

## **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 2000. Through one of those comments and in an effort to increase response rates, an individual survey form was created for each degree program that had degree-specific skills questions, resulting in twenty-five individual forms. Previously, there was only one survey form with an additional flyer that contained degree-specific skills from all programs. The new method would alleviate the need for the employer to consult the additional flyer, thereby cutting down on paper and time for the employer to complete the survey. Twenty-five individual forms were developed consisting of general and degree-specific questions.

The target population consisted of employers of alumni that graduated in 1999 and were working at a job “closely related” or “somewhat related” to their ERAU degree, as supplied by graduates on the 2000 Alumni Survey. Of the 621 respondents to the Alumni Survey who fell in this group, 389 provided the full name and address of their supervisor to be contacted for the Employer Feedback Survey. All 389 employers 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, and a business reply envelope. The first mailing was sent January 16, 2001 and the second mailing was sent February 26, 2001. Employers also received a postcard one week after each mailing, reminding them to complete the survey.

26 surveys were returned due to undeliverable addresses. Of the remaining 363 employers, 168 (46%) completed the first mailing and 49 (14%) completed the second mailing, yielding a total of 217 surveys and a response rate of 60%. Daytona Beach supervisors completed 68 surveys (60%), Prescott supervisors returned 21 surveys (50%), CCE supervisors returned 98 surveys (65%), and DDL supervisors completed 30 surveys (55%).

Due to varying response rates, the results were weighted by gender, campus, and major. Although many steps were taken to ensure the representation of all class of 1999 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, employers who had 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 completed the survey. All counts (the number of respondents) have been left unweighted.

All data gathered was maintained in Microsoft Excel and Access and then imported into SPSS for data analysis. The 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 1999 graduates to those from the class of 1998 graduates for several questions. For general skill questions, the McNemar Change test with  $\alpha = .05$ , was used to compare the difference in proportions between the ratings of the ERAU graduate and graduates from other institutions. Results that were statistically significant are noted in the report. All free form comments given by employers have been forwarded to the appropriate department in the major profile addendum.

Response Rates by Campus, Degree Type, and Major

			2000 Alumni Survey Respondents	Qualified for EFS*	Provided Supervisor Info.	Deliverable	Completed	Response Rate
Daytona Beach	Associate's	A Aviation Maint Tech, AS Aircraft Maint	5	4	4	4	2	50%
		AS Aviation Business Admin	1	1	0	0	0	0%
		Total	6	5	4	4	2	50%
	Bachelor's	BS Aeronautical Science	71	58	34	33	16	48%
		BS Aerospace Engr	25	19	9	8	4	50%
		BS Aerospace Studies	13	10	8	8	7	88%
		BS Aircraft Engr Tech	4	3	3	3	3	100%
		BS Aviation Business Admin	20	18	14	13	9	69%
		BS Aviation Maint Mgmt	7	4	3	3	2	67%
		BS Aviation Management	2	2	2	2	0	0%
		BS Aviation Tech	9	8	7	6	2	33%
		BS Avionics Engr Tech	3	2	1	1	1	100%
		BS Civil Engr	1	1	1	1	1	100%
		BS Computer Science	14	11	7	7	2	29%
		BS Engineering Physics	10	7	7	5	3	60%
		BS Human Factors Psychology	5	4	3	3	2	67%
		BS Management of Tech Ops	7	6	5	5	4	80%
		BS Professional Aeronautics	6	5	1	1	1	100%
		Total	197	158	105	99	57	58%
	Master's	M Aeronautical Science	3	2	2	2	2	100%
		M Aerospace Engr, MS Aerospace Engr	1	1	1	1	1	100%
		M Business Admin in Av	13	10	5	5	3	60%
		M Software Engr	5	4	3	3	3	100%
		Total	22	17	11	11	9	82%
	Total		225	180	120	114	68	60%
Prescott	Bachelor's	BS Aeronautical Science	53	46	24	23	10	43%
		BS Aerospace Engr	14	12	9	9	4	44%
		BS Aerospace Studies	3	1	1	1	1	100%
		BS Aviation Business Admin	1	1	1	1	1	100%
		BS Computer Science	4	2	2	1	0	0%
		BS Electrical Engr	9	7	5	4	2	50%
		BS Professional Aeronautics	2	1	1	1	1	100%
		BS Science, Technology, and Globalization	4	3	2	2	2	100%
		Total	90	73	45	42	21	50%
	Total		90	73	45	42	21	50%
CCE	Associate's	A Aviation Maint Tech, AS Aircraft Maint	7	6	4	2	1	50%
		AS Aviation Business Admin	3	1	1	1	1	100%
		AS Professional Aeronautics	36	30	18	17	13	76%
		Total	46	37	23	20	15	75%
	Bachelor's	BS Aviation Business Admin	6	6	6	6	5	83%
		BS Aviation Maint Mgmt	1	1	1	1	0	0%
		BS Management of Tech Ops	42	35	29	27	14	52%
		BS Professional Aeronautics	112	90	44	43	21	49%
		Total	161	132	80	77	40	52%

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

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

			2000 Alumni Survey Respondents	Qualified for EFS*	Provided Supervisor Info.	Deliverable	Completed	Response Rate
CCE	Master's	M Aeronautical Science	55	50	28	27	24	89%
		M Business Admin in Av	19	16	14	13	11	85%
		MS Technical Mgmt	24	23	16	15	8	53%
		Total	98	89	58	55	43	78%
	Total		305	258	161	152	98	65%
DDL	Associate's	AS Aviation Business Admin	1	1	1	1	0	0%
		AS Professional Aeronautics	12	8	6	5	3	60%
		Total	13	9	7	6	3	50%
	Bachelor's	BS Aviation Business Admin	1	1	1	1	0	0%
		BS Management of Tech Ops	1	1	1	1	0	0%
		BS Professional Aeronautics	76	65	40	35	20	57%
		Total	78	67	42	37	20	54%
	Master's	M Aeronautical Science	34	34	14	12	7	58%
		Total	34	34	14	12	7	58%
	Total		125	110	63	55	30	55%
All Campuses	Associate's	A Aviation Maint Tech, AS Aircraft Maint	12	10	8	6	3	50%
		AS Aviation Business Admin	5	3	2	2	1	50%
		AS Professional Aeronautics	48	38	24	22	16	73%
		Total	65	51	34	30	20	67%
	Bachelor's	BS Aeronautical Science	124	104	58	56	26	46%
		BS Aerospace Engr	39	31	18	17	8	47%
		BS Aerospace Studies	16	11	9	9	8	89%
		BS Aircraft Engr Tech	4	3	3	3	3	100%
		BS Aviation Business Admin	28	26	22	21	15	71%
		BS Aviation Maint Mgmt	8	5	4	4	2	50%
		BS Aviation Management	2	2	2	2	0	0%
		BS Aviation Tech	9	8	7	6	2	33%
		BS Avionics Engr Tech	3	2	1	1	1	100%
		BS Civil Engr	1	1	1	1	1	100%
		BS Computer Science	18	13	9	8	2	25%
		BS Electrical Engr	9	7	5	4	2	50%
		BS Engineering Physics	10	7	7	5	3	60%
		BS Human Factors Psychology	5	4	3	3	2	67%
		BS Management of Tech Ops	50	42	35	33	18	55%
		BS Professional Aeronautics	196	161	86	80	43	54%
		BS Science, Technology, and Globalization	4	3	2	2	2	100%
		Total	526	430	272	255	138	54%
	Master's	M Aeronautical Science	92	86	44	41	33	80%
		M Aerospace Engr, MS Aerospace Engr	1	1	1	1	1	100%
		M Business Admin in Av	32	26	19	18	14	78%
		M Software Engr	5	4	3	3	3	100%
		MS Technical Mgmt	24	23	16	15	8	53%
	Total		154	140	83	78	59	76%
	Total		745	621	389	363	217	60%

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