



EDUCATION
NETWORK

Alumni Outcomes Survey

Southwestern University

January-March 2020

Questionnaire Topic Areas

Strada Education Network seeks to provide actionable insights around both students' overall undergraduate experiences and the impact of that experience on their education-to-work journey. Below are the topics covered in the survey:

1. Introduction and screening items, gender, age, highest completed level of education, bachelor's institution attended, year of enrollment, year of graduation, majors/primary areas of study
2. Value of education experience
3. Impact of undergraduate education experience on life and school affinity
4. Skill development during undergraduate education
5. Current employment and graduate school status
6. Career satisfaction
7. Impact of undergraduate education on employment
8. Demographic items, student loan information, parental education, race/ethnicity



Methodology

The data in this report has been weighted to reflect actual dispositions of **gender, age at graduation, and fiscal year of graduation** for bachelor's degree recipients from Southwestern University between the fiscal years of 2000 and 2019.*



AUDIENCE

- Southwestern University bachelor's degree completers from fiscal years 2000-2019

• **TOTAL: n=341**
(n-size fluctuates on questions due to non-response)



MODE

Online Survey



LENGTH

11 minutes



DATES

January – March
2020



GEOGRAPHY

National

*May include those who graduated during the calendar year of 1999 but are included in the fiscal year of 2000. Fiscal year 2000 is defined as July 1, 1999 through June 30, 2000.

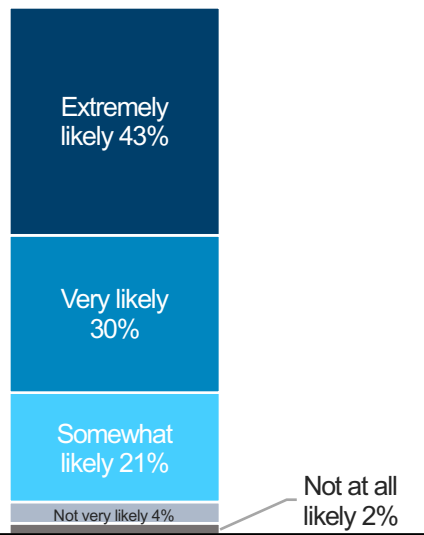


Summary Findings

Overall Perceptions and Ratings

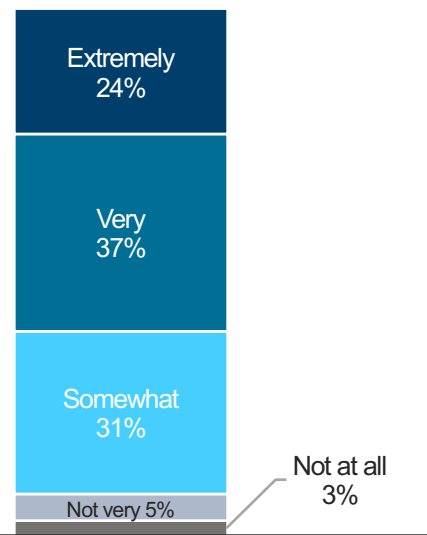
Recommend

How likely are you to recommend Southwestern University to someone considering applying and enrolling in an undergraduate program?
(n=319)



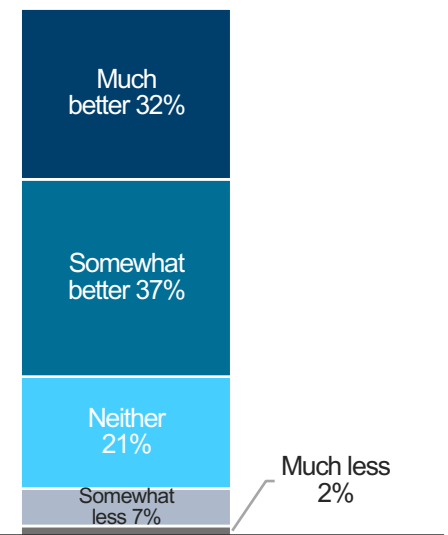
Workforce Preparation

My experience at Southwestern University prepared me for the work force ... well
(n=319)



Relative Preparation

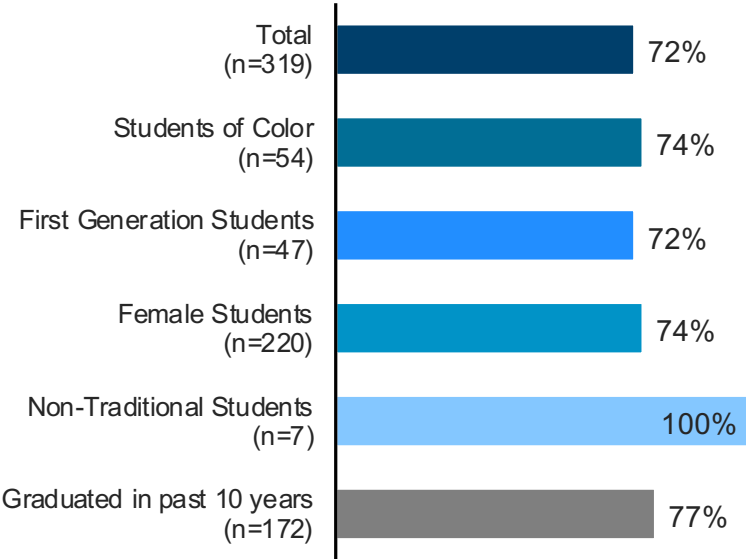
Compared to my peers who graduated from other institutions, I was...prepared
(n=319)



Overall Perceptions and Ratings by Sub-Groups

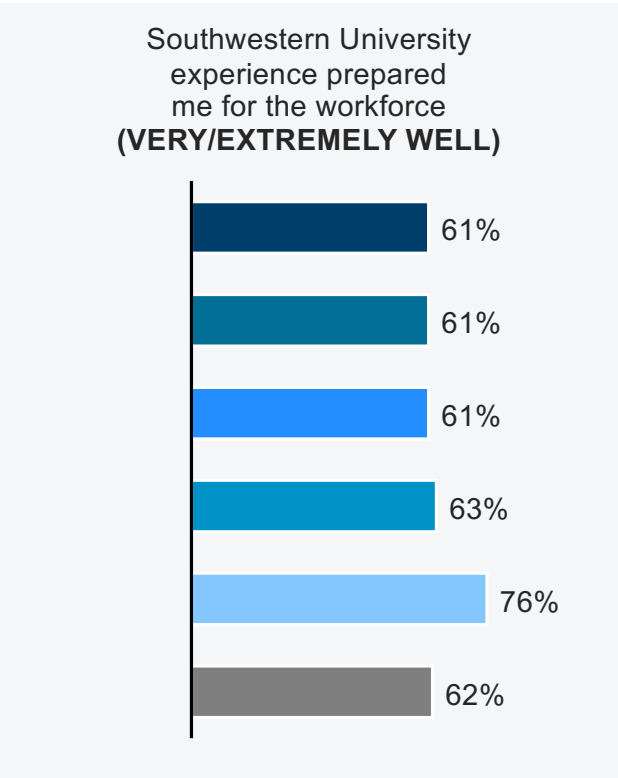
Recommend

Likelihood to recommend Southwestern University to someone considering applying and enrolling in an undergraduate program
(VERY/EXTREMELY LIKELY)



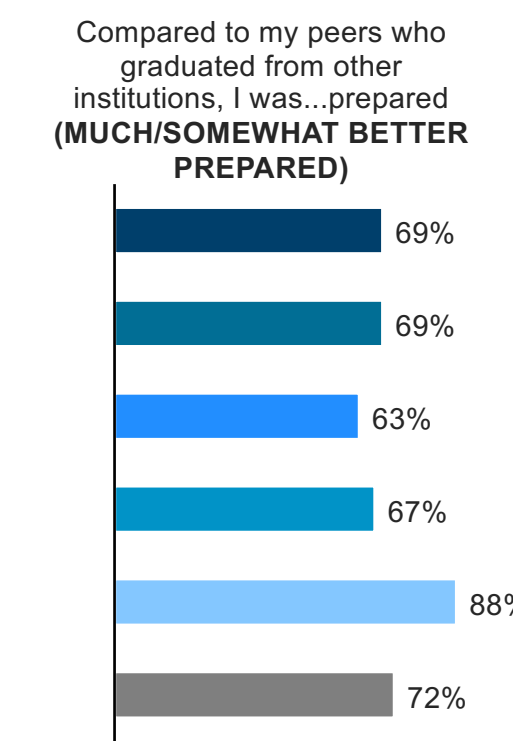
Workforce Preparation

Southwestern University experience prepared me for the workforce
(VERY/EXTREMELY WELL)



Relative Preparation

Compared to my peers who graduated from other institutions, I was...prepared
(MUCH/SOMEWHAT BETTER PREPARED)

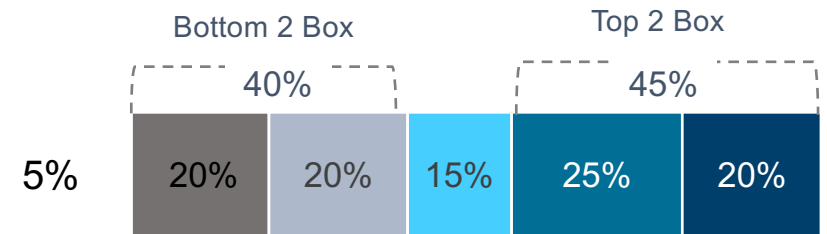


Benefit Scores

To better understand the education-to-work journey, Strada has created 5 Net Benefit Profiles related to students' undergraduate experiences, more specifically:

1. **Value:** Perceived value of a bachelor's degree, both in terms of monetary and opportunity gains.
2. **Life impact:** Impact the undergraduate education experience has had on the life of alumni.
3. **Career Satisfaction:** Satisfaction with current career as well as the ability to provide for one's family.
4. **Skill Development:** Whether the undergraduate experience helped develop key skills.
5. **Affinity:** The strength of alumni connection to and engagement with an institution.

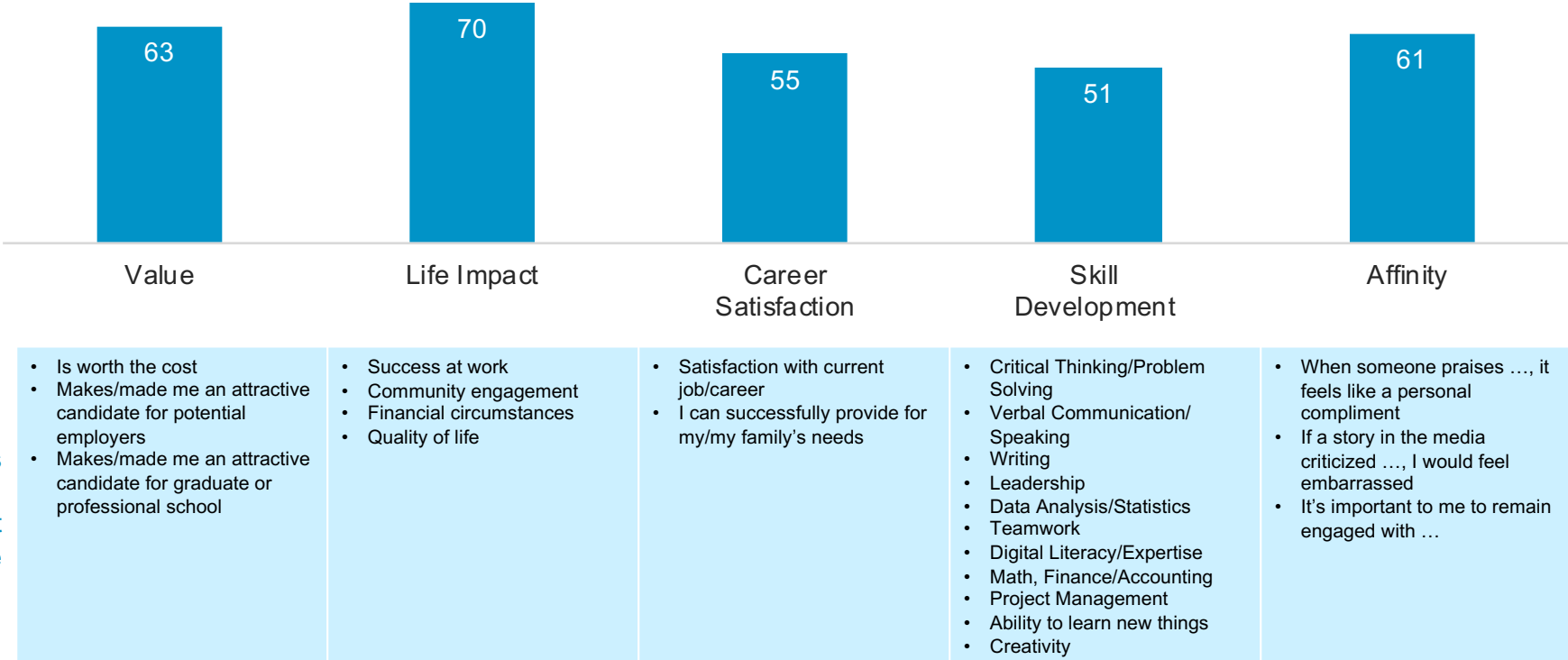
Example



Benefit Scores are used throughout this report to show the relative positive or negative score of each item. These scores are calculated by subtracting the bottom two box scores from the top two box scores (45%-40%=5% in above example). These benefit scores are then averaged to create a Net Benefit Score.



Net Benefit Profile



Items Included in the Benefit Profile

BASE: All who answered.
 Net Benefit Scores in each category computed using these questions: Value (Q200), Life Impact (Q205), Career Satisfaction (Q700/Q715), Skill Development (Q500), Affinity (Q215).

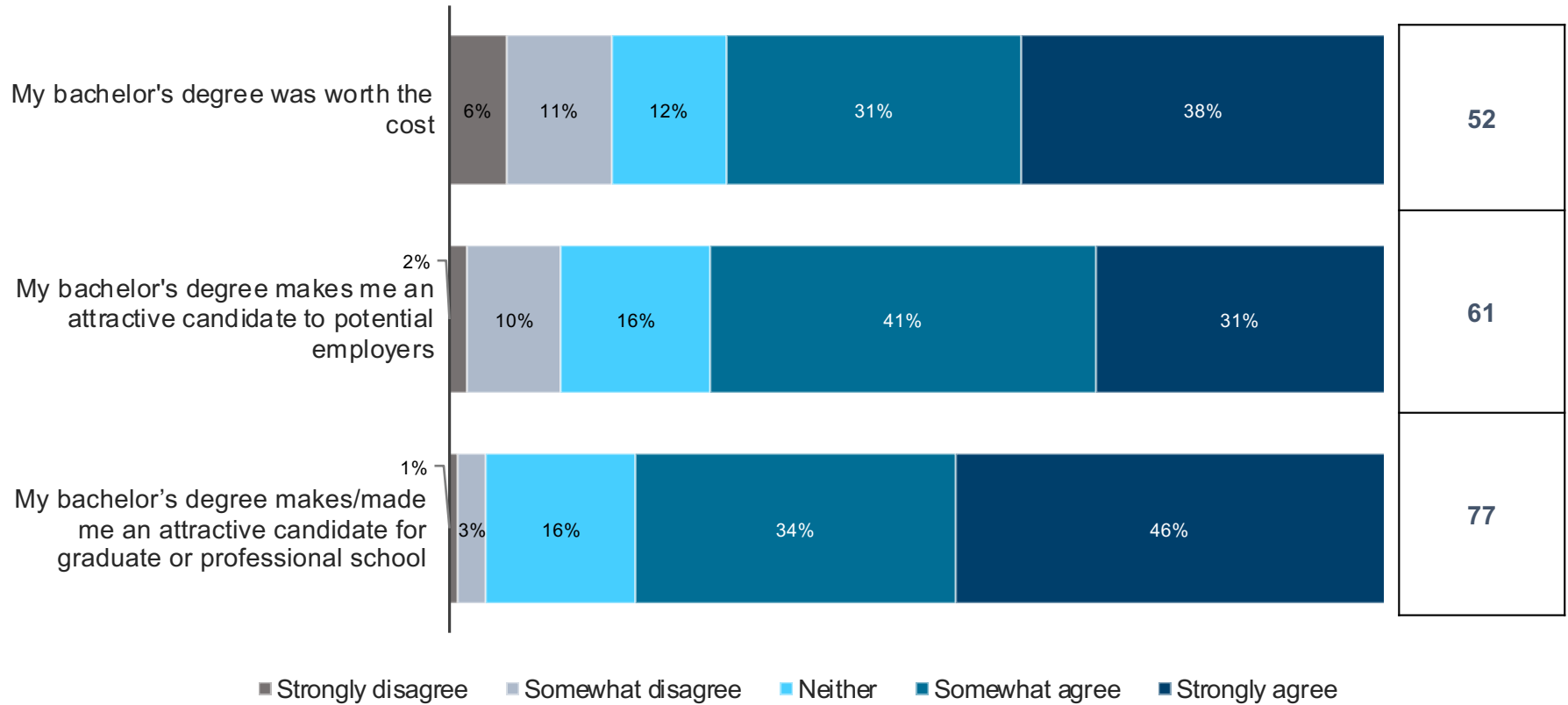


Detailed Findings

Net Benefit Profile

Value Score: 63

BENEFIT SCORE



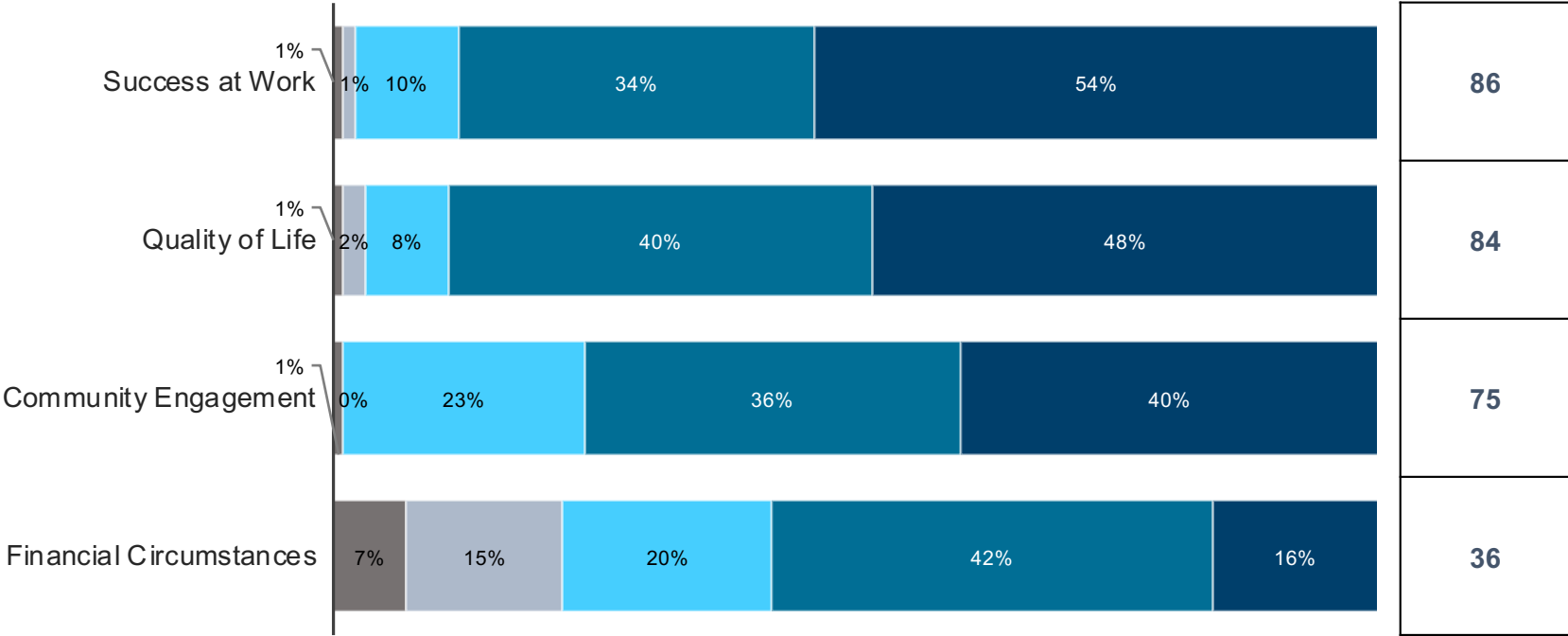
BASE: All who answered. (n=339)
 Q200. To what extent do you agree or disagree with the following statements?



Net Benefit Profile

Life Impact Score: 70

BENEFIT SCORE



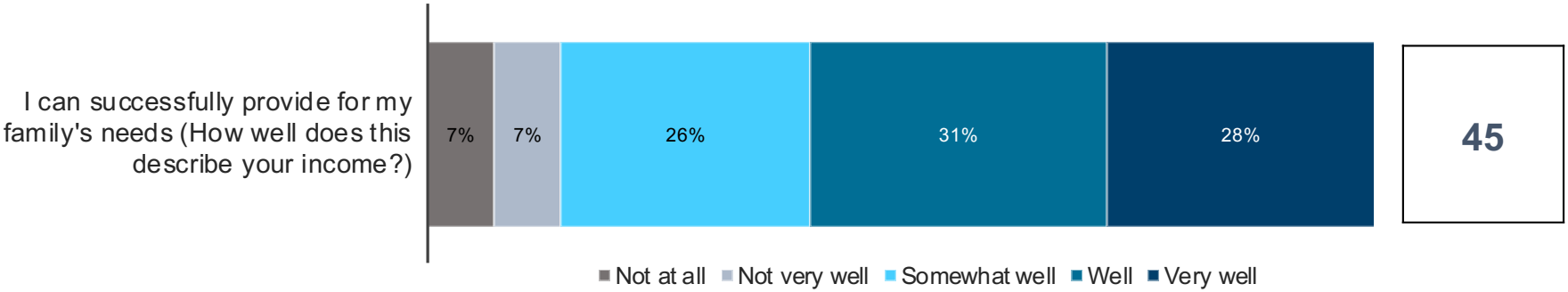
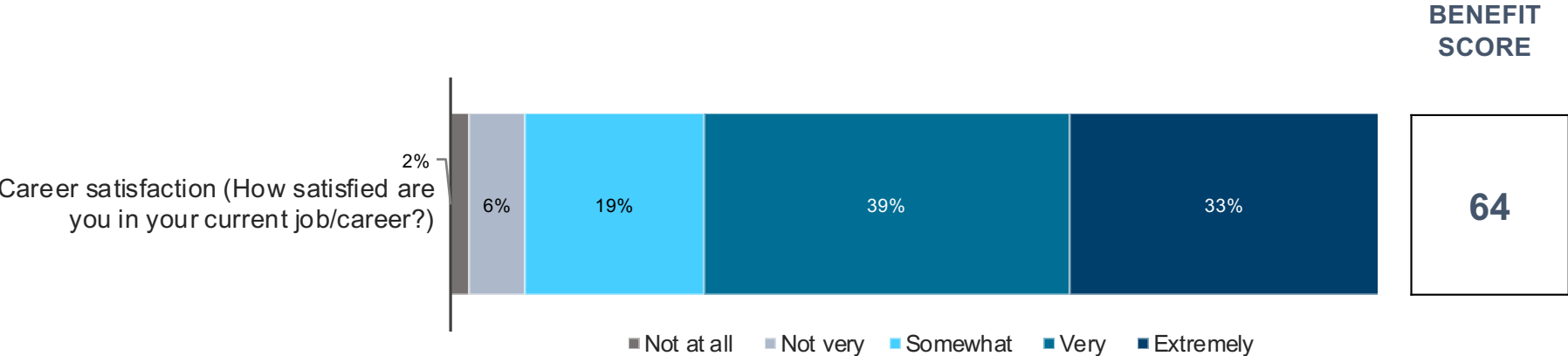
■ Very negative impact ■ Somewhat negative impact ■ No impact ■ Somewhat positive impact ■ Very positive impact

BASE: All who answered. (n=336)
 Q205. Thinking about your undergraduate education experience at Southwestern University, what impact has it had on your life in the following areas...?



Net Benefit Profile

Career Satisfaction Score: 55



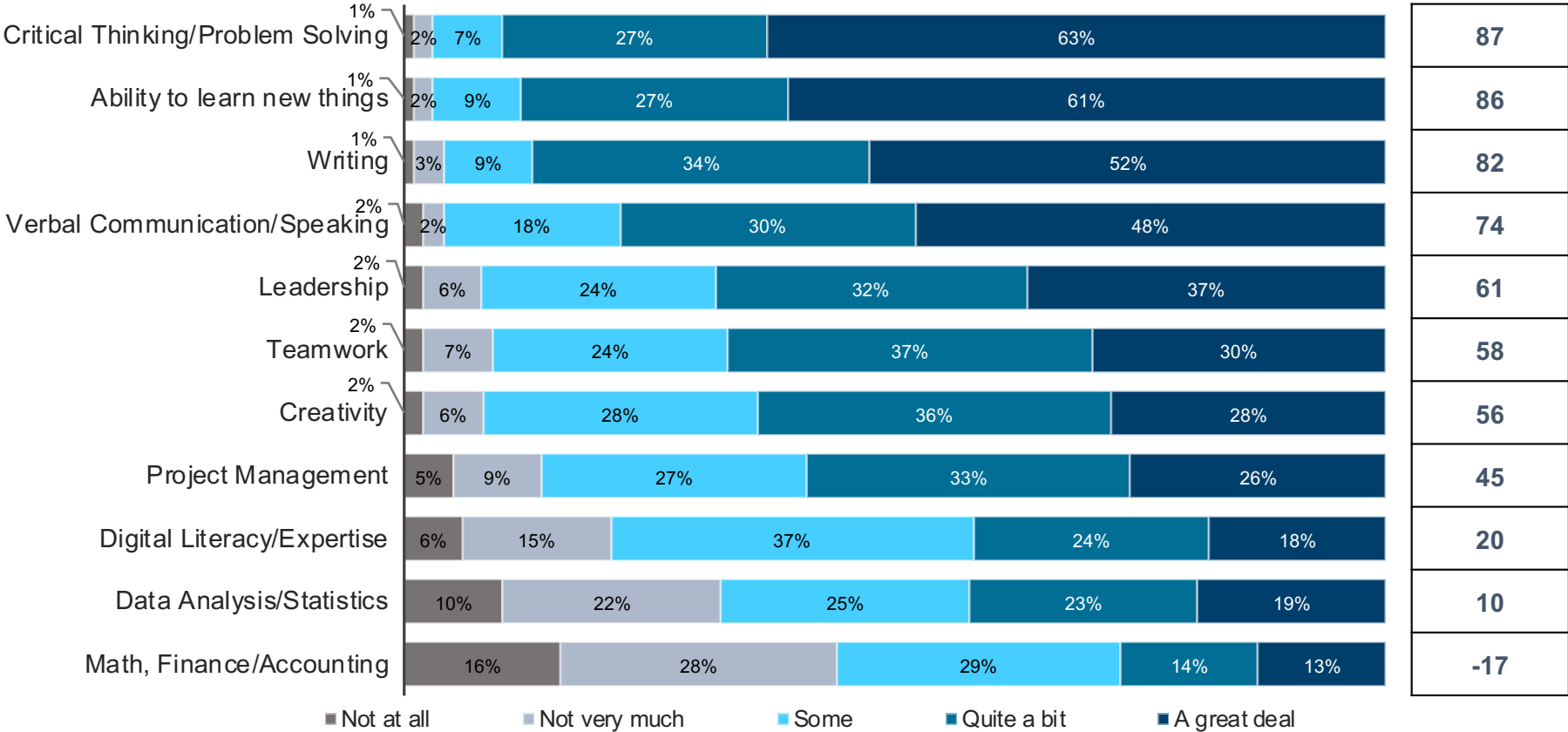
BASE: All who answered.
Questions in order of appearance: Q700 (n=305), Q715 (n=305)



Net Benefit Profile

Skill Development Score: 51

BENEFIT SCORE



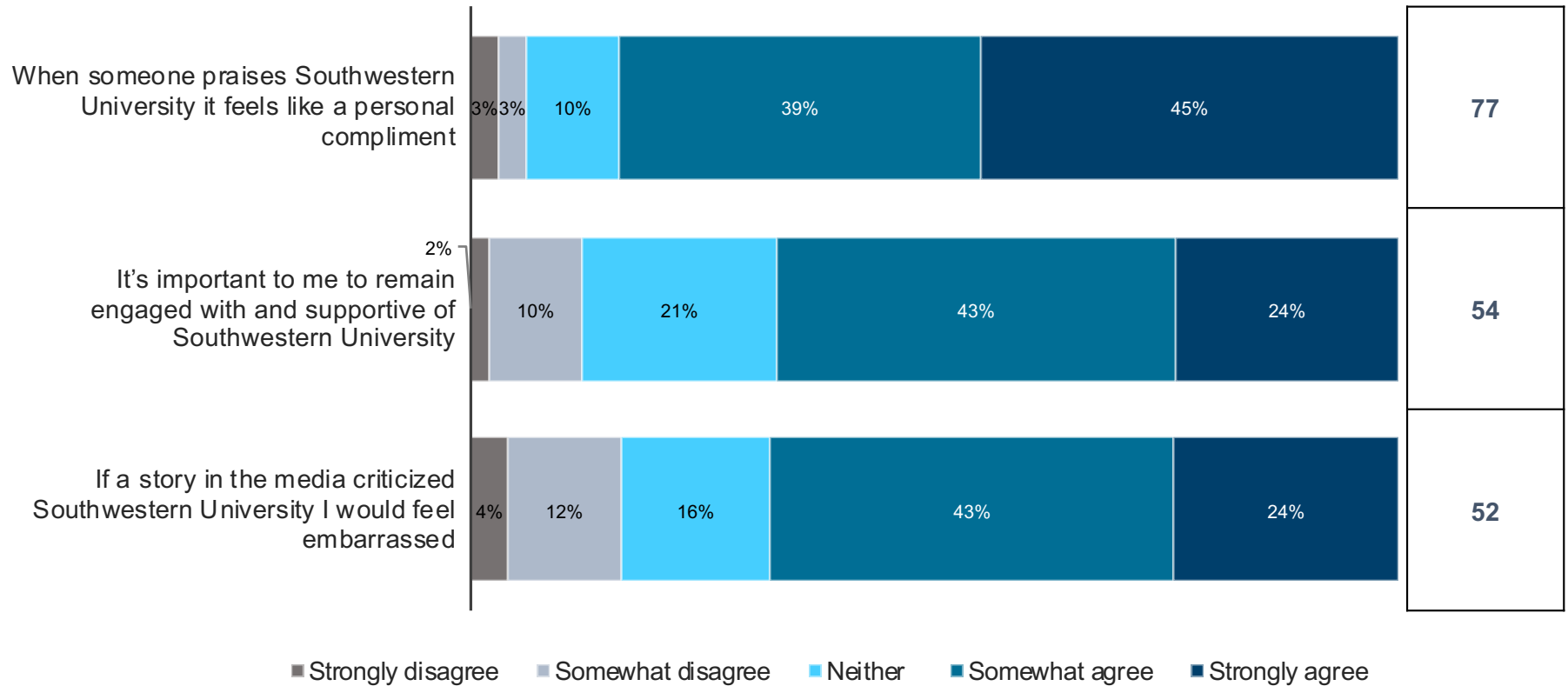
BASE: All who answered. (n=328)
 Q500. How much did your education help you develop the following skills?



Net Benefit Profile

Affinity Score: 61

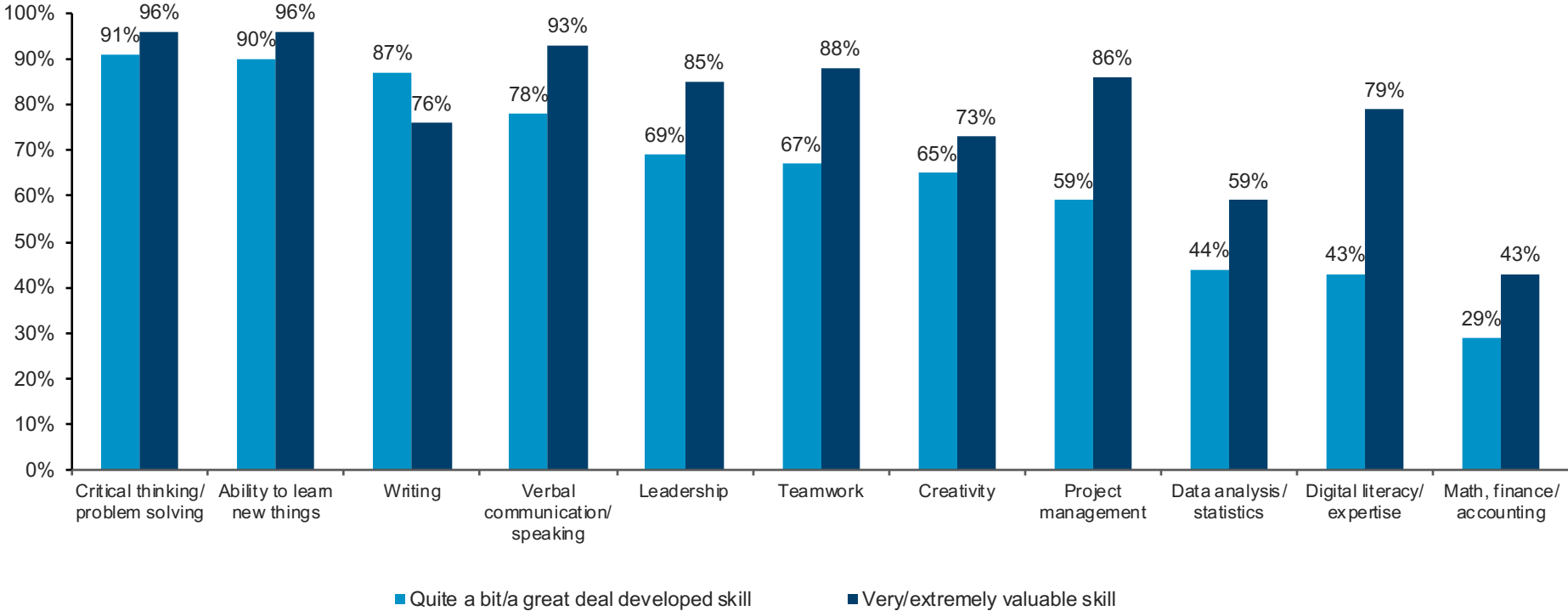
**BENEFIT
SCORE**



BASE: All who answered. (n=335)
Q215. To what extent do you agree or disagree with the following statements?



Developed Skills: Value Perceptions



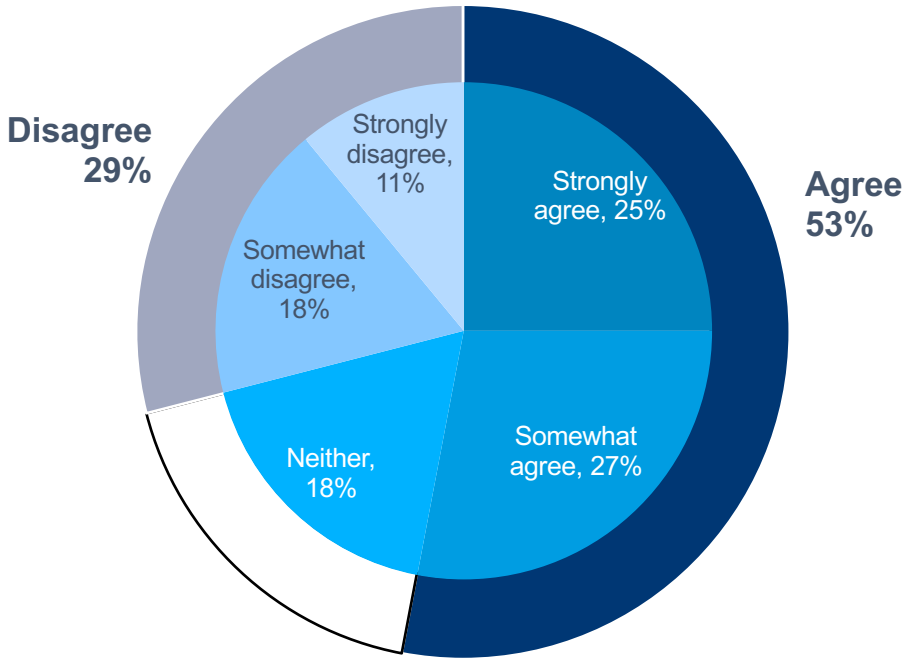
BASE: All Who Answered Both Questions. (n=298)
 Q500. How much did your education help you develop the following skills?
 Q725. Looking at the same list of skills you reviewed earlier in the survey, please indicate how valuable each one is in your current job.



Perspectives on Student Loans

Total Borrowed in Student Loans	% (n=319)
Less than \$5,000	1%
\$5,000-\$15,000	6%
\$15,001-\$25,000	7%
\$25,001-\$50,000	18%
\$50,001-\$75,000	13%
\$75,001-\$100,000	7%
\$100,001-\$150,000	6%
\$150,001-\$200,000	1%
\$200,001 or more	0%
Don't know	5%
Decline to answer	3%
\$0/None	34%

It was Worth Taking Out Student Loans to Get My Bachelor's Degree (n=183)*



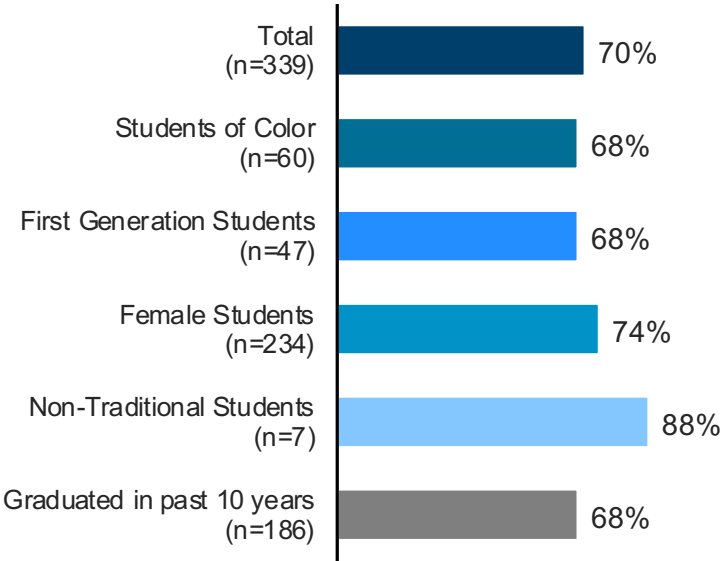
BASE: All who answered.
 Q1000A. Approximately how much, if any, did you borrow in student loans to obtain your bachelor's degree from Southwestern University?
 *BASE: Took out student loans.
 Q1000B. To what extent do you agree or disagree with the following statement?



Perceived Value of Bachelor's Degree By Sub-Groups

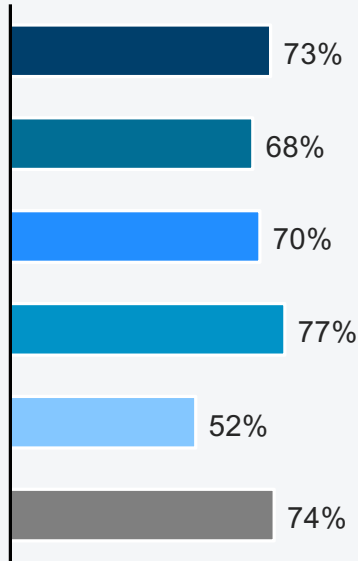
Cost Value

My bachelor's degree was worth the cost
(SOMEWHAT/STRONGLY AGREE)



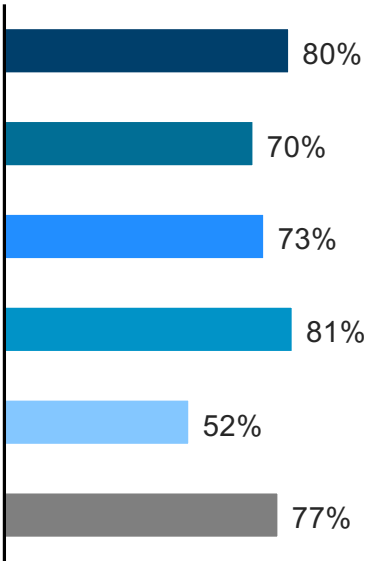
Career Value

My bachelor's degree makes me an attractive candidate to potential employers
(SOMEWHAT/STRONGLY AGREE)



Graduate Education Value

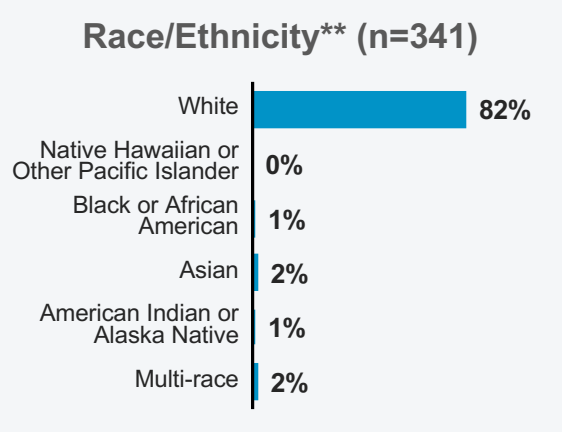
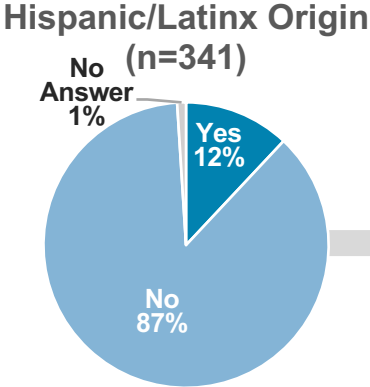
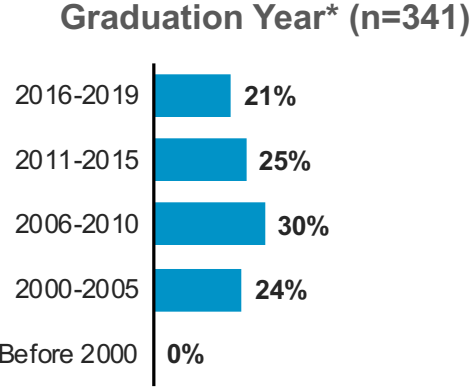
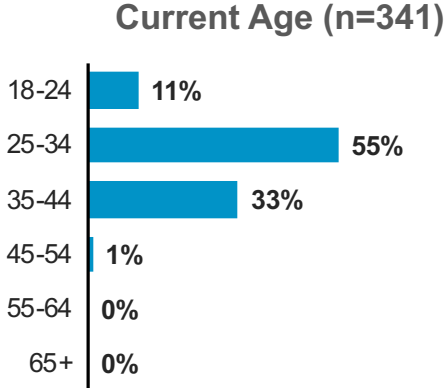
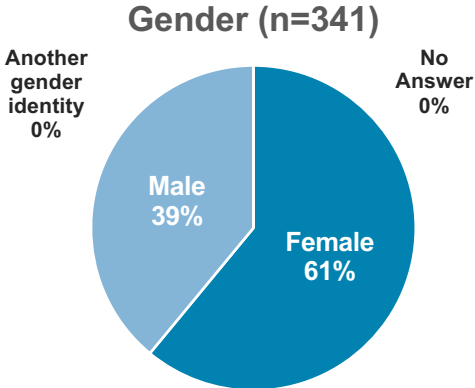
My bachelor's degree makes/made me an attractive candidate for graduate or professional school
(SOMEWHAT/STRONGLY AGREE)



BASE: All who answered.
Q200. To what extent do you agree or disagree with the following statements?



Demographics



*Self-selected calendar year of graduation.
 **Excludes unknown.

Net Benefit Profile: Peer Benchmarks

Peer Benchmarking Net Benefit Profile

Strada is also providing peer benchmarks for the 5 Net Benefit Profiles related to students' undergraduate experiences discussed on the prior slides. Each institution is benchmarked against its peers using the following categories*:

1. Private institutions

1. Defined as any private institution regardless of the number of undergraduate enrollees
2. 23 participating schools

2. Small/medium public institutions

1. Defined as public institutions with less than 10,000 undergraduate enrollees
2. 3 participating schools

3. Large public institutions

1. Defined as public institutions with 10,000 or more undergraduate enrollees
2. 5 participating schools

* Your institution is peer benchmarked to private institutions.

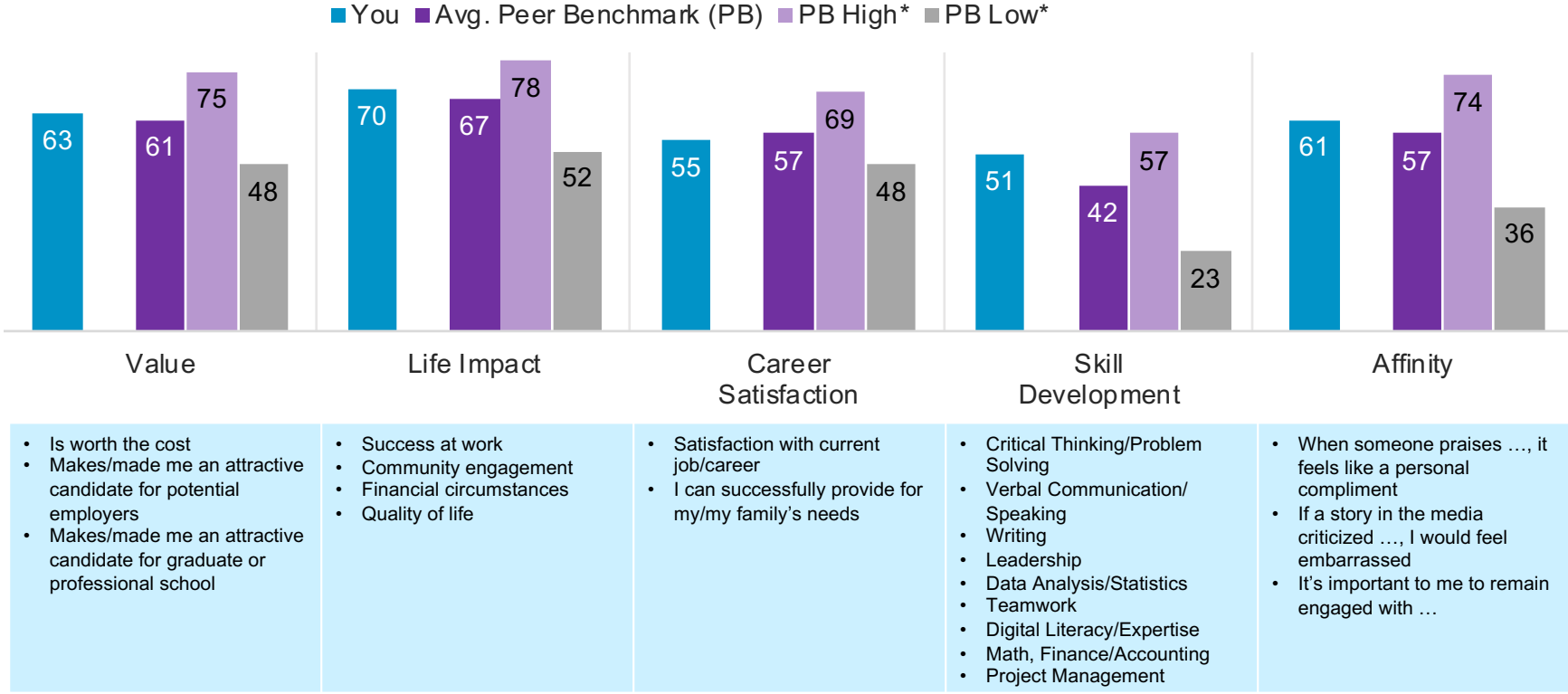
Peer Benchmark Score

The Peer Benchmark Net Benefit Profile Score (PB) is an aggregate score of other institutions that also participated in this research from October 2019 to April 2020 and are similar to your institution in undergraduate enrollment and public/private status as reported by the Integrated Postsecondary Education Data System (IPEDS) College Navigator.

Strada is providing the Aggregate, High, and Low Peer Benchmark Net Benefit Profile Scores for each group.



Peer Benchmarking: Net Benefit Profile



BASE: All who answered.
 Net Benefit Scores in each category computed using these questions: Value (Q200), Life Impact (Q205), Career Satisfaction (Q700/Q715), Skill Development (Q500), Affinity (Q215).

*Highest and lowest Net Benefit Profile Score among peer institutions
 **Please note: Two question items ("Ability to learn new things" and "Creativity") were added to the Skill Development Benefit Profile in the Omega test phase. These items are reflected in your Net Benefit Profile scores but are not included in the Peer Benchmarking Profile scores as they did not exist in previous iterations of testing.