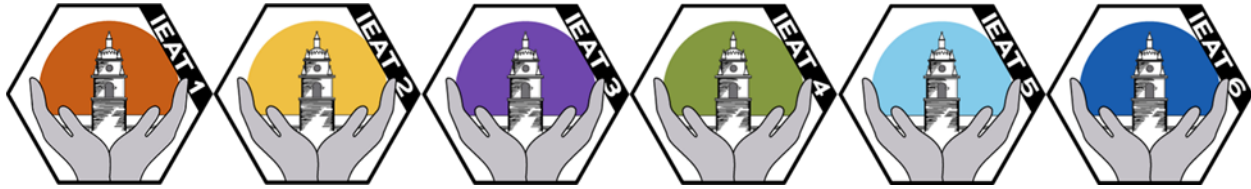


IEAP Initiative Status Report
Fall 2024



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

Initiative: IEAT 3.2

Lead(s): Amanda Carpenter and Matt Zivot

Date: September 27, 2024

A. OVERVIEW: Respond briefly (about 50-75 words per answer) to each of the following questions.

1. **Purpose:** What is the problem being addressed through this initiative?
Launch an Alumni Outreach Campaign to update contact records for alum in Raiser’s Edge and assess post-graduate outcomes (e.g., employment, graduate school, salary).

2. **Goals:** What are participants trying to achieve? (Feel free to include objectives – i.e., smaller, measurable steps along the way toward achieving larger goals.)
See actions listed below in Metrics/Data for Evaluation

3. **Metrics/Data for Evaluation:**
 - a. What metrics will you use to evaluate achievement of this initiative’s goals?
 - b. What data will be necessary for determining impact?
 - c. How and when are these data being collected?

(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.)

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"> 1. Alumni Outreach Postcard #1 (sent in early fall 2022) 2. Alumni Outreach Postcard #2 (Front) 	Completed

	3. Alumni Outreach Postcard #2 (Back)	
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+ alumni record updates in Raiser's Edge.	Completed
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	Completed
Fall 2022- Spring 2023	Meetings between Alumni Engagement staff and IR for consultation on survey administration process and strategies for increasing response rates	Completed
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-Fall 2023	Collaborate with IR to analyze survey data and report findings to campus community- in progress and report planned for spring 2023.	In progress
Fall 2024	At Homecoming 2024, conduct alumni outreach campaign with contact cards and homecoming branded alumni swag	In progress

B. STATUS: Again, please respond briefly to each of the following.

1. **Progress:** Has progress been made on this initiative this semester? If so, please describe.
 - a. Yes, we will leverage our inaugural Homecoming 2024 to update our alumni records and raffle alumni branded swag items to encourage social media followers.

2. **Evaluation:** What have you learned thus far? How do you know what you have learned?
 - 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%

3. **Continuation:** Should this initiative continue beyond 2023-24, in your view? Why or why not?

Yes, but with some adjustments in the model. For this initiative, the primary unaccounted for expense includes extensive staff time allocated to complete the actions listed in section A.1. We need to strategize a sustainable process for collecting and reporting out these data on an annual basis.

4. **Future Needs:** If your answer to #3 was yes, are ongoing funding or other resource needs required for this initiative beyond 2023-24?
 - a. Yes, sustainable funding to implement on an annual basis, not solely one-time project-based funding.

5. **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?)
 - a. The immense workload associated with this project did not result in a substantive sample size to present reliable and valid data for both cohort 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 as opposed to administering, analyzing and reporting in house.