

APPENDIX A

Methodology and Response Rates

METHODOLOGY

Using the 1998 Employer Feedback Survey, a new draft with minor changes was created in November of 1999. The survey was then distributed to all academic departments and many campus offices for comment. A final form was developed shortly thereafter containing general and degree-specific questions.

The population consisted of all employers of 1998 alumni working at a job “closely related” or “somewhat related” to their ERAU degree and not self-employed, as supplied on the 1999 Alumni Survey. Of the 648 respondents to the 1999 Alumni Survey, 548 qualified for the population to be used for the 2000 Employer Feedback Survey. 335 of those alumni provided the full name and address of their supervisor so that they could be contacted for the Employer Feedback Survey. All 335 employers were selected for participation. Sampling was not used since many degree programs began the study with small numbers.

Due to varying response rates, the results were weighted by gender, major, ethnicity, term of graduation, and campus. Although steps were taken to ensure the representation of all groups who were employed in a degree related job and not self-employed, 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, alumni that provided an invalid address, and supervisors who chose not to respond). Therefore, although data presented has been weighted to ensure representation of all groups, it is still based upon those employers who actually responded to the survey.

Supervisors were assigned a code number to track their status. Those who did not complete the first mailing were sent a second mailing. 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 sheet, and a business reply envelope. The first mailing was sent January 14, 2000 and the second mailing was sent February 25, 2000. Employers also received a postcard one week after the first mailing, reminding them to complete the survey.

20 surveys were returned due to undeliverable addresses. Of the remaining 315 employers, 147 (47%) completed the first mailing and 28 (9%) completed the second mailing, yielding a total of 175 surveys and a response rate of 56%.

All data gathered was maintained in Microsoft Excel and Microsoft Access and then imported into SPSS for data generation. All free form comments given by employers have been forwarded to the appropriate department.

Response Rates by Campus, Degree Type, and Major (UNWEIGHTED)

			1999 Alumni Survey Respondents	Qualified for EFS*	Provided Supervisor Info	Deliverable	Completed	Response Rate
Daytona Beach	Assoc	A Av Maint Tech, AS A/C Maint	4	4	2	2	1	50%
		AS Av Bus Admin	1	0	0	0	0	0%
		AS Av Tech	1	1	1	1	1	100%
		Total	6	5	3	3	2	67%
	Bach	BS Aero Sci	70	61	38	38	23	61%
		BS Aero Engr	21	20	15	13	8	62%
		BS Aero Stds	12	6	2	2	1	50%
		BS A/C Engr Tech	5	5	4	4	2	50%
		BS Av Bus Admin	10	8	6	6	3	50%
		BS Av Maint Mgmt	3	2	1	1	0	0%
		BS Av Tech	11	8	2	2	1	50%
		BS Av Engr Tech	1	1	1	1	1	100%
		BS Civil Engr	2	2	1	1	1	100%
		BS Comp Sci, BS Av Comp Sci	7	7	6	6	4	67%
		BS Engr Phys	5	4	3	3	1	33%
		BS Mgmt Tech Ops	7	6	5	5	3	60%
		BS Pro Aero	1	1	0	0	0	0%
		Total	155	131	84	82	48	59%
	Mast	M Aero Sci	4	3	1	1	0	0%
		M Aero Engr, MS Aero Engr	5	4	4	4	4	100%
		M Bus Admin in Av	5	4	4	3	3	100%
		M Software Engr	4	4	3	3	1	33%
		Total	18	15	12	11	8	73%
	Total		179	151	99	96	58	60%
Prescott	Bach	BS Aero Sci	50	45	27	26	11	42%
		BS Aero Engr	12	12	9	8	7	88%
		BS Aero Stds	5	4	3	3	2	67%
		BS Av Bus Admin	1	0	0	0	0	0%
		BS Comp Sci, BS Av Comp Sci	4	3	3	3	1	33%
		BS Elect Engr	8	6	3	2	2	100%
		BS Mgmt Tech Ops	1	1	1	1	0	0%
		BS Pro Aero	1	1	0	0	0	0%
		Total	82	72	46	43	23	53%
	Total		82	72	46	43	23	53%
CCE	Assoc	A Av Maint Tech, AS A/C Maint	5	5	5	4	3	75%
		AS Av Bus Admin	1	1	1	1	1	100%
		AS Pro Aero	28	24	9	9	5	56%
		Total	34	30	15	14	9	64%
	Bach	BS Av Bus Admin	8	6	6	6	3	50%
		BS Av Maint Mgmt	1	1	1	1	1	100%
		BS Mgmt Tech Ops	41	32	24	24	14	58%
		BS Pro Aero	122	94	48	40	27	68%
		Total	172	133	79	71	45	63%

*Alumni who were employed at a job "closely related" or "somewhat related" to their ERAU degree and not self-employed

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

			1999 Alumni Survey Respondents	Qualified for EFS*	Provided Supervisor Info	Deliverable	Completed	Response Rate
CCE	Mast	M Aero Sci	67	61	32	31	15	48%
		M Bus Admin in Av	22	15	10	10	2	20%
		MS Tech Mgmt	9	9	6	5	4	80%
		Total	98	85	48	46	21	46%
	Total		304	248	142	131	75	57%
CDL	Assoc	AS Av Bus Admin	1	1	0	0	0	0%
		AS Pro Aero	8	8	7	6	3	50%
		Total	9	9	7	6	3	50%
	Bach	BS Av Bus Admin	1	1	0	0	0	0%
		BS Mgmt Tech Ops	1	0	0	0	0	0%
		BS Pro Aero	56	53	32	30	13	43%
		Total	58	54	32	30	13	43%
	Mast	M Aero Sci	16	14	9	9	3	33%
		Total	16	14	9	9	3	33%
	Total		83	77	48	45	19	42%
All Campuses	Assoc	A Av Maint Tech, AS A/C Maint	9	9	7	6	4	67%
		AS Av Bus Admin	3	2	1	1	1	100%
		AS Av Tech	1	1	1	1	1	100%
		AS Pro Aero	36	32	16	15	8	53%
		Total	49	44	25	23	14	61%
	Bach	BS Aero Sci	120	106	65	64	34	53%
		BS Aero Engr	33	32	24	21	15	71%
		BS Aero Stds	17	10	5	5	3	60%
		BS A/C Engr Tech	5	5	4	4	2	50%
		BS Av Bus Admin	20	15	12	12	6	50%
		BS Av Maint Mgmt	4	3	2	2	1	50%
		BS Av Tech	11	8	2	2	1	50%
		BS Av Engr Tech	1	1	1	1	1	100%
		BS Civil Engr	2	2	1	1	1	100%
		BS Comp Sci, BS Av Comp Sci	11	10	9	9	5	56%
		BS Elect Engr	8	6	3	2	2	100%
		BS Engr Phys	5	4	3	3	1	33%
		BS Mgmt Tech Ops	50	39	30	30	17	57%
		BS Pro Aero	180	149	80	70	40	57%
		Total	467	390	241	226	129	57%
	Mast	M Aero Sci	87	78	42	41	18	44%
		M Aero Engr, MS Aero Engr	5	4	4	4	4	100%
		M Bus Admin in Av	27	19	14	13	5	38%
		M Software Engr	4	4	3	3	1	33%
		MS Tech Mgmt	9	9	6	5	4	80%
		Total	132	114	69	66	32	48%
	Total		648	548	335	315	175	56%

*Alumni who were employed at a job "closely related" or "somewhat related" to their ERAU degree and not self-employed