

# First Destination Survey: Measuring Post-Education Student Outcomes

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# Post-Education Student Outcomes

“...higher education must change from a system primarily based on reputation to one based on performance”

A Test of Leadership: Charting the Future of U.S. Higher Education  
(Spellings Commission Report, 2006)

- Focus on accountability and transparency in higher education at national and state levels for over a decade
- Expectations of institutions evolved
  - Assuring quality of higher education expanded
  - Are students prepared for future success?

# Operational Excellence and Assessment Support (OEAS) Functions

OEAS supports efforts to improve the quality of student learning outcomes and the effectiveness and efficiency of university operations through assessment and analytics

- Leadership and guidance in institutional effectiveness assessment
- Analytical and survey studies
- Continuous quality improvement studies
- Technology integration for efficient dissemination of information
- Decision support for strategic initiatives

# Surveys Administered, Processed and Reported

## 6 enterprise-level surveys

- 5 internal: Entering Student Survey (2), Graduating Student Survey (2) and First Destination Survey
- 1 external: National Survey of Student Engagement (NSSE)

## 80 program specific surveys

- Administered to students prior to graduation
- 56% (119/212) of academic programs elect to administer

## Special use surveys

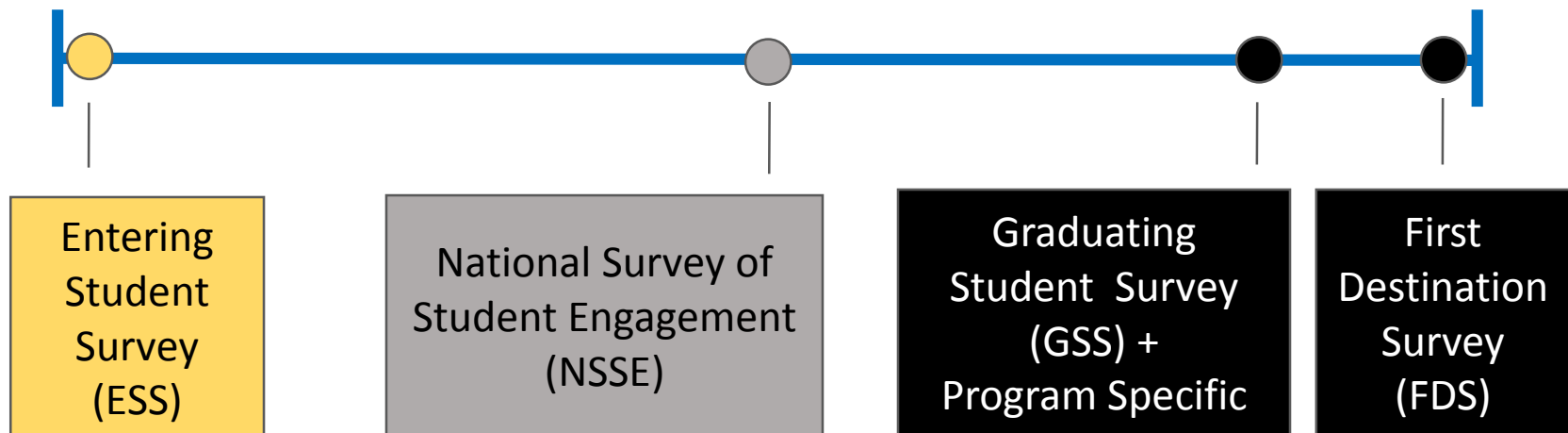
- Surveys for partnering UCF offices
- Grant evaluation surveys

# Student Survey Study Cycles at UCF

- Administered **once a year** to all incoming **undergraduates**
- Administered **every 3 years** to all **undergraduate first-year and seniors**
- Administered **every semester** to all graduating **undergraduates and graduates**
- Continuous collection of official student records

Admitted  
to UCF

Graduated  
from UCF



# Relevance of First Destination Survey Data

- Supports initiatives strategically important to the university
- Identifies possible gaps between academic program curriculum and co-curricular and the skills needed to succeed in students' chosen field
- Strengthens relationships between UCF and community employers
- Provides information to prospective students and families
- Used as evidence for state and federal grants
- Supports regional and discipline accreditation standards





# Designing the First Destination Survey Instrument



UCF

# Goals and Challenges

## Goals

- Ask meaningful questions in a brief instrument to measure accurate information regarding post-graduation plans
- Ability to compare results with other Florida universities' surveys by keeping questions as similar as possible
- Measure relevant skills and abilities endorsed by the National Association of Colleges and Employers (NACE)

## Challenges

- Obtain meaningful employer lists to populate survey items
- Implement survey logic to capture two paths (employment and education are often not mutually exclusive goals)



# Topics included on the First Destination Survey

- Developed in collaboration with partnering offices to collect key information about the post-graduation outcomes of UCF graduates
- Students are asked about their immediate primary plans upon graduating and related information
- Two main pathways: employment and further education

Employment Items	Further Education Items
<ul style="list-style-type: none"><li>• Status of employment plan</li><li>• Name of the employer</li><li>• Industry</li><li>• Location</li><li>• Annual salary</li></ul>	<ul style="list-style-type: none"><li>• Status of further education plan</li><li>• Name of the institution</li><li>• Degrees considered</li><li>• Location</li><li>• Field of study</li></ul>

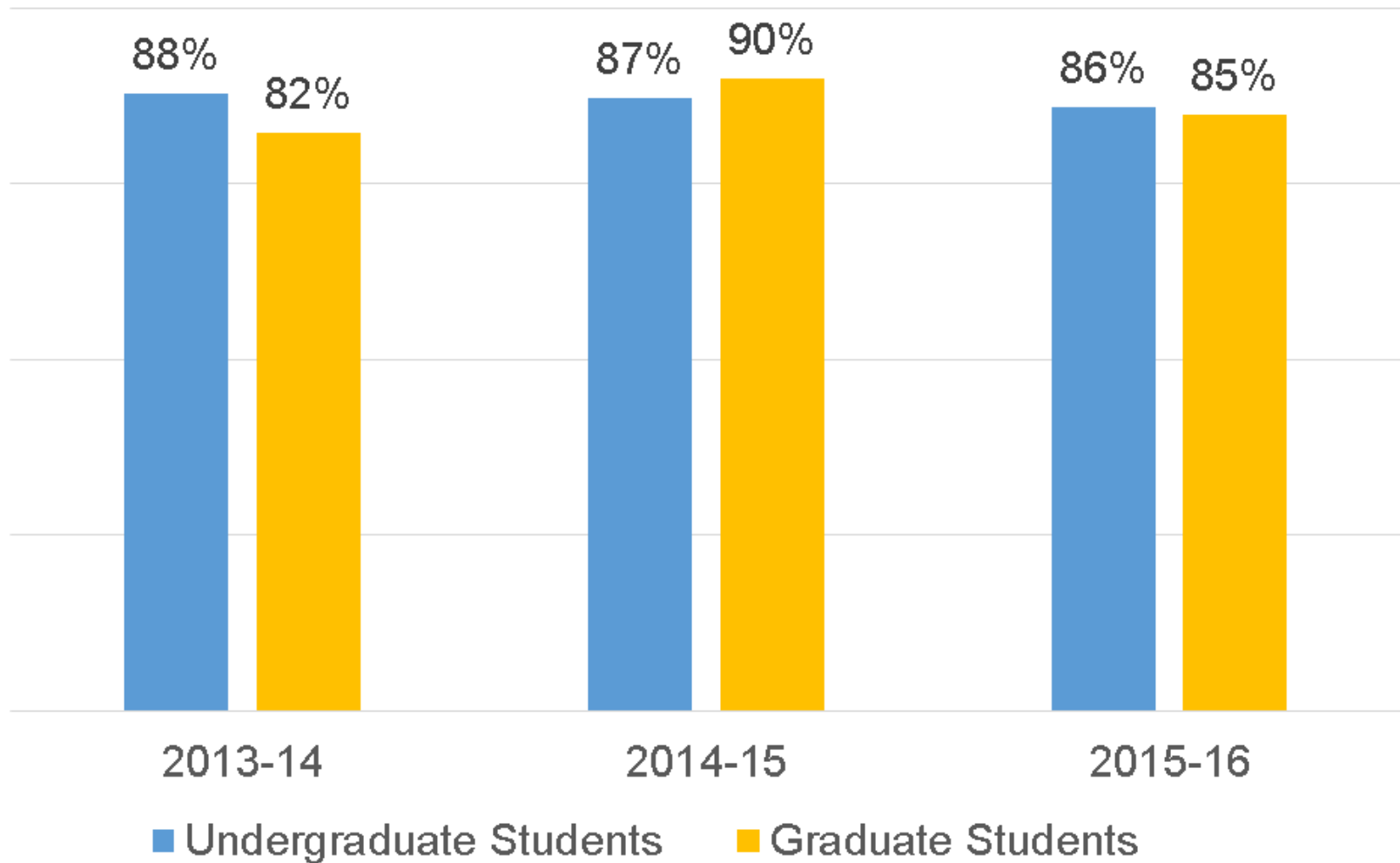


# Administering the First Destination Survey



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# Historical FDS Response Rates



*NOTE: 2013-14 does not include Summer 2013 since the FDS began in Fall 2013*

# Process of FDS Administration

- Identify students who intend to graduate  
*(provide to Registrar's Office and OEAS IT for tracking)*
- Prepare email content for invitations
- Update any necessary changes to instrument
- Make link available to students in "myUCF" student portal

## Pre-Administration

*2-3 weeks prior to administration*

- Six email invitations sent from Registrar's Office
- OEAS monitors response rates continually
- Links removed from students' profile when FDS is completed
- Advisors are asked to promote survey and connect with non-completers

## Administration

*Approx. 30 days prior to commencement*

- Communicate with university stakeholders and partners
- Process survey data and merge with official student records
- Update internal web application and disseminate results  
*(OEAS Knowledgebase)*

## Post-Administration

*4-8 weeks after administration*

# Strategies for a Successful FDS Administration

- Collaborating with several university offices and colleges is paramount to the success of any enterprise level survey
  - Registrar's Office, Career Services, Computer Services & Telecommunications, Alumni Association, College Advisors
- OEAS continually tracks response rates during administration to target non-respondents and ensure a high response rate (Spring 2017 – 85%)
- A culture of completing student surveys inside the student portal (myUCF) has been fostered for many years at UCF, beginning with the Graduating Student Surveys in 2008



# Tracking Real-Time Response Rates

Response Rate Tracking Query and download First Destination response rates below

Select Term

Spring 2017

Student Level

Completion Dates

to

College

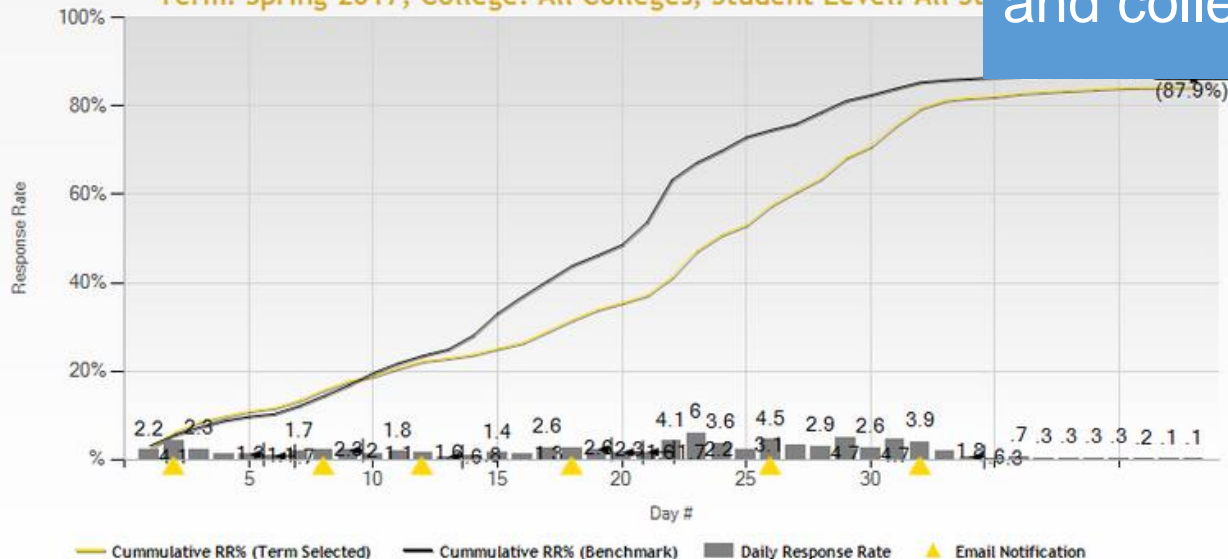
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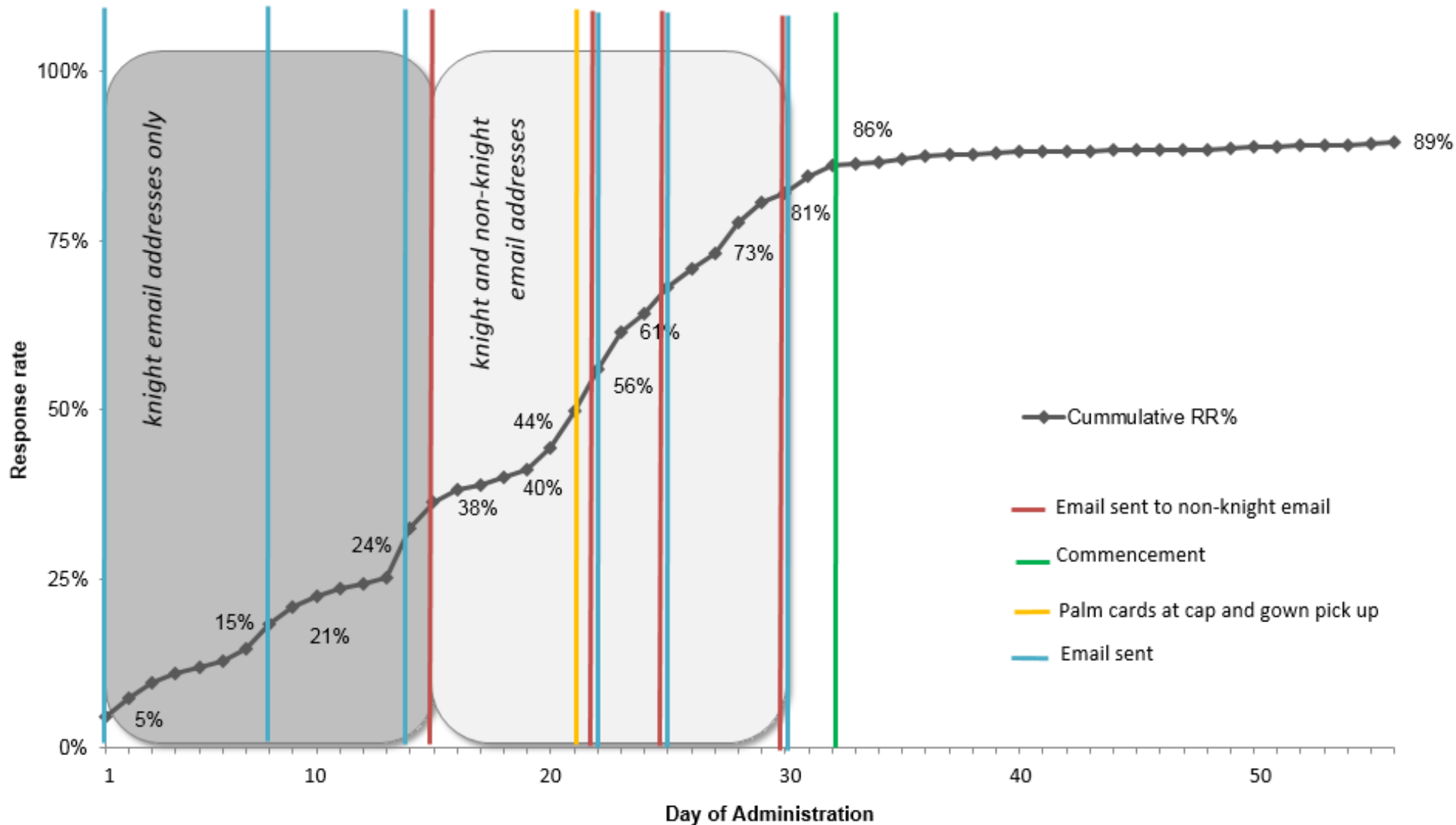
Monitoring response rates regularly throughout the administration processes helps identify strategies to target non-completers – by academic career level and college affiliation

Comparison of Daily and Cumulative Response Rates by Date with Historical

Term: Spring 2017; College: All Colleges; Student Level: All Students



# Response Rate reported to UCF community







# Reporting the First Destination Survey Results

# Strategies for Disseminating Results

## Dynamic Customizable Reports

- OEAS Knowledgebase provides secure access to statistical and survey reports for all enterprise level surveys (powered by SAS, SAS/IntrNet, and Microsoft .NET)
- Allows users to query survey results by user inputs

## Static Reports to Address Specific Questions

- FDS results are summarized and shared with UCF leadership
- Special requests are frequently made by colleges and administrative offices for ad-hoc analyses which are either provided as PDF or Excel reports

# Accessing FDS Results Through OEAS Knowledgebase

- Once logged into OEAS Knowledgebase, users can choose from the following options:

- Term or academic year of interest
- Degree level – undergraduate or graduate
- Level of analysis \_\_\_\_\_

- University
- College
- Program
- Student Group

- Student groups are a distinct feature:
  - Gender, ethnicity, entry type, first-generation status, GPA at graduation, low income status, regional campus affiliation, honors students, LEAD scholars

# OEAS Knowledgebase: Student Group Comparison Queries

**Level:** Student Group Comparison  
**Term:** 2015 - 2016 Academic Year  
**Degree Level:** Undergraduate  
**Category:** Primary plan upon graduation  
**College:** Engineering and Computer

## Select a Survey Category

- Primary plan upon graduation
- Employment status at graduation
- Employment: Annual salary
- Employment: Location
- Employment: Industry/Field
- Education status at graduation
- Education: Degrees considered
- Education: Field of study
- UCF's contribution to student's knowledge and skills
- Resources or strategies used for job search
- Student engagement at UCF

Submit

Please select the statement which MOST CLOSELY describes your PRIMARY plan IMMEDIATELY after graduation

**Level:** Student Group Comparison  
**Term:** 2015 - 2016 Academic Year  
**Degree Level:** Undergraduate  
**Category:** Primary plan upon graduation  
**College:** Engineering and Computer  
**Program:** All  
**Student Group:** By College

	Transfer	Total	
	Column Percent	Count	Column Percent
Seeking employment	86.3%	969	83.0%
Attending school	7.8%	108	9.2%
Military	1.6%	35	2.9%
Volunteering	0.1%	1	0.0%
Starting a business	0.5%	4	0.3%
Taking a gap year	3.3%	50	4.2%
Total	100.0%	1,167	100.0%

# Custom PDF Reports



## 2015-2016 First Destination Survey Results Hispanic or Latino Students

*This report summarizes First Destination Survey results for Hispanic or Latino Students who graduated in 2015-2016. The survey response rate for this student group was 84%.*

### *Primary plan upon graduation*

*Please select the statement which MOST CLOSELY describes your PRIMARY plan IMMEDIATELY after graduation*

	<i>Count</i>	<i>Percent</i>
<i>Seeking full-time or part-time employment</i>	1,996	70.9%
<i>Attending graduate or professional school</i>	591	21.0%
<i>Military Service</i>	41	1.4%
<i>Volunteering</i>	26	0.9%
<i>Starting or raising a family</i>	25	0.8%
<i>Taking time off</i>	133	4.7%
<b>Total</b>	<b>2,812</b>	<b>100.0%</b>



# Custom Excel Reports

FILE HOME INSERT PAGE LAYOUT FORMULAS DATA REVIEW VIEW DEVELOPER ACROBAT

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A B C D E F G H

1 **Top Employers of Computer Engineering Undergraduates**

2 Of the students who were either "currently working in a position" or "have accepted a position to begin in the coming months," some provided information about their employers. Tables below show employers who hired Computer Engineering undergraduates who earned their degrees in 2014-

3 2015 or 2015-2016.

4 2014-2015 2015-2016

5 All Employers\* for Computer Engineering BS All Employers\* for Computer Engineering BS

#	Employers	Count	#	Employers	Count
1	Lockheed Martin	9	1	Lockheed Martin	7
2	Northrop Grumman	3	2	Harris Corporation	2
3	Amazon	2	3	4 Rivers Smokehouse	1
4	Harris Corporation	2	4	AVT Simulation	1
5	TATA Consultancy Services	2	5	Amazon	1
6	American Express	1	6	Applied Research Associates, Inc.	1

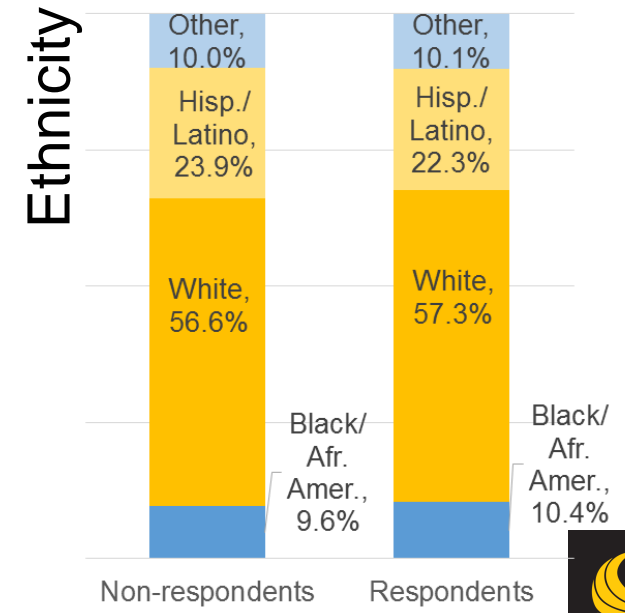
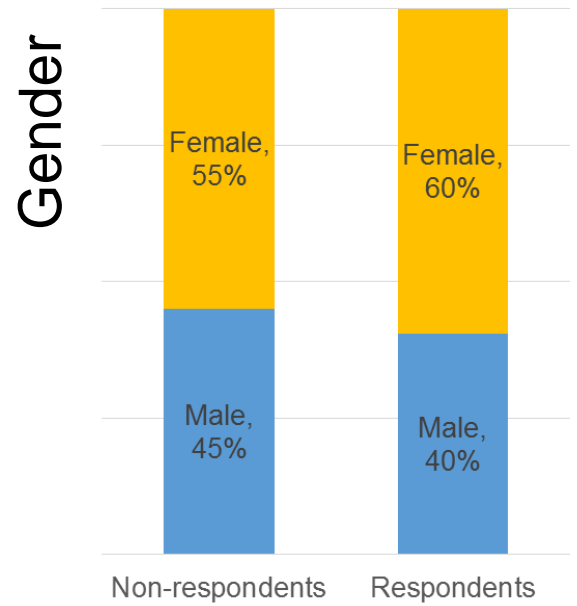
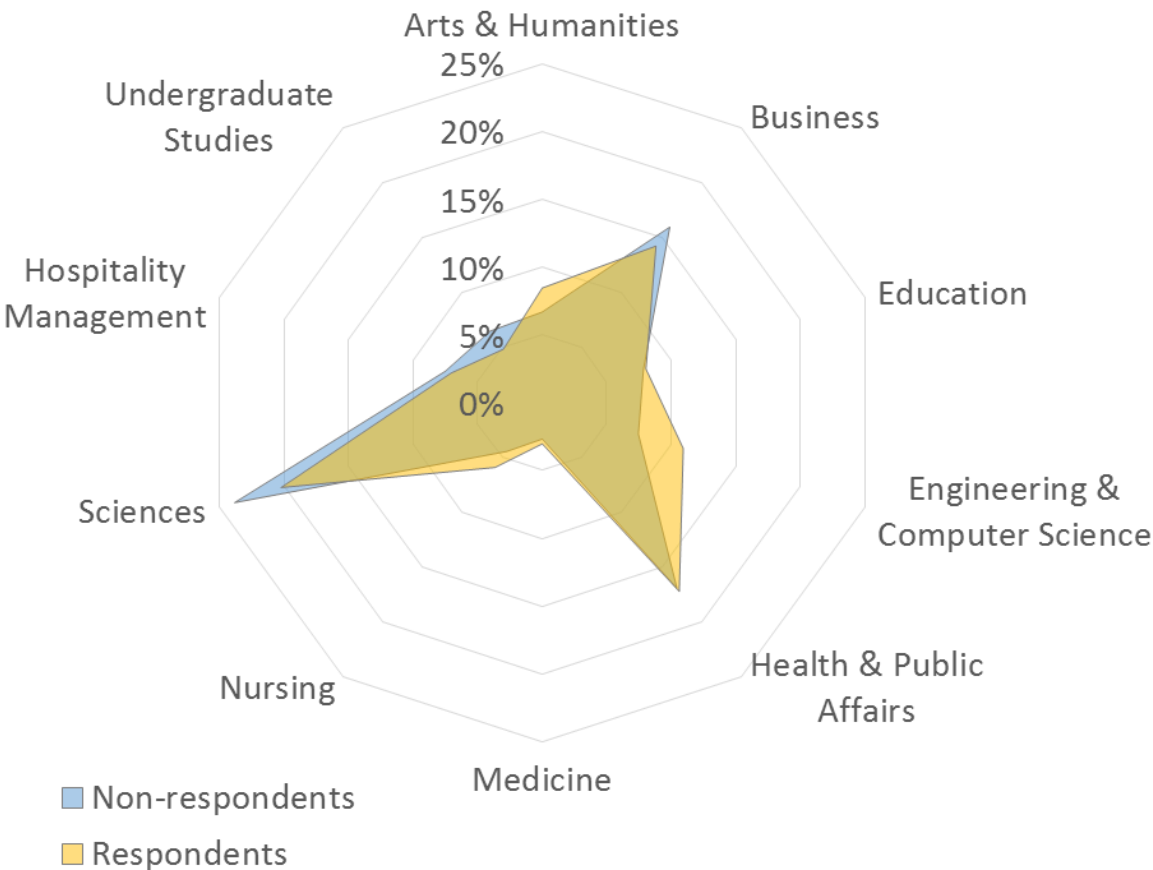


# Reliability and Use of Collected Data

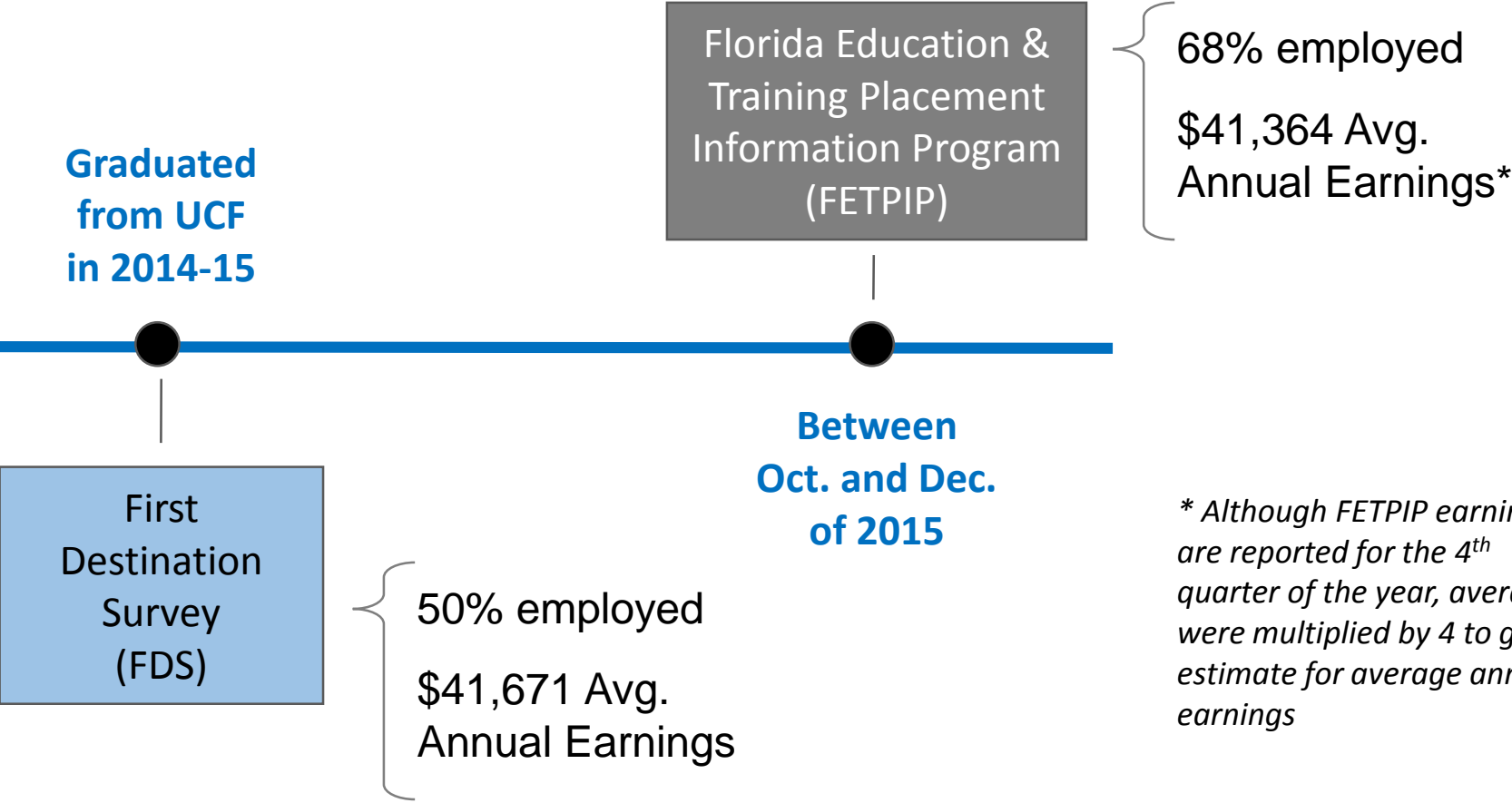


# Representative Data

## College



# 2014-2015 UCF Graduating Cohort (Undergraduates)



*\* Although FETPIP earnings are reported for the 4<sup>th</sup> quarter of the year, averages were multiplied by 4 to get an estimate for average annual earnings*



# Impact and Use

Who is using this information and how?

- UCF leadership – strategic planning
- Colleges – discipline accreditation, program review, employer outreach, alumni outreach
- Career Services – identify and strengthen relationships with potential employers of UCF graduates
- UCF Marketing and Admissions – promote the job placement rates for UCF graduates
- Living Learning Communities – evidence that students participating in LLCs are better prepared for their next steps after college
- Parents of future students – for information
- Official reporting – reported to national and state level surveys

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