

## **APPENDIX A**

### **Methodology and Response Rates**

## ***METHODOLOGY***

The most recent Employer Feedback Survey instrument was distributed to all academic departments and many campus offices for comments and suggestions in late 2001. Changes were made and the final form was developed shortly thereafter consisting of general and degree-specific questions. Only one form with a degree-specific skills flyer listing skills for all programs was used, since developing a separate form for each degree program last year resulted in only a minor increase in return rates.

The target population consisted of employers of alumni that graduated in 2000 and were working at a job “closely related” or “somewhat related” to their ERAU coursework, as supplied by respondents to the 2001 Alumni Survey. Of the 582 respondents to the Alumni Survey who fell in this group, 390 provided the full name and address of their supervisor to be contacted for the Employer Feedback Survey. All 390 supervisors were mailed a survey.

Supervisors were assigned a code number to track their response status. Those who did not complete the first mailing were sent a second copy of the survey. The mailing package consisted of a cover letter signed by the President of the University, the one page Employer Feedback Survey, a degree-specific skills flyer (a separate one for undergraduates and graduates) and a business reply envelope. The first mailing was sent January 29, 2002 and the second mailing was sent March 11, 2002. Employers also received a postcard one week after the first mailing, reminding them to complete the survey.

41 surveys were returned due to undeliverable addresses. Of the remaining 349 employers, 121 (35%) completed the first mailing and 36 (10%) completed the second mailing, yielding 157 surveys and a response rate of 45%.

In order to be certain the composition of the respondent group reflected that of the target group, data was weighted by gender and major to correct for disproportionate response rates. Although steps were taken to ascertain representation of all class of 2000 graduates who were employed in a degree-related job, as with any instrument there is still some error associated with the survey (i.e. alumni that did not provide contact information for their supervisor, supervisors with an undeliverable address, and supervisors who chose not to respond). Therefore, although data presented has been weighted to ensure representation of all groups, the results are still based upon those employers who actually completed the survey. All counts (number of responses) have been left unweighted.

All data gathered was maintained in Microsoft Excel and Access and then imported into SPSS for data analysis. A Chi-Square test for two independent samples with  $\alpha = .05$  was used to compare the difference in proportions between the ratings of employers of the class of 2000 graduates to those from the class of 1999 graduates for several questions. For general skills questions, the McNemar Change test with  $\alpha = .05$  was used to compare the difference in proportions between the employers' ratings of the ERAU graduate and graduates from other institutions. Results that were statistically significant are noted in the report. All free form comments provided by employers have been compiled and given to the Chancellor at each campus for distribution to individual departments and offices.

Response Rates by Campus, Degree Type, and Major

			2001 Alumni Survey Respondents	Qualified for EFS*	Provided Supervisor Info.	Deliverable	Completed	Response Rate
Daytona Beach	Associate's	A Aviation Maint Tech	5	4	3	3	2	67%
		Total	5	4	3	3	2	67%
	Bachelor's	BS Aeronautical Science	83	63	36	36	15	42%
		BS Aerospace Engr	24	20	14	13	7	54%
		BS Aerospace Studies	23	15	10	7	4	57%
		BS Aircraft Engr Tech	3	3	2	2	1	50%
		BS Aviation Business Admin	21	15	13	11	6	55%
		BS Aviation Maint Mgmt	5	5	4	3	2	67%
		BS Aviation Management	1	1	1	1	1	100%
		BS Aviation Tech	7	5	4	3	1	33%
		BS Avionics Engr Tech	1	1	1	1	1	100%
		BS Civil Engr	3	3	2	2	0	0%
		BS Communication	2	2	2	1	0	0%
		BS Computer Science	9	8	7	6	1	17%
		BS Engineering Physics	8	7	5	4	1	25%
		BS Human Factors Psychology	9	4	2	2	0	0%
		BS Management of Tech Ops	3	1	1	1	0	0%
		BS Professional Aeronautics	4	3	2	2	2	100%
		Total	206	156	106	95	42	44%
	Master's	M Aeronautical Science	6	4	2	2	0	0%
		M Aerospace Engr, MS Aerospace Engr	2	1	1	1	0	0%
		M Business Admin in Av	9	7	5	5	1	20%
		MS Human Factors and Systems	1	0	0	0	0	0%
		M Software Engr	9	9	5	4	2	50%
		Total	27	21	13	12	3	25%
	Total		238	181	122	110	47	43%
Prescott	Bachelor's	BS Aeronautical Science	41	35	24	21	15	71%
		BS Aerospace Engr	19	16	11	11	4	36%
		BS Aerospace Studies	7	5	4	3	2	67%
		BS Aviation Business Admin	2	1	0	0	0	0%
		BS Computer Engineering	1	1	0	0	0	0%
		BS Computer Science	8	6	3	3	2	67%
		BS Electrical Engr	7	6	4	4	2	50%
		BS Professional Aeronautics	5	5	1	1	0	0%
		BS Science, Technology, and Globalization	4	2	1	0	0	0%
		Total	94	77	48	43	25	58%
	Total		94	77	48	43	25	58%
Extended Campus	Associate's	AS Aircraft Maint	8	5	2	2	1	50%
		AS Aviation Business Admin	6	5	4	3	1	33%
		A Aviation Maint Tech	1	0	0	0	0	0%
		AS Professional Aeronautics	40	31	23	20	10	50%
		Total	55	41	29	25	12	48%

\*Alumni who were employed at a job "closely related" or "somewhat related" to their ERAU coursework

**Response Rates by Campus, Degree Type, and Major (Continued)**

			2001 Alumni Survey Respondents	Qualified for EFS*	Provided Supervisor Info.	Deliverable	Completed	Response Rate
Extended Campus	Bachelor's	BS Aviation Business Admin	10	6	4	4	2	50%
		BS Aviation Maint Mgmt	2	2	2	1	1	100%
		BS Management of Tech Ops	33	25	20	17	4	24%
		BS Professional Aeronautics	138	114	74	68	26	38%
		Total	183	147	100	90	33	37%
	Master's	M Aeronautical Science	88	79	47	42	23	55%
		M Business Admin in Av	34	24	18	17	9	53%
		MS Technical Mgmt	35	33	26	22	8	36%
		Total	157	136	91	81	40	49%
	Total		395	324	220	196	85	43%
All Campuses	Associate's	AS Aircraft Maint	8	5	2	2	1	50%
		AS Aviation Business Admin	6	5	4	3	1	33%
		A Aviation Maint Tech	6	4	3	3	2	67%
		AS Professional Aeronautics	40	31	23	20	10	50%
		Total	60	45	32	28	14	50%
	Bachelor's	BS Aeronautical Science	124	98	60	57	30	53%
		BS Aerospace Engr	43	36	25	24	11	46%
		BS Aerospace Studies	30	20	14	10	6	60%
		BS Aircraft Engr Tech	3	3	2	2	1	50%
		BS Aviation Business Admin	33	22	17	15	8	53%
		BS Aviation Maint Mgmt	7	7	6	4	3	75%
		BS Aviation Management	1	1	1	1	1	100%
		BS Aviation Tech	7	5	4	3	1	33%
		BS Avionics Engr Tech	1	1	1	1	1	100%
		BS Civil Engr	3	3	2	2	0	0%
		BS Communication	2	2	2	1	0	0%
		BS Computer Engineering	1	1	0	0	0	0%
		BS Computer Science	17	14	10	9	3	33%
		BS Electrical Engr	7	6	4	4	2	50%
		BS Engineering Physics	8	7	5	4	1	25%
		BS Human Factors Psychology	9	4	2	2	0	0%
		BS Management of Tech Ops	36	26	21	18	4	22%
		BS Professional Aeronautics	147	122	77	71	28	39%
		BS Science, Technology, and Globalization	4	2	1	0	0	0%
		Total	483	380	254	228	100	44%
	Master's	M Aeronautical Science	94	83	49	44	23	52%
		M Aerospace Engr, MS Aerospace Engr	2	1	1	1	0	0%
		M Business Admin in Av	43	31	23	22	10	45%
		MS Human Factors and Systems	1	0	0	0	0	0%
		M Software Engr	9	9	5	4	2	50%
		MS Technical Mgmt	35	33	26	22	8	36%
		Total	184	157	104	93	43	46%
	Total		727	582	390	349	157	45%

\*Alumni who were employed at a job "closely related" or "somewhat related" to their ERAU coursework