

EXECUTIVE SUMMARY
UNDERGRADUATE ALUMNI SURVEY
December 2003, May 2004 and August 2004 Graduating Classes

Background

Commencing in the fall 2000 semester, the Office of Alumni Affairs, the Career Development Center, and the Office of Institutional Research cooperated to develop and implement a series of alumni surveys. All of the offices participated in the questionnaire development, after which each office had specific responsibilities in the survey process.

During the spring 2005 semester, the Office of Alumni Affairs generated a list of appropriate December 2003, May 2004, and August 2004 graduates. The Alumni Office then coordinated the administration of survey returns via various processes (contact the Alumni Office for details). The Office of Institutional Research tabulated the data and generated this report.

The study methodology, caveats, comparative overall return rates, and item specific responses (for this and previous alumni surveys) are located at the end of this summary.

Section One
Summary of
Total Responses by Survey Items

Employment

- 74.4 % of the respondents were *employed full time*, 7.9% were *employed part time*, 2.5% were unemployed seeking employment, 0.3% were unemployed not seeking employment, and 14.9% were *continuing their education*. Thus, 97.2% of the respondents were either employed or continuing their education.
- Of the employed graduates, 39.9% considered their position *entry level* in a career they hope to pursue, 28.0% considered their position *interim employment* related to eventual career goals, 14.9% considered their position *unrelated to eventual career goals*, and 17.2% indicated *none of the above*.
- Regarding *two digit career codes*, the highest percentages were in education-teaching 22.4%, 6.5% in Business Administration, 5.3% in Accounting, and 5.3% in Nursing.
- 55.0% of the employed respondents indicated their position was *closely related* to their SUNY PLATTSBURGH major, 26.2% indicated it was *somewhat related*, and 18.8% indicated it was *not related*.
- 60.5% of the employed respondents indicated they were *earning* more than \$30,000 a year.

Continuing Education

- Of those respondents indicating they were *continuing their education*, 58.5% were full-time, and 41.5% were part-time.
- Respondents *were continuing their education* at 65 different institutions. The highest numbers of students were continuing their education at SUNY PLATTSBURGH with 24, followed by SUNY Albany with 11.

Evaluation of Services (items include the “No Basis for Opinion” response)

- 94.3% of the respondents indicated they were satisfied or very satisfied with “*SUNY PLATTSBURGH Classroom Instruction.*”
- 84.3% of the respondents indicated they were satisfied or very satisfied with “*SUNY PLATTSBURGH Course Offerings.*”
- 89.2% of the respondents indicated they were satisfied or very satisfied with “*SUNY PLATTSBURGH Individual Assistance by Instructors.*”
- 84.5% of the respondents indicated they were satisfied or very satisfied with “*SUNY PLATTSBURGH Classroom Facilities.*”
- 86.8% of the respondents indicated they were satisfied or very satisfied with “*SUNY PLATTSBURGH Library & Research Services.*”
- 57.1% of the respondents indicated they were satisfied or very satisfied with “*SUNY PLATTSBURGH Science Labs & Equipment.*”
- 81.7% of the respondents indicated they were satisfied or very satisfied with “*SUNY PLATTSBURGH Computer Labs & Services.*”
- 81.7% of the respondents indicated they were satisfied or very satisfied with “*SUNY PLATTSBURGH Class Scheduling.*”
- 72.2% of the respondents indicated they were satisfied or very satisfied with “*SUNY PLATTSBURGH Academic Advising.*”
- 60.4% of the respondents indicated they were satisfied or very satisfied with “*SUNY PLATTSBURGH Career Development.*”
- 64.5% of the respondents indicated they were satisfied or very satisfied with “*SUNY PLATTSBURGH Financial Aid Program.*”
- 78.6% of the respondents indicated they were satisfied or very satisfied with “*SUNY PLATTSBURGH Registration Procedures.*”
- 73.0% of the respondents indicated they were satisfied or very satisfied with “*SUNY PLATTSBURGH Student Life Services.*”
- 63.0% of the respondents indicated they were satisfied or very satisfied with “*SUNY PLATTSBURGH Dormitories.*”
- 55.5% of the respondents indicated they were satisfied or very satisfied with “*SUNY PLATTSBURGH Food Services.*”

Skills Assessment

- 97.2% of the respondents indicated their SUNY PLATTSBURGH experience assisted them in skill attainment from moderate to very great in “Communicating Effectively.”
- 96.9% of the respondents indicated their SUNY PLATTSBURGH experience assisted them in skill attainment from moderate to very great in “Analyzing & Solving Problems.”
- 95.0% of the respondents indicated their SUNY PLATTSBURGH experience assisted them in skill attainment from moderate to very great in “Finding Information.”
- 95.9% of the respondents indicated their SUNY PLATTSBURGH experience assisted them in skill attainment from moderate to very great in “Quantitative Skills & Abilities.”
- 98.4% of the respondents indicated their SUNY PLATTSBURGH experience assisted them in skill attainment from moderate to very great in “Thinking Clearly and Critically.”
- 90.9% of the respondents indicated their SUNY PLATTSBURGH experience assisted them in skill attainment from moderate to very great in “Computer Literacy.”

- 85.0% of the respondents indicated their SUNY PLATTSBURGH experience assisted them in skill attainment from moderate to very great in “Civic Responsibility/Public Services.”
- 92.4% of the respondents indicated their SUNY PLATTSBURGH experience assisted them in skill attainment from moderate to very great in “Ethical Values.”
- 92.1% of the respondents indicated their SUNY PLATTSBURGH experience assisted them in skill attainment from moderate to very great in “Understanding & Pursuit of Diversity.”

Additional analyses are available from the Office of Institutional Research

Section Two

Item Responses by SUNY PLATTSBURGH Majors

Percentages can be analyzed either within a major or between majors!

This section provides data for all appropriate items in the survey by individual SUNY PLATTSBURGH majors and options. These data can be useful for departmental reviews and accreditation purposes. This information can be utilized to ascertain if alumni are employed or continuing their education while providing evaluation and indirect assessment data on specific items.

Section Three

Employers and Job Titles by Major

This section provides employers and job titles for SUNY PLATTSBURGH majors and their options. Salary information is not listed in order to maintain confidentiality. This information can be utilized to ascertain where alumni are employed and provides self-reported information on their job titles.

Methodology

This is the fifth alumni survey conducted by the Office of Alumni Affairs, the Career Development Center, and the Office of Institutional Research. This survey was administered to SUNY PLATTSBURGH alumni that graduated in December 2003, May 2004, and August 2004 graduating classes.

The Office of Alumni Affairs generated names of appropriate alumni with available contact information. Please contact the Office of Alumni Affairs regarding the processes utilized to contact and solicit survey returns. All useable returns were collected and sent to the Office of Institutional Research. The data were entered into a statistical package for analysis.

Caveats

- This is a perceptual survey and responses may be impacted by a number of extraneous variables.
- The survey data were entered exactly as self-reported by alumni.
- Some respondents did not answer all appropriate items, thus there are discrepancies in item counts.
- Return rates varied by individual major and option. Thus, when reviewing those rates, it is important to examine *the number of respondents for the respective item, and major/option.*
- The data analyses were based on all responses including “no basis for opinion” as appropriate. Data can be extracted for individual areas by using the tables to recalculate responses without the “no basis for opinion” response.

- Different methodologies were employed when soliciting return rates for all the alumni surveys listed in this document. These ranged from mailing questionnaires with follow-up phone calls to only utilizing phone banks without previous mailings etc. As such, comparisons between surveys should be viewed with caution.

Additional analyses are available from the Office of Institutional Research. The results of this study can be used to develop indirect assessment measures while serving as a starting point for further explorations.

Return Rates

The following rounded table provides comparative return rates on the most recent alumni surveys, taking the number of useable returned surveys, and dividing that number by the number of alumni that were on the original list to calculate the return rates. The 2004 alumni survey had a 29.4% return rate. Thus, comparisons with previous surveys that had higher return rates may not be necessarily be valid.

2001 Survey	2002 Survey	2003 Survey	2004 Survey
42.5	31.0	39.0	29.4

***2001 Alumni Survey included the fall 2000, spring 2001 and summer 2001 graduates

***2002 Alumni Survey included the fall 2001, spring 2002 and summer 2002 graduates

***2003 Alumni Survey included the fall 2002, spring 2003 and summer 2003 graduates

***2004 Alumni Survey included the fall 2003, spring 2004 and summer 2004 graduates