

**MASTER'S PROGRAM
SELECTION AND
SATISFACTION FACTORS
FOR AGRICULTURAL
EDUCATION ALUMNI**



BACKGROUND

- ISU CALS has offered distance master's degrees for 40 years
- Master of Agriculture began in 1979
- Master of Science in Agricultural Education began in 2007
- Master of Agriculture discontinued in 2014



OBJECTIVES

1. Describe and compare selected demographic characteristics
2. Describe and compare factors influencing program selection
3. Describe and compare satisfaction with the master's program



POPULATION

135 graduates of
the MS program
in Ag Ed at ISU



QUESTIONNAIRE

- ☛ Content and face validity
- ☛ Suitability
- ☛ Reliability for summated Likert-type scales
 - Satisfaction (.87)
 - getting started (.81)
 - courses (.80)
 - interaction (.82)
 - financial (.71)

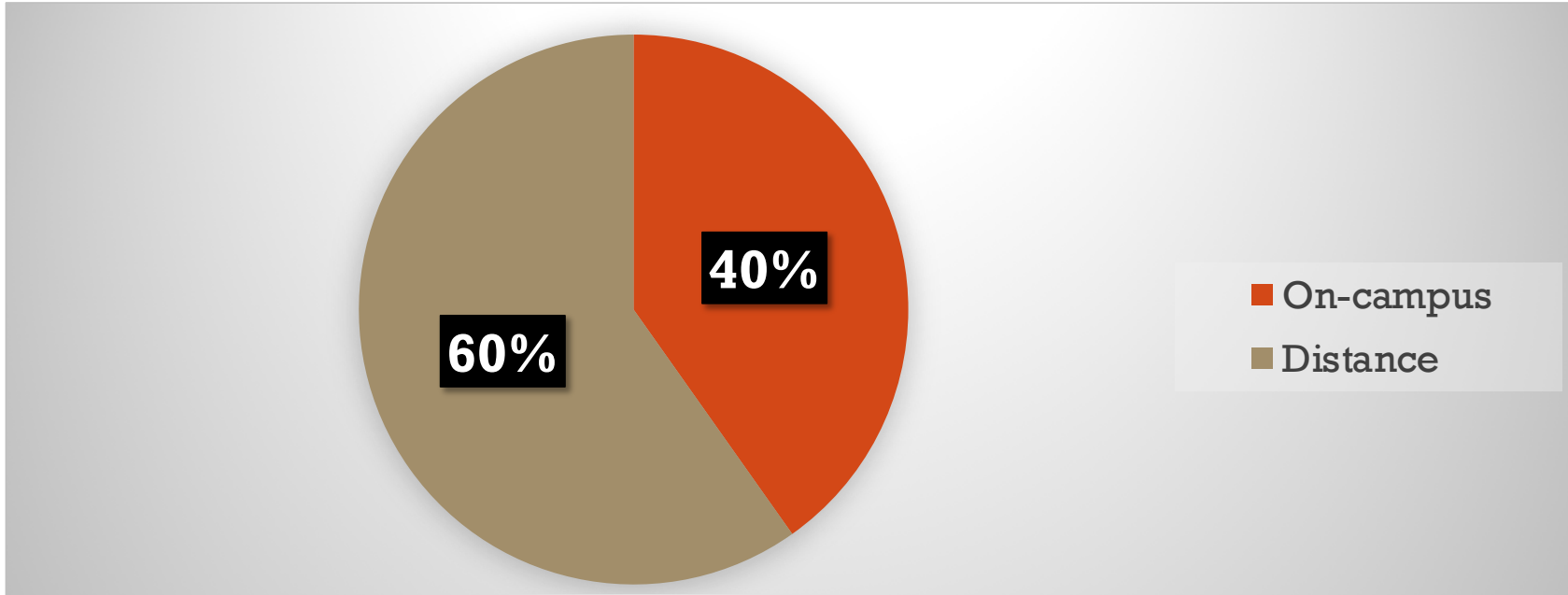


DATA COLLECTION

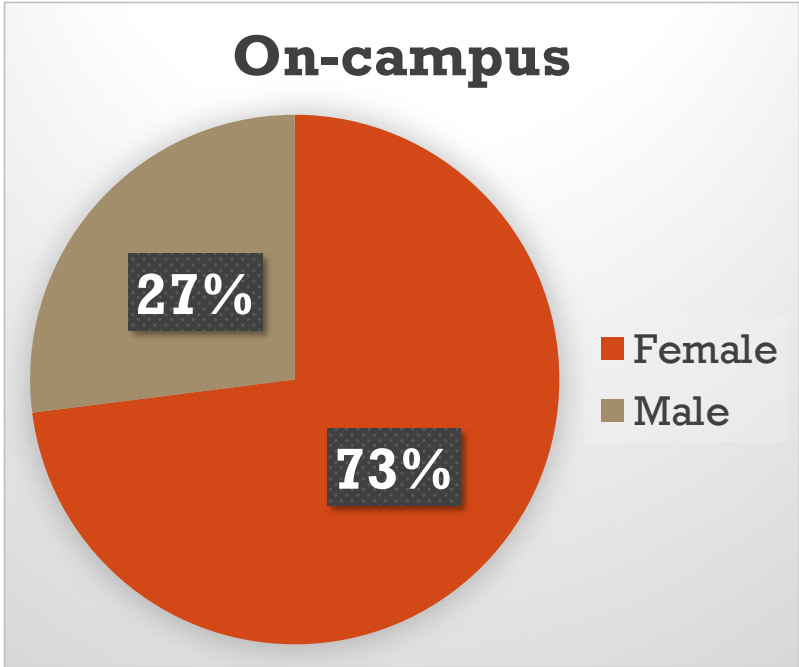
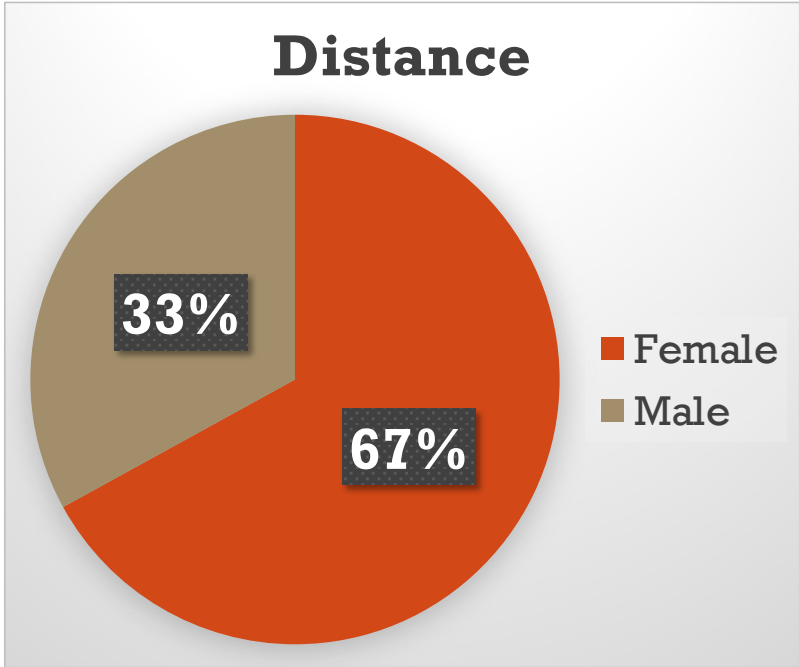
- US Mail: 4 contacts
- E-mail: 5th contact
- Social media
- Respondents: 94 (70%)
- No differences between early and late respondents



LOCATION OF STUDENTS



GENDER



Demographic Characteristics of Program Graduates

Characteristic	Group	M	SD	t
Age	On-campus	30.7	5.9	-2.56*
	Distance	34.2	6.8	
Percentage of coursework taken online	On-campus	42.4	28.0	-9.47*
	Distance	90.7	16.1	
Time to degree in months	On-campus	29.8	21.3	-1.54
	Distance	39.1	32.3	

*p < .05



Factors Related to Program Selection

Factor	Group	% Rating Factor Important or Very Important	M	SD	t
1. The curriculum	On-campus	91.9	2.83	2.06	1.07
	Distance	94.5	2.40	1.61	
2. Flexible schedule	On-campus	75.6	5.08	2.42	5.23*
	Distance	94.6	2.62	1.81	
3. Reputation of program faculty	On-campus	83.9	3.75	2.06	-2.30*
	Distance	83.6	4.67	1.54	

Note: The mean is based on respondents' ranking of factors 1-9.

*p < .05



Factors Related to Program Selection (CONTINUED)

Factor	Group	% Rating Factor Important or Very Important	M	SD	t
4. Reputation of university	On-campus	89.2	3.64	2.21	-2.63*
	Distance	83.6	4.67	1.54	
5. Time to degree	On-campus	94.6	5.08	2.27	2.31*
	Distance	85.5	4.07	1.62	
6. Costs	On-campus	67.5	5.06	2.25	.44
	Distance	83.6	4.84	2.38	

Note: The mean is based on respondents' ranking of factors 1-9.

* $p < .05$



Factors Related to Program Selection (CONTINUED)

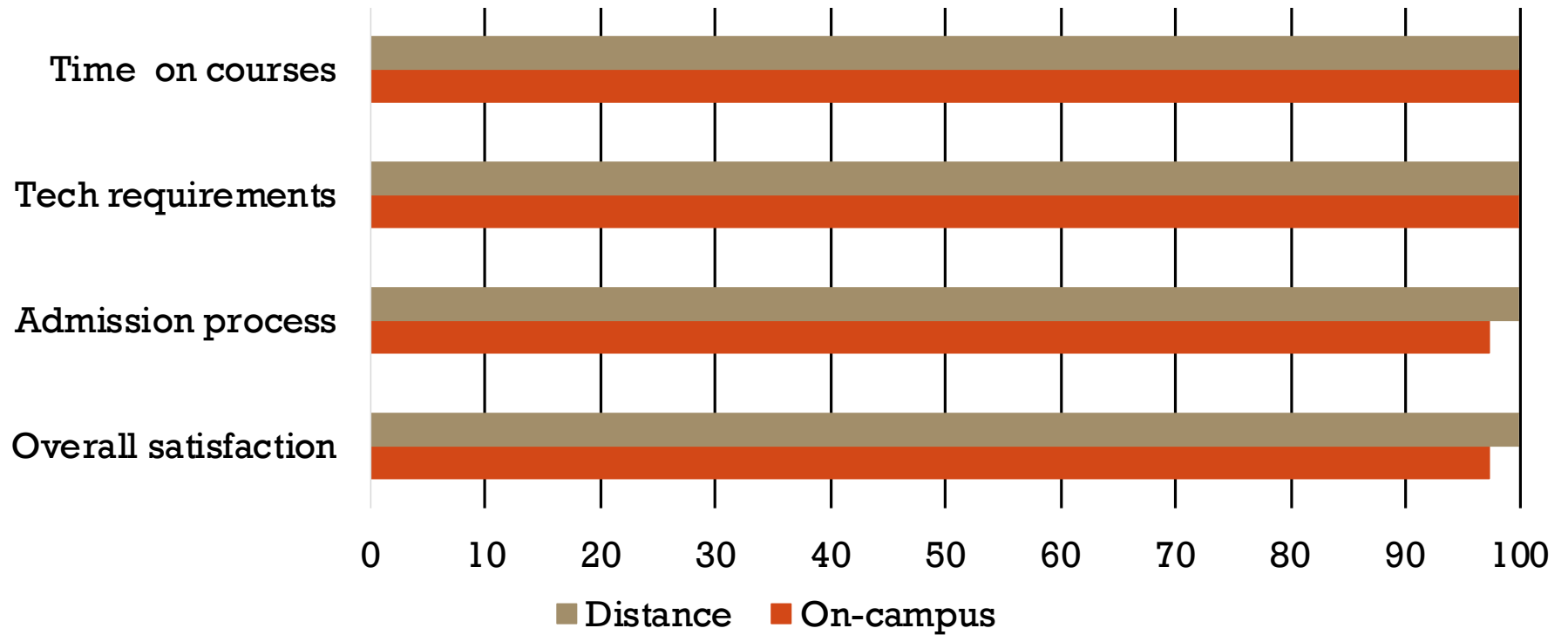
Factor	Group	% Rating Factor Important or Very Important	M	SD	t
7. Instructor /advisor recommendation	On-campus	75.6	4.89	2.24	-3.14*
	Distance	49.1	6.35	2.02	
8. Peer recommendation	On-campus	67.5	6.36	1.96	-1.14
	Distance	52.7	6.80	1.68	
9. Marketing	On-campus	27.0	8.31	1.37	-.86
	Distance	12.7	8.55	1.25	

Note: The mean is based on respondents' ranking of factors 1-9.

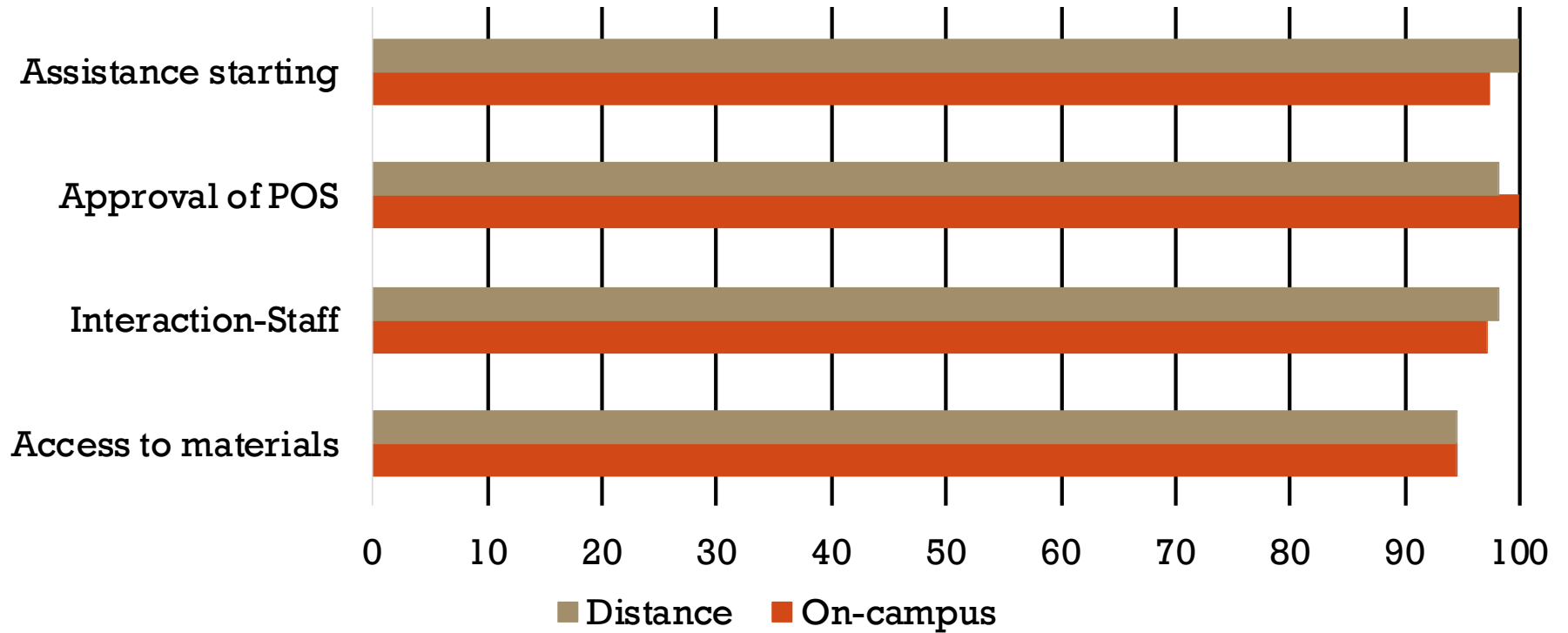
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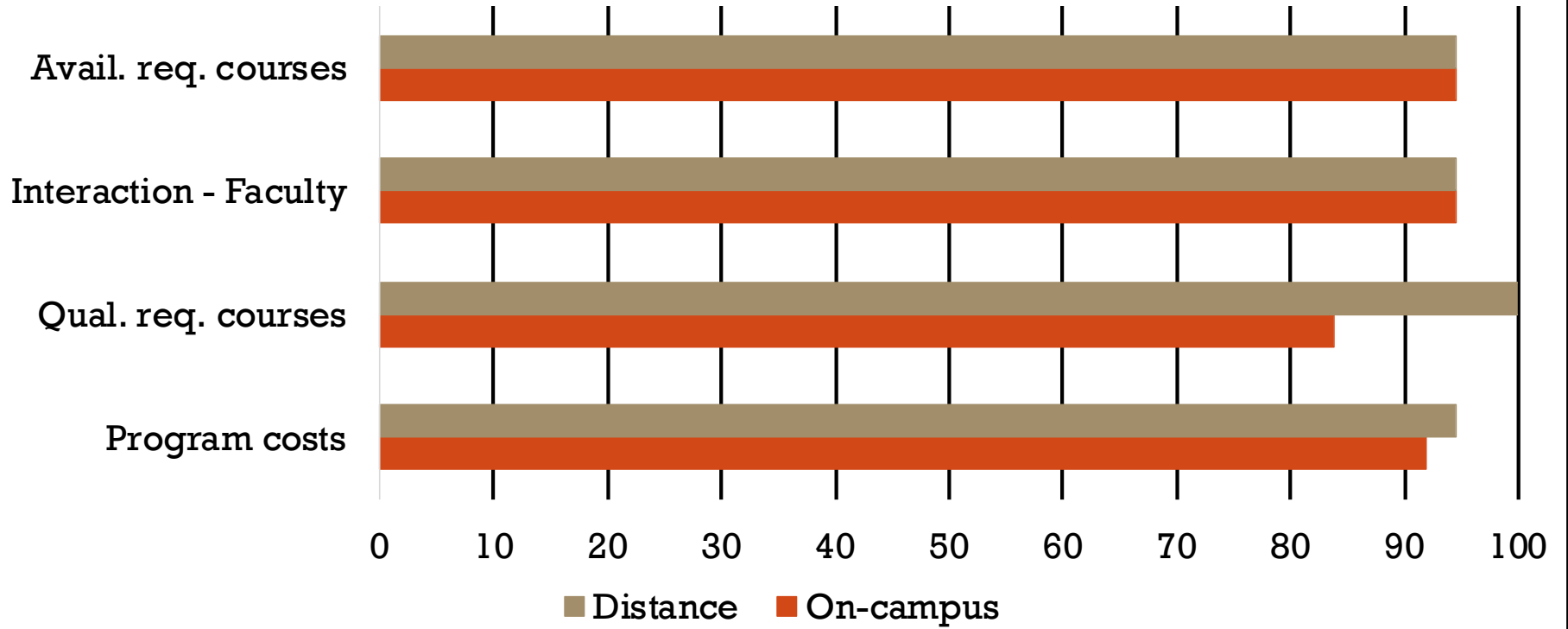
Percentage of Graduates Satisfied or Very Satisfied with:



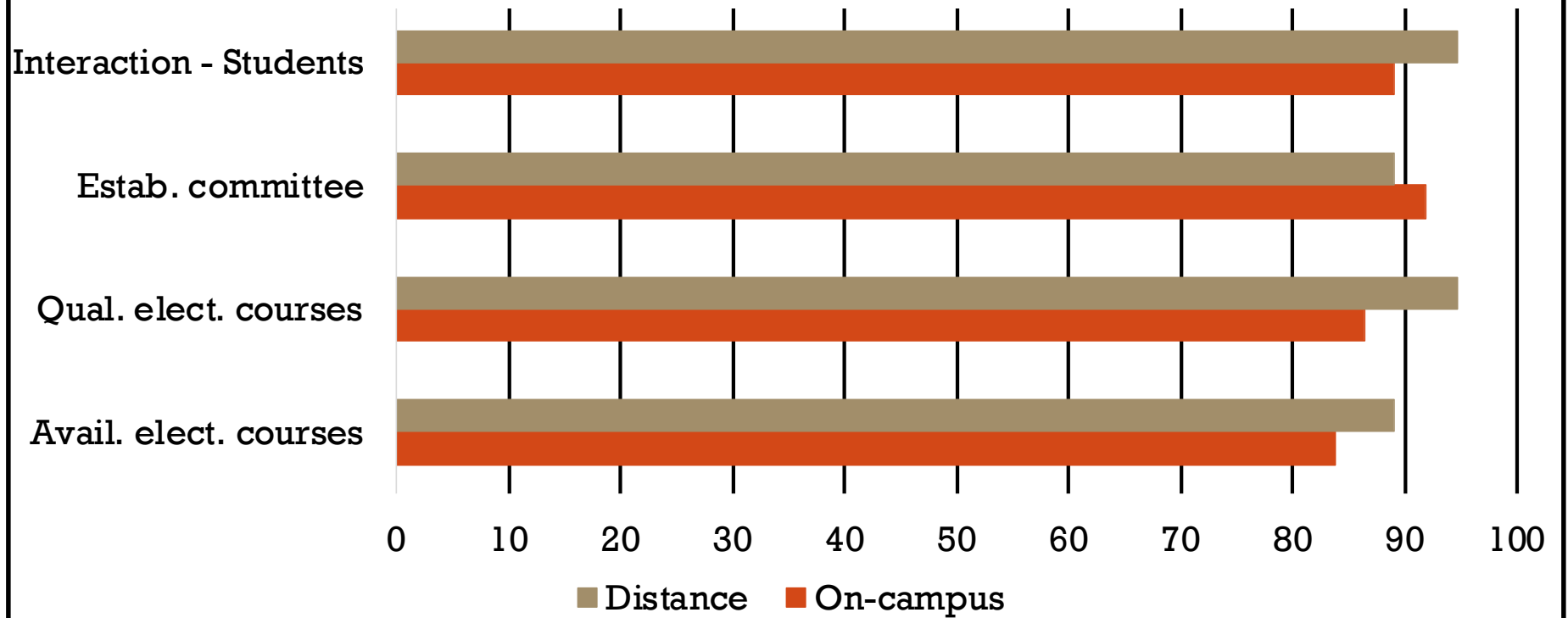
Percentage of Graduates Satisfied or Very Satisfied with:



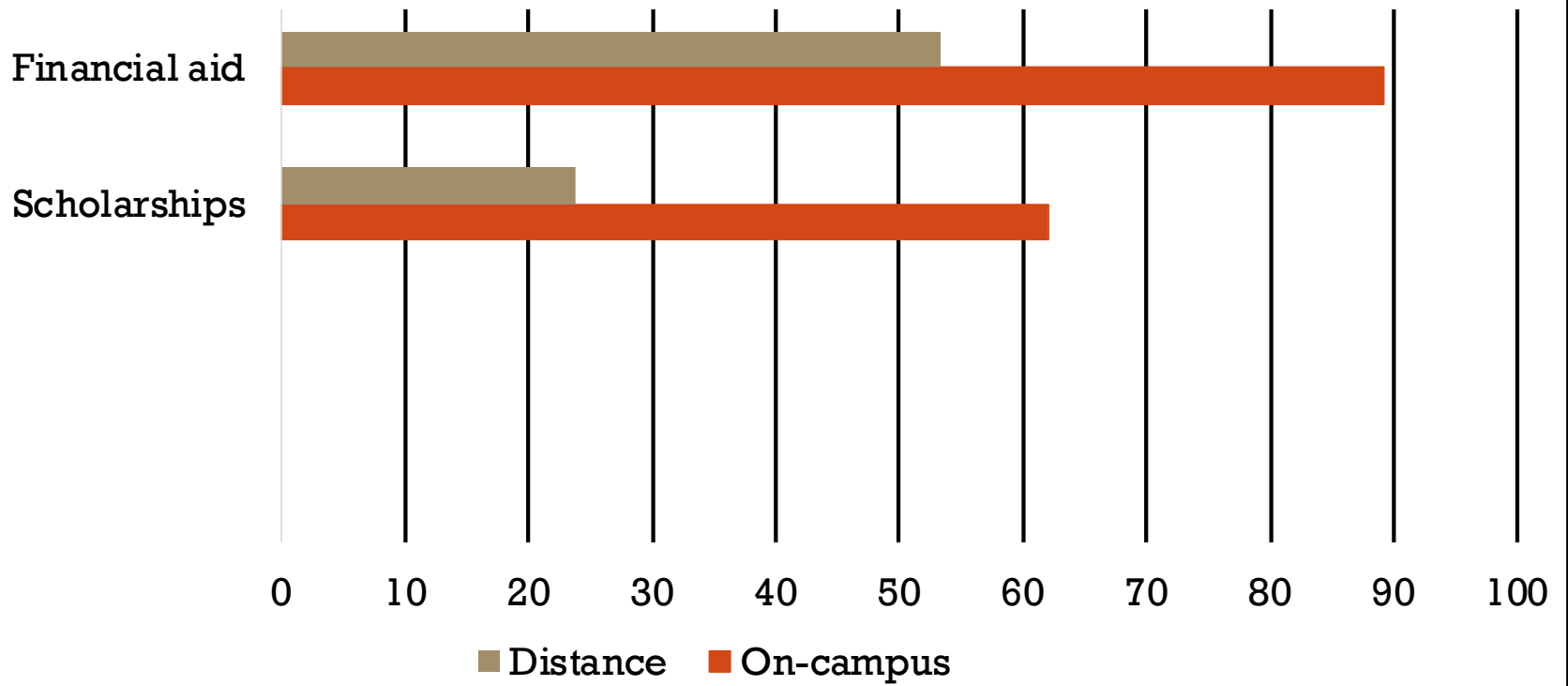
Percentage of Graduates Satisfied or Very Satisfied with:



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Percentage of Graduates Satisfied or Very Satisfied with:



Program Satisfaction Subscales

Scale	Group	M	SD	t
Getting started	On-campus	3.43	.46	-1.19
	Distance	3.55	.44	
Courses	On-campus	3.23	.54	-.65
	Distance	3.29	.38	
Interaction	On-campus	3.44	.49	.70
	Distance	3.36	.43	
Financial aspects	On-campus	3.22	.43	2.02*
	Distance	2.94	.38	

Note: The mean is based on this scale: 1=very dissatisfied; 2=dissatisfied; 3=satisfied; 4=very satisfied.



SUMMARY - DEMOGRAPHICS

- Distance vs on-campus learners
 - Older
 - Take higher percentage of online courses
 - Take an additional 9 months to finish



SUMMARY — PROGRAM SELECTION

- Most important is the curriculum
- Least important is marketing
- Flexibility is especially important to distance learners
- Instructor/adviser recommendations are relatively more important to on-campus students



SUMMARY — SATISFACTION

- Graduates were satisfied with the master's program
- Graduates were less satisfied with financial aspects
- Distance learners were significantly less satisfied with financial aspects when compared to on-campus learners



THANK YOU!

