



Institutional Research Briefs

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The purpose of *Institutional Research Briefs* is to inform others of the types of information available from the Office of Institutional Research and to provide a brief summary of some of the projects we're working on along with the findings. *Institutional Research Briefs* will be published six times a year and distributed to the campus community as well as archived on our website. The first *Briefs* was distributed in September 2004.

Its a Fact ...

What's The Big Deal About Third Week?

The terms third week, census date, 15th day, are often used when talking about enrollment information. What is this day? The "15th day" or "third week" is the official reporting or "census" date for all NDUS institutions. On this date, the enrollment counts are taken and a historical file is "frozen." It is critical that the data be accurate and as complete as possible for this process. The historical file is used for a number of official reports internal to the campus, for planning and development, and supplied for state and federal agencies for reporting purposes.

The next time you receive an enrollment report from our office, you might note if it states whether it is "current" data or as of "third week."

The Survey Says ...

The highlighted survey for this issue is the 2004 Alumni Outcomes Survey. This is a national survey which was developed by ACT's Research Division and was administered to the graduates of all 11 NDUS institutions. The purpose of the ACT Alumni Survey was to measure the value that graduates place on their educational experiences while at UND, as well as their success after graduation. The survey was mailed in February 2004 to UND graduates from December 2000, May 2001, and August 2001. This is the second time that this instrument was administered. Included in this newsletter are the executive summary and the graphic highlights.

The complete report is available on our website. It contains additional information on how UND graduates compare to other NDUS schools as well as comparisons to national norms. For questions about this survey, please contact Jean Chen or Carmen Williams.

Speaking of "It's a fact" ..

The Common Data Set (CDS) was developed through a cooperative project among several publishers (College Board, Peterson's, Wintergreen/Orchard House, U.S. News), in conjunction with U. S. colleges and universities. The information in this document can be used as a standard response to many questions that we get from the campus community, the public, college guides, and other surveys asking

for "facts" about the University of North Dakota. The CDS contains such information as enrollment and persistence totals, application and ACT information, academic offerings, annual expenses, graduation rates, financial aid information, faculty numbers, and class size. The CDS is supplied in both PDF and Excel formats at <http://www.und.nodak.edu/dept/datacol/cds/index.htm>.



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Executive Summary

In February 2004, the ACT Alumni Outcomes Survey (AOS) was mailed to all UND students who graduated in December 2000, May 2001, and August 2001. A total of 367 alumni responded, 140 males (38.6%), 223 females (61.4%), and 4 who did not report their gender. Overall, 28% of solicited alumni participated in this survey. The results were analyzed and compared to the national norm provided by ACT.

The goal of this analysis is to provide insights into the significant benefits that our UND education offers to its students.

- Compared to the national norm, UND respondents are less diversified and younger. More UND respondents reported carrying a **larger amount of student debt, earning higher college GPA, and having higher lifetime educational goals** than were reported of the national level.
- One in five of the respondents (19%) earned degrees at UND in health sciences and allied health. The current occupational field with highest percent of respondents is also health sciences and allied health (25%).
- Nearly 40% of the respondents had transferred college hours or credits to UND.
- The **five most important skills** ranked by UND alumni were:
 1. Recognizing and using effective verbal communication skills
 2. Living my personal and professional life according to my own standards/ethics
 3. Recognizing and using effective written communication skills
 4. Defining and solving problems
 5. Get along with people from various cultures, races, backgrounds, etc.
- The five school experiences which UND alumni named as having the **greatest impact** included
 1. Recognizing and using effective written communication skills
 2. Recognizing and using verbal communication skills
 3. Working cooperatively in groups or working as a team member
 4. Accessing and using a variety of information sources
 5. Defining and solving problems
- The **five highest degrees of satisfaction** were the factors of
 1. Class size relative to the type of course
 2. Quality of the program in my major/field
 3. Overall quality of instruction
 4. General condition of buildings and grounds
 5. Variety of courses offered
- More than three-quarters of UND alumni reported agreement (strongly agree and agree) that academic success was encouraged and supported (91%), the school had an intellectually stimulating atmosphere (83%), faculty were accessible outside of class time (82%), and they had a personal sense of security on campus (78%).
- The nine factors which received the five highest positive ratings by UND respondents are: quality of academic programs (38%), opportunities for student involvement in campus activities (35%), opportunities for student & faculty interaction (29%), prevalence of computer system, services, equipment, and labs (23%), and sense of individual belonging on this campus (22%). The three highest negative ratings are cost of attendance (24%), prevalence of cultural/ethnic diversity in student body (11%), and flexibility of degree requirements (5%).
- In the area of Student Programs and Services, respondents expressed their highest degree of satisfaction with Library Services and Materials (88%). In contrast, respondents indicated their dissatisfaction with career planning and placement services (18%), academic advising (15%), and financial aid counseling and related services (11%).
- 82% of UND respondents were employed, compared to 76 percent of the national group.
- 60% of the respondents think UND prepared them very well for their occupations and 87% of the respondent indicated that their current occupations are closely or moderately related to their college majors.
- UND respondents expressed higher degrees of satisfaction on 8 out of 11 job factors than did alumni nationally.
- Over half of the UND respondents reported earning \$30,000-\$49,999 annually, compared to 33% of national alumnus at colleges with greater than 10,000 students.
- 87% of the respondents indicated they would still attend UND if they could begin again.
- 74% of respondents would recommend UND to others without reservation.
- 92% of the respondents rated UND as excellent (54%) or good (38%).

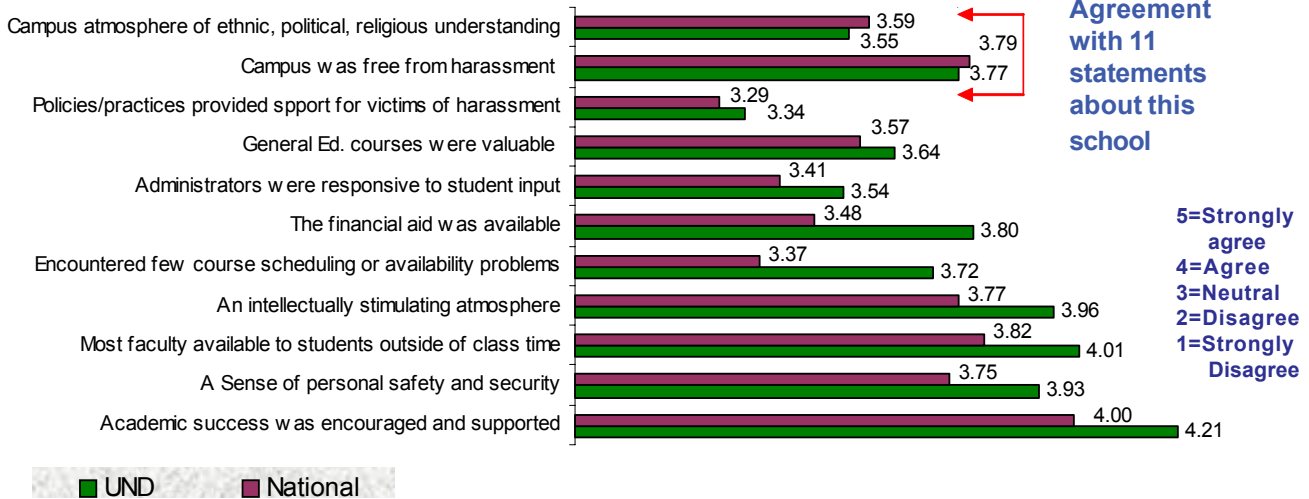
2004 ACT ALUMNI OUTCOMES SURVEY

Top 5 Important Skills at UND

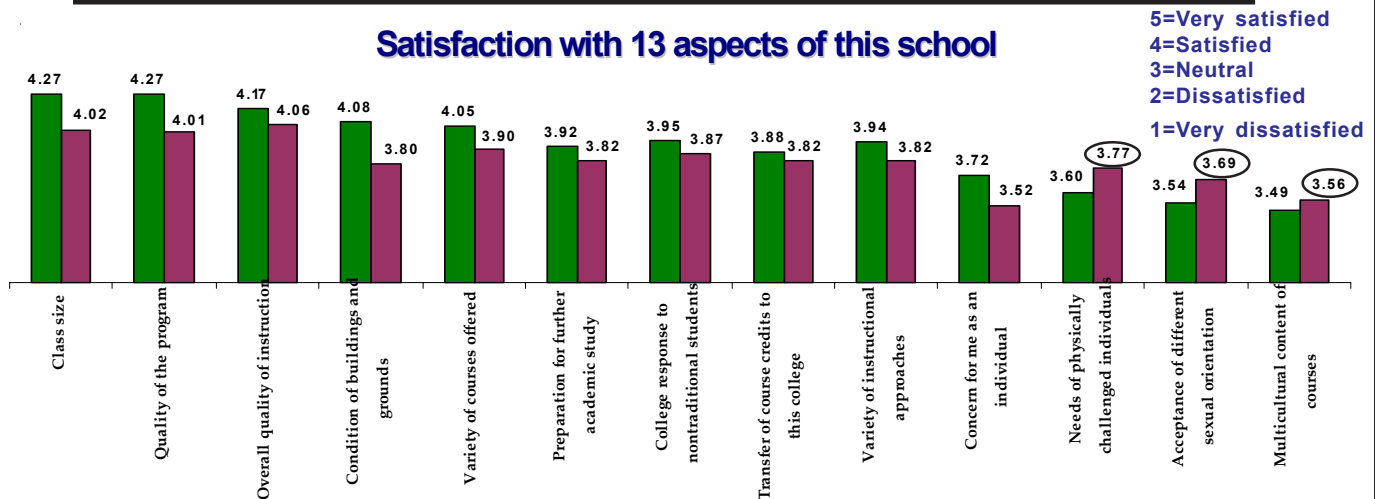
1. Recognizing and using effective verbal communication skills
2. Living my personal/professional life according to own standard
3. Recognizing and using effective written communication skills
4. Defining and solving problems
5. Getting along with people from various cultures/races background

Top 5 Impacts of Educational Experiences at UND

1. Recognizing and using effective written communication skills
2. Recognizing and using effective verbal communication skills
3. Working cooperatively in groups: working as a team member
4. Accessing and using a variety of information sources
5. Defining and solving problems



Satisfaction with 13 aspects of this school



Percent of Satisfaction (very satisfied and satisfied) on 9 student services or programs while attending UND?

- Library service (88%)
- Registration procedures (79%)
- Academic Advising (64%)
- Health/wellness programs (55%)
- Instruction in use of campus computer system (46%)
- Financial Aid (44%)
- Career/Placement services (43%)
- Academic support services (39%)
- Counseling services (23%)

"If you could begin again, would you attend UND", is recoded with a 3-point scale. Yes (87%), Uncertain (8%), and No (5%).

"Overall, how would you rate UND (for the time during which you were attending it)", is recoded with a 3-point scale. Excellent or Good (92%), Average (6%), and Poor (1%).

"Would you recommend UND to someone who asked your opinion?" Yes, without reservation (74%), Yes with some reservations (25%), and No (3%).

Current Annual Income by Occupational Fields	≥ \$20K	≥ \$30K	≥ \$40K	≥ \$50K	≥ \$60K	≥ \$70K
Computer Information Sci	100%	100%	100%	33%	17%	17%
Engineering	100%	96%	91%	65%	30%	17%
Health Sci./Allied Health Sciences (Bio & Physical)	95%	86%	63%	21%	10%	7%
Business & Management	96%	85%	59%	24%	15%	11%
Social Sciences	82%	77%	41%	29%	12%	0%
Communications	89%	56%	22%	11%	0%	0%
Marketing & Distribution	100%	0%	0%	0%	0%	0%
Community/Personal Service	89%	62%	27%	15%	8%	8%
Education	87%	55%	14%	6%	2%	0%
All Others Fields	60%	44%	24%	12%	8%	4%
All UND Respondents	90%	72%	45%	21%	11%	7%

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Pilot of the Employer Satisfaction Survey

The collection of information from employers about graduates is vital to the University's understanding of whether it is successful in meeting its educational goals. As part of an accountability measure, the NDUS contracted with Noel-Levitz (N-L) to administer an Employer Satisfaction Survey to employers of the graduates (two years post graduation) from all 11 institutions. This is the first time N-L has had this instrument available and the first time that UND has administered an institution-wide employer survey.

In September 2004, a letter went out to UND graduates asking them for their assistance and for permission to survey their employer. The Office of Institutional Research then mailed the Employer Satisfaction Survey directly to the designated supervisor provided by the graduate. The supervisor is asked to send the completed survey, by November 15, 2004, to N-L for scoring. Once the data is received from N-L, IR will compile and report the findings. The UND Institutional Review Board has approved this study (project number: IRB-200408-048).

Announcement to Academic Offices



The UND Assessment of Teaching (USAT) forms are available for your faculty at your college Dean's Office. Please estimate the number of forms you need and request them from their office.

Results/reports will be mailed out the end of January. Please let us know, in advance, if there are faculty which need earlier reports. We'll certainly do the best we can to accommodate all special requests.

Did you know?

We now have easy-to-use maps of North Dakota, the United States, and Canada, which contain the enrollment distribution of students. These are available on our website at <http://www.und.nodak.edu/dept/datacol/Mapsurvey/index.htm>. For example, going into the US map, the user can select a state and it shows how many undergraduate, graduate, law, or medical students are enrolled for Fall 2004. The ND map shows these same counts by county.

