

ERAU GRADUATING STUDENT SURVEY 2011/2012 – METHODOLOGY

Survey Instrument

The Graduating Student Survey (GSS) was developed as an online survey. Questions were developed by the Office of Institutional Research in consultation with Career Services Office, College Deans, Department Chairs, and Program Coordinators at both Daytona Beach and Prescott campuses. Each College on each Campus had a separate survey. Core questions were common throughout all surveys; and were developed in order to obtain information on education goals, employment, satisfaction with the ERAU experience, and General Education skills. Each college was given the opportunity to incorporate additional questions for their graduates; in addition program skills were unique for each college and each program.

Administration

All students graduating in the Fall 2011, Spring 2012, and Summer 2012 terms were included in the cohort. A total of 1,568 students comprised the target group. Of those, 764 students completed the survey for an overall response rate of 49%.

An email was sent to all graduating students from the Dean of their college informing them of the survey and instructions to access it. This initial correspondence was sent out one month prior to graduation, followed by emails reminding students of the survey. The survey was available to the students until two weeks after graduation. To aid in response rates, advertising was used at each campus.

Response Rates

The numbers of participants (and proportion of the entire graduating class that was represented) are shown below:

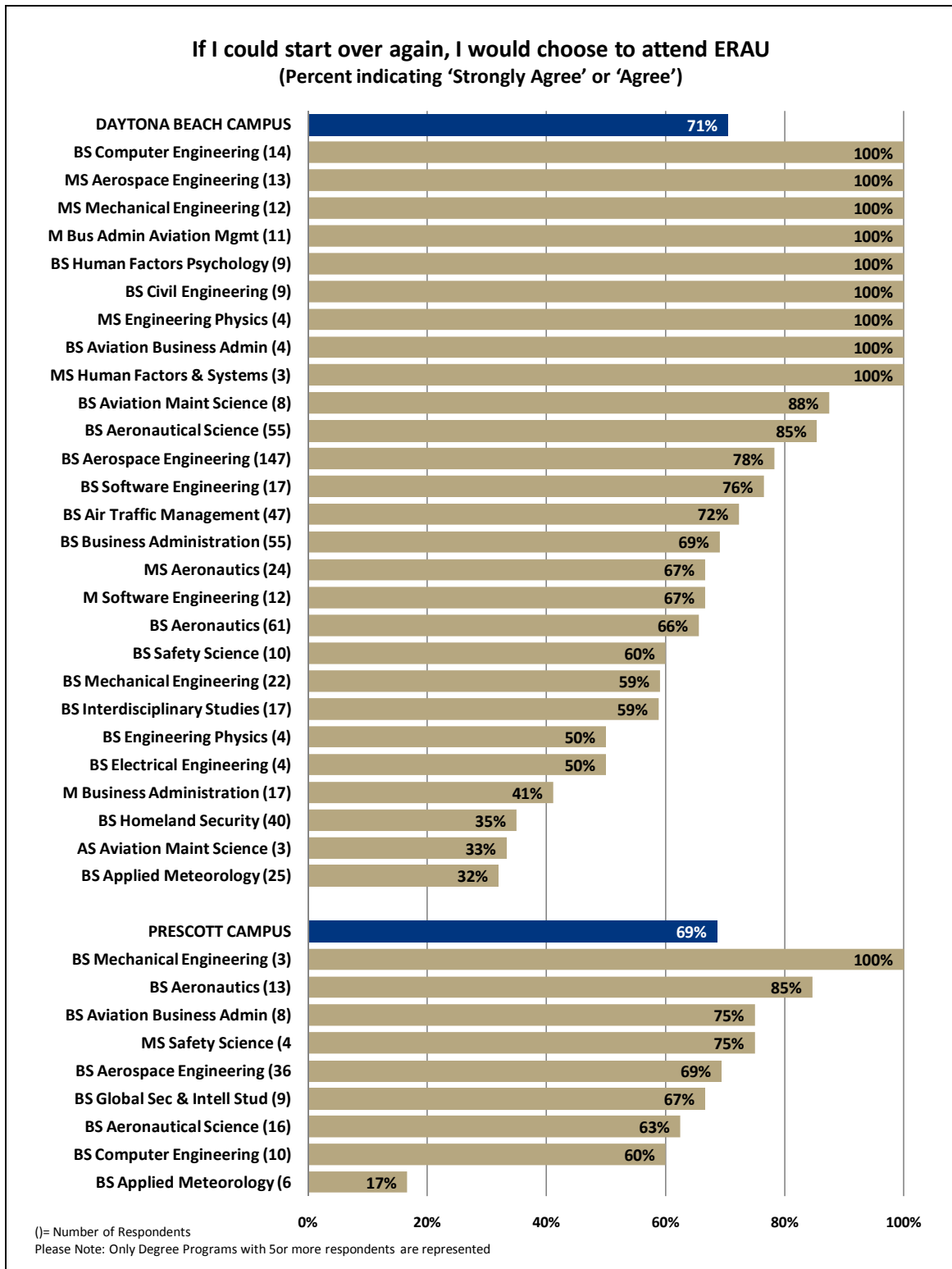
2011/12	Daytona Beach - 651 (53%)	Prescott - 113 (33%)
2010/10	Daytona Beach - 455 (43%)	Prescott - 188 (59%)
2009/10	Daytona Beach - 581 (67%)	Prescott - 240 (73%)
2008/09	Daytona Beach - 449 (55%)	Prescott - 194 (61%)
2007/08	Daytona Beach - 443 (42%)	Prescott - 270 (74%)

Results

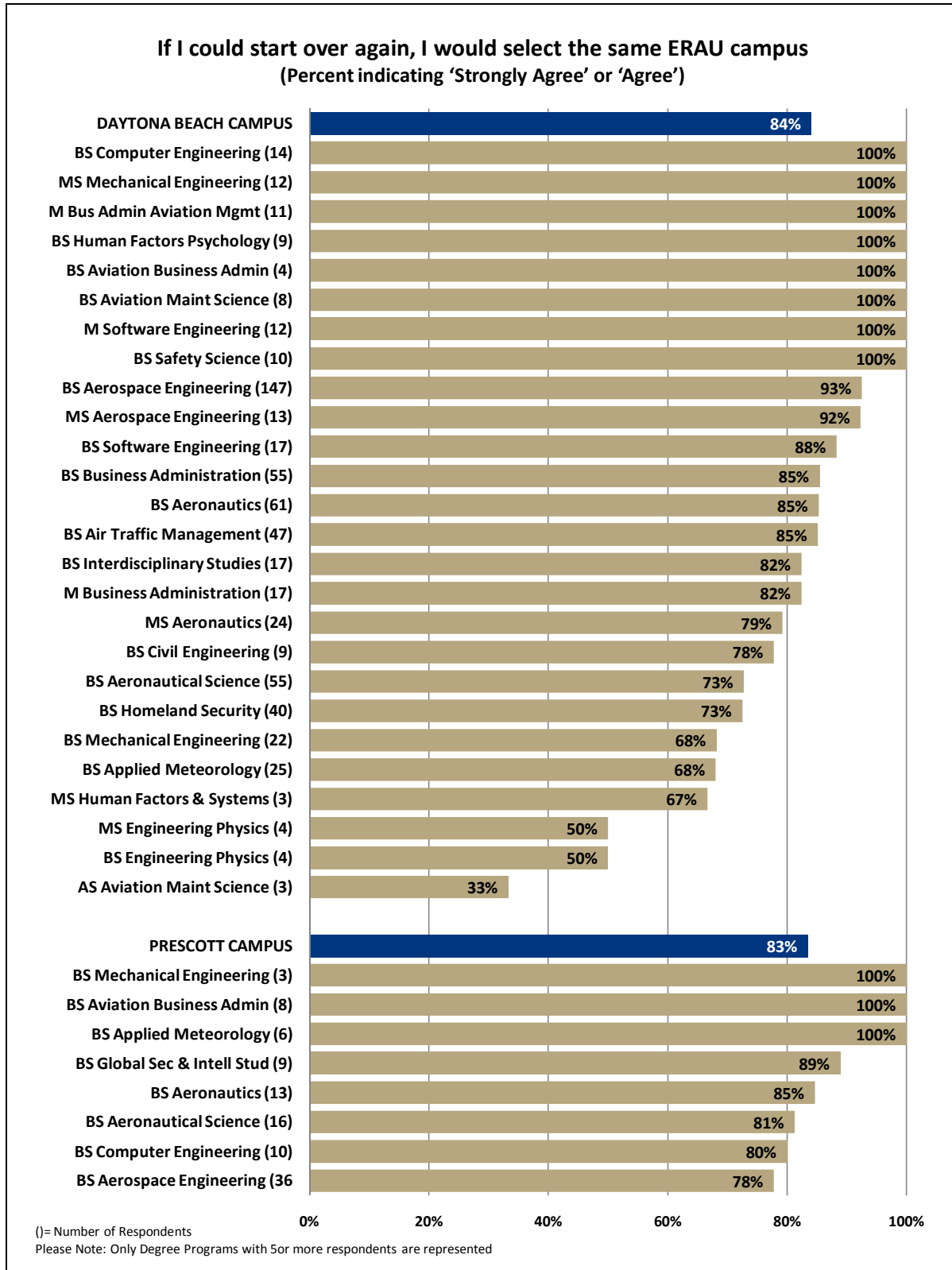
A full set of results for the 2010/11 Graduating Student Survey are available on the IR website. This report will focus in on key areas of interest and look further at the results by student degree program.

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Overall University Experience

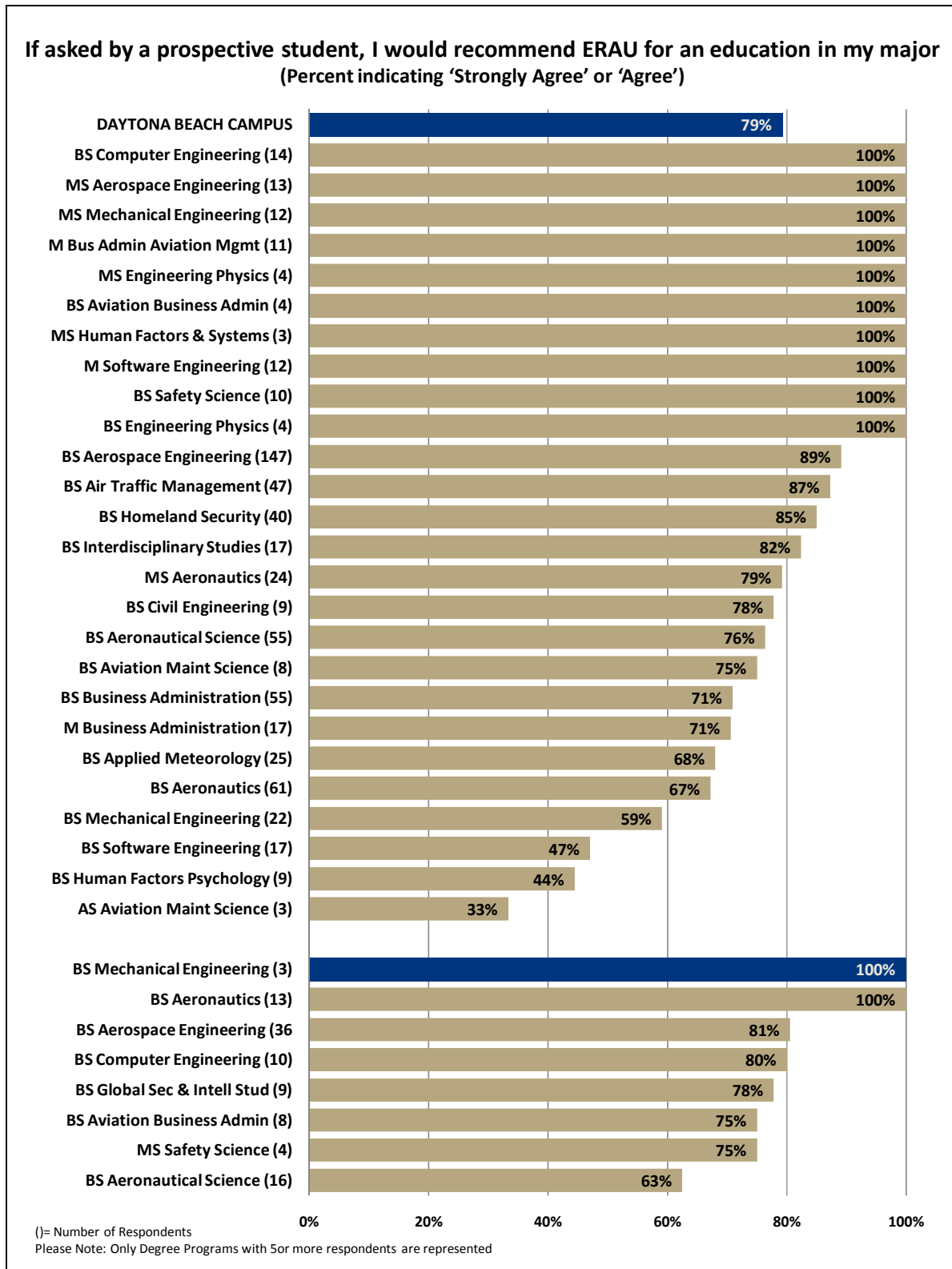


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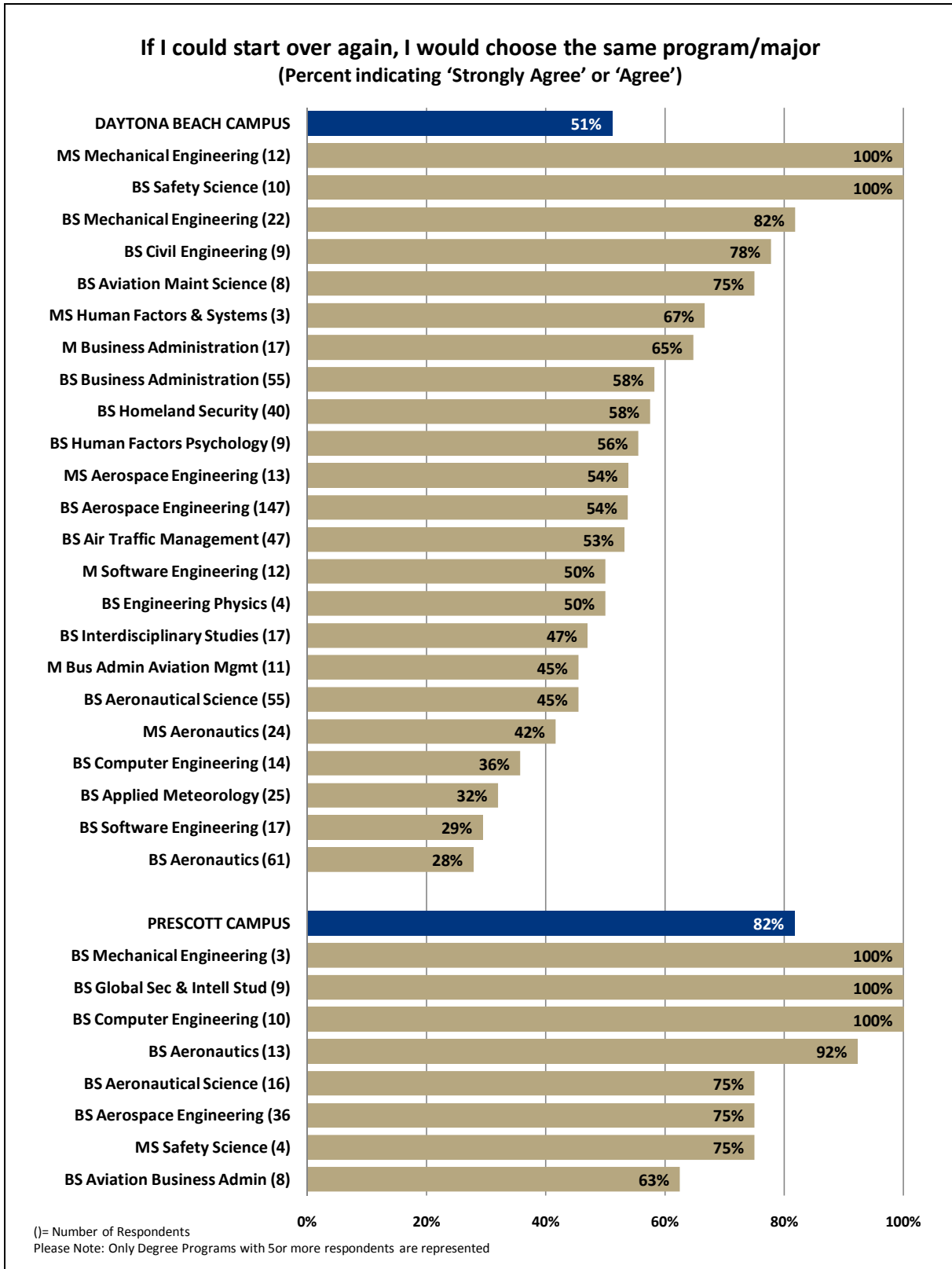


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Program Experience

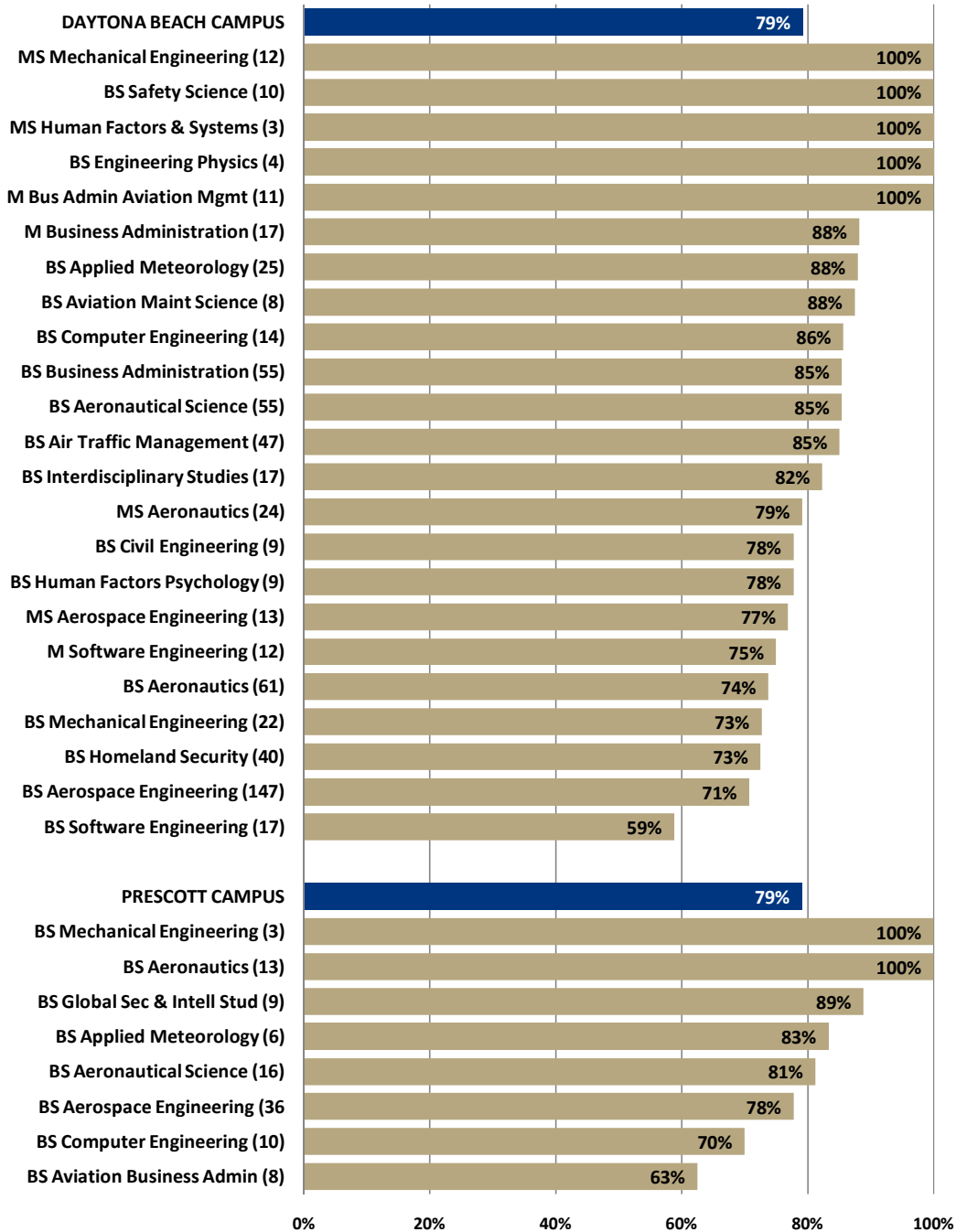


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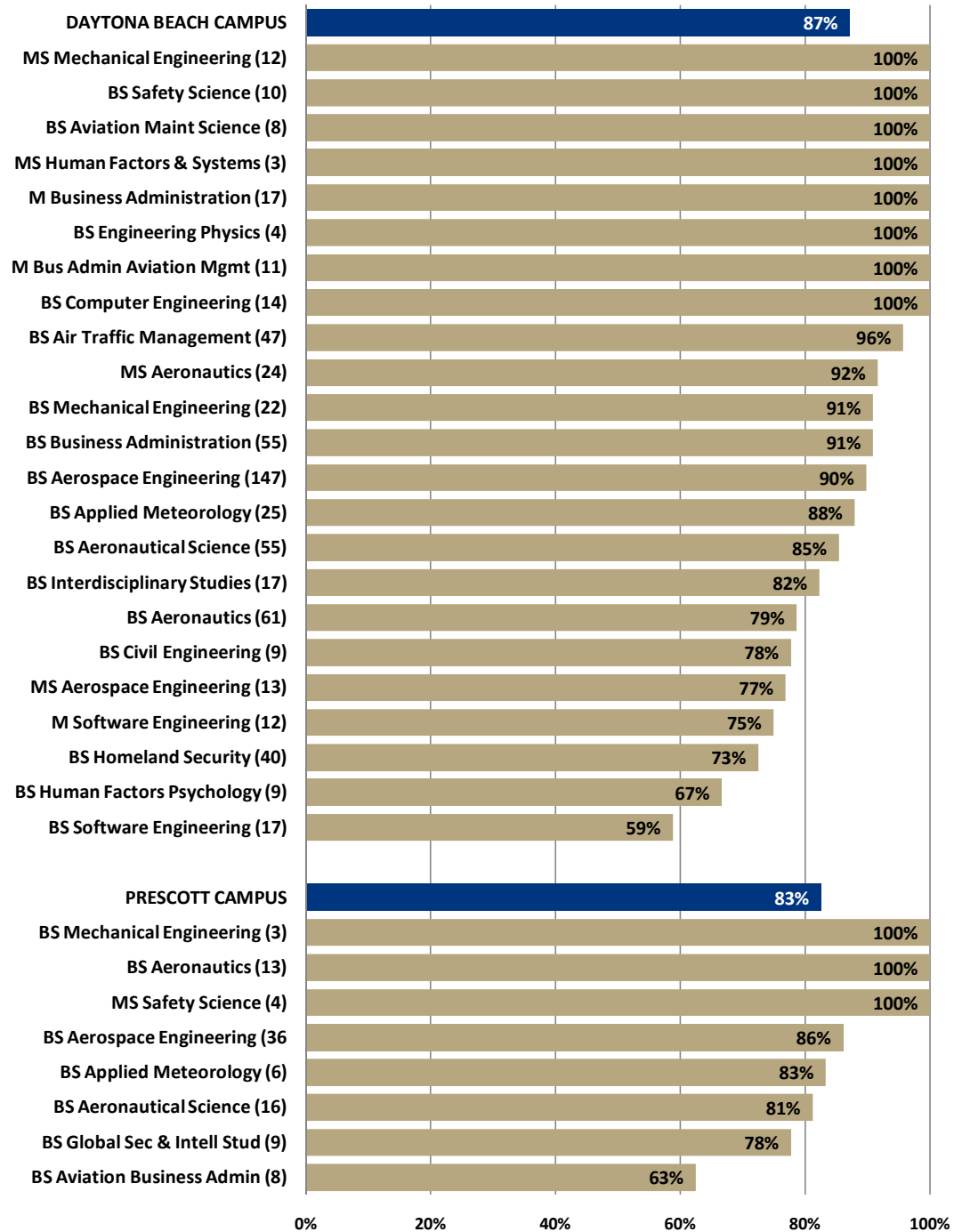
Overall how would you rate ERAU in: Academic PREPARATION for your INTENDED career
(Percent indicating 'Excellent' or 'Good')



()= Number of Respondents
Please Note: Only Degree Programs with 5 or more respondents are represented

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Overall how would you rate ERAU in: Quality of course content in your major field
(Percent indicating 'Excellent' or 'Good')



()= Number of Respondents
Please Note: Only Degree Programs with 5or more respondents are represented