2015-2016
Baccalaureate Alumni Survey:
A first look

Presented to the President's Leadership Team
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2015-2016 Alumni Survey

Measuring Student Outcomes

2015-2016 Alumni Survey

Student Outcome Dimensions

- *Educational*
  - e.g., graduation rates
- *Instructional*
  - e.g., student learning outcomes
- *Societal and Life*
  - e.g., employment rates, life-long learning, contributions to society

(Source: *Glossary of Education Reform*)

2015-2016 Alumni Survey

Assessing Societal and Life outcomes

- Employment: Employment Development Department (EDD) statistics
- Graduate School: National Student Clearinghouse data
- Anecdotal data: Famous alumni!
- Alumni surveys

2015-2016 Alumni Survey

Cal State LA Alumni

- More than 200,000 graduates!
- Almost 50,000 bachelors recipients potentially accessible via email.

2015-2016 Alumni Survey

Previous Alumni Survey

- Bachelors recipients only
- Done in 1996 - twenty years ago!
- Only 764 responses
- Only 8% of which were beyond two years from graduation

2015-2016 Alumni Survey

Current Alumni Survey

- Bachelors recipients only
- 15,646 graduates with valid email addresses were invited
- A variation of the 1/5/10 model:



2015-2016 Alumni Survey

Current Alumni Survey

	Graduation years surveyed						
	2005	2006	2010	2013	2014	2015	Total
Invitations	1,962	2,329	2,677	3,168	3,505	2,005	15,646

Survey launched December 12, 2015,
Closed January 24, 2016

2015-2016 Alumni Survey

Current Alumni Survey

	Graduation years surveyed						
	2005	2006	2010	2013	2014	2015	Total
Invitations	1,962	2,329	2,677	3,168	3,505	2,005	15,646
Respondents	281	289	324	605	733	593	2,825
Response rate	14.3%	12.4%	12.1%	19.1%	20.9%	29.6%	18.1%

2015-2016 Alumni Survey

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28% freshmen, 68% female

2015-2016 Alumni Survey

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There were at least 10 survey participants who graduated in 48 different majors.

2015-2016 Alumni Survey

Topics Covered in the survey:

- Current activities
- Perceptions of and satisfaction with their Cal State LA experience
- Activities engaged in while enrolled
- Career to date
- Pursuit of additional education
- Education-related debt at graduation
- Open-ended questions

2015-2016 Alumni Survey

Selected results: *Current primary activity*

Activity	2005	2006	2010	2013	2014	2015
Employment, Full-time	75.3%	77.9%	69.8%	62.0%	50.6%	41.3%
Employment, Part-time	6.1%	7.3%	9.6%	11.6%	14.5%	19.9%
Seeking Employment	7.5%	4.5%	5.2%	6.6%	9.1%	14.3%
Further education	5.4%	2.8%	7.1%	14.4%	19.8%	18.5%
Other	5.7%	7.6%	8.3%	5.3%	6.0%	6.1%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

2015-2016 Alumni Survey

Selected results: *Employment*

- Employment rate
- Location
- Which company
- Sector & industry
- Relatedness to major
- Salary
- Job satisfaction/accomplishments

2015-2016 Alumni Survey

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2015-2016 Alumni Survey

Selected results: *Employment rate*

(2014 & 15 graduates)

Fewest seeking employment

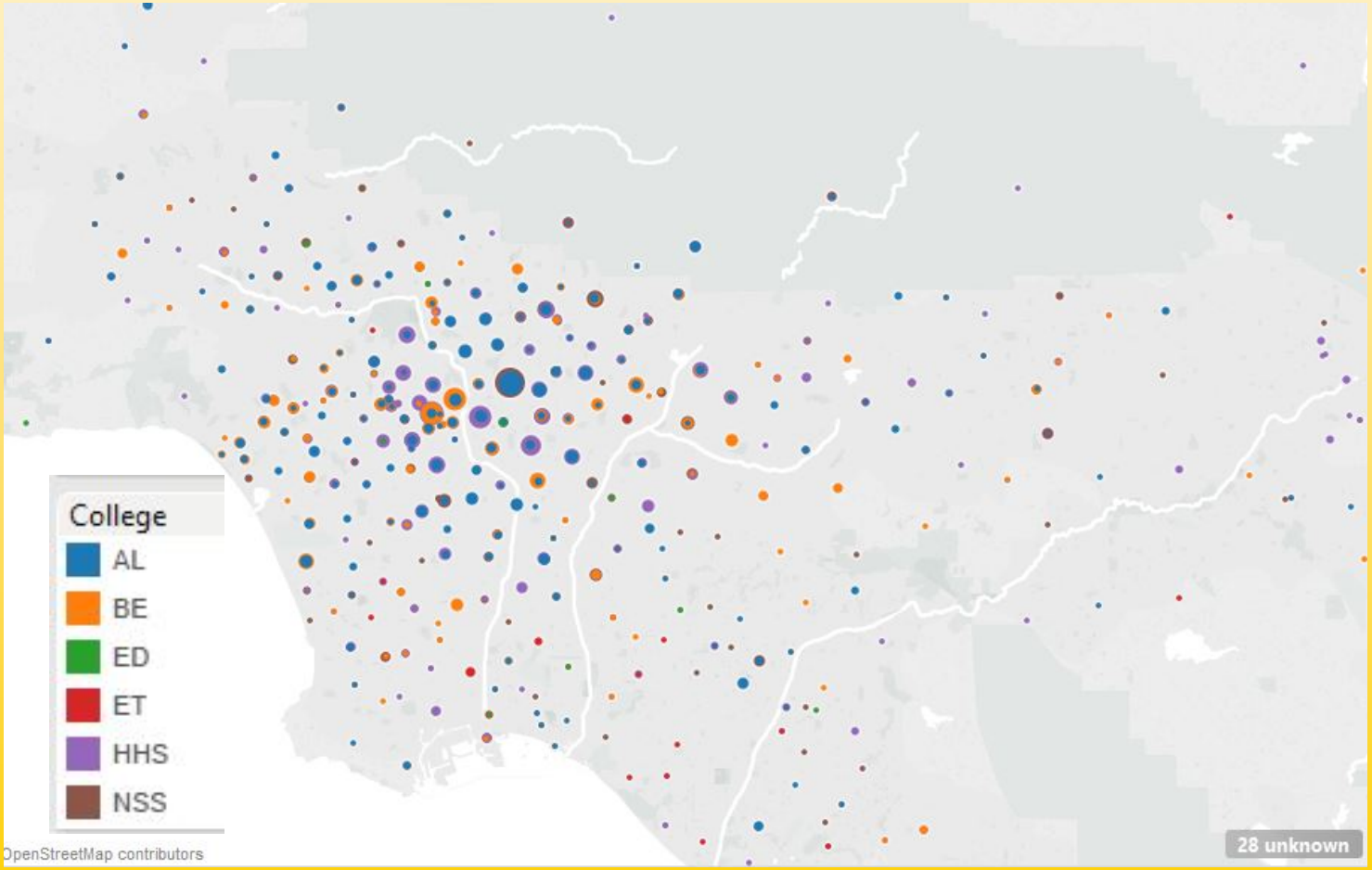
Major	Degrees	% Seeking
FPAT BS	10	0.0%
KIN BS	10	0.0%
NTS BS	16	0.0%
NURN BS	17	0.0%
COMM BA	45	0.0%
BIOL BS	35	2.9%
CHDD BA	56	3.6%
SW BA	82	3.7%
HIST BA	22	4.5%
NURS BS	19	5.3%
Average		**2.0%**

Most seeking employment

Major	Degrees	% Seeking
CS BS	13	15.4%
SOC BA	125	16.8%
POLS BA	29	17.2%
CE BS	23	17.4%
ME BS	23	17.4%
PH BS	43	18.6%
BADK BS	46	21.7%
ENGL BA	26	23.1%
CIS BS	21	23.8%
TVF BA	49	24.5%
Average		**19.6%**

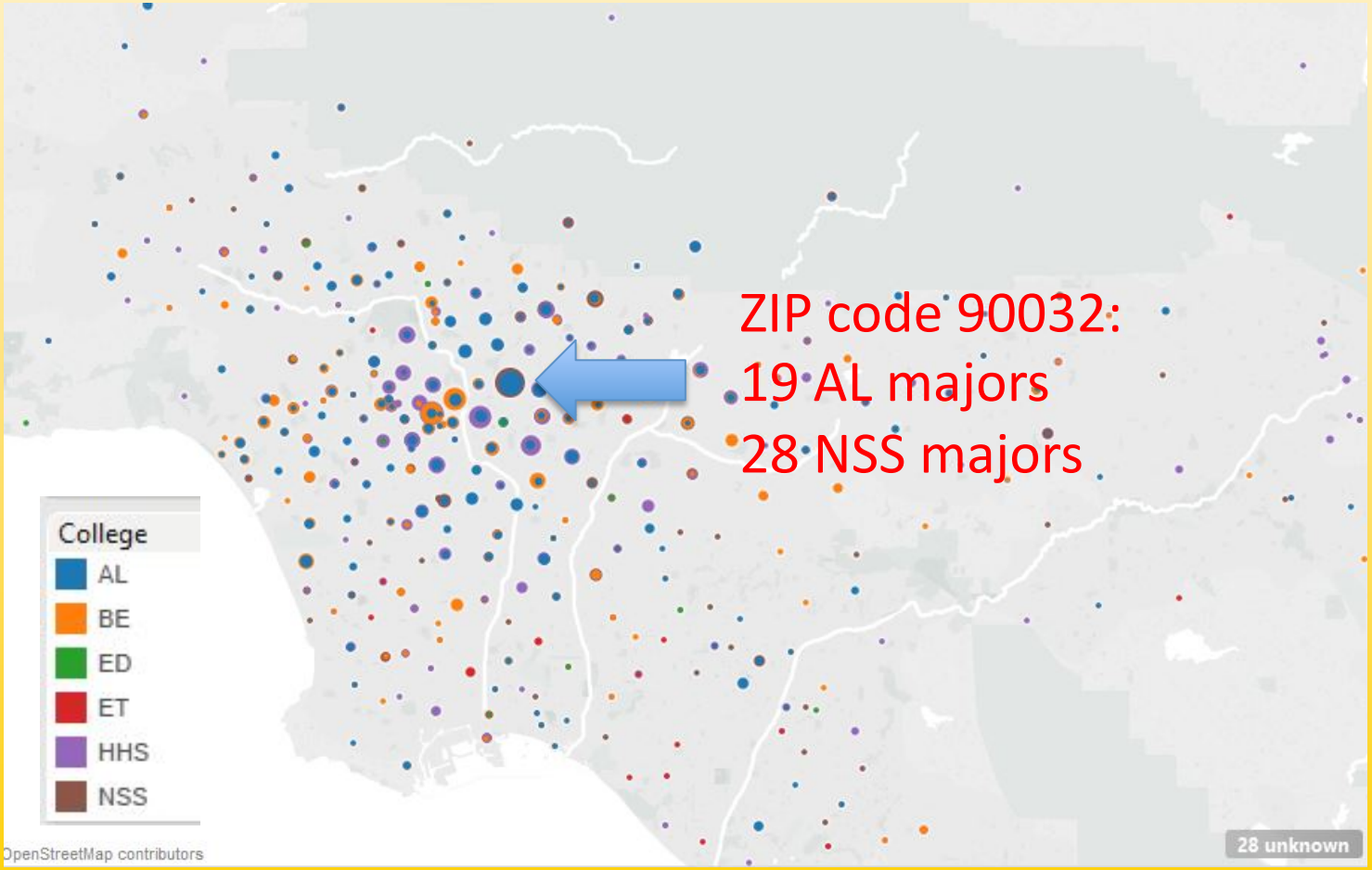
2015-2016 Alumni Survey

Selected results: *Employment Location*



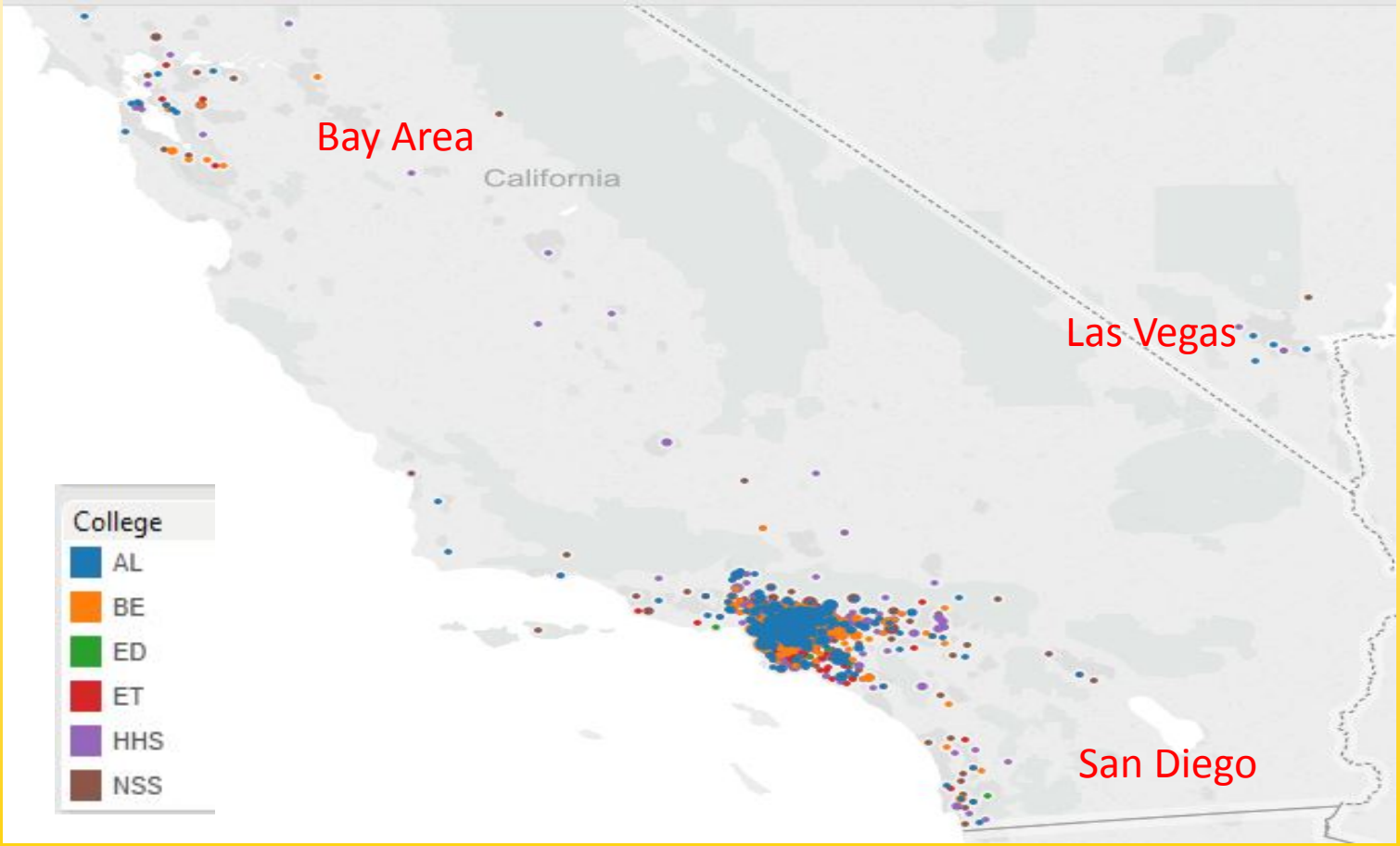
2015-2016 Alumni Survey

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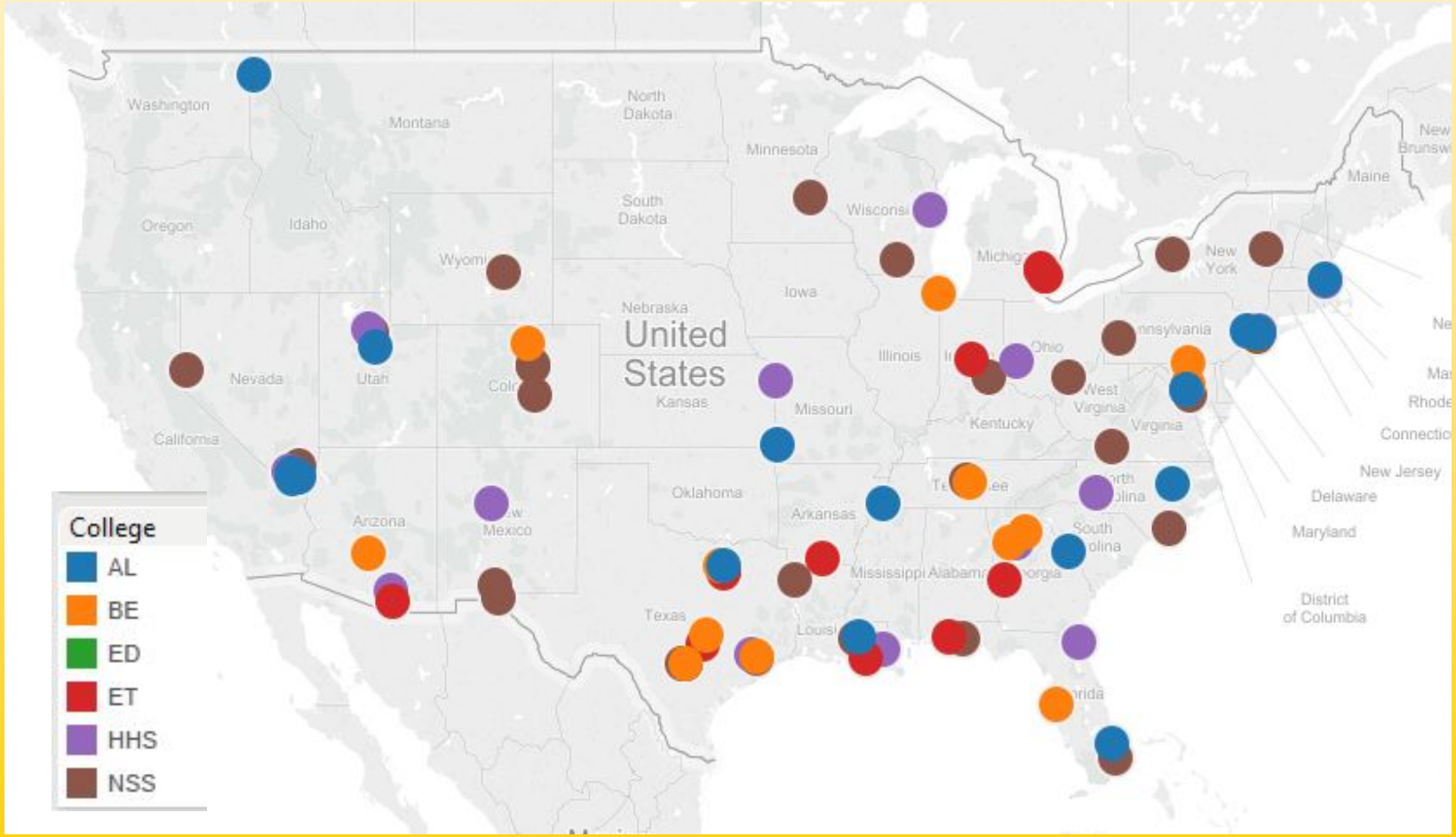
2015-2016 Alumni Survey

Selected results: *Employment Location*



2015-2016 Alumni Survey

Selected results: *Employment Location*



2015-2016 Alumni Survey

Selected results: *Relatedness to major*

- **Over 66% of jobs were in the same or related field as their degree.**
- **Of those in an unrelated field, in 49% of the cases it was by choice**

2015-2016 Alumni Survey

Selected results: *Salary*

Annual Salary before taxes	Graduation year					
	2005	2006	2010	2013	2014	2015
Under $30,000	10.0%	12.5%	21.4%	33.1%	42.6%	52.5%
$30,000 too $39,999	9.2%	8.4%	15.4%	20.2%	21.5%	21.0%
$40,000 to $49,999	12.4%	14.1%	15.4%	16.4%	12.9%	9.9%
$50,000 to $59,999	19.3%	15.6%	17.2%	12.3%	9.3%	5.2%
$60,000 to $69,999	13.3%	15.2%	10.5%	6.8%	5.6%	5.4%
$70,000 to $79,999	11.6%	11.8%	5.3%	4.7%	2.6%	3.5%
$80,000 or more	24.1%	22.4%	14.7%	6.5%	5.5%	2.6%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

2015-2016 Alumni Survey

Selected results: Accomplishments

# Responses	Career accomplishments
197	Made a theoretical or research based contribution to science
203	Published in a peer-reviewed journal
186	Written original work that has been published
185	Created or performed an artistic work experienced by the public
91	A founder of a for-profit venture
42	A founder of a non-profit venture
17	A funder of a venture that has generated more than $5M in revenue
16	Listed as an inventor on a patent
86	Played an instrumental part in the process of bringing a new product to market
81	Played an instrumental part in creating policy change at a local, state, or national level
286	Achieved another significant career accomplishment

31% reported accomplishing at least one of the above

2015-2016 Alumni Survey

Selected results: Graduate education

Have you enrolled in a degree program since graduating from Cal State LA?

	Graduation year					
	2005	2006	2010	2013	2014	2015
No	51.4%	50.8%	60.1%	64.6%	69.0%	71.6%
Yes	48.6%	49.2%	39.9%	35.4%	31.0%	28.4%
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

2015-2016 Alumni Survey

Selected results: Satisfaction

Level of satisfaction with:	% satisfied or very satisfied	Cohort differences
Overall Cal State LA student experience	81%	None
Overall quality of instruction	83%	None

2015-2016 Alumni Survey

Selected results: Satisfaction

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Overall Cal State LA student experience	81%	None
Overall quality of instruction	83%	None
Academic advising in your major	65%	Lowest in '10,'13
Cal State LA's commitment to undergraduates	62%	Lowest in '10,'13

2015-2016 Alumni Survey

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Cal State LA's commitment to undergraduates	62%	Lowest in '10,'13
Physical environment and facilities	45%	Lowest in '14,'15

2015-2016 Alumni Survey

Selected results: Open-ended comments

2015-2016 Alumni Survey

Selected results: Open-ended comments

1. Three words to describe your Cal State LA experience.


ACCEPTABLE
Self
support
safe
Career
Location
Cost
easy
fast
nice
Changing
Worth
diversity
experience
stressful
great
Challenging
campus
quick
Broke
outstanding
Proud
life
fun
bad
Na
yet
one
Growth
focused
diverse
busy
degree
3
help
lost
acceptance
better
Home
eye
Unique
rewarding
good
close
ok
anxiety
New
small
PRICE
uncertainty
amazing
paced
alone
Tiring
Caring
educational
Time
long
fair
2
bland
futuristic
accessibility
enlightening
Social
helpful
exciting
hard
local
Loved
Work
Cool
study
friendly
positive
Motivating
lonely
Journey
excellent
Academic
okay
boring
short
critical
Commute
hope
gained
appreciative
cultural

2015-2016 Alumni Survey

Selected results: Open-ended comments

2. What aspects of your Cal State LA experience have proven to be most beneficial in your personal and professional life?

(See handout for selected responses)

2015-2016 Alumni Survey

Selected results: Open-ended comments

3. In what respects do you wish your Cal State LA experience had been different?

(See handout for selected responses)

2015-2016 Alumni Survey

Selected results: Open-ended comments

4. Other than content knowledge, please describe the most valuable learning experiences (personal and/or professional) you had while earning your bachelor's degree.

(See handout for selected responses)

2015-2016 Alumni Survey

More extensive results will be available soon.

Questions??