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## 2003 Alumni Survey

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# **ALUMNI SURVEY**

**2003**

**Weatherford & Sayre Campuses**

***ALUMNI SURVEY***  
**UNIVERSITY REPORT**  
**(Associate's, Bachelor's, and Master's Degrees)**

Program review and other institutional studies depend on alumni research for information about what happens to students after graduation. Decisions at Southwestern concerning curriculum, academic support, and student services are influenced by analyses of data collected from former students.

In January 2003, 3,656 surveys were mailed to 1998 – 2002 graduates of both Weatherford and Sayre campuses. Returns numbered 594, yielding a rate of 16.25%. The 1998 response rate was 24.15%.

Percentages of responses:

	<u>1993</u>	<u>1998</u>	<u>2003</u>
School of Arts & Sciences	31%	24%	17%
School of Business	25%	19%	18%
School of Education	26%	24%	23%
School of Health Sciences	18%	25%	21%
Sayre Campus	N/A	8%	7%

Few differences in data were noted when a comparison was made between the 2003 survey and the 1993 and 1998 surveys. Some of the 2003 response percentages follow:

- Items 5, 6 and 7 asked alumni about education, degrees, etc., that they had obtained after graduation. Forty-seven percent responded that they had done further study. The prevailing reasons cited for further study were “career advancement” and “state law.
- Less than six percent of respondents are currently not employed. Almost 73% are employed in the area that they

studied at Southwestern, and ninety-four percent still use the knowledge and skills gained in their area.

- Nine percent of the respondents reported that if they had it to do over, they would take additional courses related to Business; seven percent desired more computer science knowledge; and, Psychology was selected by five percent. According to general majors, interest in added classes lies in the following areas:

School of Arts & Sciences: Business, Computer Programming, and Foreign Language.

School of Business: Accounting, Computer Science, Business Information Systems, and Finance.

School of Education: Psychology, Computer Science, and Technology.

School of Health Sciences: Pharmacy, Business, and Administration of Health Care.

Associate degrees (Sayre Campus): Business, Occupational Therapy, and Health, Physical Education, & Recreation.

- No significant differences in “who advises” were found in comparisons of this and past surveys (1989, 1993, 1998, 2003). Faculty in the students’ major areas served as academic advisors to approximately 60% of the respondents. The “self-advised” approximated almost 21%.

- Close to 67% were members of a club and/or social organization while at Southwestern. However, only 21% are currently members of the Southwestern Alumni Association.
- Ninety-four percent of Southwestern graduates reported that they considered their investment in the university to be worthwhile.
- Views of academic quality were ranked on a scale of 1 to 5, with 1 being a “high” satisfaction level. Job placement was the only area that continued to be ranked below the “satisfactory” level (between 3 and 4). The strongest positive results were in the areas of the quality of education, faculty, and grading standards in major area, as well as the quality of overall education.
- Demographic points of interest follow:

Almost all of the respondents are U.S. citizens, ninety percent being White/Caucasian. Seventy percent are female and thirty percent are male. Fifty-six percent of those replying are between the ages of 22 and 27. The ages of another 26% are between 28 and 40. The GPA of 75% of the respondents is above a 3.0 and, generally, current salaries are \$20,000-39,999 (about 24% is \$20,000-29,999 and 24% is \$30,000-39,999). Over \$70,000 is the current salary of almost 14%; and, \$40,000-49,999 of another 11%. Compared to previous surveys, salary ranges have shifted upward again. Salaries above \$30,000 were reported by 57% of the graduates in 2003. This percentage represents an increase of 14% over the 1998 report, and 29 % over the 1993 report.

## *ALUMNI SURVEY*

### **MASTER'S DEGREES REPORT**

Responses from those who earned master's degrees numbered 4 MBS's; 60 M.Ed; and 19, either M.A. or M.S. in the School of Arts and Sciences. Percentages of responses to individual survey items are presented in Section C. Some items that may be of interest to most readers are as follows:

- Was their major area their first choice? Eighty-six percent responded "yes," but only 71% university-wide gave positive responses.
- Almost 38% of the respondents have obtained additional education since attending Southwestern, mainly toward Certification and Licensure for the purposes of career advancement. Seventy-nine percent are employed in the area that they studied at Southwestern. Graduate alumni (96%) still use the knowledge and skills that were gained at Southwestern
- Graduate degree recipients selected Psychology (almost 12%), Computer Science (9%), and Technology (7%) as areas of study that they would choose if they were 'doing it over again.' Alumni university-wide selected Business, Computer Science, and Psychology.
- Major faculty members comprised the largest server group for academic program advisement for both master's level and

baccalaureate level. Self-advisement placed second among the choices for both set of respondents.

- Only 22% were members of a club and/or social organization while at Southwestern, and less than 7% are members of the Southwestern Alumni Association.
- Ninety-six percent of respondents feel the investment at Southwestern was worthwhile.
- Views of academic quality were ranked on a scale of 1 to 5, with 1 being a "high" satisfaction level. Again, job placement was the only area that continued to be ranked below the "satisfactory" level (between 3 and 4). The strongest positive results were in the areas of Library services, services provided by the Registrar's Office, and the quality of education in major area.
- Demographic items show that one hundred percent of the respondents are U.S. citizens, ninety-one percent being White/Caucasian. Sixty-eight percent are female and thirty-two percent are male. Fifty-five percent of those replying are between the ages of 31 and 45. Twenty percent are over the age of 50. The GPA of almost 82% of the respondents is above a 3.5 and, generally, current salaries are \$30,000-49,999 (about 37% is \$30,000-39,999 and 31% is \$40,000-49,999).