May 2012
Post Graduation Survey Results

Center for Career Opportunities
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Agenda

- Overarching Objectives
- Evolution of the Post Grad Survey
- Data Collection Process
- May 2012 Results
- Results Over Time
- Challenges
Overarching Objectives

- Meaningful and accurate reports of Purdue graduates’ first destination information
- Useful Salary Information
- *Bonus Outcome #1* – A Best Practice Among Peer Institutions
- *Bonus Outcome #2* – Positive Public Relations Accomplished
Evolution of the Survey

- Paper and “gentle” coercion with telephone calls
- Eventually email follow-up
- Grad fair participation
- Pursuit of greater partnership with colleagues in colleges and schools
Data Collection Process

Online Survey

- Students can access the survey online 24/7 through the CCO website
- Promoted through CCO’s multiple social media platforms
- Registrar provides link to candidates for graduation through myPurdue

A – Employed
B – Continuing Education
C – Still Seeking Employment
D – Planning to Continue Education
E - Other
Data Collection Process

Strong Departmental Partnerships

- College of Technology
  - Includes link to survey on the CoT website
  - Exclusively directs all data collection through CCO as well as results
- College of Pharmacy
  - Strongly promotes completion of survey and use of survey results
- Krannert School of Management
  - Collaborates with CCO during calling campaign
- Engineering Departments
  - Strong partnerships with departmental liaisons to collect data

A – Employed
B – Continuing Education
C – Still Seeking Employment
D – Planning to Continue Education
E - Other
Data Collection Process

Targeted Email Campaign

- Mass emails sent to recent alumni by college
- 27,781 emails sent to May 2012 graduates between May 21 through October 23
- Increased response rate from 24% to 54%

A – Employed
B – Continuing Education
C – Still Seeking Employment
D – Planning to Continue Education
E - Other
Data Collection Process

Calling Campaign

- Begins in late November or early December
- 10 professional staff members plus partners call 2,256 recent alumni
- Approximately 3,200 phone calls placed
- Increased response rate from 54% to 89%

A – Employed
B – Continuing Education
C – Still Seeking Employment
D – Planning to Continue Education
E - Other
Data Collection Process

Social Media

- After all other resources are exhausted, CCO professional staff explore Linked In and Facebook profiles for employment or graduate school information
- An effort is still made to contact the student to verify data collected through social media

A – Employed
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D – Planning to Continue Education
E - Other
May 2012

- Employed: 65.8%
- Graduate School: 20.7%
- Still Seeking Employment: 8.8%
- Planning to Continue Education: 3.1%
- Other: 2.1%
Challenges

- Students understanding the importance of the survey and value of the results
  - Emphasis on Departmental Relationship
- International student population
- Up to date contact information
  - Completion of survey prior to graduation through myPurdue
- Compliance with future guidelines
THANK YOU

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