

## Fall 2004 Alumni Survey Results *University of North Alabama*

On February 5, 2003, the University's shared governance Institutional Effectiveness Committee recommended a three-year cycle of stakeholder surveys to assess the satisfaction of students, alumni, employers of UNA graduates, and UNA employees. Also included in the cycle is a survey of advisors/advisees. The Office of Research, Planning, and Institutional Effectiveness has been charged with taking a leading role in administering the university-wide satisfaction surveys following the three-year cycle approved by UNA's Board of Trustees in March 2003. Results of the surveys are disseminated campus-wide and posted on the web page of the Office of Research, Planning, and Institutional Effectiveness for use in planning and decision-making and in assessment to identify areas needing improvement.

An electronic Alumni Survey of 1999-2004 University of North Alabama graduates was administered in Fall 2004, utilizing e-mail addresses in the database of the Department of Alumni Relations. Survey results were compared to the results of an identical survey administered in Fall 2001 and to the parallel Fall 2003 survey of employers of UNA graduates, which initiated the approved survey cycle. A smaller number of graduates was surveyed in Fall 2004 than for the Fall 2001 Survey when all alumni with e-mail addresses were surveyed. Responses to the Fall 2004 survey were received from 217 alumni compared to 1,260 in 2001. The low number of 2004 responses was attributed to a large percentage of obsolete e-mail addresses that "bounced back".

With a scale of 1-4, with 1 being "Below Average" and 4 being "Outstanding", the 3 items of ***skill/competency/knowledge*** receiving the highest mean response to the question "Please rate how effectively you believe UNA prepared you in the following areas:" were *Honesty and integrity* (3.25), *Reliability/taking responsibility* (3.16), and *Ability to work with others* (3.14). *Honesty and integrity* (3.03), *Reliability/taking responsibility* (3.0), and *Diligence in completing tasks* (2.93) received the 3 highest ratings on the 2001 survey. Responses to all 21 questions produced higher ratings on the 2004 survey than on the 2001 survey.

When comparing results of the Fall 2004 Alumni Survey to results of the parallel survey mailed to employers of UNA graduates in Fall 2003, it was noted that *Honesty and integrity* (3.26), *Diligence in completing tasks* (3.11), and *Ability to work with others* (3.08) received highest ratings from employers to the question, "Please rate how effectively you believe UNA has prepared your employees who are graduates of UNA in the following areas:". A similar pattern evolved from results of the same instrument mailed to employers of UNA graduates in Spring 2000, when *Honesty and integrity* (3.23), *Reliability/taking responsibility* (3.11), and *Ability to work with others* (3.00) received the highest ratings. These patterns confirm employers' agreement with the self-assessment of alumni on critical issues that are keys to the success of UNA alumni and to the satisfaction of employers.

Employers rated UNA graduates' *written* and *oral communication skills* at 2.78 and 2.87 respectively on the Fall 2003 Survey, with identical ratings for both items on the Spring 2000 Survey. Alumni rated their *written* and *oral communication skills* at 2.99 and 2.98 respectively on the Fall 2004 Survey and at 2.80 and 2.76 on the Fall 2001 Survey. The lowest rating was received on the same item in all 4 surveys: *Global business awareness*. **Attachment A** contains complete results of the Fall 2004 Alumni Survey; **Attachment B** shows the mean scores for the same items. Comparisons of the 2004 Alumni Survey results to the Fall 2001 Alumni and Fall 2003 and Spring 2000 Employer Surveys are included on **Attachment C**. Results of the Fall 2004 Alumni Survey may be broken down by college and department upon request.

## Fall 2004 Alumni Survey Results

Please rate how effectively you believe UNA prepared you in the areas listed below by checking the appropriate box for each item.

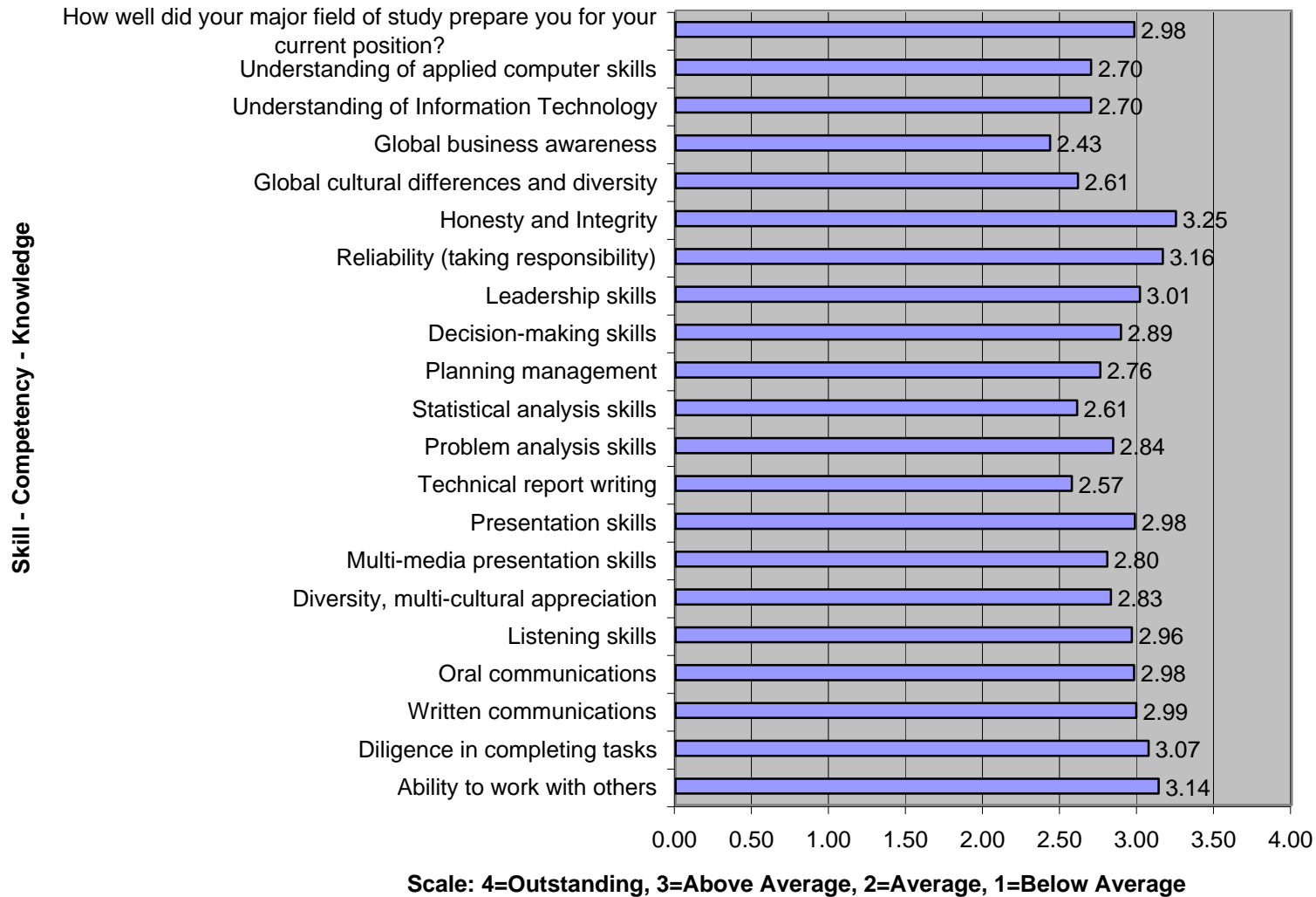
Percentages	1	2	3	4
Skill/Competency/Knowledge	Below Average	Average	Above Average	Outstanding
1. Ability to work with others	1.9%	18.2%	44.4%	35.5%
2. Diligence in completing tasks	1.4%	18.7%	51.4%	28.5%
3. Written communications	2.3%	23.1%	47.7%	26.9%
4. Oral communications	2.8%	24.5%	44.9%	27.8%
5. Listening skills	0.9%	25.6%	49.8%	23.7%
6. Diversity, multi-cultural appreciation	6.6%	32.9%	31.9%	28.6%
7. Multi-media presentation skills	9.0%	28.3%	36.3%	26.4%
8. Presentation skills	3.3%	25.6%	40.9%	30.2%
9. Technical report writing	7.8%	43.7%	32.0%	16.5%
10. Problem analysis skills	1.9%	33.8%	42.5%	21.7%
11. Statistical analysis skills	5.5%	43.8%	35.3%	15.4%
12. Planning management	3.5%	34.7%	44.6%	17.3%
13. Decision-making skills	3.8%	26.2%	47.1%	22.9%
14. Leadership skills	4.7%	22.7%	38.9%	33.6%
15. Reliability (taking responsibility)	1.9%	18.1%	41.9%	38.1%
16. Honesty and Integrity	2.8%	12.6%	41.6%	43.0%
17. Global cultural differences and diversity	11.3%	35.3%	34.3%	19.1%
18. Global business awareness	15.8%	41.6%	26.3%	16.3%
19. Understanding of Information Technology	8.2%	34.6%	36.5%	20.7%
20. Understanding of applied computer skills	8.5%	33.6%	37.4%	20.4%
21. How well did your major field of study prepare you for your current position?	5.3%	24.7%	36.8%	33.2%

DESCENDING MEAN	
Skill/Competency/Knowledge	Mean
16. Honesty and Integrity	3.25
15. Reliability (taking responsibility)	3.16
1. Ability to work with others	3.14
2. Diligence in completing tasks	3.07
14. Leadership skills	3.01
3. Written communications	2.99
8. Presentation skills	2.98
21. How well did your major field of study prepare you for your current position?	2.98
4. Oral communications	2.98
5. Listening skills	2.96
13. Decision-making skills	2.89
10. Problem analysis skills	2.84
6. Diversity, multi-cultural appreciation	2.83
7. Multi-media presentation skills	2.80
12. Planning management	2.76
19. Understanding of Information Technology	2.70
20. Understanding of applied computer skills	2.70
17. Global cultural differences and diversity	2.61
11. Statistical analysis skills	2.61
9. Technical report writing	2.57
18. Global business awareness	2.43

Respondents	217
Gender	
Female	67.6%
Male	32.4%
Ethnicity	
African Amer.	7.6%
Amer. Indian	1.9%
Caucasian	89.0%
Hispanic	0.5%
Other	1.0%
97% of respondents received undergraduate degree from 1999 to 2004	

# University of North Alabama Alumni Survey Fall 2004

Please rate how effectively you believe UNA prepared you in the areas listed below:



**UNA Alumni Survey Results Fall 2004 and Fall 2001  
Compared to Spring 2000 and Fall 2003 Surveys of Employers of UNA Graduates**

Employer Survey Question: Please rate how effectively you believe UNA prepared your employees who are graduates of UNA in the following areas:

Alumni Question: Please rate how effectively you believe UNA prepared you in the following areas:

Scale: 4=Outstanding, 3=Above Average, 2=Average, 1=Below Average

<b>Q#</b>	<b>Skill/Competency/Knowledge</b>	<b>2004 Alumni Mean</b>	<b>2001 Alumni Mean</b>	<b>2003 Employer Mean</b>	<b>2000 Employer Mean</b>
1	Ability to work with others	3.14	2.87	3.08	3.00
2	Diligence in completing tasks	3.07	2.93	3.11	2.93
3	Written communications	2.99	2.80	2.78	2.78
4	Oral communications	2.98	2.76	2.87	2.87
5	Listening skills	2.96	2.72	2.77	2.87
6	Diversity, multi-cultural appreciation	2.83	2.35	2.65	2.47
7	Multi-media presentation skills	2.80	2.11	2.54	2.39
8	Presentation skills	2.98	2.53	2.62	2.72
9	Technical report writing	2.57	2.30	2.39	2.31
10	Problem analysis skills	2.84	2.67	2.65	2.60
11	Statistical analysis skills	2.61	2.44	2.44	2.33
12	Planning management	2.76	2.61	2.64	2.61
13	Decision-making skills	2.89	2.72	2.82	2.72
14	Leadership skills	3.01	2.79	2.73	2.68
15	Reliability (taking responsibility)	3.16	3.00	3.04	3.11
16	Honesty and Integrity	3.25	3.03	3.26	3.23
17	Global cultural differences and diversity	2.61	2.13	2.43	2.23
18	Global business awareness	2.43	2.01	2.33	2.13
19	Understanding of Information Technology	2.70	2.18	2.59	2.53
20	Understanding of applied computer skills	2.70	2.16	2.68	2.53
21	How well did your major field of study prepare you for your current position?	2.98	2.75	n/a	n/a