

# Alumni Survey Design & Implementation

University of Nevada  
Reno

Presented By:

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# Purposes of this Survey

- Assess fulfillment of University's Mission
- Inform program improvement
- Accountability
  - Accreditation
  - Legislature
  - Regents
  - Employers
  - Faculty
  - Students

# Laying The Groundwork

Decide on:

- Survey population
  - All graduates
- Methodology
  - Telephone interview
- Frequency
  - 1, 3 and 5 years post-graduation
- Cost
  - Start-up - \$24k
  - Implementation - \$30-\$90k

# Obtain Support

- Find funding
- Gain administrative approval
- Take it to the streets

# Involve University Community

- Input from
  - Provost
  - Assessment Advisory Committee
  - Deans & Department Chairs
  - Leadership Councils
  - Student Affairs VPs
  - Core Curriculum Board (General Education)
  - Alumni Organizations
  - Undergraduate & Graduate Student Associations
  - Faculty Senate

# The Instrument

- Examine Past University
  - Instruments
  - Methods
  - Response Rates
- Instruments at other institutions
  - Most (mailed) instruments & focused on
    - Employment
    - Education

# Areas of Interest

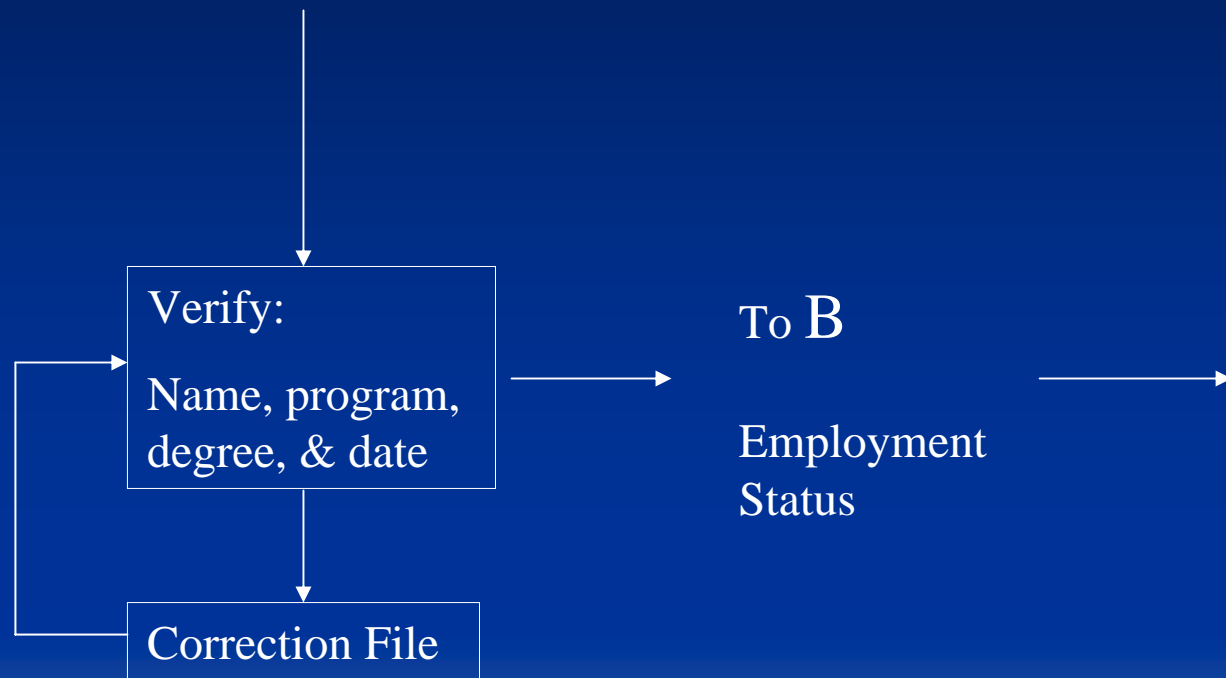
- Current Status
  - Employment
  - Education
- Reflect on Education
  - Core Curriculum (General Education)
  - Major Curriculum

# Instrument Content

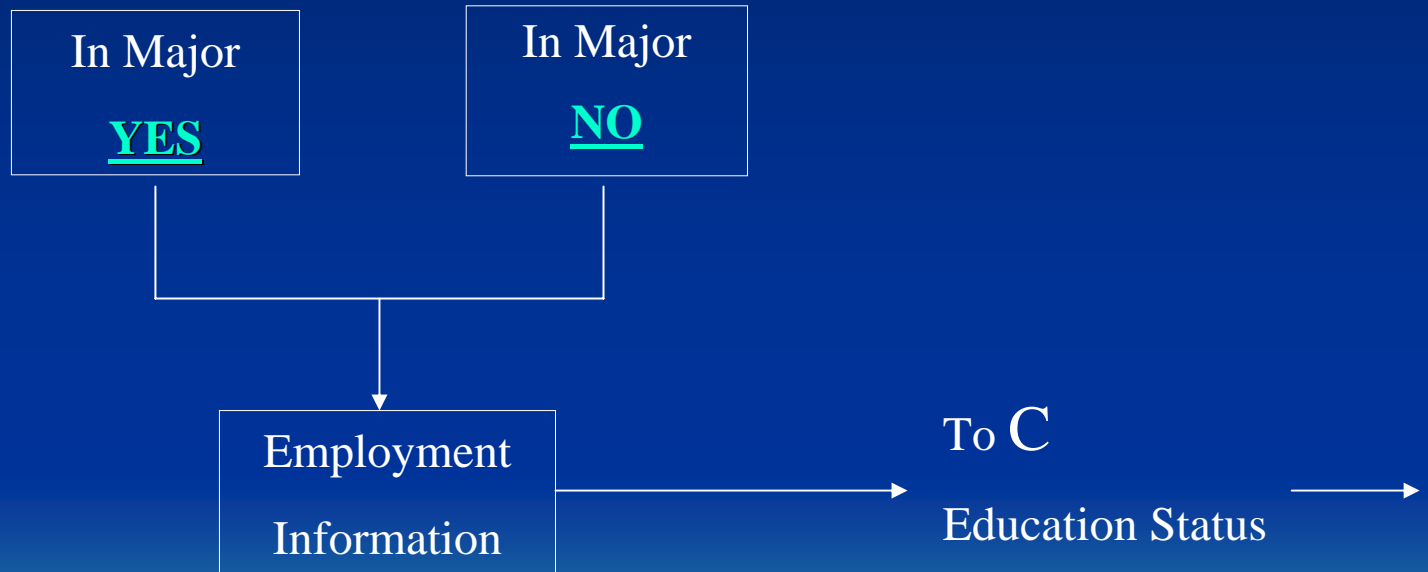
- Sections:
  - A) Verification
  - B) Employment
  - C) Education
  - D) Core Curriculum
  - E) Program Preparation



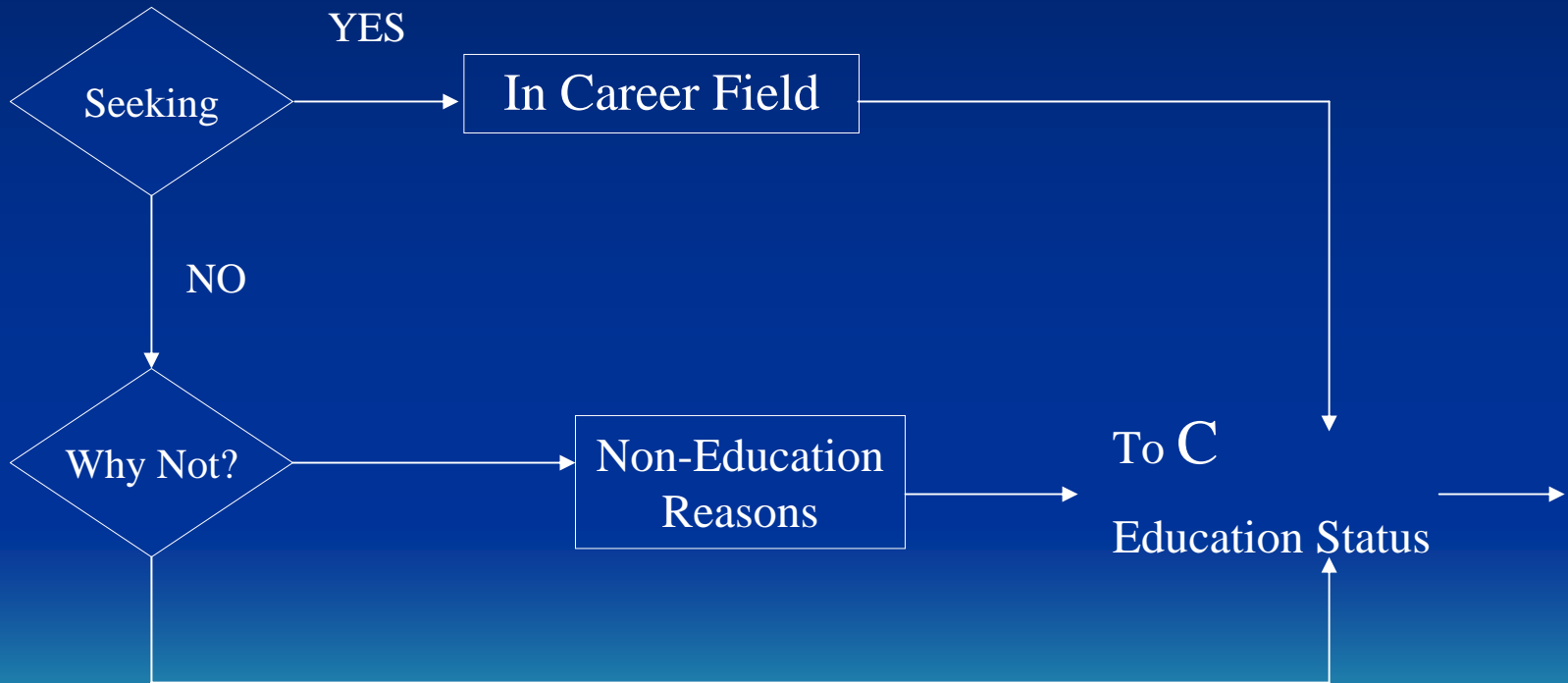
# A - Verify Alumnus Information



# B – Employed ? = Yes



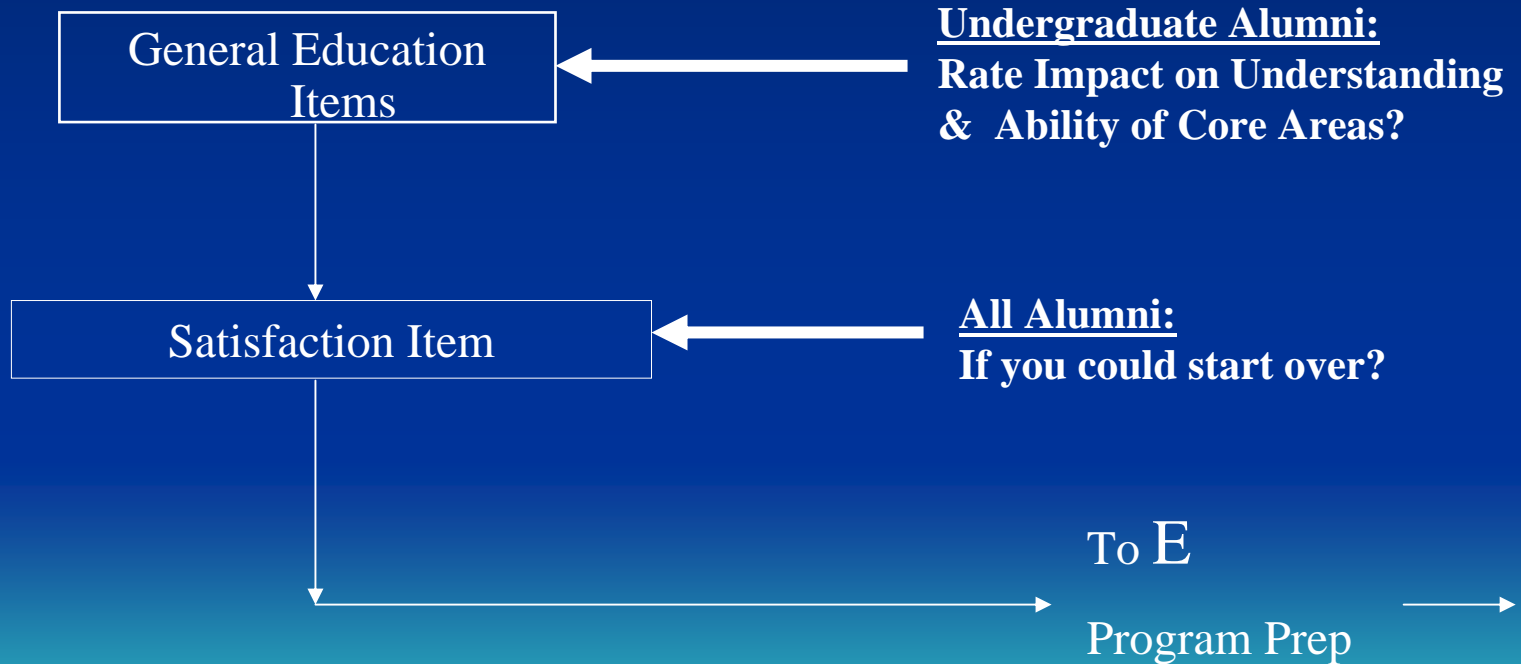
# B – Employed ? = No



# C – Education Status



# D – General Education & Satisfaction



# E – Program Preparation



# Longitudinal Design

## Cohorts by Year:

	02	03	04	05	06	07	08	09	10
#1	X		X		X				
#2		X		X		X			
#3			X		X		X		
#4				X		X		X	
#5					X		X		X
#X						X		X	Etc.

#1: Aug '00, Dec '00, May '01 graduates

#2: Aug '01, Dec '01, May '02 graduates

#3: Aug '02, Dec '02, May '03 graduates

#4: Aug '03, Dec '03, May '04 graduates

#5: Aug '04, Dec '04, May '05 graduates

# Locating Alumni

- Tracking Contact Information
  - Alumni Foundation Database for most recent contact information
  - Solicited updates from departments
  - Student Clearinghouse Enrollment Search
  - ‘Skip Tracing’ processes employed by the Center for Applied Research

# 2000-2001 Cohort

- 1,935 Graduates
  - 262 removed from cohort
    - 50 Medical Graduates
    - 212 Graduates with overseas addresses
- 1,673 remained in Cohort
  - Phone Contacts: 1,131 (**68%**)
  - Completed Interviews: 1,006
    - 1,006 of 1,673 = **60%**
    - 1,006 of 1,131 = **89%** (125 refusals)
- 251 address/phone updates to Alumni Foundation database (**25%**)

# UNR Alumni Survey Skip Trace Protocol

Receive student data from Alumni Foundation.  
Potential fields:  
\* Primary address  
\* Business address  
\* Alternate address

Cases go into field for interviewing.

Number is correct.

Number is Wrong

If interview encounters a wrong number, he/she asks informant for an updated number

If the informant does not have a current number, the system checks to see if there are any numbers that we have that have not yet been called.

When all numbers have been exhausted

## AVAILABLE SEARCHES

Online pay-for-search service.

No numbers found

Check county records at Washoe County administration.

No numbers found

Distribute list of TRACE students  
1) All students: Department graduated from  
2) International students: International Office

No numbers found

Free internet search.  
(examples:  
searchbug.com,  
yahoo.com PeopleSearch)

No numbers found

NON-CASE  
"WRONG  
NUMBER"

Address information found

Case is potential COMPLETE.

# Case-level data tracks calls status, dispositions, and current phone number

## UNR Alumni Survey Skip Trace Protocol

Case-level data: Information tracked for each case

Fields	Description
csid	[Case identifier]
desc	Result of last call attempt
	TRACE (When a case has no more potential numbers to call)
	NEW NUMBER (After a case is released into the field again)
ncal	Total number of call attempts.
rcal	Total number of refused attempts

Each case can hold up to ten contact numbers. The system tracks the following information for each number:

### Contact level fields

(area) pre-suffix	Phone number
status	Call status of each number

RNA	3	0	3	0
SOFT - W/ INF	7	1	3	1
TRACE	16	0	4	0
BUSY	4	0	4	0
NEW NUMBER	8	1	0	0

92248

Number	Status	NCAL	RCAL	Source
775-555-1316	NON-PRODUCTIVE	1	0	FOUNDATION
702-555-6674	NON-PRODUCTIVE	11	0	FOUNDATION
602-555-3131	NON-PRODUCTIVE	4	0	INFORMANT

93167

Number	Status	NCAL	RCAL	Source
775-555-1316	NON-PRODUCTIVE	2	1	FOUNDATION
702-555-6674	NON-PRODUCTIVE	6	0	FOUNDATION

# Contact-level data tracks each phone number for a case, as well as previous attempts to locate contact numbers

	NEW NUMBER (After a case is released into the field again)
ncal	Total number of call attempts.
rcal	Total number of refused attempts

Each case can hold up to ten contact numbers. The system tracks the following information for each number:

## Contact level fields

(area) pre-sufx	Phone number
status	Call status of each number
	UNTOUCHED
	ACTIVE
	PRIMARY
	NON-PRODUCTIVE
ncal	Total number of call attempts for this number
rcal	Total number of refused attempts for this number
source	Source of contact information
	ALUMNI FOUNDATION
	FREE SEARCH

## Case-level sample data

CaseID	DESC	NCAL	RCAL	CURNCAL	CURRCAL
95634	AM - NoMesg		12	2	12
97422	RNA		3	0	3
94775	SOFT - W/ INF		7	1	3
92248	TRACE		16	0	4
94751	BUSY		4	0	4
93167	NEW NUMBER		8	1	0

## Contact-level sample data

CaseID:		92248				
ID	Number	Status	NCAL	RCAL	Source	
1	775-555-1316	NON-PRODUCTIVE	1	0	FOUNDATION	
2	702-555-6674	NON-PRODUCTIVE	11	0	FOUNDATION	
3	602-555-3131	NON-PRODUCTIVE	4	0	INFORMANT	
4						
CaseID:		93167				
ID	Number	Status	NCAL	RCAL	Source	
1	775-555-1316	NON-PRODUCTIVE	2	1	FOUNDATION	
2	702-555-6674	NON-PRODUCTIVE	6	0	FOUNDATION	
3	602-555-3131	PRIMARY	0	0	FREE SEARCH	
4						
CaseID:		94751				
ID	Number	Status	NCAL	RCAL	Source	

# Disseminating Results

Take the end-user's perspective

*Minimize the hassle*

*Maximize the utility*

# Surveying Employers

Leveraging the alumni survey to solve a thorny problem.

# Long-Term Strategy

Assessment Data  
Available to Programs

Program  
Student  
Learning  
Outcomes  
Assessment

Alumni  
Surveys

Employer  
Surveys

National  
Survey of  
Student  
Engagement

GRE  
Scores

Student  
Information  
System

# Short-Term Strategy

- Publish University-wide report
- Program access to online reports
- Administrative access to multiple reports
- Custom analytical reports

# Lessons Learned

- Don't underestimate:
  - The cost
  - The time
  - The work
  - The politics
  - The benefits

# Contact Information

We would like to hear from you.

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