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Alumni Survey Fall 2015

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Recommended Citation

Office of Institutional Effectiveness, UNO, "Alumni Survey Fall 2015" (2016). *Community Engagement*. 28.
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Alumni Survey

University of Nebraska - Omaha

Fall 2015 (Cohorts: 2010 & 2012)

UNO Office of Institutional Effectiveness – Jeanie Gutheil-Bykerk

March 2016

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Summary of Alumni Survey

The alumni survey provides the university information on the lives of students one or more years after graduation and their opinions about various topics concerning their time at UNO and beyond. In the past, UNO used an external vendor, ACT, to conduct the alumni survey. The survey was long, the cost was high, the response rate was extremely low, and, ultimately, the vendor discontinued the survey. UNO decided the best route was to create and administer their own alumni survey.

Alumni from 2010 and 2012 were surveyed by UNO in Fall 2015 in an effort to learn which cohort would yield the highest response rate. In theory, these cohorts were selected because students had graduated long enough ago to be able to answer career-related questions, yet were recent enough to participate due to their connection and experience with UNO.

Survey Year	Cohort	Cohort Population	Communication Plan	Response Rate/Results
Fall 2015	2010 & 2012	5,067	Welcome invitation, reminders, prizes and basketball tickets	6%
Fall 2016	2011 & 2014	4,284	Welcome invitation, reminders, etc.	

In addition to seeking a high-response cohort, this first UNO-generated survey also tested a more personal approach. In place of a general cover letter, the chairperson of the Criminology and Criminal Justice (CRCJ) department drafted emails with her name and signature. One initial invitation and 3 reminders were sent, yielding an 8% response rate. Based on the low response rate and additional time required for the more personal approach, UNO's alumni committee decided to proceed with a mass email to all other alumni from 2010 and 2012 sent from the general UNO survey account email address.

- 4,975 UNO Alumni from 2010 and 2012 were emailed, 219 had invalid email accounts, therefore, 4,756 UNO Alumni were sent email requests to participate
- 287 Alumni completed the survey yielding a 6% response rate (see table below for response rate information).
- After the initial invitation message went out, the response rate was unacceptably low so incentives were added. The Office of Institutional Effectiveness added prizes, so that each person to complete the survey was offered a pair of basketball tickets. This generated 118 additional respondents, but only 32 people claimed tickets at the game – a 27% claim rate.
- Alumni that responded were also randomly selected to win prizes. Only 30% of winners collected their prizes.

Response Rates			
Alumni	**Alumni Emailed**	**Responses Received**	**Response Rate**
CRCJ	311	25	8.0%
UNO	4756	287	6.0%
CRCJ & UNO	5067	312	6.2%

Respondent Demographics

- A wide distribution of alumni responded, representing all of UNO's colleges

UNO College	Frequency	Percentage
College of Arts & Science	66	21.2%
College of Business Administration	62	19.9%
College of Communication, Fine Arts & Media	29	9.3%
College of Education	50	16.0%
College of Education and Human Science	1	0.3%
College of Engineering & Technology	11	3.5%
College of Information Science & Technology	23	7.4%
College of Public Affairs & Community Service	70	22.4%
Total	312	100.0%

- Comparison of respondents to the population surveyed shows a fairly even distribution of each ethnicity. The same is true for gender as well.

Ethnicity	Survey Respondents	Cohort Surveyed	% of the Population
White	260	4,150	6.3%
Black/African American	11	203	5.4%
Race/Ethnicity Unknown	11	132	8.3%
Hispanic	10	194	5.2%
Non-Resident Alien	9	240	3.8%
Asian	8	106	7.5%
Two or More Races	2	20	10.0%
American Indian/Alaska Native	1	22	4.5%
Total	312	5,067	6.2%

Gender	Survey Respondents	Cohort Surveyed	% of the Population
Female	170	2691	6.3%
Male	142	2370	6.0%
Unknown	0	6	0.0%
Total	312	5067	6.2%

Positive Highlights

- 89.3% of UNO's alumni reported being employed. Seventy-four majors were represented among those employed. The top 7 majors represented were: Business Administration 15.4%, Criminology & Criminal Justice 7.2%, Secondary Education 4.3%, Management Information Systems 3.9%, Elementary Education 3.2%, Political Science 3.2%, and Social Work 3.2%.
- UNO degrees are important to getting into the career field you want. 73% of alumni stated their current job field is highly or moderately related to their UNO degree.
    - Top 5 majors of those that felt their UNO degree was related to their current career field: Business Administration 17.6%, Criminology & Criminal Justice: 6.5%, Secondary Education 5.5%, Management Information Systems 4.2%, and Elementary Education 3.7%.
    - Top 5 majors of those that felt their UNO degree was not related to their current career field: Biology 9.5%, Criminology & Criminal Justice 9.5%, Business Administration 8%, History 8%, and Marketing 6.3%.
- How well did your experience at UNO prepare you for your current job? 87% of alumni felt UNO prepared them well or exceptionally well for their current position. Here are the top 3 majors that were represented by those alumni: Business Administration 14%, Criminology & Criminal Justice 8%, and Secondary Education 5%.
- Academic success was encouraged and supported at UNO. 91.4% of UNO alumni agreed or strongly agreed that UNO encourages academic success.
- How would you rate UNO (for the time you attended)? 89.7% of alumni rated UNO as excellent or good for the time they attended.
- Quality of instruction. 87.8% were very satisfied or satisfied with the quality of instruction at UNO.
- General condition of buildings and grounds. Every campus likes to put their best foot forward, and 87% of alumni rated UNO's campus satisfactory/very satisfactory.
- Quality of the program in my major/field. 86.5% of the alumni were satisfied or very satisfied with the quality of their program.
- Campus acceptance of diversity. UNO strives to create an atmosphere of cultural respect and appreciation. 82% of UNO alumni felt that UNO's campus accepts diversity. 82% of UNO alumni also felt that, overall, there was a campus atmosphere of ethnic, political, and religious understanding or acceptance.
- It is important for students to come to UNO and feel safe; 88% of UNO alumni expressed a sense of personal safety/security on campus. Similarly, 88% of alumni felt that UNO was generally free from harassment.
- Multicultural content of courses. Over 68% of alumni were satisfied/very satisfied with the wide variety of courses UNO had to offer.
- Adequate opportunities for student involvement in campus activities. As a metropolitan university, UNO strives to overcome the stereotype of being a commuter college; 68% of the alumni were satisfied or more than satisfied with the campus activities that were offered.

Further Discussion

- Concern for me as an individual. Roughly a third of the population was either neutral or dissatisfied with UNO's concern for them as an individual. In its attempt to be a student-centered campus, UNO might consider a more rigorous investigation of the institutional factors related to these alumni's perceptions.
- Analyzing numerical and statistical information. More than a third of alumni felt that UNO contributed minimally to this knowledge or skill, and of these alumni, approximately 91% were employed. Furthermore, 42% of females vs. 34% of males thought UNO contributed minimally to this knowledge or skill. This response raises real questions about the alignment between the quantitative demands of UNO's degree programs and employment demands for alumni.
- UNO helped me develop /clarify a personal code of values and ethics: 70% of females vs. 59% of males felt that UNO helped them quite a bit/very much in developing a personal code of values and ethics.

Data Tables and Graphs by Question

Highest level of education you have obtained as of right now?

Degree	Frequency	Percentage
Bachelor's or other four-year degree	159	51.0%
Master's or other five-year degree	131	42.0%
Specialist or other six-year degree	4	1.3%
Doctorate (PhD, EdD, etc.)	8	2.6%
Professional (MD, JD, etc.)	10	3.2%
Didn't Respond	0	0.0%
Total	312	100.0%

Which one of the following best describes your primary work status at this time?

Work Status	Frequency	Percentage
Employed full time	250	80.1%
Continuing my education part time and employed	18	5.8%
Employed part time	11	3.5%
Continuing my education full time	10	3.2%
Unemployed, seeking employment	9	2.9%
Caring for my family/home full time	6	1.9%
Didn't Respond	2	0.6%
Other	2	0.6%
Serving in the military	2	0.6%
Unemployed, not seeking employment	1	0.3%
Continuing my education part time	1	0.3%
Total	312	100.0%

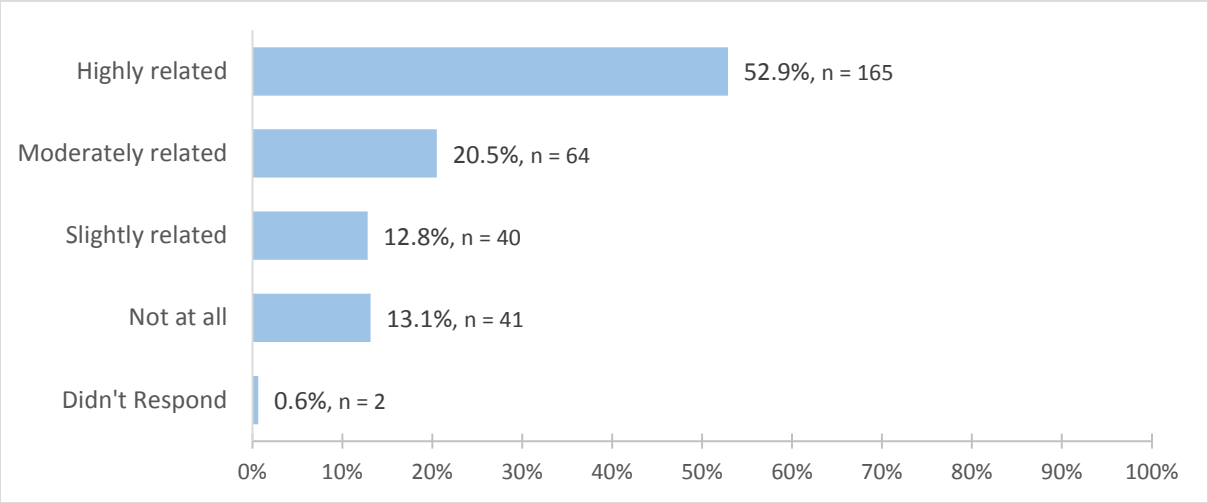
What career field does your current job fall into?

Career Field	Frequency	Percentage
Business, Marketing, and Management (Marketing, Sales and Service; Business, Management, and Administration; Hospitality and Tourism; Finance)	83	26.6%
Environmental and Agricultural Systems (Agriculture, Feed, and Natural Resources)	2	0.6%
Communication and Information Systems (Arts, A/V Technology, and Communication; Information Technology)	37	11.9%
Industrial, Manufacturing, and Engineering Systems (Transportation, Distribution, and Logistics; Architecture and Construction; Manufacturing; Science, Technology, Engineering, and Mathematics)	23	7.4%
Health Sciences (Medical Industry)	14	4.5%
Human Services and Resources (Law, Public Safety and Security; Government and Public Administration; Human Services; Education and Training)	118	37.8%
N/A	32	10.3%
Didn't Respond	3	1.0%
Total	312	100.0%

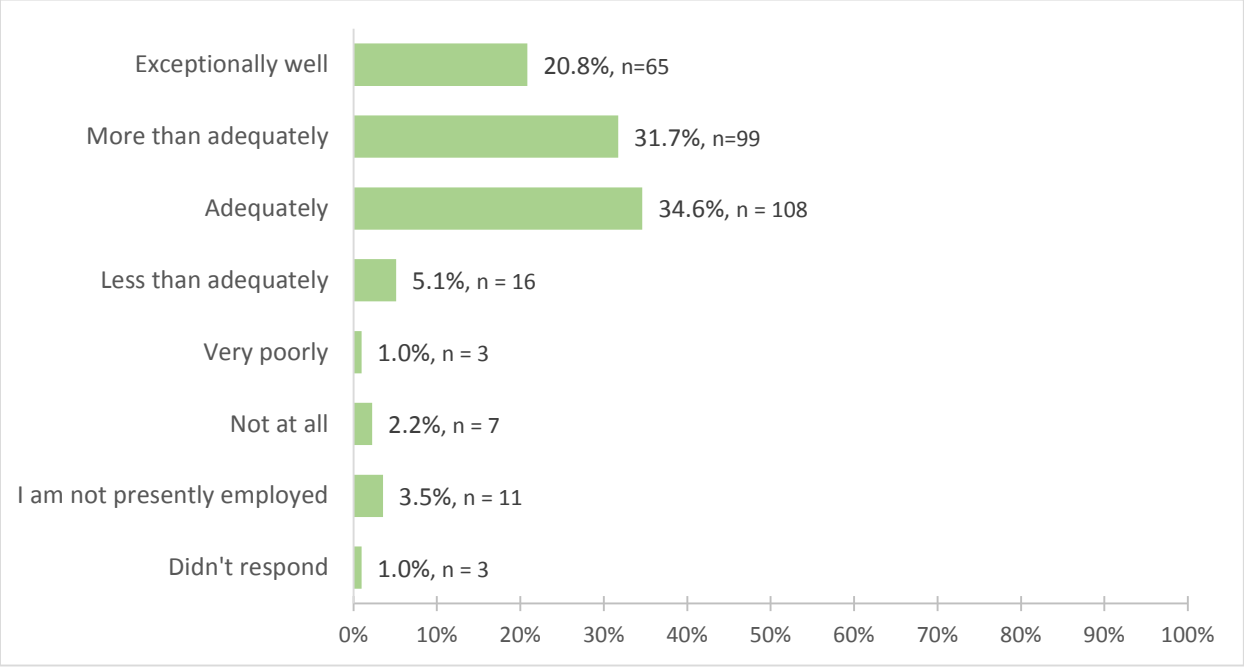
For the most recent year, what was the annual income/salary of your current job?

Income	% of Females	% of Males	% of Total
$14,999 or less	4.1%	0.7%	2.6%
$15,000 - $19,999	3.5%	2.1%	2.9%
$20,000 - $24,999	2.9%	2.8%	2.9%
$25,000 - $29,999	5.9%	4.2%	5.1%
$30,000 - $39,999	17.6%	14.1%	16.0%
$40,000 - $49,999	22.9%	19.7%	21.5%
$50,000 - $59,999	17.6%	10.6%	14.4%
$60,000 - $69,999	8.2%	12.7%	10.3%
$70,000 or more	10.0%	27.5%	17.9%
Didn't Respond	7.1%	5.6%	6.4%
Total	100.0%	100.0%	100.0%

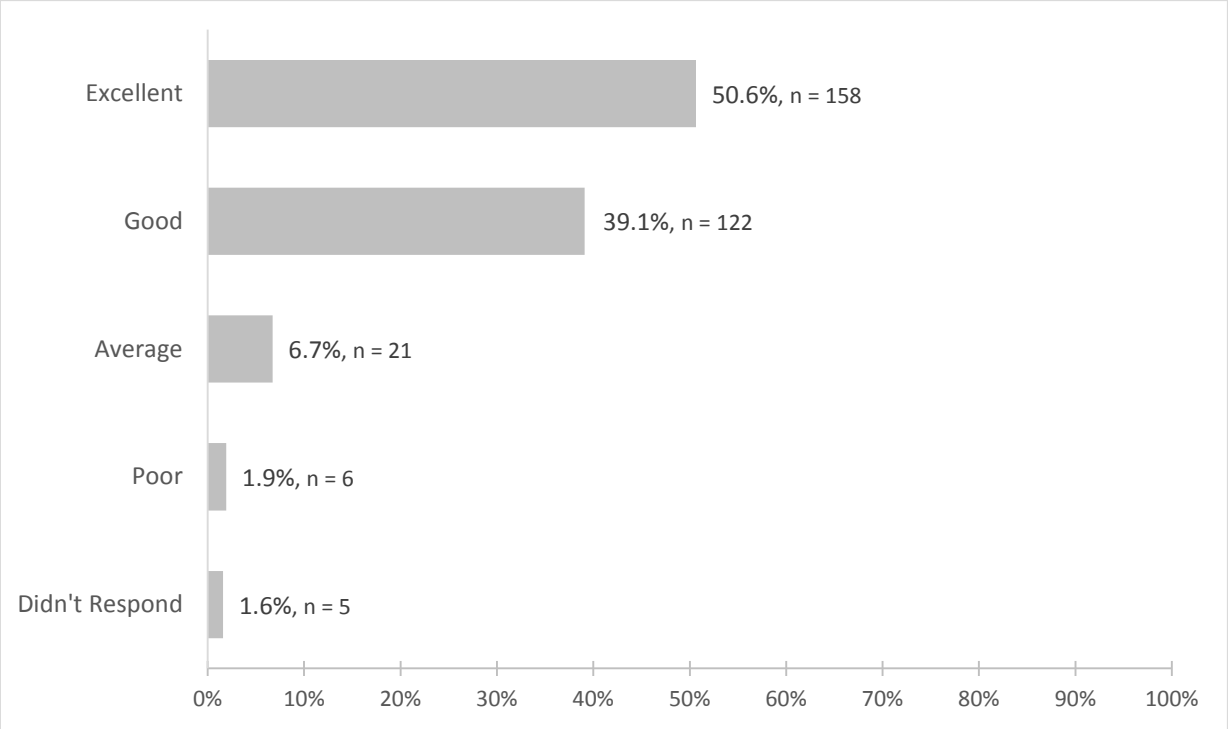
How closely related is your current job to the major/field in which you received your most recent degree/certificate/diploma?



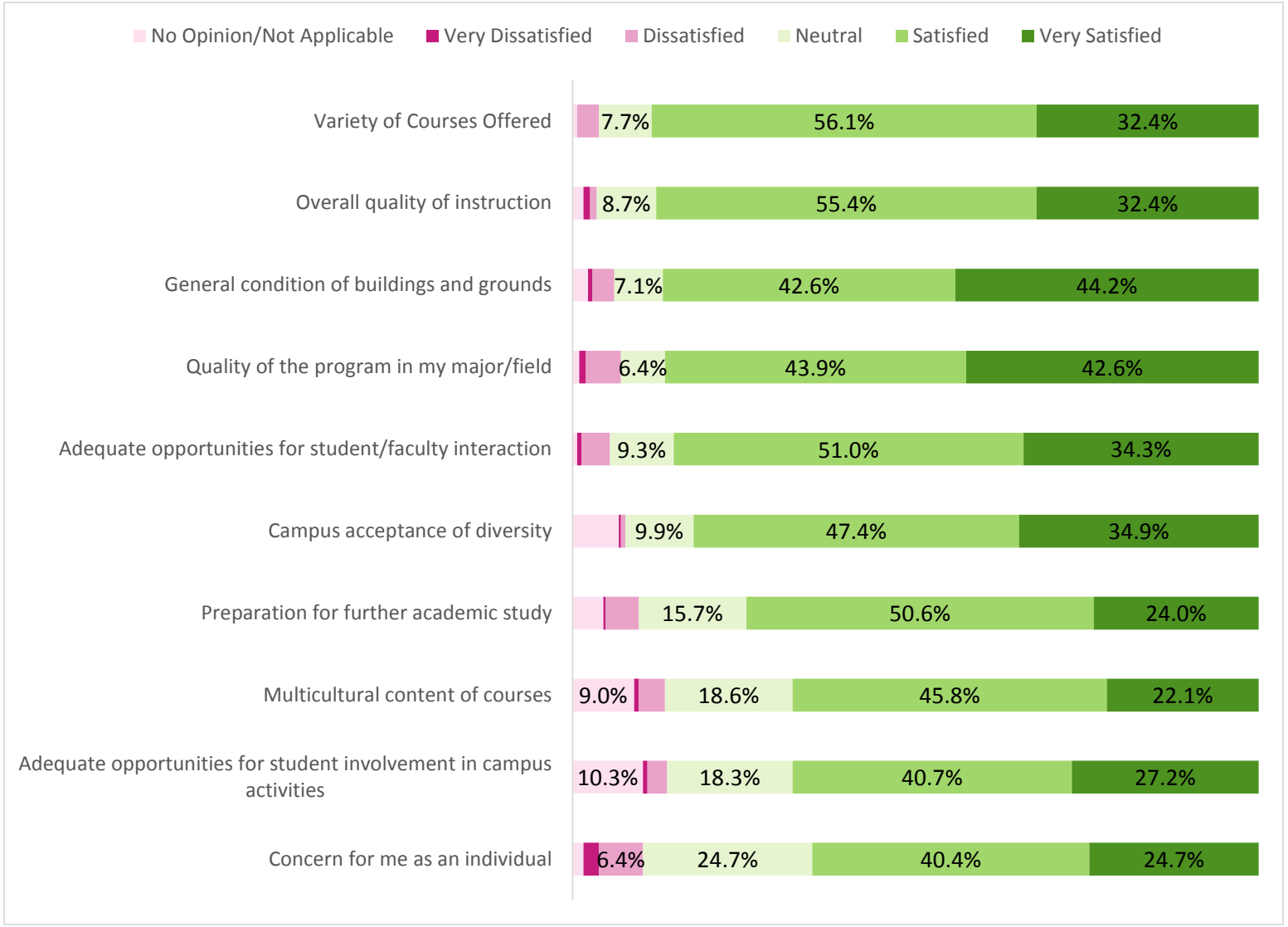
How well did your experience at UNO prepare you for your current job?



Overall, how would you rate UNO (for the time you attended)?

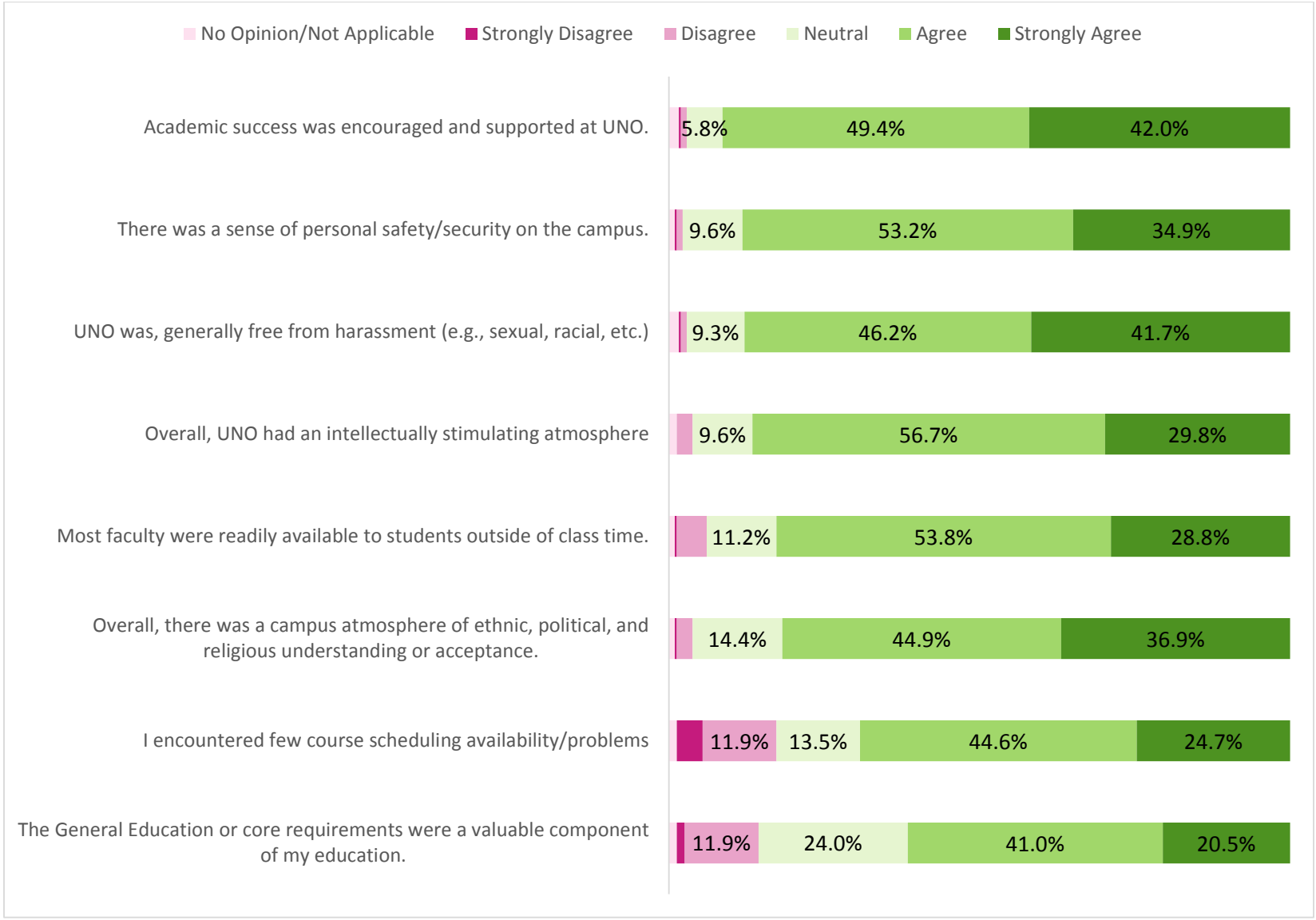


Please indicate your level of satisfaction with each aspect of UNO listed below.



How much has your experience at UNO contributed to your knowledge, skills, and personal development in the following areas?

Indicate the extent to which you agree/disagree with each of the following statements about UNO.



Appendix A – Survey Tool

Please indicate your level of satisfaction with each aspect of UNO listed below.

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	No Opinion/Not Applicable
Variety of courses offered	○	○	○	○	○	○
Adequate opportunities for student/faculty interaction	○	○	○	○	○	○
Preparation for further academic study	○	○	○	○	○	○
Overall quality of instruction	○	○	○	○	○	○
Concern for me as an individual	○	○	○	○	○	○
Multicultural content of courses	○	○	○	○	○	○
General condition of buildings and grounds	○	○	○	○	○	○
Quality of the program in my major/field	○	○	○	○	○	○
Adequate opportunities for student involvement in campus activities	○	○	○	○	○	○
Campus acceptance of diversity	○	○	○	○	○	○

How well did your experience at UNO prepare you for your current job?

- ○ Exceptionally well
- ○ More than adequately
- ○ Adequately
- ○ Less than adequately
- ○ Very poorly
- ○ Not at all
- ○ I am not presently employed

How much has your experience at UNO contributed to your knowledge, skills, and personal development in the following areas?

	Very Much	Quite a bit	Some	Very little
Writing clearly and effectively	○	○	○	○
Speaking clearly and effectively	○	○	○	○
Thinking critically and analytically	○	○	○	○
Analyzing numerical and statistical information	○	○	○	○
Working effectively with others	○	○	○	○
Developing or clarifying a personal code of values and ethics	○	○	○	○
Understanding people of other backgrounds (economic, racial/ethnic, political, religious, nationality, etc.)	○	○	○	○
Solving complex real-world problems	○	○	○	○
Being an informed and active citizen	○	○	○	○
Being active & involved in the community	○	○	○	○

Overall how would you rate UNO (for the time you attended)?

- ○ Excellent
- ○ Good
- ○ Average
- ○ Poor

Indicate the extent to which you agree/disagree with each of the following statements about UNO.

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
The General Education or core requirements were a valuable component of my education.	○	○	○	○	○
Most faculty were readily available to students outside of class time.	○	○	○	○	○
Overall, there was a campus atmosphere of ethnic, political, and religious understanding or acceptance.	○	○	○	○	○
There was a sense of personal safety/security on the campus.	○	○	○	○	○
Overall, UNO had an intellectually stimulating atmosphere.	○	○	○	○	○
UNO was, generally free from harassment (e.g., sexual, racial, etc.)	○	○	○	○	○
Academic success was encouraged and supported at UNO.	○	○	○	○	○
I encountered few course scheduling availability/problems.	○	○	○	○	○

Highest level of education you have obtained as of right now?

- ○ Bachelor's or other four-year degree
- ○ Master's or other five-year degree
- ○ Specialist or other six-year degree
- ○ Doctorate (PhD, EdD, etc.)
- ○ Professional (MD, JD, etc.)

What was your major?

How closely related is your current job to the major/field in which you received your most recent degree/certificate/diploma?

- ○ Highly related
- ○ Moderately related
- ○ Slightly related
- ○ Not at all

Which one of the following best describes your primary work status at this time?

- ○ Employed full time
- ○ Caring for my family/home full time
- ○ Serving in the military
- ○ Employed part time
- ○ Continuing my education part time and employed
- ○ Continuing my education part time
- ○ Continuing my education full time
- ○ Unemployed, seeking employment
- ○ Unemployed, not seeking employment
- ○ Other

What career field does your current job fall into?

- ○ Business, Marketing, and Management (Marketing, Sales and Service; Business, Management, and Administration; Hospitality and Tourism; Finance)
- ○ Environmental and Agricultural Systems (Agriculture, Feed, and Natural Resoruces)
- ○ Communication and Information Systems (Arts, A/V Technology, and Communication; Information Technology)
- ○ Industrial, Manufacturing, and Engineering Systems (Transportation, Distribution, and Logistics; Architecture and Construction; Manufacturing; Science, Technology, Engineering, and Mathematics)
- ○ Health Sciences (Medical Industry)
- ○ Human Services and Resources (Law, Public Safety and Security; Government and Public Administration; Human Services; Education and Training)
- ○ N/A

For the most recent year, what was the annual income/salary of your current job?