



# East Texas Baptist University 2012 Alumni Survey

## Executive Summary

Prepared by the OIRE  
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Recognizing that ETBU's alumni are important to the University and their perspective can provide valuable information for the institution's ongoing improvement efforts, ETBU conducts an alumni survey every five years. In summer 2012, the ACT *Alumni Outcomes Survey* was mailed to students who graduated May 2007 through August 2011 and for whom valid mailing addresses were available. Of the 830 receiving the survey, 115 completed and returned the survey for a return rate of 14%. This was the first year the ACT *Alumni Outcomes Survey* was administered to ETBU graduates.

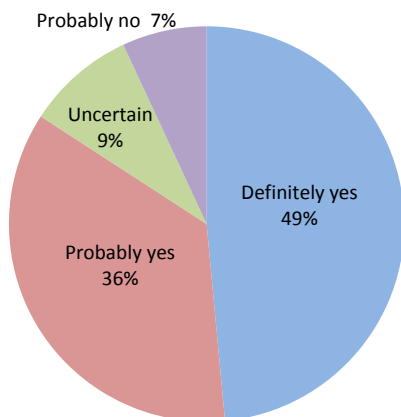
- ETBU is having a positive impact on its graduates' desire to continue their education, as the percentage of alumni who now have a goal of completing a graduate degree is double (73%) the percentage who had such a goal at the time they completed high school (36%).
- Of those completing the survey, 20% had completed a graduate degree and 21% were currently continuing their education.
- Most students reported their first job was related to their major, with 45% indicating it was "highly related" and 17% indicating "moderately related."
- When asked to rate ETBU on certain factors, graduates gave high marks for opportunities for student/faculty interaction, quality of academic programs, and opportunities for student involvement, with these items scoring averages of 4.43, 4.25, and 4.15, respectively, on a 5-point scale where 5 represents very positive and 1 represents very negative. The lowest average was 3.42 scored on computer system/services/equipment/labs, etc.
- Graduates expressed high levels of satisfaction with ETBU in relation to class size, overall quality of instruction, quality of the program in their major, and concern for them as an individual, with averages of 4.66, 4.44, 4.37, and 4.35, respectively, on a 5-point scale where 5 is "very satisfied" and 1 is "very dissatisfied."
- Alumni expressed very high agreement with "academic success was encouraged and supported at this school" (average = 4.56) and "most faculty were readily available to students outside of class time" (average = 4.50). The indicated averages are on a 5-point scale with 5 indicating "strongly agree" and 1 indicating "strongly disagree."
- Service areas received generally high satisfaction averages with registration procedures, academic advising, library services and materials, and academic support services scoring means of 4.0 or higher on a 5-point scale with 5 indicating "very satisfied" and 1 indicating "very dissatisfied." Career planning and placement services scored the lowest average at 3.12.
- When asked about ETBU's impact, graduates indicated "working cooperatively in groups", "living their personal/professional lives according to their own standard/ethic", and "recognizing and using effective written communication skills" were the abilities and skills most greatly impacted by their experiences at ETBU.
- In overall satisfaction, large majorities of respondents indicated positive feelings on all three summary questions. When asked about choosing ETBU again if they were able to start over, 84% indicated they definitely or probably would make the same choice again. In overall rating of ETBU, 93% marked "good" or "excellent." On possibly the most important question, "would you recommend this school to someone who asked your opinion", 98% said yes (60% "without reservation" and 38% "with some reservations").

# 2012 Alumni Survey Snapshot

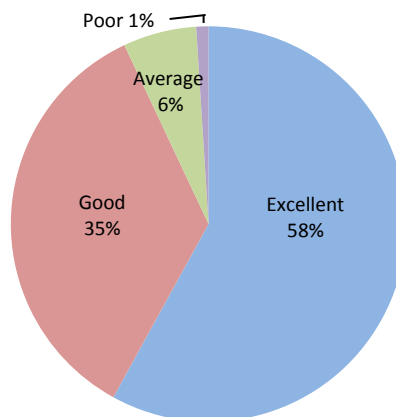
Importance of Educational Outcomes and Impact of ETBU Experience on Outcomes					
Importance			Impact		
Rank	Mean*	Item	Rank	Mean*	
1	3.80	Effective verbal communication skills	5	3.37	
2	3.77	Thinking objectively about beliefs	4	3.37	
3	3.76	Getting along with people from various cultures/backgrounds	10	3.27	
4	3.74	Effective leadership skills	7	3.33	
5	3.72	Living according to my standard/ethic	2	3.41	
6	3.67	Defining and solving problems	9	3.29	
7	3.61	Effective written communication skills	3	3.39	
8	3.61	Getting along with people whose attitudes/opinions are different	12	3.16	
9	3.59	Working cooperatively in groups	1	3.44	
10	3.59	Lifelong commitment to learning	6	3.36	
11	3.49	Developing original ideas	13	3.12	
12	3.49	Appreciating cultural/ethnic differences between people	11	3.23	
13	3.45	Using a variety of information sources	8	3.30	
14	3.41	Exercising rights/responsibilities as a citizen	16	2.95	
15	3.31	Learning about career options	17	2.73	
16	3.22	Analyzing data and drawing conclusions	14	3.01	
17	3.15	Understanding and appreciating art, music, literature, etc.	15	3.01	
18	3.05	Understanding the interaction of humans and the environment	18	2.73	
19	3.02	Understanding international issues	19	2.67	

\*Mean is based on 4-pt scale where 4=major importance/impact and 1=no importance/impact

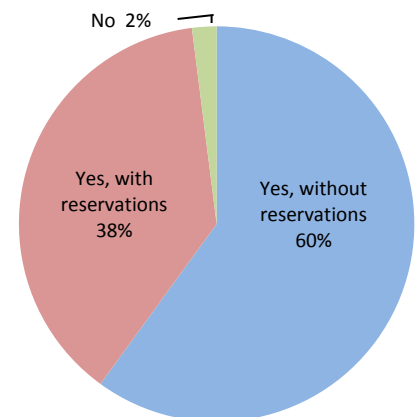
**If you could begin again, would you attend ETBU?**



**Overall, how would you rate ETBU?**



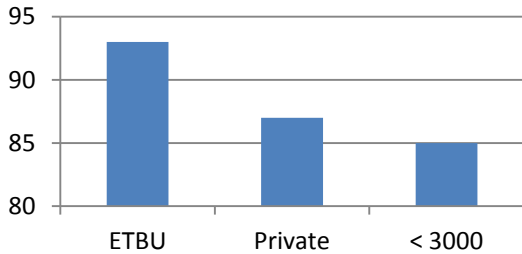
**Would you recommend ETBU to someone who asked your opinion?**



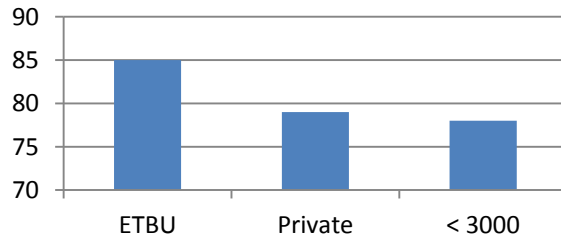
# How Do We Compare?

ACT provided normative data based on 20,150 alumni records from 75 colleges that administered the ACT *Alumni Outcomes Survey* between July 1, 2004 and June 30, 2010. This allows a comparison between ETBU's results and two groups with similar characteristics to ETBU, private colleges and colleges with enrollment under 3000.

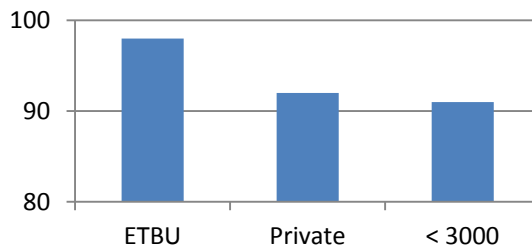
**Percent Who Rated their School "Excellent" or "Good" Overall**



**Percent Who Would "Definitely" or "Probably" Choose This School Again**



**Percent Who Would Recommend Their School to Others**



Educational Experiences Satisfaction Averages*			
	ETBU	Private	< 3000
Overall quality of instruction	4.44	4.35	4.32
Quality of the program in my major/field	4.37	4.28	4.30
Concern for me as an individual	4.35	4.13	4.13
General condition of buildings and grounds	4.22	4.12	4.06
Preparation for further academic study	3.91	4.04	4.01

\*Averages are based on a 5-pt scale with 5=very satisfied and 1=very dissatisfied

Educational Experiences Rating Averages*			
	ETBU	Private	< 3000
Opportunities for student/faculty interaction	4.43	4.17	4.18
Quality of academic programs	4.25	4.31	4.24
Sense of individual belonging on campus	4.13	3.91	3.90
Cultural/fine arts/speaker programs	3.43	3.50	3.50
Computer system/services/equipment/labs	3.42	3.51	3.60

\*Averages are based on a 5-pt scale with 5=many/high/strong/extensive and 1=few/low/weak/limited