Assessment in Action
Wake Forest Class of 1993
HEDS’ Alumni/ae Survey Analysis

Presentation to:
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Director of Institutional Research and
Academic Administration
<table>
<thead>
<tr>
<th>Programs</th>
<th>Enrollment (HC)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Undergraduate</td>
<td>3857</td>
</tr>
<tr>
<td>Graduate</td>
<td>575</td>
</tr>
<tr>
<td>Divinity</td>
<td>28</td>
</tr>
<tr>
<td>Law</td>
<td>472</td>
</tr>
<tr>
<td>MBA</td>
<td>648</td>
</tr>
<tr>
<td>Medicine</td>
<td>441</td>
</tr>
<tr>
<td>Allied Health</td>
<td>133</td>
</tr>
<tr>
<td>Total</td>
<td>6154</td>
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</tbody>
</table>
Assessment Structure

Evaluation Committee consisting of faculty and administration sanctioned:

- College Student Experiences Questionnaire (CSEQ)
- Cooperative Institutional Research Program (CIRP) Freshman Survey
- Freshman Essay
Evaluation Committee sanctioned: (continued)

- Higher Education Data Sharing (HEDS) Consortium Alumni/ae Survey
- HEDS Senior Survey
- Higher Education Research Institute (HERI) Faculty Survey
- In-house Faculty Computer Survey
- In-house Faculty Survey
Evaluation Committee sanctioned: (continued)

- In-house Student Computer Survey
- Wake Forest *Fact Book*
- Wake Forest Key Measures of Quality

Evaluation Committee
- Reviews *Fact Book* and Key Measures
- Analyzes survey data
- Communicates results
- Conducts follow-up
15 Indicators of Quality - Wake Forest University

- Acceptance rate
- Yield
- International and minority students
- Average class size
- Course credits - classes < six students
- Credits taught by full-time “professors”
- Study abroad credits
- Research grants
15 Indicators of Quality - Wake Forest University (continued)

- Undergraduate instructional dollars
- Undergraduate students in volunteer activities
- Freshmen retention rate
- Graduation rate
- Graduates attending graduate/professional school
- Alumni/ae giving percentage
- Average faculty salary
Background of Alumni/ae Survey

- Developed and directed by Higher Education Data Sharing (HEDS) Consortium

- Recommended by Faculty Task Force of Program Planning Committee in November 1993

- Administered to Wake Forest Class of 1989 in 1994

- Administered to Wake Forest Class of 1993 in 1998
Outcomes

• Class of 1993 compared to Peer Group of four excellent liberal arts colleges

• Class of 1993 compared to Class of 1989 where appropriate

• Class of 1993 compared also to 1993 Senior Survey results where appropriate

• Class of 1993 results are posted on Institutional Research home page
Current Activity

- Employed full-time: 77% (Wake Forest Class of '89), 77% (Wake Forest Class of '93), 72% (Peer Group Class of '93)
- Full-time graduate student: 14% (Wake Forest Class of '89), 10% (Wake Forest Class of '93), 17% (Peer Group Class of '93)
- Professional school: 3% (Wake Forest Class of '89 and '93), 3% (Peer Group Class of '93)
Current Occupation

- Not employed: 6% (Wake Forest Class of '93), 6% (Peer Group Class of '93)
- Physician or surgeon: 6% (Wake Forest Class of '93), 4% (Peer Group Class of '93)
- Lawyer: 9% (Wake Forest Class of '93), 9% (Peer Group Class of '93)
- Accountant: 7% (Wake Forest Class of '93), 3% (Peer Group Class of '93)
- Marketing, Manager, Sales: 22% (Wake Forest Class of '93), 14% (Peer Group Class of '93)
Degrees Received

- Second Bachelor's: 6% (Wake Forest), 3% (Peer Group)
- Law School: 19% (Wake Forest), 21% (Peer Group)
- Medical School: 16% (Wake Forest), 9% (Peer Group)
- Master's Business: 14% (Wake Forest), 13% (Peer Group)
- Master's Education: 10% (Wake Forest), 10% (Peer Group)
- Master's Health: 8% (Wake Forest), 6% (Peer Group)
- Master's Arts & Sciences: 32% (Wake Forest), 23% (Peer Group)

Legend:
- Orange: Wake Forest Class of '93
- Blue: Peer Group Class of '93
Satisfaction with Current Activity
Satisfaction with Undergraduate Education

Very satisfied with current activity
48% 55% 49%

Very satisfied with undergraduate education
53% 58% 60%

Legend:
- Wake Forest Class of '89
- Wake Forest Class of '93
- Peer Group Class of '93
Overall Preparation for Current Activities
Choose Same Institution Again

Greatly prepared overall for current activities

- Wake Forest Class of '89: 49%
- Wake Forest Class of '93: 52%
- Peer Group Class of '93: 54%

Definitely would choose same institution again

- Wake Forest Class of '89: 49%
- Wake Forest Class of '93: 50%
- Peer Group Class of '93: 47%
Active Participation Since Graduation

- Youth organizations: 44% Wake Forest Class of '93, 37% Peer Group Class of '93
- Church activities: 53% Wake Forest Class of '93
- Arts organizations: 19% Wake Forest Class of '93, 16% Peer Group Class of '93
- Undergraduate alumni organization: 20% Wake Forest Class of '93, 24% Peer Group Class of '93
Undergraduate Level of Involvement with Activities
Mean Scores - Significant Difference

- Fraternity or sorority: 2.4 (Wake Forest Class of '93), 1.5 (Peer Group Class of '93)
- Coursework outside major: 2.3 (Wake Forest Class of '93), 2.5 (Peer Group Class of '93)
- Contact with faculty: 2.0 (Wake Forest Class of '93), 2.1 (Peer Group Class of '93)
- Contact with staff: 1.8 (Wake Forest Class of '93), 1.9 (Peer Group Class of '93)
- Religious groups: 1.6 (Wake Forest Class of '93), 1.4 (Peer Group Class of '93)
Undergraduate Level of Involvement with Activities (Cont.’d)
Mean Scores - Significant Difference

![Bar chart showing mean scores for various activities: Independent study, Study abroad, Intercollegiate athletics, Student publications, Political organization.](chart.png)

Legend:
- Yellow: Wake Forest Class of '93
- Teal: Peer Group Class of '93
Undergraduate Preparation for Post-Baccalaureate Activities

Mean Scores - Significant Difference

<table>
<thead>
<tr>
<th>Activity</th>
<th>Wake Forest Class of '93</th>
<th>Peer Group Class of '93</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fraternity or sorority</td>
<td>2.5</td>
<td>1.6</td>
</tr>
<tr>
<td>Contact with faculty</td>
<td>2.4</td>
<td>2.5</td>
</tr>
<tr>
<td>Religious groups</td>
<td>2</td>
<td>1.7</td>
</tr>
<tr>
<td>Independent study</td>
<td>1.8</td>
<td>2.2</td>
</tr>
</tbody>
</table>
Undergraduate Preparation for Post-Baccalaureate Activities (Cont.’d)

Mean Scores - Significant Difference

- Intercollegiate athletics
- Performing arts
- Political organization
- Student publications

Wake Forest Class of '93
Peer Group Class of '93
Before Tax Income for Most Recent Year

- No earned income: 4% (Wake Forest Class of '93), 8% (Peer Group Class of '93)
- Up to $20,000: 12% (Wake Forest Class of '93), 19% (Peer Group Class of '93)
- $20,001 to $30,000: 15% (Wake Forest Class of '93), 19% (Peer Group Class of '93)
- $30,001 to $40,000: 28% (Wake Forest Class of '93), 22% (Peer Group Class of '93)
- Over $40,000: 39% (Wake Forest Class of '93), 32% (Peer Group Class of '93)
Cumulative Grade Point Average

- 3.0 to 3.4:
  - Wake Forest Class of '89: 35%
  - Wake Forest Class of '93: 41%
  - Peer Group Class of '93: 55%

- 3.5 to 4.0:
  - Wake Forest Class of '89: 14%
  - Wake Forest Class of '93: 24%
  - Peer Group Class of '93: 28%
## Analysis of Comments
### Class of 1993 Alumni/ae Survey

<table>
<thead>
<tr>
<th>Category</th>
<th>Positive Comments</th>
<th>Negative Comments</th>
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</thead>
<tbody>
<tr>
<td>Teaching/Faculty</td>
<td>16</td>
<td>1</td>
</tr>
<tr>
<td>Fraternity/Sorority</td>
<td>6</td>
<td>11</td>
</tr>
<tr>
<td>Study Abroad</td>
<td>5</td>
<td>0</td>
</tr>
<tr>
<td>Small size of student body</td>
<td>4</td>
<td>0</td>
</tr>
<tr>
<td>Liberal arts education</td>
<td>3</td>
<td>0</td>
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<tr>
<td>Religious groups</td>
<td>3</td>
<td>0</td>
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<tr>
<td>Social development</td>
<td>2</td>
<td>0</td>
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<tr>
<td>Campus beauty</td>
<td>2</td>
<td>0</td>
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</tbody>
</table>
Analysis of Comments (Continued)
Class of 1993 Alumni/ae Survey

<table>
<thead>
<tr>
<th>Category</th>
<th>Positive Comments</th>
<th>Negative Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Current emphasis on information technology</td>
<td>2</td>
<td>1</td>
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<tr>
<td>Student homogeneity</td>
<td>0</td>
<td>8</td>
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<tr>
<td>Academic advising</td>
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<td>7</td>
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<td>Career services</td>
<td>0</td>
<td>5</td>
</tr>
<tr>
<td>Expense</td>
<td>0</td>
<td>4</td>
</tr>
<tr>
<td>Lack of business courses for non-business majors</td>
<td>0</td>
<td>3</td>
</tr>
<tr>
<td>Lack of independent study opportunities</td>
<td>0</td>
<td>2</td>
</tr>
<tr>
<td>Lack of computerization in courses</td>
<td>0</td>
<td>2</td>
</tr>
</tbody>
</table>
Summary

• “Satisfaction with Current Activity” and “Satisfaction with Undergraduate Education” improved from Class of 1989 to Class of 1993

• “Overall Preparation for Current Activities” and “Choose Same Institution Again” improved from 1989 to 1993

• Wake Forest Class of 1993 was significantly higher than Peer Group for fraternity/sorority and religious involvement and their impact

• Peer Group was significantly higher than Wake Forest for a number of other areas of involvement and their impact

• Supplemental question regarding climate for minorities was less than positive for Wake Forest Class of 1993
Summary (continued)

• Wake Forest Class of 1993 had lower percentage going to graduate school compared to Class of 1989 and Peer Group

• Wake Forest Class of 1993 had higher percentage of “business” majors and more employed in business careers than Peer Group

• Wake Forest Class of 1993 had higher income than Peer Group but lower GPA

• Satisfaction with undergraduate education and choosing same institution again were higher for Class of 1993 Alumni/ae survey compared to 1993 Senior Survey results

• Wake Forest Class of 1993 offered considerably more comments about the outstanding quality of instruction and faculty at Wake Forest compared to any other category