

Looking Back . . . Moving Forward

Results of the 2009 Graduating Senior Survey

INTRODUCTION

Every May of each year the Office of Institutional Research (OIR) administers the graduating senior survey asking seniors about their satisfaction with their educational experiences and their plans after graduation. The results of the survey are useful in responding to requests for information on how our students feel about their educational experiences and in identifying problems on campus which need immediate attention.

METHODS

Universe of reference: Beginning in 2008 the senior survey has been administered electronically. In March 2009 a promo e-postcard about the survey was sent, through Coppin email addresses, to 418 seniors on the May graduation list. The Deans and faculty of each school also announced the survey to their seniors in class. The survey was launched on April 15 and it closed May 15 with four reminders during this period.

Participation Rate: Of the 418 seniors, 175 or 42% responded and fully completed the survey; another 8 partially completed the survey. To increase the response rate, survey respondents were entered into a raffle drawing for a grand prize of a desktop computer valued \$500. Overall, Nursing, Applied Psychology, Criminal Justice, Interdisciplinary Studies, and Business and Management students constitute 71% of the respondents.

SURVEY DESIGN

The survey asked about senior satisfaction in four broad categories, and then, in a brief fifth section, about the overall experience at CSU. Students were asked to rate the quality of education and student services they received on a five-point Likert scale, ranging from very dissatisfied to very satisfied. The broad categories were: (1) satisfaction with various aspects of student major, (2) satisfaction with overall experience at Coppin, (3) educational experiences and (4) post graduation employment and educational plans. The educational experiences items ask students the extent to which their college education contributed to their knowledge, skills, and personal development, and whether or not they participated in a practicum, internship, or field experience.

RESULTS

Overall, 56% of the graduates are first-generation baccalaureate degree recipients. Eighty-six percent (151) plan to attend school again. Out of those, 92% intend to seek a masters or doctoral degrees. Seventy-six percent indicated they will major in the same field if they were to do it over again, while 53% indicated they will attend Coppin if they were to do it over again. The 23% difference between program and campus satisfaction suggests there are larger campus climate issues that should be addressed.

Full survey results are posted at the link below:

<http://www.zoomerang.com/Shared/SharedResultsPasswordPage.aspx?ID=L23RQT39SHP8>

If you have any questions or would like additional information, please contact Dr. Oyebanjo Lajubutu, Director of Institutional Research at x3494. Visit <http://www.coppin.edu/oir/> for other pertinent data and information about Coppin.