

Bachelor's Degree Alumni Survey Results Spring 2008

Executive Summary

The 2007-08 Bachelor's Degree Alumni Survey collected data on how alumni feel about their experience at NKU and how well prepared they were for the workforce and further education. A summary of the noteworthy findings is below.

- The survey was mailed to **2,869** alumni. One hundred twenty were returned as undeliverable. This brings the total sample size to **2,749**. The response rate for this population was **15 percent** (419 respondents). Due to the number of responses received, the data is not representative of the entire population. To make inferences regarding the entire population of alumni survived, the response rate would need to increase by another **13 percent** (769 respondents). Analyses in this document represent only the individuals responding to the survey.
- In regard to attitude toward NKU, **94 percent** of respondents stated their present attitude toward NKU was somewhat positive, positive or strongly positive.
- When asked how likely they were to refer a family member or friend to attend NKU, **71 percent** of respondents responded "very likely."
- When asked if they would select NKU again for completion of a bachelor's degree, **88 percent** stated "yes" they would choose NKU again.
- Of the 419 alumni who responded, **244** live in the three counties of Northern Kentucky (Boone, Campbell and Kenton). However, **75** of these alumni travel to Ohio or Indiana for work.
- **Eighty-six percent** of respondents indicated they successfully secured employment upon completion of their bachelor's degree with **74 percent** indicating they secured their job within six months of graduation.
- In regard to academic advising at NKU, **23 percent** of respondents rated their experience at NKU as very dissatisfied, dissatisfied, or somewhat dissatisfied.
- **Thirty-six percent** of respondents indicated they did not participate or did not feel that co-curricular activities were applicable to their experience at NKU.

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Methodology

A letter of invitation from President Votruba was mailed to all one and five year bachelor's degree graduates, which included graduates from December 2001, May 2002, August 2002, December 2006, May 2007, and August 2007 (2,869 alumni). The invitation included a copy of the paper survey instrument as well as the website and directions for completing the survey online. In an effort to increase response rate, alumni responding within the first three weeks were included in a drawing to win four tickets to any NKU basketball game for the 2008-09 season (with the exception of the first game). One follow up postcard was mailed to the entire population that reminded those who had not replied to reply before the incentive deadline and thanked those who had participated to that point. An additional follow up postcard was mailed to members of the population who had not responded by March 1, 2008.

Instrument

The instrument used for this research was a survey provided to the respondent in both paper and electronic formats. Questions varied between yes/no, rating scales, and open ended questions, which covered areas of interest regarding academic experiences, social experiences, employment, civic and community engagement, and alumni participation. Participation via paper survey far outweighed participation in the electronic version with only 18 percent of respondents utilizing the electronic method. There was an unforeseen problem with the electronic survey over that first weekend that prohibited access to anyone outside of the university. This may have played a minor role in the response by paper versus the electronic survey.

A copy of the instrument can be found in Appendix E.

Limitations of Data

The Bachelor's Degree Alumni Survey was mailed to 2,869 alumni. One hundred twenty were returned as undeliverable. This brings the total sample size to 2,749. The response rate for the survey was only 15 percent (419 respondents). Based on the number of responses received, the data is not statistically representative of the entire population. Therefore, all of the analyses within this document are based on frequency of response and should only be used to characterize the 419 respondents.

The respondents completing the survey using the Internet were "forced" to provide the last four digits of their social security number as an identifier. However, those who provided feedback using the paper survey could not be "forced" to provide this data. In addition, no identifier was placed on the paper survey prior to mailing. As a result, the ability to identify all 419 respondents was not possible with this survey. Successful identification was made to 335 respondents, leaving 84 unidentifiable.

Demographics

Of the 2,869 students in the total sample, 90.6 percent (2,598) were identified as white non-Hispanic, 3.4 percent (97) were identified as black, non-Hispanic, 1.1 percent (31) identified as Asian or Pacific Islander, 0.9% (25) identified as Hispanic, 0.3 percent (8) identified as American Indian or Alaskan native, and 1.2 percent (33) did not specify race.

Among the respondents, 84 individuals elected not to identify when completing the survey. Therefore, demographic information is available for 335 respondents. Of the 335 respondents identified, 75.4 percent (316) indicated race as white, non-Hispanic, 2.1 percent (9) identified as black, non-Hispanic, 1.4 percent (6) identified as Hispanic, 0.7 percent (3) identified as Asian or Pacific Islander.

Race	Sample		Respondents	
	Number	Percent	Number	Percent
American Indian or Alaskan Native	8	0.3%	0	0.0%
Asian or Pacific Islander	31	1.1%	3	0.7%
Black, Non-Hispanic	97	3.4%	9	2.1%
Hispanic	25	0.9%	6	1.4%
Nonresident Alien	77	2.7%	1	0.2%
White, Non-Hispanic	2,598	90.6%	316	75.4%
Unknown/Not Identified	33	1.2%	84	20.0%
Total	2,869	100%	419	100%

In respect to gender, the population of the total sample demonstrated a 60/40 split among females and males respectively.

Of the 335 identifiable respondents, the split is 68 percent female and 32 percent male.

Gender	Sample		Respondents	
	Number	Percent	Number	Percent
Female	1,734	60%	227	68%
Male	1,135	40%	108	32%
Total	2,869	100%	335	100%

In the total sample (2,869), there were 2,872 bachelor's degrees awarded. Three individuals received a bachelor's degree in both the one year and five year segments of the survey population.

	Sample	
	Number	Percent
Five Year	1,248	43%
One Year	1,624	57%
Total Degrees Awarded	2,872	100%

Of the respondents, 54 different majors were represented. Majors are listed below with the number of respondents representing each.

Major	Number
Psychology, General	24
Elementary Education and Teaching	23
Accounting	18
Architectural Engineering Technology/Technician	17
Business Administration and Management, General	17
Marketing/Marketing Management, General	17
Criminal Justice/Safety Studies	16
Nursing (RN Training)	15
English Language and Literature, General	13
Speech and Rhetorical Studies	13
Organizational Behavior Studies	12
Biology/Biological Sciences, General	10
Finance, General	10
Social Work	10
Psychiatric/Mental Health Services Technician	9
Public Relations/Image Management	9
Radio and Television	9
Journalism	8
Political Science and Government, General	8
History, General	7
Management Information Systems, General	7
Anthropology	6
Business/Commerce, General	5
Fine/Studio Arts, General	5
Geology/Earth Science, General	5

Major	Number
Chemistry, General	4
International Relations and Affairs	4
Junior High/Intermediate/Middle School Education and Teaching	4
Liberal Arts and Sciences/Liberal Studies	4
Music, General	4
Social Sciences, General	4
Mathematics, General	3
Nursing (Post RN)	3
Physical Education Teaching and Coaching	3
Physics, General	3
Sport and Fitness Administration/Management	3
Business Teacher Education	2
Business/Managerial Economics	2
Commercial and Advertising Art	2
Computer and Information Sciences, General	2
Drama and Dramatics/Theatre Arts, General	2
Manufacturing Technology/Technician	2
Philosophy	2
Public Administration	2
Applied Sociology and Anthropology	1
Electrical, Electronic and Communications Engineering Technology/Technician	1
French Language and Literature	1
Geography	1
History	1
Information Technology	1
Kindergarten/Preschool Education and Teaching	1
Labor and Industrial Relations	1
Manufacturing Technology	1
Pre-Elementary/Early Childhood/Kindergarten Teacher Education	1

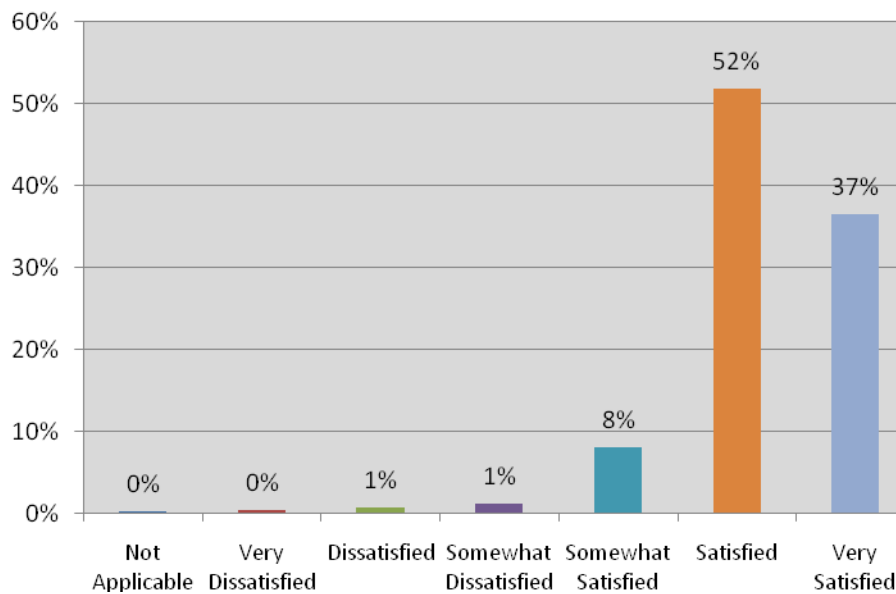
Results by Question

QUESTION 1: Please rate your level of satisfaction with each of the following aspects of your educational experience at NKU.

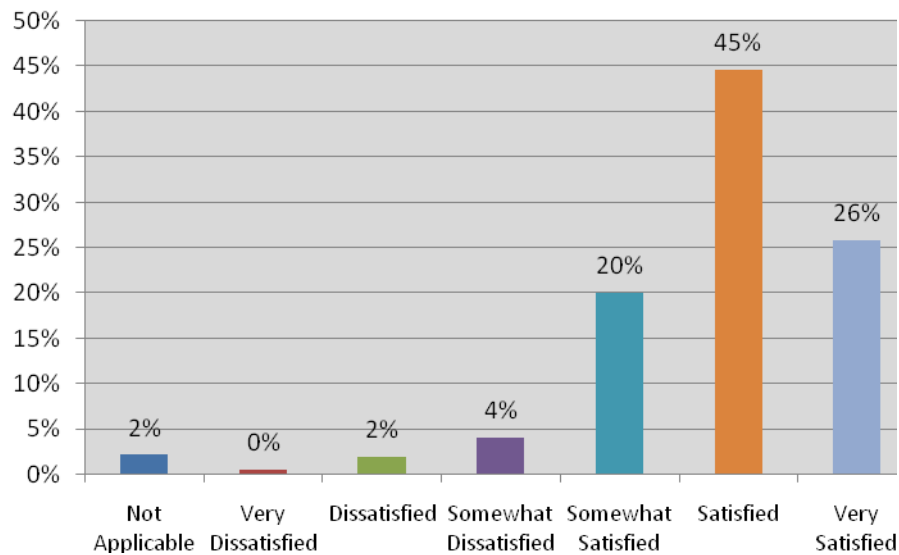
*Please note for question one n = 415 (4 respondents did not provide feedback).

Respondents were asked to rate their level of satisfaction from very dissatisfied to very satisfied for each of the categories below.

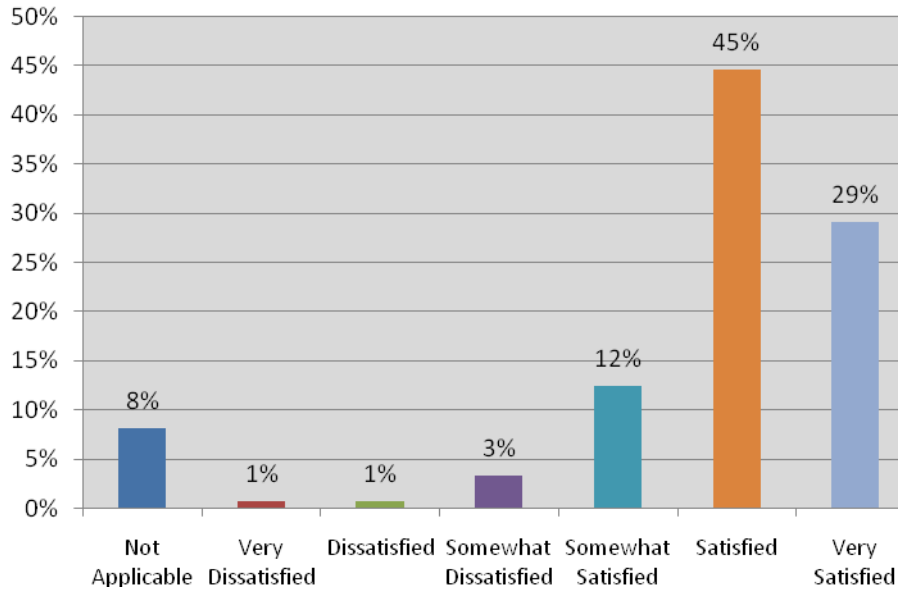
Quality of Instruction



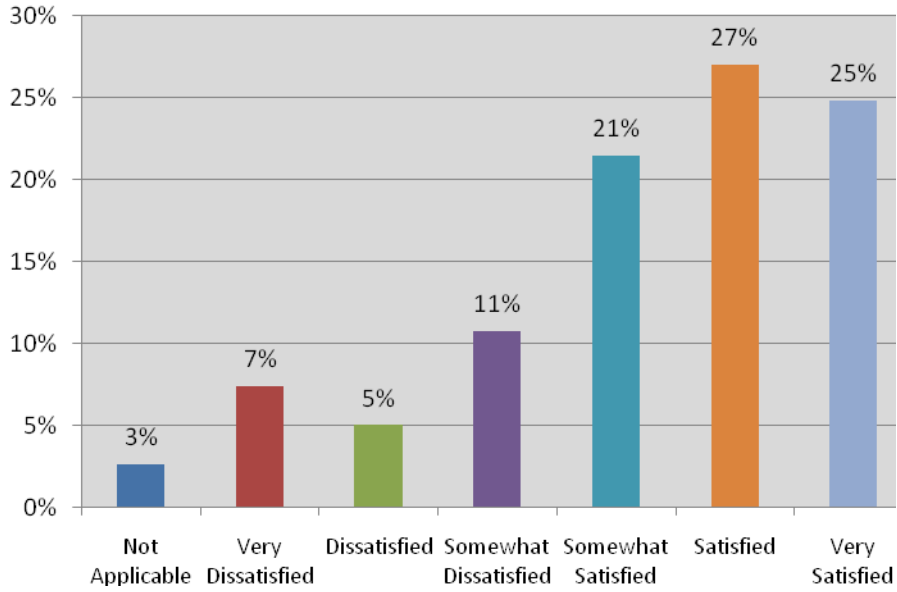
Skills/Knowledge Obtained were Relevant to Workplace Needs

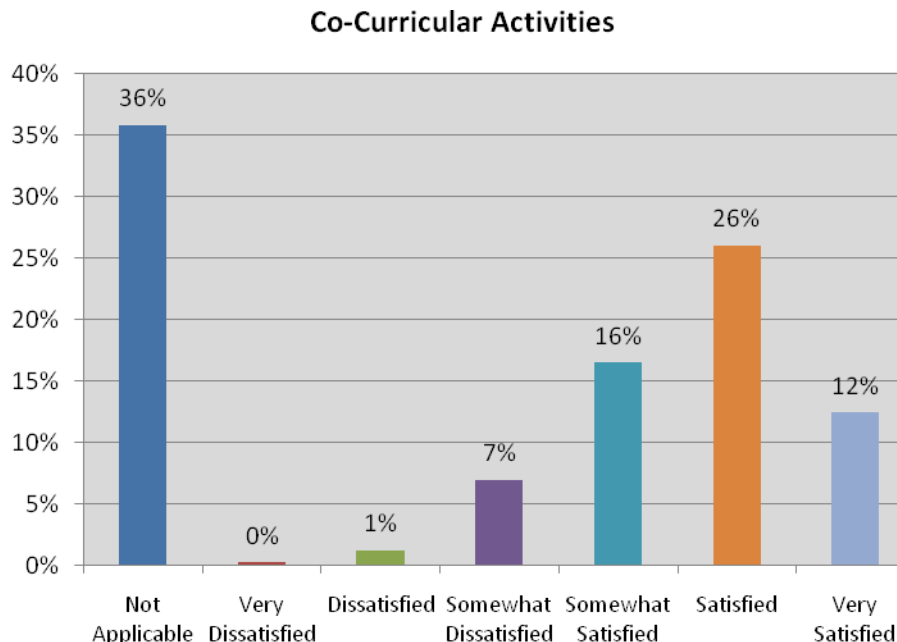


Well Prepared for Further Education



Academic Advising at NKU





QUESTION 2: Please select the item that best describes your educational activity since graduating from NKU.

In regard to educational activity, 123 respondents indicated they have either completed or are pursuing an additional degree. Another 24 are enrolled in college courses, but not working toward an additional degree. In addition, 32 respondents indicated they have taken certification courses that do not grant degree credit.

QUESTION 3: Please indicate the highest level of degree completed.

If the student indicated they have completed an additional degree, they were asked to indicate the highest level of degree attained.

Of the respondents, 32 indicated they had successfully completed an additional degree.

- 24 completed a Master's Degree
- 9 completed a second Bachelor's Degree
- 2 completed a Professional Degree (MD, JD, DO, etc.)
- 1 completed a Doctorate (PhD, EdD, DA, DBA, etc.)

QUESTION 4: When did you secure your first job following the completion of your bachelor's degree?

In regard to employment, 201 respondents indicated they had successfully secured employment by the time of graduation. An additional 158 respondents indicated they secured employment following graduation.

Twenty-one respondents indicated they had not sought employment since graduation.

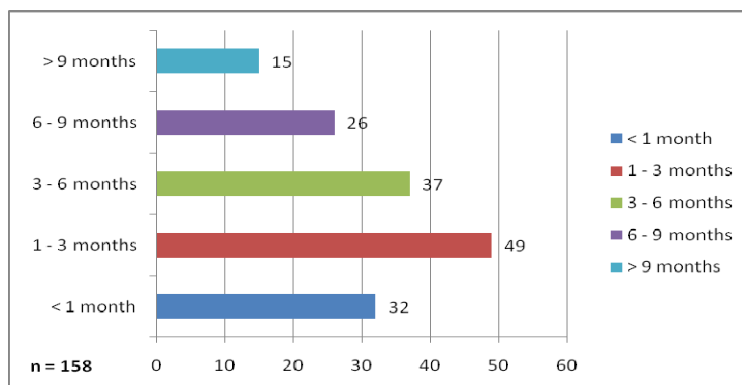
These individuals were asked to provide a reason why they had not sought employment. Further analysis indicates

- 9 stated they were pursuing graduate or professional degrees
- 2 had completed an additional bachelor's degree
- 2 had taken or are currently taking courses but not toward a degree
- 2 indicated they have taken certification courses that do not grant degree credit
- 6 indicated they had not taken additional college courses

In addition, 33 respondents stated they had sought employment but had not successfully secured a job since graduating with their bachelor's degree. Of these 33 individuals, only two indicated they are currently pursuing additional education.

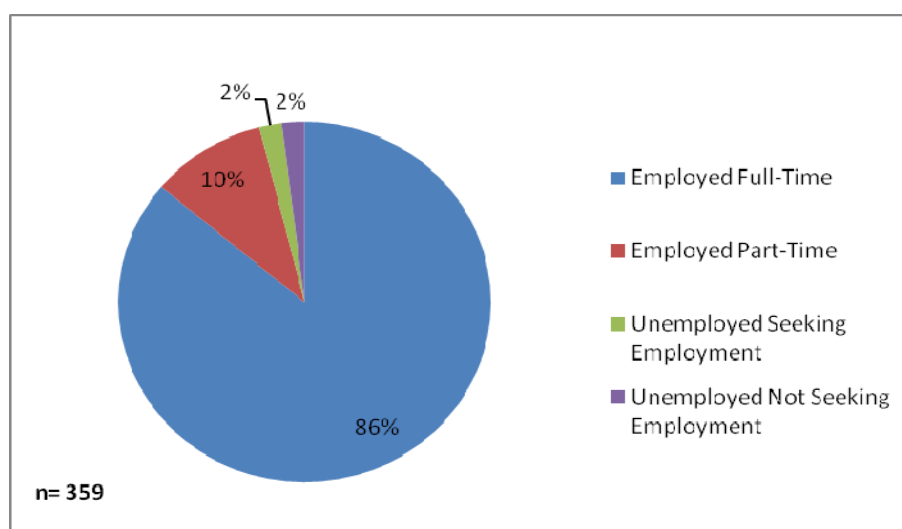
QUESTION 5: If you secured a job after graduation, how many months after graduation did you secure employment?

Of the 158 respondents who indicated they secured a job *after* graduating with their bachelor's degree, 117 secured their position within six months of graduation.

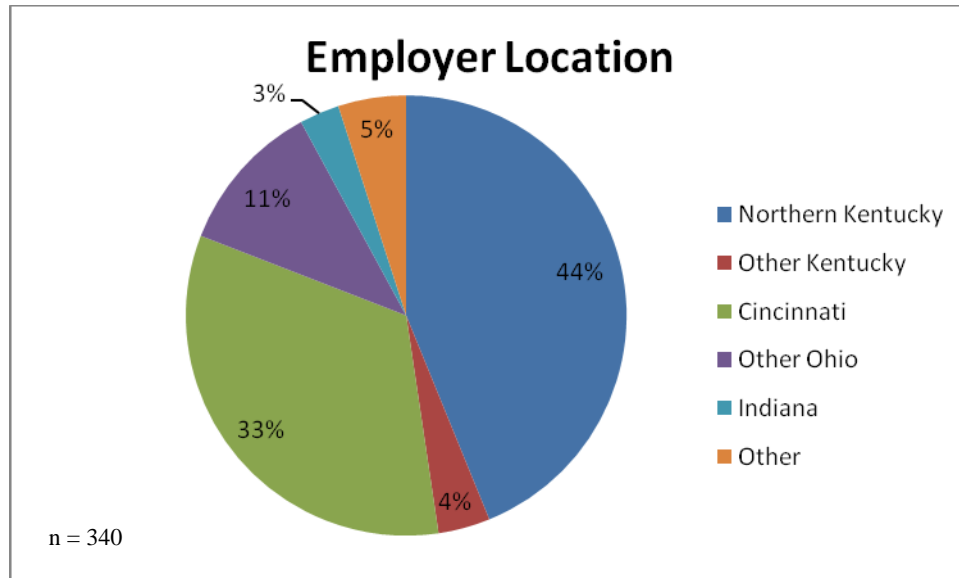


QUESTION 6: What is your current employment status?

The 359 respondents who indicated they had secured employment upon completion of their bachelor's degree were asked to provide employment status. As the graph illustrates, 86 percent (309) of these individuals reported working full-time (35 or more hours per week). An additional 10 percent (36) reported working part-time. Four percent (14) indicated they were currently unemployed with half of those respondents (7) seeking employment and half (7) not seeking employment at this time.

**QUESTION 7: Please provide the city and zip code of your current employer.**

Of the 345 respondents who indicated they were currently employed either full- or part-time, 340 provided geographic data regarding their current employer. Responses represent 130 different zip codes. The three counties of Northern Kentucky account for 44 percent (149) with Boone County at 13 percent (44), Campbell County at 11 percent (37) and Kenton County at 20 percent (68). The city of Cincinnati (multiple zip codes) accounts for 33 percent (112).

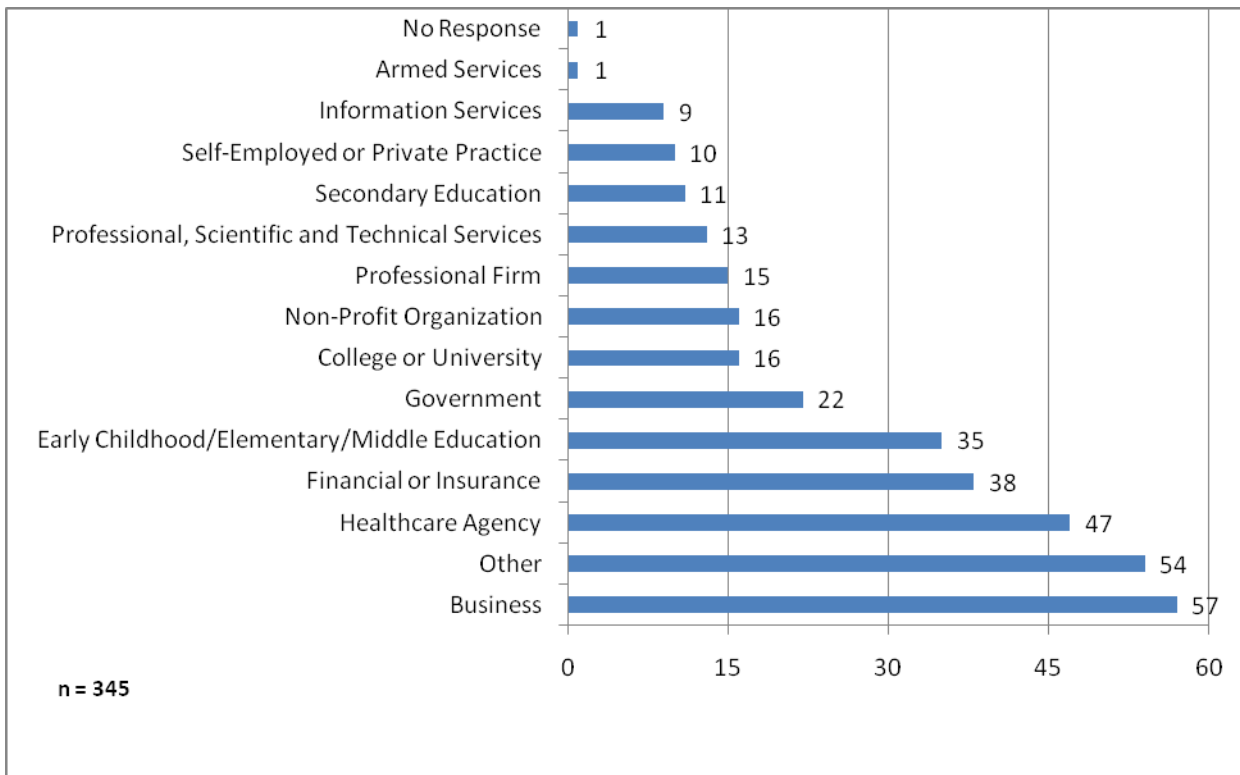


A complete list is provided in Appendix A.

QUESTION 8: Which of the following best describes your current employer?

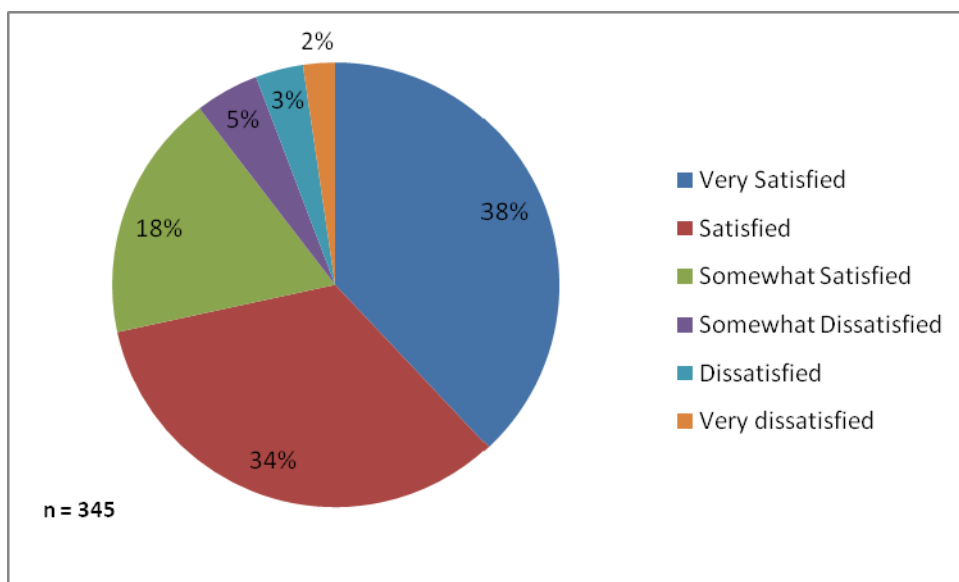
Employed respondents (345) were asked to identify their employment sector from 13 categories provided in the survey. In addition, respondents were provided space to specify descriptors not listed. Among respondents, 57 described their employment as part of the business sector. Another 47 stated they were employed with a healthcare agency (hospital, pharmacy, clinic, etc.). An additional 46 indicated education (early childhood/Elementary/Middle or Secondary) as their category of employment. In addition, 38 described their employer as financial or insurance based. Fifty-four respondents indicated “other” and provided a more descriptive category.

Responses for the 54 respondents who indicated “other” is located in Appendix B.



QUESTION 9: How satisfied are you with your current job?

Of the 345 respondents who indicated they were currently employed, 309 indicated they are very satisfied, satisfied or somewhat satisfied with their current positions.



QUESTION 10: How closely is your current job related to your NKU bachelor's degree major?

Of currently employed respondents, 51 percent stated that their current position is directly related to their bachelor's degree major while another 31 percent indicated their current position is somewhat related. However, 19 percent indicated their current employment was not related to their bachelor's degree major.

QUESTION 11: If your current job is not related to your NKU major, please select the response that best describes your situation.

Of the 64 respondents who indicated their employment was not related to their NKU major, 24 stated they were unable to find a position related to their major. Eighteen indicated they had not seriously looked for employment related to their major and 8 stated they found a more desirable position in another field. There were 14 respondents who indicated "other."

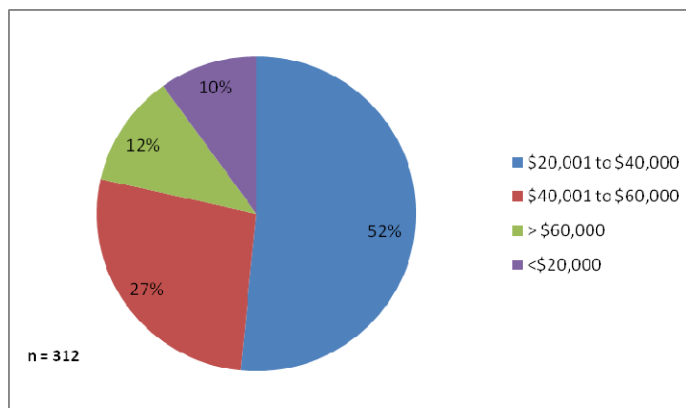
"Other"
Can't make money I make now starting over @ a new job or company.
Current salary exceeds entry level positions.
Decided my major was not what I wanted to do for the rest of my life. Currently, I am applying for nursing school!
Family business.
Fired from former job.
I needed a part-time position that still paid a good salary.
I plan on pursuing another degree. I enjoy what I do. Still trying to figure it out.
I'm currently looking for a position related to my major.
It's related to my graduate degree.
Journalism degree. Work at newspaper, but somehow got relegated to "back room" to do job high school grad could do and doesn't require journalism degree.
No description provided.
Obtained JD and practicing law; undergrad degree English
Pursuing graduate degree.
While I currently use skills emphasized in my bachelor's degree program, my master's degree is more relevant to my job.

The 24 respondents who indicated they were unable to find a position related to their major are identified by major in the table below.

Major	Number
Business Administration and Management, General	1
Criminal Justice/Safety Studies	1
Elementary Education and Teaching	1
English Language and Literature, General	2
Fine/Studio Arts, General	1
Geography	1
Journalism	1
Junior High/Intermediate/Middle School Education and Teaching	1
Marketing/Marketing Management, General	1
Physics, General	1
Political Science and Government, General	1
Psychiatric/Mental Health Services Technician	1
Psychology, General	2
Public Administration	1
Public Relations/Image Management	2
Radio and Television	2
Sport and Fitness Administration/Management	2
Unable to Identify Major	2
Total	24

QUESTION 12: What is your current annual gross income (before taxes and other deductibles)?

Of the 312 currently full-time employed respondents, 161 report an annual gross income of \$20,001 to \$40,000. An additional 84 respondents report an annual gross income of \$40,001 to \$60,000. Thirty-six report an annual gross income of greater than \$60,000, while another 34 report an annual gross income of \$1,000 to \$20,000.



QUESTION 13: How many different employers (companies – not bosses) have you worked for since you earned your bachelor’s degree?

Of the 359 respondents who indicated they had secured employment, 235 indicated they have worked for only one employer since earning their bachelor’s degree.

QUESTION 14: During the past year, how many times have you performed the following (locally where applicable)?

Responses are recorded below. (n = 415)

Activity	None	1-3	4-6	7-10	More than 10
read a book for pleasure	55	157	80	31	90
utilized the services of the local library	109	127	60	30	91
attended a play, symphony, opera, or ballet	155	198	35	15	10
visited a museum or art gallery	148	200	40	13	12
volunteered or donated to your fraternity or sorority	379	23	7	2	2
volunteered or donated to a non-profit/charitable organization (other than religious)	102	186	54	20	51
attended a professional sporting event	105	169	71	29	39
volunteered in a school	280	90	17	8	18
attended the meeting of a professional association	200	132	35	20	26
volunteered for a political campaign	376	29	5	1	2
voted in a local, state or national election	123	276	8	4	2
visited the NKU website	59	131	66	41	116
attended an NKU sporting event	367	34	4	1	7
visited the NKU campus (other than athletics)	174	147	28	10	54
listened to WNKU	319	35	18	6	35
utilized/joined the NKU Campus recreation/Fitness Center	359	20	11	3	20
participated in athletic events	274	47	23	10	59
attended religious services	135	58	29	22	169

QUESTION 15: Are you receiving NKU alumni publications?

Eighty-one percent of respondents (340) indicate they are currently receiving NKU alumni publications.

QUESTION 16: Please indicate your interest in participating in NKU alumni activities.

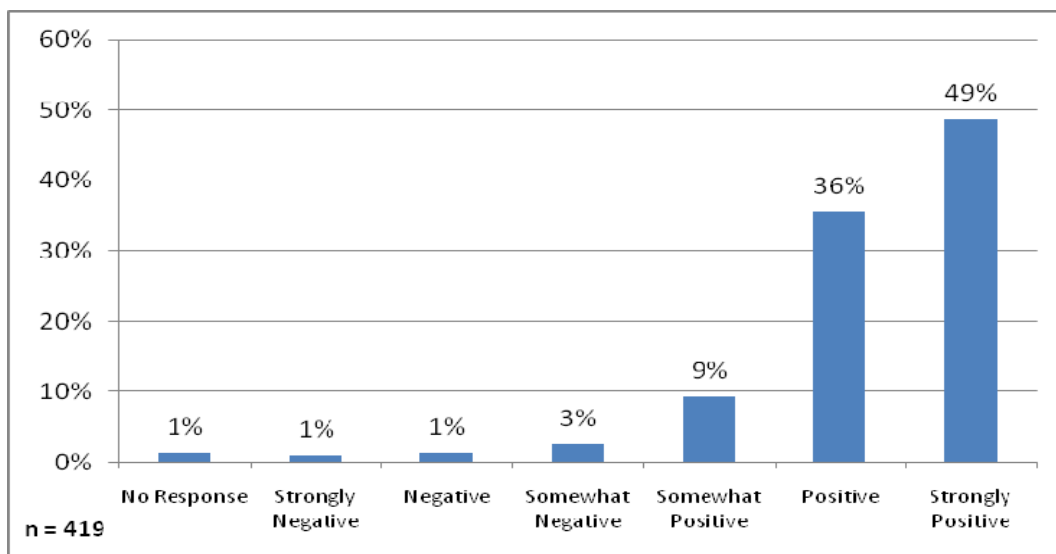
Only 4 percent of respondents indicated they currently participate in alumni activities. However, an additional 46 percent indicated they do not participate, but would like to.

QUESTION 17: How likely are you to refer a family member or friend to attend NKU?

Regarding likelihood of referring family or friends to NKU, 91 percent of respondents (383) indicated they are very likely or somewhat likely to refer a family member or friend to attend NKU.

QUESTION 18: What is your present attitude toward Northern Kentucky University?

Of the 419 respondents, 392 indicate their present attitude toward NKU is strongly positive, positive or somewhat positive.



QUESTION 19: How well did NKU meet your expectations in the following categories?

*Please note for question 19, n = 415 (4 respondents did not provide feedback).

Category	Exceeded Expectations	Met Expectations	Did Not Meet Expectations	Not Applicable	No Response
Preparation for the workforce.	74	279	49	11	2
Preparation for graduate/professional school.	66	210	28	109	2
Preparation for responsible citizenship.	112	243	19	39	2
Campus life (athletics, organizations, Greek, etc.).	38	131	56	188	2

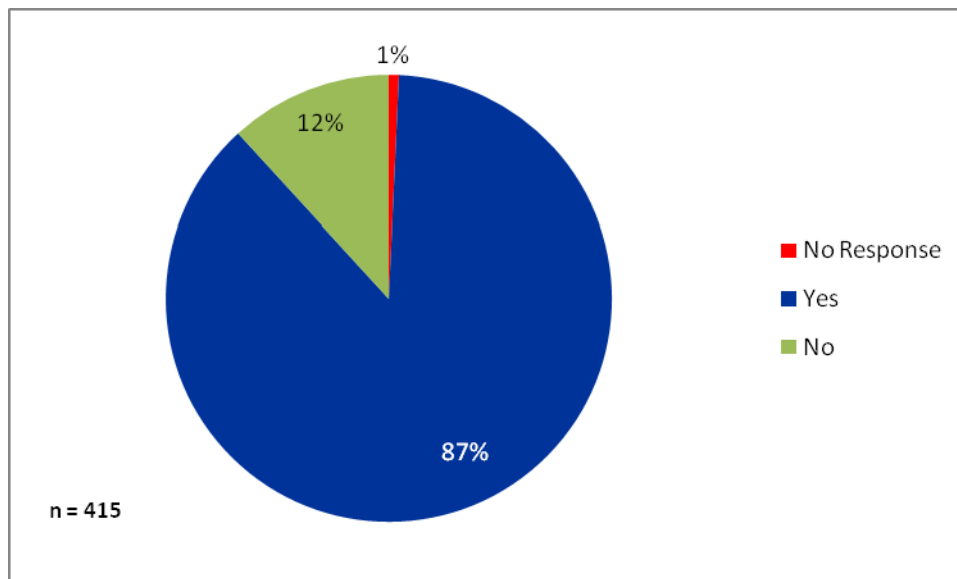
QUESTION 20: Please indicate how effective your NKU experience has been in each of the following areas.

*Please note for question 20, n = 415 (4 respondents did not provide feedback).

	Extremely Effective	Very Effective	Moderately Effective	Slightly Effective	Not Effective	No Response
Helping you develop critical thinking skills.	110	188	96	12	7	2
Helping you better develop a sense of ethics.	86	178	94	29	26	2
Contributing to a better understanding of people with different backgrounds, habits, values, appearances and abilities.	109	166	102	23	13	2
Helping you become a more active citizen.	63	120	132	51	46	3
Improving the quality of your life (not including financial benefits).	100	164	98	28	23	2

QUESTION 21: If you could do it again, would you select NKU for your bachelor's degree?

When asked if respondents would select NKU again for completion of their bachelor's degree, 87 percent indicated "yes."



QUESTION 22: What is your current home zip code?

When asked to provide a current zip code, 388 respondents complied. More than one-half of respondents (220) provided zip codes within Boone, Campbell and Kenton counties. When looking at the Greater Cincinnati area (Adams, Boone, Bracken, Brown, Butler, Campbell, Clermont, Dearborn, Franklin, Grant, Hamilton, Kenton, Ohio, Pendleton, Ripley and Warren counties), 85 percent (329) of respondents are identified within these counties.

Greater Cincinnati Residents	329
Boone, Campbell, Kenton County Residents	220
Residents from Other Locations	59

A listing of all zip codes is provided in Appendix C.

Additional Comments

Please make any additional comments (positive or negative) that you believe are relevant to your educational experience at NKU.

Additional space at the conclusion of the survey enabled respondents to provide comments regarding their experiences at NKU. Comments made have been categorized into seven areas. A summary of these categories is available in Appendix D.

E-Mail Addresses

In addition to answering the questions in the survey, by providing a current e-mail address you will receive announcements and invitations regarding the organizations, activities and events regularly offered at NKU.

In response, 187 of the 419 provided a current email address. These addresses will be made available to the appropriate departments.

Appendix A

Please provide the city and zip code of your current employer (location where you physically work).

City/Zip	Number	City/Zip	Number
Akron 44321	1	Cincinnati 45227	2
Alexandria 41001	5	Cincinnati 45229	5
Amelia 45102	1	Cincinnati 45230	3
Aurora 47001	1	Cincinnati 45231	1
Austin 78704	1	Cincinnati 45232	1
Batavia 45103	3	Cincinnati 45236	1
Batesville 47006	2	Cincinnati 45238	1
Bellevue 41073	2	Cincinnati 45239	1
Bethel 45106	2	Cincinnati 45240	2
Blue Ash 45242	1	Cincinnati 45242	5
Boston MA 02114	1	Cincinnati 45243	1
Bowling Green, KY 42101	1	Cincinnati 45244	1
Brookville 47012	1	Cincinnati 45245	4
Burlington 41005	4	Cincinnati 45246	2
Butler 41006	1	Cincinnati 45248	1
Cary, NC 27518	1	Cincinnati 45249	2
Chicago 60614	1	Cincinnati 45250	1
Cincinnati (no zip provided)	8	Cincinnati 45263	1
Cincinnati 45202	49	Columbia 65211	1
Cincinnati 45205	1	Columbus 43204	1
Cincinnati 45206	1	Columbus 43210	1
Cincinnati 45207	1	Columbus 43215	1
Cincinnati 45208	1	Covington 41011	11
Cincinnati 45211	1	Covington 41012	1
Cincinnati 45213	1	Covington 41014	1
Cincinnati 45214	2	Covington 41015	15
Cincinnati 45215	2	Crescent Springs 41017	2
Cincinnati 45216	2	Crestview Hills 41017	2
Cincinnati 45217	1	Dayton, KY 41074	1
Cincinnati 45219	5	Dayton, OH 45402	2
Cincinnati 45220	2	DFW International Airport 75261	1
Cincinnati 45221	1	Dijon (France) 21000	1
Cincinnati 45224	1	Edgewood 41017	17
Cincinnati 45226	2	Erlanger 41018	8

City/Zip	Number
Fairfield 45014	1
Florence 41042	32
Florence 41048	1
Frankfort 40601	1
Ft. Mitchell 41080	3
Ft. Thomas 41075	8
Ft. Wright 41017	2
Golden 80403	1
Goshen 45122	1
Guilford, IN	1
Hamilton 45015	1
Hamilton 45249	1
Harrison 45030	1
Harrodsburg, 40330	1
Hebron 41048	4
Highland Height 41099	7
Highland Heights 41076	2
Independence 41051	4
Kaukauna, WI 54130	1
Lawrenceburg 47025	3
Lebanon 45036	1
Lexington 40503	1
Lexington 40504	1
Lexington 40506	2
Lexington 40517	2
Lexington, SC 29072	1
Long Island City, NY 11101	1
Los Angeles, CA 90232	1
Los Angeles 90028	1
Louisville 40206	1
Loveland 45140	1
Mason 45034	1
Maysville 41056	3
Miamisburg 45246	1
Milford 45150	1
Nashville, TN 37203	1
Newport 41071	12

City/Zip	Number
Norwood, OH 45212	1
Orleans 47452	1
Owensville, OH 45160	1
Owenton 40359	1
Park Hills 41011	1
Redmond WA 98052	1
Richmond 23226	1
Richmond 23227	1
Richmond 40475	1
Rochester, NY 14625	1
Sanford, FL 32773	1
Sharonville 45241	3
Taylor Mill 41015	2
Union 41042	1
Union 41091	1
Walton 41094	1
Washington DC 20008	1
West Chester 45069	5
Westerville 43081	1
Williamstown 41097	3
No Response	69
Not Employed	2

Appendix B

Which of the following best describes your current employer?

Number	"Other"
1	Adult training
1	Automotive/Industrial
1	Aviation
2	Banking
1	Circuit Clerk
1	College/University and self-employed
3	Construction
1	Consumer goods/Company products
2	Customer Service
1	Dance Instructor
1	Educational Testing Services
1	Entertainment
1	Film Production
1	Flavor Manufacturer
1	Food Service
1	Gaming
1	Grocery Merchandising @ Kroger Co.
1	Hospitality
1	Local Coalition
1	Manger @ restaurant
3	Manufacturing
1	Manufacturing and Design
2	Market Research
2	Media
1	Media Communications
1	Medical Research
1	Municipality
1	Nanny
1	No Description Provided
1	No KY Health Dept
1	Pharmaceutical
1	Precast Concrete
1	Printing
1	Production Company
1	Real Estate

Number	"Other"
1	Residential Treatment Facility
1	Restaurant
3	Retail
1	Service
1	Special Education, ABA
1	Staffing Agency
1	Television
2	Utilities

Appendix C

What is your current home zip code?

City	County	Zip Code	Number
CAMBRIDGE, MA		02138	1
PEAKS ISLAND, ME		04108	1
BROOKLYN, NY		11211	1
BUFFALO, NY		14265	1
WASHINGTON DC		20008	1
DIJON, FRANCE		21000	1
FREDERICKSBURG, VA		22407	1
MECHANICSVILLE, VA		23111	1
CARY, NC		27513	1
AIKEN, SC		29803	1
SHARPSBURG, GA		30277	1
NASHVILLE, TN		37206	1
FISHERVILLE, KY		40023	1
LOUISVILLE, KY		40205	1
LOUISVILLE, KY		40206	1
LOUISVILLE, KY		40208	1
GEORGETOWN, KY		40324	2
RICHMOND, KY		40475	2
LEXINGTON, KY		40503	2
LEXINGTON, KY		40509	1
LEXINGTON, KY		40517	2
WEST PADUCAH, KY		42086	1
BOWLING GREEN, KY		42104	1
NANCY, KY		42544	1
JOHNSTOWN, OH		43031	1
COLUMBUS, OH		43201	1
COLUMBUS, OH		43202	1
AKRON, OH		44313	1
XENIA, OH		45385	1
DAYTON, OH		45406	1
CROWN POINT, IN		46307	1
WEST HARRISON, IN		47060	1
MUNCIE, IN		47304	1
ORLEANS, IN		47452	1
LITTLE CHUTE, WI		54140	1
CHICAGO, IL		60618	1
COLUMBIA, MO		65202	1

City	County	Zip Code	Number
SPRINGFIELD, MO		65810	1
WEST MEMPHIS, AR		72301	1
NORTH RICHLAND HILLS, TX		76180	1
KELLER, TX		76248	1
AUSTIN, TX		78754	1
GOLDEN, CO		80403	1
CANGO PARK, CA		90232	1
CULVER CITY, CA		91304	1
SHERMAN OAKS, CA		91423	1
BUELLTON, CA		93427	1
PORTLAND, OR		97201	1
SEATTLE, WA		98144	1
WINCHESTER	Adams	45697	1
BURLINGTON	Boone	41005	12
FLORENCE	Boone	41042	24
HEBRON	Boone	41048	11
UNION	Boone	41091	8
VERONA	Boone	41092	1
WALTON	Boone	41094	5
FOSTER	Bracken	41043	2
GEORGETOWN	Brown	45121	2
RIPLEY	Brown	45167	1
SARDINIA	Brown	45171	1
HAMILTON	Butler	45011	1
MIDDLETOWN	Butler	45044	1
WEST CHESTER	Butler	45069	1
ALEXANDRIA	Campbell	41001	17
CALIFORNIA	Campbell	41007	3
MELBOURNE	Campbell	41059	3
NEWPORT	Campbell	41071	11
BELLEVUE	Campbell	41073	3
DAYTON	Campbell	41074	4
FORT THOMAS	Campbell	41075	19
NEWPORT	Campbell	41076	9
SILVER GROVE	Campbell	41085	1
AMELIA	Clermont	45102	4
BATAVIA	Clermont	45103	3
BETHEL	Clermont	45106	1
LOVELAND	Clermont	45140	6

City	County	Zip Code	Number
CINCINNATI	Clermont	45245	1
LAWRENCEBURG	Dearborn	40342	1
AURORA	Dearborn	47001	2
LAWRENCEBURG	Dearborn	47025	5
BATESVILLE	Franklin	47006	1
BROOKVILLE	Franklin	47012	2
CORINTH	Grant	41010	2
CRITTENDEN	Grant	41030	1
DRY RIDGE	Grant	41035	2
ADDYSTON	Hamilton	45001	1
CLEVES	Hamilton	45002	3
HARRISON	Hamilton	45030	3
CINCINNATI	Hamilton	45202	2
CINCINNATI	Hamilton	45205	2
CINCINNATI	Hamilton	45206	1
CINCINNATI	Hamilton	45208	2
CINCINNATI	Hamilton	45209	4
CINCINNATI	Hamilton	45211	2
CINCINNATI	Hamilton	45212	1
CINCINNATI	Hamilton	45213	1
CINCINNATI	Hamilton	45215	1
CINCINNATI	Hamilton	45217	1
CINCINNATI	Hamilton	45218	1
CINCINNATI	Hamilton	45220	1
CINCINNATI	Hamilton	45223	1
CINCINNATI	Hamilton	45229	1
CINCINNATI	Hamilton	45230	7
CINCINNATI	Hamilton	45231	3
CINCINNATI	Hamilton	45238	9
CINCINNATI	Hamilton	45239	2
CINCINNATI	Hamilton	45240	1
CINCINNATI	Hamilton	45242	1
CINCINNATI	Hamilton	45244	2
CINCINNATI	Hamilton	45246	2
CINCINNATI	Hamilton	45248	1
CINCINNATI	Hamilton	45249	2
CINCINNATI	Hamilton	45255	3
COVINGTON	Kenton	41011	9
COVINGTON	Kenton	41014	3

City	County	Zip Code	Number
LATONIA	Kenton	41015	12
COVINGTON	Kenton	41016	4
FT MITCHELL	Kenton	41017	22
ERLANGER	Kenton	41018	18
INDEPENDENCE	Kenton	41051	21
MORNING VIEW	Kenton	41063	1
Maysville	Mason	41056	2
RISING SUN	Ohio	47040	1
BUTLER	Pendleton	41006	2
FALMOUTH	Pendleton	41040	1
SUNMAN	Ripley	47041	1
MASON	Warren	45040	1
SPRINGBORO	Warren	45066	1
PLEASANT PLAIN	Warren	45162	1
Not Provided			2
Total			388

In the instance that the zip code overlapped two counties, the county with the largest percentage of residents within the zip code was used.

Appendix D – Open Comments

Category	Number
1. Faculty	
Positive	42
Negative	15
2. Advising	
Positive	3
Negative	24
3. Career Development/ Co-op	
Positive	1
Negative	13
4. Cost	
Positive	5
Negative	6
5. Student Activities	
Positive	1
Negative	6
6. Curriculum	
Positive	3
Negative	9
7. General	
Positive	55
Negative	26

1. Faculty

“Great professors who want you to succeed.”

“Better screening of adjunct faculty.”

2. Advising

“Advisor instructed me to take classes I did not need and caused me an extra semester to meet my requirements.”

“Chris Christensen was a great advisor and a great individual that helped me in many ways.”

3. Career Development/Co-op

“Career planning resources offered were very poor.”

“I did not receive any help when looking for a Co-op to complete my degree.”

4. Cost

“Great experience and great value.”

“I think if they offered in-state for certain parts of Ohio they would get more students right out of high school.”

“I believe NKU is a private school and public school cost. I do as much as I can to give back.”

“The teachers changed books much too often. I spent too much money b/c of that.”

5. Student Activities

“I think very highly of NKU's Study Abroad programs and the fact that NKU is in many ways an international campus. Please continue to provide internal study abroad programs!”

“NKU was a great school for value and academics but lacked a great deal in social and extracurricular events...mainly because it is predominantly a commuter school.”

“Students need more things to do/join instead of just fraternities and sororities.”

6. Curriculum

“Curriculum overall was at a low level & students are not pushed academically.”

“I found the quality of education lacking after attending other universities.”

“I have gotten many positive comments from my employer about my classroom management and content knowledge. This is all thanks to the NKU Physical Education program.”

7. General Comments

“NKU is a great place to be-I'm excited for future development.”

“NKU is a wonderful community driven university. I enjoyed everything NKU had to offer.”

“NKU is getting too big and needs to focus on their students and supporting them.”

“I am sorry to say I have been very dissatisfied with the alumni programs.”

“My degree from NKU has not helped me in the matter of securing a position in my field of study.”

Appendix E

February 8, 2008

NAME
ADDRESS
ADDRESS
ADDRESS

Dear NAME:

One of the truest methods of measuring the quality of academic services at Northern Kentucky University is by the success and satisfaction of our graduates. The opinions of our alumni are crucial indicators of how well we are meeting the expectations of our students. In addition, the feedback you provide helps position NKU as we prepare students for the growth of Northern Kentucky.

At this time, I ask that you take a few minutes to provide this valuable feedback by completing the Northern Kentucky University alumni survey. For your convenience, the enclosed survey may be completed and returned in the postage paid envelope provided or submitted online at www.nku.edu/~oir and following the alumni survey link.

All responses will be held in strict confidence. NKU's Office of Institutional Research will analyze the survey results and report only aggregate tabulations. If you have any questions, please contact Kim Schraffenberger at (859) 572-6123 or schraffenk1@nku.edu.

Please share your experience at NKU with us by returning the alumni survey by Friday, February 29, 2008. Alumni returning the survey by the deadline will be entered into a drawing for tickets to the game of your choice (excluding opening night) of the inaugural basketball season in the new Bank of Kentucky Center.

On behalf of Northern Kentucky University, thank you for taking time to complete the alumni survey. With your feedback, we can be confident that the educational opportunities offered at Northern Kentucky University continue to enrich the community we serve.

Sincerely,

James C. Votruba
President
Enclosures

Office of Institutional Research
NKU ALUMNI SURVEY

1. Please rate your level of satisfaction with each of the following aspects of your educational experience at NKU.

Very Satisfied Somewhat Satisfied Somewhat Dissatisfied Very Dissatisfied N/A

- a. Quality of instruction
 - b. Skills/knowledge obtained were relevant to workplace needs
 - c. Well prepared for further education
 - d. Academic advising at NKU
 - e. Co-Curricular activities (i.e. organizations, athletics, etc.)
2. Please select the item that best describes your educational activity since graduating from NKU.
- a. Completed additional degree
 - b. Pursuing graduate/professional degree (*please go to question 4*)
 - c. Have taken or am taking college courses, but not toward graduate/professional degree (*please go to question 4*)
 - d. Have not taken additional college courses (*please go to question 4*)
 - e. Have taken certification courses that do not grant degree credit (*please go to question 4*)
3. Please indicate the highest level of degree completed.
- a. **Second** Bachelor's Degree
 - b. Master's Degree
 - c. Doctorate (PhD, EdD, DA, DBA, etc.)
 - d. Professional (MD, JD, DO, etc.)
 - e. Other (specify) _____
4. When did you secure your first job following the completion of your bachelor's degree?
- a. Held the same job while enrolled in my bachelor's degree program (*please go to question 6*)
 - b. Secured a job by the time of graduation (*please go to question 6*)
 - c. Secured a job after graduation
 - d. Have not sought employment since graduation (please go to question 14)
 - e. Have sought employment but have not secured a job since graduation (please go to question 14)
5. If you secured a job after graduation, how many months after graduation did you secure employment?
- a. Less than one month after graduation
 - b. Between one and three months after graduation
 - c. Between three and six months after graduation
 - d. Between six and nine months after graduation
 - e. More than nine months after graduation
6. What is your *current* employment status?
- a. Employed full-time (35 or more hours per week)
 - b. Employed part-time (less than 35 hours per week)
 - c. Unemployed *seeking* employment (*please go to question 13*)
 - d. Unemployed not seeking employment (*please go to question 13*)

7. Please provide the city and zip code of your current employer (location where you physically work).
 _____ and _____
 (city) (zip code)
8. Which of the following best describes your current employer?
- Armed Services
 - Business
 - College or University
 - Early Childhood/Elementary/Middle Education
 - Secondary Education
 - Financial or Insurance
 - Government (local, state or federal)
 - Healthcare Agency (hospital, pharmacy, clinic, etc.)
 - Information Services
 - Professional firm (law, engineering, etc.)
 - Professional, Scientific and Technical Services
 - Self-employed or private practice
 - Non-profit Organization (not listed above)
 - Other (please specify) _____
9. How satisfied are you with your current job?
- Very Satisfied
 - Satisfied
 - Somewhat Satisfied
 - Somewhat Dissatisfied
 - Dissatisfied
 - Very Dissatisfied
10. How closely is your current job related to your NKU bachelor's degree major?
- Directly Related (*please go to question 12*)
 - Somewhat Related (*please go to question 12*)
 - Not Related
11. If your current job is not related to your NKU major, please select the response that best describes your situation.
- I found a more desirable position in another field.
 - I was unable to find a position related to my major.
 - I have not seriously looked for a position related to my major.
 - Other reason (please specify) _____
12. What is your current annual gross income (before taxes and other deductibles)?
 \$ _____

13. How many *different* employers (companies – not bosses) have you worked for since you earned your bachelor’s degree?

- a. One
- b. Two
- c. Three to Six
- d. More than Six

14. During the past year, how many times have you performed the following (locally where applicable).....

None 1-3 4-6 7-10 More than 10

- a. read a book for pleasure
- b. utilized the services of the local library
- c. attended a play, symphony, opera, or ballet
- d. visited a museum or art gallery
- e. volunteered or donated to your fraternity or sorority
- f. volunteered or donated to a non-profit/charitable organization (other than religious)
- g. attended a professional sporting event
- h. volunteered in a school
- i. attended the meeting of a professional association
- j. volunteered for a political campaign
- k. voted in a local, state or national election
- l. visited the NKU website
- m. attended an NKU sporting event
- n. visited the NKU campus (other than athletics)
- o. listened to WNKU
- p. utilized/joined the NKU Campus Recreation/Fitness Center
- q. participated in athletic events
- r. attended religious services

15. Are you receiving NKU alumni publications?

Yes NO

16. Please indicate your interest in participating in NKU alumni activities.

- a. I currently participate
- b. I do not participate, but I would like to participate
- c. I am not interested in participating

17. How likely are you to refer a family member or friend to attend NKU?

- a. Very Likely
- b. Somewhat Likely
- c. Somewhat Unlikely
- d. Very Unlikely

18. What is your present attitude toward Northern Kentucky University?

- a. Strongly Positive
- b. Positive
- c. Somewhat Positive
- d. Somewhat Negative
- e. Negative
- f. Strongly Negative

19. How well did NKU meet your expectations in the following categories?

	Exceeded	Met	Did Not Meet	N/A
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- a. Preparation for the workforce.
- b. Preparation for graduate/professional school.
- c. Preparation for responsible citizenship
- d. Campus life (athletics, organizations, Greek, etc.).

20. Please indicate how effective your NKU experience has been in each of the following areas.

Extremely Effective	Very Effective	Moderately Effective	Slightly Effective	Not Effective
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- a. Helping you develop critical thinking abilities.
- b. Helping you better develop a sense of ethics.
- c. Contributing to a better understanding of people with different backgrounds, habits, values, appearances and abilities.
- d. Helping you become a more active citizen.
- e. Improving the quality of your life (not including financial benefits).

21. If you could do it again, would you select NKU for your bachelor's degree?

Yes	No
-----	----

22. What is your current home zip code? _____

Additional Comments

Please make any additional comments (positive and/or negative) that you believe are relevant to your educational experiences at NKU.

In addition to answering the questions in the survey, by providing a current email address you will receive announcements and invitations regarding the organizations, activities and events regularly offered at NKU. _____ @ _____ . _____

Thank you for taking part in the alumni survey. If you have any questions or comments regarding this survey, please feel free to email or call:

Kim Schraffenberger
schraffenk1@nku.edu

<p>For verification purposes only, please provide the last four digits of your social security number.</p> <p>_____</p>
