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ASSESSMENT NEWS

Analysis of 2000-2003 Alumni Survey Data Part I

St. Norbert College Alumni have been systematically surveyed since 1991. In 1991-1995, every SNC graduate through 1993 was asked to complete the alumni survey (return rates averaged about 49%). In 1996, a comprehensive analysis of these data was published for the College Community. In September, 1999, 1994-1999 graduates were polled (23% return rate). These administrations were conducted by the SNC Survey Center. In 2005, the College Assessment Committee revised the Alumni Survey. One thousand four hundred thirty 2000-2003 graduates received pre-notification post-cards, an invitation to complete the survey on the web or in hard copy, and several follow-up reminders. A total of 345 responses (24% response rate) were received by the Office of Institutional Effectiveness.

In concert with the SNC Current Student Survey (administered annually to all SNC students) and

the HERI CIRP (administered during new student orientation) and the HERI College Student Survey (administered to graduating seniors), the Alumni Survey provides important information about graduate perceptions of College effectiveness after a period of time spent in employment and/or graduate school.

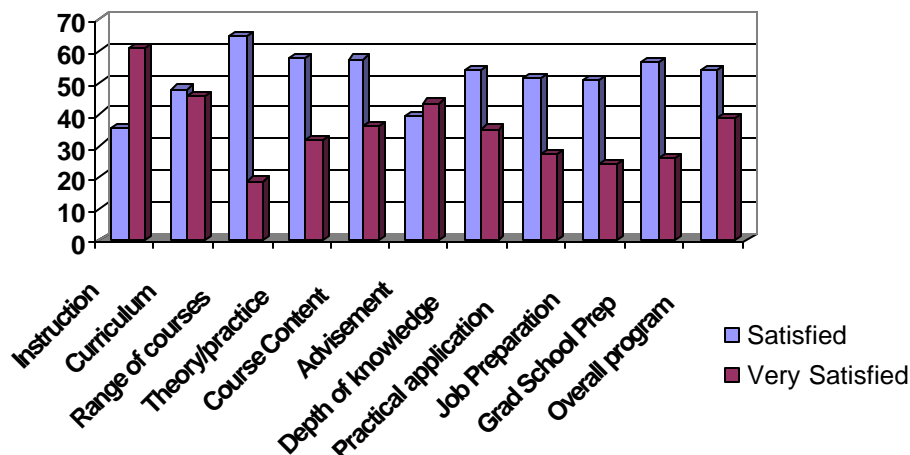
Alumni Satisfaction with Major

Graduates responding to the 2005 Alumni Survey continued to exhibit high overall satisfaction with their major. 80% of respondents or more indicated that they were “satisfied” or “very satisfied” with 11 different attributes of their undergraduate major. Respondents were most often “very satisfied” with quality of instruction, quality of curriculum, quality of advisement, acquired depth of knowledge in their field, and overall major program. Graduates were least satisfied with range of courses offered, opportunities for practical application, preparation for their current job, and preparation for graduate school. Satisfaction data broken out by major and division will be distributed to all discipline coordinators as part of the program review process. (Continued on Page 2)

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What percentage of SNC alumni were satisfied with the following attributes of their primary major?*



*2005 Alumni Survey of 2000, 01, 02, 03 graduates

*345 Alumni surveyed

Assessment Conference Possibilities

Assessment Conference at Texas A&M University: Putting Assessment to Work, February 23-25, 2006, Hilton Hotel, College Station, TX.

Association of American Colleges and Universities, General Education and Outcomes That Matter in a Changing World, March 9-11, 2006, Phoenix, Arizona.

Higher Learning Commission, The Future-Focused Organization: 2016—Ready or Not? March 31-April 4, 2006, Hyatt Regency, Chicago, IL.

AIR 2006 Forum: Effectiveness through Diversity, May 14-18, 2006, Sheraton Chicago Hotel, Chicago, IL.

How satisfied are graduate school alumni with their major?

| | | 2000-2003 Alumni Survey* | | 1994-1999 Alumni Survey** | |
|----------------------------------------------------|-----------------|--------------------------------------------|-----|------------------------------|-----|
| | | Attend(ed) Graduate or Professional School | | | |
| | | Yes | No | Yes | No |
| 1) Quality of Instruction | Very satisfied: | 60% | 61% | 53% | 56% |
| | Satisfied: | 40% | 36% | 38% | 39% |
| 2) Quality of Curriculum | Very satisfied: | 60% | 46% | 56% | 49% |
| | Satisfied: | 40% | 48% | 41% | 42% |
| 3) Range of Courses Offered | Very satisfied: | 30% | 19% | 32% | 24% |
| | Satisfied: | 60% | 65% | 47% | 48% |
| 4) Balance of theory/practice | Very satisfied: | 20% | 32% | | |
| | Satisfied: | 70% | 58% | | |
| 5) Quality of course content | Very satisfied: | 20% | 36% | 44% | 43% |
| | Satisfied: | 80% | 57% | 47% | 49% |
| 6) Quality of Advisement | Very satisfied: | 50% | 44% | 50% | 47% |
| | Satisfied: | 50% | 40% | 27% | 29% |
| 7) Acquired depth of knowledge in the field | Very satisfied: | 50% | 35% | | |
| | Satisfied: | 50% | 54% | | |
| 8) Opportunities for practical application | Very satisfied: | 10% | 28% | | |
| | Satisfied: | 90% | 52% | | |
| 9) Preparation for current job | Very satisfied: | 10% | 25% | 49% | 26% |
| | Satisfied: | 80% | 51% | 36% | 43% |
| 10) Preparation for graduate school | Very satisfied: | 20% | 26% | 18% | 18% |
| | Satisfied: | 60% | 57% | 24% | 25% |
| 11) Overall major program | Very satisfied: | 30% | 39% | 47% | 41% |
| | Satisfied: | 70% | 54% | 47% | 51% |
| *345 Alumni Surveyed | | | | **575 Alumni Surveyed | |
| 141 attended Graduate School | | | | 153 attended Graduate School | |

Major Satisfaction for Alumni Attending Graduate School

Ratings of the quality of instruction varied little for alumni who did or did not attend graduate school. However, alumni who attended graduate or professional school were more often “very satisfied” with the quality of the curriculum and acquired depth of knowledge in their field. Alumni who had attended graduate school were less often “very satisfied” with the balance of theory and practice, quality of course content, opportunities for practical application and preparation for current job.

Major Satisfaction Compared to 1994-99 Graduates

A higher percentage of respondents in both groups (those attending graduate school and those who had not) were “satisfied” or “very satisfied” with the eight program attributes that appeared on both surveys. The percent of alumni who were “very satisfied” with quality of instruction and quality of curriculum increased slightly.

More graduate school attending alumni were “very satisfied” with the quality of curriculum and the range of courses offered than alumni who had not attended graduate school. The most notable changes from 1994-99 were substantial declines in the percent of alumni who attended graduate school who were “very satisfied” with preparation for current job and overall major program. (Continued on Page 3)

ASSESSMENT RESOURCES

Robert A. Rutter, A.V.P. for Institutional Effectiveness (403-3964)
 Jack Williamsen, Retention Coordinator/Data Analyst (403-3993)
 Patricia Wery, Administrative Assistant (403-3855)
 Joanne Blascak, Data Retrieval Specialist (403-3238)
 Deborah Anderson, Natural Sciences Assessment Specialist (403-3199)
 Ray Zurawski, Academic Programs Assessment Specialist (403-3202)
 Nicholas Gilson, Student Research Assistant (403-3855)
 Travis Vanden Heuvel, Student Research Assistant (403-3855)

Number of alumni in each occupation, receiving honors, and attending graduate school by major*

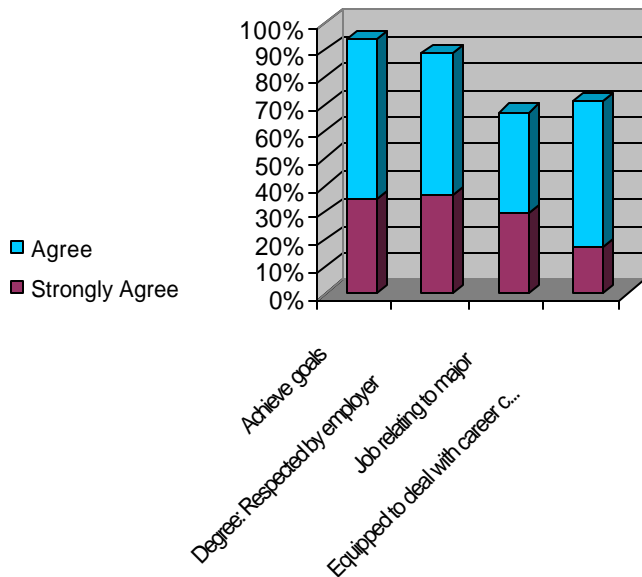
| | Communications | Education | Government | Finance | Grad Teaching Asst | Healthcare | HR | Manufacturing | Marketing/Sales | Military | Performing arts | Public Services | Religious | Science & Tech | Social Services | Total | Number Receiving Honors | Attended Grad School |
|---------------------------------|----------------|-----------|------------|---------|--------------------|------------|----|---------------|-----------------|----------|-----------------|-----------------|-----------|----------------|-----------------|-------|-------------------------|----------------------|
| Accounting | | 1 | 8 | | | | 1 | | | | | | | | | 10 | 2 | 1 |
| Art | 4 | 2 | | | | | | | 2 | | | | | | | 8 | 4 | 2 |
| Biology | | 4 | | | | | | | | | 1 | 5 | | | | 10 | 9 | 17 |
| Business Administration | 1 | 2 | 9 | | 8 | | 2 | 25 | 1 | | 1 | 1 | 1 | 1 | 51 | 23 | 15 | |
| Chemistry | | 1 | | | 2 | 5 | | | 1 | | | | 4 | | 13 | 4 | 5 | |
| Communication, Media & Theatre | 8 | 5 | 1 | 4 | 1 | | | 3 | | 2 | 2 | | 2 | 28 | 7 | 13 | | |
| Computer Information Systems | | | | | | 1 | | | | | | 1 | | 2 | | | | |
| Computer Science | | 1 | | | | | 1 | | | | 1 | 2 | | 0 | | | | |
| Economics | | | 3 | | | | | 2 | 1 | | | | | 6 | 2 | 4 | | |
| Elementary Education & Teaching | 2 | 35 | | | | | | 3 | | | | | | 40 | 13 | 23 | | |
| English | 1 | 1 | | 1 | | | | 2 | | | | | | 5 | 7 | 1 | | |
| Environmental Science | | | | | 1 | | | | | | | | | 1 | | 1 | | |
| French | | 1 | | | | | | 1 | | | | | | 2 | | 1 | | |
| Geology | | | | | | | | | | | | 2 | | 2 | 1 | 2 | | |
| History | | 6 | | | | | | | | | | | | 6 | 1 | 3 | | |
| Humanities & Fine Arts | | | | | | | | | | | | | | 0 | 1 | | | |
| IBLAS | 1 | | 1 | 3 | | | 1 | 4 | | 1 | | | | 11 | 2 | 3 | | |
| International Economics | | | 1 | | | | | | | | | | | 0 | | | | |
| International Studies | | 1 | 1 | | | 1 | | | | | | | 1 | 4 | 2 | 3 | | |
| Math/Computer Science | | | | | | | | | | | | | | 0 | 1 | | | |
| Mathematics | | 1 | | 4 | | | | 1 | 1 | | | 3 | | 10 | 3 | 7 | | |
| Music | | 1 | | | | | | | | | | | | 1 | 1 | 2 | | |
| Music Teacher Education | | 4 | | | | | | 1 | 2 | | | | | 7 | 1 | 1 | | |
| Natural Science | | | | | | | | | | | | 1 | | 1 | 1 | 2 | | |
| Philosophy | | | | | | | | | 1 | | | | 1 | 2 | 1 | 3 | | |
| Political Science | | 1 | 2 | 2 | | | | 2 | 1 | | | 1 | | 9 | 6 | 8 | | |
| Psychology | | 1 | | | | | | 2 | | | | 2 | 2 | 7 | 2 | 7 | | |
| Religious Studies | | 2 | | | | | | | | | 1 | | 1 | 10 | 3 | 3 | | |
| Sociology | | 2 | | | | | | 5 | | | | | 4 | 11 | 5 | 3 | | |
| Spanish | | 1 | | 1 | | 1 | | 1 | | | | | 1 | 5 | 1 | | | |
| Total | 17 | 73 | 5 | 36 | 1 | 12 | 7 | 5 | 52 | 6 | 8 | 4 | 3 | 21 | 13 | 262 | 103 | 130 |

*343 alumni surveyed

Occupation, Graduate School Attendance and Honors by Major

The above table shows the current occupational category of 2000-2003 graduates by major. Most graduates are in education, marketing/sales and finance, but science and technology ranks fourth. Graduates in Business Administration, Communication, IBLAS, Mathematics, Political Science, and Spanish have the most varied occupations. In general, graduates appear to have found employment in areas closely related to their majors, but with several notable exceptions. Five of thirteen Chemistry graduates report being employed in Human Resources. Five Sociology graduates are employed in Marketing/Sales. About 40% of reporting graduates say they have received some honor/recognition and almost half have attended graduate school.

Preparation for Employment*

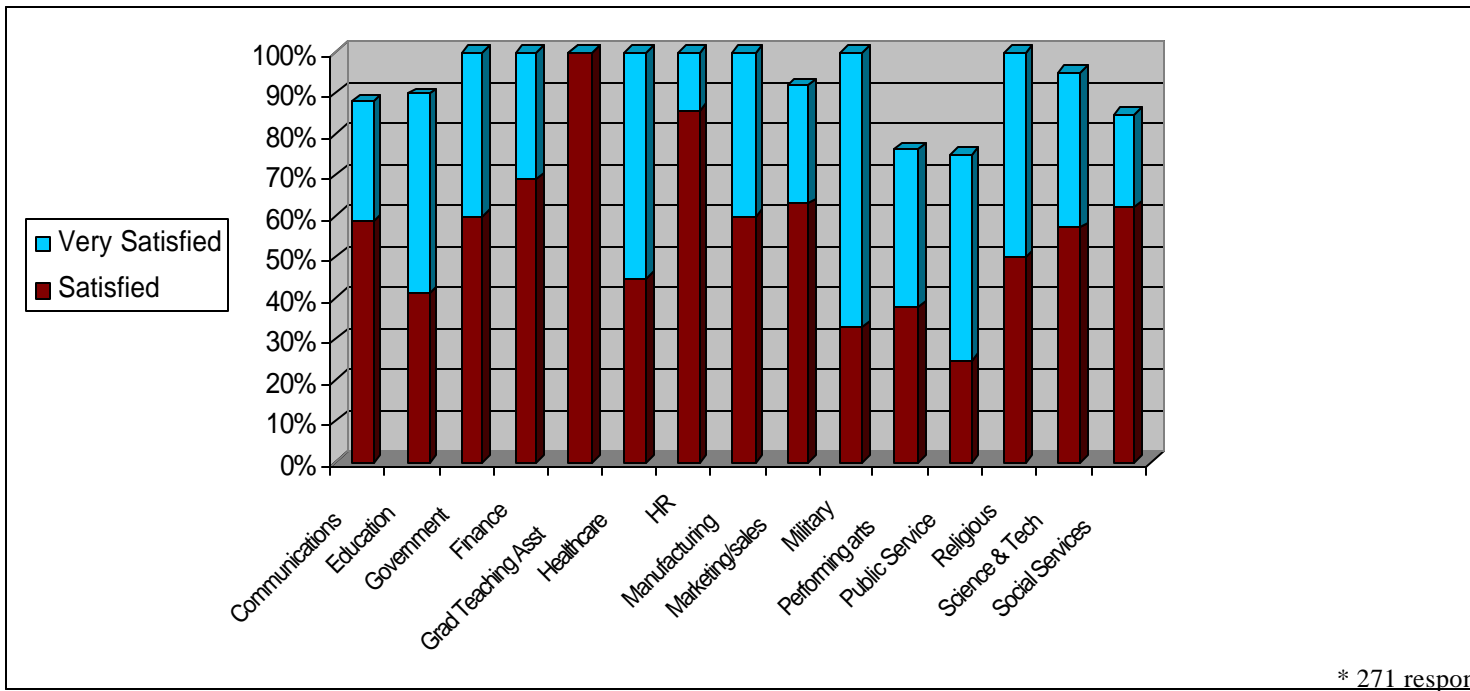


*215 Alumni working full-time

Preparation for Employment

About 90% of graduates working full-time “agree” or “strongly agree” that their St. Norbert College education helped them achieve their goals. About 85% “agree” or “strongly agree” that their St. Norbert degree is respected by their employer. About two-thirds “agree” or “strongly agree” that the College equipped them to deal with multiple career changes and about 60% say their current job is closely related to their undergraduate major. As might be expected, graduates working part-time, but seeking full-time employment more often report being “dissatisfied” or “very dissatisfied” with their overall college experience. (Continued on Page 4)

What percentage of SNC alumni were “satisfied” or “very satisfied” with their overall major program? (By Occupation)*



* 271 responses

| | VS | S | D | VD | Total |
|--------------------|----|----|---|----|-------|
| Communications | 5 | 10 | 2 | | 17 |
| Education | 41 | 34 | 5 | 3 | 83 |
| Government | 2 | 3 | | | 5 |
| Finance | 11 | 25 | | | 36 |
| Grad Teaching Asst | | 1 | | | 1 |
| Healthcare | 6 | 5 | | | 11 |
| HR | 1 | 6 | | | 7 |
| Manufacturing | 2 | 3 | | | 5 |
| Marketing/sales | 15 | 33 | 4 | | 52 |
| Military | 4 | 2 | | | 6 |
| Performing arts | 3 | 3 | 2 | | 8 |
| Public Service | 2 | 1 | 1 | | 4 |
| Religious | 1 | 1 | | | 2 |
| Science & Tech | 8 | 12 | 1 | | 21 |
| Social Services | 3 | 8 | 2 | | 13 |

Satisfaction with Major by Occupation

Only 7% of graduates who provided current occupational information reported being “dissatisfied” or “very dissatisfied” with their major. Alumni employed in Performing Arts and Public Service were the most dissatisfied (25%), but the number of graduates employed in these areas is very small.

Part II of this Alumni Survey Analysis will address two important questions: Do student perceptions of general education and mission outcomes persist beyond graduation? and To what extent do graduates remain affiliated with St. Norbert College?

On-Campus Workshop Opportunity

St. Norbert College will host the 5th Annual Workshop on *Assessment of General Education Outcomes in Higher Education* on April 27-28, 2006 at the Bemis Conference Center.

Through an active learning experience participants will be able to address and facilitate the assessment of student learning outcomes resulting from their own institution’s general education programs. Specific objectives include: 1) Learn the mission-oriented context in which general education programs reside, and the need for assessing the learning outcomes resulting from student experiences. 2) Understand the types of learning outcomes that are commonly associated with general education programs and ways in which your institution can access the level of success you have had in achieving these learning outcomes. 3) Examine processes that help to see how the results of assessment efforts are used to revise and improve your institution’s general education programs.

The workshop will be facilitated by Dr. James Nichols, author of four widely used books on higher education assessment, and Dr. Eliot Elfner, Professor of Business Administration at St. Norbert College. The OIE will pay the registration fee for any SNC faculty or staff who wishes to attend this conference. Online registration and additional information is available at: <http://www.snc.edu/pce/assessment.htm>.