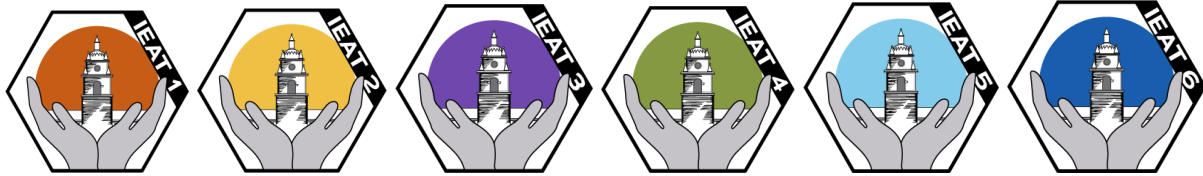


**IEAP Initiative Status Report
Spring 2023**



Initiative Title: Post-Graduate Outcomes Alumni Survey (1 and 5-year post-graduation)

Initiative: IEAT 3.2

Lead(s): Amanda Carpenter and Matt Zivot

Due: 8am May 1, 2023 – email to Kaia Tollefson in Word format

A. 2022-23 Findings

- Metrics/Data for Evaluation:** What metric(s) did you use to evaluate the achievement and/or impact of this initiative’s goals?

Given this was the first time in CSUCI’s history to complete an alumni post-graduate outcomes survey, no baseline data existed to reference. Most metrics were action items necessary to administer this project (see below).

Timeline	Action(s)	Status
Fall 2022	Launch an Alumni Outreach Campaign to update contact records (e.g., phone call campaign, print postcard marketing, social media outreach, and email)	Completed
Fall 2022	Collaborated with Communication & Marketing to finalize two postcards for mailing and electronic distribution. <ol style="list-style-type: none"> Alumni Outreach Postcard #1 (sent in early fall 2022) Alumni Outreach Postcard #2 (Front) Alumni Outreach Postcard #2 (Back) 	Completed
Fall 2022	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+	Completed

	alumni record updates in Raiser's Edge.	
Fall 2022	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 via QR for the post cards and unique links for the emails, text, and LinkedIn Messaging. Secured survey completion incentive including two Dodger Day tickets for 2023.	Completed
January 2023-May 2023	Administer an Alumni Survey at 1 and 5-years post-graduation Survey	in progress
Fall 2022- Spring 2023	Meetings between Alumni Engagement staff and IR for consultation on survey administration process and strategies for increasing response rates	Ongoing
Fall 2022-Spring 2023	Increase survey response rate actions: Reminder emails to complete survey via Qualtrics (x4) Reminder emails via Outlook via mail merge (x2) Google phone text - cell phone text (x1) LinkedIn Messaging (1) Social Media posts Post cards (x2) Phone calls (in progress)	Completed
Fall 2023	Collaborate with Communication and Marketing to include alumni in the campus-wide DEI survey.	Completed
Summer 2023	Collaborate with IR to analyze survey data and report findings to campus community- in progress and report planned for spring 2023.	Planned

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2. **Findings & Recommendations:** There is no length requirement or word limit for your narrative responses. Please be thorough yet succinct, keeping in mind that IEAP status reports are shared with the Strategic Resource Planning Committee (SRPC) and published via the [IEAP website](#).

a. What did you learn?

i. *Survey response rates were dismal, despite the immense amount of work associated with the outreach campaign and implementation of strategies to increase response rates.*

Survey Cohort	Cohort Total	Survey Response (5/1/23)	Response Rate Sample (5/1/23)
Class of 2018 (5-year post grad cohort)	1934	101	5%
Class of 2022 (1-year post grad cohort)	1977	207	10%

b. Were the values of diversity, equity, inclusion, and/or accessibility measurably advanced through this initiative in 2022-23? How do you know? (Please attach or link to your data and/or analysis of data.)

Findings have not been evaluated yet. As part of this project, we updated alumni contact records for the purpose of collaborating with Communication & Marketing to include alumni in a campus-wide DEI survey.

c. Based on what you experienced and learned through this initiative in 2022-23, what are your recommendations specifically relative to the value of, ongoing need for, and/or necessary revisions to this initiative, going forward?

The immense workload associated with this project did not result in a substantive sample size to present reliable and valid data for both surveys. We need to strategize alternative options for data collection unless we have capacity for additional professional staff support with a focus solely on post-graduate outcomes. For example, consider using CO post-graduate outcomes data and review 3rd party options for post-graduate outcomes survey administration.

3. **Other:** Is there anything else about this initiative that you would like to add? (e.g., Have new questions or opportunities come up through your experience in leading this initiative?)

B. Budget.

1. **Budget Report.** Provide a summary of the categories by which funds were spent, the amount spent per category, and anticipated balances as of 4/28/2023 and 6/30/2023. For example:

IEAP Initiative Number and Title	Post-Graduate Outcomes Alumni Survey S0029 (1- and 5-year) (IEAT 3.2)
Total Budget	\$20,000
Expense Category #1	Salaries/Wages: \$720 (Student Assistant)
Expense Category #2	Misc. Operating Expenses \$5,160 (Postcards)

Etc.	
Expenditures to Date as of 2/28/23*	\$5,880
Anticipated Remainder 6/30/2023	\$14,120

*Attached: Directions for how to generate financial report

Bus Unit	Acct Type Fdescr	Acct Cat Fdescr	Actuals	
			2021	2022
CICMP	50 - Revenues	506 - Transfers In From Other Funds/Appropriations	(20,000.00)	
	50 - Revenues Total		(20,000.00)	
	60 - Expenditures	601 - Regular Salaries and Wages	720.00	
		660 - Misc. Operating Expenses	5,160.00	0.00
	60 - Expenditures Total		5,880.00	0.00
CICMP Total			(14,120.00)	0.00
Grand Total			(14,120.00)	0.00

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2. Reflections.

- Will you have expended allocated funds for FY23 for this project by 6/30/23?
No, our Student Assistant hired to complete this project work was allocated federal work study in late fall 2022 significantly lowering the cost for student employee wages projected for this project. We will hire on a summer student assistant to continue this work for the duration of project.
- When do you anticipate having expended funds allocated for this initiative?
Fall 2023
- If funds have not been expended by the end of FY23, what are the roadblocks you have experienced in not being able to complete the initiative by 6/30/23?
A major expense predicted in the proposal Student Assistant (SA) was significantly reduced because we were notified our SA was eligible for Federal Work Study funds in fall 2022 after the proposal was submitted and therefore did not utilize all funds allocated for Student Assistant on the project this fiscal year.
Were funds sufficient, too much, or too little for the initiative this year? What do you recommend going forward? Are ongoing efforts/funding needed for this specific initiative?
For this initiative, it's not an issue of funds, it's an issue of extensive staff time allocated to complete the actions listed in section A.1. We need to strategize a sustainable process for collecting these data on an annual basis.