Texas State University-San Marcos
2011 Alumni Survey Results

Introduction

The Texas State Alumni Survey is administered every year to collect information from recent bachelor’s degree graduates about their current employment status, job-seeking experience, continuing education activities and plans, and experience and education at Texas State.

Academic departments are invited to contribute department-specific survey items. In the 2011 survey, items were added by the McCoy College of Business Administration; the Schools of Art and Design, Family and Consumer Science, Journalism and Mass Communication, and Social Work; and the departments of Accounting, Chemistry and Biochemistry, Communication Studies, Criminal Justice, English, Geography, History, Marketing, and Theatre and Dance.

Method

The target population for this survey consisted of alumni who received bachelor’s degrees from Texas State in calendar year 2010 (May, August, or December); graduates had finished their degrees seven to 14 months prior to the survey administration which began in July of 2011. Responses to a web-based survey were solicited by e-mail and postcard.

On July 20, 2011, postcards were mailed to 5,288 graduates inviting them to participate in the Alumni Survey. A link to the web survey was provided on the postcard, and graduates were informed that e-mail messages inviting survey participation would follow. On August 3, e-mails were sent to graduates for whom we had an e-mail address on file and who had not responded to the survey. Follow-up reminder messages were sent on August 15 and August 26, and the survey closed on September 2. A total of 593 usable responses were received, for a response rate of 12 percent after adjusting for bad addresses.

Findings

Response rates vary by academic department, from a high of 23 percent from Modern Languages graduates to a low of three percent from Health Information Management graduates.

<table>
<thead>
<tr>
<th>Major Department</th>
<th>Responded to survey</th>
<th>Did not respond to survey</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>N</td>
<td>%</td>
<td>N</td>
</tr>
<tr>
<td>Accounting</td>
<td>21</td>
<td>12%</td>
<td>154</td>
</tr>
<tr>
<td>Agriculture</td>
<td>4</td>
<td>10%</td>
<td>36</td>
</tr>
<tr>
<td>Anthropology</td>
<td>7</td>
<td>9%</td>
<td>68</td>
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<tr>
<td>Art &amp; Design</td>
<td>34</td>
<td>13%</td>
<td>228</td>
</tr>
<tr>
<td>Biology</td>
<td>21</td>
<td>13%</td>
<td>139</td>
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<tr>
<td>Chemistry</td>
<td>2</td>
<td>8%</td>
<td>22</td>
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<tr>
<td>CIS and Quantitative Methods</td>
<td>6</td>
<td>17%</td>
<td>29</td>
</tr>
<tr>
<td>Clinical Laboratory Science</td>
<td>4</td>
<td>18%</td>
<td>18</td>
</tr>
<tr>
<td>Communication Disorders</td>
<td>5</td>
<td>13%</td>
<td>34</td>
</tr>
</tbody>
</table>
Communication Studies 20 14% 120 86% 140 100%
Computer Science 9 18% 41 82% 50 100%
Criminal Justice 20 9% 212 91% 232 100%
Curriculum and Instruction 39 8% 425 92% 464 100%
Dean, University College 3 4% 71 96% 74 100%
Engineering 2 6% 30 94% 32 100%
Engineering Technology 14 16% 76 84% 90 100%
English 16 10% 142 90% 158 100%
Family & Consumer Sciences 26 13% 178 87% 204 100%
Finance and Economics 16 8% 175 92% 191 100%
Geography 24 14% 147 86% 171 100%
Health & Human Performance 28 8% 343 92% 371 100%
Health Administration 11 22% 39 78% 50 100%
Health Information Management 1 3% 29 97% 30 100%
History 9 8% 97 92% 106 100%
International Studies 7 9% 69 91% 76 100%
Journalism & Mass Comm 49 14% 304 86% 353 100%
Management 32 10% 284 90% 316 100%
Marketing 19 7% 244 93% 263 100%
Mathematics 9 23% 31 78% 40 100%
Modern Languages 11 23% 36 77% 47 100%
Music 7 9% 70 91% 77 100%
Occupational Education 21 16% 107 84% 128 100%
Philosophy 1 5% 21 95% 22 100%
Physics 3 21% 11 79% 14 100%
Political Science 12 9% 119 91% 131 100%
Psychology 41 13% 281 87% 322 100%
Radiation Therapy 1 8% 12 92% 13 100%
Respiratory Care 5 14% 30 86% 35 100%
Social Work 7 10% 60 90% 67 100%
Sociology 14 16% 73 84% 87 100%
Theatre & Dance 12 12% 90 88% 102 100%

Selected overall findings

Employment

- Sixty-one percent of graduates are employed full-time; 15 percent are unemployed and seeking employment.
- Twenty-nine percent of graduates received most of their career development assistance from faculty, followed by 17 percent receiving assistance from parents or relatives.
- Graduates most often learned about their first job after college from employer websites (13%), networking with friends and family (12%), Internet boards (12%), and internships (10%).
- Graduates report some difficulty with locating their desired type of employment and their desired salary; 41 percent had a major problem finding a job that paid enough and 41 percent also had a major problem finding the kind of job they wanted. Thirty-three percent of graduates had a major problem finding a job for which they were trained. Fifty-nine percent of employed graduates report their current job as highly or moderately related to their college major. Forty percent of graduates employed full-time feel they are currently underemployed.
• Sixty-five percent of graduates obtained their first full time job within three months of graduation; of those, nearly half (49%) held the job prior to graduating.
• The most frequent (28%) current annual salary range reported by graduates employed full-time is $30,000 to $39,999, followed by 25 percent earning $20,000 to $29,999 and 21 percent earning $40,000 to $49,999.
• Fifty-nine percent of employed graduates report Texas State prepared them well or very well to compete with peers at their place of employment.
• Sixty-six percent of graduates employed full-time are satisfied or very satisfied with their current job.
• Fifty-seven percent of graduates employed part-time are currently seeking full-time employment.

Continuing Education
• Twenty-four percent of graduates have continued their education to earn a graduate or professional degree, and 32 percent plan to enroll in a graduate or professional degree program within the next five years.
• Thirty-eight percent of graduates working on graduate or professional degrees are enrolled at Texas State.
• Twenty percent of graduates who have continued their education are doing so to meet certificate, licensing or continuing education requirements; 20 percent to improve their job-related skills; 15 percent for general education or self-improvement; 14 percent to increase earning power; and 13 percent to prepare for a future career change.
• Texas State prepared 74 percent of currently enrolled alumni well or very well for continuing education.

Texas State experiences
• Ninety percent of graduates were satisfied or very satisfied with their Texas State educational experience.
• Eighty percent of graduates rate the reputation of their major department as good or very good.
• Attractiveness of campus (1.48); location of campus (1.51); and availability of recreational facilities on campus (1.52) were the campus characteristics rated most highly on a five-point scale where 1 = very good and 5 = very poor. Campus characteristics rated most poorly were quality of on-campus housing (2.46); cost of tuition and fees (2.30); and academic reputation overall (2.19).
• Areas of personal development most affected by graduates’ Texas State education were the ability to learn on one’s own (1.36 on a three-point scale where 1 = very much and 3 = very little); think critically and logically (1.39); and plan and carry out projects (1.42). Areas least affected by a Texas State education were the ability to use mathematics (1.95); career planning (1.92); and appreciation for the arts (1.77).
• Eighty-three percent of graduates rated the quality of advising received from faculty in their major department as good or very good.
• Sixty-three percent of graduates rated advising from College Advising Center professional advisors as good or very good.
• Graduates rated their major curriculum favorably; 91 percent rated the appropriateness of subject matter in courses as good or very good, 88 percent rated the quality of instruction as good or very good, and 84 percent rated the challenge of course material as good or very good.
• Their Texas State education has definitely or probably resulted in an improved quality of life for 87 percent of graduates.
• Eighty-seven percent of graduates would definitely or probably recommend their major department to others.
• Sixty-five percent of graduates would definitely or probably select the same major if they could choose again.