

ERAU GRADUATING STUDENT SURVEY (GSS)

METHODOLOGY

Survey Instrument

The Graduating Student Survey (GSS) was administered 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. 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 and program was given the opportunity to incorporate additional questions for their graduates. Additionally, program specific skills were unique for each program.

Administration

All students graduating in Fall, Spring, and Summer terms of each academic year were included in the cohorts. 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 approximately two months prior to graduation, followed by emails reminding students of the survey. The survey was available to the students until two weeks prior to graduation. To aid in response rates, various forms of advertising were used at each campus.

Response Rates

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

2012/13	Daytona Beach – 387 (34%)	Prescott – 167 (46%)
2011/12	Daytona Beach – 651 (53%)	Prescott – 113 (33%)
2010/11	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 fully interactive and customizable set of results for Graduating Student Survey from 2008 to 2013 is available on the Institutional Research website.