

Results from the 2013 Undergraduate Alumni Survey

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Photo credit: Sam Kittner '85

Presented to the Board of Trustees
University Affairs Committee
September 25, 2013



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21st Century Vision Committee: Undergraduate Education

Board of Trustees, 2012-13

Co-Chairs: Trustee Alston Gardner and Dean Karen Gil

Recommendations:

1. Create Transformative Learning Opportunities
2. Incorporate Best Techniques & Technologies in Re-Engineered Courses
3. Guide Students' Transition to Next Steps
4. Streamline and Support Pathways to Degree Attainment
5. Survey Alumni and Incorporate Results into Assessment and Planning



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Goals of the Alumni Survey

- **Status of Graduates Five and Ten Years Out**
 - Employment and Graduate/Professional Education
- **Curriculum Learning Outcomes -- Career Relevance of:**
 - Specific Abilities and Skills Acquired
 - In- and Out-of-Class Learning Experiences
- **Overall Satisfaction with Undergraduate Experience**
- **Suggestions for Strengthening the Undergraduate Experience and Career Preparation**

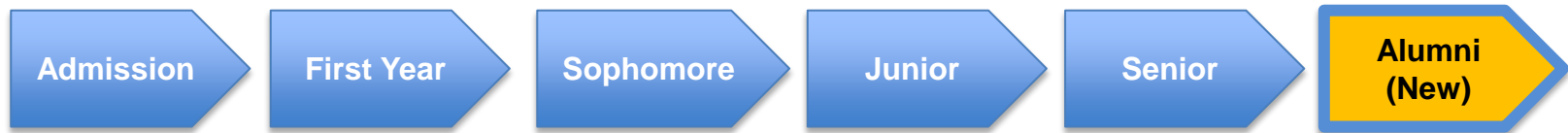


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Assessments Throughout the Student Life Cycle

- Carolina students are surveyed on a rotating basis to evaluate the undergraduate experience at each major milestone:



- Feedback captured on academic engagement, perceptions of the campus environment, learning outcomes, out-of-class activities, aspirations, etc.
- Results used to assess the undergraduate curriculum and the effectiveness of support services
- Special surveys on topics such as diversity, community engagement, reasons for leaving without graduating, transfer student issues, etc.



Time Periods Captured By the 2013 Alumni Survey

1999-00	2000-01	2001-02	2002-03	2003-04	2004-05	2005-06	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12	2012-13
Graduated 10 Years Ago Class of 2002-03					Graduated 5 Years Ago Class of 2007-08								
Pre-2006 General Education Curriculum "Perspectives"							2006 General Education Curriculum "Making Connections"						



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Survey Development and Administration

- Online survey instrument created by working group:
 - Alston Gardner, Board of Trustees
 - Doug Dibbert, General Alumni Association
 - Rachel Myrick, Student Body Vice President and Rhodes Scholar
 - Lynn Williford, Institutional Research & Assessment
- Responses = 1,173 Estimated response rate 21%
- Respondent characteristics very similar to population
- Results most likely represent feedback from the most engaged and involved alumni



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Status of Graduates Five and Ten Years After Graduation

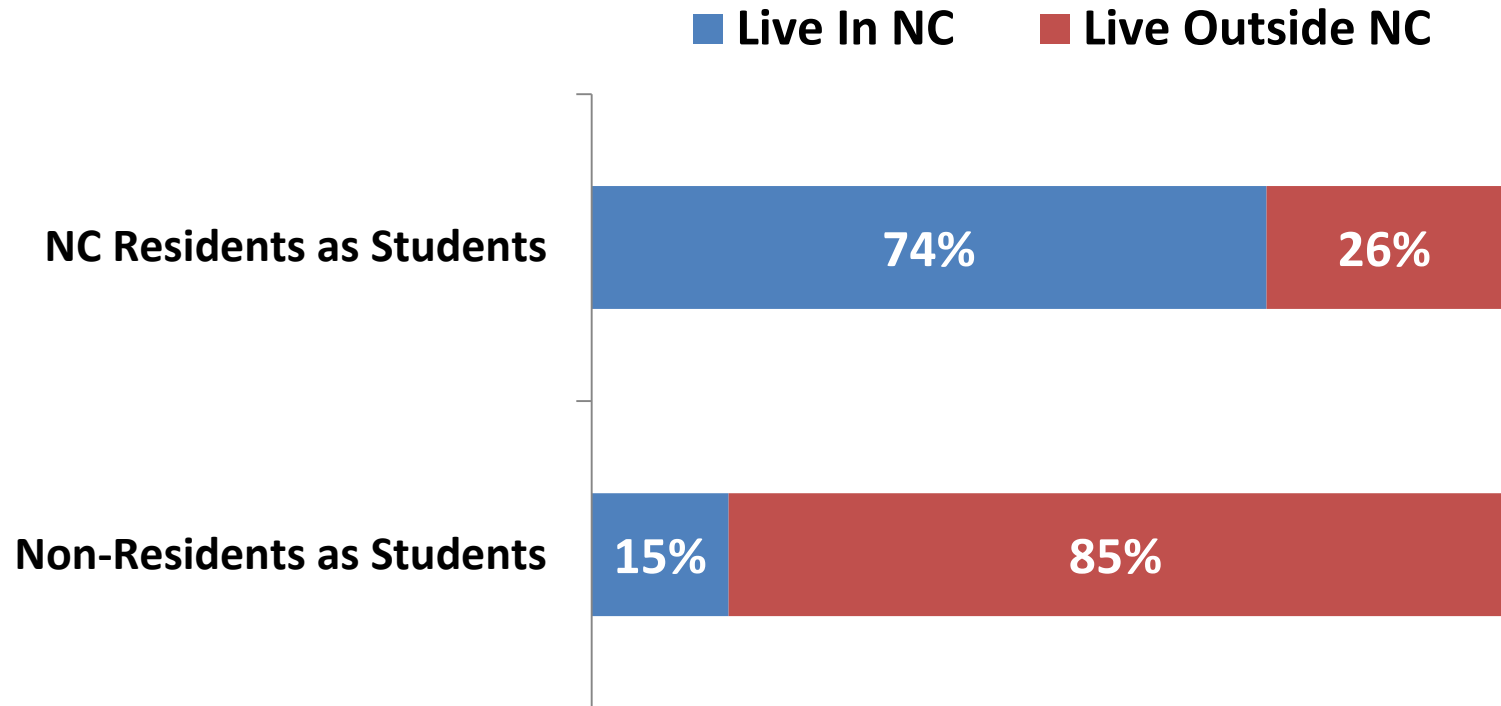


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Where Are They Now?

Combined 2002-03 and 2007-08 Graduating Classes



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Primary Status at Time of Survey

	Years Since Graduation	
	Five Years	Ten Years
Employed full-time	69%	84%
Employed part-time	2%	4%
Enrolled in school	21%	3%
Not employed, seeking employment	3%	2%
Other	5%	7%



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Employment Fields Reported

Business	29%
Education	17%
Medicine/health	17%
Law	9%
Technology	5%
Research, science	5%
Artistic, creative	5%
Government/military	4%
Non-Profit	3%
Communications	3%
Other helping professions	3%



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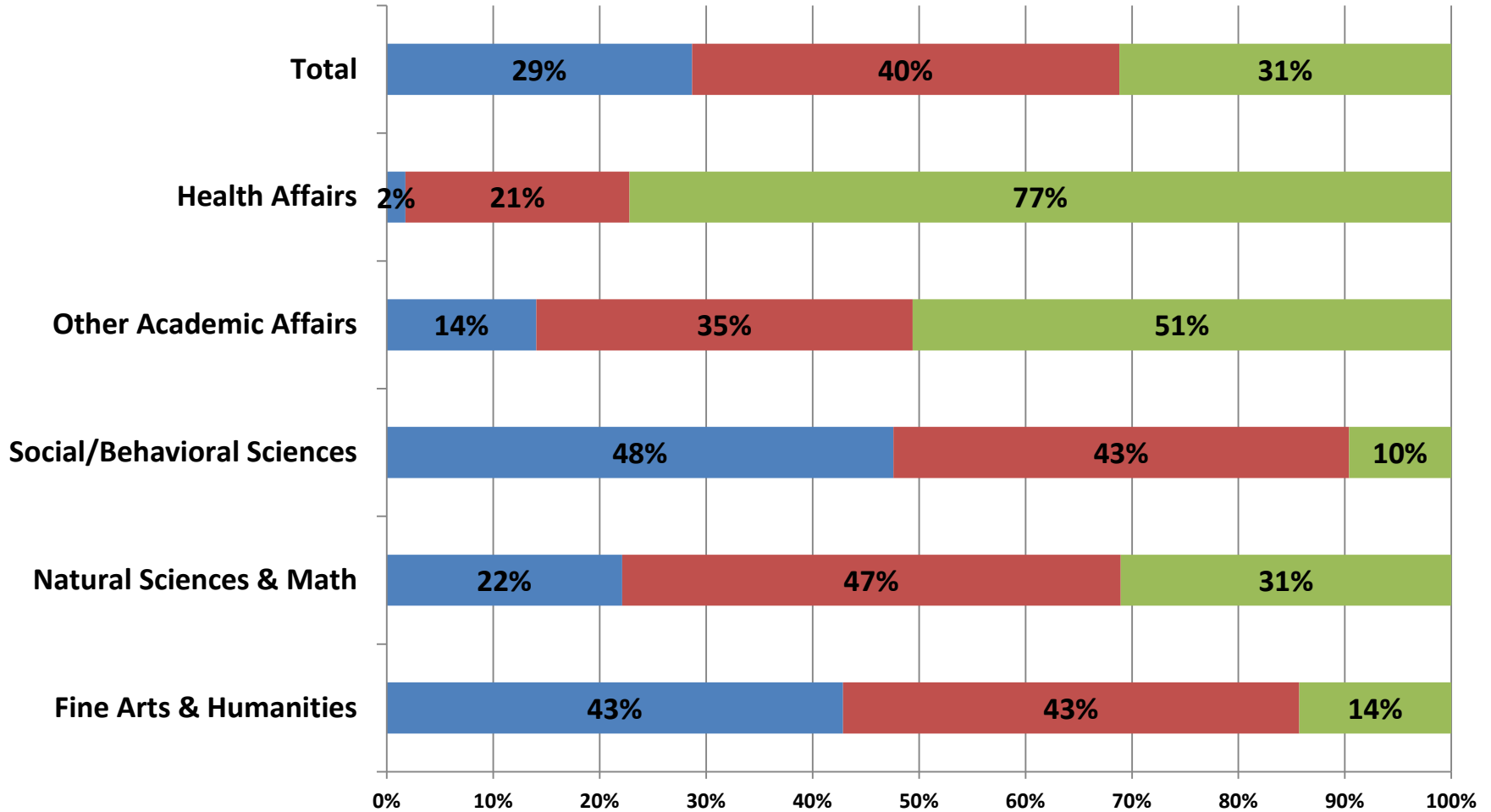


Relationship of Career to Major

■ In a field unrelated to my major

■ In a related field

■ In the same field

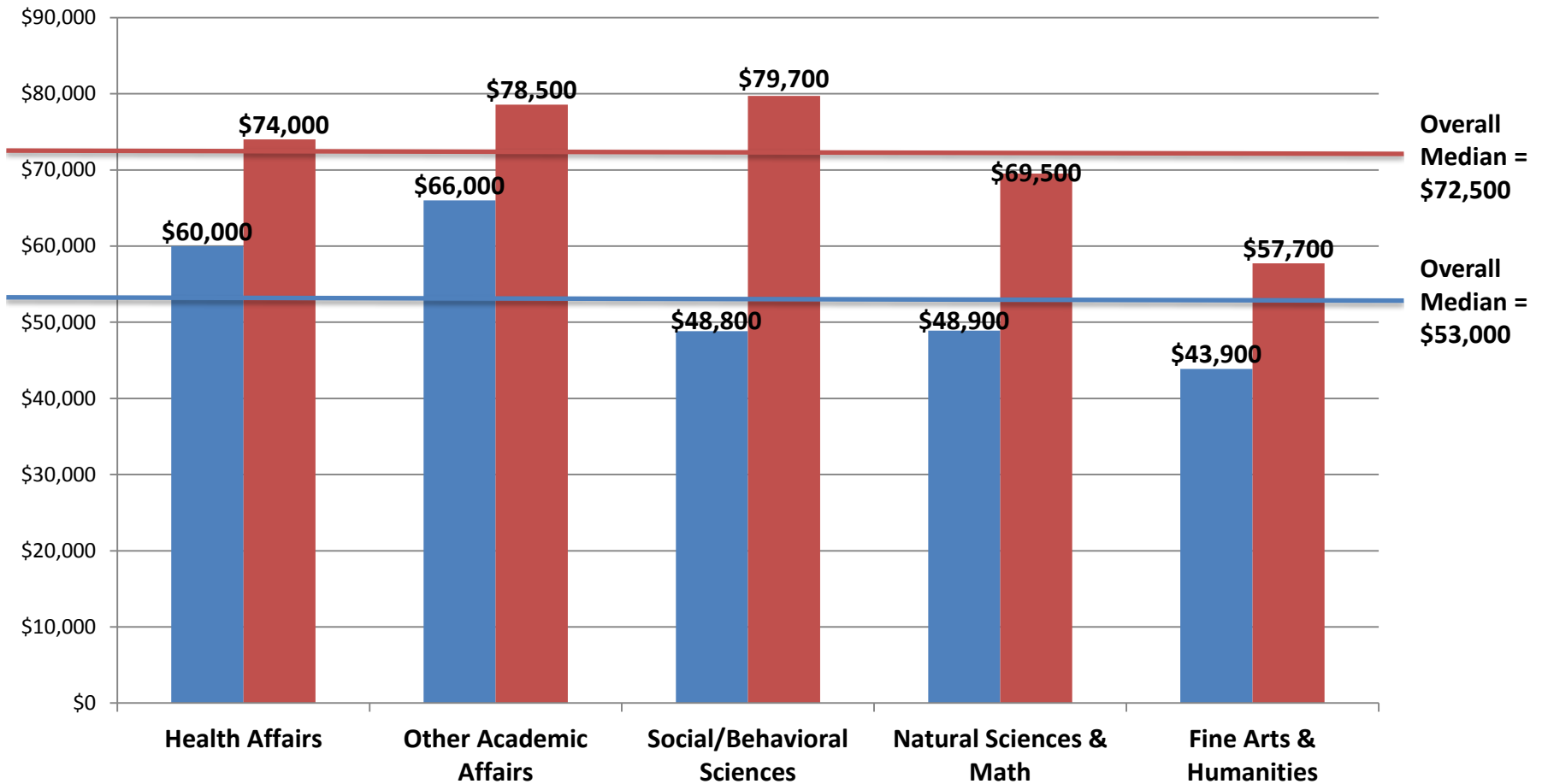


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Median Annual Salary by Major

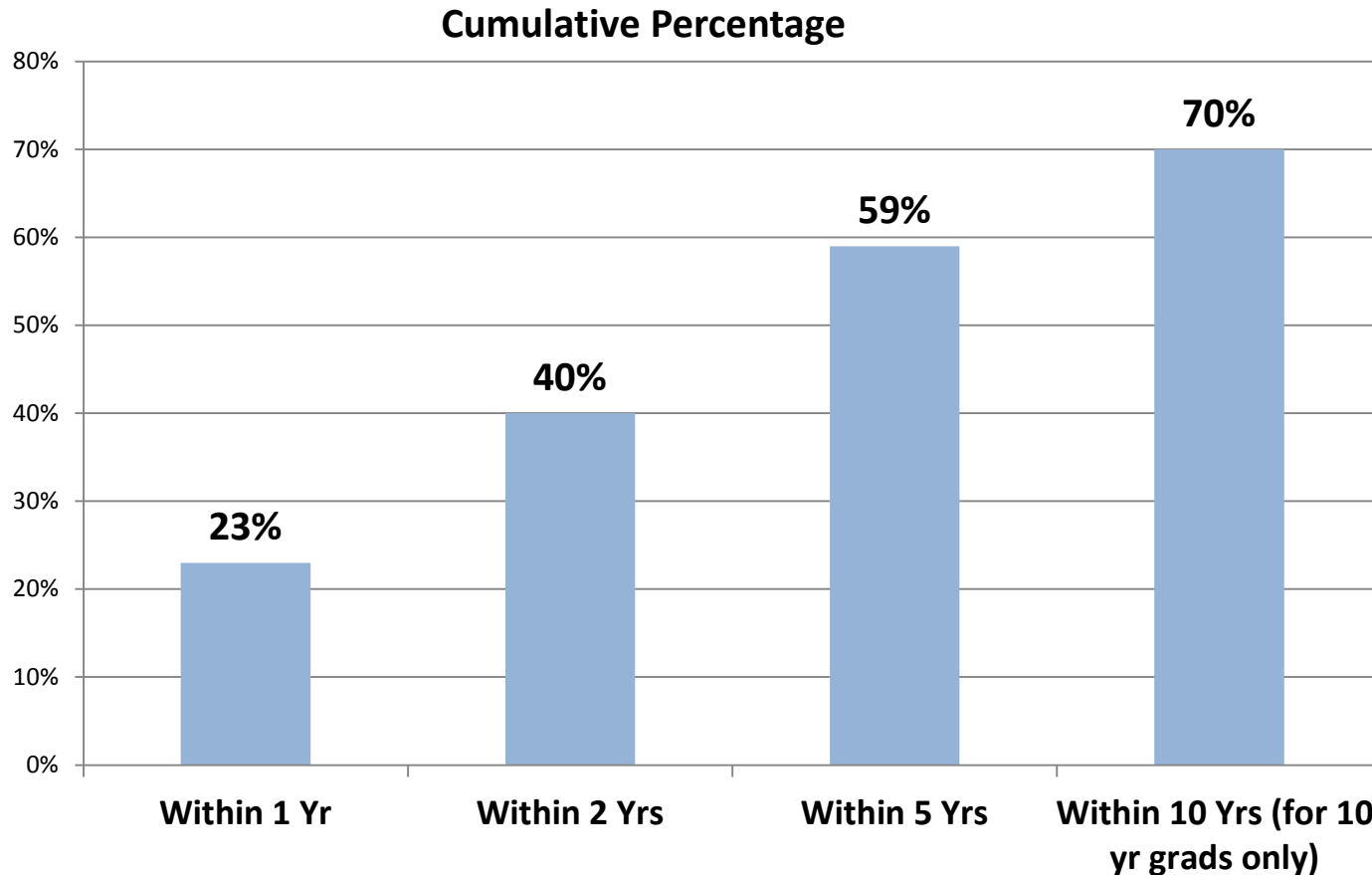
■ 5 Years ■ 10 Years



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Began Graduate/Professional Studies After Receiving Bachelor's Degree



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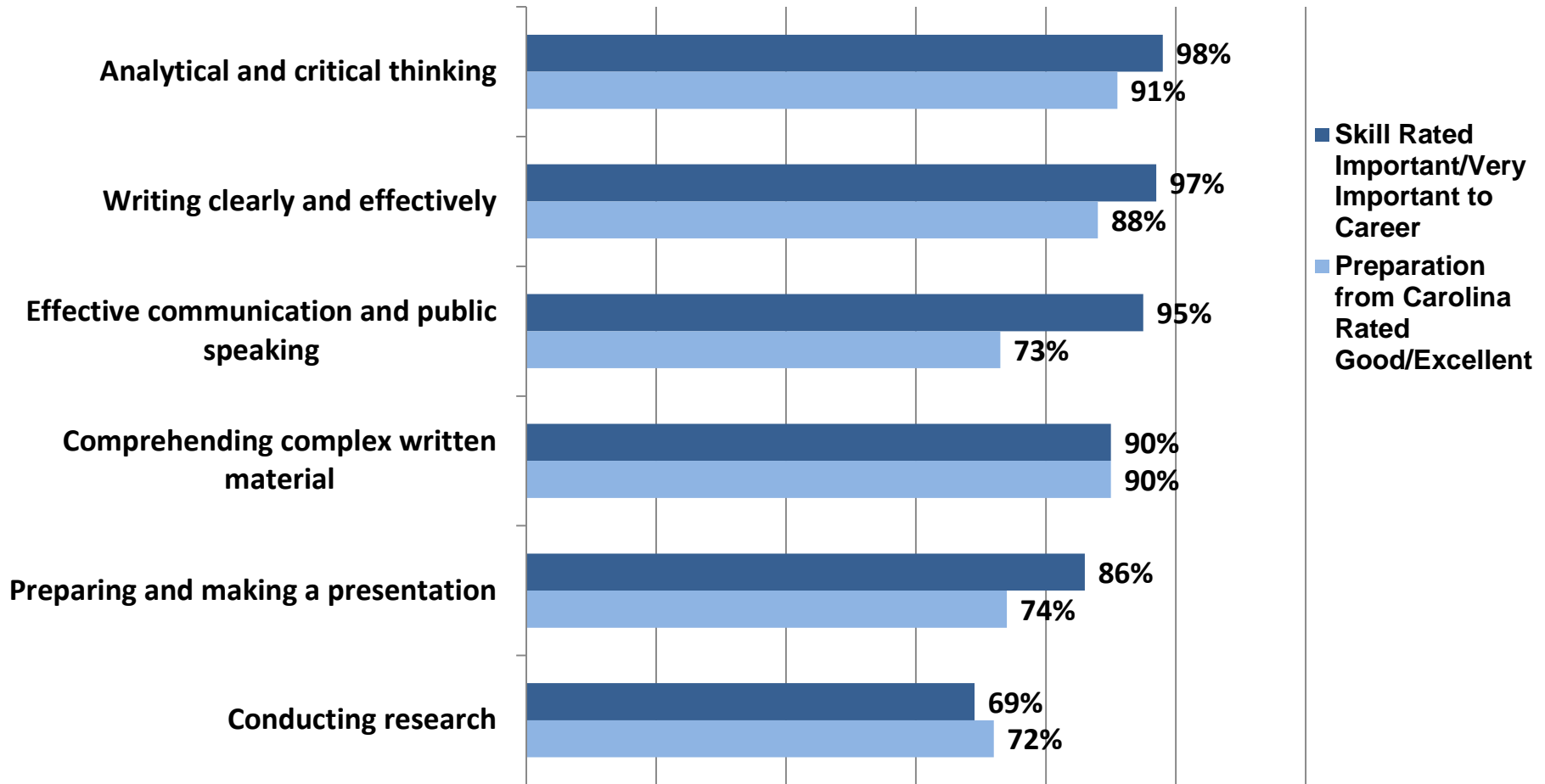
Curriculum Objectives and Outcomes



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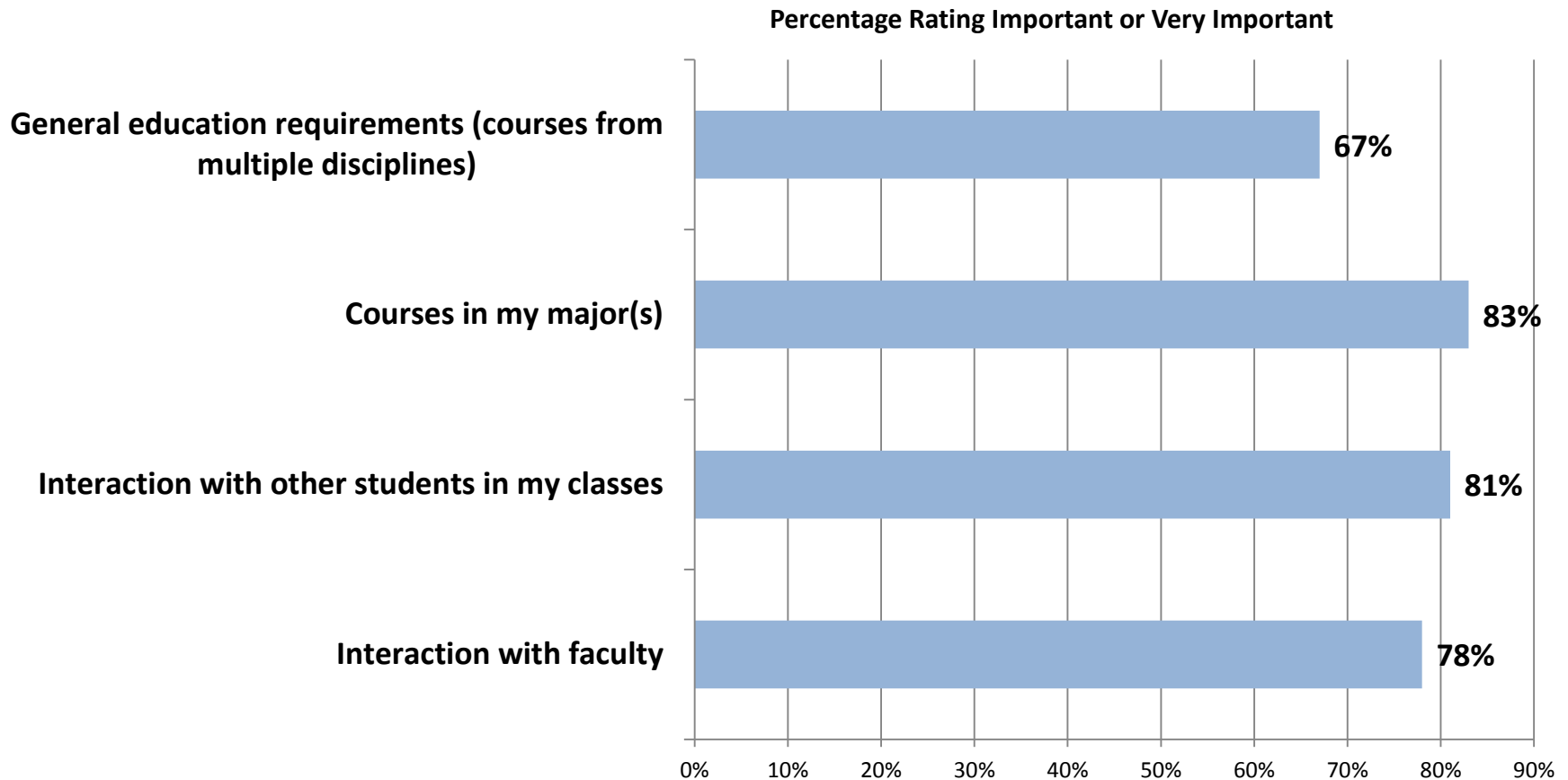
Curriculum Learning Outcomes: Alumni Ratings of Importance to Career and the Quality of Preparation at Carolina



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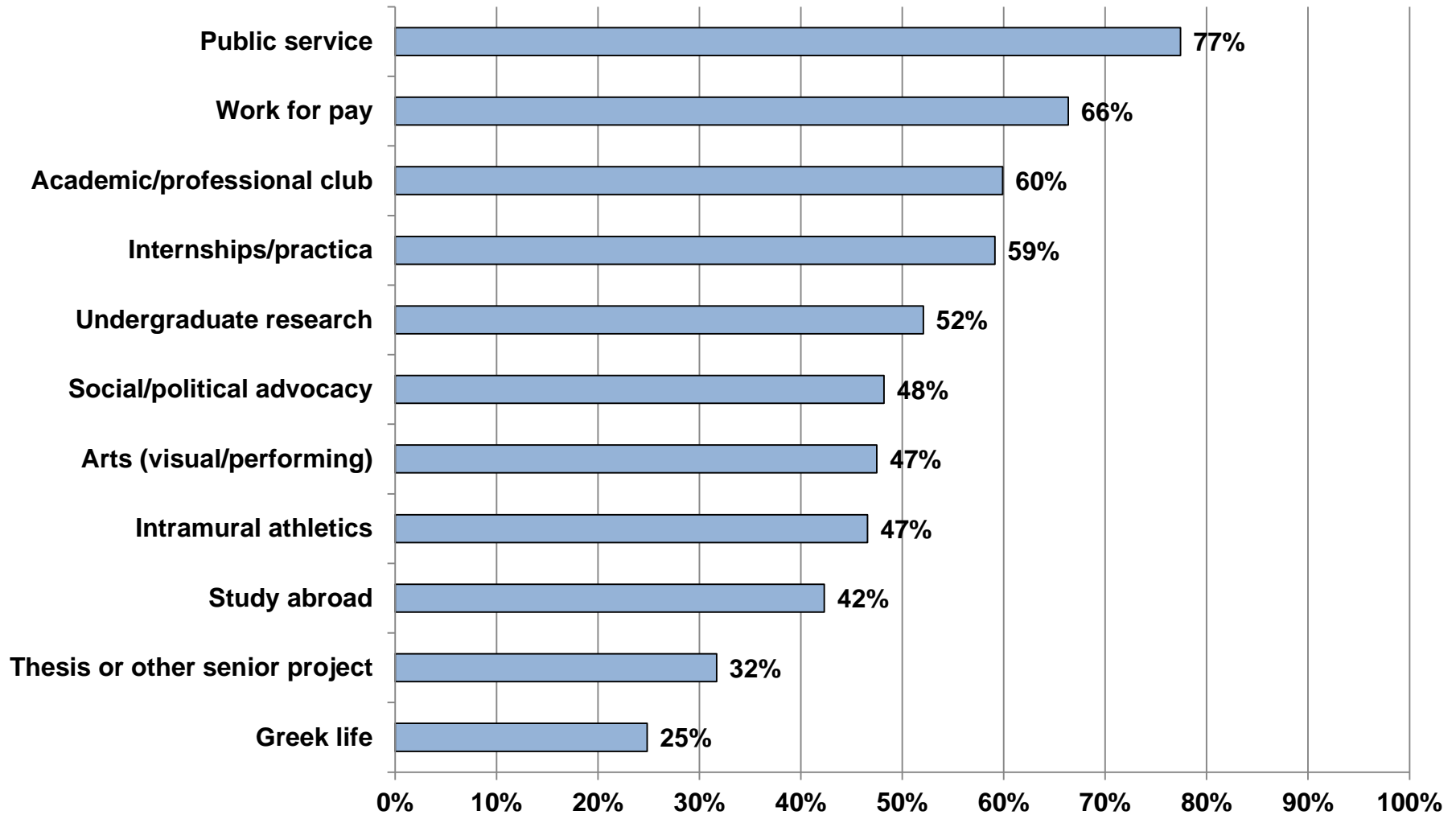
Value of Course-Related Experiences to Career



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Participation in Activities



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Activities Participants Rated as Important for Their Careers

	Participated	Rated as Important/ Very Important to Career
Internships/practica	59%	83%
Study abroad	42%	77%
Thesis or other senior project	32%	71%
Undergraduate research	52%	71%
Work for pay	66%	65%
Public service	77%	62%



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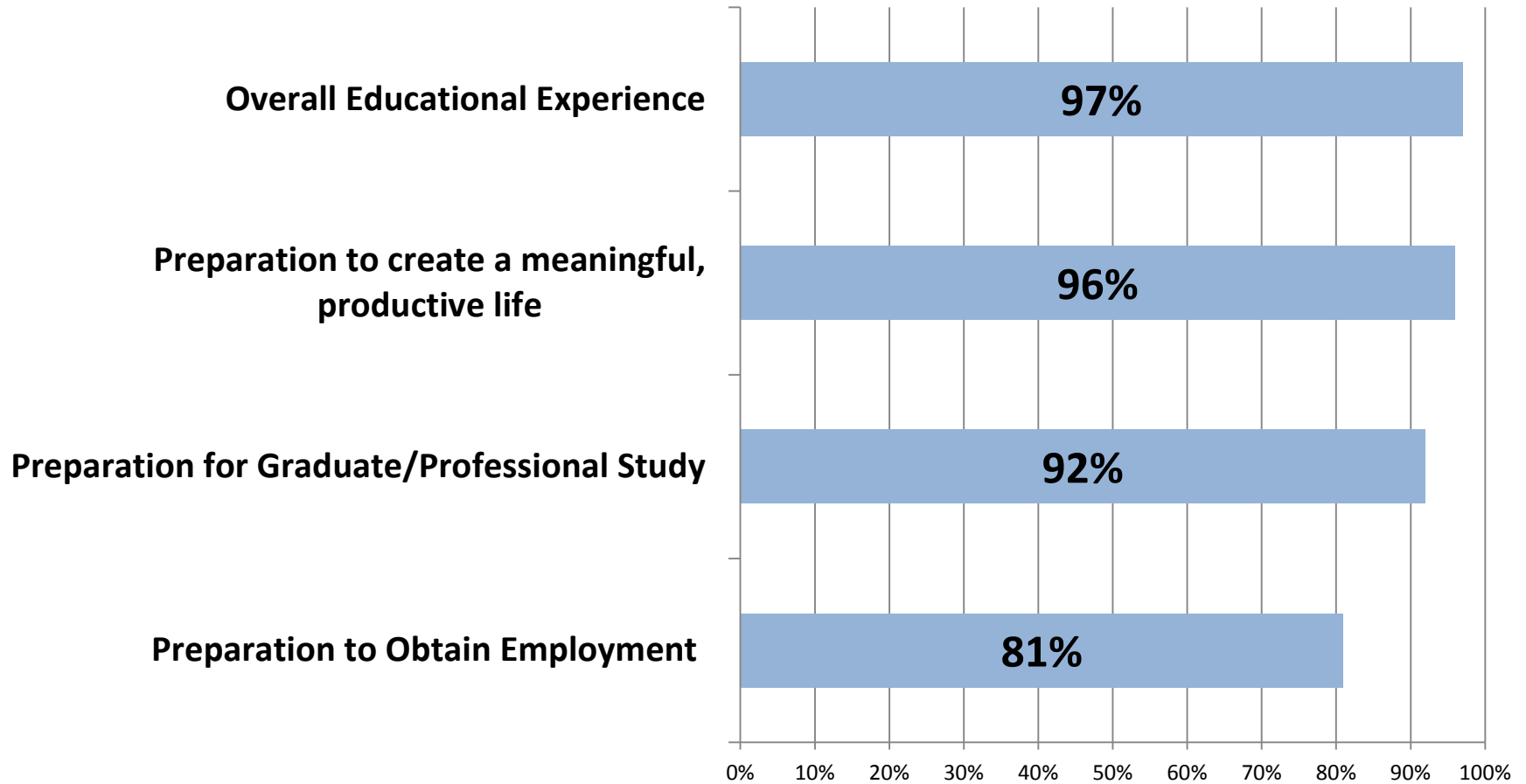
“If I could do it over again, I would...”

Participate in Study Abroad this time	62%
Work more with faculty on research/independent study	50%
Do an internship in my major(s) this time	46%
Take greater advantage of leadership opportunities	40%
Select different major(s)	33%
Take a more specialized course of study	26%
Take a broader range of courses	23%
I would not change much of anything	17%



Overall Satisfaction

Percentage Rating Satisfied or Very Satisfied



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Alumni Suggestions for Strengthening Undergraduate Education and Career Preparation



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Alumni Suggestions for Strengthening Undergraduate Education and Career Preparation

- Integrate career advising with academic advising, particularly for liberal arts majors
- Provide/require more internships, research opportunities, other “real world” experiences as part of the curriculum.
- Help students find and take advantage of the many resources that already exist at Carolina to connect learning inside and outside the classroom.



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Suggestions, continued

- Ensure that course requirements for majors include opportunities to acquire essential job skills:
 - Data collection and analysis for decision-making
 - Public speaking
 - Business communications, written and oral
 - Foreign languages, for certain occupations
 - Emotional intelligence
- Provide training in “life skills” to prepare students to:
 - Manage personal finances
 - Balance career and personal life

