A&M Commerce Alumni Survey

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LEARNING AS AN INTERN

Positive outcomes:

- Applying course lessons to real-world situations
- Learning the basics of conducting research on human subjects
- Learning new research tool- Qualtrics
- Maintaining timeline
- Working under great mentor
- Analyzing data
- Making a report
An Intern’s Experience of Learning how to do research

- Obtaining IRB certification
  - Respect
  - Beneficence
  - Consent Form
- Literature review
- Instrumentation development
PURPOSE OF STUDY

- Collect information about A&M-Commerce alumni’s perceptions of their previous academic experiences
- Collect current employment information since workforce data has become an important measure of students’ success for institution education qualities
Prior studies have identified many benefits for educational institutions from Alumni research survey:

- Positive perceptions of the university
- Enhanced student retention rates
- Positive teaching and learning outcomes
- Greater student involvement
- Increased opportunities for meaningful research and scholarly activities
- Networking opportunities and application of classroom learning to real-world issues
- Personal development, career development, moral development, academic achievement
METHODOLOGY

- Total 18 questions addressed in the survey
- Quantitative and Qualitative type of questions
- Questionnaire type-
  Multiple choice, Likert-scale-point, ranking, and text entry questions
- Previous experiences at A&M-Commerce
  - Academic experiences
  - Extracurricular activities experiences
  - Connection with A&M-Commerce
  - A&M-Commerce preparation for marketable skills
METHODOLOGY

- Employment Information
  - Employment status
  - Current Industry
  - Position
  - Location
  - Employer
  - Compensation

- Social Network information

- Data Collection method-
  The designated alumni students from the university will be sent an email invitation to participate in an online survey via Qualtrics

- Secondary research method
PROPOSED RESEARCH QUESTIONS

- Students’ sense of connection is positively correlated with their extra-curricular activities;
- Students’ sense of connection is positively correlated with their GPAs; and
- Students’ GPAs are positively correlated with their future income.
RESULTS & IMPLICATIONS

- Use for institutional improvement purposes
- Program review
- Help with Marketing and advancement
- Enhance alumni relation
FUTURE RESEARCH

- Create longitudinal database to monitor alumni’s job status change over time
- By exploring data trends make suggestions of how to improve the services from Career Development
- Improve future instrument based on the feedback from alumni
REFERENCES


THANK YOU!

Questions?

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