

UW-Stout Alumni Follow-Up Study

*Office of Budget, Planning and Analysis
Applied Research Center*



STOUT
UNIVERSITY OF WISCONSIN

Inspiring Innovation

Study Background

- Study last conducted Spring 2008
- Implemented in 1979
- Currently conducted every other year
- Purpose of Study:
 - Assess student satisfaction
 - Measure educational effectiveness
 - Identify areas for improvement



Participation

- UW-Stout Alumni Who Graduated in the Year 2002
 - Five years after graduation
 - 423 responded out of 1,381 surveys sent (31% response)
- UW-Stout Alumni Who Graduated in the Year 2006
 - One year after graduation
 - 525 responded out of 1,513 surveys sent (35% response)

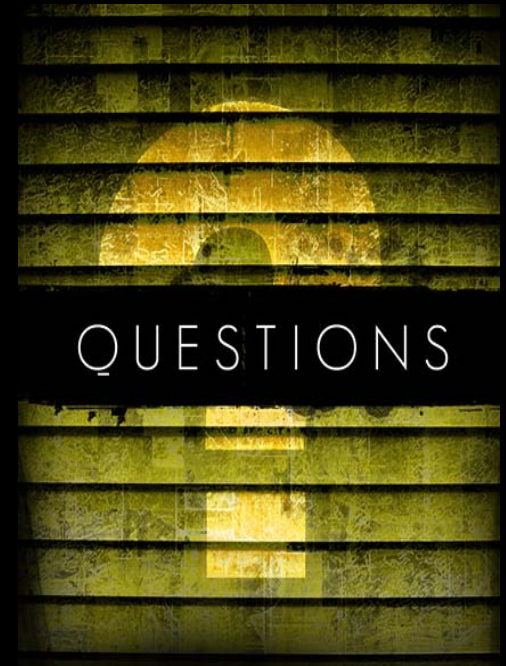
2002



2006

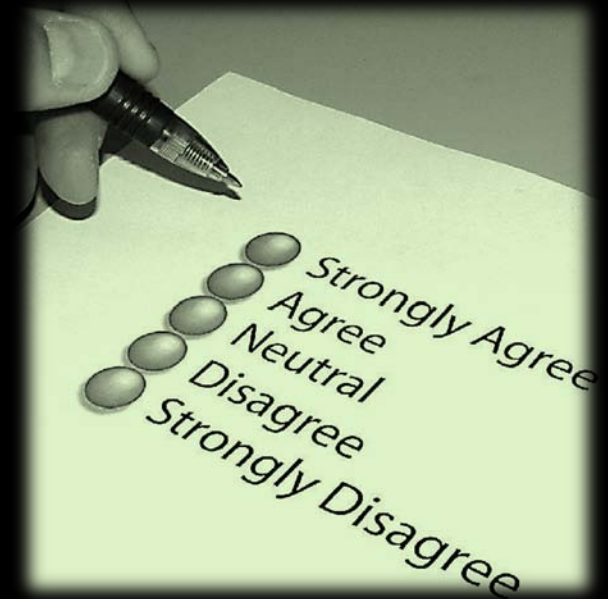
Survey Questions

- Types of Questions:
 - Forty-four Likert-scale questions & three qualitative questions
 - Personal development in skill areas
 - Preparation for employment
 - Satisfaction with employment
 - Quality of education at UW-Stout
 - Effectiveness of programs at UW-Stout
 - Current employment information



Data Analysis

- Means for all Likert questions with t-test or ANOVA analysis (Student-Newman-Keuls post hoc test).
- Representative themes were developed for comments to qualitative questions.



Data Analysis (cont.)

- Trends back to 1979
- University-level data shared with leadership group for decision-making
- Program data provided to program director for program improvement

2009

1999

1989

1979

2008 Study Design

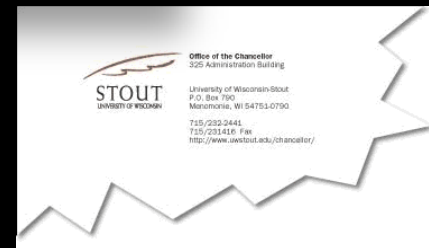
- Alumni received:
 - Postcard to watch for survey in near future
 - Survey packet mailed with letter from Chancellor
 - option given to complete survey on web or return in business-reply envelope
 - Additional postcard sent to non-respondents as reminder
 - Survey packet sent again to non-respondents
- Employer survey sent to employers of alumni



2008 Study Design (cont.)

Alumni Survey Packets Included :

- Letter from Chancellor
- Undergraduate or graduate survey
- Program specific survey (if available)
- Business-reply envelope



Results of 2008 Study

Highest Ratings



Undergraduates	Mean (5 pt. scale)
If you had it to do over again, would you attend UW-Stout?	4.3
How important UW-Stout was in contributing to:	
Working in teams	4.2
Leadership	4.1
Availability of faculty in program courses	4.2

Graduates	Mean (4 pt. scale)
If you had it to do over again, would you attend UW-Stout?	3.6
Education at UW-Stout prepared me to consider the ethics of my profession	3.5
Availability of faculty in program courses	3.5

Results of 2008 Study



Lowest Ratings

Undergraduates	Mean (5 pt. scale)
Value of senior year course work activities in developing:	
Preparation for community, civic and political roles	3.2
Financial management	3.0
How important UW-Stout was in contributing to appreciating:	
The value of literature	3.2
History in context to current issues	3.2

Graduates	Mean (4 pt. scale)
How well co-curricular and extra-curricular activities prepared me for employment	2.8
Education experience at UW-Stout prepared me to:	
Utilize computing and digital technology	2.8
View community service as my social responsibility	2.8

Comparison of 5-Year and 1-Year Alumni

One- and five-year responses from 2008 study were compared.

Significant Findings		
Undergraduates	2002 Graduates (5 Yrs After Grad)	2006 Graduates (1 Yr After Grad)
How did Stout contribute to:		
Writing effectively	3.7*	3.6
Creative problem solving	4.0*	3.9
Rate aspects of education:		
General educ. instruction	3.6*	3.5
Program instruction	4.0*	3.8
Availability of faculty in gen. ed. courses	3.8*	3.6
Availability of faculty in program courses	4.2*	4.0
Course availability (according to program sequence)	4.0*	3.8
Lab facilities and equipment	3.8*	3.7
Digital environment	3.6	3.8*
* Statistically higher ratings		

Comparison of Alumni in 2000

One-, three-, and five-year responses from alumni who graduated in 2000 were compared.

Significant Findings			
Undergraduates of 2000	Spring 2006 Survey	Spring 2004 Survey	Spring 2002 Survey
	5 Yrs After Graduation	3 Yrs After Graduation	1 Yr After Graduation
Importance of experience at Stout contributing to: Organizing information	3.8	4.0*	4.0*
Rate aspects of education:			
General educ. instruction	3.6	4.1*	3.6*
Program instruction	4.0	4.2*	4.1
Availability of faculty in general educ. courses	3.7	4.1*	4.1*
Would you enroll in the same program	3.8	3.9	4.1*
* Statistically higher ratings			

Additional Results

Additional results from the 2008 study can be found at:
<http://www.uwstout.edu/bpa/ir/afu/2008index.html>

