

# UK Graduating Student Surveys:

*Proposal for May 2019 Bachelor's Degree Graduates*

UK suffers from a deficit of information concerning program review and career outcome data for graduating seniors and new graduates.

There are multiple approaches underway to collect this information:

- Institutional Research & Advanced Analytics (IRAA) administers a Graduating Senior Survey (GSS) that gathers program review data used for internal quality improvement and for state and national institutional reporting needs.
- Career Services administers a First Destination Survey (FDS) that gathers post-graduation plans, including job placement information.
- Many colleges and some departments also administer some type of program review and/or first destination survey to graduating seniors.

However...

- Survey administration is not well-coordinated among the colleges or between colleges and central administrative units.
- Seniors and new alumni often receive multiple requests from different units to complete different surveys with similar questions.
- Some colleges have been successful in collecting data, but overall response rates are low, survey instruments are not uniform, and data is not typically shared with other administrative units.
- Low response rates and non-uniform, siloed datasets hinder university-wide data analysis and reporting.

### End Result:

UK's overall knowledge rate concerning career destinations of new graduates is low and students receive far too many survey requests.

UK's program review and career outcome data is increasingly important, both for institutional purposes and to maintain compliance with demands from the state. In order to fulfill these obligations, we need a more complete set of outcome data for new graduates.

To improve our data, we need to improve our collection process.

# Proposal

We propose that UK implements two surveys that all undergraduate students are asked to complete prior to graduation: revised versions of IRAA's Graduating Senior Survey and Career Services' First Destination Survey.

These new surveys would be designed to replace other individual program review and career outcome surveys administered by individual colleges. Portions of each survey could be customized for the specific needs of each college.

Both surveys would be administered by IRAA, with consultation and support from the Stuckert Career Center and principals within UK's colleges.

The aspirational model for this proposal is [the FDS approach in use at the University of Florida](#). For their May 2018 graduating class, U of F achieved a 97.3% knowledge through their FDS.

## Plan for Survey Deployment

Links to the GSS and FDS would be added as new steps within the application for degree process that students are required to complete. We believe that attaching the survey requests to the existing process would simplify deployment and dramatically increase response rates.

The Faculty Senate recently adopted policy changes that add greater flexibility to the deadline by which students must complete their application for degree. This presents an opportunity to link the GSS and FDS to the application for degree and increase student participation in the surveys.

Example of process for students as it would appear in the myUK portal:

## Apply for a Degree

### Ready to graduate? Congratulations!

Complete the following to apply for your degree.

Step 1: [Complete the Graduating Senior Experience Review form](#)

Step 2: [Complete the First Destination Plans form](#)

Step 3: [Complete the appropriate degree form](#)

- [Undergraduate](#)
- [Graduate](#)
- [DPT](#)

If you would like to apply for multiple degrees, please complete one form at a time.

# Preliminary Committee Structure

## Executive Committee

- Adrienne McMahan
- Christine Harper
- Marianne Young
- Kim Taylor
- Annie Weber
- Craig Rudick
- Ray Clere

## Implementation Committee

- Ilka Balk
- Sarah Madison
- Sally Foster
- Amanda Saha
- Virginia Lacefield
- Adam Lindstrom
- Mike Rudolph
- Ray Clere

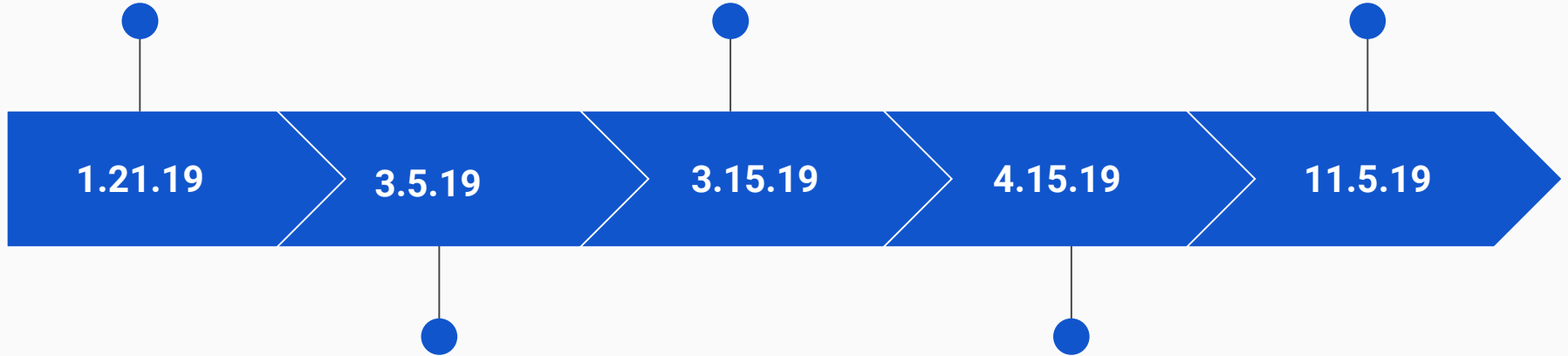


Schedule

**Survey Launch**

**Application for Degree Closes:**  
GSS and FDS are no longer available  
via the application for degree site.

**Survey Closes:**  
Full survey closure  
and begin  
formulation of  
summary report.



**Alumni Association 'Grad Salute':**  
GSS & FDS survey kiosk stations  
for graduating seniors

**Survey Reminders:** Non-  
responding students receive follow  
up reminders via email, text  
message, and the myUK portal.

# Key Considerations

- Enjoining leadership within the colleges to contribute to GSS and FDS student messaging efforts.
- Survey follow-up with those respondents who indicate that they are unemployed and/or still seeking a career destination in their initial survey response.
- Review of data received for duplicate and outlier responses.
- Improved data sharing between IRAA, Career Services, and college administrative units.