Institutional Assessment Day: Program-Level Alumni Survey Data

August 19, 2014
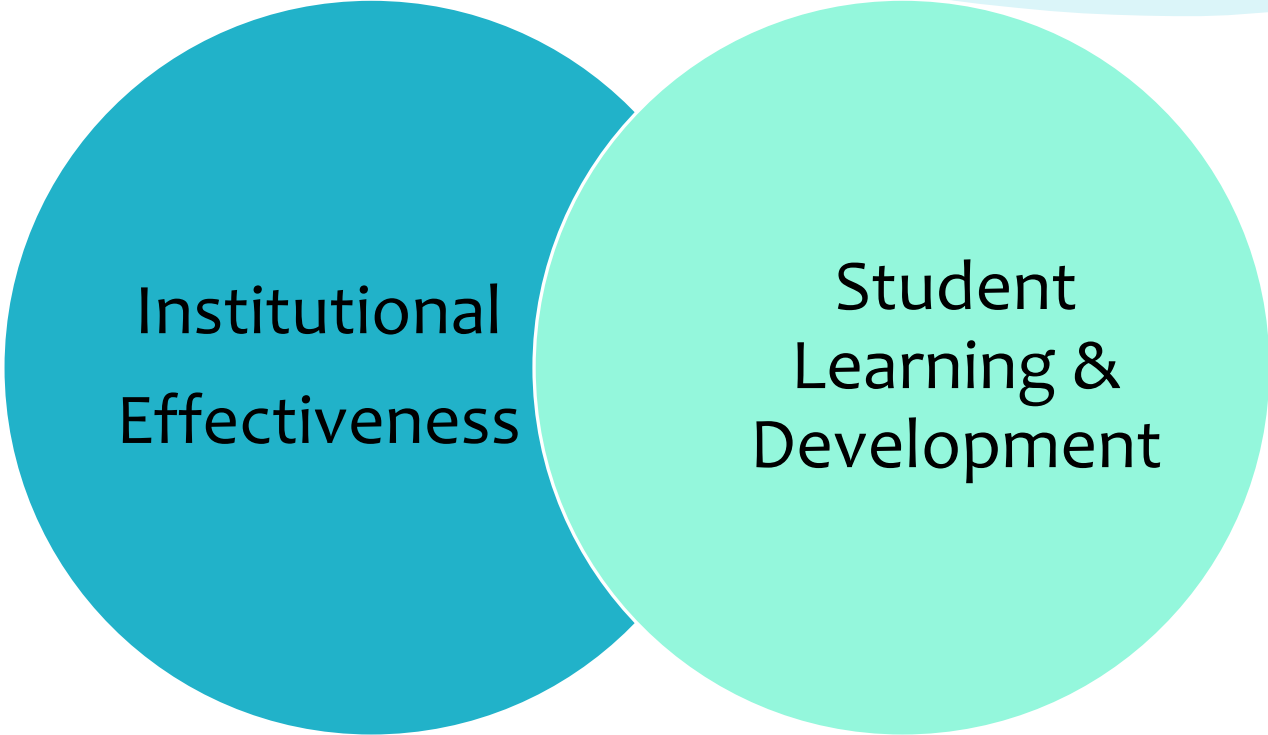
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Quality Assurance

Institutional Effectiveness

Student Learning & Development

Quality Assurance

Aims:

1) generating information to improve the quality of education at Gallaudet University;

2) providing measures of student success in compliance federal, state, and accreditation requirements; and

3) providing information to consumers about postgraduation outcomes.

Quality Assurance

Quality Assurance: Alumni Surveys

http://www.gallaudet.edu/office_of_academic_quality/institutional_research/alumni_survey.html

Alumni Survey Challenges – Student Self-Reports: Valid and Reliable

* **Research shows that student self-reports are valid and reliable provided five conditions are met:**
  * The information requested is known to respondents;
  * The questions are phrased clearly;
  * The questions refer to recent activities;
  * The respondents think the questions merit serious thought;
  * Answering the questions does not threaten the privacy of the respondent.

(Borden and Zak-Owens, 2001)

Alumni Survey Challenges: Response Rates

* Few schools across the U.S. report greater than 40% response rate (GU's was 55% last year)
* Experts maintain that reliable results can be based on as few as 35-40 respondents
* Evidence suggests that differences in response between responders and non-responders are not significant
* For programs with small numbers, aggregate data across several years

Kuh, 2006, p. 159.

Alumni Survey Challenges: Survey Length

* Mixed evidence about impact of length of survey on response rates
* Recommendation to aim for 4-5 pages
* Approximately one page for each type of question (Background, Institutional, Program)

Volkwein, 2009, p. 130.

Alumni Survey Challenges: How Often to Survey?

* U.S. Dept of Ed requires we gather basic postgraduation outcomes data
* "Assessment for curricular and program improvement needs feedback from recent graduates." (Volkwein, 2010, p. 128.)
* "Long-term career outcomes requires a longer time frame. (Volkwein, 2010, p. 128.)

Volkwein, J.F. (Ed.); 2010; *Assessing Student outcomes: Why, Who, What How?*; New Directions for Institutional Research ; A. Wiley Company.

The GU Alumni Survey

* Gallaudet's Alumni Survey has administered annually as part of our measurement of post-graduation outcomes.
  * One of the measures we are required to report to the U.S. Dept. of Education.

* Government Performance and Results Act Report (GPRA) – Measure 3.2 and 3.3
  * http://www.gallaudet.edu/Documents/OIR/GPRA/FY%202013%20GPRA%20for%20Distribution%2011132013.pdf

* University Dashboard
  * http://www.gallaudet.edu/office_of_academic_quality/institutional_research/strategic_plan_dashboard.html

CURRENT GU Alumni Survey: Institutional Postgraduation Outcomes

* **Institutional Effectiveness: U.S. Dept of Education**
    * **% of graduates employed a year after graduation**
    * **% of graduates pursuing further education a year after graduation**
    * Field of employment
        * Related to deaf/ hard-of-hearing people?
    * Income
    * Satisfaction with employment
    * Value of GU to employment
* **Institutional Effectiveness: Gallaudet Strategic Plan**
    * % of graduates who completed internships
    * Value of internship to employment
    * % of graduates who took on-line courses

Alumni Survey: Institutional Postgraduation Outcomes : DOE

* We use the GU Alumni Survey as PART of data gathering to provide data to the U.S. Dept of Education
  * Alumni Survey
    * Addresses from Alumni Office, Career Center, Programs
  * National Clearinghouse Student Tracker (further education)
  * Social Media
  * Employees and students at Gallaudet

Alumni Survey: Institutional Postgraduation Outcomes

* GU Alumni Survey results posted at the Office of IR website
* http://www.gallaudet.edu/office_of_academic_quality/institutional_research/alumni_survey.html

* Departmental/program results are also disaggregated and become part of your program's outcomes portfolio
  * Blackboard -→ Program Outcomes Assessment Information
  * Department -→ Alumni Outcomes
    * Example: Education

PROPOSED Alumni Survey: *add* Student Learning and Development

* **Student Learning and Development : Experiences and Impact**

  1. Participation in **campus experiences** (e.g., athletics) (1/2 page)
     * Overall contribution to learning and development (1/2 page)
  2. To what extent did your **experience as a student** contribute to your knowledge, skills, and personal development in the following areas: (1 ½ pgs)
     * Contribution in Liberal Arts areas (Institutional Outcomes)
       ➢ Contribution to your knowledge, skills and personal development. e.g., " Problem solving: designing, evaluating, and implementing a strategy to answer questions or achieve a goal."
  3. **Contribution to knowledge, skills, and personal development of program-based outcomes**

GU Alumni Survey Goal

* Improve the consistency of responses from ALL programs
  * The GU Alumni Survey is not receiving adequate responses for all programs. Information from the IR field says that program level **alumni surveys fare better if they're sent from the program level**

* Deepen our understanding of the impact of GU programs on students learning and development
  * **Add items to the Alumni Survey that ask about the impact of the program on program outcomes**

GU Alumni Survey Plan

* **Summer 2014**: Department Chairs will review the institutional alumni survey that's been in use and consider what department-level questions to generate; OIR will work with campus database holders to attempt to increase validity of alumni addresses; departments will seek addresses from recent graduates.

* **Fall, 2014:** On Institutional Assessment Day Department Chairs and OIR will meet to plan how they will work together on this year's Alumni Survey; then department will meet together to generate draft departmental questions for the alumni survey.

* **Mid-September**: Department-based questions drafted; submitted to OIR; OIR begins formatting survey to be sent with Department cover letter and signature in late September. Surveys will be returned to OIR. OIR will summarize data and distribute to departments and programs (along with Provost, Deans, and to meet external requirements).

GU Alumni Survey Plan

* **September 12: Department-based questions drafted**

  ➢ Approximately one page

  ➢ Approximately 10 questions that address program SLO's

  ➢ Following the same format used in the institutional outcomes section of the Alumni Survey:

  ➢ "To what extent did your experience as a student contribute to your knowledge, skills, and personal development in the following areas:"

  ➢ Send to Rosanne Bangura, Office of Institutional Research

Questions?