

2015 Alumni Survey Introduction, Methods, and Alumni Demographic Profile

Introduction

This series of reports presents findings from the NC State University 2015 Alumni Survey. The online survey was administered between January 12, 2015 and March 2, 2015. Information was gathered from alumni who received a bachelor's degree between Summer 2009 and Spring 2012. Alumni were asked about their post-graduation activities, employment, and further education; their perceptions of the current importance of and NC State's contribution to their development of a wide range of skills and abilities; their satisfaction with their undergraduate experience and their involvement in various activities; and about some current behaviors and staying connected to NC State.

This introductory report describes the survey methods and provides a demographic profile of survey respondents in comparison to the population of NC State baccalaureates. Specifically, survey respondents and the population of alumni who graduated between Summer 2009 and Spring 2012 are compared in terms of gender, race/ethnicity, academic unit, graduation year, and current residence. A separate report, [2015 Alumni Survey: All Respondents](#), focuses on each individual topic in the Alumni Survey. Survey questions and detailed tables of responses by gender, race/ethnicity, and college are also available [online](#).

Survey Methods

The survey population included alumni who graduated between Summer 2009 and Spring 2012. Alumni in the population with known addresses [N=12,400] were sent letters through US mail requesting they complete the 2015 Alumni Survey online. The personalized letters were on university letterhead and signed by the Chancellor of the university. Up to five follow-up reminders, (3 emails [for those with a known email address; N=13,924¹], 1 postcard, and one letter) were sent to non-respondents. As an incentive, the initial contact letter included an NC State University Alumni coaster with the survey URL. In addition, those who participated in the survey by January 26 were entered into a drawing in which five alumni were randomly selected to each win \$100. Two \$150 incentives were awarded to those completing the survey by March 2. Each alumnus was assigned a unique ID and password that they were prompted to enter on the first page of the survey. In addition to allowing for the tracking of respondents, the unique identifiers eliminated the need to ask alumni various demographic questions that could be obtained from student data files.

After up to six mailings, a total of 2,589 surveys were completed for an 18.5 percent response rate (2,589 out of 14,019).

¹ It is important to note that NC State University no longer disables a student's email address after he/she graduates, i.e., students are able to retain their NC State email address indefinitely. In providing contact information for alumni, the Alumni Association includes the alumni's NC State email address for all graduates for whom no other email address is available. The 13,924 alumni for whom an email address was available included 6,790 NC State email addresses. In addition, 1,173 of those for whom we were using an NC State email address had no physical mail address. Although all of the emails to these addresses were successfully delivered, it is likely that many alumni are not checking or auto-forwarding emails going to their NC State email address.

Demographics of Summer 2009 - Spring 2012 Graduates and Survey Respondents

Those responding to the survey vary somewhat from the full population in terms of race/ethnicity, college from which they graduated, and current residence, but not in terms of gender or the year in which they graduated. The differences, however, are not large enough to imply that the survey results would be appreciably different for the full population of graduates from Summer 2009 to Spring 2012. These reports are therefore based on the assumption that the results obtained are broadly representative of the population of NC State bachelor degree recipients between Summer 2009 and Spring 2012.

Gender and Race/Ethnicity (Tables 1 and 2)

As Table 1 shows, women made up 45.8 percent of those who received baccalaureate degrees from NC State between 2009 and 2012, but 46.9 percent of those who responded to the 2015 Alumni Survey. Whites were more likely to respond to the survey than students of color, comprising 84.4 percent of the survey sample but only 81.3 percent of the population (see Table 2).

Table 1: Gender of Alumni Population, Sample, and Survey Respondents

Gender	Alumni Population	%	Survey Respondents	%	Response Rate
Female	6,418	45.8%	1,214	46.9%	18.9%
Male	7,601	54.2%	1,375	53.1%	18.1%
<i>Total</i>	<i>14,019</i>	<i>100.0%</i>	<i>2,589</i>	<i>100.0%</i>	<i>18.5%</i>

Table 2: Race/Ethnicity of Alumni Population, Sample, and Survey Respondents

Race/ Ethnicity	Alumni Population	%	Survey Respondents	%	Response Rate
African American	948	6.8%	139	5.4%	14.7%
Asian	673	4.8%	101	3.9%	15.0%
Hispanic	353	2.5%	68	2.6%	19.3%
Native American	58	0.4%	7	0.3%	12.1%
White	11,397	81.3%	2,186	84.4%	19.2%
Other	590	4.2%	88	3.4%	14.9%
<i>Total</i>	<i>14,019</i>	<i>100.0%</i>	<i>2,589</i>	<i>100.0%</i>	<i>18.5%</i>

Academic Unit (Table 3)

Table 3 displays variation in response rates by college. Alumni from the College of Engineering are overrepresented in the survey sample, while alumni from the College of Humanities and Social Sciences and the Poole College of Management are underrepresented.

Table 3: Academic Unit of Alumni Population, Sample, and Survey Respondents

College	Alumni Population	%	Survey Respondents	%	Response Rate
Agriculture and Life Sciences	1,578	11.3%	323	12.5%	20.5%
Design	347	2.5%	96	3.7%	27.7%
Education	593	4.2%	91	3.5%	15.3%
Engineering	2,887	20.6%	654	25.3%	22.7%
Natural Resources	886	6.3%	184	7.1%	20.8%
Humanities and Social Sciences	3,427	24.4%	524	20.2%	15.3%
Sciences	1,735	12.4%	320	12.4%	18.4%
Textiles	587	4.2%	110	4.2%	18.7%
Management	1,956	14.0%	282	10.9%	14.4%
Division of Academic and Student Affairs (Environmental Sciences)	23	0.2%	5	0.2%	21.7%
<i>Total</i>	<i>14,019</i>	<i>100.0%</i>	<i>2,589</i>	<i>100.0%</i>	<i>18.5%</i>

Graduation Year (Table 4)

Table 4 shows response rates by academic year of graduation. The Alumni Survey respondent profile mirrors that of the survey population in terms of when the alumni graduated.

Table 4: Graduation Year of Alumni Population, Sample, and Survey Respondents

Academic Year	Alumni Population	%	Survey Respondents	%	Response Rate
AY09-10	4,469	31.9%	789	30.5%	17.7%
AY10-11	4,765	34.0%	901	34.8%	18.9%
AY11-12	4,785	34.1%	899	34.7%	18.8%
<i>Total</i>	<i>14,019</i>	<i>100.0%</i>	<i>2,589</i>	<i>100.0%</i>	<i>18.5%</i>

Current Residence (Table 5)

Table 5 shows current residence for the alumni population and survey respondents. Those for whom we have no physical address are excluded from the Alumni Population column (6% of the population). In addition, those with "unknown" residence who completed the survey after receiving survey announcements via e-mail are excluded from the Survey Respondents column. North Carolinians were slightly underrepresented among survey respondents, making up about 85 percent of the alumni population and about 81 percent of respondents.

Table 5: Current Residence of Alumni Sample and Survey Respondents

Current Residency	Alumni Population	%	Survey Respondents	%	Response Rate
North Carolina	11,200	84.6%	2,063	81.1%	18.4%
Outside North Carolina	2,045	15.4%	481	18.9%	23.5%

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[Return to 2015 Alumni Survey Table of Contents Page](#)
[Return to OIRP Survey Page](#)
[Return to OIRP Home Page](#)