



Liberty University
School of Education
Alumni Survey Fall 2020

Alumni Survey: LU Institutional Effectiveness (IE)
– Initial BS & MAT/Advanced MED

Overview

The Alumni Survey assesses the achievement and success of recent graduates from Liberty University. Topics on the survey include job placement, job relevance, and overall satisfaction with the program. There are 23 total questions on the survey with 20 questions for all graduates, 3 questions specific to the School of Education, and one question specifically for advanced programs.

The Alumni Survey is completed in the fall semester post-graduation and is used post-graduation in years 1, 5, 10, and 15. The Alumni Office, the Office of Institutional Effectiveness, and the School of Education use this assessment to measure the success and satisfaction of program completers. Training is provided by the Office of Institutional Effectiveness. The survey results are used by the Office of Institutional Effectiveness for SACS accreditation and by the School of Education for CAEP Program Accreditation (Standard 4). The survey is used to measure the success and satisfaction of program completers during the first year after graduation and subsequent increments of five years.

Administration

Each Fall semester, the Office of Institutional Effectiveness administers the annual alumni survey, data collection runs from mid-fall through January. The planning and logistics are done in coordination with Alumni Relations, Marketing, and the Call Center. Alumni from the most recent academic year as well as 5, 10, and 20-year cohorts are invited to participate. Several methods are used to reach out to alumni including: call center; phone blasts; emails to both EDU and non-EDU emails with reminders going to those who have not completed the survey; post cards; paper surveys; and a link on the MyLU page. These methods are spread out from October through January. People who ask not to be contacted are removed from our lists. Alumni survey administration as a university-wide, collaborative effort began in 2011.

Content

Development of survey content is aligned with best practices regarding the collection of employment data and first destination surveys as described by National Association of Colleges and Employers. Survey content is developed to align with reporting needs for both regional and programmatic accreditors, and national surveys, including: National Association of Colleges and Employers; US News and World Report – Best Colleges for Veterans; and US Department of Education gainful employment reporting requirements for certificate programs prior to 2019.

Survey content is developed in coordination with several stakeholders across the university and is informed by best practices and the reporting needs of various departments. This process is done each year, findings and content from the previous year are reviewed to inform updates. Survey content is reviewed by a team of internal stakeholders, if edits are needed the team must be in agreement on changes. The survey is designed and reviewed to ensure it meets the following criteria for validity of self-reported data: requested information is known to responders, items phrased clearly, items refer to recent events or activities, items are taken seriously by respondents, items are not threatening or embarrassing. Content is then reviewed by Liberty's internal marketing department which proposes edits if items do not appear to collect the desired information, are double-barreled, leading, are not clear, response options not matching item content, or would be unfamiliar to Liberty alumni. These edits are reviewed by stakeholders to determine course of action. Stakeholders include: Student Financial Services, Career Center, the Office of Institutional Effectiveness (OIE), Marketing, Alumni Relations, and each academic department or program.

The survey contains both a core and department-specific sections of questions. The survey core includes questions regarding gainful employment, skill preparation, and overall satisfaction with the school. Academic departments or programs include items for their graduates in the department-specific sections. Feedback is used to inform improvement efforts and for accreditation reporting needs. Program specific items are developed and reviewed by each program, this content also reviewed by OIE and Marketing with the same criteria noted above.

The process described above, with multiple levels of review and criteria set by best practices in survey writing, help to ensure both face validity and content validity. A high level of internal consistency has been found between the various survey items regarding employment, contributing to the reliability of employment data.

Fall 2020 Data Set

GROUP				Total		
				2020		
BS-Initial	How closely related is your current job to the major in which you received your most recent Liberty degree?	Not Related	Count	3		
			% within Collected	7.00%		
		Somewhat	Count	5		
			% within Collected	11.60%		
		Directly	Count	35		
			% within Collected	81.40%		
		Total			Count	43
					% within Collected	100.00%
MAT-Initial	How closely related is your current job to the major in which you received your most recent Liberty degree?	Not Related	Count	3		
			% within Collected	5.30%		
		Somewhat	Count	7		
			% within Collected	12.30%		
		Directly	Count	47		
			% within Collected	82.50%		
		Total			Count	57
					% within Collected	100.00%
MED-Advanced	How closely related is your current job to the major in which you received your most recent Liberty degree?	Somewhat	Count	3		
			% within Collected	25.00%		
		Directly	Count	9		
			% within Collected	75.00%		
		Total			Count	12
					% within Collected	100.00%
School Counseling	How closely related is your current job to the major in which you received your most recent Liberty degree?	Not Related	Count	5		
			% within Collected	10.90%		
		Somewhat	Count	6		
			% within Collected	13.00%		
		Directly	Count	35		
			% within Collected	76.10%		
		Total			Count	46

			% within Collected	100.00%
Total	How closely related is your current job to the major in which you received your most recent Liberty degree?	Not Related	Count	11
			% within Collected	7.00%
		Somewhat	Count	21
			% within Collected	13.30%
		Directly	Count	126
			% within Collected	79.70%
		Total	Count	158
	% within Collected	100.00%		

GROUP				Total
				2020
BS-Initial	Did your most recent degree from Liberty result in a raise or promotion?	No	Count	37
			% within Collected	90.20%
		Yes	Count	4
			% within Collected	9.80%
		Total	Count	41
	% within Collected	100.00%		
MAT-Initial	Did your most recent degree from Liberty result in a raise or promotion?	No	Count	20
			% within Collected	35.10%
		Yes	Count	37
			% within Collected	64.90%
		Total	Count	57
	% within Collected	100.00%		
MED-Advanced	Did your most recent degree from Liberty result in a raise or promotion?	No	Count	4
			% within Collected	33.30%

		Yes	Count	8	
			% within Collected	66.70%	
	Total		Count	12	
			% within Collected	100.00%	
School Counseling-Advanced	Did your most recent degree from Liberty result in a raise or promotion?	No	Count	23	
			% within Collected	52.30%	
		Yes	Count	21	
			% within Collected	47.70%	
		Total		Count	44
				% within Collected	100.00%
Total	Did your most recent degree from Liberty result in a raise or promotion?	No	Count	84	
			% within Collected	54.50%	
		Yes	Count	70	
			% within Collected	45.50%	
		Total		Count	154
				% within Collected	100.00%