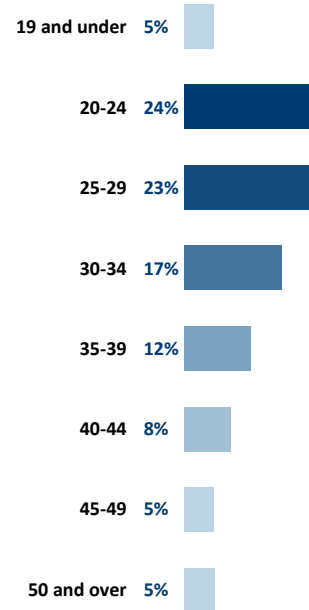
#### Future Plans

- Most respondents (73%) indicated that they planned to take another Flexible Learning course at BCIT in the Winter 2024 term, 19% were undecided and 8% reported won't enroll a course in Winter.

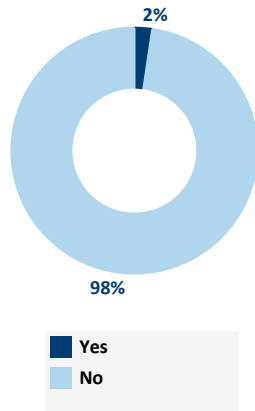
## Residency



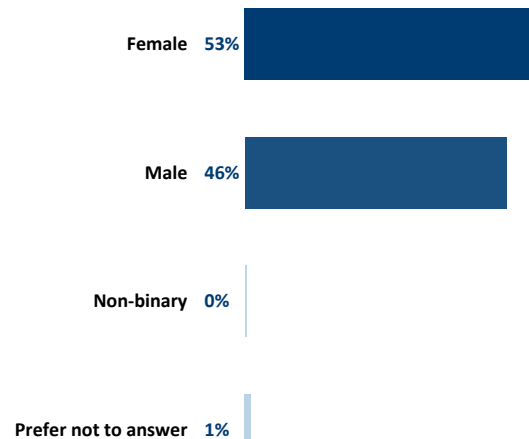
## Age group



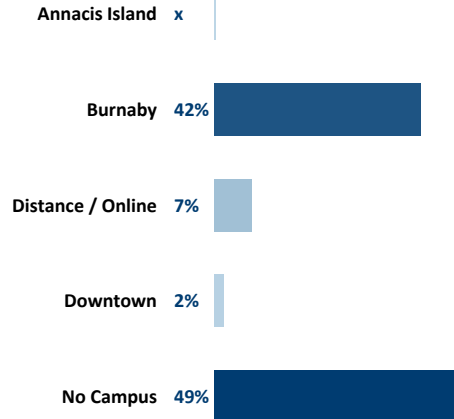
## Indigenous



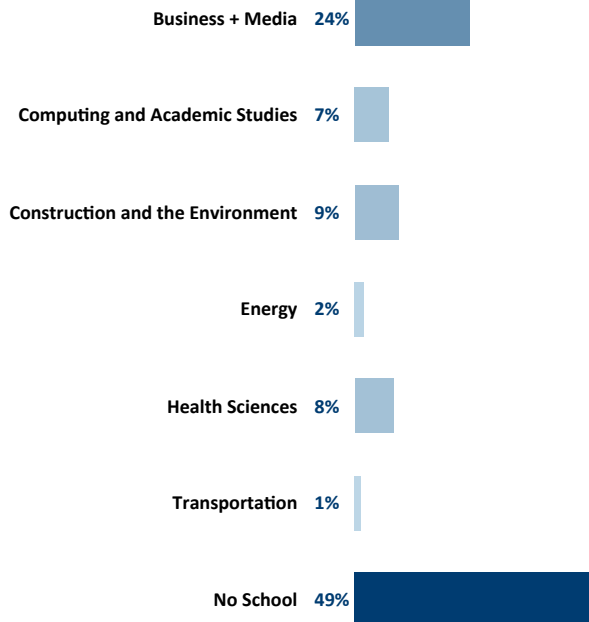
## Gender



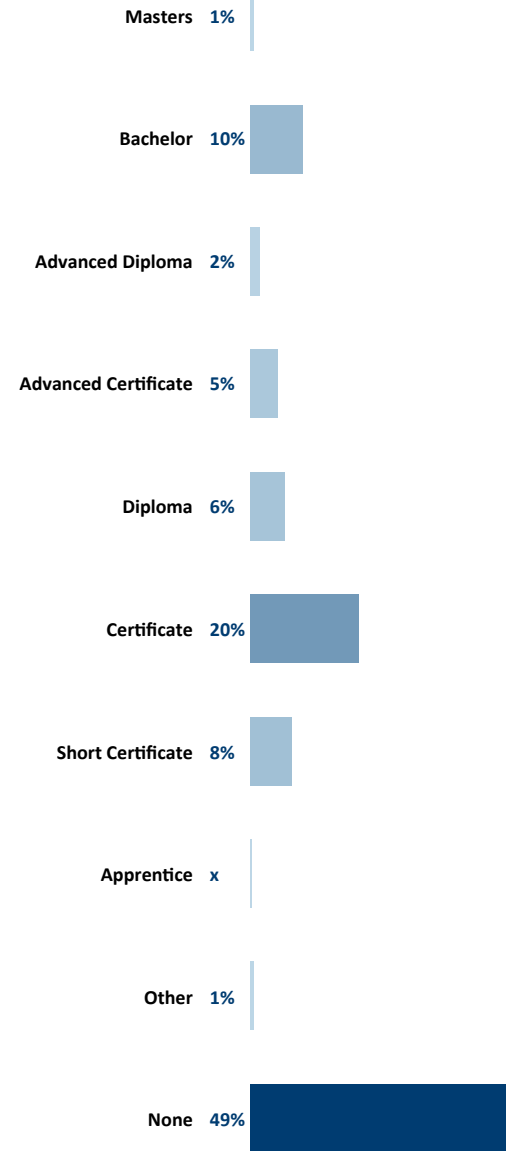
Campus



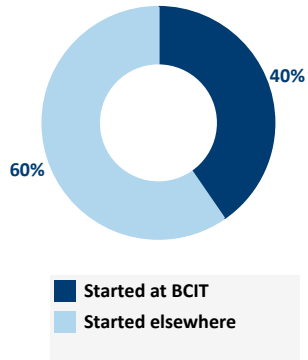
School



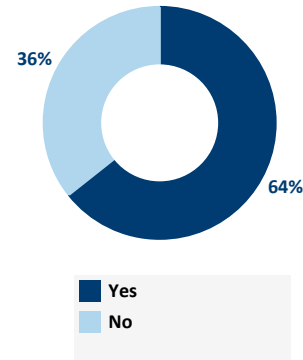
Degree type



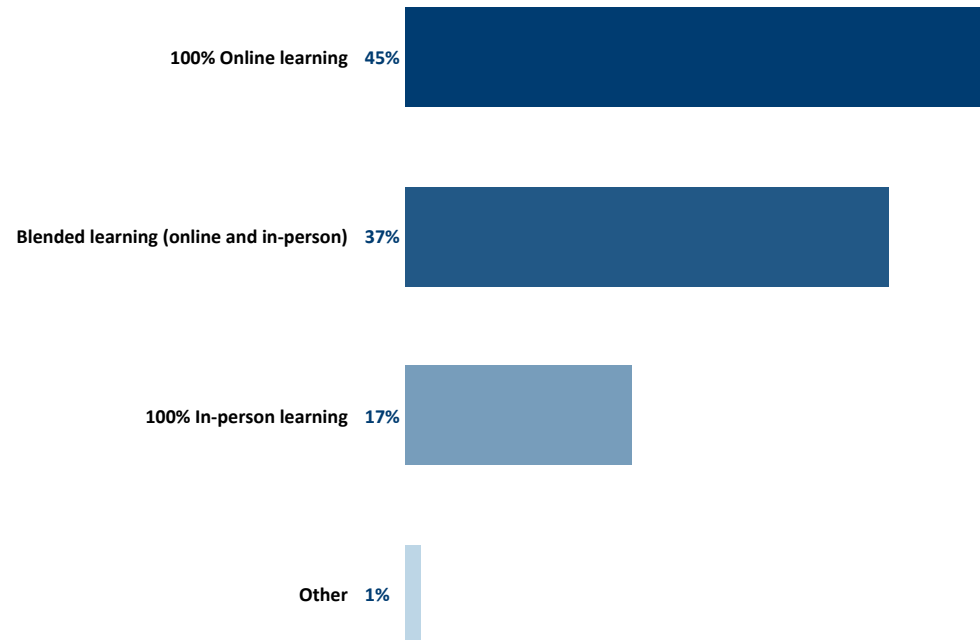
Did you begin your post-secondary education/training at BCIT or elsewhere?



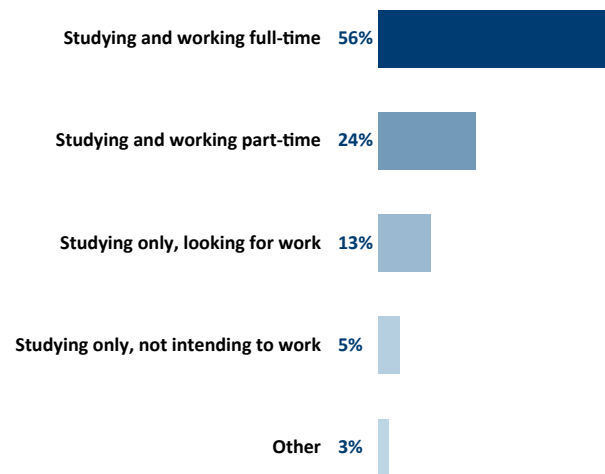
Is this your first Flexible Learning course at BCIT?



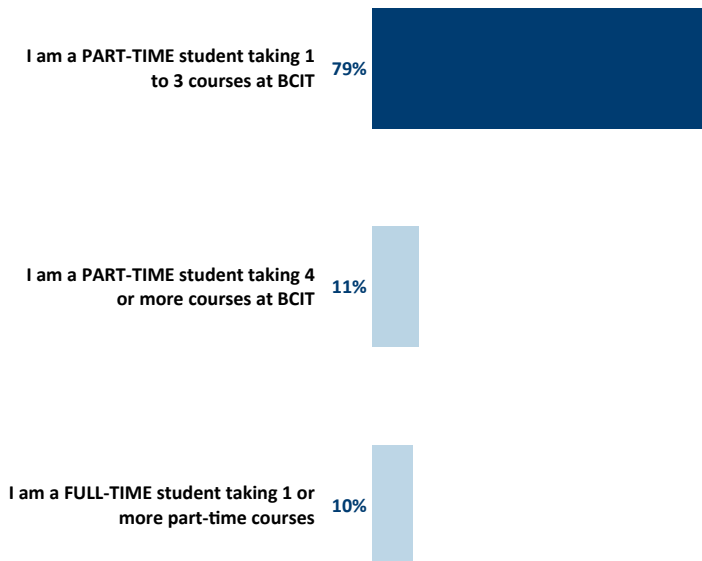
What is the MAIN delivery method of your course(s) at BCIT?



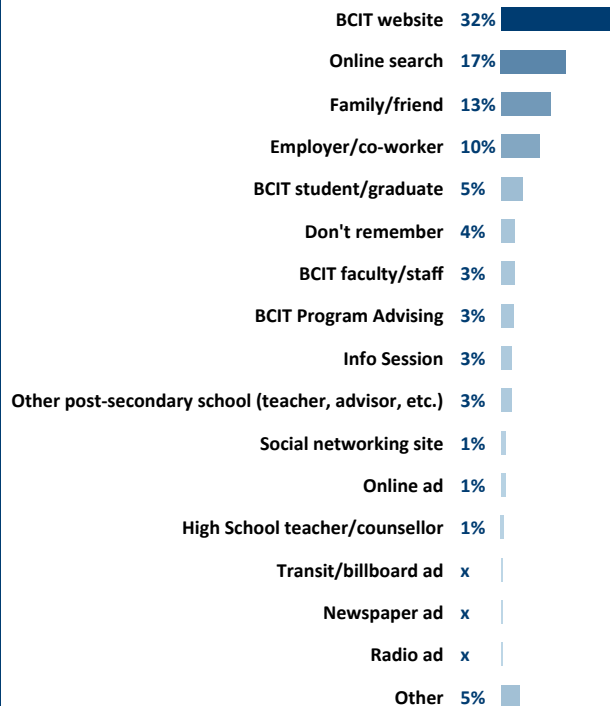
## What is your current status?



## Which of the following best describes your enrolment status?



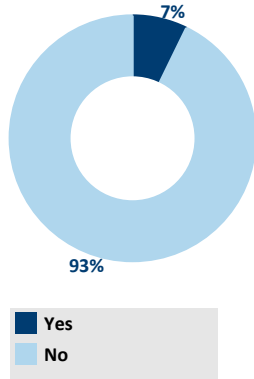
## How did you FIRST become aware of your BCIT Flexible Learning course?



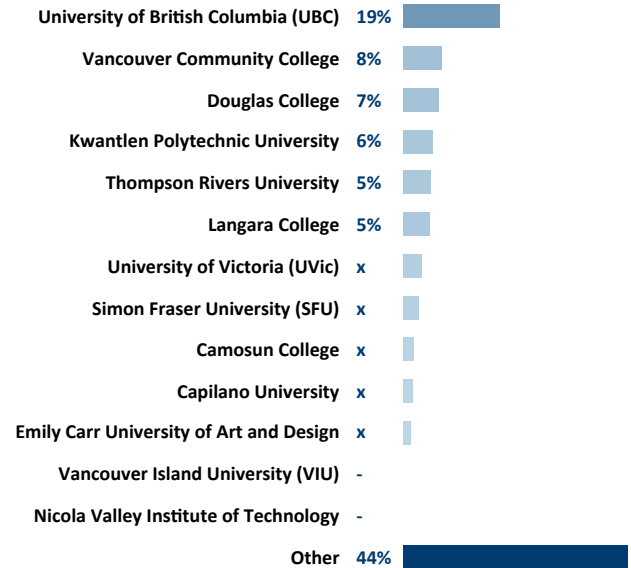
## Insights into First's Awareness of BCIT Flexible Learning Course (Students' Verbatim Comments)



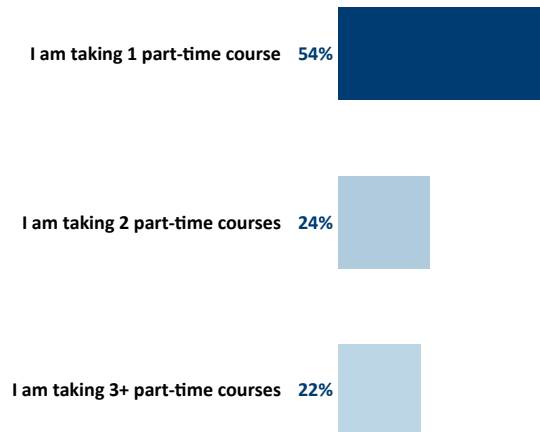
Are you taking part-time courses at another post-secondary institution?



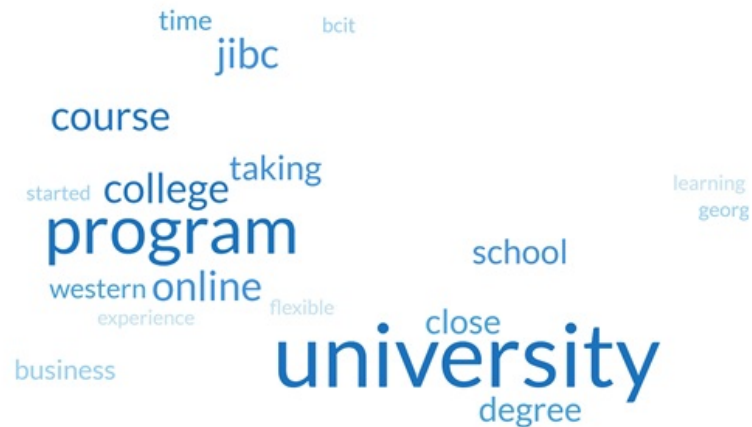
Which of the following post-secondary institution(s) do you take the part-time course(s)?(Select all that apply)



How many part-time courses are you taking at another post-secondary institution(s)?

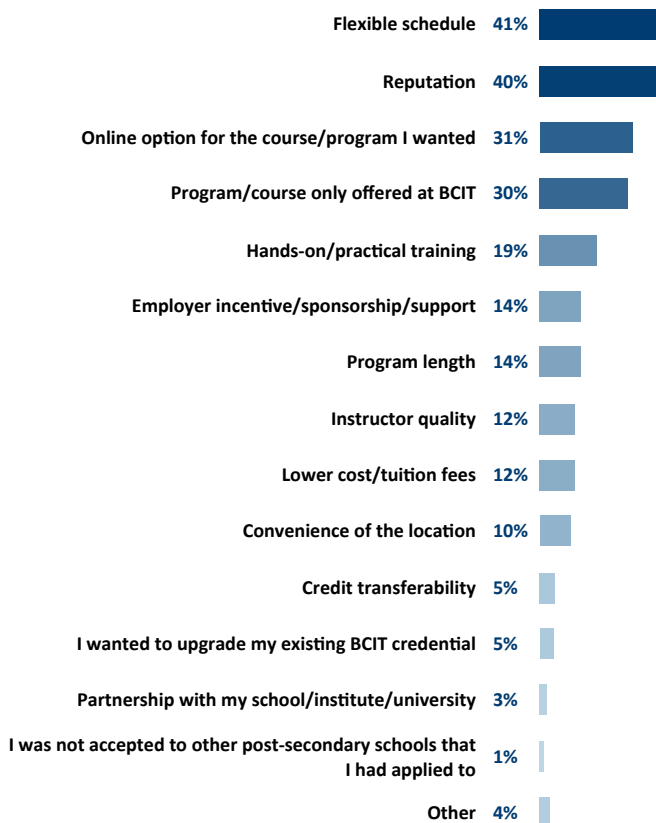


Why did you consider that institution(s)?  
(Students' Verbatim Comments)





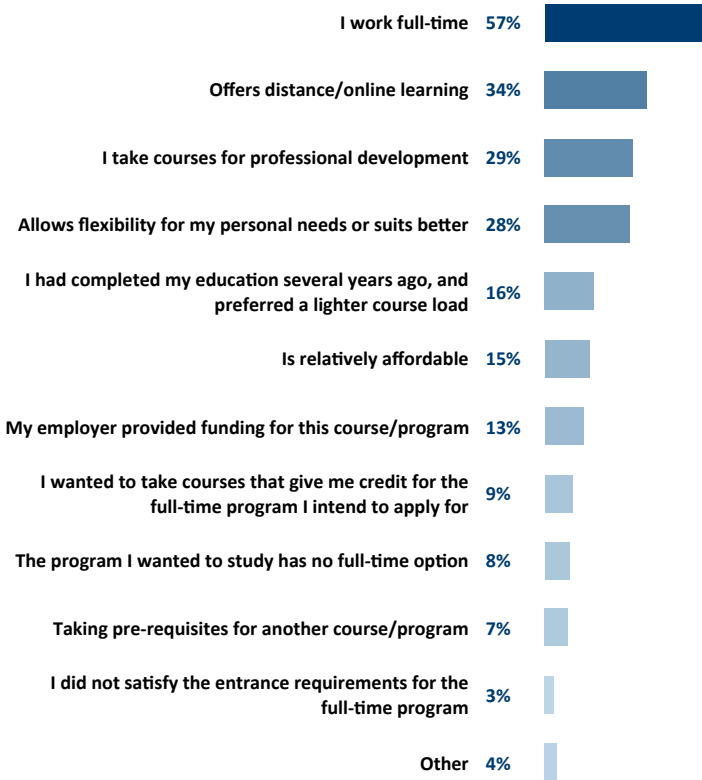
What were your reasons for considering BCIT? (Select 3 maximum)



Other Reasons for Considering BCIT  
(Students' Verbatim Comments)



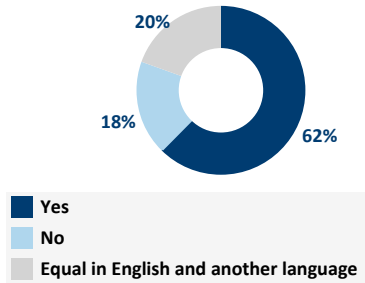
What were your reasons for choosing to study on a part-time basis? (Select 3 maximum)



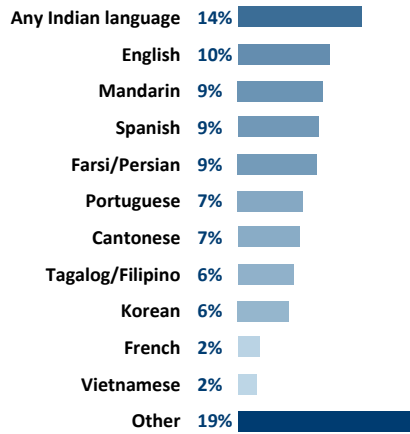
Other Reasons for Choosing to Study on a Part-time Basis  
(Students' Verbatim Comments)



Is English your primary language?



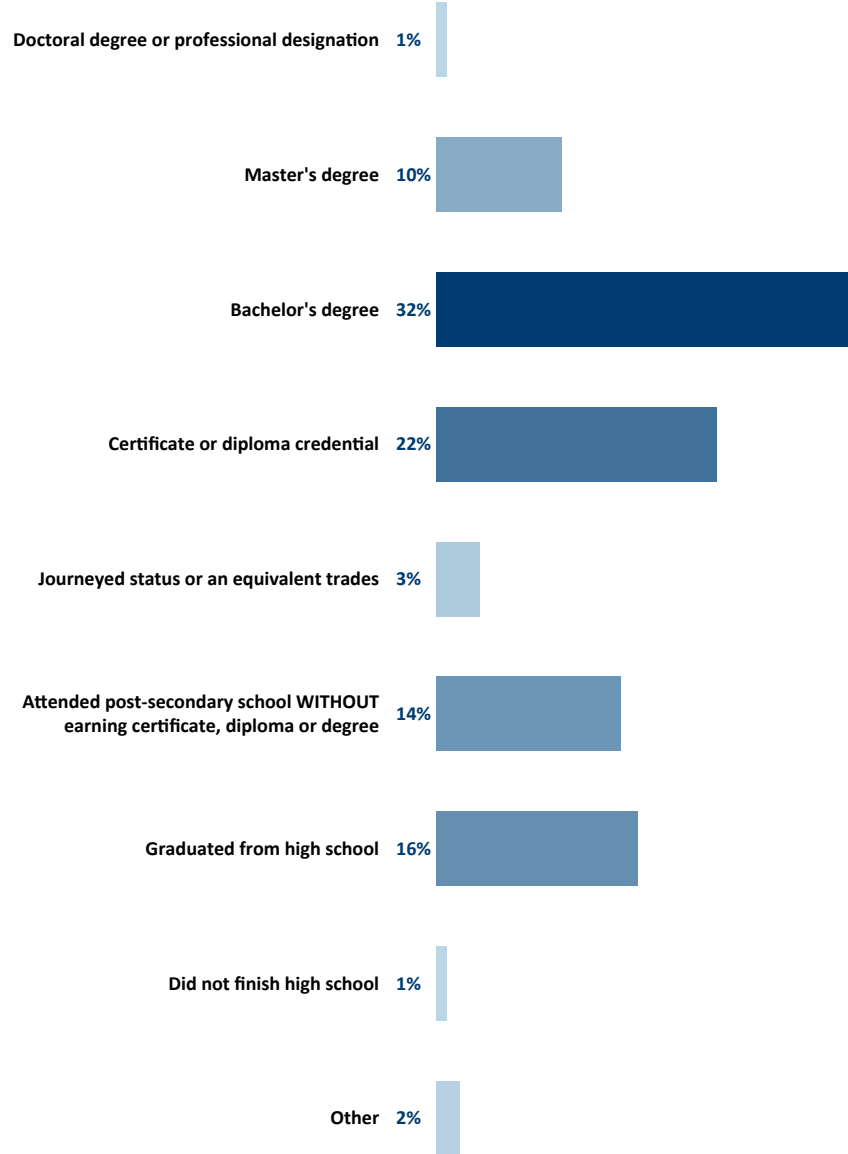
What is your main language spoken at home?



Other Languages Spoken at Home  
(Students' Verbatim Comments)



What is your highest level of education completed prior to registering at BCIT?



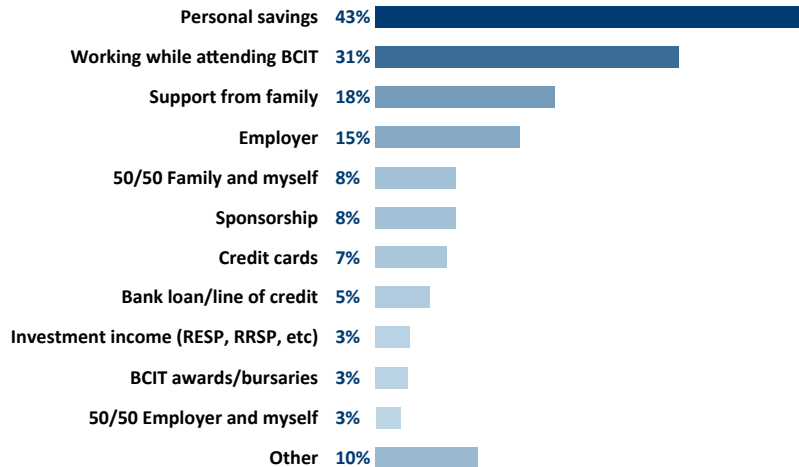
What method did you use to register for your Flexible Learning course(s) in the current term?



How satisfied were you with the following aspects of the service provided at the Student Information & Enrolment Services counters (for course registration)?



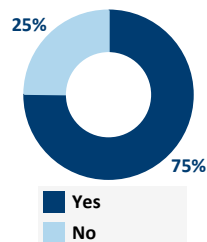
What were the main sources of your educational funding? (Select all that apply)



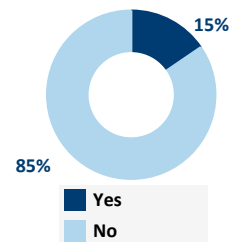
Other sources of Educational Funding  
(Students' Verbatim Comments)



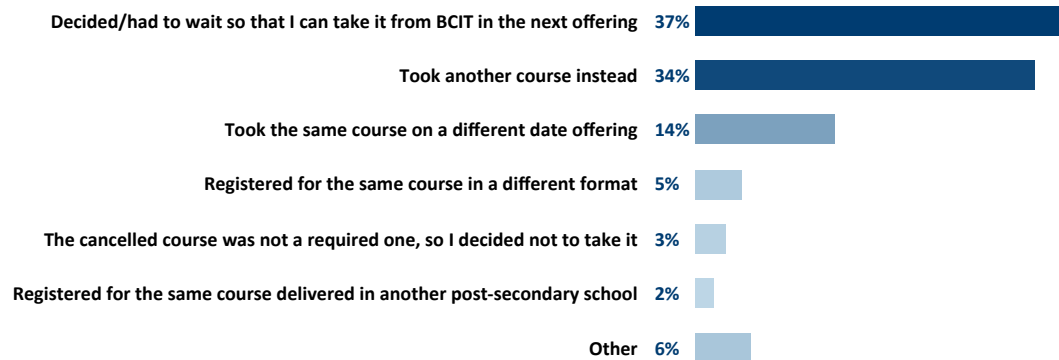
Were all the courses that you had wanted to take available this term?



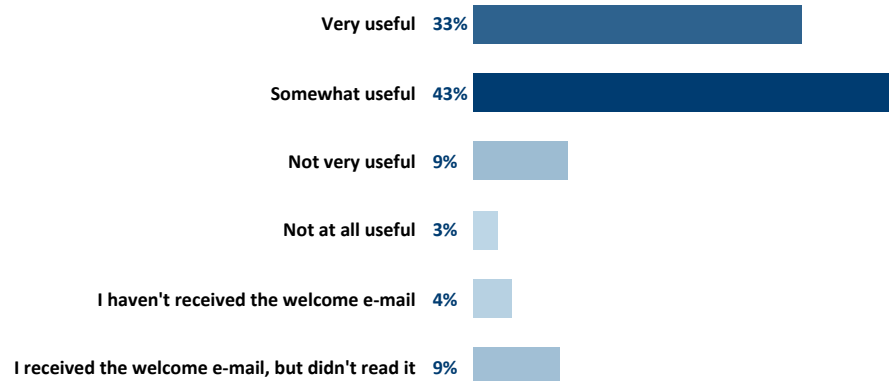
Have you ever experienced a course being cancelled?



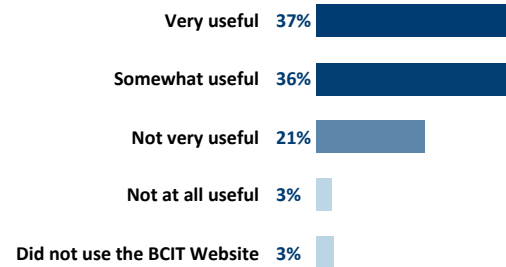
What did you do upon unavailability or cancellation of the course that you wanted to take?



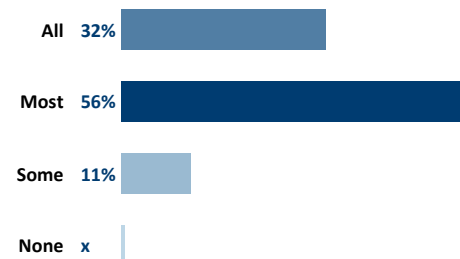
How useful did you find the Flexible Learning welcome e-mail?



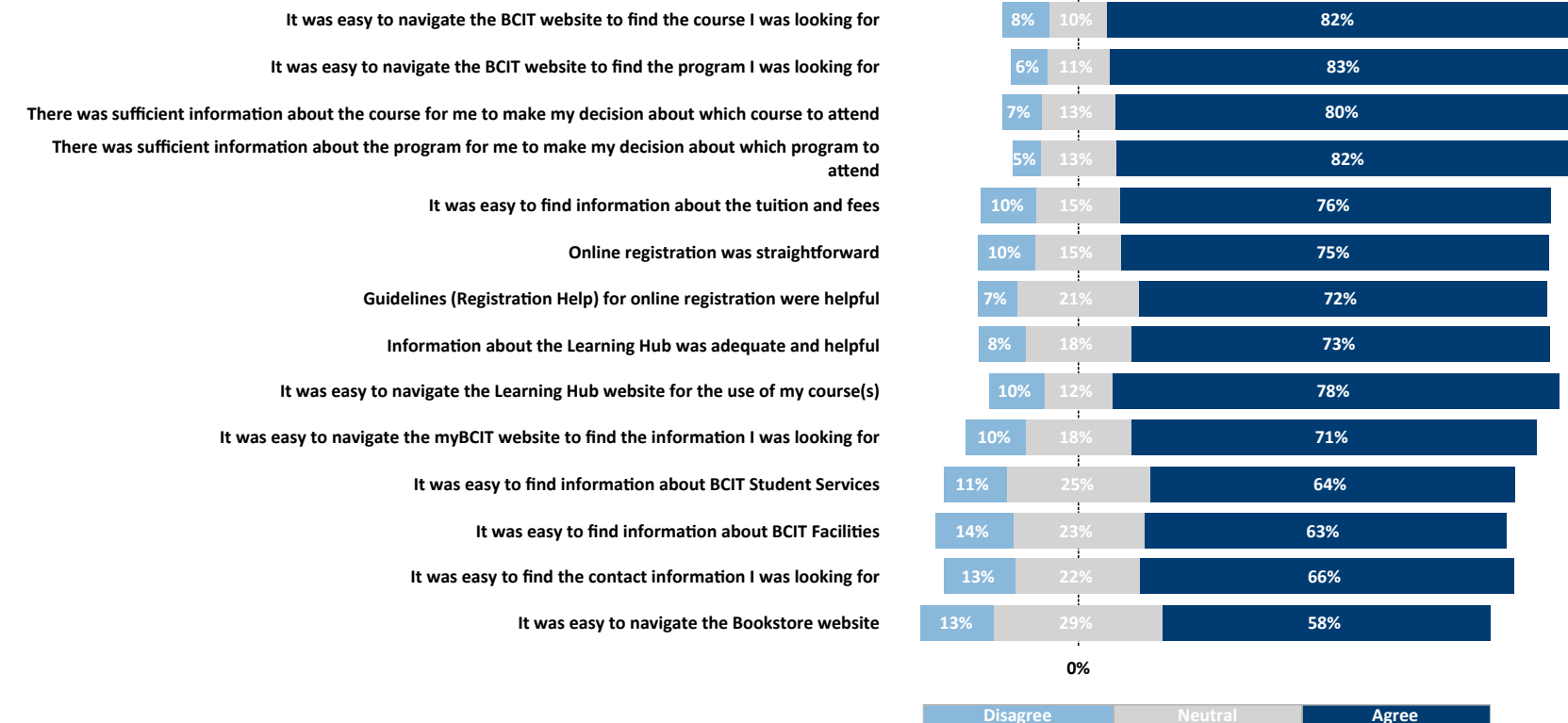
How useful was the BCIT WEBSITE in assisting with your decision to enroll at BCIT?



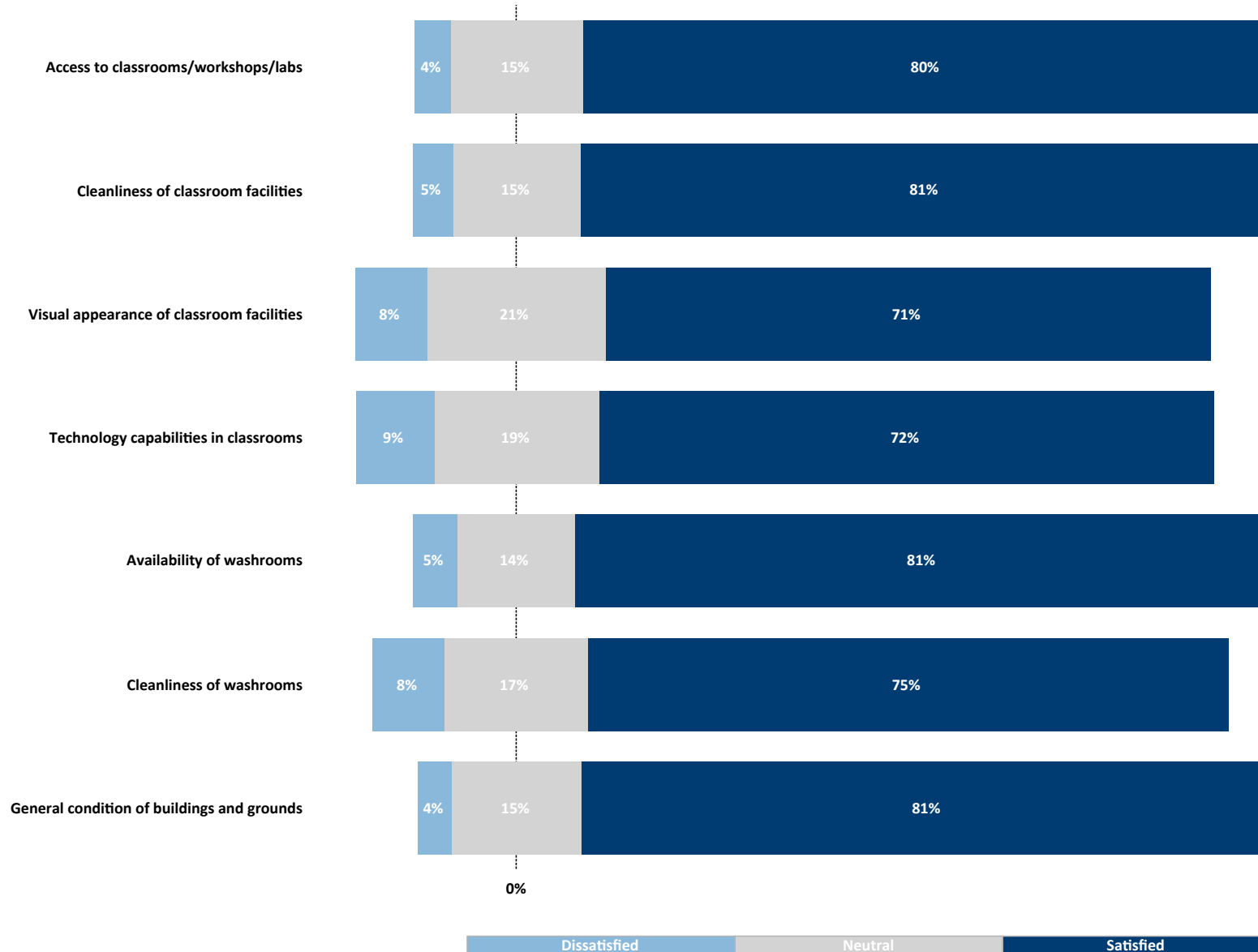
Were you able to find the information you were looking for on the BCIT WEBSITE?



Please indicate the extent to which you agree or disagree with each of the following statements:



Please indicate your level of satisfaction with the following aspects relating to BCIT classrooms, buildings, and grounds:



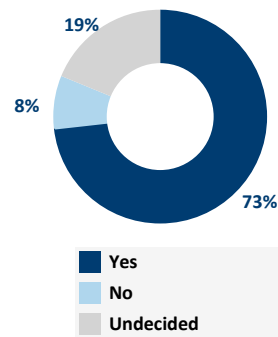
What were your objectives in registering for your course(s)/program at BCIT? (Select 3 maximum)



Other Objectives in Registering at BCIT  
(Students' Verbatim Comments)



Do you plan to take another Flexible Learning course at BCIT in an upcoming term?



On a scale of zero to ten, how likely are you to recommend BCIT to your family, friends, and/or co-workers?



**NPS= 38%**