

## 2018 Alumni Survey

### Introduction, Methods, and Alumni Demographic Profile

#### Introduction

This series of reports presents findings from the 2018 Baccalaureate Alumni Survey. The online survey was administered from January 9, 2018 until noon on March 5, 2018. Information was gathered from at NC State from Summer Session II in 2012 through the Spring 2015 semester. Alumni were asked about their post-graduation activities, employment, and

development of a wide range of skills and abilities; satisfaction with their undergraduate experience and involvement in various activities; and their current behaviors and staying connected to NC State.

This introductory report describes the survey methods and provides a demographic profile of survey respondents in comparison to the population of NC State baccalaureate graduates. Survey respondents and the population of alumni who graduated from Summer Session II in 2012 through Spring 2015 are compared in terms of gender, race/ethnicity, academic unit, graduation year, and their current residence. A separate report, [2018 Alumni Survey: All Respondents](#), focuses on each individual topic in the Alumni Survey. Survey questions and detailed tables of responses by gender, race/ethnicity, and college are also available [online](#).

#### Survey Methods

The survey population included the 15,772 alumni who received a baccalaureate degree from NC State from Summer Session II in 2012 through Spring 2015. Of those alumni, we had what appeared to be a valid mail or email addresses for 92.8 percent of them (N=14,591).<sup>1</sup> While we had only a physical mailing address for 1,019 of the alumni, and only an email address for 1,016 of them, the majority of alumni had both a physical mailing address and an email address to use in contacting them (N=12,556). Response rate information presented below includes only those for whom we had either a valid mail or email address.

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<sup>1</sup> Contact information was originally obtained from NC State's University Advancement office. Throughout the administration process, mail and e-mail addresses were updated as appropriate (i.e., either determined to be undeliverable, or changed and resent to a forwarding addresses). It is important to note that students graduating from NC State during this time period were able to use their NC State University email address indefinitely. In providing contact information for alumni, the NC State University Advancement includes the alumni's NC State email address for all graduates for whom no other email address was available. The 13,572 alumni for whom an email address was available included 5,652 NC State email addresses. In addition, 436 of those for whom we were using an NC State email address had no physical mailing address. Although all of the emails to these addresses were successfully delivered, it is likely that many alumni were not checking or auto-forwarding emails going to their NC State email address.

**Table 1: Contact Information for Survey Population Members**

	<b>Has Email Address</b>	<b>No Email Address</b>	<b>Total</b>
<b>Has mail address</b>	79.9% (12,556)	6.5% (1,019)	13,575
<b>No mail address</b>	6.5% (1,016)	7.2% (1,131)	2,147
<b>Total</b>	13,572	2,150	15,722

Eligible alumni with known addresses (N=13,575) were sent letters through US mail requesting they complete the 2018 Alumni Survey online. Personalized letters were sent on university letterhead and signed by NC State Chancellor Woodson. Up to five follow-up reminders (three emails [for those with a known email address; N=13,572], one postcard, and one letter) were sent to non-respondents.

As an incentive to encourage participation, the initial contact letter included an NC State University Alumni coaster with the survey URL. In addition, those who submitted their survey responses by January 22, 2018 were entered into a drawing in which five alumni were randomly select to each win a \$100 Amazon gift ecard, while five alumni who submitted their responses by February 8, 2018 were each awarded a \$75 Amazon gift ecard. Two respondents who completed the survey by the final deadline of March 5, 2018 were randomly selected to each receive a \$150 Amazon gift ecard.

Each member of the alumni population eligible to participate in the survey was assigned a unique ID and password that they were prompted to enter on the first page of the online survey. In addition to allowing for the tracking of respondents, the unique identifiers eliminated the need to ask demographic questions that could be obtained from student data files.

A total of 2,527 eligible surveys were completed for a response rate of 17.3 percent (2,527 out of 14,591).

### **Demographics of Summer 2012 – Spring 2015 Graduates and Survey Respondents**

Those responding to the survey vary somewhat from the full survey population in terms of gender and current residence, but not as much in terms of race/ethnicity, the college from which they graduated, or the year in which they graduated. The differences, however, are not large enough to imply that the survey results would be appreciably different for the full population of graduates from Summer Session II in 2012 through the Spring 2015 semester. These reports are therefore based on the assumption that the results obtained are broadly representative of the population of NC State bachelor degree recipients during this time period.

#### **Gender**

Women are slightly overrepresented among survey respondents. Women made up 45.4 percent of those who received baccalaureate degrees from NC State from Summer Session II in 2012 through Spring 2015, but made just over half of those who responded to the 2018 Alumni Survey (50.9%).

**Table 2: Gender of Alumni Population and Survey Respondents**

Gender	Alumni Population		Survey Respondents		Response Rate
	N	%	N	%	
Female	6,629	45.4%	1,285	50.9%	19.4%
Male	7,962	54.6%	1,242	49.1%	15.6%
<b>Total</b>	<b>14,591</b>	<b>100%</b>	<b>2,527</b>	<b>100%</b>	<b>17.3%</b>

**Race/Ethnicity**

The racial/ethnic composition of those responding to the survey closely aligns with that of those eligible to participate in the survey. White alumni made up just over three-fourths of respondents, African Americans 6.5 percent, Asians 5.5 percent, and Hispanics 4.4 percent.

**Table 3: Race/Ethnicity of Alumni Population and Survey Respondents**

Race/Ethnicity	Alumni Population		Survey Respondents		Response Rate
	N	%	N	%	
African American	1,016	7.0%	165	6.5%	16.2%
Asian	915	6.3%	139	5.5%	15.2%
Hispanic	590	4.0%	110	4.4%	18.6%
Native American	60	0.4%	3	0.1%	5.0%
White	11,280	77.3%	1,977	78.2%	17.5%
Other	730	5.0%	133	5.3%	18.2%
<b>Total</b>	<b>14,591</b>	<b>100%</b>	<b>2,527</b>	<b>100%</b>	<b>17.3%</b>

**Academic Unit**

Response rates by college ranged from 15.6 percent to 18.6 percent. . While alumni from the College of Agriculture and Life Sciences and the College of Humanities and Social Sciences were slightly overrepresented among survey respondents, and those from the College of Sciences slightly underrepresented, the academic units of respondents generally aligns with that of the eligible survey population.

**Table 4: Academic Unit of Alumni Population and Survey Respondents**

Academic Unit	Alumni Population		Survey Respondents		Response Rate
	N	%	N	%	
Agriculture and Life Sciences	1,708	11.7%	318	12.6%	18.6%
Design	382	2.6%	60	2.4%	15.7%
Education	515	3.5%	88	3.5%	17.1%
Engineering	3,117	21.4%	538	21.3%	17.3%
Natural Resources	1,026	7.0%	172	6.8%	16.8%
Humanities and Social Sciences	3,324	22.8%	598	23.7%	18.0%
Sciences	1,793	12.3%	284	11.2%	15.8%
Textiles	610	4.2%	113	4.5%	18.5%
Management	2,023	13.9%	340	13.5%	16.8%
Division of Academic and Student Affairs	93	0.6%	16	0.6%	17.2%
<b>Total</b>	<b>14,591</b>	<b>100%</b>	<b>2,527</b>	<b>100%</b>	<b>17.3%</b>

**Graduation Year**

Respondents in the AY12-13 group include those who graduated in Summer Session II in 2012. However, no students who graduated in either Summer Session I or II in 2015 were included in the survey population. For the most part, the Alumni Survey respondent profile mirrors that of the survey population in terms of when alumni graduated, with a slight underrepresentation of those whose graduation was in AY12-13.

**Table 5: Graduation Year of Alumni Population and Survey Respondents**

Academic Year	Alumni Population		Survey Respondents		Response Rate
	N	%	N	%	
AY12-13	5,135	35.2%	852	33.7%	16.6%
AY13-14	4,943	33.9%	872	34.5%	17.6%
AY14-15	4,513	30.9%	803	31.8%	17.8%
<b>Total</b>	<b>14,591</b>	<b>100%</b>	<b>2,527</b>	<b>100%</b>	<b>17.3%</b>

## **Current Residence**

Table 5 shows current residence for the alumni survey population and survey respondents. The few NC State alumni in the survey population for whom we had no physical address were excluded from the Alumni Population column below. In addition, two survey respondents with unknown residences who completed the survey after receiving survey announcements via email were excluded from the Survey Respondents column. North Carolinians were slightly underrepresented among survey respondents, making up about 84 percent of the alumni population, but 80 percent of respondents.

**Table 6: Current Residence of Alumni Population and Survey Respondents**

<b>Current Residency</b>	<b>Alumni Population</b>		<b>Survey Respondents</b>		<b>Response Rate</b>
	<b>N</b>	<b>%</b>	<b>N</b>	<b>%</b>	
<b>North Carolina</b>	12,198	83.7%	2,020	80.0%	16.6%
<b>Outside North Carolina</b>	2,382	16.3%	505	20.0%	21.2%
<b>Total</b>	<b>14,580</b>	<b>100%</b>	<b>2,525</b>	<b>100%</b>	<b>17.3%</b>

### **For more information on the 2018 Alumni Survey, contact:**

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