

GRADUATING STUDENT SURVEY

METHODOLOGY

Survey Instrument

The Residential Graduating Student Survey is designed to capture and relay data on prospective graduates' perceptions of university and degree program experiences. This data is used in support of internal and external review, as well as, assessment and reporting processes, including accreditation. Item content is developed and managed by the Office of Institutional Research in consultation with Residential Career Services Offices, College Deans, Department Chairs, and Program Coordinators. Core questions are common across campuses and assess university/program satisfaction, extra-curricular/ co-curricular activities, general education skills, research skills and program-specific learning outcomes. Administrators from each college and program are given the opportunity to incorporate additional questions specific to their graduates as well as review existing items aimed at assessing program-specific learning outcomes. In addition to summarizing results for specific cohorts, the Residential Graduating Student Survey is designed to provide trends data over time to support and guide improvement, development and assessment plans.

Administration

Using an online platform, the Residential Graduating Student Survey is administered to prospective graduates in both the fall and spring semesters. An email invitation is sent to prospective students from the Office of Institutional Research approximately 2 months prior to graduation. Periodic reminder emails are sent until data collection concludes, the day after graduation.

Response Rates

The number of respondents and proportion of all prospective graduates surveyed are shown below:

2018/19	Daytona Beach – 863 (63%)	Prescott – 366 (68%)
2017/18	Daytona Beach – 701 (60%)	Prescott – 287 (66%)
2016/17	Daytona Beach – 752 (67%)	Prescott – 319 (72%)
2015/16	Daytona Beach – 621 (59%)	Prescott – 282 (72%)
2014/15	Daytona Beach – 559 (60%)	Prescott – 190 (57%)
2013/14	Daytona Beach – 371 (42%)	Prescott – 127 (41%)
2012/13	Daytona Beach – 387 (34%)	Prescott – 167 (46%)