Alumni Survey 2009

A look into what past graduates think of their education, how they are using it, and if it was effective.
Presentation Outline

• Methods
• Limitations
• Response Rates
• Data Presentation / Analysis
• Questions/Discussion – Dr. Matus
• Please hold all questions until the end
• Hard copy report will be distributed
• Original data available upon request
Methods

• Paper and Pencil Survey
  – Demographic Questions
  – 4 major questions (based on 12 content areas of the ACBSP CPC) which examined:
    • Teaching effectiveness
    • Learning effectiveness
    • Performance on the job
    • Frequency of performance
  – Current Career Status Questions
Methods

– Sent via the post office to 422 graduates between the years of 2001 to 2008
  • Follow up e-mail was sent out to Alumni who’s e-mail address we could obtain
– Information on Alumni was obtained from Alumni Relations on Campus
– The survey ran about 12 weeks
  • Sent out in cycles to each class starting with the most recent and working back
Limitations

• Non respondents
• Ordinal levels of measurement
• Self-defining of content areas
• PDD did not start until 2004
## Results – Response Rates

### Overall Response Rate

Overall Response Rate = 18.7%  
(79 out of 422)

### Graduation Year by N/Percentage of Students

<table>
<thead>
<tr>
<th>Graduation Year</th>
<th>N/Percentage of Students</th>
</tr>
</thead>
<tbody>
<tr>
<td>2001</td>
<td>2 / 2.5 %</td>
</tr>
<tr>
<td>2002</td>
<td>3 / 3.8 %</td>
</tr>
<tr>
<td>2003</td>
<td>11 / 13.9 %</td>
</tr>
<tr>
<td>2004</td>
<td>8 / 10.1 %</td>
</tr>
<tr>
<td>2005</td>
<td>12 / 15.2 %</td>
</tr>
<tr>
<td>2006</td>
<td>12 / 15.2 %</td>
</tr>
<tr>
<td>2007</td>
<td>17 / 21.5 %</td>
</tr>
<tr>
<td>2008</td>
<td>14 / 17.7 %</td>
</tr>
</tbody>
</table>

### Major of Study by N/Percentage of Students

<table>
<thead>
<tr>
<th>Major of Study</th>
<th>N/Percentage of Students</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accounting</td>
<td>20 / 25.3 %</td>
</tr>
<tr>
<td>Business Admin.</td>
<td>56 / 70.9 %</td>
</tr>
<tr>
<td>Entrepreneurship</td>
<td>3 / 3.8 %</td>
</tr>
</tbody>
</table>
# Results – Demographics

**Average Age**
- **27.1 years old**
- **Range**
  - 23–53 years old

<table>
<thead>
<tr>
<th>Gender</th>
<th>N/Percentage of Students</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>44/55.7%</td>
</tr>
<tr>
<td>Female</td>
<td>35/44.3%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Ethnicity</th>
<th>N/Percentage of Students</th>
</tr>
</thead>
<tbody>
<tr>
<td>Caucasian</td>
<td>75 / 95%</td>
</tr>
<tr>
<td>African American</td>
<td>0/0%</td>
</tr>
<tr>
<td>Hispanic</td>
<td>0/0%</td>
</tr>
<tr>
<td>Asian</td>
<td>2/2.5%</td>
</tr>
<tr>
<td>Native American</td>
<td>0/0%</td>
</tr>
<tr>
<td>Other</td>
<td>2/2.5%</td>
</tr>
</tbody>
</table>
Results- Teaching Effectiveness of Content Areas

• How effectively did Wilkes teach you (not how well did you learn) in the following areas?

1- Not at all
2- Somewhat Effective
3- Effective
4- Very Effective
Results
(Frequency Distribution)

How effectively did Wilkes teach you (not how well you learned) in the following areas?
Results
(Frequency Distribution)

How effectively did Wilkes teach you (not how well you learned) in the following areas?
Results
(Frequency Distribution)

How effectively did Wilkes teach you (not how well you learned) in the following areas?
Teaching Summary
(Mean Score)

How effectively did Wilkes teach you (not how well you learned) in the following areas?

Finance: 2.53
PPD: 2.63
Statistics: 2.75
International Business: 2.82
Management Info. Systems: 2.90
Accounting: 2.96
Strategy: 3.03
Economics: 3.06
Management: 3.32
Law and Legal Environment: 3.36
Business Ethics: 3.38
Marketing: 3.41
Results - Learning Effectiveness of Content Areas

• How much did you learn (not how well did Wilkes teach you) in the following areas?

  1- Nothing at All
  2- The Basics
  3- Quite a Bit
  4- Just About Everything
How effectively did you learn (not how well did Wilkes teach you) in the following areas?
Results
(Frequency Distribution)

How effectively did you learn (not how well did Wilkes teach you) in the following areas?
Results
(Frequency Distribution)

How effectively did you learn (not how well did Wilkes teach you) in the following areas?
Learning Summary
(Mean Score)

How much did you learn (not how well did Wilkes teach you) in the following areas?

- Finance: 2.43
- PPD: 2.48
- Management Info. Systems: 2.62
- International Business: 2.64
- Statistics: 2.65
- Accounting: 2.79
- Strategy: 2.83
- Economics: 2.86
- Law and Legal Environment: 3.09
- Business Ethics: 3.10
- Management: 3.19
- Marketing: 3.20
Results - Self-Evaluation of Performance of Content Areas

• Since graduation, how well do you **perform** in the following areas?

1- Unsatisfactory
2- Below Average
3- Average
4- Above Average
5- Outstanding
Results
(Frequency Distribution)

Since graduation, how well do you **perform** in the following areas?
Results
(Frequency Distribution)

Since graduation, how well do you perform in the following areas?
Results
(Frequency Distribution)

Since graduation, how well do you **perform** in the following areas?
Self-Evaluation of Performance Summary (Mean Score)

Since graduation, how well do you perform in the following areas?

- Statistics: 3.42
- International Business: 3.42
- PPD: 3.47
- Finance: 3.55
- Economics: 3.58
- Management Info. Systems: 3.61
- Accounting: 3.67
- Law and Legal Environment: 3.74
- Strategy: 3.92
- Marketing: 3.97
- Management: 4.11
- Business Ethics: 4.25
Results - Utilization of Content Area

• Since graduation, how often do you use the following areas?

  1- Never
  2- Rarely
  3- Monthly
  4- Weekly
  5- Daily
Results
(Frequency Distribution)

Since graduation, how often do you use following areas?

- Accounting
- Business Ethics
- Economics
- Finance

0 - Never, 1 - Rarely, 2 - Monthly, 3 - Weekly, 4 - Daily
Results
(Frequency Distribution)

Since graduation, how often do you use following areas?

- International Business
- Law and Legal Environment
- Management
- Management Info. Systems

Never | Rarely | Monthly | Weekly | Daily |
-------|--------|---------|--------|-------|
13     | 13     | 13      | 21     | 24    |
9      | 8      | 20      | 16     | 16    |
11     | 10     | 20      | 16     | 23    |
9      | 8      | 8       | 15     | 43    |
Results
(Frequency Distribution)

Since graduation, how often do you use following areas?

Marketing  PPD  Statistics  Strategy

- Never
- Rarely
- Monthly
- Weekly
- Daily
Utilization of Content Areas

Summary (Mean Score)

Since graduation, how often do you use the following areas?

- International Business: 2.58
- PPD: 3.16
- Statistics: 3.17
- Management Info. Systems: 3.31
- Economics: 3.31
- Marketing: 3.41
- Accounting: 3.67
- Law and Legal Environment: 3.71
- Finance: 3.77
- Strategy: 4.08
- Management: 4.10
- Business Ethics: 4.53
Summary of Mean Scores

Teach
Learn
Perform
Often
Current Career Status Questions

• What is your current job title?
  - Accountants (12)
  - General Manager
  - Director of Marketing
  - Director of Operations
  - European Business Development Manager

• How long have you held your current job?
  - Average: 2 years and 7 months
  - Range: Just Started (0 years and 0 months) – 10 years and 11 months
Current Career Status Questions

• How many people do you supervise?
  - Average: 8.2 (6 without the 200 taken into account)
  - Range: 0 – 200

• Have you been promoted?
  - 51 Alumni have received promotions
  - 26 Alumni had not received promotions
  - 2 Alumni did not respond
Current Career Status Questions

Salary Range of Graduates

- Under $25K: 6
- $25K-$49,999: 32
- $50K-$74,999: 24
- $75K-$99,999: 8
- $100K-$124,999: 3
- $125K-$149,999: 2
- $150K-$174,999: 2
- $175K-$199,999: 1
Current Career Status Questions

Plans for Graduate School

- Graduated: 15
- Currently Attending: 7
- Plan on Attending: 31
- Do Not Plan on Attending: 11
- Not Sure: 15
Current Career Status Questions

Usefulness of Internship

- Not at All Useful: 8
- Somewhat Useful: 23
- Useful: 19
- Very Useful: 22
Current Career Status Questions

Hours of Community Service Performed a Month

- None: 46%
- 1 to 5 hours: 36%
- 6 to 10 hours: 10%
- 11 to 15 hours: 4%
- 16 to 20 hours: 4%
- 20+ hours: 0%
Thank You

Are There Any Questions?