



American InterContinental University Online Beats Every Student Satisfaction Benchmark For Service

Online University Sets the Pace for Student Services in a Noel-Levitz Survey Measuring Student Satisfaction Across a Pool of 57,000 Students and 93 Schools

Hoffman Estates, Illinois – October 15, 2007 – An independent survey that measured the level of satisfaction that university and college students have with their institutions gives American InterContinental University Online a well-deserved chair at the leaders' table. According to the study findings, **AIU Online has beaten the Noel-Levitz benchmarks for satisfaction in every single category of student services.**

The highly regarded Noel-Levitz company's *Priorities Survey for Online Learners* (PSOL) measured the responses from 57,250 students attending 93 online institutions including the University of Illinois, the Illinois Institute of Technology, the University of Wisconsin, the University of North Dakota, Minnesota State University, SUNY-the State University of New York, the University of Phoenix, and DeVry University.

The PSOL questions included queries on a wide range of student concerns including the responsiveness of faculty, the accessibility of advisors, the quality of technical support, the appropriateness and quality of instructional materials, the availability of financial aid, and the quality of library resources. In short, the survey was designed to get at the heart and soul of the [distance learning](#) educational experience. Benchmarks set by the survey should provide a good set of tools for institutions to measure themselves against others, and for potential students and their families to evaluate one institution against another.

Student responses to the questions placed American InterContinental University Online well above the average satisfaction indicated by students from universities and colleges around the country. In the study's summary, the following student opinions were noted:

- 91% of AIU students responded positively when asked if their college experience met or exceeded their expectations.
- 90% of AIU students responded positively when asked to rate their satisfaction with their college experience thus far.



- 85% of AIU students responded positively when asked if they would enroll in the same institution again, given the chance to do it all over.

Looking at the data in another way reveals interesting information that is comparative in nature, which should be useful to students and to their families as they evaluate schools. This more detailed information allows a direct comparison of one institution to another.

- 12% was the spread by which AIU beat the national average when students indicated that their experience was “much better than expected” (33% AIU to 21% national).
- 11% was the spread by which AIU beat the national average when students indicated they were “very satisfied” with their experience thus far (44% AIU to 33% national).
- 5% was the spread by which AIU beat the national average when students indicated they “definitely” would enroll in the same school again, given the chance (53% AIU to 48% national).

Dr. Alan Drimmer, President of American InterContinental University Online stated that "I am more than a little bit pleased with what our students have indicated in this survey. These results, announced by such a highly-regarded third party, validate what we have known for a long time – that American InterContinental University's online programs offer a great educational experience to people who wish to improve their lives. And, by making use of the most current academic methods and highly-advanced course delivery technologies, we make a high-quality education available to a diverse and experienced student population."

In referring to their ability to help colleges and universities improve services to students, the Noel-Levitz organization, established in 1973, states that they "help campuses and systems reach and exceed their goals for enrollment, marketing, and student success." Dr. Susan Malekpour, AIU Online's Director of Institutional Effectiveness, commented that "Noel-Levitz is definitely the 'gold standard' for measuring student satisfaction levels at institutions of higher education. Any significant levels of dissatisfaction will quickly be apparent in their surveys. Conversely, high levels of student satisfaction are easy to see."

For more information on the Noel-Levitz survey, please contact Dr. Susan Malekpour, Director of Institutional Effectiveness, at 847-851-6139 or smalekpour@aiuonline.edu.



About American InterContinental University and AIU Online

American InterContinental University is accredited by the Commission on Colleges of the Southern Association of Colleges and Schools to award Associate, Bachelor's, and Master's degrees. This umbrella accreditation includes the following branch campuses of the University: AIU Los Angeles, AIU Buckhead; AIU Dunwoody; AIU South Florida; AIU London; AIU Houston; AIU Online (originating in Illinois).

For additional information on the university or any of its campuses, you can visit www.aiuniv.edu. American InterContinental University Online (AIU Online) is the web-based virtual campus of American InterContinental University. For additional information, please visit www.aiuonline.edu.

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