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Collaborating Across Offices on Alumni Surveys

Perspectives from Institutional Research and Career Development

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Outline

- Rationale
- Development
- Administration
- Dissemination
- Resources

About Hamline

- Private, non-profit university
- Liberal arts core; also professional and graduate programs
- Strengths: instruction and advising
- Enrollment:
 - 2100 undergraduate
 - 2500 graduate/law
- 400+ annual baccalaureate recipients



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Rationale

- Outcomes
- Service to alumni
- Compliance

Outcomes and Service

Mission Statement

- “To create a diverse and collaborative community of learners dedicated to the development of students' knowledge, values and skills for successful lives of leadership, scholarship, and service.”

[About Hamline](#)

<http://www.hamline.edu/about/mission.html>

Compliance

- HEOA disclosure requirements
 - Placement information
 - Graduate and continuing education
 - Methodology for collecting data

Source

National Postsecondary Education Cooperative. (2009). *Information Required to Be Disclosed Under the Higher Education Act of 1965: Suggestions for Dissemination (Updated)* (NPEC 2010-831v2), prepared by Carol Fuller and Carlo Salerno, Coffey Consulting. Washington, DC.

<http://nces.ed.gov/pubs2010/2010831rev.pdf>



Disclosures

Employment and Education Survey Hamline University - Class of 2010

Primary Activity, Summer 2011 Class of 2010		
Activity	N	%
Employed full-time	112	52.6%
Employed part-time	36	16.9%
Continuing my education full-time	35	16.4%
Continuing my education part-time	1	0.5%
Not employed but seeking employment	10	4.7%
Not employed; not seeking employment	3	1.4%
Volunteer service	4	1.9%
Other activity	10	4.7%
No response	2	0.9%

213 total respondents.

Survey Methodology

Class of 2011

- Graduates: July 2010 through June 2011
- First round:
 - Internet, via SurveyMonkey
 - Email from CDC Director
 - Run in April 2012 (9-10 months out)
 - Multiple reminders to multiple accounts
 - 127/442 grads responded (28.7%)
- Second round:
 - Paper
 - Cover letter from CDC Director
 - Run in July/August 2012
 - 68/442 grads responded (15.4%)



Improvements

- Streamlined data collection
- More frequent messaging and multiple contact methods increased response rate
- More active sharing of results



Problems

- Response rate consistently below 50%
 - Class of 2011: 44.1%
- Did not use lottery; response rate fell
 - Class of 2010: 48.7%
- No data beyond first year

Development - Collaboration

- Which other offices do you consult with while you're preparing your survey?
- What external reporting requirements do different offices have?
- What interests do different offices have?

Administration - Collaboration

- Which offices on your campus administer the survey?
- Which offices communicate with alumni about the survey?
- What's your pitch?
- How do you coordinate messaging with communication run by other offices?

Administration - Techniques

- What timeline does your institution use for administration (e.g., before graduation, 6 months out, multiple rounds/cohorts)?
- Do you use incentives?
- Do you survey a sample or all graduates?
- Do you use web surveys? Phone? Mail? LinkedIn?

Dissemination - Collaboration

- What audiences on your campus are interested in placement and continuing education?
- What venues have you found for disseminating information on campus?
- Do you do presentations, or post a written report, or both, or other?
- What feedback, if any, do you get from alumni about the survey itself?



Resources

- Difficulties in creating a formula for placement rates
 - Related to Gainful Employment disclosure and reporting requirements

[IPEDS TRP #34 - Calculating Job Placement Rates](#)

https://edsurveys.rti.org/IPEDS_TRP/documents/TR_P34_SummaryPackage_suggestions_final.pdf

Resources

- Incentives and response rates

Laguilles, J. S., Williams, E. A., & Saunders, D. B. (2011). Can lottery incentives boost web survey response rates? Findings from four experiments. *Research in Higher Education, 52*, 537-553. Doi: 10.1007/s11162-010-9203-2

Porter, S. R., & Whitcomb, M. E. (2003). The impact of lottery incentives on student survey response rates. *Research in Higher Education, 44* (4), 389-407.

Resources

AIR LinkedIn group

- Response rates for alumni surveys and their effect on calculating job placement rates

[Job Placement Rates](#)

- Have faculty assist with collecting employment information from alumni

[Collecting Student and Alumni Information from Faculty](#)



Resources

AIR LinkedIn group

- General comments on response rates
[Survey Response Rates](#)
- Thoughts on incentives for survey participation
[Incentivizing Graduate Follow-Up Surveys](#)



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