

# First Destination Alumni Survey: Our Journey So Far

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## Goals

- What are your goals for the session?

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## Session Goals

- Understand overview of steps to successfully implement an alumni survey from scratch
- Take away specific knowledge of best practices
- Understand several examples of specific application to effective implementation
- Allow time for open discussion/questions

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## Overview

- Background research/best practices
- Involvement of departments across campus
- Pros and cons of writing an IRB proposal
- Data collection methods

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## First Destination Survey

- National Association of Colleges and Employers (NACE) 2014 First Destination Data Standards and Protocols
  - Designed to nationally standardize the collection of post-graduate outcomes
  - 65% Knowledge rate and 6 month data collection period

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## Background Research and Best Practices

- Contact Benchmark Universities to identify best practices
- Talk directly to project leads
- Use existing reports to refine method and create plan

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## Collaborative Effort

- Four total meetings with colleges and other entities across campus
  - Initial meeting: share purpose, background, recommendations and plan
  - Meetings 2 and 3: refine survey instrument
  - Meeting 4: Divide data collection
- Request additional ideas and feedback

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## IRB Proposal

- Cons
  - Time consuming
  - Not necessary given this form of data collection typically does not require an IRB

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## IRB Proposal

- Pros
  - Provides official document describing how the data can be used and shared
  - Increases credibility of project/effort to outside stakeholders

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## Implementation

- 2 goals in communication with alumni:
  - 1) Describe purpose and value of survey
  - 2) Educate alumni that they can continue to use our services for free and identify other ways they can collaborate with the Career & Leadership Development Center (CLDC)

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## Implementation

- Survey graduates during cap & gown pick-up via Qualtrics on iPads
  - Verbal instructions drastically reduced due to time constraints
    - New strategy this fall to include signage
  - First page of survey was a consent form
  - Offline version of Qualtrics used as a back-up

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## Prep iPads



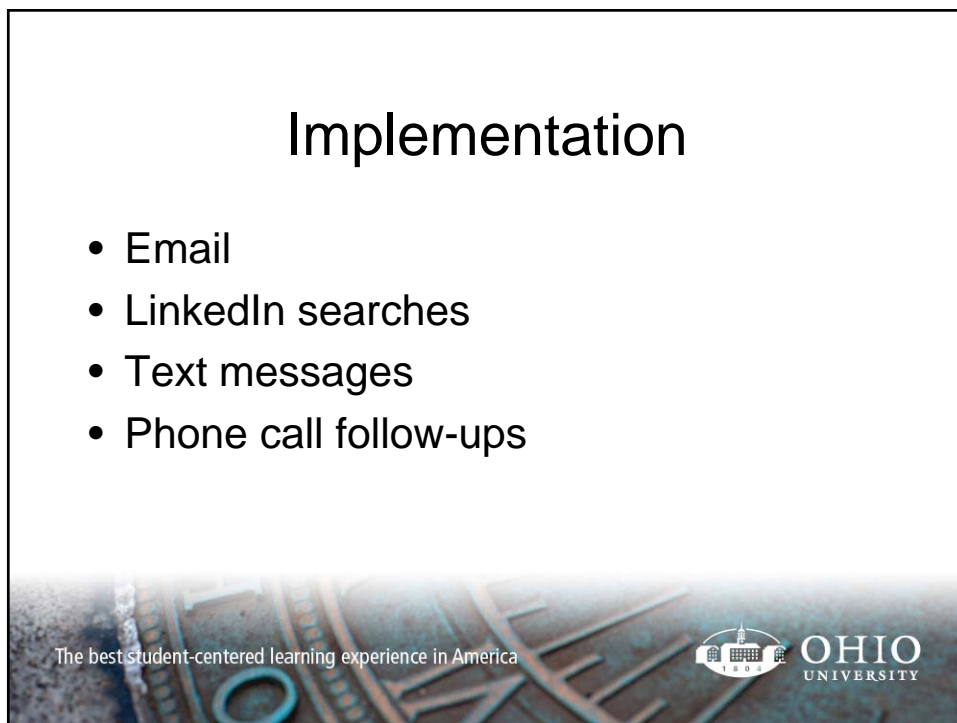
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## Implementation

- Email
- LinkedIn searches
- Text messages
- Phone call follow-ups



## Email

Dear Fellow Bobcat,  
 Don't be missed! Whether your plans are firmly in place, you work in progress, or still unknown, please take this quick survey to tell us what you've been up to since graduation:

### First Destination Survey

Your responses are incredibly valuable and will be used to support services for alumni and future Bobcats as they prepare for their career and post-graduation goals.

We also want to use this opportunity to keep you informed about how you can connect with our Batton College of Education liaison and the Career & Leadership Development Center's (CLDC) services for recent graduates. Don't hesitate to navigate our website and call our office (740.693.2909) to learn more about how we can help you reach your post-graduation goals:  
[CLDC Website](#)

Please send any questions you may have about this survey to [arfel@ohio.edu](mailto:arfel@ohio.edu) or simply reply to this email. We appreciate your time and thank you for participating!

All the Best,

Regina Warfel, Associate Director of Assessment  
 Ohio University Career & Leadership Development Center  
 Aaron Sturgill, Assistant Director of the Batton College of Education  
 Ohio University Career & Leadership Development Center  
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## LinkedIn searches

- Can search directly for alumni names at any University through this link:  
[www.linkedin.com/college/alumni](http://www.linkedin.com/college/alumni)
  - Organized by graduation year
- Look for NACE's base survey items only
  - Be sure to document date of search

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# Text

**Message 1:**

*Hello Bobcats! Are you willing to take a short survey about your post-graduation plans to enhance the value of your degree and the educational experience at Ohio University? Please respond with Yes or No.*

→If there is no response at all, send Message 1 once more

→If alumni replies "No," send no further messages

→If alumni replies "Yes," respond with Message 2 below

**Message 2:**

*We want to thank you for agreeing to take this short Ohio University alumni survey!*

*Simply reply to this text if you have any questions at all. And don't forget the Career & Leadership Development Center (CLDC) is here to guide your career development for free, even after you graduate: <https://www.ohio.edu/careerandleadership/>*

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# Phone Script

**Script:**

*May I speak with [student's first Name, last Name]*

*Hi. My name is [CLDC staff first name, last name] and I'm calling from the Career and Leadership Development Center to ask you a few quick questions about your post-graduation plans and to let you know you can still use our services for free. We'd love to ask you a short list of questions that we'll use to determine how we may best support your plans and improve the value and quality of current and future Bobcats' education. Do you have just a few minutes to answer a few questions for this purpose?*

→Survey will then be verbally administered

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## Next Steps

- Complete LinkedIn Follow-ups
- Text and Phone Follow-ups
- Share and report out data
  - Physical report
  - Share data with each college
  - Web-based platform for students
  - Share results with NACE

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## Contact Us

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