



**Liberty University**  
**School of Education**  
**Alumni Survey Fall 2021**

**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 2021 Data Set

			GROUP			Total
			Bach-Initial	MAT-Initial	MED-Advanced	
How closely related is your current job to the major in which you received your most recent Liberty degree?	Not Related	Count	0	3	2	5
		% within GROUP	0.0%	4.8%	2.6%	3.3%
	Somewhat related	Count	0	3	22	25
		% within GROUP	0.0%	4.8%	28.2%	16.3%
	Directly related	Count	13	56	54	123
		% within GROUP	100.0%	90.3%	69.2%	80.4%
Total	Count	13	62	78	153	
	% within GROUP	100.0%	100.0%	100.0%	100.0%	

			GROUP			Total
			Bach-Initial	MAT-Initial	MED-Advanced	
How closely related was your first job after graduation to your major or area of study at Liberty?	Not Employed	Count	0	4	3	7
		% within GROUP	0.0%	5.9%	3.7%	4.3%
	Not Related	Count	0	6	3	9
		% within GROUP	0.0%	8.8%	3.7%	5.6%
	Somewhat related	Count	1	4	25	30
		% within GROUP	7.7%	5.9%	30.9%	18.5%
	Directly related	Count	12	54	50	116
		% within GROUP	92.3%	79.4%	61.7%	71.6%
	Total	Count	13	68	81	162
		% within GROUP	100.0%	100.0%	100.0%	100.0%

			GROUP			Total
			Bach-Initial	MAT-Initial	MED-Advanced	
How soon after graduation did you obtain employment?	Employed prior to graduation	Count	4	45	47	96
		% within GROUP	33.3%	72.6%	61.8%	64.0%
	0-3 months	Count	5	13	24	42
		% within GROUP	41.7%	21.0%	31.6%	28.0%
	4-6 months	Count	2	4	4	10
		% within GROUP	16.7%	6.5%	5.3%	6.7%
	7-12 months	Count	1	0	0	1
		% within GROUP	8.3%	0.0%	0.0%	0.7%
	> 12 months	Count	0	0	1	1
		% within GROUP	0.0%	0.0%	1.3%	0.7%
	Total	Count	12	62	76	150
		% within GROUP	100.0%	100.0%	100.0%	100.0%

		GROUP				
		Bach-Initial	MAT-Initial	MED-Advanced	Total	
Did your most recent degree from Liberty result in a raise or promotion?	No	Count	10	20	19	49
		% within GROUP	83.3%	32.3%	25.0%	32.7%
	Yes	Count	2	42	57	101
		% within GROUP	16.7%	67.7%	75.0%	67.3%
Total		Count	12	62	76	150
		% within GROUP	100.0%	100.0%	100.0%	100.0%