

# **Survey of Undergraduate Alumni Spring 2016**

**Communications Alumni**



**Southeastern Louisiana University**

**Institutional Research**

# B.A. Communications

## Satisfaction with Degree Program

Number of Respondents: 26					
	Very Dissatisfied - 1	2	3	4	Very Satisfied - 5
<b>Overall quality of your department</b>					
BA Communications	3.8% (1)	3.8% (1)	15.4% (4)	30.8% (8)	46.2% (12)
<b>Overall quality of your degree program</b>					
BA Communications	0.0%	3.8% (1)	15.4% (4)	34.6% (9)	46.2% (12)
<b>Clarity of the degree requirements as outlined in the catalogue and/or curriculum sheets</b>					
BA Communications	3.8% (1)	3.8% (1)	15.4% (4)	30.8% (8)	46.2% (12)
<b>Usefulness of the academic advice you received from your advisor</b>					
BA Communications	11.5% (3)	11.5% (3)	34.6% (9)	19.2% (5)	23.1% (6)
<b>Opportunities to interact with faculty outside of class</b>					
BA Communications	0.0%	23.1% (6)	7.7% (2)	30.8% (8)	38.5% (10)
<b>Effectiveness of the faculty as teachers</b>					
BA Communications	0.0%	3.8% (1)	19.2% (5)	30.8% (8)	46.2% (12)
<b>Friendliness and helpfulness of the office staff</b>					
BA Communications	0.0%	15.4% (4)	23.1% (6)	30.8% (8)	30.8% (8)
<b>Interest shown by faculty in your academic development</b>					
BA Communications	0.0%	11.5% (3)	15.4% (4)	23.1% (6)	50.0% (13)
<b>Effectiveness of beginning courses in preparing you for advanced courses</b>					
BA Communications	0.0%	3.8% (1)	23.1% (6)	42.3% (11)	30.8% (8)
<b>Quality of instruction in advanced courses</b>					
BA Communications	0.0%	11.5% (3)	15.4% (4)	15.4% (4)	57.7% (15)
<b>Faculty treatment of students both inside and outside of the classroom</b>					
BA Communications	0.0%	3.8% (1)	19.2% (5)	11.5% (3)	65.4% (17)
<b>Professional activities, associations, or clubs associated with your major</b>					
BA Communications	7.7% (2)	15.4% (4)	15.4% (4)	15.4% (4)	42.3% (11)
<b>Opportunity for meaningful interaction with faculty in research or other scholarly activity</b>					
BA Communications	0.0%	15.4% (4)	15.4% (4)	34.6% (9)	34.6% (9)
<b>Availability of the required courses in your major</b>					
BA Communications	7.7% (2)	11.5% (3)	11.5% (3)	38.5% (10)	30.8% (8)
<b>Availability of elective courses you wanted to take in your major</b>					
BA Communications	7.7% (2)	11.5% (3)	26.9% (7)	30.8% (8)	23.1% (6)
<b>Quality of instruction regarding standards and ethics in your major field</b>					
BA Communications	0.0%	7.7% (2)	11.5% (3)	26.9% (7)	53.8% (14)
<b>Opportunities for you to collaborate with other students on class projects</b>					
BA Communications	0.0%	3.8% (1)	19.2% (5)	34.6% (9)	42.3% (11)
<b>Satisfaction with Degree Program</b>					

Number of Respondents: 26					
	Very Dissatisfied - 1	2	3	4	Very Satisfied - 5
<b>Library resources related to your major</b>					
BA Communications	0.0%	3.8% (1)	19.2% (5)	30.8% (8)	46.2% (12)
<b>Use of appropriate technology in the classroom</b>					
BA Communications	7.7% (2)	7.7% (2)	23.1% (6)	15.4% (4)	46.2% (12)
<b>Facilities and equipment (including computer resources) for courses in your major</b>					
BA Communications	7.7% (2)	11.5% (3)	15.4% (4)	34.6% (9)	30.8% (8)
<b>Help you received from faculty in your department with regard to further educational opportunities</b>					
BA Communications	3.8% (1)	3.8% (1)	38.5% (10)	7.7% (2)	46.2% (12)
<b>The size of classes in your major</b>					
BA Communications	0.0%	0.0%	19.2% (5)	15.4% (4)	65.4% (17)
<b>Help you received from faculty in your department with regard to finding employment in your field</b>					
BA Communications	23.1% (6)	26.9% (7)	11.5% (3)	19.2% (5)	19.2% (5)
<b>The global perspectives of courses</b>					
BA Communications	3.8% (1)	15.4% (4)	30.8% (8)	26.9% (7)	23.1% (6)
<b>The relevancy of courses</b>					
BA Communications	3.8% (1)	7.7% (2)	7.7% (2)	38.5% (10)	42.3% (11)
<b>"Real-world" experiences, exposure, examples, etc. in or out of the classroom</b>					
BA Communications	3.8% (1)	15.4% (4)	23.1% (6)	11.5% (3)	46.2% (12)
<b>Your advisor's knowledge of requirements</b>					
BA Communications	11.5% (3)	11.5% (3)	15.4% (4)	23.1% (6)	38.5% (10)
<b>The accessibility of your advisor</b>					
BA Communications	3.8% (1)	7.7% (2)	46.2% (12)	23.1% (6)	19.2% (5)
<b>Your advisor's concern with your academic goals</b>					
BA Communications	15.4% (4)	7.7% (2)	42.3% (11)	7.7% (2)	26.9% (7)
<b>Opportunity to acquire marketable skills</b>					
BA Communications	3.8% (1)	11.5% (3)	23.1% (6)	42.3% (11)	19.2% (5)

<b>Table 31 continued</b>		
<b>Satisfaction with Degree Program</b>		
	<b>No</b>	<b>Yes</b>
<b>2. Would you recommend Southeastern to someone interested in what you majored in?</b>		
BA Communications	15.4% (4)	80.8% (21)
<b>3. If you had it to do over again, would you choose the same major?</b>		
BA Communications	34.6% (9)	61.5% (16); 3.8% (1) Not at Southeastern
<b>4. Did you participate in an internship, a practicum, a clinical experience, or student teaching as part of your degree requirements?</b>		
BA Communications	38.5% (10)	61.5% (16)
<b>6. Should a hands-on course be required in your program?</b>		
BA Communications	7.7% (2)	84.6% (22)

When asked what benefits they received from hands-on experience, Communications graduates had the following to say:

- Networking opportunities, hands-on experience in my field, working knowledge of media sales, etc.
- Real-world experience in a trade that demands it.
- During my internships I added to the knowledge I received in class. It provided real world experience.
- None. It was difficult to find an internship in Hammond. The one I did find was a joke.
- Getting the opportunity to do a full-blown research project was helpful. It was the single most important thing in helping me prepare for graduate school.
- I received the opportunity to gain work experience prior to being degreed and also it provided practical application of some of the skills that I was developing.
- Internships and involvement in organizations related to communications provided me with opportunities to gain valuable experience and portfolio samples.
- Invaluable insight into research methodology and deductive reasoning. Plus, the simple experience of individually achieving something grand in scope.
- Doing my senior thesis polished off many skills I needed in the real world. These include but are not limited to; computer skills, writing skills, public speaking and most valuably research. I Reasearch something new everyday in my job and personal life.
- I enhanced my interpersonal communication skills; gained knowledge of how organizational communication actually works in a professional environment; used my knowledge to write various types of articles, press and news releases.
- In my internship, I got real world experience, which is something that my standard classes were unable to offer.
- The classic work experience that I could use on a resume that future employers would be interested in.

**Perceptions of Southeastern**

Three (11.5%) of the Communications graduates had participated in the study-abroad/student exchange. Two (66.7%) were Very Satisfied with the experience and one (33.3%) was Somewhat Satisfied. Seven (26.9%) of the respondents had participated in the honors program. Two (28.6%) were Very Satisfied with the experience, three (42.9%) were Somewhat Satisfied, one (14.3%) was Somewhat Dissatisfied, and one (14.3%) was Very Dissatisfied.

Eight (30.8%) of the respondents conducted research under faculty supervision. Five (62.5%) were Very Satisfied with the experience and three (37.5%) were Somewhat Satisfied.

### **Graduate/Professional Education**

Three (11.5%) of the respondents are currently enrolled in a graduate/professional degree program and eight (30.8%) have completed a degree. Ten (38.5%) of the respondents are likely to enroll in the future, and three (11.5%) have no plans for further education. Six (75.0%) of the respondents have obtained a Master's degree and one (12.5%) a second baccalaureate. Of those respondents with plans for further education, three (14.3%) plan on eventually obtaining a doctorate, thirteen (61.9%) plan on obtaining a master's, and two (9.5%) plan on obtaining a second baccalaureate.

Of the eleven individuals with graduate school experience, five (45.5%) indicated that Southeastern prepared them "Effectively" for further graduate/professional study, four (36.4%) indicated they were "Very Effectively" prepared, and one (9.1%) was "Ineffectively" prepared. Four (36.4%) indicated that Southeastern prepared them "Better than Most" other students, five (45.5%) indicated that Southeastern prepared them "About the Same as Most, and one (9.1%) indicated they were prepared "Worse than Most". Furthermore, three (27.3%) indicated their graduate degree program is "Very Closely Related" to their bachelor's degree from Southeastern, five (45.5%) indicated it was "Somewhat Related" and two (18.2%) indicated it was "Not at all Related".

### **Employment**

Four (15.4%) of the respondents has not been employed full-time since graduating from Southeastern, while nineteen (73.1%) have been employed full-time. Of those who have been employed full-time, eight (42.1%) had a job before graduating, three (15.8%) accepted a position upon graduation, two (10.5%) took 1-6 months to find a job, two (10.5%) took 7-12 months, and three (15.8%) took over a year.

The seven respondents who did not have a job upon graduation faced a variety of problems in obtaining employment. Table 2 presents what were considered major problems, minor problems, or no problem.

<b>Please indicate whether each of the following was a major problem, minor problem, or not a problem in obtaining employment after graduating from Southeastern with your Bachelors.</b>			
	Major Problem	Minor Problem	Not A Problem
Limited to only one geographic area	28.6% (2)	14.3% (1)	28.6% (2)
Not knowing what I wanted to do	42.9% (3)	0.0%	28.6% (2)
Tight job market		0.0%	14.3% (1)
Lack of marketable skills	0.0%	28.6% (2)	42.9% (3)
Lack of educational qualifications	0.0%	0.0%	71.4% (5)
Reputation of Southeastern	0.0%	0.0%	71.4% (5)
Lack of experience	28.6% (2)	28.6% (2)	14.3% (1)
Lack of job search skills	0.0%	14.3% (1)	57.4% (4)
Poor GPA	0.0%	14.3% (1)	57.4% (4)
Racial discrimination	0.0%	0.0%	71.4% (5)
Gender discrimination	0.0%	0.0%	71.4% (5)
Age discrimination	14.3% (1)	0.0%	57.4% (4)

Seven (36.8%) of those who have been employed full-time indicated their education was “Very Effective” in preparing them for employment or improving their job performance, nine (47.4%) indicated it was “Effective” and two (10.5%) indicated it was “Ineffective”. In regards to sources for learning about their first full-time job, two (10.5%) indicated faculty at Southeastern, three (15.8%) indicated a parent or relative, one (5.3%) from Southeastern’s Career Services, one (5.3%) from a newspaper/trade publication, three (15.8%) from a professional organization, three (15.8%) already had the job, one (5.3%) from an internship or practicum, and one (5.3%) from an employment agency.

Sixteen (61.5%) are currently employed full-time, one (3.8%) is employed part-time and looking for full-time employment, two (7.7%) are graduate assistants, and two (7.7%) are unemployed but seeking employment. Of those who are currently employed full-time, nine (56.3%) are employed in the state of Louisiana. Three (18.8%) are employed in industry, two (12.5%) in a service organization, one (6.3%) is self-employed/private practice, one (6.3%) in a professional firm, three (18.8%) in higher education, one (6.3%) in government, four (25.0%) in K-12, and one (6.3%) in the military. When asked “If underemployment is defined as a condition in which your job requires lower levels of skill and training than those you acquired in college would you say that you are currently underemployed”, four (25.0%) of the respondents indicated they are underemployed. Five (31.3%) of the respondents are well satisfied with their employment and would not consider leaving and eleven (68.8%) are satisfied with their employment but would consider other employment. Twelve (75.0%) of the respondents are employed in an the area of their Southeastern major or a related area. Three (18.8%) respondents indicated a salary range of \$25,001-\$30,000, four (25.0%) \$30,001-\$40,000, seven (43.8%) \$40,001-\$50,000 and two (12.5%) indicated a salary over \$50,000.

### **Professional Activities**

Four (15.4%) of the respondents indicated they currently hold a license, and six (23.1%) indicated it is not available in their field. Currently held licenses include:

- Teaching Certification
- Teaching license from the state of Mississippi
- All Lines Claims Adjuster

Of the ten without licensure, four (40.0%) plan obtaining it within the next twelve months, including CSW (Certified Specialist of Wine), PHR, Certification in Public Relations. Nine (34.6%) of the respondents are members of a professional organization, and eleven (42.3%) have attended a professional meeting in the past year.