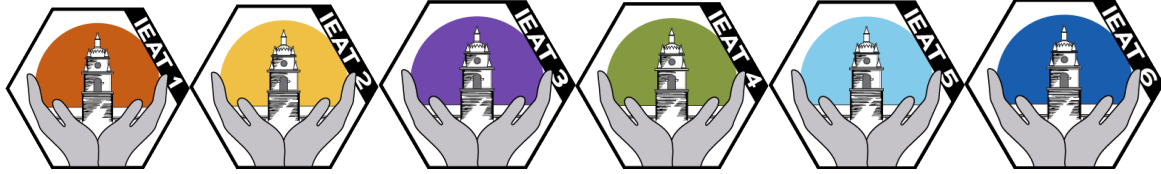


IEAP Initiative Status Report Fall 2022



Initiative Title: Post-Graduate Outcomes Alumni Survey

Initiative Number: IEAP3.2

Lead(s): Amanda Carpenter (UA) and Matt Zivot (OTP)

Due Date: November 18, 2022

OVERVIEW:

Purpose: The goal of this activity is to assess the perception and impact of CSUCI's contribution to economic vitality, social mobility and engaged citizenship. In the short term this will involve hiring consultants to assist us in implementing a perception survey to different campus stakeholders, run focus groups, and then analyze those results (Integrated Marketing Campaign). Additionally, the activity includes a primary focus to administer a Post-Graduate Outcomes Alumni Survey collecting multiple sources of data examining a number of different outcomes including graduate school completion, longitudinal employment data at time of graduation, and salary data through the Employment Development Department. This will give us the opportunity to conduct Student Learning Outcomes (SLOs) analysis and see how responsive we are to workforce and industry needs, as well as how we are doing with our graduates related to diversity, equity, and inclusion. This needs to be active ongoing annual activity that will have broad institutional implications and follow up.

Goals:

- Launch an Alumni Outreach Campaign (e.g., contact records)- completed
- Administer an Alumni Survey at 1 and 5-years post-graduation- in progress (December 2022-January 2023).
- Collaborate with Communication and Marketing to include alumni in the DEI survey
- Collaborate with IR to analyze survey data and report findings to campus community- in progress and report planned for spring 2023
- Lead campus community to have discussions surrounding implications of data and improvement opportunities- spring 2023

Metrics/Data for Evaluation: Feel free to connect with [Matt Zivot](#), Director of Institutional Research, for assistance in thinking through how to convert your initiative's goals into measurable outcomes.

What metrics will you use to evaluate achievement of this initiative's goals?

- All previously identified goals are either in progress, completed or planned for spring 2023.

What data will be necessary for determining impact?

- Using survey data to conduct Student Learning Outcomes (SLOs) analysis to determine how responsive we are to workforce and industry needs, as well as how we are doing with our graduates related to diversity, equity, and inclusion initiatives.

How and when are these data being collected?

- December 2022/January 2023 via Qualtrics survey administration- [Survey](#)

STATUS:

Progress:

- Hired and trained a **Student Assistant** to support the Alumni Outreach Campaign to support the marketing campaign, social media outreach, phone calls, and updating alumni contact records resulting in 400+ alumni record updates in Raiser's Edge.
- **Print Marketing** for Alumni Outreach- collaborated with Communication & Marketing to finalize two postcards for mailing and electronic distribution.
 - Alumni Outreach Postcard #1 (sent in early fall 2022)
 - [Alumni Outreach Postcard #2](#) (Front)
 - [Alumni Outreach Postcard #2](#) (Back)
- **Alumni Survey**- finalized survey instrument for 1 and 5-years post-graduation cohorts. Collaborated with Institutional Research to develop the survey instrument, establish process to administer the survey via Qualtrics with unique identifier records for each survey respondent including bitly links. Secured survey completion incentive including two Dodger Day tickets for 2023.

Formative Assessment

Initiative-focused prompt: What questions or problems have been encountered that “critical friends” reading this progress report (i.e., Strategic Resources Planning Committee, Inclusive Excellence Action Team members, President’s Advisory Council for Inclusive Excellence) can help initiative leads/participants to think about?

- How will we leverage these data to improve as an institution including student learning outcomes, career readiness initiatives, and interventions to support professional development of our students as they prepare for the workforce?

Institution-focused prompt: From what you have experienced thus far, should this initiative be considered for permanent funding, if/when recurring funds become available? Why?

- Over the last decade, the American public has increasingly lost confidence in the economic benefits of a college degree. Concerns related to affordability, access, and the overall payoff of a college degree. On the contrary, there is evidence to support the value of public higher education and investment in college education and impact on future earnings. In addition to public perception of college education value, we are also facing the realities of enrollment declines at all levels in higher education. While undergraduate enrollment was falling even before the pandemic, remote learning — coupled with increasing cost of tuition caused significant declines and the number of undergraduates enrolled at CSUCI has been impacted. In light of escalating higher education costs and perceived returns on the significant investment of time, effort, and resources expended by students and their families, it is critically important to illustrate

the value and effectiveness of a CSUCI degree as it relates to our graduates' preparation for the workforce and post-graduate success. Assessing post-graduate outcomes on a consistent basis is an essential responsibility of CSUCI and a way for us to measure social mobility of our graduates and how the CSUCI degree impacts their post-graduate outcomes including impact to the region.

Evaluation: In an effort to ensure the respondent survey completion process is accessible, we explored a variety of methods for survey completion including Single Sign-On via myCI, unique user access codes, survey respondent record upload via Qualtrics. However, given that some of our alumni may not have access to their myCI portal due to lack of usage we determined a more accessible option would include unique identifier links for each survey respondent via bitly. IR consulted with colleagues at Qualtrics to determine the best method for survey administration via Qualtrics with bitly links for each survey respondent. Our print vendor needed a minimum of 3 weeks to produce and execute the content and we are nearing the holiday season so we may need to adjust our timeline to administer the survey closer to the first of the new year which may be a more optimal time for alumni to respond.

Other: NA