

A close-up photograph of a black graduation cap with a white tassel. A rolled-up white diploma tied with a red ribbon is placed on top of the cap. The background is dark and out of focus.

ALUMNI ENGAGEMENT & OUTCOMES SURVEY ANALYSIS

Prepared for Southwestern College

May 2023

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INTRODUCTION

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KEY OBJECTIVES

- Understand alumni satisfaction with their experience at Southwestern College.
- Identify how alumni would like to engage with Southwestern College.
- Learn how their education at Southwestern College prepared alumni for future studies and employment.

SURVEY ADMINISTRATION & SURVEY SAMPLE

- The survey was administered online in March 2023 using the Qualtrics platform.
- The analysis includes a total of 549 respondents following data cleaning.
- Results are segmented by student type, gender, race/ethnicity, and first-generation status in the data supplement.

RESPONDENT QUALIFICATIONS

- Must have completed a credential at Southwestern College or completed credits towards transfer to a 4-year institution.

INTRODUCTION

METHODOLOGY

- Sample sizes vary across questions as some questions only pertain to a subset of respondents.
- Conclusions drawn from a small sample size ($n < 20$) should be interpreted with caution.
- For full aggregate and segmented results, please consult the accompanying data supplement.
- Statistically significant difference (95% confidence level) between groups are noted with an asterisk (*).
- After data collection, Hanover identified and removed low-quality respondents.
- “Don’t Know or Not Applicable” responses, and equivalent, are often excluded from the figures and analysis in order to focus on respondents who did express an opinion.

RECOMMENDATIONS

RECOMMENDATIONS



Ensure that Associate Degree and Certificate programs prepare students for workforce placement and that academic offerings align with local workforce needs. Respondents indicate the lowest level of satisfaction with preparation for employment, particularly in comparison to satisfaction with preparation for transfer. Similarly, alumni are less likely to indicate that they agree that their studies at Southwestern College prepared them for future employment than that their studies prepared them for future academic endeavors. Additionally, nearly a quarter of working respondents indicate that their current job is not at all related to their program of study, indicating a potential misalignment of programmatic offerings and high-demand jobs.



Improve employment preparation by engaging alumni as mentors for current students. Respondents are most likely to disagree the Southwestern College alumni helped them obtain a previous or current job. Given the high levels of satisfaction with their college experience and the desire to be engaged with Southwestern College, the opportunity exists to involve alumni in the career preparation activities of current students, potentially through mentorships or formal hiring or internship programs.



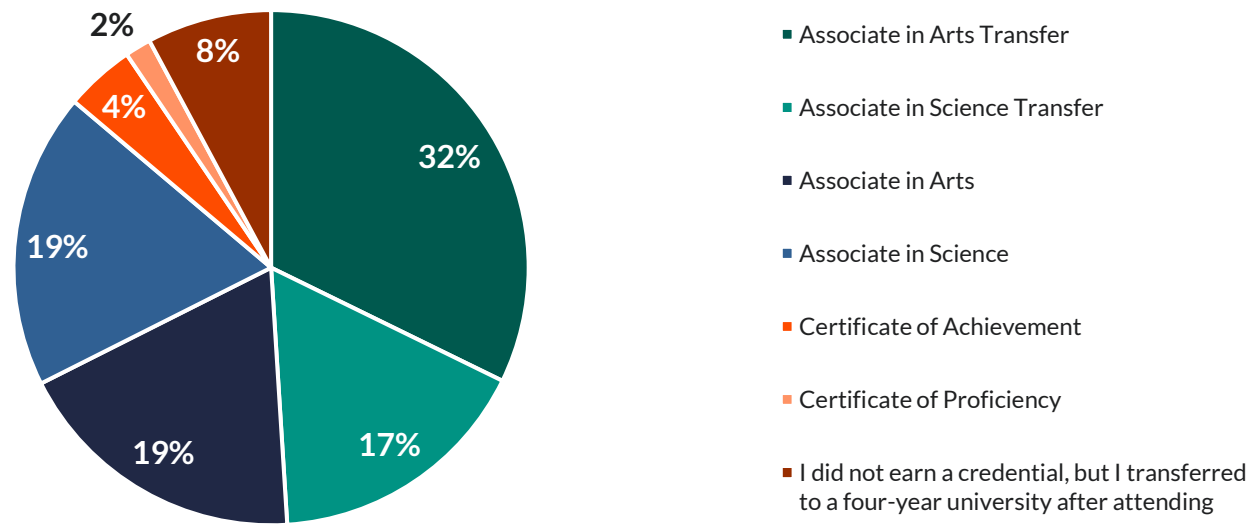
Offer additional opportunities for alumni engagement such as short courses and alumni networking events. Capitalize on the positive experience reported by alumni but continuing to engage them in the types of activities that will provide value for them such as networking events to help them advance their careers and short courses addressing topics such as problem solving and leadership that may have been absent in their initial studies.

KEY FINDINGS

RESPONDENT BACKGROUND

Nearly half of respondents completed an Associate for Transfer Degree (49%) with 32% completing an Associate in Arts Transfer and an additional 17% completing an Associate in Science Transfer. The most common areas of study include Social & Behavioral Sciences (23%), Health & Medical Occupations (18%), Science, Technology, Engineering & Mathematics (14%), and Business (11%). Additionally, nearly half of respondents (48%) are not currently enrolled in college while and additional 42% are either currently enrolled in a four-year college (31%) or a graduate program (11%). However, of those who are not currently enrolled in college, nearly half did complete a higher-level degree after leaving Southwestern College.

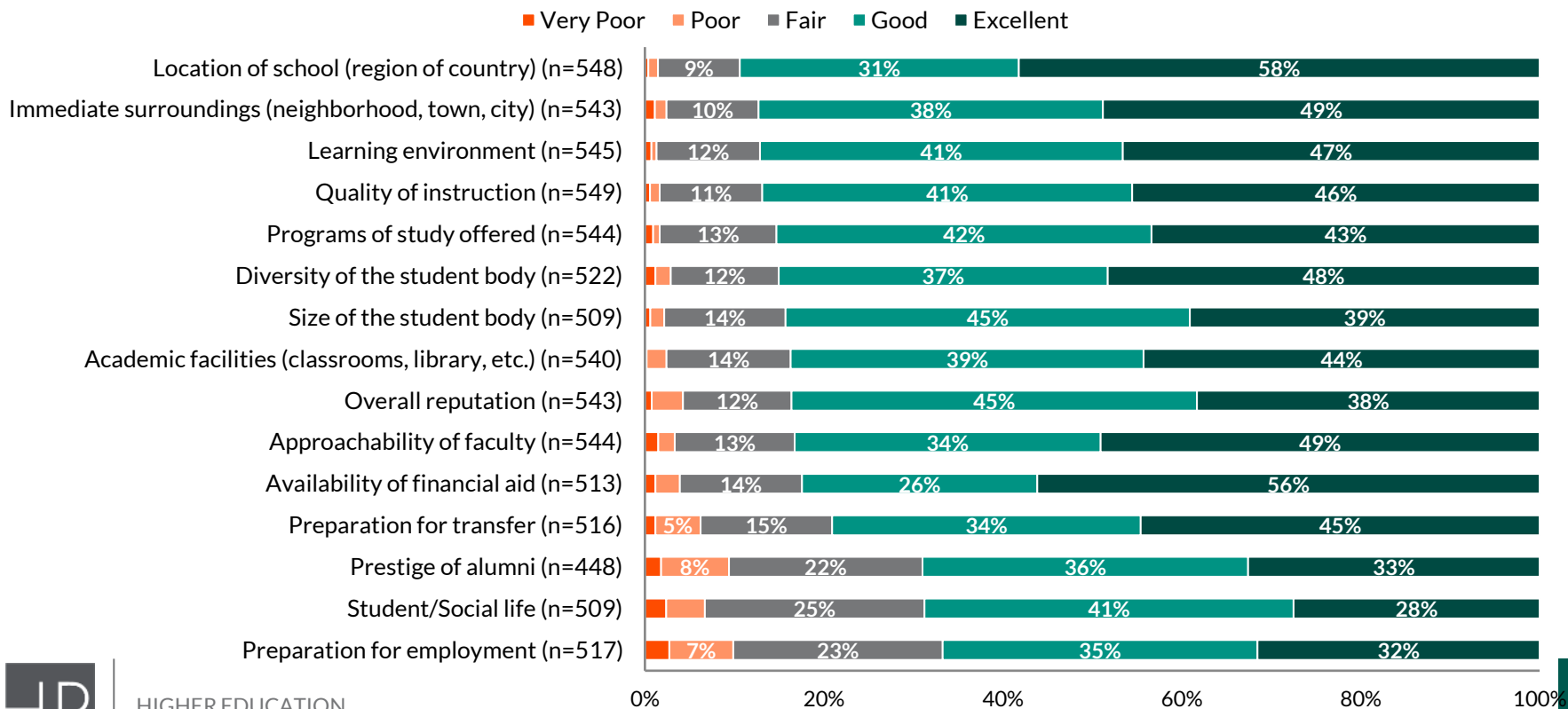
What type of credential did you earn from Southwestern College? If you received multiple credentials from Southwestern College, please select the highest credential earned. (n=549)



EXPERIENCE AT SOUTHWESTERN COLLEGE

The large majority of respondents agree that the overall (90%) and academic (89%) experience at Southwestern College was good or excellent, and while not quite as unanimous, nearly three-quarters said the same of the social experience (74%). Additionally, alumni express satisfaction with the location of the school (89% good or excellent); the learning environment, quality of instruction and immediate surroundings (87%); diversity of the student body and programs of study offered (85%); academic facilities, overall reputation, and size of the student body (84%); approachability of faculty (83%); and availability of financial aid (82%). However, the responses were less positive in relation to student/social life and prestige of alumni (69% good or excellent) as well as preparation for employment (67%).

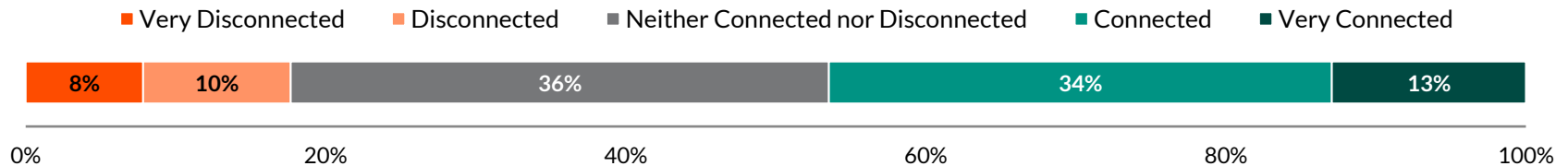
How would you rate the quality of Southwestern College in the following areas?



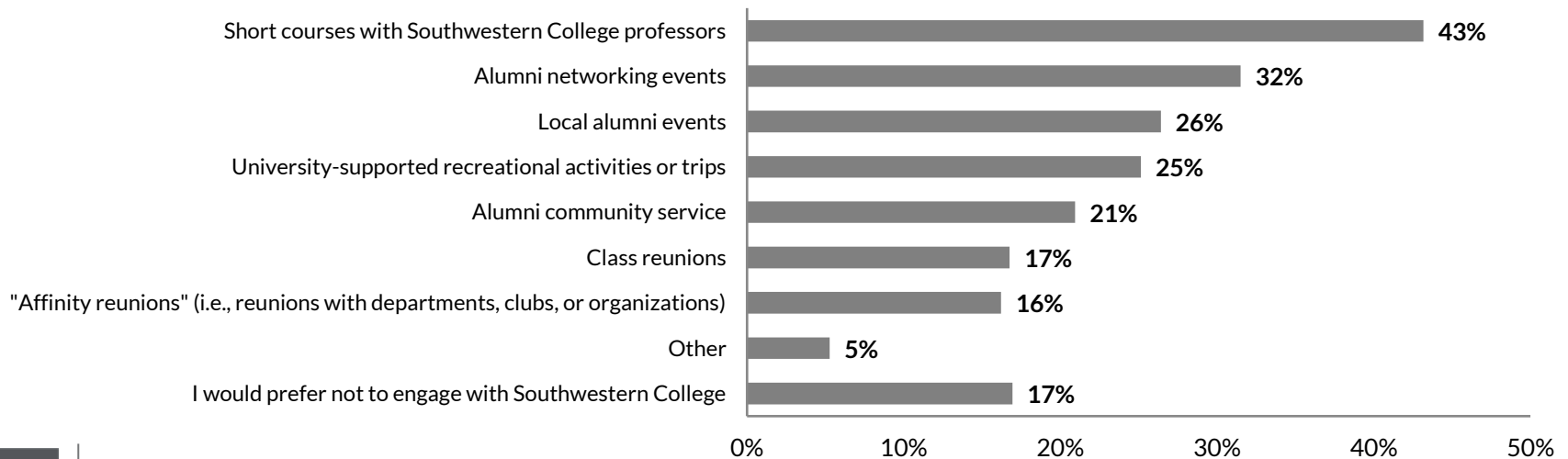
ENGAGEMENT WITH SOUTHWESTERN COLLEGE

Nearly half of respondents (46%) indicate that they feel connected or very connected to Southwestern College. Alumni are most likely to have recommended Southwestern College to a prospective student (51%), stayed in contact with classmates (40%), visiting the college website (38%), visited social media profiles (28%), or returned to campus (24%). Additionally, alumni would most like to engage with Southwestern College through short courses with college professors (43%), alumni networking events (32%), local alumni events (26%), and university-supported recreational activities or trips (25%).

How connected do you currently feel to Southwestern College? (n=549)



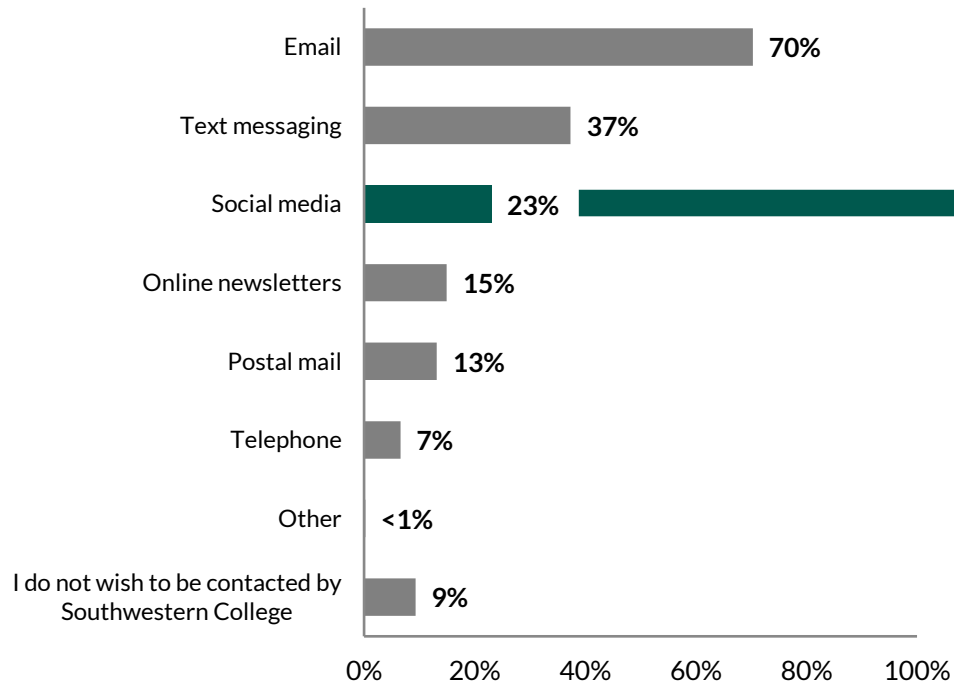
In which of the following ways would you most like to engage with Southwestern College? Please select all that apply. (n=549)



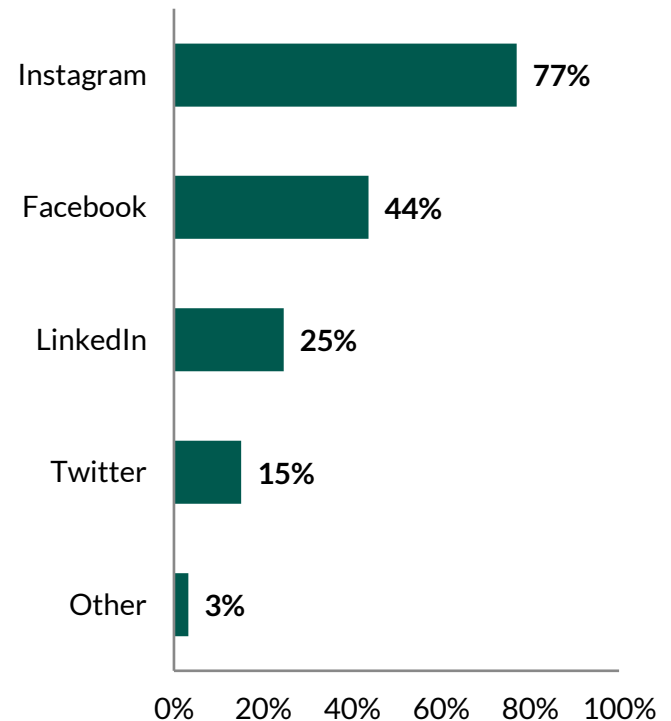
COMMUNICATION WITH SOUTHWESTERN COLLEGE

Most respondents agree that the frequency of communication received from Southwestern College is about right (71%) although 20% feel that is it too infrequent. Alumni prefer to receive communication by email (70%), text messaging (37%) and social media (23%), and the social media platforms they prefer include Instagram (77%), Facebook (44%), and LinkedIn (25%).

In which of the following ways would you prefer to receive communication from Southwestern College? Please select all that apply. (n=549)



Preferred Social Media Platforms. (n=126)

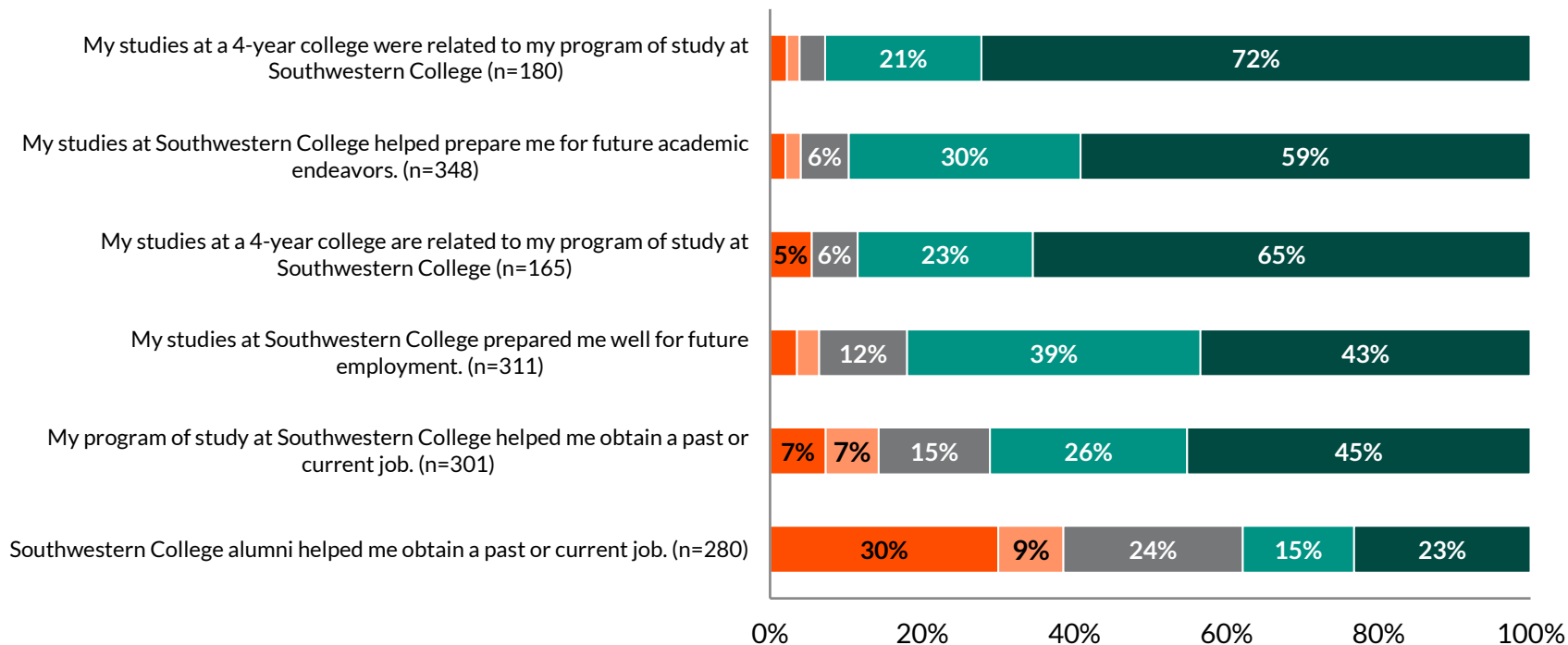


FUTURE PREPARATION

Alumni are more likely to agree that their studies at Southwestern College helped prepare them for future academic endeavors (89% somewhat or strongly agree) and future employment (82%), while even fewer agree that their program of study (71%) or Southwestern College Alumni (38%) helped them obtain a past or current job. However, alumni who went on to study at a four-year institution (including those who are currently attending a four-year institution or have graduated) overwhelmingly agree that their course of study is (88%) or was (93%) related to their program of study at Southwestern College.

Please indicate how much you disagree or agree with the following statements:

■ Strongly Disagree
 ■ Somewhat Disagree
 ■ Neither Agree nor Disagree
 ■ Somewhat Agree
 ■ Strongly Agree



SKILL DEVELOPMENT

According to respondents, their studies at Southwestern College prepared them well with the skills that have been most important to their career and further education. In particular, more than three-quarters of alumni indicate that their studies prepared them with skills of oral communication (80%), teamwork (82%), written communication (84%), and substantive knowledge in their field (77%)– four of the top five most important skills. Potential areas for improvement include skill/knowledge development in problem solving, leadership, and networking – areas which have also been important for alumni but in which they feel their studies left them less prepared.

Which of the following have been most important in your career or further education since graduating from Southwestern College? Please select up to five. (n=541)		To what extent did your studies at Southwestern College prepare you with the following skill[s] /knowledge? % Quite a Bit + % A Great Deal	
Oral communication	51%	Oral communication (n=274)	80%
Problem solving	49%	Problem solving (n=266)	70%
Teamwork	45%	Teamwork (n=237)	82%
Written communication	42%	Written communication (n=225)	84%
Substantive knowledge in your field	36%	Substantive knowledge in your field (n=196)	77%
Leadership	35%	Leadership (n=189)	68%
Presentation skills	30%	Presentation skills (n=163)	76%
Ethical behavior	30%	Ethical behavior (n=157)	75%
Networking	26%	Networking (n=138)	61%
Use of technology in professional contexts	21%	Use of technology in professional contexts (n=110)	71%

EMPLOYMENT

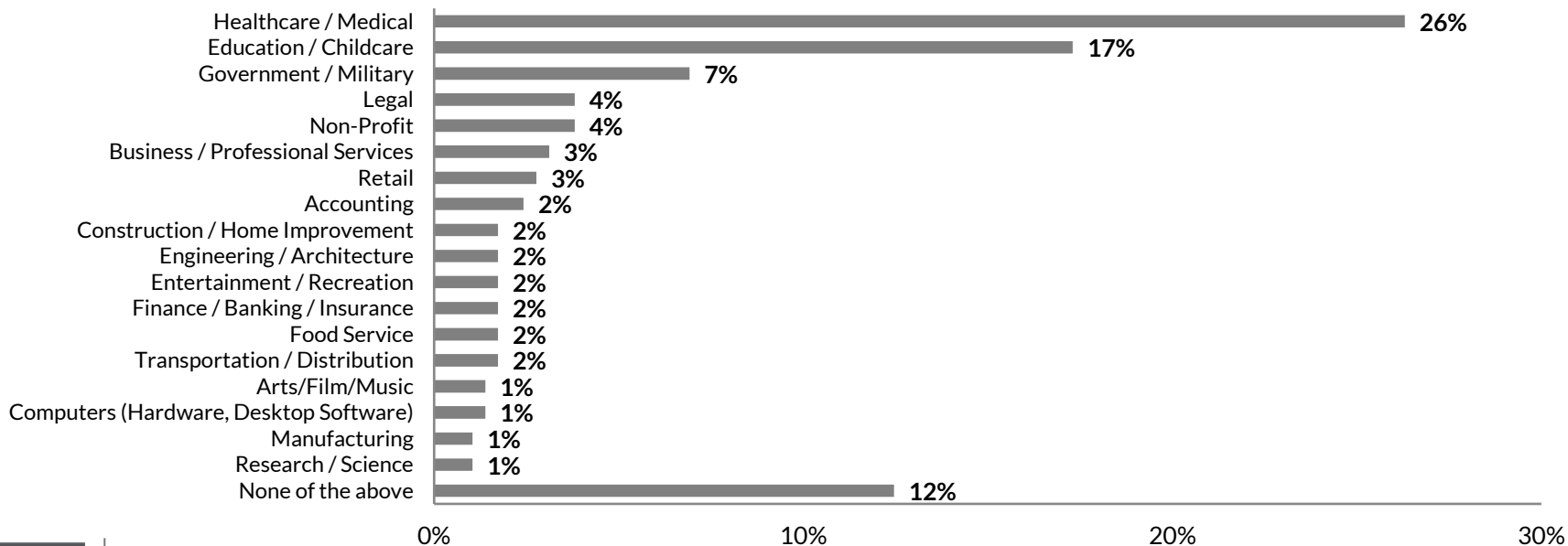
Nearly half (48%) of working alumni indicate that their current job is very or extremely related to their credential from Southwestern College. However, almost a quarter say that their job is not at all related to their credential. Respondents are most likely to work in the healthcare/medical field (26%) and education/childcare (17%).

Please indicate the extent to which your current job is related to your degree from Southwestern College. (n=289)

■ Not at All Related ■ Slightly Related ■ Moderately Related ■ Very Related ■ Extremely Related



In what industry do you currently work? (n=289)

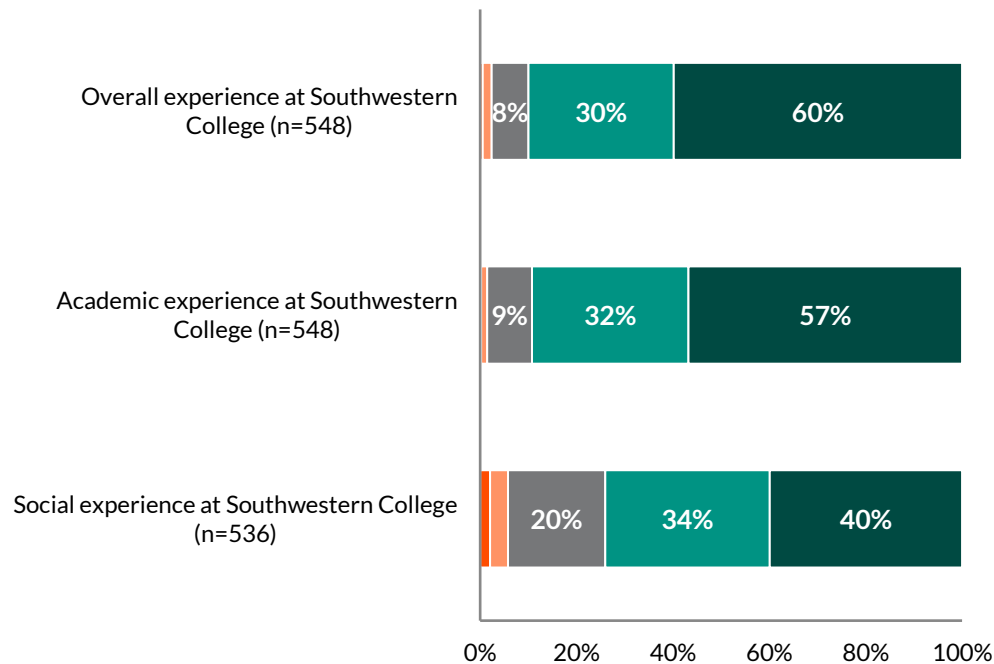


SATISFACTION AND LIKELIHOOD TO RECOMMEND

The positive experience of alumni at Southwestern College has contributed to a very affirmative Net Promotor Score of 54 with more than half of respondents (53%) extremely likely (10 out of 10) to recommend the college to a friend, family member, or colleague.

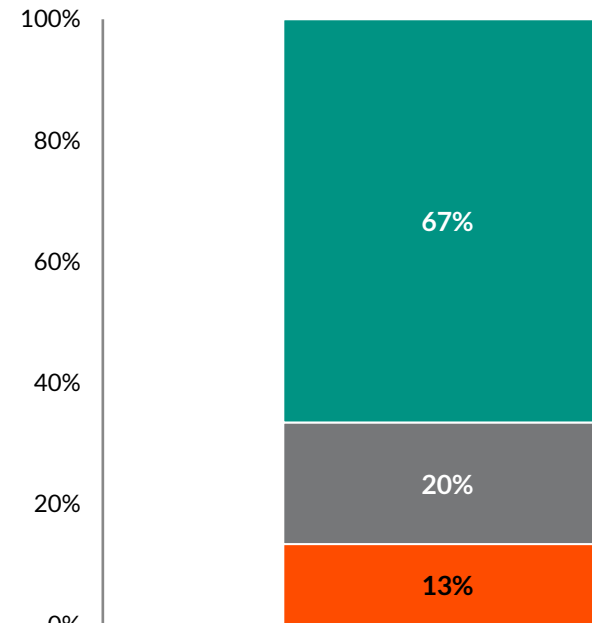
How would you rate the quality of the following at Southwestern College?

Very Poor Poor Fair Good Excellent



On a scale from 0 to 10, how likely are you to recommend Southwestern College to a friend, family member, or colleague? (n=533)

Detractors (0-6) Passives (7-8) Promoters (9-10)



OPEN ENDED RESPONSES – STRENGTHS



OPEN ENDED RESPONSES – AREAS FOR IMPROVEMENT



RESPONDENT CHARACTERISTICS



Gender Identity (n=527)

Female	68%
Male	27%
Non-binary/Gender non-conforming	2%
Prefer not to respond/Self describe	2%



First Generation Status (n=525)

Yes	47%
No	53%



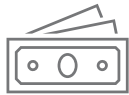
Disability Status (n=525)

No	75%
Yes	18%
Prefer Not to Disclose	7%



Sexual Orientation (n=525)

Straight or Heterosexual	81%
Bisexual	5%
Gay	2%
Lesbian	1%
Pansexual	1%
Queer	1%
Asexual	1%
Prefer not to disclose	7%
Identity not listed	1%



Annual Household Income (n=527)

Under \$25,000	17%
\$25,000 to \$49,999	23%
\$50,000 to \$74,999	18%
\$75,000 to \$99,999	11%
\$100,000 to \$149,999	9%
\$150,000 to \$199,999	4%
\$200,000 or more	3%
Prefer not to respond	14%



Race/Ethnicity (n=525)

Hispanic or Latin(o/a/x)	63%
White	20%
Asian	16%
Black or African American	7%
American Indian or Alaska Native	2%
Native Hawaiian or Other Pacific Islander	1%
Middle Eastern or North African	1%
Prefer not to respond	4%
Not listed/Prefer to self-describe	2%



Other Identities (n=525)

Parent/guardian	17%
Veteran	6%
Undocumented/Dreamer	3%
Housing Insecure)	3%
International student	2%
Homeless/Houseless	1%
Active Duty Military / National Guard	1%
Foster Youth / Former Foster Youth	1%



Thank you.

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